

The Portales Valley News

AND
Roosevelt County Herald

Roosevelt County Herald
Vol. 4 No. 42

(TWELVE PAGES TODAY) Thursday, February 20, 1930

Portales, New Mexico

Volume 28 No. 17

DISTRICT BASKET BALL TOURNAMENT HERE MAR. 7-8

Entire Faculty Of Portales Schools Re-Elected Last Friday

Golden Superintendent, Brown, Hunt, and Steiner Principals

PORTALES BOARD OF EDUCATION EXPRESS CONFIDENCE IN 41 TEACHERS

"King for a Day"

Boy Scouts to Govern City For a Day

The Town Council of Portales is preparing to turn the town government over to the Boy Scouts for a day.

This method has been tried out in a number of cities and gives the boys valuable experience, and doubtless Portales will be a well governed city during the day that the local boys have charge of the city government.

The town council will soon announce the day that Portales is to be so governed.

The Portales school board members met the last of the week and re-elected to their respective positions, the entire faculty of the Portales school, consisting of forty-one teachers. Never before in the history of the Roosevelt county schools has so large a faculty been re-elected one hundred per cent, and also the patrons of this district have never had a corps of teachers who worked more in unison and harmony than are the men and women of the Portales school this year. Not only have the teachers labored together in perfect accord, but they have enjoyed a splendid amity with the patrons of the school, thus insuring a coalition of interest and a unity of efforts. Visiting days have been designated hoping to

(Continued on last page)

The Portales Rams Come From A Poor Start To Finish In Lead By 2 Points Over Bulldogs

The fastest and most sensational basket ball game of the season was played last Saturday night, when the Albuquerque "Bulldogs" started the half with Portales with a lead of twelve points and then the "Rams" to hold them to one score in the last half and to carry away the victory.

At the beginning of the game the Portales lads were unable to get many tries at the goal, they lacked the necessary team work to score; and the first quarter ended with the Portales team 2 and the Bulldogs 13. In the second quarter Wooley was run in and the Portales boys gained very little although showing better team work and better shooting. Then in half ended 8 to 20. Then in the third quarter the "Rams" began weaving their way up to the goal and practically every time they were able to score and the third quarter ended with Albuquerque still in the lead 12 to 20. Albuquerque was held scoreless in this quarter.

In the last quarter of the game the house was in an uproar for Portales kept continually making goal after goal until the last two minutes of the game when "Red" Vaughn dropped in a back hand throw to tie the score.

In the two minutes that were left to play it was practically as rough as a football game, there was so much excitement that any referee would have been unable to see all fouls. At the final shot they were 22 to 22. Then in the five minutes given to play off the tie, Foster made a goal, to give Portales the lead 22 to 24.

Clark Foster was high point man for Portales. Vaughn, who has been out of the last few games on account of illness was able to play. Patterson, one of the star players was ill and unable to play in Saturday night's game.

In the opening of the game the Portales hi school girls played the town girls and beat them 13 to 6.

Milnesand Man Injured In Car Wreck Mon. Night, Near Hiway

Las Monday night J. C. Easter and A. L. Williamson were going from Portales with a truck load of goods for the Milnesand store, when they passed a car stopped and thinking that they were out of gasoline they stopped to help them.

The parked car was out of water, so Mr. Easter got under the truck to get some water. Just as he had finished drawing the water some one said "there comes a car" and at the same moment the truck was hit.

There were two long bolts that hold the spring to the axle, extending about three inches below the truck, so when the truck was pushed upon Mr. Easter both of these bolts were gouged into his right leg, making a very serious wound.

Tuesday morning Mr. Easter was feeling much better although suffering very severe pains from the wounds.

The name of the man driving the car was not available.

Portales Band Now Member of The Texas Band Association

The Portales School Band has been invited to join the Texas Band Association and take part in the contest of that association.

Not only Portales but all of Eastern New Mexico has been taken into the association.

Director Pogue is an ex-officio member of this association and it is through his efforts that the bands of Eastern New Mexico have been included.

The purpose of this association is to take exhibits from the Plains of Texas and New Mexico to the central western states, at all fairs and live stock shows.

Both Portales teams to play Floyd Friday

Friday night the Floyd boys and girls will play their second game of the season with the Portales teams.

The Portales boys defeated the Floyd boys and the Portales girls were beaten by the Floyd girls in the first game.

This is expected to be quite a game as the Portales boys are not as strong as they were at the time of the first game and the Portales girls have a stronger team.

Paul Varney, assistant manager of the J. C. Penney Company store in Portales, returned Tuesday evening from Sherman, Texas, where he has just recently undergone an operation for the removal of his appendix. He has recovered very speedily and is feeling in splendid condition.

Second Payments on Subscriptions Likely to Determine Ownership of The Portales News Premium Auto

Clovis Man Buys Irrigated Farm

On last Friday the Western Land Company sold the R. A. Ham 40 acre irrigated farm which lies just south of the Eastern New Mexico Normal School site to A. C. Woodward, of Clovis, for a consideration of \$300.00 per acre.

This is one of the best irrigated farms in the Portales Valley, and is in a high state of cultivation. It has a first class pumping plant and is a good buy.

Demonstration of Turbine Pump is Given Here Friday

A practical demonstration of what is possible in the evolution of irrigated farming by the use of turbine pumps was made Friday of last week at the Allen Sanders farm.

The event was staged by J. E. Plummer, of the Roswell Pump and Supply Co., J. A. Ulmer of the Johnson Turbine Pump, driven by one of the Waukesha Motor Co., who demonstrated the use of the Johnson Turbine Pump, driven by a 35 horse power Waukesha oil field engine.

On account of the receding of the water, which happens in all irrigated districts, Plummer said, it is becoming necessary to replace less efficient type of pumps with turbine pumps, which does away with pits.

On account of the interest that is being shown in this section in regard to irrigated farming, there was a good attendance at the demonstration, several automobiles full of men driving out to see it.

Car Stolen In Portales On Tuesday Nite

On Tuesday night about eight o'clock the Ford coupe belonging to F. C. Wester, who is conducting the circulation campaign for the Portales Valley News, was stolen from the C. & T. Garage.

The car was parked on the outside, until it could be placed in storage for the night. When they were ready to store the car it was found missing.

Coe Howard to Represent Portales At Amarillo Meet

On Tuesday the Portales Chamber of Commerce authorized Coe Howard to represent Portales at a meeting of the Plains Exhibit Association at Amarillo.

The purpose of this association is to take exhibits from the Plains of Texas and New Mexico to the central western states, at all fairs and live stock shows.

Your Subscription Gives a Larger Vote— Provided You Have Previously Handed in A Subscription Payment to a Worker

ADDRESS MUST BE SAME AS FIRST

Most Important and Only Offer of Circulation Campaign. Offer Closes at Midnight, Thursday, February 20th. Every Subscription in Mail to be Counted, if Stamped Before Then

The most important announcement of the subscription campaign is now being made. It opens the entire field to the workers, and allows their friends to assist them with a larger vote than can otherwise be obtained. This is the only offer of the entire campaign, and is made so that subscribers who have helped their favorite, and wish to get their subscription paid ahead, and at the same time lend the added assistance, can do so. Every subscrip-

SECOND PAYMENTS ON SUBSCRIPTIONS

Those who have given a subscription to one of the workers since the campaign began, and wish to lend further assistance before the drive closes can do so by making a "second payment" and the same number of votes will be allowed on this "second payment" as was allowed the first time you paid. For instance, if you subscribed a year during the first two weeks of the campaign, the worker turning your subscription into the office received 12,400 votes on it. Now if you subscribe for an additional year or several years, the one getting this subscription, would get the original number of votes per year as was allowed on your initial payment. This vote of 12,400, 11,400, or whatever the amount might have been, compared to 7,400—the vote this period—shows how much you can help with these additional years. This offer is during the next voting period and expires at midnight, Thursday, February 20th.

F. E. Turner Died At Clovis Tuesday

On Tuesday morning, F. E. Turner died at the Baptist hospital at Clovis from pneumonia.

Mr. Turner had been sick on his ranch west of Portales for the past two weeks, and on improving came to town on Monday, which owing to his weak condition caused a setback.

He was carried to the Baptist hospital at Clovis, but too late to do any good.

Deceased was one of the old timers in this community, having in the early days engaged in the mercantile business in Portales. He later moved to California, but for the past four years has been engaged in the sheep business here and near Roswell.

The remains were held in the undertaking parlors at Clovis for instructions from his children, who live in California.

Rev. T. B. Sowell Suffers from Attack Acute Indigestion

On last Sunday evening just as he finished his sermon, Rev. T. B. Sowell suffered from an attack of acute indigestion, which rendered him unconscious for several hours.

As he was retiring from the pulpit he remarked to L. L. Brown that he was sick and asked for help to a chair. On attempting to leave the platform he fell, and was carried to his home where medical attention was summoned.

For several hours he suffered severe pains, but on Monday morning was somewhat better. Later in the day treatment took effect and on Tuesday morning he was considerable better.

Rev. Sowell has been under a severe physical and mental strain for the past year owing to the heavy duty involved in the building program which he was personally supervising.

His illness was deeply regretted by the entire community, and his speedy recovery will be welcomed by all.

On Wednesday morning Rev. Sowell had recovered sufficiently to be on the street.

Portales Will Be Hosts to District Cagers This Season

TWO DAYS OF SNAPPY SPORTS WILL ATTRACT HUNDREDS OF VISITORS

Candidates Announce A Speaking Tour

Elsewhere in this issue will be found the announcement of the candidates of Roosevelt county for their speaking tour.

The public is invited to attend these meetings and hear what the candidates for the various offices have to say.

Portales has been selected as the location for the District Basketball tournament which will be held on Friday and Saturday, March 7th and 8th.

This will be one of the greatest athletic contests to have been held with the local school. There will be fifteen visiting teams and these with their respective coaches will total about 150 contestants.

The out of town fans will no doubt raise the number of guests in the town for the two day tournament of three hundred. With the local fans, the semi-finals and final games, are expected to draw a crowd of near one thousand. There will be two silver trophies. The first to be donated by Maudie in Clovis. The second will be a gift from Portales and the third or consolation will be the basketball with which the games of the tournament were played. Kenyon Brough of Portales and Priest Clovis have been selected as keepers. Golden of Portales is Stalling of Clovis the score keepers, while Frank Foster of Ranchovale and Mudd from Rogers will keep the gates. Charles Rose of Ft. Sumner is general manager of the tournament and J. P. Steiner local manager. Mr. Steiner is making all arrangements for the entertainment of the visitors. He will be compelled to ask the good house wives of the town to assist in caring for the boys by offering the use of spare bed rooms. So those having this extra space may notify Mr. Steiner at the high school building. Mr. Rose, Mr. Golden and Mr. Bickley met Tuesday afternoon in Clovis and made a drawing of the brackets. The first game will be held Friday morning at ten o'clock. The games of the upper bracket are Friday, Center vs. Elda, 10:00 a. m.; Melrose vs. Portales 11:00. Ranchvale vs. Pleasant Hill, 1:30 p. m.; Fort Sumner vs. Texico, 2:30 p. m. The lower bracket games are, Grady vs. Dora, 3:30 p. m. Friday; Tlaxan vs. Bellview, 7:00 p. m.; Rogers vs. Clovis, 8:00 p. m.; Field vs. Floyd 9:00 p. m. Saturday morning at eight o'clock the second round games will be started. These four games will be played at 8:00, 9:00, 10:00 and 11:00 o'clock. At 2 p. m. and 3 p. m. the semi-finals will be witnessed. The crowd will gather in the evening finals which will be called at 7:30 and at 8:30 will be the consolation contest of the tournament.

Joker's Jubilee, a Negro Minstrel Draws Large Crowd, Monday Nite

Monday evening the Missionary Society of the Methodist church, under the leadership of Mrs. Wade Freeman, presented the Joker's Jubilee to a packed house. It was estimated that several hundred people could not get in the house.

The audience seemed to enjoy the performance and were generous in their applause.

The dance by Mrs. Inman Freeman, Misses Adele and Willie Vale Oldham called for an encore as did also the saxophone solo by Inman Freeman.

The black faced comedians were: Mrs. J. W. King, Mrs. L. L. Brown, Mrs. Ike Hughes, and Mrs. J. G. Greaves and each did her part quite credibly. The costumes provoked much mirth, as they were in such contrast to the beautiful evening gowns of the chorus girls who were: Mrs. Inman Freeman, Miss Edith Wheeler, Miss Willie Vale Oldham, Mrs. E. H. Brown, Mrs. W. E. Daniels, Miss Adele Oldham, Miss Hazel Galloway, Mrs. J. C. Compton, Miss Naomi McCarty, Miss Caroline Paddock, Mrs. W. H. McDonald, Mrs. C. W. Pate, Mrs. W. B. Smith, Miss Muriel Galloway, Miss Mabel Morrison, Mrs. A. W. Freeman.

Old black Joe and Mammy Judie who were impersonated by Mrs. J. M. Bradley and Ernest Wheeler were quite good.

Mrs. Herndon looked and acted her best as interloctress.

The society cleared something over a hundred dollars which will be added to the new church fund.

Mr. and Mrs. N. R. Blackard were Clovis visitors Wednesday evening.

Many Portales People Attend Passion Play at Amarillo, Tex.

Portales was well represented at the Passion Play at Amarillo on Friday and Saturday of last week.

It is estimated that least 100 people from this section attended, a number going over on Friday and attending Friday night, and on Saturday a large delegation went over for the Saturday night play.

The Passion Play was one of the outstanding attractions having been exhibited in Amarillo, and to describe the play is impossible.

The cast was an all star one and the presentation was all that was humanly possible.

This play picturing the trial and crucifixion of Christ, can not be classed as an amusement, as every word and move was that of reverence.

The costumes and scenery were colorful and was reported to have been the finest ever staged in Amarillo.

It is estimated that over three thousand out of town people were turned away, being unable to obtain seats.

On Saturday night, the play ran over three hours, and during that

time the audience was quiet and reverent throughout the entire time.

Some of the outstanding scenes were those where Christ entered Jerusalem on the donkey, the driving out of the money changers from the temple, the trial of Christ, the crucifixion and the transfiguration.

The Amarillo News-Globe describes it as a series of beautiful oil paintings.

That the times are not all going to the bad is demonstrated by the immense crowd which attended the three performances, hundreds remaining in Amarillo over Sunday to attend the public worship.

The Passion Play cannot be classed as a mockery or sacrilegious. While all spoken parts were in German, it was no trouble for those familiar with Bible history to follow each part.

This company will give a return engagement in Amarillo some time in May, so that the many who were unable to obtain seats will have the opportunity to see it.

The Rebekah lodge is holding regular meeting tonight and the members are invited to attend for the initiatory work will be given. The initiation team will meet at the hall at six o'clock but lodge proper will not open until after seven o'clock.

Rev. C. E. Ball, Mr. and Mrs. J. S. Green and Barbara Green spent one day this week in Hereford, Texas. The gentlemen were inspecting the new Baptist church in that city getting some pointers in view of the erection of the new home for the Portales Baptist.

Portales Valley News

J. G. GREAVES
Editor and Owner
Published Weekly on Thursday

DEMOCRATIC POLITICS

Portales Valley News bought Portales Herald-Times September 12, 1916.
Portales Valley News Consolidated with Portales Journal, December 14, 1920.
Portales Herald consolidated with Portales Times, March 27, 1913.

MEMBERS
National Editorial Association

SUBSCRIPTION RATES, IN NEW MEXICO

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

THE PAVING PROGRAM

That a paving program is needed in Portales at this time there is no doubt.

There are several blocks needing paving at this time, providing the right kind of paving can be secured at a reasonable cost.

There is nothing which better for a town than paved streets and connected sidewalks.

Portales has many blocks of paving, and with the addition of a program which is now under advisement, it would be one of the best paved towns in eastern New Mexico.

There are several types of paving which would probably fill the need. There is no doubt that concrete is the most lasting type, but it is thought that some other type could be used on the residential streets at a great saving to the property owners.

At an early date the town board will announce its decision and the program will be inaugurated so that it may be put down during the summer months.

THE NORMAL SCHOOL

The Board of Regents of the eastern New Mexico Normal School has announced that it will go into a building program this summer.

There is now available for this purpose over \$100,000.00 and this will be a big start towards the needed buildings.

The Eastern New Mexico School is attracting wide attention throughout the west and when put into operation will open with a record attendance.

This school will not only serve Portales but entire eastern section of the state and will be the means of holding hundreds of students in the state who now go to Texas and other states for a higher education.

CITY ELECTION

The time for the city election is drawing near.

At this election the voters of Portales will probably be called upon to vote on a new city charter.

The present village charter has been outgrown, and handicaps the growth of Portales. A new city charter will be of advantage to every citizen of

Women Suffering Bladder Irritation

If functional Bladder Irritation disturbs your sleep, or causes Burning or Itching Sensation, Backache, Leg Pains, or muscular aches, making you feel tired, depressed, and discouraged, why not try the Cystex 48 Hour Test? Don't give up. Get Cystex today at any drug store. Put it to the test. See for yourself how quickly it works. Money back if it doesn't bring quick improvement, and satisfy you completely. Try Cystex today. Only 60c.

Political Announcements

RATES

For county and dist. offices	\$12.50
For county commissioner	\$10.00
For city clerk	\$10.00
For Mayor	\$5.00
For alderman	\$5.00

The following names are announced subject to the action of the Democratic primaries of Roosevelt county.

For County School Superintendent
ARTHUR C. WOODBURN,
J. W. WILLIAMSON
A. E. HUNT

For Tax Assessor
FLOYD T. KENNEDY
THEO. SUMMERS

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

For Treasurer
CASS LYONS
(For re-election)

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

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

For County Commissioner:
District No. 1
JOHN W. CLEM

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

For City Clerk
JAMES ROBERTSON, Jr.
A. W. FREEMAN
(Re-election)

For Probate Judge
IKE Hughes
(Re-election)

the town and should receive their hearty support.

Now is the time to become familiar with this move before the time for the city election is upon us.

A VISIT TO THE HIGH SCHOOL

Yes, Thursday was visiting day at Portales schools, and the society editor took time off and visited high school during the afternoon. Students met us at the door and asked us to register and

Each Year More Mothers Treat Colds Externally

The Dangers of "Dosing" Colds Now Avoided by Use of Modern Vaporizing Ointment

When Vicks VapoRub was introduced, mothers especially were quick to appreciate it, because it is just rubbed on and cannot upset children's delicate stomachs, as "dosing" is so apt to do. Today, the whole trend of modern medicine is away from needless "dosing."

As more and more mothers adopted this modern external treatment, the fame of Vicks spread until today it is the standby for colds—adults as well as children's—in over 60 countries.

Just rubbed on throat and chest, Vicks acts through the skin like a plaster; and, at the same time its medicated vapors, released by the body heat, are inhaled direct to the inflamed air-passages, loosening the phlegm and easing the difficult breathing.

Ever-increasing demand for this better method of treating colds is shown in the familiar Vicks slogan, "Made famous when Vicks reached '17 Million Jars Used Yearly'—later raised to '21 Million'—there are now 'Over 26 Million Jars Used Yearly.'"

also asked us what class we wished to visit. As our son was in an English class at this time, that was our choice.

Mr. Bailey was teaching a poem by Whittier and we thoroughly enjoyed the lesson. All entered into the spirit in a real way.

After this we took a visit to the manual training department, where ent Golden and Superintendent C. F. Brown is chief. Superintendent Steiner accompanied us and made all feel most welcome.

Mr. Brown had about two dozen boys and they were busily engaged in making cedar chests, breakfast tables and even desks. He showed us all kinds of jig saws and other machines that we did not know were in the catalog of machines.

Our next visit was to the shop which the ag. boys under Mr. Young are building. They were so busy and happy it was a pleasure to see them. The next visit was to the Home Ec department, and that's where we felt more at home, as Mrs. Steiner and her Home Ec girls were making cakes for Valentine and they were kind enough to give us a taste. Ed J. Neer, A. D. Ribble, Arthur Jones and Rev. C. E. Saxon were found there—and seemed very much interested in the cakes.

A number of silk dresses which the girls had just finished were on display. They were beautiful and at the same time were conservative as to style, material and even color.

The next step was made in the commercial department. Mrs. C. F. Brown is the teacher of this department and one feels as if he were in a well regulated business office.

A few minutes was spent in the science department, and Miss Venter was talking about decagrams, millimeters, centimeters, and it made us feel a child again and trying to master the metric system.

Comments from visitors in this department were that Miss Venter gave one of the best assignments for the next lesson, that it had been the privilege of some old school teachers to hear.

The last visit of only a few minutes was made in the room where P. M. Bailey was teaching journalism. This was so real that we felt at home. All too soon the bell rang and school was over for the day.

Some day we are going to take the week off and thoroughly enjoy ourselves in visiting every department of Portales schools—just see if we don't.

LOOK OUT FOR YOUNG ORCHARDS.

Press dispatches of the past week carried an account of where thieves stole an entire orchard near Albuquerque.

This is something new in thievery, and it behooves all to watch their orchards that thieves do not get away with them during the dark hours of night.

While this may not be a dangerous condition in this section of the state, it can and may happen.

UNCLE JESSIE MORRISON

Born, July 5, 1843, near Little Rock, Arkansas.

Departed this life, February 13, 1930, at the home of his youngest daughter, Mittie, at Tempe, Arizona, and was laid to rest beside his good wife, who preceded him some 2 years.

Uncle Jesse was a Confederate soldier during the whole of the Civil War.

The family moved to New Mexico in 1905 and made their home, having lived north west of Portales, in the Bethel community until a few years ago, when on account of failing health the parents felt a change necessary. Since that time they have made their home at Tempe, Arizona, except for visits back to the children.

Uncle Jesse had not enjoyed the best of health for several years but apparently was much improved, when late in November his daughter, Mrs. R. D. Anderson, paid him a visit, so the message stating his death from pneumonia was a shock to all.

To all the children, namely, Mrs. R. D. Anderson and Mr. M. Anderson of Portales, Mrs. Emily Schwegler and Mrs. Minnie Coffill of Tempe, Arizona, Mrs. Emma Ward, Jordan, N. M., Mrs. Katherine Black, Mesquite, Oklahoma, T. J. and J. B. Morrison, Spur, Texas, R. L. Morrison, Hanover, N. M., J. W. Morrison, Buchanan, N. M., we wish to say: "You have our deepest sympathy in your hour of great grief," but having spent some of the happiest hours of our life in the home of these good

parents, we can but grieve with you, tho we should not, for we know, there is no real death for them.

And having known them both as we did; we can but say that after his good wife left him after 50 odd years of companionship, such as theirs, we know he was only waiting the Master's will, to join her in a home where there will be no more parting. There is no death; the leaves may fall, and flowers may fade, and pass away. They only wait, thru wintery hours the coming of the May.

And so it is with the soul, tho the brow has grown cold and the voice forever stilled; they wait in joy the reunion with those left behind, so may we all feel the guiding presence of those two wonderful spirits and the we walk in dark places and stumble many times, may remembrance strengthen faith and renew hope, for tho there is no returning, we may with God's saving grace, meet them again.

CHARLIE and MAYME.

Speedy Relief

For Sore Throat

This Doctor's Prescription Requires No Gargling

No longer is it necessary to gargle and shake with nasty tasting medicines to relieve sore throat. Now you can get almost instant relief with one swallow of a doctor's prescription. This prescription was refilled so often and became so popular that the drug-gist who originally filled it decided

Maxwell Barber Shop
APPRECIATES YOUR BUSINESS

to put it up under the name Thoxine and make it available to everyone.

The remarkable thing about Thoxine is that it relieves almost instantly, yet contains nothing harmful. It is pleasant tasting, and safe for the whole family, and is guaranteed to relieve sore throats or coughs in 15 minutes or money back. Just ask for Thoxine, 35c.

60c., and \$1.00. Sold by **New Mexico Drug Co.** And all Other Good Drug Stores

Walter Franse
Transfer and Storage
Phone 64

The Human Element In
"Cold Dollars"

Is a noteworthy part of our foundation for success. We have always believed that men and women who come to us for financial counsel must be treated as human beings. We are not a cold banking institution, but a warm-blooded and sympathetic organization for the help of those who can use our advice. In all matters pertaining to banking, and all things pertaining to the advancement of the community, we are at your service.

Have you made out your will?
Perhaps we can be of help to you.

FIRST NATIONAL BANK
"A Home Bank"

Marauders
Against Civic Safety

An Aditorial
BY DAN H. SMITH

...The local, established merchant is the Horatius who stands with sword drawn, at the gates of the city, defending the populace against the marauders—titanic peddlers who have no samples as they force their wares at the back doors.

How can you compare the unscrupulous peddler with the established merchant? The former makes his sale, and goes with a smirk on his mouth, never to return in case you should desire reparation. The merchant wants your business permanently, and is always available in case of complaint or unsatisfactory goods.

No matter what you want or need, patronage of your local, established merchant is the way to get it the cheapest and the best. Such men do not come to your back door, high pressuring you into buying something that you may not want at all. Keeping your door locked against the peddler will give your local merchant a financial basis that will in the long run prove a profit-making plan for you.

Buy from your local merchant, pay your bills promptly, and keep your credit good. Play square with your local merchant by giving him the same consideration, or a little bit more, than you give the peddler and the mail-order house.

THIS PUBLICITY CONTRIBUTED IN THE INTEREST OF A BETTER UNDERSTANDING BETWEEN CUSTOMER AND MERCHANT, by

Dan H. Smith
FURNITURE

See us for all kinds of building Supplies



KEMP LUMBER CO.

This Community To Share In Our Profits...

To facilitate business expansion . . . to keep abreast of modern times and to maintain our dependable service every day in the year, we must spend a tremendous sum of money. Annual budgets will be made from the profits of the company . . . and these budgets will be re-invested here . . . so the community will derive the benefit of the expenditure. Portales will actually share in our profits. New building will be built, new pipe lines will be constructed, new equipment will be installed . . . all of which will be a distinct indication of wealth and prosperity.

The Gas Company
OF NEW MEXICO

PRESS

Helping New Mexico

The senate, vision of the farmers, has voted a thousand on bricks and \$1, the glazed variety. Bricks hereto the free list.

Senator Barkley served the levy a few brick ya river valley, w time it would the country. Berkley to str field to carry.

We produce every year and lions, said Bark with a buildin employment, it increase the pr terials.

It is difficult farmers, potent will be much b product. Or h home owners

The New Governor Dill ter his arrival in ed Rupert F. A troller. Once displayed com He acted.

We believe Asplund one of be made to System is Mr. He is not a pe pert statistica who is needed

We believe t organize the into a business a technician at department st technical. Th rice should be as free from p machine. The Asplund will m

We assume would not acc unless he is t in straighten That means b sistsants withou advice.

Mr. Asplund as secretary of Taxpayers' Ass comptrollers' first assistant, terday. We re this.

We believe merits his und His connectic ers' Association official voice prove an emb to the associat

That connec target for the comptroller's o ed over to b of the state. see him spare should like to ly behind wh engineering e harm that pol

The Taxpay composed chief paying, corpor state. Much been devoted The associati in character, governmental a right to do, private organi come automat icles of New say they will ity lies the d ment.

El S do all thy wor as a working the Pennsylv hitherto have basis.

The six-day effect Februar step forward, find it neces working force not by full sh cause it has employments, this instance, days can turn work-as in sev of labor over men down. I man that call work, a day at regular in breathing spell

If he work week, every m soon gets int as a physical a break, a cl the day of res

Many emple ing a Saturda as a full day and some clal the employm able to see a a half-day lo

But at lea plete change son needs.

And if this shops, stores also to women

To husband that they tak the home at the kitchen o

PRESS COMMENT

Helping the Farmers

New Mexico State Tribune

The senate, now considering revision of the tariff to help the farmers, has voted a duty of \$1.25 a thousand on common building bricks and \$1.50 a thousand on the glazed variety.

Bricks heretofore have been on the free list.

Senator Barkley of Kentucky asserted the levy would benefit only a few brick yards in the Hudson river valley, while at the same time it would penalize the rest of the country. An amendment by Berkeley to strike out the increase field to carry.

We produce seven billion bricks every year and import only 77 millions, said Barkley. He argued that with a building slump and unemployment, it is a bad time to increase the price of building materials.

It is difficult to understand how farmers, potential brick purchasers, will be much helped by taxing this product. Or how prospective small home owners will avoid loss.

The New Comptroller

New Mexico State Tribune

Governor Dillon, a few hours after his arrival in Santa Fe, appointed Rupert F. Asplund state comptroller. Once again the governor displayed commendable decision. He acted.

We believe the appointment of Asplund one of the best that could be made to that particular job. System is Mr. Asplund's specialty. He is not a politician, but an expert statistician. That's exactly what is needed now.

We believe that Asplund can reorganize the comptroller's office into a business department. He is a technician and the work of that department should be primarily technical. The comptroller's office should be as impersonal and as free from politics as an adding machine. That's what we hope Asplund will make it.

We assume that Mr. Asplund would not accept the appointment unless he is to have a free hand in straightening out the office. That means he will select his assistants without benefit of political advice.

Mr. Asplund will retain his job as secretary of the New Mexico Taxpayers' Association, turning the comptroller's salary over to his first assistant, he announced yesterday. We regret that he is to do this.

We believe the comptrollership merits his undivided attention.

His connection with the Taxpayers' Association while he has an official voice in state policies will prove an embarrassment to him and to the association.

That connection will serve as a target for the criticism that the comptroller's office has been turned over to big business interests of the state. We should like to see him spared that criticism. We should like to see the state unitedly behind what will be essentially engineering efforts to undo the harm that politics has done.

The Taxpayers' Association is composed chiefly of the heavy tax-paying, corporate interests of the state. Much of its program has been devoted to greater economies in government and has been good. The association, which is private in character, also advocates many governmental policies, as it has a right to do. But policies of the private organization should not become automatically the official policies of New Mexico. We do not say they will. But in the possibility lies the danger of embarrassment.

Six Days

El Paso Herald

"Six days shalt thou labor and do all thy work" has been adopted as a working policy in the shops of the Pennsylvania railroad which hitherto have been on a seven-day basis.

The six-days schedule went into effect February 10. It is a long step forward. The company will find it necessary to increase the working force to some extent, but not by full shifts for one day. Because it has been found in other employments, and doubtless will in this instance, the men working six days can turn out nearly as much work as in seven. Continuous days of labor over long periods slow men down. There is something in man that calls for a break in his work, a day of rest intervening at regular intervals to afford a breathing spell from his labors.

If he works every day in the week, every month in the year, he soon gets into a mental as well as a physical treadmill. He needs a break, a change of pace. This the day of rest affords.

Many employers also are allowing a Saturday half-holiday as well as a full day of rest on Sunday, and some claim it is beneficial to the employment. Others are unable to see any difference except a half-day lost from production.

But at least one day of complete change each week every person needs.

And if this applies to men in shops, stores and offices, it applies also to women in the home.

To husbands it is recommended that they take their wives out of the home and especially out of the kitchen on Sundays.

Let the family dine in a good restaurant. Mother will find it a treat even if the others do not.

Willys-Knight Great Six Conspicuous In Finer Motor Cars

Quality Product of Willys-Overland
Marked by Unusual Beauty;
Employs Knight Sleeve-Valve Engine that Develops 87 Horsepower

Conspicuous among the finer group of motor cars being exhibited is the new Willys-Knight Great Six, a product of the Willys-Overland Company. The unusual interest being shown in these quality cars indicates that during 1930 these luxurious six cylinder models, employing the most powerful

of Columbia into the hands of a retired army officer. Yet such protests are being made—although there is little likelihood that they will have any effect.

Our army officers, taken by and large, are a pretty conscientious, capable and energetic bunch of men. Off hand one would imagine that a retired general should be just the man to put some pep and system into a moribund police department.

It may be, indeed, that most of these protests are coming from people who fear that this is just what will happen in Washington. Those who stand to profit by an inefficient police force will not, certainly welcome Mr. Hoover's army veteran.

Knight sleeve-valve engine ever built by the Toledo manufacturer, will enjoy an even greater degree of popularity than before.

In general design, these striking models carry out the aim of the manufacturer to present a car that answers every demand of the critical buyer, embracing the finest materials, highest type of craftsmanship and modern engineering ideas to produce a motor car that speaks quality, style, beauty of lines, power, speed and serviceability.

The bodies of the new Willys-Knight are characterized by a distinctive style development which clearly marks a new era of motor car beauty. The general lines of the car, together with the novel treatment of the moulding, provides a means for the employment of exterior color combinations that materially enhance the smart effect. The development of the body builder's art shows a careful attention to every detail of finish and equipment. The interior appointments, general fittings, hand-grips, lighting arrangement and other accessories add materially to convenience, besides being tasteful and in complete harmony with the quality of these motor cars.

The engine that powers this 1930 Great Six, with a development of 87 horsepower, is the most powerful ever built by Willys-Overland. This great power, together with its high speed of more than 70 miles an hour, meets every demand of the

modern driver and is in line with the demand of the motoring public for fast and safe transportation.

The new Great Six is now being exhibited throughout the nation at all Willys-Overland show-rooms.

Mrs. W. E. Daniels, Mrs. Kenley

Spence, Misses Mary Dunscomb and Bernice Hayes were among those Portales people going to Amarillo for the week end and enjoying the Passion Play.

Miss Reed of Roswell, N. M., spent Wednesday and Thursday in the W. B. Smith home.

Bill Der Says

We used to paint the town red—
now reformers paint it blue.



Paint—An Essential

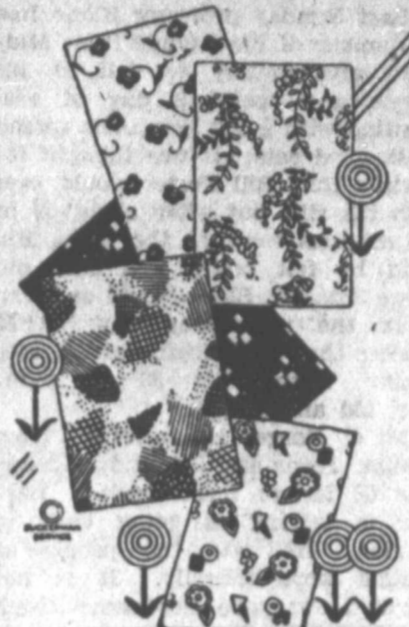
Good paint is an insurance for any builded property. Contractors and other experts know this to be a fact.

Our paint line is so popular that it is used on all the important work in this vicinity.

That should be a convincing argument for anyone not already convinced.

Carr Lumb. Co.

SILKS
the Newest Designs for **SPRING**



In A Complete Pattern and Color Selection

They're here and we invite you to inspect the many new silks that are destined to be the leading materials for the Spring of 1930. An abundance of dashing, gay patterns including the favored Prints! A riot of beautiful shades.

98c to \$2.45 yd.

United Dry Goods Stores, Inc.

A Chain Department Store
Portales, N. M.

HART-PARR STATIONARY ENGINES

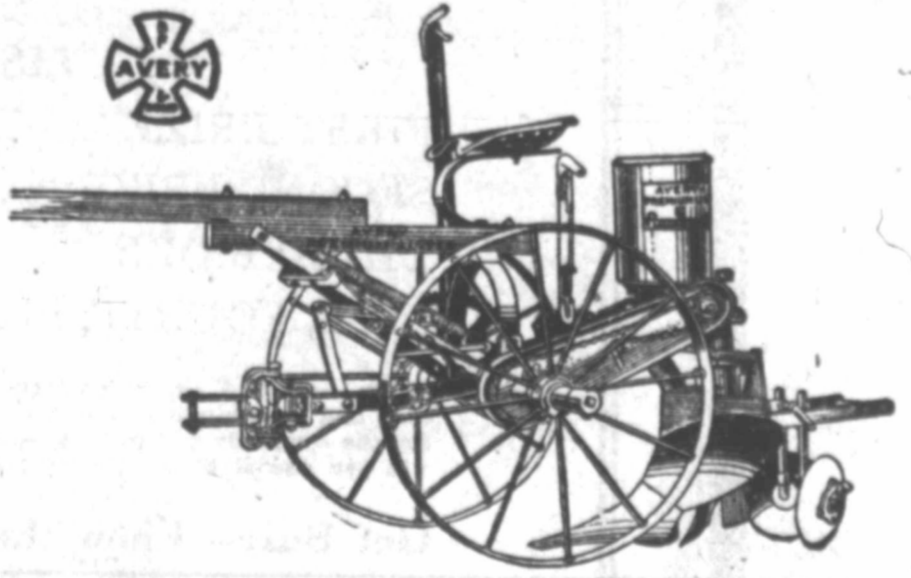
24 — 36 — 50 — Horse Power

The four fuel burning engine, Gasoline, Kerosene, Natural Gas, and Distillate. Years of successful, satisfactory use in irrigated pumps

Wheeler Brothers

General Hardware & Undertaking

AVERY Premium Lister



An all-crop lister

Where high winds and sparse rainfall are a constant danger, the Avery Premium Lister saves crops and increases profits. It is truly without limitations because it handles all dry- and-windy-country crops with equal ease. A close examination will emphasize three outstanding features.

- (1) To change from one crop to another is only a few seconds' job, and no tools are needed, due to quick detachable, combination and special hoppers.
- (2) Hopper is mounted on the beam, getting rid of planting and seed spout troubles. This location is made possible by a compensating device under the planting gear.
- (3) Better and more uniform work is assured by a leveling device on the beam which maintains equal pitch at all times.

The Avery Premium Lister uses all of the many Avery hoppers, plates, etc. It does unusually good work in any crop. Milo maize is listed without cracking the seed. Cotton and other crops are handled to meet seasonal and personal requirements.

In addition, the Avery Premium Lister is easy to handle, does its work with a minimum of wear and breakage, gives long years of economical service. Back of its unusual success is Avery's century of experience and the world's finest implement factory. Come to our store for complete demonstration.

There is a full line of famous Avery walking, riding and tractor plows, tillage implements, and Champion harvesting and haying machines.

Roswell Pump & Supply Co.
"HOUSE OF DEFENDABLE MDSE."
Portales, N. M. — — — J. E. PLUMMER, Mgr.



For Friday Saturday and Monday We Offer You

DOUBLE VALUES

DOUBLE SAVINGS

7 SPOOLS THREAD
White, black, or colors, for
25c

3 PACKAGES
Wright's bias tape for—
25c
All Colors

LADIES' HOUSE SLIPPERS
Extra Special
47c

MEN'S NEW SPRING HATS
\$2.98
Up

MEN'S DRESS PANTS
\$2.98
Up

BELDING FLAT CREPE
Pastel Shades
\$1.49 yd.

The Famous

"FAMOUS FOR BARGAINS"

SOCIETY and Club

VALENTINE BRIDGE PARTY

On Thursday evening, Miss Vada Oakley, entertained the Y. Bridge club and their young men friends in the beautiful new home of Mr. and Mrs. J. W. Maupin, on Colorado street.

Little Miss Hannah Jean Means entered as "cupid" to distribute the talles.

As a result of the progressive bridge, Otto Kaptina won high score for the boys and Mrs. Newton Watson won high for the girls. With the delicious refreshments came red hearts, on which each wrote a valentine verse, showing their love for their partners. This created quite a bit of merriment. In addition to the club members the following guests were present: Messrs. Otto Kaptina, Clovis Green, Ray Bonner, Paul Wurster, Phil Johnston, Jay Stone, Jr., Newton Watson, J. W. Maupin.

The guests on leaving expressed their appreciation of the hospitality of Mr. and Mrs. Maupin and of Miss Jackson as a very able hostess.

VALENTINE PARTY

The members of the United daughters of the Confederacy, of which Mrs. H. F. Jones is president, and a number of her other friends gave Mrs. Jones a shower of Valentine letters last Friday. This much loved lady has been confined to her home with illness for the past several weeks and her many friends took this opportunity of expressing their great admiration of her.

More than twenty of the letters and it was like a real party for Mrs. Jones. She read the little missives then when she wished to have another conversation with some certain friends, she re-read their little notes and again enjoyed the merry spirit of their mood. Mrs. John Mauk furnished the flowers for the party by bringing to Mrs. Jones a beautiful potted plant.

REBEKAH VALENTINE PARTY

The Rebekah lodge entertained with a Valentine party at the Odd Fellow hall on Friday evening of the past week.

The room was very attractively decorated with valentine colors and hearts.

The party was well attended, seven tables of dominos and forty-two furnished entertainment with valentines used as score cards. Home baked cakes, served with delicious heart centered ice cream proved not only refreshing, but another touch to the color scheme and design selected in honor of good old St. Valentine.

DINNER GUEST

Miss Edith Hodgeson was a dinner guest in the home of Mrs. C. J. Whitcomb one evening last week. Miss Hodgeson is now state nurse but at one time she was in Roosevelt county for three months as a county nurse and during that time became very popular.

ular. She was making this trip to the eastern part of the state in the interest of the county nurse's work in Curry county and came to Portales for a one day trip. The dinner hour and the evening was a most happy time for both the Whitcomb family and Miss Hodgeson.

ENTERTAINS FRIENDS

Mrs. J. E. Camp and Mrs. I. D. Johnson entertained in the home of Dr. and Mrs. Camp last Friday afternoon with a very pretty and pleasant valentine party. The hours were spent in playing rook and bridge. The contest resulted in Mrs. C. V. Harris receiving the prize for rook and Mrs. Ben Hill holding the high score for bridge. At five thirty a pretty plate lunch carrying out the valentine motif and colors was served. The guest list consisted of friends from both Portales and Clovis. The Clovis ladies present were: Mrs. Byrie Johnson, Mrs. L. B. Johnson, Mrs. Ben Hill, Mrs. H. A. Miller, and Mrs. W. H. Duckworth. Those from Portales present were: Mrs. C. V. Harris, Mrs. Ed. Copeland, Mrs. A. F. Jones, Mrs. M. E. Jones, Mrs. T. E. Mears, Mrs. A. D. Ribble, Mrs. Abe Ribble, Mrs. Coe Howard, Mrs. J. J. Spires, Mrs. Marjorie Richardson, Mrs. F. E. Jordan, Mrs. W. K. Judevine, Miss Kate McManaway, Mrs. Jack Fullbright, Mrs. J. G. Greaves, Mrs. C. M. Compton and Mrs. James Christie.

VALENTINE PARTY

Alma Ruth Lee was a very charming little hostess at a valentine party at the home of her parents, Mr. and Mrs. J. H. Lee in celebration of her eighth birthday. The red and white colors were used in the decoration of the dining room table at which the little friends were seated. A large birthday cake with eight sparkling candles occupied the center of the table.

The place cards were comic valentines and these were of extreme interest and amusement to the guests. The refreshments carried out the valentine idea in both the colors and the arrangement. The games of the afternoon were a very happy play time for the girls. The guests were: Gladys Warnica, Sallie Lucile White, Wynema Whitcomb, Fannie Ruth and Almeta George, Joy Ruth Kennedy, Lucy Bell Carroll, Blanche Lyons, Jean Means, and Larue Angley.

RETURN HOME SATURDAY

Miss Vada Oakley, Home Demonstration Agent for Roosevelt county, and R. R. Will, County Agent, returned home Saturday from a week spent at State College attending the Conference. Miss Oakley was taken ill with tonsillitis soon after reaching Las Cruces and was unable to attend any of the sessions after Monday.

Mr. and Mrs. A. Gose had as guests Sunday, Mr. and Mrs. R. L. Morris and family, Mr. and Mrs. C. E. Davis and family, and Mr. and Mrs. Jim Walker and family.

Rev. and Mrs. Lorts went to Elida Monday to see Mr. and Mrs. Z. T. Campbell. Mr. Campbell was feeling better for the day.

CAUSEY NEWS

We are still blessed with fine weather. A great many farmers in this part are going to the Farm-all. Perhaps it will be the best. Wheat is beginning to look better. J. D. Garner is selling his work stock and going the tractor route. Well, Causey is on the up grade. Richard and Ferguson announced they would put in a free air station.

Midway played the Causey boys at Rogers the game ended 21 to 14 in favor of Causey.

Last Sunday professor Slone had a number of his friends from Midway and Causey to call at his home and spend a day of real visiting with a big long table spread with good eats. It was thought for awhile that Bill Foster would over run his slot, but after about 30 or 40 minutes work at the table, Bill said he felt better and sure did hope that Mr. Slone would call him back the next soup day. After dinner they had singing and a nice visit. There was \$3 in number, old and young.

Mr. C. Barger has returned from Dallas, Texas and is getting a number of letters from Dallas. Barger is talking of going back to Dallas. He said the people at Dallas were friendly. It is not decided for sure but some think

HAROLDINE STOBBS

The small son of Mr. and Mrs. Charles Stobbs of the Pleasant Valley community passed away Friday night at the home of Mrs. Stobbs' mother, Mrs. Charles Burnett, where the child had been brought in order to be nearer the doctor. It was thought the patient was improving most satisfactorily and the parents were much relieved over the condition of their child when he was taken suddenly worse Friday night about mid-night and passed away before the doctor could arrive after being hastily summoned.

Haroldine was the second child and only son of Mr. and Mrs. Stobbs. He was a little more than four years of age and had been in the best of health until taken with this severe case of throat trouble about two weeks ago. The funeral services were held at the Burnett home Sunday afternoon with Rev. T. B. Sowell, of the Methodist church conducting the services. Interment was made in the Portales cemetery.

Dr. and Mrs. Means and children and Miss Lela Bickel spent Saturday and Sunday visiting in Amarillo and while there attended the Passion Play.

Barger found an old maid about 90 years old at Dallas or somewhere else.

Locals and Personals

Wynona Burkett is out of school this week with scarlet fever.

Among the Ford cars which have been sold this month are the following: Rev. J. L. Vance, of Rogers, tudor sedan; John Green, Portales, town sedan; J. L. Pate, Elida, tudor; W. E. Davis, Portales, coupe; H. W. Southard, Kenna, tudor.

Mr. and Mrs. C. O. Estes and daughter spent Sunday evening in Clovis, visiting a brother of Mr. Estes.

Mr. and Mrs. O. L. Reasoner and Mr. and Mrs. Pierce of Clovis, were visitors of Rev. and Mrs. C. E. Ball, Sunday.

Rev. J. F. Nix of Clovis and Rev. C. E. Ball of Portales re-

turned Wednesday afternoon from Plainview where they attended the South Plains Pastor's and Laymen's conference. They report the meeting a svery good.

George Burnett, of Memphis, Tennessee, who is the Stewardship Representative of the Baptist S. S. Board was an outstanding speaker of the meeting.

Mr. and Mrs. E. C. Murrell of Wink, are in Portales for a few days. They were dinner guests Sunday in the Carl Case home and Monday in the home of Miss Bessie Dohoney.

Word was received Monday that A. J. Goodwin is very low.

Mrs. Alice Stobb and Misses Cornelia and Clara Stobb from Quitaque, Texas, were in Portales Sunday to attend the funeral of little Harold Dean Stobb. They returned Sunday evening.

JUNIOR HI

On Friday at third period the 7 D's of Miss Galloway's room entertained the 7 C's of Miss Ribble's room with a valentine party. The pupils of 7 D brought fruit candy, cookies, nuts and popcorn for refreshments.

Valentines were distributed while refreshments were being served.

Mrs. Frank Good of Kenna and her daughter Mrs. John Howell, also of Kenna, were visiting in the Cass Lyons home Thursday. These families are old time friends.

G. C. Burleson who was in the hospital sometime ago as the result of a butcher's knife slipping and cutting a deep gash in his groin will have to go back to the hospital and have a drainage tube put in the wound.

R. F. Coffman, of Tipton, Oklahoma, has moved to Portales and enrolled his children in school Monday.

POTTER'S FARM HATCHERY

D. A. GORDON, Agent

PRICE LIST 1930

We will ship C. O. D. when desired. We also appreciate a deposit with the order. We will ship by parcel post or express, but express is the better way if you are near an express office.

BREED	25	50	100	500	1000
C. W. Leghorns	\$2.65	\$5.25	\$10.00	\$50.00	\$100.00
Buff Leghorns	2.65	5.25	10.00	50.00	100.00
C. R. I.	2.90	5.75	11.00	55.00	110.00
Barred Rocks	2.90	5.75	11.00	55.00	110.00
White Rocks	3.15	6.25	12.00	60.00	120.00
Buff Rocks	3.15	6.25	12.00	60.00	120.00
White Wyandottes	3.15	6.25	12.00	60.00	120.00
Buff Orpingtons	3.15	6.25	12.00	60.00	120.00
Assorted Heavy Breeds	2.65	5.25	10.00	50.	100.00

We Guarantee

100 per cent live delivery of quality Baby Chicks. In each shipment we place extra chicks—be sure to count the live chicks. If you do not receive 100 per cent of your order alive and in good condition, as represented, have your delivery agent sign a statement of loss and mail to us within 24 hours after arrival of chicks. We will replace all dead or missing chicks in the next shipment or refund your money.

POTTER'S FARM HATCHERY

R. F. D. 5, Chanute, Kansas

Address all orders to D. A. Gordon, Portales, N. M.

The Traits of George Washington

HONESTY — FAIRNESS — COURTESY

are the cardinal principles on which this business is operated. An honest measure, correct weight, a fair and thorough test, and courteous service always, distinguish our dealings with our customers.

Sell us your Cream, Eggs, Turkeys, Chickens, Hides, and all kinds of Produce

Robertson Produce

S. V. CISSELL, Owner

Kill The Sparrows! Protect The Songbirds!

Enter the United Dry Goods Store

Bird House Contest

See How Easy it is to Win one of These VALUABLE PRIZES

LIST OF PRIZES

FIRST PRIZE ----- Boys' Suit or Girls' Dress
SECOND PRIZE ----- A Pair of Shoes
THIRD PRIZE ----- Boys' or Girls' Hat
FIVE, FOURTH PRIZES -- Girls' Hose or Boys Tie

Hurry, boys and girls! Enter the United's Bird House Contest. Let's kill the sparrows and have plenty of sweet voiced songbirds in Roosevelt county. Providing a home for the songbirds will make it easy for them to thrive, and building a bird house may win you one of these valuable prizes, besides being a lot of fun.

Get Busy—Enter the Contest Today—Just Clip and Mail This ENTRY COUPON

United Dry Goods Stores, Inc.,
Please enter my name in your bird house contest
Name -----
Address -----

An OK. that Counts

Cars that are not merely "Slicked Up" to sell, but really reconditioned, thoroughly checked, and ready to deliver thousands of miles of good service.

1929 Chevrolet Coach	\$500
1929 Chevrolet Cabriolet	\$500
1929 Chevrolet Coupe	\$500
1928 Chevrolet Coach	\$375
1928 Chevrolet Coupe	\$300
1927 Chevrolet Coach	\$225
1927 Chevrolet Truck	\$250
Good 1926 Dodge Touring	\$100
1926 Ford Truck	\$100
1926 Ford Touring	\$50

PORTALES MOTOR CO.
ADD HOBBS, Mgr.
PORTALES, NEW MEXICO

Speaking Dates For Roosevelt County Candidates

Due to the early Primary, we the various candidates feel that in order to allow both voters and candidates the best possible opportunity to meet each other before the primary; that a definite pre-arranged schedule of appointments for candidate speaking at convenient places over the county is advisable. We hope to meet as many of the voters as possible at the places and dates mentioned below:

Arch	Feb. 26, at 7:30
Midway	Feb. 28, at 7:30
Union Valley	March 5, at 7:30
Kenna	March 7, at 7:30
Rogers	March 12, at 7:30
Floyd	March 14, at 7:30
Dora	March 19, at 7:30
Tolar	March 21, at 7:30
Milnesand schoolh'se	Mar. 26, 7:30
Elida	March 28, at 7:30
Causey	April 2, at 7:30
Highway	April 4, at 7:30
Richland	April 9, at 7:30

Date of Primary April 12, 1930

United Dry Goods Stores

INCORPORATED

A Chain Department Store --- Portales, New Mexico

GRADE SCHOOL NOTES

Unit 1 Has Valentine Project
During the past week Unit 1 has put over a very worth while valentine project in the form of a valentine party.

The children in each of the three rooms planned their own party. They made their paper luncheon sets and decorated them, made their place cards, decorated their lemonade cups, planned the entertainment which consisted of games, songs and stories also planned the refreshments, lemonade and cake; chose their committees to arrange the tables and serve. The girls brought their aprons to serve in.

In Miss Autrey's room the color scheme was pink and white with each table decorated separately.

In Miss Hatch's room and Miss Hayes' room the color scheme was red and white, while the tables were placed together to form one large table in each room, around which the children were seated.

Mr. and Mrs. Judevine brought up ice cream and cones for all of the children in their son's room. The children enjoyed this very much.

To see the little people thus seated in all three rooms, daintily drinking their lemonade and nibbling cookies was a very attractive sight.

They learned many valuable lessons in the planning and carrying out of the party.

Post Office Project in Unit Two
On Monday of the past week the teachers in Unit Two took their pupils down to the post office to learn as much about it as they could.

Mrs. Armstrong very kindly explained what everything was for and the children were quite interested.

On their return the children made sentences which were written on the board corrected, polished and rewritten. In their final from they made a very interesting and instructive reading lesson about the post office.

On other days of the week the boys fashioned a very real looking post office from boxes, which was used for the distributing of mail on St. Valentine's day.

The rooms in the main building all had valentine boxes, Friday. Some of the rooms had programs, and some had treats.

The pupils and teachers enjoyed the many visitors at grade school last Thursday.

Old Glory floated in the breeze all day February 12th, and the flag salute, led by Mrs. Canon was given at noon while the children were in line.

Quite a number of parents visited the school Tuesday afternoon.

Mrs. Meador visited her daughter Wilma in Mrs. Canon's room Wednesday afternoon, and Mrs. Grung visited her son David Monday.

Betty White has been out of school during the past week with mumps.

Mrs. J. W. Wright has returned to Portales after a several weeks visit with her son in Texas. Mrs. Wright makes her home in Portales with her daughter, Mrs. R. G. Bryant.

Locals and Personals

W. J. Finch of Northwood, Iowa, is arriving this week with the intention of seeking a location in the southwest. Mr. Finch is a university friend of Dr. and Mrs. I. D. Johnson and has just completed his law course.

Mrs. Rusha Smith arrived in Portales Sunday afternoon and will have charge of Monroe Honea who has been ill for the past several weeks. Mr. Honea's condition does not improve to the satisfaction of the family.

Dr. and Mrs. I. D. Johnson were over Sunday guests in the home of the doctor's parents in Clovis.

Misses Helen Zeran, Lucile Rowley, Bess Dohoney, Caroline Padlock, and Carolyn Braninom spent the week end in Amarillo attending the Passion Play and enjoying Sunday services at the respective churches of their choice.

R. L. Yoachum, Miss Norene and Mrs. L. E. Tinker and baby daughter left Thursday afternoon in the Yoachum car for a short visit with relatives in Oklahoma. Mr. Yoachum and Miss Norene will be at the home of Mr. Yoachum's brother near Oklahoma City, while Mrs. Tinker will go on to Stillwater in order that Mr. and Mrs. Tinker Senior may see their new granddaughter.

S. F. Moore returned home Sunday from a visit with his daughter, Miss Myrtle, in Ardmore, Oklahoma. Mr. Moore stopped in Amarillo on his way home and visited with friends for a few days.

Mr. and Mrs. Sidney Mudgett, and family, of Lockney, Texas, and George Myers, also of Lockney, spent the week end visiting in the Wiley Mudgett home.

F. C. Wester, campaign manager for the Portales Valley News contest, went to Lubbock, Texas, to spend the week end with his family. Mrs. Wester returned Monday with Mr. Wester and will assist in the management of the contest during this week.

Mrs. C. A. Skelton came down from Hereford Sunday afternoon, bringing to Portales Mrs. Rusha Smith who was a week-end guest in the Skelton home.

The plans have been drawn of a new home for Mrs. J. D. Hunter on the lot across from the J. H. Lee residence on Ohio street. The building will be of hollow tile and of the latest architecture. Mrs. Hunter and daughters are now living in the house on Nevada street near the home of Mrs. Esther Cleveland.

Mrs. Fannie E. Wheeler left last Thursday morning for San Antonio, Texas, where she will make her home with her son, Mrs. Wheeler has spent the past four years in Portales, being a constant companion of her sister-in-law Mrs. J. W. Franse, during her last illness.

Mesdames G. A. Chumbley, W. K. Judevine, E. D. Kornegay and E. M. Kornegay spent Friday with Mrs. McAllister of Floyd. Mrs. McAllister was entertaining the Home Makers club of Floyd. Each lady worked her initials on a quilt block for the hostess and a very enjoyable day was spent by the 40 ladies present.

The following are among the new Chevrolet sales since January 31: Ed. Raydon, of Elida, truck; Add Hobbs, club sedan; B. F. Pruitt of Emzy, sedan; Charlotte Livingston, sport coupe; Lee Carter, coupe, J. C. Hays, truck; Otto Kaptino, coupe.

Mrs. Sam Seay has returned from a months visit in Texas. She was also with Mr. Seay in Santa Fe and Albuquerque for a few days.

Mesdames John and Earl Denton of Kenna were shopping in Portales Saturday, and visiting relatives.

Mr. and Mrs. S. N. Hancock, Mrs. Carl Turner and Mr. and Mrs. James D. Turner were in Amarillo Friday for the Passion Play.

Mr. and Mrs. Earl Denton, Mr. and Mrs. John Denton and Mrs. Cox were in Amarillo Friday night for the Passion Play.

Geo. Curry was a dinner guest Sunday of Mr. and Mrs. L. E. Canon.

Mr. and Mrs. Coe Howard, Mr. and Mrs. P. M. Bailey, Mr. and Mrs. Floyd Golden, Mrs. Chester Brown, Mrs. Drue Cumble, saw the Passion Play Saturday night.

UNDERTAKER ED. J. NEER EMBALMER SERVICE
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

Pure Milk for Every Occasion
We are prepared to supply you with your milk or cream.
All of which is handled in a sanitary manner.
DOYAL'S DAIRY
PHONE 141

WE ARE HEADQUARTERS FOR ... STOCK TANKS ...
SEE OUR PRICES BEFORE BUYING !!
J. B. SLEDGE, Hdw.

The P. V. N. — The Home Newspaper
C. W. ISON
General Contractor and Builder
Estimates Furnished on Short Notice

DEMPSTER VERTICAL CENTRIFUGAL PUMPS



Cost Less to Install and to Operate

Dempster Vertical Centrifugal Pumps do away with the expense of big holes, posts, timbers and costly equipment. The only pump designed to be placed in a 24-inch casing. Drive shaft runs in oil bath in oil-tight housing. Timken Roller Bearings carry belt pull and thrust. Sturdily constructed for years of expense-free service.

Figure No. 1965—6-inch pump with normal capacity of 1200 to 1205 gallons per minute. Supported entirely from platform. Discharge pipe supports pump and its weight in well.

ASK YOUR DEALER to show you Dempster Vertical Centrifugal Pumps or write us for full information.

DEMPSTER MILL MFG. CO.
AMARILLO, TEXAS

FOR SALE BY
EARL McCOLLUM

CALL ON THE WRIGHT MAN

AND GET RID OF YOUR PUMP TROUBLES

LAYNE & BOWLER TURBINE PUMPS

Have prices on all sizes of pumps and can furnish pumps from 6 to 24 inch in size. Will develop sandy wells—Appreciate your business

TOM F. WRIGHT
Portales, New Mexico

Do You Remember

How you used to hang around the kitchen on mother's "bake day," instead of being out playing with the other fellows? And how eagerly you sniffed the tantalizing aroma of baking bread, and couldn't wait for mother to give you a slice of it. You thought there was nothing as delicious as mother's delicious bread!

TODAY—IN

Mother's Bread

you get that same delicious flavor, the fine texture, the wholesome goodness that mother and grandmother used to put into bread. But modern baking science has taken all the drudgery out of bread baking, in giving you this delicious loaf. Eat lots of it every day, but be sure it's MOTHER'S BREAD.

FRESH DAILY AT YOUR GROCERY AND

Portales Bakery

M. L. STOUT, Prop. Phone 42

CHEVROLET



All these added improvements - yet the price has been greatly reduced!

The new Chevrolet Six is enjoying the greatest public reception ever given a Chevrolet car. For it offers scores of new improvements and refinements that make it a finer car in every way. Yet it sells at greatly reduced prices!

Consider a few of the extra-value features that Chevrolet has incorporated in this greatest of all Chevrolets—a smoother, flashier six-cylinder valve-in-head motor, with its capacity increased to 50 horsepower!

—a stronger, more durable rear axle, with increased gear ratio!

—four Lovejoy hydraulic shock absorbers—assuring a smooth, even, comfortable ride over any road!

—weather-proof internal-expanding four-wheel brakes, with front and rear drums tightly enclosed. Rain or shine, when you put your foot down, you stop!

—larger full-balloon tires, a new clutch and a stronger transmission!

—quieter, stronger, more beautiful Fisher bodies—with richer upholsteries, more distinctive colors, and wider, deeper seats!

Every factor has been considered that would add to the safety, comfort and convenience of the Chevrolet owner.

Come in today. See this greatest of all Chevrolets!

THE GREATEST CHEVROLET IN CHEVROLET HISTORY

Portales Motor Company
ADD HOBBS, Manager
A SIX IN THE PRICE RANGE OF THE FOUR

The ROADSTER	\$495
The PHAETON	\$495
The Sport Roadster	\$555
The COACH	\$565
The COUPE	\$565
The SPORT COUPE	\$655
The CLUB SEDAN	\$625
The SEDAN	\$675
The Sedan Delivery	\$595
The Light Delivery Chassis	\$365
The 1 1/2-Ton CHASSIS	\$520
The 1 1/2-Ton Chassis With Cab	\$625

All Prices f. o. b. factory Flint, Michigan

WANT AD COLUMNS

The Easy Way to Buy, Sell Find or Swap

FOR SALE—It is time to plant trees. Daimont Nursery has a stock of hardy trees, guaranteed as good as can be had from anywhere, also, 40 mules and young horses for sale, Plainview Nursery, 18-1tc.

FOR SALE—Good live grocery stock, best location in Clovis. Add Box 72, Clovis, N. M. 11-1tc

FOR SALE—18 to 20 tons of maize heads and alfalfa ground in equal proportions. Will sell in sacks of 100 pounds at my potato house. J. M. Bradley. 11-1tc.

WE CAN FURNISH coal or oil brooders of any capacity at a various range in price. See our lines before you buy. Wheeler Bros. General Hdw. and Undertaking. 18-1tc.

FOR SALE QUICK—For good reasons have for sale 320 acres Portales Valley Farm Land located 4 miles south and half mile east of town of Portales, well fenced, has 65 acres in farm and good well and windmill. Priced cash—\$17.50 terms can be arranged. S. B. Haskew, owner, Portales, N. M. 15-1tc.

FOR SALE—40 or 80 acres of fine valley land. All in cultivation. Price \$80 per acre. Good terms, good soil. See Fred Campbell, 3 miles west, 3 miles north of Portales. 18-1tc.

FOR SALE—Three accredited turkeys from last spring's hatch. See Mrs. W. L. Rogers, Box 27, 18-3tp.

The following second hand items to be had on hand, priced to sell. Wheeler Bros.

ONE FORDSON TRACTOR in A-1 condition.

ONE ROCK ISLAND 2 row horse hitch lister.

ONE P. & O. 2 row tractor, hitch power lift lister.

ONE MASSEY-HARRIS stalk cutter.

SEVERAL SECOND HAND cream separators.

FOR SEED POTATOES clear of sod rot and virus rust raised on sod land, see J. A. Sanders, Price right, speak early. 18-2tp.

\$10.00 WILL BE PAID for information leading to the present whereabouts of L. C. Wilson, recently of Clovis, New Mexico, or 1928 Buick Coupe, Motor No. 2149922. R. L. Wilson, 1415 E. Yandell, El Paso, Texas. 16-2tc.

WILL SELL 320 acres six miles northwest of Portales for \$2.50 per acre. F. E. Cline, 609 U. S. National Bank Building, Denver. 18-2tc.

WHITE WYANDOTTE EGGS for sale, 75 cents, settings \$4.00 per hundred: 1-1-2 miles N. W. Portales, Wiley Mudgett. 18-2tp.

FOR SALE, TRADE OR RENT, Hawks hotel, across from depot. See Mrs. B. L. Hawks. 18-1tp.

FOR SALE—10 acres 2-3-4 miles from town. See Roy Rhea, near Lila Park. 18-1tp.

WANTED—Middle aged, capable woman to care for two children and do house work in small family. Good home for right person. Inquire of Mrs. Joe Clevenger. 18-2tc.

FOR SALE—One 400 egg incubator. Inquire J. S. Green, phone 194 F 21.

FOR SALE OR TRADE—145 Angora goats, for sale or trade for heavy teams or cattle. See A. J. Thomas, Elida, 9 miles southwest of Dora. 17-2tpd.

FOR SALE—About 100 nice young turkey hens, \$4.00 each, also have some choice toms, \$5.00. All raised last spring. (bronzes type). E. H. Lightfoot, Causay, New Mex. 17-2tp.

WANTED—Sewing, mending and remodeling. Mrs. Ella Florence, Liberty Street. 17-1tpd.

LOST—Saturday, small white dog, black ears, black spot on back, long hair; reward. Return to or notify News Office. 17-2tpd.

Busy Cooking Hens are the Money Makers
Our Leghorns win the ribbons and lay! State accredited. 300-egg bred males used. Our special pens are trapnested. Chicks \$14.00 per 100; eggs \$4 per 100. Before you send that order out of state, see us. Also Barred Rocks, same price. Youngdale Poultry Farm, Portales, New Mexico. 17-1tc.

FARM FOR SALE—All tillable, 160 acre well improved, new 3 room house, with carbide plant, iron, hot plate and 6 lights, a good well, 2 out buildings, also a peach orchard and shade trees, a bargain for who ever has the cash. Mrs. Jennie Armitage, Floyd, N. M. 3 miles west of Floyd. 17-3tpd.

CREAM SEPARATOR time is here. See our De Laval and Empire Baltic separators. Some good used separators. Wheeler Bros. General Hdw. and Undertaking. 18-1tc.

MAN EXPERIENCED in ranch work and as ranch overseer, wants work on ranch, and living quarters for small family. Write E. D. Sherrill, Box 494, Post City, Texas. 17-3tpd.

INVESTIGATE—Choice 5 acre block in Portales, close in, south and east front and ideal location for country cottage home, soil adapted to small fruit and market gardening. Only few minutes walk from courthouse square and post office. For quick sale, price and terms, wire or write, M. W. Whitney, owner, Hobbs, New Mexico. 27-2tp.

ONE USED double disc John-Deere breaking plow. Wheeler Bros. 18-1tc.

FOR SALE—3,000 lbs. Pinto beans hand cleaned, extra good, at my place. Delivered at Portales at 5 cents per lb. J. T. Murphy, Floyd, N. M. 18-1tp.

FOR SALE—One ten horse Fairbanks Morse engine, on truck also a player piano for sale or trade for team or milk cows. See J. F. Chrisman, Portales, New Mexico. 18-2tp.

OLIVER & ROCK ISLAND implements, as good as are manufactured. Wheeler Bros. General Hdw. and Undertaking. 18-1tc.

FOR RENT—80 acres, 2-1-2 miles from town. Also fresh cow for sale. H. C. Bedinger. 18-1tp.

CHEAP PIGS and brood sows. 1 gilt with 4 nice pigs, first \$22.50 gets them. Another gilt, 6 pigs, \$30. Also a few cheap shoats and another tried sow or two. See me 2 miles north 1-2 mile east of Causay. A. A. Killion. 18-2tc.

I own property in the country and also in Portales, and of course pay some taxes.

I believe I have a pretty fair idea of what values are. The only policy or platform I have or ever expect to have is to treat my fellow man right, and to try at all times to do the thing that is right because it is right. After an investigation which I believe every candidate is entitled to, and after doing so, if you believe I can fill the place, your vote and influence will be appreciated.

JOHN W. CLEM, Portales, New Mexico.

John W. Clem Announces For County Com.

In placing my name as a candidate for commissioner of precinct No. one, of Roosevelt county, New Mexico, there are a few statements I wish to make.

I am a Democrat, have lived in Roosevelt county twenty four years, twenty-three years at Rogers, and a year at Portales. Have seen the country come up from the white face cows to one of the richest in agriculture, dairying, and poultry raising in the state.

Jack Keath Fined \$140 And Costs

In last week's issue a typographical error stated that Jack Keath was fined \$14.00 and costs by Judge Patton. It should have read \$140.00 and costs, which is somewhat stiffer fine and more in keeping with the offense.

Miss Clarine Branom is entertaining the members of the Presbyterian Missionary society this afternoon at the home of Miss Bess Dohoney.

A number of Portales friends drove to Clovis Tuesday evening and remained with Mr. and Mrs. J. B. Sledge until train time when they left over the Santa Fe for Como, Miss., with the body of their mother, Mrs. Hugh McGehee.

THANKS
We wish to thank all those who were so kind and loving to us during the illness and death of our little Harold Deene.

There's nothing so sweet as friends, and we love every one of you.

Mr. and Mrs. C. M. Stobb, Mrs. Alice Stobb, Misses Cornelia, Murrell and Clara Stobb.

Mr. and Mrs. Charles Burnett, Mr. and Mrs. Arthur Burnett, Mr. and Mrs. Walter Franse, Mr. and Mrs. Roy Hollis.

Floyd School Play

The Home Economics club will give an entertainment in the Floyd high school auditorium Saturday night, February 22, at 8 o'clock.

The program:
Just a Mistake, one act comedy.
When the Lamp Went Out, pantomime.
A little bit of Gossip, one act comedy.

Bride and Groom, and numerous musical numbers and specialties. Admission 15 and 25 cents.

Entertaining Distinguished Guest

Mr. and Mrs. Fred Orr are this week entertaining in their home Miss Edith Douglas of Sofia, Bulgaria. Miss Douglas has been abroad for the past eighteen years as an English teacher in a very popular girls' school in Sofia, and she has now in America on a furlough of a year's duration. She will return to her labors next August. Mrs. Orr and Miss Douglas were girlhood friends, but they had not met for nine years when Miss Douglas was in America on a vacation trip.

CARD OF THANKS
We are very grateful indeed for every kindness extended to us and our mother during her illness. Be assured that each act and word will live long in our memories. May God bless you.
MR. and MRS. J. B. SLEDGE.

Mr. and Mrs. Raymond Ricketson from Leedy, Oklahoma, spent one night the past week with Mr. and Mrs. C. M. Compton.

STANDING OF WORKERS WEDNESDAY NOON

NAME	Address	Votes
Mrs. Beth Bollinger	Portales	1,055,700
Mrs. J. E. Carter	Rogers	1,056,100
Mrs. Inza (Reuben) Cothorn	Portales	1,060,500
Mrs. Maud Galloway	Portales	1,114,200
Mrs. L. H. Houghtling	Portales	1,061,100
Mrs. Dave Howell	Kenna	935,900
Mrs. Walter Jackson	Portales	975,200
Mrs. G. W. Morgan	Floyd	1,101,400
Mrs. Charlie Maxwell	Rogers	935,500
Miss Emma Lee O'Neal	Elida	1,059,900

The above list of names, alphabetically arranged, represents votes deposited in ballot box, and not necessarily full voting strength. From above standing, you can see how close this race. Unless reserve votes would change results, the difference between highest and lowest would only amount to 178,700, or a 10-year second payment, 175,000 and less than a 1-year 7,400 votes. Help her today! One of these ladies will own the car.

PORTALES PROPERTY CHANGES

Tuesday B. F. Thompson bought the Jim Warnica brick building which is now occupied by the Portales Chamber of Commerce. Mr. Thompson believes in Portales and only bought this property as an investment.

Mrs. Hugh McGehee Called To Her Reward

Monday, February 17, about 12:30 Mrs. Hugh McGehee, answered the call of the Master to "come home." She had been confined to her room at the home of her daughter, and son-in-law, Mr. and Mrs. J. B. Sledge for more than three years. Her condition owing to her extreme age had been considered critical and yet her death came as a shock to her family. She had been restless and had not slept during unday night and when she fell asleep on Monday it was to awaken in a better world.

Mrs. McGehee was born in Virginia, April 3, 1845. She was of Irish decent and her Irish wit and the sparkle in her eye remained all through her illness. She was always cheerful and joked with her friends up to the last.

She graduated from a girls' school at Holly Springs, Miss., and at an early age was united in marriage to Hugh McGehee. To this union five children were born, four of whom died in early childhood or soon after they were grown.

During their married life Mr. and Mrs. McGehee made their home at Como, Miss. Fifteen years ago in September Mr. McGehee passed away and since that time Mrs. McGehee has made her home with her daughter. In this home, the best room was hers and during all these years she had every attention that both love and money could procure.

In early life she was converted and joined the Methodist church and was a most faithful member always contributing to its advancement in any way that she could.

She was a typical Southern lady, refined and cultured a true daughter of the old South and prided herself on her membership in the United Daughters of the Confederacy.

She will be missed by a large circle of friends, who console themselves with the knowledge that she has gone to a better world to meet her loved ones among whom is a grandson, Ruffin Sledge who was her idol and with whom she longed to be reunited.

Ed. J. Neer prepared the body for shipment.
Mr. and Mrs. Sledge left Tuesday with the body for their old home at Como, Miss., where Thursday it will be laid to rest in the family plot, with her husband and children and this grandson whom she loved so much.

CAMPAIN STORY . . .

(Continued from Page 1)
to your favorite. She will need it this last week or so, as there is a real campaign going on.

Mrs. Maud Galloway Gains Lead

This Week

Mrs. Maud Galloway gains the lead over competitors this week, with only 9 more days to determine the ownership of the Ford sedan, Croseley radio, bed room suite, and cash awards to be determined by the Portales Valley News, in their county wide subscription drive Saturday, March 1 is the last day workers will have to get subscriptions and votes. On that night some one will be proclaimed winner. It will not be difficult for any worker to win the prize she desires in this campaign, however, the worker expecting to win the largest award must not let the week slip by without doing a big work. All now required is a little well directed energy. You can always find people standing on the side lines, trying to discourage anyone making an effort at doing something worthwhile, but that worker who goes her way, ignoring idle talk by irresponsible per-their countywide subscription drive, her own car away the night of March 1st. If the workers realized the closeness of their standing and that any one can be the owner of this car, not a one would rest until the campaign closed at 7 p. m., Saturday, March 1, 1930.

Already a Big Success
The Portales Valley News subscription drive is already a success. It is now the theme of conversation in hundreds of homes in Roosevelt county. Nothing save election has brought such a country wide interest, and the important question is, "Who will lead this week?" This success is due to the workers taking such an active interest in the campaign, urging its cause to their many friends. "Impartiality" has been and will continue to be the motto of the Portales Valley News, and those interested may rest assured that the auto and other premiums will go to those who have actually earned them.

Your Help Counts Most Now
For after Thursday night, February 20th, when the campaign department ceases to function, there will be no reverting back on "second payments," and the count from then until the close of the campaign, at 7 o'clock Saturday night March 1, will be the lowest of the entire campaign. You will then get 6,400 votes for a year's subscription. Friends who are waiting to help you at the close of the campaign should have this explained to them. Remember now YOU GET THE LARGEST VOTE.

In our issue of next week will be printed the names of the judges, appointed by the candidates to canvass the votes, and represent them. JUST NINE DAYS TO GO, AND A SMALL FORTUNE AS A REWARD.

Subscribers Only Get One Paper
No matter how many times you renew, or through how many parties, you will only get one paper, if you subscribe in the same name, at the same address. Whatever time you renew, or subscribe for, is added to your present expiration date. You may get two papers once, as we are continually checking and rechecking these subscriptions, being continually at work on them, but this is only in the arranging of list, and will be eliminated when campaign has closed. If you subscribe in same name, at same address, you will only get one paper. We do now know people's, wives, or children by their given names, so if one comes to you and one to your wife, or other relative, you should notify the office to add the subscriptions together. Notice the label and subscription date on your paper, and be sure you are getting the paper in right name, and the correct credits are being given you.

A Deadly Parallel
To show how votes have decreased since this campaign started, and give an example of the advantage of the second payments of subscriptions, we show below what a subscription counted the first two weeks, and what it will count the last two days:

	First Period	Last 2 days	4 years	55,000	31,000
1 year	12,400	6,400	10 years	75,000	48,000
2 years	26,000	14,000	10 years	175,000	115,000
3 years	40,000	22,000			

VOTE FOR ONE—BUT DO IT NOW

Gambill's

5c to \$5.00 Store

One day sale—Sat. Feb. 22nd

Grey Enameled Dish pan, 14 qt., 10 o'clock Special 15c

French Voil, guaranteed fast color, assortment of colors, yard—20c

Water glasses, 6 oz., all day, 2 for 5c

Curtain Scrim, white and Ecru, yard 10c

Watch our Display windows.
Courtesy — Quality — Service



ONE STOP AUTO SERVICE

HAVE YOUR CAR OILED AND GREASED, WASHED AND VACUUM CLEANED

and polished, and see how much better it rides.
We also have new equipment in our shop to relime your worn out brakes.

A NEW RAY-BESTOS BRAKE LINING MACHINE

with a complete stock of brake lining. We also have a new valve refacing tool.

DON'T FORGET OUR COMPLETE SERVICE. ALSO WRECKER SERVICE DAY OR NIGHT.

C. & T.

Service Station

PHONE 90 — PORTALES, N. M.

FOR TRADE

Rio Grande Valley Tract for Property in Portales

10 acres of land in the western Rio Grande Valley, 3 miles from Wixom, in cultivation, under the ditch, about 40 acres. Ideal for growing citrus fruits and truck farming. To trade for Portales property. Write me what you have.

M. A. SCOTT, O'Donnell, Texas

"She Took The Red Out of Her Hands



and put it in her Cheeks"

Dozens of women you know in Portales have done likewise. Now they have more time for play and recreation; more time to enjoy life, because they have banished wash day worries by having us do their laundry.

Portales Steam Laundry

Phone 17

Cream Producers

Our main object is to give good service to our cream patrons. Our testing department is absolutely efficient. We always clean your cans thoroughly and dry them. We also paint your name on your can if it needs it.

We Have New 10 Gallon Cans at \$3.50 Each

Bring us your next can of cream and let us show you what real service means.

Midwest Dairies, Inc.

BILL JUDEVINE, Manager

World's Anim To

Lee, Metro-vist Moti
What is no animal in this way to thousands of who have times on the animal is Lee Mayer lion, known as the motion picture films he appears front of the

Locals

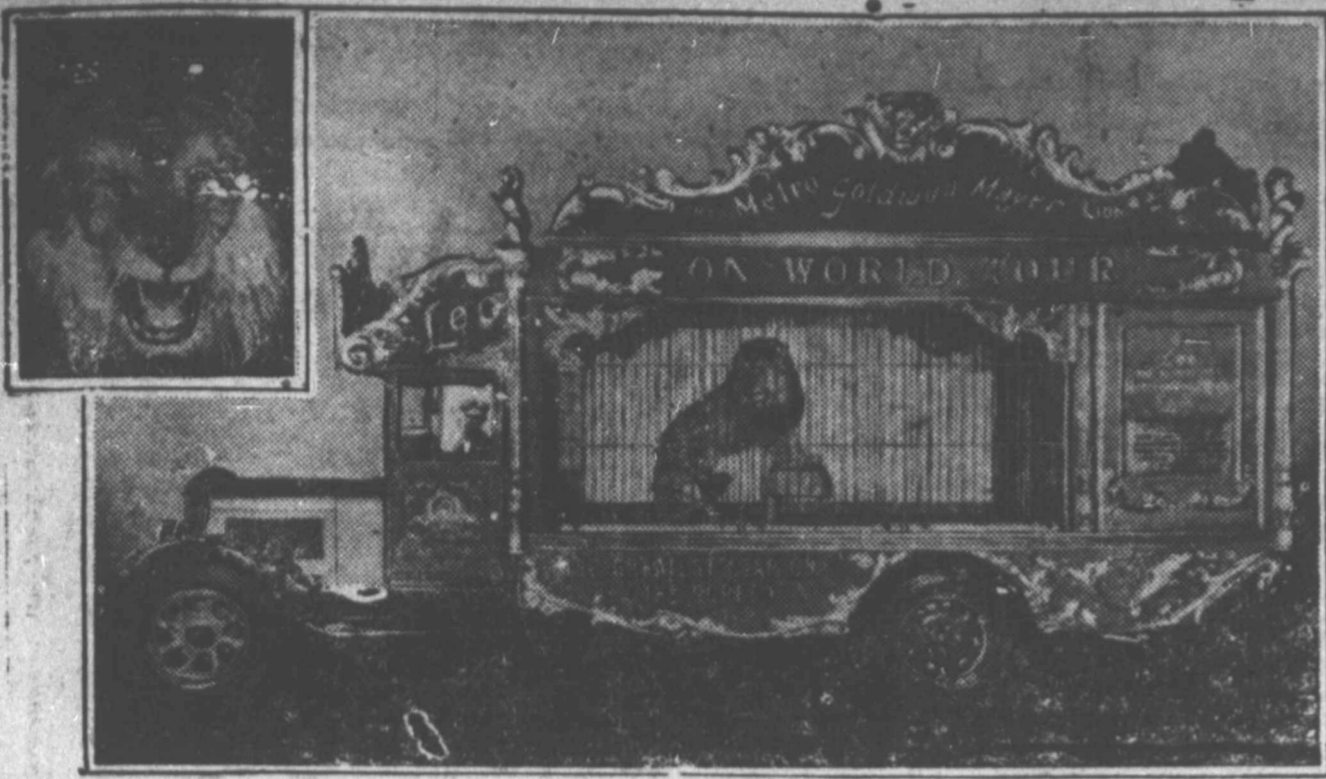
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There will East Valley V day evening. didates are in and speak.
Mrs. A. B. and B. F. B were Sunday of Mr. and M
The little b Mrs. Sherman and the fami over the con The little boy sister having month ago, t are doubly ala health.
Mrs. W. T. Ruben Coth Tuesday to at cision meetin tra time visit
Mr. and Mr turned to th Elida Wednes having spent t in the home of Burnett, The home by Miss
Roy Ballow at via Tuesday at in Portales w is connected
Mrs. Durwoo and and Lo among the Pa



Up: Leo, Metro-Goldwyn-Mayer trade-mark lion; center: Leo in his palatial traveling cage in which he is now touring the world.

World's Best Known Animal Coming To Portales

Leo, Metro-Goldwyn-Mayer Lion visit Motion Picture Fans in This City

What is no doubt the best known animal in the whole world is on his way to this city to visit the thousands of motion picture fans who have seen him hundreds of times on theatre screens. This animal is Leo, the Metro-Goldwyn-Mayer lion, who has become world-known as the trade-mark of the motion picture company on whose films he appears. Leo will be in front of the Portales Theatre at

Portales at 3:30 Thursday, February 20, 1930, and in front of the Portales Valley News at 3:45. Leo has undertaken this unprecedented world tour in response to the demands of his millions of admirers who want to meet him in person. In each city in which he stops he will make a tour of the town in his magnificent motorized caravan which will terminate before the outstanding motion picture theatre where Leo will perform a few of the antics that he has been called upon to do in his screen career. At the conclusion of an East to West and West to East tour of the United States Leo will sail for Europe where millions of motion picture fans are just as anxious to meet him as they are in this country. During his travels which will take him completely around the globe, he

will visit Europe, Asia, Africa, Australia and South America. It is expected that all the interesting and important personalities in the countries visited will pay a personal call on Leo and inspect the highly interesting equipment which comprises Leo's entourage. Kings and queens, presidents and mayors are as enthusiastic over the prospects of his visits as are the movie fans of our own city. In addition to the fact that Leo is so well known, another note of interest is to be found in the unique motorized caravan which has been especially designed for the purpose of this trip. The particular motor car in which Leo has his cage home in a combination of the most elaborate art and the last word in scientific construction. Its size alone is impressive being twenty-four feet long, 14 feet high and 7 1-2 wide.

Locals and Personals

U. S. Frase is this week installing a new carbide light plant in his home near Rogers. Mr. Frase is putting lights in his seven room house, his porch, his dairy house, and his chicken house, as well as a stove in the kitchen. He says there are a number of these plants being put in, in the surrounding country.

Mrs. C. S. Skelton left Tuesday after a visit to Mr. and Mrs. E. N. Neer.

Mr. and Mrs. Frank Haynie and children and Mrs. Winberly, all of Quail, Texas, have spent the past few days in the home of Mr. and Mrs. W. T. Cothern. Mr. Frase is putting lights in his seven room house, his porch, his dairy house, and his chicken house, as well as a stove in the kitchen. He says there are a number of these plants being put in, in the surrounding country.

Mrs. C. C. Acker, Mrs. Benard Cook, Mrs. W. H. Nicklas and Mrs. E. S. Johnson drove to Portales Wednesday from Elida and spent the day shopping and visiting with friends.

Misses Nelle and Edna Carter spent Saturday and Sunday in Amarillo. While there they attended the Passion Play as well as visiting with friends and transacting matters of business.

Mrs. L. M. Rowley arrived from Chickasha, Oklahoma, Tuesday, and is spending this week visiting with her sister, Mrs. Marshall, mother of Mrs. H. G. Rowley. Mr. and Mrs. Abbott accompanied Mrs. Rowley to Portales but they have gone on to Silver City after a few hours stop here.

PIE SUPPER
There will be a pie supper at East Valley View school house Friday evening, February 21st. Candidates are invited to be present and speak.

Mrs. A. B. Douglass of Clovis, and B. F. Brownell of St. Vrain were Sunday guests in the home of Mr. and Mrs. Fred Ohr.

The little baby boy of Mr. and Mrs. Sherman Bracken is very ill and the family is much perturbed over the condition of the child. The little boy is a twin, his little sister having passed away several months ago, therefore the parents are doubly alarmed over the child's health.

Mrs. W. T. Cothern and Mrs. Rueben Cothern went to Elida, Tuesday to attend the Dairy Association meeting and spent the extra time visiting with friends.

Mr. and Mrs. Charles Stobb returned to their home south of Elida Wednesday morning after having spent the past several days in the home of Mr. and Mrs. Chas. Burnett. They were accompanied home by Miss Murrell Stobb.

Roy Ballow came down from Clovis Tuesday and spent a few hours in Portales with his parents. Roy is connected with the Santa Fe. Mrs. Durwood Wright, Misses Nancy and Loretta McCarty were among the Portales people attend-

ing the show in Clovis Tuesday evening.

ing the show in Clovis Tuesday evening.

Miss Irma Belle Smith was an over night guest in Clovis Tuesday. Spending the time with Mr. and Mrs. Lester Bayless and Mr. and Mrs. Roy Smith.

MRS. FRANCES ALEXANDER
Funeral services were held Wednesday afternoon for Mrs. Frances Alexander who passed away at the home of her relatives, Mr. and Mrs. Kilgore, who live on the John Young farm near Elida. Mr. Alexander was thirty-seven years of age and had been in New Mexico only a short while. Interment was made in the Portales cemetery.

HARDEN-WALKER
Mrs. Zola Harden and S. B. Walker were very quietly married at the Christian parsonage with Rev. C. A. Loris officiating. Mr. Walker is a very stable business man of Woodward, Oklahoma and he has taken his bride to their new home in that city.

Mrs. Walker is the oldest daughter of Mr. and Mrs. S. V. Cisell and has a circle of admiring friends here who have learned to appreciate her for her very splendid qualities.

The friends of this very worthy couple wish for them a life of success and extreme happiness.

THEATRE PARTY
Mr. and Mrs. Abe Ribble, Mr. and Mrs. N. T. Watson and Mr. and Mrs. Jay Stone chaperoned a number of young people to Clovis Tuesday evening who formed a party at the theatre to enjoy "Rio Rita". A supper following the show completed the pleasant evening. The party consisted of Mr. and Mrs. Watson, Mr. and Mrs. Stone, Mr. and Mrs. Ribble, Misses Iris, Ribble, Sybil Lyons, Vada Mae Jackson, Mae Watts, Bernice Hayes, Lucile Wurster, Messrs. Ray Bonner, Phillip Johnston, Clovis Green, James Polk, and Otto Kaptina.

"WOMAN'S CLUB MEETING"
The Woman's Club met Wednesday in the home of Mr. and Mrs. Lacy Armstrong with Mrs. Arthur Jones as leader. This was the meeting scheduled for Miss Carolyn Wetzel but since she has been unable to carry out the plans she had made. But a very pleasant afternoon is being arranged by the leader. The members are reminded that they are privileged to each bring a guest to the meeting.

Womna's Club Makes Plans for Home

On Wednesday of this week the building committee of the Woman's Club let the contract to the Haynes Architect Company of Lubbock, Texas, for the plans for the new club home, which will be built in the near future.

The Portales Woman's Club own a choice lot on Liberty street, where the new club home will be built.

The Portales Home Makers Club held an all day session at the home of Mrs. Nora Johnson Wednesday, February 19th. The meeting was very well at-

night. The families are old time friends.

Chas. L. Hall of Emporia, Kansas was in town last week, looking over the valley with a view of locating. Mr. Hall is a farmer and was favorably impressed with the Portales Valley.

Mr. and Mrs. F. M. Hughes of Lovington, were Portales visitors last Saturday. Mr. Hughes is an old friend of E. B. Llaughter, when he lived in Harding county.

J. H. Hendrix and family were in from Claudell on last Saturday.

W. F. Page and family, and Coleman Rice and family of Pepp attended the concert in Texico Saturday evening, given by the Stamp quartette.

C. F. Grimes and family spent Sunday with Oscar Grimes and family.

Mrs. Claud Smith has been confined to her bed this week on account of flu.

D. H. Edwards and family have moved to Oklahoma City where they will enter the cafe business.

Miss Vada Oakley, County Home Demonstration Agent, has moved from the Trevelers Inn where she has lived since coming to Roosevelt County, to the Simmons apartment on Liberty street. Mr. Simmons has just recently converted the Seay residence on Liberty street into three apartments. Mr. and Mrs. Simmons have reserved one of them for their own use.

Kenneth Jones visited at Hicland on Sunday.

H. M. Reeves from Turkey, Texas, has moved to Portales and put his children in school.

Broad McAlister and Poy Jones of Floyd attended the ball game Saturday night.

DISTRICT HOME ECONOMIC MEETING

The District Home Economic meeting was held in Portales Saturday and was declared a most successful and interesting day. During the morning two meetings were in session, the Student club section and the Home Economic teachers' gathering. Representatives from seven schools enrolled for the day, they were: Texico, Elida, Dora, Floyd, Clovis, Fort Sumner and Portales, making a total of forty-two present. Miss Alberta Whitton, of Clovis, was chairman and called the Student Club to order at the appointed hour.

A very cordial welcome was extended the visitors by Miss Lillian Marr of Portales. The response to these words of greeting was made by the Elida school. This was followed by a busy session of matters of business and plans. A report was given from each school Home Economic Department. A young lady from Texico discussed the affiliation of the local clubs with the National organization. She explained the workings of the national order and the methods

used to assist and benefit the individual clubs. Ella Williams followed with a helpful talk on the "Values of the National Meeting". This gathering is to be held in Denver during the spring months and will be far reaching in its aims to assist all club girls. The affiliation dues and club pins were discussed and some time was spent upon the interests in the news letter. This letter is printed quarterly in the district paper and tells of the accomplishments of the clubs during the passing months. Last autumn at the state assembly the club name of "Kewewana" was selected. This is an Indian name meaning "friends and hom makers." The officers were elected for next year. Miss Mary Leatherman of Fort Sumner was chosen president and Miss Lillian Marr, Portales, secretary. During the time the teachers from the seven schools were having an interesting session, Frank Campbell of Clovis, discussed with the ladies the "curriculum of home economics." A round table discussion of this was led by Mrs. Vina Gardner, home economic supervisor of the state. Mr. Bickley of Clovis was scheduled to handle the subject but he accepted an invitation to go to Amarillo and sent Mr. Campbell to fill his appointment.

During the afternoon the girls gave a very pleasant program with the different schools contributing numbers. The Portales club gave a little playette entitled "Just Looking for a Dress." This was in the nature of a style show, displaying some of the work having been accomplished by the local girls. A representative of Clovis gave a reading, "A Square Meal" which was very appropriate. The Elida representative gave a violin solo and the Floyd girls sang the home economic club song. Mrs. Gardner devoted some time to the points of interest in the work which all club girls should appreciate. When the program had been concluded the Portales girls were hostesses at a very pretty valentine tea. Small valentines were used as favors and the colors of red and white were used attractively. Ice cream in heart shapes was served.

The teachers present were Mrs. Elmira Mackie, of Floyd, Mrs. Impogene Hollifield, Melrose; Miss Alice Hoyland, Elida; Miss Lucy Stinson, Fort Sumner; Mrs. Vivian Doose, Texico; Miss Martha Hodges, Dora; and Mrs. J. P. Steiner, of Portales.

REDLAKE

We had a great day Sunday at Sunday school. Had 63 in classes and more for preaching.

Rev. Saxton, the Superintendent of the Baptist Orphan's Home, preached for us. Come again Brother Saxton.

The farmers are farming in a big way this year. A number of them using Farmalls and other machinery.

There is lots of land changing hands and lots of farmers moving in and some new homes going up. The young people had singing Sunday night and organized a Christian Endeavor Society, with Charlie Kyle Price as president.

Arthur McFall and family visited in the D. B. Burrough home Sunday.

The Chism families visited C. O. Price and family Sunday afternoon.

Miss Oakley is coming to the Redlake community to organize a home makers club this week.

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Miss Oakley is coming to the Redlake community to organize a home makers club this week.

ROLLER

We are enjoying the beautiful warm weather.

Mr. and Mrs. Glenn Givens were shopping in Portales Saturday.

Miss Nannie Maude Brown has spent the week visiting with Bobbie and Benni Grant.

Mr. and Mrs. Matthys and children were visiting in the Louis Anderson home at Rogers Sunday afternoon.

Mr. and Mrs. Dee Fletcher spent Friday in the Frank Greathouse home.

Friday afternoon was a great event in the lives of the children in the Roller, of Mt. Vernon school.

As it was valentine day and the Roebuck and the Inez school had been invited to come spend the afternoon spelling, ciphering and having a valentine box together.

Mrs. Lizzie Mae Nance and some of her patrons came bringing her pupils.

Roller and Roebuck had a very close contest in spelling and ciphering, but the Roller pupils won first place.

Portales Markets

The following markets are prevailing in Portales, on January Feb. 20th.

Hogs	9.65
Threshed Kaffir	1.00
Threshed Maize	1.05
Bar corn	15.00 to 16.00
Mixed corn	1.25
Kaffir heads	15.00
Maize heads	17.00
Heavy hens	18c
Colored Springs	18c
Leghorn springs	15c
No. 1 toms	21c
No. 1 hens	18c
Light turkeys	12c
No. 1 Turkeys	21c
Eggs	20c
Dry Hides	12c
Green hides	96c
Cream	23c

Signboard Sam



WE ARE HERE

to help you in getting the Highest Prices for your Cream, Poultry, Eggs and Hides.

The bigger the volume of business we do the bigger the price we can pay you.

Portales Poultry & Egg Co.

McCall and Victor in Charge



QUALITY Here!
IN ALL GROCERIES

Coffee Golden Light 3 lb. can with Tea Glass \$1.30

Super Saturday Bargains

10 lbs. Irish Potatoes 35c

Crackers SUPREME SALAD WAFERS, 6 lb. caddy 31c, 1 lb. pkg. 11c

Phone 56

Make it a point to visit our store regularly and take advantage of our wonderful bargains in high quality groceries and meats. Our prices are always low.

City Grocery & Market

We Deliver Satisfy Children Phone 56

Announcing Our SPRING OPENING

With the advent of Spring we announce our premier Millinery Showing for women interested in the coming style hits! We cordially invite your attendance.

Featured are Straws, Silks, Linens and a host of other materials. Colors that match the rainbow. Fascinating, unique trimmings! Delightful shapes — small and large.

\$1.95 to \$4.95

United Dry Goods Stores, Inc.
A Chain Department Store
Portales, New Mexico

new ZENITHS ...thrift PRICES

MODEL 61!
\$155

ZENITH AUTOMATIC RADIO

SEE IT TODAY AT
J. B. CROW
Portales, New Mexico

Locals and Personals

Mr. and Mrs. Keith Payne, Ernest Wheeler and Anole Odham went to Amarillo Saturday to attend the Passion Play. They stopped at Canyon where Ruth joined them.

Miss Emma Minick attended the Passion Play Saturday.

Paul Varney who has been in the hospital at Sherman, Texas, went home with his aunt, Mrs. B. E. Davis, of Wichita Falls, where he will remain for a few days before coming home.

Mrs. Elmer Temple, of Clovis, has been with her mother, Mrs. Edna Florence for several days the past week. Her son James Clinton has been suffering from a disordered stomach the past week.

Mr. and Mrs. J. D. Page, Ariel and Renae, of Richland, were in town shopping Saturday.

Mrs. Add Worden, who spent the past few months at the home of her son C. L. Worden, of Las Angeles, arrived in Clovis Thursday, where she was met by Mr. and Mrs. E. H. Brown. Mrs. Worden will spend some time here with her daughter, Mrs. Brown.

Mrs. Henry Jones and daughter, who live 4 miles west of Floyd were in town Saturday, shopping and brought in their last bale of cotton.

Mrs. W. E. Bartlett returned to Portales Sunday, after a three month visit with her sister, Mrs. Nettie J. Carver, of Riverside, California.

Mrs. J. S. Green, Clovis Green, Misses Barbara Green, Vada Mae Jackson, Vernal Venter, Miss Bloomer were in Amarillo Friday night to see the Passion Play.

Miss Maybelle McCarty, who is in Lubbock studying to be a nurse, has been off duty several days suffering with sinus trouble.

Mrs. J. N. McCall, Mrs. H. G. Rowley, Misses Beola McMinn and Marion Jones went to Amarillo Friday evening to see the Passion Play.

Mrs. J. W. McMinn who has been ill during the past week, is some better.

Mrs. J. L. May, Winifred and James Albert, Mrs. Pogue, and Selden Peugh, attended the Passion Play Friday night.

Miss Helen Compton will be at home for this week end.

Mr. and Mrs. O. D. Douglas, and Mr. and Mrs. M. D. Douglas were visitors in Texico, and Clovis one day the past week.

Mr. and Mrs. Jack Fullbright left Saturday morning for Fayetteville, Arkansas, to be gone a few days. They stopped over in Amarillo for Saturday afternoon performance of the Passion Play.

Miss Edith Hogson, of Santa Fe, who is head nurse over the county nurses of the State, visited Mrs. C. J. Whitcomb one day the past week.

Mr. and Mrs. J. I. Jones were in town shopping Saturday.

Mrs. John Howell of Kenna was a visitor Thursday in the home of Mr. and Mrs. J. D. Marlowe.

Mr. and Mrs. J. S. Martin were in town Saturday shopping.

Mrs. Addie Tipton and her mother, Mrs. Wood are quite sick.

Stanley Kindericks from Montana is here visiting his brother, Glen Kindericks.

Miss Mabel Sadberry returned Saturday from Clovis where she has been visiting her cousin Miss Dora Lawson for the past week.

Ben Grung and Victor Olds made a business trip to Texas last Thursday and Friday.

Mr. and Mrs. Ben Grung and Mr. and Mrs. W. T. Cothran and their families spent Sunday with the Victor Olds family.

Mr. and Mrs. W. F. Daniels have been quite ill the past week, he has been suffering with his heart and she with flu. They are a little better.

Miss Nadine Morris had as week end house guests Misses Macie Morris and Helen McDowell of Kenna.

J. K. Polk, manager of the Gambill store spent the past week in Abilene on company business. Chas. Goodloe had charge of the store during his absence.

Jack Bailey, dramatics teacher at Floyd was a Portales visitor Saturday.

H. M. Milan of Roswell is visiting his sister-in-law, Mrs. J. T. Riddle this week.

Mrs. A. Gose and daughter Thelma have gone to Sedan, in Union County, New Mexico, to visit Mrs. Gose's mother, Mrs. Walkup.

Mr. and Mrs. Denver Cox were visiting in the home of Mr. and Mrs. G. F. Wakefield the past week.

J. M. Hyatt was out of school one day the past week, on account of illness.

While Mr. and Mrs. G. A. Chumbley were in Amarillo to see the Passion Play, Maurine spent the week end with Tiny Jones, daughter of Mr. and Mrs. J. I. Jones of Floyd.

The four camp houses at Central Service Station have been pebbledashed this week. G. B. Board has this station rented from Mr. Gryder.

Mr. and Mrs. Earl McCollum and daughter Mardell spent Saturday in Amarillo and while there went to see the Passion Play.

Mr. and Mrs. C. W. Pate and Mrs. Aggar spent Sunday in Portales.

Mrs. Henry Jones and family and Dudley Pitts and Bud Kimmons were in Amarillo Friday.

Mr. and Mrs. C. E. Foreman and daughter, Miss Agnes attended the Passion Play in Amarillo Saturday.

JUST RECEIVED

Shipment CASE and AVERY listers, of which all are good plows also shipment of BRAN AND TEX LILLY SOFT WHEAT FLOUR

If you want a lister write me a card. Top prices paid for poultry and eggs.

J. B. JUDAH & SON
CAUSEY, N. M.

Violin and Saxophone INMAN FREEMAN

Class started Monday, February 11. If interested call 123. Individual lessons given at my home

Doctor Craig Coming to Roswell and Clovis SPECIALIST

in Internal Medicine DOES NOT OPERATE

Will be in Roswell on Tuesday, February 25, at the Bankhead Hotel and in Clovis on Wednesday, February 26th, hours 10-4 and Thursday, February 27th, hours 9 to 12 at the Antlers Hotel.

Office Hours 10 a. m. to 4 p. m. in Roswell.

Two days only in Clovis and one day in Roswell.

No Charge for Consultation

Dr. Craig is a regular graduate in medicine and surgery and is licensed by the state.

He visits professionally the more important towns and cities and offers to all who all free consultation, except the expense of treatment when desired.

According to his method of treatment he does not operate for chronic appendicitis, gall stones, ulcers of the stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidneys, bladder, bed-wetting, catarrh, lungs, rheumatism, sciatica, leg ulcers, rectal and prostate ailments.

If you have been ailing for any length of time and do not get any better, do not fail to call, as improper measures rather than disease are very often the cause of your long standing trouble.

Remember above date, that consultation will be free and that his treatment is different. Married women must be accompanied by their husbands. Laboratory at 4221 West Third Street, Los Angeles, California.

HOW FORD METHODS CUT COST OF DISTRIBUTION

Lower profits in selling save you at least \$50 to \$75 in addition to the many savings in manufacturing

TWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost—frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.

For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least \$50 to \$75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. *Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.*

The profit margin on the Ford car has always

been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed four-wheel brakes.

If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

THESE are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than 35% of all cars sold today are Model A Fords.



FORD MOTOR COMPANY



Every nook, every corner, every shelf in our store is filled with a big variety of groceries. When you think of them you'll naturally think of us, because here is the place to get groceries, no matter whether you want the very best grade or something cheaper. Make Yoachum's your

GROCERY SHOPPING HEAD-QUARTERS—EVERY DAY IN THE WEEK

Plenty of Parking Space
If you have trouble finding a parking place, just park your car in front, at the side, or at the rear of our store.

Attention Mr. Farmer
Everything in feeds that you could possibly need is to be had here, such as bran, shorts, cake, cotton seed meal, etc. Get our Prices.

Yoachum Grocery

**SOCIAL ANNEX
BY THE BOSS**

Milt Kornegay says that he is beginning to believe that he really was in Clovis last week, as the Clovis News-Journal again said that he was there among the week's visitors from Portales. The writer will take oath that he was not with us.

Last Saturday, Portales was much in evidence in Amarillo. Coe Howard was there with his red necktie, and like to have caused a traffic jam by his tie being taken for the stop signal.

The editor of this department, with the society editor and son, took dinner at the Herring Hotel at Amarillo last Saturday, and was served with more forks and spoons than he thought were in the hotel. Much confusion resulted from getting the soup forks mixed with the salad spoons. We also visited old Tack and found that the likeness which appears

in the Amarillo News, was a true portrait of him.

Beans was treated like an orphan while the News family were absent, and like to have become lost. The sheriff and police force were called in to help locate him Sunday night but he returned home before the alarm became general.

Amarillo is becoming such a skyscraper town that the strain caused by trying to see the tops made our jaw and teeth sore.

A visit to the News-Globe office revealed that Foreman Bills was still on the job. He, with the editor helped get out the first issue of the News over 20 years ago.

More Portales people were seen in Amarillo last Saturday and Sunday than is usually seen in Portales on a week day.

Last week the News tried to make a District Judge out of District Attorney J. C. Compton. No disrespect to Judge Patton.

Last issue of the News looked like a metropolitan Sunday issue. It taxed the entire force to get out the big issue and make the mails on time. The advertising manager was called into service to carry the big Elida list down so that their paper would not be delayed.

The golf bug has broke out of his shell on account of the sunshine of the past week, and the local golf course has been a busy place. No records have as yet been reported.

Subscription collectors for the News have probably visited every citizen of the county several times already, but you may look for another visit in the next week. The handsome premiums are much sought after, and the News will give you your money's worth in paper and service for the amount that you pay on subscriptions. The goal is the News in every home in Roosevelt county.

Campaign Manager Wester brought his wife over from Lub-

bock Monday to help finish the big drive for subscriptions.

Portales people should charter a special train and go to Albuquerque on Saturday of this week, where the News editor is scheduled for a big speech on Saturday morning. It will doubtless be broadcasted over the National Radio network.

OWNERSHIP OF NEWSPAPERS TO BE PUBLISHED

WASHINGTON.—A bill to require the newspapers to disclose their real ownership, supplementing existing law, was favorably reported to the senate by Chairman Phipps of the post office committee.

The present law requires that a certificate of ownership of publications, including names of the editor, publisher, business manager, stockholders, known bond holders, and other holders of securities, be filed with the postmaster general. The bill would require such additional information about ownership as the postmaster general might request.

"While postal officials now attempt to ascertain the real ownership of incorporated newspapers," Phipps said in a statement, "in cases where the security holders appear upon the company's books as trustee or some other fiduciary relation, such information is not required by law, and consequently is seldom obtainable."

Phipps made no specific reference to investigation of public utilities by the federal trade commission, in which it was disclosed that the real ownership of newspapers occasionally was not indicated in their certificates, but he did say that "in actual practice, the statute has been found defective."

Vocational Agriculture Building For Portales H. S.

R. A. Young and his 22 ag-boys are just finishing up a good sized and very practical farm shop for Portales schools. This building is 72 by 24 feet and is divided into three parts, a class room in

the center, 22 by 24, a milk testing laboratory, 10 by 22, and a general shop which is 22 by 40. The boys have been building this for about four months, having torn down the old cavalry stable barns and using this material at quite a saving of money to the school and at the same time giving the boys practical experience. During the months of November

and January the weather was so cold work could not be done on this project.

This is perhaps the third building in the state to be thus erected in this manner, and probably the first in size.

Director Young and his boys are to be complimented on this project and Portales should appreciate the spirit in which the work was accomplished.

Who's Alright?

The Joker's Jubilee Bunch. When in need of lots of fun, see them. When you need good, home killed meats, see BURKE, at

Burkes Cash & Carry Market
Thank You

PREMIUM AUTO

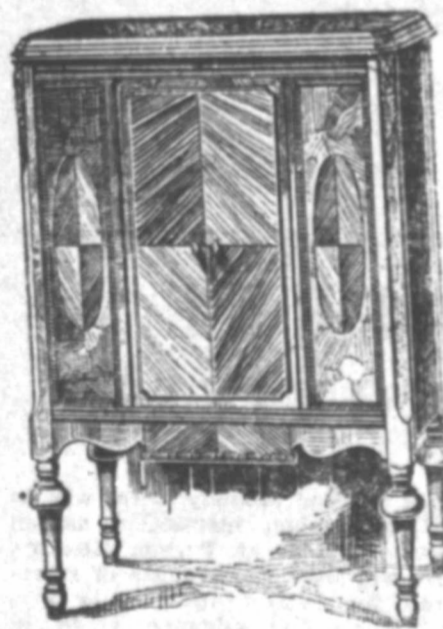
EQUIPPED WITH BUMPERS AND SPARE TIRE. SELL FOR \$742.00---A REAL PRESENT FOR THE LADY GETTING IT

Goes to lady with highest number of credits at close of campaign, Saturday night, March 1, 1930. Now on display at UNIVERSAL MOTOR CO., PORTALES, N. M.

The Portales Valley News' Roll of Honor

- | | | | | | | |
|---|----------------------------------|----------|---|----------------------------|----------|---|
| ! | Mrs. Beth Bollinger ----- | Portales | ? | Mrs. Dave Howell ----- | Kenna | ! |
| | Mrs. J. E. Carter ----- | Portales | | Mrs. Walter Jackson ----- | Portales | |
| | Mrs. Inza (Reuben) Cothorn ----- | Portales | | Mrs. G. W. Morgan ----- | Floyd | |
| | Mrs. Maud Galloway ----- | Portales | | Mrs. Charlie Maxwell ----- | Rogers | |
| | Mrs. L. H. Houghtling ----- | Portales | | Miss Emma Lee O'Neal ----- | Elida | |

One of these Ladies Will Surely Own This Car on March 1, 1930



**CROSLY
Multi-Screen Grid!**

THE outstanding value in Radio. Three screen grid tubes, a radio receiver, selective, powerful, sensitive, which is and will continue to be the Big News in radio. Not performance alone, but performance plus a beautiful cabinet, finished in rich walnut veneer.

This radio goes to lady with second highest number of votes at close of campaign, Saturday, March 1st, 1930.

Sold by C. & T SERVICE STATION, on display at

**Portales Valley
News Office**

SELLS FOR \$156.50

See the Third Prize

\$75 Bed Room Suite

Sold by and Displayed at

ED J. NEER FURNITURE STORE

SECOND PAYMENT MAY WIN THE CAR

The schedule below shows how second payments work. If your first subscription was given between the dates, they received votes as per this schedule. Now, if you subscribe for an additional year or two, they will receive the same votes as though given in the first instance. The regular schedule to the right shows the vote other subscriptions get.

SCHEDULE OF VOTES THAT MAY BE EARNED

On the Second Payment Plan in force until midnight, Thursday, February 27, 1930

Period	County	Jan. 9-23	Jan. 24-30	Jan. 31	Feb 5	Feb. 6-13	Feb. 14-20
1 year		\$1.50	12,400	11,400	10,400	9,400	8,400
2 years		\$3.00	26,000	24,000	22,000	20,000	18,000
3 years		\$4.50	40,000	37,000	34,000	31,000	28,000
4 years		\$6.00	55,000	51,000	47,000	43,000	39,000
5 years		\$7.50	70,000	70,000	65,000	60,000	55,000
10 years		\$15.00	175,000	165,000	155,000	145,000	135,000



Here is what can be secured with Second Payment while the regular schedule where no payment has been made is shown on opposite side.

Regular schedule until Campaign Closes

Period	County	Feb	Feb. 28
1 year		\$1.50	7,400
2 years		\$3.00	14,800
3 years		\$4.50	22,200
4 years		\$6.00	29,600
5 years		\$7.50	37,000
10 years		\$15.00	118,000

VISITING DAY

Thursday was designated as special visiting day in the Portales school. Superintendent Golden is not certain as to the continuance of these special days as it might have a tendency to discourage the miscellaneous visiting which is being urged by the teachers.

Grade School Visitors Mrs. Babst, Mrs. Hinkle, Mrs. J. W. Jones, Mrs. Harley Watkins, Mrs. J. A. Sexton, Mrs. Homer Barnett, Mrs. J. H. Carroll, Mrs. A. W. George, Mrs. T. R. Chamberlain, Mrs. Floyd Kennedy, Mrs. Jule Stone, J. E. Wise, Mrs. Pails, Mrs. Fred Gunn, Mrs. Meador, Mrs. Grunig, Mrs. Easley, Mrs. A. C. Woodburn, Mrs. Jim Sain, Mrs. Frost, Mrs. Durwood Wright, Mr. and Mrs. Hahn, Mrs. Shigman, Mrs. Ben Grunig, Mrs. W. F. Shaw, Mrs. D. R. McCloud, Mrs. E. H. Hudson, Mrs. C. F. Marshall, Mrs. L. E. Duebler, Mrs. Dick Morrison, Miss Beulah Morrison, Mrs. Cross, Mrs. Cryder, Mrs. Nelson, Mrs. Thompson, Mrs. F. T. Burke, Mrs. E. D. Galloway, Mrs. C. C. Pendley, Mrs. P. H. Morris, Mrs. J. C. Compton, Mr. and Mrs. H. Beebe, Mrs. H. S. Worth, Mrs. Willis Slaten, Mrs. B. M. Schumpert, Mrs. J. J. Hutchison, Mrs. J. F. Hatch, Mrs. J. T. Kester, Mrs. Kenney Spence, Miss Mary Dunscomb, Mrs. J. N. McCall, Mrs. Bert Smith, Mrs. Atkins, Mrs. J. T. Keller, Mrs. A. B. Meiner, Mrs. N. T. Jones, Mrs. Cass Lyons, Mrs. E. J. Gibson, Mrs. Traugbber, Mrs. J. W. Clem, Mrs. W. D. Kenyon, Mrs. J. S. Green, Miss Barbara Green, Mrs. D. D. Stephens, Mrs. Richardson, Mrs. W. H. Fisher, Mrs. Mary Morgan, Mrs. E. H. Brown, Mrs. Rice, Mrs. R. R. Will, Mrs. Waters, Mrs. G. A. Chumbley, Mrs. Coe Edward, Mrs. W. K. Judevine, Mrs. W. I. Maxwell, Mrs. W. S. Maxwell, Mrs. W. S. Johnson, Mrs. C. E. Rowland, Mrs. J. H. Lee, Mrs. F. A. Stewart, Mrs. W. T. Goldsmith, Mrs. J. O. Blanton, Mrs. W. A. Blasingame, Mrs. Joe Howell, Mr. and Mrs. H. O. Minick, Mrs. U. F. Newman, Mrs. C. A. Kathman, Mrs. Wess Middleton, Mrs. M. V. South and Mrs. Francis Hawkins.

A TRIP TO THE POST OFFICE

On Tuesday morning, February 11 1930, we went on a trip to the post office at Portales, New Mexico.

On this trip we learned how to stamp a letter.

We learned to put a return address on a letter.

We learned where to mail a letter and where to mail packages.

We learned where to mail city letters and newspapers.

We learned where to buy stamps.

We learned where to ask for our mail.

We learned where to ask for our packages.

We learned how the boxes are numbered and how to open them.

We learned the cancelling machine and learned how it worked.

We enjoyed our trip and learned many things.

Mrs. Armstrong was very kind to us and we thank her.

This foregoing article was written by children of the second grade of the Portales school after the class had made a trip to the local post office. The teacher, Mrs.

C. H. Kathman, Mr. E. N. Wheeler, Mr. Briggs, Ed. J. Neer, Arthur Jones, A. D. Ribble, Mrs. C. H. Kathman, Mrs. O. S. Strickland, Mrs. W. I. Maxwell, Mrs. W. H. Fisher, Mrs. Mary Morgan, Mrs. Odessa Traugbber, Mrs. W. F. Newman, Mrs. Wess Middleton, Mrs. George A. Chumbley, Mrs. Coe Howard, Mrs. A. H. Ribble, Mrs. A. D. Ribble, Mr. B. F. Chrisman, Mr. J. E. Wise, Mrs. Shumpert.

"Wonderful Is Konjola," Says Sedalia Man

Suffered Twelve Years . . . Found First and Only Relief in New Medicine



MR. GEORGE H. ROBESON

"Wonderful is Konjola," said Mr. George H. Robeson, 714 East Ninth street, Sedalia. I suffered for 12 years with illness of the stomach, liver and kidneys. I bloated frightfully after meals and become short of breath and dizzy. Bilious attacks frequently left me with headaches that lasted for days at a time. Frequent bladder actions and severe back pains made sleep impossible for any length of time. I was badly run down generally. "Imagine my surprise and delight when, after taking a few bottles of this great medicine, I began to improve rapidly. Today I never suffer from stomach disorder and eat heartily. My liver functions properly and I am no longer subject to bilious attacks or headaches. My kidneys respond to this treatment, and bladder actions are normal and the back pains have gone. I sleep well at night, my appetite is good and I am gaining in strength and weight." Konjola is sold in Portales at the New Mexico Drug Co., and by all the best druggists in all towns throughout this entire section.

T. J. BOLT Portales, New Mexico AUCTIONEER Farm and Ranch Sales A Specialty Sixteen Years Experience in Conducting Sales in State -Satisfaction Guaranteed- Leave Dates at this Office or at the Portales Cafe

Just a THINGS for your TABLE Here are the foods you'll love to eat. the kind that whet the appetite and make you want more. We assure you the best of groceries and meats, kept clean and fresh. You'll find it a pleasure to shop where selection is so large and varied. J. N. McCall, GROCERY and MARKET

Allen had the children arrange the information they had gained into sentences and these were combined into neat little letters.

Mr. and Mrs. Clarence Austin arrived in Thursday of last week for a several days visit with Mr. Austin's mother, Mrs. Hebe Stewart, and are planning to leave today for Mountain View, Oklahoma, where they will spend some time with Mrs. Austin's parents, Mr. and Mrs. Homer Hayes.

Mr. and Mrs. Ben Robertson of

San Antonio, Texas, were over night guests in the home of Mr. and Mrs. J. B. Sledge, last Thursday when they were returning from a trip to California. Mrs. Robertson, a cousin of Mrs. Sledge, is a sister of Stark Young, the author who has won much credit for himself through the publication of that very clever late book, "River House." Mrs. Sledge and her cousin had not met for more than twenty-two years.

Mrs. James Henderson of Clovis was a Portales visitor Sunday.

Oil Leases — and Royalty We are revising our listing on oil leases and royalty. If you have either for sale, send us your location and price— PAUL M. JONES or EZRA WATTS Portales, N. Mex.

An Efficient Servant that never wants a "night off"— that works dependably at low cost The SERVANT PROBLEM need never bother you if you'll let ELECTRICITY do your work for you. There is a high quality, reliable electric appliance for practically every household task, at a fair price. ELECTRICITY is the only servant that is on the job day in and day out, with never an absence; the only commodity that is cheaper now than before the war. New Mexico Utilities Co F. E. SLEEPER, Manager, --- Portales, New Mexico

Come and See "The Wheels Go 'Round" Monday February 24th Is- POWER FARMING DAY Come! Bring your friends and enjoy this interesting, entertaining exhibit! 9 a. m., at Portola Theatre THE power farming idea is sweeping the country so rapidly these days that it is important for every farmer to get first hand information on this subject. It is the purpose of our big POWER FARMING DAY, Monday, February 24th, to provide, in an interesting way, facts that will prove helpful to present and prospective power farmers. Here is an opportunity to see for yourself the changes that are taking place in farm operating equipment. Trained men will be on hand to illustrate and demonstrate equipment and talk on questions in which every up-to-the-minute farmer is vitally interested. The men who will present these facts during our POWER FARMING DAY are experienced in tractor operation and upkeep. Their discussion and demonstration of power farming equipment methods will be worth money to every farmer who is interested in reducing production costs. And, remember, the whole party is FREE. Come early and be our guest for the day. There'll be a dandy FREE LUNCH AT NOON. Don't forget the day and place, Monday, February 24th, at Portola Theatre B. M. SCHUMPERT McCORMICK-DEERING DEALER Portales New Mexico

PRO... DI... COM... Fra... Office of... WATC... JEW... REPA... W. E. B... Portales... H... Cont... Esti... S. M... Optometr... ses Fitted... State B... Next Door... Brasel... Physi... Phone 1... H. T. Bras... A. J... U. S... Dr. N... Loc... Office N... A. T. & S... Phones: O... Dr. R... Reside... Offi... X-RAY... Ballo... Coal... Authorized... Tel... OL... FIRE... Insu... FAR... Dr. I. D... Phone 82... Portales... Young... Hors, Cal... We do C... Portales... Dr. J... PHYSICIAN... Office at Pe... Office Phone... SORE GEM... Foul breath, I... gums are disgu... will agree. Lete... edy is highly... leading dentists... appoints. Drug... if it falls. PORTALES... Merit... And Stock... and Meal... J. W. M... Best Pur... Co... PRICE... the congestion... plications, has

PROFESSIONAL DIRECTORY

COMPTON & COMPTON
Attorneys at Law
Practice in all the Courts
Office over Hughes Confectionery

WATCH AND JEWELRY REPAIRING

W. E. BAZEMORE
Portales, N. M.

H. E. Taylor
Contractor & Builder
Estimates Furnished

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

Brasell & Hensley
Physicians and Surgeons
Phone 94
Phone 114 Phone 199
H. T. Brasell E. T. Hensley

A. J. Goodwin
U. S. COMMISSIONER

Dr. N. F. Wollard
Local Surgeon
Office Near's Drug Store
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Dr. R. W. Means
Dentist
Residence Phone 103
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X-RAY DIAGNOSIS

Ballow & Price
Coal, Tea and Feed
Authorized Purina Dealers
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OLDHAM
FIRE AND LIFE
Insurance
FARM LOANS

Dr. I. D. Johnson
Dentist
Phone 82 for appointment
Portales, New Mexico

Young & Hatch
Hors, Cattle and Feed
We do Custom Grinding
Portales, N. M.

Dr. J. S. Pearce
PHYSICIAN and SURGEON
Office at Pearce's Pharmacy
Office Phone 34. Residence 23

SORE GUMS—PYORRHEA
Foul breath, loose teeth or sore gums are disgusting to behold, all will agree. Leto's Pyorrhea Remedy is highly recommended by leading dentists and never disappoints. Druggists return money if it fails.
PORTALES DRUG CO.

Merit Poultry
And Stock Feed—Cake
and Meal—Coal and Salt

J. W. MAUPIN

Best Purgative for
Colds
Relieve the congestion, reduces complications, hastens recovery.

Voc. Agriculture In Portales Schools

Vocational Agriculture was introduced in Roosevelt county in 1920 shortly after the passing of the Smith Hughes law. Contrary to popular opinion at that time it is not a "book agriculture."

Text books are usually written so that the author may make money. A book in order to be a good speller must cover a wide range of territory and so is not suitable for special communities and types of farming such as are found in Roosevelt county.

The sole purpose of vocational agriculture is to improve on the types of farming existing and to be found to be safe sound farming.

The boys enrolled in vocational agriculture in Portales high school this year and who are responsible for the new agriculture building are listed below, with their projects that they intend to keep this next year.

Herman Reynolds, one acre tomatoes.
J. D. Boren, poultry.
John Meiner, poultry and dairying.

Burl Howell, 5 acres sweet potatoes, 100 chickens.
Chris Wright, 3 acres tomatoes.
Floyd Gibson, 10 dairy cows.
Harold Knox, 7 acres sweet potatoes, 1 acre tomatoes.

B. F. Miller, chickens and turkeys.
Roy Foreman, hogs, 5 acres corn 1 cow, 100 hens.

Herman Wood, hogs.
Lloyd Vaughn, poultry.
Elmer Jones, 200 hens.
Merlin Anderson, 2 hogs, 5 acres of grain.

John Bradley, 16 acres alfalfa.
Oliver Fenton, 10 acres broom corn.

Ernest Shafer, dairying.
Dennis Fieleds, cows and poultry.
Ray Mudgett, 3 acres potatoes.

Paul Ouss, 6 acres potatoes.
Clifton Bankston, 1 cow, 100 chickens.

Dolphus Pate, 10 acres cotton.
Hines Reynolds, capons.

The vocational boys have organized a regular chapter of the future farmers of America, a national fraternity for Ag. boys. The officers for the second semester are: President, John Bradley, Vice-president, Oliver Fenton, and Secretary-treasurer, John Meiner.

The vocational boys assisted materially in putting on the Dairy Show and Livestock Exhibit last fall and took an active part in staging the annual poultry show in December.

Most of the time so far has been spent on the construction of the new home which is nearing completion. Next year they intend to concentrate on the judging activities and turn out creditable teams in stock, poultry, and grain judging.

While it is not the function of the vocational departments to do

experimental work, it is planned to do some demonstration work in poultry and stock feeding.

Great Week At A. & M. College

LAS CRUCES, N. M.—After a week filled with entertainment ranging from smokers and card parties to banquets in honor of prospective pledges, the fraternities and sororities at the New Mexico College of A. & M., have announced the names of their new members as follows:

Alpha Delta Theta: William H. Chambers, E. Paso, Texas; German P. Odom, El Paso; Jess Gilmer, Rock Springs, Texas; Archie Corley, Wolferseth, Texas; William Robinson, Pampa, Texas; Jesse Mechem, Las Cruces; Halbert Knapp, Pampa, Texas.

Lynn Craif, Roswell; Duran Campbell, Raton; John Barber, Carlsbad; Eugene Kain, Raton; John Farley, Raton; Charles Bowen, Tucumcari; Lyle English, Raton; Marion Goodwin, Las Cruces; Phil Poote, Lovell, Wyo.; Bernard Rooney, Ft. Stockton, Texas.

Phi Chi Psi: Arthur Resley, Las Cruces; Vernon Imman, Sherman, Texas; Lloyd Robinson, Belen; Bob Pientke, Las Cruces; Marvin Drake Moskuero; Charles Palmer, Las Cruces; Angus Sandell, Las Cruces; Otis Parker, Quay; Austin Brooks, Melrose; Everett Stanley, Dexter; Lawrence Little, Portales; and Bernice Barnett, Hagerman.

Gamma Sigma: John Astel, Haven, Kansas; Rollo Buck, Tularosa; Eber McKinley, Alamogordo; Bill Orr, Gallup; Ernest Ritchie, Tucumcari; Jimmie Prichard, Las Cruces; Art Johnson, Las Cruces; Beaumont Jenkins, Roswell; Reginald Howard, Carlsbad; Raymond Gee, Las Cruces; Bill Thompson, Deming; Bill Foster, Deming; Robert McFarland, Logan.

Rho Chi: Jo Corey, Raton; Frances Merrill, Deming; Lora Boutz, Las Cruces; Christina Brockmoller, El Paso, Texas; Irma Rock, Nara, N. Mex.; Marguerite Dearr, Corona; Erma Mason, Clovis.

Zeta Tau Alpha: Mary Redick, Gallup; Mary Louise Cornett, Raton; Maxine Cantrell, Anthony; Opal Marshall, Tiagan; Edna Lois McNatt, Alamogordo; Marlester Heintzmann, Nobleville, Ind.; Doris White, Las Cruces; Elizabeth Sweet, Las Cruces; Barbara Johnson, Las Cruces; Helen Isaacks, Las Cruces; Bert Ellen Weir, Las Cruces; Martha Reinhart, El Paso, Lucille Bloodgood, Las Cruces; Lehetta Brookerson, Las Cruces.

A Trip To The Portales Valley

I thought when I left Kansas, for the land away out west,

BUMPER CROPS!
HEALTHY babies—the finest crop of all. Cod-liver oil makes them strong, straight and sturdy. Give it them this easy, tasty way. Easily digested and retained. Start now.

SCOTT'S EMULSION
Summer Sunshine for Babies
Scott & Borne, Honolulu, H. I.

Gas Forces Woman

"Nights I sat up in a chair, I had stomach gas so bad. I took Adlerika and nothing I eat hurts me now. I sleep fine."—Mrs. Glenn Butler.

Even the FIRST spoonful of Adlerika relieves gas on the stomach, and removes astonishing amounts of old waste matter from the system. Makes you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you.

Portales Drug Store

Just out on a vacation, not looking to invest, I was tired of agriculture, an endless job you know, Especially in our country of zero, ice and snow.

A week ago tomorrow, I kissed my loving wife, And started for the sunshine where there's no clouds of strife, So shortly I was landed in this little valley town.

And lo, before knew it, they were showing me around.

I knew that we were farming all the way from sea to sea, But this part of New Mexico was a great surprise to me.

Good gracious—when the seasons crop had mostly been shipped out, I was made believe by seeing, what they told me I've no doubt,

Away up in our corn belt, where we paint things good and red, There's not half the grain a-growing, you can prove what I said.

Although down here they are living in a more humble way, They've got the corn and taters, cows and chickens by the way.

I forgot almost about my health since I've been running round, All over this great country, I most forgot your town.

Well the country it was here first, then the farmer he was next, Then the town grew up to serve him, and you're sure the real index

While I've been blessed with plenty up in my native land, I'll buy my boy a section, if a

gal down here he'll land.

For pioneers, I fear, our gals could never be.

Away out in these western plains, where one can't see a tree,

So let the wind keep blowing, your country's trading dust, And keep the good work growing, I can't see how I'll bust.

CHAS. L. HALL, Emporia, Kan.

Make Our Store Your Market Place

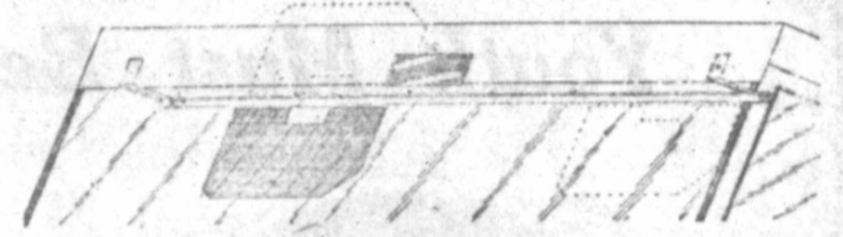
With prices low, with services unexcelled, with a large variety of high quality groceries always ready for your selection, of course you'll enjoy every minute of your shopping here.

PIGGLY WIGGLY

W. H. McDONALD, Prop.

NOGLARE

THE PERFECT EYESHIELD FOR MOTORISTS



Price \$2.00

1. Removes the danger of night driving by completely eliminating the dazzling glare of headlights.
2. Shields your eyes from the blinding glare of the low rising or setting sun.
3. Relieves eye strain or nervous tension brought about by driving towards blinding lights.
4. It is completely and conveniently adjustable so that it can be instantly and with the lightest touch be placed at any angle or in any position and when not in use, it can be turned up against the top of the car.
5. Always permits full and clear vision of the road ahead.
6. Provides a dimmer for the rear view mirror when cars behind reflect their lights through rear window.
7. Quickly adjusted to the driver's line of vision.
8. Saves cost of extremely high collision insurance.
9. Is a high grade automobile necessary substantially made and beautifully finished so as to be in harmony with the finish and trimmings of the finest automobiles.
10. Is endorsed and recommended by users who have had years of driving experience and have given study to the driving dangers that it eliminates.

Send the Coupon Below for Attractive Agency Proposition to

FINLEY MANUFACTURING CO.

P. O. Box A. Finley, N. D.

FINLEY MANUFACTURING CO., P. O. Box A, Finley, N. D.

I am interested in NOGLARE Agency.

Name _____

Address _____

City _____

State _____

Go into Business For Yourself

\$10,000,000.00 Company with 62-Year Reputation and 7,200 Established Dealers set you Up in Business

If you are ambitious and desiring of credit, this great Company will set you up in a retail business of your own, supply goods on credit, furnish advertising, premiums, free deals, and backing which will assure you of success. You will supply Watkins well-known line of extracts, spices, food products, soap, stock and poultry remedies, fly spray, etc. to established retail customers. Selling experience not necessary. Watkins methods and reputation make sales easy. You will have a steady year-round business, and your earnings should run from \$50.00 a week up, right from the start. Mail coupon for full details.

Name _____
Address _____
City _____
State _____

THE J. R. WATKINS COMPANY
39 Liberty St. Winona, Minn. 17-2tp.

Fresh Every Day!

Fragrant aroma; deep color; full flavor—these, combined with delicious freshness, tell the story of Golden Light Coffee's tremendous popularity. Order your can today!



At Your Grocer's

A HOME that's your OWN

Let Us Show You How Easily You Can Own It

The happiest homes are the homes that are owned. The home that not only fits your purse, but seems to meet all that you have ever dreamed of in a home for your loved ones. Happily, owning a home of your own isn't a prodigious task at all. It's merely a matter of seeking the assistance of an organization like ours, which makes a specialty of helping people establish themselves in homes of their own. Now is the time to get rid of the curse of paying rent. We offer a specialized help and service in planning the details of your home, helping you to arrange a plan of financing it, and providing materials.

COME IN AND LET US TALK WITH YOU. NO OBLIGATION OF COURSE.

Portales Lumber Company

PHONE 10

Eat More TOAST

BUT BE SURE IT'S MADE FROM **Best Bread**

America has gotten the habit of eating toast. And it's a wonderfully good habit, for toast is so delicious, so appetizing, and so much better for you than just plain bread.

Start the day right with crisp, golden crunchy toast, made from BEST BREAD. And for luncheons, parties, entertainments and kiddies lunches, serve toast. It's best when made with BEST BREAD. Insist on the genuine.

Made Fresh Daily in Portales by

American Bakery

Protect The Song Birds

With the "Bird House Contest" being sponsored by the United Dry Goods Stores, Inc., entering its second week, E. H. Brown, manager of the store, urges boys and girls up to 14 years of age to bring or send in their entries in the contest without delay.

"Let's kill the Sparrows," Brown said, "and make it possible for the native song birds to thrive. Building bird houses will provide homes for the song birds, and will test the ingenuity of boys and girls, as well as the possibility of winning a valuable prize."

MARRIAGE LICENSES

Wes Shemon and Bertha, Pritchett, Texico.
Clayton Barrows and Ruth Cooper, Clovis.
Elmer Ralph Carter, Miss Amos Page, Portales.
Ellis Knulik and Bertha Norwood, Ardena.
Wm. H. Maxwell and Mrs. Ruth Jesse, Rogers.
P. W. Saunders and Ollie Reed, Plainview.

S. B. Walker, Oklahoma, and Mrs. Zola Harden, Portales.
Wm. Fisher and Myrtle Trammell, Lubbock.
Troy Smythe and Irene Gardner, Plainview.
W. D. Sanson and Mary Irene Carter, Cassey.
Center and Ardello Johnson, Farwell.
Charles L. Baucum and Mrs. Ella H. Kannard.
H. L. Morrison and Bonnie Foster, Portales.

Rooms Asked for Pipe Line Workers

On last Tuesday it was brought up at the Chamber of Commerce luncheon that rooms were needed for 40 gas pipe line workers for the next five weeks.

A committee was appointed to look into the situation and secure rooms for these men.

Then again rooms for 35 workers for the laying of gas mains in the city were needed.

Many of these rooms have been supplied, and every effort will be made to secure accommodations for all.

CARS RECOVERED

Sheriff Tom Jernigan, of Roosevelt county, has been working in conjunction with Mr. Witherspoon, sheriff of Curry county, in uncovering a ring of auto thieves which have been operating through out the western part of Texas and Oklahoma, as well as eastern New Mexico. Some very startling facts have been brought to light and at the present time Mr. Jernigan announces all the stolen cars from Roosevelt county have been returned to their rightful owners and how every one is riding in their own chaises.

MEN'S BIBLE CLASS

The Men's Bible Class of the Methodist church are planning a very interesting meeting next Sunday when they hold a special service in the court house, at 9.45 a. m.

Supt. F. R. McKinley of the Elida schools will be present and address the members. The President of the class has given the invitation of "Who so ever will, may come."

Ed Cox of Pepp who has been very sick is slowly improving.

E. E. Nelson of the Redlake community was in the county seat Wednesday. He said the farmers in his vicinity would be delighted to have a good rain fall in order to hasten the starting of the grass

PORTALES FACULTY

(Continued from Page 1)

thereby bring to the parents a greater desire to spend more time in attending classes and determine to their children. Supt. F. D. Golden is completing his second year as head of the Portales schools and

some of his teachers are just concluding their first works, while many of the others have been efficient members of the system for a number of years.

John F. Steiner is principal of the senior high school, A. E. Hunt, principal of the junior high school and L. L. Brown, principal of the grades. The enrollment this year has reached beyond the 1200 mark and last month the daily attendance average was 1023. The teachers and their assignments are given as follows: Misses Sybil Antry, Lillian Hatch and Bernice Hayes, first grades; Mrs. E. A. Allen, Mrs. Keith Payne and Miss Edna Dis-


ney, second grades; Mrs. N. T. Watson, third grade; Misses Clara Florence and Lella Bickel, geography; Mrs. Drue Cumble and Miss Janie Hammon, reading; Miss Kate McManaway and Clovis Green, arithmetic; Misses Cymbaline War- nica and Vada Mae Jackson, english; Mrs. L. E. Cannon, penmanship and art; Miss Lucille Rowley, health; Aubry Davis, history; L. L. Brown, principal of grades, Junior High School.

Mrs. P. M. Bailey, arithmetic, Miss Iris Ribble, history and phy- siology; Miss Muriel Galloway, reading; Miss Caroline Paddock, english; Kenneth Livingston, mat-

ory; A. E. Hunt, principal, Senior High School.

Kenneth McCall, history; Mrs. W. E. Daniels, study hall; J. E. Brough, Spanish; Mrs. J. P. Stiner, home economics; Miss Verna Venter, science; Miss Ruth Bloomer, english; Miss Clarine Brannon, Latin; Mrs. C. F. Brown, com- merce; R. A. Young, agriculture; P. M. Bailey, public speaking; Mar- ion Stonnett, mathematics; C. F. Brown, manual training and ath- letic coach; J. P. Stiner, geogra- phy; F. D. Golden, superintendent. Special Teachers: Miss Helen Zeran, music in all grades; Earnest Fogue, band.

Youth Must Be Served



For YOUTH in SPRINGTIME

A New Showing of COATS FROCKS and ENSEMBLES

Direct From Our Representatives' Style Salons

Glad tidings for the woman and miss who wants to be first! Our representatives were here this week, bringing with them a wonderful assortment of frocks, ensembles, and coats. We invite your inspection!

The spirit of youth is embodied in every garment in this striking collection. In color, in material, and in style, you'll agree that they are outstanding. Make your selection now and be first with the latest.

Coats, \$9.75 up to \$24.50
Frocks \$4.95 up to \$16.50
Ensembles \$4.95 up to \$16.50

United Dry Goods Stores

INCORPORATED
A Chain Department Store --- Portales, New Mexico

\$25
\$30
\$35

Spring Suits

ALL WITH 2 TROUSERS

You'll be amazed at the styles, quality and value that you secure in our two trouser suits. Our entire stock is brim full with new Spring models featuring a variety of new patterns and new shades.

DOUBLE WEAR AT A SAVING

The advantage of owning two pairs of trousers with every Suit can be readily appreciated by any man. It assures double wear and double service for those who must keep up a good appearance on a limited income.

Heldman Blue Serges

Herring Bone Weaves, Bristol Stripe and Pinstripe Suits—
\$25.00

Here they are the New Spring Felt Hats
In a Choice of all the new shades and styles

KEITH HATS

\$3.50
\$5.00
\$6.00



STETSON HATS

\$8.50
\$16.50

Better Work Clothes for Less Money

Buck Brand, and Dickies Best Overalls, high back & suspender back, pair —
\$1.29

Don Play Suits, Hickory Stripes, age 1 to 12 yrs, pr—
\$1.00

Mens' triple stitched coat style Work Shirts, Blue, Grey and Powder Blue, ea.
79c & \$1.00

Mens' Unionalls, Khaki, Hickory and Blue stripes, pair—
\$2.95

Buck Brand and Dickies Best Work Pants, Khakis, blue and tan shades and conert, pair—
\$1.50 & \$1.95

Buck Brand Express stripe Overalls in high back, pair
\$1.29

Mens' and Boys' novelty Waist Pants,
\$1.25 \$1.50 \$1.95

Mens' copper riveted blue Waist Pants, pair—
\$1.50



JOYCE-PRUIT COMPANY

Roosevelt Co. Vol. 4, No. 1

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Gas Line

2130 Pounds

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W. K. Judev
2130 pounds of
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List of Judges
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A. H. BRESHEAR,
ent Potato Grower
SILAS BRIDGES,
J. B. CROW, Own
MIT PRICE, Own
JACK TURNER, F
COE HOWARD, F
These judges, and
Portales Valley News
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