#  <br> PORTALES JOURNAL <br> a Newspaper that is democratic twhlve months in the year 

## VOLUME:V <br> Rosesili I CouTr STIL Demacarac

## Slow Retumis Froul Rural Districte <br> Detay Aulthaticic News of Election

## DEWOCRATS HOPFFUU IN STAII

Returns Show Victory for Hanna Party Leaders Anxiously Await Official Returrs

The returns from the election are insufficient to give full re turns in this issue. In the county it is conceded that the Demo cratic ticket carried by a s ife ma jority, there being very little competition except in the sheriff's, county superintendent and pro bate judges race. In the lor 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 t F. Democratic ticket, though there was very parties seemed to have adopted the slogan "putan $x$ in the circlat the head of the ticket and then go stone blind.
In the Valley View precinct the Democratic ticket received majority, although the Republicans polled a good vote anc there were a number of farm labor votes cast.
The returns are slow in cor i g in from the rural boxes, but it no thought that they will chan 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 timpossible to give authentic election news on the state vote this week, owing porting the returns.
In this box Calvin R. Langston led the ticket receiving 526 Demo cratic votes against Republican candidate for county commis-
sioner, William B. Hensley's 164 .
In the Sheriffs race Jess McCormick, Democratic nominee received 361 , against Geo. P. Smith, Republican, 344.
For county $\varepsilon u$ perintendent, R. A. Palm, Democrat, 416, Mrs. Katie Kennady, Republican, 286.
The balance of the ticket ran from three to four Democratic to 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.

Kentucky Valley Hallowe'en Entertainment

A real "honest to goodness" Hallowe'en entertainment with "spooky ghosts" and 'sure nuff' witches as hosts and hostesses' f the hour who welcomed "mortals" with very human like hand shakes, was given at the Ken tucky Valley consolidated school 15 miles of Elida on Thursday Oct, 28 th. The school house was appropriately decorated with the customary jack o'lanterns and the like.
After the welcome had been xtended and ghosts and witches had deported, as to their want, 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 capably rendered affording much musement to the crowd which otaled about 150. Last but not east except in size of the perormers, was a drill by the pri with unusual ability.
Mrs. J. G. Greav
incipal of the school who is congratnlated on the very evident uccess she has made of this lately consolidated school, which s now known as the Kentucky Valley eonsolidated school dis trict, includes the schools for merly known respectively as Ingram, Claudell, Pleasant Ridge and Hawkeye. and includes an when we censider e township and 36 square miles we realize more fully the magnitude of the uncommunity and the ability community and the ability of
hose directirg the work. Mrs Greaves is very ably assisted by Miss Pearl Taylor, a Portales girl
who needs no introduction to our eaders.
After the revelry was ended Mrs. Carolyn R. Greenlee, chair$\mathrm{m} \cdot \mathrm{m}$ of Cox-Hanna club of Roosecompton, both of Pudga C. M. on political issues. Mrs. Green lee spoke on the need of 100 per ent democrats in this election and womens spiritual obligation toleague of nations. Judge Comp-
ton spoke on state issues and the famous and much maligned article ten of the "covenant," with of the three Harding supporters present were_converted to the that they had never before derstocd the meaning of the article because of misrepresenta tion and, that they would now ote the straight Democrat ticket Ard then the purpose of the rest was announced, a pie auction with Mr. J. R, Shock as auo tioneer. Sheriff Jess McCormack opened the game with $\$ 2.50$ for edly, there was witch undoubt fairy craft employed in their making for surely no mortal con cccted those delectable dainties, that made us even forget to mention the ones mother use to carricd the honor of paying the hinhest price for a pie. Five dol-

## Work Started on Highway <br> N. W. McClaskey, state super

isor of federal aid projects with

$$
\text { headquarters in Santa } \mathrm{Fe} \text {, was in }
$$

Clovis Monday to start surveying

$$
\text { on federal sid projects Nos., } 24
$$

$$
\text { and } 25 \text {. These projects include }
$$

$$
\begin{aligned}
& \text { Nork on the highways betweeo } \\
& \text { Clovis and \$exico and Clovis and }
\end{aligned}
$$

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\begin{aligned}
& \text { Clovis and } \mathrm{Cexico} \text { and Clovis and } \\
& \text { Portales } \text {-which will amount to }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Portales which } \\
& \text { nearly } \$ 2002,000
\end{aligned}
$$

The contract for work on these rojects was left some time ago to the Atlas Construction Co, of La Veta, Colo., and the improvements are to be completed by une 1, 1921.
The work in Curry County inciudes 81,342 yards of earth ork, 350 yds . of concrete contruction, 100 lineal feet of corugated iron culverts and 20,323 quare yards of calechie surfacing. The work in Roosevelt cunty will include 36,825 yards f earth work and 40,004 square alechie surfacing.
These improvements will be a reat asset to the Ozark Trails, Bankhead National, Highway Abo Pass Route and the Great North and South Cross-Connect ing Highway, all of weich pas through Clovis.- Clovis News.

## Gangs Ready for Portales

 Road WorkWm, Atchison. of the Atchison Constructlon Company, arrived hore yesterd $y$ y, and will be in charge of the zonstruction of the tate highway hetween shis city and Texice, and south to Portales. Three car loads of grading and road building machinery by the chamber of commerce to-
day.
Work of rebuilding these two
mportant highways will star immediately it was stated. Clovis Journal.
i. A. Reynolds \& H. Sarsfield left this week for Ft. Worth, Texas, to begin making preparations to complere the deep test well started here last year as hey secured their amount of creage last week. The company which these gentlemen represent have agreed to put up a ten thousnnd dollar bond in the drilling by July first next and will continue drilling until they reach the depth of three thousand feet uuless they get production before they resch that depth. - Kenna Record.
he paid for his pie which was made by Miss Inza Stephens
Otter pies each viling with the preceeding ones, brought many dollars for the fund to be used for play ground equipment. And as the amount totaled seventyfive dollars and is to be used for ports material, for the lads and assies, of which there is a goodly umber, and sightly lassies and usky lasses they are too by way, we wonder if before loug we mav not have another foot ball team who will be doing honor to New Mexico as our own dear unbeatable P. H S. boys are doing so royally this term. Here's oping for the success they defor Kəntucky Valley.

Portales Foot Ball Team
The Portales High school foot ball team will play the Roswell
High school (to day) Friday, at 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 ntitle this team to play Albuquerque for the state championhip
Portales should be proud of the ecord of her boys on the gridiron nd every citizen should give hem a united support.

## Hallowe'en Dance

On last Friday night Misse Nell Jackson and Ruth Greenlea gave an impromptu Hallow'en dance at the residence of the later's parents, Mr. and Mrs. P.M. Greenlea. A very pleasant even ing was spent by the young peo ple to the enjoyment of music and dancing.

Pleasant Valley School and
Community Items
Our school enrolled 55 the firs 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 teachers' little boy, Robert Love Taylor.
We are beginning our second week of the second month with bright prospects of getting fully ander way again if the thresher will onls get out of the commanity.
Thre
Threshing is the order of the day. The Gore brothers are in this part now, separating the ple 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 urn green with sheer envy. For this bountious blessing, we are sure the people are truly 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 ation's Thanksgiving festival A number of youngsters me at the school house Sunday, Octo ber 30 th, and spent the after noon 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 $10 \mathrm{a} . \mathrm{m}$.
preaching at $11 \mathrm{a} . \mathrm{m}$. and 7:15 p 6:30 p.m. Prayer meeting Wed nesday at $7 \mathrm{p} . \mathrm{m}$.
We are planning with Rev. Walt Bryan and wife to begin meeting about Nov. 15.

Sale on all coats and dresses
20 per cent discount. Whit-
comb's.

## Rossitil cooviry <br> Hexilirs Issmule

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

## FRIDAY MORNING 10:30

Enrollment
Welcome address-J.R. Shock
Response-W. N. Clyde
Readings, etc.-Pupils Thir
Readings, etc.-Pupils Third,
Fourth and Fifth grades Portales Fourth and Fifth
Public Schools.

AFTERNOON 2:30
Solo-W. Krattli, principal Porales High School.
Address-Dr. W.O. Hall,Presi ent State Normal School.
Music-Orchestra, Portales High School.
Address-State Superintendent H. Wagner.

EVENING 7:30 M. e. CHURCH Solo,-W. Krattli.
Address-Dr. W. O. Hall,State ormal School
Music - Orchestra, Portales. High School.
SATURDAY MORNING 10:30
Music.
Address-R. A: Palm.
Discussion-"Will Teachers" Salaries Be Lowered in the Readustment of Affairs?'-W. N. Clyde, James Taylor.
Discussion - "Has Consolidaion Been a Success in This County?"-R. F. Hodges and R. Pepper,
Address-Superintendent Sam Stinnett,

## Notice to Teachers

When attending the teachers Institute here. Friday and Saturay of next week, you are cor-


#  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 256
Sale price...................................
Dress Ginghams, Red Seal and Toil du 306
Nord, regular price $40 \mathrm{c}, 4 \overline{\mathrm{c}}$, sale price
Chevists Shirting, regular 40c quality, 306
Hope Bleach, has been a rigular 40c Sale price
81-Inch Pepperill Sheeting, a regular $\$ 1.10$ value, sale price.
36-Inch Brown Domestic, a regular 40c value, sale price.
A good 25c grade of Percale, during this sale
 The Best Canton Flannel. worth 35 c
and 40 c , now......................................

## Ladies Coats

Ladies Regula
Ladies Regular \$75.00 Coats, good values,
Ladies Re
Ladies Regular \$65.00 Coats, good values
This sale ........................
Tis
Ladies Regular $\$ 50.00$ Coats, none better
for the money, this sale................
Ladies Regular $\$ 40.00$ Coats, best value,
this sale. this sale.
Lad!es Regular $\$ 35.00$ Coats, they are worth more, this sale. .
Ladies Regular $\$ 30.00$ Coats, rare bar-
gains at that money, this sale............
Ladies Regular \$25.00 Coats, good values, this sale.
Ladies Regular $\$ 20.00$ Coats, good valnes,
during this sale
Ladies Regular
during this sale.
$\$ 65.00$ $\$ 59.50$ $\$ 47.50$ $\$ 39.50$ $\$ 29.50$ $\$ 27.50$ $\$ 25.00$ $\$ 19.50$ $\$ 16.50$
$\$ 15.00$


#### Abstract

Girls Coats  Girls Regular \$16.50 Coats will go Girls Regular $\$ 15.00$ Coats will go Girls Regular in this sale at. $\$ 12.50$ Girls Regular $\$ 13.50$ Coats will go $\$ 11.50$ in this sale at $\$ 10.95$ Oirls Regular $\$ 12.50$ Coats will go in this sale at. in this sale at $\$ 9.95$ Girls Regular $\$ 10.00$ Coats will go in this sale at in this sale at Girls Regular 88.50 Coats will go in this sale at. $\$ 8.50$ Girls Regular 87.50 Coats will go in in this sale at Girls Regular $\$ 600$ Coats will go in this sale at. Girls Regular 8500 Coats will go in this sale at $\$ 6.95$ Girls sale at: $\$ 3.95$ $\$ 4.95$ - $\$ 3.95$


## beinis st. Manim, wo. bit Priddy Q Fooshee Co. <br> Closes Sat. Night, Nov. 27th

LATEST---Since going to press, news comes that republicans are claiming 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 $21-2$ miles south of town,
The Journal wants the new from every school district is Roosevelt County.
Messrs. Frank Chemley and Frank Smith shipped a car of 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 Fortales cemetery Sunday.
R. M. Campbell of Perry, Oklahoma, has purchased the Row land Philipps land in the Bethel community and will make this his future home.

Hot chocolate and cold drinks t Dobbs.

Coe Howard was in Clovis on business Thursday.
E. P. Williams was in from nez Wednesday.
Cigars alwayo moist and fresh 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.
Geo W. Littlefield was up from Kenna Tuesday. George will be the new commissioner from the south end of the county.
If you have a frient visiting you write it down and hand it to 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 eievator at Elida. The grain crop in the
Elida territory is extra heavy this year.

## pttion pota to associstion is

 map. It is now up to some enterprising individual to start an o'possum ranch.The opening of the Varit Store last Saturday was very successful. Although the weather was very disagreeable, good crowd was in attendance,
Clyde Bostick was taking in the Hailowe'en and school entertainments last week. He attended the Kentucky Valley en tertainment Thursday night and the Kenna entertainment Satur day 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 ander, but they brought back

There has been a move $f$ to move Lakewood canning fac tory to Portales, but due to the fact: that sufficient stock could not be subscribed, and the uncer-
tainty of securing labor to run tainty of securing labor to run
the factory, the matter has been dropped for the present.
On last Sunday J.A, Swageriy opened their confectiönery with
a good crowd in attende a
Theod crowd in attendance.
place is a credit to the town and the public was stree in its expression of appreciation of
the service and equipment of this its exp
the ser
firm.
05

35 per cent discount on all hats at Whitcombs.

I
Last Sunday Pev. H. Slaughter, accompanied by S. B. Fletcher and Dr. Owens, attended the Baptist fifth Sunday ser vice at Minco, where the Rev.
Slaughter delivered a very able 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. He will graze them on a 60 acre stalk field and a quarter section of fresh grass,"besides feeding them crushed corn. Mr. Kinsolving is ne of Roosevelt county's one of Roosevelt county's pro-gressive stock farmers and we gressive stock farmers and we
will wait with interest the reault of this experiment.
There have been six cases of yphoid fever reported to the ealth officer of Portales, during he months of August, September and October. All of the cases occurred in families using Three weeks ago the writer shllow water, no cases hating made a trip over the Rogers and occurred in families using city Dora country in company with vatcr. 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 haveoccurred 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 analysis free of charge. lof Roosevelt county.

R E. (Eddie) White, field agent for the state tax commishas just returned from , Woods, 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 robbid him of one of his arms during the late
unpleasantness man's work, both as to does a man's work, both as to makıng a in outdoor sports. He will be here for a short visit the latter part of the week.
An̉ old friend and neignbor of the writers in the early days of section of Roosevelt county, William Carl Case, recently returned to his home in Pittsburg, Mo., after an extended visit !n the New Hope community. Carl is now a full fledged author, having written a book entitled "The Nesten a
tors.'
 Oue young man's ideal girl doesn't Ome young man's ideal girl
care for tce cream or oysters.

Big Job for One Hen.
American agriculturist visiting In England was telling tall tales of btg broods of chlckens. Twenty chlckens
from tweive eggs appeared to be an everyday occurrence in the States, if the stories be "Happen you never see so many as a hundred hatched by one hen at a
setting $F^{\prime \prime}$ asked a Sufolk man across setting ${ }^{\text {r }}$
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 with eggr
bunghole."

Brought it on Himself "I can't Imagine what Mildred sees In that Smith boy," semarked Mill.
dred's mother. "He hasn't brains enough to fill a thimble."
"O. well, 1 dare say your mother said the same thing about me when I came courting you! reptied the
girl's father, indulgently.
But he suddenly lost his comintaBut he suddenly lost his compla-
cent smile when his wife retorted: "She certainly did, arid I was just 8 hig a fool as Mildred is now.
wouldn't listen to the advice of my Iders."-Houston Post.

Lend a man grass seed and he wII
come around later and
come around
lawn mower.
On the sea of
oany stck vogager

## "ASPIRIN"

WARNINGI 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 fow cente-Larger packagee. Make yourself necessary to the There might be such things as $\left.\begin{gathered}\text { Make yourself necessiry to the } \\ \text { worid and the worid will give you }\end{gathered} \right\rvert\, \begin{gathered}\text { Tvore might be such things as }\end{gathered}$ dom have them.
Some-men waste a lot of
Kill That Cold With CASCARA ${ }^{\text {HILS}}$ QUININE


Neglected Colds are Dangerous




## ALL DRUGGISTS SELL IT

AT LEAST IT'S NOT PROBABLE He Told the Elderly Lady About His Gown.

The fudges 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 decorum.
An elderly woman employed at the courthouse accosted one of the judges In the corridors of the building and
complimented the bench on its attl code in conducting eeourt.
tud, "In fact, judge," she added, "I think all of you judges ought to do like
some of the blg eatstern courts and some of the big earstern courts an
wear gowns.".
Without batting an eye the judg replled: "I do wear a gown about $\begin{gathered}\text { one-third of } \\ \text { "Why, I ne }\end{gathered}$
woman sall woman sali.
"And you never will," gravely an
swered his honor as he proceeded t his courtroom, chuckling to himself. Indianapolis News.
"How did you enfoy $\begin{gathered}\text { Naturally. }\end{gathered}$ at the zoo?", "I thought it was A man may do the best he

## Nature Responds <br> Nature is on your side every time you eat <br> Grape:Nuts <br> 

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"

 discuss it with
me, though 1 may So Fine. me, though 1 may sald Mre. Collared Lizard. "Ohl Mr. Collared Lizar
 with you-for I suppose you mean the subject of eating with or without knives and forks."
"I do," sald Mr
have spoken of nothing else." ared Lizard, "that," sald Mrs. Coland knives is very the use of forks them in the distance eating in the res aurant of the zoo-of
know, I mean the people
"We have so much better a way;
we shove the food right in our mouths, like Grandpa Frog dig
We also know how to use our hind reet, or our hind legs. When we're
frightened and want to hurry off we frightened and want to hurry off
so off hurrledly on our hind legs."
"So "So we do," sald Mr. Collared Liz-
ard. "We Just ralse 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 cheer-
 olce in the zoo. We are happy and we love our sunshine-or everybody's sunshine I At any wite ye have the sunshine shining on asi
and to Wuch nice dry beds of dry sand, too. We don't ike the raln, and
we dig holes tin the sand, where we we eig holes in the sand, where we
sleep and where we stay when the sun isn't shining. We certainly do like the sunshine.
"But tell me, Mrs. Collared Lizard. about those egrs you tald this summer, Theard you did a good plece of work. "Yes," sald Mrs. Collared Lizard, "I lald a good many; about elghteen,
believe. of course 1 have to do somebelleve. Of course 1 have to do some-
thing that is interesting. for you are really more beaputiful than I am. You have a handsomer black collar than
1 bave-of comere, we both get our 1 have-of ceriss, we both get our
names because we bave a collar alnames because we bave
wayĕ around our necks.
"But though I am gray in color, dur-
ing the season for laying the egga ing the season for laying the eggs I
become spotted with pretty bright red ${ }^{\text {spots, }}$ "till, at that time you have beauare a hinndsorae fellow alwhys. "You always wear such a nitce 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
Jellow," Jellow." "Yatter me," sald Mr. Collared
"No, I don't; it's the truth."
"Well," saidd Mr. Collared Lizard, "for my part 1 thtink all collared liz-
ards are interest-

\section*{\section*{| Ing |
| :--- |
| fine | fine fine <br> <br> \section*{pal <br> <br> \section*{pal <br> <br> ${ }^{\text {pa }}$} <br> <br> ${ }^{\text {pa }}$}

lon

## love to eat. $\begin{gathered}\text { You } \\ \text { didn't } \\ \text { say } \\ \text { that }\end{gathered}$

about us," continued Mr. Collared
1.Iznid. "That is why they can't put innkes with us-because if they did, we'd ent them upi" "The most sensible thing we could do." grinned Mrss, Collared Lizarid. "We ktow what it is to have good henithy
appetties, and not to stop at-anything In the way of food as long as we cani
swallow it

"Ha, ha," sald the collared Hzard, "eome creatures think they are so fine

## WRIGIEYS

The children love Wrialey's-and it's sood for them.

Made under conditions of absolute cleanliness and brousht to them In Wrialey's sealed sanitary packase.

Satisfles the craving for sweets, alds disestion, sweetens breath, allays thirst and helps keep teeth clean.

## Costs little, benefits much. <br> Still 5



Bessle Knew Her Daddy.
Bessie's father had been away trom
ome for nearly a year and her recol. be. man on first and third." sald lections of and affection for him had een transferred to his plctures which ung in her nursery. When he came osted the other day her mother sug "ested that Bessle hug him
"No, no," she replled
"No, no," she replled.
"Why, Bessie, don't you love sour
"Uady" I "Uh, huh, I love my daddy. There
my daddy," potinting to his picture.
Methylated spirit was recently sold by a Liverpool chemist at a proft of 415 per cent.
$\qquad$
"Here's where we work the "Oh, Charlle, dear, not right out
here. It is so publle-please."-Corbell here. It is so publle-please."-Corvell

To Have a Clear sweot skin Touch pimples, redness, roughnees
or Itching, if any, with Cuticura Oint ment, then bathe with Cuticura Soap
and hot water. Rinse, dry and hot water. Rinse, dry gently and
dust on a little Cuticura Talcum to leave a fascinating fragrance on skin. Everywhere 25 c each.-Adv. Even a music loving man for half he thinks. can give a reason Une at a wife who is forever harping


For three generations women have been talking abont Stella other what Stella Vitae has done for them, and their danghters, 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 druggis

## STELLA-VITE

MR, H. L. HALL, of Larkinville, MRS, LILIE REYNOLDS of MedAla., a woll-known merebint who ison, S. C, says, "I have boen waing
 THICHER MEDICINE CO, Chattanooga, Tenn., U. S. A.


When You
Feel Shaky
V
(IITRPSMITHis
Will Tone
You Up
For Malarial Fevers and a General Tinic.
$\qquad$

4

## 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<br>STORE OF SERVICE<br>REXALL

## P. S. A New Edison is the best present you can make the family for Christmas.

 IT'S A PHONOGRAPH WITH A SOUL.$\square$
Mrs. L. M. Tipton and children were in Elida Saturday.
O. C. Herbert of Elida wa town Thursday of last week

Mrs J. E. Stone is speeding 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. Mr. and Mrs. A. A. Beeman of they came here. Mr. Reynolds Elida were up last Thursday in is going back for the purpose of attendance of the Beasley fu- disposing of his property wlth neral.
the view of locating here

The Red Cross ladies netted a neat sum serving coffee and ham burger on election day and the day following.
W. L. Markham of Jamestown 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 , Zack jnst got back in time to Dep Elida pile up a handsome Democratic majority.
County agent Reynolds and amily will leave Sunday on a leaf of absence, going to Louis ville, Ark., from which place the view of locating here $\quad \left\lvert\, \begin{aligned} & \text { pla }\end{aligned}\right.$

## Banking Money

Provides the only sure and acequate 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
## FRESH MEATS

FISH AND OYSTERS
We always have on hand a nice line of Pork, Beef and Sausage at prices con-
SANITARY MEAT MARKEI
F. T. BURKE, Prop'r

Burke Builiding, Rear Dobo's Confectionery

## PORTALES GARAGE

ALWAYS BUSY
THEPS $A$ RISASN right, at right prices. Pleased customers makə 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

## Ed J. Neer, Undertaker <br> licensed by state board

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

## EVER BILIOUS?

Charleston, Miss,-Mrs. R. V. Heins, of this place, says: "Ihave never had to use vety 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. straighten me out and make me feet
We have used in our family for years

## THEDFORD'S

## BLCCK-DRAUGHT

## and it certainly is the best liver medicine I ever saw. system in shape, and has never weakened me as so many physics do. 1 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 Thedford's Black-Draught. At all Druggists. <br> Always Insist on the Genuine!



The "Greatest Mother" concept whicb was visualized in the famons art



 lina It has furnishect a ssnonym for Red Cross that has come to amost a | public has made It tre trademark of the Amertian Red Cross |
| :--- |

HWHERICANS ABTOAD IN RED CRRSS WORK

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

Among the most enthusiastic and
energetic members of the Anerican nergetic members of the American Vitted States who ilive outside the
centinental boundaries of their country sons and daughters of the Stars and Stripes residing at the far corners of earth.
These people compose the Insular ad Foreign Division of the parent organization, generally known as the
"Fourteenth" Division, which has Jurisdictiont of all territory outside the country proper; that is, Alaska. Porto rico, Hawail, Virgin Islands, the Philippines, Guam, and even the is land of Yap, which carne under our
flag as a result of the world war. For the year 1920 this division reported 30,808 pald up nembers.
The main object of this division is
portunity to participate in the work of the organization which stands for

## in rar places Intensely loyal and pa

 triotic, treasure their membership inthe Red Cross as the outward ex pression of their citizenshlp. It is an
other tie to each other. the homeland and to
this division are chapters of
in Argentine, Bolivia.
Brazil Canal Brazil, Canal zone, Chile, China, Costa
Rica, Cuba,
Domin'ran Republla Ecuador, England, France, Guam, Guatemala, Haitt, Hawaii, Honduras, Japan, Manchurla, Netherlands, Nica
ragua, Paraguay, Peru, Phllippines ragua, Paraguay, Peru, Philippines,
Porto RIco, Siberia, Spaln, Sweden,
Switzerland, Srla, Switzerland, Syria, Turkey, Uruguay, Venezuela and Virgin Islands.
During the war these Durlng the war these scattered
members of the Red Cross contrib uted millions in money, and millions of dollars' worth of necessary articles doctors and nurses to France. At the
same time they cartion same time they carried on an excel-
lent Home Service in their respective communities for the familles of those who had gone to war, and in some re gions gave large sums of money and
Immeasurable personal service to the relief of disaster and disease victims The division is now establishing
service clubs in foreign ports for the service clubs in foreign ports for the
benefit of sallors in the American Mer chant Marine, making plans to ald Americans in trouble in forelgn lands and completing arrangements for givIng immediat
of disaster.
It is the Fourteenth Division's part In the great Peace Time program of
the American Red Cross

## 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 amertican Red Cross is carrying on a wide program of service for the disabled World War veterans recelvin,
treatment In United States Public treatment in United thtates Pubic
Health hospptals, and those being tralnHed through agencles of the Federa
Board for Vocatonal Board for Vocational Education.
In each of the Public Health Service In each of the Publlc Health Service
bospptals Red Cross workers devote their time to the eneral welfare of
the service men from the day they the service men from the day they
enter the reeelving ward untilt they are discharged. Atter the soldier's dis-
charge the Red Cross continues its charge
friendly service through the Home Service Section in his own community.
The Red Cross malintalins a convales: The Red Cross malntalns a convales
cent house at all of the hospltals cent house at all of the hospltals,
where pattents can amuse themselves after trey are well enough to be up and around. Parties and plcture shows
in the wards are also furntshed with In the wards are also furnished, with
occasional excursions when convales.

## cence comes.

Great service has been rendered by
the Red Cross In mental censes the Red Cross in mental cases stod IIen
tifylng those who have a trying those who have appeared th
state hosppltals for the insane, and help. Ing them secure compensation due from
the Burean of War risk Insurance the Bureau of War Fisk Insurance.
In the Federal Board's various disIn the Federal Roard's varlous sils-
trict offices the Red Cross worker actne with the Home Service Section
makes necessary loens to the men, ar rannes sultable Ilving conditions, , elps
collect evidence and supply facts to the collect evidence and supply facts to the
Board, assists in "appealing cases" and Bearre, assists in "appealing cases" and
settles varilous personal diffactites for
the
 ing.
The
ined Cross agents ind men " ${ }^{\text {Most" }}$ to the Board, help clear up delayed cases and ald the college counselors tn
ther friendly worlk Many Red Cross chapters have set no recreation facilities, and in some in-
stences $\|$ ving clubs, so these vctims

## 

 commenities. aghting malaria.BONDED ABSTACTERS
Carter-Robinson Abstract Co.

Nearly 200 American Red Cross
of war may have attractive surroundings and the fun which must go with
effective school work. To the American Red Cross Institute or the Blind near Baltimore, Md. more than half of all the Americans
blinded in the World War have come for training. The Instltute, through the Red Cross, long ago conducted an mine the vocations survey to determen could be fitted. As a result it is putting forth well tralned men equip-
ped to meet the social, clvic and economic requirements of their respective
$\qquad$
Ald for Spanish Red Cross. Red Cross, compposed of American
resident in Spaln resident in Spain, has just contribute Spanish Red Cross and the League of
Red Cross Socletles for the purpose of

RED CROSS EXTENDS RELIEF TO POLAND
More than $\$ 5,000,000$ has been spent by the American Red Cross in alding the stricken people of Poland. The
organization has nursed the sick, fed organization has nursed the sick, fed
the starving, clothed the naked, sheltered the homeless, schooled the chilldren and cared for the orphans there. It thas
conducted a relentless fight ayainst conducted a relentless fight against
tsphus, cholera apd other terrible distyphus, cholera and other terrible dis-
eases. So today millitons of men and oeak in grateful apprectation of "The orker 20 American Red Cros tivities in Poland. Four large relles bases are in operation and eleven mo blie unlts are in the field. During the last twelve months this organization tablishment instrumental in the rees cost for general rellef of more than $\$ 11000,000$. Last winter one-half mil ly, and since then a series of large or phanages have been establshed to m permanent care Aclats for American Red Cross ald, of lions of poople declared recently, mil have perished of disease, exposure starvation the last elghteen months
And the work there must be kept up And the work
for another yea

## The Puppese of an

AdvertiSement
is to serve your needs.
It will help sell your
goods-talk to the
people you want to
reach. An advertise-
ment in this paper
is a reference guide
to those whose wants
are worth supplying.

## THE

## 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 possibiliti that are to be found through a connection with a progress.ve bank, a bank of personal service.
With United States Govermental Supervision With National Bank Protection
With Federal Reserve Bank Assistance


| SAM CULLISON． <br> Synopsis－Adventurous and reck－ less，rather than criminal，and ox－ etted by Hquor，Curly Flandrau and hits chum Mac，both pract1－ caly mere boys，become involved In a horse－stealing adventure．DIs． in a horse－steailng adventure of posing of the stolen stock in the town of saguache，Ariz，the band separates，Curly and his partner staying in town．They are awak－ ened and told a posse is in town in ened and told a posse is in own in pursuitt of them．They elude thelr pursuera．Overtaken next day，Mac is killed by the posse and Curly made captive，after he has shot one and himselt been wounded． The man shot is Luck Cullison，a former Aghting sheriff．Cullison ${ }^{\text {an }}$ friends，all cattlemen，determine to <br>  cattie theves．With the rope around his neck Kate cullison， Luçk＇s daughter，says ${ }^{\text {armon }}$ ．No！ |
| :---: |

She was taklng their assent for
granted．Now she walted and gave
them a chance to chorus their agree
ment．None of them spoke except Ma－ loney．Alost of them were with her in
sympathy but none wanted to be first giving why
She looked other，stlll cheerful and sure of her ground apparently．Two steps brought
her directy lo fron oo ooe．She
caught himm by the lapels of his coat have changed your mind，haven＇t you， The blg Missourian twisted his bat
in embarrassment．
uSure．Whatever＇s right sults me，＂




## E，

 Ing Frontes me，＂he toldt them．＂Ohen，the，boys hat notions Kate argued witth them and they saw
thingy diferent，＂the Bar Doubte a things different：＂the Bar Doubte M
rider explalned． tider－explained．
But Cullison that．He made them tell hlm the whole
otory．When Curly pnd Maloney had Inished he buried his daughter＇s utti hand in his btg brown fist．His ey
were danclng with pride，but he gaver her not a word of spoken pralse． Kate spoke to Curly．＂Father wan
me to tell you that we don＇t blame yo for shooting at him．We understan
Just clted and shot as soon as he saw be was surrounded．We are both very
sorry he was killed．Father could not sorry he was killed．Father could no
stop the boys in time．Perbaps you re
member that he trled to nember th
murreuder．＂
The rustler nodded．＂Yes，I heard htm holler to me to put my gun dow
but the others blazed away at me．＂ but the others blazed away at me．＂
＂And so you naturally defend
yourself．Father wants It made cle ＂and so you naturally defended
yourself．Father wants it made clear
that te feels you could have done noth．
ing else．＂． ing else．＂
＂Much obliged．rive been sorry ever
since 1 hit him，and not only on my since I hit hlm，and not only on my
own account．＂
＂Then none of us need to hold hard
feelling．＂The girl looked at her fa－ feellngs．＂The girl looked at her fa－
ther，who answered her appeal with a
grim nod，and then she turned again grim nod，and then she tithed ality．＂I
to the young rustler a little timidy．
wonder if you would mind if I asked you a questlon

Stone．Is that true？＂
Flandrauts eyes took on a stony look
the boyishness from his face．StIll try
lng to get him to give away his part
ners in the rustling，were they？Well

＂Your boys were asklng that ques
ton about Soapy last n！ght．They ha
a rope round my nekk at the the
Nothing unfriendly in the manter，o
course．Jusi a casual
doingx．＂．
Cullison was looking at him with
the steel eyes that bored Into him like
a gimlet．Now he spoke sharply．
a gimlet．Now he spoke sharply．
I＇ve got an account runnlng with
Sonpy．Stone．Some day III sette it
Ifkely．But that aln＇t the polnt now
in


Weariness still seemed to crouch in
the cool eyes of Flanarau．
＂And If I say yes，$\Gamma 1$ bet your next
question will be about the time and question will be about the time and
the place I last saw them．＂．
Kate plecked up a photograph from
the table and handed it to the prisoner． ＂We＇re not Interested In his friends－
exxept one of them．Did you ever see
the boy that sat for that pleture $\gamma$＂
The print was a snapshot of a boy The print was a snapshot of a
a bout nineteen，a bright－faced han
some fellow， alittle sulky around the mouth but with a palr of stralght hon－
est eyes．
Curly shook hls head slowly．Yet he
was vaguely reminded of some one he
knew．Glanclng up，he found lostant． was vaguely reminded of some one he
knew．Glanclng up，he found Instant．
Is the clue to what had puzzzed hlm．
The young man to the picture was Ike Kate Cullison，like her father，too，for
that matter．
＂He＇s your brother．＂The word
were out before Flandrau could stop
them．
＂Yes．＂You＇ve never met blm $Y$＂
＂No．＂．
Cullisnn had been watching the
young man steudily．＂＂Never saww blm
with soapy Stone $\gamma$＂．
with Soapy Stone $?^{\prime}$
＂No．＂
＂Never heard Stone speak of Sam
Cullison？＂
＂No Sonpy doesn＇t talk much about
who his friends are．＂
The ex－sheriff nodded．＂T＇ve met
him．＂．
of course he had met hlm．Curly Of course he had met him．Curly
knew the story of how In one drive he
had made a gather of outlaws that had brought fame to bin．Soapy had
broken through the net．but the sheriff
had followed him into the hills alone nnd run hlm to earth．What passed
hetween the men notody ever found
年 out．Stone had repeatedly given it out
that he could not be taken allive．But Cullison had brought him down to the valley bound and cowed．In due sea－
son the bandits had gone over the rond to Yuwa．．Sonpy and the others
had sworn to get their revenge some had sworn to get their revenge some
thay．Now theg were back in the hills．
at thetr old tricks．Was It posslhle
that Cullison＇s son was with them caught in a trap during some drunke
frollic Just as Curly had been？In what
way cuald Stone pay more fully th
deht debt of hate he oved the former
dheriff than by making his son a vil ainn
The ilttle doctor came briskly into the room．
Touve had compnny fnough for one
day．Luck，＂he announced cheerlly． Kate followell Amaloney and his pris on
Aheut the letters of your frient
that－wus shot．＂she snld to Curly．
＂Doctor Brown was telling me what
you sald．rill see they reach Miliss An an
with the Republican，now the Demo－
fratic party．
$\qquad$ ean leatherfaced man with frienct
eyes which humorous wrinkle


## HOW DOCTORS Treat colos AND THE FLU

First Step in Treatment Is a Brial Purgative With Calotabs，the Purified and Refined Calome Tablets that are Nause
less，Safe and Sure．

Doctors have found by experione
that no medicine for colds and infur enza can be depended tpon for fuil oer．
feetiveness until the liver is made thor．
oughly aetive．That is why the first oughly aetive．That is why the first
step in the treatment is the new，nausea step in the treartment is the now，nausea－
less colomel tables eallied Canotaber
which are free from the siekening and weakening effects of the old style ealo
mel Doetors also point out the fac
that an active liver may go a long way that an active liver may go a long way
towards preventing influenza and fs on of the most important factors in en
abling the pationt to suceessfully with
stand an attack and ward off pheu monia．Calotab on the tongue at bed
One
time with a swallow of water－that all，No salts，no navusea warterne shat
est interference with your eating ploe ure or work．Next morning your eold
has vanished，your liver is active，your asstem is puriited，and you are feeling
fine，with a hearty appotite for broak．
fast．
Drughists seol Colotabs only in fast．Druggists sell Calotabs only
original sealed packages，price thitt dive cents，Your money will be ehoe
fully refunded if you do not find them
delightulul－（Adv．）


Warmind relief for cheumatic aches． $\mathrm{H}_{\text {Liniment and the quick }}^{\mathrm{E} \text {＇S }}$
$\qquad$ 354
7140

6 | S1OAnS |
| :--- |
| liniment |
| $⿴ 囗 十$ |



| Laura London and Soapy <br> Stone． |
| :--- |

## The powerful polltical organization

Tammany＂was named after the In
Wan chlef＂Tamanand＂of the Delu
virtues and wisdom．The Tumming
May－12．1789．nod became Identifed ＂Ol，say two thousand．
＂You＇re on．＂
＂What！＂
A cow－puncher with ifty dollars two
weeks after pay day was a rarity．No
wonder Bolt was as
wonder Bolt was surprised．
＂It＇s not my money Luck Cullison

## ＂Luck Cullison ！＂．Maloney＇s words had surprised the exclamation from

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
or the end of the rond with a rope
around his neck. Now he was free to
allp a saddle on his pony Keno and
While he and as he pleased.
Orieans Hash Honse walting for a bl
steak with onions he asked questions,
"I don't savyy Cup
or is he digging up two thousand for
my stick for Mexico? Do got suppose
Miss Kate made hlm ?"
Rut why did she? You don't flgure
that curly topknot of yours is disturb-
ng her dreams any, do your"
"Quit your Joshing and tell me
why ${ }^{\text {" }}$ " can't tell you for sure. But here's
ny guess. Don't cost you a cent if you
aln't satisfled with It. Pirst ofl, the
was poor Mac shot by the Clrcle
boys. Course Mac was a borse this
ried the little girl some．She got
thlnking about Brother Sam and ho
he might be in the same fix one




W．N．U．Oklathoma City．No．44－1120

THE PORTALES JONRNAL



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

FORD CARS

We are delivering cars most every day-Better

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## We Are Still Selling Our Goods at

 10 Per Cent DiscountAnd 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.


COUCCL PROCEEDNCS
Portales, N. M., Uctober 19, 1920.

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

Motion unanimously carrie.
Resolved that the board 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 specifled improvements 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 mortgage deed giving a first mortgage upon the property to secure the balanee 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
That the specific amount of improvements be placed upon property purchased within twelve months from date of purchase; ing feed

## and,

Resolved further that the town half of the land which this one lution applies; the part retained o be selected as to checkerboard ith what is sold.
The property which this resoution is intended to efiect con sists of that part of the school section unsold and laid off in k'ocks and lots, adjoining the original townsite of Portales and, ity atturney of the town of Por tales, draft a contract embodying the terms of this resolution, and present it to the town council for approval the town council for contract be approved, the pro contract be approved, the
perty 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.
Attest. S. L. R. AANCOE, Mayor.
Attest. S. N. Aancock, Clerk
Sale on all coats and dresses, comb's cent discount. Whit T O
T. O. Elrod, station agent for number of vears at Kenna, left his week, with his family for Denyer Colorado, to make his future home. Mr. Elrod was one of the most popular agents on the Santa Fe , with the live stock shippers,
leaving.
Commissioner C. S. Toler was in town the first of the week on official business. He carried se, veral members of the carniva ing feed.

## MERCHANTS MUST BUILD "BACKFIRE"

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

ADVERTISING ONLY WEAPON

## of Tho Concerns spend Hundrede <br> Thousands of Dollars Annually Merchandise.

(Copyright, 1917, Western Nowwaper 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 flres
are sweeping toward them thelr only are sweeping toward them their only By kindling and carefully controlling a fire of their own they force the big. ger fire to burn itself out, finding no further fuel on which to feed.
The merchants of the The merchants of the small cittes 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 citles are the consuming flames of the cittes are the consuming flames
which threaten to wipe out the retal which threaten to wipe out the retall
merchants of the small towns unless the latter, realizing their danger, taks steps to remove the menace. The re tall merchants, as a whole, are begin
ning to reallze that they must fight ning to realize that they must figh
fire with flre and that to save them. ree with fire and that to save the
selves they must build a "back fire." Advertising is the weapon Which the mall order houses conduct their warfare on the retall merchante
of the small citles and towns of the small citles and towns. The
mall order houses do thetr advertising through thetr own catalogues and through certain publications which are known as mail order advertising me diums. A big mail order house spends
hundreds of thousands of dollars mere hundreds of thousands of dollars mere
iy on the preparation and publication of lts buuky catalogues.

Business Bullt Upon Advertising. The catalogue houses also spend
thousands upon thousaibds of dollar in advertising in the mall order pubu cations which look for thelr circula.
tion to the people of the small townd and the rural districts. Advertising in
and some of these mediums costs as much
as from $\$ 40$ to $\$ 85$. as from $\$ 40$ to $\$ 85$ for a single inch
yet the mall order houses ind it proft able to pay these high rates. Their
business is business is built upon advertising and if they were denled the use of the
mails for their advertising for a single mails for their advertising for a single
month thelr business would be de In a And the onlying, the local merchants And the only weapon with which they
can beat the mall order houses at thels can beat the mall order houses at theit
own game. This does not mean neces. sarily, only newspaper advertising, al. though that is the blg gun in the bat.
tery employed by the successful mer tery employed by the successful mer-
chant in his battle for trade. Adverchant in his battle for trade. Adver.
tisming is a blg word and it covers a blg fleld. There is no longer to be found the man who does not believe in ad-
vertising. Every merchant belleves in vertising. Every merchant belfeves in
advertising of some sort The placing advertising of some sort. The placing
of a display in a show window is advertising. The only difference between sollcitation, but printed matter must always continute to be the chlef relltomers to thelr stores attracting cua tomers to their stores.
Advertising Begets The buying public has learned that the store which takes the people into its confldence through its advertising get the best bargains and the most sat isfactory treatment. It knows that the
store which advertises consistently and regularly has the best and most up-to
date stocks because thls date stocks because thls store sells its
goods more rapidly than the one which gooss more rapidily than the one which
does not advertise and, therefore, is not forced to carry over old stock from one season to another. The publlic
knows that the store which advertises knows that the store which advertises can place lower prices on Its goods be-
cause 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 mer
chandise. chandise.
The ma
Its business by merely does not get His know that it has dry lyting the pub
ware or hard ware or groceries or some other commodity to sell. it creates a demand
for ity goods by placing in its catalozue
that kind of advertising and advertis. ing in a newspaper is that where the one reaches dozens the other renches
hundreds. Attractive window displays hundreds. Attractive window displays are, of course, an Important adjunct of
any retall store. They serve thelr purpose but this purpose is only to attract the attention of those who may be
passing by the store. There are other passing by the store. There are other
forms of advertising, such as personal trractiv as attractive plefures and detalled deto sell. The lure of the mall order catalogue lies in the fact that the merits, or alleged merits, of the merchandise offered are placed before the prospective purchaser in the most
graphlc manner. The local retall merchant has the same opportunity to do his that the mall order house has and can do it much more effectively than he mall order house can. The retall
merchant can talk to the people of his community through his home newspaper and that is something which the mall order houses as a rule cannot do, for the local newspapers through a,
sense of loyalty to thetr communitles sense of loyalty to thelr communitles
and their home merchants will not accept the advertising with which the mall order houses would flood them if hes had the opportunity.
Mr. and Mrs. Ed Rickard were up from Valley View Wednesday whe election returns from that box and Elida.

The Sum and Substance
of being a subscriber to this paper is that ycu and yomr family become suttached to
it. The paper becomes member of the family and
maper becomes its coming each week will be as welcome as the ar It will kecp sine that's dear. the doings of the community and
the berge che bergains of the merchanti
regularty advertised will enable
you you to save many times inable
of the subec


