# PORTA

VOLUME IV

PORTALES, ROOSEVELT COUNTY, NEW MEXICO, FRIDAY, NOVEMBER 5, 1920

### ROOSEVELT COUNTY STILL DEMOCRATIC

Slow Returns From Rural Districts Delay Authentic News of **Election** 

### DEMOCRATS HOPEFUL

Returns Show Victory for Hanna-Party Leaders Anxiously Await Official Returns

The returns from the election are insufficient to give full returns in this issue. In the county it is conceded that the Democratic ticket carried by a safe majority, there being very little competition except in the sheriff's, county superintendent and pro bate judges race. In the Por tales box the above were close but as the returns came in from Elida giving an old fashioned majority for the Democratic candi dates the victory, for the ticket was assured.

In that precinct Jess McCormick ran ten votes ahead of the Democratic ticket, though there was very little scratching done at this box, as both dominent parties seemed to have adopted the slogan "put an x in the circlat the head of the ticket and then go stone blind."

In the Valley View precinct the Democratic ticket received a majority, although the Republicans polled a good vote and there were a number of farm labor votes cast.

The returns are slow in coming in from the rural boxes, but it is no thought that they will change the result of the election.

In the state it is conceded that Hanna is elected governor, and there is a good outlook for the success of the entire state ticket.

It will be impossible to give authentic election news on the state vote this week, owing to the slowness of counting and reporting the returns.

In this box Calvin R. Langston led the ticket receiving 526 Demo

received 361, against Geo. P. Smith, Republican, 344.

For county superintendent, R.

The balance of the ticket ran one Republican.

In the Ingram precinct the Republicans were in the majority, there being only nine votes polled out of 41 registered.

Mr. Osborne of Idaho, brother F. P. Osborne, last week bought the C. B. Jones place in the west part of town. This is one of the best inproved places in Portales. having a seven room bungalow house and other improvements. He will add a modern pumping plant.

35 per cent discount on all hats at Whitcombs.

Fresh candies at Dobbs.

day The part of the second AND THE RESERVE AND A STATE OF THE STATE OF

### Kentucky Valley Hallowe'en Entertainment

A real "honest to goodness" Hallowe'en entertainment with 'spooky ghosts" and 'sure nuff' witches as hosts and hostesses of the hour who welcomed "mortals" with very human like hand shakes, was given at the Kentucky Valley consolidated school 15 miles of Elida on Thursday, Oct, 28th. The school house was appropriately decorated with the customary jack o'lanterns and the like.

After the welcome had been June 1, 1921. extended and ghosts and witches had deported, as to their want, no doubt returning from whence they come, a delightful program was given by the pupils of the school. Several dialogues unique in character, as well as some of he old time favorites were capamusement to the crowd which otaled about 150. Last but not east except in size of the performers, was a drill by the primary class which was performed with unusual ability.

principal of the school is to be through Clovis. - Clovis News. congratulated on the very evident uccess she has made of this lately consolidated school, which s now known as the Kentucky Valley consolidated school dis trict, includes the schools fordertaking, the progress of the day. community and the ability of hose directing the work. Mrs Miss Pearl Taylor, a Portales girl Clovis Journal. who needs no introduction to our readers.

Mrs. Carolyn R. Greenlee, chair- Texas, to begin making preparamem of Cox-Hanna club of Roose- tions to complere the deep test velt county and Juega C. M. well started here last year as Compton, both of Portales spoke they secured their amount of on political issues. Mrs. Green- acreage last week. The company lee spoke on the need of 100 per which these gentlemen reprecent democrats in this election sent have agreed to put up a ten cratic votes against Republican and womens spiritual obligation thousand dollar bond in the candidate for county commis- to-league of nations. Judge Comp- Kenna bank that they will be sioner, William B. Hensley's 164. ton spoke on state issues and the drilling by July first next and In the Sheriffs race Jess Mc- famous and much maligned arti- will continue drilling until they Cormick, Democratic nominee cle ten of the "covenant," with reach the depth of three thousuch effective argument that two sand feet unless they get proof the three Harding supporters duction before they reach that present were converted to the depth. - Kenna Record. A. Palm, Democrat, 416, Mrs. cause of Democracy, explaining, Katie Kennady, Republican, 286. | that they had never before understood the meaning of the arfrom three to four Democratic to ticle because of misrepresenta-

witches and ghosts and all the as the amount totaled seventy tioneer. Sheriff Jess McCormack lassies, of which there is a goodly opened the game with \$2.50 for number, and sightly lassies and a pie. And such pies, undoubt husky lasses they are too by th fairy craft employed in their we may not have another foot ccted those delectable dainties, to New Mexico as our own dear that made us even forget to men- unbeatable P. H S. boys are dotion the "ones mother use to ing so royally this term. Here's make." Dr. McGe, of Elida, hoping for the success they decarried the honor of paying the serve. Twenty rah, rah, rah's hinhest price for a pie. Five dol- for Kentucky Valley. lars and fifty cents was the price

### Work Started on Highway Project

N. W. McClaskey, state supervisor of federal aid projects with headquarters in Santa Fe, was in Clovis Monday to start surveying on federal aid projects Nos. 24 and 25. These projects include work on the highways between Clovis and Texico and Clovis and Portales which will amount to nearly \$2000,000

The contract for work on these projects was left some time ago to the Atlas Construction Co, of La Veta, Colo., and the improvements are to be completed by

The work in Curry County inciudes 81,342 yards of earth work, 350 yds. of concrete construction, 100 lineal feet of corrugated iron culverts and 20,323 square yards of calechie surfac-The work in Roosevelt county will include 36,825 yards bl; rendered affording much of earth work and 40,004 square calechie surfacing.

These improvements will be a great asset to the Ozark Trails, Bankhead National, Highway, Abo Pass Route and the Great North and South Cross-Connect-Mrs. J. G. Greaves, who is ing Highway, all of weich pass

### Gangs Ready for Portales Road Work

Wm, Atchison, of the Atchison Construction Company, arrived hore yesterday, and will be in merly known respectively as In- charge of the construction of the gram, Claudell, Pleasant Ridge state highway between this city and Hawkeye, and includes an and Texico, and south to Porarea of four townships, and tales. Three car loads of grading when we censider e township is and road building machinery 36 square miles we realize more have arrived, it was announced fully the magnitude of the un- by the chamber of commerce to-

Work of rebuilding these two important highways will start Greaves is very ably assisted by immediately it was stated .-

L. A. Reynolds & H. Sarsfield After the revelry was ended left this week for Ft. Worth,

> he paid for his pie which was made by Miss Inza Stephens.

Other pies each viling with the tion and, that they would now preceeding ones, brought many vote the straight Democrat ticket | dollars for the fund to be used And then the purpose of the for play ground equipment. And rest was announced, a pie auction, five dollars and is to be used for with Mr. J. R, Shock as auc-sports material, for the lads and edly, there was witch craft or way, we wonder if before long making for surely no mortal con- ball team who will be doing honor

C. R. G.

### Portales Foot Ball Team

The Portales High school football team will play the Roswell High school (to day) Friday, at at Roswell. So far the team has played three games and won in all. If the Roswell game results in a victory for Portales it will entitle this team to play Albuquerque for the state champion-

Portales should be proud of the record of her boys on the gridiron and every citizen should give them a united support.

### Hallowe'en Dance

On last Friday night Misses Nell Jackson and Ruth Greenlea gaye an impromptu Hallow'en dance at the residence of the latter's parents, Mr. and Mrs. P. M. Greenlea. A very pleasant evening was spent by the young people to the enjoyment of music High School. and dancing.

### Pleasant Valley School and Community Items

Our school enrolled 55 the first month, 17 of whom were neither absent nor tardy the entire month. School interest was reaching white heat when the school was unhappily forced to suspend for several wooks on account of the sudden and violent illness of the teachers' little boy, Robert Love Taylor.

We are beginning our second week of the second month with bright prospects of getting fully tion Been a Success in This under way again if the thresher County?"-R. F. Hodges and R. will only get out of the commu- F. Pepper,

Threshing is the order of the J. Stinnett, day. The Gore brothers are in this part now, "separating the grain from the chaff." The people have been blessed with an abundance of harvest this fall, and it certainly works a very great hardship on the farmers to handle their crops and keep their children in school. The corn and other grains in this community would make the old timers in the flood snricken sections of the rich alluvial plains of the old states turn green with sheer envy.

For this bountious blessing, we are sure the people are truly Edwin Taylor's Barn Burned. thankful, and will not fail to show their heart-felt gratitude to the giver of all good and per! fect gifts in duly celebrating our nation's Thanksgiving festival.

A number of youngsters met at the school house Sunday, October 30th, and spent the afternoon in song.

Our literature for the Sunday school came on that day and we hope to see every one attending Sunday School from now on.

Next Sunday November 7th, Mrs. P.M. Rulean, the Red Cross field supervisor for the state of New Mexico, will speak at the school house at 3 p. m. Come.

### Methodist Church Services

Sunday school at 10 a. m. preaching at 11 a.m. and 7:15 p. m.; leagues, 2 p. m., 3 p. m. and 6:30 p.m. Prayer meeting Wednesday at 7 p. m.

We are planning with Rev. Walt Bryan and wife to begin a meeting about Nov. 15.

Sale on all coats and dresses, Doyle of Portales. 20 per cent discount. comb's.

### ROOSEVELT COUNTY TEACHERS INSTITUTE

PROGRAM

County Teachers' association. Portales, N. M. November 12 and 13, 1920. High school.

FRIDAY MORNING 10:30 Enrollment

Invocation

Welcome address-J.R. Shock. Response-W. N. Clyde

Readings, etc.—Pupils Third, Fourth and Fifth grades Portales Public Schools.

AFTERNOON 2:30

Solo-W. Krattli, principal Portales High School. Address-Dr. W.O. Hall, Presi

dent State Normal School. Music - Orchestra, Portales

Address-State Superintendent

J. H. Wagner. EVENING 7:30 M. E. CHURCH

Solo, -W. Krattli. Address-Dr. W. O. Hall, State Normal School.

Music - Orchestra, Portales. High School. SATURDAY MORNING 10:30

Music. Address-R. A. Palm.

Discussion-"Will Teachers Salaries Be Lowered in the Readjustment of Affairs?"-W. N. Clyde, James Taylor.

Discussion - "Has Consolida-

Address-Superintendent Sam

### Notice to Teachers

When attending the teachers Institute here Friday and Saturday of next week, you are cordially invited to call at this office and get acquainted. There is much that can be accomplished by the cooperation of the teachers of the county and the county paper. Come in and talk over your problems, give your school news, and we will help you make this the greatest school year that Roosevelt county has ever known.

## At Least a \$1.000 Loss

Last Friday night, at about 8:30, Edwin G. Taylor's barn caught fire and burned down, the fire not only destroying the building but also burning up a lot of feed, his saddle horse, saddle, several sets of harness and other property. Mr. Taylor was spending the evening at his father's and just happened to glance out and towards home and saw the red glare. reflecting the flames againft his house. He seized his hat and rushed for home, running most of the way, but arriving only to find his property in ashes and burning embers. The loss was about \$1.100, with an insurance of only \$200. The origin of the fire is beyond reasonable surmise on any theory thought out. - Elida Enterprise.

### Marriage License

Since our last issue the follow. ing marriage license have been is-

Fred E. Childs and Miss Nettie

Raymond Craves and Miss Nina Allbright of Milnesand.

### MOTHER!

"California Syrup of Figs" Child's Best Laxative



Accept "California" Syrup of Figs only-look for the name California on the package, then you are sure your child is having the best and most harmless physic for the little stomach, liver and bowels. Children love its fruity taste. . Full directions on each bottle. You must say "California."-Adv.

A Grouchy Comment. "Of course, women will take naturally to the ballot."

"What makes you think that?" "Don't they take naturally to anything on earth that's marked down?"

Airman Lived on Jack Rabbits. Stranded in a Nevada desert, Earl Ailer, former army aviator, lived for six weeks on jack rabbits, while repairing a defect in his plane.

### OH, DEAR! MY BACK!

Merciful Heavens, how my back hurts in the morning!" It's all

due to an over -abundance of that poison called bric acid. The kidneys are not able Wuntin to get rid of Such cor. ditions you can readily overcome, and prolong life by taking

"Anuric" (anti-uric-acid). This can be obtained at almost any drug store, in tablet form.

When your kidneys get sluggish and clog, you suffer from backache, sick-headache, dizzy spells, or twinges and pains of lumbago, rheumatism or gout; or sleep is disturbed two or three times a night, get Dr. Pierce's Anuric, it will put new life into your kidneys and your entire system. Send Dr. Pierce's Invalids' Hotel, Buffalo, N. Y., ten cents for trial package.

STROUD, OKLA,-"I suffered for a year with kidney trouble. I saw Dr. Pierce's advertisement and wrote for a trial package of 'Anuric.' It helped me so I went to the drug store and bought a supply of Dr. Pierce's medicines. The 'Golden Medical Discovery' and the 'Pleasant Pellets' cured me of bowel trouble, and the 'Anurio' of the kidney trouble and rheumatism. I am cured - can do my work and it does not hurt me at al. "-MRS. MARY JANE FISHER, Route 5.

## DONT DESPAIR

If you are troubled with pains or aches; feel tired; have headache, indigestion, insomnia; painful passage of urine, you will find relief in



The world's standard remedy for kidney, liver, bladder and uric acid troubles and National Remedy of Holland since 1696. Three sizes, all druggists. Guaranteed. sek for the name Gold Medal on every ben

Comfort Baby's Skin With Cuticura Soap **And Fragrant Talcum** Soap 25c, Ointment 25 and 50c, Talcum 25c.

**Deep-Seated Coughs** 

### MILLIONS SAVED TO PRODUCERS THROUGH IMPROVED MARKETING CAMPAIGN COST



Marketing Representative Addressing Group of Farmers in Field.

Five and a half million dollars. That | 1,100 miles over four railroads touchis the amount of savings and increased profits estimated to have been secured by producers through the assistance of the United States bureau of markets' field representatives in marketing, working in co-operation with state marketing agencies in 11 states during the year ended June 30, 1920. This figure is made up of hundreds of individual items of savings and additional profits estimated by growers, shippers and marketing agencies concerned and reported to the United States bureau of markets.

State co-operative work in marketing is carried on by the United States department of agriculture in 31 states, but information regarding the total savings effected in all of them is not yet available.

Improvement in methods of marketing and distributing farm products is the object of this marketing work. Investigations of grading, packing, loading, shipping and marketing are made and visual demonstrations given producers to familiarize them with the best marketing methods. Thus, some 200 demonstrations of approved practices of preparing farm products for market and over 700 talks relative to packing, grading, handling, storing and selling farm products and the formation of associations for co-operative activity were given. In one state alone two co-operative live-stock shipping associations with a membership of 3,-080 shippers were formed, and an estimated saving of \$73,548 secured through the co-operative shipping of 333 cars of cattle, hogs and sheep from 89 counties.

Aid Marketing Organizations.

While complete figures are not available, those at hand show that the field men were instrumental in the formation of 183 marketing organizations, including 50 live-stock shipping associations and 57 fruit or vegetable associations. They also assisted in the organization of 12 credit unions and 19 federations of existing associations, most of which are statewide in scope. One hundred and sixty-six wool pools handling over 10,000,000 pounds of wool were given assistance in organization and grading. In a number of states the field men, through state agencies, secured the adoption of federal standards for farm products and containers. One hundred and thirty-eight groups of producers were assisted in making cooperative sales. One sale included 417 head of cattle, which sold for \$2,-508.97 above the prices quoted by local buyers on the day of sale.

Instruction in the marketing of sweet potatoes was given producers and shippers in the Southern states. In one state plans and specifications for 39 sweet-potato storage houses were furnished and in another state 53 storage houses constructed from plans furnished by the United States

ing 31 points in the sweet-potato producing sections. The exhibit included a miniature model storage house, working plans, and specifications for storage houses, pictures, charts, and slides showing approved methods of production, harvesting, storing, grading and packing.

Demonstrates Approved Methods.

Exhibits illustrating approved marketing pactices were conducted in six states. In most instances these exhibits were in connection with state or district fairs or at expositions of more than state importance. Colorado's potato shipments run from 9,000 to 13,500 cars a year. Of this quantity, 40 per cent is moved during the winter months when there is great danger of frost damage in transit. To stimulate interest among Colorado potato growers and shippers in better marketing conditions, an exhibit of a full-sized freight car was produced in the Denver Auditorium at the Western potato show this year to show by actual demonstration proper methods of lining and loading cars of potatoes to prevent loss from freezing in transit, and of sewing sacks to prevent loss of sacks. Some 3,000 people attended the gifts. loaded properly.

Twenty-five short instruction courses ing were given in six states. In one state a course of lectures covering 12 weeks was given in a school of commerce. Co-operative enterprises in three states were given assistance in RETURN SAVES accounting problems. The collection and dissemination of information relative to quantity, quality and price of local produce offered for sale was arranged for at 11 points in four states.

The United States bureau of markets' report of the work of its field agents in marketing shows that the accomplishments were greater in num-June 30, 1920, than in any previous character should make possible the development of a consistent national policy in improving marketing meth-

### EXCELLENT EMERGENCY CROP

Soy Beans When Cut and Cured Properly Compare Favorably With Alfalfa for Stock.

Soy beans make an excellent emergency hay crop when cut and cured properly and the hay compares very favorably with alfalfa hay for sheep and cattle. It is rich in digestible protein, averaging about 12 per cent, while alfalfa averages 11 per cent and timothy 3 per cent. The yields of airdried hay on the co-operative test bureau of markets. A sweet-potato fields last year varied from 1,739 to exhibit car was arranged and moved 8,650 pounds per acre.

### PAINT FOR INSIDE OF SILOS | SUPERIOR FEED FOR PORKERS

Specially Prepared Mixtures Are Put Up by Firms Which Build Huge Receptacles.

Some of the firms putting up concrete silos have specially prepared mixtures to use in painting the inside. A wash of pure cement is often used to fill the pores of the silo walls. Prof. J. B. Fitch, head of the dairy department of the Kansas State Agricultural college, states that he prefers to use warm tar or hot paraffine to coat the inside of concrete silos. He says: "If you can keep the tar warm and put it on when thin it will make a good inside coat. The same is true of melted paraffine. I have had good results from using both of these."

Feed Additional Grain. As soon as pestures begin to dry up feed the milk cows some additional

Time for Cleaning Up. Cessation of work with crops should about the production of the cows he give time to fix up around the farm. is feeding,

Mixture of Cornmeal, Ground Oats and Bran Has Proven Good for Sows and Pigs.

When the pigs come they should be given every possible chance. As soon as they are a few days old, they will begin to eat with the sow. The feed the sow gets should be such as to induce a milk flow. The same feed can be used for the pigs: Equal parts corn- the Shantung question. meal, ground oats, and bran, with an addition of five or six pounds of oilmeal to every 100 pounds of grain. This mixture has proven a very good. combination for sows and pigs.

Needed for Hog Comfort. Water and shade are necessary for hog comfort. Disastrous results are likely to occur if shelter is not pro-

vided against the hot sun.

Should Know His Cows. High feed prices make it doubly de-

REPUBLICAN CONTRIBUTION LEADS OTHER PARTIES BY LARGE SUM

### BIGGEST GIFT WAS \$10,000

Sworn Statements Filed By Three Po litical Parties Show Amounts Received-Socialists Show Funds Not Exhausted.

Washington.—The presidential camcost more than \$3,000,000. Sworn statements filed with the clerk of the house of representatives by the treasurers of three principal parties show the following total expenditures to that date:

Republican national committee, \$2,741,503.34. Democratic national committee,

\$699,971.69. Socialist national committee, \$48,-

478.68. Contributions to the various campaign funds aggregated about \$3,325,-000, the republican national committee reporting a total of \$2,466,019.54, democratic national committee \$677,934.87 and the socialist party \$51,028.24. The democratic congressional committee received \$13,475.75 and the similar republican organization \$116,700.

Socialists Have Surplus.

The socialist party's committee report also showed a surplus of receipts over expenditures.

The republican report made a volume of more than 2,500 pages with each individual contribution listed to give the full name and address of the donor. According to the national committee more than 34,000 names were so listed. No effort was made to group contributions by states or to assemble potatoes slipping through the tops of them according to the size of the

exhibit, and it is confidently believed Both republican and democratic rethat a greater number of cars will be ports showed hundreds of \$1,000 donations while larger items were few. It was stated there were but sixteen of relative to various phases of market- these larger contributions in the republican list and not more than twenty-four in the democratic.

### BILLIONS

Greater Efficiency Shown in Private Control, Felton Says,

Minneapoiis.—The government's action in returning the railroads to private control in March saved the people a large amount of money, declarber and of more value to producers ed M. Felton, president of the Chicago and consumers during the year ended Great Western railroad, in an address before the chamber of commerce. If year. It is felt that work of this government operation had been continued, he added, the deficit which the government would have had to pay would have been far larger than the estimated \$600,000,000 deficit it will have to pay for the six months of private operation, March 1 to September

> Since return of the roads, he declared, "great increases in efficiency have been secured," adding: "The average number of miles each car was moved daily in July 1919, was 24.1 miles, while in July 1920, it was 26.1 miles. This had the same effect as increasing the available supply of cars by 200,000."

### JAPAN SPURNS RACE VOTE

Declares League Not Sufficiently On ganized to Act On Question.

Tokio.—The Japanese foreign office and the cabinet are not disposed to submit the racial equality question to the League of Nations. In the first place, the time is considered inopportune on account of the California complications. In the second place it declares Japan desires to maintain the theory that the League of Nations is not yet strong enough to settle international disputes, and thus to forstall any attempt by the league to nettle

### U. S. STEAMER IS ON FIRE

Shipping Board Vessel Beached to Prevent Sinking.

Port of Spain, Trinidad.-The United States shipping board steamer Zaea from Norfolk, took fire here and is still burning. With the assistance of the British cruiser Cambrian and the Canadian government steamer, Farmer, the Zaca was beached to prevent

The Zaca is a vessel of 6,165 gross Quick service on Re-tread and Valors tons built in 1918. She is operated by ing. All work guaranteed. Largest Gre the Barber line.

Catarrh Can Be Cured Catarrh is a local disease greatly infi-suced by constitutional conditions, therefore requires constitutional tree ment. HALL'S CATARRH MEDICAN ment. HALL'S CATARRH MEDGE is taken internally and acts that the Blood on the Mucous Surface the System. HALL'S CATAR MEDICINE destroys the foundation the disease, gives the patient strengt improving the general health and as nature in doing its work.

All Druggists. Circulars free.

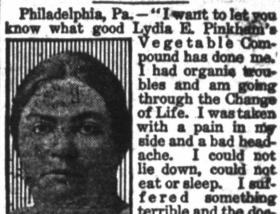
F. J. Chency & Co., Toledo, Ohio.

Bachelor Friend-Can your wife cook? Young Husband (evasively)-Well, she can make a good family seew.

Noncommittal.

# RECOVERY

paign of 1920 up to October 18, had Extraordinary Curative Power of Lydia E. Pinkham's Vegetable Compound.



pound has done me. I had organic twoubles and am going through the Change of Life. I was taken with a pain in my side and a bad head-ache. I could not lie down, could not eat or sleep. I suffered something terrible and the doetor's medicine did

me no good at all—my pains got worse instead of better. I began taking the Vegetable Compound and felt a change from the first. Now I feel fine and advise any one going through the Change of Life to try it, for it cured me after I had given up all hopes of getting better. You can publish this and I will tell any one who writes to me the good it has done me."—Mrs. MARGARET DANZ, 743 N. 25th Street, Phila., Pa. It hardly seems possible that there is

a woman in this country who will continue to suffer without giving Lydia E Pinkham's Vegetable Compound a trial after all the evidence that is continually being published, proving beyond contra-diction that this grand old medicine has relieved more suffering among wone than any other medicine in the world.



PETROLEUM JELLY

For burns, cuts, sprains and all skin irritations Relieves dryness of scalp.

REFUSE SUBSTITUTES

CHESEBROUGH MFG. CO. State Street New York



\$5.00 Cash and a New Pair of Shoes

will be given to the wearer who finds PAPER in the heets counters, insoles or outsoles of any shoes made by us, bearing this trade-mark.



See your neighborhood dealer and insist on the Friedman-Shelby "All-Leather" Trade-Mark. More wear to each pair means real shoe economy.

Frederickson Tire Co. 416 N. Broadway, Oklahoma City shop in the State, WRITE OR CALL

A

# Remember the Dates, Sat-Nov. 27 Stock Reduction Sale

# Priddy & Fooshee Co.

Owing to the mild weather this Fall and to the fact that our people are slow in buying their winter supplies, we find that certain lines of merchandise are not moving as fast as they should; the natural result is that in many departments we are over stocked. In order to even up our stock, we are going to offer, for the next twenty days, the greatest bargains that this town has ever seen. Everything in, practically, every department of our Dry Goods section will be on sale. Right now, in the early days of the Fall and Winter seasons, we offer to the people of Roosevelt and Curry counties an opportunity to save big sums on their winter wants. Remember that a dollar saved is a dollar made. Come; tell your neighbors and bring some one with you. We always do what we advertise. Owing to lack of space, we can only quote a few prices, but don't forget that everything will be reduced. Don't forget the dates.

# Begins Sat. Nov. 6th, Ends Sat. Night, Nov. 27th

### **STAPLES**

Ou'tng, best grade, regular price 40c 25c Sale price..... Dress Ginghams, Red Seal and Toil du 30c Cheviots Shirting, regular 40c quality, Sale price..... Hope Bleach, has been a regular 40c Sale price..... 81-Inch Pepperill Sheeting, a regular 75c \$1.10 value, sale price..... 36-Inch Brown Domestic, a regular 40c 28c value, sale price. ..... A good 25c grade of Percale, during 19c this sale..... The best 60c grade of Oilcloth, during this sale..... The Best Canton Flannel, worth 35c and 40c, now.....

### **Ladies Coats**

Ladies Regular \$90.00 Coats and worth it, sale price	\$65.00
Ladies Regular \$75.00 Coats, good values, this sale.	\$59.50
Ladies Regular \$65.00 Coats, good values This sale	\$47.50
Ladies Regular \$50.00 Coats, none better for the money, this sale	\$39.50
Ladies Regular \$40.00 Coats, best value, this sale.	\$29.50
Lad!es Regular \$35.00 Coats, they are worth more, this sale	\$27.50
Ladies Regular \$30.00 Coats, rare bargains at that money, this sale	\$25.00
Ladies Regular \$25.00 Coats, good values, this sale	\$19.50
Ladies Regular \$20.00 Coats, good values, during this sale	\$16.50
Ladies Regular \$18.50 Coats, worth more, during this sale	\$15.00

### **Girls Coats**

Girls Regular \$17.50 Coats will in this sale at	1 go \$13.50
Girls Regular \$16.50 Coats will in this sale at	go C19 E0
Girls Regular \$15.00 Coats wil in this sale at	go #11 ED
Girls Regular \$13.50 Coats will in this sale at	go #10 0E
Oirls Regular \$12.50 Coats wi in this sale at	l go to or
Girls Regular \$10.00 Coats wi in this sale at	ll go CO EO
Girls Regular \$8,50 Coats will this sale at	go in \$6.95
Girls Regular \$7.50 Coats will in this sale at	go in \$5.95
Girls Regular \$6 00 Coats will this sale at.	go in CA OF
Girls Regular \$5 00 Coats will this sale at.	go in \$3.95

## Begins Sat. Morning, Nov. 6th Priddy & Fooshee Co. Closes Sat. Night, Nov. 27th

PORTALES, NEW MEXICO

LATEST---Since going to press, news comes that republicans are claiming Inez Wednesday. the entire state ticket.

Lon Billberry has two children sick with typhoid.

Clyde Moone, who has been sick with typhoid for the past six weeks, is reported recovering.

D. L. Young has bought the Blankenship place 2 1-2 miles south of town,

The Journal wants the new from every school district in Roosevelt County.

Messrs. Frank Chemley and the new commissioner from the Frank Smith shipped a car of south end of the county. cattle to the Wichita markets Monday of this week.

Ophelia Pearl, the infant daughter of Mr. and Mrs Thornton, died Saturday, October, 30. Burial took place at the Portales cemetery Sunday.

R. M. Campbell of Perry, Oklahoma, has purchased the Rowland Philipps land in the Bethel community and will make this his future home.

t Dobbs.

Coe Howard was in Clovis on business Thursday.

Cigars always moist and fresh

E. P. Williams was in from

at Dobbs. There were six additions to

the Methodist church at the Sunday morning service. W. W. Vanwinkle was in from

Rogers Wednesday to hear the election news. Mrs. Temple Odom, of Clovis is visiting her parents, Mr. and

Mrs. M. B. Jones. Kenna Tuesday. George will be one deer as a trophy of the hunt.

If you have a friend visiting you write it down and hand it to fact that sufficient stock could the Journal. We want all the news and will appreciate your assistance in gathering it.

A Texas firm is contemplating the erection of a grain elevator at Elida. The grain crop in the Elida territory is extra heavy

putting Portales Valley on the map. It is now up to some en-Hot chocolate and cold drinks terprising individual to start an o'possum ranch.

The opening of the Variety Store last Saturday was very successful. Although the weather was very disagreeable, a good crowd was in attendance.

Clyde Bostick was taking in the Hailowe'en and school entertainments last week. He attended the Kentucky Valley entertainment Thursday night and the Kenna entertainment Saturday night.

J. B Priddy and E. F. Dezonia returned Saturday night from a hunting trip in the Black Range. They only hunted a half day on account of getting snowed Geo W. Littlefield was up from under, but they brought back

> There has been a move on foot to move Lakewood canning factory to Portales, but due to the not be subscribed, and the uncertainty of securing labor to run the factory, the matter has been dropped for the present.

On last Sunday J.A. Swagerly opened their confectionery with a good crowd in attendance. Their place is a credit to the town and the public was free in The sweet potato association is its expression of appreciation of the service and equipment of this

> 35 per cent discount on all hats at Whitcombs.

Last Sunday Rev. H. C. Slaughter, accompanied by S. B. Fletcher and Dr. Owens, attended the Baptist fifth Sunday service at Minco, where the Rev. Slaughter delivered a very able sermon. Dinner was served on the ground and a real old fashion get together service was held.

B. W. Kinsolving is preparing to feed out a car os bulls. will graze them on a 60 acre stalk field and a quarter section of fresh grass, besides feeding them crushed corn. Mr. Kinsolving is one of Roosevelt county's progressive stock farmers and we will wait with interest the result of this experiment.

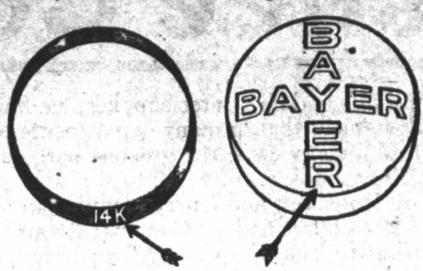
typhoid fever reported to the health officer of Portales, during the months of August, September and October. All of the cases occurred in families using analysis free of charge.

R E. (Eddie) White, field agent for the state tax commission, and son of Mrs. R.L, Woods, has just returned from a hunting trip to the mountains where he succeeded in gathering the game limit. He shipped to his mother at this place, a fine buck deer, it arriving Monday of this week. While the Huns robbed him of one of his arms during the late unpleasantness, yet he does a man's work, both as to making a living and grabbing the grapes in outdoor sports. He will be here for a short visit the latter part of the week.

An old friend and neignbor of the writers in the early days of the settlement of the southern section of Roosevelt county, William Carl Case, recently returned to his home in Pittsburg, Mo., after an extended visit in the New There have been six cases of Hope community. Carl is now a full fledged author, having written a book entitled "The Nes-

Three weeks ago the writer shallow water, no cases having made a trip over the Rogers and occurred in families using city Dora country in company with vater. As drinking water cen- Commissioner Toler. We were taminated with surface pollution in the Rogers community the day is a common sonrce of typhoid. after the hail last summer, and Inspecting it would be wise for it was the most desolate country those using well water, to see we ever saw, but the crops have that there is no surface drawing, come out and made an extra good or if previous cases have occurred yield in spite of the hail, and the in the family, to have their drink- evil effects had given away to the ing water examined. The state activities of the harvest. This is board of health will make the one of the best farming sections of Roosevelt county.

WARNING! Unless you see the name "Bayer" on tablets you are not getting genuine Aspirin prescribed by physicians for 20 years and proved safe by millions. Name "Bayer" has same meaning as 14 Karat on gold.



SAFETY FIRST! Accept only an "unbroken package" of genuine "Bayer Tablets of Aspirin," which contains proper directions for Headache, Earache, Toothache, Neuralgia, Colds, Rheumatism, Neuritis, Lumbago, and for pain generally. Strictly American!

Handy tin boxes of 12 tablets cost but a few cents-Larger packages. Aggirin is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylleacide

Make yourself necessary to the world and the world will give you bread.-Emerson.

care for ice cream or oysters.

There might be such things as "voiceless yearnings," but women seldom have them.

Ome young man's ideal girl doesn't | Some men waste a lot of valuable time explaining their actions.

## Kill That Cold With



Neglected Colds are Dangerous

Take no chances. Keep this standard remedy handy for the first enesse. Breaks up a cold in 24 hours - Relieves Grippe in 3 days—Excellent for Headache

uinine in this form does not affect the head—Cascara is Laxative-No Opiate in Hill's.

ALL DRUGGISTS SELL IT

Big Job for One Hen.

An American agriculturist visiting in England was telling tall tales of big broods of chickens. Twenty chickens from twelve eggs appeared to be an everyday occurrence in the States, if the stories he told were true.

"Happen you never see so many as a hundred hatched by one hen at a setting?" asked a Suffolk man across the table

The American had never seen such a brood as that. "Well, then, I have, mister," returned the other. "Down Ipswich way we always fill a barrel with eggs and set the old hen on the bunghole."

Brought It on Himself.

"I can't imagine what Mildred sees in that Smith boy," remarked Mildred's mother. "He hasn't brains enough to fill a thimble."

"O, well, I dare say your mother said the same thing about me when I came courting you!" replied the

girl's father, indulgently. But he suddenly lost his complacent smile when his wife retorted:

"She certainly did and I was just as big a fool as Mildred is now. I wouldn't listen to the advice of my elders,"-Houston Post.

Lend a man grass seed and he will ] come around later and borrow your at the zoo?" "I thought it was a lawn mower.

On the sea of matrimony there are many sick voyagers.

### 'AT LEAST IT'S NOT PROBABLE

Judge Was Likely Dead Right When He Told the Elderly Lady About His Gown.

The judges of the Marion county courts recently adopted and published rules relating to formal openings of court sessions, requiring all persons in the courtroom at the time to stand. This and the other requirements are designed to insure dignity and deco-

An elderly woman employed at the courthouse accosted one of the judges in the corridors of the building and complimented the bench on its atti-

tude in conducting court. "In fact, judge," she added, "I think all of you judges ought to do like some of the big eastern courts and

wear gowns." Without batting an eye the judge replied: "I do wear a gown about

one-third of the time." "Why, I never saw you in one," the woman said,

"And you never will," gravely answered his honor as he proceeded to his courtroom, chuckling to himself .-Indianapolis News.

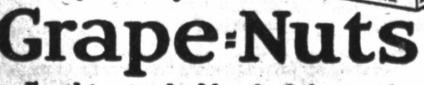
Naturally.

"How did you enjoy the exhibition beastly affair."

A man may do the best he can and still get the worst of it.

## Nature Responds

Nature is on your side every time you eat



For this sturdy blend of wheat and malted barley supplies body and brain with just the elements of nutrition that Nature demands for health and vigor.

Grape: Nuts is a Sugar Saver "There's a Reason"

THE COLLARED LIZARDS.

"Ha, ha," said the collared lizard, some creatures think they are so fine because they eat with knives and



"I wished you to discuss it with me, though I may not have put in the form of a question,"

tion."

forks, but that to my mind is an utter and absolute

and complete and entire and all the

rest of it-waste

"What do you think of the ques-

tion?" he ended. "What question?" asked Mrs. Collared Lizard.

I didn't know you asked a ques-

of time!

said Mr. Collared Lizard. "Oh, that is different," said Mrs. Collared Lizard. "I will discuss it with you-for I suppose you mean the subject of eating with or without knives and forks."

"I do," said Mr. Collared Lizard. "I have spoken of nothing else."

"I agree with you," said Mrs. Collared Lizard, "that the use of forks and knives is very absurd. I've seen them in the distance eating in the restaurant of the zoo-of course, you know, I mean the people.

"We have so much better a way; we shove the food right in our mouths, like Grandpa Frog does.

"We also know how to use our hind feet, or our hind legs. When we're frightened and want to hurry off we go off hurriedly on our hind legs."

"So we do," said Mr. Collared Lizard. "We just raise our bodies up when we do that. But we aren't always running away or frightened or ready for a fight; in fact we're a cheerful lot—though we can give good blisters with our bites. Still we are so nice in the zoo. We are happy and we love our sunshine or everybody's sunshine! At any rate, we have the sunshine shining on us

"We have such nice dry beds of dry sand, too. We don't like the rain, and we dig holes in the sand, where we sleep and where we stay when the sun isn't shining. We certainly do like the sunshine.

about those eggs you laid this summer, hung in her nursery. When he came I heard you did a good piece of work."

"Yes," said Mrs. Collared Lizard, "I laid a good many; about eighteen, I believe. Of course I have to do something that is interesting, for you are daddy?" really more beautiful than I am. You have a handsomer black collar than I have—of course, we both get our names because we have a collar always around our necks.

"But though I am gray in color, dur- 415 per cent, ing the season for laying the eggs I become spotted with pretty bright red

"Still, at that time you have beautiful spots of greenish yellow, and you are a handsome fellow always.

"You always wear such a nice suit, too, of green or yellow or a pretty shade of gray. Your throat is of a lovely orange color, and your nice tummy, which likes food so much, is of a lovely shade of green. Then you have beautiful spots of white and of

"You flatter me," said Mr. Collared Lizard.

"No, I don't; it's the truth." "Well," said Mr. Collared Lizard, "for my part I think all collared liz-

ards are interesting, but we are a fine pair, an exceptionally fine pair; there is no mistake about ft.

"It is sensible, too, to have longer and stronger hind legs, for we can go to safety when we wish to. Still, here in the zoo we are safe-I was thinking for the moment of our old home, out West.

"How we do love to eat. You "You Flatter Me." didn't say that

about us," continued Mr. Collared Lizard. "That is why they can't put in any smaller lizards or frogs or snakes with us-because if they did, we'd eat them up!"

"The most sensible thing we could do," grinned Mrs. Collared Lizard, "We know what it is to have good healthy appetites, and not to stop at anything in the way of food as long as we can swallow it!"

The children love Wrigley's—and it's good for them.

Made under conditions of absolute cleanliness and brought to them in Wrigley's sealed sanitary package.

Satisfies the craving for sweets, aids digestion, sweetens breath, allays thirst and helps keep teeth clean.



Knew Her Daddy.

Bessie's father had been away from home for nearly a year and her recollections of and affection for him had "But tell me, Mrs. Collared Lizard, been transferred to his pictures which home the other day her mother suggested that Bessie hug him.

> "No, no," she replied. "Why, Bessle, don't you love your

"Uh, huh, I love my daddy. There my daddy," pointing to his picture.

Methylated spirit was recently sold by a Liverpool chemist at a profit of

for half he thinks.

Widow. To Have a Clear Sweet Skin

Some Fan.

where we

"Here's

squeeze.'

"A man on first and third," said

"Oh, Charlie, dear, not right out

here. It is so public-please."-Cornell

Touch pimples, redness, roughness or Itching, if any, with Cuticura Ointment, then bathe with Cuticura Soap and hot water. Rinse, dry gently and dust on a little Cuticura Talcum to leave a fascinating fragrance on skin, Everywhere 25c each.-Adv.

Even a music loving man draws the No philosopher can give a reason line at a wife who is forever harping on one string.



For three generations women have been talking about Stella Vitae—"Woman's Relief," "Mother's Cordial." Telling each other what Stella Vitae has done for them, and their daughters, and their friends." Any woman may try Stella Vitae on the positive guarantee that if the first bottle doesn't help, the druggist will refund the money. Ask your druggist.

What Some Women Say About

MR. H. L. HALL, of Larkinville, Ala., a well-known merchant who sold STELLA VITAE and used it in his family, writes: "STELLA VITAE has proved to be the best medicine my wife has ever used for a run-down system."

MRS. LILIE REYNOLDS of Med ison, S. C., says; "I have been using your STELLA VITAE with wonderful results. It is the most wonderful medicine for women that I have ever used. I want all my friends to try STELLA VITAE."

THACHER MEDICINE CO., Chattanooga, Tenn., U. S. A.

WINTERSMITH'S Will Ton GILL TONIC You Up. For Malarial Fevers and a General Tonic

# HARDING IS ELECTED

And the Portales Drug Store is still doing business at the same old stand. Business is good and growing each QUARTER, due to the splendid patronage of the good citizens of Roosevelt County. We appreciate your business and we are increasing our stock each week that you may have THE BEST in our line all the time.

# PORTALES DRUG STORE

**REXALL** 

STORE OF SERVICE

REXALL

P. S. A New Edison is the best present you can make the family for Christmas. IT'S A PHONOGRAPH WITH A SOUL.

## Things Personal

were in Elida Saturday.

O. C. Herbert of Elida wa in day following. town Thursday of last week.

several weeks in Roswell.

Mrs. W. W. Bracken and son Sherman were Elida visitors last Saturday.

Mrs. Lee J. Reynolds has been teaching for several days for J. R. Shock in the public school,

Pat White was called to Pleasant Grove, Miss. Saturday on account of the illness of his wife.

Mrs. Fred Gardner and family left Wednesday for Lubbock, where they will make their home.

neral.

Mrs. L. M. Tipton and children | The Red Cross ladies netted neat sum serving coffee and ham burger on election day and the

W. L. Markham of Jamestown Mrs J. E. Stone is speeding N. Y., has spent several days here last week, and bought the rigging and machinery of the Mesa Oil company and will move it to his holdings near Roswell.

> Tuesday Z. T. Campbell and family passed through Portales on their way home from an extended stay at Hot Springs. N. M. Zack inst got back in time to help Elida pile up a handsome Democratic majority.

County agent Reynolds and family will leave Sunday on a leaf of absence, going to Louis ville, Ark., from Which place Mr. and Mrs. A. A. Beeman of they came here. Mr. Reynolds the view of locating here





take proper care of their teeth, throats, eyes, ears and stomachs, have made a long step toward healthy manhood and womanhood. Through its public health and nursing services, the American Red Cross aims eventually to reach all school children with teachings regarding disease prevention and health promotion. Here's a school nurse treating a little girl for sore mouth, at the same time implanting a valuable lesson in teethbrushing and proper diet.

G, C. Burleson of Oklahoma Elida were up last Thursday in is going back for the purpose of has bought the five acre tract of attendance of the Beasley fu-disposing of his property with land just south of Bob Yoakum's place.

### FISH AND OYSTERS

We always have on hand a nice line of Pork, Beef and Sausage at prices consistent with good business judgment.

Burke Building, Rear Dobb's Confectionery

# PORTALES GARAGE

**ALWAYS BUSY** 

We carry all accessories, do your work right, at right prices. Pleased customers make long friends.

## Johnson Brothers Service

Looks beyond profit to the satisfaction of serving honestly and well, Costs les. Embalmers and Funeral Directors, Undertaking Parlors, Phone 68-Motor Hearse.

JOHNSON BROTHERS UNDERTAKING COMPANY HENRY GEORGE, Manager

> DON'T FORGET WE HANDLE THE GENUINE

Cole Hot Blast Heaters

J. B. Sledge Hardware Co. PORTALES, NEW MEXICO

### Undertaker Ed J. Neer,

LICENSED BY STATE BOARD

Calls answered day or night. Office phone, 67 two ringsresidence, 67 three rings. Agent for Roswell and Ama, rillo Greenhouses. Portales, New Mexico.

# Banking Money

Provides the only sure and adequate safeguard known to the business world. The "pay with a check" system has proved its merit. It now only remains to start that bank account in order to "pay with a check." It's the safe way, the saving way, the satisfactory way. Even a small bank account gives you confidence in yourself. Begin today.

Security State Bank Under State Supervision

### EVER BILIOUS?

Charleston, Miss.—Mrs. R. V. Heins, of this place, says: "I have never had to use very much medicine, because if I felt headache, dizziness, or colds, bad taste in the mouth, which comes from torpid liver, I would take a dose or more of Black-Draught, and it would straighten me out and make me feel as good as new. We have used in our family for years

THEDFORD'S

# BLACK-DRAUGHT

and it certainly is the best liver medicine I ever saw. It has not only saved me money, it has helped keep my system in shape, and has never weakened me as so many physics do. I recommend it to my friends and am glad to do so." Black-Draught is the old, reliable liver medicine which you have doubtless heard much about. When you feel badly all over, stomach not right, bad taste in your mouth, bilious, or have a headache, try Thedford's Black-Draught. At all Druggists.

Always Insist on the Genuine!



The "Greatest Mother" concept which was visualized in the famous art poster used by the American Red Cross in its second war fund campaign has had its symbolism adapted to the Red Cross works of the post-war era and will illuminate the main poster to be used in the Fourth Roll Call November 11-25. This adaptation will bear the title "Still the Greatest Mother in the World." Everyone is familiar with the original "The Greatest Mother in the World," the effectiveness of which has been shown in part by the fact that it has furnished a synonym for Red Cross that has come to almost a household term. More than any other symbol, except the red cross itself, the public has made it the trademark of the American Red Cross.

### AMERICANS ABROAD IN RED CROSS WORK

United States Citizens Far Away Enthusiastic Members of the "Fourteenth" Division.

Among the most enthusiastic and energetic members of the American Red Cross are those citizens of the United States who live outside the centinental boundaries of their country

and Foreign Division of the parent organization, generally known as the "Fourteenth" Division, which has jurisdiction of all territory outside the country proper; that is, Alaska, relief of disaster and disease victims. Porto Rico, Hawaii, Virgin Islands, the Philippines, Guam, and even the isflag as a result of the world war. For the year 1920 this division reported 30,808 paid up members.

to give our citizens everywhere the op- of disaster. portunity to participate in the work the best national ideals. Americans the American Red Cross.

in far places intensely loyal and patriotic, treasure their membership in the Red Cross as the outward expression of their citizenship. It is another tie to the homeland and to each other. There are chapters of this division in Argentine, Bolivia, Brazil, Canal zone, Chile, China, Costa Rica, Cuba, Dominican Republic, Ecuador, England, France, Guam, Guatemala, Haiti, Hawaii, Honduras, Japan, Manchuria, Netherlands, Nicaragua, Paraguay, Peru, Philippines, Porto Rico, Siberia, Spain, Sweden, Switzerland, Syria, Turkey, Uruguay, Venezuela and Virgin Islands.

During the war these scattered members of the Red Cross contributed millions in money, and millions of dollars' worth of necessary articles -sons and daughters of the Stars and for the men in service, and sent many Stripes residing at the far corners of doctors and nurses to France. At the same time they carried on an excel-These people compose the Insular lent Home Service in their respective communities for the families of those who had gone to war, and in some regions gave large sums of money and immeasurable personal service to the

The division is now establishing service clubs in foreign ports for the land of Yap, which came under our benefit of sailors in the American Merchant Marine, making plans to aid Americans in trouble in foreign lands and completing arrangements for giv-The main object of this division is ing immediate adequate relief in case

It is the Fourteenth Division's part of the organization which stands for in the great Peace Time program of

# Open for Business

We have opened a Confectionery and Lunch Room that, we believe, you will take pleasure in visiting. We have made an effort to please you in the equipment and fixtures and shall spar no pains to please you with the service.

HOT LUNCHES: Sandwiches, Coffee and Chocolate. All Fountain Drinks.

Luff's Candies, Bulk and Boxed Goods. Full line of Cigars, Cigarettes and Tobaccos.

## J. A. Swagerty & Company

"Meet Me There"

### **RED CROSS ASSISTS DISABLED VETERANS**

The American Red Cross is carrying on a wide program of service for the disabled World War veterans receiving treatment in United States Public Health hospitals, and those being trained through agencies of the Federal Board for Vocational Education.

In each of the Public Health Service hospitals Red Cross workers devote their time to the general welfare of the service men from the day they enter the receiving ward until they are discharged. After the soldier's discharge the Red Cross continues its friendly service through the Home Service Section in his own community.

The Red Cross maintains a convaleswhere patients can amuse themselves after they are well enough to be up and around. Parties and picture shows in the wards are also furnished, with occasional excursions when convalescence comes.

Great service has been rendered by the Red Cross in mental cases in identifying those who have appeared in state hospitals for the insane, and helping them secure compensation due from the Bureau of War Risk Insurance.

In the Federal Board's various district offices the Red Cross worker, acting with the Home Service Section, makes necessary loans to the men, arranges suitable living conditions, helps collect evidence and supply facts to the Board, assists in "appealing cases" and settles various personal difficulties for the men. The workers also follow up and aid all men who discontinue train-

The Red Cross agents find men "lost" to the Board, help clear up delayed cases and ald the college counselors in their friendly work with the men. Many Red Cross chapters have set up recreation facilities, and in some instances living clubs, so these victims **BONDED ABSTACTERS** 

### Carter-Robinson Abstract Co.

LEE CARTER, Manager

Abstracts, Insurance, Notary Public.

Portales, New Mexico

of war may have attractive surround- workers are now engaged in relief acings and the fun which must go with tivities in Poland. Four large relief effective school work.

putting forth well trained men equipped to meet the social, civic and economic requirements of their respective communities.

Aid for Spanish Red Cross.

The Iberian chapter of the American Red Cross, composed of Americans resident in Spain, has just contributed \$480 to a fund being raised by the Spanish Red Cross and the League of Red Cross Societies for the purpose of aghting malaria.

### **RED CROSS EXTENDS** RELIEF TO POLAND

More than \$5,000,000 has been spent by the American Red Cross in aiding the stricken people of Poland. The organization has nursed the sick, fed the starving, clothed the naked, sheltered the homeless, schooled the children and cared for the orphans there. It has conducted a relentless fight against typhus, cholera and other terrible diseases. So today millions of men and women in that resurrected nation speak in grateful appreciation of "The Greatest Mother in the World."

Nearly 200 American Red Cross bases are in operation and eleven mo-To the American Red Cross Institute bile units are in the field. During the for the Blind near Baltimore, Md., last twelve months this organization more than half of all the Americans was largely instrumental in the re-esblinded in the World War have come tablishment of a million refugees at a for training. The Institute, through cost for general relief of more than the Red Cross, long ago conducted an \$1,000,000. Last winter one-half milexhaustive industrial survey to deter- lion war orphans were aided materialmine the vocations for which blind ly, and since then a series of large ormen could be fitted. As a result it is phanages have been established to give them permanent care.

> But for American Red Cross aid, officials of Poland declared recently, millions of people in that country would have perished of disease, exposure or starvation the last eighteen months. And the work there must be kept up for another year.

## The Purpose of an Advertisement 1

is to serve your needs. It will help sell your goods—talk to the people you want to reach. An advertiseme**nt in this paper** is a reference guide to those whose wants are worth supplying.

# First National Bank

Portales, New Mexico

A real desire to understand the customer's need; a realization of public responsibility; an earnest effort to co-operate usefully in every proper way. These points make up the spirit of service extended to every patron of this bank.

This service is available to those who wish to make the most of the possibilitie that are to be found through a connection with a progressive bank, a bank of personal service.

With United States Governmental Supervision With National Bank Protection With Federal Reserve Bank Assistance



## CROOKED TRAI STRAIGHT William MacLeod Raine

COPYRIGHT, BY G.W. DILLINGHAM COMPANY

### SAM CULLISON.

Synopsis-Adventurous and reckless, rather than criminal, and excited by liquor, Curly Flandrau and his chum Mac, both practically mere boys, become involved in a horse-stealing adventure. Disposing of the stolen stock in the town of Saguache, Ariz., the band separates, Curly and his partner staying in town. They are awakened and told a posse is in town in pursuit of them. They elude their pursuers. Overtaken next day, Mac is killed by the posse and Curly made captive, after he has shot one and himself been wounded. The man shot is Luck Cullison, a former fighting sheriff. Cullison's friends, all cattlemen, determine to lynch Curly as an example to cattle thieves. With the rope around his neck Kate Cullison, Luck's daughter, says "No!"

### CHAPTER II.—Continued.

She was taking their assent for granted. Now she waited and gave them a chance to chorus their agreement. None of them spoke except Matoney. Most of them were with her in sympathy but none wanted to be first in giving way.

She looked around from one to another, still cheerful and sure of her ground apparently. Two steps brought her directly in front of one. She caught him by the lapels of his coat and looked straight into his eyes. "You have changed your mind, haven't you, Jake?"

The big Missourian twisted his bat in embarrassment.

"Sure. Whatever's right suits me," "Well, you know what is right, don't

"I expect."

"Then you won't hurt this man, our prisoner?"

"I haven't a thing against him if you "Then you won't hurt him? You

won't stand by and let the other boys

"Now, Miss Kate-"

She burst into sudden tears. "I thought you were my friend, but now. I'm in trouble you—you think only of making it worse."

Jake gave in immediately and the rest followed like a flock of sheep. Two or three of the promises came hard, but she did not stop till each one individually had pledged himself.

The young man she had saved could not keep his eyes from her. He would have liked to kneel down and kiss the edge of her dress and put his curly head in the dust before her. The ice in his heart had melted in the warmth of a great emotion. She was standing close to him talking to Buck when he spoke in a low voice.

"I reckon I can't tell you-how much I'm obliged to you, miss."

She drew back quickly as if he had been a snake about to strike, her hand instinctively guthering her skirts so that they would not brush against him.

"I don't want your thanks," she told him, and her voice was like the drench of an icy wave.

But when she saw the hurt in his eyes she hesitated. Perhaps she guessed that he was human after all, for an impulse carried her forward to take the rope from his neck. While his heart beat twice her soft fingers touched his throat and grazed his cheek. Then she turned and was gone

It was a long time before the bunkhouse quieted. Curly, faint with wearlness, tay down and tried to sleep His arm was paining a good deal and he felt feverish. The men of the Circle C and their guests sat down and argued the whole thing over. But after a time the doctor came in and had the patient carried to the house. He was put in a good clean bed and his arm dressed again.

The doctor brought him good news. "Cullison is doing fine. He ought to make it all right."

Curly thought about the girl who

had fought for his life. "You'll not let him die, Doc," he

begged. "He's too tough for that, Luck Cul-

lison is."

from the room.

Presently Doctor Brown gave him a sleeping powder and left him, Soon after that Curly fell asleep and drenned about a slim dark girl with fine long-lashed eyes that could be CHAPTER III.

The Cultisons, and Laura London.

Curly was awakened by the sound of the cook beating the call to breakfast on a triangle. Buck was standing beside the bed.

"How're they coming this glad mo'ning, son?" he inquired with a

"Fine and dandy," grinned back Flandrau. "How is Cullison?"

"Good as the wheat, doc says, Mighty lucky for Mr. C. Flandrau that he is, Say, I'm to be yore valley and help you into them clothes. Git a wiggle on you."

Buck escorted his prisoner over to the ranch messhouse. The others had finished breakfast but Maloney was still eating. His mouth was full of hot cakes, but he nodded across at Curly in a casual friendly way.

"How's the villain in the play this mo'ning?" he inquired.

Twenty-one usually looks on the cheerful side of life. Curly had forgotten for the moment about what had happened to his friend Mac. He dld not remember that he was in the shadow of a penitentiary sentence. The sun was shining out of a deep blue sky. The vigor of youth flowed through his veins. He was hungry and a good breakfast was before him. For the present these were enough.

"Me, I'm feeling a heap better than was last night," he admitted.

"Came pretty near losing you out of the cast, didn't we?"

"Might a-turned out that way if the stage manager had not remembered the right cue in time,"

The heart of the prisoner went out to this man who was reaching a hand to him in his trouble. He had always known that Maloney was true and steady as a snubbing post, but he had not looked for any kindness from him.

"Kite just got a telephone message from Saguache," the Bar Double A man went on easily. "Your friends that bought the rustled stock didn't get away with the goods. Seems they stumbled into a bunch of rurales unexpected and had to pull their freight sudden."

"Make their getaway?" Curly in quired as indifferently as he could. But in spite of himself a note of eagerness crept into his voice. For if the men had escaped that would be two less witnesses against him. "Yep."

"Too bad. If they hadn't I could have proved by them I was not one of the men who sold them the stock," Flandrau replied.

"Like h- you could," Buck snorted then grinned at lais prisoner in a shame-faced way: "You're a good one,

Jake stuck his head in at the door. Buck, you're needed to help with them two-year-olds. The old man wants to have a talk with the rustler. Doc says he may. Maloney, will you take him up to the house?"

Maloney had once ridden for the Circle C and was friendly with all the

men on the place. He nodded, "Sure." A Mexican woman let them into the chamber where the wounded man lay. Kate was bending over the bed rearranging the pillows, but she looked up quickly when the two men entered. Her eyes were still gentle with the love that had been shining down from them upon her father.

Cullison spoke, "Sit down, Dick." And to his prisoner: "You too."

Flandrau saw close at hand for the first time the man who had been Arizona's most famous fighting sheriff. Luck Cullison was well-built and of medium height, of a dark complexion. clean shaven, wiry and muscular. Already past fifty, he looked not a day more than forty. One glance was enough to tell Curly the kind of man this was. The power of him found expression in the gra; steel-chilled eyes that bored into the young outlaw.

"You have begun early, young fellow," he said quietly. "But never mind that. I don't ask you to convict yourself. I sent for you to tell you I don't blame you for this." He touched the wound in his side.

"Different with your boys, str." "So the boys are a little excited, are

they?" "They were last night, anyhow." Curly answered, with a glimmer of a

Cullison looked quickly at Maloney ind then at his daughter. "I'll listen to what you've been hid-

ing from me," he told them. "Oh, the boys had notions, Miss Kate argued with them and they saw things different," the Bar Double M rider explained.

But Cullison would not let it go at that. He made them tell him the whole story. When Curly and Maloney had finished he buried his daughter's little hand in his big brown fist. His eyes were dancing with pride, but he gave.

her not a word of spoken praise. Kate spoke to Curly. "Father wants me to tell you that we don't blame you it strong." for shooting at him. We understand just how it was. Your friend got excited and shot as soon as he saw he was surrounded. We are both very sorry he was killed. Father could not stop the boys in time. Perhaps you remember that he tried to get you to surrender."

The rustler nodded. "Yes, I heard him holler to me to put my gun down, but the others blazed away at me."

"And so you naturally defended yourself. Father wants it made clear that he feels you could have done nothing else,"

"Much obliged. I've been sorry ever since I hit him, and not only on my own account."

"Then none of us need to hold hard feelings." The girl looked at her father, who answered her appeal with a grim nod, and then she turned again to the young rustler a little timidly. "I wonder if you would mind if I asked you a question."

"You've earned the right to ask as many as you like."

"It's about- We have been told you know the man they call Soapy Stone. Is that true?"

Flandrau's eyes took on a stony look. It was as if something had sponged all the boylshness from his face. Still trying to get him to give away his partners in the rustling, were they? Well, he would show them he could take his medicine without squealing.

"Your boys were asking that question about Soapy last night. They had a rope round my neck at the time Nothing unfriendly in the matter, of course. Just a casual interest in my doings."

Cullison was looking at him with the steel eyes that bored into him like a gimlet. Now he spoke sharply.

"I've got an account running with Sonpy Stone. Some day I'll settle it. likely. But that ain't the point now. Do you know his friends-the bunch good for the truth. Less than twentyhe trails with?"

Weariness still seemed to crouch in the cool eyes of Flandrau.

"And if I say yes, I'll bet your next question will be about the time and the place I last saw them." Kate picked up a photograph from

the table and handed it to the prisoner. "We're not interested in his friendsexcept one of them. Did you ever see the boy that sat for that picture?" The print was a snapshot of a boy

about nineteen, a bright-faced handsome fellow, a little sulky around the mouth but with a pair of straight hon-Curly shook his head slowly. Yet he

was vaguely reminded of some one he knew. Glancing up, he found instant ly the clue to what had puzzled him. The young man in the picture was like Kate Cullison, like her father, too, for that matter.

"He's your brother." The words were out before Flandrau could stop

"Yes. You've never met him?"

"No." Cullison had been watching the

young man steadily. "Never saw him with Soapy Stone?" "No." "Never heard Stone speak of Sam

Cullison?" "No. Soapy doesn't talk much about

Of course he had met him. Curly

knew the story of how in one drive he

who his friends are." The ex-sheriff nodded. "I've me

had made a gather of outlaws that had brought fame to him. Soapy had broken through the net, but the sheriff had followed him into the hills alone and run him to earth. What passed between the men nobody ever found out. Stone had repeatedly given it out that he could not be taken alive. But Cullison had brought him down to the valley bound and cowed. In due season the bandits had gone over the road to Yuma. Soapy and the others had sworn to get their revenge some day. Now they were back in the hills

at their old tricks. Was it possible that Cullison's son was with them caught in a trap during some drunken frolic just as Curly had been? in what way could Stone pay more fully the debt of hate he owed the former sheriff than by making his son a vil-

lain? The little doctor came briskly into the room.

"Everybody out but the nurse. You've had company enough for one day, Luck," he announced cheerily. Kate followed Maloney and his pris-

oner to the porch.

"About the letters of your friend ou said. I'll see they reach Miss An-

derson. Do you know in what restaurant she works?"

"No. Mac didn't tell me." The boy gulped to swallow an unexpected lump in his throat. "They was expecting to get married soon."

"I-I'll write to her," Kate promised, her eyes misty.

"I'd be obliged, miss, Mac was a good boy. Anyone will tell you that. And he was awful fond of her. He talked about her that last night before the camp fire. Bad companions got him going wrong, but he sure would have settled down into a good man. That's straight goods, too. You write

"I've changed my mind. I'll not write but go to see her."

Curly could only look his thanks.

Words seemed strangely inadequate. But Kate understood the boy's unspoken wish and nodded her head reassuringly as he left the room,

Kite Bonfils and Maloney took Curly back to Saguache and turned him over to Sheriff Bolt.

"How about bail?" Maloney asked. The sheriff smiled. He was a long lean leather-faced man with friendly eyes from which humorous wrinkles radiated.

"Oh, say two thousand."

"You're on." "What !"

A cow-puncher with fifty dollars two weeks after pay day was a rarity. No wonder Bolt was surprised.

"It's not my money Luck Cullison is going bail for him," Malouey explained.

"Luck Cullison!" Maloney's words had surprised the exclamation from Curly. Why should the owner of the

Circle C of all men go ball for him? that shot him."

"That was just a happenstance. Curly shot to save his bacon. Luck don't hold any grudge."

Bolt belonged to the political party opposed to Cullison. He had been backed by Cass Fendrick, a sheepman in feud with the cattle interests and in particular with the Circle C outfit. But he could not go back on his word. He and Maloney called together on the district attorney. An hour later Dick returned to the Jail.

"It's all right, kid," he told Curly. "You can shake off the dust of Saguache from your hoofs till court meets in September."

four hours ago he had been waiting for the end of the road with a rope around his neck. Now he was free to slip a saddle on his pony Kene and gallop off as soon as he pleased.

While he and Maloney were sitting opposite each other at the New Orleans Hash House waiting for a big steak with onions he asked questions.

"I don't savvy Cullison's play. Whyfor is he digging up two thousand for me? How does he know I von't cut my stick for Mexico? Do you suppose Miss Kate made him?"

"I reckon maybe she influenced him. But why did she? You don't figure that curly topknot of yours is disturbing her dreams any, do you?"

"Quit your joshing and tell me

"I can't tell you for sure. But here's my guess. Don't cost you a cent if you ain't satisfied with it. First off, there was poor Mac shot by the Circle C boys. Course Mac was a horse thief, but then he was a kid, too. That worried the little girl some. She got to thinking about Brother Sam and how he might be in the same fix one of these days as you are now. He's on her mind a good deal, Sam is. Same way with the old man too, I reckon, though he don't say much. Well, she decided Soapy Stone had led you astray like he's doing with Sam. It got to worrying her for fear her brother might need a friend some time. So she handed over her worry to the old man and made him dig up for you."

"That's about it. Tell me what you

know of Sam." "Sam is all right, but he has got off wrong foot first. He and the old man got to kind of disagreeing, for the kid was a wild colt. Come by it honestly from the old man, too. Well, they had a row one time when Sam got into trouble. Luck told him he never wanted to see him again. Sam lit out, and next folks knew he was trailing with Soapy's gang."

"Looks like some one ought to be able to pry him loose from that bunch," Curly mused aloud.

Laura London and Soapy Stone.

(TY. BE CONTINUED.)

Of Indian Origin.

The powerful political organization "Tammany" was named after the Indian chief "Tamanand" of the Delaware tribe, who was famous for his virtues and wisdom. The Tammany society was founded in New York city that was shot," she said to Curly, May 12, 1782, and became identified "Doctor Brown was telling me what with the Republican, now the Democratic party.



# **HOW DOCTORS** TREAT COLDS AND THE FLU

First Step in Treatment Is a Brisk Purgative With Calotabs, the Purified and Refined Calomel Tablets that are Nausealess, Safe and Sure.

Doctors have found by experience that no medicine for colds and infu-The sheriff commented dryly on the enza can be depended upon for full effact. "I thought this kid was the one fectiveness until the liver is made there oughly active. That is why the first step in the treatment is the new, nausealess colomel tablets called Calotabs, which are free from the sickening and weakening effects of the old style calomel. Doctors also point out the fact that an active liver may go a long way towards preventing influenza and is one of the most important factors in enabling the patient to successfully withstand an attack and ward off pneumonia

One Calotab on the tongue at bed time with a swallow of water-that's all. No salts, no nausea nor the slightest interference with your eating, pleasure or work. Next morning your cold has vanished, your liver is active, your system is purified, and you are feeling To Flandrau the news seemed too fast. Druggists sell Calotabs only in original sealed packages, price thirtyfive cents. Your money will be cheerfully refunded if you do not find them delightful.—(Adv.)



Warming relief for rheumatic aches. HE'S just used Sloan's Liniment and the quick comfort had brought a smile of pleasure to his face.

Good for aches resulting from weather exposure, sprains, strains, lame back, overworked muscles. Penetrates without rubbing. All #140 druggists have it.

# loan

## Thousands of women always have

a box of DR. TUTT'S LIVER PILLS in the house. At the first sign of any irregularity a timely dose is taken. Those who use them recommend them. Hence, their success for over half a century. FOR CONSTIPATION THEY HAVE NO

## Dr.Tutt's Liver Pills



AGENTS WANTED. Make large inc ing new invention. every store and factory. For parito Decker Dist. Co., 141314 Main St., Pt. W

W. N. U., Oklahoma City. No. 44-1920.

### THE PORTALES JOURNA

Entered as second-class matter Jupe 6, 1917, at the post office at Portales, N. M. under Act of March 3, 1879.

J. G. GREAVES, Editor and Owner

Published every Friday at Portales, New Mextico, and devoted to the upbuilding of Roosevel-County, the garden spot of the Sunshine State.

Three Months.....

A DEMOCRATIC NEWSPAPER



It is generally conceeded that it was a great land slide for Hard ing, That this is a Republican COMPTON & COMPTON victory, we will leave for the public to decide. We are now in a period of reconstruction, and rardware store. Portales, N. M. the public is looking for results which it will be impossible for BALLOW @ JOHNSON either Republican or Democratic administration to bring about in a short time. So in electing Sentor Harding as president on the Republican ticket it may be the popular American pastime of "passing the buck." If the Republican party can perform the miracle of bringing down the cost of living, advance the price of cattle, hold a high price for all farm products, and maintain the massage, etc. Lindsey Building. high cost of labor at the same time, they will have the united support of the public four years G. W Wood & Co. from now. But, if the prices of farm products continue to go down, if the cattle business continues to be a loosing proposition for the breeder and feeder, if labor unrest causes strikes resulting in suffering and hardships, if proper standing in the affairs of "also ran."

In the near future there, will Many teachers of the county Roosevelt county,

Journal will be advanced to \$1.50 problem, accompanied by a self a year, and we will do our best addressed and stamped envelope sold by a special commissioner to be applaintiff's said judgment and demands.

To give your a paper worth twice and the service bureau will give pointed by the court as provided by law, Witness my hand this 12th day of Octo give you a paper worth twice and the service bureau will give pointed by the court as provided by law, her the assistance of the best and that the proceeds of such sale be tober, 1920.

BEN SMIT devoted to the news of the entire the problem. No charges. Adcounty, and should be in the home dress, Service Bureau, New Mex of every citizen of the county.

Now that the election is over it will be in order to plan for locating those prospectors from California and Oklahoma in the Portales Valley.

Now that the election is 'over. let us pull together for a bigger and better Portales and Roosevelt county.

### A. T. ARMSTRONG

CHIROPRACTER

Office, rooms 6-7 Reese building Portales, New Mexico.

### DR. N. F. WOLLARD, Rectal Diseases a Specialty Piles Cured Without the Knife

Office at Neer's Drug Sters. Office phone, 67 two rings, residence, 169. Portales. N. M.

### DUDLEY B. WILLIAMS, M.D.

Office in rear of First National Bank. office phone No. 60, residence phone No. 90. Calls answered day and night. PORTALES NEW MEXICO,

### GEORGE L. REESE

Attorney at Law

DR. M. BYRNE,

DENTIST

ffice hours 9 a. m. to 5 p. m. Office in Reese uilding, over Dobb's confectionery. Portales New Mexico.

## **ATTORNEYS AT LAW**

Coal, Grain and Hay

Telephone Number Three

### THE OTHER SHOP D. W. COLLIGAN, Prop.

BARBERS---BATHS Everything that's new

All the late electrical equipment for

Real Estate Oil Leases

Office in City Hotel building, P. O. Box 101, Portales, N. M. Telephone 53.

J. G. Greaves has purchased the United States does not receive the Portales Journal and we received a copy of his first issue the leading nations of the world last week. Mr. Greaves does not paid, and ten per cent additional npon dred three dollars and eight cents -Mr. Republican it is up to you. need any introductirn in this part You are the goat and in the next of the county as he is an old timer presidential election there will here, havinh at one time been asnot be enough Republican votes sociated with the Record. We \$666.66, with interest at ten per cent cents, (\$5839.65) together with court land. polled to class you with the predict a very successful business per annum from date until paid and ten costs in the sum of seventeen dollars

paper in regard to "Power Farm- this announcement just sent out ing and its practibility in Roose- by the state normal that its servelt county". Watch for it. This vice bureau is again in full runis only one of the feature articles ning order for the new school which we shall supply to the year. The bureau was estab will be devoted to the interest of ents, methods of presentation of mortgage deed executed by the defend- said judgment and demands. brains of its faculty in solving said demands and judgment; and for ico State Normal School, Silver City. New Mexico.

> FOR SALE or TRADE-One Chevrolet touring car in A one condition. See Moody at Priddy-Fooshee store.

Notice of Foreclosure Sale Whereas, on the 3d day of August, of October, 1920. 1920, in a certain cause pending in the (Seal) SETH A. MORRISON, Clerk.

tiff and W. B. Reid and Bertha Reid are defendants, said cause being numbered 1574 upon the civil docket of said court, the plaintiff obtained a judgment and decree against the defendants upon two promissory notes and a mortgage for the total sum of forty. promissory notes and a mortgage for the total sum of forty-two hundred eighty dollars and fifty-four cents (\$4280.54), which said judgment at the date of sale hereinafter mentioned will amount to the sum of forty-three hundred minety-one cents (\$1536.91), which said dred ninety-nine dollars and forty-three cents (\$155.91), which said dred ninety-nine dollars and forty-three cents (\$159.43) together with court costs in the sum of seventeen dallars and fifty cents (\$17.50) and accruing costs of suit, and the plaintiff obtained in said decree and by said defendants for the purpose of security of said notes and sums upon securing said notes and sums upon the following described real estate, by said defendants for the purpose of following described real estate, to-wit. to-wit:

Beginning at the northwest corner of the northeast quarter of section one in Township two south of range thirty-four east of the New Mexico meridianin New Mexico: thence west twelve hundred range twenty-nine (29) east of the New forty feet to the Moss corner, thence south thirteen hundred twenty-three And whereas the plaint.ff also obfeet to a line south of the thirty-seven Office up stairs, Reese Building and one-half acre tract seventy-one feet quarter of section one, township two scribed property, to-wit; south of range thirty-four east of the New Mexico meridian, thence east twelve hundred forty feet, thence north thirteen hundred twenty three feet to place of beginning, containing thirty seven and one half acres, more or less, together one (1) north of range twenty-nine (29)

The southwest quarter (1-4) of the southwest quarter (1-4) of section the northwest quarter (1-4) of the southwest quarter (1-4) of section the court, the undersigned M. B. Jones will, on the 12th day of November, 1920, at the hour of section thirty-two (32) in township one half acres, more or less, together one (1) north of range twenty-nine (29) of Portales. New Mexico, offer said property, to-wit,

Therefore, pursuant to said judgment and decree and order of the court, the undersigned M. B. Jones will, on the 12th day of November, 1920, at the hour of section thirty-two (32) in township one half acres, more or less, together one (1) north of range twenty-nine (29) of Portales. New Mexico, offer said property, to-wit,

Therefore, pursuant to said judgment and decree and order of the court, the undersigned M. B. Jones will, on the 12th day of November, 1920, at the hour of 2:00 o'clock p. m. at the northeast front door of the courthouse in the town of Portales. New Mexico, offer said prowith all improvements thereon or any that may be placed thereon during the life of this mortgage.

And, whereas, in said judgment and decree, the undersigned, M. B. Jones, was appointed by the court and directed to advertise and sell said above described under the foreclosure of said mortgage and of October, 1920. property as required by law for the purpose of applying the proceeds of said apply the proceeds of said sale to the sale upon plaintiff's said judgment in satisfaction of plaintiff's said judgment said cause.

Therefore, in consideration of the premises, I, the undersigned M. B. Jones, will, on the 12th day of November, 1920, at the hour of 2:00 p. m., at the north- sufficient to satisfy said judgment, then east front door of the courthouse in the the remaining lands upon which said attown of Portales, New Mexico, offer tachment lien was foreclosed shall also said property for sale at public vendue be aold. to the highest bidder for cash, for the purpose of applying the proceeds of such sale to the satisfaction of plaintiff's said judgment and demands.

witness my hand this the 12th day of October, 1920.

M. B. JONES.

Notice of Pendency of Suit. State of New Mexico, to Ed Owens, Sarah Elizabeth Owens, and Dan W. Vinson, detendants,

GREETING: You are hereby notified that a suit has been filed against you in costs of this suit. the district court of the Fifth Judicial District of the State of New Mexico in October, 1920. and for Roosevelt County, wherein L. S. Skelton is plaintiff, and the said Ed Owens, Sarah Elizabeth Owens, J. W. McMinn and Dan W. Vinson are defendants, said cause being numbered 1583 upon the Civil Docket of said court.

The general objects of said suit are as follows: The plaintiff sues the defendants in note for attorney's fees, and all costs of

property to-wit:

ant, Dan W. Vinson, of even date with Therefore, in consideration of the applied to the satisfaction of plaintiff's

You are further notified that unless you enter your appearance in said cause and plead or answer therein on or bewill apply to the court for the relief demanded in the complaint.

Nem Mexico.

Witness my hand and the seal of the seal of said court on this the 25th, day

(5) promissory notes in the total sum of fifteen hundred thirty-six dollars and ninety-one cents (\$1536.91), which said judgment at the date of sale hereinafter mentioned, will amount to the sum

The east half (1-2) of the southeast quarter (1-4) and the east half (1-2) of

tained a decree in said cause at said time, east of the center of the northwest of the plaintiff upon the following de-

> county, New Mexico, duly advertise and jude ment and demands of the plaintiff, sell said above described lands under with costs of said suit. ment lien, as provided by law, and to and demands, it being ordered by the court that the above described lands upon which said mortgage was foreclosed shall be sold first and if the sum be in-

> Therefore, I, the undersigned sheriff of Roosevelt county, New Mexico, pursuant to said decree and orders of the state of New Mexico, and rules and recourt, will, on the 18th day of Novem. ber, 1920, at the hour of 2 o'clock p. m. of said day, sell the above desc ibed at public sale to the highest bidder at property at public venque at the northese as front door of the court honse in the 11 o'clock a. m. on Tuesday, December 14th, 1920, in the town of Portales, town of Portales, New Mexico, to the highest bidder for cash, for the purpose ico, in front of the court house therein, of applying the proceeds of such sale to the following described tracts of land, the satisfaction of plaintiff's said judgment and demands, together with the

Witness my hand this the 12th day of

JESS McCORMACK, Sheriff Of Roosevelt County, N. M.

Notice of Foreclosure Sale Whereas, on the 10th day of June, 1920 in a certain cause pending in the district court of the Fifth judicial district of improvements consist of fencing, value the state of New Mexico, in and for \$135.50. Roosevelt county, wherein L.S. Skelton said cause and prays personal judgment is plaintiff and Roosevelt County Creamagainst them upon two promissory ery, a corporation, is defendant, said improvements consist of fencing, value notes doted Jan. 23, 1913, each for the cause being No. 1553 on the civil docket \$40.00. sum of \$333.33 and due and payable one of said court, the plaintiff recovered a and two years respectively from date judgment and decree against the defensix per cent per annum from date until gage for the total sum of fifty-six hun- ments consist ef fencing, value \$30.00. the amount due upon said promissory (\$5603.08), together with all costs of per cent additional for attorney's fees, and fifty cents, (\$17.50) and accruing for Mr. Greaves.—Kenna Record.

and seeks to foreclose a mortgage deed executed by the defendants, Ed Owens and Sarah Elizabeth Owens, to J. W. plaintiff executed by said defendant and notes and upon the following described in block fourteen (14) in the town of property to-wit:

Portales, New Mexico, according to the The west half of the north east quar- plat of said town on file in the office of ter of section six in township two south the county clerk of said county, to-

BEN SMITH, Special Commissioner.

Notice of Foreclosure Sale Whereas, on the 2nd day of August, 1920, in a certain cause pending in the district court of the Fifth judicial disfore the 20th day of December 1920, trict of the state of New Mexico, numjudgment will be taken against you by ber 1579, upon the civil docket of said default in said cause and the plaintiff court, wherein L. S. Skelton is plaintiff, and Bertha M. Thistle, M. L. Thistle, Charles M. Martin, Della Martin, Charles You are further notified that George I. Reese is attorney for the plaintiff and his Post Office address is Portales, Nem Mexico.

Charles M. Martin, Della Martin, Charles Witness my hand and the official seal of the state and office of the state of the state of New Mexico, this first day of September 1990. against the defendants in the sum of forty-four hundred ninety-three dollars and ninety-five cents (\$4493.95) together with costs of suit, which said judgment at the date of sale hereinafter mentioned Last publication Nov. 26, 1920

will amount to the sum of forty six hundred eighteen dollars and seventy eight cepts (\$4619.78), with costs of court in the sum of seventeen dollars and fifty cents (\$17.50) and accruing costs of sale, and the plaintiff obtained in said cause at said time a decree foreclosing a mort-

gage in favor of the plaintiff upon the following descaibed real estate, to wit:

Beginning at a point on the section line two hundred and ninety-three and one-third yards east of the southwest corner of section twenty two in town-ship one south of range thirty four east of the New Mexico meridian, New Mexico, thence north six hundred and a foreclosure of said mortgege executed foreclosure of said mortgage, given for south six hundred sixty yards, thence west two hundred ninety three and one third to the point of beginning, containing forty acres, more or lees, according to the offcial plat of the survey of the said lands, together with all improvethe northeast quarter (1-4) of section ments thereon, or any that may be thirty (30) in township one (1) north of placed thereon during the life of this mortgage.

And whereas in said decree the undersigned M.B. Jones was appointed special commissioner and directed to advertise foreclosing an attachment lien in favor of the plaintiff upon the following described property, to-wit:

continuation and directed to advertise and sell said property as proviped by law, for the purpose of satisfying said judgment and demands of the plaintiff.

Therefore, pursuant to said judgment east, N. M. P. M. And whereas, it was of Portales, New Mexico, offer said prodirected by the court in said decree, that perty for sale to the highest bidder for the undersigned, sheriff of Roosevelt cash, for the purpose of satisfying said

Witness my hand this, the 12th, day M.B. JONES, Special Commissioner.

### State of New Mexico Notice for Publication Public Land Sale

Roosevelt County Office of the commissioner of public

lands, Santa Fe, New Mexico. Notice is hereby given that pursuant to the provisions of an act of congress, approved June 20, 1910, the laws of the gulations of the state land office, the commissioner of public lands will offer

Sale No. 1637, NE1-4, Sec. 19; T. 6-S. R. 33 E, containing 160 acres. There are no improvements.

Sale No. 1638 N1-2SE1-4, Sec. 12: T. 6-S, R. 33-E. Lot 4, E1-2, Sec. 7; W1-2W1-2, Sec. 8; T. 6-S, R. 34-E, containing 593.57 There are no improvements

Sale No. 1639, S1-2, Sec. 19; S1-S Sec. 20; T. 7-S, R. 34 E, S1-2, Sec. 5; T. 8-S, R. 34-E., containing 891.59 ucres.

Sale No. 1640, S1-2SW1-4, Sec. 3: T. 8-S, R. 34-E., containing 80.00 acres. The

Sale No. 1641, NE1-4SW1-4, N1-2SE1-4, SEI-4SE1-4, sec. 8; T. 8S, R. 34-E., and each bearing interest at the rate of dant upon a promissory note and mort- containing 160.00 acres. The improve-No bid on the above described tracts

of land will be accepted for less than said action, which said judgment, at the five dollars (\$5.00) per acre, which is the suit; and judgment against the defend-ant Dan W. Vinson upon a promissory amount to the sum of fifty-eight hun-thereto the successful bidder must pay note dated Jan. 23, 1914, for the sum of dred thirty-nine dollars and sixty-five for the improvements that exist on the

Each of the described tracts will be ffered for sele separately.

The above sale of land will be subject to the following terms and conditions, viz; The successful bidder must pay to the appear a special article in this paper in regard to 'Power Farm-this announcement just sent out appears a special article in this county will undoubtedly be interested in the plaintiff, dated July 23, 1913, given the following described property, to wit: holding such sale, one-twentieth of the price offered by him for the land, four to secure the two first above described All of lots number one, (1) and two (2) commissioner of public lands or his agent per cent interest in advance for the balance of such purchase price, fees for advertising and appraisement and all costs incidental to the sale herein, each and of range thirty four east of the New gether with all improvements located all of said amounts must be deposited in Mexico Meridian, containing eighty thereon, including the machinery and cash or certified exchange at the time of acres, more or less, according to the fixtures of every description, whether sale and which said amounts and all of readers of the Journal. We will lished a year ago to aid teachers government survey of said land, togeth- fixed or movable; and whereas, the them are subject of forfeiture to the try and deal with some season who are at work in the solving of er with all improvements thereon with court appointed the undersigned, Ben state of New Mexico, if the successful the exception of irrigation pumping Smith, special commissioner, and direct- bidder does not execute a contract withcover the entire county. Revery teachers career—problems member this is your paper and of discipline, relations with parmember this is your paper and of discipline, relations with par- upon said premises and to foreclose a place to the satisfaction of plaintiff's at his option make payments of not less than one-thirtieth of ninety-five per cent of the purshase price at any time a bigger and better Portales and new subject matter, and even said promissory note for the sum of premises, I, the said Ben Smith, special after the sale and prior to the expiration such lesser things as subjects for debates, orations, etc. The Beginning with December first and subscription price of the subscription price for the sum of t the subscription price of the to send a brief statement of her entire sum of principal and interest and public vendue, to the highest bidder for tial payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments to be credited on the annual public vendue, to the highest bidder for his payments and his payments and his payments and his payments are also below the highest bidder for his payments and his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for his payments are also below to the highest bidder for attorney's fees is due herein; the plain- cash, for the purpose of applying the niversary of the date of the contract tiff prays to have said described property proceeds of such sale to the payment of next following the date of tender.

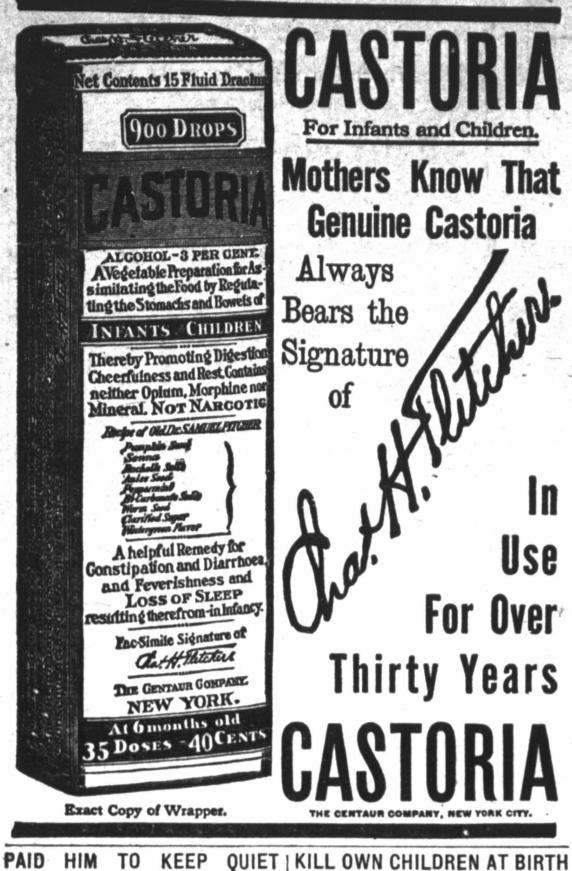
The above sale of land will be subject to valid existing rights, easements, rights of way and reservations.

All mineral rights in the above described tracts of land are reserved to

The commissioner of public lands, or his agent holding such sale, reserves the right to reject any and all bids offered at said sale.

Possession under contracts of sale for the above described tracts will he given on or before October 1st, 1921.

N. A.FIELD. Commissioner of Public Lands state of New Mexico.



Incident of Wall Street That We Publish Without Any Affidavit as to Its Truth.

known only to insiders.

conversing with outsiders on important matters. But it didn't work. The cashier was in a more favorable position to relay important things to the financial scribes. He was prometed to a vice presidency. He talked leuder and more frequently.

In desperation the bank directors made him president of the institution. It worked wonders. He stopped talking. Thereafter he spoke only through prepared statements, and while they were long and windy they revealed declare that arts and civilization were aething disturbing.—From Life.

Keeping It All Right., "Is the bride a good housekeeper?" name."

Some women are like bartendersalways getting things mixed.

One of Their Order to Raise Child as Sin.

There was a man in Wall street, em- Lovers of laughter, song, music, thin slices from half pears and use ployed as thirty-second assistant cash- flowers and birds, the Arioi of Tahiti these to line the mold. Do not put ter in a bank. It took the bank di- killed their own children at birth, and these in place until the jell; becomes rectors several weeks to discover who looked upon the attempt of a member firm. Press the rest of the pears was talking to the financial reporters of their order to rear a child as a through a sieve. Soften one-third of a about certain things supposed to be sin. While religious causes were package of gelatin in cold water and Upon learning his identity the di- doubt, believed in, the real cause, Add the pear pulp, the juice of a rectors immediately advanced him to Frederick O'Brien tells in the Century, temon and grated rind if desired. cashier, on the theory that his new was a natural one whereby the species, one-third of a cupful of sugar, stir responsibilities would preclude his to prevent over-population of the the mixture over ice water until it be-South sea island, destroyed its own. gins to set, then fold in one cupful of With perfect health and no enemies, cream beaten very light. When the the island would soon have had a hard time finding food.

> actors, priests and wonder workers to ored jelly and whipped cream. which belonged both men and women.

The natives of Tahiti who have escaped the blight of civilization are living proofs that at one time the race was one of the most beautiful in the world's history, while investigators brought to a high plane hundreds of

A man doesn't enjoy being laughed "Is she? She made him put it in her at by a crowd unless he gets paid for

"Great opportunities come to these who make use of small ones,"

# The Kitchen

Success is the art of making your

The workshops of life require fuel to maintain them.-Lusk.

SEASONABLE GOOD THINGS.

A good cake is an acceptable addition to any dinner.



Good Plain Chocolate Cake. - Beat one-fourth of a cupful of butter, also one egg; gradually beat the two together. Add three squares of melted chocolate, then add alternately one cupful of milk, half a cupful of hot water and two cupfuls of sifted flour. sifted again with one

teaspoonful of cinnamon, half a teaspoonful of salt, and three teaspoonfuls of baking powder. Bake in a sheet or layers. Cover with white or chocolate frosting.

Maple Sirup Cake.—Beat half a cupful of butter to a cream, add half a cupful of sugar, two well-beaten eggs and a cupful of maple strup. Sift together two and one-half cupfuls of flour, two teaspoonfuls of baking powder, half a teaspoonful of ginger, and three-fourths of a teaspoonful of soda. Add to the first mixture alternately with one-half cupful of hot water. Bake in two layers or a sheet. Finish with caramel frosting.

Pear Bavarian Cream .- Drain the sirup from a can of pears. Soften onethird of a package of gelatin in onefourth of a cupful of cold water, then add to one cupful of the pear juice heated. Add the juice of one lemon and one-third of a cupful of sugar. Arioi of Tahiti Look Upon Attempt of Turn half of this mixture into an oval charlotte mold holding one quart and let chill on ice. Set the rest of the mixture aside on ice to harden. Cut given for this by the leaders and, no let it dissolve in a dish of hot water. mixture holds its shape use it in filling the mold. When serving unmold The Arioi were wandering minstrels, and garnish with cubes of bright col-

> · · · But words are things, And a small drop of ink, Falling like dew upon a thought, Produces that which makes thousands. perhaps millions, think. -Byron.

CANNING WITHOUT COOKING.

Any fruit except perhaps pineapple, which is hard to mash to a smooth



pulp, may be kept indefinitely when mixed with equal parts of sugar. The fruit must be thoroughly blended, if berries, every one crushed,

or the mixture will be sure to ferment. To Can Rhubarb.-Wash the rhubarb cut into small pleces and pack

into a sterilized jar. Fill the jar to overflowing with cold water. Seal as usual. Some advocate the repeating of the process for two mornings, then the third day seal and set away, leaving 24 hours between each change of Tomatoes should be firm, ripe, but

not overripe. Scald, peel and pack in iars. Be sure that the hard, green center is all removed. Pack when thoroughly cold; add a teaspoonful of salt and the same of sugar to a quart. Cover with cold water, seal and let stand upside down for two days. Then set away.

Grape jelly without cooking is delicious. Press the juice from the ripe fruit and add an equal quantity of sugar: stir and let stand until the sugar is thoroughly dissolved and then pour into the glasses and set in the sun for a day or two. Seal as usual. The flavor of this jelly is much superior to that which is cooked.

Oil Pickles .- Slice, without peeling, cucumbers one inch in diameter; add to two quarts of the sliced cucumbers, four thinly-sliced onlons, or a dozen small ones will make a better looking mixture. Cover with strong sait water and let stand overnight. Drain and add one cupful of olive oil, mustard seed, celery seed and enough vinegar to just cover. Seal and keep in a cool place.

# DODSON STOPS SALE OF CALOMEL

"Dodson's Liver Tone" is Taking Place of Dangerous. Sickening Chemical, Say Druggists

Every druggist in town has noticed a great falling off in the sale of calomel. They all give the same reuson. Dodson's Liver Tone is taking

its place.

"Calomel is dangerous and people know it." Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle doesn't cost very much but if it fails to give easy relief in every case of liver sluggishness and constipation, just ask for your money back.

Dodson's Liver Tone is a pleasant tasting, purely vegetable remedy. harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no billousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose a day.—Adv.

Concentration.

"I see where a woman had her husband haled to court for kissing her 300 times a day."

"Some women are hard to please." "Sure."

"It's evident this chap wasn't scattering his affections around the neighborhood." — Birmingham Age-

### SOUND ADVICE ABOUT EATING

Alabama Lady Says We Impose on Nature by Overeating, but Thedford's Black-Draught Will Make You Feel Better.

Paint Rock, Ala.—Recommending Thedford's Black-Draught to her friends and neighbors, Mrs. Mary Manning, of this place, says: "I never have and never expect to find better medicine than Black-Draught. When I've had a cold and needed a laxative, I used Black-Draught. I use it for sour stomach, headache and indigestion, and it does the work.

"I believe most ills we have are caused from inactive liver. We impose on nature by overeating, and then the liver don't act. We get lazy and no-account. It is hard for us to do our work, and we'd get real sick if we didn't take something. The best remedy I have found yet is Black- drug store today and stop this disorder. Draught. It doesn't leave you constipated, and I feel better after taking a round of it."

Made from purely vegetable ingredients, Black-Draught acts in a natural way, and is free from the bad after-effects of so many mineral drugs.

Get a package today. Be sure that it bears the word "Thedford's."

Thedford's is the only genuine Black-Draught liver medicine.—Adv.

Their Place.

"I don't see how you can mark this grade of feather pillows up." "Why not?"

"Because they are naturally on the down grade."

### DYE RIGHT

Buy only "Diamond Dyes"



Each package of "Diamond Dyes" contains directions so simple that any woman can diamond-dye worn, shabby skirts, waists, dresses, coats, gloves, stockings sweaters, draperles everything, whether wool, silk, linen, cotton or mixed goods, new, rich fadeless colors. Have druggist show you "Diamond Dyes Color Card."-Adv.

Force of Habit. "That city feller is always lying

around somewhere."

"But, you know, Jake, he's a law-



Have Strong, Healthy Eyes. If they Tire, Itch, Smart or Burn, if Sore, Irritated, Inflamed or YOUR EYES Granulated, use Murine often. Soothes, Refreshes. Safe for Infantor Adult. At all Druggists. Write for Free Eye Book. Nurine Eye Remely Co., Chicago



Millions of people-grown folks children alike-are bothered with overactive kidneys either during the day of at night.

If you or your child are among those affected with kidneys acting too freely or too often don't wait until some serious kidney trouble develops but get a bottle of Liquid Shu Make from the

Druggists carry Liquid Shu Make or will get it for you in small or large size bottles, so why not give this medicine a chance to relieve that overactive kidney condition?-Adv.

### Stomach on Strike 20 Years **Eatonic Settled It!**

"Eatonic is wonderful," says C. W. Burton. "I had been a sufferer from stomach trouble for 20 years and now I am well."

Eatonic gets right after the cause of stomach troubles by taking up and carrying out the acidity and gases and of course, when the cause is removed, the sufferer gets well. If you have sourness, belching, indigestion, food repeating or any other stomach trouble, take Eatonic tablets after each meal and find relief. Big box costs only a trifle with your druggist's guarantee.



For Best Results Ship Your Live Stock to

LIVE STOCK COMMISSION CO. OKLAHOMA CITY, OKLA.

Clean Your Clothes to look like new at largest place in city. Wrap in paper, send Parcelpost; we do the rest promptly.



per ınniparanject

orty six seventy of court

and fifty

of sale,

d cause a morton the

to wit: section ee and

thwest

townur east

New d and

undred

thence

thence id one

ontain-

ording

of the

prove-

ay be f this

under-

special

vertise

ed by

g said

aintiff.

gment

t, the

n the

e hour

theast

e town

d pro.

er for

g said

aintiff,

ner.

public

rsuant

gress,

of the

nd re-

, the

offer

der at

ember

rtales,

Mex-

ereln,

land,

6-S,

re are

6-S,

W1-2,

Sec.

8-S,

The

value

3: T.

. The

value

E1-4,

4-E.,

rove-

racts

than

s the

ition

bject

B, VIZ;

o the

gent

the

four

bal-

r ad-

costs

and

ed in

ne of

ll of

the

ssful

with-

ailed

con-

may

less

per

time

ition

con-

00.

red

seal

Made by Postum Cereal Company, Inc., Battle Creek, Mich.

When Coffee Disagrees—Use

POSTUM CEREAL

Coffee drinkers, who switch

from their accustomed table

drink, almost always turn to

Postum because of its deli-

There's no harm to health in

Postum. Much as it tastes like

coffee, there is no coffee in it.

Boil Postum a full fifteen min-

utes, and you develop that rich

cious coffee-like flavor.

flavor you so much like.

There's a Reason'

Postum

All Ford Dealers are co-operating to bring down the cost of running

FORD CARS



We are delivering cars most every day-Better

Get Your Ford Now

# We Are Still Selling Our Goods at 10 Per Cent Discount

And will continue until November 14th. We are selling our brand new stock of Michelin Tires at 25 per cent discount. We only have a few of these Tires left, and Ford sizes only.

# Gasolene 33c per Gallon and Will be Cheaper

We are making every effort in our power to bring the operating cost of your Fords down to a pre-war basis, and get in line with the Low Price of Ford Cars. This we are doing by cutting our prices on every article in our big stock of Automobile Accessories.

# CASH ONLY

It takes the Cash, and we are more than pleased with the system---Our customers are pleased with the bargains we are giving them.

Ford Cars—Ford Trucks, Fordson Tractors

# THE UNIVERSAL GARAGE

MONROE HONEA, Ford Salesman

Ford Cars-Ford Trucks Fordson Tractors

### **COUNCIL PROCEEDINGS**

The town council met in regular session and upon roll call the following were present: mayor, G. L Reese; trustees, C.J. Whitcomb, Wat Stewart and A. D. sists of that part of the school Ribble.

Motion duly made and seconded that services of town marshal be dispensed with.

Motion unanimously carried. Resolved that the board o trustees of the town of Portales offer for sale at \$300.00 per block and not to exceed two blocks to each improvement contract, such improvement contract requiring erection of dwelling house and such other improvements as the purchaser desire to place thereon, to be of the value of not less than \$2000.00, and

That the purchaser pay ten per cent cash at the time he purchases the block or blocks and when the specified improvements 20 per cent discount. shall be placed on the property purchased, the purchaser shall pay an additional ten per cent of the purchase price and the town shall thereon issue a deed to the purchaser, and take back mort gage deed giving a first mortgage future home. Mr. Elrod was one upon the property to secure the of the most popular agents on the balance of purchase price which shall be paid in 10 equal anual installments bearing 8 per cent interest payable anually from date of contract until paid, and

provements be placed upon pro- veral members of the carnival perty purchased within twelve home with him to assist in stackmonths from date of purchase; ing feed.

Resolved further that the town retain and withhold from sale one Portales, N. M., October 19, half of the land which this resolution applies; the part retained to be selected as to checkerboard with what is sold.

FRED N. LUPER, Manager

The property which this resolution is intended to effect consection unsold and laid off in t'ocks and lots, adjoining the original townsite of Portales and.

Be it further resolved that the city attorney of the town of Por. tales, draft a contract embodying the terms of this resolution, and present it to the town council for approval and as soon as form of contract be approved, the property will be ready for sale.

Motion made by Ribble and seconded by Stewart that this resolution be adopted. Motien unanimously carried.

There being no further business council adjourned. G. L. REESE, Mayor.

Attest. S. N. AANCOCK, Clerk. Sale on all coats and dresses.

T. O. Elrod, station agent for a number of vears at Kenna, left this week with his family for Denyer Colorado, to make his Santa Fe, with the live stock shippers, who will regret his leaving.

Commissioner C. S. Toler was in town the first of the week on That the specific amount of im- official business. He carried se-

## **MERCHANTS MUST BUILD "BACKFIRE"**

Can Beat Mail Order Houses at Their Own Game If They Will Do It.

Catalogue Concerns Spend Hundreds of Thousands of Dollars Annually to Create Demand for Their Merchandise.

(Copyright, 1917, Western Newspaper Union.) The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the "back-fire." By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed.

The merchants of the small cities and towns are learning that in waging their fight for existence they must adopt the tactics of the men of the West. The great mail order houses of the cities are the consuming flames which threaten to wipe out the retail merchants of the small towns unless the latter, realizing their danger, take steps to remove the menace. The retail merchants, as a whole, are beginning to realize that they must fight fire with fire and that to save themselves they must build a "back fire."

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogues and through certain publications which are known as mail order advertising mediums. A big mail order house spends hundreds of thousands of dollars merely on the preparation and publication of its bulky catalogues.

Business Built Upon Advertising. The catalogue houses also spend

thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$85 for a single inch. yet the mail order houses find it profitable to pay these high rates. Their business is built upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

In advertising, the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily, only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising. The only difference between solicitation, but printed matter must always continue to be the chief reliance of merchants in attracting customers to their stores.

Advertising Begets Confidence. The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It knows that the store which advertises consistently and regularly has the best and most up-todate stocks because this store sells its goods more rapidly than the one which does not advertise and, therefore, is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock oftener than the store which does not advertise and therefore does not have its capital tied up is slow-moving merchandise.

The mail order house does not get its business by merely letting the public know that it has dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in its catalogue

that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct of any retail store. They serve their purpose but this purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal

attractive pictures and detailed descriptions of the articles which it has to sell. The lure of the mail erder catalogue lies in the fact that the merits, or alleged merits, of the merchandise offered are placed before the prospective purchaser in the most graphic manner. The local retail merchant has the same opportunity to do this that the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses as a rule cannot do, for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

Mr. and Mrs. Ed Rickard were up from Valley View Wednesday with the election returns from that box and Elida.

### The Sum and Substance

of being a subscriber to this paper is that you and your family become attached to it. The paper becomes a member of the family and its coming each week will be as welcome as the arrival of anyone that's dear. It will keep you informed on the doings of the community and the bargains of the merchants regularly advertised will enable you to save many times the cust of the subscription.