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Portales
"SWEET POTATO TOWN"
U. S. A.

The Portales Valley News

Roosevelt County
EGG BASKET AND BUTTER
TUB OF NEW MEXICO

PORTALES, NEW MEXICO, THURSDAY, OCTOBER 6, 1927.

NUMBER 50

Visitors Attracted by N. M. Exhibit

An exhibition at the Texas-Oklahoma Fair which attracted unusual attention Saturday and which attracted every compliment passed on was the agricultural and wild life display of five northeastern New Mexico counties in the agricultural building.

The exhibition was brought here for the purpose of advertising New Mexico and to show the friendly feeling that exists between that state and northwest Texas.

The six counties with their counties, which are making the exhibit follow: Roosevelt county, Portales; Curry county, Clovis; Chaves county, Roswell; Eddy county, Artesia; Lea county, Lovington; and De Baca county, Fort Sumner.

"In the Heart of the Golden West" is the slogan adopted by these six counties and these words appear on the background of the exhibit at the fairgrounds.

Coe Howard of Portales, who has lived six years in the New Mexico state legislature, during two of which he served as floor leader, is in charge of the exhibit. Mr. Howard, it will be remembered, was a delegate to the West Texas Chamber of Commerce convention here last spring.

Accompanying Mr. Howard here is Ed J. Neer, active vice president of the First National Bank at Portales and one of the first merchants to open a store in Roosevelt county. Luther Cooper, irrigation farmer of the Portales Valley and formerly a resident of Wichita Falls, also accompanied Mr. Howard here.

Land of Good Roads

Eastern New Mexico is a land of good roads and with the exception of Lea and Chaves counties the remainder of the four counties exhibiting at the fair are served by the Washington, Postal, Bankhead, and H. and H. highways. Mr. Howard says. Many of the tourists go to California during the winter through these counties in order to avoid huge snow drifts encountered when other routes are taken. Sweet potatoes, tomatoes, corn, apples and cantaloupes are only a few of the things that may be seen at the excellent New Mexico agricultural exhibit. All are attractively arranged.

"De Baca, Chaves and Eddy counties are traversed by the Pecos river and lands are irrigated in that section extensively," Mr. Howard said. "Cotton, corn and all kinds of fruits are raised in abundance. Curry is a great wheat grower county and there are now 350,000 acres in the county ready to be sown in that crop."

"Roosevelt is the banner sweet potato county and farmers follow diversified farming closely. Roosevelt county ships more than one million dollars worth of milk and eggs annually. The cows that one county produce enough milk to furnish the Kraft cheese factory that is soon to be established in Wichita Falls. Roosevelt county cans about 50 carloads of potatoes and ships about 100 carloads of the fresh crop yearly."

In the exhibit are the mounted heads of a black tail deer, a bobcat, an antelope and a bear. The bear was killed in 1915 on a ranch owned by Lee Bevins, now mayor of Amarillo. The bear was killed in the Black Range of mountains in New Mexico in 1921. The head of a big horn mountain sheep, now nearly extinct, is also included in the exhibit.

There are enough quail in Eastern New Mexico so that all sportsmen in Wichita county could bag game limit every day and then not kill them all," Mr. Howard says. "In the Black Range, Capitan and White mountains there are the black tail deer on which the season is open from November 10 to 20. There are also cinnamon and black bears and mountain lions."

"I wish to say that when we New Mexico people come to Wichita Falls we feel more at home than nearly any place in Texas. The management has treated us splendidly and has made us feel that we want to come to the Texas-Oklahoma fair again next year. The true western spirit prevails in Wichita Falls and we feel at the city is really a part of eastern New Mexico."—Wichita Falls Times.

JEST LETTER STAY

Tuesday of this week, Uncle John George approached The News with proposition to pick the town up and move it down to the lake pens.

But Wednesday morning he had suddenly changed his mind as he was armed with a brush and bucket of paint and was painting parking lines all around the square. He was asked what about moving, and replied "I've decided to paint 'white and let her stay right where she's at.'"

Portales Methodists Close Record Year

Never in the history of the Portales Methodist church has the conference year closed with as strong a financial report as that of the past year which ended with the 30th of September.

During the year over \$5000.00 was raised for the church activities, and in leaving for Conference, Rev. L. L. Thurston was able to carry a report of all salaries paid in full, which includes \$2200 for the pastor, \$366.66 for the Presiding Elder, all incidental bills paid in full, the Conference Claims paid in full, and the missionary and other activities taken care of.

So far as the available records of the church show, this is the first year in the history of the church that this has been accomplished. The church has borne the reputation of paying the pastor's salary in full for years, but it has never before been able to reach the goal of the conference claims.

In addition to this, there is over \$2,000.00 in the building funds for a new church.

The new year will start in with a strong program.

The new Board of Stewards met on Monday night and organized for the coming year's work, with G. W. Carr, as chairman, J. W. King, as secretary, and J. G. Greaves as treasurer.

It is the plan of the board to keep its finances up to date the coming year, and for this purpose pledge cards have been provided and every effort will be made to have the first month's salary ready for the pastor when he returns from conference.

Roosevelt Co. Should Have Fair Assoc'n

Roosevelt county should begin in preparation for a big county fair in 1928. Other counties have successful fairs each year, and there is no reason why Roosevelt, with its undisputed advantages agriculturally, should not be able to have a good fair.

One of the first things to be considered should be the forming or organizing of a fair association, with a board of directors composed of at least one leading citizen from each community in the county. This board should be independent of other organizations, should have its own president, secretary and treasurer and should handle, without interference, the entire affairs of the fair.

Of course it would be impossible to have a county fair without grounds of sufficient size and with accommodations to handle the exhibits. The grounds should be large enough to take care of all classes of exhibits and provide room for such forms of entertainment as the directors should desire, such as football and baseball games, rodeos, etc.

The organization should be perfected at once, so that there will be no time to make preparations for the 1928 fair. Grounds and funds must be had. The county commissioners have expressed themselves as favorable to a good fair, and are willing to co-operate in any sensible program advanced.

Filling Station Is Destroyed by Fire

On Wednesday night, the Vaness filling station, located on the Clovis highway, near the dipping vat, was destroyed by fire.

Roebuck

We are having some pretty but cool weather; the farmers have begun harvesting.

Mrs. B. J. Gates and daughters and Mrs. R. M. Harding went to Cauley to singing last Sunday evening.

Charlie Graft has rented land from Mr. Graft for another year.

Luther and Lois Blakley and Miss Mary Trees spent last week end with Luther's sister, Mrs. Demington, of Melrose. They report a real nice time.

Messrs. C. T. Croft and Fred Smith went to Roswell last week, taking a load of grain, and brought back a load of apples.

Oliver Blakley returned Sunday from Dickens county, Texas; he reports lots of rain on the road between there and here.

Prof. D. F. Taylor and son, Raymond, have gone to Texas to work a while.

Mrs. Fred Smith was called to her father's bedside last Friday night. He was very low, but got better.

Derting



Eugene Freeman Dies From Injury Received In Play

Eugene Freeman, aged 15 years, son of Mr. and Mrs. A. F. Freeman, died last Sunday from the effect of injuries received in play at the high school on Monday last week.

The funeral services were held on Monday of this week, and the remains were laid to rest in the Portales cemetery.

In an interview with H. F. Freeman, father of Eugene, he stated that on last Monday the boy was going through gymnastic exercises when in a strain he ruptured the walls of his bowels. He attempted to walk home, but was picked up by an autist and brought home.

He began suffering from severe pains in the bowels, and on Sunday passed away.

NOT CURED

It happened in pre-Volstead days. Two rather well-fixed Detroiters engaged in the same pursuit, namely an endeavor to drink up at least three quarters of the liquor in the city. It also happened that they were afflicted with what is commonly known as the D. T. and that while recovering from these attacks they were in the habit of frequenting the same Goldfurn establishment in the northern part of the city on one of the principal thoroughfares.

Threatened with the usual symptoms Brown betook himself to the sanitarium. As he approached he met his friend coming down the steps.

"Whash the matter?" he said slushily. "Same old things."

"Yes," was the reply. "I got through a terrible seige, it's all right now. I'm done. Never again! You may think I'm bad shape now but you should have seen me a few days ago. My, for a solid week little purple lizards with green eyes and pink tails were crawling all over me."

Shrinking back in alarm with his eyes starting out of his head, Brown pointed a finger at his friend's coat lapel. "My God, man," he shouted. "You ain't well yet. There's one on you now."

DELINQUENT TAXES

September 5th, 1927.
NOTICE TO THOSE OWING DELINQUENT TAX TO ROOSEVELT COUNTY, NEW MEXICO.
Gentlemen:
Under instructions of the State Tax Commission which insists that I collect and dispose of all delinquent taxes, I will have to start issuing distraint warrants or take court action which will mean additional costs to you and an unpleasant task on my part.

Delinquent tax money is needed to finance the Schools, County and State Government. Therefore when you get a delinquent tax notice don't throw it lightly aside but make it your business to attend to same promptly as suit will be filed promptly.

Assuring you that I will appreciate your assistance and co-operation, I beg to remain,
Respectfully yours,
EZRA WATTS,
Delinquent Tax Collector,
Portales, New Mexico.

Portales Scouts Go To Clovis

Friday evening about eighteen Scouts of Troop 18 of Portales went to Clovis to attend the district meeting. Through the courtesy of E. N. Smith, the Boy Scouts are allowed to use his truck to make the trip. Melvin Schumpert and Preach White, of the local troop, entered in the flint and steel contest, but were beaten by a scout from Clovis who made his fire in the remarkable time of six seconds.

After the program the Scouts all rode the ferris wheel and lived up for the return trip. The buddy system was used whereby the scouts were lined up two abreast and they kept the same partner the entire evening.

On the way back, Clifton Bankston reported the loss of his scout hat. After a futile search along the road, he found the hat in the bed of the truck. A good time was enjoyed by all, and this trip will put much pep into the scout meetings the rest of the year. The boys were accompanied to Clovis by the assistant scoutmaster.

Tourist Cafe Installs Modern Dining Room

The Tourist Cafe under the management of Jack Myers has enlarged its dining room, and brightened up the interior until it is now one of the attractive cafes of eastern New Mexico.

Seven four-chair tables have been placed to accommodate the increased patronage of the tourist trade.

Mr. Myers says that they are doing their best to give a service which will attract and please the public, both local and transient.

K-F Amusements Take Over Triebs

The K and F Amusement company, of Denver, Colorado, owners and operators of twenty-two theatres in Colorado and New Mexico and the largest theatre circuit in the inter mountain states, is about to take over Triebs' Theatre Circuit, according to information given today by one of the representatives of the big film exchanges who was in Carlsbad this week. The possibility of Triebs either selling his theatres or aligning himself with a powerful circuit of theatres has been known for some time as it has been known that Triebs has been anxious to move to Denver.

A new theatre for Mexican patronage is soon to open in Roswell. J. A. Highsmith, who has been with Triebs since 1914 except for two years in the army will in all probability assume charge of the theatres in Roswell while Mr. J. M. Stevenson of Hurley, N. M., will come to Carlsbad and manage the Cavern Theatre. These changes are scheduled to take place on or before January 1st.—Carlsbad Current Argus.

Forrest & Rowley Contract For New Office Building

Forrest & Rowley have let the contract to Earl McCollum for the erection of a brick office building on State street next to the alley back of the Security bank building. This building will be 20x30 feet, stories, and the lower floor will house the insurance offices of the firm.

The second floor will be occupied by the dental parlors of Dr. Means. This will be fitted up so as to give the doctor the best appointed suit of dental rooms in that part of the state.

Mr. Forrest states that the business of the firm has grown to such an extent that more room is needed, and that they decided that the time was ripe to move into their own building.

The new building will be erected especially for offices, and will be connected for gas, in anticipation of the time when Portales will be served with natural gas for fuel.

YANKS TAKE FIRST GAME OF WORLD SERIES

In the opening game of the 1927 world series at Pittsburgh, Wednesday, the New York Yankees took number one from the Pittsburgh Pirates by a 5-4 score. The game was rather loose and not up to the standard of either team. Babe Ruth, king of swat and the Yanks' old stand-by, lead the attack on the Pirates with singles and not once did the Bambino send the ball on vacation over the fence. The 42,000 souls who witnessed the play were seemingly disappointed as they had expected a hard fought battle, wherein the series' first contest was slow and easy.

PERSISTENCY WINS

An egg of the great auk, now extinct, sold at a Paris auction for \$2,000.

A wise old crow in search of some means of slacking a raging thirst, found, in the bottom of a discarded pitcher, a plentiful supply of the precious water. But it was out of reach.

Now, a bird less wise, in his eagerness to get at the water, would probably have tipped the pitcher over, and thereby have lost the prized contents.

The crow, however, quickly brought a pebble and dropped it in the pitcher. Then another and another, till the water was raised to the brim.

This story of Aesop's has a parallel in advertising. One man, inexperienced in the ways of advertising, expends his energy in one grand push—and usually is disappointed.

Another, a little more consistent, drops a few pebbles into the great bowl of the public but quits before the interest rises to the point where he can benefit from it.

The successful advertiser persists in the regular dropping of his pebbles and is abundantly rewarded for his patience and enterprise.

Advertising is cumulative. Like the pebbles in the pitcher, one ad builds upon the other until their combined influence is so great that the desired end is accomplished.—Wisconsin Press "Howler."

Exhibit at Lubbock Good

The people of Lubbock territory were well pleased with the agricultural exhibit shown at the South Plains Fair during the past week by Roosevelt county.

The exhibit gave a fair idea of the types of farming in our county and showed to these people that Roosevelt county was not lagging in agriculture, also that the rains did not stop at the state line as some of their real estate agents might claim. Our collection of vegetables was the best in the show and was the cause of many favorable comments for the exhibit.

As for classification, our cotton and sorghum grains were not as well matured as the lower plains counties and we lost points on this part of the exhibit. Our forage crops, consisting of millet, sudan, soybeans, red top and amber cane, was complimented by the judges. The vegetable collection of eggplant, carrots, parsnips, rhubarb, squash, melon, cantaloupe, tomatoes, onions, cabbage, Irish potatoes, pumpkin, sweet potatoes, kershaw, okra and cucumbers was fine. Our alfalfa samples were a little short on account of not having sufficient time of growth from last cutting. The canned fruit display furnished by Miss Kerr was splendid. The seeded ribbon cane sample was the best shown. Other crops of stock peas, black eye peas, pinto beans, peanuts, sunflowers, etc., was good.

In county exhibits we took fifth. Other entries taking premiums were: Broomcorn, furnished by H. T. Mitchell, first premium; pumpkin, furnished by Mrs. Kiker, first; tomatoes from J. P. Ford, second.

The advertising feature of the exhibit was fine. This fair is attended by more farmers than any fair in West Texas. The average daily attendance for the five days was 25,000 people, and of course they came from over the thirteen counties from which exhibits were shown. We advertised our agricultural possibilities as well as our willingness to co-operate with the Panhandle section in the development work now being done and to follow.

Portales Needs An Auditorium

At the last meeting of the executive board of the Plains Circuit Poultry Show, after much wire pulling and efforts, Portales was able to land their annual show for the 1928 season.

To properly care for this show, a well ventilated building of extra large dimensions is necessary; at present no such building is in sight, and unless some quick arrangements can be made we will be forced to let this big show go to some other town, probably Clovis, as we understand they want it.

There are a few vacant buildings in the business section at present that could be used if large enough. It would take two such buildings as the average business building in the city to take care of this show. It looks that the only places of suitable space is in the Gym at the High School or move all equipment out of the Court House and have it there.

We certainly need an auditorium where large meetings, conventions and shows of this nature could be had. Many things could be pulled for Portales if we had a way of caring for them. It seems time that some action was taken for a municipal auditorium of such a size as will take care of anything from state meetings down to local needs.

Many things are coming up for 1928 that Portales had planned to fight for. In these are the Annual Convention of the American Legion, the District Convention of the West Texas Chamber of Commerce. We cannot handle them at present; neither do we have a place where a majority of the citizenship may meet for any purpose.

MAKES AVERAGE GRADE OF A

Lubbock, Texas.—Miss Agnes Brown of Clovis, New Mexico, appears on the honor roll of Texas Technological College for the spring term with an average grade of "A" on five courses carried.

CARD OF THANKS

We wish to thank the neighbors for their kindness in the care for our son, during his illness, and assure them that they have our heartfelt gratitude.
Mr. and Mrs. H. F. Freeman.

Sheriff Destroys Many Gals. Booze

On last Saturday evening, while preaching services were being held on the east corner of the square, and the evangelist was, like John the Baptist of old, calling upon the multitude to repent and escape everlasting damnation, on the north side of the square was being enacted quite a different scene.

Two auto loads of booze which had accumulated in the county jail from raids of several months past, was brought out, and in the presence of about a hundred witnesses, besides the District Attorney, Judge Campbell, Sheriff Poindexter and Coleman Pendley, poured out in the sand between the curbing and the sidewalk.

This consisted of beer, whiskey and other beverages for which no proper name could be applied except rank poison.

Sheriff Poindexter, Deputy Pendley, Judge Compton and Judge Campbell, acting as masters of ceremony, emptied the bottles, breaking fruit jars and smashing kegs of beverages.

Many an eyed spectator looked on wistfully.

One auto driver, getting a whiff of the liquor, lost control of his car and took two castings off of another car.

For several days the smell remained, and the public was impressed with the fact that the way of the transgressor was expensive if not hard.

The value of the liquor destroyed was estimated at \$18,000.00.

EXTENSION AGENT VISITS PORTALES

E. C. Hollinger, for a number of years county agent of Curry county, but now in charge of the state extension work of the State College, was a Portales visitor Monday of this week.

While county agent of Curry county, Mr. Hollinger was considerable help to County Agent Will in judging the farm exhibits of the county fair, and also the Boys' Clubs of the county, and had become so well acquainted that he was looked upon as almost a Roosevelt county man. And this section of the state takes a local pride in his advancement to the state work.

The News editor has visited his office in Curry county many times in the past seven years, and always found him to be a very genial man and a thorough county agent.

J. D. HITT

J. D. Hitt, born near Birmingham, Alabama, on September 9th, 1870, died on October 3rd, 1927, at his home near Longs, N. M.

Funeral services were held at the Longs church on Tuesday, October 4th, at 2:00 p. m. The remains were laid to rest in the Longs cemetery.

Mr. Hitt had been in ill health for several months, and while his death was a shock to his family and friends, it was not unexpected.

He has been a citizen of Roosevelt county for a number of years, and has done his part in advancing the development of the county.

He was a good citizen and will be missed by the citizens of Longs, as well as the entire county.

T. E. McDonald, who has been an employe of the Roswell Pump & Supply Company for the past year, left last week for Tulsa, Oklahoma, where he has accepted the position of electrical engineer for the Producers Pasturizing plant. Mr. McDonald followed electrical work for three years before coming here a year ago for his daughter's health, who suffered from catarrh and bronchial trouble, but has been greatly benefited by the climate here. Mrs. McDonald and daughter will remain in Portales for a time.

Weekly Market Report

The following prices are being paid for farm products in Portales, as The News goes to press on Thursday, Oct. 6:	
Top hogs	\$10.05
Threshed kafir and maize	
Shelled corn	\$1.15
Ear Corn	\$1.35
Maize heads	\$13.00
Kafir heads	\$12.00
Butter fat	37c
Eggs	30c
Fryers	17c
Leghorn Springs	14c
Light hens	11c
Heavy hens	17c
Leghorn hens	10c
Old Roosters	5c
Green hides	12c
Dry Hides	15c

The Portales Valley News

J. G. GREAVES
Editor and Owner
Published Weekly on Thursday
TELEPHONE NO. 63
DEMOCRATIC IN POLITICS

Portales Valley News bought Portales Herald-Times September 12, 1916.

Portales Valley News consolidated with Portales Journal, December 14, 1920.

Portales Herald consolidated with Portales Times, March 27, 1913.

MEMBERS:
National Editorial Association
Panhandle Press Association
Eastern New Mexico Press Association

SUBSCRIPTION RATES
IN NEW MEXICO
1 Year \$1.50
6 Months \$1.00
3 Months .50
OUT OF NEW MEXICO
1 Year \$2.00
Alaska, Canada, Mexico \$2.50

ADVERTISING GRATERS

The woods are full of advertising graters.

The merchants are warned to beware of them!

Through high-powered salesmen they come into a community and sell a worthless advertising service at a high price, and in a few weeks the merchant is disgusted and quits advertising.

Newspapers, nowadays, maintain a cut service which is free to their customers. These services are fitted to your immediate needs, and by their use you can carry more advertising for the same money that you pay to these grafters.

The News has a number of boxes of cuts on hand that the merchants have bought at a cost of \$72.00 per year from foreign concerns, which have never been used. They supply a poor grade of copy, which can be beat by any student in the primary departments of the county schools.

As business pullers these services are worthless.

The \$72.00 per year would pay for a six inch ad in the local papers every week for one year, and the cuts would be supplied free by the papers.

There is no need for the merchants to advertise to keep the money at home as long as they send their money out to build up these concerns and tear down the home paper, which works for their interests every week of the year.

The News has two high class cut services which are supplied free to its customers, and which will bring them results if properly used.

The Portales Valley News is for keeping Portales money in Portales, and this applies to the merchants as well as to the purchasers of dry goods and other articles of merchandise.

Be consistent if you would fight the mail order evil.

In last Sunday's issue of the Amarillo News, Portales received much valuable publicity in a special article dealing with the resources of Roosevelt county. This article was wide spread through a circulation of 25,000 copies of the Amarillo News and will doubtless be the means of directing the eyes of the public to Portales and Roosevelt county. The future of Amarillo and the future of Portales are mutual, and the growth of one will effect the growth of the other. In the same issue was a half page advertisement by the Portales Chamber of Commerce, setting forth the advantages of Portales and Roosevelt county as a farming community.

This was a good work by the Chamber of Commerce and will bring results. Following the exhibit at the Tri-State Fair and also at the Lubbock Fair it cannot fail to impress the public. Sam Seay, the secretary of the Portales Cham-

THE MAIN SUPPORT



No town is stronger than the support given to it by its public. If the majority of its residents are boosters and take pride in the fact that they live there, it has a solid foundation and will prosper. But if it has a surplus of nonboosters and an excess of apathy its progress is likely to be threatened.

Civic pride is the keystone, but there are other important structural supports, such as those shown in the cartoon. Organization and co-operation are among these, and the home town newspaper supplies strength to the city's welfare and momentum to its progress.

Portales should take stock of its assets and see if it is lacking in any of the things that contribute to a community's prosperity. It is up to the public to supply these things, and we know the people of Portales will do the best they know how.

ber of Commerce, deserves much credit for the manner in which he put on these exhibits.

The political pot is boiling. There is a probability of a greater number of candidates for county offices in Roosevelt than there has been in ten years. From all indications the campaign will open before the first of the year, and by the first of January the woods will be full of candidates. Along with this comes the season of pie suppers.

While Eastern New Mexico has been basking in the warm sunshine, St. Louis has been visited by a very destructive cyclone, causing a great loss of life and millions of dollars in property damage. Fortunately, indeed, are the people of this section of the country.

ITS INSURANCE

A reporter in a neighboring paper recently called attention to a number of instances in which failure to take the home paper cost the citizens real cash. One had failed to see a school notice and did not file an application for a change in his school district in time to enter his children in school; one forgot the assessor was coming; one is still lamenting that he did not know of a neighborhood reunion and picnic; another missed a stock sale. The list was not nearly so long as it might easily have been made. We hear the same kind of a story almost every week. Taking your home paper means more than just an opportunity to get the latest local news. It is really a sort of insurance against missing the business matters with which one must keep informed; bargains in buying and selling; legal information that comes only through the newspapers—and not the city papers, either. Every citizen who fails to take his home paper is dependent upon the charity or good-nature of his neighbors to keep him informed on such matters.—Rogers (Ark.) Democrat.

It is rumored that as the social season has opened up that it became necessary for Jack Myers to enlarge his cafe to take care of the trade of the social-widowers who have to have some place to dine while their wives are attending dinners, luncheons, etc. It may be that he will have to rent the adjoining building to accommodate the crowd.

HEAVY HAULING
WELL DRILLING
Any Time — Anywhere
FAIR BROTHERS

ADMINISTRATRIX NOTICE
Notice is hereby given that the undersigned was on Oct. 5th, 1927, duly appointed administratrix of the estate of McKinley Simons, deceased, by the Probate Court of Roosevelt County, N. M., in Cause No. 425, and having qualified as such administratrix, all persons having any claims against the estate of said decedent are hereby notified and required to present the same to the undersigned in the manner and within the time prescribed by law. Dated Oct. 5th, 1927.

VERNE SIMONS,
Oct. 6-27- M Administratrix

— ASTOUNDING —
Tire Bargains
30 x 3 1/2 FIRESTONE
GUM-DIPPED CORDS
\$6.95

LOWEST PRICES IN HISTORY
— WE NOT ONLY MEET
We Beat
MAIL ORDER PRICES
Compare These Prices On Fully
Guaranteed

Courier Cords
30x3 1/2 Courier Reg. Cord \$6.45
30x3 1/2 Courier Ex. Cord \$6.75
29x4.40 Courier Balloon \$7.85

UNIVERSAL MOTOR CO.



Livestock Situation

Meat food animals through three principal channels—production, their market and turning the raw product into meat foods and their by-products followed by distribution to consuming public.

The outlets represent by the metropolitan consumers of the country are of great importance to the producer. The growth of consumer demand on Pacific Coast has made itself a livestock producer circles as east as the Missouri river, and coast states have changed from centers of meat food animals to centers.

An immense meat packer is taking shape in Los Angeles to meet the requirements, extent of which may be gauged considering that the population has more than doubled in the ten years, with now in excess of five million people in the state supply.

There are many reasons for the gathering together of meat packing plants at a chosen point. Principal one is that through centralization of packing plants a central livestock market with the proper strategic location as to best serve the needs of consumer demand, the movement of meat food animals may best be maintained in a regular flow. This complies distribution and consolidation into food products to the advantage of the producer, packer and finally the ultimate consumer.

Through bringing together meat packing plants at a central point the value of by-products can be utilized in the building up of a sufficient volume to make their value of consequence. Whereas the operation were attempted at widely scattered points, much of this advantage would be lost.

The marketing opportunity afforded the producer on the south Pacific Coast may well be appreciated when the constantly increasing packer demand shown by the figures below is taken into consideration:

Cattle: 1922, 212,596; 1923, 251,401; 1924, 280,149; 1925, 293,747; 1926, 300,518.

Calves: 1922, 86,106; 1923, 113,401; 1924, 120,758; 1925, 156,164; 1926, 148,596.

"Decrease in calf shipments due to retention of young stock on the ranges in replenishing herds. The value of live animals received by producers in supplying these requirements runs around fifty million dollars per year, and for the past four years the value of packer purchases at the Los Angeles market follow: 1923, \$18,000; 1924, \$20,000,000; 1925, \$22,000,000, and 1926, \$25,000,000.

A feature worthy of consideration by the livestock producer is that the outlet in this territory is not limited to local requirements, although that is increasing annually through the coming of hundreds of thousands of new residents.

The local packing industry in the future is destined to grow steadily in the volume of products handled,

not only to meet local requirements, but from increased business in stocking ships and in supplying the trade of Pacific Ocean points, as well as shipments of dressed meats by water to the Atlantic seaboard.

HE'D PLANNED OTHER USE FOR THAT SIZE OF TYPE

Up to the time of the St. Louis cyclone in 1896, the St. Louis Globe Democrat had never, even on an occasion so important as a Presidential election, printed a headline more than two columns wide, in type that would be considered inconspicuous in these days.

The paper had become powerful and famous under the management of J. B. McCullagh; but on the day of the storm (of all days) he was unable to get to his office. The duty of getting out the paper fell to a youngish assistant. The cyclone was a story of importance anywhere in the United States.

In St. Louis, what with the great property loss, the death toll, the narrow escapes and heroic rescues, and the freakishness of the cyclone itself, it was by all odds the greatest story of a generation. The young assistant arose to the occasion. In the composing room he found some huge wooden type, intended for use in posters and handbills, and out of it he constructed a headline calculated to shock the most phlegmatic.

When McCullagh reached the office the next day the young man, so the story goes, spread the paper before him with unaffected pride. How did he like that headline? The managing editor gazed at it for some time in silence. Then "It's a good head," he said; "it tells the story; but that type—I was saving that for the Second Coming!"

CHRISTIAN CHURCH

In last Lord's Day evening Rev. J. A. McCullagh of the Christian church began a series of sermons "Evenings with the Master," the first of the series being "The Master's Evening with a Scholar." Next Lord's Day evening "An Evening With the Master in Practical Service." It is your while to hear these discourses.

First for Finer Flavor —No Throat Irritation —No Cough

11,105* doctors give written opinion



"Roxy,"
a favorite in
Radio-land,
writes:

"During a strenuous rehearsal, with the work entailed in operating the World's Largest Theatre, where one's nervous system is working under great pressure, there is nothing quite like 'Lucky Strike' cigarettes. It does not impair the voice, and gives the mental relaxation so essential to carry on."

WHAT is the quality that Giuseppe Danise, Adam Didur, Queena Mario, Antonio Cortis, Lenore Ulric, Nanette Guilford, Wilton Lackaye, "Roxy," and other famous singers, actors, broadcasters and public speakers have found that makes LUCKY STRIKES delightful and of no possible injury to their voices?

For the answer we turned to medical men and asked them this question:

Do you think from your experience with LUCKY STRIKE cigarettes that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?

11,105* doctors answered this question "YES."

These figures represent the opinion and experience of doctors, those whose business it is to know.

"It's toasted"
No Throat Irritation—No Cough.



*We hereby certify that we have examined 11,105 signed cards confirming the above statement.
LYBRAND, ROSS
BROS. & MONTGOMERY
Accountants and Auditors
New York, July 21, 1927

Patronize the Home Town Merchants

WARNING!

There has been a number of accidents caused by persons coming in contact with electric light wires.

Radio season is here and many people are getting their radios in shape to receive the season's programs, most everybody will be putting up aerials (Antena wires should be installed in a manner they could not come in contact with the electric light wires). Recently there was a very serious accident caused by throwing the antenna over a 2300 volt line and then picking up the end that fell on the ground.

This company, in promoting safety and service, earnestly requests that every one use every precaution to keep from making this contact, and should anyone see broken, loose or dangling electric wires anywhere, notify us at once.

**New Mexico
Utilities Company**
T. A. MARTIN, Manager

**CARR
LUMBER
COMPANY**

G. W. CARR, Manager.

**Building
Material**

Main St. — Phone 43

Archaeology of New Mexico

BY ANNA EARL MARTIN

Note: The two main sources of the information given in the following article are Kidder's Southwest Archaeology and Lummis' Mesa, Canyon and Pueblo. Both books are highly recommended to local readers.

Archaeology is the study of ancient man. In pursuing this study no tool is more helpful than the spade. Even where historic documents exist to throw light upon the life of an ancient people, or a wealth of oral tradition about the past can be obtained from their descendants, the archaeologist is seldom satisfied until he has tested and supplemented this knowledge by an excavation of all available ruins. In the ruins themselves and the relics found in homes and burial grounds is mute evidence of the customs and ideas of the people. Among people who had no system of writing, excavation is, of course, doubly important.

New Mexico, and the Southwest generally, is an especially attractive field for the archaeologist for a number of reasons. First of all the dry climate has preserved all remnants of the ancient inhabitants in a remarkable way. In this respect the region resembles the Nile Valley, another fruitful archaeological field. In the second place, Pueblo Indians still live here and these fascinating people preserve the ancient culture of the Southwest in almost its aboriginal purity. By studying them we can "catch our archaeology alive." Not only are the Pueblo Indians remarkably like their ancestors in customs and ideas, but they also possess in their folklore a rich store of information about the past which the scholar does well not to scorn. A third reason for the archaeologist's interest in this region lies in the thousands of ruins awaiting excavation. No other part of the United States contains so many. A sedentary people, especially a race of masons, would naturally leave behind it more evidence of its existence than a group of wandering hunters.

When the Spaniards came into New Mexico in 1539—the first white men to come into the region—they found some 20,000 Pueblo Indians living in 70 towns. They found a unique culture of a relatively high order, which we may call the Pueblo or Southwest Culture. The main features of this culture are summarized below. The Pueblos were a people living mainly by agriculture, growing corn, squash, beans and cotton. They had learned from long experience how to farm with a minimum of water. Being farmers, they were no longer nomads but had permanent homes. These homes were of masonry—adobe or stone—and were of that unique form of architecture which has given the culture its name. They were huge terraced apartment houses and at the same time fortresses. For safety's sake they were built in inaccessible places. Everywhere over the world there has been enmity between the village dweller and the nomad; never more than that between the Pueblos and the wild tribes which harassed them.

The Pueblos made an excellent pottery and it was very useful to them. A people living in a dry climate needs to hoard water carefully. They were also weavers, having learned to use the hand loom. All the tools and implements of the Pueblos were of stone. They had no metals or metal tools. They had domesticated no animals except the turkey and the dog. They had not invented the wheel or wheeled vehicles.

The problem of the archaeologist in New Mexico is to trace the evolution of the culture just described from its beginnings down to the present day. The main periods of Southwest history are given below:

- I. Nomadic Age (?)
 - No agriculture, no permanent homes, no pottery.
 - Small population.
- II. Basket Maker Period, 2000 B. C. (?)
 - First people of whom there is evidence.
 - Agriculture.
 - Baskets, sandals, bags.
 - No pottery.
 - Storage and burial cists in caves.
- III. Post-Basket Maker Period.
 - First pottery.
 - Slab houses.
- IV. Pre-Pueblo Period.
 - Different head form, perhaps different race.
 - Hard cradles—skull deformation.
 - Cotton.
 - Bow and arrow.
 - Domestication of the turkey.
 - Houses and pottery improved.
- V. Pueblo Period.
 - (a) Prehistoric:
 - Small Pueblos.
 - Wide dissemination of the culture.
 - Enemies appear.
 - (b) Great Period:
 - Large terraced Pueblos.
 - Provisions for defense.
 - Concentration of population.
 - (c) Late:
 - More area abandoned.
 - Decline in population.

2. Historic (1540 to present day): Introduction of domestic animals, metals, wheeled vehicles, Christianity.

There may have been a nomadic people living here in the Southwest thousands of years ago. There could not have been many of them, since the region could support but few hunters. It is possible that this area was not inhabited at all until a group of Indians from the buffalo plains decided to live more by agriculture than by the chase and came west into the fastnesses of the Rockies to pursue this new mode of life in peace.

The first people of whom we have any definite knowledge are known as Basket Makers. They had learned to grow corn and squash. Corn, the foundation stone of all the New World Cultures, was probably domesticated on the uplands of Mexico and from there spread to the people farther north. As the Basket-Makers progressed in the art of agriculture, they began to need places to store their crops and in the sandy floors of dry caves there have been found storage cists; i. e. holes in the floor walled up with slabs of stones. Cists of this sort were also used for burial. With the dead were buried mortuary offerings of many sorts, food, implements and especially baskets and sandals. These earliest people were not masons and there is no trace of their homes. They had no pottery, at least they had none that was fired. They had blankets of fur but no cloth of any sort. They had no bows and arrows, but did have a device known as the atlatl. The Basket-Makers may have lived as long ago as 2000 B. C., possibly before that.

Remains have also been found of a later people known as the Post-Basket Makers. Their culture was much like that of the Basket Makers, but there were two important innovations. They had a crude form of pottery. It is not known whether they learned this from the people to the south of them, but it is quite likely that the germ did reach them from the outside. During this period slab houses were developed. These houses were somewhat like the storage cists of the Basket-maker period but were larger and had ruder roofs. They were partly underground.

It is supposed that this period was very long. Some of the remains of this period show a more highly developed type of pottery than the crude gray—a black on white ware so common later.

The Pre-Pueblo period which is next in order brings in a new head-form. The Basket-Makers had long heads. We know this from their skeletons. The Pre-Pueblo people's heads are flattened in the back and appear decidedly round-headed. They may have been a new race who came into the area and conquered the Post-Basket Makers, or it may be that the hard cradles then introduced were sufficient to bring about this change in head shape. At any rate, the Pre-Pueblo culture was a continuation of

the earlier one with some few important new elements. In this period we first find cotton, the domesticated turkey and the bow and arrow, possibly the loom. The pottery continued to be improved, and the slab houses became more and more rectangular and not so much underground. They were placed in small clusters but not side by side.

During all these periods there had been no special provisions made for defense. Probably the culture had not advanced far enough to present great stores of food and treasures worth stealing.

The next period is the Pueblo period. In the early part of this period small Pueblos were built in a juxta-position. Kivas began to appear. These were round, underground ceremonial chambers used by the men. Possibly they were ceremonial survivals of the old homes which had been round and somewhat underground.

Continued improvement was made in the arts and the culture spread far and wide. The San Juan basin is said to have been the breeding place for this and also the earlier culture. The Pueblo culture spread over a large area, most of New Mexico, Arizona, and Utah and Southwest Colorado.

Soon, however, came enemies to harass them and with their coming there began to be a concentration of population toward the center of the area, and elaborate provisions for defense were made. The houses became large aggregations of rooms and, were really fortresses, built on the most inaccessible sites that could be found, i. e., on the mesa tops and along the cliffs.

The masonry of this part of the Pueblo period—the Great Period—is remarkable and the ruins of their huge one-house towns show the highest achievements of this people.

As time went on enemies continued to harass them more and more, or climatic changes came, or both, and the Pueblos were forced to give up more and more of the outlying parts of the area and driven inward. The San Juan area, where there are so many noble ruins, was abandoned before 1540. When the Spaniards came they found the natives living in a comparatively small area in about the center of their former range.

The fortress pueblo deserves description. Built sometimes to a height of seven stories in the shape of a rectangle, circle or letter D about an inner court, the outside

wall was high and blank. The entrance to the court was barricaded. From the inside the building appeared as a series of terraces, the rooms nearest the court being one-story high, the next being two-stories and so on. There were few if any doors on the ground floor. There were no stairs in the buildings. The rooms were entered by climbing from the court to the first story or from story to story by means of ladders, and then opening a trap door and backing down ladders. The darkest rooms were used mostly for storage. Taos, in northern New Mexico, is an example of a pueblo terraced on all four sides.

Since the white men came the culture has undergone some change. Domestic animals have been introduced and many other white man's inventions and customs. Some of the old Indian arts have been dying out, particularly weaving and in some of the pueblos, pottery. There is now no great need for defense and the architecture has changed somewhat. Along the Rio Grande the buildings are not so high. There are more doors on the ground floor, and more windows used.

The wild tribes continued to harass the Pueblos until relatively recent times and they have continued to decrease in numbers. Now there are only about 9000 of these people and 26 villages.

SID'S SLAMS :-:

Some business men are ill because they are tired while others are tired because they are ill.

Otto's first bale of cotton opened the cotton season. If cotton is open now can corn be far behind?

A good editor is not without honor or save in his own town.

A man can have one wife too many without being a bigamist.

Early to bed.

Spasmodic Croup
Often checked with one application of Vicks VapoRub
VICKS VAPORUB
OVER 17 MILLION JARS USED YEARLY

THAT GOOD CHILI

Will drive the cold out of your system. Come in and try a dish.

We Serve First Class Lunches At All Times

THE HOT SHOT

THE HAMBURGER KINGS

Early to rise
And your girl will go out
With a lot of other guys.

Latest song hit: Everybody Loves a Big Fat Boy, That's Why I'm So Lonesome Today.

In the study of the five senses, common sense and a sense of humor or often left out.

The favorite song hit next spring will be: "I Wonder What's Become of Salary."

"Roosevelt County Bull Club Meets" headline in paper. That's not news, that's history.

The football game last Friday opened the season. Your presents is expected at all games.

The Boy Scouts were invited to attend a Jamboree at Clovis last Friday night. The office force and field scout man had to be released because of lack of funds to pay them. This leaves the Scout Executive to carry all the load; a matter which should interest the parents of every scout in this county area.

Ambulance Service.—Ed J. Neer.

Mrs. Rasha Smith of Amarillo, who is visiting her people, the Franse-Christie family, accompanied Miss Sara Kerr to Elida Tuesday afternoon.

Mrs. T. Ward and daughters, Ara and Eva, Miss Sara Kerr, Mrs. E. C. Murrell and son, Ralph, were guests of Mr. and Mrs. W. H. Call Tuesday.

30 X 3½
Speedway
CORD TIRES
Made By Goodyear
\$5.95
Buchanan's
Service Station

OFFERING FINE
Fall Suits
WITH TWO TROUSERS
\$22.50

Whether you like chevots, cassimeres or unfinished worsteds, you'll find them here in single or double breasted models.

Brown in many tones, grays galore; and a big assortment of blues.



The Famous

FAMOUS FOR BARGAINS

Oct. 13 - 14 - 15

Oct. 13 - 14 - 15

ORIGINAL 1¢ Rexall
ONE CENT SALE

COPYRIGHT 1927 UNITED DRUG CO.

This is one of the big annual Sales at your local Rexall Drug Store. It gives you almost double for your money. Here's how it works:

You buy an article at the regular price, say 25 cents. You buy another article of the same kind for 1 cent. Two 25-cent articles for 26 cents. That's saving.

This great sale has been an established event for 15 years. Though followed as a model by many others, it is the original One Cent Sale. It is made possible by the nation-wide partnership of 10,000 Rexall

Druggists and the United Drug Company, the world's largest producer of drug store commodities.

Every piece of Sale merchandise is standard Rexall stock. No fictitious values. Every price genuine—all advertised and thoroughly known and approved in every part of the country.

Don't miss this Rexall One Cent Sale. Supply your home for the coming months. Make your money go practically twice as far as usual.

Portales Drug Store

SAVE with SAFETY
at your **Rexall** DRUG STORE

The REXALL Store

DAIRYMEN and POULTRYMEN

Will find it to their advantage to see us before selling their products.

THE HOUSE THAT SATISFIES

WOODDELL PRODUCE CO.

SOCIETY and Club

W. M. U. Meets Today.

Circular and II of the Baptist Missionary Society are meeting this afternoon at the parsonage with Mrs. Grizzle.

Missionary Society Meeting.

The Methodist Missionary Society is meeting at 2:30 this afternoon with Mrs. Frank Galloway.

WHEELER BROTHERS

GENERAL HARDWARE

Welding and Machine Work

A "Basket-ful" Of GROCERY BARGAINS FOR YOU!



A FEW pennies in themselves don't make much of a saving, but when you multiply them by the number of grocery items needed for your table — h-m-m, that's worth thinking about, isn't it?

Get Your Basket Filled Today With These Tempting GROCERIES AND MEATS

YOACHUM & SON

GROCERY AND MARKET



QUICK -- SOMEBODY! HELP!!

BANG! HIS MOTOR BACK-FIRED. OIL... FOOD FOR the flames. There he was, a mile from nowhere, his car going up in smoke. And in the excited, terrified lines of his face as he shouted for help, one could almost read the fact that he DIDN'T carry a cent of Insurance on the car.

Are you going to wait until Fate puts you in "the same boat?" Or wouldn't it be safer and safer to see us about a low rate, Auto Insurance policy now? Think it over and call on

J. Rex Forrest

Insurance Agency

ALL KINDS OF INSURANCE

Birthday Luncheon and Book Party.

On Friday afternoon Mrs. T. E. Mears gave a one o'clock birthday luncheon in honor of Mrs. H. F. Jones. Gay fall colors were carried out in place cards and menu. The house was decorated with bouquets of dahlias. Guests present at the luncheon were Mrs. H. F. Jones, Mrs. C. V. Harris, Mrs. A. F. Jones, Mrs. Fred Luper, Mrs. C. M. Compton, Mrs. J. B. H. Young and Miss Sallie Robertson.

At three o'clock these ladies with a number of others met at the home of Dr. and Mrs. N. F. Wollard, where Mrs. Mears entertained with a progressive book party for Mrs. Jones. At the close of the game brick ice cream, cake, nuts, and mints were served. Mrs. H. F. Jones was presented with a birthday book, which had been painted by Mrs. A. F. Jones, containing the good wishes of all the ladies present.

Those present besides the luncheon guests at the book party were: Mrs. G. W. Carr, Mrs. J. W. McMin, Mrs. J. J. Spire, Mrs. Ike Hughes, Mrs. H. H. Buchanan, Mrs. Rucha Smith, Mrs. N. F. Wollard, Mrs. E. N. Neer, Mrs. James Christoe, Mrs. T. A. Martin, Mrs. J. E. Wise, Mrs. R. W. Means, Mrs. J. G. Greaves, Mrs. Herman Luper, Mrs. Coe Howard, Mrs. C. A. McNabb, Mrs. J. L. May, Mrs. A. D. Ribble, Mrs. E. T. Hensley, Mrs. J. Rex Forrest and Miss Kate McManaway.

Sunday School Class Chicken Fry.

The young people's Sunday school Class of the Baptist church, which is taught by H. A. Hunter, had a chicken fry at the power plant Tuesday evening. After the chickens had been cooked and eaten the evening was spent in playing games.

Those present were Mr. and Mrs. Jack Norris, Mr. and Mrs. H. A. Hunter, Mr. and Mrs. Frank Dice of Clovis, Misses Alleen Norris, Bernice Hayes, Gladys Hoyer, Ruth Foster, Clara Florence, Tina Mae Locker, Julia Hankins, Hazel South, and Miss Bruner and Miss Jenkins. Mr. Steiner, Tom McCauley, Clovis and George Green, Leon Jones, Loren Allen, Lee Carter, and Marian Stinnett.

Dinner for U. D. C's.

Mrs. H. F. Jones entertained the members of the U. D. C. with a six o'clock turkey dinner Tuesday evening. The guests were seated at small tables. On each table was a bouquet of red and yellow dahlias. Mrs. J. B. H. Young, Mrs. Lula May, Mrs. E. T. Moody and Mrs. T. E. Mears assisted Mrs. Jones in serving the dinner. After dinner the evening was spent in playing bridge.

Those present were Mrs. Fred Luper, Mrs. Herman Luper, Mrs. G. J. Whitcomb, Mrs. J. W. McMin, Mrs. E. T. Hensley, Mrs. Coe Howard, Mrs. Lillian Taylor, Mrs. C. V. Harris, Miss Sara Kerr, Mrs. James Christoe, Mrs. Rucha Smith, Mrs. J. B. H. Young, Mrs. E. N. Neer, Miss Sallie Robertson, Miss Kate McManaway, Miss Helen Lindsey, Mrs. E. T. Moody, Mrs. Lula May, Mrs. T. E. Mears, Mrs. N. F. Wollard, Mrs. J. G. Greaves, Mrs. G. W. Carr, and Mrs. H. H. Buchanan.



Lift the Receiver---

AND tell the operator you want 19. She'll know that some housewife is showing good judgment in selecting her groceries and give you prompt service. For that number is

OURS!

Yes, indeed — for every table need — call us!

MODEL GROCERY.

Club Encampment Postponed

Owing to several cases of infantile paralysis over the state, the Club Encampment at the State College has been indefinitely postponed. As a result of this the county extension agent, Miss Sara Kerr, and the champion canning team of the 4H clubs of the county, Misses Vernie Hudgins and Mayme Davis of Floyd, will not spend next week at the college as planned.

This team gave before a good audience at the court house Saturday afternoon, the demonstration with which they were to compete at the encampment for the state championship.

Kensington Party

Portales ladies enjoyed a Kensington party on Mrs. G. W. Carr's beautiful lawn, from 2:30 to 5 o'clock Wednesday afternoon. Each lady was asked to wear a costume of calico, gingham or lawn and to bring her sewing. Failure to comply with one of these requests brought a fine, as also did a lady to be found not talking.

Miss Cooper delighted the ladies with two readings.

A style show, depicting the latest styles from gay Paris, was a scream.

Miss Roswell, presenting full skirts was represented by Mrs. R. W. Means.

Mrs. Jas. Christoe was the model displaying the latest in evening wear.

Mrs. Wise displayed the latest models in afternoon wear — with skirts a little shorter. Mrs. C. M. Compton was beautiful in figures.

Mrs. Rucha Smith very dignified represented Berge, and oil interests.

Miss Portales, the flapper, was Miss Jimmy Parks. She was joined by the Jelly Bean, Billy Jones, and they gave a wonderful exhibition of the Charleston.

Mrs. Carr as Mrs. Whitstinger, soliciting subscriptions to the Saturday Blade, was a scream. She pantomimed all the models and kept the ladies bursting with laughter the whole afternoon.

Jane Mauk was very chick in her reading about "Daddy Shave!"

At the close of the program the ladies were served delicious cream, cake and coffee. This party was given by the finance committee of the Woman's Club and netted approximately \$17.00.

Party for Younger Set

Mayme Brewer, Alene Barton and Hazel Russel entertained a number of their friends at the home of Mrs. John McDonald last Friday evening. Games and music by the Victrola throughout the evening. At about 11 o'clock refreshments were served to the following: Misses Frances Grimes, Bonnie Miller, Mildred Stewart, Ora Dendy, Josephine Goodloe, Mayme Brewer, Alene Barton and Hazel Russell; Messrs. Charles Goodloe, Champ Porter, James Kiker, Owen Disney, D. G. Hill and Bill Van Winkle.

Last Call

Portales bids fair to be a well "hatted" city. So many H. M. C. workers are still desirous of making fall hats that Miss Kerr has kindly consented to devote one more day to this subject, and that day is Saturday, Oct. 8th, and the court house is the place.

Mrs. T. A. Martin Entertains H. M. C.

Wednesday afternoon, Oct. 5th, Mrs. T. A. Martin extended the hospitality of her home to the H. M. C. The subject for the afternoon was Breads and Meats — The Value of Whole Wheat Bread, with Mrs. Orr as leader. The program opened by a whole wheat bread demonstration by Miss Kerr. This was followed by an article by Mrs. T. E. Livingston on the "Food Value of Liver." Liver being rich in protein, iron and vitamins, is an especially valuable article of diet, it contains all the vitamins, even vitamin E, which is not found in many foods. It is 90 per cent digestible, while potatoes are 78 per cent and beans 76 per cent. Club members having learned this and how palatable it can be made, Portales butchers need not be surprised to receive an avalanche of orders for liver.

Next came a question box prepared by Mrs. Orr, in which questions regarding bread and meat were both asked and answered and much valuable information received. While only a few responded to roll call with a recipe, lack of quantity was made up in quality as those present can testify, for several recipes were tested in a most appetizing and nutritious lunch which was composed of the whole wheat bread, Miss Kerr, graham raisin bread; Mrs. Orr, orange bread; Mrs. Martin, liverloaf; Mrs. Meuller, an excellent coffee.

The closing number for the afternoon was an expression of appreciation and esteem in a little gift to the president, Mrs. Murrell, who is leaving in a few days for Wink, Texas, there to make her home for a time.

Mrs. Murrell has been a very competent and most faithful president, never having missed a meeting during her administration, and will be sadly missed in club work as well as by her neighbors and a host of friends.

Recipes used in preparing the afternoon's refreshments will appear in this paper today or later.

Next meeting Wednesday, October 19th, will be with Mrs. T. E. Livingston at her apartment on East Colorado street. Subject: "Fabric Painting," with Mrs. R. W. Means in charge.

Picnic at Pop's

Miss Arlene Jones gave a picnic at Pop's Stand on the Clovis Highway last Friday evening. About twenty-five young people attended. A delicious supper consisting of sandwiches, fruit, cake and ice cream was enjoyed. After the picnic a number of the young people went to Clovis to the Fair.

Liver Loaf (H. M. C.)

Drop liver in boiling water for two minutes. Remove skin and grind. Add other ingredients and form into a loaf in greased baking pan. Cover during baking. Bake one hour 275 F. Garnish with tomato catsup.

1 pound liver.
1 cupful bread crumbs.
1 teaspoonful onion juice.
1 cupful tomatoes.
1 egg.
1 cupful ground bacon.
2 teaspoonsful salt.
1/2 teaspoon pepper.

—Mrs. Carl Meuller.

Whole Wheat Bread (H. M. C.)

1 cup lukewarm milk.
3 table spoons brown sugar.
1 1/2 teaspoons salt.
3 cups whole wheat or graham flour.

1/2 cake yeast.
Scald milk together with sugar and salt. When lukewarm, add yeast, mixing it first with a little of the milk. Add the flour, beat well, and let it double its volume. Beat thoroughly, put into a pan and let rise.

Miss Sara Kerr.

Graham Raisin Bread (H. M. C.)

1 cup milk.
1 cup water, warm.
1 cup brown sugar.
3 1/2 cups graham flour.
1 cup raisins.
1/2 teaspoon salt.
4 teaspoons baking powder.

Let rise ten minutes in a warm place, then bake one and one half hours.

Mrs. Fred Orr.

He Didn't Know

A colored woman, brought before a magistrate on a charge of being cruel in her punishment of her boy, asked: "Judge, have you ever been the father of a troublesome nigger boy?"

The judge said that he had not.

"Then you don't know nuthin' about it," she replied triumphantly.

Too Far Away

Golfer: "Doctor, you once recommended golf to take my mind off my work."

Doctor: "Yes."

Golfer: "Well, give me something to bring it back again."

COLD WEATHER IS ABOUT HERE

—Don't Forget to Get the Heater—

J. B. SLEDGE HDWE. CO.

PEARL MEAL

Bolited meal made from select white corn

—PORTALES MILL—

WHOLESALE AND RETAIL FEED

Across Street From Ballow & Price

—AND WHAT ELSE?—

OUR PHONE NEVER GETS A chance to ring a second time. We're right there with a cherry answer — ready to list your every order for high grade Groceries. And we're equally prompt on Delivery.

JUST RING 13

J. N. McCALL CO.

Lower Prices on a Finer Pontiac Six

Recently announced at lower prices, today's Pontiac Six combines six-cylinder performance and Fisher body luxury at the lowest cost in history. And it offers, in addition, all those improvements in design which have been added since the original Pontiac Six flashed into the field.

Come in today! Study and drive this finer, lower priced Pontiac Six. Then you will know why so many call it the world's best buy among the low-priced sixes — and why it continues to enjoy such spectacular success here and all over the world!

Holmes Motor Company

Joe Clevenger, Local Manager

The New and Finer PONTIAC SIX

745

New lower prices on all body types (Effective July 15)

Coupe	\$745
Sport Roadster	\$745
Sport Cabriolet	\$795
Landau Sedan	\$845
De Luxe Landau Sedan	\$925

The New Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

Good choice unimproved forty acre tract near town. Price \$3000; half cash, terms on balance.
EZRA WATTS, Portales, N. M.

—Triebs' Portola Theatre—

THURSDAY "COVERED WAGON"

WITH LOIS WILSON AND WARREN KERRIGAN
Everyone knows the Covered Wagon is the greatest picture of all times.

"DEMPSEY-TUNNEY"

Fight Picture. Showing all the fight allowed by Federal laws
BOTH PICTURES FOR 15c AND 35c

FRIDAY NITE AND SATURDAY MATINEE "LADIES BEWARE"

AN F. B. O. GOLD BOND
Fire Fighters No. 6, Mustang 2-Reel Western and 2-Reel Comedy.

ADMISSION ———— 10c AND 35c

SATURDAY NIGHT ONLY "PAINTING THE TOWN"

WITH PATSY RUTH MILLER
This is the season's greatest Comedy Drama. The KIMO, Albuquerque's finest theatre, opened their house with this picture. Also Comedy.

ADMISSION ———— 15c AND 35c

POULTRY RAISERS



We Have For Quick Sale 150
PURE BRED
WHITE LEGHORN PULLETS

Some Now La ying
Also We Have 100 Select Hens
Worth More Than We Are Asking

CALL AT
ROBERTSON PRODUCE

TOWING TAKES THE PLEASURE OUT OF MOTORING—

AND SUBJECTS YOU TO THE JEERS OF THE STREET URCHIN—

But that is just what will happen if you do not keep your car in proper condition.

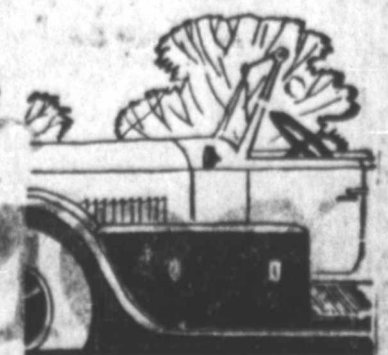
Our repair department is at your service to eliminate this trouble. An overhaul before the trouble begins will save you time and work and much useless expense. Our shop is in the hands of experts in this line.

A new set of tires will also add to the pleasure of your trip—provided they are of the kind that give service. This is where we are prepared to render you a real service. Let us equip your car with a set of casings that have stood the test. They are time and money savers.

Wood Garage

PHONE 99

Headquarters For Auto Accessories
and Service



LOCAL PERSONAL NEWS

Grandma Graham of Inez spent Tuesday with Mrs. J. P. Ford.

John Williamson of Richland was a Portales visitor Saturday.

Knox McClain of Clovis was a Portales visitor Monday.

John Slack of Elida was a Portales visitor Wednesday of this week.

A large number of Portales people are attending the Cotton Carnival at Roswell this week.

Sweet potato digging is now in full blast. The crop is good this year, and is turning out well.

Miss Sara Kerr has rented an apartment from Mrs. C. J. Whitcomb and is moving this week.

Mrs. L. B. Parrish and children spent Tuesday in Portales, guests in the R. D. Wright home.

Misses Kate McManaway and Sara Kerr were dinner guests Sunday in the Franse-Christoe home.

Mr. and Mrs. Jim Rose of Pleasant Valley were shopping in Portales Saturday.

Mrs. O. D. Lamberth of Pleasant Valley was the guest of Mrs. Carl Case Friday.

Mrs. Robinson and two daughters of Clovis visited her people, the C. L. Carter family, Friday.

Last Friday Dr. Brasell removed the tonsils of Miss Mae Bell McCarty. She is convalescing nicely.

The B. B. Thigpen family moved the first of the week to the Dr. Bromley residence.

Mr. and Mrs. Clem Estes are rejoicing over the arrival of a fine daughter in their home Tuesday morning.

Mrs. Elmira Adams and family of Tatum, N. M., were guests last week of her mother, Grandma Williamson.

N. R. Blackard made a business trip to Wink Wednesday, taking a load of household effects for Mrs. E. C. Murrell.

Ted Bonner left on Wednesday morning for Roswell, where he will enter in the rodeo events of the Cotton Carnival.

H. Hill, one of Roosevelt county's progressive farmers, enrolled Saturday as a reader of The Portales Valley News.

Miss Wilma Ohlhausen of St. Vrain spent Sunday with her parents, Mr. and Mrs. R. B. Ohlhausen.

Mr. and Mrs. T. A. Martin and Miss Sara Kerr were guests of Mr. and Mrs. F. E. Conway at Clovis Sunday evening.

Mrs. Lillian Taylor spent this week in Portales, the guest of Mrs. A. D. Rubble, Mrs. Coe Howard and other friends.

Miss Estelle Johnson and Mr. Ted Summers were the dinner guests of Mr. and Mrs. John South Sunday.

WILL SELL

GOOD FORD SEDAN WORTH THE MONEY
Inquire at

Bracken's Battery Shop

Miss Sara Kerr accompanied by Mrs. W. N. Kiker of East Valley View and Mrs. W. H. Catt attended the Curry county fair Friday afternoon.

Reed Murrell and wife of Kenna spent Sunday in Portales and they and Mrs. E. C. Murrell and son, Ralph, were dinner guests of Miss Bess Dohoney.

J. W. Clem, one of the progressive farmers of the Rogers community, was in town Saturday and renewed his subscription to the old reliable for another year.

Mrs. Odus Williams left Monday for her home in Electra, Texas, after a month spent here with her mother and sister, Mrs. F. L. Hill and Mrs. Jack R. Medlin.

J. Nicholson, who has been making his home with his daughter, Mrs. W. H. Nicklas, of Redlake, departed Friday for Denver to visit his daughter, Mrs. C. A. Coffey.

Mr. and Mrs. Esque and daughter, Mrs. McCormack, and Miss Mamie Phillips, all of Rogers, attended services in Portales Sunday and were dinner guests of Rev. and Mrs. L. L. Thurston.

Mrs. Hendry and daughter, Zora, of Elida, were guests one day last week in the Carl Case home, and Miss Gladys Hendry, who has been staying with Mrs. Case, accompanied them home.

Mr. and Mrs. H. O. Minick were in from their farm west of Portales last Saturday. They stated that if the frost stayed off a while longer they would make some money on their tomato crop.

W. G. Griffin of Bledsoe, Texas, was in town Tuesday of this week, and enrolled as a reader of The News for the coming year. Mr. Griffin reports Bledsoe as a growing town.

S. A. Jackson, head of the Rogers schools, was in Saturday and dropped by The News office. Prof. Rogers tells us that typewriting is being given in the school this year and he came by for a ream of paper.

O. D. Vandiver of Gorman, Texas, has traded for the Cooner place south of Rogers and moved in with his family on the 14th of this month. Mr. Vandiver started out right by subscribing to the News to keep posted on county affairs.

Mrs. E. C. Murrell has rented her home on Utah street to Mrs. H. P. Wood and her parents, Mr. and Mrs. J. B. Crawford, of Arch, and she and her son, Ralph, are joining Mr. Murrell at Wink, where he has been for some time.

J. B. Raymond and family moved Tuesday into the Hawk residence on Utah street recently vacated by the J. K. Long family, and will occupy same while wrecking his home on Montana street and erecting in its stead a modern six room bungalow.

B. B. Greathouse of the Inez community was in town Saturday. Mr. Greathouse reports his wheat crop as doing fine and about ready to turn the cattle on. He has 110 acres which were planted early and says that it looks like a real wheat year for him.

Mrs. W. M. Goode and Mrs. Blanche Martin, mother and sister of Mrs. B. B. Thigpen arrived last week end from Electra, Texas, for a visit in the Thigpen home. Mrs. Martin returned Saturday to Electra, Mrs. Goode staying for a longer visit, probably through the winter.

Miss Sara Kerr conducted a millinery school at Arch on Thursday of last week and reports a fine attendance, twelve hats made, and felt ordered for eight more. Mrs. James Christoe had the pleasure of attending this meeting with Miss Kerr.

Floyd Holmes of Kentucky Valley was in town Thursday of last week, having the tonsils removed from his three children. Floyd is one of the school directors of the Kentucky Valley district, and keeps posted on the county seat happenings through reading The Portales Valley News.

Mr. and Mrs. J. N. Locker and daughters, Tina Mae and Edna, Miss Rith Trout of Wheeler county, Texas, who has been a guest in the Lovker home, and Miss Myrna Cissell motored to Las Vegas Friday, where the last three mentioned young ladies entered school. Mrs. Locker and Tina Mae returning to Portales Monday.

Mr. and Mrs. J. B. Priddy went to Wink Wednesday. They expect to return Friday.

Rev. and Mrs. Jack Winsett and Hugh Hiett came in from Roswell Monday for a few days visit with Rev. and Mrs. J. F. Grizzle. Rev. Winsett closed a very successful meeting at Roswell on Sunday night. They left Portales Tuesday and went to Clovis, where he preached Tuesday night, then went on to their home at Abilene, Texas.

Uncle Billy Moore returned home last Saturday from a visit of his old home at Vinita, Oklahoma, and now has a wonderful display of some of the wild fruits of that section of the country, consisting of hickory nuts, walnuts, black haws, and paw-paws. This display has made the mouths water of many of the old timers from Arkansas and Oklahoma, and to many came the baying of the hounds on the O'possum hunt down in the "simmon" grove. To the children of this section these were a novel sight, and many have been the bed time stories called forth by the memory of blistered backs caused by packing a sack of green walnuts home from a nutting trip to the bottom lands.

TO HELP MATTERS

Passionate—"The more I look at you the more beautiful you seem."
Sweetie—"Yes?"
"I ought to look at you more often."

A California engineer and his friend the New Mexican engineer were taking a tour of the Southwest. The Californian had got himself in "bad" by forever talking of the engineering feats of his colleagues. At last they came to Elephant Butte and the New Mexican swelled with pride and assurance as he pointed to the dam and the lake.

"There's something you can't duplicate in California," he said.

The Californian was silent for a moment, then he burst out suddenly: "No, but if I had the Los Angeles water plant here I'd pump that darn thing dry in fifteen minutes."

Next time you buy calomel ask for



TRADE MARK REG.
The thoroughly purified and refined calomel combined with assistant and corrective agents.
Nausealess—Safe—Sure

NOTICE!

To Members Farmers Cooperative Elevators Association

After October 15 the Elevator will be open on Saturday only of each week until further notice.

DIRECTORS

WE WANT TO SEE---

500 HENS
5 TO 10 GOOD MILK COWS
2 BROOD SOWS
ON EVERY FARM IN
ROOSEVELT COUNTY

It Means
Financial Independence
For the People of our County

FIRST NATIONAL BANK

In Now--- For Fall Wear!

Topcoats - Suits - Pants - Sweaters
Underwear - Worth Hats - Adjustable Caps
And Arrow Shirts

Specials in Boys' School Pants, Sweaters and Lumberjacks. Call in and See What We Have to Offer.

SHOES OF STYLE AND QUALITY

AT PRICES FAR BELOW COST

TO THE LADIES:

We Will Carry a Line of All-Silk Full-Fashion
CHIFFON HOSE

— PRICE \$1.75 —

.. COME IN AND SEE US ..

Fields & Bonner

THE MAN'S STORE

Trim-Looking . . . Smartly-Styled

Suits Of Quality

In Many "Eye-Appealing" Fabrics

\$17.50 to \$35.00

New Mexico Weekly Industrial Review

Organ—Rich shoot of silver chloride ore struck in Mollie Barger mine here.

Lovington—2 new locations for oil tests made in eastern part of Lea county.

Artesia—Cotton crop valued at more than \$500,000 predicted in this section.

Las Cruces—Approximately \$5,000,000 will be realized on cotton crop under Elephant Butte project this year.

Las Cruces—Farmers near here planting 30 acres to spinach.

Artesia—Application of V. S. Welch for franchise to pipe natural gas into this city from Artesia oil field approved.

Silver City—Building in progress

at end of September in this city involved expenditure of \$300,000.

Carlsbad—Grace Episcopal church undergoing repairs.

Artesia—15 cars of apples shipped from district up to recent day.

Carlsbad—Project gins turned out 2280 bales of cotton up to recent day.

Encino—New office building of State Highway School completed.

Mosquero—L. R. Crosthwait erecting new \$400-gallon storage tank for kerosene.

Gallup—Work progressing on new Elks' Club building here.

Gallup—Construction of new telephone building on Aztec street to be rushed to completion.

Silver City—Contract awarded for installing plumbing and heating equipment in new primary school building here.

Raton—Work of widening Cimarron Canyon highway between this place and Taos progressing rapidly.

Alamogordo—Work to begin at once on \$73,000 new sewer system here.

Farmington—Great Basin Oil Company to resume drilling on its location northwest of here.

Albuquerque—Contract let for a new lecture hall at University of New Mexico.

Carlsbad—Preliminary survey being made of Canal street for paving.

Las Cruces—Isaacs ranch near here reported to have contracted all its calves for December delivery at \$36 per head.

Roswell—Plans now under way to paint name "Roswell" on one of highest buildings for benefit of aviators.

Artesia—Cotton picking under way here brings demand for 400 additional laborers.

Carlsbad—Drilling operations on third core tests for potash in Southwestern New Mexico completed.

Lindsay—1500 bales of cotton ginned here up to recent date.

Deming—Angelus oil prospect well down 2330 feet with good showing.

High School Football RAMS LOST FIRST GAME

In the last half of the game staged Friday on the local field, the Texico-Farwell team managed to slip over two touchdowns and win the game by a score of 13-0. The touchdowns came as a result of forward passes. The Rams were not by any means defeated because of lack of fight. They played the game and played it hard from start to finish. It takes fight and dash to stop a running play such as a plunge, fake or end run, and the Rams proved to be bad medicine for all the running plays of the visiting team. It takes experience and hours of practice to break up a forward pass attack, and therein lies the explanation for the Rams' defeat. It was not lack of spirit but lack of "experience." The Portales line-up follows: Captain V. Wilson, full; Leon Slaten and Homer Watts' half; Charlie Little, quarter; Perry, Donaldson and Bankston, ends; Jones and Morrison, ends; Mears Nelson and Richardson and Cox, guards, Deen, center. Backers and Smith played short periods at full; Watson, Black and Stroup officiated.

NOTES

Captain Volvie Wilson played especially well on both offense and defense, getting away with several long runs and tackling fiercely on the defense.

A visiting rooter from Farwell remarked on the surprising amount of fight and spirit the Rams exhibited in the face of the little interest shown for the team's fate by the Portales people.

That is no reflection on those people who did see the game, for let it be known here and now that the Portales rooters supported the team until the last minute. It was lack of quantity, not quality, the Farwell rooter commented on.

The Rams line-up held like a stone wall and much of the credit for that must go to the line coach, Mr. Stinnett.

Raymond Morris, tackle, Eldridge Mears, guard, and Bob Deen, center, were in every play ably assisted by their partners on the line.

Next week, Friday, the Hereford team will be here for a contest with the first string.

Game will be called at 2:45.

Rogers School News

The Rogers high school has elected a staff for the purpose of contributing news of the entire community to the county papers. As the school and people of this community are very progressive, we hope to be able to furnish some interesting and beneficial articles throughout the year.

The school is progressing nicely with an enrollment of about 160, forty of which compose the high school. The senior class, especially, has increased considerably in size over that of the past years, there now being eight in this class.

Last Friday night the seniors entertained the high school and faculty with a backward party, given at the school building. All complying with the request to be dressed backward, furnished much amusement, each, of course, considering how backward the others looked. Many interesting games were played, after which refreshments were served, consisting of cake and lemonade. Professor Rickard from Arch and Professor Jackson gave the seniors a talk which was very much enjoyed. The jolly group departed at a late hour, declaring the party a success.

The entire school gathers in assembly every Monday afternoon and are entertained by a specified group of pupils. These school entertainments help create an interest in school work. Visitors are always welcome.

The high school and the seventh and eighth grade boys attended the soil demonstration at Mr. Holland's Monday afternoon. They reported receiving some new ideas about terracing, etc.

The high school boys and girls have their new basket ball suits, and will be ready for work when the season opens.

Mr. Tolle Clark overturned his truck about a mile from Rogers from town. They were fortunate in not being severely injured. Mrs. Clark and the two children received several bruises, and the little girl had one rib broken.

Sunday school was well attended Sunday. Everyone is invited to attend every Sunday, for we are always glad to have you. Remember the singing at Rogers every first and third Sunday nights, and everybody come.

The Ines Sunday school elected new officers last Sunday and we are now expecting to have a better Sunday school than ever before. We invite everybody to attend.

MRS. H. D. Dug CHEEK'S AUCTION SALE

Saturday, Oct. 8, 1927

1 1/2 MILES N. W. OF PORTALES, N. M.
1/2 MILE N. W. OF YOUNG & HATCH FEED PENS

I will sell at Public Auction, the following described property. Sale to commence at 2 p. m:

- | | |
|--|--|
| 1 Brown Jersey cow, 3 yrs. old giving milk, heifer calf by side. | 1 Yellow Jersey cow, giving milk. |
| 1 Yellow Jersey cow, 5 yrs. old fresh, heifer calf by side. | 1 2-year-old heifer, fresh soon. |
| 1 Brown Jersey cow, 3 yrs. old giving milk, heifer calf by side. | 1 bay horse, 3 mules, 1 kid pony. |
| 1 Jersey cow, 3 yrs. old, giving milk, heifer calf by side. | 1 row binder, 1 gasoline engine |
| | 5 turkey hens, 1 tom, several young turkeys. |
| | A few White Leghorn pullets. |

TERMS: All sums of \$25.00 and under, CASH. All sums over \$25.00 a credit of 12 months will be given, purchaser required to make a well secured note bearing 10 per cent from date of sale. 5 per cent discount on sums over \$25.00 for cash. There will be no reserves or by-bids. Everything sells.

BE SURE AND COME AND TELL YOUR FRIENDS AND NEIGHBORS

Mrs. H. D. Dug Cheek
OWNER
V. J. CAMPBELL, Auctioneer.



Everywhere - people turn to admire its beauty!

Embodying all the masterly design and craftsmanship of bodies by Fisher. —offering such marks of distinction as full-crown, one-piece fenders and bullet-type lamps— —and finished in lustrous colors of genuine, lasting Duco—today's Chevrolet is everywhere acclaimed as one of the world's most beautiful automobiles. . . so refreshingly different, so outstandingly smart and stylish that people everywhere turn to admire it!

And this remarkable smartness is matched by a type of performance that is no less outstanding—perfect comfort at every speed, flashing acceleration, and delightful handling ease.

Come in and see today's Chevrolet. One glance at its custom-built beauty, one ride at the wheel of your favorite model—and you will know why Chevrolet is everywhere classed as the world's finest low-priced car.

The IMPERIAL LANDAU	
Reduced to	\$745
The Touring or Roadster	\$525
The Coach	\$595
The Coupe	\$625
The 4-Door Sedan	\$695
The Sport Cabriolet	\$715
1/2-Ton Truck	\$395
1-Ton Truck	\$495
(Chassis Only)	
All prices f.o.b. Flint, Michigan	
Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.	

Portales Motor Co.
Add Hobbs, Manager
QUALITY AT LOW COST



Before The Snow Flies—Get That
ROOF FIXED!

KEMP LUMBER COMPANY

Announcement!

I wish to announce the appointment of Mr. Ezra Watts of Portales as District Agent for the OCCIDENTAL LIFE INSURANCE COMPANY in this territory.

Mr. Watts will maintain his office in Portales and will be glad to render all possible service to our numerous old policy holders, as well as supplying the people of this section with the best possible life insurance policies to fit their particular needs now and in the future.

I solicit for him a continuation of the patronage the Occidental has enjoyed here in the past.

Raymond B. Stamm
Agency Manager for New Mexico
Occidental Life Insurance Company

See Us For:
Engines, Windmills, Pump Supplies, and Plumbing Fixtures

WITH OUR LARGE STOCK WE ARE IN POSITION TO SUPPLY YOUR EVERY NEED IN OUR LINE. WE HANDLE NOTHING BUT STANDARD GOODS. WE EMPLOY EXPERTS TO ASSIST YOU IN YOUR PUMPING AND OTHER PROBLEMS

Case Tractors

HAVE BEEN LEADERS IN THE TRACTOR FIELD FOR LONG YEARS PAST. WE WILL BE GLAD TO DEMONSTRATE THIS TRACTOR TO YOU NOW AND QUOTE YOU PRICES. ALL SIZES OF PULLEYS, BLOCKS AND ROPE.

Lariat Rope--Made for Service

WE CARRY A GENERAL LINE OF SET SCREWS, BOXINGS, BOLTS, BELTING, PIPE FITTINGS OF ALL SIZES, PUMPS, CYLINDERS AND ANYTHING THAT IS USED IN GETTING WATER TO THE TOP OF THE GROUND.

Roswell Pump & Supply Company
The House of Dependable Merchandise
ONE BLOCK FROM DEPOT PORTALES, NEW MEXICO

EEK'S
1927

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A. J. GOODWIN
U. S. COMMISSIONER
Portales — N. M.

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Practice in all the Courts
Office over the News

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Local Surgeon
A. T. & S. F. Hospital Ass'n.
Phones: Office 49, Res. 169

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Dentist
Rooms 14 and 15, Reese Bldg.
Office Phone 26
Res. Phone 108

DR. J. S. PEARCE
PHYSICIAN AND SURGEON
Office at Pearce's Pharmacy
Office Phone 34, Residence 23

YOUNG & HATCH
Hog Buyers
and Grain Dealers
Office Phone 37, Feed Pens 91

FOR HOUSE WIRING
by Licensed, Bonded Electrician
—SEE—
FRED L. OHR
PHONE 156

BLANCO BARBER SHOP
E. M. Kornegay, Mgr.
Lindsey Building
Two Doors From Post Office

W. B. OLDHAM
Farm Loans and Insurance
I Write Fire and New York
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S. N. HANCOCK, Optometrist
Eyes Tested, Glasses Fitted
Registered under the State
Board of New Mexico
North Side Square
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A. F. & A. M.
Portales Lodge No. 26
Meets Saturday night on
before the full moon in each
month.
E. T. MOODY, W. M.
J. R. SHOCK, Secy.

SHIP US DIRECT
"We Never Let the Sun Set on
A Can of Cream Unpaid For."
EL PASO CREAMERY CO.
El Paso, Texas.

Portales Hotel
On the Square
Good Beds Good Meals

HENRY GEORGE
MORTUARY
Complete stock of cheap Cas-
kets, Metal Caskets and Vaults.
Complete equipment, and prices
you can afford to pay.
Day Phone 68 Night Phone 104

WATCH AND JEWELRY
REPAIRING
W. E. BAZEMORE
Portales, N. M.

THESE
WANT AD'S
BRING
RESULTS
WANT
AD'S

FOR SALE

FOR SALE OR TRADE—Good second hand tractors: 12-20 Rumley; 18-32 Avery, Fordson and one 12-20 Stone. George & King, Phone 7. 49-2tc

FOR SALE—1 second hand McCormack row binder, \$90. 5 miles north and two miles west of Rogers, N. M. A. R. Page. 40-2tp

FOR SALE—Sweet Potatoes, 1 1/4 pound, 2 miles east of Portales, A. B. Stockton. 48-3tp

FOR SALE—New cane 5c delivered in town, 4c at farm. This is good stuff. Valley View Farm. W. E. Reynolds. 47-4tp

FOR SALE—5 room house, modern. 20 Acres shallow water land, two miles from town. 1 Section Land for sale or trade. 48-1tc E. T. Moody.

FOR SALE—Windmill, tower and overhead tank. See J. P. Adams. 46-1tc

GERANIUM CUTTINGS—Red and pink geranium cuttings for winter pot plants, also a few nice plants. They are free. Mrs. J. G. Greaves.

FOR SALE—Good Piano. Call at News office.

I WILL SELL a Broom Corn seed and baler (The Paris Make) at a bargain. Only used 1 1/2 crops; also 1 New Williams Grist Mill, grain cleaner and sieve. It's cheap at \$70.00. J. B. Judah, Merce, Causey, N. M. 48-3tc

FOR SALE—160 acres of land 3 miles west of Floyd High School. Mrs. Jennie Armitage, Floyd, N. M. 50-2tp

FOR TRADE—15-30 tractor for land in Portales Valley. J. B. Yeakle, McAllister, N. M. 49-2tp

EGGS WANTED at the Cash Bargain Store, Elida, for either cash or trade. 49-2tc

FOR LUMBER JACKS, WINTER underwear, wool t'p shirts, duck leather or sheep-lined coats, winter wear work clothes, men's and boys' suits, hats, caps, shoes and oxfords. To The Cash Bargain Store, Elida. 48-2tc

PLANET—JR.—SWEET POTATO grow is the best. Get it at Wheeler Bros. 49-2tc

NOTICE OF FORECLOSURE SALE
Notice is hereby given, that whereas in Cause No. 2, 38 pending in the District Court of Roosevelt County, N. M., wherein Miles E. Cook was plaintiff and G. A. Sillgar et al were defendants, judgment was rendered therein on June 2nd, 1927, in favor of the plaintiff for the sum of \$1293.78 with nine percent per annum interest thereon from date of judgment until paid, together with costs, and amounting to date of sale hereinafter fixed to the sum of \$1324.98, exclusive of costs, and said judgment being a foreclosure of certain mortgage liens for said above amounts upon and against the SW 1/4 of Sec. 8 and the NW 1/4 of NW 1/4 of Sec. 17 in Twp. 3 South of Range 33 East N. M. P. M. in Roosevelt County, N. M., and ordering the sale of said lands for the purpose of satisfying said indebtedness and costs, and said undersigned, being appointed by the court, as Special Master, to sell said lands for said purpose; now, therefore, by virtue of the premises aforesaid, I, A. J. Goodwin, Special Master, will at the hour of ten o'clock a. m. on Oct. 10th, 1927, at the front door of the courthouse in the town of Portales, N. M., sell said above described lands at public auction to the highest bidder for cash for the purpose of satisfying said indebtedness and costs. Dated Sept. 10th, 1927.

A. J. GOODWIN,
Special Master.

IN THE PROBATE COURT OF ROOSEVELT COUNTY, NEW MEXICO

In The Matter of the Last Will and Testament of W. H. Fisher, Deceased. No. 428.

NOTICE OF THE APPOINTMENT OF EXECUTRIX

Notice is hereby given that on the 8th day of September, 1927, the undersigned, Jessie M. Fisher, whose residence is Portales, New Mexico, was duly appointed executrix of the Last Will and Testament of W. H. Fisher, deceased, by the Probate Court of Roosevelt County, New Mexico, and that she duly qualified as such.

All persons having claims against said estate are hereby notified and required to present the same to the undersigned or file same in the office of County Clerk of Roosevelt County, New Mexico, within one year from said appointment as required by law or the same will be forever barred.

In witness whereof I have hereunto set my hand this 8th day of September, 1927.

JESSIE M. FISHER,
Executrix.

BAKER'S FOOT EASE
If you want to keep your wife smiling, try BAKER'S FOOT EASE. It stops all odor and sweat. Makes your feet feel cool.

For sale at:
John Skinner's Shoe Shop.
Portales Drug Store.
Priddy & Pooshee.
Ison Dry Goods Company.
C. V. Harris, Dry Goods.
New Mexico Drug Co.
S. B. Owens Shoe Shop.

THE PORTALES VALLEY NEWS

CONSTITUTIONAL AMENDMENT NO. 1

PROPOSING TO AMEND SECTION 10 OF ARTICLE 4 OF THE CONSTITUTION OF THE STATE OF NEW MEXICO.

H. J. R. No. 2.
Approved March 7, 1927.
Be it Resolved by the Legislature of the State of New Mexico:

That it is hereby proposed to amend Sec. 10 of Article IV of the Constitution of the State of New Mexico being entitled "Compensation of Members of the Legislature" so as to read as follows:

"Sec. 10. Each member of the Legislature shall receive as compensation for his services the sum of ten dollars (\$10.00) for each day's attendance during each session and ten cents (.10) for each mile traveled in going to and returning from the seat of government by the usual traveled route, once each session, and he shall receive no other compensation, prerequisite or allowance."

(Sept. 22 Oct. 13.

CONSTITUTIONAL AMENDMENT NO. 2

A JOINT RESOLUTION PROPOSING AN AMENDMENT TO THE CONSTITUTION OF THE STATE OF NEW MEXICO.

J. R. No. 5.
Approved March 9, 1927.
Be it Resolved by the Legislature of the State of New Mexico:

That there is hereby proposed the following amendment to the Constitution of the State of New Mexico, to be numbered and designated as Article XXIV.

ARTICLE XXIV.
State and County Officers—Election—Terms—Ineligibility—Residence of State Officers.

Section 1. The Executive Department shall consist of a Governor, Lieutenant-Governor, Secretary of State, State Auditor, State Treasurer, Attorney General, Superintendent of Public Instruction and Commissioner of Public Lands. Such officers shall be elected at the general election to be held in the year 1928, and in each fourth year thereafter for the term of four years beginning on the first day of January next after their election.

Such officers shall, after having served one term, be ineligible to hold any state office for four years thereafter.

The officers of the Executive Department, except the Lieutenant-Governor, shall, during their terms of office, reside and keep the public record books, papers and seals of office at the seat of government.

Sec. 2. County officers shall be elected for a term of two years and after having served one term, shall be ineligible to hold any county office for two years thereafter. The County Officers elected at the general election held in 1928 shall hold office until the first day of January, 1930. County officers shall be elected at an election to be held on the first Tuesday after the first Monday in November, 1928, and on said day in each odd numbered year thereafter.

Sec. 3. Section 1 of Article V of the Constitution of the State of New Mexico are hereby repealed.

Sept. 22, Oct. 13.

CONSTITUTIONAL AMENDMENT NO. 3

SENATE JOINT RESOLUTION PROPOSING AN AMENDMENT TO THE CONSTITUTION OF THE STATE OF NEW MEXICO.

AUTHORIZING THE EXCHANGE OF STATE LANDS IN NATIONAL FORESTS FOR LAND OF THE UNITED STATES OF EQUAL VALUE AS PROVIDED BY ACT OF CONGRESS APPROVED JUNE 15, 1926.

S. J. R. No. 6.
Approved March 10, 1927.
Be it Resolved by the Legislature of the State of New Mexico:

WHEREAS, the Congress of the United States by Act of Congress approved June 15, 1926, amended Section 10 of the Enabling Act of the State of New Mexico, approved June 20, 1910, so as to provide for the exchange of State Land in national forests for land of the United States.

THEREFORE the following amendment to the Constitution of the State of New Mexico is hereby proposed to be added to Article XXI as Section 11 thereof.

Section 11. This state and its people consent to the provisions of the Act of Congress approved June 15th 1926, entitled "An Act to Amend an Act approved June 20, 1910, entitled 'An Act to enable the people of New Mexico to form a constitution and State government and be admitted to the Union on an equal footing with the original states, and to enable the people of Arizona to form a constitution and State government and be admitted to the Union on an equal footing with the original states.'"

And the governor and other state officers mentioned in said Act are hereby authorized to execute the necessary instruments to effect the exchange of lands therein provided for.

Sept. 22 Oct. 13.

CONSTITUTIONAL AMENDMENT NO. 5

A JOINT RESOLUTION PROPOSING TO AMEND SECTION NINETEEN OF ARTICLE FOUR OF THE CONSTITUTION OF THE STATE OF NEW MEXICO AND FIXING THE TIME OF HOLDING AN ELECTION THEREON.

S. J. R. No. 8.
Approved March 14, 1927.
Be it enacted by the Legislature of the State of New Mexico:

Section 1. That it is hereby proposed to amend Section Nineteen of Article Four of the Constitution of the State of New Mexico, said Article being entitled, "Legislative Department," so as to read as follows:

"Sec. 19. No bill shall be introduced at any regular session of the Legislature subsequent to the forty-fifth legislative day, except the general appropriation bill, bills to provide for the current expenses of the government, and bills to enact legislation as may be recommended by the Governor by special message specifically setting forth the emergency or necessity requiring such legislation."

Sec. 2. In event of the passage and approval of the foregoing amendment the same shall be submitted to the people at the general election in November, 1928, or at any special election held prior to that time for the purpose of voting on constitutional amendments.

Sept. 22 Oct. 13.

NOTICE

THE STATE OF NEW MEXICO, to Louise A. Nail, Eva. W. Nash, Lula Weisbach, Euda C. Maxwell and Earl C. Nail—GREETING:

Notice is hereby given that Eva W. Nash, administratrix herein, has filed her final report in said cause and the 7th day of November, 1927, has been the day set by the Court for the hearing of said final report and accounting and as the day to determine the heirs of said deceased, the ownership of his estate and the interest of each respective claimant thereto or therein, and to determine the persons entitled to the distribution thereof, and a final settlement of said estate.

THEREFORE, any heir, creditor, or other person interested in said estate may on or before the date aforesaid file objection thereto, or to any particular item thereof, and the same will be heard and determined by the Court, together with said final report.

Compton and Compton, Portales, New Mexico, are attorneys for executor.

Given under my hand and official seal this 3rd day of October, 1927.

PAUL E. MORRISON,
Clerk.

By A. J. Goodwin, Deputy.
Oct. 6-27-C&C

NOTICE OF SUIT

STATE OF NEW MEXICO, TO TAYLOR B. SLATE, IMPEALED WITH THE FOLLOWING NAMED DEFENDANTS: A. N. T. S. AGAINST WHOM SUBSTITUTED SERVICE IS HEREBY SOUGHT TO BE OBTAINED, TO-WIT:

TAYLOR B. SLATE AND ROXIE E. SLATE, HIS WIFE, AND ANY AND ALL UNKNOWN HEIRS OR ADVERSE CLAIMANTS.

You and each of you, are hereby notified that a suit has been filed against you in the District Court of Roosevelt County, State of New Mexico, in which the Illinois Valley Trust Company, a corporation, is plaintiff, and you Taylor B. Slate and Roxie E. Slate and any and all unknown heirs or adverse claimants, are defendants; that said cause is numbered 2337 on the Civil Docket of said Court.

That the general objects of said suit are as follows: To secure and recover judgment on one promissory note, interest, and a mortgage bearing date of May 9, 1925, given to the Union Mortgage Company, Clovis, New Mexico; the sum of \$567.38 being past due, plus interest, taxes, costs and attorney fees; and the further judgment foreclosing said mortgage bearing said date and executed to secure said note, and covering the following described real estate, situate in Roosevelt County, New Mexico, to-wit:

The South half of section Twelve (12) in Township Eight (8) South, Range Thirty-five (35) East, New Mexico Meridian, New Mexico, containing 320 acres, and have said property sold to satisfy said mortgage and judgment.

You are further notified that if you fail to answer or plead in this cause, or make appearance on, or before, the 25th day of November, 1927, judgment by default will be taken against you in this suit, and the allegations of Plaintiff's complaint taken as true and confessed.

Fred E. Dennis is the attorney for the Plaintiff and his post office address is Clovis, New Mexico.

WITNESS MY HAND AND SEAL OF THIS COURT this 4th day of October, 1927.

PAUL E. MORRISON,
County Clerk.

By A. J. Goodwin, Deputy.
Oct. 6-27-D.

NOTICE

THE STATE OF NEW MEXICO, to T. F. Jones, Lillie May Autry, Connie Depperman and Lonnie Jones—GREETING:

Notice is hereby given that T. F. Jones, executor of the last will and testament of W. S. Jones, de-

CEASED

ceased, has filed his final report in said cause and the 7th day of November, 1927, has been the day set by the Court for the hearing of said final report and accounting and as the day to determine the heirs of said deceased, the ownership of his estate and the interest of each respective claimant thereto or therein, and to determine the persons entitled to the distribution thereof, and a final settlement of said estate.

THEREFORE, any heir, creditor, or other person interested in said estate may on or before the date aforesaid file objection thereto, or to any particular item thereof, and the same will be heard and determined by the Court, together with said final report.

Compton and Compton, Portales, New Mexico, are attorneys for executor.

Given under my hand and official seal this 3rd day of October, 1927.

PAUL E. MORRISON,
Clerk.

By A. J. Goodwin, Deputy.
Oct. 6-27-C&C

AMBUSANCE SERVICE—Ed. J. Neer.



COGGINS MARBLE CO.

Canton, Ga.
MASTERPIECES IN
GEORGIA MARBLE

—and—
ELBERTON BLUE GRANITE

"The Stone Eternal"

Represented by—
J. W. STIGALL

Richland, N. M.

Watch for 3 things

FIRST make sure that your gasoline starts easily, then check it for acceleration, its ability to deliver a rapid pick-up, and finally be certain that it delivers real power and mileage. You can be sure of these things if you fill with Conoco—the triple-test gasoline. Conoco is refined to meet every motoring requirement. It will never fail you. Get it at the sign of the Continental Soldier.

CONTINENTAL OIL COMPANY

Producers, Refiners and Marketers
of high-grade petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming

THE triple test
MOTOR FUEL
CONOCO
GASOLINE
1 Starting
2 Acceleration
3 Power and Mileage

Camel

Climbing to new heights of popularity

Government figures show that more Camels are being smoked today than ever before. One after another Camels passed them all.

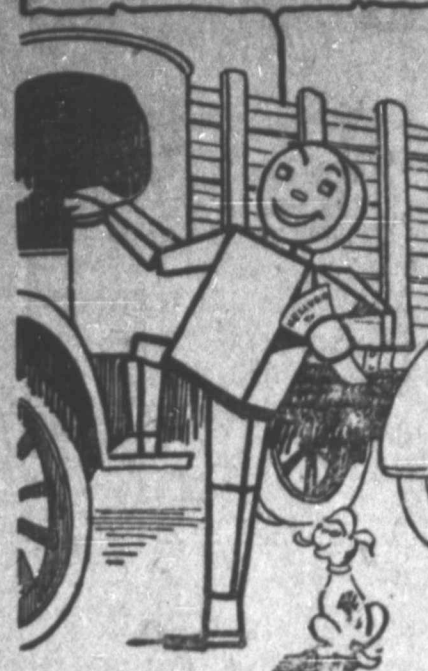


If all cigarettes were as good as Camel you wouldn't hear anything about special treatments to make cigarettes good for the throat. Nothing takes the place of choice tobaccos.

© 1927, E. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Bill Ding says:

**TIME IS MONEY
WE SAVE YOU BOTH—
WITH QUICK DELIVERIES
AND GOOD LUMBER**



**PORTALES LUMBER
COMPANY**
PHONE NO. 10

**Dependable Building
Service**

**INK SPOTS
BY THE LINO OP**

You know, the pastor of this column has a great habit of exercising the family Ford each Sunday afternoon by rambling around over the regions adjacent to the county capital. And the past Sabbath was no exception. According to custom we gassed the bus, fixed all the flats and herded it toward the north, and somewhere out there about half way between here and the horizon we came upon a farm where the yam harvest was on; great piles of the root that made Portales famous were to be seen along the recently made furrow and crates of the same delicacy were lined up along the fence. A little further up the way we came to a farm house where White Leghorn chickens were scattered promiscuously over the premises. We are of the opinion that this farmer lives at home. In the distance could be seen shock after shock of feed, standing in the field. The only article missing was a few pumpkins—and our imagination took care of that. We could see this place along about Christmastime. We pictured the owner as a man with a fruitful chin—like Santa Claus, and our thoughts turned to cranberry sauce, pumpkin pie, drumsticks, pulley-bones and other things. Anyway, we were content to halt the sturdy flivver for a moment and gaze—and dream, and that masterpiece, "When the Frost is on the Pumpkin" and the Fodder's in the Shock," by James Whitcomb Riley, was brought to mind.

And, just between you and I, should the tiller of the soil who operates this place invite us out some day to assist in reducing the size of his flock, we admit we would be on hand like a sore thumb.

And at nightfall there'd be many a leghorn missing from the roost.

And speaking of yams, we read a long boasting article in a Sunday paper about Pittsburg, Texas, as a yam center, having shipped several cars this season. About a column and a half were given in telling of this potato shipment.

Should Portales command one and a half columns in a leading paper for each car load of yams produced in this section, she would receive the greatest publicity ever accorded a community on any one thing. It would surpass the scandals of Hollywood and the bragadocio of Fort Worth for taking space on the front page.

But out here, a car of yams is just another car of yams.

They are like prosperity and good folks. We just naturally got 'em and they're no novelty.

And last week's issue of The News

NOW

—Is the time to have your Battery Repaired or Rebuilt. Be fixed for freezing weather. We are better equipped now than ever to do your battery work

**BRACKEN'S
Battery Shop**

BETTER CHARGING SERVICE

carried an article about Mr. A. J. Burkett and his chickens, cream, eggs, and other sources of income. Mr. Burkett evidently not only lives on a farm—he farms. You know, Webster defines a farmer in two ways: one who cultivates a portion of land, and one who collects revenues, etc. Add the one to the other and you have Mr. Burkett as he is—a farmer who cultivates and collects.

Lots of farmers cultivate and let some one else do the collecting.

Up at Clovis Saturday, we reverted to type at the fair. Rode the flying-jenny, and had a big time eating goobers and hamburgers just like a kid.

Although I think the subject is fully covered by an article written by the editor and to be found on page two, I cannot refrain from saying a word regarding the activities of advertising concerns and individuals operating out of distant cities and daily draining the small communities of thousands of dollars for something paid for and never received. We are very familiar with the methods of these concerns and their representatives, with the promises they make and with the impression they leave on the average advertising patron. They offer a proposition that looks as though it costs practically nothing and assure you that by accepting you will be grasping the open end of the horn of plenty.

After a good many years of connection with newspapers of various sizes and association with advertising in its every form, we are still a great believer in legitimate, country newspaper advertising as a means of increasing the patronage of retail stores and holding that patronage, providing the advertising is truthful and up-to-the-minute. But, considering ourselves as somewhat what of a wit (or maybe a half-wit) we are not a believer in the pulling power of funny verses and foreign topics when dealing with local goods and firms. Modern newspapers, for the benefit of their customers, provide an ad service dealing with every known article from home-grown beans to the latest liquor recipes, which is yours for the asking. All you need do in order to receive a well written ad with appropriate cuts is let the local paper know about it and they bring it right down for your approval. If it doesn't suit, they will gladly furnish another, or as many as you like.

Is it not better to get this service free and have the dinero left for church collections and other things than to spend it with some outside man who slips it into his bell-bottoms and passes it out in another state?

Any home newspaper would be glad to lay out ads for local merchants, inserting cuts for the occasion, and The Portales Valley News is no exception.

Aw, don't git mad just because you jump at a flim-flamming prop-

osition like a bull-frog after a hunk o' red flannel, and I tell you about it.

Local and Personal

Denver Cox and wife of Grant, N. M., arrived last week in Portales and have an apartment with Mrs. Joe Boren.

Edwin Taylor and family are here from Elida for a short time and are at home with Mrs. Miller on Colorado street.

Misses Della and Stella Cox returned Tuesday night from Grant, N. M., where they have been for several months with their sister.

Mr. and Mrs. Sam Seay were guests of Mr. Seay's sister at Tahoka Saturday.

Mr. and Mrs. C. A. Herndon of Asher, Okla., came in last week for a visit to the family of E. A. Herndon. The two families spent the week end at Carlsbad, Roswell and Cloudcroft.

Mr. and Mrs. Lee English have moved back to Portales for the winter, or at least, Mrs. English is here. Lee will be in Albuquerque this week.

Mrs. Fred Luper, Mr. and Mrs. H. H. Buchanan and Mrs. Edwin Neer went to Roswell Wednesday to see the Cotton Carnival.

Miss Mae Belle McCarty, who had her tonsils removed last Friday, is convalescing nicely.

C. O. Estes has an attack of insomnia which is likely to prove

Watch Your Kidneys!

To Be Well See That They Function Properly.

YOUR kidneys! Do you realize what an important part they play in your health and length of life? Your kidneys are the blood filters. When they act sluggishly, waste poisons remain in the blood and make one tired and drowsy, with often nagging headache, annoying headache and dizzy spells. That the kidneys are not acting right is often shown by scanty or burning excretions. Assist the kidneys with a stimulant diuretic. Use **DOAN'S PILLS**. Doan's are endorsed the country over. Ask your neighbor!

DOAN'S PILLS
60c
Stimulant Diuretic to the Kidneys
Foster-McMillan Co., Mfg. Chem., Buffalo, N.Y.

ED J. NEER

Established 24 Years

Calls answered by day or night

Residence 67 3 rings

Portales, —

UNDERTAKER — EMBALMER

Ambulance Service

Licensed by State Board

Office phone 67 2 rings

Agent for Clovis Floral Co.

Portales, — New Mexico

chronic, the cause of which, little Mozelle arrived at their home Tuesday night for permanent residence.

Carl Case was transacting business in Clovis Thursday.

Does He "Short-Current?"
He: "Here comes a friend of mine. He's a human dynamo."
She: "Really?"
He: "Yes, everything he has on is charged."

A retailer wrote to a firm ordering a supply of goods. In reply the firm wired: "Cannot send goods until last consignment is paid for." The retailer replied, "Cancel order; can't wait so long."

TOO LATE TO CLASSIFY

CAR LOAD of baskets on track this week. Those wishing baskets, see J. P. Boyce. 50-1tc

FOR SALE OR TRADE—1-1925 Ford roadster, 1-1925 Truck with steel cab, 1-1925 Star touring car. Lilac Park Camp Ground. 50-1tc

YOUR CAKE IS READY FOR YOU

Freshly baked each day from the choicest ingredients our cakes are a welcome addition to the menu in many homes of the community.

City Bakery
Home of
**Honey Cream
Bread**

Beautiful Fur - Trimmed COATS

With their luxurious, lovely collars and cuffs of fur and their handsome new fabrics.

Styles and values that are always characteristic of this store are very evident in this assemblage of coats.

Fine materials in these coats include Veniece, Needle-Point, Velour, Suede and Silk Bolivia. We have the coat you will like at the price you will like.

For Ladies—Misses—Children



**Priddy & Fooshee
COMPANY**

JOYCE - PRUIT SHOE SALE



**Sale Starts Friday, Oct. 7
Ends Saturday, October 15**

People of this community will welcome this Sale as a real honest-to-goodness opportunity to save money in footwear on every pair offered in this sale. You will save on every pair purchased and it will pay you generously to buy several pair at these remarkable Prices.

LADIES' SHOES

Ladies' \$10.00 Peacock Shoes go during this sale at	\$7.95
Ladies' \$10.00 Drew Shoes, during this sale at	\$7.95
Ladies' \$8.95 Moore Shoes during this sale at	\$7.19
Ladies' \$6.95 Grove Shoes during this sale at	\$5.50
Ladies' \$5.95 Straps, Pumps and Oxfords for	\$5.00
Ladies' \$4.95 Straps, Pumps and Oxfords go at	\$4.19
Ladies' \$3.50 Pumps, Straps and Oxfords go at	\$3.00
One lot Peacock, Drew and Moore Straps and Pumps, values to \$10.00; your choice for	\$4.95
One lot Peacock, Drew and Moore Straps and Pumps, values to \$9.00; your choice for	\$3.95
One lot Straps and Pumps, broken sizes, values \$5 to \$8; choice	\$1.75

CHILDREN'S SHOES

Children's \$3.50 Shoes, Sale Price	\$2.95
Children's \$2.75 Shoes, Sale Price	\$2.35
Children's \$2.50 Shoes, Sale Price	\$2.19
Children's \$2.00 Shoes, Sale Price	\$1.69
Children's \$3.50 Straps and Oxfords, during this sale	\$2.79
Children's \$2.75 Straps and Oxfords, during this sale	\$2.19

Children's \$2.50 Straps and Oxfords, during this sale	\$1.98
Children's \$2.00 Straps and Oxfords, during this sale	\$1.59

MEN'S SHOES

Men's \$8.00 Douglas Shoes and Oxfords, Sale price	\$6.39
Men's \$7.00 Douglas Shoes and Oxfords, during this sale	\$5.75
Men's \$6.00 Douglas Shoes and Oxfords, during this sale	\$4.95
Men's \$6.95 Shoes and Oxfords, Shoe Sale Price	\$5.95
Men's \$5.95 Shoes and Oxfords, during this sale for	\$5.19
Men's \$4.95 Shoes and Oxfords, during this sale for	\$4.29
Men's \$3.95 Shoes and Oxfords, during this sale for	\$3.25
One Lot Men's Douglas Oxfords \$7 and \$8 values, your choice for	\$4.95

BOYS' SHOES

Boys' \$5.00 Shoes and Oxfords priced during this sale at	\$4.25
Boys' \$4.50 Shoes and Oxfords, priced during this sale at	\$3.95
Boys' \$3.50 Shoes and Oxfords during this sale for	\$2.95
Boys' \$2.75 Shoes and Oxfords, during this sale at	\$2.35

JOYCE - PRUIT COMPANY

"The Store of Better Values"

Portales, — — — — — New Mexico

P o
"SWEET

VOLUME X

County
Fa

In check Eastern New handle section easy to disti counties from that every county in thi nual county while.

Farmers a get the blues the best of the idea tha along as we neighbor's es than his an of the reas born that w nancial gain better than through the may lead hi cess. Again, man of his elated and study of his success.

We need t wel las to el can do. W ate steps th without a v put over, T this is to g ciation, ven men from t ties of the c of our coun work out pl should start We wish a splendid coo work of gat Amarillo an businessmen velt county. gladly did w us, both in our exhibits We take t our thanks

really do many farm ducts to ex of friendline shown by consisted al donated. W buy about 4 for both fa our appreci continually Roosevelt co Portales

The busti Henaley, for K. C. Barb overhauled it in first tenant. Wee

The follo paid for far as The Ne Thursday, C Top hogs Threshed

Shelled co Ear Corn Maize hes Kaffir hes Butter fat Eggs Fryers Leghorn S Light hen Heavy her Leghorn h Old Roost Green hidi Dry Hides

Kansas C receipts 4,000 10c higher t top \$7 @ pounders; \$10.50@11.45 \$11@11.55; \$10.40@11.40 \$9.90@10.80; \$9.75@10.25; 10.35.

Cattle rec receipts 3,00 on most kill feeders stea \$7@14; high heifers \$7@ low cutters \$9.75; veale \$7.50@9.50; or steers \$7. Sheep rec ct, lambs \$ 25c lower; bulk fat lam lambs \$8@9 5.75.