## THE PORTALES VALLEY NEWS

4
Back from Toled Loue Kohl returned Sunday from To'edo, Ohio, where he at tended the big convention of Overland automobile dea'ers
Louie says that it was the 4 greatest thing he ever went against. of Pullmans and all the $r$ ex
petses paid by the Overland com pany. Upon their arrival, th trains, of which there were several, were parked in the com-
 pany switch yards and the occuthe administration building where they were met by Mr Willys, who delivered to then the keys of the institution, after which their photographs w taken and then they we marched to the company dining hall and had breakfast.
Louie says that it is imposs:ble for anyone to even imagine the magnitude of this automobile manufactory, the largest thing of the kind in the world. Ther
he saw the rough wood and he saw the rough wood and pig
iron taken into the factory and converted into a standard auto tire process requiring but a fe minutes time. He says that th machinery enployed is some thing wonderfut. As an illus tration, he said that in case of bent shaft, here it necessitated splendid buff Plymouth Rock taking out the piece and putting that pulled own several good
in an hour or two, trueing it up premiums. Dr. J. L. Reid and gain hour or two, trueng it up premiums. Dr. J. L. Reid and again, while at the factory they his bunch of Rhode Island Red would make a new one before the made keen competition for the injured piece could be taken ou of the machine.
much attention that attracted Another thing that attracted only geese on display, also some
much attention was a Knight der sides taken out and repl with glass, the starting device was then slowed down to its
minimum speed and the engine started. tted with spark point was which was lighted as the engin operated in lieu of the spark tha ignited the gasoline mixture

4 rangement every movement the engine could be seen and wa powerful demonstration of good points of the Knight moto The visitors lived at the plant where they have a regular dinine oom, gymnazium, theater, bi liard room and all the moder conveniences obtainable in a city of the first class. They have one of the finest bands in th state of Ohio, every member which is an Overland employ also the theater, which he say as good as any he has ever at
tended, is composed entirely
alent found in the factory. rim whth Overland enthu th and says that the trip was well worth the time it cost

Moved to New Quarters The People's Store management has rented the business
house formerly occupied by M. J. house formerly occupied by M. J. day of this week moved their stock of general merchandise to thegew location. While this a comparatively new store, yet they have increased their business and their stock until the old location was too small to accomodate their trade.
W. F. Faggard will this week move to his cow ranch in Eddy county. He has something like one hundred sections of land and card has formerly ben Fag gard has formerly been in the grocery business here and is o
of the oldest grocerymen in the city, having been in bug the continuously since about jear 190 ).

Portales Poultry Show
he poultry show at Portales , without doubt, the best the state of New pulled off the state of New Mexico, and would rank well with similar hibitions of any state in the There were birds here States as far east as Pittsburg, States as far east as Pittsburg,
Pennsylvania, and as far west as California. Nearly every known specie of fowl was to be seen, but the coop that attracted the most attention was the one containing Crested Polish chickens. These irds are jet black with an enor and they te crest on their heads looking fowl certainly a peculiar and a curiosity an ornament ual in the chicken line
There were many entries from Ortales and Roosevelt county nd nearly all of them won some of the Portales birds were notable elonging to Mrs. W. E. Lindsey White Plymouty Rocks, and they White Plymouty Rocks, a nd they
drew a silver cup. Also Car Mueller had some silver laced and white Wyandottes. The judge who a warded the premiums, said that Mr. Mueller had the best silver laced Wyandotte ockerel that he had scored this ar. Carl won several prizes Mrs. W. M. Wilson had some
splendid buff Plymouth Rock hare of the grapes. inners, everv one of them There were many more hom were made so late and the ward necessary to get through an is, where the show finishes, that hing like a complete list of the exhibits or the awards, however this will be given next week. is to be complimented upon the success of the undertaking. As nearly so many present as the merit of the display warranted quality of poultry shown, it far pulled off in the sunshine The armory and the skating rink were filled to their capacity wit not a scrub in the bunch. It is hoped that this show will be the means of rousing enthusiasm he poultry industry, which
one of the very important in dustries for the farm, and that the next show of this character
that is put on in. Portales should have the united support of the Mr. R. G. Bryant advises the News that he has several sets f forms and instructions for the organization of rural credit asociations. Those who are interested in the matter can get in

Bascom Howard this week sold e irrigated farm formerly owned by Henry Shapcott. This
farm is three miles from town arm is three miles from town

Porter Deen he interesten has bought out Edwin N. Neer Ed J. Neer and Grocery company, and is nee he sole owner of that instituion. Mr. Deen is a groceryman no doubt but what ha there good.

PORTALES, NEW MEXICO, FKIDAY, DECEMBER 15, 1916

## Yes, Do It Now

## D your shopping early good things are on tap,

 Grab the early bargains while they're on the bargain map.Don't be one of those kites that hit the shopping trails
When all the clerks are weary after What's the use of loafing early shoppers win?
When you are sweating lava, those same early birds will grin!

Christmas eve the pleasant girls who ladle out the toys
Will be so worn and weary they'll have no Christmas joys.
Haven't they a right to holler at your putter and delay
Pray leave them strength to c
brate a bit on Christmas day!
you put off your shopping till th
you put off your shopping till the hope you draw
second-hand and sour!
The tardy shopper blithely said, Merry Christmas girlie
The clerk replied, "If you we
our shopping early
We could enjoy a little fun around our Christmas table.
till Christes keep me on the run till Christmas joy's a fable.

Mrs. Rankin Musicale -The largest audience of recent kin in her appearance at the Methodist church Tuesday evening, December 12th. The pecuwhich our citizenship had with waiting her coming had not lesened, and eagerly and hopefully he voice that in former years exhibited such rare ability and power to charm. This inevit-
condition was confidently and conquered by Mrs. Ran-
her triumph was com-
Rounds of applause

Mrs. Rankin Honored Socially Most unique and cleverly planned was the "homespun dinhonor of Mamie Judge Jones Monday Mamie Harris-Rankin n Monday evening of this week The event was typical in every way of the old south and the hostess never more graciously and honored customs arstocratic nd honored customs of the The dinner consisted of the plendid old time dishes, most xquisitely and deliciously pre race and hosped with all the hostess was caspitality that the pleasing sociapable of. A most dinner. The guests were Mes
docial hour follow dames Rankin, Harris, Mears Council Proceedings
1916. - The Mexico, Decem met in regular session, and upon Charles Goodloe, Morrison, an arm present, all other members beexpectancy and hope $\qquad$ . Morrison acting mayn and pride. Wednesday evening, December
ednesday Evening, Decem 5, 1916.-The town council oll call the session and Wre present:- J. P. Deen Morrison, P. E. Jordan, S. A Jordan, trus Minutes of previous meetir and approved. The follow g claims were presented and audited by the finance commit

## W. 0. W. Elect Officer

Huntíng Parl

## Proceedings of regular mee

 W. he'd Monday evening, De ember 11, 1916. Minutes
fficers were present.
and filled the chair as Con.Com.; dially and gracious'y pecein Sol A. Morrison, salaryey, clerk: T. V. Denton, watch
man; C. M. Dobbs, managerClaim for Sol Maxwell for sick the more pronounced ard
ciated. The hunt was starientat Mrs Nixon Entertains
H. Braley, for cash paid ..... 5.00
odloe Paint Co., paint-





 ..... 5.00 ..... 5.00 ..... 5.00 ..... 5.00
home, where delicious
trola charmed with itentertained by social games. T. Sitton, labor at plant
Rankin, Mr
and Mrs. edge ..... 3.50
6.05
ixon, M
y, Misses, rone, Fouts, Messrs 1 Re Camterns, and Mrs. (i. M. Wil- Menry King, hauling coal
The manager was instructed toemploy someone to audit the Greathouse
ooks of the camp after the firstA committee consisting

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& \text { placed in }
\end{aligned}
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$\qquad$
The Humphreys Give DinneCaptain Henderson to select andrder all necessary robes, equip
ment and paraphernalis, equas served by
deemed necessary for the lodge Humphrey a
friends last
Sunday
Dr. and
ley, Mr. and Mrs
restaurant, where the commit-and Mrs. Linasay.
Then
rey home is most
ness lodge adjourned.
Bascom Howard, C
Sunday of this week the Ama- Judpe lames A. Hall triedrillo Sash and Door company contest caseat Elida Monday of the Pecos Valley hotel and has
Frank Skillman, of Nocona,loss being about $\$ 30,000$
Rockwall, the pres
superintendent to the schools of
Roosevelt County, New Mexico,
on a basis of $\$ 1.50$ er caita
company, is ..... en-Fooshee store, taking thcounty clerk elect.




The management of the People's Store desires, at this time, to extend to the people of Roosevelt County the compliments of the season and wish you all "A Merry Christmas and a Happy New Year." While we have only been among you a few months, we feel that you are our friends, and we want you to know that we appreciate your friendship, and that we shall do everything in our power to merit and to maintain it. It is, also, a matter, over which we congratulate ourselves, that we have, during these times of high priced food stuffs, done more than a little to make your burdens less irksome; that we have made it possible for you to enjoy your Christmas dinner by removing much of the expense incident thereto. That we sell standard goods much cheaper than any of our competitors is a matter of common knowledge, and will be vouched for by any of our customers. If you have not been getting the benefits afforded at our store, you should lose no time in rectifying that mistake. One visit will convince you that you save one-third by dealing with us.

## We Make Our Money in Buying Right and Selling Only for Cash

We make our profit when we buy our goods. We go into the market with the spot cash and are tied to no particular house or firm, consequently, we own our goods for much less than those who buy under different conditions. Another thing, we sell for cash only and thus avoid pricing our goods high to recoup losses. You can make a good investment by borrowing the money, paying interest on it, and buying our goods for cash. We have not lost a customer since we opened our doors, and our store is always crowded. It's quality goods cheaper than the other man can sell them. Come in and be convinced. The profit is all your's, the pleasure ours

THE PEOPLE'S STORE

## 66457

MARY ROBERTS RHINEHART

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The Great Iron Cross
by Harry Irving Greene



1




Each boy or girl, under six years of age, coming to Humphrey's Hardware store, with its parents, will receive a gift during the holidays

## Inda Humphrey

Everything in Hardware
ED. J. NEER
cineri irecer
phones

HIDES! HIDES! HIDES!
Sind yor hata but
. Bymolts' Meat Maxatel.
You Are Next

The samitary Barter Shop
.Monuments

Inda Humphrey.

> Dr. Swearingin's Dates
$\qquad$Roswell, the specialistwe have everthing in pant and parer

Goodloe Paint Company.
McCollum \& Taylor CONTRACTORS

Tank Building, House Moving and Freight ing. Prompt Service. Phone 152 or 29 ,

All kinds of Road and Street Work
NICELY PAINTED
Residences and Churches

we have evervthing in Paint and paper
.

Carter-Robinson
Abstract Company нсосроранер

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## FIRST NATIONAL BANK



$$
\begin{array}{lllll}
\text { Capital, Surplus and Profits, } & - & - & - & \$ 100,000.00 \\
\text { Total Resources, Over } & - & - & - & \$ 400,000.00
\end{array}
$$

WE believe the best way to succeed with our business is to help you to a more prosperous condition. If the people of this community were all thrifty and prosperous, we would have more business and a larger bank. We now have more faith in this, our country, than ever before. We have been here longer than most of you and have seen the tide of immigration come and go. We have seen men go broke and fortunes wasted; we have seen men with no help come slowly up until they are now on a good, solid foundation. It has been our pleasure to help many worthy men and women to a better condition. We boast of having helped more people of Roosevelt and adjoining counties than all the banks of Roosevelt county combined. 天c

We desire to extend to all the people of Roosevelt county our best wishes for the Holidays, and to assure them that it will be our purpose during the New Year to increase our usefulness in this country. Come tell us your wants. $\quad$ oc

## ..."WE ARE ABLE AND WILLING"...

| A MERRY <br> CHRISTMAS <br> AND A $\qquad$ <br> HAPPY NEW YEAR <br> TO ALL <br> We wish to thank our friends and patrons for the business given us during the past year, and assure you that the same has been appreciated. <br> We are always at your service and will be glad to figure on your lumber bills, and you will always find <br>  <br> YOURS FOR A BETTER 1917 <br> Kemp Lumber Company <br> PORTALES, NEW MEXICO |
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RUSTED STRAW FOR FEEDING
 Experiment statione.


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The Dominnon expertment stast nuada num the experriment statution





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RIGHT CARE OF BROOD MARE
VALUE OF WHEAT FOR SWINE Within Few Days of Time she



jafety demands FEDERAL CONTROL OF THE RALLROADS Only Way to Meat Emergencias of Nation, Says A. P. Thom. itates' Rights preserved
$\qquad$

## LISTEN



We wish to thank our many friends and customers for their patronage and good will during the past year, and wish for them a

Merry Christmas and Happy New Year

## Portales Lumber Co.

ONE PIECE OR A CAR LOAD

## ...Build You a Home...

## The Portales Mill and Elevator Co.

Market price paid for all kinds of grain.

- Grinding for custom every day in the week.

We wish you a "MERRY CHRISTMAS" and a "HAPPY NEW YEAR."

## Portales Mill \& Elevator Co.

## Telephone Number 3

PORTALES, :-: :-: NEW MEXICO


## ...The Overland is a Good Automobile...

I have just returned from the Willys Overland automobile manufactory, where I saw the world famous Overland cars made from the raw wood and pig iron. One who has not seen, with his own eyes, this gigantic manufactory at work can have no conception of the magnitude of that institution, neither can he realize the perfection of the finished product until he has had this experience. I cannot hope to tell you much about this car in this advertisement, but I hope that you will come to the garage and let me tell you some of the many things that go to make the Overland the greatest automobile in the world, without any exception.

The 1917 Overlands and the Knight motored Overlands, are simply superb, the very last word in automobile construction. There is nothing on the market, within $\$ 500$ of its purchase price, that can begin to compare with its service or its luxurious ease and elegance.


You Ought to Own This Car

The new models are different, they are not made on the same lines and they have no equals, no matter how you take them. The painting is the acme of perfection and the body pattern is a model of grace and beauty. You must see these cars to fully appreciate them.

I will, about the middle of January, have several of these new Overlands, and I want every person in Roosevelt county, who is considering the purchase of a car, to let me demonstrate the Overland for them. Do not buy in haste and repent at leisure. Be on the safe side, see these cars first.
I want to thank my friends and customers for their liberal patronage during the past year, and to ask for a continuance of the same. I wish you all a "Merry Christmas" and a "Happy New Year.

## ...KOHL'S GARAGE...

E. L. KOHL, Proprietor



## ROOSEVELT COUNTY <br> TEACHERS' ASSOCIATION

at Taiban, New Mexico
JANUARY 26th and 27th, 1917

Friday, $10 \mathrm{a} . \mathrm{m}$.


Mrs. C. I.. Burns, Miss Mattie Doss Hightower, Miss
Illustration of Dramatization Mrs. Davies, Mrs. Burns Music
${ }^{\text {Music }}$ "The County School Fair". L. L. Brown, J. E. Owen
Friday, 1:30 p. m.
'Athletics in Rural Schools'
. R. W. Moore. J. W. Russell, Miss Pearl Lambert
Music
Morr, J. W. Russell, Miss Pearl Lambert
"Current Events in the School"
C. J. Pendergraft, E. L. Hinton, Miss Lillian Norvell

Saturday, 9 a. m.
"Importance of Diacritical Marks'
Music H. H. Smith, Miss Linnie Forrest, Miles Frost
"Essentials of First Year English.'
Judd Miller, Ed Frost, Miss Irene Molinari
"Co-operation".
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## Announcement!

## To My Customers and Friends:

On account of the extremely high prices of all kinds of merchandise, I have decided that after January 1st, 1917, I will put my business on a CASH basis, or cash within 30 days at least. I feel that by adopting this method, I can make better prices and serve the trade much better Thanking my friends for past patronage and assuring you that your future trade will have careful attention with better goods and better prices

## ..C. V. HARRIS..

| New Soliciting Agent for Santa Fe Effective December 1st P. N. | about seven-eighths short horn |
| :---: | :---: |
|  | Montgomery is a ppointed solicit- ham, large for age. His c |
| Montgomery is appointed solicit- | the best. Price, 875 |
| freight and passenger agent th headquarters at Amarillo, | is $\$ 60$ or $\$ 65$. I have kept years. If interested come |
| unces C C. Dana, general | Ch |
| eight and passenger agent. Mr. |  |
| ontgomery will work through | Dobbs has all k |
| est Texas and eastern | supp |
| Mexico, a territory of over |  |
|  |  |




Juḍge McGill

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## Why Not Buy Your Family a RealChristmasPresent

We have one that each and every member of your family will appreciate more than anything you could possibly get

## ....AN AUTOMOBILE....

## Highway Garage Company

PORTALES, NEW MEXICO

had to wire for acjress Englishan Visiting in Paris Took
Roundabout Method ot eind
Out Where He Lived.



COULD NOT BE OVERLOOKED
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## Suggestions for Chrisfmas

## Why not add that which is Practical to Your Gift Buying this Year?

With high living costs trying to match our prosperity, most of us are debating, more or less seriously, the Christmas question. There is a scarcity in holiday goods, this year, the country over. It applies to staple lines of merchandise, too. In view of which, this store offers a suggestion to all holiday shoppers to combine the practical with their gift buying this year. As the best possible explanation of just what we mean, we have gone through our stock and made selections from all lines of merchandise to serve as useful and appreciated gifts. The entire store has contributed to this advertisement, and every member of the family will find something they would like for themselves or others. Don't skip a single item. What you want is here.

| Gentleman's List Burnt Wood Boxes, containing Leather Purse. Belt, (Garters Leather Purse, Belt, Clarter and Cuff Buttons. | Florsheim Shoes Caps <br> Stetson Hats <br> Kirschbaum Clothes Thermos Bottles Shaving Stand |  | For The Lady <br> Toilet Articles in White ivory, including: <br> Mirrors | "SILVERUM" Non-Tarnished Picture Frames, in all sizes. Genuine Leather Hand Bags in different sty les. |
| :---: | :---: | :---: | :---: | :---: |
| Holly Boxes. containing Tie, Belt and Scarf Pin. | Books Clothes Brushes | ) | Powder Boxes Hair Receivers | Ieather Cased Manicure Sets Books |
| Holly Box, containing Belt and Watch Fob. | Military Brushes | cen | Hair Brusheses and Combs | Camisoles |
| Fancy Box, containing Tie, Match and Cixarette Case. | For The Kiddies |  | Clocks <br> Nail File | Boudoir Caps Handkerchiefs |
| Neckties in Holly Boxes. A beautiful assortment to meet every whim. | $\begin{aligned} & \text { Toys, including } \\ & \text { Trains } \\ & \text { Autos } \end{aligned}$ |  | Shoe Buttoners Cuticle Knives | Towels <br> Sweaters |
| Leather Cased Manicure sets | $\underset{\substack{\text { Fire } \\ \text { Games }}}{ }$ | 紱 ${ }^{\text {a }}$ | Jewel Box | Fur Sets Silk Dresses |
| Puth Robe Blankets. | tuffed Animal Dolls |  | ndle Sti | Silk Waists |
|  |  | - | Soap Boxe | Kid Gloves |
| Picture Frames Garters | Stick Horses Blackboards |  | Trays Brushes | Navajo Rugs Table Linens |
| Sweaters | Tinker Toys |  | Perfume Bottles | Thermos Bottl |
| Muflers | ctors | Your join | Bud Vases | Perfume Boxed |
| Suspenders Gloves | Pop Guns <br> Story Books |  | Holday Stationery JEWELRY, including | Silk Hose Kimonas |
| Handkerchiefs House Slippers | Iron Wagons Surprise box |  | Pearl Necklaces Pin Sets | J. \& K. Shoes House Slip |
| $\underset{\substack{\text { Heuse } \\ \text { Bets }}}{\text { Heers }}$ | Whilier Outfit |  |  | Cap and Scarf Sets ${ }^{\text {House }}$ |
| Socks | Whistles Harps |  | Hair Bow Holders | Cap and Scarf Sets Novelty Pin Cushions |
| Tie Pi | Balls |  | Rings | Novelty Sewing Sets |

## Our Hardware Department

Probably you would not, naturally, turn to a hardware store in your quest for suitable Christmas gifts, until you remember that we are showing Community Silver, acceptable anywhere; lasts a life time. Attractive; in separate pieces or complete sets.

INGERSOLL W/ATCHES - Dependable, well-known time keepers for men and boys.
POCKET KNIVES-A full variety of beauties for every purpose, Keen-Kut ter quality, always an appreciated gift SAFETY RAZORS --The kind youcan get "chumm" with, because they give a pleasant and satisfactory shave. FLASH LIGHTS-All sizes, guaran
teed quality, why not give this practical, household necessity?
GUNS - A good assortment, select your favorite.
ALUMINUM WARE - "Wearever" brand, use it a life time and then give it to your children. Beautiful and ac ceptable.
TOYS-Hobby Horses, Express Wa gons, Tricycles, Coasters, Electric En gines, Etc.

## Our Grocery Department

Christmas Joy Bells ring a doleful sound without

## ...GOOD THINGS TO EAT...

We expect to have for you everything that we can possibly assemble to make this Christmas dinner the real event of the day. Especially, on this festal occasion, you will not be willing to risk food stuffs of questionable quality, when you can buy

> Where Quality is Paramount novelties, consisting of Sport Coats, Bath Robes, Vanity Bags, Bourdoir Caps, Children's Muff Sets, Bath Sets, Men's Suspenders, Garters, Handkerchiefs, Ties and Hose Sets, Silk Handkerchiefs, Mufflers and Ties in endless variety. The prices are right.

# A Full Line of Staple Dry Goods, Shoes, Hats and Caps Men's, Ladies' and Children's Underwear, Blankets, Etc. 

## ...Special Prices on Groceries for Ten Days...

| 12 Pounds of Granulated Sugar for | - |  | $\$ 1.00$ |
| :--- | :--- | :--- | :--- |
| 4 Pounds of No. 1 Peaberry Coffee | - | - | 1.00 |
| K. C. Baking Powedr, 25c can | - | - | - |

4 Pounds of No. 1 Peaberry Coffee
We are Going to Sell Goods Cheap for Cash, so Bring Your Cash and Come and See Us
 a merry christmas to all C. V.HARRIS a merry christmas to all

4 Packages Arm and Hammer brand Soda
3 Pounds Cooper's Best Coffee
Calumet Baking Powder, 25c can
 ROPE FOR the kicking cow System Described in whic

The DAIRY


PICKED UP AROUND DAIRY

Feed Full Retion.

Attorney at Law

DR. N. F. WOLLARD
Physician and Surgeon

DR. L. R. HOUGH

## Dentist

COMPTON \& COMPTON
Attorney at Law

DR. D. B. WILLIAMS Physician and Surgeon

REMOVE CALF FROM MOTHER
Strong, Viooroug Youngoter Can Ver
Sately Be Taken amay Alter

| Salely Be Taken Away Atter One Good Filling Up. | lix. | DR. JAMES F. GA RMAN |
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| time of tuking a calf from lis | the | Physician and Surge |
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## Portales Bank and Trust Company

Portales, New Mexico

The Bank that is big enough to accommodate you and not too big to appreciate you
extends
The Season's Greetings
with
every good wish for the coming year and a cordial invitation to you to do your banking where you will receive every courtesy

## Portales Bank and Trust Company

Portales, New Mexico

## Holiday Bargains

## ..PRE-INVENTORY SALE..

## DEEN-NEER COMPANY,INCORPORATED

# The Largest Exclusive Retail Grocery Stock in Roosevelt County. Cash Will Work Wonders Here. 

Having purchased the Neer stock of the Deen-Neer Company, I find it necessary to "GET THE MONEY." In order to raise this money quickly I offer, for cash, our entire stock of Groceries at a saving to you of 25 to 50 per cent. Some of the many bargains are listed below, and our entire stock is offered in proportion.
$\$ 4.75=$ Famous Guaranteed Red Star Flour $=\$ 4.75$
This is an Advance Sale Proposition and After Arrival of Car Will Be Sold at Current Market Price
An early buy enables us to offer a carload of the Famous Guaranteed Red Star Flour at the above price. To be fair to our customers we limit the amount of flour to each customer to 300 pounds. We have a car in transit and accept flour orders at this price to be delivered upon the arrival of the car, only.
\$1--7 Pounds Coffee,---\$1
Only 317 pounds of this coffee in stock, so buy early
3 lb . bucket Star Coffee for 85 c . 20 pounds of Rice for - $\$ 1.00$ 1 dozen boxes matches, - 45c 4 packages of Soda for - - 25c Large size Quaker Oats, - - 20c Small Size Quaker Oats, 10c Post Toasties, 2 for - -25 c Korn Flakes, per package, - 10c White Laundry Soap, 6 bars, 25c White Laundry Soap, case, $\$ 3.90$

EXTRA SPECIAL Sun Bright Cleanser, 10c size, 5 packages for - - 25 c 25c size Gold Dust Twins, - 20c
Don't Overlook This One 1 quart Welch's Grape Juice, 35c 10 pound pail Swift's Jewel Compound for - - \$1.55 5 pound pail Swift's Jewel Compound for 10 pound pail Cottolene, - $\$ 1.90$ We can't replace these goodsat this money

California Table Fruits Del Monte Brand
A broken line of this famous brand causes us to offer them at below cost. Buy heavy if you need Peaches, Pears, Cherries or Blackberries.
Save 10c on Your Shells Peters smokeless chilled shot shells, 12 gauge, per box, 95 c ..Saving You \$'s All the Way Through.

Best Granulated Sugar, 12 lbs . $\$ 1.00$. Ec Full Line of Xmas Candies and Nuts
We wish to thank you, one and all, for your past patronage and assure you that we will do all in our power to merit a continuance of the same in the future. We wish you all a "Merry Christmas" and a "Happy and Prosperous New Year." ic ic ic ic

Come in and Register and Get a Beautiful Calendar....

DECEMBER 15
A TheChristmas Shop A

## .Christmas Dry Goods..

Once more winter is here and Christmas is on the way. But a few days now until the Holidays are here. In the meantime, it reminds us of the many things we will have to buy. Clothing, Shoes, Hats, Novelties, Books, Toys, Etc. Owing to the continual advance of all kinds of merchandise, it is good business for evetyone to make their purchases early. We were never better prepared to serve you. We bought our winter goods early and before the heavy advance of all woolen and cotton goods. Consequently, we can and are saving our customers money on all their present purchases. Come in at your earliest convenience and buy those Christmas goods.

## CLOTHING

Why worry about style? Wear
HLOSS BROS. Clothes and know you are correct. All their suits are
designed and made by the best tailors designed and made by the best ta
the world affords.

## Price $\$ 17.50$ to $\$ 25.00$

Also a large line of medium priced
suits in all wool materials, at
$\$ 10.00, \$ 12.50, \$ 15.00$ and $\$ 16.50$ MEN'S SHOES...Walk-Overs $\underset{\text { price }}{\text { English Walker in black and tan }} \$$ Kangaroo Shoes in black, button or lace, at
Gun Metal Shoes in button, blucher
and lace, at
$\$ 4.00$ and $\$ 5.00$ Box Calf and Vici Kid Shoes in at $\$ 3.50, \$ 4.00$ and $\$ 4.50$ Men's Cowboy Boots in long and
short tops, price
$\$ 7.50$ and $\$ 8.50$ Men's Bootees in tan, 16 inch top.
price

$\$ 6.00$ and $\$ 8.00$ Men's Artics, one buckle Overshoes, | Men's Artics, four buckle Overshoes. |
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| at |
| $\$ 2.25$ and $\$ 2.75$ | BOYS' AND YOUTHS' SUITS A large stock of the late styles to $\$ 3.00, \$ 4.00, \$ 5.00, \$ 8.00, \$ 10.00$

Toy Department
The little folks and Santa Claus a nice line of popular priced toys f all descriptions.
Prices 5c, 10c, 15c, 25c, and Up Also a nice line of Dolls, Books, Etc.Christmas Boxes

 Men' Suspen | Men's Suspenders in best makes. in |
| :--- |
| Xmas boxes, at |
| 50 c | Men's Supporters, put up in Xmas

boxes, at Men's and Ladies' Hose in X mas boxes priced at 25c and Up Ladies' Scarfs put up in Xmas boxes,
priced at
$\mathbf{6 0 c}$ priced at

Ladies' Handkerchiefs
Just received a large stock from
New York especially for our Xmas trade. Put up in Christmas boxes at Also in bulk at $10 \mathrm{c}, 15 \mathrm{c}, 25 \mathrm{c}, 35 \mathrm{c}, 50 \mathrm{c}$. BOYS' CAPS $\qquad$ All the new styles in boys' and
men's winter caps. Priced at 50 c to $\$ 1.50$
Ladies Coats and Suits
At Bargain Prices
adies' $\$ 27.50$ and $\$ 25.00$ Suits and
Coats, to close them out $\mathbf{1 9} 75$
at .......... 19.15
and Coats at $\$ 17.50$ Suits 14,50
$\begin{array}{ll}\substack{11816.50 \\ \text { and Suits at } \\ \text { and } \\ 815.00 \\ \text { Cats }} & 12,50\end{array}$

| $41,813,50$ and $\$ 12.50$ Coats to 9.75 |
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A1 1810.000 and 88.50 Coats to 0.75
close at
Misses' and Girls' Coats
$\$ 10.00$ Coats to go at $\quad \$ 6.75$ $\begin{array}{ll}\$ 8.50 \text { Girls' Coats to go at } & 5.75 \\ \$ 7.50 \text { Girls' Coats to go at } & \mathbf{4 . 7 5}\end{array}$ \$6.00 Girls' Coats to go at $\$ 5.00$ Girls' Coats to go at $\$ 3.50$ Girls' Coats to go at
$\$ 3.00$ Girls' Coats to DRESS GOODS 6 inch Taffeta and Satine, all colors 36 inch Fancy Silks at $\$ 1.25$ to $\$ 1.50$ 40 inch Crepe de Chine, in the leading shades, at C.... $\$ 1.50$ to $\$ 2.00$
leading colors, at $\quad \$ 1.75$ to $\$ 2.00$
Of the many holiday seasons that we have passed in Portales, this is one in which we wish to urge the selection of gifts that are useful. In times of high prices moderate incomes are subjected to severe burdens in supplying merely the necessaries, hence a gift that is useful is thrice welcome. Thanking you for your patronage in the past and assuring you of our continued efforts to merit your approval, we wish you a Mer ry Christmas and a Happy and Prosperous New Year.



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