

Portales Valley News

J. G. GREAVES, Editor and Owner
Published Weekly on Thursday
DEMOCRATIC IN POLITICS

Portales Valley News bought Portales Herald-Times, September 12, 1916.
Portales Valley News Consolidated with Portales Journal, December 14, 1920.
Portales Herald consolidated with Portales Times, March 27, 1913.
Roosevelt County Herald absorbed by purchase January, 1929.

Member 1931
NATIONAL EDITORIAL ASSOCIATION

NEW MEXICO NEWSPAPER ASSN.
MEMBER 1931

SUBSCRIPTION RATES
In New Mexico

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

OUR PLATFORM

A new Court House and Jail for Roosevelt County.
Better roads and Highways for Roosevelt County.
A greater Agricultural and Dairying development for Roosevelt County.
The Building of the Eastern New Mexico Normal School.
A greater advertising of the scenic and other resources of New Mexico.

TO ADVERTISE NEW MEXICO

At the meeting of the New Mexico Newspaper Association at Las Vegas last Friday and Saturday, every publisher present pledged himself to join in an advertising campaign of the state of New Mexico.
New Mexico is the nation's all year playground, and the tourist business of the state can be greatly increased by a well-directed advertising campaign.

PROBLEM OF BOY BANDITS

Portales has not escaped from the actions of boy bandits. There are several young boys in Portales who, if not corrected by their parents, will soon face penitentiary terms.
Boys who are allowed to spend their time on the streets day and night, are under a bad influence, and sooner or later will be called to account by the law.

QUICK JUSTICE METED BANK ROBBERS

The quick justice which was meted out to the Santa Rosa bank bandits will have much to do with discouraging bank robberies in New Mexico.
The banks are entrusted with the public's money, and every safeguard should be used to protect these monies.

NEW MEXICO OFFERS MANY ATTRACTIONS

Tourists who are seeking a vacation where they can enjoy cool mountain climate and at the same time enjoy trout fishing will find New Mexico rich in such attractions.
The mountains around Santa Fe and Taos, abound with fine trout streams, and cool shady camping sites.

NEW MEXICO CITIES TO MAKE WAR ON PEDDLERS

Many of the cities of New Mexico as well as those in other states are making war on the peddlers and solicitors who have become such a nuisance in recent times.
The matter has been taken up by the chamber of commerce Albuquerque and the activities of that body will be directed against fake out-of-town advertising propositions as well as other questionable enterprises.

FAITH

Don't become too excited or troubled over the apparent chaotic condition as evidenced by our friends—the American people. We recall for the moment, President Lincoln's reply to some gentleman from the West, who called on him in protest of some shortsightedness of the government.
Mr. Lincoln heard them patiently and then replied, "Gentlemen, suppose all the property you were worth was in gold, and you have put it into the hands of Blondin to carry across Niagara River on a rope; would you shake the cable, or keep shouting to him—'Blondin stand up a little straighter; go a little faster; lean a little more to the north; turn a little more to the south?' No, you will hold your breath as well as your tongue and keep your hands off until he was safely over."

RULES AND REGULATIONS FOR RUNNING A NEWSPAPER

Tell the truth and kiss your subscribers good-bye.
Hew to the line, but keep your powder dry.

It's a long lane that has no typographical errors.
There's many a slip between the Underwood and the Hoe.

When in doubt shut your eyes and step on the gas.
It's a wise reporter that knows his own story.

Print all the news that's fit to print—and then some.
When you're chasing a scoop the libel law is the limit.

Publish every rumor you hear, then go jump in the lake.
There are more good stories in the waste basket than on the front page.

A good editor is one who knows what to leave out.
Many a good editorial reputation has been ruined making after-dinner speeches.

Never print anything you have to apologize for.
To mis-spell one's name should be a capital offense.

Even a poor newspaper makes a good wrapping for onion sets.
Be sure you're right, then you'll not be sorry.

Remember even the office towel is having a hard time of it.
A drop of ink raises a big row if it prints an error.

Misery loves company, but doesn't pay the printer's wages.
If there isn't a kick in the first paragraph, don't write it.

If you don't like your own stuff don't expect your readers to do so.
Some newspapers are easily worth 25¢ a year.

Trust in a good ad, but keep your eyes on the cash register.
Many a truth told in jest keeps you in hot water.

A good news story is today's best seller—and soonest forgotten.
Remember a hard time of it.—Otto Harper, in Gallup Independent.

CLUB MEETING

The regular meeting of the Business and Professional Woman's club of Portales was held Monday evening in the home of Mr. and Mrs. Ed J. Neer. This was a very pleasant meeting and the sixteen charter members are very anxious that the organization be one of the most helpful clubs of the city.

Manaway, Miss Lella Mae Freeman, Miss Elizabeth Pickett and Mrs. E. N. Neer of Portales.

A buffet supper under the direction of Mrs. H. H. Buchanan occupied the first hour of the evening and proved a delightfully pleasant social event while the ladies were enjoying the delicious supper.

A program consisting of musical numbers had been arranged by Miss Naomi McCarty and this was rendered immediately after supper. The members united in singing one of the club songs and then fully enjoyed the numbers rendered by Miss Pickett, Miss Lella Mae Freeman and Mrs. Odom.

Miss Board told of the activities of the Clovis club and outlined some of the benefits derived from membership in the organization. Her talk was an inspiration to the Portales club members.

The last hour of the evening was devoted to a business meeting at which time the chairman of the thirteen standing committees were appointed. Mrs. Christie asked that suggestions by the members be made for these chairmanships and with that assistance the following committee chairmen were appointed:

Education, Miss Verda Oakley; Entertain, Mrs. Ed J. Neer; Finance, Miss Mabel Morrison Health, Mrs. Esther Clevenger; International Relations, Mrs. Maude Smith; Legislation, Mrs. C. J. Whitcomb; Magazine, Mrs. Paul Morrison;

Personal Research, Mrs. Paul Jones; Program, Miss Naomi McCarty; Publicity, Mrs. James Christie; Public Relations, Mrs. H. H. Buchanan; Transportation, Miss Norene Yeochum; Song, Miss Euliah South; Telephone, Miss Estelle Johnson.

FARMERS' WEEK PLANS PROGRESSING STEADILY

Plans for Farmers' Week, to be held at State College, August 24-28, are progressing steadily. Programs of interest to farm people in many lines of work such as dairying, poultry production, foods and nutrition, fruit and vegetable growing, crop production and livestock management will be offered.

All county Extension agents and state Extension workers will be at State College for Farmers' Week. The vocational agriculture teachers of the state will be in conference at the College during the same week. This will make it possible to secure more notable speakers for the program.

State College is well prepared to care for a large delegation of visitors this year, due to having a new dormitory and others newly remodelled, also a new dining hall. These will be available for the use of visitors as Farmers' Week is being held between summer school

and the fall semester of college. Lodging at the dormitories will be furnished free of charge. Meals at the dining hall will be provided at a very small cost. Each visitor must bring bedding, towels and personal articles.

People who plan to attend the Farmers' Week program should communicate with their county Extension agents or write to the Extension Service, State College, for complete information.

Miss Lillian Nelson of Lubbock was in Portales for a week end visiting with friends.

R. K. Hill, salesman of the Portales Motor Company, spent a portion of last week in Dallas, Texas, on business.

Renew Your Health By Purification

Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs, —once or twice a week for several weeks—and see how Nature rewards you with health.

A PRESERVATIVE

Preserve and prolong the life of your posts and timbers of all kinds by using

CARBOSOTA

Carbosota prevents rot and decay and is also an ideal disinfectant for your roosts and chicken houses.

It Kills Lice and Mites

Portales Lumber Co.

PHONE 10

Consider your Adam's Apple!!* Don't Rasp Your Throat



With Harsh Irritants

"Reach for a LUCKY instead"

Everyone has an Adam's Apple—Every man—every woman has one. Touch your Adam's Apple with your finger. You are actually touching your larynx—this is your voice box—It contains your vocal chords. When you consider your Adam's Apple, you are considering your throat—your vocal chords.

"TOASTING" expels certain harsh irritants present in all raw tobaccos. These expelled irritants are not present in your LUCKY STRIKE—the modern cigarette. We sell these expelled irritants to manufacturers of chemical compounds. Everyone knows that sunshine mellows—that's why the "TOASTING" Process includes the use of Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra, secret and exclusive heating process. It is this process that expels these harsh irritants. No wonder 20,679 American physicians have stated LUCKIES to be less irritating. No wonder LUCKIES are always kind to your throat. And so we say "Consider your Adam's Apple." Be careful in your choice of cigarettes.

TUNE IN—The Lucky Strike Dance Orchestra, every Tuesday, Thursday and Saturday evening over N. B. C. networks.

"It's toasted"

Including the use of Ultra Violet Rays Sunshine Mellows—Heat Purifies Your Throat Protection—against irritation—against cough

Robt. Shenton SAN JUAN, PORTO RICO

Ford Sound Values Honestly Advertised
1930 Mo. A Ford Tudor new rubber
'29 Mo. A Ford Fordor good rubber
'29 Mo. AA Trucla good rubber
'29 Chev. Coach new rubber
'29 Chev. Sedan good rubber
'29 Chev. Coupe fair rubber
'28 Chev. Sedan fair rubber
'26 Mo. T Pickup good rubber
All these cars were traded in on new Model A Fords
Washing & Greasing Phone 78
Universal Motor Company

Gov. Selig Address perme
Mr. President...
My claim is...
A PRESERVATIVE...
Carbosota...
Consider your Adam's Apple!!*
Don't Rasp Your Throat...
With Harsh Irritants...
"Reach for a LUCKY instead"
Everyone has an Adam's Apple...
"TOASTING" expels certain harsh irritants...
LUCKY STRIKE...
TUNE IN...
Robt. Shenton...
"IT'S TOASTED"...
Including the use of Ultra Violet Rays...
Your Throat Protection...
© 1931, The American Tobacco Co., Inc.

Gov. Seligman Addresses Newspapers at Vegas

Mr. President, Ladies and Gentlemen of the Fourth Estate: Bromides are said to be soothing, but I know of one which can be classed only as an irritant. You have heard it often. It has greeted you from the most unsuspected sources and usually jumps something like this: "Yes, I was a newspaper man once myself."

There seems to be a certain innate pride in the average individual which wishes to assert itself by laying claim to some sort of honors, even though the right to that claim may be so ever vague and remote.

My claim is not exactly vague—but it is somewhat remote, I am forced to admit. Yes, I was a newspaper man once myself. I was 11 years old and I edited, published and sold on the streets of Santa Fe "The Evening Star."

So today I have a rather kindred feeling for the editors who toss either brickbats or bouquets my way. I appreciate both. Most of the brickbats have a soft side that falls to wallop as hard as those who tossed them may have hoped they would.

For criticism—whether kindly or adverse—something for which I am truly thankful. I admire the man or woman who offers honest inspired criticism of a public official, whether he be governor, president, or filling any other position of public trust.

If everyone agreed with me and assumed the "yes man" role for which assistant motion picture directors are notorious, I often would fall to recognize mistakes. Yes, I make mistakes. There is no disgrace in that. I do try, however, not to repeat them—and that is where criticism performs a kindly office for me.

I believe that most public officials find in the press suggestions that prove highly helpful on many occasions. The average newspaper editor has a keenly developed analytical mind. Whether his opinion coincides with mine is not so highly vital that he have an opinion and express it, so that his interpretation of the public's reaction may be available to the administration.

I have watched with great interest the development of the newspapers in New Mexico over a period of nearly a half century. I have found them emerge from the days of the Washington hand press into the era of present mechanical perfection. They have exhibited the same fortitude and endurance that pioneers in other lines of industry have shown in their comparatively undeveloped portion of our nation, and have kept abreast with the progress that we have made.

It is no longer that anyone with a handkerchief full of type and an old hand press can establish and maintain a newspaper, for it takes the best of business talent to make a go of any publishing enterprise. It is well, therefore, that publishers and editors meet in conventions like this to compare notes, to discuss methods, to formulate rules that will maintain the high standard which the present day demands of publishers, editors and printers.

"The power behind the throne," the force that makes all government effective or ineffective. The drop of ink that makes millions think is the most potent of all known substances—it may possess the explosive that overturns governments or it may have the beneficent qualities of "balm of Gilead" which brings comfort to the needy and the oppressed.

I have learned to esteem the newspaper men and their publications for their sincerity and unselfishness, their striving to be true to themselves and their public. To my mind, it was a grave mistake on the part of the last legislature of New Mexico to give apparently no consideration to the program of legislation proposed by your association.

The newspapers of New Mexico and the governor seem to be in about the same boat as far as the last legislature is concerned. Both of us sought the passage of legislation which we believed would be beneficial to the state, but unfortunately a political faction which was dominant in the last legislature saw fit to turn us down.

You may rest assured that the present administration in your state is entirely in sympathy with the purposes and policies of your association. You have made valuable steps forward with your organization. I believe that the publishers now are fully awakened to the need of such an organization, and the fact that your membership has increased so rapidly during the past two or three years indicates that you are proving helpful to those in your line of endeavor.

Do not hesitate to call upon me at any time when you feel that either personally or as the governor of the state, I can assist you. For in rendering assistance to your organization, I feel that I am directly rendering a service to the public, because the newspapers of New Mexico are just as truly public servants as are the officials of the state, and to accomplish the greatest good, we must all work together.

Postoffice Buys 1,500 Fords. The United States Postoffice Department has placed an order with the Washington branch of the Ford Motor Co. for 1,500 motor truck chassis, of which 800 will be 3.4 ton capacity and 1,000 of 1 1/2 tons capacity.

The dinner was cooked under modern methods and demonstrated the savings in fuel and food, when properly prepared. Guests of the evening were Mr. and Mrs. Lafayette Armstrong, Dr. and Mrs. N. F. Wollard, Mr. and Mrs. Carl Case, Mrs. Harve Walton, Dr. Caroon, and Mr. and Mrs. J. G. Greaves.

will then be distributed to some 60 cities throughout the United States.

BABY CONFERENCE
The well baby conference will be held by Miss Kellewryn in her office on the second floor of the high school building, Friday, July 17th.

The conference will be held in room 24 from one o'clock until three, and mothers of well babies are invited to bring their children for measuring and weighing.

CHRISTIAN CHURCH
Claude A. Lorta, Minister

Last Sunday was a great day at the Christian church. A splendid crowd at every service. A young lady confessed her faith in Christ at the morning worship and was baptized into him after the evening service.

The Young Married People's Class and the Berean Class will see their pictures on the front page of the "Look Out" next Sunday. Be sure to be there and get your copy.

MRS. LYONS IMPROVED
Mrs. Gordon Lyons was brought home Sunday night from the Clovis hospital where she has spent the past month following a very serious operation.

For several weeks her condition was grave, and alarming and the friends are delighted she has improved enough to be brought home. She, with her private nurse, are at the home of her parents, Mayor and Mrs. J. N. McCall.

MR. AND MRS. R. G. BRYANT ENTERTAIN
On Monday evening Senator and Mrs. R. G. Bryant entertained with a seven o'clock demonstration dinner.

The dinner was cooked under modern methods and demonstrated the savings in fuel and food, when properly prepared.

Guests of the evening were Mr. and Mrs. Lafayette Armstrong, Dr. and Mrs. N. F. Wollard, Mr. and Mrs. Carl Case, Mrs. Harve Walton, Dr. Caroon, and Mr. and Mrs. J. G. Greaves.

Locals and Personals
Miss Vada Mae Jackson left Sunday for Brownwood, Texas, where she will visit with her grand parents, Mr. and Mrs. W. B. Fannin and her aunt, Mrs. L. E. Shaw.
Mrs. H. C. Walton and Otto Kaptina drove to Hope, Sunday, and spent the day with Mrs. Walton's sister, Mrs. Bryant Williams and family.

Monday of this week advising with President McCune concerning interests of the Loan Company in Portales.

Ed Cooper of the Floyd community was thrown from a truck when it struck an obstruction in the road and was thrown into a wire fence, receiving some severe cuts and broken bones.

Mr. and Mrs. Jim Taylor of Cumble, Texas, Clifford Taylor and his son James of Lockney, and Mrs. Jack Ardis of Sulphur Springs, Texas, arrived in Portales Sunday noon and are guests in the home of Mrs. Joe Howard and Mr. and Mrs. W. H. McDonald.

R. D. Jones of Roswell came to Portales Monday and will spend the next week or ten days in the city auditing the books of the city treasurer and city clerk.

Miss Doris Daniels of Abilene, Texas, is a house guest this week of Mr. and Mrs. P. E. Jordan.

Mr. and Mrs. W. C. Johnson passed through Portales this week as they were returning to their home in Dallas, Texas, after enjoying a vacation trip in California, and were guests in the home of Mr. Johnson's sister, Mrs. J. C. Compton, for two days.

Miss Fay Foote came over from her home in Sudan, Texas, and was a house guest for a few days in the home of Mr. and Mrs. E. A. Herndon.

Clairborne Bell of Lubbock, Texas was a week end guest of Miss Rose Jean Herndon in the home of her parents on State street.

Mr. Ivan Wurster left Wednesday morning for her home in Oklahoma City after a happy vacation with her husband's mother, Mrs. Earl McCollum, and her sister and brother, Miss Lucile and Paul Wurster.

The Missionary Society of the Methodist church is meeting this afternoon in the home of Mrs. Freeman. Program and business will occupy the entire session.

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UNDERTAKING Ed. J. Neer EMBALMER SERVICE

AMBULANCE

Established 25 years Licensed by State Board

Phone 67, 2 rings Agent for Clovia Floral Co.

Quality and Service Considered—Neer's Prices are Less

Portales New Mexico

You bet it's a **TOUGH BABY**

—it says so the minute you look at it:

HEAVY DUTY GOODYEAR PATHFINDER 4.50-21

\$875 Other sizes equally low

Are you a tire punisher? Well, then, you and this tough baby should ride together. It likes to be treated rough. Come in and let us show you some real super-value. Why the low price? Goodyear makes millions more tires and that lowers costs. See you soon, we hope.

C & T Service Station

Washing & Greasing. Wrecker Service.

Gas & Oil. Phone 90

Say **Mister**

Are you one of these ungrateful husbands that makes his wife cook Sunday dinner, instead of making it a rest day and eating out at our Cafe?

Mr. and Mrs. Malcolm Hall are invited to be our guests next Sunday at Dinner.

Club Cafe

Bostonians "Shoes for Men" SALE

\$8.50 Shoes, now \$7.35

\$8.00 Shoes, now \$6.85

\$7.50 Shoes, now \$6.35

\$6.88 Shoes, now \$5.35

\$5.00 Shoes, now \$3.95

This Special Sale lasts until August 1st

This includes our entire stock of Men's Shoes.

Fields & Bonner "The Man's Store"

Good News!

A Big Surprise Awaits You **NEXT WEDNESDAY JULY 22**

Our store will be closed Monday and Tuesday to arrange our store.

Watch for our circular next week for further announcements.

THE FAMOUS



CHEER THEM

• Are they far away?

Cheer them with an intimate chat about things they'd like to know. Long Distance costs so little. For example, station to station day rates:

FROM PORTALES TO—

Albuquerque \$1.30

Las Vegas \$1.00

Evening and night rates are lower. Calls by number are quicker.

Get Call Long Distance Number Please!

TELEPHONE

CLASSIFIEDS

For Sale or Trade

FOR SALE—Cabbage \$2.00 per 100 lbs. Peas \$1.50 per bushel. E. B. Shidell, Model Farm, 38-11p

FOR SALE—One slightly used Singer Sewing Machine and one good used New Perfection Oil Stove. See W. A. Angley Furniture Co. 38-11c

ONE reconditioned New 4 Mower, 1 1/2 top running shape. One 1 1/4 horse Fairbanks-Morse, reconditioned, runs like new, with a-1 pump jack, will sell at a bargain. Schumpert Implement Co. 38-11p

WHEN I USE Baker's Foot Ease my feet don't swell bad. For sale at all drug stores and shoe shops. may21-11c

FOR SALE, Cheap—15 h. p. Misco Motor with starter, excellent shape. Apply at Portales Lumber Co. 38-21c

ONE slightly used International 6 S. S. motor truck with or without grain body, good rubber, in A-1 mechanical shape. Also one one Model A Ford truck with stake body, in good mechanical condition, good rubber. Schumpert Implement Company. 38-11p

FOR SALE—A good Steam Tire Vulcanizing Shop or sale cheap. See Mrs. John Gryder at Youngblood's Garage. Mrs. Jno. Gryder, 38-11p

We have Separators, Harness, windmills, post and wire at reasonable prices. Am paying top price for poultry and eggs, market price for cream. J. B. Judah and son, Causey, N. M. 3741c

FOR SALE—On easy terms, shoe shop on Main Street, formerly known as the Owens Shoe Shop. See Ed J. Neer, owner. 38-11c

Amarrillo income property to trade for improved or unimproved New Mexico land. Box 1991, Amarrillo, Texas. 38-21c

Reduced prices on all Sled Cultivators. Two Row Listed Corn Cultivators, single and two row Shovel Cultivators. Subject to stock on hand. E. N. Wheeler

For Rent

FOR RENT—Bedroom in house at 323 Kansas St. 37-11p

WHAT USE is there having sweaty stinking feet, when one box of Baker's Foot Ease will stop it. For sale at all drug stores and shoe shops. may21-11c

FOR RENT—Large unfurnished room suitable for an office. Call at Portales Bakery. 38-11c

FOR RENT—A couple of modern houses. See Paul M. Jones, Portales, N. M. 38-21p

Lost & Found

MENT'S Half Soles, K. L. Prime, \$1.00. Ladies' Half Soles 85c. All other work in comparison. All work guaranteed. Red Star Shoe Shop, Jack Stanley, Prop. 35-11c

WE BUY, sell and exchange Furniture. W. A. Angley Furniture. Phone 214. 34-11c

teet don't swell nor scald. For sale at all drug stores and shoe shops. may21-11c

LOST—Stone out of diamond ring last Thursday. If found, reward paid. Helen Armstrong. 38-11p

SAYSMAN WANTED—Local man only, to work Portales and surrounding counties, calling on business concerns. Nationally advertised line. Must be a hustler. Permanent connection if you make good. Merchants Industries, Inc., Tower Bldg., Rockford, Ill. 38-11p

MIDWAY

Misses Fay and Velma Danforth and Mary Lou McCracken spent Sunday with Miss Hazel and Bill Cardin.

Miss Louise York, Miss Estelle and Dannie Billberry spent Sunday with Mrs. H. L. Bryant.

Mr. and Mrs. G. M. Russell took dinner with Mr. and Mrs. Tom Russell of Bliss Sunday.

Mr. and Mrs. T. H. Gregory returned home Monday from their trip to Cone, N. Mex.

J. W. Stone is driving a new car.

Singing Sunday night. Everybody come.

Mr. and Mrs. T. H. Gregory attended the rodeo at Las Vegas Saturday, the 4th, also visited friends in Fort Sumner.

I. L. Adams has returned to his home in Portales after a several weeks absence. He visited at a health resort in Texas and then went to the home of his daughter, Mrs. Lee Armstrong of Peeco, for a visit before returning home.

Locals and Personals

Mrs. Sam Batton came up from Carlsbad Sunday and spent the day with her husband, Mr. Batton, who has recently been made manager of the Utilities Company here. He will move his family as soon as they are able to find a house.

The Girl Scouts, with their leader, Miss Virginia Kester, went to the H-ranch Tuesday and camped for the night. They prepared their breakfast at the camp.

Clyde Youngblood and H. E. Taylor took Troop 18 of the Boy Scouts to the sandhills Tuesday evening for supper and then spent the night in the open. There was plenty of delicious food for the meals and abundance of time to sleep, but the gentlemen think much of that was not utilized.

Mrs. Madison Shafer and two children were the guests of Mrs. Shafer's sisters, Mrs. J. R. Shock and Mrs. Lorraine Johnson the first of the week.

Mr. and Mrs. Martin Dufrenil from New Braunfels, Texas, arrived Sunday and are visiting this week with Mrs. Dufrenil's brother, Edgar Weist and wife. They were accompanied by Mrs. Egon Roessing, Mr. Weist's and Mrs. Dufrenil's mother, also of New Braunfels.

Mr. and Mrs. A. E. Merrick of Causey were dinner guests Monday of Mr. and Mrs. W. H. Seafeld in their Portales home.

Miss Mae Olibert of Plainville, Texas, is visiting in Portales this week and is a guest in the home of Mr. and Mrs. Roy Hollis.

Mrs. G. B. Sidwell from Cloudcroft stopped in Portales for a visit with her aunt, Mrs. W. I. Maxwell, as she was passing through on her way to Tular to visit her sister, Mrs. Baker.

Mrs. Roy Hollis, accompanied by Miss Virginia Kester and Miss Mae Olibert, drove to Kenna Monday and spent the time attending to some business matters and visiting with friends.

Kenneth Livingston, principal of the junior high school, is leaving soon for Canyon, Texas, to take some special work at the West Texas Teachers' College.

Lee English came over from Albuquerque and was in Portales for a few days attending to business in connection with the State Biological Department.

Mr. and Mrs. John W. George and daughter Mary drove to Clovis Sunday and visited in the home of their son, W. L. George.

Mrs. Charles Acker left this week for her home in Stonehill, Oklahoma, after visiting with her mother, Mrs. J. P. Voyles and her sister, Mrs. Dave Colligan.

Miss Kate McManaway left on the stage Wednesday morning for Las Vegas where she will spend the next semester of the Normal University. Miss Kate is one of the teachers in the grade department of the Portales school.

Miss Grace Smith is again at her place in Stool's Department Store, after a week's vacation, all of which was spent at home.

Mrs. Jasper Atkins is quite ill at the home of her parents, Mr. and Mrs. Homer Kyle, on Colorado street. Mrs. Atkins is suffering from complications and is not responding to treatment as rapidly as the attending physicians would like. A trained nurse is with her constantly.

Miss Anna Dugger has returned to her home in the Bethel community after a pleasant visit with friends at Lariat, Texas.

Miss Anneke Kellewijn is home again after a visit to Santa Fe where she visited the state office of the public health department. Miss Kellewijn is school nurse for Roosevelt county.

Mr. and Mrs. A. H. Sweetland went to Roswell Thursday and remained until Sunday visiting with Mrs. Sweetland's mother and brother, Mrs. M. J. Hartman and son.

J. M. Sanders, carrier on Route Two out of Portales, is enjoying his annual vacation of two weeks. His brother-in-law, Reda Taylor, is taking the run during this two weeks.

Don Foster has returned to his home at Floyd from the Denver hospital where he was operated upon for appendicitis. Mr. Foster was attending summer school in Colorado when stricken.

Frances and Malcolm Brown of Clovis are spending a portion of this week in Portales visiting with their aunt, Mrs. E. N. Neer.

Mr. and Mrs. W. W. Duke came up from Roswell Sunday and visited with Dr. and Mrs. E. T. Hensley. These two families have been friends for a number of years.

POWER



Take the drag out of your motor! Have your valves looked over often, and ground at the first signs of trouble. . . you'll save money by doing it!

GUNNEL'S

In rear of C. & T. Service Sta.

Green Beans

Are selling readily at fair prices. If you want to keep the market up, bring us good quality beans.

See Us Before Picking

CASE & BRESHEARS

At the Canning Factory

EAT MORE MEAT SPECIALS FOR SATURDAY

- Beef Roast ----- 12 1/2c
- Best Loin Steak ----- 20c
- Dry Salt Meat ----- 10c
- Picnic Hams ----- 17c
- Bacon Squares ----- 17c

Purity Market

Where Quality is higher than Price

Mrs. W. I. Maxwell is anticipating the pleasure of a visit from her son, Hugh Elliott, who is expected to arrive this week from El Paso.

Miss Lucile Rowley came up from her home in Carlsbad late Tuesday evening to look after some business matters, and returned to Roswell Wednesday morning. Miss Lucile has been invited to be one of the instructors at the Girl Scout camp which opens this month, and she is in Roswell making arrangements for the work.

Mr. and Mrs. A. F. Jones and family have been spending the past few days on a vacation trip to Carlsbad and El Paso. They returned home late yesterday.

ARCH 4-H CLUB

The Arch 4-H Club met Thursday, July 9. First year girls finished their night gowns and started pot holders. Second year girls made their shoe bag. Four members were present and two absent. Secretary.

Tough Wood

Horse ships that have lain in water for over a thousand years have been pulled out with timbers still sound. Sink a steel ship in the ocean and fifty years from now it will be a pile of rust.—The Country Home.

Bean farmers, call at News office and secure card for trucks, free, showing loaded with Portales Valley products.

Best to Register Bonds

Registration protects the owner of a United States bond from loss or theft, and holders generally are urged, wherever practicable, to take advantage of the privilege of registration. In case of the loss or theft of a registered bond, unless assigned in blank or for exchange for coupon bonds without instructions restricting delivery, the Treasury department will give relief to the owner in accordance with the provisions of paragraphs 88 to 95 of Department Circular No. 800. Holders of registered bonds receive interest checks drawn on the treasurer of the United States in payment of interest as it falls due, and their names are all recorded on the books of the Treasury department.

Portales Valley News, \$1.50.

HORSES DIE FROM HEAT

Mr. Charles Hagenston and sister, Miss Maggie, of Peoria, Ill., visited last week in the home of W. L. Sain and family. They were neighbors some 20 years ago in Texas.

Mr. and Mrs. Brit Boyd came down from Herford with them and visited till Thursday. Mr. Boyd returned to Herford and Mrs. Boyd went on to Carlsbad with the Hagenstons family.

They were enjoying the pleasant-weather and report the most severe heat there in June in years. There were thirty head of horses died of heat in their community during the month of June.

Summertime Savings

on smart wearables for all the family

are greater at Penney's!

Another of Penney's Super-Values!

Fancy Socks

25c

Smart dress hose in patterns and wear-giving features only Penney's can offer for so little! Some of rayon and celanese with double soles and high spliced heels—others of rayon, celanese and mercerized. Rare comfort for summer!



You get a better quality

Semi-Service SILK HOSE

at Penney's for

\$1.29 Pair

Finer gauge . . . full-fashioned of the new high-twist silk that makes hose so good-looking! Picot top, silk-plated sole and toe; silk heel. Smart shades.



6 Pairs for

47c

is the amazing price for Penney's No. 711

Socks

A bargain value for thrifty men! Wear-giving cotton, with looped toes and no seams. Smart plain colors.

Men's Union Suits

Nainsook Athletic Style

49c

Union suits of the best wearing pajama check nainsook. This price has ever bought. Newly developed reinforcement features make them outstanding value.

Value . . . Never Before Equalled!

Silk Flat Crepe DRESSES

\$2.98



Misses' sizes, 14 to 20

Cool! Sleeveless! White! Pastels!

Trimmed with: Bows, Buttons, Ties, Buckles, Embroidery.

Pleated skirts!

Every style new! Every dress a Wonder-Value!

Also: Women's All-Rayon Flat Crepe Dresser—Sizes 38 to 48 . . . \$2.97

"Crescent"

Our Own Brand of

Rayon Underthings

for women

49c

Beautifully tailored . . . accurately sized . . . daintily trimmed . . . chemises, vests, bloomers, panties and step-ins of sun-resistant rayon . . . at an outstanding low price.

Now—No. 1214

Chardonize Rayon

Stockings

have picot tops!

25c Pair

These are the dull-lustre rayon stockings that are finding such favor with limited budgets. The new picot top will make them even more popular! Smart costume shades.

A WONDER VALUE!

A new assortment of Children's

Bloomers

Assorted colors and sizes

Per pair,

10c

A WONDER VALUE!

40 dozen Ladies'

House Dresses

Guaranteed fast colors. Another if they fade.

2 for

\$1.00

J.C. PENNEY CO. INC.

DEPARTMENT STORE

101 S. Main Street, Portales, New Mexico

On the Pasture
By G. O.
HIDE 'EM,
It has been two of the girls are riding. They never with dolls, was have something they spend the breaking brass. Miss Hazel four of these herself. With Miss Lucile's easily handling age, and some of being hurt. Look out, your glass.
Floyd, New M. Floyd farmer's acts for a burn is needed very only a few crop all need a good looking time. to ten inches on blooms. A. Grohoms, is a community and it is a little other feed crop. Irrigation ext the wells there because they p. Dairying and big industries and numbers raised this year. mers sold off ster because of
L. L. Whart two ducks. He twenty head of Mr. Wharton velt county 28 from Hood co homesteaded of
W. G. Worle der cultivation, of 45 acres of cotton and and feed crops. sow and eight Jersey cattle. Mr. Worley a the King place came from Sud
W. C. Bord acres. He is r of feed crops, and 175 young one sow and head of Jersey Mrs. Borden Roosevelt cou homesteaded n ago. They h present place 1
F. P. Tiptor Hawkins' place He has 120 ac and is raising crops. He has chickens, two 1 Jersey cattle. cows. Both Mr. ar reared in Roos
G. A. Olson cultivation. H broomcorn, an He has 200 B ens. He has head of cattle Mr. Olson a here 13 year Lubbock, Tex
Loren John acres. He is cotton, 15 ac the rest in fe Buff Orping chickens, als He has one s three shoats. Mr. Johns in Roosevelt ston came he

On the Farms and in the Pastures of Roosevelt County

By GORDON KING GREAVES, Field Representative

WIDE 'EM, COW PUNCHER!

It has been found out that two of the Portales high school girls are rather tough in a way. They never think of playing with dolls, and as they have to have something for amusement, they spend their spare time in breaking broncs.

Miss Hazel Miller has tamed four of these wild animals by herself. With her assistant, Miss Lucile Anderson, they can easily handle a horse of any age, and seem to have no fear of being hurt.

Look out, boys, you are losing your place.

Floyd, New Mexico, July 14.—The Floyd farmers still have good prospects for a bumper crop, but a rain is needed very much. Although only a few crops are suffering, they all need a good rain. The cotton is looking fine. It is up from six to ten inches high and is putting on blooms. A lot of the new crop, Grohoma, is being tried in this community and it is reported that it is a little more thrifty than other feed crops.

Irrigation extends to Floyd and the wells there are stronger than the ones in the Portales Valley because they get the first water.

Dairying and poultry raising are the industries there. There are large numbers of chickens being raised this year. Most of the farmers sold off their flocks last winter because of the lack of feed.

L. L. Wharton is farming 150 acres of feed crops. He has 150 Rhode Island Red chickens and two ducks. He has four hogs and twenty head of dairy cows.

Mr. Wharton has been in Roosevelt county 23 years. He came from Hood county, Texas, and homesteaded on his present place.

W. G. Worley has 150 acres under cultivation. His crop consists of 45 acres of broomcorn, 35 acres of cotton and the rest in sudan and feed crops. He has one brood sow and eight pigs, and 12 head of Jersey cattle.

Mr. Worley and family moved on the King place last year. They came from Sudan, Texas.

W. C. Borden is farming 300 acres. He is raising the usual run of feed crops. He has 50 Red hens and 175 young chickens. He has one sow and nine shoats, also 36 head of Jersey cows.

Mrs. Borden has been reared in Roosevelt county. Mr. Borden homesteaded near Floyd 28 years ago. They have been on their present place 18 years.

F. P. Tipton is renting S. A. Hawkins' place for the sixth year. He has 120 acres under cultivation and is raising broomcorn and feed crops. He has 100 Buff Orpington chickens, two hogs and 30 head of Jersey cattle. He is milking 10 cows.

Both Mr. and Mrs. Tipton were reared in Roosevelt county.

G. A. Olson has 240 acres under cultivation. He has planted corn, broomcorn, and 16 acres of cotton. He has 200 Brown Leghorn chickens. He has several hogs and 31 head of cattle. He milks 18 cows.

Mr. Olson and family have been here 13 years. They came from Lubbock, Texas.

Loren Johnston is farming 150 acres. He is raising 10 acres of cotton, 15 acres of broomcorn and the rest in feed crops. He has 50 Buff Orpingtons and 175 young chickens, also five small turkeys. He has one sow with six pigs, and three shoats. He milks 17 cows.

Mr. Johnston has been reared in Roosevelt county. Mrs. Johnston came here in 1918. They now

live in the first house built west of the old Lewis ranch.

George Sweet is cultivating 80 acres this year. He is raising corn and higarla. He has 100 Buff Orpington hens and 300 small chickens. He has one hog and 9 milk cows.

Mr. and Mrs. Sweet have been in Roosevelt county 8 years. They came from Hugo, Colorado.

J. H. Parson has 185 acres under cultivation. He has planted 20 acres of cotton and the rest in corn and broomcorn. He has 100 hens and about 300 Black Giant fliers. He also has 34 head of Jersey cattle.

Mr. and Mrs. Parson have been living near Floyd four years. They came from Clay county, Texas.

K. J. Gryder is farming 100 acres. He has 60 acres of cotton and 50 acres of feed crops. He has cotton further advanced than any one around his place. He said that he is trying to get the first bale to the gin, but that the dry weather is holding his crop back. He has 100 White Leghorn chickens and 120 young turkeys and 10 old ones. He has 30 head of cattle.

Mr. Gryder has been here six years. He came from Hall county, Texas.

T. E. Oler is farming 250 acres. He has planted 40 acres of cotton and the rest in corn, grohoma and other feed crops. Mrs. Oler has 60 head of White Leghorn hens and 12 turkeys. She had bad luck with her turkeys this year. The heat killed most of those hatched this spring. Mr. Oler has three shoats and five head of cattle.

Mr. and Mrs. Oler came to Floyd in January from Plainsview, Texas. The News representative ate dinner with Mr. and Mrs. Oler last Tuesday.

M. Noll has 140 acres under cultivation. Part of this is irrigated. He has the furthest well west in the county. His irrigation well is 103 feet deep and is stronger than most wells in the Portales Valley. C. R. Humphrey helps him on the farm and has a truck patch for himself. They have planted corn, sudan, maize, sweet potatoes, oats, alfalfa and beans. Mr. Noll had his well drilled 14 months ago. He has 30 chickens and 32 turkeys. He has three hogs that are registered. Mr. Noll has a six year old jack that stands 16 hands high. He also has 30 head of cattle.

Mr. Noll has been here 6 years. He came from Motley county, Texas.

C. H. Wormington is farming 95 acres. He has planted kaffir, maize, and 20 acres of cotton. Mrs. Wormington has 76 chickens and 12 turkeys. Mr. Wormington has 8 milk cows. J. F. Compton lives on his place.

Mr. and Mrs. Wormington have been living near Floyd seven years. They came from Oklahoma.

A. Q. Smith is farming 200 acres. He has a patch of alfalfa which is irrigated from his well. He has planted broomcorn, cotton and feed crops. He has 14 turkeys, 24 chickens and four cows.

Mr. Smith has been reared in the county. He has been on his present place six years.

J. R. Gowers is farming 68 acres. He has planted the regular run of crops. He moved to Floyd in January from Terry county, Texas.

D. A. Gordon is farming 352 acres. Twelve acres of this is irrigated. He has a good irrigation well around 100 feet deep. He has one and one-half acres of sweet corn that has roasting ears now.

He set out 1250 grape vines this spring and all of them are now growing fast. He also has one half acre of Irish potatoes. He is now busy terracing six acres that he plans to plant to alfalfa. On his dry farm he has 120 acres of broomcorn, 45 acres of corn that is shoulder high, and 49 acres of haze. The rest is in higarla.

Mr. Gordon has been in the county 24 years. He homesteaded at Garrison. He was raised in Scotland and came to the United States when he was 17. He has been on his present place eight years. His son, Donald, Jr., is now superintendent of the Rogers schools.

I. K. Morrison has 160 acres under cultivation but he has rented it all out but 25 acres that he farms himself. He is raising sudan, corn and broomcorn. He has 60 grown chickens and 200 little ones. He has also 10 Jersey milk cows. His son, Robert Morrison, is farming 300 acres. He is raising 60 acres of broomcorn, 6 acres of cotton, and the rest in feed.

Mr. Morrison has been in Roosevelt county 14 years. He came from Sayre, Okla.

L. H. Heckathorn is farming 120 acres. He is raising maize, kaffir,

higarla, and four acres of cotton. He has 180 little chickens and 40 old White Wyandottes. He milks seven cows.

Mr. Heckathorn has been here 12 years. He came from Floydada, Texas.

C. C. Anderson is farming 160 acres. He is raising 50 acres of broomcorn, and the rest in feed crops. He has 160 chickens, one sow and 10 pigs. The two ducks on their tank are owned by their small boy. They milk five cows and have 15 head of cattle.

Mr. Anderson has been here 26 years. He has lived on his present place nine years. They built a new home four years ago.

Mr. and Mrs. Don Foster returned Monday to Floyd from Denver, Colo., where they had planned attending summer school. Mr. Foster was prevented from attending school because of a gall bladder operation that he had to undergo. Mr. Foster attended school at Fort Collins.

Mrs. Paul D. Oliver from Tu-

cumcari and Miss Zenith Smith from Van Austin, Texas, were visitors for three days last week in the home of Mrs. Loren Johnston. Mrs. Oliver is Mrs. Johnston's aunt and Miss Smith is Mrs. Johnston's cousin.

Mr. and Mrs. Roy Matthews of Lubbock, Texas, and Mr. and Mrs. John Boyles of Portales visited in the home of Mr. and Mrs. R. C. Cogdill of Floyd last Sunday.

George Sweet and Mac Tolliver went to Las Vegas last Tuesday to bring Tullis Tolliver and wife and Mrs. Glenna Tolliver back from attending the normal school.

E. B. Sumrow and wife of Chicago, Ill., arrived Monday night at the home of L. L. Wharton of Floyd. They drove through in an automobile and said that they had

markers. They intend to stay one week at Floyd and then visit several roads all the way, but that the Floyd road was hard to follow because of the absence of highway trail points in Texas. Mrs. Sumrow is Mr. Wharton's niece.

Durwood Wright is assisting at the United Dry Goods Store in Portales this week.

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Specials for Thursday, Friday & Saturday

<p>For Ladies All 98c Underwear High grade, reduced to 79c All Kayser Dance Sets, Gowns, Etc. Values to \$3.95, reduced to \$1.95 One lot Ladies' Panamas Each \$1.00 Regular \$1.95 Pajamas Now 98c One lot Men's Dress Shirts Values to \$2.25, now 98c</p>	<p>Beautiful Sunday Nite Wile Dresses Only— \$2.98 For Every One Fast Color Prints 19c and 15c Values, now 12 1/2c Table Linen Sets Bridge Sets All reduced All \$1.98 Bed Spreads Now \$1.49 Printed Silks \$1.98 Values, now 98c</p>	<p>Tables of \$1.98 Shoes For Men, Women and Children Men and Boys Dress Shirts 69c Men's and Boys' 3 Piece Underwear 49c the garment Knox Knit Hose Now 25c Boys' Work Shirts 39c Boys' Dress Shirts 49c</p>
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Many other Real Values on every table
United Dry Goods Stores, Inc.
Where You Can Feel at Home

Week End Specials

Cleanliness Courtesy Service
Baked Ham Barbecue every day
Potato Salad
Velveeta Cheese
Philadelphia Cream Cheese
Veal Baby Beef

SATURDAY SPECIALS

Beef Roast, good cuts -- 12 1/2c lb.
Beef Steak, good cuts -- 17 1/2c lb.
Hamburger, ----- 15c per lb.
guaranteed fresh

McCall's Quality Market

“MONEY CAN'T BUY A BETTER OIL THAN ZEPHELE”

More for Your Money!
For your car—and for every car made—there's a correct body of Zephele—the Standard Oil for Motor Cars. It's an economy to use this fine oil and be sure of proper lubrication. Zephele is approved by leading distributors of Auburn, Buick, Cadillac, Chevrolet, Chrysler, Ford, Packard, Dodge, Buick, Hudson, Ford, Franklin, Hudson, Hupmobile, La Salle, Oakland, Oldsmobile, Packard, Pontiac, Studebaker.

YES—AND EASIER HOUSEKEEPING!

More for Your Money!
More vacations from tiresome household tasks—here are STANDARD VALUES for housekeepers too! Just put these everyday helpers to work—
Waxglu Liquid Wax—it's the new Standard discovery. It keeps floors new-looking, safer and less slippery—and makes cleaning as easy as dusting.
Oronite Furniture Polish gives fine chairs and tables a hard, dry, lasting lustre—Oronite Auto Polish shines your car in a jiffy. And both are so easy to use—real values!
At home or along the roadside, you can freshen up smudges or spots with Oronite Cleaning Fluid. You can kill every pesky insect and cooking odor dead with a handy Oronite Fly Spray kit. Oronite Products make scores of everyday jobs easier.

IT'S LIKE PUTTING MONEY IN THE BANK... this shopping for a bigger dollar's worth! You see motorists who no longer believe "all gasolines are alike"—now buying values and profiting by it!

Dry "Standard" Gasoline—Standard Ethyl Gasoline—and a hundred other fine products give you better values day after day—more quality and performance for your dollar. With Standard Lubrication, you're sure of the finest lubricants possible—Zephele Motor Oils and Greases—and Mobiloil, finest of Eastern Oils. Oronite Household and Motoring Products are proving their usefulness and economy to thousands every day.

You find Standard values everywhere—at Standard Oil Dealers in New Mexico.

MORE FOR YOUR MONEY

Standard Gasoline

ALL THIS FOR \$1.00 AND UP!

More for Your Money!
STANDARD LUBRICATION—a complete lubricating job for as little as \$1.00 up! It's a great money-saver—an economy for all cars—makes a difference in every mile you travel. Special Greases are used in Standard Lubrication, for the various special needs of your car. Bearings, gears and springs are all protected by special products—each made for its particular job. This is a superior service at low cost.

ROAD MAPS, REST ROOMS, TELEPHONES

More for Your Money!
Many free services—new Standard Road Map by States. Many new features. Mileages between towns on all Western roads and highways. Mileage tables. Principal points of interest. Elevations. Mileage map of the entire Pacific West. Miniature map of the United States with distances.
Information on road conditions, places to see and other directions you may need.
CLEAN Rest Rooms—and, very often, convenient pay telephones. Helpful services for your car—when and where you need them—tire inflation, water for your radiator, etc.
More motoring comfort—greater motoring values—a fine variety of useful products at Standard Oil Dealers everywhere in New Mexico.

At STANDARD OIL DEALERS EVERYWHERE IN NEW MEXICO

son grass which he uses for feed. He built a five-room house two years ago. He and his brother did all of the work themselves. He has 46 Rhode Island Red chickens and 25 head of whiteface cattle. J. C. Bed is helping farm the place.

Mr. Hensley has lived in Roosevelt county since 1906. He came from Collin county, Texas.

Mrs. W. J. Gower has 230 acres under cultivation. Her two boys are farming the place. They have planted broomcorn, corn, maize, pigaria and kaffir. The crop is doing fine since the rains last Tuesday and Thursday. They have 190 Rhode Island Red chickens and 61 head of Jersey cattle.

Locals and Personals

Mr. and Mrs. Leslie White of Big Springs, Texas, and their sister, Mrs. John Halcomb from Electric, Texas, were guests last week in the home of Mr. and Mrs. Clem Estes.

A. W. Angley, Allen Nelson, J. M. Sanders and W. H. Frairie have returned from a short vacation trip to Carlsbad. The four men spent most of the time fishing.

Mr. and Mrs. Carl Turner, Mr. and Mrs. James D. Turner and Miss Edith Thomas left the last of the week for the Taos country where they will spend several days fishing and camping.

Mr. and Mrs. J. W. King, Mrs. Henry Millam and Tom Keller were in Roswell for the picnic and

barbecue held at the city park. The day was ideal and the crowd enjoying the sports arranged for the event was one of the happiest of gatherings.

Miss Naomi McCarty drove to Lubbock Tuesday and was accompanied home by her sister, May Belle, who is receiving nursing training in the Lubbock Sanitarium. Miss May Belle will spend the vacation in Portales with her mother and sisters.

Mr. and Mrs. R. R. Will and youngest son have returned from Las Cruces where they attended a family reunion of the Will family. Their son Junior remained with his grandparents and will be brought home by them in three or four weeks.

Miss Verda Oakley has returned home to Portales after being called to the bedside of her father in Durant, Oklahoma. Mr. Oakley, who is an invalid, was some improved when his daughter left him.

Protracted meeting will begin at the Church of Christ at Dora, Sunday, July 19th. The preaching services will be conducted by Rev. G. A. Dunn of Dallas, Texas. Everybody is invited to come.

AFTER WEAKENING SICKNESS

If you are run-down, or suffer from a weakened condition,—take Gardul, a medicine used by women for over fifty years. As your health improves you will share the enthusiasm of thousands of others who have praised Gardul for the benefits they have felt after taking it.

GARDUL Helps Women

Palace Theatre

Portales, N. M.

Friday and Saturday July 17-18

An all star cast in "Kept Husbands"

The big surprise picture of the year. How do you keep your husband? Here is a new angle on an old question.

SUNDAY MATINEE and Monday, July 19-20.

Advertisement for 'The Man Who Came Back' featuring Janet Gaynor and Charles Farrell. Includes a small illustration of the two actors.

The screen's greatest stars in a dramatic romance more heart-tugging than "7th Heaven," more soul stirring than "Street Angel."

Tuesday and Wednesday, July 21-22

1c Sale 1c

"Strangers May Kiss" Here is a super special we are giving you as a One Cent Sale.

Professional Directory

C. M. COMPTON, Jr. Attorney at Law Practice in all the Courts Office over Hughes Confectionary

Dr. R. W. Means Dentist Residence Phone 188 Office Phone 26 X-RAY DIAGNOSIS

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

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

Dr. J. S. Pearce PHYSICIAN and SURGEON Office at Pearce's Pharmacy Office Phone 54, Residence 23

Ballow & Price Coal, Ice and Feed Authorized Purina Dealers Telephone 3

Dr. N. F. Wollard Local Surgeon A. T. & S. F. Hospital Ass'n. Office Neer's Drug Store Phone: Office 48, Res. 189

C. A. SOE M. D. Physician and Surgeon Phone 78

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

E. T. Hensley Physician and Surgeon Phone 94 and 198

NOTICE OF SUIT

THE STATE OF NEW MEXICO—GREETING: You are hereby notified that there has been commenced in the District Court of Roosevelt County, New Mexico, a suit wherein Mary Irene Sanson is plaintiff and you, W. D. Sanson, are defendant, numbered 2771 upon the civil docket of said court.

BIDS RECEIVED FOR COAL The Board of County Commissioners will receive bids for 26 tons of good quality coal for August or Sept delivery on July 18th.

IN THE PROBATE COURT OF ROOSEVELT COUNTY, NEW MEXICO

In the Matter of the Estate of Herbert Morgan, Deceased No. 533 NOTICE Notice is hereby given that the undersigned was on the 26th day of May, 1931, appointed by the Probate Court of Roosevelt County, New Mexico, administrator of the estate of Herbert W. Morgan, deceased, and that he has duly qualified as such administrator as required by law.

Mrs. J. R. Riley with her two daughters, Misses Virginia and Maxine, were guests the first of the week in the home of Mrs. Riley's brother, Judge T. E. Means. The visitors were on a vacation trip from their home in Chicago to California over the Santa Fe, and stopped over in Portales for a visit.

You Can Afford to Pay a Trifle More...

Advertisement for High Grade Coffee. Features an illustration of a coffee cup and text: 'To have the best barbers that use only sterilized linens and tools on each customer. It's Worth the Difference. Bill's Barber Shop. Successors to Bill's & Bob's On Main St. Near Theatre. McCall's Grocery & Market. We have had a specially prepared brand of Coffee which we are sure will be exactly what you are looking for, and yet it sells for only 25c per lb. Always call for McCall Brand Coffee.'

Large advertisement for New Mexico Utilities Co. Text: 'Millions of Housewives... are enjoying the pleasures that the mighty power—Electricity—has given them. They reduce work, save time, add pleasure to your work and cost less. Let your electrical dealer demonstrate some of the labor saving devices such as the Electric Refrigerator, Washing Machine, Sewing Machine, Fans, Irons, and others. Electricity is Cheap—Use more of it. New Mexico Utilities Co. S. H. BATTON, Manager Portales, N. M.'

SOCIETY and Club

HONORS WITH BRIDGE

Mrs. Harris Garrett and Mrs. Powhatan Carter were the honor guest at a lovely bridge party last Friday afternoon in the home of Mrs. Garrett's sister, Mrs. Bert Rawlins.

BIRTHDAYS

Vivian Howard's eighth birthday party was held at the home of Mrs. J. A. Howard. Children played lawn and enjoyed the most wonderful party given since the war.

DINNER PARTY

Mr. and Mrs. C. J. Whitcomb entertained at their home by a very pleasant dinner party, at which the guests were all intimate friends.

SUNSHINE WORKERS

Seventeen members were present at the meeting of the Sunshine club which was held on Wednesday of last week with Mrs. A. L. Miller. One visitor attended the meeting and enjoyed with the members the lessons which dealt with the preparation of plums for canning.

DINNER PARTY

Mrs. J. R. Poindexter and Miss Mae Morris were joint hostesses Sunday at a lovely dinner party in the Poindexter home complimenting Mrs. Lucy Johnson of Hurley, New Mexico, and Mrs. Leon Ellison of Lordsburg, both of whom were classmates with Miss Morris and Mrs. Poindexter when they were in college at Silver City.

RAINBOW GIRLS

The girls of the Rainbow Assembly celebrated founders day with a picnic at H-Bar ranch Thursday evening. The games planned for the occasion were those that would be greatly enjoyed out in the shade of the large trees at the ranch.

Note The Difference

In the Cream on our bottles of milk and any other. That's why our milk is worth more... but we get the same price. Change over to DOYALS for 1 week... see the difference for yourself.

DOYALS DAIRY CALL 141

Assembly will be in the Masonic girls are urged some matters of will be considered. R. Y. F. U. To stimulate young people's list church, the organization, M. arranged for a program given Mrs. N. F. Wo Starkey and I been chosen as the most worth. The first of given Sunday Jewel Webb as the nature of ment, consisting bers. Melvin f announcer and lists secured to gram. BIRTHDAYS Vivian Howard eighth birthday the home of Mrs. J. A. How children played lawn and enjoyed the most wonderful party given since the war. Mrs. Howard. cented Vivian pleasant reminiscation. As the close afternoon iced served to the Ewarda and P Lee Goodwin, P ria Fay Rich vine, Wanda at PLEASANT VA CO The friends the Pleasant celebrated with proved a very In addition dinners which pinders of be quantities of racing and ro the entertaini night. About half the picnic, and among the pe nity. PION A number Sunday evening to the H-Bar enjoyed the r The occasion and 2/8 cro picnic ground friends forming and Mrs. B house guests. Garrett and ton, Mr. and Mr. and Mrs. Mrs. H. H. Mrs. C. J. W. Mr. and Mrs. Doris Daniels LEA There were young people Epworth Lea day night a This party of a contest the attendance a Brooks Kin Cresaves were two teams b horts was h Monday night Games of quantity of the occasion FLOYD HO The Floyd met at the all day me present. T added by T ad to walk and Mrs. workers in A 12-chai three acts

Club

BRIDGE

Assembly will be held this evening in the Masonic hall and all the girls are urged to be present as some matters of special interest will be considered.

BIRTHDAY PARTY

Vivian Howard celebrated her eighth birthday with a party at the home of her parents, Mr. and Mrs. J. A. Howard, at which eight children played games upon the lawn and enjoyed the sports arranged for their entertainment by Mrs. Howard. Each guest presented Vivian a little gift as a pleasant reminder of the jolly occasion.

PLEASANT VALLEY COMMUNITY PICNIC

The friends and neighbors of the Pleasant Valley community celebrated with a picnic which proved a very enjoyable affair. In addition to the individual dinners which were prepared, 600 pounds of barbecued meat was arranged for the day, and great quantities of lemonade, horse-racing and rodeo events furnished the entertainment for the afternoon, and the morning was spent visiting.

PICNIC PARTY

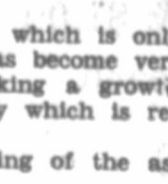
A number of friends prepared Sunday evening supper and drove to the H-Bar ranch where they enjoyed the meal together. The occasion was very informal and the crowd gathered at the picnic ground about 6:30. The friends forming the party were Mr. and Mrs. Bert Rawlins and their house guests, Mr. and Mrs. Harris Garrett and children of Lovington, Mr. and Mrs. W. W. King, Mr. and Mrs. Ed J. Neer, Mr. and Mrs. H. H. Buchanan, Mr. and Mrs. C. J. Whitcomb and children, Mr. and Mrs. P. E. Jordan, Miss Doris Daniels and Lloyd Horney.

LEAGUE PARTY

There were about twenty-five young people in attendance at the Epworth League picnic held Monday night at the H-Bar ranch. This party was the closing event of a contest waged by the young people of the Methodist church for attendance at the League meetings. Brooks King and Gordon King Greaves were the leaders of the two teams but Brooks and his cohorts won over their opponents and were the honor guests at the picnic Monday night. Games of various kinds and a quantity of splendid food made the occasion a pronounced success.

FLOYD HOME MAKERS' CLUB

The Floyd Home Makers' club met at the school house July 10 in all day meeting, with 16 members present. Two new members were added by vote to our roll. We are glad to welcome Mrs. Ray Medlock and Mrs. R. C. Morgan as co-workers in our club. A 12-character play which has three acts will be given soon at



WASH DAY

And This Is WASH DAY.... BUT... only for the laundryman. To Mrs. Modern Mother it's another day of precious leisure... Doctors prescribe sun vitamins daily for the youngsters... and what's good for kiddies goes for grown-ups too! Call and let us send our man out.

PHONE 17

Portales Steam Laundry

141

Floyd school house by club ladies, "Tillie Clubbing a Husband." This play is being coached by Mrs. A. C. Woodburn. Next meeting is all day in the school house, July 24, Mrs. Sweet, leader.

T. E. L. CLASS MEET

The T. E. L. Class met Thursday, the 8th, in the home of Mrs. J. S. Green. Mrs. Hilliard was elected Assistant Group Captain to help Mrs. Lee.

Plans for the convention were discussed. Fifteen ladies attended this meeting. Delicious refreshments were served by Mrs. Green and her daughter Barbara.

PRESBYTERIAN CHURCH

Sunday school at the usual hour of ten o'clock. A live young people and Bible class hour. Every member of the Sunday school is wanted on time. Preaching services at 11 a. m. and 8 p. m. Rev. W. K. Johnston is away on his summer vacation of two weeks, but a treat is in store for those attending services next Sunday. Rev. O. W. Carterm, the oldest living minister in New Mexico, will address the people on his recent great vision of Heaven and his place here. This vision is marvelous, beautiful and soul-stirring. Rev. Clyde Barton of Clovis will preach at the evening hour. Special music of gospel songs. An invitation is extended everyone to attend these services. Invitation Committee.

BETHEL

Prayer meeting Wednesday night. Let's try and have a large crowd out. The prayer meeting is the life of the church and everyone should come. We failed to have Bro. Clary with us last Sunday. Quite a number were disappointed, but we were glad to have Sister Little preach for us in the morning, and in the afternoon had a fine singing, also at night we had Bible study. The children are learning the books of the Bible. Some have all of them learned. We had a splendid rain and the crops are looking fine. Everyone feels encouraged and hope they will have good crops this year.

PLEASANT VALLEY SUNDAY SCHOOL

A contest has just closed in the Sunday school at Pleasant Valley which was conducted in the interest of the growth of the school. Mrs. Fred Hart was selected as leader of one team and H. E. Toombs of the other. The contest closed with the first of July after having lasted during the month of June. The enrollment of the Sunday school had been raised from 30 to 228. Mr. Toombs and his workers were the winners with a credit of

Med in the home of Mr. and Mrs. Clay Jones, and Mrs. Brown remained to care for Mrs. Jones. Clyde is a brother of Mrs. Jones. Monroe Boteler came home from the harvest fields to spend the week end.

ROEBUCK

It is beginning to get dry in this part of the country, as we only had little showers during the last rainy spell. Surely hope we get a good season soon.

Mrs. Maud Judah and David, Mr. and Mrs. Clint Judah and Mrs. B. G. Gates were dinner guests of Mr. and Mrs. R. M. Harding last Sunday.

JELLED BEEF STEW

A new dress for an old American standby, meat stew, and a jelled dress at that, is a hot weather prescription the Bureau of Home Economics, U. S. Department of Agriculture, offers to all home-makers anxious for an inexpensive dish that is easy to prepare in hot weather. Jelled lamb and jelled beef stew may sound a little radical to some persons, but if soup can be jelled, why not stew? The new dishes combine economy, nutrition, and time saving, with the fact that they are more appropriate for July days than hot stews.

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only seven points above the team led by Mrs. Hart. The losers, however, prepared an evening entertainment and an abundance of ice cream, and last Friday evening entertained the entire Sunday school with a party.

TRENCH MOUTH HEALED

Your friends dare not say so, but your sore gums and foul breath don't make folks like you any better. LETO'S PYORRHEA REMEDY heals worst cases if used as directed. It is not a mouth wash or paste, and it is sold on a money back guarantee. Portales Drug Co.

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MAXWELL BARBER SHOP Portales, N. M. Sanitation and Good Work Our Motto

Build Strongly! CHOOSING building materials is a vital part of success in erecting a sound structure. When you make your purchases go to a firm that you KNOW is reliable. KEMP'S speaks for itself. KEMP LUMBER CO. Portales, N. M.

All Kinds of Hardware Prices Cheap J. B. Sledge Hardware Co.

BEAUTIFUL NEW FORD De Luxe Bodies TOWN SEDAN DE LUXE SEDAN CONVERTIBLE SEDAN DE LUXE TUDOR VICTORIA CABRIOLET

PROOF Sir Isaac Newton proved that the law of gravitation rules the universe

The Indianapolis and Altoona races Proved that Germ-Processed Oil will perfectly lubricate motors up to 120 miles per hour CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

THE most striking fine car types ever offered at such low prices are now being presented by Ford dealers. These are the six newest de luxe creations of the Ford Motor Company. They are designed and built to meet every need of the automobile buyer whose desire for motoring luxury and outstanding performance is tempered with sound economy.

SOCIAL

BRIDGE PARTY

Eldridge Mears was the guest of honor last Tuesday at bridge when Mrs. James Christie entertained some of his intimate friends. Eldridge has been absent for the past ten months attending school in Virginia and this was his first occasion to spend the evening with his friends since his return home. Four tables were arranged out on the porch and here the contest of the evening was waged with a great deal of keen competition. Seven progressions were played. Miss Rosamond Deen held the high score for the ladies and Wayne Stratton for the gentlemen. Each of these were presented gifts for their skill and Eldridge was the recipient of a guest gift.

Refreshments were served at the close of the evening, and the hostess was assisted by Miss Kate McManaway, Judge and Mrs. T. E. Mears came in and spent the refreshment hour with the young people.

The guests of the evening included Misses Rosamond Deen, Sybil Lyons, Helen Compton, Iris Ribble, Lella Mae Freeman, Kate McManaway, Adele Oldham, all of Portales; Mary McLaughlin of Cloris, Alice Ruth Williams from Hope; Messrs. Ed Smith, Eldridge Mears, Otto Kaptina, Ray Bonner, George Green, Bill Thompson and Wayne Stratton.

AFTERNOON BRIDGE

Miss Lucile Wurster was hostess at a very pretty bridge party at the home of her mother, Mrs. Earl McCollum, Tuesday afternoon between the hours of four and seven when she entertained for her sister, Mrs. Ivan Wurster.

The McCollum home was cool and inviting with the whirl of electric fans and the bouquets of summer flowers were attractive as they occupied places of prominence on tables and desks.

Miss Lucile, assisted by her mother, served a very prettily arranged and delicious plate lunch in two courses at the close of the several progressions of bridge. In this contest Mrs. Norman Morris held high score, and Miss Mae Watts, low. Each young lady was presented a gift prize.

The guest list included Mrs. N. T. Watson, Mrs. Norman Morris, Mrs. Ivan Wurster, Mrs. Leatha Thomas, Mrs. Turner Hensley, Mrs. Abe Ribble, Misses Sybil Lyons, Adele Oldham, Mae Watts, Iris Ribble, Cresta and RoJean Harndon.

BUNTING PARTY

Little Jim and Wynema Whit-

comb had as their guests last Tuesday night two little girls from Cloris, Frances and Malcolm Brown, who are visiting in Portales. The four children arranged for their sleeping places out in the backyard, but the early morning sun awakened them long before the usual hour to arise. They were well ready for the hearty breakfasts which Mrs. Whitcomb and Mrs. Neer served to them.

C. J. Dewberry of Dora spent the first days of the week in Portales in order to be near the doctor and receive treatment for his attack of asthma. Mr. Dewberry stayed at the Guy Cross home while here.

MEAT SPECIALS

For Friday and Saturday

Cured Hams, halves or whole, per lb. 23c
 Plate or Brisket Roast, per lb. 12½c
 Pure Pork Sausage, per lb. 15c
 Beef Roast, per lb. 15c

YOACHUM
 GROCERY & MARKET

The First National Bank

PORTALES, NEW MEXICO

Safe--Conservative
 Banking

Serving Roosevelt County 28 Years

Farha's Grocery

For Friday & Saturday

Bring your Eggs—we will pay you 1c above the market price for trade.

Corn 2 No. 2 cans	23c	Applebutter, 1 qt.	24c
8 Bars White Laundry Soap	23c	3 medium Pork & Beans	20c
3 Lbs. Maxwell House Coffee	92c	3 lbs. Peaberry Coffee	43c
2 doz. Oranges	35c	3 Lbs. Maxwell House Coffee	92c
VINEGAR, 1 qt. (Bring the jug)	6c	2 doz. Lemons, 1 doz.	30c
Pinto Beans, 10 lbs	29c	MATCHES 1 box	2c
5 lbs. Rice	27c	Real Syrup, 1 gal.	59c
White Swan Oats, large	20c	Borax Washing Powder	3c
Peaches, No. 2½	17c	White Swan Oats, large	20c
48 Lbs. Flour, extra good	\$1.00		

Trade with Joe—the man everybody knows.
 Watch Our Windows for Extra Specials
 Plenty Fruits and Vegetables always

July Clearance Specials



FINAL CLEARANCE

SUMMER DRESSES

Were \$9.95 and \$12.50 now \$3.95

Were \$5.95 now \$1.95

Drastic mark-downs! The latest summer styles! Prints, wash silks, shantung, georgette, chiffon! Plenty of WHITE! PRINTS of every variation! JACKET models... all you could wish for! Women who come to buy one dress will consider it important to buy three or four.

- Boys' \$1.00 Dress Shirts now 69c
- 49c Batistes Dimities and Voiles, 6 yards for 1.00
- One lot Men's \$5 Oxfords, pair \$2.95
- Ladies' Hats, value to \$5.00, each \$1.00
- \$1.69 and \$1.95 Printed Silks, yd. \$1.00
- 19c Ginghams, yd. 11c
- Men's work Straw Hats, 75c & \$1.00 values, each 49c

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