

The Portales Valley News

Volume No. XXXVIII

(TEN PAGES TODAY)

PORTALES, NEW MEXICO, THURSDAY, JULY 3, 1936

NUMBER 36

Portales Cannery Preparing For A Record Run This Season

The Portales cannery is preparing for a record run this season. Last season 62 cars of tomatoes were canned, and the plant has now been enlarged to take care of almost double this amount. This season they have 500 acres contracted.

A twenty foot extension has been put on the south side of the main building, a new concrete floor with better drainage has been laid, and the capacity of the peeling tables has been enlarged to accommodate 125 peelers, instead of 85 as was the case last season.

Another improvement this year is the beginning of the canning of beans. Mr. C. N. McCarty of Arkansas, who is an expert in bean canning is on the ground and will supervise this part of the cannery.

The bean canning will begin by the 10th of July or earlier. The bean crop is two weeks earlier than it was last season, and tons of beans are being picked this week. It is expected that at least ten cars of beans will be canned. Two additional cooking vats are being installed, and an additional capper will soon be placed.

In speaking of the possibilities of the canning industry in Portales, Mr. McCarty states that beets, turnip greens and other products of the valley can be successfully canned here. He is also enthusiastic as to the operation of a pickling plant or at least a brine vat at Portales, as the cucumbers produce a heavy tonnage in the valley, as well as doing well on the dry farms. Mr. Case will be home from Missouri by the time this paper is printed, and will be prepared to take care of the present heavy bean crop.

Portales Methodists Give Their Pastor Months Vacation

The official board of the First Methodist church has granted Rev. T. B. Sowell a months vacation, which will be spent in California.

During the absence of the pastor there will be no preaching services at this church after next Sunday morning, the congregation also taking a vacation, and will have the opportunity to visit with the other churches during July. Rev. Sowell has gone through a very strenuous season since coming to Portales, and with the work of the new building, in addition to the regular duties, was very much in need of a rest.

He will return by the first Sunday in August, refreshed and better able to serve his congregation.

Return From Extended Tour of the East

Mr. and Mrs. Jack Turner returned from a tour of the week from a month's vacation, during which they visited the relatives of Mrs. Turner in Kentucky, the relatives of Jack in South Carolina and from there visited in Virginia, Washington, D. C., New York City, Niagara Falls, and up into Canada, returning by way of Detroit, Michigan, where they visited the Ford plant.

Mr. and Mrs. Turner recount a wonderful trip, and say that they saw all the sights. Jack tried his hand in driving his auto through the traffic in New York City, and on two occasions was hailed by former citizens of New Mexico.

J. W. Taylor's Farm House Destroyed By Fire Mon.

About noon Monday the farm home of J. W. Taylor, west of Portales, was destroyed by fire. The farm was occupied by J. T. Bryant, and the family lost their entire household effects, leaving them destitute.

A subscription was taken up to relieve the needs of the family.

Will Spend Vacation In California

Friday of this week, Rev. T. B. Sowell and son, Le Roy, and Mr. and Mrs. E. H. Brown, and Mr. and Mrs. C. R. Nelson, expect to leave for California, where they will spend a few weeks vacation.

Mr. Brown is the popular manager of the United Dry Goods store of this place and has worked hard and as far south as Redlake. Elida reports rain, but not as heavy as in Portales.

At Clovis a regular flood was reported, and at Farwell a miniature cyclone was in evidence destroying several houses. No one was injured however. This rain covering a portion of the county, that had failed to receive the earlier rains, puts the farmers in good spirits and assures plenty of grass for the livestock.

Mountain States Tel. And Tel. Co. Officials Visit Portales

On Tuesday the Portales Chamber of Commerce had as their guests, G. F. Speckly, district manager, L. H. Choat, district traffic manager, and W. L. Doty, manager of Clovis and Portales exchanges. The first two gentlemen were from Albuquerque and were looking over the Portales field over with view of improving the service of the Mountain States Telephone at this place.

Rain Reported South-East of Elida

Joe Slack was in from the Slack ranch southeast of Elida last Saturday and reported that they had fine rains the past week, and that farming operations were well under way.

Claudell Section Gets Good Rain

Last Saturday Jim Davis was in town from the Courtney and Herbert ranch, which is located between Upton and Claudell.

Jim stated that that section of the county received the biggest rainfall of 9 years, and that all the water holes were filled, and that farmers were going ahead with their plantings.

News Editor Advertises State of N. M.

On his recent trip to Milwaukee the editor of the Portales News advertised New Mexico from one end of Wisconsin to the other. At the convention, he distributed many folders advertising the state, and found the delegates very much interested in the scenic attractions of New Mexico.

In talking to a gentleman in Milwaukee, the gentleman remarked: "You are from Portales, N. M. That is where we get our sweet potatoes." As a result of this trip the state will be visited by a number of the editors within the next year or so.

Portales Valley News Presents Drum Major Baton to School Band

Tuesday of this week the Portales Valley News presented to the Portales High School Band a silver baton.

It now awaits the development of a real drum major to add class to this band. In parades the drum major adds much to the effect, and it is safe to say that within a few months that the Portales band will have a drum major that will lend dignity and pep to the band.

IMPROVE STREETS WITH CURB AND GUTTERING

When City Engineer Garst was in Portales he made some plans concerning the improvement of those streets lying between Chestnut and Liberty, Ohio and Iowa. The plan as now considered, is to grade these streets and put in the curb and guttering. Sidewalks will also be placed along these streets and give a well connected network of walks.

This is only a tentative plan and will be placed before the body of councilmen and the Mayor at a very near future meeting.

North West Portion of County Drenched With Rain

The northwest portion of Roosevelt county was drenched with rain on Tuesday night.

Accompanied by a high wind the rain began about 6:30 o'clock and for nearly an hour continued to pour.

In the section known as Rocky Corner, west of Portales, a severe hail storm cleaned out the crops of several farmers. In Portales several tents were blown down, the large tent used by the skating rink being laid flat ripping the canvas open from one end to the other.

A number of fruit and shade trees were broken and blown down. The Floyd community reports an inch rain, the rain reaching as far west as the Greathouse ranch and as far south as Redlake. Elida reports rain, but not as heavy as in Portales.

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W. Chambers and E. T. Edwards Buried Alive By Caving Sand Bank

Prompt Rescue by Young & Hatch Employees Save lives

Edwards Completely Buried Beneath Tons of Dirt

On Wednesday afternoon, while hauling caliche to fill low places in the Young and Hatch feed pens, Willie Chambers and E. D. Edwards were loading a wagon in the pits across the highway from the feed pens. They had dug back under the bank, when the bank caved in burying both under tons of dirt.

Chambers was able to dig his head out and call for help.

Velmon Autry, who was working in the slaughter house heard his cry for help and ran across the highway. Jimmie Hatch, seeing Autry run, and knowing that there was something wrong rushed to the pit. Soon other employees of the pens arrived, and locating the head of E. D. Edwards soon dug it out, permitting him to get air.

Both men were dug out, from what came near being their grave. The injured men were rushed to the sanitarium of Dr. Hensley where emergency treatment was given.

An examination showed that Chambers hip was broken in two places. Both men were severely bruised. No broken bones were sustained by Edwards, and he was carried to his home.

Chambers was taken to the Baptist hospital at Clovis.

In falling Chambers head was under the rear wheel of the wagon and had the team moved it would have been crushed.

Mr. Hatch stated that the team was unusually restless, and that it was a miracle that they stood still when the bank caved. Had they acted otherwise, Chambers would have been killed. The accident happened about 4:30 Wednesday afternoon.

Bean Crop Now Ready for Shipment

The green bean crop of the Portales Valley is now ready for shipment and this week, three car loads were ready for gathering.

Carl Case plans to can this crop of beans provided the green bean market does not offer a better outlet.

The bean industry is in its infancy in the Valley, and last season about twenty cars were shipped. An increased acreage was planted this season, and has matured several weeks earlier than was anticipated.

J. N. Glover Transferred to Tucumcari

J. N. Glover, local manager of the New Mexico Gas Company has been transferred to Tucumcari, and E. M. Kelley will be in charge of the Portales offices. Mr. Glover has won many friends since his stay in Portales, and he carries the well wishes of the town as he goes to his new location.

Pleads Guilty to Giving Bad Checks

C. B. Newland, son of Mr. and Mrs. B. W. Newland of Boas, was arrested Monday on a charge of giving bad checks and was lodged in the county jail. Newland pleaded guilty before Judge Kerr on one charge.

Charged with Selling Liquor to a Minor

Jim White was arrested Sunday on a charge of selling intoxicating liquor to a minor and was lodged in the county jail. His bond was fixed in the sum of \$500.00.

REMEMBER! Roosevelt County Dairy and Livestock Exhibit, September 18, 19, and 20. 36-4c

Sunday the Hottest Day of the Year

Sunday old Sol was on the job and delivered real torrid weather. Portales people hunted for cool spots, and electric fans were brought into use. The coolest place in town was the basement of the new Methodist church, which was real cool and comfortable.

3rd Quarterly Conference Held Last Sunday Night

Presiding Elder A. L. Moore held the 3rd quarterly conference for the Portales charge on Sunday evening. Rev. Moore was well pleased with the report of the church, and stated that it showed the Portales church to be in a healthy and progressive condition.

Prominent Santa Fe Republicans Visited Portales Friday

On last Friday Judge Reed Holman, E. L. Safford, state chairman of Santa Fe, and Senator Tom Hughes of Albuquerque, and a Mr. McCrem of the Mutual Life, were Portales visitors.

They were visiting with local republicans and looking after strengthening the political fences in this part of the state. Judge Holman will be a candidate for the Republican nomination for governor.

O'NEAL ROCKEY IS VICTOR OVER LOCAL GOLFERS

O'Neal Rockey won the local golf club championship last Sunday over eleven other participants, with a score of 83. The 36 par course was traversed two times in the contest, giving them an eighteen hole course play.

Damon Danner won second place with a score of 92, and Ernest Hillock won third with 96. There is to be another tournament in about three weeks, it is understood.

The Muleshoe Golf Club boasts one of the finest courses in the entire section, for local fans have spared little in making it just what it ought to be for golf. Considerable work is being planned for the club at an early date, in which the grass will be mowed and the greens re-rolled.

Considerable interest is being shown here in golf, and the club bids fair to be a strong permanent organization.—Muleshoe Journal.

REBEKAH AND ODD FELLOW PICNIC

The members of the Rebekah and Odd Fellow lodges will gather at the H-Ranch on the Fourth of July for their celebration picnic.

They will begin their activities at about ten o'clock in the morning and to these all the persons interested in such sports are cordially invited. There will also be a program, but since this is under the direction of a committee from the Clovis lodge the numbers have not yet been announced to the Portales members.

At noon a basket dinner will be spread under the shade of the big cotton wood trees. Every family of the organization is requested to bring a well filled basket and join the crowd in one of the happiest picnics these lodges have ever held.

Contract for 15 Blocks of Paving to be Let July 7th

Provisional Order For 50 Blocks of Curb & Sidewalks

Portales to Celebrate With 4th of July Picnic

A few of the public spirited citizens of Portales have completed plans for an old fashioned picnic to be held on the Court House lawn tomorrow in celebration of the fourth of July.

It has been designated as a get acquainted again occasion. At the noon hour there will be a basket dinner on the ground. Every one is urged to come with a family dinner and this will be enjoyed with friends and neighbors who have taken this opportunity to meet for the day.

At one o'clock Mayor J. N. McCall will deliver an address of welcome. This will be a sincere greeting as Portales is always delighted to be hostess to the people of her county as well as neighbors.

The response to this welcome will be delivered by W. D. Pate, of the Arch community.

Following this the remainder of the afternoon will be devoted to races of all kinds. This will include contests for the fat women as well as the women of like obesity. Children will have sack races, foot races, three legged races and in fact about all the contests of the category.

The old fiddlers will hold a contest; all of these events will carry prizes for the winners. The school band will give a concert and this promises to be a very splendid program as the members are practicing very faithfully on some new music just received.

It is the report that the band will give one concert at the picnic grounds and will then return to Portales and give another program. This will be the closing event of the celebration program.

Mr. and Mrs. L. W. Garner and their son John are coming to Portales from their home in Hagerman to spend the Fourth of July with Mr. and Mrs. J. N. McCall.

At the meeting of the City Council on last Friday night for the purpose of hearing protests on the paving program of 15 blocks of paving, not a single protest was filed.

The council at this meeting also passed a provisional order for 50 blocks of sidewalks, curbing and gutter.

This move was to meet the requirements of the Post Office department to secure free city mail delivery.

With this project completed, Portales will be one of the best paved and sidewalked cities in Eastern New Mexico.

Bids for the 15 blocks of paving will be opened on the 7th of July. Harvey O. Garst, of Las Cruces, is the City engineer in charge of this project.

The coming of this public improve at this time will conform with the plans of the Federal government to give employment to the vast army of unemployed of the nation and as 60 per cent of the money will be used for local labor, that amount will find its way into the local channels of trade.

Rev. and Mrs. C. E. Ball left Wednesday morning for Lubbock, where Mrs. Ball will enter the sanitarium for treatment. She has been ill since in May when she went to Texas for a visit. Most of the time she has been confined to her bed.

Durwood Wright, head of the men's department of the Joyce-Fruit Company began his two weeks summer vacation on Monday. The family will doubtless make a short motor trip to the mountains during the two weeks time.

IS THE NEWS ON TRIAL?

(EDITORIAL)

In the last issue of the Roosevelt County Record, published at Elida, in a front page editorial, appeared what the News considers an attack on the integrity of the Portales Valley News. We believe that the Editor, H. C. McCowan, is a friend of the News and that in writing the article did not intend to cast reflections on the News or its Editor, and that his intentions were of the best.

But is it one of the unfortunate instances of journalism, when unthoughtfully he overstepped the bounds of newspaper ethics, and has placed the News in unfavorable light before the public, reached by his publication.

In one paragraph he said: "I know that there exists dissatisfaction over the advertising rates charged by the Portales Valley News, but I also know, as do the thinkers, that the advertising expense is now less for the Portales merchants, and the newspaper situation for the entire county is better than before Graves bought out the Herald. Advertising and subscription expenses have been considerably reduced."

As to the advertising rates charged by the Portales Valley News, they are considerably lower than in any paper of its class with like circulation in the United States. The Editor has recently attended the meeting of the National Editorial Association in Milwaukee, and in contact with hundreds of publishers from every state in the Union, measured the News with other publications, and invariably found that its rates were considerably lower, when the circulation coverage was considered.

He further says: "To those Portales people who refuse to believe that J. O. Graves isn't a rank newspaper bandit, I suggest you boost the Roosevelt County Record with subscriptions, advertising patronage, job work and news."

It was unkind to even refer to such a rumor, had there been the slightest cause for such a rumor.

In face of the above quotations from the Record, we feel compelled to give some light on newspaper advertising and rates. Based on the circulation and coverage, the Portales Valley News now has the lowest rate in effect anywhere. It also feels safe in saying that its circulation is equal if not greater than any weekly newspaper in the state of New Mexico. In comparison with the circulation of the Record, we were to charge for advertising per coverage, on a basis of the circulation of the Record, we would have to charge \$1.00 per inch or over, as the circulation is five or six times that of the Record.

Many papers in the various states with a lesser circulation than that of the Portales Valley News, have rates of from 75 cents to \$1.00 per inch.

We have no intention of raising the advertising rates, but we do intend to render the advertisers the service to which they are justly entitled.

We go to press at 8:00 a. m. on Thursday morning, and by two o'clock the paper is in the hands of the readers as far as sixty miles from Portales.

We do extend every effort to serve the people of the entire county, carrying news from every section, supplied by paid correspondents.

We maintain an expensive advertising and cut service which is free to the patrons of the News.

We employ a competent advertising man, who has had years of experience on city dailies, in soliciting and preparing advertising. You are invited to avail yourself of his services without one cent additional cost.

We do not seek to take one penny's business from the Record, and only ask that it does not try to poison the minds of the people of the county against the News.

We are now winding up our tenth year as Editor of the Portales Valley News. Ten years ago we bought the News and the Times, which had a joint circulation of less than 700. In this time we have spent around \$7,000.00 in cash in building up the circulation that we now enjoy. We are giving the advertiser a coverage of 90 per cent of the homes in Roosevelt county, which is far in excess of coverage of the average newspaper.

We have spared neither time nor money in building the paper to its present standard, and will never be satisfied until the paper renders a real service to the entire county at all times.

Portales Valley News

J. G. GREAVES, Editor and Owner
Publish Weekly on Thursday
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, 1923.
Roosevelt County Herald absorbed by purchase January, 1929.
Entered as second class matter in the post office at Portales, New Mex. under the Act of March 3, 1879.

MEMBERS

National Editorial Association
NEW MEXICO NEWSPAPER ASSN.
MEMBER
1930

SUBSCRIPTION RATES

In New Mexico	
1 Year	\$1.50
6 Months	\$1.00
Out of New Mexico	
1 Year	\$2.00
Alaska, Canada, Mexico	\$2.50

HOW ABOUT THE JAIL?

The recent jail break, in which four criminals were turned loose to prey upon the country, brings to mind the fact that as a jail, the Roosevelt county jail is a huge joke.
The bars are soft and easily sawed through. The approach to the jail is unprotected and it is possible to use a pole to pass saws to the prisoners in the cells. The cement blocks can be removed with a hair pin.
Yet Roosevelt county spends thousands of dollars annually in running down criminals, confines them in a jail that is no confinement when they wish to vanish.
The county should either build an adequate court house and jail to take care of the business of the county, or discontinue the jail altogether. By the latter move considerable money could be saved the tax payers. The office of the sheriff and deputies could be done away with and the fact advertised to the world that Roosevelt county has opened her doors to the criminal class and that their operations in the county would go unmolested.
What is the use of keeping up an expensive force of officers to run down criminals, and then provide no safe place for their confinement?

PROSPERITY IS OF OUR OWN MAKING

While the cry goes up of unemployment, and poor business conditions of the nation is discussed, the fact of prosperity is in the hands of the people of any community.
In a recent trip through the great dairy state of Wisconsin, the News editor studied the dairy situation of that state.
While Wisconsin is a great industrial state, its prosperity lies in its dairy activities.
Great creameries and condenseries, cheese factories supply a market for the dairy products.
In Roosevelt county the dairy industry is increased to such an extent that this county now bears the reputation of being the leading county in the state in dairying.
A milk condensery in Portales would stimulate this industry.
A large cheese factory under the proper management would do much to develop the state. If the importance of this is brought to the attention of the large corporations engaged in this industry, they may be secured.
The cow, the sow and the hen, go hand in hand—or foot to foot—in bringing prosperity to the county as a whole.

A PUBLIC MENACE SHOULD BE SENT TO THE PENITENTIARY FOR LIFE

A citizen of Quay county died recently, the result of drinking lye whiskey—whiskey made by placing concentrated lye in the mash—which makes it work faster and extracts every particle of alcohol from the corn.
The inside of his mouth had the appearance of being boiled, and before death came he was vomiting up large pieces of lining from his stomach.
A shiner who will use lye in the manufacture of whiskey is a public menace, and hanging would be merciful.
They should be hunted down and placed for life where they can no longer follow their murderous moonshining.
Our officers are doing everything possible under the law, and it must be remembered they can arrest and search only on positive evidence or affidavits from those making purchases, or those willing to make affidavit whiskey is for sale at certain places.
Yapping, belyaching and whining at the officers because they are not arresting bootleggers is cowardly and dirty, especially in face of our laws.
Find the bootlegger or the shiner, make your affidavit and the arrests will be made.—Tucumcari News.

NEW MEXICO IS A GOOD STATE

After taking a trip to the north boundary of the United States, the News editor comes back a better booster for New Mexico and for Roosevelt county in particular.
The farmers of Roosevelt county are in better condition than those of any section and with their program of diversified farming and dairying, there is no reason why they may not prosper.
Crops were late in every section visited, and in the far north, it was found that dairying was the principal industry of the farm. In these sections the dairy herds were run on clover, and alfalfa. The alfalfa being cut twice in the season.
Roosevelt county farmers secure from five to seven cuttings, and greater tonnage than the farmers of the north.
In the northern states dairying has been brought down to a scientific basis, and this industry is largely responsible for the prosperity in those sections.

BEAUTIFUL WISCONSIN

Never in his travels has the News editor enjoyed a trip as much as through the beautiful state of Wisconsin.
Wisconsin was early settled by a hardy race, which fought the Indians, and tamed the wilderness until today it is a land flowing with milk and honey.
Its broad acres are broken by beautiful streams and lakes on every side, supplying an abundance of farming lands and recreation centers.
Wisconsin is a dairying and manufacturing state.
The Holstein cow is in evidence on every hand, and as a dairy state it ranks at the top.
The county of Sheboygan produces, alone, 6,000,000 pounds of milk annually.
Beautiful farm homes dot the landscape, and along the shore many palaces, the summer homes of the city dwellers.
Lake cities provide ideal sites for immense factories, in many instances an entire city being built around one factory.
It is a great state and, as its head, a governor, who is a business man, Gov. Kohlher, of Kenosha, the model city of the state.
It is evident that the farmers of Wisconsin live at home, and are superior to a large degree.
The citizens of this state are a friendly people, and leave nothing to make the visitor welcome.
Its resources are vast, containing large forests in the northern part where great lumber industries thrive, fertile farm lands where the state faced cows browse on fields of clover, factory centers where the world's commodities are turned out daily.
Its waterways provide transportation to all parts of the world. Passing through the great lakes to New York and other ports.
Its cities and parks are things of beauty, and add much to the enjoyment of a visit to that state.
The lake breezes temper the atmosphere, making it an ideal tourist center.
Wisconsin is a great state, and one that the nation can well be proud of.

THERE IS NO JOKER

The above head sounds strangely familiar to Country Newspaper advertising ears. Glad it "clicked." It appeared over the following very fine editorial in the Vineta, Oklahoma, Daily Journal.
"A merchant give away his goods? Does an automobile dealer give away his cars? Does a butcher give away his meat? Does a doctor give away his services? Does a manufacturer give away his products? Does a railroad give away passenger fare tickets? Then why should individuals, firms, politicians, associations,

Political Announcements

RATES

For county and dist. office \$12.50
For county commissioner \$10.00

DEMOCRATIC NOMINEES

For County School Superintendent
A. E. HUNT

For Tax Assessor
FLOYD T. KENNEDY

For Sheriff
S. T. JERNIGAN
(For re-election)

For Treasurer
CASS LYONS
(For re-election)

For County Clerk
JOHN W. BALLOW
(For re-election)

For County Commissioner
District No. 1
W. D. PATE

For County Commissioner
Precinct No. 2
J. L. PAXTON
(For re-election)

County Commissioner
PAUL EMINGER
(For Re-Election Dist. No. 3)

For Probate Judge
IKE HUGHES
(Re-election)

For Judge
(9th Judicial District)
HARRY L. PATTON

For Representative
Roosevelt and De Baca Counties
BLANCH S. TRIGG

and others expect a newspaper to do differently than other legitimate business? A newspaper's source of revenue is its advertising columns.
The newspaper's news columns are for the purpose of publishing the NEWS. However, the daily mail of the newspapers are full of "advertising," "political announcements," and "what have you?"
Supposedly Disguised as NEWS sent for the purpose of getting the newspapers to run free as n-e-w-s. There is no "joker" in the news-business. The editor knows NEWS FROM ADVERTISING. The progressive editor must ever be alert to the tricks of the "free publicity seeker" and the "space grafter."

We are for every cause and movement that is of general interest to the people of Vineta and Craig county. We give freely of our news columns for every worthwhile cause and movement—but we must draw the line when we are asked to publish as news what should be paid for either as commercial or political advertising.
The State and National Editorial association are daily advising and warning the editors of the country regarding the latest methods employed by politicians, manufacturers and others in getting ADVERTISING published free as news.
Politicians are not the only ones who try to get their advertising run free as news, steamship companies, hotels, cities, trade associations, book publishers, moving picture producers and playing card makers are equally as guilty.
Advertising is sold as a known quantity. The results that it secures are tangible. Every individual, institution and organization appreciates the value of the printed word in the newspaper. Why should more be expected of a newspaper than is expected of any other line of business? There is no "joker." The newspaper's columns must either be filled with matter that holds the general reader interest or produces revenue.

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Legal Advertisements

NOTICE TO CONTRACTORS

Notice is hereby given that the City Council of the City of Portales, New Mexico, will on the seventh day of July, A. D. 1930, at the City Hall in said City of Portales, Roosevelt County New Mexico at the hour of 7:30 P. M., consider bids for the grading, paving, curbing, sidewalk and otherwise improving of Paving District No. 4 in accordance with the plans and specifications prepared for the same by the City Engineer, Harvey O. Garst which plans are now on file and may be seen at the office of the City Clerk at Portales or at the office of the Engineer at Las Cruces, New Mexico. A copy of the plans and specifications may be obtained from the Engineer on receipt of \$15.00 in payment for the same.

Bids will be taken on concrete, bituminous, bitumens and penetration macadam pavements. Bids to be received up to the hour of 12 noon of the day named above and they will be publicly opened and read aloud. The principal items of work are as follows:

22629.07 sq. yds. of street paving
12364.88 lin. ft. of integral curb or 12364.88 lin. ft. combined curb and gutter.
13322.00 lin. ft. expansion joint filler.
2709.00 lin. ft. metal construction joint.
5488.00 cu. yds. earth excavation.
1344.00 lin. ft. wooden headers, three-inch x six-inch.
21352.50 sq. ft. new one-course four inch cement-concrete sidewalks.
26467.00 sta. yds. overhaul.
3300.00 sq. ft. old sidewalk removed.
1166.00 lin. ft. curb and gutter removed.
820.00 lin. ft. six-inch curb removed.

Bids must be accompanied by a certified check in the sum of \$3500.00, drawn in favor of the City of Portales, New Mexico, as guarantee that if the proposal is accepted the Bidder will within a (10) days thereafter legally execute Contract and Bond in the paper business. The editor knows NEWS FROM ADVERTISING. The progressive editor must ever be alert to the tricks of the "free publicity seeker" and the "space grafter."

Work is to be fully completed not later than Sept. 30th, 1930. Contractor will be paid in assignable certificates of indebtedness exchangeable for six (6) per cent bonds.
This notice is being run concurrently with notice of hearing of protests on this district, which protests will be heard on the 27th day of June, A. D. 1930, and the letting of a contract is subject to district being legally created.
Bids should be addressed to W. Freeman, City Clerk, Portales, N. M.
The City Council reserves the right to reject any or all bids.
By order of the City Council of the City of Portales, New Mexico, this the eleventh day of June, A. D. 1930.

1930.
J. N. McCALL, Mayor.
Attest:
A. W. Freeman, City Clerk.
(SEAL)
June 12-July 3.

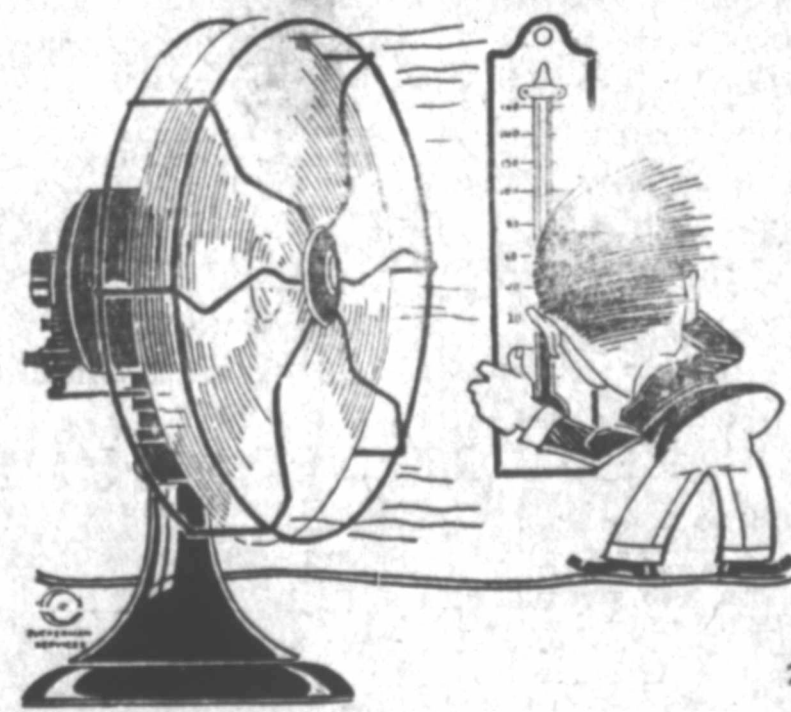
EXECUTORS' NOTICE

In the Probate Court of Roosevelt County, N. M., No. 468.
In the matter of the Estate of Newton Matthews, deceased.
Notice is hereby given that the undersigned were on the 12th day of June, 1930, duly appointed Ancillary Executors of the estate of Newton Matthews, deceased, and having duly qualified as such executors, therefore, all persons having 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 this June 12th, 1930.

When A CLEANSING MEDICINE Is Needed

"I HAVE taken Black-Draught all my life, whenever in need of a medicine for constipation," says Mrs. G. C. Burns, of Buna, Texas. "My mother and father used it in their home for years, and I was raised to think of it as the first thing I had a headache or was constipated. At one time I had indigestion real bad. I was all out of sorts, my skin was sallow, and I had gas pains. After a course of Black-Draught, I got all right. I have given Black-Draught to my children, whenever they needed a medicine of the kind. I insist on Theford's."

Black-Draught
Women who need a tonic should take Cardul. In use over 50 years. (Ex-181)



Don't Watch The Thermometer--
Have Fans!
Get your fans now and checkmate Old Sol. Beat the sizzling, stifling heat with cooling, freshening zephyrs throughout your home and place of business.
Electricity is cheap; one cent's worth runs a fan for three hours.

Cook, too--
with electricity; it's easy and convenient even in summer time, with the speed and economy available in the various makes of electric ranges. Visit the dealer nearest you and ask for prices and terms.

New Mexico Utilities Co.
F. E. SLEEPER, Mgr. Portales, N. M.

Pearl Matthews Kirk,
Maud Matthews Bradley,
Wilber N. Matthews,
Ancillary Executors.
June 19-July 9-M

NOTICE

To Charles Garrison and to whom it may concern: Notice is hereby given that the undersigned

will apply to the Treasurer of Roosevelt county, N. M., for a tax deed to the S 1-2 of N 1-2 of Sec. 15 in Twp. 4, North of Range 29 East, N. M. M., in Roosevelt county N. M., on August 4th, 1930, on account of the tax sale of said lands on January 3rd, 1924, for the delinquent taxes for the year 1922.

JOHN H. BARRY.
June 28-July 3-M

**When It's Summer Time--
Our Foods Fit the Season**
Attractive displays that quickly bring to your mind many ideas for wholesome summer menus. And you know the quality and purity are of the highest kind.
Prices that fit your budget, too!
PIGGLY WIGGLY
W. H. McDONALD, Prop.

Roofing for Every Type of Building
Keeping up your property is one of the first axioms of good business. And owners of homes, commercial and industrial buildings will want periodic check-ups as to the condition of their roofs.
Whether you want merely a repair job, or a brand new roof—OF ANY TYPE—we can serve you to your complete and guaranteed satisfaction.
KEMP LUMBER CO.
Phone 25 — — — Portales, N. M.

The Progressive Farmer
Will start feeding livestock now for the
Roosevelt County Dairy and Livestock Exhibit, Sept. 18-19-20
Don't let a surplus of feed stuff worry you. A surplus of cheap feed dumped on the market depresses prices still further. But this same feed, marketed through an orderly program of feeding more livestock, will enable you to get a fair return for your products.
Plan now to show your best dairy cattle, beef cattle, hogs and sheep at the exhibit.
FIRST NATIONAL BANK

Roosevelt County Dairy & Livestock Exhibit—September 18-19-20
Why not plan, NOW, on a definite program this fall and winter. Be sure to attend the exhibit and show one or more beef cattle, dairy cattle, hogs and sheep.

SOCIETY
EASTERN S
There were about 100 persons in attendance at the Star picnic at the H-ranch Friday. This was a fine day and adults as well as children were interested in all the evening.
The crowd gathered on the grounds about 7 o'clock and the spread upon one of the lawns was a sight to behold. There were four quantities of the prepared foods to did ample justice.
Games and other amusements were held until about 10 o'clock when the party broke up. The H-ranch was the scene of the party. The H-ranch was the scene of the party.
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SOCIETY

EASTERN STAR PICNIC

There were about one hundred persons in attendance at the Eastern Star picnic which was held at the H-ranch Friday evening.

This was a real family party and adults as well as children entered into all the activities of the evening.

The crowd gathered at the picnic ground about seven o'clock and immediately began the preparation of the supper which was spread upon one long table.

Here were found quantities and quantities of the very best of prepared foods to which every one did ample justice.

Games and out door sports filled the remainder of the evening hours until about nine o'clock when the party returned to town.

Mrs. S. B. Fletcher and S. N. Hancock are worthy Matron and Worthy Patron, respectively of the Portales chapter, while Mrs. Sam Seay and Ray Bonner hold the offices of Associate Matron and Associate Patron.

MORNING OF BRIDGE

Mrs. Luther Thomas and Mrs. Sam Mersfelder were hostesses last Friday morning at a delightful bridge party, in the home of their father, Dr. J. S. Pearce.

The hours were from 9:30 until 12 and the ladies thoroughly enjoyed the contest during the cool hours of this portion of the day.

The young hostesses served refreshing punch at the time of each progression, and this added to the comfort and pleasure of their guests.

At noon a two course luncheon was served. The menu was very appropriate for a warm June day. Mrs. Otto Blanton held the high score in the Bridge contest and Miss Mae Watts the second high. Each of these ladies were presented very pretty gifts in recognition of their skill.

The players included Misses Iris Ribble, Mae Watts, Lois Oldham, Mesdames Otto Blanton, Ted Forbes, Bert Boykin and the two hostesses.

BRIDGE DINNER

Dr. and Mrs. J. E. Camp with their sons Charles and Bill Thompson were delightful hosts and hostess last Thursday evening when they entertained six young friends at dinner.

Two quartet tables were arranged in the beautiful side lawn of the Camp home. Flowers and vines added to the attractive surroundings and summer flowers in pretty bowls centered each table.

The delicious dinner was a menu most to be appreciated on a warm evening.

The after dinner hours were devoted to bridge.

The guests included Mr. and Mrs. Gordon Lyons, Misses Elizabeth Greaves, Marion Jones, and Messrs. Turner Hensley and Gordon Greaves.

RUSSELL-BLOCK

John Harold Russell, son of Mr. and Mrs. John W. Russell of the

Upton community was united in marriage to Miss Nora Black, daughter of Mr. and Mrs. T. Black of McAllister, New Mexico.

Miss Black is one of the Melrose teachers and Mr. Russell graduated with the 1930 class at the A. and M. College.

The young couple left on Friday for Carlsbad Caverns and from there they will go on to Pecos, Texas, where Mr. Russell has employment.

BUNCO PARTY

Mrs. L. K. Payne entertained a number of young people on Tuesday evening introducing her sister, Miss Charles Hill, who is a summer guest in the Payne home.

Miss Hill was in Portales last summer and has a number of friends here to give her a hearty welcome into their circle again during the vacation.

Tables were placed in the living room of Paynes home for game of bunco and here also the guests had a great amount of fun paying penalties for the use of pronouns. Each penalty was paid with one bean and the winner of the evening was rewarded for the cleverness.

Large and small candles were used very effectively in the table decorations, when the two course refreshments were served at the conclusion of all the contests. The young friends invited to the happy party were: Edith Wheeler, Thelma Crow, Mary Copeland, Annie Maud Hunter, McKewen Walton, Charles Hill, Earl Stratton, Green Kerr, Vincent Cox, Menlo Autry, Elmer White and Gordon Greaves.

B. Y. F. U. PICNIC

Monday evening a number of young people of the Baptist Young People's Union of which Wayne Stratton is president, went to the sand hills for an evening supper and camp fire picnic.

They were chaperoned by Rev. C. E. Ball, pastor of the local Baptist church. The usual games and sports expected on an outing of that nature were fully enjoyed by the crowd.

Later in the evening some of the young people returned to town and spent a happy hour at the skating rink.

Misses Murrell Galoway, Clarine Branom, Caroline Paddock and Caroline Bradley returned Sunday from their motor and boat vacation trip. The young ladies spent several days of their time on the Island of Cuba. Miss Bess Dohoney, also a member of the party, remained in Italy, Texas, to spend the remainder of the summer with her brother Robert Dohoney. Misses Branom and Paddock went on to their homes after a short stop in Portales. Miss Paddock will not return to her former position in the local junior high school this September. Her successor has not yet been announced.

AT THE THEATRE

Portales—Last time today George Bancroft in "The Mighty", Friday and Saturday, July 4th and 5th Kings "Hell Harbor".

Monday and Tuesday, Ronald Colman in "Condemned", Wednesday and Thursday, Laura La Plante in "Show Boat".

Locals and Personals

J. E. Hicks has accepted the position of bookkeeper for the Universal Motor Company, made vacant by the marriage of Miss Eby Denny, and has moved his family to Portales to have their home. They have rented the E. R. Black

property on Nevada street near the Pentecostal church.

Mr. and Mrs. Will Barnhart arrived from Wichita, Kan. this week and will spend the next several days with their son Bob, who is living with his uncle and aunt, Mr. and Mrs. Wallace King during this summer.

P. G. Hill, mayor of Duran, N. M., is in Portales enjoying a few days with his friend P. E. Jordan. Mr. Hill is one of the interested sheep men of his community.

Omer Barnett, the twin brother of Homer Barnett, came down from Duran, N. M., and is visiting in the home of his brother for the remainder of the week.

EXPERIENCE, THE TEACHER

The International Uniform Sunday School Lesson for July 18. Learning from Experience. Gen. 25:29-34; 28:18-22; 29:18-20; 33:1-4, 18.

It is an old saying that experience is the best teacher. But, unfortunately, it is true that much of its teaching comes too late for one to profit by it.

There is, however, an experience of individuals, an experience of the race, from which the thoughtful person of today may profit. If our eyes are sufficiently alert, we are not likely to fall into the pitfalls into which others already have fallen. We are not likely to stake our interest upon some project in which we have seen someone else fail.

A Study in Contrasts

The lives of Jacob and Esau are still somewhat instructive for those who can profit by the story of varied experiences; and we are apt to profit all the more today inasmuch as our freer reading of the Bible does not induce us longer to feel that we must defend its heroes where their characters and actions cannot be defended.

Jacob was certainly not altogether either a lovely or a lovable character. All that can be said concerning him is that he had some excellent qualities, and that upon these qualities there could be built something worth while, even if there were in the man elements of over-reaching and trickery.

Esau, while a much more likable character, had in him, however, no element of stability. He was like a great many other men who are pleasant enough, and whose lives are not characterized by any particular list of immoralities that one could charge against them, but whose whole attitude and life are immoral because there is no sense of duty or obligation, no linking up of will and character with things that are worthy and good.

The contrast between these two men is very marked, and on the whole it is true to life. So often the man of energy and devotion is not free from objectionable qualities. His ambition often becomes too zealous in making him over-reaching and crafty in dealing with his fellows. When we see these objectionable qualities in the steady and successful, we are apt to prefer the Esau to the Jacob. But the biblical story after all chooses for the child of promise and succession the stronger man.



The larger story of Jacob, as it is suggested in the whole text of our lesson, shows considerable of the progress that a man with grave faults and grave temptations made in conquering his besetting sins; but the final stage of the story in our lesson shows also how even in spite of a man's improvement the trickeries and treacheries of his early life tend to come back upon him, often to his undoing. In the days of his prosperity, with much dependent upon his security, Jacob is face to face with Esau once more under conditions where Esau might well have exacted vengeance and under which Jacob had much to fear.

The Experience of Esau

On the whole it is Esau that comes out most nobly in this part of the story, and one wonders whether Esau in his carelessness and drifting did not likewise come to a finer and more substantial character than he had at first. No man is ever lost who has such capacity for affection. It was a chastened Jacob who met Esau, but was it not, also, a repentant and better spirited Esau who looked back upon the weakness of his own career, not with the disposition to blame Jacob but with the realization that the chief blame was upon himself?



25c Mavis Talcum Powder	15c
50c Size Hinds cream	29c
45c Kotex	29c
65c Pond's cream	32c
3 lb. snow white cotton	batts, size 72x90
69c	
Goatskin Gloves	35c
32 inch Gingham	8c
\$1 Window shades	55c

July Clearance Sale

Extraordinary bargains in our Ladies' ready-to-wear department. A store within itself.

Ladies' Porch Dresses	45c
Ladies' Street Dresses, fast color	73c
Ladies' \$1.79 and \$1.95 Dresses	\$1.39
Ladies' Silk Dresses, values to \$7.50	\$3.88
Ladies' Silk Dresses values to \$12.50	\$6.88
Ladies' Silk Dresses values to \$22.50	\$12.45
Every child's straw hat	78c
All mid-summer new millinery	\$2.88

Visit our store before buying and save the difference

Stool's Dept Store

Successor to Priddy-Fooshee Co

Pool's Union made Carpenter Overalls	\$1.78
Pool's Boys' Coveralls all colors, sizes 1 to 8	78c
80x90 Bedspreads	78c
72x90 sheets	47c
10-4 and 9-4 Premium Sheeting	33c
Misses' Silk Anklets	19c
36 inch Cretonne	12 1/2c
Ladies' Hat Boxes	98c

Look Over These USED CAR VALUES!

The following listed cars have the red tag, "With an O. K. that counts."

1929 CHEVROLET SEDAN, in perfect condition throughout, has Kary-Keen, and tires and paint are in perfect condition. Driven only 12,000 miles	550
1928 CHEVROLET COUPE. The motor, paint and rubber on this car are all in perfect condition. Driven only 13,000 miles.	300
1926 CHEVROLET COACH. Frame overhauled. Rubber is good and the car is in perfect condition mechanically. Only	200
1929 MODEL "A" FORD COUPE, tires are good and motor in perfect condition. Driven only 10,000 miles	400
1929 CHEVROLET TRUCK, motor in perfect condition, new rubber on rear. Driven just 12,000 miles	550

And of course we have several others, cheaper cars that offer reliable transportation. See them.

Portales Motor Co

ADD HOBBS, Manager

B. M. Schumpert, Portales, New Mex.

McCormick-Deering Headquarters

Wisdom & Wit

Published each week in the interest of profitable, progressive farming and a happy, prosperous community. Suggestions invited.

VOL. 1, NO. 4 Thursday, July 3, 1930

Edited by B. M. Schumpert

Hurray! Portales is going to have a real Fourth of July picnic, with plenty to eat, and old fiddler's contest in everything. Yoo hoo—Skinnay, come on over and have a good time!

By the way; don't forget about the County Dairy & Livestock Exhibit in September. It's up to you, me, and all of us to make this a success. Let's all do our part.

International Harvester certainly hit the nail on the head when it brought out that wonderful "Six-Speed Special" truck for rural hauling. Soft fields, stony hills, and heavy loads

Bow to the exceptional power of this truck; the only Heavy-Duty Speed Truck with six speeds forward and two reverse. And when you pull onto a good road you can step along at a good clip under full load.

"I can't help you," said the doctor to the incoming patient. "I am a veterinary surgeon."

"You're just the man I want, Doc, because I was a jackass to try to climb that telephone pole with my car."

We can show you how to hook up a McCormick-Deering 1-2 h. p. engine, with an overhead shaft, so you can operate the cream separator, washing machine, churn, and other equipment without having to move your engine from place to place.

FOR SALE—Eight horse pumping engine, used. See it. Good as new. Will sell cheap.

B. M. SCHUMPERT

McCORMICK-DEERING FARM EQUIPMENT

CAUSEY

Well, Causey is still here but not so hot as a little dry. This year is drilling a well in Causey but it requires a great deal of water for some people.

Things are looking very good around Causey. Makes the old timers feel like they are at home? The cow men around Causey are wondering when the Hoover relief will take place. They, the cow men, will join in with T. E. Bell and ask for a little explanation on the three cent duty that was going to make the cow men famous.

We do not hear much more talk about the cotton gin that will not be built at Causey nor the air port that never did intend to come. M. C. Barger is contemplating in putting in a Chili Joint and second hand store in Causey. He is looking for some one to prepare the Chili for him.

Dr. Wozland from Portales was called to Causey to visit the home of Earnest Judah and old Earnest is daddy now.

Jim Caviness received a cablegram from J. W. Stone, J. W. said fishing was fine in the mountains.

Wheat is being harvested now around Causey. We do not know what the yield will be, but if we get 30 bushels per acre this year we will not growl.

Well the cow boys around Causey are branding their calves this week, getting ready to go up the trail, but looks like they are going down too.

Vingie Seefelt is up with his crop and is trying to make a real skater out of himself, but said he wanted some more good pads.

Well we have a new mail puncher, Jim McCullough is his first name.

Fletcher Judah was seen the other day driving around with his daddy's store clerk.

ROEBUCK

Mr. and Mrs. Charley Croft and family of Hollis, Oklahoma, have visited relatives recently in our community. Their son, James, has remained for a more extended visit.

Mrs. Wilson Weed visited friends and relatives in the Causey and Roebuck communities the past two weeks. She left Monday for an extended visit in Tulsa.

Mr. and Mrs. Luther Blakey from Muleshoe spent Sunday with Mrs. Blakey's parents, Mr. and Mrs. R. M. Harding.

Mrs. Maud Judah and sons and Mr. and Mrs. Clifford Earwood and infant son, from Causey, Mrs. Weed, Mr. and Mrs. Blakey, J. J. Gates and family and Mr. and Mrs. D. B. Judah enjoyed a delicious dinner and delightful visit in the Harding home on Sunday.

Most of our farmers have about "caught up" with their crops until it rains, and everyone is beginning to get anxious for it to come.

COUNTY EXTENSION NOTES

The East Valley View Homemakers Club met at their club house on Wednesday morning together with the 4-H club members. The 4-H Sewing and Canning Clubs held their club meeting before noon and worked on their shoe bags, dress bags, etc. Lillian Marr gave a very fine talk on the precautions necessary to take in canning, particularly with reference to the jars, rubbers and sterilization of same. The girls are doing some splendid work.

In the afternoon all adult members accompanied the home demon-

Judge's Sons on First U. S. Visit



Judge Alexander Kriese, who presides at the U. S. court for American law offenders in Shanghai, is shown here with his three sons, two of whom have never before seen their native land, as they arrived at Los Angeles for a vacation. Judge Kriese will return to his bench in the fall. With him are Daniel, S. Henry, 7 and William, 5.

MAC



A Tough Break

By Munch

station agent on the kitchen tour for the purpose of giving the final score on kitchens that were entered in the contest early in the year.

So much has been accomplished in improving these kitchens that it was found to be a rather tedious problem to decide just who the winners are.

It has been decided, however, that Mrs. N. W. Kiker is winner of first place, in that she made an improvement of 38 points with an expense of \$7.81. Mrs. Homer Miller places second, having improved her kitchen 37 points at an expense of \$10.91. Honorable mention goes to Mrs. Leslie Smith, Mrs. W. C. Brown, Mrs. W. M. Drinkard and Mrs. G. R. Levrett.

The Floyd Senior Homemakers met at the ranch home of Mrs. A. G. Wilson 20 miles west of Floyd, Friday, June 27th. This was an all day meeting with the usual delicious covered dish luncheon.

In the afternoon the meeting was called to order by the president, Mrs. Thomas. When all business was disposed of Mrs. C. M. Watkins, delegate to Farm Women's Camp gave a very interesting report of her trip to the camp. Next Miss Oakley gave a demonstration in silhouette painting.

It was decided that the next meeting will be held at the school building on the second Friday in July.

BETHEL

Prayer meeting Wednesday night July 9th, at the home of C. G. Bilderbeck.

Several young people gathered at the Turnbough home Sunday evening to honor the newlyweds, Everett and Frances Turnbough, but owing to the illness of Everett's mother, they left and went to the home of his sister, Mary Morris and there they were served ice-cream and spent the evening socially.

J. S. Bobo is getting ready to cut his wheat crop. He thinks it will make between 20 and 25 bushels to the acre. This is the only crop of wheat in the neighborhood and looks fine.

Mr. and Mrs. J. S. Bobo spent Sunday evening in the Adams' home.

Mr. and Mrs. J. H. Boteler and family took dinner with Mr. and Mrs. Clay Jones and family Sunday.

Mrs. C. G. Bilderbeck is expected home this week from Findlay, Ohio, where she has been visiting relatives.

We learned this evening that the home of Mr. Bryant burned at noon today (Monday), but do not know the particulars. We certainly extend sympathy to the Bryant family.

We are still hoping for a good rain as everything is needing some moisture.

BLUIT NEWS

Mr. and Mrs. J. S. Spurlock were guests of Mr. and Mrs. W. A. Holt.

Mr. C. L. Williams and daughters Thelma and Nina visited the home of Mr. S. M. Williams, Miss

Thelma Williams spent Friday evening with Miss Lois Chaddick.

Mr. and Mrs. Henry Davenport were guests in the B. M. Green home.

Redford Pope were guests in the home of Wilton Green.

There will be an all day singing at Bluit at dinner Sunday July 6. Everyone invited.

Mr. T. C. Drake's mother has been visiting them and returned to her home at Lubbock Wednesday.

Mr. and Mrs. A. M. Chaddick were guests in the home of I. U. Chaddick.

Our Sunday school is progressing nicely. There were 57 enrolled.

Mr. and Mrs. Walker who have been gone for some time have returned. We are glad to have them back.

Mr. and Mrs. J. R. Singleton and Mrs. M. A. Owens were night guests in the home of Mrs. G. V. Singleton.

Mr. Henry King made a business trip to Elkhart Tuesday.

There were quite a few folks from Midway down to singing at Bluit Sunday. We are glad to have them. Hope they will come back every Sunday.

Whippet Enters Its Fifth Year

Four years ago this month, with the introduction of the Whippet, the Willis-Overland Co. made its great contribution to the low priced field. This new car, which was widely acclaimed, brought a new conception of performance, economy, style and value to buyers of cars in its price class. Its production bore out advance rumors that the new car would practically revolutionize the low priced four-cylinder field. How well founded that rumor was is now history, since most of the features first brought out in the Whippet were later adopted by other car manufacturers.

It was the soundness and thoroughness of the Willis-Overland engineering and the wide public acceptance of the new car that caused an almost immediate trend toward Whippet design in other cars but the credit for the universal change is given to the Toledo manufacturer.

The new car evoked widespread interest which resulted in an exceptionally high sales volume. It was not the body design alone that attracted buyers but the motor also which was a radical departure from the then accepted engineering practice.

It is a tribute to the designers of this power plant, now entering its fifth year of production, that no major changes have been necessary in its general design although refinements and betterments have been made from time to time to meet the ever-changing motoring demands.

U. D. C. MEETING
The members of the U. D. C. held a call meeting at the home of Mrs. A. D. Ribble on Tuesday afternoon at which time some matters of business were discussed.

In the absence of Mrs. Coe Howard

and the acting president, Mrs. E. A. Herndon presided over the business session.

Mr. Ribble served delicious, cool refreshments at the close of the meeting.

Mr. and Mrs. Oscar Lang from Friona motored to Portales Sunday and visited in the home of Mr. and Mrs. A. D. Ribble.

NOTICE OF FORECLOSURE SALE
Notice is hereby given that the undersigned has been appointed Substitute Special Master of Court to sell the property herein described by an Order of the District Court of Roosevelt County, New Mexico in the final decree rendered by said Court on the 6th day of March, 1930, in cause numbered 2575, wherein Illinois Valley Trust Company, a Corporation, Plaintiff, and Turner and Minnie Z. Turner, his wife, J. G. Mosher and O. M. Mosher, his wife, Lurce Sheffield, and any and all unknown heirs or adverse claimants, were defendants; said final decree being a judgment against said defendants, and for the foreclosure of a mortgage executed by Crawford A. Turner and Minnie Z. Turner, his wife, in favor of The Union Mortgage Company of Clovis, New Mexico, and by its assigned to the Plaintiff herein, and covering the following described real estate situated in Roosevelt County, New Mexico, to-wit:

The west half of section Twelve (12), township two (2) north, range thirty (30) east, New Mexico Meridian, New Mexico, containing 320 acres.

Now, therefore, notice is hereby given that I, Irma Belle Smith, pursuant to said final decree and the order of sale therein, and my appointment as Substitute Special

Master, will, on the 29th day of July, 1930, at the hour of two o'clock, p. m., of said day, offer for sale at public auction to the highest bidder for cash, at the front door of the Roosevelt County Court house in Portales, New Mexico, all of the above described real estate, and will apply the proceeds of said sale to the payment of said judgment and interest and costs of suit, which judgment exclusive of costs at the time of said sale, will amount to approximately \$1305.11.

Witness my Hand, this 2nd day of July, 1930.

IRMA BELLE SMITH, Substitute Special Master.

July 3-24-Dennis.

SUMMONS BY PUBLICATION
The State of New Mexico to the defendants, Chas. A. Watson, Impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: said Chas. A. Watson, Hermance Watson, and Frank E. Hogue, greeting:

You said defendants are hereby notified that a suit has been commenced in the district court of Roosevelt County N. M., by John W. Leuder, plaintiff against, you said defendants, being No. 2561 on the civil docket of said court; the nature and objects of which are to collect the balance due in the sum of \$2850.00 with 7 per cent per annum interest, payable annually from Jan. 1st, 1928, until paid, and 10 per cent additional on the amount due thereon as attorney's fees, on a note for said sum dated Nov. 25th, 1924, and due on or before Jan. 1st, 1930, with interest as aforesaid, from Jan. 1st, 1925, until paid; executed to plaintiff by defendants, Chas. A. Watson and Hermance Watson, and to collect the additional sum of

\$50.67 taxes paid with 12 per cent per annum interest thereon from June 25th, 1930, until paid, and to foreclose the mortgage deed executed by said defendants to secure the due payment of said note as aforesaid, conveying to plaintiff the NE 1-4 of Sec. 22 in Twp. one, South of Range 33 East N. M. M., in Roosevelt Co. N. M. M. as against all said defendants and to have said lands sold to satisfy said indebtedness and all costs of suit.

Defendants are further notified

that unless they enter their appearance in said cause on or by August 25th, 1930, judgment will be rendered against them by default and the plaintiff will apply to the court for the relief demanded in his complaint.

Tom E. Willis, Fairview, Okla., and T. E. Mears, Portales, N. M. are attorneys for plaintiff.

JOHN W. BALLOU, County Clerk. Given under my hand and seal of said court this June 27th, 1930. (SEAL)

July 3-24-Mears.

The Portales Junior Golf Club

Offers you a place where you can spend a few hours each week enjoying clean recreation.

18 Hole Course—10c

Come out and bring your friends. I will appreciate it. One Block East of Court House Square on Clovis Highway.

J. G. HANCOCK, Prop.

The Portola Theatre

Last Time Today, Thursday, July 3rd

George Bancroft in "The Mighty"

Friday and Saturday, July 4th and 5th

Henry King's

Hell All-Talking—A United Artists Picture, with Lupe Velez, Jean Harlow and John Holland.

Harbor

Under the spell of tropic moons and exotic passion a wild-willed maid and a two-fisted he-man drift into a sublime romance amid the perils of the Caribbean Sea.

Monday and Tuesday, July 7th and 8th

Ronald Colman

In

"Condemned"

With Ann Harding and Lois Wolheim

All Talking

A gripping drama spiced with comedy—breath-taking action shot through with thrills and surprises—a master story brilliantly acted by one of the greatest casts ever assembled for one picture. The spell of this fascinating picture will remain with you for days. It's a sensation. Plan to see it NOW!

Wednesday & Thursday, July 9th and 10th

Laura La Plante

In

"Show Boat"

A Universal All-Talking Picture Benefit of the American Legion

Red & White Stores

R. L. Yoachum, Portales
Bob Grissom, Elida
G. L. Butler, Elida
Kenna Mercantile Co Kenna
J. B. Judah, Causey
S. F. Anderson, Rogers
W. S. Garnett, Dora

Saturday Specials JULY 5TH

NOTICE—Portales stores will be closed all day Friday July 4th. Shop Thursday for your 4th of July needs

No. 2 cans of Tomatoes ---- 10c

New Cabbage, solid heads, per lb. ----- 3 1/2c

No. 2 cans Peas, good grade, 2 cans for ----- 28c

Red & White picnic Asparagus tips, can ----- 21c

Bulk Peaberry Coffee, per lb. 25c

Red & White Tea, half-pound package ----- 41c

Gallon can Italian Prunes --- 47c

Jello, any flavor, 3 packages 25c

Just Received a Shipment of

Fuller & Johnson PUMP ENGINES

J. B. Sledge Hdwe. Co.

Let Us Have Your Produce

You might just as well get the standard market price for your CREAM POULTRY, EGGS and HIDES, and prompt, efficient service as well. You'll feel lots of satisfaction after dealing with us.

Portales Poultry & Egg Co.

H. A. McCALL, Mgr.

Portales, ----- New Mexico

FORCED TO PAY CREDITORS SALE

Sale Starts Saturday, July Fifth

All profits ignored. Prices have been slashed to the lowest possible levels. Our customers—Our entire public will be given an immediate opportunity to share in the amazing savings granted an emergency measure. Act quick.

Belding Flat Crepe

Your choice of any Silk in this store, value to \$3.50 per yard, for only, the yard—

1.28

Boys' Dress Pants

Values to \$2.50, your choice for only—

1.28

Mens' Felt Hats

Values to \$4.00 for

2.38

Values to \$4.50 for

2.88

Values to \$6.00

3.97

Mens' Straw Dress Hats

Choice of any Hat up to \$5.00

\$1

Mens' Dress Shirts

Beautiful new patterns, values up to \$2.50 for—

1.38

Mens' Dress Shirts

Excellent quality and a large assortment of colors, values to \$3.50 for—

1.68

Mens' Dress Pants

AT THE GREATEST SACRIFICE EVER ATTEMPTED

Up to \$4.00 values, now \$2.48
Up to \$5.00 values, now \$2.88
Up to \$6.00 values, now \$3.28
Up to \$7.50 values, now \$4.58

No Alterations

Tennis Shoes For Only

73c

Ladies all Leather Purses

Up to \$4.00 values, to go at

1.88

Ladies all Leather Fancy Purses

Values to \$6.00 go at

2.97

Mens' Dress Caps

Adjustable sizes, values to \$1.75, for only

88c

Straw Work Hats

For all the family up to 50c values for

19c

Mens' Leather Palm Gloves

were 35c, now only

18c

Mens \$1.25 fancy or Plain Belts

For

79c

Store Closed Thursday and Friday

To prepare for the greatest price slashing event in the history of Eastern New Mex.

Ladies' Silk Dresses

Values to \$10.00 to go at

4.67

Values to \$14.75 to go at

6.87



2 Remarkable Suit Values

Marx-Made Finest Suits, suffer tremendous price cut.

All Suits up to \$25 go at

14⁹⁰

All Suits to \$29.50 go at

17⁹⁰

Due to these extremely low prices, there will be no alterations.



Ladies' House Slippers for only

39c

Choice of any ladies, Hat

in store, values to \$6.50 for

1⁰⁰

Ladies' Fancy Handkerchiefs

were 15c, reduced to

4c

Silk Tams

White and Colors 98c values for

48c

Ladies' Silk Ribbed Hose

were 50c, now

33c

Childrens' Silk ribbed Hose

were 50c, now

28c

Childrens' Ribbed Hose

were 35c, now

18c

Wash Dresses

All \$1.98 guaranteed fast color dresses go at—

1.38

Childrens' Shoes

Solid Leather Black or Tan, values to \$2.75. Out they go at—

1.69

Ladies Shoes

Values to \$4.50 for

2.87

Values to \$5.85 for

3.47

Values to \$6.85 for

4.87

COME AND GET THEM

Boys' Dress Oxfords

Solid leather throughout, regular \$3.50 values for—

2.48

Mens' Work Pants

White, Blue, Grey, or Tan, regular \$2.00 values for—

1.37

Boys' Overalls

220 wt, small sizes only, \$1.00 quality, while they last for—

50c

Beldings Full Fashioned Silk Hose

AT UNHEARD OF VALUES Up to \$2.85 values now

1.88

Up to \$2.00 values now

1.48

Up to \$1.75 values now

1.08

The FAMOUS

"Famous For Bargains"



NEW MEXICO DELEGATES FROM 4-H CAMP

June 24 saw the close of the Fourth National 4-H Club Camp at Washington, D. C. with an attendance of 150 boys and girls from 79 states. These club members were accompanied by club leaders, chaperones, etc., making more than 200 visitors tenting on the grounds of the U. S. Department of Agriculture.

The New Mexico delegates, consisting of Maurice Jones of San Miguel county, Anthony Woodbridge of Harding county, Roger Elser of Dona Ana county and Austin Brooks of Curry county, were in the two highest scoring camps in camp activities. Roger Elser acting as chairman of group making first. Austin Brooks was elected to represent the state.

The radio talks given Thursday club members representing the four corners of the United States. While enroute to Washington, the group from New Mexico found themselves with delegates from six other states. A stop was made in Chicago where the club members were given an opportunity to broadcast. Roger Elser, representing New Mexico boys, spoke over the N. B. C. network and Kathryn Woodbridge had three minutes in a broadcasting program of twenty minutes over W. L. S. The New Mexico group also sang the state song, "Oh Fair New Mexico."

Features of the program were daily conferences, both of the 4-H delegates and members of the State Extension staffs; assemblies addressed by eminent speakers, educational tours to different branches of the Government and nearby points of historical interest, and training in recreational leadership. Each day's program closed with a campfire meeting.

The trip will be broadcast over KOB by Roger Elser, the evening of July 10.

DR. HARVEY W. WILEY PASSES AWAY

The Associated Press announced

that Dr. Harvey W. Wiley died last Monday morning.

For 30 years, up to about 1905, Dr. Wiley was Chief Chemist of the Department of Agriculture. His personality more than that of any other man, is stamped indelibly upon the original Pure Food Law. While he continued to hold that position, his approval or disapproval of the product of any food, settled the question of whether or not the goods should be admitted to the Pure Food market of the United States. I say, while he continued to hold that high position, for when his superior officer in the Department of

Agriculture overruled him, he promptly resigned. He did not pass it over as a right of courtesy of a superior. He said, in effect, every article of food that goes upon the Pure Food list carries with it, my guaranty of its purity, and I will not either openly or by silence, directly or indirectly, guarantee the purity of food which I know by chemical analysis is not pure.

Strong efforts were made by statesmen who were interested in the Pure Food course to induce Dr. Wiley to withdraw his resignation. But he stood immovable, and so did his superior officer, the

Secretary of Agriculture.

The "milk in the can" controversy is just this: The manufacturer of the food in question was a favorite of the secretary.

While professional integrity such as Dr. Wiley maintained is the noblest quality of any man, there was still another personal factor in his pure life that ought to be a motto in the life of everybody. It is this: His life was pure. About his food he practiced what he preached. In the announcement of his passing the dispatch says he was 95 years old.

I remember as if it were but last week that he was 70 years old when he resigned his position in the Department of Agriculture, and was a bachelor. He was hale and hearty. The very picture of good health, and fine spirit. And at this so-called advanced age, he married and became a father.

Many other things might be said of the life of this pure man, but Dame Conventionalism forbids.

THOMAS C. CLAYTON.

Justice Kerr and family have moved to the old McMinn place the past week.

Mrs. Albert Lewis returned to Slater Thursday after a 10 days visit with Mrs. M. F. Marshall and Mrs. H. Rowley.

Mrs. Lee English returned Thursday from a few days spent in Ft. Sumner and Roswell.

Mr. and Mrs. Ralph Will are expecting his people from Pennsylvania to arrive soon. Little Frank, who has recently had his tonsils removed is in much better health than he was while away, and is anxious to see his grandparents. The Will home is being redecorated within.

Willis and Roy Breshears were Sunday dinner guests of Rev. and Mrs. Lorts.

REMEMBER! Roosevelt County Dairy and Livestock Exhibit, September 18, 19, and 20. 36-41c

Mrs. B. F. Smith entertained her Sunday school class Friday evening at the H-bar ranch. All enjoyed the games and lunch which were provided.

Miss Josephine Stewart who has been visiting her sister, Mrs. Ray Isler left Monday night for El Paso where she will attend school.

Southern Cross Adds Atlantic to Triumphs



The Southern Cross, monoplane which in 1928 flew across the Pacific from San Francisco to Australia, and then last year flew to London from Australia, added a new chapter to its romantic history when it landed in Newfoundland recently after a hazardous dash over the Atlantic ocean from Ireland. The Southern Cross is shown above, with Charles Kingsford-Smith, commander, at the right.



EARL KENNEY WEDS LUCILLE WILLIAMS

SANTA FE.—Earl D. Kenney, father of District Attorney J. J. Kenney and Miss Lucille Williams were married by Father Barnabas Meyer here Friday evening. Miss Williams is a daughter of Dr. D. D. Williams, former county health officer.

Mr. Kenney is a graduate of Regis College, Denver. He later attended the U. of Colorado and Denver University school of law. He is at present assistant district attorney.

—State Tribune.

TRENCH MOUTH HEALED

Your friends don't say they can't cure your sore gums and foul breath don't make folks like you any better. Let's try Poretha Remedy. It cures cases if used as directed. It cleans a mouth wash or paste, and is sold on a money back guarantee.

PORTALES DRUG CO.

Mrs. Della Burke is in Portales to spend the next six weeks living in the home of her son, Mike Burke and family.

In August Mrs. Burke will be joined by her son-in-law and daughter, Rev. and Mrs. C. K. Gosier and they will go to Vancouver and there sail for Japan to spend the next seven years in missionary work in that country. Mrs. Burke and her daughter have been teachers in one of the Baptist churches in Japan for a number of years and during the past year they have been upon a vacation at the United States.

The two young people will remain here to complete their schooling and will then join their parents in the Island to aid in the missionary work. The son, Edwin is a young minister in the theological seminary at Louisville, Kentucky and Miss Helen is majoring in music in the Meritt College at Raleigh North Carolina.

MARRIAGE LICENSE

Bill Roy Brown, Amarillo, Mary Virginia Miller, Amarillo, James Dudley Pitts, Portales, Pauline Jones, Portales, Harold Russell, Presidio, Texas, Nora Black, Presidio, Texas, James R. Richards, Dora, Zettie Preston, Dora, Raymond Chitwood, Muleshoe, George Green, Muleshoe, Bodine Richardson, Levelland, Opal Ray, Levelland.

Willis White is in Hillsboro, Texas, transacting business. Russell Kentler of Tahoka who has been visiting Leon Slater for the past week left Monday for his home in Willits, Texas.

Yes, Sir!



Make the Finest Lunches, Chile and Hamburgers You ever Tasted

Drop in at

Place and See!

Jack's Cafe

MIDWAY

There was a large crowd at Sunday school Sunday morning. There was also a large crowd attending singing.

The Methodist conference was held at Midway Saturday. Every one reported a nice time.

A number of the Midway people attended the Baptist Fifth Sunday meeting at Hopewell Saturday and Sunday.

Mr. and Mrs. Geach Russell and Mr. and Mrs. Walter Clifton were dinner guests of Mr. and Mrs. Jack Elkins last Sunday.

Mr. and Mrs. Kizer visited Mr. and Mrs. Jacobs Sunday evening. Mr. Theodore Ellberry had the misfortune of getting a serious cut on his arm but is improving nicely.

Mr. and Mrs. G. A. Corder and Mr. and Mrs. W. K. Corder all of Bula, Texas, were dinner guests of Mr. and Mrs. H. D. King Sunday.

Mr. and Mrs. Jack Elkins have returned from a visit to Tulsa, Texas. While there they made the purchase of a new Ford coach.

Mr. T. J. Gough of Vera, Texas, is visiting relatives of this community at this time.

Mr. and Mrs. H. A. Washert from Galveston are spending the week with her mother Mrs. A. J. Bohn.

Henry Bremer was called to St. James, Missouri, the first of the week to be with his mother who is seriously ill.

Mrs. J. W. McMinn and daughter Miss Beola, Mrs. J. J. Spires, and Miss Verda Oakley will go to Tatum Friday.

Birthday Party

On Saturday evening Mrs. Carl Mueller was greatly surprised at 6:30 when a number of her friends arrived, each bringing a dish of delicious food, to celebrate her birthday.

The daughters knew that the guests were coming but the mother did not have an inkling of what was to happen.

Those present to wish Mrs. Mueller many happy returns were Mr. and Mrs. Henry Bremer, Mr. and Mrs. Claude Lorts, Mr. and Mrs. T. E. Livingston, Mr. and Mrs. J. P. Ford, Mr. and Mrs. Kenneth Livingston and family, Mr. and Mrs. H. M. Livingston, Mrs. Carl Bremer, Mrs. O. L. Heshley from Wichita, Kansas, Mrs. Alice Pleuder, Mr. and Mrs. Carl Mueller.

Freshly-baked in New Home

After something over two years of worshipping in various places the Presbyterians are at last in a beautiful little home of their own.

The exterior of the building is of Spanish type architecture, stuccoed in cream, the interior of sheet rock calcined a sunny cream, which makes a very attractive building.

The first service which was Sunday school under their new Supt. Earnest Pogue, was held Sunday morning.

Third Sunday is Rev. Johnson's regular day and they will probably have preaching services at that time.

All of those who worked so faithfully towards this end are certainly to be congratulated and the news, as well as their many friends wish for them a very fruitful year's work in the Vineyard of the Lord.

Mr. and Mrs. Watt Stewart and their niece Miss Ruth Bramlett left Wednesday morning for Oklahoma City to spend the Fourth of July in the Bramlett home.

Charles Starkey has accepted a position with the First National Bank and began his duties on the first of July.

Mr. Starkey was connected with the Amarillo National Bank of Amarillo, Texas, before coming to Portales to make his home.

BAPTIST CHURCH NOTES

Sunday school at 9:45 a. m. Preaching services 11:00 a. m. The pastor will be out of town with his wife at the Lubbock sanitarium the remainder of this week but plans to be in Portales for the regular morning services next Sunday.

Quite a number of young people attended the B. Y. P. U. fifth Sunday services in Clovis and several from Portales took part on the program.

Mr. and Mrs. Ed Herndon and daughters Misses Creta and Rojean returned Monday morning from Salida, Colorado, where they enjoyed a 10 days visit with Mrs. Herndon's brother and family.

J. N. Grisso left Sunday for the oil fields of Oklahoma and from there he will go for a tour of the northwest, returning home about the first of September.

REMEMBER! Roosevelt County Dairy and Livestock Exhibit, September 18, 19, and 20. 36-41c

Mr. and Mrs. Wallace Lawes of Kansas City Missouri were luncheon guests of Mr. and Mrs. John Young on Monday of this week. Mr. Lawes is a business friend of Mr. Young.

Frank Wyckoff and E. N. Evans of Tatum were in Portales Thursday in the interest of the highway No. 18 which goes south from Portales to the Lea County Oil Fields making a short cut from Amarillo to the oil fields.

Mr. and Mrs. Elbert Muncy have arrived in Portales and established their residence in one of the apartments in the Simmons buildings at the corner of Liberty and Utah streets. Mr. Muncy has accepted the position of pharmacist at the New Mexico Drug store and has entered upon his duties.

Mr. and Mrs. Muncy were married in Dallas on Friday, June 27th, and left immediately for Portales. The bride was Miss Callie Stribling before her marriage.

Mr. and Mrs. Dudley Pitts who were married in Portales last week are in San Antonio, Texas, spending their honeymoon. Mrs. Pitts was formerly Miss Pauline Jones, daughter of Mrs. Henry Jones of Portales.

Mr. and Mrs. W. H. Seefeld were in Lubbock Tuesday transacting business.

Professional Directory

Dr. R. W. Means

Dentist
Residence Phone 108
Office Phone 26
X-RAY DIAGNOSIS

A. J. Goodwin

U. S. COMMISSIONER

S. N. Hancock

Optometrist—Eyes Tested, Glasses Fitted, Registered under the State Board of New Mexico
Next Door to New Mexico Drug

C. M. COMPTON, Jr.

Attorney at Law
Practice in all the Courts
Office over Hughes Confectionery

Dr. I. D. Johnson

Dentist
Phone 82 for appointment
Portales, New Mexico

Ballow & Price

Coal, Ice and Feed
Authorized Purina Dealers
Telephone 3

Dr. N. F. Wollard

Local Surgeon
Office Near Drug Store
A. T. & S. F. Hospital Bldg.
Phone: Office 43, Res. 169

Brasell & Hensley

Physicians and Surgeons
Phone 94
Phone 114
H. T. Brasell E. T. Hensley

Dr. J. S. Pearce

PHYSICIAN—A. F. STURGEON
Office at Pearce's Pharmacy
Office Phone 34, Residence 33

H. E. Taylor

Contractor & Builder
Estimates Furnished

Licensed A. F. A. Poultry Judge

C. E. ACKERMAN, D. V. M.
State and Federal Authorized Veterinarian
Telephone 632 Day or Night
Clovis, New Mexico

Young & Hatch

Hogs, Cattle and Feed
We do Custom Grinding
Portales, N. M.

OLDHAM

FIRE AND LIFE
INSURANCE
FARM LOANS

Saturday Special
\$2.95 Value
Felt Hats

98c

United Dry Goods
Stores, Inc.

Portales, N. M.



Reconditioned

Used Cars

Priced to Sell

One Model T Pickup
Two Model A Pickups
One Model A Coupe
One Chrysler Tudor
One Chevrolet Tudor
One Model AA Truck

Washing and Greasing

Universal Motor Co

Under New Ownership

Prom Queen



Thirty-five hundred students at University of Oregon, can't be wrong. Not at least, when their choice for the most attractive girl on the campus is charming Miss Dorothy Teespe, above. Dorothy, a junior, was picked to rule the annual junior prom.

NEW HOMES IN PORTALES

There have been several new homes built in Portales during the past few months and several of them are ready for occupancy the first of this month.

Mr. and Mrs. J. D. Cason are preparing to move into their new residence. The house was erected upon the property where their old home was located. This is one of the very prettiest houses of Portales. It is brick veneer, is two stories and contains eight rooms. As soon as the house is located they will be moving into their new home. The Cason family has lived with Mr. and Mrs. Carl Turner during the absence of the home.

Mr. and Mrs. J. D. Cason moved Monday night into their pretty new home. This is located on Montana street, and is one of the new homes of Portales. Mr. and Mrs. J. D. Cason occupied for the first time last week.

Mr. and Mrs. Felix Frazer also took possession of their residence which has been completed within the past week. They have been living in the Strickland house near the high school building.

Mr. and Mrs. J. D. Cason with their three very popular daughters, Cornelia, Annie Mae and Jeffie, moved on Monday into their lovely new home on Montana street.

This building is of hollow tile and the interior is conveniently arranged as well as beautifully finished. The home is on the street from the H. Lee home and on the lot adjoining the E. J. Norris residence.

CHRISTIAN CHURCH

Claude A. Loris, Minister

Sunday school 9:45 a. m.
Communion and Preaching service 11 a. m.

Christian Endeavor 7 p. m.
Preaching at 8 p. m.

The mid-week service on Wednesday evening is getting better every week. Attendance is running from 40 to 60. You are missing something worth while if you are not coming to these Bible study services. Just ask somebody who has been there.

Mrs. R. R. Starr and daughters Evelyn and Lois and son Glaze from Wichita, Kansas, spent Sunday and Monday in the L. L. Brown home. Mrs. Starr is a sister of Mrs. Brown. Miss Wanda Brown was at home for the week end, accompanied them to Albuquerque to see Lester and then went on to Las Vegas.



A Glorious Permanent without burning

Combo Ringlette PERMANENT

Lives up the hair—adds gloss and beauty to it—never deadens—because the steaming is done from the inside out—and not forced in under terrific heat pressure. Ringlette Permanent is a wide, deep row of waves that easily fall into place with combing.

You can move about freely during the Ringlette treatment—eat, read, phone, write. No need to sit rigidly. LET US DEMONSTRATE. YOU'LL ALWAYS WANT A RINGLETTE PERMANENT—Fountain of Youth Shop MRS. ZORA NELSON Phone 115

Locals and Personals

Mrs. Ira Doyle and her 10 year old son were in Portales from Long Beach, California, last week visiting in the home of Mr. and Mrs. Jim Doyle. The visitors were on their way to New York where they will remain until the last of August enjoying a stay with Mrs. Doyle's parents. She lived in Roosevelt county for a short while soon after she and Mr. Doyle were married.

Lucile Wurster has returned to Portales after her two weeks vacation in Missouri, Oklahoma and Kansas. She entered upon her duties at the bank on Saturday morning.

Mrs. Walter Scott, son Lynville and daughter Mardell and mother Mrs. Ada Bromley left Tuesday for Brownfield to visit her sister Mrs. Leo Travis. Mrs. Scott and Lynville returned Thursday. Mrs. Bromley and Mardell will remain for 6 weeks.

George Williams and family from Detroit, Michigan, spent the middle part of the week with the O. B. Cason family. Saturday they went to Kenna to visit other relatives, taking Maggie with them. Mr. and Mrs. Cason went down for Sunday and brought Maggie home.

Mr. and Mrs. F. F. Gunn and family left for Crosbyton last week to visit their daughter, and will go to Mineral Wells to visit another daughter. Mr. and Mrs. Gilliland, parents of Mrs. Gunn will return with them.

Mr. and Mrs. R. H. Grason and family returned Sunday from a two weeks visit in De Leon and Ft. Worth, Texas.

Mr. and Mrs. S. T. Florence, parents of Mrs. Sam Florence left Sunday morning for Amherst to visit their daughter, afterwards going on home to Rule.

Mr. and Mrs. J. T. Riddle attended the 5th Sunday meeting at Richland, staying over night in the Lonnie Partin home.

Mr. and Mrs. Ralph Will and children returned Friday from Denton where Mrs. Will has been for the past 2 months, at the bedside of her father.

Mr. Goodwin is still quite sick.

Mr. and Mrs. J. R. Harrigan spent Sunday in Floyd with Mr. Harrigan's mother.

Mr. and Mrs. E. D. Lungren came up from Roswell and were guests over the Fourth of July with Mr. and Mrs. Wallace King. The two families were close friends when Mr. and Mrs. King were residents of Roswell.

SALES TRAINING SCHOOL

What has been termed the greatest sales training school in the history of the automobile industry—a series of five meetings conducted over a period of 10 days in each of 12,000 Chevrolet retail stores in the United States, and attended by 24,000 salesmen—has just been completed by the Chevrolet Motor Company.

So successful were the meetings that Chevrolet central office officials are considering making the "school" an annual affair. In practically every instance Chevrolet dealers reported their complete sales personnel in attendance at each meeting, and in addition the office and service staffs requested and were given permission to attend the sessions. In all, it is estimated that an average of 40,000 sales, office and service employees in Chevrolet retail stores attended each of the five meetings. Increased selling efficiency by their present staffs and the addition of many salesmen to their organizations are expected by many as a result of the "school".

Portales Markets

The following prices are being paid in Portales, Thursday, July 2nd

Hogs	\$7.75
Cream	\$23
Threshed Kaffir	\$12.25
Corn	\$12.25
Heavy hens	.14
Light hens	.11
Fryers	.18
Leghorn fryers	.14
Eggs	.15
Wheat	.80

Mr. and Mrs. W. H. Seafeld, together with their guests, Mr. and Mrs. F. R. Morris and son attended the Lovington celebration Saturday and Sunday. Mrs. Morris came from Wichita Falls and joined her husband here, coming with him to Hobbs, where he is manager of the Mistletoe Creameries.

Mrs. Georgia Vinyard is spending the week with her son C. C. Vinyard of Portales.

Well and Edna Carter went to Lovington Saturday to see the first train come in. Sunday they met their brother Powhatan Carter of Roswell and his family at Hobbs. Saturday they enjoyed hearing the T & P band and the school band a number of times during the day and evening.

According to the Roswell Dispatch Mr. and Mrs. George L. Reese, Jr. and their little daughter Jane, have moved from Roswell to Lovington, where Mr. Reese is opening a law office.

Mr. and Mrs. Powhatan Carter and two sons spent a portion of this week in Portales as guests in the home of their mother Mrs. C. L. Carter and their sister Mrs. J. L. May. They were on their way from their home in Roswell to the mountains of Colorado to spend a month's vacation.

Marvin McClish has arrived from Los Angeles and is now connected with the Universal Motor Company. Mr. McClish is head of the battery department with his new company.

Miss Mary Copeland, at one time a resident of Portales but now living in Lubbock, Texas, is in our city this week spending her time between her three close friends McKewen, Walton, Allen Smith and Lois Bankston.

VICKS CHEMICAL ANNOUNCE MERGER

PHILADELPHIA—Another chapter in one of the most unique and striking examples of success-

ful American industry was written here recently in the merging with Drug Inc. of Vicks Chemical Company, a Delaware Corporation, with operating offices and plants here and in Greensboro, N. C., and additional producing laboratories in Canada, Mexico, Colombia and Spain, all devoted to production of its single product, Vicks Vaporub, a cold remedy for which world-wide demand has been established within a generation.

NEW WILLYS SIX IS IDEAL CAR FOR WOMEN DRIVERS

Ease of Operation and Advanced Style of Beauty Appeal to Feminine Eye; Appre-

While its speed attainment of an outstanding in the low priced field and attracts general commendation, its less sensational features are seen as having special appeal for the ever increasing number of women drivers who find its arrangement of control and simplicity of operation among its chief attractions.

With its trim lines, tasteful upholstery and rich colors, the Willys Six presents an appearance as far above its class as its performance.

"Finger-Tip Control" featured on all Willys-Overland cars, removes to driving. No longer is it necessary to overcome the objections so many women had

NOTICE—

I have bought the entire business of DAVIDSON & SLATEN and hereafter will be called the Slaten Coal Co.

I wish to express my thanks for your past patronage and hope that I may be able to serve you better in the future.

Willis Slaten

Slaten Coal Co.



Dr. Thomas J. Keller



Dr. Ida Mae Keller

An Announcement of Vital Importance to Men, Women and Children Who Want Good Health

Free Diagnostic Clinic

Beginning At Our Office Monday, July 7th

To introduce to folks in Portales and Vicinity the Amazing Powers of the new

Calbro Magnowave just Installed

Clinic conducted by Dr. Paul E. Wesenberg one of the foremost diagnosticians in America

A Positive Diagnosis in Every Case

One of the greatest contributions to the advancement of health in many months is the installation in our offices of this new equipment, the Calbro Magnowave, for the diagnosis and treatment of various forms of disease, and the clinic which will be conducted here by Dr. Paul E. Wesenberg, beginning Monday, July 7th. We urge you to be here and have your case diagnosed by this instrument, which prominent practitioners all over the United States are declaring to be infallible in the diagnosis and treatment of disease.

When Dr. Wesenberg makes a diagnosis of your case he knows it will be correct. There is no guess work, for the Calbro Magnowave unfailingly finds the true cause, and indicates the treatment to be given, just as surely as you get a certain station on your radio by tuning in on a certain wave length, and exactly on the same principle.



Attend This Free Clinic and Get the Facts

There are hundreds of people in Portales, Roosevelt County and vicinity, who will get wonderful results from this free clinic which begins Monday, July 7th, and lasts for one week. Phone or write now for your appointment.

No matter whether you have tuberculosis, diabetes, Bright's Disease, anemia, stomach ulcers, neuritis, rheumatism, sinus trouble, high blood pressure, abnormally low blood pressure, or any one of a number of other diseases and ailments, radio diagnostics will positively diagnose your case correctly and indicate the treatment to be given you.

These statements are true. They are vouched for by noted practitioners all over the country and by hundreds of patients who tried radio-diagnostics with gratifying results, after everything else had failed. You owe it to yourself to attend this clinic.

Clinic Begins Monday, July 7th, At Our Office

Diagnosis by appointment. Phone or write now!

Doctors Keller & Keller

Office Phone 59

Portales, New Mexico

Res. Phone 77

Locals and Personals

Mrs. W. A. Watson from Hermosillo, Texas, has arrived to spend the summer with her daughter, Mrs. W. A. Cummings.

Mr. and Mrs. J. J. Carter have as visitors this week Mrs. Carter's mother, Mrs. Martha Parrish and Mrs. Emma Manual from Missouri.

Mr. and Mrs. Barker, C. C. Fisher, and Mrs. Ray Davis of Plains, spent the week end with Mrs. W. H. Fisher and family. Mrs. Eva Fisher will return with them for a short visit.

E. T. Moody, son Junior, and Will H. Fisher, spent a few days of this week fishing near Fort Sumner.

W. A. Blasingame reports a fine crop of potatoes and tomatoes.

Clyde Florence and son Phillip spent Sunday in Sudan, Texas.

Mr. and Mrs. Lacy Armstrong spent Sunday afternoon in Tatum.

Rev. and Mrs. P. M. Fortner and daughters, Misses Cleo and Lorene spent Monday and Tuesday in Pecos.

Friends in Portales received a letter from J. B. Priddy written at Eugene, Ore., saying that they had covered 2400 miles and were having a delightful time.

Mrs. Thulia Cox of California is visiting relatives and friends in Portales.

Mrs. A. S. Bramlett of San Francisco, California, who has been visiting with Dr. and Mrs. F. Wollard left Saturday morning for Albuquerque.

The Methodist ladies cleared something over \$20 at the food sale which they held Saturday at the Ohr Electric shop.

Mrs. Turner Hutchins was a visitor of Mrs. Sherman Bracken Sunday.

Mrs. Lella Mell and G. D. Curry were dinner guests Sunday in the E. Canon home.

Mrs. E. B. Bishop lost her sister, Mrs. Anderson, whose bed she was called some time ago. Her sister, who was visiting her sister in Austin was taken home Sunday and died the following day at Hubbard City, Tex. Mrs. Bishop's many friends sympathize to her in her bereavement.

Dr. C. J. Waggoner, head of the West Texas Hospital at Lubbock, Mrs. Waggoner and their daughters, Misses Helen and Ruth, and Mr. and Mrs. G. M. Shaw and daughter, Myrtle, were guests the past week in the Rex Forrest home. In the afternoon they all visited Billy Kidd's grave near Elda. The family especially enjoyed a few days vacation away from service and the climbs around over the sandhills.

Mr. and Mrs. Elvy Wells, of Roswell, were Portales visitors Saturday. Miss Eva Wells, their niece, spent a few days the first of the week in their home.

Mrs. Willis Story who has been in Portales is better now.

Hubert Hayes left Saturday morning for Ada, Oklahoma, after a month's visit with his sister, Mrs. B. L. Eskew.

Mrs. C. M. Gohl was a Portales visitor Saturday.

Mrs. Arnold Law and family, and Earl Simpson and daughter Bernice, spent the past week with Mr. and Mrs. M. C. Bentley.

Blant Fulton has gone to Santa Rosa to work for the Triangle Oil Company.

Mrs. Clarence Hullum and children returned Wednesday from a visit in Canyon.

Mrs. M. G. Edmond spent the week with Mrs. Foy Williams.

Mrs. Frank Warnica returned from Hobbs Thursday.

Mr. and Mrs. Guy Cross had as Saturday dinner guests, Mrs. M. E. Andes and four children from Dero, Mrs. Ted Willis and Mrs. Willie Pierson and daughter Eula B. and T. M. Andes from Dero.

Miss Maybell McCarty returned Sunday to Lubbock to take up her work again.

J. L. Maxwell and daughter, Mrs. Sam Holland, from Llano, Texas, spent Wednesday and Thursday in the Maxwell home, visiting with his son.

Mrs. J. P. Kelley from Morton, Texas, and Mrs. J. M. Knight from Ft. Sumner were visiting their sister and brother, Mrs. Ike Maxwell and J. E. Wise the past week.

J. H. Cathman has been unable to work the past week from a nail that he stepped on.

Le Roy Sowell has been suffering from a sore foot, caused by stepping on a nail.

Fred Ohr and Raleigh Anderson have traded property. Mr. Anderson taking the Ohr town property and Mr. Ohr will move to the five acre tract formerly owned by Mr. Anderson.

Mrs. John Watkins has traded a five acre tract in N. W. Portales for the I. H. Lee property in South Portales.

Mr. and Mrs. Troy Jeter have moved to the Anderson tract property on the old Ohr place.

Merle Forbes returned Friday from Texas where he has been visiting with his uncle Sam Jack.

The Hustlers Club of Red Lake met in a call session Wednesday with Mrs. Arthur McFall.

Visitors from the Upton community report a four inch rain there.

Mrs. L. V. Hankins and children visited Sunday with her daughter, Mrs. Frank Smith, celebrating her birthday. Mrs. Hankins' niece, Mrs. Emma Rivers of Turkey, Texas, is visiting with Mrs. Hankins. Mrs. Rivers was formerly Emma Striman.

On Thursday afternoon, Wynema Whitcomb entertained 5 of her little classmates, Misses Jane Mauk, Lenore Shaw, Mildred Lyons and Mary Jane Taylor. Lenore remained for the night. The little people had a very pleasant afternoon together.

Mr. and Mrs. E. N. Neer and daughter Marie left Sunday morning for Madisonville, Texas, to visit Mrs. Neer's parents, Mr. and Mrs. Bill Partin. The sister from Manila will arrive about the same time and the family will have a reunion.

Mr. and Mrs. B. L. Eskew spent three days of the past week in the Dettl Mountains, after which Mr. Eskew went to Fort Sumner to work.

Mr. and Mrs. W. T. Eskew were shopping in Portales Saturday.

Mrs. G. W. McCormick was a Portales visitor Saturday.

Leonard Westerman was in Lovington the last of the week attending the railroad celebration which was held in that city.

Mr. and Mrs. E. C. Luna and their little daughter spent Sunday in Clovis with friends.

Mrs. Ophelia Snell has returned home from Santa Fe where she has spent the past several weeks at the bed side of her daughter, who has been very ill.

Miss Nell Carter drove to Lovington to enjoy the thrills of the celebration held at the completion of the railroad into that city.

Mr. and Mrs. J. C. Boyce have gone to Hobbs where it is announced they will conduct a skating rink.

Frank Willis of Roswell is spending two weeks in the Ted Willis home.

Fred Ohr was a business visitor in Elda Saturday.

Mr. and Mrs. Stroud of the Hamburger King Restaurant, who have been living in one of the Taylor rent houses have moved closer in, to be nearer their work.

On Thursday afternoon, Wynema Whitcomb entertained 5 of her little classmates, Misses Jane Mauk, Lenore Shaw, Mildred Lyons and Mary Jane Taylor. Lenore remained for the night. The little people had a very pleasant afternoon together.

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"BARGAIN IN COAL"

We will have a car on track of Dawson Fancy Chestnut Coal at \$9.00 per ton

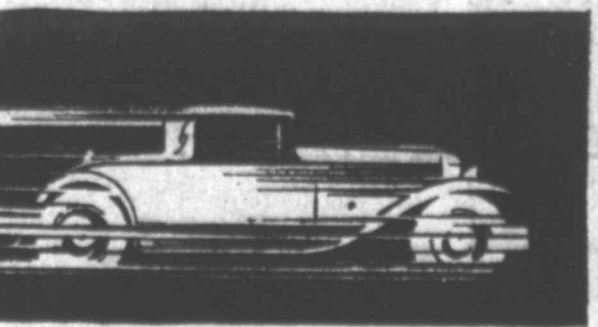
on July 7th. This is good coal for cook stoves. See our later ad for bargains. Will be located in Holmes Rooming House Building.

H. W. Davidson Broomcorn Co

© 1936, Phillips Petroleum Co.

Why pay for "MILEAGE" if you have to walk part of it

Does your gas tank go dry before you've gone the miles you thought a filling would carry you? Is mileage just a promise in the gasoline you use? Switch to Phillips 66 and watch your gasoline gauge linger at the top of the scale while your mileage gauge reels off mile after mile. Phillips 66 combines mileage with flashy getaway, snappy pickup and smooth, lusty power because it's the gasoline of controlled volatility. Each gallon is scientifically fitted to the season and the climate. Drive up, with confidence, to the pump marked "Phillips 66". Ask for a tankful of motoring satisfaction. And get it!



PHILL-UP WITH

Phillips

REGULAR 66 ETHYL

CONTROLLED VOLATILITY

—the sensational principle that's back of the big swing to Phillips 66. Gives you a summer gas in summer—a fall gas in fall—a winter gas in winter—a spring gas in spring.

J. C. COX, Distributor

Milk

The Summer Beverage for the Entire Family—

Man, woman and child can take no better summer drink than a glass of cold milk. Just the thing for hot days—food value combined with easy digestibility, and a feeling of refreshment that is otherwise hard to get.

INCREASE YOUR MILK ORDER FOR THE SUMMER—

Phone 141

Doyal's Dairy

Too Hot To Shop?

Phone Your Order

It's too hot to worry about cooking nowadays, you say. But have you thought of the many things that our store offers in the way of summer foods? There are delicious tempting fresh vegetables, fresh fruits, fresh meats, lunch meats, and dozens of delicacies that will tempt the most jaded appetite, that require very little cooking, if any.

And our service is dependable. Just phone 13 and tell us what you want—it's on the way in a jiffy!

J. N. McCall Gro. & Market

THE VALUE OF SOUND DESIGN

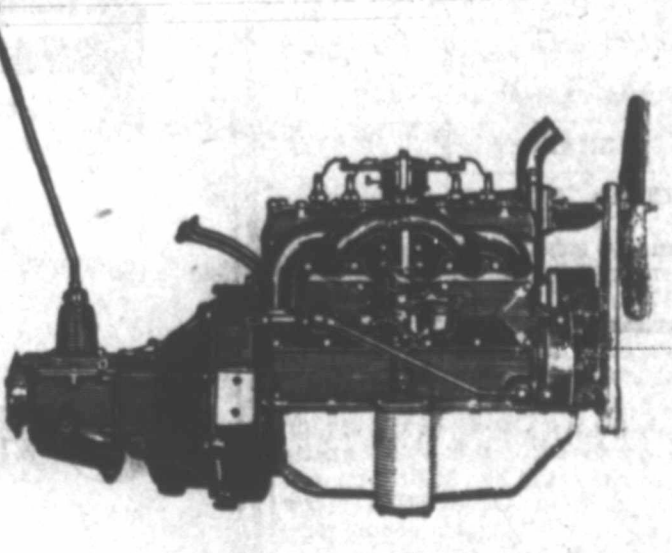
New Ford engine gives outstanding acceleration, speed and power without sacrificing reliability or economy

THE good performance of the Ford car, so apparent on every highway, is due largely to the sound mechanical design of the engine.

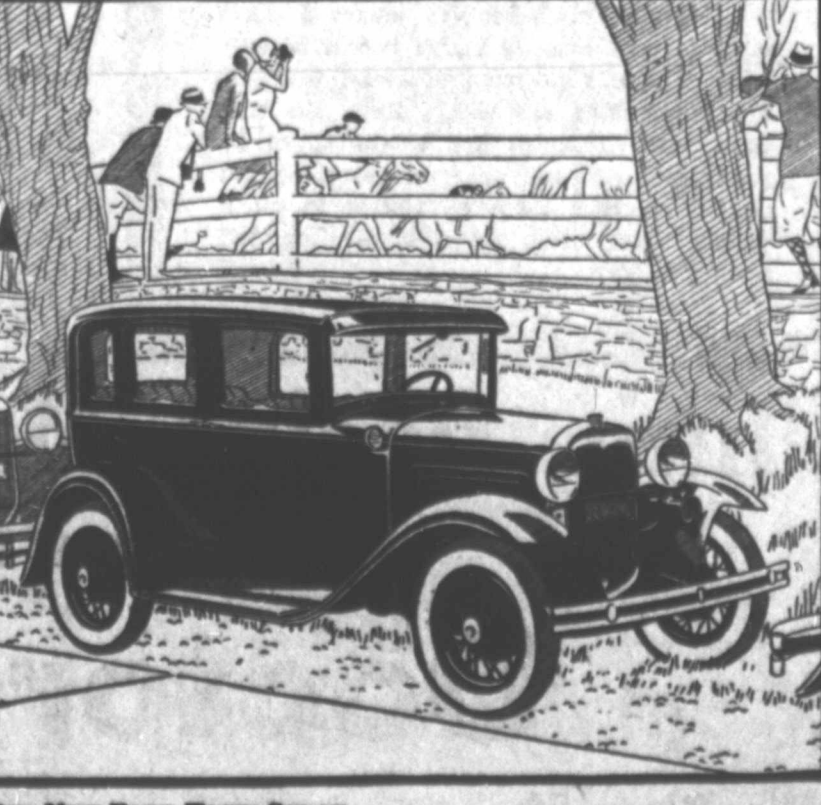
It has outstanding acceleration, speed and power, yet that is only part of its value to you. Greater still is the fact that it brings you all these features without sacrificing either reliability or economy.

That is the reason the Ford car has given such satisfactory service to millions of motorists all over the world and has been chosen by so many large companies that keep accurate cost figures. In every detail of construction it has been carefully planned and made for the work it has to do.

The design of the compression chamber is an important factor in the efficiency of the Ford engine. It is built to allow free passage of gases through the valves and to thoroughly mix the fuel



by producing turbulence within the cylinders during compression. The spark thus flashes quickly through the whole fuel charge, resulting in quieter and more effective engine performance. Other factors are the direct gravity gasoline feed, the specially designed carburetor, the new hot-spot manifold, aluminum pistons, chrome silicon alloy valves of larger diameter, statically and dynamically balanced crankshaft and flywheel, the simplicity of the electrical, cooling, lubrication, and fuel systems and accuracy in manufacturing.



THE NEW FORD TOWN SEDAN

Ask the nearest Ford dealer for a demonstration

NOTE THESE LOW PRICES

Roadster	\$405
Phaeton	440
Tudor Sedan	495
Coupe	495
Sport Coupe	525
De Luxe Coupe	545
Three-window Fordor Sedan	605
De Luxe Phaeton	625
Convertible Cabriolet	625
De Luxe Sedan	640
Town Sedan	660

All prices f. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra, at low cost.



START THE DAY OFF RIGHT

—With—

Rich flavor and pleasing aroma! Roasted and packed fresh every day in Amarillo by the Junior Coffee Company — get yours now. Order a pound can today and learn how good it is!

At Your Grocer's

WANT AD COLUMNS

The Easy Way to Buy, Sell Find or Swap

PUMP WORK OF ALL KINDS. now is the time to see that your irrigation plant is working properly. Headquarters at Tom Jones filling station. A. B. Meiner. 23-tfc.

FOR SALE—Baled Alfalfa, Allen Sanders, 1 1/2 miles southwest of Portales.

THE HART-PARR Stationary engine, at low operating cost. Wheeler Bros. 32-tfc

CULTIVATOR TIME is now at hand. See our stock of lister and shovel cultivators and sled cultivators. Wheeler Bros. 32-tfc

BARGAINS We are closing out in some lines. Why not visit our store at once. Store building for sale. Inez Mercantile Store. 31-tfc.

SALE—Filling station, stock of groceries, dwelling sheds, etc. Good well and windmill with dirt storage tank, also overhead tank, water piped to house. Small garden fruit trees and grapes, 2 acres of land on highway 18, between Portales and oil field. Property and stock worth \$2500. P. O. in connection, pays about \$20 per month. Cross Roads Store, Cross Roads, N. M. 33-4tp.

A GOOD PIANO. See it at Wheeler Bros. 33-tfc.

WANTED TO PASTURE cattle, up to 200 head; 30 cents per month per head. Always water. A. C. Woodburn, Route No. 1, phone 195-F 3. 35-2tc

WANTED—Housework, work as chamber maid in hotel, or will cook in country home through harvest. Write Eva Bradley, Rogers, New Mexico. 34-3tp.

FOR RENT—Two room modern apartment for light house keeping. Close in on Colorado street. Inquire of Mrs. Rhoda Johnson, east Colorado street.

FOR SALE—Practically new 2-row Jno. Deere Lister, good saddle, growing cotton and corn crops. A. E. Hill, 5 south 2 1/2 east Dora. 36-3tp

NEW HOPE BAPTIST CHURCH Whereas: The New Hope Baptist church, by agreement by its members appointed H. T. Moody, W. O. Davis, Mrs. W. W. Greenhaw, as committee to solicit contributions for construction of a house, twenty by thirty feet, to cost about \$500.00. This building is now erected. We have for pastor, Bro. Scott, of Portales. We have a live Sunday school, and had it not been for the good people of Portales who contributed so gladly and liberally, we would now be without a church. We want to thank each and every one who helped. Both financially and also those that gave day after day of their time and encouragement, and the men who volunteered and worked on this building. Mr. Harris, so willingly supervised the building of the house.

We invite one and all to co-operate with us in making this a better place in which to live by coming to our church and Sunday school. We have church every first Sunday at 11 o'clock. We again thank you.

Committee: H. T. Moody, W. O. Davis, Mrs. W. W. Greenhaw. Carr Lumber Co., \$75.00, Tinner Crow, \$25.00, G. T. Wise \$50.00, Mrs. H. A. Brewster \$75.00, Coe Howard \$50.00, R. G. Bryant \$50.00, J. T. Lewis \$50.00, Mrs. J. T. Lewis \$50.00, A. W. Dalrymple \$50.00, Mrs. Martha Parrish \$10.00, J. J. Carter \$10.00, R. Klement \$50.00, J. L. Harris \$50.00, S. B. Haskew \$50.00, Portales Motor Co., \$50.00, Floyd Kennedy \$25.00, J. W. Stone, Jr., \$20.00, Lacy Armstrong \$20.00, Chas. Tidale \$25.00, H. A. Hunter \$10.00, J. C. Penny \$50.00, C. & T. Service Station \$10.00, E. Week, \$10.00, E. N. Neer \$10.00, P. F. Grocery \$10.00, Ollie Powell \$10.00, W. K. Judevine \$20.00, E. Jordan \$10.00, J. N. McCall \$10.00, Joyce Fruit Co., \$20.00, Orange Service Station \$10.00, The Famous \$20.00, W. H. Creek \$10.00, H. T. Deeming \$10.00, Tom Jernigan \$20.00.

Maxwell Barber Shop
APPRECIATES YOUR BUSINESS

FOR SALE—Modern residence at 920 Colorado street. Five rooms and bath, two lots, garage, cow shed, chicken house, fruit and shade trees. Terms, W. E. Davis Lovington, New Mexico. 34-tfc.

FOR SALE—One No. 2 McCormick Deering cream separator. Capacity 500 lbs. per hour, \$90.00. J. B. Sledge Hardware Co. 33-tfc

FOR SALE—One No. 3 McCormick Deering Cream separator, capacity, 750 lbs. per hour, \$105.50. J. B. Sledge Hardware. 30-tfc

FOR RENT—Three room apartment, furnished for light house-keeping. Inquire at News office. 29-tfc

HAVE 323 ACRES of land, hundred sixty acres under fence, south-east of Portales on Lubbock road, around 20 m about 100 in cultivation to rent. Want some good man or company to see after this for me. Also it is for sale or trade. Joins Lee Boyd's ranch. Dr. H. T. Coop. P. O. Box No. 105, New-castle, Texas. 33-4tp.

ONE SECOND HAND two-row lister. Wheeler Bros. 32-tfc

FOR TRADE—Good Ford truck in good shape, with good rubber and grain body. Will trade for span gentle heavy mares, or cows. Jas. L. Wilson, Elida, Route No. 2, N. M. 35-2tc.

FOR SALE OR TRADE—Registered Jersey Boar, good frame, one year old. Registered O. I. C. white boar, 13 weeks old. Thoroughbred red brood sows. Jersey cows, some horses. A. E. Hill 5 miles south, 2 1/2 east of Dora. 35-3tp

FOR SALE One new Ellington piano, a portable victrola, violin, set of Book of Knowledge, air mattress, cut glass, fern and stand, card table and canary bird. Mrs. H. T. Brassell, Nevada street.

FOR SALE CHEAP—Lots one and two, block sixty, Portales, New Mexico. Mrs. Newton Lowrance, Florence, S. C. 36-2tp

LOST—One brown bill folder containing bills. Reward. Article was lost Sunday some place between Portales and Dora. Chester F. Brown, Hughes Confectionery. 36-1tc

PLUMS FOR SALE at Valley View Farm, 5 and 7 1/2 cents per lb. W. E. Reynolds. 36-1tp.

C. M. Robinson \$100, M. C. Sharp \$100, A. E. Jeter \$100, O. E. Cross \$100, T. E. Bell \$100, O. E. Scott \$250, W. D. Pate \$100, W. F. Robinson \$500, Bob Hendry \$500, Clyde Miller \$500, W. A. Turner \$100, Mrs. W. A. Turner \$100, Mrs. Creighton \$100, H. T. Brasell \$150, W. F. Shaw \$250, Dan H. Smith \$200, J. W. Maupin \$500, Piggly Wiggly \$500, Nelse Victor \$500, Johnson and Son \$10, W. A. Angley Furniture Co. \$200.

UNDERTAKING

Ed. J. Neer

EMBALMER

AMBULANCE

SERVICE

Established 26 years

Licensed by State Board

Phone 67 2 rings

Agent for Clovis Floral Co.

Quality and Service Considered

Neer's Prices are Less

Portales,

New Mexico



Do You Want to Help

stabilize a balanced and profitable farming program for Roosevelt County?

THEN—

raise all the feed you can PLAN

to feed more livestock next fall and winter. And be sure to attend and exhibit your best animals at the Dairy and Livestock Show, for the inspiration it will give you to make a success of your farming operations.

PORTALES LUMBER CO.

Phone 10

H. A. McCall \$200, C. M. Sullivan \$200, Robertson Produce Co. \$200, E. E. Stewart \$100, E. N. Wheeler \$250, Roy H. Wheeler \$100, E. L. Wright \$250, C. W. Varney \$250, Ike Hughes \$250, J. C. Boyce \$250, J. L. Paxton \$100, Fred Maxwell \$100, Bill White \$100, Fred Marshall \$100, Wood Garage \$250, Alvin George \$100, Fields and Bonner \$100, Ted Forbes \$100, The First National Bank \$500, R. W. Means \$100, H. E. Carter \$100, Ballow and Price \$100, Davidson and Slaten \$200, Rex Forrest Insurance Agency \$100, J. W. Taylor \$100, J. W. Grant \$500, W. N. Grant \$400, Gains Neil \$100, John Young \$500, Compton and Compton \$20, Mr. and Mrs. W. O. Davis \$67.50, W. W. Greenhaw \$300, J. J. Wallace \$100, Cash collection \$450, Total \$488.00.

FLOYD

The Floyd Ladies Club met with Mrs. Wilson on Friday. There were eleven club ladies and twenty-nine children and sixteen men and boys to enjoy the day. The morning was spent in rounding up and branding calves. A great dinner was spent in the shades of trees in the afternoon. A very interesting business meeting was held, then a program was given. Then when the hour came to leave you could hear from everyone "Oh, I'm so glad I came, I've had such a good time."

Our next club day which will be July 11, will meet at the school house in the afternoon. J. D. Edwards will be at the club to demonstrate the Health-O-Products. Every member of our club should be present and all new members have a welcome invitation.

Mrs. Grant Gordon's brother and family returned to their home in Miami, Arizona, on last Thursday. Mrs. Gordon and daughter Sara Beth went home with them. Lots of the farmers have quit planting, thinking it was too dry.

Mr. E. A. Haragan has the foundation laid to his new house and began hauling lumber for it on Saturday.

Last Tuesday afternoon friends of little Mervyl Watkins gathered at his home to enjoy his birthday with him. Various games were played and nice refreshments were served to eleven guests. Mervyl is eight years old. He received many nice gifts.

Rev. Milton Little preached for us on Sunday afternoon and will preach again next Sunday night, July 6 at 8 o'clock. Every body be sure and come.

Mrs. Womack's cousin, Mr. Will Grag and family of Forest, has been here on a visit.

Mrs. Clay Jones had her aunt Mrs. Masters with her at Sunday school Sunday. We sure do welcome all visitors and ask them to come again.

Willie Ruth and Lena Maye Womack, Lois Watkins and Marvinina Noll are spending this week with Mrs. Woodburn.

Mr. M. A. Deput is over in Ft. Sumner a few days on business. We regret very much to see Prof. and Mrs. Lofton move away and we shall be glad to see them come back when school starts.

Every body was very glad to see Miss Inez Medlock back Sunday. A friend of Miss Medlock was with her.

We had a very hot, dry week last week.

MIDWAY

Mr. and Mrs. B. S. Palmer left Monday for Lubbock, Texas, to make their home.

Glenn Horner returned home

Friday from Roswell where he was operated on for appendicitis.

Mr. and Mrs. Vaughn is visiting in Texas this week.

Mrs. Marguerite Massey entertained a few of her friends Saturday night.

FIRST METHODIST CHURCH

Thomas B. Sowell, Pastor

Sunday was really a good day for the Methodist church, as it saw the completion of the third quarter of the year's work come to a close, and the reports from all departments were good.

Next Sunday at the eleven o'clock hour Rev. Joe Chunn will preach. He is a real preacher, so do not fail to hear him.

No services Sunday night other than the Leagues, and all Leaguers are requested to be on hand for their work.

The pastor will be away for the month, and there will be no preaching services after next Sunday, but the Sunday school will go on as usual, and all are requested to be on hand for the Sunday school, and keep the school going in a great way.

Bring your church budget money with you to Sunday school and leave it so the expense of the church can be cared for; this is very important and will keep the church from getting behind.

TWO PLEASANT CAMPS

HELD JUNE 17 TO 19

Two Farm Women's Camps were held in the state from June 17 to 19, one at Cienega Canyon, near Albuquerque, and the other at the Odd Fellows' Camp, Camp Lee Robertson on Cedar Creek near the Ruidoso. About 665 women representing Women's Extension Clubs, Farm Bureau Locals and 4-H Clubs from different counties were in attendance at these camps.

Carefully planned programs were presented at both camps. The camp at Cienega Canyon was under the general supervision of Mrs. Maud Doty, home demonstration agent for Bernalillo county, assisted by Carolyn Wetzel, Fabola C. de Baca and Veda Strong, also Extension agents. Dr. Evelyn Frisbie, Pres. of Albuquerque B. & P. W. Club, Miss E. S. Maylor, Bernalillo county health nurse, and Miss Elizabeth Rose, Girl Reserve Sec., Y. W. C. A., appeared on the program. W. L. Esler, Director of Extension took part in the program one evening and J. D. Jones of the Forest Service entertained the group one evening with moving pictures.

Miss Grace Long, State Home Agent, was in charge of the camp on Cedar Creek, assisted by Extension agents Velma Borschell, Olive B. Cruze, Ezra Orimes, Verda Oakley and Carolyn Wetzel. Director Esler also appeared on the program one evening.

From the sound of the rising bell at 6:30 in the morning until

the signal for "lights out" at 9:30 in the evening, every moment of these three days was filled to the brim with something of interest to those fortunate enough to be present. Lectures and practical demonstrations alternated with singing and folk games. Handicraft of some sort had a place on the program each day, while plenty of time was allowed for hikes and visiting nearby places of interest.

Menus had been prepared in advance and cooks secured, so that for a brief period at least, these farm mothers were relieved of all responsibility concerning meals past a rto come. This to some, was the best part of the camp and made it something more nearly approaching a real vacation; to rest, to visit with friends, listen to the other fellows' cooking. The fourth and last camp will be held at Tyrone July 9-11.

"CHECK AND DOUBLE CHECK" CHEVROLET PRODUCTS

"Hand built throughout" used to be the hall mark of American industry, the "Tiffany touch" to the quality output of American manufacturers everywhere.

Today, such are the precision demands of mass production in the automobile and many other industries, that to call a product hand-built would be to brand it as a crude product indeed.

When parts are put together at the assembly line they must fit to hair-breadth accuracy, else the efficiency of the whole unit is destroyed and delays are occasioned that are far above cost limit. Such a variable factor as the human equation must play only a minor role in measuring variances for research engineers have found the light ray infinitely more exacting than the human eye. And so they have developed many wonderful instruments to displace the old-time workman with his calipers—instruments tens and hundreds of times more accurate.

Try Portales Valley News want ads—they pay.

Add This Up

Good material, good workmen, good tools, Answer: Foot happiness for you here

Skinner's Shoe Shop

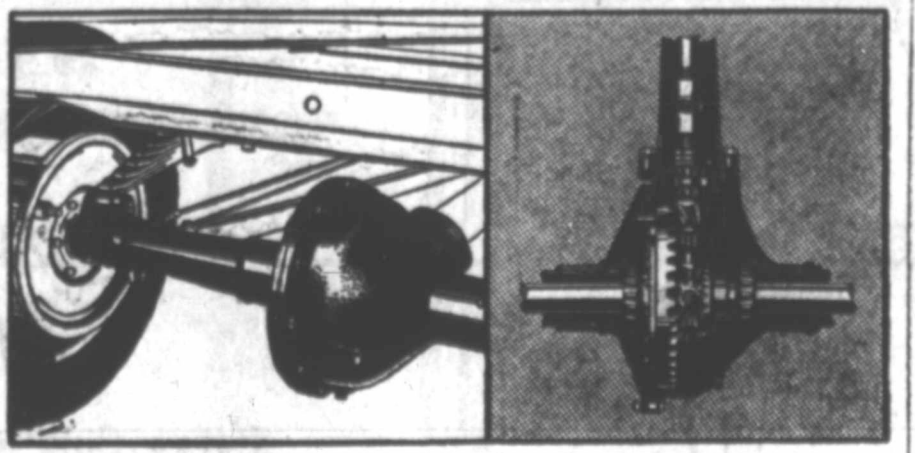
On State Street, 2 doors from Yeacum's

Money Saved is Money Made

We are closing out our P. & O. implements of all kinds and cream separators. It will pay you to get our prices before buying.

J. B. Sledge, Lw. Co.

New features of the FORD TRUCK



THROUGHOUT the chassis of the Ford truck you will see evidence of the burly strength which assures reliability and long life under every condition.

An important example is the new rear axle. It has a spiral bevel gear of special Ford truck design, with straddle-mounted pinion. The housing is exceptionally

sturdy. The axle shafts are heavier than formerly, and because of the three-quarter floating type of construction, they serve only to turn the wheels, without carrying any of the weight of truck or load.

Come in and examine the features of the Ford truck which add so greatly to its value.

WASHING AND GREASING

Universal Motor Co.

Under New Ownership

No Monkey Business



You may get a good laugh out of this—we hope you do. Just so the laugh isn't on us! And it won't be on YOU, either, if you plan auto trip and vacation wisely. One of the first things to do is to equip all around with the new

Firestone Balloon Tire

WASHING — GREASING A SPECIALTY

Orange Service Station

Leonard W. Westerman, Prop. — Phone 55

Pumps 25% More Water in the Lighter Winds



DEMPSTER No 12 Annu-Oiled WINDMILL

THE DEMPSTER No. 12 Annu-Oiled Windmill is equipped with famous Timken Bearings that add durability, compactness and assures easy running. That's why it starts and actually pumps in the lighter winds. Has oil-but-once-a-year principle. Starts easier—runs smoother. Self-adjusting in all winds. Machine cut gears run continuously in bath of oil.

See DEMPSTER Windmills and other DEMPSTER farm equipment at local dealers. If dealer is not supplied, write us for full particulars.

DEMPSTER MILL MFG. CO. AMARILLO, TEXAS

FOR SALE BY
PORTALES LUMBER COMPANY
PORTALES, — — — NEW MEXICO

A Holiday for Tire-Buyers



Goodyears of highest quality in rubber history at the lowest prices ever known!

Enormous gains in Goodyear sales—a production MILLIONS of tires greater than any other company—enable low costs that give you greatest values in history.

You don't need to ride on cheap rubber this Summer. The few cents difference buys a lifetime guaranteed Goodyear. It's a holiday for tire-buyers now!

It's a 6-Ply HEAVY DUTY
GOOD YEAR Pathfinder
4:50-21 4:75-19
\$9.25 \$10.50
32x6 10-ply **\$35.35**



C & T

Service Station

"Always on the Square"—Southeast corner
Phone 90 — — — Portales, N. M.



News Editor & Wife Return from N. E. A. Milwaukee Conv'tion.

On Friday morning the News editor and wife, Mr. and Mrs. J. G. Greaves returned from the annual convention of the National Editorial Convention, which was held at Milwaukee, Wisconsin.

They were absent from the office just two weeks, and on arriving in Portales were considerably disappointed that the mayor did not meet them with the band, as this was the custom at all points on the convention tour.

On leaving Portales, Thursday evening of the 12th, they arrived in Chicago on Saturday morning, where they were met by Alfred Chilton, a cousin of Mrs. Greaves. Saturday and Sunday were spent in seeing Chicago, where the tall buildings grow taller, and where the machine gun battles are reported to be a daily occurrence.

Another disappointment—nearly a machine gun battle was witnessed, but great crowds of this hustling city were encountered on every street.

Monday morning, the journey continued to Milwaukee, where the convention was held in the Pilsner hotel.

A three days program of inspiration and enlightenment was enjoyed.

On the afternoon of the first evening in Milwaukee, they were met by Mr. Frunstream, a brother of Mrs. N. Stool, and had the pleasure of visiting his nice home, and enjoyed a drive over the city with Mr. and Mrs. Frunstream. Mr. Frunstream is thoroughly sold on Milwaukee, and was loud in his praise of his native city, as well he might be.

Leaving Milwaukee, on the morning of the 19th, the association tour began. The first stop was at Kilbourn, a summer resort on the Wisconsin river. Here all enjoyed a real home cooked dinner, as guests of the Dells Hotel Association, and in the afternoon a launch ride through the beautiful Dells, where the many interesting and historical spots were pointed out by the guides.

From Kilbourn to Madison was the next stop, where more entertainment awaited, a banquet being served at the Hotel Loraine, in the evening and a breakfast at the Park hotel the following morning.

From Madison to Kohler, the model city where the governor has his beautiful country home and where the Kohler factory is located.

A delightful dinner was served at nature's theatre, after which the visitors were guided through the immense Kohler factory, seeing the modern bath room fixtures in the making.

Leaving Kohler the drive was made to Sheboygan where a banquet was again served, after which the guests boarded the steam ship Carolina for the lake tour. This palatial steam boat steaming out into Lake Michigan at 10:00 o'clock that night.

On Saturday morning the boat landed at Sturgeon Bay, where all were given the opportunity to inspect the immense cherry cannery of the Fruit Grower's Association and the Milk Condensory of the Van Camp Company. Next was the drive through the great cherry orchards of this section, where thousands of acres were in cherries, after which an auto drive across the peninsula to Horse Shoe Bay, Egg Harbor and Fish Creek, landing in Ephraim, one of the beauty spots of Lake Michigan, where a very enjoyable dinner was served at 6:30, after which the steam ship was again boarded.

Sunday was spent aboard the ship, which docked at the historic Isle of Mackinac, where an opportunity was given for a drive over this island. One peculiarity of Mackinac is that there are no autos on the island, the means of conveyance being the old English type of carriage.

Late Sunday afternoon the boat docked at Sault Ste Marie, where Lake Superior empties into Lake Huron. Lake Superior being 20 feet above

the level of Lake Huron, huge locks are provided for the passing of ships.

On Monday morning after a breakfast at the Hotel Ojibway, the morning was spent in viewing the docks and seeing the immense freighters loaded through the ship departing at noon for the return trip.

Arriving at Two Rivers early in the afternoon, the visitors were permitted to inspect the immense cabinet factory of Hamilton Company, after which they were served with a lunch at the park.

At 10:00 o'clock that night the boat started for the return trip to Wisconsin, the end of the tour. The News delegates being thorough drylanders enjoyed this boat trip very much and had the thrill of a storm on the lake that night, which rocked the boat and brought discomfort to some of the passengers.

After spending Wednesday in Chicago the homeward journey was begun.

Mr. and Mrs. Otis Cranford of Arizona are spending the week in Roosevelt county with their brother Le Roy of Portales and their father and family J. F. Cranford of the Floyd community.

REMEMBER! Roosevelt County Dairy and Livestock Exhibit, September 18, 19, and 20. 36-4tc

To Late to Classify

CABBAGE—A limited amount of burst cabbage suitable for kraut, \$1.00 per 100 at Model farm, E. B. Siddall, N. E. Portales. 366-1tp

FOR RENT—Apartment house, see Mrs. G. C. Burleson. 36-1tc

FOR SALE 700 very thrifty 4 weeks old A. A. White Leghorn roosters. Booth strain. Now ready, \$1.50 dozen. Ola Webb, Inez, New Mexico. 36-1tc

WANTED—House keeping work by competent woman. Interested persons write, Ruth Gorman, in care of News. 36-1tp

Joyce-Pruitt Co.

A Complete Department Store

Hurry! Only 2 More Days Of Our Big Mid-Summer Clearance Sale

Store Closed
All Day Friday,
July 4th

Just 2 more days—today and Saturday—and then your greatest buying opportunity will be over. If you've already been to our Mid-Summer Clearance Sale, COME AGAIN! If you haven't attended yet, we urge you to do so by all means these last 2 days. You'll find that our values and prices are indeed exceptional.

Mid-Summer CLEARANCE of Silk Dresses



\$9.95 Silk Dresses, sale price	6.95
\$16.75 Silk Dresses, sale price	12.95
\$19.75 Silk Dresses, sale price	14.75
\$29.75 Silk Dresses, sale price	21.95

One Special Group Silk Dresses

Prints, Crepes and Georgettes at 1-2 price	
\$12.50 Silk Dresses, sale price	6.25
\$16.75 Silk Dresses, sale price	8.38
\$19.75 Silk Dresses, sale price	9.88
\$29.75 Silk Dresses, sale price	14.88



Mid-Summer Clearance of Men's Shoes

\$10.00 Packard Shoes, sale price	7.95
\$7.50 Kent Shoes, sale price	6.00

One lot Men's \$5.00 & \$6.00 Shoes and Oxfords, sale price
\$3.95

Mid-Summer Clearance of Ladies Shoes

\$10.00 Peacock Shoes, sale price	5.00
\$10.00 Drew Arch Rest Shoes	7.50
\$6.00 Enna Jettick Shoes	3.95

One Lot of Straps and Pumps
Blond, Patents and Satins, values from \$5.00 to \$7.00, sale price—
\$3.95

Mid-Summer CLEARANCE of Men's Suits

Every Suit in this selection consists of two pair of trousers, assuring you of service and value combined. Tans, Greys and mixtures

\$25.00 two pants Suits, sale price	18.75
\$30.00 two pants Suits, sale price	22.50
\$35.00 two pants Suits, sale price	26.50
\$40.00 two pants Suits, sale price	31.50

One lot of Mens' all wool two pants Suits at 1-2 price

\$16.00 Suits, sale price	8.00
\$30.00 Suits, sale price	15.00
\$35.00 Suits, sale price	17.50



Mr. Rain
Mr. Rain
Paging
MR. RAIN



Your Presence Requested At Once

Step right up, Mr. Rain! There's a lot of us who would like to see you in this section of the country again, right away. We can't imagine anything more refreshing to the crops and pastures, nor anything more inspiring to the people right now.

While you're here, why not make your visit a general one? Visit everyone and stay as long as you like. Here's hoping to see you soon.

GEORGE & KING

Phone 7 John Deere Headquarters Portales, N. M.