

The Portales Valley News

PORTALES, NEW MEXICO

THURSDAY, JULY 11TH, 1929

NUMBER 38

S. Banner Day For Local C. of C.

In the history of the local order of Commerce has there been a more interesting meeting than that held at noon on Tuesday last.

Meeting was opened by the action of W. O. Davis who presented the premium for the best cotton on 15 acres planted last season. Davis was awarded his prize and called upon for a report on the methods used in the production of his crop.

Davis stated that he produced 490 pounds of lint to the acre and that the cotton was planted in a field which had produced a crop of 400 pounds of lint to the acre, and that he also placed loads of barnyard manure to the field.

It he contributed the success of the crop to the condition of the soil when it was prepared. That the land was well watered and of moisture that the yield was much better, and had all of it been in this condition that could have made a bale and a half to the acre.

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subject for discussion was the port, and it was suggested that this location be secured by issue upon the town and J. Neer stated that he was the bond issue. That while as a heavy tax payer, he was willing and ready for an additional tax to be placed upon his property for improvement of town or county that would be for its better development.

expressed themselves as desiring the securing of an air at an early date so that sales could get on the air lines as it was too late.

erman Luper, chairman of the port committee, stated that the field that had been viewed this time was the H ranch, which contained sufficient acreage for a first class landing field and for a county park and fair grounds.

the fact was brought to the attention of the body that the state convention of rural mail carriers New Mexico would hold their annual convention in Portales on 15th of this month, and that services of the Chamber of Commerce be extended for their entertainment and in any way that needed.

the motorcade of the West Texas Chamber of Commerce which will be in Portales on the morning of 17th of this month, was brought to the attention of the body, and action is being made to them a real western greeting this occasion.

was also decided to send as many as possible to the District Convention of the West Texas Chamber of Commerce which meets at Roswell on the 16th, and extend an invitation that they meet Portales in 1930.

The Arch road was discussed and given that the officials of Key County, Texas were working this road and were ready to operate with Portales to make a first class highway.

at this time W. A. Key of Floyd, Texas in the dry land contest won the best 25 acres of cotton for season, made his appearance he was awarded a cash prize of \$80.00.

at this point Coe Howard introduced his guests, the Williams of Waco, Texas. Mr. Williams responding as speaker the party, an outline of his appearing elsewhere in this section.

Fire Works Display Night of Fourth

On the night of July 4th, the people of Portales were treated to a splendid fireworks display at the Country Club, W. K. Judevine and Contractor Burn being responsible for the display.

the sky was lit up with brilliant display, many cars from the drove out to enjoy the event.

The kiddies of Portales were especially pleased, and those of the age became "kiddies" for evening and enjoyed the affair in the children.

Messrs Judevine and Burn are to be especially commended for their thought in providing this display for this occasion.

S. E. McVey of Pecos, Texas was the guest of Mr. and Mrs. C. Cothorn on Wednesday of this week.

Oil Strike At Ft. Sumner Now Awaits Orders

Ft. Sumner, July 8.—The Transcontinental Oil Company's "McWhorter No. 1," Sec. 9-3 south 22 east, was standing in top of pay sand at 4351 feet today while drillers awaited orders from their Ft. Worth office. The hole was making oil freely with a baller and a half of water hourly. At present there is no tankage at the site except a ground tank.

Representatives of major companies from Roswell came here today to inspect the well. The McWhorter ranch consists of 40,000 acres of which 4,600 acres are held by the Transcontinental Oil Company.

Portales C. of C. Will Join With Clovis To Entertain Motorcade

On next Wednesday at noon the Portales Chamber of Commerce will join with the Clovis Chamber of Commerce in banqueting the Motorcade of the West Texas Chamber of Commerce.

Many of the Portales people will go up on that day and assist in their entertainment.

Clovis Prepares to Wash Her "Ears"

The city cleanup campaign will take new form today with the arrival of the big weed cutter, which has been brought here from Amarillo by the city.

"We are going to cut every weed on every vacant lot," City Manager Miller stated this morning, "and by the time this cleanup campaign comes to a close Clovis will be the neatest town in the state," he added.

"Such cooperation as the people of Clovis are giving us I never saw before, and with such cooperation nothing can stop us short of the best," Mr. Miller stated.

Mr. Miller remarked that if anybody saw a big mower running over their vacant lot, for them not to get excited for it would be just the city "scrubbing its ears."

—News-Journal

Cotton Acreage Shows Increase Over Year Ago

Washington, July 8.—The acreage of cotton under cultivation in the United States July 1 was 3.2 per cent more than a year ago. The department of agriculture today estimated the area at 48,457,000 acres compared with 46,946,000 acres on July 1, last year.

The condition of the crop on July 1 was not announced by the department which is forbidden by law from estimating that figure at this time nor was a forecast made of production.

The acreage in cultivation July 1 and revised figures for the area a year ago, include:

Texas—July 1 area 18,697,000; July 1, 1928, 18,330,000.
New Mexico—July 1 area 132,000; July 1, 1928, 123,000.
Arizona (A)—July 1 area 226,000; July 1, 1928, 223,000.
California—July 1 area 319,000; July 1, 1928, 160,000.
Lower California (B)—July 1 area 151,000; July 1, 1928, 160,000.
(A) Including prima Egyptian long staple cotton estimated at 67,000 acres this year compared with 50,000 acres in cultivation a year ago.

(B) Not included in California figures, nor in United States total.

Crile Must Give Ross Malone Oil And Gas Lease

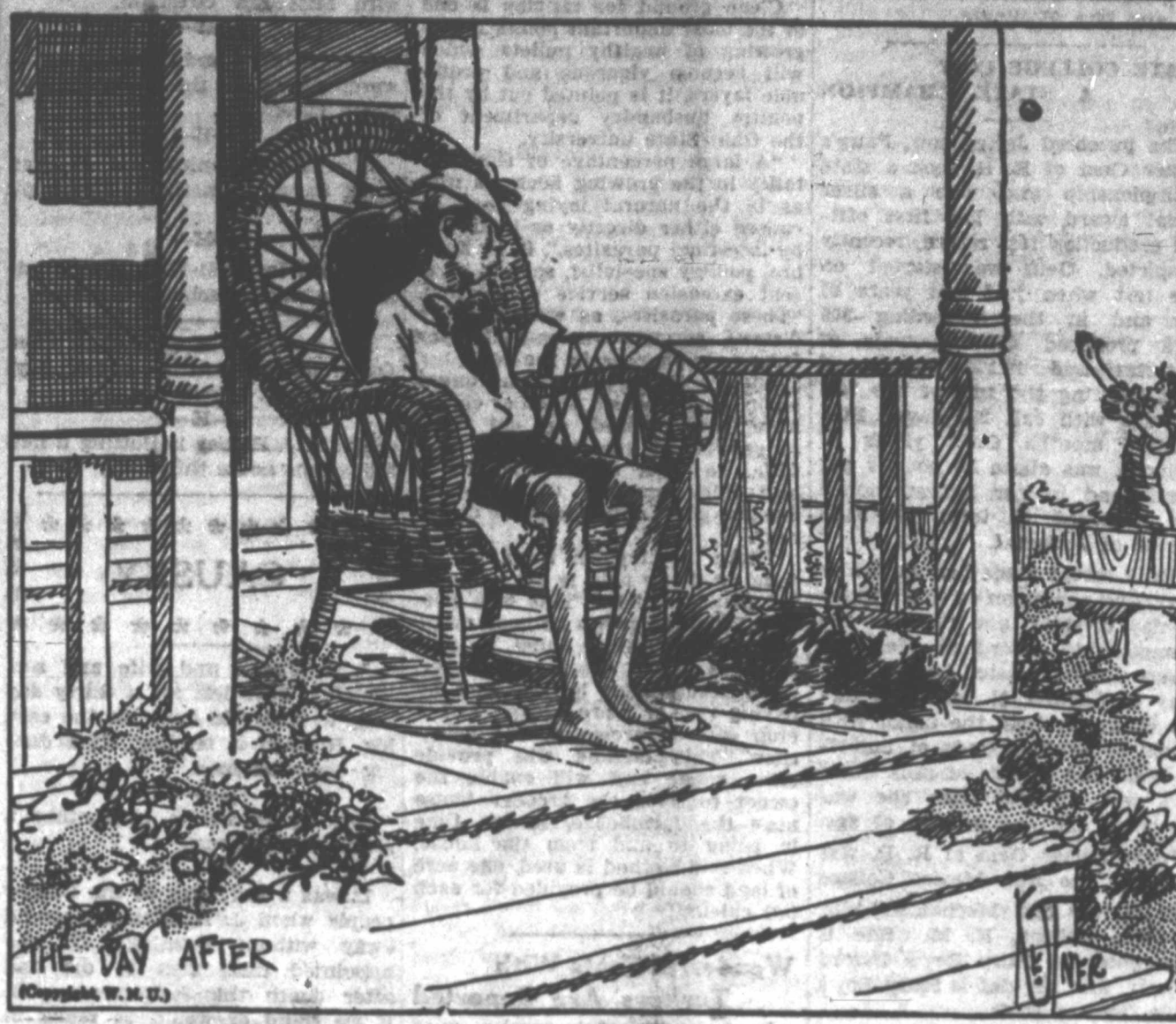
Santa Fe, July 8.—District Judge Reed Holloman issued a writ of mandamus today instructing Land Commissioner A. D. Crile to issue an oil and gas lease to R. L. Malone of Roswell who sought to renew a five-year lease taken originally in 1924.

Malone said the land office refused to renew his lease even though he had made application and had been granted a renewal privilege at the time of the original lease.

Portales Boys make Record At Tech

Geo. P. Green and Clovis Green made the honor roll for the spring term at Texas Technological College at Lubbock, with an average of B on 18 term hours work, according to the report of the registrar's office.

Events in the Lives of Little Men



\$43,000.00 in Cream Shipped in June

Little does the average citizen realize the tremendous growth of the dairy in Roosevelt County. One year ago Portales was proud of the fact that the daily average of cream shipments amounted to \$750.00.

In June there was in cream shipped out of Roosevelt county \$43,000.00 in value, or an average of \$1,432.33 per day.

The indications are that the cream shipments will hold up to that amount for some time to come.

The dairymen are increasing their herds and adding better purebred stock.

This gives Portales a pay roll almost equal to the Santa Fe shops at Clovis and this amount can easily be doubled several times.

Roosevelt county is ideal for dairying and experienced dairymen are being attracted to this district from the middle west states where lands have reached such a high value that they must seek new fields.

The Portales Chamber of Commerce is doing all in its power to encourage better dairying methods, and an increase in this industry.

The dairy farmers are receiving their cream checks twice a week, and are making a good profit on the effort expended.

A Good Acreage of Cotton in Valley

There is a good acreage of cotton in the Portales Valley, and on a drive over that portion in the East Valley View Neighborhood on the 4th of cotton was found to be in a thriving condition.

There is a good acreage in this section of the county, all making a good growth and having a rich black color.

Many fields viewed, look as if they will make a bale or over to the acre, providing the season continues favorable.

While the cotton industry is only a few years old in Roosevelt county, many farmers have demonstrated that it can be grown successfully on dry or irrigated lands.

The cotton acreage in the county is greater than it has been in several years, and the rains and hot weather have been very favorable for this crop.

West Texas C. of C. Motorcade to Visit Here Wednesday

On Wednesday morning of next week, the West Texas Chamber of Commerce will visit Portales. The motorcade will contain from two to three hundred visitors, and Portales is preparing to give them a hearty welcome.

The motorcade will be accompanied by the Gold Medal Band from Sweetwater, who will supply real music for the occasion.

Farmers are invited to come to town that morning and meet this body of business men from our sister state.

Tomato Yield Looks Very Promising

The tomato crop of the Portales Valley is now in fine shape. The vines have made a good growth, and will soon be putting on fruit.

No blight has been reported to this office, and now looks as if the tomato growers will gather a record crop this fall.

The tomato industry is growing, and with the canning factory and the car lot shipments of fresh tomatoes, is now looks as if this will soon become one of the major crops of the county.

Machinery For New Laundry Arriving

The machinery for the new Steam Laundry for Portales began to arrive on Wednesday of this week, and as soon as it can be placed the laundry will be ready for operation.

The modern brick and tile building, which is to house this institution was completed last week.

Malcolm Hall, who will have charge of the operation of this laundry stated they will have first class equipment and will be able to give the people of Portales first class laundry service.

Wat Stewart and Malcolm Hall are owners of this business.

Sheriff's Force Capture Quantity of Booze Saturday

On last Saturday, Sheriff Jerigan and force raided the R. C. Coffey place about three miles south-east of Portales, capturing twenty gallons of whiskey, one hundred gallons of mash, small quantity of beer, nine whiskey kegs.

Coffey made bond to the District Court on Saturday afternoon.

On Saturday night, A. R. Smith and Ed Black were arrested about four miles east of Milnesand, securing twenty-six bottles of beer and a small quantity of whiskey, at a dance at Joe Ainsworth's.

They were charged with possession with the use of the same defendants of intoxicating liquors and were brought to Portales and placed in the jail until Monday, when they made bond.

Preliminary hearing has been set for the 20th of this month.

An Exciting Fire Tuesday Morning

On Tuesday morning at 11:30 o'clock the fire alarm called the fire department to the ware house at the rear of Ed J. Neer Drug Store.

The tin covered warehouse where was stored a large quantity of casket cases and boxes was in flames, but were soon extinguished when the high pressure stream of water was turned on, saving loss to neighboring property.

The fire started from burning trash which blew under the ware house door.

32,000 Pounds of Smellers from Acre

On Friday of last week, J. M. Bradley harvested his crop of onions from 15-16 of one acre of land next to his potato ware house, which resulted in a production of 32,000 pounds.

These onions are chrysal white, and weight around on pound each. There are 90 rows 50 yards long, which turned out 15 crates to the row.

This land was planted in Soy Beans last year, and bedded in sweet potatoes this spring, which supplied the fertilizer for this crop.

Mr. Bradley estimates this crop at 3 cents per pound, which would yield \$960.00 or better than one thousand dollars had there been a full acre.

These onions are of as fine a quality as on need wish to see, and go to prove that this crop can be profitably grown in the Portales Valley.

Robertson Produce Remodel Building

The Robertson Produce Company have remodeled and repaired their building which was damaged by fire last winter, giving more cozy quarters for the great feathered tribe which they are entertaining.

This firm has done much to make Portales a real produce market and have built a splendid business in that line.

Carr Lumber Co. Makes Improvement

The Carr Lumber Company have made extensive improvements in the addition to a 12 foot addition along the side of their store room.

This gives much more space for storage and display of stock.

The Grandson of D. C. Evans, Goes to Pensacola, Fla.

DeWitt Clinton Evans, of Ada, Oklahoma, 12 year old son of Mr. and Mrs. Eugene Evans, left for Pensacola, Florida, via St. Louis, Memphis and several other points of interest with the boy scouts of Ada. Clinton has made good in his scout work and passed the seventh grade in Junior High School with the highest honors among some two hundred pupils.

Clinton is a member of the Baptist church, royal ambassadors and Sunday School Class. Mayor Somers Jones sponsored him on the Pensacola trip.

Clinton is the Grand son of D. C. Evans, who has lived in and near Portales, for some twenty five years. Upon his return from Florida he and parents and little sister expect to pay his grand father and aunt, Mrs. Severine Killgore, a visit.

Mr. and Mrs. Paul Ridings, Mr. and Mrs. Harry Cissell, Mr. and Mrs. Grant Gordon, Wayne and Earl Stratton and Melvin Cissell enjoyed a camping trip Saturday and Sunday over near Ft. Sumner.

Slayer Found In Mountains Western N. M.

Grants, July 8.—Earl C. Snyder 60, who had been sought since July 4 for the slaying of Clarence B. Noble, 30, was found yesterday afternoon asleep in the mountains near El Morro, thirty miles from Grants by special deputy sheriff John Griffiths.

The man arrested maintained that his name was Slayton and refused to talk to officials, but relatives of Noble identified the man as Snyder.

Griffiths was a member of the posse which started a search for Snyder on July 4 shortly after he had shot and killed Noble during an Independence day celebration. Snyder who was employed as a blacksmith in a logging camp, according to inquest testimony, was intoxicated and threatened two other men who attempted to prevent a quarrel between him and Noble.

Steinberger Well Pegging Away at 3800 Foot Level

Drilling on the Steinberger well was resumed Monday evening at 4 o'clock and up to eleven o'clock Tuesday night they reached a depth of 3780 feet.

On Wednesday of last week a flow of sulphur water was struck, and drilling was suspended until a string of eight inch casing could be set. This was completed on Monday morning.

This casing weighing 70 tons was run from the top to the bottom, putting the hole in first class condition for future drilling.

Just before striking the sulphur water a lime saturated with oil was found, and this formation continued immediately after the sulphur water was cased off.

The drilling of Tuesday night was still in black lime but contained no oil.

However, the formation is still encouraging, and the Glorieta sand is expected around 3800 feet. This sand is of an oil bearing nature and it is in this formation that either oil or gas is expected. Should water be found in this formation, it will necessitate the lowering of the casing for further drilling to the Pennsylvania formation.

Mr. Steinberger is very optimistic as to the outcome of this well and has been well pleased with the showing up to the present time.

On last Saturday his drilling partners and the officials of the Amarada Company were in town and paid a visit to the location.

The news trusts that before the next issue that it will have something definite to report.

Drillers Hopeful In Roosevelt Test

Drilling at a depth of 3780 feet, the Steinberger well, Sec. 3-35-36, eleven miles southeast of Portales has "good indication," according to Harry Steinberger, who is drilling the well.

"We are drilling through a hard limestone formation about which we know absolutely nothing," Mr. Steinberger told the News-Journal, reporter this morning. Mr. Steinberger also said that he would not be surprised if the well should blow in at any time.

He stated that many wells had come in while drilling through a similar limestone formation. According to the driller there will be 150 feet of this limestone to drill through before striking the sand.

Mr. Steinberger had some slush that showed good signs of saturation. The slush, when kept from the air, had the odor of crude oil. The driller explained that many dry holes had slush that showed a like saturation.

been engaged placing casing in the well. For the past few days drillers have well. "We are ready to take care of oil or gas," Mr. Steinberger stated, "and as long as the drill is running there is hopes," he added.

—Clovis Evening News-Journal

Wheat Rates Reduced From Here and Elida

Sam M. Seay, Secretary of the Portales Chamber of Commerce received a telegram Tuesday from T. B. Gallaher of the Santa Fe system announcing a reduction in the rates on wheat from Portales and Elida, effective on July 14th.

The new rates to Galveston from these points will be 35 cents per hundred.

This is quite a reduction and will greatly benefit the wheat farmers of Roosevelt County.

Officers of Amicable Life Visit Portales

On Tuesday of this week, Coe Howard had as his guest N. B. Williams, active vice-president and general council, Peeler Williams, head land and loan agent and A. C. Woodward, Western land representative of the Amicable Life Insurance Company of Waco, Texas. Mr. Peeler Williams was accompanied by his daughter and son. Mr. Woodward is located at Clovis.

At the luncheon of the Chamber of Commerce, Mr. N. B. Williams addressed the body, and expressed great confidence in this section of the state.

Mr. Williams stated that in 1887 he rode from the Canadian river to San Angelo, Texas horse back and that it was then the most desolate country he ever saw.

On Tuesday morning the party were driven over the Valley and other sections of the county by Mr. Howard. Mr. Williams stated that he saw enough raw land that needed development to make Portales grow to a city of many thousands people.

That in his opinion the Garden of Eden was mislocated, that is should have been located in the Portales Valley.

He stated that in the past nine years, that his company had loaned \$8,000,000.00 on the plains of Texas, and that in the next three years that he hoped to loan \$1,000,000.00 each year on lands in the three counties along this side of New Mexico.

That Roosevelt County was as good county as he found anywhere on the plains of Texas. That the success of development was in the establishing of small farms of 40 acres or more and grazing the adjoining rough lands. That in ten years from today, Portales would be a city of 25,000 people.

That an air port would be a great help in the development of the town and that the location of the air port could be secured at this time for a fifth of what it would cost within a few years.

That the Chamber of Commerce was the backbone of any city, and that its work in securing a market for the farm products, was one of its main services to the community.

The talk of Mr. Williams was well received by the Chamber of Commerce and will doubtless be the means of inspiration and encouragement for them to carry on in their program of development.

Rural Mail Carriers of State Meet Here Monday

The state Convention of rural Carriers of New Mexico will meet in Portales on Monday.

This is an important gathering, and Portales will doubtless take every opportunity to make the visiting delegates welcome.

Portales is gaining in prominence and now that she is becoming a convention city, she will have the opportunity to entertain more conventions in the future.

Fred Ohr Moves Electrical Shop

Fred L. Ohr has moved the location of his electrical shop to the building occupied by the Western Land office.

He has purchased the electrical equipment of the N. M. Utilities Company, and will carry a complete line of electrical goods and appliances.

His new location gives him a very attractive display room, convenient to the public.

Fred Hubert Jordan arrived Wednesday afternoon from Dallas, Texas.

Portales Markets

The following markets prevail in Portales on Thursday morning, July 11.

Kaffir Heads	\$13.00
Maise Heads	\$14.00
Threshed Kaffir	\$1.00
Threshed Maise	\$1.00
Shelled Corn	\$1.30
Ear Corn	\$14.00
Hogs	\$10.35
Wheat	85
Heavy Hens	21c
Light Hens	18c
No. 1 Turkeys	20
No. 1 Toms	20c
No. 2 Turkeys	14 to 16
No. 1 Hens	20c
Dry Hides	16
Green Hides	8
Eggs	22c
Colored Springs	23c
Leghorn Springs	23c
Cream	34c

Portales Valley News

J. G. GREAVES
Editor and Owner
Published Weekly on Thursday
TELEPHONE NO. 53

DEMOCRATIC IN POLITICS

Portales Valley News bought Portales Herald-Times September 12, 1924.

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

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

MEMBERS

National Editorial Association

SUBSCRIPTION RATES

IN NEW MEXICO

1 Year \$1.50

6 Months .75

3 Months .40

OUT OF NEW MEXICO

1 Year \$2.00

Alaska, Canada, Mexico \$2.50

THE DAIRY COW

It now looks of the dairymen are in the saddle, and riding to a good profit. With a monthly sale of cream, to the amount of \$43,000.00 the future of this industry in the county is assured.

Better dairy stock is now replacing the borders on many of the dairy farms, and the consumption of the farm crops by the dairy cow is an ideal condition.

Roosevelt County is ideal for this industry, and more and more are turning to it each year.

This industry has doubled in Roosevelt county within the past year and yet the market will take care of more than ten times that increase.

A dairy show for Roosevelt Co. would be a great help in developing this industry.

OIL FIELD PROSPECT

With the prospects of the early development of a real oil field in Roosevelt County there are many things to consider before that time arrives.

Portales will be considerably handicapped for hotel facilities, as an oil field will bring many oil men and their families to this section. For want of accommodations they will make their headquarters in Clovis and Roswell and only work out of here by auto and air plane.

Many laborers will come in, who will require houses, and at this time the housing accommodations in Portales are limited.

The citizens and officers should get together and see that we have a degree of law enforcement, and prevent like conditions which have arisen in Borger and Wink.

Some may say that the News is premature in discussing these conditions but with the showing already found in the well now being drilled it will only be a few months before many other tests are put down.

That there is oil in this section is the opinion of all leading geologists, and sooner or later the steel bit of the wild cat will pierce the oil bearing formation and bring in a good flow. When this happens, Portales will profit according to her forethought.

Applications Taken For
FARM AND CITY LOANS
To
Amicable Life Insurance Company

WESTERN LAND COMPANY
EZRA WATTS PAUL M. JONES

HEAVY TOURIST TRAVEL

A heavy tourist travel is passing through Portales daily. In the past week cars bearing the tags of many states have been seen on the streets of Portales.

The reception that the tourist receive while in our town will go towards the development of this section of the state.

If they gain the impression that Portales is a friendly town, they will carry the news wherever they go, and this will result in many becoming interested in this section.

Portales is on the main artery of travel to the Carlsbad Caverns and also to California.

Little discourtesy to the tourist will give them a bad impression of this section of the state as well as to the town of Portales.

Could these tourist be induced to drive over the Portales Valley, it would result in great advertising for the Valley. The highways do not pass through the best part of the county, and the traveler does not gain the proper impression of our farming resources.

This is a matter that will require thought and cooperation of the citizens.

FARM PROSPECTS BRIGHT

Farm prospects in Roosevelt Co. grow brighter each day.

With the splendid rains of the past weeks, the crops all over the county have made a marvelous growth, and at this time crop prospects are brighter than they have been in years.

Corn is black and growing fine, and will doubtless make record yield for this section.

Cotton is growing rapidly, and it now looks as if this crop will make an early maturity. In the past this crop has always been late carrying the gathering period over into January and February.

When crop gathering time arrives, the farmer of Roosevelt county will be brought face to face with a labor shortage, that will cause them serious losses. Now is the time to begin solving this problem.

Labor will have to be brought in for the harvest, and as to the class of labor that will be used, depends upon farmers themselves.

There are two classes of labor that can be secured if steps are taken in time, the negro and the Mexican. A survey of conditions should be made and steps taken to secure laborers when needed.

SPECIAL HONORS FOR N. M. CLUB MEMBERS

Message received from the National 4-H Club Camp being conducted at Washington, D. C. indicate the four club members sent there from New Mexico are acquiring themselves creditably. They have been prominent in camp activities, each receiving special honors. The club members from the different states are divided into groups and George Blum of Curry county was appointed chairman of one such group. To Elizabeth Elser of Dona Ana county was awarded the honor of placing the wreath on the tomb of Unknown Soldier; she also acted as a group secretary. Clifford Gray of Lea County, carried the club wreath which was placed on the tomb of Washington, and Lorene Black also of Curry county received

the western states aloha from Hawaii.

Interesting programs have been prepared for each day of the camp, with talks given by prominent speakers, visits to nearby points of interest, radio programs, etc. Trophies for outstanding club members were presented on June 21 by Mrs. Hoover and Photographs were taken of all club members grouped around President Hoover and other notables.

The club members from New Mex. were accompanied and chaperoned by Assistant Director E. C. Hollinger and Mrs. Hollinger.

STATE COLLEGE COW A STATE CHAMPION

The purebred Jersey cow, Fairy's Easter Gem of R. R. took a state championship and won a silver medal award with her first official production test record, recently completed. Gem was started on this test when just two years of age and in the succeeding 305 days produced 474.50 pounds of butterfat and 14,176 pounds of milk. During the time of the test she was with calf 231 days. Five different months Gem's yields of butterfat was above 50 pounds per month and in her highest month she produced a total of 58.35 pounds of butterfat.

Gem's record made her the junior 2-year-old champion of New Mexico 305-day divisions, and replaced the championship record of Malesky's Beauty Rosette, tested by Meldrum Gray of Roswell, N. M. This former champion held the honor with a yield of 461.73 pounds of butterfat and 9,240 pounds of milk made in a test starting when she was two years and one month of age.

Fairy's Easter Gem of R. R. was tested by the New Mexico College Agriculture and Mechanical Arts, at State College, N. M. She is a daughter of Fairy Boy's Oxford Majesty, and her dam is Fairy Boy's Noble Gem of R. R.

The College has been successfully carrying on production testing for some time, with the result that at present five of the New Mexico champions are held by individuals in this splendid Jersey herd, in 12 various age classes. They now have seven cows on test.

CARD OF THANKS

We extend our heart felt Thanks to all who rendered their love and sympathy in our recent bereavement, the death of our dear father May the Lord continue his blessings on all.

Burl Johnson and Family.
Mrs. J. T. Swope and family.
Henry Price and family.

MICKIE SAYS—

BY GOLLY, IF THERE'S ANYTHING US BOOSTERS AROUND THIS OFFICE ENJOY, IT'S SAVIN' NICE THINGS ABOUT FOLKS, AND WE NEVER MISS A CHANCE — WHENEVER ANY OF OUR HOME FOLKS DO THEMSELVES PROUD, WE ARE RIGHT THERE WITH 'EM LAUREL WREATH! NO WONDER WE'RE SO POPULAR! (AHEM)



POULTRY FACTS

CLEAN GROUND IS BEST FOR RANGES

One of the Most Important Points in Growing Pullets.

Clean ground for ranging is one of the most important points in the growing of healthy pullets which will become vigorous and profitable layers, it is pointed out by the poultry husbandry department of the Ohio State university.

"A large percentage of the mortality in the growing flock, as well as in the natural laying flock, is caused either directly or indirectly by intestinal parasites," E. B. Zumbro, poultry specialist, says in a recent extension service publication. "These parasites, as well as many disease germs, are carried over from year to year in the soil."

Zumbro urges that chick ranges be on land on which no other chicks have been raised or old hens ranged, for at least two years. Alfalfa, he says, makes one of the best chick ranges. Clover is almost as good, and blue grass comes next.

Wonderful Feats With

Turkeys Are Reported

Really wonderful results with turkeys are reported from the Ontario government turkey farm in Norfolk county. Years ago this province used to raise turkeys by the thousands, but disease got in and flocks have been diminishing to such an extent that each year thousands of birds are brought in from the West. The disease puzzled people and except where there was unlimited range the raising of turkeys languished. Even in the places where there was plenty of range, such as in the rocky districts on the edge of forest lands, difficulties in the shape of foxes and wolves were encountered. It looked for a while as if there would be practically no turkeys raised in Ontario. But Prof. W. R. Graham took hold of the thing and he soon found out that the disease came from the ground and the germs were so hardy that they could live over in the coldest weather. He adopted the plan of feeding everything in troughs and moving these troughs each day, and his results have been unusually successful. Losses have been light on the experimental turkey farm and some excellent birds raised.

POULTRY NOTES

It pays to worm the poultry.

Care must be taken that chicks do not crowd in corners and smother.

Coccidiosis usually occurs in young chicks from two to six weeks of age.

When the pullets are about eight weeks old, they can be removed to the rearing ground.

Tapeworms have been named as the cause of death of 50 per cent of the chickens in some flocks.

Changing breeds every year has never yet been found a safe foundation for a profitable poultry business.

A month lost in growing pullets means the loss of a month's production next fall when eggs are a good price.

Any variety of wheat is good for poultry. In fact, small undeveloped shriveled wheat, if dry, is even better than the fully developed kernel.

The farmer who produces eggs of uniform color, weighing an average of 23 ounces per dozen, and which are held in a cool cellar, can ship to eastern markets by express to advantage.

The profit from the farm flock depends to a large extent on the number of eggs the hens lay.

Hens cannot lay eggs without protein. Skim milk is one of the best forms of protein for use with all classes of poultry.

Mongrel geese plucked regularly yield one pound of feathers a year. Pure bred geese yield twice as many and, besides the good prices of feathers obtained, the goose is worth as much as it ever was.

Tight floors should be provided to protect the ducks from attacks by rats and other rodents.

Ground oats and ground barley are of equal value in a ration for chickens. Both of these feeds run rather high in crude fiber.

Egg production cannot be increased by crossing two high-producing egg strains, nor can vigor and vitality be increased when both parent stock possess these qualities to a high degree.

HI-WAY

The farmers are all busy since the nice showers of rain that fell Saturday night and Sunday morning.

Mrs. and Mrs. Walter Strong and sons from Oklahoma are visiting Mrs. E. B. Strong a few days.

Mrs. Willie Munn spent Sunday with Miss Era Gresham.

Lois, Willie and Arthur Munn were visiting in the J. W. Capp's home Tuesday.

Mrs. T. J. Henley and children spent Saturday in the J. W. Capp's home.

Several from Hi-Way are attending the singing school at Dora.

Mr. and Mrs. E. L. Bullock from Oklahoma are visiting a few days in the J. W. Capp's home.

Mr. T. J. Henley is putting a new roof on his house this week.

CAUSEY

J. B. Judah and wife and son, Fletcher, have left for a thirty day visit to their old home in the east. Mr. Rickard is tending store during their absence.

Rev. Bossman is conducting a meeting at Roebuck.

It was a sad news to the Causey people when J. H. Johnson passed away without warning. It was appointed unto men to die and after death the Judgement. Oh, if we could or would be ready in that trying moment.

There is a little sickness around Causey. Some of the homes at this writing are lonely.

Crops are looking very fine after the good rain.

Dora played the Causey boys at Causey. The game being 5 to 3 in favor of Dora. We welcome Dora back again.

Mr. Thompson of Littlefield, Tex. bought a farm near Causey. He will be with us next year.

It was sad when the infant baby of the Jacobs family died. A little flower budded on earth, but will bloom in Heaven. But Jesus said, "Suffer little children to come unto me."

Lynn Judah made a trip to Clovis where he had his tonsils removed.

Insects are raised in incubators at the FLY-TOX factory. When they are fully grown and especially strong and lively they are turned loose in a test cabinet. "The Fly-Tox Chamber of Death" Less than a teaspoonful of FLY-TOX is sprayed inside. Within five minutes all are dead. But, the test isn't finished yet. The dead insects are carefully taken from the "Chamber of Death" and put gently into incubators. They remain there twenty-four hours in an effort to revive them. If even a wing flutters, the FLY-TOX tested does not come up to the high standard of quality, and never leaves the factory. This quick acting spray you want. It is FLY-TOX. Accept no substitutes. There is nothing just as good. There is only one FLY-TOX. Developed at the Mellon Institute of Industrial Research by Rex Research Fellowship. Every bottle guaranteed.—Adv.

TELEPHONE 83 FOR WANT AD

That Good Grade A Milk

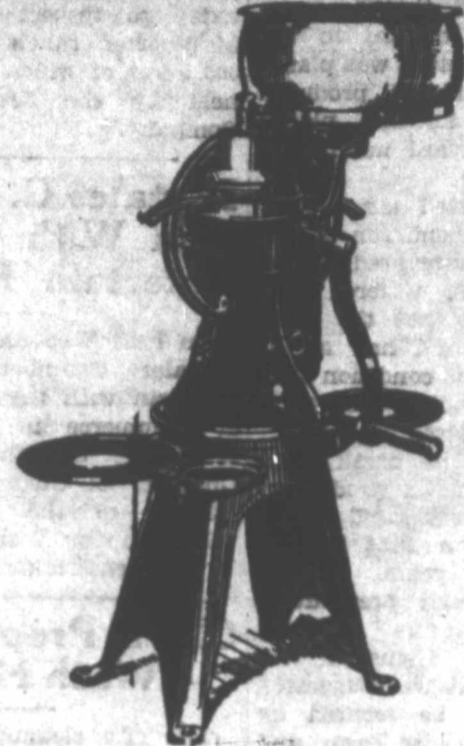
It is the one all-food products that is available every day right at your door. Have a quart delivered. Morning or night service.

PHONE 141

DOYAL'S
Portales, New Mexico

Separators

Are more needed and in more demand all the time.



Besides being agents for the Beatrice Separators we are now agents for the American Separator which is our old reliable and very efficient. A new very close skimming Separator.

This is a small and cheap machine and one that we can and gladly, fully guarantee in every particular.

—SEE US BEFORE YOU BUY—

Robertson
Produce

Use The Easy Shopping Way For Your Groceries

No longer need going out in inclement weather trouble you when you are in need of Groceries! Just give us a ring—your order will be promptly delivered!—We assure you lowest prices — and unquestionable Quality.

PHONE 13

J. N. McCall CO.

LUNCHEON SETS OF FINE CREPE PAPER



For bridge parties or for afternoon teas these new sets of Crepe Paper are especially charming. It permits the harmonizing of your entire luncheon color scheme. Bridge sets twenty-five cents (25c) Picnic Sets—tablecloth, 6 napkins, 6 spoons, 6 forks, 6 cups, 6 butter chips, 6 ice cream plates, 6 desert plates and six large plates 35c Banquet table cloths, five cents per yard

PORTALES VALLEY NEWS

- School Truck Transportation -

PORTALES SCHOOL STUDENTS Will be transported next two years in Ford Trucks. 12 of them bought from us by Wat Stewart. Floyd School Students will be transported in New Ford Trucks by O. D. Vickers.

Ford Trucks are safe, dependable, operated year after year for less, will go every day with practically no repairs and the cost of operation is less. These are reasons these men bought New Ford Trucks. We have them ready for delivery for heavy hauling and school transportation. Come and see us and learn more about these trucks. See us soon. Delivery now or later.

Universal Motor Company



Step!
 "Yes, I've graduated, now I must inform myself in biology, philosophy, bible—"
 "Stop! I have read for you a thorough course in astrology, biology, astrology, biology, pathology, and general medicine. Now, get on working clothes!"

Prayerful Mum
 "Your uncle seems rather hard of hearing."
 "Hard of hearing! Why, once he said his prayers kneeling on the cat!"

Try the Portales Valley News
 Want ads. They get results.

Plus Monthly Payments, Pays For HOME
Western Land Company
 P. S.—We Have Some Nice Ranches For Sale.

—UNDERTAKING—

We have best selection of Caskets We have ever Carried.
 —GRAVE VAULTS—
 Considerate Service Rendered In All Cases.
 —AMBULANCE SERVICE—
 Day Phone 46. Night Phone 91.

Wheeler Bros.

For Economical Transportation

CHEVROLET



over
800,000
 New CHEVROLET Sixes
 on the road since Jan. 1st!

Today's Chevrolet is scoring a huge nationwide success because it represents one of the most sensational achievements in automotive history—a Six in the price range of the four.

The Chevrolet six-cylinder engine delivers its power freely, quietly, and easily throughout the entire speed range—delightfully free from annoying vibration and rumble. Combined with this remarkable six-cylinder smoothness are equally remarkable speed, power and acceleration—and an economy of better than twenty miles to the gallon.

In addition to such sensational performance the Chevrolet Six offers the outstanding advantages of Bodies by Fisher. And no car ever provided a more impressive array of modern convenience features—adjustable driver's seat and VV one-piece windshield in closed models; easy action clutch and gear-shift, ball bearing steering, and instrument panel complete even to theft-proof Electrolock and electric motor temperature indicator!

The ROADSTER.....\$525	The COACH.....\$725	The Convertible LANDAU.....\$595
The PHAETON.....\$525		The Sedan Delivery.....\$400
The COUPE.....\$595		The Light Delivery.....\$545
The SEDAN.....\$675		The 114 Ton Chassis.....\$650
The Sport GASKOLET.....\$695		

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Portales Motor Co.

Add Hobbs, Manager

A SIX IN THE PRICE RANGE OF THE FOUR

May Get Indian Off Reservations Within 25 years

Secretary Wilbur Requests That Bureau Contemplates Breaking up of Reservations

Kalamath Falls, Ore., July 8.—Secretary Wilbur of the interior department, said here today that the new policy of the Indian bureau contemplated breaking up of reservation life soon as it is possible to train the young Indians to handle the affairs.

The interior department head amplified his previously stated policy here in a community immediately adjacent to the Kalamath reservation where the Indian question is acutely local.

He conferred with a number of groups concerning local tribal affairs before continuing his tour of inspection of interior department projects in the West. He planned a two-day visit to Crater Lake National park.

"As a great white father, the American government has been more than slightly off color," the secretary declared. "Reservations for Indians and reservation life has been jail life. I have no delusions as to changing the situation overnight, but the time has come for a start to be made and we are making the start with necessary changes in the type of education now afforded the Indian."

"We should be able to break up the reservations in 25 years," he said.

Locals and Personals

To Floydada
 Mrs. Mike Yates and her son Elbert Munsey who arrived last week from Dallas, motored to Floydada, Texas Friday returning Saturday.

Preaches at Rogers
 Pastor Claude A. Lorts filled his regular appointment at Rogers Sunday afternoon, a good crowd was in attendance and members from his Portales congregation in the audience were Mrs. Lorts, Mr. and Mrs. J. H. Breshers and son Willis, Dr. and Mrs. E. T. Henaley, Mrs. J. W. McMinn and her house guest Mrs. Mattie Early of Tucson, Arizona.

To Sudan
 Mrs. Effie McCarty and daughters Mrs. Sam Florence motored to Sudan last week and spent the fourth of July. Mrs. Florence with her son Clyde and family and the McCarty's with old friends.

Motor to Clovis
 Mesdames W. B. Smith and T. E. Bell and Misses Aileen Smith, Kenneth Bell and Lochie Belle Strickland, enjoyed a motor trip to Clovis one day last week.

To Rogers
 Mr. and Mrs. W. C. Howard and Mrs. Ben Grunig and children took dinner and visited Mr. Grunig at the harvest field in the Rogers community the fourth.

To Clayton
 Miss Stella Cox left Sunday morning for Clayton N. M. where she has accepted a position as waitress in the Charles Smith Cafe.

Outing Trip
 Mr. and Mrs. J. H. Carroll left Wednesday for a two weeks outing trip. They visited the rodeo at Amarillo the fourth then motored to the mountains near Tucumcari to spend the balance of their vacation. Mr. Carroll's mother Mrs. E. L. Eastwood is caring for the home during their absence.



5 reasons why STEEL ECLIPSE WINDMILLS run in lightest breeze

Why does the Steel Eclipse run when other mills are motionless? The answer is, scientific design and fine workmanship. Note these five reasons—
 (1) Wheel is tilted to take advantage of lightest breeze. (2) All working parts run in oil. (3) All wearing surfaces made of the toughest materials and surfaces are machined. (4) Mill starts on two-thirds load—not full load; quick downstroke and slow upstroke means less effort required on the lift or pumping stroke. (5) All bearing surfaces are in line, reducing internal strains and power loss.
 Ask us to show you!

E. N. Neer Hdw. Co.

Portales Motor Co.

Locals and Personals

Spent Pleasant Fourth
 Dr. and Mrs. T. J. Keller and children, Mrs. Keller's mother Mrs. Ashbrooke, and Mrs. E. L. Eastwood spent a very pleasant day the fourth of July. The ladies prepared lunch early in the day and later motored to the home of Mrs. Keller's sister Mrs. Mary Tow in the East Valley View Community where the lunch was spread. In the afternoon the party visited Portales Springs and the H— ranch coming home at night via the country club grounds where they witnessed the fine display of fire works.

Return to Tucson
 Mrs. Mattie Early and daughter Miss Kate who were guests last week in the J. W. McMinn home left Tuesday for their home at Tucson, Arizona.

Visiting Parents
 Mrs. Cecil Smith is spending a couple of weeks with her parents Mr. and Mrs. Singleton at Bluit.

Spent Fourth Here
 Howard Cox and children en-motored to their new home at Denver Colorado spent the fourth in Portales guests of his sister Mrs. G. W. Atkins and family.

Picnic Supper
 The H. W. Simmons family enjoyed a picnic supper at the Stephenson ranch Sunday evening.

Leaves for Harvest Fields
 John Cotheran and Cousin Bob Harden who is here from Camden, Arkansas left Sunday for Roy, N. M. where they will assist in the harvest.

Sunday with Parents
 Mrs. Victor Olds and children Helen and George were Sunday guests of her parents Mr. and Mrs. W. T. Cotheran.

Here From Corpus Christi
 Mr. and Mrs. C. W. Varney are enjoying a visit from their daughter Mrs. Jack Bonner and son Jack Jr. who arrived Friday from Corpus Christi, Texas.

Home From El Paso
 Mr. and Mrs. S. F. Moore returned Sunday from an extended visit with their son at El Paso, Texas.

Guests From Ft. Worth
 The J. L. Sanders family enjoyed having in their home the first of the week. Mr. Sanders grand daughter Mrs. J. W. Rucker and family of Ft. Worth.

To Phoenix
 Mrs. G. W. Atkins left Saturday for Phoenix Arizona where she will be the guest for a week or more of her son and her brother.

At East Valley View
 Mrs. T. J. Keller was the guest of her sister Mrs. Mary Tow at East Valley View from Saturday until Monday.

Visiting at Inez
 Miss Thelma Campbell went to Inez for a visit with Miss Laura Fullerton.

Here For Summer
 Roy Crow and sister Mrs. C. M. Ludlow and Miss Vra' Meiner motored to Clovis early Sunday morning to meet Miss Delora Meiner who recently graduated from the Home Economics department of the University of Minnesota. Miss Meiner will spend the summer here with her people the A. B. Meiner family.

Suffering From Tumor
 Mrs. Eck is quite ill at her home South of town she returned Friday from Clovis where she had been for examination. Her sister and family arrived Sunday from Oklahoma.

Guests of Miss Hawks
 Misses Bernetta and Opal Mae Grunig were Sunday guests of Miss Mignon Hawk.

New Homes Nearing Completion
 Contractor H. W. Simmons has two very attractive dwellings nearly completed the one on East Main Street for Mrs. Leta Anderson will be ready for occupancy this week and will be the home of Mr. and Mrs. P. E. Jordan and son Fred Pubert. The second one just a block away on East Colorado Street being erected for Fred Orr will be completed about July 15th and will be occupied by Mr. and Mrs. J. W. Maupin.

Both these new residences combine attractiveness and convenience in making very desirable homes.

New Apartment House
 Contractor McElroy has under construction a modern apartment house on East Ohio Street, convenient to the high school building and it is understood that when completed it will be the home of two of the P. H. S. Teachers.

Gressett Guests
 Mr. and Mrs. Dave Molsbee and daughter Esther May of Nocomma, Texas arrived Saturday for a week's visit with the L. A. Gressett family.

Opportunity Seized by Men of Small Caliber

Let this fact sink into your mind—it is the non-commissioned officers of life who hurt, and against whom resentment is felt. The foremen and the petty overseers, the small men with near horizons and no vision beyond; the little go-betweens who have acquired the habit of tyranny—these form the grit of the machinery of industry.

Sometimes they are for the masses and make life hell for the mass under them. Sometimes they stand for rebellion against the higher direction, but invariably their objective is power. They are ready to adopt the shibboleths of either side so long as they gain authority thereby.

If they learn the trick of oratory they become leaders on one side or the other, not because they possess the intrinsic qualities of leadership, but because they are pleasingly vocal.

Nor is this phenomenon peculiar to any class. Oratory has passed for statesmanship in every phase and every period of our political history, and many a man has risen to the governance of state with no other qualifications than his aptitude for epigrams and honorific peroration.—Edgar Wallace in "People."

Nature Has Hung Out Traffic Sign for Bees

Highly specialized flowers often have lines on their petals to show insects the way to the glands forming their larder. In these nectar is stored to be turned by bees into honey.

Honey guides are strongly marked on the upper pair of the nasturtium's five petals. They converge to show the way to the deep spur filled with what children call honey, when they bite the spur to taste the sweet stuff.

On the three lower petals, which have no honey guides, will be seen formidable barricades, blocking the entrance to the tube by the way of these petals. This remarkable fence of bristles stretches right across the faces of the lower petals.

They keep at bay such climbing insects as ants, which might try to steal the honey, but would be of no service to the flower.

Famous Old Canal

The original canal connecting St. Mary's falls and rapids was a crude affair made by trappers and traders in 1797-98 to connect with the Northwest country in order to permit them to compete in the transportation of furs with the Hudson's Bay company. This work was practically destroyed by United States troops in 1814 during the war with Great Britain, and in 1853 a system of canals was begun by the state of Michigan within the United States borders to connect Lakes Superior and Huron. This cost \$1,000,000 and had two locks. It was enlarged in 1870 in co-operation with the United States government, and in 1882 Michigan relinquished control to the federal government.

Theatrical "Snow"

Few who shiver through a "blizzard" on the moving-picture screen know that the "snow" is cornflakes driven along by blowers. A mill in Chicago and another in Omaha make this "snow" out of white corn. This corn is first made into pearly hominy, then flaked, cooked and finally baked, when it is ready to be a "snowstorm." Breakfast cereals are made the same way except that malt and sugar are added, which give them the brownish color. Flakes used in movie blizzards weigh only five ounces to the gallon. After a scene they may be swept up and used again.

"Standing Pat"

Pat is an adjective, probably from the French "pat," meaning that which suits the purpose of the occasion or meaning exactly suitable. The expression is used in poker to refer to a hand so satisfactory that its holder does not care to exercise the privilege of discarding and drawing cards. Hence the expression "stand pat." This came to mean opposition to a change of any kind. The phrase in this sense was first used to express the attitude of leaders of the Republican party by Senator Hanna in 1902.

Henpecked Men

When a man is henpecked, he generally indicates this in his conversation that other men should be; he is like the fabled fox which, losing his tail in a trap, goes about declaring it is a new style other foxes should adopt although actually keenly realizing the loss of his own tail. . . . There is actually no more reason why a man should be too much ruled by women than that he should be too much ruled by agents or politicians.—E. W. Howe's Monthly.

Bird Alarm Clock

Liberians have given the name "living alarm clock" to the little pepper bird, which with the rising of the sun flutters to house-tops, fences and trees uttering shrill cries. Both natives and whites have found this bird so dependable that its waking cries are said not to vary more than three minutes from day to day.

Ample Proof

"Isn't your price for this parrot very high?"
 "But it was brought up in one of the most fashionable families."
 "How do you know?"
 "It always talks when anyone begins to sing."

BILL BOOSTER SAYS:

HAT WE MUST KEEP ALIVE IN OUR COMMUNITY IS THE SPIRIT OF OPTIMISM—THIS IS DIFFICULT AT TIMES, AND REQUIRES COURAGE—BUT LET A TOWN OUSE GET THE LAY, HOPELESS, WHAT THE USE? AND NO GOOSE IS COOKED—IT BECOMES MERELY A DEAD COMMUNITY, JUST WAITING FOR THE UNDERDOG TO CONVEY THE INHABITANTS ONE BY ONE TO THE OTHER COMMUNITY, ONLY SLIGHTLY DEADER, ON THE EDGE OF TOWN.



Gasoline Tax for June 1928-1929

The June collections are mostly for the May taxes.

Total collections for June, 1929, inclusive of Gasoline Station License fees, all gallonage reported being taxed at the five-cent rate were \$182,376.38

Total collections for June, 1928, inclusive of Gasoline Station License fees, all gallonage reported being taxed at the five-cent rate were \$155,694.19

1929 Increase \$26,682.19

June 1929 Gasoline Tax Collections exclusive of Gasoline License fees \$187,963.03

June 1928 Gasoline Tax Collections exclusive of Gasoline station License fees \$155,062.54

1928 Increase \$32,900.49

Total Gasoline Station License fees collected for June, 1929 \$613.35

Total Gasoline Station License fees collected for June, 1928 \$611.25

192 Increase \$2.10

Your tongue tells when you need



Coated tongue, dry mouth, bad breath, muddy skin, groggy nerves and sour stomach suggest its use.

SAVED FROM ARABS BY MASONIC SIGNS

Birmingham, Ala.—An interesting story of how by use of the Masonic signs his paternal grandfather was saved from being killed by Arabs after having been wrecked on the Arabian coast is told by Gilbert Hart, of this city, a member of Phoenix Lodge of Namsaqualand No. 2082, Okla., South Africa. The story goes as follows:

The elder Capt. Gilbert Hart was in command on a whale-cruising the Indian Ocean some time in the fifties and sixties. After a tropical hurricane his ship was wrecked on the Arabian coast a desert region with practically no shelter from the elements or wild beasts. The crew was partially wiped out in the wreck, and were entirely helpless against a party of Arabs who came upon them and captured the few things they had salvaged from the ship. The Arabs were intent upon killing every man of the whites but the Captain as a last resort gave the Masonic sign of distress. Immediately slaughter was stopped, the Americans were treated as friends and taken with the greatest care to the nearest port, Aden, where they embarked for America.

The total increase of sales made in the State for the month of June, 1929, over those for the corresponding month of 1928 was practically 651,602 gallons, an increase of approximately 21 per cent.

KEMP LUMBER CO.

Window Glass ALL SIZES

Portales, New Mexico
 Phone No. 25

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-in. 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. 1200—6-inch pump with normal capacity of 1,000 to 1,200 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.

FOR SALE BY
EARL McCOLLUM

WANT AD COLUMNS

The Easy Way to Buy, Sell Find or Swap

For Sale

FORDSON TRACTORS in A-1 condition. Wheeler Bros. 38-11c

FOR SALE OR TRADE FOR A CAR—FORDSON TRACTOR and 3 disc 1 way Sanders ball bearing pump. H. A. Hunter. 38-11p

WHEELER HAND WASHERS—The washer with a guarantee. Wheeler Bros. 38-11c

CHERRIES AND PLUMS—For Sale. Now ripe at my place 1 block south and 2 blocks east of old cheese factory on Lovorn Place. T. R. Chambers. 38-11p

PERFECTION OIL STOVES and ranges also repairs. Wheeler Bros. 38-11c

FOR SALE—1 Registered Jersey Bull, 3 years old in September. At my place 5 miles west of town. Geo. Johnston. 38-11p

FOR SALE—A most desirable corner lot on paved street. Close in. See Mrs. J. C. Compton. 37-41c

J. HARVE BAKER at Wheeler Bros. Saddles Made and repaired. Harness and shoe repairing. Wheeler Bros. 38-11c

FOR SALE—Chevrolet Chassis, 1928 model, would make good school truck. J. A. Keller, Emay, N. M. 38-21p

WE STILL HAVE a few Refrigerators and Ice Boxes. We are making very interesting prices on. Wheeler Bros. 38-11c

FOR SALE OR TRADE—1 1928 Model Ford Coupe. In A-1 condition and good rubber all around. 1 Dodge touring in good running order. See J. A. South at Lilac Park Service Station. 36-41c

BUSINESS HOUSE FOR RENT—ED. J. NEER. 37-11c

We are in Portales to Stay. Our outlet knows no limit, and we can buy any quantity of Poultry and eggs at any time, and still render you personal service, and give you top prices.

Portales Poultry & Egg Company

H. A. McCall, Manager

USED CARS



1928 Chevrolet Sedan
1927 Chevrolet Roadster
1926 Chevrolet Truck.
1/2 Ton Chevrolet truck with school body suitable for hauling 12 to 18 pupils.
1926 Ford Coupe.
2 good Ford Touring Cars cheap
1 Ford Truck.
All in first Class Condition

Portales Motor Co.
ADD HOBBS MGR.

Locals and Personals

Home from Outing—Mr. and Mrs. R. D. Wright and sons Durwood and Warren and Mrs. Wright's mother, Mrs. Maggie Wright returned Tuesday from a week's outing trip which included a visit to many places of interest in N. M.

They report a wonderful trip they drank water from the oldest well, went through the oldest house, and saw the oldest bell in the U. S. The bell was made in 1345. Even after all the interesting sights, and beautiful scenery the old home town looks good to them.

Anticipating Guests—Mr. and Mrs. D. B. Robinson are anticipating a visit from their daughter and husband Mr. and Mrs. W. A. Bass of Twin Falls, Idaho some time this month and their sons Carl and Earl Robinson of Los Angeles, California will arrive about the 15th of August.

Home From Children—Mr. and Mrs. Dick Shay returned Friday from a ten days visit with relatives at Childress, Texas. They were accompanied home by Mrs. Shay's mother Mrs. Sara Compton, who has spent the past eight months with her son and daughter in Texas.

Here From Snyder—Mrs. Lora Miller to Snyder, Texas arrived Tuesday for a visit in the Wat Stewart home. She will also visit relatives and friends at Crossroads. Her daughter Miss Bonny has been here and at Clovis for the past two weeks.

Surgeons Report—Miss Bonny, daughter of Mr. and Mrs. J. L. Trapp, appendicitis, Monday, July 8th.

The daughter of Mr. and Mrs. Robert Little of the Bethel community, gangrenous appendix, Tuesday, July 9th.

Mrs. Arthur Dressler of Mountair, tonsils removed, Tuesday, July 9th.

Son of Mr. Westberry, pus drained from chest cavity, Thursday, July 9th, convalescing nicely.

Mrs. Cordia Kuykendall and little son returned from hospital, Tuesday July 9th.

The Deal Returns—Mr. and Mrs. Marvin Deal and little daughter Gatha Lea have returned to Portales from several months stay at Jacksonville, Texas where Mr. Deal has been manager of the green tomato packing plant. They are at home in the apartment they formerly occupied with Mrs. Rhoda Johnson on East Colorado Street.

Home From Oklahoma City—Mr. and Mrs. Wat Stewart and grandson Keith Hall and niece Miss Mildred Stewart returned Monday from Oklahoma City, where they had been visiting relatives and little Keith had visited his Dr. Mrs. Stewart's niece Miss Audrey Brummerts returned with them. Miss Brummerts sister Miss Velma will arrive Sunday and the young ladies will make a visit of several weeks in the Stewart home.

Mr. and Mrs. W. A. Fry entertained with a dance last Saturday night a fairly large crowd attended who report a good time.

A sumptuous eight o'clock dinner was served at the home of Mr. and Mrs. J. A. Cooper, Saturday night by Mr. and Mrs. Oswald who gave a demonstration of the super made aluminum ware. There were about 25 guests present, after the dinner a talk was made by Mr. Oswald the guests spent some time playing forty-two and were served punch, cake and ice cream by Mrs. Cooper.

Mrs. W. L. Sears was a Roswell visitor Tuesday.

Mr. and Mrs. John Denton accompanied by Miss Dorothy Good and Claud McDowell visited the Carlsbad Cavern on the Fourth of July.

Mr. and Mrs. C. E. Abel and Mrs. Price Crume attended the revival Services at Elida, Sunday morning.

Crops around Kenna are looking good only needing a little more rain.

Locals and Personals

Improving Home—Mrs. Rhoda Johnson is having a completely equipped bath room added to her home.

Visiting Relatives—Mrs. F. Westerman and son Carl of Vernal, Texas are visiting relatives in Portales and will be joined here this week by Mr. Westerman. They contemplate spending the summer here thinking this wonderful climate may be beneficial to Mr. Westerman who is in ill health.

Home From Roy—The R. C. Grunig family returned Saturday from Roy where they had been visiting Mrs. Grunig's parents, Mr. and Mrs. O. Kitchel.

Visits in Amarillo—Guests in the George Forbes house last week were Miss Kathryn Van Fleet and Loyall Pitts of Amarillo. Miss Dorothy Forbes accompanied them home for a short visit.

Guests in Maxwell Home—Carl McDonald and family of Hugo, Oklahoma, making a tour of Texas, N. M. and Arizona were guests of his aunt, Mrs. Ike Maxwell and family Sunday and Monday.

Visiting Parents—Herbert Daumn of Pecos, Texas is visiting his parents Mr. and Mrs. M. Daumn.

Guests from Loving—Mr. and Mrs. Cecil Hammett of Loving, were guests over night the fourth of Mrs. Hammett's mother Mrs. A. A. Walford.

At Hot Springs—Mrs. J. W. Maupin has been in Hot Springs, the past week on a vacation.

Visit Ranch—Mr. and Mrs. James Lee Wilson spent Wednesday and Thursday at their ranch near Elida, as guests of Mr. and Mrs. Joseph Helms who occupies the place.

Move to Goodloe Property—Mr. and Mrs. John Hill have rented the little house just south of town belonging to Chas. Goodloe.

Trade for Slaton Property—D. D. Stephens has traded his home on Kansas street to J. P. Voyles for property in Slaton, Texas. Mr. and Mrs. Stephens will continue to live in the Voyle property the balance of the month and will then rent other property here.

In From Ranch—Mr. and Mrs. Deskin Cothern were in from the ranch near Claudell Wednesday of this week, visiting their parents Mr. and Mrs. T. C. Cothern.

KENNA

Johnny Cook and his two nephews from Arkansas, were here this week guests of their cousin and aunt, Mrs. J. R. Evans and daughter Grace.

Mr. and Mrs. W. A. Fry entertained with a dance last Saturday night a fairly large crowd attended who report a good time.

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Crops around Kenna are looking good only needing a little more rain.

Several weeks ago, Mr. Lewis disappeared from Socorro. As he is known to have probably greater knowledge of the out of the way points in this state than any other living man, no anxiety was felt until several days had passed when illness in his family sent friends searching for him. He was found camped at the eastern edge of the Malpais and sent back his back report of the strange growth of the ice formation.

The ice is now 150 feet long and 100 feet wide. A trail has been made down in the cave to a water pool 70 feet below the surface. The ice stratum has increased 50 feet in the past eleven years. Mr. Lewis claims.

On his first trip into the country on the trail of rustlers Mr. Lewis camped by the cave as it represented the only water in the country. By this stunt he captured the rustlers and brought them in.

To reach the newest tourist attraction it is necessary to go across the Continental Divide on U. S. Highway 70, then turn north at a road slightly east of Pletown. This follows the old North Star Trail which was used by soldiers in the days of Apache uprisings. This route brings the traveler to the cave which is in the heart of a scorching hot country yet maintains within itself the huge block of ice.

Old timers guess that the veteran peace officer is on the trail of Adams Diggins, but he will not tell what his object is camping out in this country is, nor does he entice over visitors. As it is known that Mr. Lewis has come in contact several times with Adams Diggins' stories, plans and the country in the "unknown" maps, and that his knowledge of parts of New Mexico is very comprehensive, his friends think that he has figured out a location for the famed and near legendary source of Adams gold.

C. & T. SERVICE STATION, GOODYEAR DEALERS PLAN AIRSHIP IN NOVEL TIRE SALES CONTEST

"Cas off!" will be the shouts, heard Monday morning, when H. H. Buchanan of the C. & T. Service Station signals to his crew that their airship is ready to nose its way skyward in the Goodyear Zeppelin race.

Goodyear is staging this contest among its dealers throughout the United States and has assigned to each dealer a mythical Zeppelin. In the first week of this novel contest the boys at the C. & T. exceed their quota 150 per cent. Each sale of tire or tube carries his Zeppelin so many miles toward the goal.

As we sail by "Sales," states H. H. Buchanan. "We are going to offer tire buyers every inducement to help us win."

This is the greatest sales race which has ever been held among tire dealers, and if we can bring home to Portales some of the prizes and honors that are to be awarded the winners, it will be one of the proudest moments of our lives."

Columbus' Chains—Columbus was carried back to Spain after his third voyage and during the trip he was such a sorrowful figure and the captain of the vessel had so much respect for him that he wanted to remove the chains, but Columbus refused, saying that they were put on by orders of their majesties and they must be removed the same way. Of course, when he reached Spain and was ordered freed, his request that they be given him was granted and his grandson writes that they never left him. It was his dying request that they be buried with him, and this was done.

Walls and Whales—A certain club possessed one member who was notorious for grumbling. Wet or fine, warm or cold, he always found something to grumble about.

One evening he was holding forth as usual about his bad luck. "I'm a Jonah and a Job rolled into one," he complained, "only I don't happen to possess the patience of Job."

"Never mind, old man," murmured his victim, preparing to make his departure, "you've still got Jonah's wall."

Beetle Vindicated—Experiments show that while the beetle and other insects were being blamed for the destruction of public buildings, they are not guilty. Their jaws are quite unsuited to a diet of stone. All they do is to make their homes in the crevices made by the more deadly bacteria. Even hard, smooth marble does not come amiss to these bacteria, and, incredible as it may seem, experiments reveal that they will make an erosion on the hardest marble in three weeks.

Folly—In Judge Wilson's court recently, a middle-aged man protested vehemently against a heavy fine imposed on him for an act he had committed just in fun.

"I imposed that fine," stated his honor, "because you are old enough to have known better. Some kinds of fun are like insurance. The older you are, the more it costs you."—Los Angeles Times.

STOCK TANKS OF ALL KINDS PRICES RIGHT

J. B. Sledge Hdw. Co.

-3 REASONS-

Why You Should Buy From

WALL & SON

AT

ELIDA

1. Quality Merchandise.
2. Prices Are More Reasonable
3. And We Appreciate Your Business.



Choice Baby Beef Roast Per Pound	24c
Pork Sausage, Per Pound	16c
Pork Shoulder Roast Per Pound	26c
Choice Loin Steaks, Per Pound	34c
Choice Pork Chops, Per Pound	34c
Shoulder Steaks, Per Pound	33c

City Market

JACK ROSS

PRODUCT OF GENERAL MOTORS

PONTIAC BIG 6

OUTPERFORMS ALL OTHER LOW-PRICED SIXES

The "fifth wheel," an accurate speed measuring device, has proved that Pontiac has the highest top speed and the fastest acceleration available in any low-priced six. As for power, Pontiac is the most powerful of all low-priced sixes, a fact which can be proved by the dynamometer, a scientist's measuring stick for brake horsepower.

Try to match these Big Car features offered at no increase in price—

- Big Car engine. . .
- Big Car lubricating system. . .
- Big Car brakes
- Big Car fuel feed
- Big Car cooling system
- And many other Big Car advancements

\$745

J. & B. Pontiac, Michigan

FIVE-PASSENGER 2-DOOR SEDAN, BODY BY FISHER

In spite of the fact that it offers every desirable big car quality and is now available in a wide variety of colors—the Pontiac Big Six continues to sell at no increase in price. Small down payment. Easy monthly terms.

Pontiac Big Six, \$745 to \$895, J. & B. Pontiac, Mich., plus delivery charges. Bumpers, spring covers and Loxley shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list price when comparing automobile values. . .

Oakland-Pontiac delivered prices include only reasonable charges for handling and for financing when the Time Payment Plan is used.

DUCKWORTH MOTOR CO.

Clovis, New Mexico

SOCIETY and Club

Shower for Mrs. Wesley Little
Monday evening Mrs. Wesley Little's bride of some twenty-four hours received a telegram to go to the H. Walton home. Upon arriving there she found several packages and another telegram to go to the J. C. Compton home, there she found more packages and another telegram to go to the Fridy home where she again found

more packages and still another telegram to go to the Rowley home. At the H. G. Rowley home she found her friends gathered and the biggest package of all—which was her husband all done up in a nice package. Here all the packages were opened and disclosed a wonderful display of linens, dishes, silver ware and all things both dear and necessary to the young house keeper.

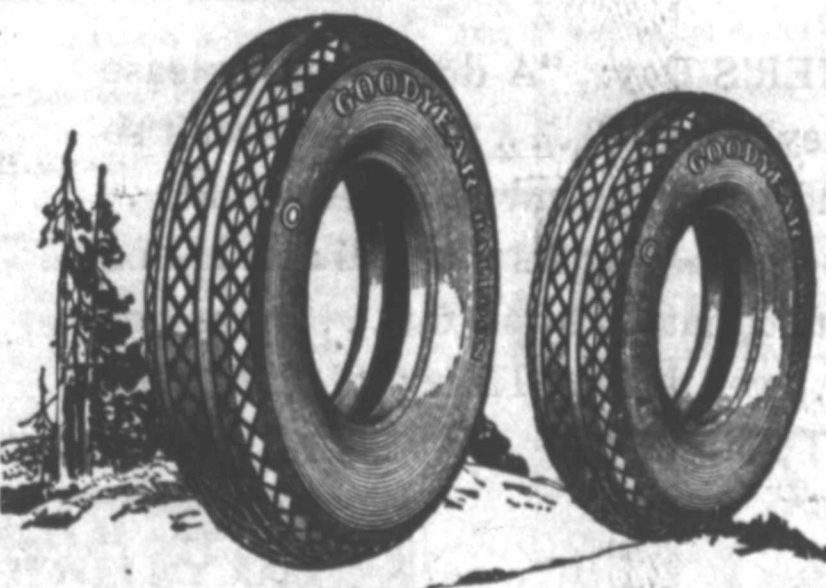
The hostesses for this delightful affair were Misses Helen Compton, Mildred Rowley and Mary Alice Walton, and they served food punch to the many friends gathered.



Our Drinks are the Talk of the Town

Men and women of the finest discrimination depend on us for their warm-weather refreshments. We are centrally located and you will find us most convenient from any part of the down town or shopping district.

H. Beebe Confectionary



We're Taking a Zeppelin Trip

We're the "Crew" on a Zeppelin entered in a world-wide race between Goodyear tire dealers this summer.

Every tire or tube we sell "creates" a favorable tail wind that carries us miles ahead in our big racing ship. So all hands are on deck to keep a stiff breeze behind us.

If You'll just "blow in" here we'll give you the best prices since 1899 on the finest Goodyears in history.

By the way, we hear that Goodyear now builds nearly twice as many tires as even the closest followers. No wonder, is it, that Goodyear can offer values you can't touch elsewhere.

Plus our service, it's a great combination.

C. & T. SERVICE STA.

Millions More People Ride on

GOODYEAR

Tires and Tubes—Why Don't You?

Yochum-Little

On Sunday afternoon, at 2 o'clock Rev. Claude A. Loris spoke the words of the ring ceremony which united Miss Della Mae Yochum and Wesley Little.

The ceremony was performed at the home of the bride's parents Mr. and Mrs. R. L. Yochum, and in the presence of relatives of the contracting couple.

Mrs. Little is the charming daughter of Mr. and Mrs. R. L. Yochum, and has been employed in her father's grocery store since her graduation from Portales High School with the class of '28.

She is quite business like in the discharge of her duties and by her pleasant manner has won many friends.

Wesley Little is the son of D. Z. Little now of Lamesa, Texas but formerly of Portales. He has been an employee of the Santa Fe since his graduation from High School.

Both Della Mae and Wesley have grown to maturity in Portales and have hosts of friends who are wishing them much happiness. They are now at home in the Whitcomb apartments.

E. N. Neer's at Home

Mr. and Mrs. Edwin Neer were at home last Friday evening to a merry group of friends.

The guests first partook of a buffet supper, served cafeteria style at 7:30. After the serving the guests took their plates to quarter tables which were centered with Shasta daisies. The whole evening was one of pleasantry marked by its informality.

After supper the guests enjoyed the game of bridge. Mrs. Major Burn winning high for ladies and J. J. Turner for men. In the cut for prizes Mrs. W. J. Fransham won.

The guest list included: Mr. and Mrs. C. J. Whitcomb; Mr. and Mrs. J. Rex Forrest; Mr. and Mrs. H. H. Buchanan; Mr. and Mrs. W. K. Judevine; Mr. and Mrs. Lacy Armstrong; Mr. and Mrs. P. R. Burn; Major and Mrs. Burn of San Antonio, Texas; Mr. and Mrs. Ed. J. Neer; Mr. and Mrs. Milton Brown of Clovis; Mr. and Mrs. Lee Johnson; Mr. and Mrs. Herman Luper; Mr. and Mrs. J. J. Turner; Mr. and Mrs. Edwin Lanzer; Mrs. W. J. Fransham; Mrs. E. L. Wright; Mrs. Marjorie Richardson; Misses Kate McManaway, Grace Brown, and Eldridge Mears.

Girls Bridge Club

Miss Sybil Lyons was hostess Friday evening to the members of the Girls Bridge Club. The members present were: Misses Iris Ribble, Lucile Wurster, Mae Watts, Naoma McCarty and Mrs. Jay Stone. Miss Madge Walker substituted for Mrs. J. H. Lee and won high score.

The hostess served a delicious plate lunch at the close of the game.

Entertain With Dinner

Mrs. Joe Howard was at home with a delicious 12 o'clock dinner on last Friday honoring Mrs. L. E. Early and her daughter of Tucson and Mr. and Mrs. Coe Howard.

The Early's and Howards were old friends in Durant, Oklahoma, more than twenty years ago. The Early's are relatives of Mrs. J. W. McCann and Miss Beola.

Miss Naoma McCarty at Home

Miss Naoma McCarty was at home to the following friends Tuesday evening with bridge: Mr. and Mrs. Jay Stone, Mr. and Mrs. Edwin Lanzer, Misses Lucile Wurster, Iris Ribble, Sybil Lyons, Vada Mae Jackson and Messers, Harold Sweetland, Ray Bonner, Herman Lanzer, Turner Hensley and Howard McDonald.

At the close of the game the hostess served delicious refreshments.

C. L. A. Picnic

Attention is again called to the Christian Ladies Aid Picnic to be held at the J. B. Crow home Thursday, July 18th. Those desiring transportation and those furnishing came are requested to meet at the parsonage not later than 1:30 on the above date.

Meeting at Inez

Howard Rogers pastor of the Christian Church in Clovis assisted by Claude A. Loris of the Christian Church here is conducting a revival meeting at Inez.

FIRST METHODIST CHURCH

Thomas B. Sewell, Pastor

"WANTED" Next Sunday at the eleven o'clock hour, enough faces to fill the Portales Theatre.

The pastor speaks, on, "What your face Reveals," one of the most interesting services of the year.

You can see a lot in human faces, let yours be among the many that will be seen in the service Sunday morning.

Sunday night we want especially, the fellow that has been poisoning dogs in Portales to be present and take his seat on the platform with the preacher, and all those in sympathy with him to take the front row of seats in the Choir, and then enough men and women and children to fill the rest of the house.

Subject?????

Remember that Sunday School begins at 9:45 promptly and many are now asking this question, where is so and so? Your answer with your presence and that will settle the question.

Plan now to be present at each service and bring your friends with you. A comfortable house, good music and a warm welcome. Come.

Locals and Personals

Returns to Pampa

H. G. Rowley of Pampa, Texas spent the first of the week with his family here.

Shopping in Portales

Mrs. Ben Warren, Mrs. Sawyer and Mrs. Ainsworth of Cross Roads were shopping in Portales Wednesday.

Visits Relatives

Miss Robbie Camp, better known at Miss Robbie Jones arrived Wednesday from Santa Monica, California for a visit to her relatives the Arthur Jones and Bond families. Miss Robbie lived in Portales a number of years ago and has many friends who are glad to welcome her.

From Waco

Dr. Roscoe Elter and wife and son of Waco, Texas are the guests of Mr. and Mrs. Ike Hughes this week.

From Corsicana, Texas

On the 4th of July Mr. and Mrs. Hughes had as their guests, Mr. and Mrs. W. B. Talley and daughter, of Corsicana, Texas.

Attend Rodeo

Mrs. Bob Hawks and children went to Amarillo Wednesday and attended the fourth of July rodeo returning to Portales Friday accompanied by her mother Mrs. Farnes of Oklahoma.

From Bakersfield California

Ben Stinson of Bakersfield California, is here visiting the R. L. Yochum family. Mr. Stinson is a brother of Mrs. Yochum's. Mr. Stinson paid his last visit to Portales ten years ago, and was agreeably surprised at the progress and development of Portales and surrounding country.

He stated that he expected to see such a town as was here ten years ago, and dreaded the time that he would have to spend here. But on coming into the town and driving over the country, he was impressed with the wonderful progress which has been made since his last visit.

Here From Memphis, Tenn.

Mr. and Mrs. J. E. Sheas of Memphis, Tennessee, are here visiting the family of J. B. Sledge. Mr. Sheas is a cousin to Mrs. Sledge.

Guests of Townsends

Mrs. W. H. Fisher and children and Mrs. Albert Morgan and children motored to Arch Wednesday afternoon and were guests of the Henry Townsend family.

To Illinois

Mrs. E. N. Smith and son Jones Brown Smith left Wednesday morning for a month's visit with her mother at Joplin, Illinois.

Here From Amarillo

Mr. and Mrs. Paul Riding and daughter, spent the week end in Portales visiting Mrs. Riding's mother Mrs. Earl Starton.

Born to Mr. and Mrs. Cox

A fine nine pound boy arrived in Portales early Tuesday morning, July 9th. He will make his home with Mr. and Mrs. Denver Cox.

Visits Relatives

Mrs. George Hoover of Missouri came in Sunday for a visit to her daughter Mrs. Edwin Lanzer and her sister Mrs. N. F. Wollard, and her brother C. J. Fendergraft.

To Amarillo

Judge and Mrs. J. C. Compton and Judge and Mrs. Mears attended the Bar Association at Amarillo Friday and Saturday.

McCall's Build New Home

Carpenters have been busy for more than a week on what is known as the Pyatt home across from the Wollard home, engaged in building what will be a new home for Mr. and Mrs. J. N. McCall. The old house has been almost torn down and in its place will stand a new modern residence.

At Fridy Cabin

Mr. and Mrs. J. B. Fridy are entertaining at their cabin near Taos this week. Mr. and Mrs. J. A. Foshee, Miss Agee, Miss Bertie Hagerton, and Roland Bracher all of Nocona, Texas and Mrs. Carl Yochum, Mrs. Taylor McCasland, and Miss Kenneth Bell.

Return Home

W. R. Walker left Saturday for his home at Sedalia, Mo. He left Mrs. Walker and Miss Madge here for a longer visit.

Visits Caverns

Mrs. Charles Acker, who has been visiting her mother Mrs. J. O. Voyles and her sister Mrs. Dave Colligan is spending this week on a trip to Roswell and the Carlsbad Caverns.

Elk City Visitors

F. M. Banks and Forrest Banks and Miss Martha Colligan left Wednesday morning for Elk City, Oklahoma, the home of Forrest Banks. F. M. and Forrest Banks are sons of Mrs. J. P. Voyles and have been visiting their mother, and also their sister Mrs. Dave Colligan.

— It Is Now Time To Figure On —

SHEDS

To Care For Your

Broom Corn

SEE US FOR PLANS

PORTALES LUMBER CO.

— Phone 10 —

A Woman is as Young As She Looks

How much the coiffure has to do with that look of youth. How many women can retain the appearance of youth through the correct hair dress.

Let us show you what we Mean

A Permanent means that the coiffure is at its best even during the hot weather.

PHONE 59 FOR APPOINTMENT

Frances Beauty Shop

Mrs. C. J. Whitcomb Prop.

UP STEEP HILLS -

around sharp curves



A
BRILLIANT
PERFORMER

The Whippet's higher compression engine gives more than 20% added horsepower — with faster speed and greater hill-climbing ability. Whippet is the only low-priced car with all these advantages: Extra long wheel-base, oversize balloon tires, full force-feed lubrication, silent timing chain, invar-strut pistons, "Finger-Tip Control," and, in the Six, a heavy seven-bearing crankshaft.

WILLYS-OVERLAND, INC.
TOLEDO, OHIO

WHIPPET 6 SEDAN
down payment only
\$320

WHIPPET 4 COACH
down payment only
\$240

NEW SUPERIOR

WHIPPET
FOURS AND SIXES

Wood Garage

New Mexico Industrial Review

The following record of industrial activity lists items showing of labor and business activities and opportunities. Information from which the paragraphs are prepared is from local papers, usually of towns mentioned, and may be considered generally correct.

Dawson—Management making extensive improvements to opera house.

Ruidoso—Baptists complete construction of assembly building.

Silver City is headquarters for new "Me-We" stores.

Ocate—Grocery store opens for business.

Wagon Mound—Acate road improved.

Encho restaurant changes hands.

Tucumcari—New Mexico Press association favors organization of state Chamber of Commerce at recent meeting here.

Lordburg—New shaft being built at 85 mine.

Rogers—Farmers Cooperative Elevator Association plans construction of new elevator.

Artesia—Six-story hotel under construction.

Lake Arthur votes to grant the franchise to Pecos Valley Gas Co.

Artesia—Artesia Alfalfa Association erects building east of railroad tracks.

Carlsbad—Six Room school building will be built in Cottonwood district.

Lordburg plans to pave Railroad Avenue.

Raton has \$400,000 building program under way.

Silver City—County courthouse to be built here.

Hatch—Mountain States Telephone Company will erect telephone office here.

Aster—Work completed on construction of ice plant.

Albuquerque—Bloomfield road improved.

Loving—Addition will be built to school house.

Toas—Tom Grier's Tavern remodeled and improved.

Deming—Army and Salvage store on North Silver Avenue.

Taos—Road leading to Indian Pueblo, being improved and bridges built by Forrest Service.

Tucumcari discuss plans for increasing water supply.

Hatch purchases additional tract for high school athletic field.

Socorro—Business Men's Club planning airport for this city.

Tucumcari—Voreburg Hotel building being remodeled.

Fort Sumner—Beacon tower installed at airport landing field north-east of town.

Moquero has new restaurant.

Raton—Duplex apartment going up on Calisto Avenue.

Hatch—Hi-Line terminal station under construction for Mesilla Valley Electric Co.

Clovis—Celebration honors opening of First Transcontinental Air Transport Company's airport in New Mexico, here.

Alamogordo—Contract let for surfacing seven and a half miles highway to Las Cruces at cost of \$21,000.

Albuquerque—Trans-continental Air Transportation Company opens airport here.

Hatch—Residents of Rincon Valley discuss with Santa Fe railroad

For Dress Hats Transparency Is a Keynote to Loveliness

By JULIA BOTTOMLEY



WHEN hats are dressy this season, they are very, very dressy. Perhaps the more so in order to draw a line more definitely between sports or similar types and hats for formal wear. Then, too, so many dresses, this summer, are of the soft flattery utterly feminine type, the sort tuned to garden fete, bridesmaids' processions, dances or other festive occasions. Of course none other than the most exquisite millinery confections can become crowning beauty so entrancing as that which holds sway in vanity-fair just now. It seems that transparency is the keynote to millinery loveliness this season. Not only are the new capelines thin, but they are very, very thin, so much so that one can see ears and hair and facial contour to the point of fascination.

Just because a hat is exquisitely transparent does not necessarily mean that it must be broad-brimmed. In millinery collections perfectly charming little hair cloches of adorable thinness, like the model to the left in the picture, vie with large capelines for supremacy. Lovely they are in any color, especially pale green, beige, rose hue, maize, chartreuse or orange, if you please, for orange is a tremendously smart color just now, and so, by the way, is a new raspberry tint.

As if to surfeit the eye with super-beauty, some of these little hair shapes are covered with filmy

lace, its cobwebby mesh tracing an allover patterning of rare delicacy. For instance, over a wee bonnet of pale green hair, the milliner "who knows," stretches a frail lace of exact tint, perhaps forming Dutch-bonnet points to curtain the ears.

As to the larger hats of thin crystal or hair some of them are huge in size, but never seeming too much so because of their airy-fairness. Always are their silhouettes manipulated to conform to the individuality of the wearer—a point admirably stressed by the trio of large and transparent capelines here pictured.

The first hat does not show as much draping and intricate handling as do the other two. The model to the right just below emphasizes the new off-the-face movement—which is achieved by horizontal folds which in turn accomplish the long-back contour which is so chic this season.

While two of the large hats are light, the first one in natural white, the other in pale orchid, the third and last broad brim is black. Its "lines" are all that an artist might covet.

Popular for theater, restaurant and bridal events are certain very beautiful hats made all of pastel maline. These are not necessarily large, most frequently delineating as they do, cunning Dutch-bonnet contours.

(© 1929, Western Newspaper Union.)

matter of building branch line from Hatch to Hot Springs.

Albuquerque—Brick store building at 102 Cornell will cost \$4,696.

Roswell—Pecos Valley Gas Co. will complete natural gas main to his city by July 22.

Artesia—Good showing made at Burch No. 2 well of Grayburg Oil Company.

Alamogordo—Number of improvements authorized for New Mexico School for Blind.

Albuquerque—Installation of flood lighting system completed at Santa Fe depot.

Silver City—Springville State road No. 11 completed.

Watrous—Construction of Federal aid road completed to Optimo.

Wagon Mound—Power line will be built to this city by late October or November.

Albuquerque—\$20,000 business building going up at Third and Gold streets.

Carrizozo—City Garage installs new equipment.

Alamogordo—United States Forest Service starts work on trail leading to top of White Mountain.

Socorro—Belen road completed.

Santa Fe—State Highway Department has four bridges under construction in state.

Albuquerque—Gasoline service station opens on North First street and Granite Ave.

Colmar—Electric power line under construction to this place.

Las Cruces—Farmer-owned and controlled compress and fumigation plant will built here.

State College—New Mexico A. & M. College has \$15,000 dairy building ready for occupancy and \$5,000 machinery being installed.

Columbus—Onyx plant being built here.

Albuquerque—Richfield Oil Company to build \$12,000 wholesale plant on North First street.

Carlsbad—Sullivan Machinery Co.

Visit Carlsbad Caverns

Mr. and Mrs. Edgar Foreman piloted a party of visiting relatives to Carlsbad Monday to enjoy a trip through the Caverns.

Those in the party were: Mr. and Mrs. Hugh Foreman and family, and Mrs. J. E. Perdue and daughter Willadene of Altus, Oklahoma. Mr. and Mrs. Stephens Foreman and Wallie Foreman of San Antonio, Mr. and Mrs. J. B. Lee and son, Mrs. Hattie Roebuck Misses Agnes Foreman and Gladys Garrell, Mrs. Capitola Foreman Smith, and Mr. and Mrs. Edgar Foreman, all of Portales and Mrs. Foreman's Mother of San Angelo, Texas.

Wins in Rodeo

Rud Johnson who competed in several events at the Las Vegas rodeo, won second money in the calf roping contest and as a result of his work obtained employment

on the Tex Austin ranch on the Pecos.

In From Arch

Mr. and Mrs. B. E. Newby of Arch, were Portales visitors Saturday and Sunday.

Sunday Callers

Miss Era Sims of Clovis and her

brother Austin of Cottonwood bend were callers in Portales Sunday.

In Las Vegas

Mrs. Milton Kornegay and children are visiting her mother, Mrs. Yoder in Las Vegas.

TRY THE NEWS WANT ADS****

NOTICE!

All work at Wheeler's Welding and Machine Shop, after July 1st will be spot CASH.

WHEELER BROTHERS

INSURANCE — Will Rebuild It.

If your buildings are covered by insurance and they burn, the insurance will rebuild them. When it costs so little so carry complete coverage, why not let us write up these policies at once?

PHONE 140 FOR DETAILS

J. Rex Forrest Insurance Agency

Portales, N. M.



Known By Name

IN GRANDMOTHER'S Day: "A dozen eggs, please . . . are you sure they're fresh? . . . the last weren't so so good . . . and a half pound of cheese—mild . . . let me taste it please . . . I guess that will do . . . and some bacon . . . not that—it's too fat . . . have you some leaner? . . . well I think I'll try it" . . . and son on, AD INFINTUM.

TODAY: "One dozen Silver Seal Eggs, Please; a half pound of Blank's Mild Cheese; a pound of So- and -so's Boneless Bacon; a package of Gold Medal Seedless Raisins; that will be all, thank you" . . . and the shopping is finished! Have you ever considered what advertised goods mean to you? How many actual shopping hours you save in year just by knowing what you want before you go to buy?

And more than that—you know just WHAT you're getting. You ask for things by brand name with confidence, for you're sure they'll be the same today as they were yesterday, or last Month. Advertisers MUST maintain standard quality in their products; their advertisements MUST be your guarantee of reliability. They cannot afford to advertise poor or uneven merchandise.

Read the advertisements regularly. The time you spend in doing so will be regained many times over When it come to buying. To say nothing of the satisfaction of having perfect confidence in what you purchase.

Notice

We have discontinued our Merchandising department, and in the future will carry only fuses and Westinghouse Mazda lamps.

Mr. Fred Ohr has purchased extensively of our stock of merchandise and will be in a position to service your present electrical equipment and supply any additional needs.

NEW MEXICO UTILITIES CO

F. E. SLEPER, MGR.

ottonwood bend
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mother, Mrs.

VANT ADS***

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Professional Directory

DR. E. W. MEANS
Dentist
Forrest & Rowley Building
Cm. Room 104
Office Phone 25

DR. M. F. WOLLARD
Office Near Drug Store
Lead Surgeon
A. T. & S. F. Hospital Bldg.
Phone: Office 45, Res. 129

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

MR. J. B. FRASER
PHYSICIAN AND SURGEON
Office at Fraser's Pharmacy
Office Phone 24, Residence 25

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

YOUNG & HATCH
Hops, Cattle and Feed
We Do Custom Grinding
Office Phone 27, Feed Pens 51

OLDHAM
FARM LOANS
Insurance
FIRE AND LIFE

BRASSELL & HENSLEY
Physicians and Surgeons
PHONE 34
H. L. Braswell E. T. Hensley
Phone 114 Phone 199

BALLOW & PRICE
Coal, Ice and Feed
Authorized Purina Dealers
Telephone 3

S. N. HANCOCK, Optometrist
Eyes Tested, Glasses Fitted
Registered under the State
Board of New Mexico
North Side Square
Portales, N. M.

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

NOTICE

To Sarah C. Stirman, G. B. Stirman, W. H. Seefield, and Forrest and Rowley, GREETING:
You are hereby notified that the rents for the use and occupancy of a part of the Old Holmes Hotel Building situated upon Lots 5 and 6, in block 8, in the town of Portales, New Mexico, and for laundry purposes, and the machinery thereto belonging, and in pursuance of a written contract in which said machinery is held as and for said rents, and said rents being far in arrears: you will take notice that I will sell, in said premises, a part or all of said Laundry machinery and equipment, to pay all due rents and costs here in expended, on Saturday July 13th 1929 at the hour of two o'clock in the afternoon of said day. This sale is for cash.
Mrs. C. E. Smith
37-2tc.

NOTICE FOR PUBLICATION

Department of the Interior
U. S. LAND OFFICE at Las Cruces
N. M. June 27, 1929

NOTICE is hereby given that Mack W. Williams, of Bluit, N. M., who, on July 28, 1924, made H. d. addl. containing 320 acres, No. 628-962, for W 1/4, Section 21, Township 8-S, Range 36-E, N. M. P. Meridian has filed notice of intention to make Three year Proof, to establish claim to the land above described, before A. J. Goodwin, U. S. Commissioner, at Portales, N. M., on the 16th day of August, 1929.

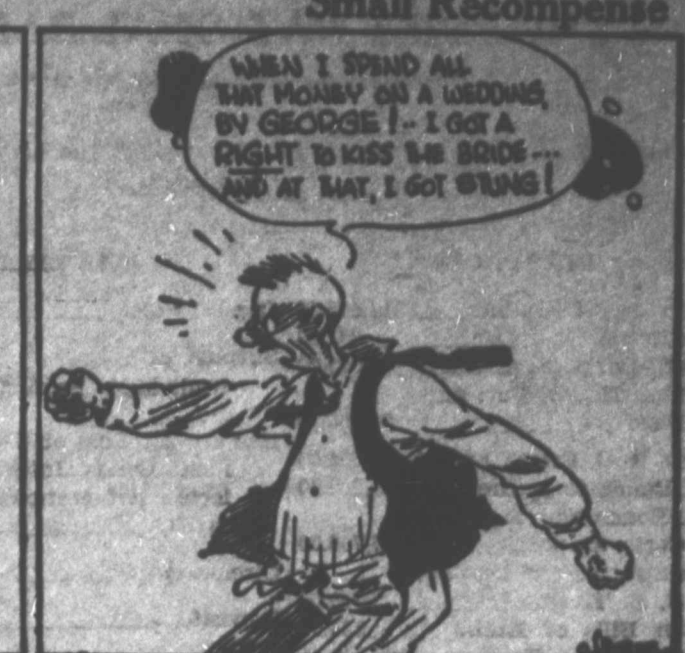
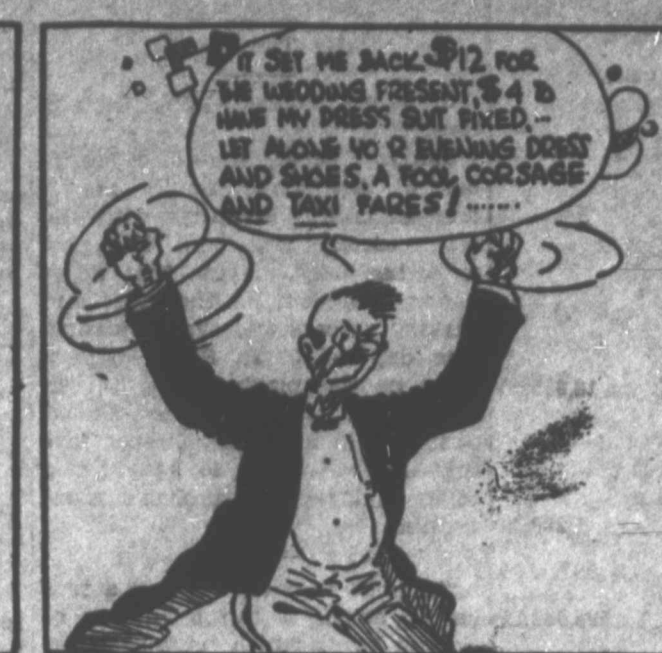
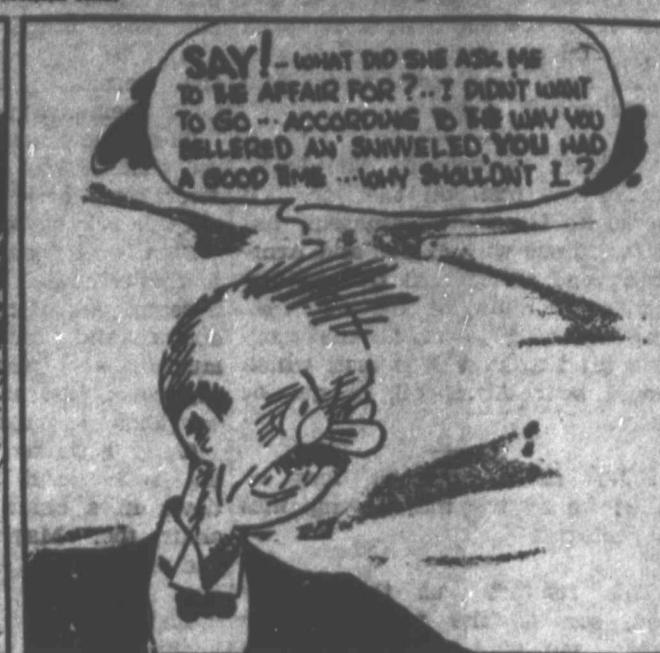
Claimant names as witnesses: Albert J. Golden, of Milnesand, N. M.; Park Law, Harve Ray, Jessie Lynch, of Bluit, N. M.

V. B. May
Register.

July 4-Aug 1.

THE FEATHERHEADS

By Osborne



IN THE PROBATE COURT IN AND FOR ROOSEVELT COUNTY, NEW MEXICO.

IN THE MATTER OF THE ESTATE OF G. C. PEPPLES, DECEASED

No. 478

NOTICE TO CREDITORS
Notice is hereby given that letters of administration have been granted the undersigned administrator, by the Probate Court aforesaid upon said estate, bearing date the 25th day of June, 1929, and that all persons having claims against said estate are hereby notified to present the same to the administrator or file the same with the clerk of said court within one year from date of said letters, or they will be forever barred.

Dated this 25th day of June, 1929

T. B. Cavender

June 27—July 18 M. Clovis

NOTICE

Notice is hereby given that I, the undersigned, was on the 3rd day of July, 1929, duly appointed Administrator over the estate of Joanna Williamson, Deceased, by the Probate Court of Roosevelt County, New Mexico.

THEREFORE, any persons and all persons having claims against said estate and all interested parties are hereby notified to present the same within one year from date or the same will be forever barred.

DATED this 3rd day of July 1929

Frank Williamson

July 11—Aug. 1

County Extension Notes

Schedule of meetings — W. A. (Without Agent).

Monday July 15th Roebuck—All day at the home LaVerne lightfoot—Frozen Desserts—Girls' cooking club and women Portales cooking Club guests at Roebuck.

Tues. July 16—Pleasant Valley Home of Mrs. O. P. Butler—All day Girls Sewing Club.

Wednesday July 17—Portales Home Makers Club—Home of Mrs. Anderson—Frozen Desserts.

Friday, July 19, Perry Canning demonstration and girls' Sewing Club.

Saturday, July 20—Court House—Girls Clubs—1:30-4:30

Some of the High Lights of the Farm Women's Camp

The Women of Eddy, Chaves, Roosevelt Counties and the Extension Force certainly appreciated the kindness and good will of the members of the Oddfellow Lodge who were responsible for our lovely camp Cedar Creek near the Rio Grande. This camp is a summer Mecca for the families of the Odd Fellows and Rebeckahs of El Paso and Roswell there being no charges being acceptable.

The camp we used was a large cabin with a living room, porch, dining room and kitchen with five private sleeping rooms on each side of the big building. The running water in the camp is rain water stored. The drinking and cooking water was pumped and carried. (That is where two good looking and husky men played an important role.)

Cottonwood Club of Eddy County

paid the camp expenses and sent three delegates to F. W. C.

Mrs. Jacob Schmidt, the mother of eight children the oldest 13, was one of the most enthusiastic members of the Farm Women's Camp. She came from Berenda Community in Chaves County.

DeBaca County and Lincoln County neither having an extension agent for women were represented at the camp.

Mrs. Milhop, mother of one of the winners of the Washington, D. C. Club trips last year, was at camp. She is an enthusiastic club member from Chaves County.

For the 1930 Farm Women's Camp let every club have a goal of at least one delegate.

A series of demonstrations on "Frozen Desserts" will be given in the County. At this meeting fruit ice, a sherbert and ice cream will be made. The first meeting was held at Pleasant Valley. The girls of the sewing club doing the freezing for the women.

This paragraph is intended especially for those who have never attended a club meeting nor taken advantage of the service of the County Extension Agent.

What is County Extension Work? County Extension work is Home Economics is carried on for the women by a trained Home Economic worker engaged jointly by the U. S. Department of Agriculture, the State College of Agriculture and the County.

What is the purpose of the work?

The Purpose is:

1. To teach and encourage better practice in the farm home.

2. To work for betterment of the home and community.

3. To encourage the boys and girls to better enjoy and appreciate farm life.

4. To develop socialability among the women especially those in isolated districts.

What is the scope of the work? This is work carried on by every state in the Union, with the goal of an agent in every agricultural Co. The foreign countries are also following our lead.

Who should benefit by this work? Every farm woman in the county of Roosevelt should take advantage of the opportunity to receive help from the agent.

Along what line can the farm women get definite help? The projects most emphasized are Clothing, Foods and Home Furnishings. These are the ones the groups are working on the most. However help will be given or information obtained on any problem of the home.

Are you getting the benefit of this work? Is your community making the most of its opportunities? Answer that question yourself.

4-H CLUB NOTES

Monday morning the Portales 4-H Cooking Club with Ruth Wheeler as the leader held meeting at the home of Ethel Orr. Nine girls were present and made cooked salad dressing, mayonnaise dressing, Waldorf salad and deviled eggs. The next meeting they will hold with the Roebuck Cooking Club on July 15th.

An all day Canning Club meeting of the Arch Club was held at the home of Mrs. Hamlin Hill the leader. All the girls but one, who was ill were present. In the morning the girls canned cherries, green grapes, squash, beans and peas. After lunch they choose officers. When the club first organized they had only five members so it was decided to have the same officers as the Sewing Club. But there are now twelve members so it was decided to have separate officers. The officers are President—Musette Kennedy, Vice president—Carrie McCasland, Secretary—Alma Copeland.

The girls began their demonstration work and were paired in team as follows: Maurine Poe and Carrie McCasland, Essie Dement and Lena Copeland, Nield Riley and Alma Copeland, Warene Bell and Musette Kennedy, Elsie McCasland and Monterey Stovall. At the next

meeting on July 11th the first two groups will demonstrate the canning of fruits and vegetables.

The Pleasant Valley 4-H club started later than the other Clubs but the girls have been working hard. Most of these girls help in the field-five of these girls however have completed their stocking darn, hemmed their towel and made their bag.

The Dora Sewing Club met with Sarah Louise Creighton, July 3rd, Mrs. Smith Leader and Miss Wetzel were both present. The first year girls started their gowns. After their work for the afternoon Miss Wetzel divided the girls into teams and gave them a lesson in demonstrating. The teams are Sarah Louise Creighton and Averill Richards, Fanny Richards and Ruby Mae Franke, Elsie Wilmoth and Thelma Richards, Marie Richards and Ruby Drew, and Doris and Edith Creamer. We played several games and practiced our club songs before leaving. (Signed) Averill Richards, Secy

County Extension Notes

A report from Mrs. Riley of Arch Club tells us they met on Thursday, 27 at the Club house with Mrs. Brewster as hostess. The attendance was unusually small for Arch, only 7 members, one visitors, being present, but five garments were made 1 remodeled and two embroidered. Quilt scraps were also pieced. Portales Springs reported a well attended meeting at the home of Mrs. Greenshaw. The noon meal was especially fine and a good amount of work was done.

4-H CLUB WORK

A report from Lucie Stroud, president of the Richland Sewing Club, tells us that a meeting was held at the home of Mrs. Vick with most of the girls and the leader present. The girls cut their bloomers and the advanced girls sent in their order for their hat material. Mrs. Vick served ice cream, cake and tea.

The fourth meeting of our club was held at Mrs. Fred Smith's place. We made tapioca cream pudding. A business meeting was held. The next meeting will be held at Mrs. Lightfoot's place July 15. We will make frozen desserts and study table setting and serving. The Portales club will visit us. It was planned what every one will bring for the next meeting. (Signed) Eunice Wortham Secy, Roebuck Cooking Club

The Happy Cannors Club met all day, June 28th, with their local leader Mrs. Jones. There were six members present, and we canned two jars as a demonstration. We spread our lunch together at noon, and in the afternoon practiced club songs. Our next meeting will be Friday, July 12th. (signed) Ruth Jones Secy Floyd Club.

The Dora Club met at the home of Mrs. Smith, the leader. The Arch canning and Sewing Club met on Thursday with their leader, Mrs. Hill, and Mrs. Poe.

Visiting in Ranchvale

Mr. and Mrs. Fred Orr and children motored to ranchvale Sunday afternoon and were guests in the Nash Duke home. Mr. and Mrs. Orr returned Sunday evening leaving the children to spend the week with their aunt and uncle.

Small Recompense

Locals and Personals

Attending Officers Training Camp
Ralph R. Will, County Agent, left Friday for Camp Stephens D. Little Nogales, Arizona, where he will spend his vacation in training with the Officers Reserve Corps of which he is a member. He will be gone from the County two weeks. Mrs. Will and sons accompanied him as far as Las Cruces, N. M. where they will spend some time with friends and relatives.

Back From Big Springs
Mrs. R. L. Wood returned last week from a visit to Big Springs, Texas. She was accompanied home by Mrs. C. S. Smith of Kaufman, Texas.

Return From Shamrock
Mr. and Mrs. O. M. Stafford and son James, returned Sunday of last week from a weeks visit to Shamrock, Texas. Mr. and Mrs. H. M. Gray, daughter and son-in-law of Mr. Stafford, accompanied them home.

In From Las Vegas.
Miss Lillian Marshall is home from Las Vegas for a weeks visit. Miss Marshall will teach in the Clovis schools the coming term.

Here From Amarillo.
Mr. and Mrs. Geo. W. Acton of Amarillo, were the week end guests of Mr. and Mrs. H. A. Hunter. Mr. Acton is geologist for the Shell Oil Company.

Visits Wife
Denver Cox came up from Rogers Saturday and remained until Sunday with Mrs. Cox who is staying with his mother Mrs. Maude Johnson.

Call Upon Old Friends
Mr. and Mrs. D. L. Ray and their son Joe Ray and wife enjoyed a little motor ride Sunday afternoon and called upon the J. H. Cooper family about nine miles west of Clovis. The two families had not met for over twenty years and very much enjoyed the little visit together and are anticipating more in the future.

Visit Muleshoe.
Mrs. C. A. Johnson and daughter Fay and sons, Lowery and C. A. Jr and her mother Mrs. F. N. Wahrmund visited Mr. Johnson at Muleshoe Sunday

Here From Arkansas
Albert and Wayne Wallace are here from Arkansas visiting their father Neil Wallace and other relatives.

Home From California
Mrs. W. E. Crow and son Roy returned last week from a visit with Mrs. Crows daughter, Mrs. C. M. Ludlow at Calitex, California. They were accompanied home by Mrs. Ludlow.

Moved to Clovis
Mr. and Mrs. Troy Jeter moved last week to Clovis where Mr. Jeter has accepted a position with the Day Bakery.

To Hot Springs
Mr. and Mrs. Frank Wolfe of the Dora Community left last week for Hot Springs, N. M. to try the baths.

Return to Longs
Ira Adams who has been in Portales, painting signs for several days returned last week to Longs where he and his brother Clarence are making a crop.

In From Ines
Mr. and Mrs. C. W. Breshears and daughter Gladys were in from Ines, Sunday attended church and were dinner guests in the J. H. Breshears home.

Home From Las Vegas
Miss Edna Locker who is attending school at Las Vegas, came home Wednesday and remained until Sunday with her people the J. N. Locker.

Here From Tulla
Mrs. Delbert Bevins and little daughter Gweneth Deb who are spending the summer at Tulla, Texas arrived Wednesday to spend the fourth with her mother Mrs. Mike Yates.

Phillips '66'



.....Don't
step on it
unless you
mean it
.....

NO LONGER need you be without easy starting, quick get away or flashing speed in the motor fuel you buy. Phillips "66" is always in vapor form when it reaches the engine—no sputtering or coughing, but instant action when you step on the starter or touch the throttle. Here is a truly remarkable motor fuel in which the volatility is controlled for the climate and the season—a Phillips achievement—a scientific product which successfully combines easy starting and pep with power and big mileage—a fuel adapted to motor car use from the famous Phillips Aviation Gasoline. Phillips "66" is a premium gasoline by every test, yet sold at regular prices.



Phill-up with Phillips

Copyright 1929 Phillips Petroleum Company

J. G. Cox, Distributor

\$7
Down Payment
PUTS A
JOHN DEERE GOLD
MEDAL
CREAM
SEPARATOR
In your home. See them on
our floor and let us tell you
about them.
George & King

For The Picnic Luncheon

We have what you need, in sliced ham, minced ham and many other items that are prepared especially for that purpose.
All kept cool in our new cooling system.

MODEL GROCERY

PHONE 19

Condensed Statement of the Condition of THE FIRST NATIONAL BANK of Portales, New Mexico

As made to the Comptroller of the Currency at the close of business
June 29th, 1929

RESOURCES	LIABILITIES
Loans and Discounts \$314,438.48	Capital Stock \$50,000.00
Overdrafts 891.30	Surplus & Undivided Profits 18,955.40
Other Stocks & Bonds 2,000.00	Reserve for Loss on Government Bonds, Interest collected not earned, & taxes 5,288.63
Banking House, Furniture and Fixtures 30,000.00	Circulation 50,000.00
Other Real Estate owned 7,194.00	Deposits 598,548.11
U.S. Bonds to secure Circulation 50,000.00	
U.S. Bonds and Treas. Certs 48 per cent 197,708.09	
Redemption Fund Due from U.S. Treas. 2,500.00	
Cotton Bolls of Each 394.00	
Cash & Sight Cash 128,792.41	
722,792.14	722,792.14

The Above Statement is Correct. **ARTHUR F. JONES, Cashier**
J. B. PRIDDY, President and Director
ED J. NEER, Vice President and Director
ARTHUR F. JONES, Cashier and Director
M. W. BOULDIN, Assistant Cashier
LEE CARTER, Director
DR. N. F. WOLLARD, Director

TELEPHONE 83 FOR WANT ADS

American Beauty Bread AND Butter Rolls

Call for them at your grocers and you will be pleased with the results.
Baked Fresh Every Day By—

THE AMERICAN BAKERY
PORTALES

Society Annex

(By The News)

If a man bites a dog that is news.

Junior Sleeper, the little neighbor of the News family is an original child. He plays with the News society dog, and the past week has been playing that he is a dog, lying out on the grass and barking at cars and teams passing. One day, as J. R. Shock passed, while he was playing thus, he ran out on all fours and grabbed Shock's pants leg in his teeth. Sleeper says that he will have to get him a collar and tag and probably muzzle him.

"Sassaty" is now following a new fad to obtain a tan by means of electric lights which have been installed in many beauty parlors for this purpose. Possibly the ladies are trying to make themselves eligible for the White House Tea.

On Tuesday of this week Lacy Armstrong entered as a Yo-Yo fan. He purchased a Yo-Yo from a lad and took lessons in its operation with much success. The lad then o-Yoed in many different antics, showing Lacy how to take the proper stance for this great national game. After watching him awhile, he asked how it was done. The lad replied, "All you have to do is use your hand and head and wiggle your leg."

Well folks, we visited the oil well Tuesday night and brought back a sample of the formation. Wednesday morning this was shown to the oil experts of Portales, with the following results.

Add Hobbs, the Chevrolet dealer is an expert on oil. We know because he tries to fill our Chevy with fresh oil two or three times a week. Add looked at the sample and pronounced it first class. He said, "smell it, any one see that it is full of oil."

Lacy Armstrong, another local expert examined the sample, rubbing it in his hand, and remarked how greasy it was.

We then placed a sample in a bottle filling the bottle with ether after setting an hour or more the ether was of a clearer color than when it went into the bottle. A sure test that there is oil somewhere in New Mexico.

We then wrapped some of the lime in a handkerchief, and dusted it off and the handkerchief was as greasy as if it had come fresh from the laundry.

We then interviewed Mr. Frick, one of the men on the job. Of course he is only an amateur, but he took issue with Hobbs and Armstrong and stated that this drilling carried no show of oil, but that they expected to reach the giorletta sand around 2800 feet, which should bear either oil, or gas or water.

Hobbs and Armstrong, may be called up by the major companies as geologists.

This reminds us that Teddy Green, son of the famous Teddy Green, son of the famous Teddy Green, in Texas twenty five or thirty years ago. To locate a well he hitched up a grey mule and started it in a run, where the mule stopped he was sure of striking oil.

Then again the water witches have located many water wells in Roosevelt County—the dry holes were not mentioned. This method consists of taking a forked stick and grasping it in both hands. Where the water vein is the switch turns down. This is a sure method—when it hits.

Another method of locating gas, says a local expert, is to burn a stick of dynamite at the mouth of the hole. If it is a gas well, you go sailing upwards in a chariot of fire.

Tuesday was an unlucky day for Ed J. Neer, experiencing a fire in his ware house just before luncheon, he was fined for being late to the C. of C. dinner.

A. F. Jones, G. W. Carr, J. H. Lee and a few others were caught with a fine for being late also.

It is rumored that the addition to the Carr Lumber Co's Store building is to be used as indoor golf course.

My Operation

Having run out of a subject for conversation and wishing to be able to join about "my operation" when the conversation reached that point I began to wonder which organ I could best do without. First I thought of appendix but that wouldn't do. I might have to stay in bed a week.

Then I remembered that once many years ago a doctor said I had had tonsils. Immediately I rushed to a doctors office and had the verdict confirmed. I might have rheumatism at any time.

Then the Fourth was coming. No use until it was over because with fireworks and all people just weren't talking operation.

Finally the day arrived. What a thrill, now I could boast of a missing part of my anatomy. The doctor and his assistants were laughing and talking in the operating room just as nothing unusual was about to happen.

Gaily I walked into the operating room, and was told to sit down in a chair, a very ordinary chair, too. Maybe I had chosen the wrong organ to be removed any how.

The doctor put on a white dress backwards, then sat on a little stool in front of me. He began to talk but I knew he was trying to fool me, and I didn't listen. In a minute I caught him. He was coming at me with a needle and bottle of something on the other end. I was given a thing and told to hold my tongue down—that's the way they work you.

He jabbed the needle in the north Pole and the South Pole then in the equator. I thing that's what he called them. I knew that was supposed to hurt but it didn't.

I looked up and there he came at me with a pair of scissors and a hook. It was time for me to move but the nurse had a firm hold on my head and there I stayed. Of course I knew it wouldn't hurt because every one said it wouldn't.

In the next few minutes I lost faith in humanity. In spite of all the commandments, they are just plain liars.

After a few tugs and jerks part of one came out, then he went after the other piece. Right then and there I knew I had had enough and decided to try fainting and see if he wouldn't let me go.

It didn't work. He started right in after the other one—it wouldn't be so bad cause he always got the worst one first. Doctors are classed with the rest.

I guess they thought I didn't know any better than to faint after it was all over because they put me in bed. That wasn't any fun so I got right up and drove the Chevy home.

The operation was a failure. Its been three days and I can't talk about it yet. Today at dinner I was eating cornbread. I had just learned how to give it the proper twist to keep it from scratching. Beans asked for something to eat. Nothing else being handy, mother reached over and took my bread and before I could say a word he had gulped it down.

Everybody must have thought I was going to die cause last night the good Methodists gathered in for

a prayer meeting. Well I was there so they had to change their plans and pray for the new church. All the time I wanted to tell them to pray for all those people who told me it didn't hurt to have tonsils taken out but since I couldn't talk those poor sinners just had to go without being prayed for—Elizabeth Greaves.

Returns From Visit

Miss Sallye Mae McCauley who has been visiting her sister at Altus, Oklahoma, arrived home Tuesday of this week.

Visitors in J. C. Compton home Mrs. B. F. Johnson of Canyon, mother of Mrs. J. C. Compton and Mrs. A. S. Kenyon and children of Amarillo, Texas arrived Wednesday for a visit in the Compton home. Mrs. Kenyon is a sister to Mrs. Compton.

Spend Fourth With Parents

Mr. and Mrs. T. D. Smith and little son of Clovis and Mr. and Mrs. Carl Bremer and daughter Jo Ann of Portales spent the fourth with Mr. Smith's and Mrs. Bremer's parents, Mr. and Mrs. B. F. Smith West of town.



Most Men Wear FLORSHEIM SHOES

BECAUSE a reputation for dependable quality and fine style backs every pair, and because the crest is definite identification of this quality.

Most Styles \$10

Priddy & Fooshee Co

Best Looking Car in Town

NEW HUDSON SUPERSIX

Ready for you to drive Home.

The Factory Guarantee 15 miles to the gallon of gas.

The HUDSON SUPER-SIX is the Classiest car on the road Today.

COME IN AND ASK FOR A DEMONSTRATION

It is a CAR you will be proud to own and Drive

92 DEVELOPED HORSEPOWER

**Portales Hudson
Essex Company**

Bill Der Says

If Yours is a hard lot
build a house
on it.



THE MAGIC RING

Better than Aladdin's famous ring is our telephone No. 43 which brings to you a Genii that will furnish every thing you need to build anything you may have in mind. We know you don't believe in fairy stories that's why we deal with the truth.

Carr Lumb. Co.



Conoco Ethyl is a proper admixture of Conoco, the extra-miles motor fuel, and Ethyl Fluid, developed by General Motors. All Ethyl Gasolins are not Conoco Ethyl. To be sure you are getting Conoco Ethyl, fill only at those pumps which display the Conoco Ethyl sign.

EXTRA power for the hills—and anti-knock to keep the engine cool! That's what you get with Conoco Ethyl Gasoline.

Conoco Ethyl is the one fuel for high-compression motors. But it's more than that. It puts new life into old motors, too. It converts the carbon-coated veterans into fiery colts—just "rarin'" to go. Fill your tank with Conoco Ethyl—then pick out the steepest hill you can find and hold tight while Conoco Ethyl releases a flood of power. Up you go—and you reach the summit behind a cool, quiet engine. That's real motoring—and that's the extra satisfaction you get from using Conoco Ethyl Gasoline.

Of course, Conoco Ethyl costs a trifle more than ordinary gasoline, but it saves many times its extra cost by reducing wear and tear and by delivering all the power your motor was designed to develop.

Try Conoco Ethyl on your week-end trip. Then you'll understand.

CONTINENTAL OIL COMPANY

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



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The Portales Valley Daily News

VOLUME I

PORTALES, NEW MEXICO

WEDNESDAY, JULY 17 1935

NUMBER 1

West Texas C. of C., Welcome!

Aerocade Of Visitors To Arrive In Portales Today at 11:00 A. M.

1,000 Members of West Texas C. of Commerce in Party

Later Delegation Travel By Air
In Zeppelins and Other
Small Air Crafts

Probably the largest convention
held in the city of Portales
be the district convention of
West Texas Chamber of Com-
merce, which will be due to arrive
today at 11:00 o'clock.

The delegation will be fittingly
entertained by the Portales Cham-
ber of Commerce.

Joe Howard, the president of the
Mexico division of the W. T. C. of C., departed early this morn-
ing in his fiery red monoplane, to
lead the delegation at Wichita,
Texas, and will pilot them to
Portales.

In the large Gymnasium of the
St. John's Normal School, a
banquet will be spread in honor
of the visitors. This banquet hall
easily seat 15,000 people, and
menu will consist of Portales
valley products.

As favors a 5 pound onion from
farm of J. M. Bradley will be
placed at each plate.

Truck loads of Portales Valley
strawberries will be served as des-
sert.

The Judevine Ice Cream factory
has been running night and day for
the past week, making brick ice
cream for the delegation. It is
estimated that several truck loads
of these bricks will be served.

After the luncheon, the visitors
will visit the Portales Oil Field
viewing this forest of oil derricks
on the air.

Sam M. Seay, the local secretary
will act as toast master. The

guest of honor will be our dis-
tinguished Governor Ezra Watts.

G. W. Carr has challenged the
visitors to a golf game played from
the air. Using a special driver
with a flexible handle, G. W.
has become expert in this modern
version of the golf game. On Fri-
day of the past week, he played
on the local golf course, making
three birdies, and would have
finished the game at par, which
is 9, but a bald eagle intercepted
the ball on the third green flying
away with it.

A. D. Ribble, president of the
Portales Chamber of Commerce
was to have made the welcome ad-
dress, but his Ford Tri-Motor
plane ran out of gas at Delphos
and had to be towed in, making it
impossible for him to arrive in
time.

Rev. T. B. Sowell, is in Chicago
this morning, but wireless states
that he will be in Portales by
10:30. He is driving a two seated
Mono-plane.

Sheriff Jernigan has been ad-
vised to keep out of sight, as the
keys of the Aero-Jail will be de-
livered to the visitors, and they
will have no need for his services.

After viewing the immense oil
field the visitors will be entertained
with a boat ride on the big Muni-
cipal lake at the old H— ranch,
after which Judge C. M. Compton
Judge of the Supreme Court of
New Mexico, will make a talk on
the life work of Billy the Kid.

In the evening at the Court house
lawn, a band concert will be given
by the student band of the E. N.
M. N. School. This band consists
of one thousand pieces.

Portales welcomes this delegation
and trusts that they will feel that
every effort has been extended to
make their visit a pleasant one.

Do Not Fail To Visit Canning Plant

Visitors to Portales are urged to
visit the big canning plant of
Art Case.

He has just completed the ship-
ment of the 1,000th car of tomatoes
put up in this plant the past sea-
son.

Carl says that the old method of
growing tomatoes is too slow, and
that from now on he will grow
a tomatoes in hot houses, es-
pecially heated and lighted by
radio-electricity.

By this method he can ripen to-
matoes in thirty days after plant-
ing and will be able to keep his fac-
tory running day and night the
year around.

He is now making air expres-
shipments of fresh tomatoes to
France and England, and has re-
ceived special orders daily for
his products for the table of the
king of England.

Vineyard Viewed From the Air.

As the Aerocade leaves Portales
they will fly over the vineyard of
the Blackwater draw.

This vineyard extends for many
miles, and is now loaded with
grapes.

Those who have visited the
vineyard state that it has South-
ern California heat for quality
and production.

About four o'clock this morn-
ing Dr. J. S. Pearce received a
radio call from Phoenix Arizona,
where his services were needed to
assist in the arrival of a new
citizen.

The doctor made the trip in his
Air Roadster, and was back at
his place of business by 10:00
o'clock, in time to help to receive
the visiting delegation.

The Portales Valley Daily News Hampered For Paper Today

The Car load of news print
coming to arrive, today's paper look-
ed as if it would have to be late,
but Herman Luper came to our aid
and with his air express left at
10:00 o'clock this morning for the
paper mills in British Columbia,
and returned with sufficient news
print to get out this issue.

Herman is giving the town real
service with air express, and
will soon have daily lines running
from Portales to New York, Los
Angeles, and Havana, Cuba.

Farm Relief Bill Signed by President Sam G. Bratton

Washington, D. C., July 17, 1935—
President Sam G. Bratton signed
the farm relief bill at 9:00 this
morning.

This bill provides that farmers
will receive \$2.00 per bushel for
wheat, 50c per pound for cotton,
and like process for all farm pro-
ducts.

The bill carried the emergency
clause and goes into effect im-
mediately.

U. S. Att. General Former Portales Boy

Washington, D. C. July 17 1935—
Attorney General for the United
States, Turner Hensley, is making
a record, which puts him in state-
man class with Thomas Jefferson.

He is on the job day and night,
and says that he will give the
nation real enforcement of the
eighteenth amendment, or bust a
suspender.

Mars Gets in Touch With Portales By Radio-Photography

Ernest Wheeler, the local radio
expert announces that he has suc-
cess in receiving a message from
Mars by Radio-Photography.

The message in substance a
greeting to the Aerocade, and the
Mayor of Mars expresses his desire
to visit Portales with a number of
the leading citizens of his planet at
an early date.

Along the Air Lanes

TIME TO QUIT. HERE COMES THE
AIR MAIL. MA SAID TO COME IN
FOR SUPPER, WHEN TH' MAIL
FLEW ACROSS, N' THAT'S HER



50,000 Barrel Well Blew in At Country Club Today, 8 a. m.

Out at the Country Club grounds
today, a 50,000 barrel oil well
was brought in by the Steinberger
Bros. This makes the eight pro-
ducer on the club grounds, and the
derricks are getting so thick that
they provide real hazards for the
local golfers.

Out on the H—, another big
well was brought in yesterday,
which with the thousands of wells
within a radius of ten miles of
Portales, is giving a production
that has startled the oil interests of
the world. Unless an immense ex-
port for the products is found,
it will be necessary to shut down
production for thirty days.

Marshall Bond Calls Attention to Air Traffic Regulations

City Marshall Bond calls the
attention of the visitors to the reg-
ulation of the city air ways.

It is not permitted to loop the
loop at a less altitude than 4,000
feet.

Zeppelins will travel at an al-
titude of 3,000 feet, and lighter
crafts at 5,000 feet.

A full force of aero cops will
be found on duty to enforce these
regulations.

A. F. Jones Exhibits Old One Dollar Bill

One of the interesting sights
of the past week was a one dollar
bill of the date 1929, which was
being exhibited by Arthur F. Jones,
cashier of the First National
Bank, New Mexico's leading fi-
nancial institution.

The bill is much larger than
that in use today, and is very
bulky to carry. Is a real anti-
que, and is very valuable as it
is sought after by the world's fa-
mous collectors.

It is rumored that Portales
is to have a cotton mill, which
will manufacture the cotton
grown in Roosevelt County into
fine silks and woolen
goods.

Wheeler Bros. Install New Aero Machine Shop in This City

The large machine shop of
Wheeler Bros. has just finished
the installation of a modern Aero
Machine Shop, which is especially
mechanical work on the many types
of air planes now in Portales.

They have installed a wrecking
car, which picks up the damaged
planes and carries them through
the air to their machine shop.

Roy Wheeler, superintendent of
this shop, states that they expect
to begin the manufacture of air
planes in the near future.

Priddy Completes Modern Dept. Store

The modern six story department
store of J. B. Priddy was completed
this week.

The active management of this
business will be by Carl Yoachim.

The first floor contains a lunch
room and rest room for the cus-
tomers. It is equipped with a
nursery for the babies, and deep
upholstered lounges for the tired
mothers.

The second floor will contain
the notion department.

Third floor will be given over
to shoes.

The fourth floor will contain
the largest assortment of piece goods
this side of Kansas City.

The fifth floor will be for Mens
Wear.

The sixth floor will be for ladies
ready-to-wear and millinery. This
floor will also contain a modern
beauty parlor and ladies barber
shop.

The roof garden will also be pro-
vided, where picnics and concerts
will be held each night through-
out the summer.

Rural Routes Quit Road Mail Delivery

Eddy White, president of the New
Mexico Association of rural mail
carriers, says that beginning with
the first of the month all rural
routes will travel by air, as it
is much safer, and eliminates the
difficulties of muddy roads.

P. E. Jordan reports His Aero Combine Going Nite & Day

Out on the Jordan ranch in the
Redlake community, P. E. Jordan
is running his aero-combine night
and day, cutting and threshing 100
acres of wheat a day, delivering the
threshed grain into Zeppelin Trucks
two trips daily.

P. E. has 10,000 acres in wheat
is turning out 40, bushels to the
acre.

Ed J. Neer Receives Modern Ambulance

The latest thing in ambulances is
the new aero ambulance received
today by Ed J. Neer, Portales
pioneer funeral director.

This ambulance is especially e-
quipped for the making of landings
on the city streets. It is equipped
with all conveniences for the in-
valid, specially heated by electro-
radiator heating system, swing ham-
mocks, and emergency surgical e-
quipment.

It is capable of making 500 miles
per hour, and can land on any
city street.

This puts Portales on the map
with equipment similar to that used
in Chicago, Los Angeles and Amar-
illo, the three leading cities of
the United States.

A Real Horse will Be Exhibited to Visitors Today

Perhaps one of the most inter-
esting events of the day will be
the opportunity of the visitors to
see a real horse.

Milt Kornegay and George Chum-
ley have been scouting the nation
for the past week and found
one in the southern part of Old
Mexico.

This horse will be exhibited to
the school children of the county
and the visiting delegates free of
charge.

After the convention, it will be
placed on a vaudeville circuit, so
that the present generation may
have some idea of the means of
transportation use... their grand
fathers.

Visitors to Portales remark, that
it is truly a city of Churches.
The fine Brick Church of the
Baptist, Methodist, Presbyterians,
Christians, Nazarenes and others,
present a wonderful view from
the air.

It is also remarkable at the
attendance each Sunday, which
has grown to many times double
that of six years ago, 1929 before
these buildings were erected.

Portales Extends a Hearty Greeting to Visitors from Texas

The Greatest Event In The Year of 1929, on July 17th

On July 17th, 1929, just six years ago,
Portales was given the opportunity of wel-
coming the Motorcade of the West Texas
Chamber of Commerce, for the first time.

Portales is proud of the fact that these dis-
tinguished visitors paid her a short visit, and
regrets that the time was too short to give
them a program of entertainment in keep-
ing with her hospitality.

New 16 Story Hotel Ready for Visitors

The 16 story Hotel which has
recently been built by Coe Howard,
is now ready to receive the visitors
which will arrive in town today.

This hotel is equipped with all
modern conveniences, having an
immense hanger on the roof to take
care of the visiting planes.

Each room is equipped with bath,
an electric refrigerating system,
which cools the air to the desired
temperature.

Each room will be found a
teletype, operated by radio, giving
the world's news to the guests at
all hours.

Portales, the County seat of
Roosevelt county, the greatest ag-
ricultural empire in the West, had
much interest that she would like
to have shown the visitors.

She would have liked for them
to have visited the hundreds of ir-
rigation wells from which large
streams of water flow to supply
the moisture for the greatest farm
program seen in this section of
the state.

She would have liked for them
to have visited the many dairy and
poultry farms of the county, and to
have had them to inspect the local
industries.

The attention of the visitors is
called to the fact that over \$1,400-
00 worth of cream is marketed
daily.

That hundreds of cars of broom-
corn, grain, sweet potatoes, toma-
toes and other products are shipped
out of Portales annually.

The time was too short, and the
visitors, while not able to inspect
the vast resources of this wonder-
ful valley, are assured that their
visit is highly appreciated by the
people of Portales and Roosevelt
County, and trusts that they will, in
the future, as a body or as in-
dividuals pay us another visit.

We are glad that you came and
regret that you could not spend
more time with us.

Sad Accident Mars Days Celebration

One of the saddest accidents
of the day was the wrecking of
the kiddy car of the three year
old son of Mr. and Mrs. W. L. Lyle.

Wesley Jr. had gone out for a
ride on his aero kiddy car, when
a big Zeppelin, was making a
landing. The aero kiddy car was
completely wrecked, but fortunately,
the balloon parachute of Jr., lifted
him above the zeppelin, and he
only suffered a severe fright.

Portales Aerial Air Port Will Be Dedicated Saturday

Portales monster Aerial Air Port
will be formally dedicated on Sat-
urday.

This air port is supported by
monster balloons and contains a
hanger which accommodates 100 large
planes.

It is also equipped with a first
class cafe and sleeping quarters for
the air passengers who wish to
stay over a day to see the wonders
of the Portales Valley.

Hamburger Service Up In The Air.

Jack Six has met the demands
of the age by a special device
from which he serves Hot Ham-
burgers from the air, making it
possible for Air tourist to receive
their lunch while in flight.

Jack says that he started serv-
ing hot dogs also, but the roar
of the motors made, frightened his
dogs and made them bark, to the
embarrassment of the nervous fe-
male drivers.

Little Theatre Preparing for a Series of Aero Plays

The Little Theater under the
management of P. M. Bailey, is
preparing to give a series of plays,
which will be staged in the Aero
Opera House.

The opera house is supported by
four monster dirigibles, which
swing it above the town at an
altitude of 6,000 feet, well above
the traffic.

It is lighted by special radio
equipment, which gives proper sce-
nic effects for the stage settings.

Drunken Driver Hits New Radio Aerial

Early this morning John Doe
was arrested charged with driving
an air plane while intoxicated.

He flew too low and collided with
the aerial, damaging it to such an
extent that radio messages were
delayed thirty minutes.

F. E. Sleeper, electrician in
charge, was called and soon had
the air waves untangled.

Portales in 1935

In presenting this issue of the News as a version
of Portales in 1935, we trust that it will be received in the
spirit that it is meant.

The possibilities of the age are so great that what may
seem rank exaggeration at this time, may become a reality
in a few years. These theories are no more of an exagger-
ation than was "Twenty Thousand Leagues Under the Sea"
at the time it was published.

Portales and the Portales Valley, as well as the entire
country of Roosevelt are in for an era of development be-
yond the wildest imagination. By 1935, you will see this
a city of 10,000 people or more, many skyscrapers will take
the place of the present buildings, great industries will be
coming this way and the editor trusts that you will receive
your full share of the prosperity which is in store.

J. C. Greaves, Editor.

Portales Lumber Company

Welcome West Texas
To Portales
Phone 10

Priddy & Fooshee Dry Goods

New Shipment of Ladies Dresses
At Special Prices

Farmers Friend

You want the best prices for your poultry and eggs—You also want all your cream will test.—Then go to—

Ashley Produce

Wilson Tailor & Hatter

We specialize in all kinds of ladies work. Bring us your gloves, silk dresses, or anything that requires extreme care in cleaning.
PHONE 97

Coe Howard

Building For The Future
In The Heart of The
Golden West

Fill-up With Phillips

A Station Equipped to give you Expert Service

—More Miles For Your Money—

Ezra Watts—Paul M. Jones

Real Estate—Insurance
Oil Leases and Royalty
Farm Loans

Beebe's Confectionery

Cold Drinks, Tobaccos, Magazines,
Candies, Stationery etc.
—We Appreciate Your Business—

Whippet & Willys Knight

SALES AND SERVICE

Wood Garage

Phone 99

Portales Drug Company

—Welcome West Texas C. of C.—
Agent for Columbia and Brunswick
records and Kolster Radios.

We Must Have Room For—

Car of Used Merchandise !!

Have Five Used Living Room Suites
at Rock-Bottom Prices

—Let Us Do Your Picture Framing—

Angley New & Used Furniture

We Are For Portales and Roosevelt
County.

General Hardware

Machine Shop

Undertaking and

Ambulance Service

Wheeler Brothers

Day Phone 46— Night Phone 93

J. Rex Forrest, Insurance Agency

INSURANCE—

—REAL ESTATE—

—BONDS—

We are for Portales and Roosevelt
County at all times



Universal Motor Company

We Recently Unloaded 8 Carloads
of NEW FORDS—We can fill your
order if you see us early.

Universal Motor Company

A Complete Line of
Staple and Fancy Groceries
Every Article Bears Our
Guarantee

Phone 45

Yoachum & Son

Portales, N. M.

J. N. McCall Company

Groceries and Feed

Phone 13—Free Delivery

Fields & Bonner

The Man's Store

Big REDUCTION on Straw Hats, Summer Suits, and Pants

Expert Cleaning and Pressing. Ladies work a specialty.



PROGRESS

We Believe In Progress And we Welcome You

We earn our money here. We spend money here.
our family here.

We go to other cities we boost them. And
along the front ranks of those cities we
Progress and Science.

The voice of our city is heard on the other hand, and
chants of Portales Pledge ourselves to the most our honor

The Portales Business Men represent in this part
welcome the West Texas Chamber of Commerce on

We are glad that you are here, and regret that you
We trust that you will again visit us many times in

Joyce PRUETT COMPANY

We take pride in the fact that we have contributed to the
way, of Portales, and owe our success and growth we have
of Portales, to the wonderful patronage given us through



ADDRESS

**ev In Portales
Welcome You**

spend money here. We marry here and raise

City. And Why? Because is is gallop-
se cities who are profiting by industry

on hand, and we--the undersigned mer-
ves lost our home town n every opportunity
pre in this paper take this opportunity to
er of merce on this occasion.

, and regret that you cannot stay longer with us.
t us times in the future.

**VO PRUIT
OPANY.**

counted to the growth and prosperity in our small
id we have contributed to the progressiveness
gus through the years by our friends.

Welcome West Texas Chamber of Commerce.

When You Buy Clothes do you think of Value or Just of Cost ?
Before you invest--investigate--whether it be stocks and bonds or clothing you want the best return for your money. Give your investment in clothing the care it deserves.. Here we offer tremendous big values, at

United Dry Goods Store, Inc.

A Chain Department Store

Portales N. M.

**NEW MEXICO UTILITIES CO.
LIGHT'S GOLDEN JUBILEE**

Fifty Years in development of the incandescent Lamp now gives 5 times the amount of lights for twenty per cent of the cost, or the same illumination for four per cent of the cost.

NEW MEXICO UTILITIES CO.

Phone 69

Phone 69

Kemp Lumber Company

We believe in Portales and Its future

See us for Building Materials of all

Kinds

C. & T. Service Station

Where you get real courteous service

Gas, Oils, and Tire Repairing.

We are boosting for Portales.

City Meat Market

AN ECONOMICAL MARKET

Jack Ross, Proprietor

**Roosevelt County Abstract
& Realty Co**

Prompt, Reliable, and Courteous

Service

H. A. Hunter, Sec'y

New Mexico Drug Company

ANNOUNCING

New Victor Radio

Skinner's Shoe Shop

Suppose your feet "quit" on you!
Be good to them with our excellent
soles and heels

Portales Abstract Company

-Complete Abstracts to All Lands-
and Town Lots in this County

Portales Abstract Company

Portales, N. M.

American Bakery

American Beauty Bread
American Hot Butter Biscuits
Good Pastries

We make the Best--Bread with the
Food value left in it.

Judevine Creamery

A Home Industry For
Home People

We are Interested in the Progress
of Roosevelt County

We Specialize in Washing and
Greasing Cars

Orange Service Station

"Service with a Smile"
Phone 58

First National Bank

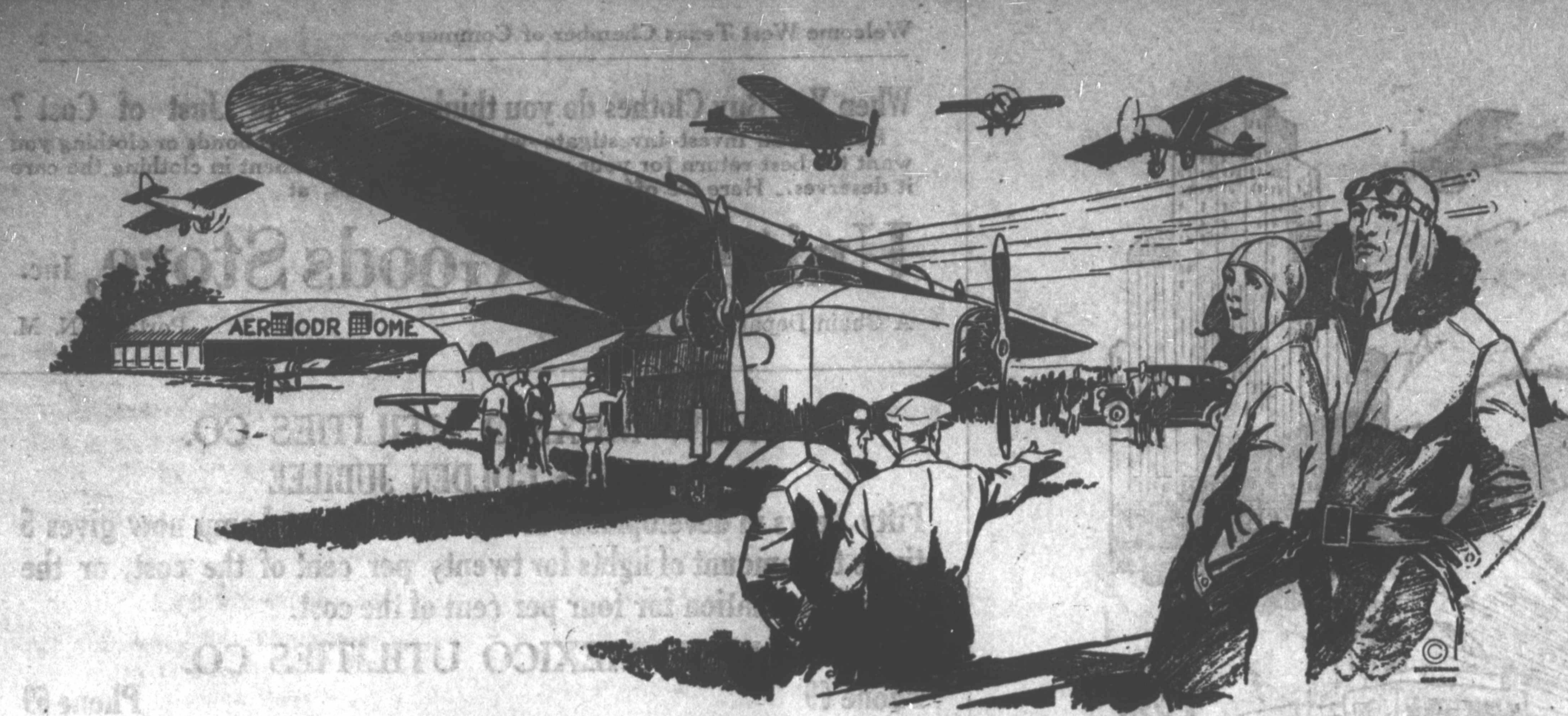
--Serving Roosevelt County For--
Over 25 Years

If you will inves-
tigate, you will
Kelvinate.

Come in and see
our Nationally ad-
vertised silent
Kelvinator.

OHR ELECTRIC
-- "Everything Electrical" --





THE PORTALES VALLEY NEWS

Roosevelt County's Leading Newspaper.

All the News from the Air, on the land and Anywhere.

The paper which backs the farmers of Roosevelt in their farm programs and works for the full development of the County.

The paper which is 100 per cent back of the work of the Portales Chamber of Commerce and the West Texas Chamber of Commerce.

The paper which is working for better Schools for the County and School advantages for every child in the County.

This paper extends a hearty welcome to the visitors to the biggest little town in the West.

The Portales Valley News

J. G. GREAVES, Editor and Owner

XXVII

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