

The Portales Valley News

VOLUME XXVI

PORTALES, NEW MEXICO, THURSDAY, JUNE 7, 1928.

NUMBER 21

Work Started On Rebuilding Hardy Building Today

Work was started this morning on rebuilding the Hardy building on State street, east side of the square, the interior of which was destroyed by fire a few weeks past. Judge J. E. Hardy, of Ardmore, Oklahoma, who, with his brother and sister are the owners of this building, came in Tuesday and let the contract to C. W. Ison for these repairs.

Judge Hardy stated to a News representative Wednesday evening that the entire front and the interior of the building will be replaced with new material. He is putting fronts of brick, with modern plate glass show windows. The partition separating the two store rooms is to be rebuilt fire proof and the ceiling, which has been 18 feet in height, is to be lowered to 13 feet. A substantial steel awning will cross the front, and the torn concrete walks will be replaced by new. When completed this building will be modern in every respect.

The Butler building, joining the Hardy building on the south, is being repaired throughout, a brick front and large display windows having already been placed. New windows were also put in the Robertson Bros. pool hall.

Legion To Stage An Aerial Circus

San Antonio, Tex., June 6.—Arrangements have been completed with the war department for staging spectacular battle exercises and two great air circuses during the American Legion National Convention to be held in San Antonio October 8 to 12.

Co-operation of the army has been pledged to the limit by Secretary of War Dwight F. Davis and assistant secretary of War Turbine F. Davidson, in charge of the aviation for the department. Philip B. Stapp, general Legion convention director, announced on his return from conferences just held with them at Washington.

The greatest fliers in the army will be assigned to put on the air circuses. Secretary Davis and Assistant Secretary Davidson told Mr. Stapp. One circus will probably be staged on Monday and the other on Friday of the convention week.

Picked battalions from the famous old second Division, which wrote its name large in the history of the World War, will stage the battle exercises, which will be the most elaborate and thrilling put on in America since the Armistice, Mr. Stapp stated. This will be in the form of a simulated attack on a prepared enemy position. Fliers will be assigned by the war department to demonstrate the dropping of 1000-pound bombs on the attacking troops.

Co-operation of the navy department has also been assured by Secretary Curtis D. Wilbur. Plans are being considered for sending the dirigible Los Angeles to the convention if arrangements can be worked out for mooring the big ship here.

The air circus and the battle maneuvers will be only two of the many big features of convention entertainment which San Antonio is going to put on for the Legion gathering. Mr. Stapp said. A world's championship rodeo, with the greatest performers in the game participating, will also be staged.

MRS. H. W. DAVIDSON

Mrs. Mayme B. Davidson, wife of H. W. Davidson of the Davidson and Stetson firm, died at the family home in Portales Monday morning after an illness of some time. Rev. J. P. Christie, pastor of the local Baptist church, officiated at the funeral service, which was held at the home Monday afternoon, after which the remains were taken to the old home in Indianapolis, Indiana, for interment.

HE MISSION STATION OPENS FOR BUSINESS

R. C. Amborn and E. C. Hooper have leased the old A. P. & R. livery station on the Clovis highway about two blocks north of the square, and opened for business the first week. Mr. Hooper is in charge.

R. Wyl of Clovis was in Portales Sunday.

Portales Products In Oklahoma Town

Mr. and Mrs. Ben Townsend and Ben Ed, and Mr. and Mrs. J. R. Sadler left Wednesday for Sulphur, Oklahoma, where they will visit Grandma and Ed Rosson, former Portales citizens, and take a rest.

In making this trip, the party carries with them a Portales-made broom, a brick of Portales-made cheese and a case of Portales-canned tomatoes to show the folks in Oklahoma what we have in this community and what we make.

It's mighty nice to see the home people pushing the home town and home products to the fore, but where this talk is backed up by samples, there is no argument. This is a party of real Portales boosters, and they will return at the end of the vacation for, to use their own words, "there is no place like home."

Jas. M. Wilson New Rogers School Supt.

The Rogers schools have elected James M. Wilson, former teacher in the Clovis high school, as their superintendent for the next term. Rogers, located about twenty miles southeast of Portales, is a most prosperous community and has one of the best rural school systems in New Mexico. Mr. Wilson was well liked by the students of Clovis HI, and his fellow teachers speak highly of him as an educator and a gentleman.

BOYCE CONFECTIONERY MAKING SOME CHANGES

The J. C. Boyce Confectionery, next door to the post office on State street, is placing a new soda fountain on the floor this week, and making preparations to serve the public in the most efficient manner. The old fountain was a very small one and the one being installed is twenty feet in length. Mr. Boyce says he is getting things so he can go to the rescue of Judge Hughes in the Saturday rush.

Mrs. J. B. Lee motored to Abilene, Texas, last week after Mr. Lee who has been taking a business course at the Draughon's College. They are visiting Mrs. Lee's people, the Edgar Foreman family before deciding upon plans for their future.

DR. JOHNSON WILL LOCATE IN PORTALES

Dr. I. D. Johnson of Iowa City, Iowa, was in Portales Monday seeking a location for establishing a dental parlor. Dr. Johnson states that he is very confident of the future of our little city, believes in our country and decided to cast his lot with the good people of Portales.

While not yet decided as to where his offices shall be located, Dr. Johnson says that he will be open for business between the first and fifteenth of July, and that he will have all new, modern, sanitary equipment.

N. E. A. Annual Meet to Chicago

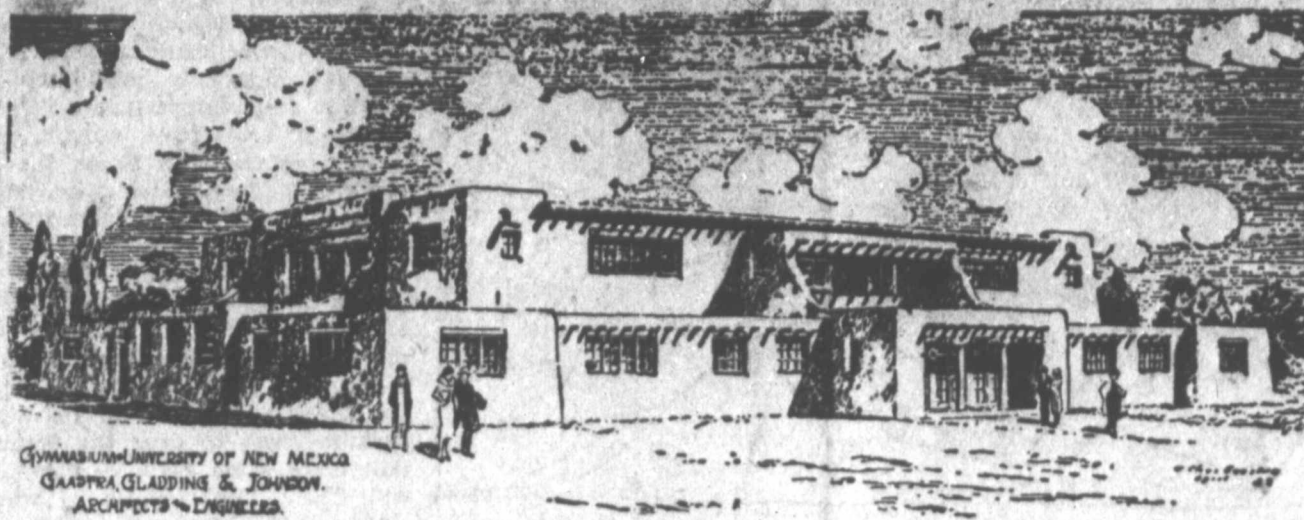
Word received from J. G. Greaves, editor of The Portales Valley News, who, after attending the annual meeting of the National Editorial Association in Memphis, is visiting relatives and boyhood friends in Tennessee and Alabama, states that the 1929 meeting of this organization will be held in Chicago. Mr. Greaves says "Chicago outtalked me on the convention. However, I had the opportunity of placing New Mexico's invitation for the next meet to be held in New Mexico before representatives from 25 states."

Editor Greaves, in attending this organization's convention in Memphis, carried the personal invitation of Governor R. C. Dillon, of New Mexico, for the N. E. A. to meet in this state in 1929.

Mr. and Mrs. Greaves and Miss Elizabeth spent Sunday and Monday in Tuscaloosa, Alabama, and started back to Portales. Not knowing the itinerary, we are unable to say just when they will arrive. Although they have encountered much mud and rain, they state that the trip has indeed been an enjoyable one and Mr. Greaves is ready to again assume his duties as head of this newspaper.

NOW YOU TELL ONE

Hamel, Geramny.—Inhabitants of this town where the Pied Piper played smile indulgently at the tale of a Polish woman who gave birth to quintuplets. They point to a house where in 1800 a tablet says Frau Anna Roemer had septuplets—two boys and five girls.



Marshall Buys Victor Produce

Last Friday a deal was consummated in which C. F. Marshall purchased the produce business of Neise Victor and took charge of the Farmers' Cream Station, located in the Sullins-Odd Fellow building.

Fred Marshall is well known to the people of Portales and Roosevelt county, having farmed in the southeast part of the county for some time. He has taken active charge of the business and Mrs. Dick Shay has been employed as cream tester.

TO MY FRIENDS

For the many, many, kindnesses you have showered and are still showering upon me. I am truly grateful. Your prayers, your gifts, your cheering calls, letters, cards and the kindly thoughts of your hearts are kind acts never to be forgotten. May God bless you and give you friends as loyal and true as you have been to me and as numberless as the stars in the heavens.

Mrs. W. H. Catt.



N. M. University Has New President

Dr. J. F. Zimmerman was formally inaugurated as president of the state university, new buildings to the value of \$190,000.00 were dedicated and 65 students graduated at Monday's combined inaugural dedication and commencement day exercises. Proceedings were attended by big crowds from all over the state, including the governors of Indian pueblos, while a New York motion picture concern took news reel pictures. Dr. Ray Lyman Wilbur, president of Stanford University was present and addressed the graduates in the evening and assisted at the inauguration in the morning. He and Dr. Zimmerman were inducted into the Indian tribes of the state as chiefs of all Indians. Dr. Zimmerman being named Tonsedo, which means, "source of light and learning."

The new gymnasium where the proceedings were held was crowded to hear the different addresses. Dr. Zimmerman's statement that education at the university must be for the masses and not for the classes was loudly applauded. Mrs. Reed Holloman who presided, told of the efforts of the board of regents were making to provide adequate education for all at the university, and pointed out that only a lack of funds was holding them back. Mrs. Laurence Lee, who installed Dr. Zimmerman, drew attention to the fact that enrollment was growing beyond all expectations, that it had jumped from 680 to 994 in the space of two years. Dr. Zimmerman pointed out that at least ten new buildings were needed, many of them at once.

Governor R. C. Dillon dedicated the new buildings, consisting of a giant gymnasium, large enough to be used by men and women students at the same time, it having a dividing curtain, a biological hall and a lecture hall, also a men's dormitory. A. C. Torres of the board of regents accepted the buildings from the governor.

In the evening, 65 students were graduated, the largest class in the history of the university. President Wilbur, in addressing the students stated, "we are just on the verge of science. Previous discoveries made are nothing to what the future will bring." Dr. Zimmerman conferred the degrees on the 65 students.

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PORTALES DRUG INSTALLS A NEW SODA FOUNTAIN

Messrs. Camp and Walton, proprietors of the Portales Drug Store, have this week installed a new fountain in their business and are now equipped with the latest and most modern equipment for dispensing drinks to the trade. Several interior changes are being made in this drug store preparatory to keeping the public refreshed this summer and the new fountain adds much to the appearance and gives the patrons a better service.

THE BUSY MAN'S CREED

I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods.

I believe in working, not weeping in boasting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing; in tomorrow and the work I hope to do; and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is something doing, somewhere for every man ready to do it. I believe I'm ready—RIGHT NOW!

—Elbert Hubbard.

EAST LAS VEGAS TO BE NO MORE JULY 1

East Las Vegas, after July 1 will be no more. Postmaster John H. York, announced.

Mail formerly addressed to East Las Vegas should be addressed to Las Vegas, and that formerly addressed Las Vegas should be sent to West Las Vegas. The main office will be here but a substation will be established in West Las Vegas.

Ed Smith, son of Mr. and Mrs. Dan H. Smith, came in this week from Greenville, Texas, where he has been attending Wesley College.

Car Accident At Noon On Tuesday

On east Colorado street Tuesday at noon two cars, one a Chevrolet coupe driven by H. F. Wood and the other a Chevrolet sedan driven by Miss Creta Herndon, collided on the corner opposite the Wat Stewart home, overturning the Herndon car and damaging both cars to some extent. Miss Herndon suffered a sprained wrist and Mrs. Bill Bonner, who was with her in the car, suffered minor bruises; Mr. Wood, it is understood, was unhurt.

Miss Herndon was driving east on Colorado and Mr. Wood's car was going south on Chestnut street when the accident occurred, the coupe striking the rear of the Herndon car, which struck the curb and overturned. Mr. Wood's car, so witnesses state, climbed the curb and struck a tree, damaging the front springs and frame.

The right front wheel of the Herndon sedan was smashed, the front door wrenched, and the top and two fenders badly damaged. No glass in either of the cars was cracked by the impact.

The sedan, recently purchased by Mr. Herndon, had only been driven about 350 miles.

SANDSTORM OF SUNDAY DOES SOME CROP DAMAGE

Some damage to crop happened last Sunday from the sandstorm that came along with various other brands of weather. Cotton in some sections was pretty badly cut up and some small fields will have to be replanted. In a field belonging to J. Rex Forrest and located north of the Redlake community, about 35 acres were affected by the sand.

Robertson Produce Interesting Place

The News feller was out seeking something to tell on Tuesday of this week, and called at the Robertson Produce on East Colorado street, where C. V. Cissell, the proprietor, and all the assistants were busily engaged in the business of preparing dressed chickens for shipment.

Mr. Cissell stated that he was making a shipment to one firm of thirteen barrels of dressed chickens, each containing about 140 pounds. With the same shipment he was sending 17 dressed turkeys. Coops filled with chickens ready for shipment were too blooming numerous for us to count.

According to our figures, thirteen barrels containing 140 pounds of chicken would sum around two thousand pounds of stew material—and that is some chicken.

The poultry business is one of Roosevelt county's biggest industries and Mr. Cissell states that the turkeys are coming in larger quantities now than at the same season other years.

Two thousand pounds of dressed chicken was quite a sight for the writer and would be for most other folks.

BAPTIST HOSPITAL. Homer F. Miller who underwent an operation for appendicitis Tuesday, May 22nd, returned home early last week.

Mr. Beasley, who underwent an operation for ruptured appendix, May 22, returned Monday of this week.

Mrs. George Smith nee Capitola Foreman returned from hospital last Friday and is convalescing nicely.

Mr. Burnett, father of Mrs. Walter Franze, who was in hospital for removal of a dead bone in his face, returned home Friday.

Miss Auden Wheeler, who was operated on for appendicitis is expected home the last of the week. Mrs. F. T. Burke is still receiving treatment.

Naw, The World Ain't So Big!

Get your handkerchiefs, folks; this is a sob story.

Twenty-odd years ago there were two factions in the little town of Sulphur, Oklahoma. The town was divided—the east side and the west side. They fought over the location of the post office; they fought over the court house. In fact, they fought over everything. The merchants fought, the citizens fought, and the kids fought. It meant a fight for a kid from one side of town to cross the old creek—Rock creek—from one side to another. They crossed, and they fought. Until, after several years, the government of the United States, interested in the town by reason of the Platt National Park being located there, built a bridge across the creek and the two sides of the city held a big celebration and buried the hatchet—honest—in the middle of the huge concrete bridge. There was no fighting after that.

Two of the lads who participated in all the gang fights of Sulphur—always having an Irish bouquet hidden for some boy from the opposite side—were William Louis Anderson and Jack Medlin. Three weeks ago Anderson came to the office of The News as relief Linotype operator, relieving Medlin, who assumed the role of editor during the absence of Editor J. G. Greaves. Last night, while talking of various things, Anderson and Medlin each learned the identity of the other. Memory brought back the days when Anderson swatted Medlin in the eye with a wet cob—and vice versa; each remembered the many fights of the gang which centered around the old swimming hole—old Forty-Foot. Ah, kidhood; them was the happy days—forever gone!

But, frankly, folks, Louis Anderson had better watch his corners for the writer may try to get even for the many times he tied knots in our shirt and filled our pockets with mud.

Mr. and Mrs. A. D. Ribble had as guest in their home, Mr. and Mrs. Saunders and Mr. and Mrs. Frank Campbell and son, Stewart, of Clovis last Sunday.

COSY THEATRE TO OPEN ABOUT SEPTEMBER FIRST

Louie Kirby, owner of the playhouse, advises The News that the old Cosy Theatre will reopen again about the first of September and be operated under the name of Majestic. C. W. Crawford, of the Crawford theatre at Carlsbad, will be associated with Mr. Kirby and they expect to offer the public high grade productions.

N. M. Utilities Holds A Cooking School

The New Mexico Utilities Company office on the north side of the square was the scene of much activity Thursday and Friday of last week, when Miss Louise Russell, economist of Mansfield, Ohio, held a cooking school and demonstrated the value of the Westinghouse electric range.

Portales ladies attended both days and Miss Russell gave interesting instructions to an attentive and appreciative audience.

This two day school, held by the Utilities Company and the Westinghouse people, was of much benefit to Portales housewives and as a result the men of the town have made the acquaintance of many new dishes the past week.

Cost and Returns From 1 Acre of Sweet Potatoes

(From Vocational Agriculture project record, worked by Lawrence Little, 1927 season.)

Bedding potatoes, April 5, labor 5 hours; watering bed, 6 times, labor 1 hour; irrigating land, 7 times labor 1 hour; bedding land, June 7, horse labor 20 hours and man labor 8 hours; setting plants, June 15, labor 24 hours; plowing, total, horse labor 6 hours and man labor 6 hours; hoeing, total, labor 30 hours; pulling weeds labor 20 hours; digging, horse labor 50 hours and man labor 100 hours; a total of horse labor 76 hours and man labor 212 hours.

Summary of costs: Horse labor 76 hours at 10 cents, \$7.60; man labor, 212 hours at 25 cents, \$53.00; cost of water 17 hours at \$1.00, \$17.00; cost of curing 257 crates at 10 cents, \$25.70; total costs \$103.30. Returns (as checked June 1, at end of sales), \$325.00. Net above expenses \$221.70.

The following Project Story explains further some of the details of this 1-acre of sweet potatoes:

"I began preparing to raise an acre of potatoes as my project early in April. By April 5th I had my potatoes bedded and in good condition. I kept them watered growing fast so they were ready to set out by the seventh of June. On the night of the sixth there came a small shower. On the seventh I set my acre of potatoes and the rain kept them from wilting down until I could get the water to them. They all lived very well and I had an extra good stand. I plowed them then and watered them again, by this time they were beginning to grow.

I plowed my potatoes good and then hoed them. They were then in excellent shape. I watered them every 10 days and they grew fast. In the early part of August I went through and pulled all the big weeds and this left the patch very clean.

When I set the plants I had 100 pounds of mixed fertilizer which I used as an experiment to see if it paid to fertilize, and if so how much. I tried three different tests the smallest rate 300 pounds per acre seemed to do the best however it did very little better than the next test rate. I think the reason was that the land was practically new.

About the tenth of August I started digging my potatoes. I put the No. 1 and 2's all together and left the seed in the field. I got 20 crates of potatoes off of my acre. I stored them in my father's house. I sold them through the Portales Valley Sweet Potato Growers' Association which got me the very best market price.

I had very good success with my potatoes while I did not get a world record yield, yet a very good yield considering season and everything. The yield this year was very low. I only heard of one man who beat me on the field, his were earlier potatoes and he only got 2 crates more. I did not have any rot in my potatoes. I did not find a black rot and only occasionally a cut of any kind. The chief reason for this is that I used my father's seed which have a reputation for being disease free. Also I dipped them before bedding and had them on clean, good sandy land, which made it easy to raise good potatoes.

Miss Herndon as "Miss Portales"

Miss Ro Jeanne Herndon, talented daughter of Mr. and Mrs. E. A. Herndon, will represent Portales as "Miss Portales" when the West Texas Chamber of Commerce holds its annual convention in Ft. Worth this coming week.

Many Portales citizens will be present at this convention, according to reports.

The Portales Valley News

J. G. GREAVES
Editor and Owner

Published Weekly on Thursday

TELEPHONE NO. 83

DEMOCRATIC IN POLITICS

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

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

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

MEMBERS:

National Editorial Association
Panhandle Press Association
Western New Mexico Press Association

SUBSCRIPTION RATES

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

According to the daily Record, Roswell is converting the city dump into an athletic field. The Record states that this dump has long been an eyesore. To make a place of amusement out of a city dump is indeed a broad step; but then, Roswell can take big strides.

How is this for a example of Republican indifference, dishonesty and inefficiency?

In Roosevelt county certain property had been placed on the tax rolls of the state before it was patented. It finally showed as delinquent and was published as such.

The other day, a special attorney for the state commission was in Portales and was informed of this condition and requested to rectify the records to show that the property should not have been placed on the tax rolls in the first place. This would have only taken a few minutes and would have saved both the state and the individual who owned the property lots of time and expense. Instead he said that it didn't make any difference to just let it go ahead and come to trial.

A fine state of affairs when some jack-leg lawyer can cause so much trouble and does so even after he knows that it is all unequal for.

New Mexico Democrat

PICKING FLOWERS

Most any state paper the readers care to read these days has a bouquet for Portales. No town in the state; yea no town in the west of like size, is receiving the favorable comment by the press and individuals that is accorded our little city. The facts are evident that Portales is a fine town.

New Mexico Democrat, Santa Fe: With a community spirit that is unsurpassed by any town of the southwest, the little city of Portales, in Roosevelt county, is rapidly becoming the center of one of the most prosperous sections of the state.

Water is shallow—about sixteen to twenty feet deep—and is raised by centrifugal pumps to the surface for irrigation purposes. Portales is in the center of a shallow water belt, an area of about two hundred and fifty square miles.

Portales has a vegetable canning factory which cares for an immense tomato crop each year: two modern cotton gins, valued at \$75,000. Thirty thousand acres planted in cotton this year in Roosevelt county. Ice factory; Broom factory, manufacturing brooms from home-grown broomcorn, operating day and night; Cheese factory, capacity redoubled in thirty days of installation; Many sweet potato curing plants which have earned for Portales the name of "Sweet Potato town of the U. S." A steam laundry; Immense broomcorn warehouses; Many modern business institutions; and the stock feeding industry takes care of all the feeds that are grown in this section, so the farmers' surplus feed is marketed on the hoof. Many baby beef and hog feeding pens are over the county.

A dispatch from Montreal, Canada, in the daily papers of Last Sun-

Announcements

DEMOCRATIC NOMINEES

For District Attorney (Ninth Judicial District)—
J. C. (CLEVE) COMPTON

For State Representative (Roosevelt and De Baca Counties)—
COE HOWARD

For County Clerk—
JOHN W. BALLOW

For Tax Assessor—
SAM J. STINNETT
(For Re-Election)

For County Superintendent of Schools—
J. R. SHOCK
(For Re-Election)

For County Treasurer—
CASS LYONS

For Sheriff—
S. T. (TOM) JERNIGAN

For Commissioner Dist. No. 1—
J. B. CRAWFORD

For Commissioner, District No. 3—
PAUL EMINGER

For Commissioner, District No. 2—
J. L. FAXTON

For Probate Judge—
IKE HUGHES

day states that a fire in which the parents lost their home was caused by the small three-year-old son smoking cigarettes. The mother said the child was an addict and smoked constantly. Our personal opinion is that any mother who would allow her baby to smoke should lose her all by fire or otherwise. It is bad to see a lad in his teens with a cigarette dangling from his lower lip, and the story that a three-year-old is addicted to the weed is unbelievable.

The experience of the Las Vegas man whose pants, cash and keys were stolen last week, should convert the most skeptical to the value of advertising. The victim advertised for the missing trousers and they were returned to him along with the keys.

Again the daily papers bring reports of kidnapping and murdering with every issue. The fact that Edward Hickman still lives gives those criminally inclined enough hope that all fears of being punished by death vanishes.

We have not decided whether or not the weather man knows his business, but we do know that any kind of prediction would have hit last Sunday in Portales. Heat, cold, rain, hail, sandstorm. Had we been forewarned we would have put in a supply of ice cream and heavy underwear.

Sense—Common And Non

A headline in Sunday's Albuquerque Journal says, "Thirty seven operations are necessary to obtain the finish that goes on Packard cars." Yea, bo; and twelve operations besides the down payment obtain the finish that goes WITH most any car.

A skinflint is a man who has lots of money which he doesn't give to people who haven't done anything to entitle them to it.—Southwestern Ambassador.

The fellow who is pulling on the oar has no time to rock the boat.

More business is lost because of neglect than because of competition.—Southwestern Ambassador.

Co-operatives Accept the Challenge

Some time ago the Federated Agricultural Trades Association of America, composed of brokers, warehouse men, and dealers and handlers of farm products, held a meeting in Chicago and openly

TELEPHONE 83 FOR WANT ADS

MRS. BROWN "PRETTIES UP". HER FOOD FOR MR. BROWN



"PRETTY is as pretty does," said Mrs. Brown firmly.

"What care I how fair she be, if she be not fair to me?" responded Mr. Brown gloomily.

No, gentle reader, the Brown family was not discussing the forthcoming arrival of a portentous female relative. Instead, Mrs. Brown was trying with more vigor than tact to get her sulky husband to eat a particular food which was good for him, but which he did not like.

The discussion was a draw.

The Midnight Fairy

That night, Mrs. Brown had a dream. She dreamt that a fairy whispered in her ear: "Pretty tastes as pretty looks"; and "Fair food never loses a race"; and "Decorations on the pudding make it eaten like a good'un."

When Mrs. Brown woke she had seen the light. From henceforth and forever, her food would, above all things, LOOK PRETTY! She would "pretty up" her most ordinary dishes until they appeared to be entirely new concoctions.

A Devilish Product

Mrs. Brown considered her supper menu for tomorrow night, and her heart sank. She was going to have deviled eggs, and Henry didn't like deviled eggs even though he should. What could she do? Her eyes ranged along the row of canned foods which she saw sitting on her cupboard shelves, and stopped at one which bore

the label "Sliced Hawaiian Pineapple." Just the thing! Henry loved pineapple. She would cut her eggs crosswise instead of the long way and then would fit an egg into the hole of a pineapple slice. Delicate mounds of salad dressing sprinkled with nuts would make the combination so charming to look at that even the recalcitrant Mr. Brown would enjoy it.

And the lobster canape that she was going to serve her bridge club—why wouldn't it look nicer and taste better if the round of lobster-covered toast rested on a ring of pineapple?

Flowers and Rings

She speculatively eyed her gelatin dessert molds. Wouldn't a ring at the top and bottom of the dessert look charming if it were made of pineapple cubes?

Cookies? In her mind's eye she saw a slice of pineapple cut in such a way that it was only half as thick as usual. Then she saw herself cutting the slices into almond-shaped petals. She pressed four of the petals into the top of each cookie which was resting on a baking sheet, and then she popped them in the oven.

Then Mr. Brown decided that all this imagining would be put into effect—and it was.

And when Mr. Brown saw all the glorified foods did he smile and smile, and eat and eat, with never a single objection? Well, he certainly did!

attacked co-operative organizations of farmers and producers. Speakers declared that the co-operative movement was un-American, socialistic, and dangerous to free government. Announcing that through years of service that they had built up their organizations and invested large capital, they did not propose to stand by and see producers take their business away from them. The issue was clearly defined. The Federated Agricultural Trades Associations is out to give battle to the organized producers of the country.

For a number of years co-operatives have had to contend with under-cover attack from those who saw danger to their own business in the co-operative movement. Now the fight is in the open. Nothing better could have happened to the co-operative producers in this country than to have this opportunity of open warfare thrust upon them by the Federal Agricultural Trades Association. It will be the means of quickly consolidating the various organizations into a federation that, under proper management, will develop an al-

most irresistible power. The weakness of the co-operative movement in times past was lack of co-operation between organizations. Every organization has been trying to fight the battle by itself. Now there is an incentive to get together, and it is understood that this will be done at a meeting to be held in Chicago, June 1.

A consolidated organization of producers with aggressive leadership would be able to accomplish many things in the interest of the agricultural and livestock industries that now seem impossible because of the lack of co-operation. The meeting in Chicago will determine whether or not there will be a co-ordination of effort, or whether the organized opposition will be able to destroy or weaken the unsupported co-operative association taking one unit at a time.

METHODS OF IMPROVING THE QUALITY OF SELLER EGGS

The great bulk of the eggs marketed through late spring and summer shows the influence of the warm weather; often to a very

marked degree. The result is a lower price to the producer and an inferior product to the consumer. This amounts to a large waste, which all poultrymen should be interested in reducing. The producer man does not pay the producer as good a price, for he knows that too large a percentage of the eggs will be inedible. The consumers save nothing, for they receive an inferior product. It is of interest to all concerned to eliminate this waste.

This waste results for the most part for three causes: heat, fertility, and delays in marketing.

When the temperature at which eggs are kept rises much above 65 degrees the eggs shows the effect in a very short time. Heat causes a more rapid shrinkage, making a large air cell. It makes the white more watery, giving the yolk a darker appearance and also allowing the yolk to settle. If the egg is fertile, these changes take place more rapidly than in an infertile egg, and if the temperature rises to near the incubation point some germ development will start. The rapidity of which an egg will deteriorate when kept at warm temperature, as about 80 degrees, can well be illustrated by comparing it with a cold storage egg. Good quality eggs kept at 30 degrees in cold storage for six months will come out and candle as better quality eggs than those kept at 80 degrees for six days.

When it is remembered that a week is a comparatively short time for the egg to go through the trade channels to the consumer, it will be easily understood why these eggs are no better quality during the summer. It should be borne in mind, then, that every day at 80 degrees equals one month in cold storage. Just because the eggs are only three days old may not guarantee their quality, for they will not be a quality product unless they have been kept properly during these three days. It is often difficult to have a place where the eggs can be kept cool. They should be kept below 60 degrees, and lower temperatures will still be better. It will pay a commercial egg producer to provide some such storage place for eggs.

Fertility is important from the fact that it intensifies the effects of heat. Fertile eggs deteriorate when kept at 70 degrees and above. Brooding pens should be broken up promptly at the end of the hatching season. Trouble sometimes is caused later in the summer from the young cockerels getting into the yard with the layers.

Delays in marketing also are important only from the fact that they allow time for a more pronounced influence of temperature

conditions. Eggs should be sent to the market at least three times a week; even then they may easily be over a week old before reaching the consumer's table.

Feeding, especially heavy feeding of green feed, has some influence on the quality of the egg. Perhaps the season of the year also influences the quality of the egg when it is laid. Not very much is known on the subject, so it is impossible to give any very definite feeding directions to improve the quality. Green feeds should be limited to a point where the yolks will not be too dark in color. Other than this the poultryman will have better success in marketing quality eggs by observ-

ing the above rules for handling his eggs after they are produced.

Junior Webster Means is visiting in Amarillo this week.

John Slack of Elida was a Portales visitor Monday.

Mrs. C. V. Cissell is confined to her bed with illness this week.

Mr. and Mrs. S. B. Fletcher, Byron Perry and Margaret Fletcher left Tuesday for Perryton, Texas, for a visit. Byron will remain in Perryton and work during the summer.

TELEPHONE 83 FOR WANT ADS

UNDERTAKING

SERVICE THAT SATISFIES AT PRICES CONSISTENT WITH SERVICE

Best of Equipment Ambulance Service

JOHNSON & WHEELER

DAY PHONE 46

NIGHT PHONE 88

IF YOUTH KNEW WHAT AGE WOULD CRAVE

IT WOULD BOTH GET AND

SAVE

Youth does "get" but, unfortunately not always "saves." Blindly it succumbs to Life's temptations, letting its money slip through its fingers as fast as it comes in—never thinking that those ill-spent dollars some day might be buying the comforts that "old age craves."

The lesson is Obvious—SAVE

First National Bank
PORTALES



A Car for all the family to enjoy—the Coach only \$585

The Touring or Roadster \$495

The Coach \$585

The Coupe \$595

The 4-door Sedan \$675

The Convertible Sport Cabriolet \$695

The Imperial Sedan \$715

Utility Truck \$495

Light Delivery \$375

All prices f.o.b. Flint, Michigan

Check Chevrolet Dealership Prices

They include the lowest handling and financing charges available.

Revealing in its beautiful bodies by Fisher the comfort, style and elegance that women all admire... offering the drive, dash and stamina that men demand in an automobile... and so easy and safe to handle that every mile at the wheel is a pleasure—the Bigger and Better Chevrolet is bringing a new measure of motoring enjoyment to thousands of families.

Providing the roominess, comfort and roadability of a 107-inch wheelbase... equipped with powerful, non-locking 4-wheel brakes... and with its worm-and-gear steering mechanism fitted with ball bearings throughout—it is everywhere acclaimed the world's most luxurious low-priced automobile! There are seven beautiful models. Come in and inspect them today.

Removal of War Tax Lowers Delivered Price
Portales Motor Company
QUALITY AT LOW COST

They Always Come Back For

MORE

Brought back by the knowledge that our stocks are fresh, wholesome, and a delight to every table. The taste tells — yes, tells you to come back for more!

Staples: Fresh Vegetables

And the Store is Sanitary!

MODEL GROCERY

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.

DEMPSTER MILL MFG. CO. AMARILLO, TEXAS

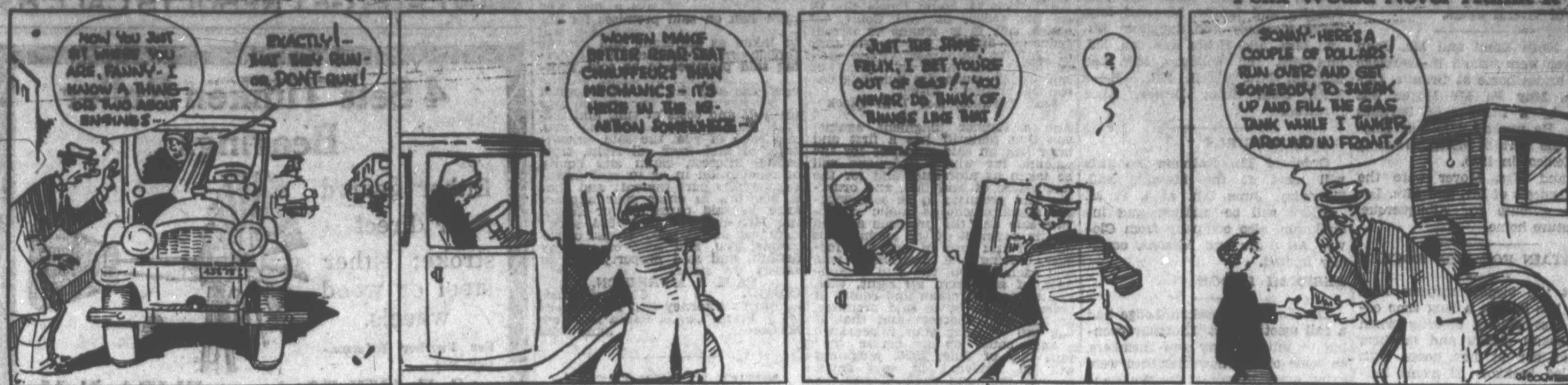
Figure No. 100—6-inch pump with normal capacity of 1,000 to 1,500 gallons per minute. Supported entirely from platform. Discharge pipe supports pump and its weight in the well.

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

E. C. McCOLLUM, ——— Distributed By ——— PORTALES, N. MEX.

THE FEATHERHEADS

By Osborne



Felix Would Never Admit It

Famous Scholar

Gregor Mendel, who gave to science the laws of heredity that have made his name immortal, was a monk in the monastery of Brno, in the kingdom of Bohemia. He began his work as a teacher in the technical school at Brno and continued his studies at the University of Vienna. His monastery garden was his laboratory, where he observed the cycles in reproduction in plants. In 1866 he announced his discovery before the Natural History society of Brno, but received no recognition. In all, he grew and studied 10,000 plants, performing nearly 300 cross-fertilizations.

Bridegroom's Awful Fix

A Los Angeles bridegroom, just married in a fashionable church, discovered he had forgotten to get his license. It was an awful bad omen. The pastor immediately cut the knot he had tied, the prospective bride was hustled home by her father. Meanwhile the bridegroom was frantically cancelling reservations for train and hotel accommodations in order to camp on the license bureau doorstep, to complete the formalities at the earliest possible moment. And yet, all he forgot was the license.—Capper's Weekly.

Much Good in Laughter

Laughter is to life what yeast is to bread. It is a leaven that lightens and makes palatable an otherwise sodden, lifeless mass. Don't be afraid to smile and "pep" things up a little.—Grit.

W. B. McCombs and daughter, little Miss Lola, were in Portales Tuesday from the Lone Wolf community.

WE WANT YOUR BUSINESS

We'll sell you the highest tire quality—GOOD-YEAR ALL-WEATHER TREAD—"The World's Greatest Tire."

And give you a tire service you never got before—skilled, willing and sincere.

Phone or bring us your order now.



BUCHANAN'S Service Station

WHAT DO YOUR COWS PAY FOR YOUR LABOR

After caring for a cow and handling the dairy products for a year, would you prefer a labor return of \$87.72 above cost or one of \$6.97? Testing his herd during 1928 has shown L. A. Burkhalter of Menlo community in Pacific county that two of his cows gave the above returns.

Brindle, a brown Swiss cow, produced 15,274 pounds of milk and 606.6 pounds of butterfat. She freshened in February. Beginning with March she produced more than 40 pounds of butterfat for the remainder of the year, except for one month she gave a labor return of \$87.72 above all cost of keeping her, including overhead items as well as feed.

Darker, a Brown Swiss cow, in the same herd, produced 5332 pounds of milk, 203.1 pounds of butterfat and gave a labor return of \$6.97, after deducting feed and overhead expenses. She produced at a loss from feed costs of \$8.10 for the first three months of 1928.

Brindle produced two and one-half times as much butterfat as Darker, had a return above her feed cost which four and one-half times as great; and her feed cost but 1.6 as much as Darker's. Twenty cows like Brindle would return \$1745.40 and twenty cows like Darker would return \$139.40 in a year.

Substantial progress in dairying depends on locating the high and low producers, through cow testing association work. When a man give his time to care for his cows he should know that the animals are capable of returning a reasonable labor income to him. Only through testing can he locate the good producers.

PRODUCING HIGH QUALITY CREAM PAYS

Production of high quality cream is not a hard task if proper methods are used in handling the cream. These methods will vary with conditions. However, there are a few things which every producer must do in order to deliver high quality in product to the creamery. First he must have equipment, and second, he must know how to use the equipment that he has, to the best advantage. Sanitation, proper cooling, and quick delivery can be had under practically all conditions, so there is no excuse for delivering an inferior grade of cream and take a lower price for it. Milking must be done in clean pails and in a clean manner. The separator must be absolutely clean and necessitates that it be thoroughly

For Immediate Wear Choose Simply Fashioned Silk Print

By JULIA BOTTOMLEY



IN THEIR reaction against color and its somber coloring, women of fashion are turning with greater enthusiasm toward frocks of silk print. For the most part these spring-like dresses are made up very simply, emphasis being placed upon the vivid coloring and spectacular patterning of the fabric, rather than upon elaborate styling. Also it is expedient to maintain simplicity in the making of these dresses of animated silks, so as to make way for the "touch of lace" at throat and wrist, which is fashion's pet baby this season. A colorful print frock adorned with a lovely lace collar and cuff set, is the ideal of the immediate moment.

The subject of silk prints for the spring and summer season is exhaustless. All one can do in a limited space is to touch the highlights in the telling. Much importance is attached to a series of silks which are proudly patriotic in that they copy direct the patterns and colorings of the early American Indian folk. Not only their arts and crafts, but their wigwam equipment have furnished inspiration for these prints, which are really meritorious in their every phase of color, design and weave.

Bordered silks are very important in the fabric mode. Many of the newest are polka dotted, with borders in vivid coloring and striking modernistic patterning. The new floral patterns are enchanting. Backgrounds are silhouetted against contrasting backgrounds in a way which heightens the color effect. In this class one sees vivid orange or flame-colored flowers against a navy or black background or perhaps a collection of garden posies in a setting of almond green on soft gray or possibly rose beige.

The dress in the picture is very timely for early spring wear. It takes but a few yards of colorful print silk for a model such as this, and, owing to its simplicity, it can easily be made at home.

(© 1928, Western Newspaper Union.)

NICOLAS TITULESCO



Nicolas Titulesco, foreign minister of Rumania, is reported from Europe may be called upon to act as arbiter between France and Germany in the dispute over the occupation of the Rhineland. Titulesco is called in some quarters "the man of the moment" in Europe.

Harry Cissell, who has been working in Tucumcari for some months, has returned to Portales to be with his mother, Mrs. C. V. Cissell, who is ill.

Laying Hens Must Have Ration Rich in Protein

During the course of twelve months a high-laying hen will produce from 18 to 25 or more pounds of eggs—or from four to seven or more times her own body weight, depending upon the weight of the hen. And it is a well-known fact that eggs are high in percentage of protein. Logically, therefore, it follows that laying hens must be fed a ration which is rich in protein if they are to turn out this amount of protein-rich product and still maintain the muscle, sinew and blood in their own bodies.

Home-grown grains, such as wheat, oats, barley and corn, while they all contain a certain proportion of protein, all rank as carbohydrate-rich feeds, necessary to maintain body flesh and provide heat and energy, but lacking in sufficient proportion of protein to meet the requirements of heavy egg production. Milfeeds, such as beans and shorts, contain proportionately more protein than do whole grains, but they, likewise, fail to supply the needed amount. If the ration fed to laying hens contains these feeds only, without the addition of some protein-rich supplement, the feeder cannot expect high egg production; the hen simply cannot produce eggs, but can only turn the carbohydrate into surplus body fat.

Skim Milk Recognized Feed for All Poultry

Skim milk is a recognized feed for poultry from the baby chick on up to the laying pullet, and as a supplement to either home-grown feeds or the commercial product. It is recommended by successful poultrymen and specialists the world over. Those engaged in the poultry business must necessarily have high production. Unless they have an abundance and a variety of feeds and know how properly to mix them, the commercial feed must be used. This is also the case with every farmer who seeks high production.

Commercial poultry feeds, in most cases, are the result of scientific research. Their efficiency has been demonstrated so many times that there is no room for argument, but no farmer will make a mistake if he seeks to lower the cost of production by producing his own grains and by utilizing all the skim milk available.

J. H. Holland, of Kansas City and Los Angeles, was in Portales this week visiting his sister, Mrs. A. J. Rutledge, and looking over the valley. Mr. Holland is well known in our city and is very confident in the crop prospects.

Reason for Webster's Preference for Blue

Daniel Webster went to Dartmouth college in a homespun suit, of which probably every thread was carded, spun and woven by his mother's hands from the wool of their own sheep. "It was a dyed-in-the-wool suit and the color was indigo blue."

In the South butternut was used, but though the Yankee dames knew all about the uses of butternut bark, and the slate color that lay in the sumach berries and bark of white maple, and were not unacquainted with the various dyes that could be made to yield through the agency of vitriol and alum and copperas to "set" them fast, the universal standby in New England was the dye pot, par excellence, that stood in the chimney corner of every kitchen in that region.

So Webster was fitted out in indigo blue from collar to ankle. Before reaching Hanover there came on a drenching rain. The suit held its own, but it parted with enough dye to tinge Daniel blue from head to foot.

Webster had a liberal stratum of sentiment in his mental make-up, and for some reason the color of his youth remained his favorite wear through life. He wore blue coats to his dying day. If any one ever saw him in one of a different color the fact has not been made record.



Louise Rice, world famous graphologist, can positively read your talents, virtues and faults in the drawings, words and what notes that you scribble when "lost in thought". Send your "scribbles" or signature for analysis. Enclose the picture of the Mikado head, cut from a box of Mikado pencils, and ten cents. Address Louise Rice, care of EAGLE PENCIL CO., NEW YORK CITY

A BONUS with every GALLON

PUT Summer Conoco Gasoline to the test. Check your speedometer reading the next time you fill the tank. Check it again when that tankful is gone.

What do you find? Extra Miles—a bonus with every gallon!

That explains the widespread popularity of Summer Conoco. It does the job you want it to do. It delivers miles and miles and miles!

Get it at the sign of the Continental soldier.

CONTINENTAL OIL COMPANY

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

packed with extra miles!



PLANTS FOR SALE

Sweet Potatoes, Peppers and Tomatoes, at J. C. Boyce Potato House on Lovington Highway.

JAMES A SEXTON

WHEELER BROTHERS GENERAL HARDWARE Welding and Machine Work

FROM THE ICE BOX



—these hot summer days, comes good things to eat, kept fresh and sweet by the use of pure

—ICE—

from our modern plant.

POLAR ICE COMPANY

Kemp Lumber Company

WINDOW GLASS — ALL SIZES

Portales — New Mexico

PHONE 25

SOCIETY

Shower for Mrs. Anna Saylor.
Last Friday afternoon, at the home of Mrs. J. H. Elder a miscellaneous shower was given in honor of Mrs. Anna Saylor. About fifteen friends were present and the honoree received many useful and lovely gifts. During the afternoon several musical selections were given and delicious refreshments were served. —Gloria News

Dinner Party.
Miss Lilyan Bell gave a dinner party on Tuesday honoring Miss Faye Joyce. Those on the guest list were Misses Faye Joyce, Kathryn McCall, Marion Jones, and Iris Ribble.

Picnic at H— Ranch.
Miss Laura Turner entertained with a picnic at the H— ranch on Wednesday evening of last week honoring her house guests, Misses Blanche Pann and Dimple Rhea, of Lubbock, Texas. A picnic, lunch was spread and many guests enjoyed the occasion.

Pastor and Mrs. Lort are anticipating a visit from Mrs. Lort's old school chums, Miss Nadine Huffman of St. James, Missouri. Miss Huffman plans to arrive in

Portales the last of the week for a stay of several weeks.

Miss Ruth Land and Mr. John F. Moyer were united in marriage at the bride's home at Granite, Oklahoma, May 25. Mr. Moyer was known by a number of Portales people. He worked with Lee English in the work of Biological survey New Mexico, in 1925.

Mr. and Mrs. Moyer were the Sunday guests of Mr. and Mrs. Lee English enroute to Albuquerque, their future home.

ENTERTAIN FOR MRS. ROCKEY

About the biggest surprise Mrs. Rockey has had in a long time occurred last Friday evening when her Rebekah sisters and brothers surprised her at her home with well filled baskets of picnic luncheon.

The arrived yelling, "Hall! Hall! The Gang's All Here," while Mrs. Rockey stood in the doorway with wide eyes.

Forty-two was enjoyed by the men, while the ladies spent the evening in pleasant conversation. Later in the evening the ladies unpacked the baskets and all enjoyed the contents.

Everyone reported a lovely time. Still there was just a hint of sadness when they told Mrs. Rockey good night as it was also a farewell.

well, for Mrs. Rockey is leaving for her new home in Muleshoe, Texas, within the next few days. Those enjoying the surprise with Mrs. Rockey were: Melzine and

Glenn, Mr. and Mrs. Coleman Penderly and family, Mr. and Mrs. Floyd Kennedy and daughter, Mr. and Mrs. Add Hobbs and son, Mr. and Mrs. Ted Williams, Mrs. Lee English, Mrs. A. B. Hill, Misses Ruth Leon, Edna Disney, Alice Stratton.

RAINBOW GIRLS

Order of The Rainbow for girls will meet at the Masonic hall, Thursday, June 8th, at 8 P. M. There will be initiation and installation, also company from Clovis. All Stars and Masons, cordially invited.

REBEKAH LODGE

The Portales Rebekah Lodge had a call meeting last Thursday evening to initiate four new members, as some of the new members were going away to school for the summer.

Those initiated were: Mrs. Kenley Spence, Miss Mary Duncomb, Miss Frances Keller and Miss Victory Bostick.

There were refreshments served by Mrs. Dr. Brasel, Miss Eula South, Miss Bessie Knight and Mrs. Lee English.

Honoring Out of Town Guests
Miss Mary Alice Walton entertained last Monday evening at her home for Miss Edna Farrow of Alamogordo and Misses Alice Ruth and Mary Jane Williams of Hope.

Forty-two was enjoyed until a late hour and dainty refreshments were served to about twelve couples.

Miss Disney Entertains
Miss Edna Disney was hostess on Wednesday evening to a few friends, at her home in southeast Portales. Music and games were enjoyed and refreshments were served to Misses Eula South, Vera Hendricks, Ruth Leon, Messrs. Vernon Antry, Wayne Stratton, Glovis, George and Truman Green.

PICNIC

On last Friday evening Mrs. Julie Stone and baby, Misses Pauline Terry, Jeanette Barton, Williamena and Mary Belle Jones, Mr. and Mrs. Jack Medlin and baby and Jerry Smith had a picnic supper at the H— ranch. Afterwards the young ladies enjoyed a slumber party at the Medlin home on Liberty street.

Rev. and Mrs. R. C. Marshall and daughter, Miss Lillian, were in the city on business Wednesday.

Miss Elizabeth Meredith of Clovis recently spent a week with Miss Eva Fisher.

W. L. Anderson, who has been employed by The News the past three weeks, leaves Sunday for a visit with his brother in Los Angeles.

Earl Stratton left this morning for a business trip to Sayre, Okla.

NOTICE BY PUBLICATION

TO THE DEFENDANTS NAMED HEREIN:
You, and each of you, are hereby notified that suit has been entered against you in the Ninth Judicial District Court of the State of New Mexico, sitting in and for the County of Roosevelt, by the State of New Mexico, plaintiff, against the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: S. 10A, NE 1/4, Sec. 25, T. 27 N., R. 24 E., Range 35E, being Cause No. 6 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$13.14 for state, county, and other taxes due and delinquent in said County upon the following described property, to-wit:
S. 10A, of the NE 1/4 of the SE 1/4 of the N. 25A, of the SE 1/4 of Township 28, of Range 35 East of the N— Meridian (35 acres) and the N 1/4 of the SE 1/4 of the N 1/4 of Section 27 in Township 18, of Range 34 East of the New Mexico Principal Meridian (20 acres)

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment is sought to be obtained, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment is sought to be obtained, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

NOTICE BY PUBLICATION

TO THE DEFENDANTS NAMED HEREIN:

You, and each of you, are hereby notified that suit has been entered against you in the Ninth Judicial District Court of the State of New Mexico, sitting in and for the County of Roosevelt, by the State of New Mexico, plaintiff, against the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: Howard Lots 1 and 2 in Block 3, being Cause No. 10 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$4.93 for state, county, and other taxes due and delinquent in said County upon the following described property, to-wit:
Howard Lots 1 and 2 in Block 3

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

NOTICE BY PUBLICATION

TO THE DEFENDANTS NAMED HEREIN:

You, and each of you, are hereby notified that suit has been entered against you in the Ninth Judicial District Court of the State of New Mexico, sitting in and for the County of Roosevelt, by the State of New Mexico, plaintiff, against the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: All Portales Lots in Block 35 and All Portales Lots in Block 74, being Cause No. 30 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$28.88 for state, county and other taxes due and delinquent in said County upon the following described property, to-wit:
All Lots in Block 35 in Portales Addition and All Lots in Block 74 in Portales Addition

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and for ever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 14th day of July, 1928, judgment will be rendered in said cause against you, and each of you, by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court.

Plaintiff's attorney and his address is: J. Frank Curns, Santa Fe, New Mexico.

June 7-28

WANT ADS GET RESULTS CALL 83

4 Sets Timken Roller Bearings

Either geared or direct stroke; either steel or wood wheels.



For Further Information See—

S. F. MYLES, Agent, ELIDA, N. M.

SPECIALS

Thur., Fri., and Sat.

STANDARD JAPAN TEA

1 LB. 46c
1-2 LB. 24c
1-4 LB. 13c

1 LB. COCOA 23c

NO. 2 HOMINY 8c

NO. 2 KRAUT JUICE 10c

6 OZ. BORDEN MILK 5c

NO. 3 PEACHES Sliced or Halves 20c

4 LBS. SEEDLESS RAISINS 38c

1 GAL. PEACHES Sliced or Halves 50c

1 DOZ. PORK & BEANS 98c

—We Will Give Something Free—

With Each Three Dollar Purchase

PORTER CASH GROC.

Jno. Porter—Payne Wood

One of the Best Buys In the Valley

All of Block Three, Leach Addition, well improved, good house, barn, outhouses, can sell this for \$3250.00 with \$1000 to \$1500 cash down.

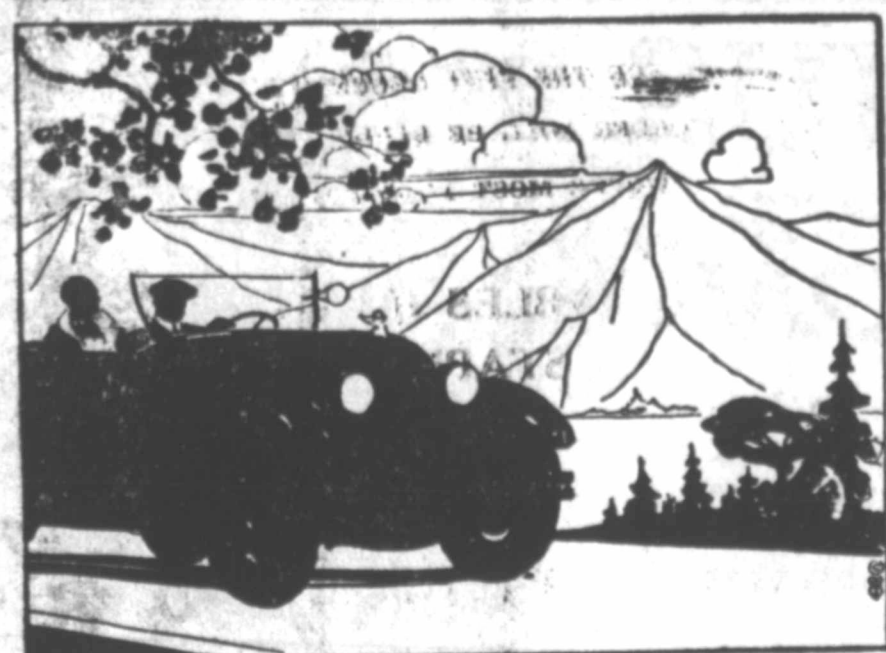
Also all of Block 13, Leach Addition, good pumping plant, good house, barns, orchard, can trade equity in this for dry farming land, or dwelling in Portales.

Two good Rent Houses to trade for Valley land. Equity in good house, corner lot, well located, to trade for small rooming house on the plains.

Also, don't forget that we can insure your crops against hail damage; also all other kinds of insurance which we will be glad to explain to you any time.

FIRE, THEFT, COLLISION, PROPERTY DAMAGE ON AUTOMOBILES AT REASONABLE RATES

J. Rex Forrest Insurance Agency



A TRIP—

SHOULD NEVER BE STARTED UNTIL THE CAR HAS BEEN INSPECTED AND PUT IN FIRST CLASS CONDITION BY OUR EXPERT MECHANICS.

And Too—

IT SHOULD BE TUNED UP FOR SUMMER USE WHETHER OR NOT YOU INTEND TO TOUR.

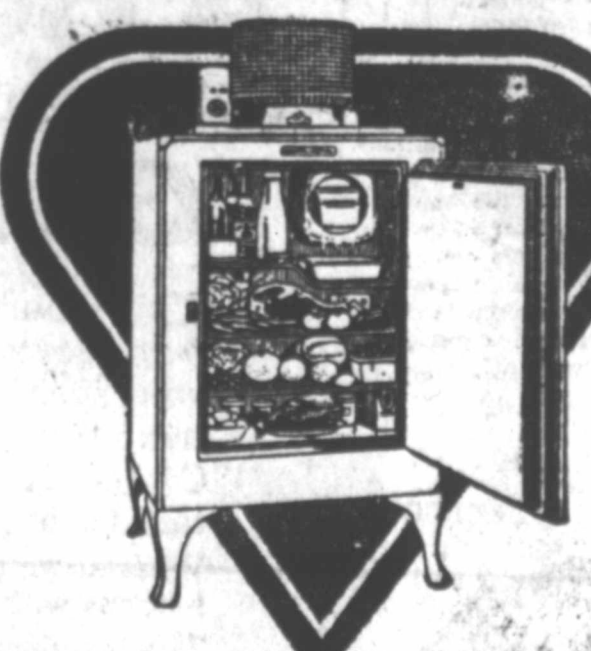
ACCESSORIES

GAS AND OILS

Wood Garage

OTHERS TALK SERVICE — WE GIVE IT

WE KNOW YOUR AUTOMOBILE



GENERAL ELECTRIC Refrigerator

General Electric engineers and scientists worked for fifteen years to make this refrigerator absolutely simple, thoroughly efficient, virtually trouble-proof and extremely quiet. It never needs oil. It hasn't a belt, fan or drain-pipe. It is as portable as your electric fan. Sold on time, if you prefer.

Come in and study the models yourself

NEW MEXICO UTILITIES COMPANY

Look for the Red Tag!

for Economical Transportation

CHEVROLET

This Car has been carefully checked as shown by marks below

Serial No. Book No.

Motor

Radiator

Rear Axle

Transmission

Starting

Lighting

Ignition

Battery

Tires

Upholstery

Top

Penders

Finish

OK

QUALITY AT LOW COST

PORTALES MOTOR CO.

Priced for Quick Action

Due to the tremendous popularity of the Bigger and Better Chevrolet in this community—we have on hand a large number of specially fine used cars which we want to move at once.

These cars have been thoroughly reconditioned by our expert mechanics, using special reconditioning tools—and will provide thousands of miles of dependable, satisfactory service. Come in today while our selection is complete!

PORTALES MOTOR CO.

QUALITY AT LOW COST

PORTALES MOTOR CO.

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PORTALES MOTOR CO.

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PORTALES MOTOR CO.

QUALITY AT LOW COST

PORTALES MOTOR CO.

QUALITY AT LOW COST

PORTALES MOTOR CO.

83
46c
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MIDWAY

Miss Louise Cole spent Sunday night with Willie Belle Payne. There will be preaching at Midway next Saturday night and Sunday evening at three.

Everybody is invited to come out every Sunday afternoon at three o'clock to church meeting and Bible study.

Mr. and Mrs. Kennelbrow and Miss Margaret Massey made a business trip to Portales last Thursday.

Miss Sarah Bell Williams spent Tuesday evening in the Cole home.

Miss Margaret Massey came the past week with Mrs. Lila Kennelbrow.

Miss Margaret King spent Sunday evening in the Cole home. We are sorry to state that Grandpa and Grandma Sturman, Mrs. Payne and daughter are leaving the community. They will make their future home in Portales.

Mr. John Keller and Mrs. Brown Sturman were visitors in the community Sunday.

CAUSEY

JIM CAVINESS

We are very dry at Causey. Crops are very backward. The road-graders are now camped at Dan Gregory's.

A bunch of land-lookers were in the Causey neighborhood today.

D. B. Robertson and wife came Will Croft and others.

Dan Phillips and the Gaviness boys had a rabbit hunt the other night and killed 35 rabbits.

The rabbits are getting very numerous. We should have some more rabbits drives.

George Fuller has been on the sick list.

Dr. Hay has his office very nicely re-built and the entire house painted. The doctor is doing a nice business.

Mr. Bird from Snyder, Texas, was in Causey the other day looking after his holdings.

Dick Rogers and W. T. Lewis of Gainesville, Texas spent last week with Alvie Harris.

We are needing a blacksmith at Causey very bad.

The merchants are doing a nice business.

J. B. Judah is stepping high.

Some of the Causey people attended W. D. Sturman's sale. We regret to lose Mr. Sturman as he is moving away.

Rev. J. D. Page preached at Causey Sunday. His regular appointment is the fourth Sunday.

The school bond election is over for a while but not forgotten.

—Correspondent

There is an adorable little son-ter who has taken up his abode at our house lately. And his perch is the topmost bough of the tree or the highest perch on the windmill. We are surely glad of his coming, because we enjoy his marvelous song and we hope that there's enough to go around that everyone may know the joy his singing brings.

Thou believest there is one God: Thou doest well. The devils also believe and tremble. — Jas. 2:19

BOY SCOUT NEWS

BOY SCOUT NEWS

Troop 15

Two hundred and forty three Boy Scouts have registered for the Eastern New Mexico Scout Camp. They will come from Roswell, Dexter, Hagerman, Hope Artesia, Carlsbad, Loving, Elida, Portales, Clovis, Tucumcari, Melrose, Fort Sumner, Captain, Carrizozo, Tularosa, Mesalero, Alamogordo, Friona and Farwell; two Texas towns will be present.

It is expected that registration will reach three hundred. The camp will be divided into three periods of ten days each and the first period will open June 13th.

The program will include instruction in Scoutcraft, Campcraft, Pioneering, Archery, Leather handicraft, Swimming, Nature study and horsemanship.

A boy has only four real boy summers and a period at Scout camp is one of the best ways for him to develop physically, mentally and morally. It will prove a rich experience that will never be forgotten by the boy.

Local Scouts are making arrangements to attend. Parents and Scouts who wish applications or further information should see W. B. Oldham, E. N. Wheeler and Rev. C. A. Loris.

ELIDA

ELIDA

Miss Mildred Smith left Monday to work in Duran, New Mexico.

Mr. and Mrs. Alvin Burbridge are having the foundation built for a new house, which was formerly the Stafford place.

Mr. and Mrs. Sam Self and two boys, Kenneth and Erran, and Mrs. Jim Swargery from De Leon, were here visiting relatives and old friends.

Mr. G. W. Littlefield is home Abilene, Texas, where he has been going to school this winter at the Abilene Christian College.

Mrs. Raymond Roberts has been in the Baptist Hospital at Clovis the last week. She was operated on Saturday and is improving very nicely.

Curtis Kimmons is home after attending school at the A. & M. at Las Cruces this winter.

Mr. Erce. Tusha came home Sunday from Lubbock, Texas where he has been going to the Tech College this year.

Mr. Berlin Barnard is home this summer after going to the Tech College in Lubbock, Texas this winter.

Mr. R. E. Tusha has added a grocery store to his produce and feed store. Erce is in charge of the store.

Mr. and Mrs. C. H. Letton and children, and Mr. and Mrs. F. R. McKinley and children spent the day visiting in Roswell Sunday.

Mr. Rufe Walker and daughter, Velma, went to Roswell Sunday and brought back Mrs. Walker, who has been in Roswell the last few months having her eyes treated.

Miss Zelda Fay Carroll and mother, were seeing old friends in Elida Monday.

Mary Lee, grand daughter of Mrs. Joe Aschbacher, came to Elida to visit a while.

D. W. Crain was with the band boys and practiced Monday night.

Mr. J. F. Sturman, who lives west of town, was seriously hurt Tuesday morning. He was riding a horse when the saddle girth broke and he fell off striking his skull and crushing it. Mr. Sturman died at 12:30 Tuesday.

Miss Lillian Marshall, daughter of Rev. and Mrs. R. C. Marshall, left this morning for Las Vegas, where she will enter the Normal University for the summer.

United States government authorities show that under favorable conditions with a beginning of one male and one female fly, they may increase in one season to over 50,500,000,000,000 flies. This shows the need of FLY-TOX. FLY-TOX is the scientific insecticide developed at Mellon Institute of Industrial Research by Rex Fellowship.

Simple instructions on each bottle (blue label) for killing ALL household insects. INSIST on FLY-TOX. It is safe, stainless, fragrant, sure. —Adv.

CLASSIFIED

WANTED! Ambitious, industrious person to introduce and supply the demand for Rawleigh House-hold Products. Good openings near you. Make sales of \$150 to \$500 a month or more. Rawleigh Methods get business everywhere. No selling experience needed. We supply Sales and Advertising, Literature and Service Methods—everything you need. Profits increase every month. Low prices; good values; complete service. W. T. Rawleigh Co., Dept. NM1563, Denver, Colorado. 33-5tp.

FORD TRUCK—Wheat body and starter, 1927 motor, 32x8 tires, steel cab. A good truck for the harvest. Lila Park Camp. 33tp

BEST WEEKLY PAPER

Memphis, Tenn.—The "Sentinel" published weekly at Bemidji, Minn., by H. Z. Mitchell, Wednesday was awarded the President's cup by the National Editorial Association as winner of the organization's best weekly newspaper contest. The silver trophy offered by the

CHOICE MEATS

From a sanitary market at a reasonable price

— We Deliver —

OWENS MARKET

WE HAVE A FULL LINE OF CAMP EQUIPMENT—TENTS, COTS, STOOLS, CHAIRS, ETC.

DAN H. SMITH

RECIPE CABINETS

The most convenient way to keep your recipes is in a Weiss

HANDY INDEX CABINETS

COMPACT — CONVENIENT — LASTING

"THE MODERN COOK BOOK"

— ON SALE AT —

PORTALES VALLEY NEWS

JUST CALL McCALL'S

FOR THE BEST GROCERIES

YOUR ORDER WILL BE RUSHED RIGHT OUT

"WHERE MOST FOLKS TRADE"

VEGETABLES IN SEASON

J. N. McCALL CO.

PHONE ONE THREE

Keep That Old Ford

There are more Model T Ford Cars and Trucks in Roosevelt county than any other make of car. We are proud of the real service they have given their owners. They are good cars, reliable and dependable, and most of them yet have years of good service in them. We strongly urge Ford Owners not to sacrifice their cars at low prices simply to get a new automobile. Keep it. Run it, use it and save yourself money.

We will have parts for it as long as you want to run it, and for a small sum we can put it in tip-top shape. It may need overhaul, or new motor, or new fenders, or valves ground, or just little tuning up. Bring it in and save money by putting it in perfect shape and use it for months or years yet.

THEY NEVER WEAR OUT! DON'T FOOL THEM AWAY!

Universal Motor Company

FOSTER'S PRODUCE

There must be a reason for my increase in cream. Ask my customers. They will tell you to give me a trial.

Thanks!

JOE FOSTER

ASK ABOUT OUR

3 Day Free Trial Plan

ON USED CARS WITH

An O.K. That Counts

Late Model Chevrolet Sedan, unusual mechanical condition; original Duco finish, excellent; fully equipped.

1936 Hudson Coach — Bargain.

1927 Ford Coupe — Perfect Condition

Good Buys in Chevrolets and Other Makes as Low as \$50.00

PORTALES MOTOR COMPANY

Just A Moment!



Illness in the family and delay in completing repairs on our building have forced us to postpone our introductory sale until

SATURDAY, JUNE 16

This is one instance where waiting is the thing to do—an exception to the rule. This sale will be interesting and worth while. You'll be glad to come. Watch for our circulars and featured prices.

PORTALES MERC. CO.

E. L. Donelson, Manager

CHRISTIAN CHURCH

The record breaking attendance at Sunday school last Sunday was greatly appreciated. Come again, and help us continue to grow. Next Sunday June 10, Bible school 10:00 A. M. as usual but the eleven o'clock hour will be given over to the children to present the following Children's Day program:

Song	Primary Class
Origin of children's day and solo.	Durwood Wright
Reading	Annabelle Wood
Exercise, "Children's Day."	Primary Class
Reading	Rayma Jean Means
Solo	Mardell Scott
Reading	Fawnette Kirk
Exercise	"The Emblems."
Reading	Marie Neer
Reading	Mattie Grinnian
Play	Junior Class
Song	Junior Class

RICHLAND

The farmers are about to finish up planting; now they will go to fighting weeds.

Mr. Dwight Cox and sister, Opal, came in Saturday from school. Dwight will return this summer to Las Vegas.

Misses Marie Gumm and Merle Thomas spent Sunday with Mabel Short.

There was a large crowd around at the party at Mr. Hodges Saturday night and every one reported a good time.

There will be Sunday school and church Sunday morning and everyone will go from there to the convention at Longo.

Bro. Thompson will preach Sunday night.

Mrs. Jones, Bro. and Roy Crosby have been visiting in the Jones home.

There was a fine crowd at Sunday school Sunday. Our attendance and interest are increasing. We invite others to help us.

Mrs. Lue Partin and family took Sunday dinner in the D. Broyles home.

Among those leaving for school this week are: Mrs. Burma Parks, W. G. Short, Dwight Cox, Bernice Bradford, Evelyn Hodges, Lillian Marshall, Bernice Jones, Lorene Page, Jewel Vich, Lois Cox and Ruth McClintock.

The cooking club will meet June 13, in the home of their local leader, Mrs. Short. They are planning on a good time and invite others to join them.

Milnesand

Because of the absence of our Sunday Superintendent there was no Sunday school Sunday.

The infant daughter of Mr. and Mrs. W. M. Parkinson is very sick at this writing.

A few of the young people from Milnesand went to the singing convention at Tatum, Sunday.

Mr. and Mrs. T. M. Parkinson went to Bledsoe to church Sunday.

All of our young people who have been away to school have returned, except J. G. Anwerth who is attending the Military Institute at Roswell.

We understand that Dan Bon carried off quite a few hoppers from the Rogers school. One as valued as the school. We are proud of the record of each one has made and wish them much success in life.

Pay and Rachel Wallace, were guests in the R. M. Black home Sunday.

A good shower is very much needed at this time as quite a bit of grain planted the last few days won't come up without it.

Mrs. Fins Corder of Lingo spent the week end with her mother, Mrs. J. T. Rolston.

CARD OF THANKS

I wish to thank our many friends for the help and kindness rendered me during the sickness and death of my wife, Mayme B. Davidson. Also Brother Grizzle and Carter for the service they rendered. I appreciate the floral offering by United Spanish American Veterans, my comrades and others. All this will be remembered.

H. W. Davidson.

THE STATE TO HAVE WARM WATER HATCHERY

After several years of effort, the State has finally succeeded in getting a bill passed through Congress providing for the establishment of a Federal warm water fish hatchery in New Mexico.

The bill was introduced simultaneously in both branches of Congress by Senator Sam G. Branton and Congressman John Morrow, and though it seemed to be about to go on the rocks at various times during the session, some say clever team work on the part of our three members finally plotted it around the pitfalls that beset the paths of all special appropriation bills. The measure provides \$50,000 for the construction of the plant, the money to be available during the coming fiscal year which begins July 1.

The state has approximately 100,000 acres of lakes and 500 miles of streams adapted to occupation by warm water fishes such as bass, crappie, perch, and sunfish, according to data compiled by the State Game and Fish Department, most of which is very inadequately stocked at present. The cost of constructing and operating a warm water hatchery is so great that the state has never been able to undertake it, and the only stocking of these waters that has been accomplished in the past has been by the planting of small lots of fish shipped in from distant points. Only a very small fraction of the number of fish necessary to keep the waters



One Side PLEASE!

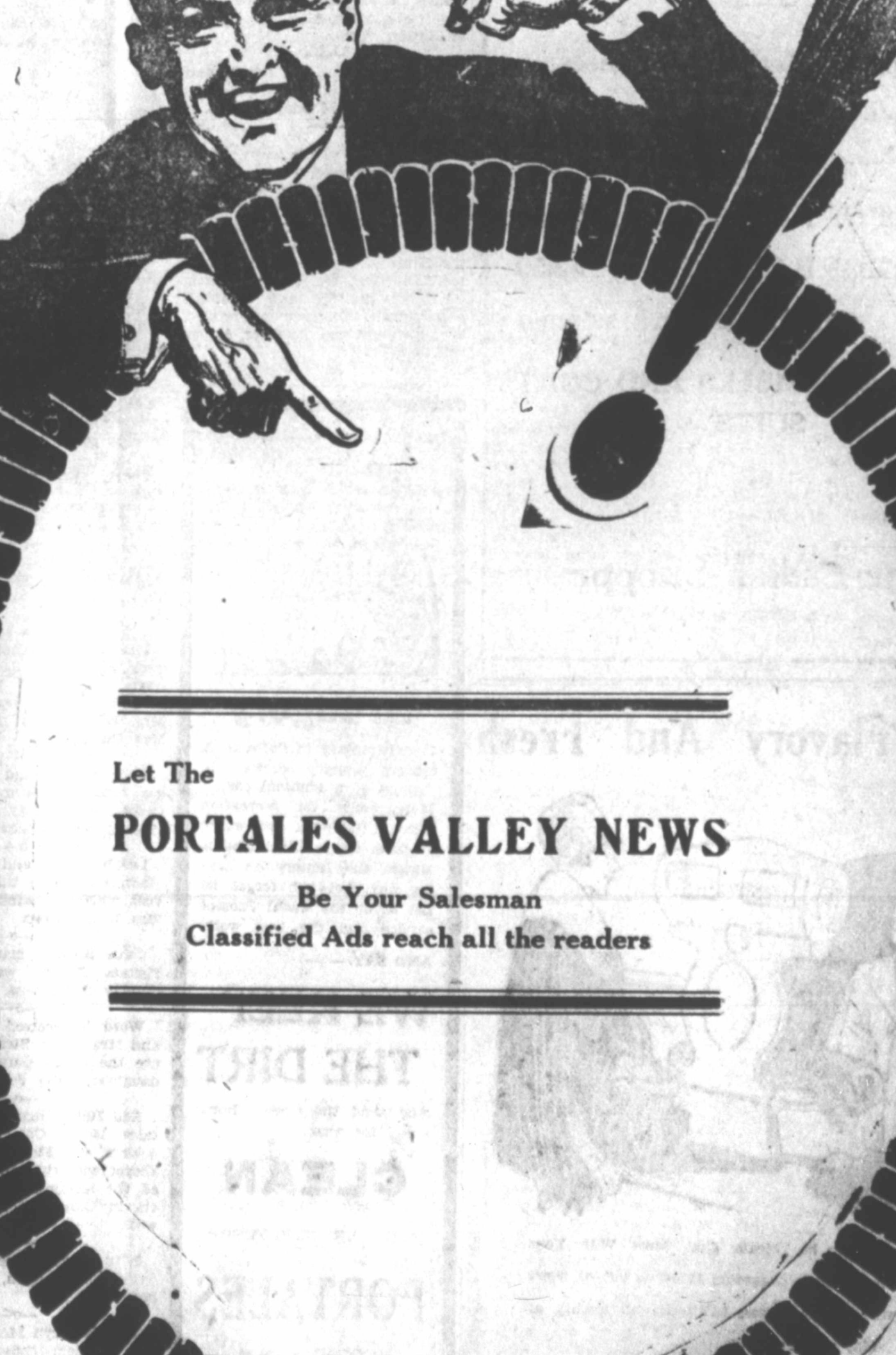
—If my mind holds out I'm going to get something good at the cafe that serves the best things to eat at the most reasonable prices. It's the—

Tourist Cafe

"Cooked and Served in A Satisfying Manner."

LEROY CRANFORD, PROP.

WANT ADS GET RESULTS CALL 83



Let The

PORTALES VALLEY NEWS

Be Your Salesman
Classified Ads reach all the readers

Local and Personal

Mr. and Mrs. Fred Maxwell took their daughter, Bernice, to Clovis Tuesday for an examination by Dr. Miller.

Mr. and Mrs. J. R. Blackard and son, Tom, and grand daughter, Miss Faye Mae Blackard, motored to House, N. M. Friday where they were the guests of Mrs. Blackard's daughter and family until Monday when Mr. and Mrs. Son accompanied them home remaining until Tuesday afternoon.

Dinner guests in the N. B. Blackard home Tuesday were Mr. and Mrs. J. S. Son of House, N. M., Mr. and Mrs. J. R. Blackard and son, Tom.

Earl Stratton and daughter, Miss Alice, and Mr. Kiker were in Ende the past Sunday.



Boy Friend—Well, this is a good jack, anyhow.
Girl Friend—Sure, Oscar. But listen. If you'd put your "jack" into a Goodyear, you wouldn't need it under your car.

BUCHANAN'S SERVICE STATION

WHERE STYLE BEGINS

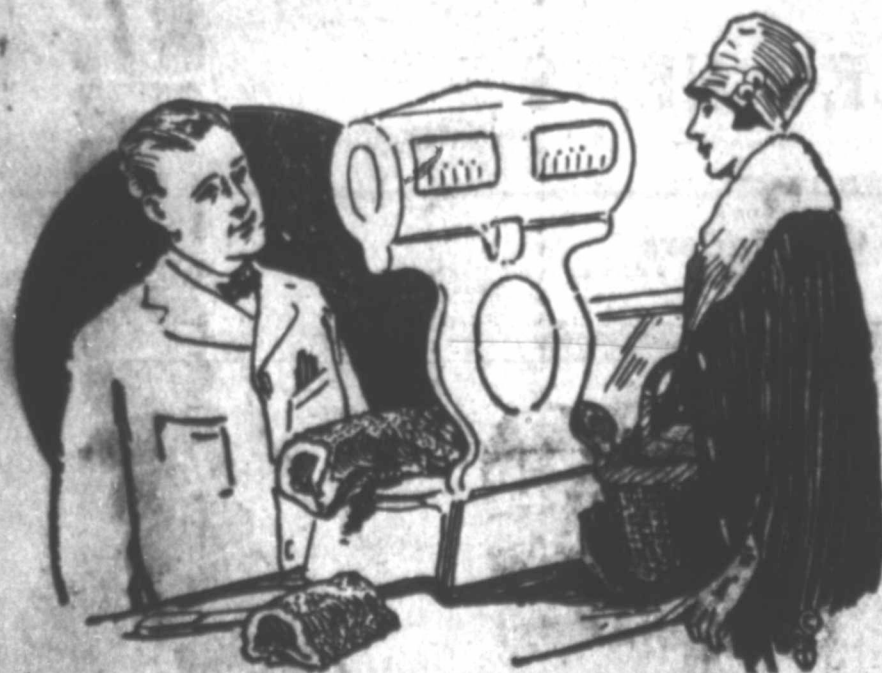
The price question ends — because today we are offering our pattern hats at a great reduction in price. Also
ONE LOT OF HATS AT \$1.50
ONE LOT OF HATS AT \$2.50
You will also find a bargain in summer COATS, ENSEMBLES AND COAT SUITS

at

The Ladies' Shoppe

A. J. RODES & CO.

Meats—Flavorful And Fresh



Our slogan ought to be "Meats That Meet With Your Approval!" A customer suggested it — out of sheer satisfaction with the freshness, tastiness and quality of our offerings. May we serve you?

YOACHUM & SON
MARKET AND GROCERY
PHONE 45

The O. E. Lamberth family of Pleasant Valley were shopping in Portales Tuesday.

Miss Billy Davidson of Springfield Missouri is here for an extended stay with her uncle Carl Case and family.

Mrs. Roscoe Sharp of Kenna, and Mrs. Frank Bond are in the home of Mrs. G. L. Heights, practical nurse on Colorado street.

Mr. and Mrs. J. R. Blackard and son, Tom, and grand daughter, Miss Faye Mae Blackard, motored to House, N. M. Friday where they were the guests of Mrs. Blackard's daughter and family until Monday when Mr. and Mrs. Son accompanied them home remaining until Tuesday afternoon.

N. B. Blackard made a business trip to Amarillo Friday.

Miss Eve Fisher, Will H. Fisher, and J. T. Morgan returned Tuesday from a visit of several days with the J. E. Meredith family in Clovis.

Mrs. H. T. Ward and daughters and granddaughters, all of Swenson, Texas, are expected in Portales the last of the week. Mrs. Smith will spend most of her time with her son, Fred and family. Mrs. Ward will be the house guest of Mrs. W. H. Catt and the Misses house guests of Miss Clesie Boone. Their many other friends will also enjoy a goodly portion of the visit.

Oscar Thompson left Sunday for Dallas, Texas, where he will attend the Southern Methodist University.

Misses Iris Ribble, Kathryn McCall and Martha Jones came in Saturday night from Canyon, Texas, where they have been attending the West Texas Teachers College, to spend the summer.

After the State Highway department of New Jersey had subjected a fleet of fifteen Chevrolet cars to a thorough test, an order was placed for 25 additional cars.

In Bois-le-Duc, Holland, the horse car is still in fading competition with the Chevrolet bus, an increasingly popular method of transportation in over-seas towns.

Miss Iris Ribble has as her house guest this week Miss Faye Joyce of Snyder, Texas.

Mr. and Mrs. A. D. Ribble and daughter, Iris and Miss Faye Joyce went to Clovis Monday.

A. B. Foreman of McQueen, Oklahoma arrived recently for a visit with his son, Edgar Foreman and family. Mr. Foreman was here some two years ago and purchased a ten-acre tract just across from the home of the late Judge Lindsay. This tract, Mr. Foreman, now plans to improve and establish a permanent residence in Portales. Mrs. Foreman and daughter, Agnes, will arrive later.



Drudgery

Is unnecessary in Portales. A modern laundry service is yours at a nominal cost. More hours for recreation without the work and worry of wash day. Wash day is always the housewife's trying day. Let her forget it! Let us do the wash! Prompt service and the best work.

AND SAY —

WE KEEP THE DIRT

And send the clothes home ready for wear.

CLEAN

ASK OUR CUSTOMERS!

PORTALES STEAM LAUNDRY

JOE A. RABBURY, Manager

The Nell Rocky family left Tuesday for Muskogee, Texas, where they will reside in the future.

Mr. and Mrs. N. B. DeArmond are in Portales this week the guests of their daughter, Mrs. John Skinner.

Oscar Thurston, who has been teaching at the Pease, Texas schools came in last week for a short visit with his parents, Rev. and Mrs. L. L. Thurston. Oscar left Monday for Dallas, where he will enter S. M. U. for the summer.

An appendicitis operation was sustained by Miss Auden Wheeler in the Clovis Baptist hospital last Friday and reports are that she is improving nicely, and will probably be brought home this week end.

E. A. Herndon has been in Amarillo this week attending to business matters.

Miss Adele Oldham returned the past week from Belton, Texas, where she has been attending Baylor College.

Miss Lois Oldham, who has been attending Montezuma College at Montezuma, came in the past week to spend the summer with her parents, Mr. and Mrs. W. B. Oldham.

Rev. R. C. Marshall and daughter, Miss Lillian, were in Saturday on business.

Frank Warnica came up from Wink, Texas, last week end to be with his family here.

Heck Harris who is connected with the Buick firm of Clovis sold Frank Warnica a Buick Coupe last week.

Mr. and Mrs. W. A. Brake of the Clovis Business School were in Portales Monday in interest of the school.

Curen Johnson is walking on crutches this week, the result of a mule kick received while moving a bunch of cows to Texas.

Mr. and Mrs. A. A. Beeman and daughter, Martha, of Elida were shopping in Portales Monday.

Mr. and Mrs. Dan Suffidy and daughter of Elida were in Portales Monday.

Bill Crumes of Elida was transacting business in Portales Monday.

Misses Mildred Smith and Carrie Vaughn were Portales visitors Monday.

Mr. and Mrs. Earl Stratton left Tuesday morning for Lubbock, Texas, on a business trip.

Douglas Stone came in Tuesday evening from Roswell where he is a student in N. M. I.

Miss Lillian Bell, student in W. T. C. Canyon, is spending the vacation at her home in Portales. Jerry D. Smith and Misses Williamena Jones, Jeanette Barton and Mary Belle Jones were visiting in Kenna Sunday.

Payne Wood, formerly of Littlefield, Texas, has located in Portales and is now associated with Jim Porter in the Porter Grocery.

W. A. Kennedy of Clovis is in Portales this week, the guest of his son, Floyd Kennedy, and family.

Mrs. M. F. Marshall came in last week end from Red Oak, Oklahoma, for a visit with Mr. and Mrs. H. G. Rowley and family. Mrs. Marshall is the mother of Mrs. Rowley.

Velmon Autry and George Bodinger came in Saturday from Las Cruces, where they have been attending New Mexico A. & M.

Lester Brown and wife of Albuquerque came in this week for a visit with his parents, Prof. and Mrs. L. L. Brown.

John Burton, manager of the Portales Theatre, was in Carlsbad Sunday on business.

Word is received here that Mr. and Mrs. Lloyd Stratton of Taliban are the proud parents of a baby daughter, Betty Jean.

Add Hobbs, manager of the Portales Motor Co., local Chevrolet dealer, and Floyd Kennedy, bookkeeper with the same firm, attended the meeting of Chevrolet dealers in Clovis on Monday of this week.

Miss Marion Jones returned this week from Canyon, where she has been in school.

Miss Kathryn McCall, student at the teachers college in Canyon, came in this week to be with her parents for the summer.

Judge and Mrs. T. E. Mears and son, Eldridge, were in Roswell this week attending the closing exercises at N. M. M. I. Judge Mears is a member of the regent board at the institute.

Chevrolet Dealers Meet In Detroit

Detroit, Mich.—Renewal of an unique series of advertising conferences, in which the automobile dealer is given a voice in the national advertising program of the factory, was announced here today by John E. Grimm, Jr., advertising manager of the Chevrolet Motor Company.

This company is now in the midst of the largest and most comprehensive advertising campaign ever undertaken in the history of the automotive industry.

The first of the new series of dealer conferences, held under the general supervision of Mr. Grimm, took place here a week ago when dealers selected from the domestic Chevrolet organization met with factory officials to discuss the publicity plans of the company for the next few months.

"The object of these advertising conferences," Mr. Grimm explained, "is to keep the home office constantly in touch with problems faced daily by the dealers so that Chevrolet advertising may be guided by actual field conditions and thus prove most effective."

"The assistance given by dealers in these monthly conferences," he continued, "is of invaluable benefit to the efficiency of our advertising. This is particularly true of the newspaper advertising, which, of course, forms the greatest retail advertising force for each individual dealer."

"While every type of advertising, from newspaper, magazine, outdoor and electric spectacular signs to trade papers is discussed, major interest attaches to the newspaper schedule because this makes up by far the largest part of the year's budget. There are now more than 5,500 leading newspapers carrying the Chevrolet message to practically every city, town and hamlet in the United States."

"Particular care is taken in selecting the dealers invited to attend these conferences. Some are chosen because they have very large car contracts. Others because their contracts are small. Every dealer also comes from a different section of the country. In this manner we get an ideal cross-section of the advertising needs of all classes of dealers in all parts of the United States."

"Dealer advertising conferences will be held monthly every month this summer, with a different group of dealers from different parts of the country present each time."

"Each conference is of two day's

duration. The first day is given over entirely to the discussion of advertising in all its phases. The second day dealers are taken to the General Motors proving ground where they are shown the rigid test Chevrolet cars undergo before they are put on the market."

An added feature of the recent conference was a radio party held for the dealers by W. S. Knudsen, president and general manager of the Chevrolet Motor Company.

Singing Convention

The Southeastern District Singing Convention will meet at Longs, N. M., June 10, 1934, beginning at 10:30 A. M.

Opening song—by president.
Invocation—by Chaplin.
Lead—W. F. Page.
Lead—Audie Thomas.
Lead—Charley Maxwell.
Lead—Paul Walker.
Special—Gladys Breshers.
Lead—L. A. Farn.
Lead—F. C. Marshall.
Lead—Lester Robinson.
Lead—Frank Thomas.
Special—Worton Quartet.
Lead—Jack Parnell.
Lead—Fred Hodges.
Lead—Philip Frazee.
Select—S. G. Bridges.
Lead—Donnell Gordon.
Lead—Prof. Tabor.
Welcome address—U. S. Frazee.

NOON
1:30. Opening song—Vice president.

BUSINESS SESSION
Lead—Sam B. Fletcher.
Lead—Lucill Stroud.
Lead—Frank Greathouse.
Lead—Clide Miller.
Special—Boyd Rice.
Lead—Raymond Tabor.
Lead—Hettie Mae Luce.
Lead—Idie Stigall.
Lead—Walter Campbell.
Special—By president.
Lead—Davie Rice.
Lead—Leslie Frazee.
Lead—Blanch Partin.
Special—R. C. Marshall.
Lead—Miss Tessie Beeman.
Special—Billbery sisters.
Double Quartet—Billie Page.
Lead—Bill Foster.
Lead—Fred Marshall.
Lead—Thelma Breshers.
Special—Lonno Reed.
Lead—Ethel Travis.
Special—Frank Thomas.
Special—C. C. Maxwell.
Bula Quartet.
Lead—Pleasant Valley Leader.
Lead—S. G. Bridges.
Special—Fred Hodges.
Closing Song by President.
Come and bring well filled baskets and let us make this a day long to be remembered.
—The Committee.

A GOOD EFFORT

Cheyenne, Wyo., won over New Mexico, Chicago and Miami in the contest for the 1934 convention of the National Editorial association. The association, as a rule, has picked places for its convention, not because of the size of the town but where some scenic trips may be made. New Mexico offered the association some interesting side trips either from Santa Fe or Albuquerque. If the convention had been brought here, J. G. Greaves, editor of the Portales News, almost single handed, was striving to bring the convention to the state. He lost, but in the effort gave the editors of the country some valuable information on New Mexico. The work he has done should be followed up and perhaps a later convention can be secured.—Albuquerque Journal.

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VOLUME

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The pos was evide as the di that Mr. a list of cations for ceived from eral states

It has t board that the same f by Mr. M will keep t and it is t rector's an the new m with scarv everlastinl ry Mitchel affairs of splendid co done.

Mr. Jom treasurer o 1921 and with the w tion. He i as manager erative Elie that capaci good.

The broo been one of the develop industry in is an outas benefits to erative effo It has bee and admini corn farme through its ciation has "horse tradi broom corn drove the c each indivi such condit informed a formed. W association The farmer man to keep ket condit their broomc erly graded, better adva

Directors association are O. McCorma Nash, J. A. 1
JOYCE-PRUIT
PR

From Sat June 30th, pany store many barga their Pre-In last page o found their ing a list of dis and the and note th

GO

An Austral said to have prospecting f none. The d spent his last the noon me to quit the s go out to t get my pick a pawn them another meal. one means o the trip, sec started for to stumblingly at the desert he a projecting vation is read

Nerves alrea from bitter aree in a ra and like a m the offending did not shal was a lump of ired with a li When he si here at his f res his joy. t its full for And this st how, seekin e may pass ay. The pur ation is ready But God h are foolishe make it know

Have we bee tie use to s would do n ere was fou disappointe pair? People of Po I bless as ol selves wher L. L. Pastor