

Big Sale Starts
Saturday Morning
December 4th

OUR BIG HOLIDAY SALE

Big Sale Closes
Saturday Night
December 25th

\$25,000 Stock of Nice, New, Clean Merchandise

To be Offered to the Public for Less Money than it can be Bought for in the Eastern Markets today. This Big Holiday Sale Starts Saturday Morning, December 4th and Continues 20 Days and Closes Saturday Night, December 25th. This will be your last Opportunity to Buy Goods at these Prices as everything in the Dry Goods line is advancing every day, but we want to clean up all of our winter goods and get our stock down as low as we can by the first of the year when we take our Annual Invoice. COME EARLY AS THE BEST BARGAINS GO FIRST. DECEMBER 4TH TO DECEMBER 25TH.

Calico at 4 1-2c Per Yard!—Cotton 15c Per Pound!—Who Buys Goods Right?



LADIES SUITS
Ladies Tailored Coat Suit worth \$12.50, Holiday Sale \$8.00
Ladies \$15.00 Coat Suit at \$10.00
Ladies \$18.00 Coat Suits at \$12.50
Ladies \$20.00 Coat Suits at \$15.00
Ladies \$22.50 Coat Suits at \$17.50
Ladies \$25.00 and \$30.00 Suits to go at \$20.00

LADIES SKIRTS
Ladies \$7.50 Skirts for \$5.00
Ladies \$8.50 Skirts for \$5.95
Ladies \$10.00 Skirts for \$7.00
Ladies \$12.50 Skirts for \$8.00
Ladies \$15.00 Skirts for \$10.00
Ladies \$7.00 Silk Underskirt \$4.25
Genuine Heatherbloom Petticoat sale \$2.00



STAPLES
Very best Calico, per yard 4 1-2c
Good C Canvas, per yard 3 1-2c
L L Domestic 8c
10c Outing 1 1-2c
12c Outing 10c
8 1-8c Canton Flannel 7 1-2c
10c Canton Flannel 8 1-2c
12 1/2 Canton Flannel 10c
Bleached Domestic 8c
10c Bleached Domestic 8 1-2c
12c Bleached Domestic 10c
Cotton Checks 4c
10c Gingham 8c
12c Red Seal Gingham 10c
12c Percale 10c
10c Percal 8 1-2c
A. C. A. Feather Tick 14c
Full 81x90 seamless sheet value \$1.00, Holiday Sale 65c

FREE! FREE!! FREE!!!
One Thousand Beautiful Calendars to be given away free during this sale.
Saturday December 4th, all day, we will give with each \$5.00 purchase ten yards of Very Best Calico and six spools O. N. T. Thread 50c for only

MISCELLANEOUS
Full 10x4 Sheeting per yard 19c
Good Toweling Crash per yd. 4c
7 1/2 Toweling Crash on sale 6 1-2c
12c Toweling Crash, yard 10c
Nice large Bleached Turkish Towels, worth 50c on sale 35c
88x42 Pillow Case, a dandy at 15c Holiday Sale price 11c

ONE HOUR ONLY
Saturday Morning Dec. 4
One hour only, from 10 to 11 o'clock, full 72x90 Beds Sheets worth 75c for one hour only, three for \$1.00

Friday December 24th
Here is a dandy Xmas Present for brother, husband or father: Men's nice Mercerized Half Hose worth 25c, for this day only you can buy them at per dozen pair \$2.00

FURS
Ladies \$8.50 Fur at \$6.50
Ladies 7.50 " 5.00
Ladies 6.00 " 4.50
Ladies 5.00 " 3.75

Barretts and Back Combs
One lot of Barretts and, values 20c and 25c, all out together 14c
Holiday price 19c
One lot of 35c Barretts 19c
Holiday price 19c
One lot of Back Combs, value 25c and 35c, all out together 19c
Holiday price 36c
All 50c and 65c Back Combs 39c
Holiday price 39c
All Ladies 50c and 75c Belts 19c
Holiday price 19c

Hose! Hose! Hose!
10c Misses Hose, sale price, pair 8c
15c Misses Hose, " " 10c
10c Ladies " " 8c
16c " " 10c
Ladies Heavy Fleeced Hose 12 1/2c
25c " " 19c
Very Best Heavy Ribbed Hose for Boys 25c value, pair 18c
Men's Good Heavy Rockford Grey Hose, worth 15c, pair 11c
Men's Grey Hose at 7c
Men's Black and Tan Hose 7c
Men's 15c Blk and Tan Hose 11c
Men's 25c Hose 19c

Queen B Shoes For Women
Men's \$2.00 Heavy Work Shoes \$1.50
Men's \$2.75 and \$3.00 Work Shoes \$2.25
Calf and Nigi Kid, sale price \$2.15
Men's \$3.50 Shoes, " \$2.75
Men's 4.00 " " \$3.25
Men's 4.50 " " \$3.75
Men's 5.00 " " \$4.25
Edwin Clapp \$6.00 shoe \$5.50
" " \$7.00 Patent shoes \$6.00

Ladies Shoes Will Be Sold the Same Way as the Men's

Ladies Underwear
Ladies Nice, White Ribbed Underwear, Vests and Pants to match 50c value, Holiday price 35c
Ladies Nice Ribbed Union Suits Value 50c, Sale price 39c
85c Union Suits 68c
sale price 68c
50c Counterpanes, value 86c Holiday Sale Price 68c
\$1.00 and \$1.25 Counterpanes Sale price 88c
\$1.50 Counterpanes Sale price \$1.00

MENS SHIRTS
One hundred nice white and figured Negligee Shirts, values 50c to 85c all out together to close our Holiday Sale, each 39c
Men's \$1.00 Shirts at 78c
Men's 1.25 Shirts at 88c
Men's 1.50 Shirts at \$1.15
Men's 1.75 and \$2.00 Shirts 1.35
Men's nice white pleated bosom Cluett Shirts regular price \$1.75 on sale \$1.35
Men's solid Blue work Shirts, 60c values, on our Sale at two for 85c
One big lot of Black Sateen Shirts values 65c to 75c, on sale 45c

MENS NECKWEAR
One big lot of Neckties, values 25c Holiday Sale 15c
35c Neckties, sale price 18c
50c and 65c Ties at 45c
Men's Handkerchiefs 7c
5c Handkerchiefs 4c
35c Initial Silk Handkerchiefs 25c
\$1.25 Large Silk Mufflers in black white 80c
65c and 75c Silk Mufflers at 50c
55c and 85c Suspenders at 18c
President Suspenders 43c
75c Suspenders, sale price 58c

WOOL DRESS GOODS
Fifty inch Broadcloth, \$1.50 grade, sale price \$1.15
Nice all wool Dress Pattern value \$1.25 and \$1.50 per yard, on sale at per yard 95c
\$1.00 and \$1.25 all wool serge on sale, the yard 88c
75c and 85c goods at 65c
65c goods at, per yard 48c
50c goods at, per yard 39c
35c goods at, per yard 28c
25c goods at, per yard 19c
All \$1.25 and \$1.50 Silks in Taffetas, Messalins and Foulards per yd. \$1.80 75c
65c and \$1.00 Silks at 65c
75c Silks at 85c
65c Silks at 58c

MEN'S SUITS
Mens \$27.50 and \$30.00 Suits at \$23.00
Mens 22.50 and 25.00 Suits at 19.00
Mens 20.00 Suits, sale price 18.50
Mens 15.00 Suits, sale price 13.25
Mens 15.00 Suits, sale price 11.00
Mens 12.50 Suits, sale price 7.75
Boys 7.50 Suits, sale price 4.85
Boys 6.00 Suits, sale price 4.00
Boys 5.00 Suits, sale price 3.85
Boys 4.50 Suits, sale price 3.80
Boys 4.00 Suits, sale price 2.85
Boys 3.50 Suits, sale price 2.85
Boys 3.00 Suits, sale price 2.25
Boys 2.50 Suits, sale price 1.75
Mens 12.50 Cravenetts at 9.50
Mens 15.00 Ulster Overcoats 11.00
Mens 15.00 Milton Overcoats 11.00



Men's Pants
200 Pairs Men's Odd Pants, values \$4.00 to \$8.00, all out on a counter together to go on our Great Holiday Sale at, per pair \$3.48

Ladies Skirts
50 Ladies Skirts, values \$4.00 to \$5.00 all on a rack together to close on our Great Holiday Sale at \$3.48

Men's U'wear
All of our Men's Heavy Fleeced Underwear and Heavy Ribbed in White and Pink, values 50c and 65c per garment, all out together to close at, per garment 38c

Men's Caps
All of our Men's and Boy's Caps, values 50c to 85c, Cloth and Corduroy. All out together. Holiday Sale Price 45c

Toques
15c Toques 10c
20c " 15c
25c and 35c Toques 19c
50c Toques 35c
10c Gloves and Mittens 7c
15c " " 10c
25c & 35c Gloves & Mit. 19c
Jersey Gloves for Men and Boys 19c

Thousands of Items on Sale not mentioned on this Circular. Remember everything must go. We must reduce our stock before we invoice.

We are agents for Hart Schaffner & Marx Clothing.

Merchants Can Not Buy Goods In St. Louis Today At These Prices!

WHEN WE PRINT OFFERS YOU THINK TOO GOOD TO BE TRUE REMEMBER THIS: We confess ourselves to be tremendously enthusiastic advertisers. When we have a good thing to sell we tell it with all the power that is in us. We want to make every body to feel as happy as happy about it as we do, but no store in the country has a higher standard of truth than we, and few go to as much pains to see that our enthusiasm shall not lead to exaggeration. Every statement and figure printed in our advertisements is investigated and passed upon by two trained critics here whose chief duty is to guard us and you against misleading statements and exaggerations. If you come here and purchase goods on the strength of anything we have said in print about them which you afterwards discover was a mistake, a misrepresentation or an exaggeration we will, when this is shown to us: FIRST—Refund your money on return of goods. SECOND—Refund in addition whatever railroad fare you paid expressly to get here to make that purchase. THIRD—Pay you a dollar for the time you lost whatever the amount of your purchase, so remember the date and come prepared to buy your Christmas goods, and you had better buy enough to last you the next 12 months as you will not buy Dry Goods at these prices any more for a long time. Come early and bring the children.

Sale Closes
Saturday Night,
December 25.

MILLER & LUIKART

PORTALES, NEW MEXICO

WE POSITIVELY
WILL NOT
SELL GOODS TO MERCHANTS
AT THESE PRICES!

Sensational Closing Out Sale

OF THE

BLANKENSHIP-WOODCOCK MER. CO.

J. C. Humphrey, Manager, Portales, New Mexico.

\$40,000.00

Stock of General Merchandise to be sold by January 1st. A great slaughter sale.

Commences Saturday, December 4th, and lasts until January 1st, or as long as the Merchandise holds out

This immense stock of high-class Merchandise is now in the hands of J. C. Humphrey to be sold by January 1, 1909.

It all must go and at your mercy. Dry Goods, Clothing, Shoes, Hats, Notions and our entire stock of Hardware and Implements, Wind Mills, Casing, Pumps, Piping, Etc.

Store will be open Saturday, December 4th, at 8 o'clock. We will have salespeople to take care of you and give you the best of service.

Blankenship-Woodcock Mercantile Company ...LAST SALE...

UNPRECEDENTED BARGAINS

ONE HOUR SPECIALS

OPPORTUNITIES RARELY MET

Saturday, December 4th, 8 to 9 a.m. ten yards 4-4 10c Bleached Domestic for **50c**

Monday, December 6th, from 8 to 9 a.m. ten yards 7 1-2c Brown Domestic **40c**

Tuesday, December 7, from 2 to 3 p.m. ten yards best 12 1-2c Outing for **75c**

Weenesday, December 8, from 9 to 10 a.m. your choice of any Misses' Cloak in the house, **\$2.50**

Thursday, December 9, from 8 to 9 a.m. all of our \$1.50 Quilts at, each **\$1.00**

Friday, December 10, from 9 to 10 a.m. any Skirt in the house for **\$5.00**

Saturday, December 11, from 2 to 3 o'clock p. m., ten yards of the best Percale for 65c

THIS Great Sale will, no doubt, be a great surprise to every one, for the men of this firm have been with you for many years and have always sold you the best of goods for the smallest profits; but now it all must go at some price. You can't afford to miss this sale.

This Sale Must Be Cash

WE HAVE TO GET MONEY, A HINT TO THE WISE IS SUFFICIENT. EVERYONE TREATED ALIKE

NO FAVORITES IN THIS SALE

NOTHING Reserved; first comes first served, and so on as long as stock lasts. If you don't come to this sale blame everyone but yourself; you will be the loser.

500 Pieces of dry goods, consisting of all kinds of dress goods, outing, gingham, checks, skirtings, cantons, and many other articles too numerous to mention.

Men's and boys' clothing goes at prices below wholesale. Men's and boys' shirts, underwear, and hosiery at very low prices.

Hardware of every description, at prices that will pay merchants to buy. All have to go at unheard-of prices. Windmills, casing, implements, way down.

Large line of children's cloaks and ladies' skirts, at prices below the lowest. Now is the time to dress yourself and children.

2000 Pairs of all kinds of shoes for all kinds of people, at great slaughter.

The Greatest of Great Sales Ever Held in Portales, New Mexico

Remember the day and date, Saturday, December 4th, come one, come all

J. C. Humphrey, Manager, Portales

Portales Valley Has Completed Arrangements for the Most Perfect System of Irrigation Known

Have you considered, thoroughly, what the success of this great irrigation project means to you, to us and to every resident in and around Portales? We'll tell you. It means, first of all, that we have awakened from our "Rip Van Winkle" sleep; that we have joined the hustling, pushing, hurrying mass of humanity that is daily exhausting every energy in reclaiming the vast tracts of arid and semi-arid land scattered over the great southwest; it means the discarding of our former primitive methods of agriculture and the introduction of modern and practical machinery and implements for wresting from "Mother Earth" the maximum return for our toil; it means a city where the village of Portales now stands; it means Twentieth Century store, buildings with present day equipment and facilities for the transaction of business; it means the decadence and passing away of the old ramshackle and poorly ventilated and ill lighted adobes and frame trading houses and the erection, in their stead, of handsome and substantial stone or brick structures. We thoroughly believe all these to be true, and we have backed our judgment with our money, the most practical test of any man's faith, and if you will make a call at our new store, we will gladly show you through it. It's new and up-to-date in every particular.

Charter Oak Heaters

CHARTER OAK are the ideal heaters and, as cold weather has, practically, arrived, you will be in need of one of these magnificent heaters. We have just received a large shipment, comprising all the latest models and patterns. They are the most thoroughly comfortable, satisfactory and economical heaters on the market. Come in, select what you want and we will set it up complete for you.

Prices, Less Than the Inferior Kinds

We have just received a car load of new Buggies, Road Wagons, Hacks and Surreys and they are now on display in our store. These vehicles are handsome, strong and durable, strictly first-class in every particular and are sold on an ironclad guarantee. We will give you all the advantages of the installment house plan, taking a small payment down and the balance in weekly or monthly payments as best suits the purchaser.

Majestic Ranges

YES, we are still talking about these Great Majestic Ranges, and we'll tell you why. Because we have, in our entire hardware experience, never sold one that did not give entire satisfaction. Every Majestic Range user in the world today, is enthusiastic in its praise. Why shouldn't we praise them along with the countless thousands who will have no other? Of course we sell them, our trade will buy no other, why should they?

Price Don't Figure Here

In conclusion, we want to tell you that we boosted for irrigation because we knew it was the best for the community; we will, likewise, boost for any other good thing for Portales or surrounding country and, incidentally, we'll be excused for boosting ourselves, just a little. In this connection, we want to assure you that, while we carry no cheap stuff, the fact that we own our own houses and are rent collectors instead of rent payers, that we get cheaper insurance and take advantage of the cash discounts, enables us to sell strictly first-class goods for less than you have been paying for the poorer grades. Remember, we are a permanent fixture in Portales and that we are ready and willing to meet all competition.

The Hardy Hardware Company

EVERYTHING GOOD IN HARDWARE.

COUNTY CORRESPONDENCE

INEZ ITEMS

Been having a little winter weather.

Mr. and Mrs. Eavens and children will move to Clovis to spend the winter.

Mr. Herbert Hackney is back for a short visit on his farm south of Inez.

Melton Johnson stopped over a couple of days with his sister, Mrs. Jay McHuron.

Owen Tollett returned home from Amarillo where he has been working for the last three months.

Nearly everybody turned out to the Thanksgiving dinner. The program was enjoyed and all had an enjoyable time.

Our bachelor boys, Frank Thomas and George Shepard, are snowbound and have been unable to get back to Portales to school this week.

Miss Annie Paget, who has been very sick, is some better. She was taken to the sanitarium in an automobile Wednesday, by Dr. Garmany.

Mrs. Annetta Harth returned Wednesday to spend Thanksgiving with homefolks and has been unable to return to her school on account of the inclement weather.

For rheumatic pains and twinges, pains in the neck of the bladder, and in the joints, etc. take Pinesules, the new remedy. These are being used by a great many people everywhere. Pinesules can be depended upon—they are an excellent preparation for kidney troubles. They act promptly. Sold by Portales Drug Store.

Farm Loans

I am now prepared to negotiate loans on farm lands.

T. J. MOLINARI.

Bees Laxative Cough Syrup is highly recommended, especially by mothers in cases of colds or coughs. It drives the cold from the system through the bowels, and at the same time heals irritation of the throat and allays inflammation. Sold by Portales Drug Store.

A nice line of fresh candies just received at A. B. Austin's.

MACYETTES.

John Duke visited his brother at Inez last Friday and Saturday.

Mr. Merritt moved his family here to send the children to school.

Claud Morris will move his family on to his claim close to Talban.

Miss Ollie Vaughn and Miss Bernice Givens spent Thanksgiving with Miss Nannie Fletcher.

The farmers all attended the irrigation meeting at Macy last Saturday. Will meet again next Saturday.

Hatten Prichard, our constable, took a load of corn to Plateau last week and had it ground into meal and chops.

The young people of Macy had a tacky party at Mrs. Fletcher's and all report a good time. Marvin Colensworth took the cake.

The people are now rejoicing over a fine snow which fell Sunday and Monday, which will put the ground in fine shape for plowing.

Our school is progressing nicely with 46 in attendance. The children who have been neither absent nor tardy are as follows: Ollie Vaughn, Haven Duke, Ruth Drinkard, Rolin Drinkard, Elvin Perry, Frons Vaughn, Yedda Vaughn, Alfred Moore, Leota and Osmer Vaughn, and Ralph Elliott.

The Rev. I. R. Hicks Almanac For 1910

Ready November 15th, 1909, a splendid year-book, on astronomy and meteorology, the only one containing the original "Hicks Weather Forecasts." By mail, postpaid, 35c, on newstands, 30c. One copy free with a year's subscription to Word and Works, the Rev. I. R. Hicks Monthly Magazine, the best \$1. monthly in America. Discounts on Almanacs in quantities. Agents wanted. Remember, the genuine "Hicks Forecasts" are not published anywhere else—you get them only in his own publications. WORD AND WORKS PUBLISHING CO., 2201 Locust St., St. Louis, Mo.

Endeavor to Elevate Drama

By Rev. David H. Greer, Protestant Episcopal Bishop.

That there is much evil in connection with the theater, much that is low, coarse, base and disgusting, no good man will question; but the purpose of every good citizen should be not to try to abolish the theater, which is impossible, inasmuch as it is an integral factor in our civilization. Every good citizen should exercise a discriminating, conscientious judgment in patronizing the drama. Everything that deals with human passions, like music and oratory and poetry and art, may be and has been abused, and every abuse of it should be condemned and denounced.

There should also be such a cultivation of purity and refinement of moral sentiment, such strength and vigor of intellectual culture upon the part of the people, that they will not condescend to anything that is vulgar and cheap in quality, or coarse and unworthy in its intellectual tone. "The social civilization of a people," says the earl of Lytton, "is always and infallibly indicated by the intellectual character of its popular amusements, and of such amusements the stage is by far the most important." And if our modern stage be not of a very high character it must be because the culture of our modern society is not of a very high order. As the people grow in moral and intellectual stature, their popular amusements will correspondingly grow and become of a better character. The drama will then become, as the earl of Lytton says again, "not the resort and the amusement simply of the vicious and the vulgar, but the great and effective instrument by means of which the lofty ideals and heroic types of human life, the great and strong movements of the human soul, will be plainly and prominently depicted before the responsive and educated imagination of the people."

Country to Be Greatest Wealth Producer

By Rabbi Emil G. Hirsch.

It is the destiny of this country to be the greatest wealth producer, and to become a world power among the nations of the earth. It is well and proper that we should produce wealth. It is nature's reward for conquering her. The Indian, before white men came to these shores, showed unfitness to remain in control of the continent. He produced nothing; he left the world less than it had when he came. No man is worth while unless he creates something. While we have the greatest opportunity to create wealth, therein lies our greatest danger.

The people of the nation take advantage of their opportunities. We have no idle class, such as they have in Europe, for which God should be thanked. It is against the spirit of the American ideal for men to be idle. We look upon the idler as freaks not entitled to our patience. We are not all created equal, either as consumers or producers. Therefore one man gets more than another, and the unequal distribution of this world's goods has a keener danger.

It is our destiny to become a world power. There was no way to avoid it. We have the big stick, but because we have it we are rather to be pitied than congratulated. The youth with a revolver has a temptation, and just so it is with a nation with a big stick. Wealth brings power, and power means responsibility, and with responsibility is closely associated the stewardship idea. The theory that the white man is alone selected as God's instrument must be soon modified.

J. A. FAIRLY, PRESIDENT C. W. MORRIS, VICE PRESIDENT
BEN SMITH, CASHIER



Portales Bank & Trust Co.

Paid Up Capital, \$25,000.00

Handles all business consistent with safe and conservative banking. Our Savings department is worthy of your consideration. Your patronage is solicited and will be appreciated.

C. A. RECTOR

F. W. NULLMEYER

RECTOR-NULLMEYER REALTY CO.

Farm, Ranch and City Property

SOLD AND EXCHANGED

IRRIGABLE LANDS A SPECIALTY

List your lands with us for quick sales and square deals. Office Second Floor Reese Building, Portales, N.M.

KEMP LUMBER COMPANY

..LUMBER..

The Company that always has the goods. The Company whose prices are right twelve months in every year. The Company who gives the farmer just as close figures as the big men get.

YARDS WEST OF SANTA FE TRACKS.

E. G. PATTERSON, Local Manager, Portales, N. M.

