

PORTALES VALLEY NEWS

VOLUME NO. XXXIII

PORTALES, NEW MEXICO, THURSDAY, JANUARY 31, 1935.

Number 15

APPREHEND TWO OUTLAWS HERE

Bandits Surrender To Officers Following Gun Battle Wednesday Eve Car, Bearing Oklahoma License, Is Abandoned Near Gravel Pit

Two men were apprehended by Portales and Clovis officers late yesterday afternoon a few miles northwest of Portales, following an exchange of shots.

Sheriff Bond and Deputy Sheriff Bob Poindexter participated in the capture of two Texas outlaws. One gave his name as Monis Bell. The other culprit's name was not learned. Bell gave his age as 25. He weighs about 195 pounds, is red faced and blond hair. His companion was about the same age six feet five of six inches tall, weighing 140 pounds.

The man hunt had continued for several hours, and when they were cornered near Grier, west of Clovis, they began firing. Officers returned the fire and the bandits gave up without further resistance.

Following their capture, the men stated they were engaged in a gun battle with officers of Greenville, Texas on Sunday night, in which Bell received a slight wound in one leg.

The prisoners were placed in the Curry County jail for safe keeping, pending the arrival of Texas officers.

When discovered by the officers in a field near Grier, one of the men fired one shot at officers, who returned 11 shots, after which the fugitives surrendered.

Officers received word to be on the lookout for a suspicious V-8 Ford bearing an Oklahoma license. Clovis officers were watching the highway west of Clovis when the car passed, and Chief of Police Manning followed it into Clovis, where it stopped at a filling station for oil. When the Chief began his interrogation the men drove away while the car was being serviced, nearly knocking the filling station attendant over.

Parrot Follows

They were followed by two cars of Clovis officers, and turned off to the west of the highway, three miles out of Clovis. After several miles chase through the sandhills they again turned into the highway and again turned west at the Bickham crossing.

Pick Up Negro Hitchhiker

In Clovis the culprit had picked up a negro hitch hiker, and when he learned that they were being pursued by officers one of the bandits locked the rear glass out of the car and told the negro to keep still, that there was going to be a battle.

The negro in true negro style, became frightened and decided that his feet would be faster than the car and rolled out of the machine like a bag of meal.

Abandoned Car

After chasing the bandits several miles through the sandhills, the car was abandoned one mile south of the gravel pit, about 7 miles south of the airport, and the fugitives started north on foot. The abandoned car contained some stoney, discarded clothing.

When captured, the two bandits were armed with a sawed off shot gun and three revolvers.

The News was unable to learn for what charge the men are wanted in Texas.

Upon returning from the man hunt, Poindexter stopped at the airport for water for his car and one of the inmates asked someone in the store who the law was after, adding if it was the same parties that they were looking for in Lubbock last week.

Poindexter had the man brought into the superintendent's office and on questioning found that he was the same man that had left Lubbock the night Poindexter was conducting investigations in regard to the robbery of the local Fields and Bonner store.

Poindexter had them held in the Curry county jail for investigation.

Mr. and Mrs. W. E. Beefeld are improving their residence by the addition of a room 12x20 feet.

Dr. and Mrs. Wm. Lohmeyer are driving a new Ford.

SWEATERS GO TO COLLEGE TEAM HERE TUESDAY

Presentation Made at At Regular Meeting of Local C of C

On Tuesday of this week the Eastern New Mexico Junior Greyswounds football squad were guests of the Chamber of Commerce at luncheon, at which time the sweaters were awarded the team.

In presenting the sweaters, Coach Tiny Reed introduced the men, and raising each member of the team. Coach Green introduced the line captain.

Reed also spoke on the value of a football team as publicity to the city, and rated it of greater value to the city than a newspaper.

Two Injured In Car Crash

MRS. A. W. STOKES IS IN BAPTIST HOSPITAL FOLLOWING ACCIDENT —MR. DEATON INJURED

Two people were injured, one possibly fatally, when a school bus collided with a Chevrolet car last Saturday afternoon a few miles south of Portales on the Lovington highway.

Traveling south, Mr. and Mrs. A. W. Stokes, their small son, and Mr. Deaton, occupants of the Chevrolet all received injuries. Mrs. Stokes received a bursted pelvis, broken shoulder, and possible internal injuries. Mr. Deaton sustained a deep scalp wound. The small son and Mr. Stokes only received minor injuries.

It was not learned who was driving the Richland school bus. According to a statement by Mr. Stokes, he had stopped his car on the right hand side of the road to let the children out, when the bus crashed into him from the rear. The impact completely demolished the Chevrolet. However, the bus was but slightly damaged.

Mrs. Stokes was taken to Clovis in an ambulance, and while attendants were in the act of placing the nimble body of Mrs. Stokes in the ambulance, a truck, approaching from the south, struck the ambulance, tearing two fenders away, and leaving members of the rescue party in a chaotic condition.

Mr. Deaton was taken to Clovis by Ray Shelton where he received medical attention. His condition is not considered serious, although an ugly scalp wound necessitated several stitches.

Mrs. Stokes is a sister to Mrs. Sherman Bracken of this city. The Stokes family had been to town, and were on their way home as the accident occurred. A report from Baptist hospital where Mrs. Stokes was taken, was to the effect that she was suffering severe pain, and her condition was not reported as being very favorable.

WILL RESUME PARK WORK IN NEAR FUTURE

Say Many Laborers Will be Employed Under FERA.

At a meeting of the city planning board one night last week, the matter of finishing the city park was brought up. Landscapers and others were present and submitted plans where the labor part of the park could be resumed and the park completed as to tree planting, grass planting, walks and driveways, which can be accomplished with labor alone.

It was estimated that 30 men could be employed on this project, and when the summer months arrive the park could be carried to a stage that it would become a thing of beauty and a recreation ground for the citizens of Portales.

EX-GOVERNOR DIED MONDAY IN SANTA FE

Mayor R. G. Bryant received a telegram Tuesday morning from Asplund telling of the sudden death of Ex-Governor H. J. Hagerman on Monday night. He was stricken Saturday with a stomach ailment, and died in the St. Vincent's Hospital in Santa Fe.

Mr. Hagerman was graduated from Cornell University. He was second secretary to the American embassy in Russia from 1898 to 1901. He was governor of New Mexico during his territorial days between 1905 and 1907.

Since the organization of the State Taxpayers association in 1917 Governor Hagerman has been president of the association and has worked faithfully for the reduction of taxes and the efficient administration of state government.

His loss will be deeply felt, since he is one of the outstanding men of the early settlement in New Mexico, his father having built the Pecos valley railroad running between Clovis and Carlsbad. He had many business interests in the Pecos valley and his official home is in Roswell, although he spent much of his time in the state capital.

He was deeply interested in Indian affairs in the state and has held many important positions in this field since he has been in New Mexico.

He is survived by his brother, Percy Hagerman, of Colorado Springs, and a nephew, Lowry Hagerman, who is owner of a ranch near Santa Fe.

News From the Capital

The third week of the Legislature is history.

Apparently there was little accomplished, and indications point to a tie-up with Senate leaders endeavoring to create an air of superiority over the house with occasional resentment heard from the house membership.

Floyd Kennedy's direct primary bill was killed in the house. It failed to have administration support and found John Miles, state chairman, actively working against same.

The \$3,000 homestead exemption measure passed both houses and with the signature of the governor will permit the people to vote on the matter at the next state-wide election. Senator Mullis of Hobbs well was the introducer of this bill while Floyd Kennedy and R. L. Harrelson introduced a like bill in the house. The resolution requesting congress to pay the Soldiers' bonus in full also passed both houses.

The week produced quite a coincident in the workings of Roosevelt county's representatives. On Feb. 22 Floyd Kennedy presented to the house a franchise tax measure requiring the corporations to pay one dollar per thousands on issued capital stock, while two days later Senator Meers presented one of the same kind. It is not known whether these representatives are of one mind or whether both want the credit of having introduced a popular measure. Likewise each of our representatives have measures of importance which will be the subject of an open hearing on Monday, Feb. 28.

Kennedy's measure is one placing a two per cent gross income tax on all public service corporations, at the same time repealing the sales tax on these utilities, thus saving the consumer thousands of dollars should it carry. The Meers bill is the delinquent tax law which has been tied up in the house for over a week.

Your junior representative was found sitting as an extra on the special election investigation committee on Saturday and says that he found it very amusing, and little worthwhile to the people.

Mr. and Mrs. Edwin Eichman and sons, Miss Rhoda Freeman and Mr. and Mrs. Dorey Thomas went to Oklahoma City last week. The Eichmans and Miss Freeman will remain for a few weeks visit with relatives and friends. Mr. Thomas bought a car and he and Mrs. Thomas returned to Portales last Saturday night.

MAKE EFFORT TO GET WORK RELIEF HERE

Say County Planning Board Should Submit All Projects

We are enclosing herewith copies of a letter being sent to all county commissioners, city mayors, and school superintendents and irrigation districts. These letters are for the purpose of making a complete inventory of all possible work projects in the state as part of the President's plan to put every able bodied man to work.

Although this information is being collected by the FWA, it is not necessary that proposed projects shall conform to previous FWA standards of financing. Our desire is to make this inventory as nearly complete as possible. Projects submitted will be sorted and classified later by the State Planning Board and FWA engineer. Those projects that appear to be most feasible will then be allocated to the agency best equipped to handle them. Projects submitted may be either for FWA, FERA, CCC or any other agency for work relief that may be set up.

We desire the cooperation of the Press in giving this movement as much publicity as possible so that interested citizens can get in touch with their county or municipal authorities.

Those having school projects should contact the county superintendent of schools. Municipal projects should be brought to the attention of the mayors. Projects for rural areas and for unincorporated villages should be brought to the attention of the county commissioners.

Speed is an essential in this preliminary inventory as the proposals must be in the hands of the State Engineer by Feb. 11.

I wish to thank you for any publicity you can give this matter.

Yours truly,
GEORGE M. NEELE,
State Engineer, FWA.

City Councilmen Are Making Plans for New City Hall Here

New Structure Will House City Administration, Others.

Last week after reading the City Council for not getting busy and create work programs for Portales. The News learns that they had in preparation a project for the erection of a new city hall, sufficient to take care of the fire department, the city administration, the police court, a city jail, the county circulating library and museum, and a municipal auditorium sufficient to seat about 500 people.

To erect this building under the FERA, it is necessary for the city to supply funds for all materials, and to do this it will be necessary to call for a bond election in the amount of around \$25,000.

The council plans selling the present city hall when time are right and apply this money to retire the bonds.

They have \$1000 in the building funds which can be used to purchase lots for the new building, and apply the remainder on materials. Under the FERA it is possible to secure all labor under a federal project.

One adobe project will be set up, employing a number of men to make adobe brick for the building. Another project can be set up for the foundation, which will be mainly a work project in excavation. The concrete for the foundation will have to be supplied by the city.

The third building project can be set up, which will supply all labor required in the building, and the bond issue money will go for materials.

This project is one badly needed by the city and will be of great advantage to every citizen, as at present there is no auditorium sufficient for public gatherings other than the high school.

Under this program it will be possible for Portales to secure a city hall for the small amount of the bond issue, that ordinarily would cost the taxpayers around \$60,000.

The News expects to have more definite information on this project within the near future.

RABBI KROHN WILL ADDRESS STUDENT BODY

Rabbi A. L. Krohn of Albuquerque will address the faculty and student body of the Eastern New Mexico Junior college at the assembly Tuesday, Feb. 5, 1935. While in Portales he will address a community meeting, the Chamber of Commerce, the Rotary club, and several classes at the College.

Rabbi Krohn is an outstanding speaker. He is a real thinker on social problems and is vitally interested in education, literature, and religion. He is widely traveled, and educated in New York. At present he is on the faculty of the University of New Mexico at Albuquerque and is president of the Board of Education of Bernalillo County. His appearance promises to be one of the attractions of the fall quarter's program.

Couple Injured In Auto Accident

A collision between the mail truck, driven by Mr. Gotter and an International truck driven by Mr. Terry, caused injuries to both Mr. and Mrs. Gotter. Each were bruised and Mrs. Gotter may have a broken shoulder.

The accident happened Saturday evening on Liberty Street at the J. B. H. Young corner.

CHILD SUCCUMBS TO BLOOD POISON

Leta Beth Nix, the three-year-old daughter of Mr. and Mrs. R. L. Nix died Wednesday night at 8:40 o'clock at the home of her parents on Arizona street.

The child stuck a pencil in her jaw a few days ago and from this slight injury blood poison developed which resulted in her death.

The funeral will be conducted from the First Baptist Church this afternoon at 3 o'clock by the Pastor, Rev. J. Griffin Chapman.

Burial will be in Portales cemetery.

News From The T. A. Wilmes Test

There is little news from the T. A. Wilmes well being drilled by the Claudell Development company in the southwest part of the county.

On Thursday night of last week the cable broke, and resulted in a fishing job. The tools were recovered with little difficulty, and the well was shut down until a new cable could be secured.

Monday, Henry Casdill and Bill Peterman left for New York by air plane to attend a directors meeting. The well is at a depth of about 3550 and is near the top of the Glorietta sand in which production is expected.

The well will be shut down for about 10 days. While the well is shut down, Gus Foraman, driller, with his wife are visiting friends at Roy, N. M.

Walter Wright, tool dresser is spending a portion of his vacation in Portales, getting acquainted with his new son.

Portales Post Office Considered

Honorable R. G. Bryant, Portales, New Mexico.

Dear Mr. Bryant:

With reference to the matter of a post office building for Portales, you will be glad to know that I am today advised that the post office department has completed a survey of the situation at Portales. This is, as you know, the first preliminary step. Probably nothing further can be done until additional allotments are made for this purpose by Congress, but I will keep after the matter in the meantime and endeavor to have it ready for submission immediately after such appropriation is made. You may, of course, depend upon me to exert every effort to secure final approval of the project. I hope Portales may be successful in getting this building.

Sincerely yours,
Carl A. Hatch.

W. T. Craddock was over from Santa Fe this week.

Welfare Committee To Meet February 7

A full meeting of the county welfare committee is called for the first Thursday in February.

All members are asked to be present. The meeting will be held at the court house.

Graham Bryant, Chairman.

W. B. O'Donnell will attend a teachers meeting at Reton this week.

Junior Whitworth was a dinner guest of Mrs. Lillie Campbell and sons Sunday.

Mrs. Hauptmann Furnishes Alibi

FLEMINGTON, N. J., Jan. 30. (UP)—Anna Schoeffler Hauptmann, who for four weeks has watched the trial through reddened eyes, as the state has attempted to send her husband, Bruno Hauptmann, to the electric chair, charged with the kidnapping of the Lindbergh baby, today presented her alibi for him.

Mrs. Hauptmann declared from the witness stand that her husband called for her at the bakery where she worked, on the night of March 1, 1933, the night of the kidnapping.

She further stated that he came with her to work on the night of April 2, when Doctor Condon threw \$50,000 ransom over the hedge of St. Raymond's cemetery.

Third, that he also came with her to work on the night of Nov. 28, 1933, when the theater cashier stated that Hauptmann paid for tickets with a ransom bill.

THE WEATHER

January 30-31
Highest temperature, 72.
Lowest temperature, 60.
Total wind movement, 615.
Total evaporation, 334.
Total rainfall, none.
A. C. Woodburn, Observer.

PORTALES VALLEY NEWS

Established 1911
J. G. GRAYSON, Editor and Owner



DEMOCRATIC IN POLITICS

Portales Herald consolidated with Portales Times, March 27, 1923.
Portales Valley News bought Portales Herald, March, September 12, 1924.
Portales Valley News consolidated with Portales Journal, December 14, 1929.
Huerfano County Herald absorbed by purchase, January, 1930.

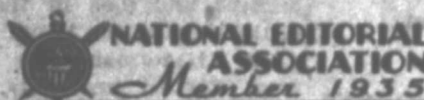
Entered as Second Class Matter in the Post Office at Portales, N. M., under the Act of March 3, 1979.

SUBSCRIPTION RATES

Table with 2 columns: Rate Type and Amount. Includes One Year In New Mexico (\$1.50), Six Months (\$1.00), One Year Out of New Mexico (\$2.00), and Alaska, Canada, and Mexico (\$2.50).

ADVERTISING RATES ON APPLICATION

The News is desirous of cooperating with all churches and schools, and will carry advertising of events, where a charge of admission, or where article is sold, at one-half regular advertising rates.



Reforestation Gaining In Local Interest

For the past year the Portales Valley News has been hammering on a project of the Federal government planting a forest from one end of the Black Water Draw to the other.

Little local interest has been evidenced, until recently. Several months ago J. A. Fairly took up this matter with Clovis citizens and met with approval. This week Edwin Neer approached the News on this subject.

Several weeks ago the News interviewed a Federal man on this proposition and he stated that it was feasible and in line with the administration program.

It now looks as if Portales and Clovis could hold a joint meeting on this matter and take it up with our senators and congressmen that action would be secured.

The Black Water draw is ideal for a forest. It contains many sections of state land which could be traded to the federal government for other lands. Such a forest would provide a great windbreak which would temper the sand storms to the north and prove a boon to Curry county farmers. It would increase the rainfall in this section, and provide a wonderful game refuge.

This draw extends from Tolar to Muleshoe, Texas, and consists mostly of sand hills which of little value as grazing lands. In spots there are flats which have been homesteaded and which are good farming lands. This would not interfere with these lands, but increase the fertility of same.

At any rate now is the time to look into this, while the federal government is in a receptive mood.

Legislature Assembled

While the New Mexico Legislature is in session is a good time for suggestions for needed legislation, or for correction of past legislative mistakes.

The sales tax for instance, should be corrected and put in shape that would not cause so much confusion. A correction should be made so that it will not be compulsory to pay tax on the two per cent tax collected.

Then where it offers exemption to purchased by the Federal government, state and subdivisions, this should be made clear just where the exemption comes in. The law plainly states that this tax cannot be charged against the government in any of its branches and last summer the field man came through and made this plain, and authorized this office to deduct from the schedule all sales to departments.

Another field man comes through and says that we cannot charge the federal, state or subdivisions on this tax we will have to pay it on all job printing as that is manufacturing, and subject to tax.

It is damned if you do and damned if you don't.

Mr. Legislators, please make this matter plain enough for the poor ignorammuses, who are trying to make a living by conducting their business according to rules and regulations laid down by the "brainless trust" so that they can contribute the entire resources of their business to keep the wheels of the government revolving at full speed without having to take up residence in the house on the hill just out of Santa Fe.

The News is for the administration; it is for the sales tax. But would like to know where it begins and where it stops.

Planning Board Must Plan

A call has been issued for all City and County Planning committees to submit projects for public works at once.

Relief is being changed from direct relief to work projects and it is up to the cities and counties to supply the projects to give employment. There is a wide range covered in projects that come under this ruling. Water works, sewer works, school buildings, city auditoriums, parks and many other projects come under this program.

Portales can secure many needed projects under this program and supply employment for the many who are idle at this time.

The planning committee with the city council are now planning several projects, but there are many more than can be secured. Being timid in asking for a part in this program will not help. The more we ask for the better chance we will have to secure public works sufficient to take care of the unemployed in this county.

It is not the intent to supply work for those who are not on relief, and who can make a living by their own effort, but to give this work to the needy, and provide sufficient work to take care of them through the winter.

Junior College Buildings

The News understands that the projects for additional buildings for the Junior College under FERA, PWA and other alphabetical organizations have been approved and that they will be erected.

The Junior College has grown from a husky baby to a full sized youngster, who is demanding more room for expansion.

The student body has exceeded the expectations of all, and the prospects for a 100 per cent increase for the coming year is now good. The Junior College buildings are inadequate for the present needs, and the planning board is now busy laying plans for a 10-year program. This program is beautifully landscaped, and buildings arranged in a manner that they will be attractive and convenient for the different departments.

The Junior college is not a Portales institution, but belongs to the entire state, and is providing the opportunity for the education of many of the students of Eastern New Mexico who could not secure a higher education otherwise.

It is also saving to the State of New Mexico many thousands of dollars that otherwise would go to Texas, Oklahoma, Colorado and other states.

In face of the great growth of this institution, the present legislature cannot overlook the fact that it is a going institution, and provide sufficient funds for its operation in the years to come.

School Election Feb. 12

On Feb. 12, there will be a school election to select two directors for the Portales Municipal schools for a term of six years.

The time for filing names of candidates expires on Feb. 5.

In the past, some have considered the election of school directors of little importance, and let the election go by without casting a vote. Then they begin to complain about what the school board does and how the schools are operated. It is a duty that every citizen owes to help select the very best men available for these thankless positions. So, now is the time to begin studying the situation, and looking around for the best material available for the places to be filled.

A member of the school board should be a good business man, broad minded, liberal in his views, and of an open mind. It is no place for narrow prejudiced, single track mind.

Rehabilitation

If the city of Portales is to profit by the public works program, it is time to get busy.

These projects are soon to be set up and they cover a wide margin of improvements.

Portales needs a new city administration building with an auditorium sufficient to seat from 300 to 500 people. A small bond issue will supply the funds needed for materials, the work will be supplied from the relief rolls. Such a building will give much employment, and a bond issue for this purpose will meet with little opposition at this time.

Portales cannot afford to pass up this opportunity to aid in relieving the unemployment and at the same time obtain a much needed building for the city.

A politician can't get elected without stating the reasons why he should get the votes. How can a business expect to be elected to success, unless it tells the people the reasons why it should be patronized?

The car to watch is the car behind the car in front of you.

Public Improvement Important

The News believes in passing out bouquets to the living. The Artesia Advocate is one of the best printed, newsiest weekly newspapers that comes to our exchange table.

The Advocate is a paper that Artesia may well be proud of. It is rendering a real service to its community.

Possibly there are some in Artesia who have a peave at the local newspaper, as there are few towns that do not. But, Artesia would wait many a day for a paper to equal the Advocate should Martin & Blocker decide to move to greener pastures.

Bouquets to the Living

The rehabilitation work in Roosevelt county is slowly getting under way.

It now looks as if farmers to be rehabilitated will be setting pretty in a year or so, as soon as their cases have been passed upon.

But this year they will have to eat jack rabbit, as it will be too late to begin farming by the time this program is whipped into workable shape.

A Substitute

The transient camps set up last year for the accommodation and employment of non-resident, indigent workers will soon be abandoned in this state.

That action necessarily follows the program announced by the federal government in calling upon the states to take care of unemployment. The occupants of transient camps are practically all able-bodied persons else they should have been unable to travel beyond their home precincts as are the unemployed who now come directly under state care. The transients will be sent home to be provided for under local programs and not put to work in competition with unemployable persons elsewhere.

That means that the two transient camps located near Las Vegas and camps at other places in the state will soon be abandoned. The two local camps have been of considerable service to the community and there must be regret that such service will not be obtainable hereafter.

However, this community is one of the centers of forest entrance and as such commands consideration in the location of a CCC camp which could supply a substitute in service for that provided during the past year by the transient camps. It should be an effort of local organizations to secure a return of the CCC camps to this vicinity.—Las Vegas Optic.

Newspaper Accuracy

Frank R. Kent, able columnist of the Baltimore Sun, made an impressive defense of the accuracy of most newspapers in a speech at the College of William and Mary last week. Mr. Kent did not contend that even the best newspapers do not occasionally fall into error; he admitted "in no business and in no profession, save that of the pure scientist, is the premium on accuracy so high, the penalty for inaccuracy so prompt, and the proportions of accuracy so great."

This is a sweeping statement, unquestionably, but Mr. Kent defends it on the ground that newspaper mistakes that occur in other professions or lines of business are usually covered up so well that they are known to only a few, but the newspaper man's mistakes are right out in the open and he has no way to cover them up.

"There isn't a newspaper man anywhere who does not know that, trivial though his error may be, some one will catch it," Mr. Kent told his Williamsburg audience. "Even when it escapes the watchful editorial gaze, even when no one in the office picks it up, even when he, himself, is unaware of it, there are still the old subscribers—thousands of them—vigilant, alert, aggressive, resentful, eager to put their finger on the break, communicate with the editor and 'show up' the writer and the paper."

Appreciating the point, the New York Times quotes a saying of Lord Halifax, who was fond of saying that men were not hanged for stealing horses but that horses might be stolen. "On the same principle," observes the Times, "the subscriber who calls attention to an error does not merely help to get the particular error corrected; he helps to keep alive on the newspaper that eternal vigilance which is the price of accuracy as well as of liberty."—Roanoke (Va.) Times.

After talking all day to anyone who will listen to them, many people complain there is no free speech any longer.

Quite a few children wouldn't be so bad if it weren't for the parents they have to live with. Other children wouldn't be so bad if their parents would stay home long enough to live with them.

Do Spiders Seek Your Door?

Whenever a merchant or a businessman queries the wisdom of newspaper advertising, I am reminded of the quaint story which is credited to Mark Twain. A subscriber of the paper of which Mark Twain was editor wrote to inquire the significance of a spider, which he had discovered in the fold of his paper. "It means neither good luck or bad," remarked the humorist, in reply to the subscriber's letter. "The spired was merely in the paper to see which merchant in the town does not advertise, so that he might spin his web unhindered across his doorway."

While Mark Twain's remarks are probably merely a delightful fabrication, there are nevertheless at least eight sound business reasons why a progressive businessman cannot afford to disregard newspaper advertising:

1. Newspaper reading is a universal habit. Newspaper advertising, therefore, reaches each day virtually all who buy, giving them the merchants' news.

2. Newspaper advertising is the life blood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality, carrying news of what is new and good to everyone simultaneously.

3. Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. This cuts costs to the consumer.

4. Newspaper advertising insures quick, thorough, and economical dealer distribution and dealer goodwill, because retailers are willing to sell products advertised direct to their own consumers. This insures freshness, newness and the best form to the consumer.

5. Newspaper advertising enables manufacturers to tell where their products may be bought. This eliminates time, trouble and waste of energy to the consumer.

6. Newspaper advertising can be started or stopped over night, can be prepared between days to meet certain developments and to obtain immediate results. This gives consumers the latest news of late developments that may help them save money and are better served.

7. Newspaper advertising enables manufacturers to check advertising results and costs in every market they enter. This is an important element in keeping costs down and distribution at peak for manufacturers.

8. Newspaper advertising costs less money than any other kind, and brings results. Naturally, lower prices and quick distribution results.

The merchant or other business man who is not taking advantage of the opportunities offered by newspaper advertising to boost his business now, will still be facing readjustment problems when his competitors are back on a normal business plane. And the consumers cannot be well served by the non-advertiser for the reasons set above.—Times-Record, Spencer West Virginia.

Want your home town to go ahead? Then take hold and do a little pulling ahead yourself. Want your home town business to keep your home people well employed? Then give that business your full support by buying your supplies at home. Want your business to grow? Then better demonstrate to the public, through advertising, that its good service deserves such growth.

Maybe families aren't as large as they used to be, but we know a lot of them that can talk and act mighty big.

Just as long as there are men who deep in their hearts have the desire to leave the world a little better place than they found it, just that long will service clubs flourish.

The broad, general rule is that a man is about as big as the things that make him mad. Make no bad news and this paper will print none.

A British society is promoting a Home for Aged Golfers. How aged does a golfer have to be before he becomes interested in a home?—Kansas City Star.

Whether one considers the world round, flat, square crooked depends on the part he has bumped against.

The modern girl adores spinning wheels, but she wants four of them and a spare.

The cry of the taxpayer is "cut expenses, but don't lop off anything that will affect me."

Smile: As dumb as the girl who cleaned out the sausage when her ma told her to cook it the same as fish.

SOCIAL ANNEX

Oh, Boy! The old age pension is gaining headway. Many are worried about how they are going to spend the \$200.00 per month.

E. F. Gilman was in from the old New Hope community Saturday, and incidentally renewed his subscription for another year.

In regard to the old age pension, Mr. Gilman stated that he would not know what to do with \$200 per month, so the News editor suggested he give him a job of helping spend it.

If the editor had a job with about 400 of these pensioners, he would be sitting pretty. In fact he would start a daily newspaper, believing that this would be permissible under the Townsend plan, as it would be non-profitable.

If you happen to come into a bag of money that you want to get rid of, there is no faster method than starting a daily paper.

In Portales that would be a certain method of putting money into circulation. It would be no trouble to get rid of \$200 per day.

Joe Alsworth was in from Milnesand and placed his subscription up another year in advance.

Doubtless Joe would class cattle-raising as a non-profitable business, and in line for the spending of this pension. But the enemies of the sales tax could find something real to howl about, as this pension according to exact figures would require a sales tax of .70 per cent.

Those eligible for an old age pension need not worry, as the present congress will pass a bill creating a workable old age pension. It will not be \$200 per month, however.

H. L. Caspe of Doris was in town Saturday and was among those who renewed subscriptions for another year.

Thilo Clark of Rogers was another renewer Saturday. Mr. Clark states that he raised a good forage crop, and that he was ready to begin farming soon as moisture was sufficient.

A "prospective husband" called into the county clerk's office Monday and asked Lester Cranford, deputy clerk, for a blank application for marriage. He said Mr. Cranford responded, and the would-be husband left the office with a big, broad smile. A few minutes later, however, he returned with the application, unstamped, and minus the big, broad smile.

Following an interrogation by Mr. Cranford, it was learned that the young elite had presented the application to the other party in kind, asking her to sign on the dotted line. Simultaneously, the young lady's boss appeared and, after grasping that the couple were discussing or rather contemplating matrimony, he informed the young lady that the rules were still "single girls in the office." Without further ado, the young man reached for the application blank, hid them a fond farewell, and returned the blank to Mr. Cranford, telling him he would have no further use for same.

Mrs. Lee Armstrong came in Sunday to see her sister, Mrs. Lillian Taylor. Monday she went on to Carlsbad to visit her daughter.

Miss Pauline Terry and Miss Mackenzie Walton spent Sunday in Clovis with Mrs. Roy Morris.

Miss Virginia Keller and Pauline Baker drove to Lubbock Sunday to see Max Stone, who is in the hospital there, recovering from an injury sustained when his car turned over.

Advertisement for 'The Quick Luncheon' featuring a picture of a woman and child. Text includes 'PROMPT SERVICE CALL 225 QUALITY GROCERY AND MARKET Free Delivery'.

BETHEL

We will be glad when so many who have been ill will be able to get back to Sunday school. There were only 76 present last Sunday. Ernest Wheeler made a splendid talk and Mrs. Wheeler favored us with whistling solos.

Willard Helmar has been threatened with pneumonia.

Sunday, Jan. 20 was the birthday anniversary of C. G. Bildeback, and on Saturday night the house was filled with neighbors who came to surprise Mr. Bildeback. Mrs. Bildeback served cocoa and cake, and the evening was pleasantly spent with games and visiting. On Saturday, Mr. and Mrs. Bildeback were guests at a birthday dinner for C. G. at the home of Mr. and Mrs. Ed Adams and on Sunday Mr. and Mrs. Bildeback were entertained in the home of Mr. and Mrs. Charley Howard.

Several of the neighbors pleasantly surprised Mr. Peasmire at their home Sunday, the occasion being Mr. Peasmire's birthday.

Sunday dinner guests in the new home of Mr. and Mrs. A. C. Woodburn were Mr. and Mrs. R. A. Ham, Mr. and Mrs. Andrew Smith and children, Mr. and Mrs. Ernest Wheeler, Mr. and Mrs. J. J. Perkins and sons, Mr. and Mrs. Ed Adams, John Adams, Chester Anderson, Orin Dutton and Anna Miller.

C. G. Bildeback had the misfortune to lose a valuable horse Sunday evening.

Mr. and Mrs. Otto Austin and baby left Saturday after spending a week with Mr. and Mrs. Evert Foster.

Flores Flaley returned home Sunday after a trip with the rest of his ball team and their coach, Mr. Linton. They were victorious in all games they played, winning the one game at Hobbs Thursday night, two at Carlsbad Friday and Saturday nights. They spent Saturday night seeing in the Carlsbad Caverns.

Chester Anderson acted as president of N. Y. F. M. Sunday night in the absence of Clay Jones who has been ill with flu. The program was in charge of Mrs. P. H. Dutton, group captain of the adults and was very interesting.

Miss Lucille Willis was able to be back with us at Sunday school Sunday, following an operation for appendicitis.

David Bros. are occupying the farm recently vacated by Mr. and Mrs. Bobo.

The little baby of Mr. and Mrs. Aaron is quite ill.

Several farmers have their plows going. Some of the land is dry, while others who irrigate have moisture.

Isaac Little is the new janitor of the church building.

Ray Smith spent Thursday night and Earl Wood spent Friday night with John Adams.

Mr. and Mrs. Tulko, Tollyer and children of Floyd were visitors in the home of Mr. and Mrs. Clay Jones Sunday.

LINGO

There were 90 present at Sunday school Sunday. Every teacher was present, which was the first time this quarter. After Sunday school Bro. Hankin delivered an interesting sermon.

There was singing Sunday night. Only a small crowd was there. We hope to have a better one and a larger crowd next Sunday night, Feb. 10. Everyone come. We have good lights now.

There are several people of the community that has the flu. They are: Mr. and Mrs. Will Sears, Mr. J. H. Collins and Grandmother Russell.

We are very glad to report Mrs. Leonard King has recovered.

The Lingo boys' basketball team played Casey team at Goodland Friday night, the score, 28-23, was in favor of Casey.

The Lingo basketball girls played in the tournament at Morton. They won one game and lost one.

Will Russell and family were visiting in the Lingo community Sunday.

Those who spent Sunday in the D. O. Bilberry home were Miss Mertice McGaha, Willie Mae Cardin, Marquette and Lillie Rae York, Artie and Johnnie Russell, Harold Russ, Clinton Russell and Eugene King.

Mr. and Mrs. Floyd Brown are the proud parents of a baby boy. Mr. and Mrs. A. F. York are driving a new Ford V-8.

Mr. and Mrs. Olin Corder, Mr. Virgil and Cleora Bilberry spent Sunday in the Will Corder home.

Jerry Martin was quite ill Saturday.

Howard Schwarzenbach was among Portales fans who attended the basketball game between the Junior College Greyhounds and the Military Institute at Roswell last Saturday evening. The Greyhounds were victorious by a small margin.

PEP

A group of Pep folks attended the school carnival at Dora Friday night. Miss LaVern Gandy was crowned carnival queen.

Those who are on the sick list this week are Mrs. A. L. Willson, Harold and Junior Willson, Mrs. Roy Radcliff and Leroy Leon.

Mr. and Mrs. Fred Harp Mr. and Mrs. Roy Radcliff were afternoon guests in the A. L. Willson home.

Roy Cappa Waldo, Murphy Cunningham were visitors in the Fred Harp home.

Mrs. J. E. Lee, son, Mrs. John Plummer were visitors in the O. A. Bailey home last week.

Quite a number of people attended the sale at Jon Rose's Friday.

Mr. and Mrs. H. E. Toombs and son J. T. were Clovis visitors last Saturday.

Mr. and Mrs. J. W. Capps has returned from Peos where they have been visiting.

Gandy and Clark Napsals and the Misses Gandy was the school district of Mrs. J. W. Capps of Pep community. LeVern had been attending school at Dora and everyone sure missed her out of school.

Mr. Humston Clark is the son of Mr. and Mrs. Mann Clark of Rogers community. We understand he is a prosperous young farmer of the community. Our community wishes them a very long and a happy married life.

Miss Flora Hightower, Lynn Richards, Mrs. C. S. Hightower, Orlene and Yociste Faye Radcliff were Sunday visitors in Mrs. Flora Swank's home. Just as Flora and Lynn was about to leave they discovered they had a flat.

Mrs. Roy Radcliff received a message from Lubbock that her grandmother Mrs. H. Green was very ill with the flu and was not expected to live.

Portales shoppers Saturday were Mr. and Mrs. Fred Harp, Mrs. Clark Chambers, Mrs. G. A. Bally and Bill Bally.

Mr. and Mrs. John Plummer of Portales were out at their ranch Sunday.

Mr. and Mrs. J. F. Wasmer were Sunday visitors in the Hoe Hawkins home.

Mr. and Mrs. Chester Plummer's baby has the whooping cough.

East Valley View

We have dropped our Sunday school here, but we are still having singing services.

Frank Lane spent Sunday night with Miss Ruby Mae Fisher.

Miss Ruby Mae Fisher has been ill for the last week.

Miss Ruby Lane has been ill for the last week, but is reported better now.

Miss Clara Bell and Eunice Lang spent Sunday evening with Miss Ruby and Juanita Lane.

Mr. and Mrs. J. H. Smith spent a part of the evening with Mrs. Heckman.

Wayne Smith has been ill for the last two or three days.

The young folks enjoyed a singing Friday night at the home of Mrs. and Mrs. Walker Rodgers.

All enjoyed a game at Mr. and Mrs. Jones Saturday night.

Richard Smith spent Saturday night with John Atkins.

Miss Lois Powers spent last week with her sister, Miss Lillian Norton.

John L. Miller spent a few hours Friday evening with Therman Powers.

Jennie Ellen Powers and Clara Bell Lang attended the ball game Friday night.

Elmer Lock is living in town now. He moved here from Goodland, Texas.

Mrs. Joe Jones from Dora is spending the week with Mrs. J. W. Jones.

Miss Juanita Felder spent Thursday night with Clara Bell Lang.

Miss Jennie V. Atkins was at the dance Saturday night.

Joe Atkins escorted his mother home from the dance Saturday night.

Mr. and Mrs. Fowly Williams are moving to their place in our community.

NEW HOPE

There were only 25 present at Sunday school. We had no preaching.

Mr. and Mrs. Shorty Greenhaw visited Sunday with Mr. and Mrs. Ira Cook.

Mr. and Mrs. Ab Stokes and son and Mr. and Mrs. John Stokes car was hit by a truck Saturday on the Lovington highway, turning the car completely over. None of them were seriously injured except Mrs. Ab Stokes, who is in the hospital at Clovis. Their car was damaged beyond repair.

Miss Glenda Horn spent Sunday with Faye Chambers.

Miss Dorothy and Juanita Dun-

worth spent Sunday with Miss Gladys Horn. Jodie Lovorn and Hughes Chambers and Misses Lela Taylor and Ollie McClendon went kodaking Sunday.

Miss Dorothy Dunsworth spent Saturday night with Lella Bell Lattrell.

Miss Iris Cook spent Sunday with Miss Ines Neil.

Miss Madeline Taylor spent Sunday with Miss Virginia Cook.

Mr. and Mrs. J. L. Harris went to Amberst Sunday after their son, Leslie.

Mrs. Ira Alford and daughter, Wanda Lou are on the sick list.

Mr. and Mrs. A. E. Ellison spent Saturday evening with Mr. and Mrs. J. L. Harris.

Chester Greenhaw spent Sunday with Edwin Harris.

Mr. and Mrs. A. F. Dunsworth and daughter Lois, spent Sunday evening with Mr. and Mrs. Ira Cook.

Mr. and Mrs. S. G. Lattrell and daughter, Lella Bell spent Sunday with Mr. and Mrs. Ollie.

J. W. Lovorn is on the sick list.

PUBLIC HEALTH

Director, New Mexico Bureau of Public Health. Conducted by Dr. J. R. Harp

INFANT MORTALITY

It was shown last week that the crude death rate depends upon an estimated population and should be compared with rates of other states unless corrections have been made for the age composition of the population and for residence of the deceased.

The infant mortality rate is open to none of these objections. It shows the number of infants who die out of every 1,000 born alive. The age in every state is the same, namely under one year. And it is safe to say that correction for residence would not greatly change the infant death rate of New Mexico.

If New Mexico has the highest general death rate in the United States we can make some statistical excuses. But New Mexico has also the highest infant death rate in the United States—the only infant death rate that exceeds 100

per 1,000 live births. We cannot escape the condemnation of this rate. To every skilled statistician it means that lives are being lost which by public health measures could be saved.

Twenty-five years ago in the state of New York infant deaths represented 19 per cent of all deaths. In 1933 infant deaths were only 7 per cent of New York's deaths. Now look at New Mexico: In 1929 twenty-six per cent of our deaths were infant deaths, in 1933 the proportion was 28 per cent. The year 1933 was a bad year for infants in New Mexico. The number of public health nurses employed in the state dropped from 22 in the previous year to 34. At the beginning of 1933 we have 38 public health nurses at work. The statistics warn us that our nurses must all work hard on the protection of infant life. Special attention in all our communities is needed to prenatal care, to infant care, to classes for mothers and "milk mothers" to home hygiene and well baby clinics. The schools have everywhere helped our public health nursing services immensely. We must remember our obligation to them. But at the same time we must not neglect that part of our public health program which carries health back into the home.

THE BETTER COMMUNITY CLUB OF PEP

The club met with Mrs. Ray Radcliff, January 15.

Mrs. Edith E. Martin was present and gave a demonstration on canning beef with the sealer.

Mrs. T. E. Toombs gave a demonstration on the baking of light bread.

The club gave Mrs. Martin a cup towel shower.

Those members present were Mesdames H. E. Toombs, J. W. Capps, R. E. Strong, Ray Radcliff, C. S. Hightower, A. L. Willson, Fred Harp, A. T. Pradmore, J. F. Wasmer, S. P. Chamber and Miss Freeda Willson.

Mrs. Flora Swink was a welcome visitor.

Mrs. Fred Harp will be hostess for the meeting in February.

Mrs. Sid Boykin of Clovis was guest of Mrs. R. L. Wood last Saturday.

Certificate Pool To Close Feb. 9

Sale of surplus certificates by the National Surplus Cotton Tax-Exemption Certificate Pool will end at midnight, February 9, 1934, according to the Agricultural Adjustment's recent announcement. The Pool was formed to facilitate the transfer of surplus tax-exemption certificates under the Bankhead Cotton Act.

It is considered that by Feb. 9 all producers should have a definite idea as to their need for additional certificates with which to secure bale tags for their 1934 crops. E. L. Deal, manager of the pool said, "In order that work toward a final settlement of the pool may be expedited, it is necessary that producers needing certificates purchase them not later than Feb. 9."

November 24, 1934, was the final date on which producers with excess certificates could surrender them to the pool for sale. Surplus certificates are sold by the pool at the standard rate of four cents per pound, whereas the tax on the Bankhead Act allotments is 5.87 cents per pound.

Following closing of the pool, any local sales of certificates at a price other than the fixed price of four cents a pound will be illegal and will subject the certificates to cancellation. Local sales are legal only when made between producers within a county and the transfer recorded in the office of the county assistant in cotton adjustment.

It is anticipated that all non-pooled and unused certificates will

A New Feed Store! In Portales

Located in the Masonic building on the West corner of the square. Oats, Meal, Hay, Grain and Chicken Feed

Carr's Feed Store

Portales, New Mexico

be called in at an early date for re-issuance in a new form for 1934 use.

ELIDA

G. C. Harris is very low at this writing.

Dr. A. J. Evans spent the week end in Carlsbad with his son, A. Q. Evans.

Harrison Miller and Miss Ines Hammit were married last Saturday in Portales.

Doc Rose and Miss Geneva Thurman were married Monday at Lovington.

Mr. and Mrs. Albert Anderson and baby of Kenna and Albert's mother of Roswell were visiting in Elida last Saturday.

Miss Beulah Harris of Lubbock, Texas, is here to see her father view.

who is ill. The ladies give Mr. Tompkins a shower Tuesday afternoon.

Several celebrated their birthdays last Sunday at the home of Mr. and Mrs. Dee Moore with a community dinner. About 50 attended.

The Elida Tigers lost the Malrose Buffaloes on their home court last Saturday night. The Tigers were defeated by four points. The score was 29-16.

Harper Starny of Roswell was in Elida Monday.

I. L. Bell and family have moved on the M. M. Mann's place north of town.

R. O. Palmer spent the week end with his wife.

Miss Vivian Case has been quite ill with flu for the past several days.

Miss La Voyda Mann spent the week end with her sister in Plainview.

ANNOUNCING

WE HAVE LEASED THE GARAGE IN CONNECTION WITH THE

Bays Motor Co.

and will be pleased to have you for our customer and we are able to give you a



We do expert work on any make of car, but are especially trained for work on the Ford. WE GUARANTEE OUR WORK

H. F. Crow Albert Partin

Banks A Partnership

A bank properly serving a community is, strictly speaking, a co-partnership composed of borrowers, depositors and stockholders.

Borrowers are those who merit consideration because of an established credit standing in the community. Depositors are those who prefer a safe place to keep their funds, and a prompt return of their funds when needed. Stockholders have every reason to expect a reasonable return on their investment.

First National Bank

Portales, N. Mex.

It's a Step to Save Steps

when you install

GAS HEAT

The more you demand RIGHT HEAT—for comfort and for health—the more steps Gas Heat will save you. Let us show you modern appliances that adapt this perfect fuel to every home heating need.

The Gas Company of New Mexico

Night Phone 206 Day Phone 160

CHAPMAN BROS. AUCTION SALE

Of Good Horses, Farm Tools and Feed. Monday, February 4, 1934.

At our farm half mile north of Dora, N. M., and 16 1/2 miles south of Portales, N. M., on Lovington Highway. Begins at 10:30 A. M. Cause of selling this is, have bought tractors and are not leaving the country.

TERMS OF SALE: CASH

14 HORSES 14

- 1 team brown horses, 8 and 9 years old, wt. 2800 pounds.
1 team grays, mare and horse, 7 and 8 years old, wt. 2600 pounds.
1 team black horses, 6 and 7 years old, wt. 2200 pounds.
1 black mare, 10 years old, weight 1250.
1 bay horse, 10 years old, weight 1250.
1 sorrel horse, 10 years old, weight 1300.
1 gray horse, 10 years old, weight 1300.
1 brown mare, smooth mouth, weight 1300.
1 brown horse, smooth mouth, weight 1300.
1 brown horse, smooth mouth, weight 1250.
1 bay horse, smooth mouth, weight 1250.
The above listed stock are all good stuff and ready for work.

IMPLEMENTS

- 1 2-wheel P&O 1-row lister.
2 4-wheel P&O 1-row listers.
1 2-row Emerson, Go-Devil, with knife attachments.
3-one-row slide Go-Devils, with knife attachments.
1 low wheel wagon, with bundle frame.
Knife attachments for John Deere Go-Devil.
1 12-hole Emerson wheat drill.
1 12-ft. Deering wheat header.
1 14-in. Emerson Sulkey plow.
1 Avery single-row cultivator.
3 sets double and single trees.
2 4-horse eveners.

HARNESS

- 6 sets good chain harness.
4 sets good leather harness.
3 sets check lines, 18 feet.
10 bridles.
14 leather collars, size 17 to 21 inches.
2 sets leather harness with collars and bridles.

FEED and OTHER ARTICLES

- 4 stacks Kaffir bundles, fair grain.
2 Guineas.
1 Royal Blue Separator, 400 pound capacity, nearly new.

FREE LUNCH AT NOON BRING YOUR OWN CUPS

Chapman Brothers, Owners FRED MARSHALL, Auctioneer JOHN HERRING, Clerk

Paralytic Is Fatal To Mrs. Trammell

Grandmother Trammell of Arch passed away at her home Wednesday about noon. She is the mother of Bryan Trammell, Lee Trammell, Bill Trammell and two girls.

She was a most remarkable Christian character, the Trammell family being one of the old-time families and among the most respected in the county.

Mrs. Trammell's death was caused by paralysis of the throat, following pneumonia poisoning.

Her husband, E. M. Trammell, died two years ago.

Mr. and Mrs. Leslie White were Mesquite visitors Sunday. Mrs. E. J. Trague returned with them and visited with Mrs. L. V. Brown and Mrs. M. B. Jones.

Fri. Afternoon AND Saturday

WE OFFER THE FOLLOWING CASH PRICES.

- SUGAR 10 lbs. beet 52c
SUGAR 10 lbs. cane 54c
SUGAR 25 lbs. Beet \$1.25
SUGAR 25 lbs. Cane \$1.30
MUSTARD 32 ounces 17c
COFFEE 1 lb. Schillings 31c
COFFEE 2 lbs. Schillings 61c
WHITE SPUDS No. 1, 10 lbs. 17c
CORN High Grade, No. 2 10c
PORK AND BEANS per can 5c

Highest Prices Paid for Eggs. See us Before you Sell!

J. C. KING

Between Offices of New Mexico Utilities and Home Furniture Co.

ROBERTSON PRODUCE

MEET US AT OUR NEW STAND IN DAN SMITH'S SECOND HAND STORE

Thursday's Produce Market

- Cream 30c
Heavy Hens 11c
Light Hens 7c
Spring Fryers 9c
Light Spring Fryers 9c
Stags 5c
Cox 2c
Turkeys 8c & 14c
Green, salt trimmed hides 1c
Eggs, candle 21c

When you trade with us you trade with the only home-owned produce house in the city

SOCIETY and Club

HOME ECONOMICS CLUB ENTERTAIN

The Home Economics club of Portales high with their teacher, Miss Edna Locker, entertained the school board members and their wives and the three principals of schools with their wives at a dinner in the home economic room Friday.

Red and white were the colors used and the table was centered with a bouquet of sweet peas, a boutonniere of the same flower being used as favors.

A delicious three-course turkey dinner was served, the guests afterwards attending the ball game.

The guests were Superintendent and Mrs. Floyd D. Golden, Principal and Mrs. J. P. Steiner, Principal and Mrs. K. E. Livingston, Mr. and Mrs. J. B. Friddy, Mr. and Mrs. Lewis A. Little, Mr. and Mrs. J. R. Shook, Mr. and Mrs. C. M. Compton, and Mr. and Mrs. J. H. Breaux.

BOOK CLUB TO HOLD MEETING

The Book Club will hold its next meeting at the home of Mr. and Mrs. Donald Mackay, February 7, at 7 p. m.

A Russian supper will be served before the program the menu is as follows:

Black Bread Pilaf, Pickle, Russian Tea, Dressed Eggs, Ginger Bread, the last being considered a gift of honor.

There will be a book review. Quizzes are to give some interesting facts about Russia.

Reservations should be made. See Mesdames Martin, Christie and Galloway or call hostess, at telephone 78.

MAMMETT-MILLER

Miss Inez Hammett became the bride of Harrison Miller, both of Elida Saturday afternoon at the Methodist parsonage. Rev. York performing the ceremony.

They were accompanied by Miss Lena Miller.

They will make their home at Elida where the groom is employed by Corbet Cleaning company.

WORLD BRIDGE PARTY

The Business and Professional Woman's club held their bridge party for members and guests Monday night, Jan. 28 at the Legion.

Miss Estelle Johnston and her committee were in charge of arrangements. Valentine tables, score pads and pretty paper napkins carried out the Valentine motif for the evening. Six tables of players enjoyed the evening.

CONTRACT CLUB

Mrs. Wivel substituted for Mrs. Brough and Miss Doll Dean for Mrs. Edwin Near at the Contract club Monday afternoon, when the meeting was held at the home of Mr. and Mrs. W. W. King.

Members present were Mesdames J. C. Compton, A. D. Ribble, J. H. Morgan, H. E. Buchanan, James D. Turner, J. P. Steiner, Bert Rawlins, Wm. LeMaster, Donald MacKay, and E. L. Wright.

FLOYD HOMEMAKERS CLUB

The Floyd Homemakers club met in the home of Mrs. Freda Widener Jan. 25.

The day was spent quilting for hostess and visiting.

Two visitors were present, Mrs. Johnson and Mrs. Edie Jones. Mrs. Dollie Gordon was added to the roll as a new member.

The next club meeting will be in the home of Mrs. Beattie Parsons, Feb. 8. Everybody come and bring thimbles.

CAUSEY HOME MAKERS CLUB

Mrs. E. M. Harding and Mrs. Luffie Bigley were joint hostesses to 18 members and six visitors Friday, Jan. 18 in an all-day meeting.

Visitors were Mrs. Bruce Judah, Mrs. Fred Judah, Mrs. Glen Parrish, Mrs. Wallace and two daughters.

Members present were Mesdames Jacobs, Farnell, Hickey, Mack Blakey, Hart, Melton, Alfred, Cole, Oates, Velma Judah, Miller, Maud Judah, Harding Blakey, and Miss Ruby Gates.

Each member brought individual work. After the business meeting an old fashioned spelling bee was much enjoyed by all.

ARCH

Due to so much illness the attendance at school is very low. The enrollment is 79.

There was also a low attendance at church and Sunday school. Bro Randal of Texico failed to come, therefore there was no preaching services.

Austin Stovall is a visitor in the Joe Bill Tolpenson home.

Miss Alma Copeland, our music teacher, has been transferred to Richland. We are sorry to see her leave.

Mr. and Mrs. Lawrence Harris are the proud parents of a baby girl. The mother has been very ill with the flu.

Mr. and Mrs. Walker and family have moved to Hobbs.

Mr. and Mrs. Hayter and family of Rogers are new residents in our community.

Congratulations to Mr. and Mrs. Skinner Maxwell of Portales on the birth of a new daughter. The Maxwells were former residents of this community.

Mr. and Mrs. Dolphus Pate of Portales visited relatives here over the week end.

Born to Mr. and Mrs. Jim Hawk a new daughter, Jan. 27.

Miss Alma Copeland entertained a number of friends with a chicken dinner Sunday. Those enjoying the occasion were Mr. and Mrs. Brewster and daughter Juanita, Miss Nell Hiley, Messrs. Scott and Robert Stokes, Alton Brewer and Miss Eva.

Grandmother Trammell is very ill at this writing. We wish her a speedy recovery.

Charles Ails has been a recent visitor in the Ben Townsend home.

Mrs. Machan was absent from school Monday, due to illness. Her sister, Miss Lucille Kiker, substituted for her.

Farm And Ranch Notes of County

Clarence Adams reports his sheep are fat and making it through the winter in fine shape.

He thinks that the stalk field he has sown on will last until the first of March. After that, he plans to put them on a grass pasture and feed them oaten seed cake.

Mr. Adams tries to keep his sheep in the best of health. He had no comments to make on the price of wool.

Some of the farmers are able to plow and have their land in fine shape, while others do not have sufficient moisture to leave the land in condition that it will not blow.

Will Overstreet of the Rogers community states that he got about 75 acres listed before it was too dry to plow more.

Mack Tolliver of the Floyd community is about half through his plowing. He reports plenty of moisture.

John Stokes still has his cows in his stalk field. He does not want to start his plow until there is more season in the ground. John made 45 bales of broomcorn last year.

J. I. Jones, who lives near Floyd says that he is not going to let these sand storms bother him any more. Some of his land is blowing, but he thinks he has seen it blow a lot worse.

Burnett Gilliam says that he has plenty of moisture to plow his sandy land. However, he is going to have to wait on his hard land.

W. O. McCormick states that the wheat in his part of the county is still alive and will hold on for some time yet.

M. A. Fullerton of the Causey community says that he believes in cows and a diversified crop. Mr.

Fullerton is one of the old timers in Roosevelt county.

J. E. Short of the Richland community reports that his land is working in fine shape.

W. T. Bailey of the Elway community was in Portales Saturday visiting his friends and attending to business.

N. E. Blackard is getting his truck farm in shape for this year's crop. He plans to diversify his crop.

J. V. New of Pampa, Texas has leased the Sam Boone home in the Leach addition. Mr. and Mrs. Boone plan to make a trip to Texas for some time.

E. L. Picht has leased the C. D. Cupton farm three miles west of Portales, and will take charge the first of February.

J. E. Caywood has leased the Alvin George farm west of Portales, and will move to take the first of February.

OBITUARY

Eddie Ray King was born July 10, 1890; departed this life Jan. 27, 1936.

Age four years six months and 27 days. He leaves to mourn his loss, father and mother, Mr. and Mrs. Tom King, Willie Joe Myrtle, Wilby, Leo, Mary Bell, and Albert J. King. He leaves quite a number of other relatives and many friends. To know the little boy was to love him.

Rev. W. C. Grant was called on to officiate at the funeral.

The text: "She is not dead but asleep." Death is the gateway into life. Passed out of death into life. We cannot say we will not see that little boy again.

That Eddie Ray is dead, he is just away with a cherry smile and a wave of the hand. He was wandered into a fair land and left us dreaming how beautiful it needs must be since he is there.

PERSONALS

Mr. and Mrs. J. B. Sledge drove to Milnesand Sunday.

Mr. and Mrs. Sam Batton and daughters, Sammy Jane, Fayal Ruth and Nettie Bell, stopped in Portales with friends a little while Friday on their way to Carlsbad for the week end.

Mr. and Mrs. Wesley Little and Jr. of Clovis were visitors in the R. L. Yeochum home Friday.

Coe Howard came over from Santa Fe Saturday. He drove to Artesia Monday.

Mr. and Mrs. Coe Howard and Mrs. Cline Guggen and little daughter, Betty Jean, visited Mr. and Mrs. Adam Trout in Hobbs Sunday.

Mr. and Mrs. S. B. Walker and daughter Evelyn of Hereford were week end guests of Mr. and Mrs. S. V. Cissell.

Mrs. O. B. Salmon of Kiawa, Kansas came in last week for a visit to her parents, Mr. and Mrs. B. F. Smith and her sister and husband, Mr. and Mrs. Carl Bremer.

Mrs. Ed J. New and Mrs. Edwin New were luncheon guests of the F. K. O. at Clovis Monday.

Marvin Garner, five-year-old son of Mr. and Mrs. Garner of Causey was brought to Dr. Wright Saturday suffering with a broken arm. He was trying to head some horses when one hit him and pawed him.

Rev. and Mrs. Delmar Pergande of Cortez, Colo., were week end guests of Mr. and Mrs. E. H. Sprinkle. They were on their way from Los Angeles. Rev. Pergande is a preacher of the Four Square Gospel church.

Mrs. C. E. Wivel was hostess on Tuesday afternoon to a number of friends honoring Mrs. Laura Marshall of Garden City, Kansas, who is here for a visit with her daughter, Dr. Helen Marshall, head of the social science department of Jr. College.

Mr. and Mrs. C. J. Messpell have a new girl, born Jan. 25.

Coches Reed and Green of the Junior college, returned Saturday after a semi-successful tour of the state. They took ten men with

them and met several schools in basketball contests.

Mr. and Mrs. Jim Hawk of Arch have a new girl at their house.

Harold Glen, 17-month-old son of Mr. and Mrs. Solon Brown passed away Wednesday morning from whooping cough and complications.

Funeral services were held in the home Wednesday afternoon by J. Griffin Chapman and burial was made in Portales cemetery.

The infant son of Mr. and Mrs. Kelly Nix is very low.

Miss Beola McMinn and her mother, Mrs. J. W. McMinn, left Wednesday for a visit and business trip to California.

The Methodist Missionary society will meet with the President, Mrs. W. B. Smith at 3 o'clock next Thursday.

Warren Copeland and Earl J. Stratton left Friday for a business trip in Captain. They plan to spend several days there.

The ladies of the Christian church will have a penny dinner Thursday, February 7.

Donald Fairly, John Campbell and Joe Hamill were pleasure visitors in Clovis Friday night. They attended the wrestling match there.

Miss Kathryn Mondell, sophomore at the junior college, spent the week end in her home in San Juan.

Mr. and Mrs. Grant Gordon of Floyd and Wayne Stratton of Portales were visitors in Clovis last Thursday afternoon.

Mr. and Mrs. W. W. King have just finished putting out shrubbery around their place, which makes it very attractive.

Mr. and Mrs. Lewis A. Little, Mr. and Mrs. Albert Stewart and daughter, and Mr. and Mrs. Dewey Thomas spent Sunday with Mr. and Mrs. Earl Little.

The Epworth League will hold a bake sale at the Yucca Supply shop Saturday.

Chairman of Red Cross Succumbs To Pneumonia

WASHINGTON, D. C., Jan. 30.—John Barton Payne, chairman of the American Red Cross, died early today in George Washington University hospital here.

Judge Payne's death occurred three days before his eightieth birthday which would have been Saturday, January 28. He was re-appointed chairman of the Red Cross by President Roosevelt last December and was serving his fourteenth year. He was also chairman of the Board of Governors of the League of Red-Cross Societies to which 61 nations belong. He entered official Washington life from Chicago when President Wilson drafted his legal services as general counsel of the railroad administration in 1917.

He had been judge of the Superior Court of Cook county. He was a member of Wilson's cabinet as Secretary of the Interior. The immediate cause of death was pneumonia, according to his medical staff which included Admiral Cary T. Grayson.

Miss Virginia Keeler and Pauline Baker drove to Lubbock Sunday to see Max Stone, who is in the hospital there, recovering from an injury sustained when his car turned over.

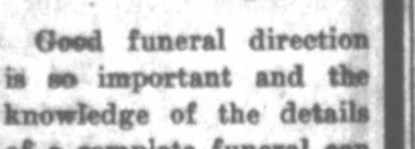
DANCE

Monday Nite, Feb. 11

MANILA SERENADERS FROM THE PHILIPPINE ISLANDS

Will Play at the Kimo

Admission \$1.10 Extra Ladies, 15c



Good funeral direction is so important and the knowledge of the details of a complete funeral can save your family so much expense and confusion at a vital hour that it is entirely worth while for you to learn of these things now. Stop in; our advice is without cost.

Wheeler-Johnson Ambulance Service Day Phone 46; Night Phone 23

J. B. Sledge was in the office Tuesday and said he had a letter from his niece at Memphis, telling of flood conditions there. At Sledge, Miss., a town of 300 inhabitants, the water has been three feet deep in the houses. Seventy-five per cent of the stock has been reported drowned.

Ditches had been made, years ago to carry off the water, but in spite of these, Mr. Sledge says flood conditions are the worst in history. Rain fell for 36 hours after the country was already flooded.

Mr. Sledge contributes the cause of the overflow of the rivers as the trees having been cut from the banks of the creeks, allowing the land to be washed into them, thereby filling up the river beds.



Try Howard's First!

King and Hoffman CANDY

Valentine Day

Look Over Our Line of Valentines

HOWARD'S Drugs and Confections

DANCE

GLEN HUDSON Will Play Tuesday Night in the Kirby Dance Hall February 5

KIMO Admission 75c

To Keep in Close Touch With Friends

IT PAYS TO HAVE YOUR OWN TELEPHONE

TELEPHONE

SPECIALS!

- 6 Cakes Jergen's Soap 25c
1 Pint Listerine 39c
\$1.25 Tennis Racket \$1.00
\$1.50 Chamois Skin \$1.00
Pepsodent Tooth Paste, large 40c
1 quart Mineral Oil 98c
1 gallon Mineral Oil \$2.50
Mentholatum 25c and 50c
Jergens Lotion 40c and 90c
Scissors, good quality 25c
\$1.19 Alarm Clocks \$1.00

PEARCE PHARMACY

Hatchery Opens



SATURDAY, FEB. 2nd

EARLY CHICK FACTS

For years we have advised our customers to get their chicks EARLY.

First, because pullets from the EARLY CHICKS, LAY IN FALL AND WINTER WHEN EGGS ARE HIGH.

Second, because early chicks grow faster, lay larger eggs and develop into larger hens.

Third, and best of all the cockerels from your early chicks will sell for enough as broilers, to PAY FOR THE CHICKS, THE FEED AND ALL COST TO MARKET AGE. Your 8 to 10 weeks old PULLETS ARE CLEAR.

We practice what we preach, by brooding 10,000 early chicks for our own use. ASK FOR PRICES ON EARLY CHICKS.

Bring Your Eggs for Custom Hatching any Tuesday or Saturday

Wicks' Modern Hatcheries

Your Big Home Hatcheries

WHY DO YOUR LAUNDRY OUT IN THE WIND AND SAND WHEN YOU CAN DO IT IN COMFORT

Portales Home Laundry

126 South Main St. Phone 68

EVERYTHING PREPARED FOR YOUR CONVENIENCE - ALL NEW EQUIPMENT We Call for and Deliver if We Do the Work.

Groceries for All Seasons . . .

No matter what the occasion, we are prepared to supply your grocery and market needs. Phone 13 and your order will have as careful attention as if you had called in person.

J. N. McCall's Grocery & Market

The S. E. Lane Land company have moved their offices from the Carter building to the tire store owned by Leonard Westerman.

Want Ads

PERSONAL

WHEN YOU WANT BETTER Tires with a Better Guarantee...

PLEASE RETURN VIOLIN AND case taken from front of my home...

REGISTERED JERSEY BULL from G. S. Hatch's champion cow...

ORCHID BEAUTY SHOPPE, BEST equipped shop in town...

VULCANIZING BETTER JOBS and quicker service at Gordon's Service Station...

FOR SALE

FIVE-ACRE TRACT LOCATED between college and grade school...

W. KRATZ PIANO STORY & Clark make \$75.00...

DOUGHNUT MACHINE AND equipment. Practically new...

VARIOUS HOUSEHOLD articles, three-quarter bed, baby-bed, desk, office chair...

HOME GROWN IRISH POTatoes. The very best quality...

NICE GO-CART AND BABY BED. See Mrs. M. M. Bennett...

ONE HALF INTEREST IN Robertson Bros. Pool hall...

ONE FOUR-WHEEL LISTER AND Planter; one and one-half horse power engine...

DESIRABLE VACANT RESIDENT lots. Close in. See Miss Nell Carter...

AT A BARGAIN: ONE HOPE Point electric range. Good as new...

PURE, HOME-MADE EAST TEXas Ribbon cane syrup...

GOOD BUNDLE FEED. SEE J. L. Theoford, Rogers, New Mexico...

MULES AND HORSES, 4 TO 7 years old. For sale or trade...

FIVE-ACRE TRACT LOCATED between college and grade school...

FOR SALE OR TRADE GOOD 2-row John Deere Lister...

SAY IT WITH FLOWERS. LEAVE orders with Mrs. Leslie Houghtling...

FOR SALE AT A BARGAIN, 1928 Chevrolet sedan. See it at 821 East State Street...

BALED FEED. SEE J. B. SUNDGE at Portales...

BARBED WIRE, HAY AND broomcorn bale ties. See J. B. Stedje Hardware Co...

FOR RENT

720 ACRES GOOD FARMING & grazing land 7 miles south of Elida...

TWO LARGE UNFURNISHED rooms at San Boone place. Intersection Kansas and Pecan streets...

TWO ROOM APARTMENT WITH bath, 223 East Mississippi Street...

GOVERNOR TINGLEY MAKES APPEAL ON RELIEF STUDY

Ask Workers to Stand Against Professional Agitators

Gov. Clyde Tingley, in a statement today appealed to those on relief to guard against permitting professional agitators to influence them into unnecessary demonstrations and violence...

"During my administration no one in New Mexico will go hungry," Governor Tingley said. "The federal government is reorganizing the FEERA with the plan in mind to put all unemployed to work...

"As I recently wrote President Roosevelt, people of New Mexico have worked and smiled their way through the depression. They have not been downhearted and have done their best in the big job of weathering the depression...

"I am a firm believer in the right of free speech, and I will do nothing to prevent anyone, whether on relief or not, whether a professional agitator or not, to have his say...

"The working people are the backbone of our nation, and today that includes the temporarily unemployed. There is no disposition on the part of the federal government or on the part of the state government to deny any man or woman a decent livelihood...

"The unemployed have found fault with the administration of relief. I, too, found many faults in the administration, and at my direction FEERA is being reorganized in New Mexico...

"And in the meantime I would urge the unemployed to first investigate the men who seek to be their leaders to see whether they are men of the people or whether they are professional agitators or publicity seekers."

GOOD 1928 MODEL SEBEK FIVE passenger car, for truck, farm tools or livestock...

STRAYED INTO MY FIELD ONE dark brown mare mule, weight about 1000 pounds...

WANTED MAN WANTED FOR RAWLEIGH route of 800 families...

HOUSE WORK BY CAPABLE girl See Nellie West, across from Super Service Station...

FARM WORK BY MAN AND wife by month or on halves. Desire tenant house...

NOTICE Notice is hereby given that the undersigned, was on the 24th day of January, 1935, appointed administrator of the estate of H. T. Allen...

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College Play, "Adam and Eva" Decided Success

The Junior College play, presented in the high school auditorium Saturday evening was a decided success from the spectators' standpoint as well as from a financial standpoint...

The story was centered around Adam Smith, Ray Jolly and Eva King. Anne Maude Hunter, who displayed unusual talent in the production, Durwood Wright played the comedy part of Uncle Horace Pilgrim...

This play, the first open production of the local college, was presented by the Dramatics club, and was well received by the large audience...

It was ably directed by Harry F. Taylor, head of the department of music and sponsor of the Dramatic club. He was assisted by Miss Gladie Wickham, co-sponsor of the club, and instructor in English at the college...

Miss V. Hoffman Leaves Portales

Miss Velma Hoffman, who has served as executive secretary for the Roosevelt County Welfare Board for the past year, left Monday for Santa Fe, for a conference...

Miss Hoffman states that she is being transferred from Portales to a like position in another section. She was not prepared to give the name of her successor for Portales...

During her stay here, Miss Hoffman has made friends who feel that the office was administered fairly and justly. On the other hand there are perhaps a large number who think she was entirely too severe in her judgments...

Many Oil Men In This Territory

During the last 10 days there have been a number of oil men from Oklahoma and other sections of this county looking over the situation...

Dame Rumor has it that two more tests are to be started in this county in the near future...

W. B. O'Donnell, H. E. Mehrens and Fred Donald McKay, all of the Junior college, were in Lovington Friday...

First Baptist Church Clovis, Will Hold 12th Anniversary

The First Baptist church of Clovis will celebrate the twelfth anniversary of Rev. J. F. Nix's pastorate Sunday, Feb. 3. A special program has been arranged by the church in recognition of this long and fruitful ministry...

Seek Location for Green House Here

H. C. Gettys was in Portales Monday looking for a location to build a green house. The Portales Florist shop was opened in Portales in December, but heretofore flowers were grown in green houses in Clovis...

Several plots are under consideration for the green house, but so far as the News has been able to learn definite arrangements had not been made. Work on the green house will be started soon as location is made, according to Mr. Gettys...

Amberst, before being brought here

Amberst, before being brought here. The following from the Lubbock Avalanche gives an account of the injuries received by Max Stone in a car wreck on Wednesday night of last week...

Lubbock Paper Gives M. Stone's Condition

The following from the Lubbock Avalanche gives an account of the injuries received by Max Stone in a car wreck on Wednesday night of last week...

Sales Tax Auditor Visits in Portales

E. M. Ferry, agent for the State Tax Commission, of the Emergency School Tax Division, was in Portales from Wednesday of last week until Tuesday of this week...

Mr. Ferry travels over six counties, Roosevelt, Lea, Chaves, Eddy, Lincoln and Otero counties, and is responsible for the tax collections from this territory...

The sales tax, since it has been passed has averaged in bringing in around an average of \$175,000 dollars per month and it is expected that it will be raised within the next few months to around \$200,000 per month...

The hardest thing about the new Sales Tax is getting the people and business firms accustomed to it, it was reported...

TO Hold Teachers Meeting at Rogers

Teachers meeting will be held at Rogers school building Feb. 8, beginning at 8 o'clock. A demonstration of the principles and technique of teaching in the grades for the grade teachers and those interested in the grades...

In the forenoon the high school teachers are asked to visit the high school in Portales, observe and take notes on the subjects they are interested in teaching and attend the banquet luncheon which will be served by the ladies missionary society in the Rogers school building at noon...

A fine program will be seen in next week's issue of The News, and we feel that these meetings will stimulate the teaching interest and be of much good to the pupils of the county. Arthur C. Woodburn, County Superintendent.

TO Organize BROTHERHOOD

The men of the Methodist church will meet for a banquet at the Methodist church Wednesday, Feb. 8 at 7 o'clock. All plates are free. See the pastor Rev. C. Frank York, H. O. Minick, Bert Hawkins, or J. K. Payne for your reservations...

Good eats, a good program and good fellowship is promised. D. H. Reed is president of the board and L. K. Payne is secretary. Mrs. Earl Young died in Amarillo Jan. 24, 1935. Age 39 years. Funeral services held at Gregg's funeral chapel in Amarillo. She is survived by her husband Earl H. Young and five children. Her father and mother, Mr. and Mrs. J. L. Ledford of Portales, N. M., and Mrs. Oliver Rudd, a sister of Hereford, Texas.

Thursdays Produce Market

- Cream - 30c
Heavy Hens - 11c
Light Hens - 7c
Heavy Spring Fryers - 8c
Light Spring Fryers - 8c
Stags - 5c
Cox - 2c
Turkeys - 8c & 14c
Green, salt trimmed hides - 1c
Eggs, candle - 21c

McCall's Produce

Announcing

The STORRS-SCHAEFER Stylist

Gordon Pyle Who will conduct a Special Showing of Spring and Summer FABRICS

February 15-16 Your inspection is cordially invited.

Individually Tailored CLOTHES of Quality

City Cleaners Kenneth Hall, Prop.

WASHING There's a Difference in LAUNDERING

But You Won't Know What the Difference Is Until You Try

CLOVIS STEAM LAUNDRY

Because the clothes you send here are laundered—not merely washed—there is a great deal of difference in the finished job. That difference means no more work for you, means that your clothes are returned far cleaner and more sanitary, and means substantial savings over the cost of doing your washing at home.

CLOVIS STEAM LAUNDRY

Phone 17 We Call and Deliver Tuesdays and Thursday

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Mrs. T. H. McKone of Clovis spent Sunday and Monday with the family of her daughter, Dr. and Mrs. Wm. LeMaster.

Mr. and Mrs. C. G. Hinchey are moving this week to Sal. N. M. Mr. and Mrs. H. M. Shepard are renting the Hinchey home.

WHEN

You want a Better Tire with a Better Guarantee, buy a NATIONAL TIRE

From our Complete Stock. Gordon's Service Station One Block Northeast of Square

P-F GRO.

COME IN AND SEE US!

Flour 48 lb. Sack, 1.72 Western Pride

COMPOUND, 8 lb carton 98c COCOA, Hershey's, lb. 14c

Corn No. 2 Can 10c

TOMATOES, Portales, No. 2 can 10c TURNIP GREENS, No. 2 can 10c

SPINACH, No. 2 can 10c SUGAR, 10 pounds 52c

Chicken Feed—We Have It!

A Window Bid SALE!

Beginning Now, Lasts Until 2:30 P. M. Saturday, February 9, 1935

RULES OF SALE 1. Bidders may bid on any item or number of items they wish but each bid must be on a separate sale bill or paper.

2. Customers or prospective bidders are invited to come into the store and examine any article on which they wish to bid.

3. The high bidder will be awarded their merchandise on completion of bids after the close of sale.

4. Place your bids in box at store entrance.

5. All successful bids are subject to consumer's sale tax.

6. Terms are cash upon receipt of merchandise.

7. All bids must have bidder's name and address.

LIST OF MERCHANDISE

- 1 No. 94 Perfection four-burner oil stove
1 No. 6303 Congoleum rug, 9x12 ft.
1 No. 190 Used Duplex Hot Blast heater
1 No. 13 Used Cast Iron heater
1 No. 21 Agriculture double tree set
1 No. 10 Keystone food chopper
1 No. 43 Leather collar (choice of size)
1 No. 149 Canvas collar (choice of size)
1 250 Feet of Mountain Lumber
1 No. 27 by 48 Wool Rug
1 No. 29 2-row P&O used lister cultivator
1 No. 7 2-row P&O used lister
1 No. 16 Sleepy Doll
1 No. 107 Aladdin Lamp
1 Used Coleman Gasoline Lamp
1 Gallon house paint, (choice of color)
1 Set No. 5 wrenches
1 No. 12 Used De Laval cream separator
1 Roll No. 24-2 poultry wire
1 No. 2 Enamel Water Pitcher
1 No. 14 Grey enamel dish pan
1 No. 9 Vogue enamel tea kettle
1 No. 16 Vogue enamel dish pan
1 No. 8 Vogue enamel stover with cover
1 No. 1 1/2 Vogue enamel double boiler
1 No. 10 decorated paper basket
1 Big Red Wolf clock
1 No. 12 Mantle clock
1 No. 10 Mantle clock
1 No. 3 Square wash tub

Bidder Address

Wall & Son

ELIDA, NEW MEXICO

Reminiscence

Progress in Our School System

By J. DUDE DRATCH

In 1901, Portales had her first school. It was a frame building and was said to have been located about where the Kimo dance hall now stands.

The first term opened with 10 or 12 students. One teacher, whose personal belongings in the school room was a ruler, a pencil, a tickery (T), clock, an astute tongue set the pace. She was Miss Sarah Malone.

Her duties were to keep classes so many hours a day for a term of six months. Her compensation ran up into dollars—\$15 monthly to be exact—whether she had one or 40 students on the long benches.

The building, 18x16, held the teachers desk, three blank interior walls, black board, two windows one door and several long benches. These benches, incidentally, had no backs and consequently the apt student found difficulty in hiding to chew gum during class. There was no place to keep the books except on the floor beneath the student—oh, well, you could hold them. It was not learned just what subjects, or how many were offered, but one early settler indicated that spelling, reading, writing and arithmetic were 85 per cent. Discipline the remaining 15 per cent.

Cost of the building was not learned, nor was the salary of Miss Malone affirmed. At this time, what is now Roosevelt county was a part of Chaves, and these records are not available.

Out present school system consists of a grade building, junior high and high school. In the grade school are 512 students; in the junior high are 401 and in the high school are 329, making a total of 1242. There are 43 teachers in the system, including the administration; 14 of these are in the high school; nine in junior high and 17 in grade school. There are two specialists, Miss Aase and Mr. Pugh. The high school offers 30 subjects.

The average salary for teachers is all school is \$781.00.

Our grade school was erected in 1904 at a cost of \$40,000. In 1917 two units were added at a cost of \$16,000. Junior high was erected in 1929. It cost the tax payers of Roosevelt county \$25,000. Two additional units have been added since then at a cost of \$14,000.

The high school, a credit to anybody's town, was erected in 1931. All modern conveniences, including the auditorium, which has a seating capacity of 500, the indoor gymnasium, heating system, and the tax payers of this county \$60,000. This was the initial bond. Mr. Floyd D. Golden is the present superintendent. He has held that position for seven years. J. P. Stetler is principal. Mr. Stetler has been with the system nine years.

In scanning the records out of the high school in Mr. Golden's office we saw such names on the enrollment list as J. R. Shook, who took a course in bookkeeping and made a grade of 90. Hats off to 947, Shook! Heck Harris, Raymond Brothers, Mable Barlow, Lucy Culbreth, Nannie Carter, J. Clinton Fairly (Clint to you), Mrs. Paul E. Morrison, who at that time was Miss Lurline Banderfer.

At the time these names were entered on the records, no dates were made on the entry, so we do not necessarily mean that the names mentioned are by any means old timers here. Some of them, in fact, graduated in 1918.

The following is a list of the Portales school faculty for 1934-35:

High School
Floyd D. Golden, superintendent; J. P. Stetler, principal; Maxton Stimpert, algebra; F. M. Bailey, public speaking and geometry; Mrs. Iris Bonner, social science; O. F. Brown, social science and coach; R. A. Young, vocational agriculture; Mrs. C. F. Brown, commerce; M. G. Hunt, English; E. P. Compton, English; Germaine Baer, Spe-

JUNIOR HIGH SCHOOL



The Portales Junior High school was erected in 1929 at a cost of \$25,000. Two units have been added to take care of demands since that date. They cost \$14,000. Enrollment in Junior high is astoundingly high. (Picture from News Magazine).

cial; Edna Locker, home economics; Jay Thompson, science; Ernest Pogue, band; Mrs. Hester Daniel, study hall; Ruth Wheeler, secretary; Nathaly Aase, music.

Junior High
K. E. Livingston, Principal, Mrs. P. M. Bailey, arithmetic, Adele Oldham, English, physical education; Aubrey Davis, social science; Eleanor Nelson, English, reading; Fred Hinger, health, physical education; Robbie Allen, social science; Chester Hunker, arithmetic and reading; Erna Mason, English.

Grade School
L. L. Brown, principal; Sybiline Warren, English; Jamie V. Hanson, reading; Carl Radloff, arithmetic; Ernest Ayers, social science; Mrs. L. E. Gaston, penmanship; Mary Alice Walton, geography; Mrs. Lucille Cumble, third grade; Clara Florence, third grade; Cora Mae Hunter, third grade; Rosamond Dean, second grade; Mrs. T. E. Allen, second grade; Sybil Astry, first grade; Mrs. Alice Walton, first grade; Edith Marshall, first grade.

The grade school has 18 class rooms; Junior high has 17 and high school as 30.

In our efforts to unearth the early history of Portales schools, Mr. J. B. Priddy, who is one of the early settlers, gave us a booklet containing much valuable information. The names of county officials, district officers, town officers, civic organizations, church directory, lodge, woman's club, the school faculty and a brief history of Portales. The following is taken from the booklet which was issued by the school system 1913-1914:

District Officers: District judge, John W. McClure; district judge, O. A. Richardson; clerk of county court, C. P. Mitchell; deputy clerk of the court, Seth A. Morrison; district attorney, K. K. Scott; deputy district attorney, James E. Hall.

County Officers: Sheriff, George C. Dean; probate judge, J. C. Compton; county recorder, C. P. Mitchell; county treasurer, Moss P. Jones; county assessor, J. E. McCall; county surveyor, C. L. Carter; superintendent of schools, Mrs. S. P. Culbreth; commissioner, first precinct, O. V. Harris; precinct 2, S. E. Johnston; precinct 3, D. K. Smith; County road board, president, Ed Wall; vice president, B. W. Kincaid; secretary, T. J. McInerney; justice of the peace, J. P. Henderson; constable, Bent B. Clayton.

Town Officers: Mayor, Edgar B. Hawkins; treasurer, Seth A. Morrison; recorder, Dan W. Vinson; aldermen, G. M. Williamson, Dudley Hardy, J. Porter Dean.

Seth Kirkpatrick was pastor of the Methodist church at that time. J. H. Shepard, Central Christian;

Hugh M. Smith, Presbyterian and E. G. Stout, Baptist minister.

Board of Education: James B. Priddy, president; William H. Ball, vice president; John H. Fairly, clerk; Dr. John S. Pearce and Washington E. Lindsey, members.

Standing Committees: Repair and Purchasing: John A. Fairly, James B. Priddy and Dr. John S. Pearce. Finance: W. E. Lindsey, Dr. J. H. Pearce and W. H. Ball. Oratorical: Priddy, Lindsey and Ball.

Faculty: Job S. Long, science and Latin; Pryor B. Timmons, principal high school, professor mathematics and Spanish; Miss Grace Ferguson, history and English; L. L. Brown, principal grammar school; Miss Fern Polesong, grammar grade; Miss Carrie Reese, grammar grade; Mrs. W. F. Kennedy, primary department; Miss Maude Wallace, primary; Miss Mary Williamson, primary; Miss Jessie Parrham, rural school; Mrs. Frances Nixon, music; Mrs. Myrtle Hardy, oratory.

Notes: Parents are earnestly requested to let their children attend regularly when possible; not to criticize the school or any teacher in the presence of pupils. Teachers not employed for particular positions are subject to assignment by the superintendent. It shall be the duty of any teacher, who may chance to witness the misconduct of any pupil other than her own, to call same to the attention and see legitimate means in enforcing a compliance. The regular session shall begin the second Monday in September, unless otherwise ordered. At the close of each scholastic month each pupil shall be graded upon estimate of oral and written work done during the month. Drawing: The board is not able to employ a special teacher for this subject, but it will be done as voluntary work. The teacher will give instruction in this branch outside of regular hours. Credit will be given for satisfactory work in this department.

High school, five year: Composition and Rhetoric—Lockwood and Emerson, Literature, history, mathematics, Latin, physiology, Spanish (full year course). Second year, same as first year with the addition of Science. Senior year: Literature, classics and theme writing, history—advanced civics, mathematics, plane trigonometry, science—chemistry.

If any foreign language is elected, two units will be required. Each year every pupil will be required to take work amounting to, at least, four credits unless permission be granted otherwise by the faculty. Sixteen units will be required for graduation. Five recitations, 40 minutes each, for 36 weeks represents one unit.

Brief History of Portales.
Portales is the capital of Roosevelt county, located in the center of the Portales Valley; 120 miles from Amarillo and 90 miles from Rockwell.

Portales is a town of approximately 1800 inhabitants, with modern residents and substantial business houses. It has a municipal water, light and sewer plant, the initial cost of which was \$80,000. It has beautiful shade trees and well kept lawns. The Santa Fe railroad people have just completed a \$17,000 passenger depot, which is said to be the finest one on this line of road. We have a court house and jail that cannot be duplicated anywhere for \$25,000; a modern church building and a \$30,000 public school building. All the usual business enterprises are represented, as are the church organizations and various secret orders, together with excellent hotel accommodations.

Immediately contiguous to Portales is an enormous irrigated area of something over 100,000 acres. Water for irrigating this immense tract of land is pumped from the ground and the wells are owned by the individual farmers owning the land, thus giving them unlimited control of their separate and individual irrigation systems. The motive power for operating these wells is furnished from oil engines and by electricity. The largest producing gas irrigation project in the world is that operated at this time by the Portales Utilities company, a corporation. The installation cost of this project was \$350,000 and it furnishes electricity energy to the pumping of water on 10,000 acres of land. The people are cosmopolitan and of that broad-gauged, liberal individuality so characteristic of the great southwest.

The present grade school was at that time the only school structure in Portales, being the grade school, junior and high school. Thanks to Mr. Priddy for this valuable booklet.

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County Schools Show Increase in Enrollment

Practically all of the rural schools of the county show an increase in attendance during the past 30 days, according to a statement of county school superintendent, Arthur C. Woodburn.

It is difficult to say where all these people are coming from. Not a single district reports a decrease in attendance. Therefore, the people are not all moving from one district to another.

The Richland and Dora schools have enough new pupils for another teacher than they had at the opening of school. Mr. Woodburn did not state whether the county board of education would be able to get another teacher for the remainder of the term.

Lingo and Hwy have increased attendance, but not as great as the other named districts. One truck line in the Lingo system has been lengthened 15 miles to accommodate new pupils.

Whooping cough and influenza are hindering good attendance in the rural schools, according to reports. A few cases of pneumonia have been reported.

President MacKay, K. J. Brough, Francis Delooso, Harry Taylor, and W. B. O'Donnell will go to Colfax county Thursday to attend a meeting of the teachers of the northern counties of New Mexico.

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THE PULCHRITUDE OF 1907



...and it affords me great pleasure to present this diploma in return for your untiring efforts. Professor Fugh superintendent, must have been saying when the class of '07 stepped forward on that eventful night to receive the sheekskin. The young ladies pictured above are the first to graduate from Portales high school. They are, first row: Georgis Stewart, Selma McDermatt and Beula Stewart. Second row: Grace Becker, Cora Smith and Emma Camp. Third row: Nannie Osher and Margaret Patterson. (Pictures from News Magazine).

PORTALES' FIRST HIGH SCHOOL BUILDING



Even back in 1907 when Portales was a mere pup, and before the state had been annexed to the Union, members of the community put forth their intellectual fortitude to care for the growing demands for an educational center. The building pictured above was their regard. It is Portales' first high school building. A simple frame building, yet a gratification fulfilled, Portales was destined to become one of the best school towns on the East Side. Many improvements, such as the grade school, junior high, and high school, to say nothing of the Junior College, have been made since that date. An estimate of the cost of erection of this building was not learned. But, as is indicated, a city is recognized by its educational institutions. (Pictures from News Magazine).

You don't have to burn "midnight oil" to appreciate the new

I. E. S. BETTER SIGHT LAMP



This tag marks the difference

Because some models of this new lamp look little different from ordinary lamps, this tag was



Developed by scientists at the Electrical Testing Laboratories, famous engineering organization in New York, has made exacting tests and found that the lamp bearing it conforms to the new light saving specifications. Let this tag guide you to the new lamp designed to save eyes.



The Right Meter measures light. Under the Better Sight lamp it registers 25-30 footcandles—the right light for reading.

The I. E. S. Better Sight lamp was designed with one dominating purpose in mind: to make study or reading easier and less tiring for young and old.

To achieve this result, eyesight specialists and lighting engineers worked together, creating the specifications of a radically new lamp. How well they succeeded is indicated by the sponsorship given the I. E. S. Better Sight lamp by these authorities:

Specifications by: The Illuminating Engineering Society.

Certified by: The Electrical Testing Laboratories.

Endorsed for Lighting Effectiveness by: The Lighting Committee of the Edison Electric Institute, and the National Better Light-Better Sight Bureau.

Come in and see this I. E. S. Better Sight lamp. You will want one for every place where children study.

PORTALES HIGH SCHOOL BUILDING



Erected in 1931 at a cost of \$60,000, the Portales High School is answering present needs as an educational institution. The school has an enrollment of 202 for this term. Total enrollment for all three grades, junior and high, 1934-1935, Portales teachers are in this building. The class room number 30, and 30 subjects are offered. (Picture from News Magazine).

New Mexico Utilities Company

E. H. SPRINKLE, Local Manager

CENTER POISE RIDING

The new long front spring is mounted in front of the axle with the spring shackled closer to the wheels, which increases the front stability of the car.

This front spring suspension permits engine location 3/4 inches forward of the conventional position. This makes possible correct passenger location and weight distribution.

Another Reason for Center-Poise Riding

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LOCAL HOOPSTERS TO PLAY SERIES WITH MUSTANGS HERE

First College Cage Game in This Area To Be Held

Featuring the first college basketball game to be played in this region, Coach "Tiny" Reed announced the changing of the dates to be played. The State Teachers college Mustangs from Silver City are scheduled to play the Greyhounds of the Eastern New Mexico Junior college on next Wednesday and Thursday in the local high school gymnasium.

The Mustangs were able to bring out defeats from the Greyhounds last week and they will come here with the intention of repeating this performance. They have a strong well-balanced club and rely upon Scott, negro center, for their main point of attack. They are at present tied for high honors in the conference, having a perfect record so far this season.

Coach Reed gave 12 men from which he will pick the starting lineup for these games. They are: Patterson, Coffman, D Casey, V. Casey, Mathews, Reed, Best, Miller, McDonald, Danforth and Neville. Sturdivant, former star, has dropped from school but his place as key man has been filled by Patterson.

The Greyhounds schedule at the present time has not yet been completed but it was announced Tuesday that they will play the West Texas State Teachers college freshmen on Feb. 15, and the Wayland Junior college Feb. 21. They will play a game here with the New Mexico Military Institute in the near future but the date has not yet been made.

HOW THEY STAND
State Teachers College 1,000
Normal University 1,000
School of Mines 500
Junior College 250
Military Institute 200

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proper insurance protection in your budget. You'll have peace of mind and absolute protection against financial loss.
Secure only in strong stock companies. You can do it through this agency.

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Greyhounds Win Four Games on Tour Last Week

Winding up their tour over the state the Greyhounds were able to bring home four victories. The locals met the New Mexico Military Institute at Roswell Saturday and were able to nose the Broncos out by a score of 48 to 38.

They defeated an independent team in Hagerman Friday evening by a decisive score of 39-21. Two games were played with the Aggie frosh and were winners in both contests.

The local hoopsters were weakened by the loss of Sturdivant, who dropped from school last week. But his place was ably filled by Patterson, former star of Portales high school, who was in the starting line-up for the first time this season. Patterson is fast and a sure marker.

With the winning of the game from the Broncos, they are now placed in fourth place in the conference with a percentage of 336. The State Teachers College and the Normal University are the conference leaders with a percentage of 1,000. They are followed by the School of Mines whose average is 500. The New Mexico Military Institute is fifth and last with a percentage of 200.

February 15 Ends Direct Relief For Roosevelt County

There will be no more direct relief after Feb. 15, according to plans of the state relief administration. Work relief is all that is to be granted.

The head of the family is to arrange for help in advance so that plans for work can be made. However, in emergency cases help may be secured and work done to pay for it later.

The force at the local relief office is working at all possible speed to get the records in shape for the new plans of relief, states Miss Velma Hoffman, head of the Roosevelt county relief work.

Miss Hoffman states further that she would like to do more for the people of this county, it were available. However, every month the local office force has a difficult problem to make funds last for the current month.

The new plan of relief is expected to be more satisfactory than the present have been. When the heads of families make application and the application is accepted, both the applicant and the administration have a definite idea what to expect.

Before help can be obtained, an application form by the one desiring help must be made in person. This rule was necessary on account of misunderstanding in the past.

One case was brought to the relief office last week in which relief could not be given on account of the person desiring help did not appear in person; however, it was urged that the person in need appear at the earliest date possible.

It is the intention of the office to see that there is just as little distress and suffering in Roosevelt county as possible.

Lewis Thomas, freshman at the Junior College, spent the week end in his home in Clivia.

Roosevelt Park Making Showing

A drive through the Roosevelt park at the CCC camp Sunday was an eye opener.

Attractive driveways have been made through the park, winding around the lake and through the sand hills, giving a good view of the park from every direction.

The work on the bath house is progressing and this building, which is of Spanish type will be very attractive when completed.

Thousands and thousands of trees have been set out, which will begin making shade the com-

ing summer. These trees are of timber native to the United States as no foreign tree is allowed to be planted in a national park.

All landscaping is conforming to nature, and native flowers are being preserved in the park. There are 143 varieties of native flowers in the park, and these flowers are not allowed to be disturbed, in making park improvements.

When summer comes the large lake will be filled with water, and a large swimming pool will be open to the public.

The park will bear the appearance of a small forest on the plains country, which will be a recreation ground for this section of the state.

Mrs. Edith Powell of Clivia, sister of Horatio Schick, was a visitor in the Mohel home Monday and Tuesday.

President and Mrs. Mackay were guests of Mr. and Mrs. H. E. Johnson at dinner and the show in Clivia Tuesday evening.

SATURDAY SPECIALS FISH AND OYSTERS

- BRICK CHILI, home made, per lb. 20c
- HOG LARD, home made, per lb. 15c
- LOIN STEAK, grain fed, per lb. 30c
- BEEF ROAST, grain fed, per lb. 15c
- CHERRY, full cream, per lb. 22c

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