

The Portales Valley News

VOLUME XXVI

PORTALES, NEW MEXICO, THURSDAY DECEMBER 8, 1927.

NUMBER 7

New Fords \$108 To \$35 Higher Than Old Cars

Detroit, Dec. 1.—The Ford Motor company which has been technically "out of production" for some months, plans to step up production immediately, Edsel B. Ford, president of the company, indicated today in discussing the new model which formally will be shown to the public tomorrow. Prices for the new model were announced by the company last night and show a schedule ranging from \$385 for the roadster to \$570 for the "fordor" sedan. The figures represent an increase of \$10 to \$35 over the old model.

The new motor car demonstrated before newspapermen Wednesday in an elaborate obstacle test.

Given Severe Test
Through blinding eddies of snow, and over rutty roads, rim deep in mud, the car was driven at 60 miles an hour, twisted about, brought to abrupt halts and taken around curves at a terrific pace. At the conclusion of the demonstration, Edsel B. Ford, in charge of the ceremonies, was besieged with questions regarding the secret of the leverage of the machine. It was explained as due to a combination of new elements which were previously announced.

\$77.00 On Five Acres Cotton

J. Rex Forrester has a cotton story that is a good one and true, too. He says that Mr. Bell of Red Lake community was in Tuesday and said that he sold \$77.00 worth of cotton off of 5 acres of cotton—and it was volunteer. Looks like cotton just will grow in New Mexico whether it's planted or not.

FORMER PORTALES GIRL IS AGAIN HONORED

Each year the University of St. Paul, Minn., receives an individual check for one thousand dollars to be set aside for ten "achievement scholarships" and to receive one of these scholarships, based as they are upon character, leadership, activity, and scholarship, is indeed an honor, and this honor has been conferred upon Miss Delora Meiner, daughter of Mr. and Mrs. A. B. Meiner of our city.

This is Miss Meiner's third year in the home economics department at the university and her second year as a member of the student council. Miss Meiner plans to give pleasure not only to herself but to her people and many friends as well by spending the holidays in Portales, arriving Monday, December 19th, and returning to St. Paul Monday, Jan. 2nd.

Portales Masons Elect Officers For Year 1928

On Saturday night, the Portales Lodge A. F. & A. M. held their annual election of officers, and the following were chosen for the coming year:

C. M. Compton, Worshipful Master.
John V. Miller, Senior Warden.
J. Clint Fairley, Junior Warden.
J. C. Compton, Treasurer.
J. R. Shock, Secretary.

The installation of the newly elected officers will be held on the evening of December 27th.

American Legion To Elect Officers

The Carl McDermott Post, American Legion, will hold their annual election of officers on Friday night of this week. All members and prospective members of the Legion are requested to be present.

Priddy & Fooshee Announce Annual Pre-Inventory Sale

In this issue will be found the announcement of the annual Pre-Inventory Sale of the firm of Priddy & Fooshee.

This sale has become an annual event which is watched with interest by the buying public, and it is safe to say that this sale will break all former records.

This firm is the pioneer dry goods firm of Portales, having started when the town was in its infancy, and when the present court house lawn was an open range for the town cows and hogs.

World War Vets Should Act Now

WORLD WAR VETERANS WHO FAIL TO APPLY FOR THEIR "BONUS" BEFORE JAN. 1, 1928, LOSE ALL RIGHTS UNDER THE LAW.

World War veterans stand to lose all rights to the federal adjusted compensation "bonus" unless they act before January 1, 1928.

More than 500,000 ex-service men throughout the country with claims aggregating possibly half a billion dollars, have failed to apply. Another group of possibly 40,000 veterans have neglected to return applications sent them for correction.

Any honorably discharged veteran who served in the army, navy or marine corps for more than 90 days between April 5, 1917, and July 1, 1919, providing he began his service before the Armistice, is eligible for the benefits of the Adjusted Compensation Law. To be valid applications must be filed on or before January 1, 1928.

Local veterans or relatives of deceased soldiers who wish to file applications for this "bonus" may obtain blank forms from T. A. Martin, adjutant of the local American Legion Post. Mr. Martin will be found at the office of the New Mexico Utilities Company.

Foreman Recovers Stolen Truck

On Wednesday of last week, while attending a funeral, Edgar Foreman had his truck stolen.

On returning home he missed the truck, and also missed a young boy, Frank Schever, who had been staying with him for several days. He notified the sheriff's office and, in company with Deputy Pendley, made a search for the truck.

Young Schever had lost his way and drove nearly to Floyd, turned back and attempted to leave town by the Roswell highway. He was overtaken just this side of the alkali lakes, and jumped from the truck and attempted to make his escape afoot.

Pendley and Foreman gave chase and captured him, landing him in the county jail on a charge of theft of the truck.

On returning home, Foreman discovered that some clothing, a watch and a purse containing \$7.50 in cash was also missing.

He returned to the jail and questioned the youth as to the whereabouts of the watch and cash, he denying having taken it.

On making search where the boy left the truck and went through the fence the purse and watch were found in the grass.

The boy came to Foreman's a week or so ago, and was given lodging and some work. He claimed that he was on the way to his brother in California. On leaving the place to attend the funeral of Mr. Pitts, the boy volunteered to stay and sell potatoes and peanuts.

But as soon as the family were out of sight he loaded up and attempted to make away with the truck.

He stated that he intended to go as far as the gas would allow and then abandon the truck and make his way on to California. He had a five gallon can of gas in the truck at the time of his capture.

Many View Pictures Of The New Ford

A large crowd of interested people viewed the large pictures of the New Ford cars at the University on last Friday and Saturday.

The specifications of this wonder car were fully explained by Messrs. Jordan and Lupers.

The car has created world wide interest in the past few months, and the public anxiously awaited to see just what Mr. Henry had to offer.

To date over seventy orders have been signed and these cars will be delivered in order of the filing of orders.

On Sunday a New Ford car in person will be on display at the show rooms of the Universal in the afternoon and evening.

On this occasion the public will be able to see—not the pictures, but a real Ford as it is today.

The act of the Boy Scout troops of Portales in gathering up old, broken toys to mend and pass out to the poor on Christmas Eve is a commendable one. The Scout movement in America should be backed by every business man everywhere as a worthy one.

Waiting for Adoption



Copyright, W. N. U.

Rev. Jack Winsett To Conduct A Revival at Elida

Rev. Jack Winsett, who conducted successful revivals at Portales and Clovis during the past summer, will begin a two weeks' revival at the Baptist church at Elida on Sunday, December 11th.

During the Clovis and Portales revivals he drew capacity audiences and delivered some very forceful sermons.

His revival at Elida will be well attended by Portales as well as Elida people.

Rev. Bynum, local pastor, asks The News to extend an invitation to all denominations to take part in this revival.

Varney Advertises A Closing Out Sale

C. W. Varney says that he will have to give possession of the building which he now occupies by the first of January, so is advertising a closing out sale this week.

Since coming to Portales Mr. Varney has conducted a variety store which contains a real variety of merchandise, and now that he has to vacate his present location is putting on a sale which will bring joy to the Christmas shoppers.

Elsewhere in this paper will be found his advertisement of Santa Claus specials, which will bring Christmas shoppers for many miles.

Lions' Club Sponsors Boy Scout Finances

At the weekly luncheon of the Lions Club, it was decided by this organization to assume the responsibility of raising the finances for the Boy Scout movement in Portales.

While Portales has been a member of the Area Council, for this area, they have had difficulty in the past few years of meeting their part of the financial obligation, and now that this organization has assumed the responsibility of raising the finances, the movement will go ahead and Portales will be able to participate in the benefits of the organization without feeling that they are sponging on the rest of the area.

Twenty Years of Successful Farming Roosevelt Co.

S. F. Beeman was in town the latter part of last week, and renewed his subscription to the old reliable.

Mr. Beeman homesteaded in this county twenty years ago, and has made a success of farming.

He says that the farmers of Roosevelt county, to make a success, must diversify, keep a herd of dairy cattle and a flock of poultry to consume the feed grown on the farm.

By using this method, they will be able to operate on a cash basis and prosper.

New Management at Portales Drug Store

The latter part of last week, Dr. J. E. Camp and H. C. Walton purchased the Portales Drug Store from Mr. Pruitt and the new men have assumed management of the firm.

Dr. Camp is one of the pioneer druggists of Portales, having been connected with this store since its start. He is a thorough pharmacist and needs no introduction to the public.

H. C. Walton has been local manager of the Joyce-Pruitt Dry Goods store at this place for several years, and he has won a host of friends while in Portales. The public will be glad to learn that he is to continue as a resident of the town, and now that he is connected with this firm as one of the owners, he will give his undivided time to the business, which speaks prosperity for the firm.

Floyd Stock Judging Team In High Place

The Floyd Stock Judging Team made a good record last week in the district meet, winning first place in the county, and high place in three counties, scoring 2100 points out of 2700.

The team is composed of Albert Parish, John Spears, Bentley Bostick, Don Pruitt, and Coke Chumley.

This team will go to the State College Thursday, December 8, today, where they expect to add more laurels to their credit.

Three years out of four they have won first place in the district and for three years second place at State College.

Caplan Lang is very proud of his team and his pride is shared by the entire county.

R. POPE HENNESSY



Col. R. Pope Hennessy, the newly appointed military attaché of the British embassy in Washington.

Pecos Valley Has Picked 30,000 Bales of Cotton

We note in press reports of Sunday from Roswell that the Pecos Valley from Roswell to Carlsbad has already ginned 30,770 bales of cotton, and gins still running. This strip of winding land called the valley is narrow and their principal crop is cotton, and while the area is not large they have gathered about \$3,700,000.00 worth of cotton, figuring \$120.00 per bale, and the said cotton has created active prosperity and everybody making money and the towns are growing rapidly.

On the opposite side of us is the South Plains of Texas which is now gathering a good crop of cotton raised since the rains began in June. In many of the earliest and best fields they are gathering three-fourths bale per acre, and it is reported there are many renters around Littlefield and Amarillo, which is not over 60 miles from Portales, that are making more than 100 bales of cotton, or \$12,000.00 worth of cotton, land owner receiving one fourth, which is \$3,000.00. That is making the land pay its way and making interest on the land investment, which most of our lands have not been doing, but with real farmers who plow early and are ready to receive moisture when it comes and our broad lands put in cultivation, it will pay the same profit to the owners.

Another item in Sunday papers says that in the town of Floydada building permits for this year ran half a million dollars. Floydada is on the Plains about 40 miles east from Plainview and they are raising cotton and wheat, and doing it every year and the town and county are doubling in population about every two years.

The point is this: Roswell west of us is getting rich and going forward raising cotton, and the Plains 50 to 75 miles east of us are doing the very same thing. The towns are building five times as fast as we are, and the land all being put in cultivation; and the merchants over-run with business—cash business—from cotton pickers and cotton raisers and land owners who all have plenty money, and banks with more deposits than they know what to do with—all because they are raising cotton, a real money crop. We expect Roosevelt county to do the same in 1928.

C. W. Ison's Sale Continues Till 24th

C. W. Ison says that his pre-holiday sale has been such a success that he will continue it till the 24th of this month.

During this sale customers have come from distances all the way between Ft. Sumner and El Paso. It was advertised in The Portales Valley News and could not help being a success.

News' Contest Rapidly Nears End; Crucial Third Period Expires On Stroke of 9 p. m. Saturday, Dec. 10

Extra Credit Offer of 80,000 Now In Effect Is Biggest Remaining Opportunity. Next Week the Votes Will Be Slashed Twice—Effort Now Will Count Heavily In Final Count—Entry Period Closes Saturday.

With only nine days remaining in which to secure the winning votes, contestants in The Portales Valley News' big \$2,000 Automobile and Prize Campaign are beginning to enact stirring scenes in their frenzied rush to see everybody and obtain every possible vote before the time expires. All realize that many a race is won in the home stretch, hence every subscription, either big or little, is of utmost importance. Less than two weeks from today, the fortunate winner will be riding around in her own big Chevrolet Imperial Landau Sedan, hers to keep for all times by right of conquest.

This is 80,000 extra vote week. Until 9 o'clock Saturday night, December 10, a bonus of 80,000 extra credits is allowed for each and every \$20.00 club subscription turned in. Several contestants did not accomplish nearly as much on the 80,000 extra vote offer last week as they desired, and these are planning to make every minute during the remaining hours of the 80,000 offer count for them. Because of inactivity last week, several who apparently had the Chevrolet almost within their grasp faltered, and unless they show some speed this week they will not need to worry much about gas and oil bills for the Chevrolet. It seems a pity that some of those who stood so well when the first period ended should now be losing their advantages through inactivity. To win in a competition of this kind it is necessary to keep right on the job every minute. One must not hesitate to temporize to let some other contestant forge ahead and claim the prize, that might have been yours. That is just what is happening in this campaign, apparently.

Better Work Now
From now on the race will grow swifter. The time is so short that it is absolutely necessary for those who want the automobile to lay everything else aside and hustle for votes. Ten days from now it will be too late, and then you can look back and see where you might have won. But that isn't going to put you up in the driver's seat of the Chevrolet. Not by a long shot.

Next week the credits will be reduced twice. The 80,000 offer of which ends Saturday night, is the biggest remaining offer. From 8 a. m. Monday, December 12, until 9:00 p. m. Thursday, December 15, a bonus of 70,000 extra will be allowed for every \$20.00 club turned in. During the last two days of the campaign, December 16 and 17, a bonus of 60,000 extra will be allowed for every \$20.00 turned in. There will be no surprise offers of any kind, and no extra votes or credits issued except as outlined above. Don't let any of your well meaning friends tell you to hold your subscriptions, because the votes are going up—they are going down in this campaign, and what has happened in other automobile campaigns has nothing to do with what happens in this one.

Entry Period Closes
Every contestant is advised to do her dead level best this week. There will never be a better chance to win than the one now in effect. You can get the winning votes on this 80,000 offer if you work hard enough, but if you don't work, then don't come around after it is all over with a tale about how you could have won if you had only known. We're telling you now. Anyone who holds subscriptions until the last day in anticipation of a raise in vote values is going to be disappointed.

No new contestant will be allowed to enter after 9:00 p. m. Saturday, December 10. If you want to win, better get in now—no last minute entries accepted. The last next week will contain only the names of the winners, and from them the winners of all prizes and cash commissions will be selected. The inactive ones will not be paid a cash commission, nor will they be eligible for any prize.

In order to qualify for cash

TODAY'S STANDING

(Tabulated at noon yesterday and not including reserve votes.)

Portales	
Mrs. Marjorie Richardson	475,500
Mrs. Jule Stone	474,200
Mrs. J. E. Wise	475,000
Portales K. F. D.	
Mrs. Adah Rea	211,350
Cross Roads	
Mrs. Ben Warren	476,000
Elida	
Mrs. J. S. Click	474,200
Elida R. F. D.	
Edwin G. Taylor	473,100
Floyd	
Miss Mabelle Morrison	460,200
Hiway	
Miss Ethel Radcliff	139,550
Inez	
Miss Cloea Tollett	266,200
Rogers	
Mrs. Gussie McCormack	426,850
Rogers R. I.	
Mrs. Ben Clark	323,000
Richland	
Miss Icie Stigall	449,150

commission a contestant must have remained active in the campaign, turning in at least one or more subscriptions each week from the time she started to work. If you have not done this, there is plenty of time to get right busy and win a prize. Cash commissions will be paid strictly under the rules as published in the beginning on new subscriptions only. Old or renewal subscriptions do not count for cash commission.

Every prize has been purchased by The News, and cannot be exchanged for cash commission. Who would want to exchange us that Chevrolet for twenty per cent of her new subscription sales anyway?

Under no circumstances will any rule as published in the beginning be changed. While this may possibly work a hardship on some yet there is still time to spurt ahead and get MORE.

Now then, who is going to be the star performer on the 80,000 offer?

The Olive Well Below 1200 Feet

Reports are that the McQuig No. 1, which is locally known as the Olive well, and which is being drilled about ten miles west of Kenna, is now below 1200 feet and the drillers are working night and day.

Oil men are watching this test with interest, and it is the general belief that it will open a new oil field.

MISS WOOTEN RETURNS FROM CHICAGO

Last Saturday night Miss Thelma Wooten of Rogers, returned from Chicago, where she had been attending the Sixth Annual Congress of the "boys and girls" club, having by her activities in club work won the trip given each year by Montgomery Ward & Co. to the outstanding club girl in the State.

Miss Wooten has an enviable record as a club worker and was deserving of the trip which she reports to have been wonderful.

As is usual at these club congresses, the delegates were guests of the city and were royally entertained, breakfasting one morning with Montgomery Ward & Co., dining with Marshall Field's, eating barbecue with Sears Roebuck and on down the line.

Miss Wooten is possessor of a Boston Cooking School Cook Book and a fine pair of scissors, gifts of Montgomery Ward, while other souvenirs of the trip are ever-sharp and other pencils, note books, etc.

She was the guest Saturday night of Miss Sara Kerr, who took her to her home at Rogers Sunday afternoon.

Read Letters to Santa Claus on another page of The News.

The Portales Valley News

J. G. GREAVES
Editor and Owner
Published Weekly on Thursday
TELEPHONE NO. 33
DEMOCRATIC IN POLITICS

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

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

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

MEMBERS:
National Editorial Association
Panhandle Press Association
Eastern New Mexico Press Association

SUBSCRIPTION RATES IN NEW MEXICO

1 Year \$1.50
4 Months \$1.00
3 Months50

OUT OF NEW MEXICO

1 Year \$2.00
Alaska, Canada, Mexico \$2.50

The Lino Op stated that last week's paper was one of the best that had gone out from this office—notwithstanding the fact that it contained hardly a line by the editor, and many a single editorial. The Op ought to be ashamed of himself, and for fear he will make another like statement, this is an editorial by the editor—believe it or not. The editorial column of the paper is supposed to be the brightest spot in the paper. Here is where the editor enlightens the world. The news columns set forth the news of the day, but the editorial columns are where the editor has a heart-to-heart talk with his readers—and distance is often the only reason that he lives to get out the next issue. The editor of this paper admits that he has no monopoly on brains—that there have been a few

writers in the past that were equally as good—possibly better, but they are not here to argue it with him. If the general public does not agree, they are asked not to throw bricks but to stack them on the back of The News lot so that they may be used to build a much needed addition to the home of The News.

The News has been informed that the Pickwick Stage Company which operates a string of busses through the state, pay no state taxes whatever. They pay nothing to keep up the highways over which they operate their lines. Is this fair? The local buss lines are heavily taxed to operate. The railways pay a heavy tax on their road bed, a heavy tax to keep up the highways for the use of their competitors who pay no taxes. It seems to be a case of "button, button; who's got the button." They hog the roads, wear out the roads and roll merrily on.

Christmas shopping is well under way. The postal department is now being heavily taxed to take care of the increased Christmas parcel business. In the next week, the local force as well as the mail clerks will be buried with this work. The public can distribute a little Christmas cheer by making every effort to get their Christmas mail off at the earliest possible moment, so that it may reach its destination before Christmas day. Why not do it today?

This week The News contains many Santa Claus letters from the little folks of the county. For the children, Christmas is a great occasion and Santa Claus is real. But there are many children to whom he is unknown, and helping him make a visit to those would make everyone enjoy the Christmas season with a better spirit.

Several years ago the editor was complimented on an article ap-

SEEDS WORTH SOWING



Spending money in Portales is more than merely shopping, for we not only get the things we purchase, but we help to expand the commercial and other interests of the town. Of every dollar spent here, some portion of it goes for taxes that will be of benefit to the whole community.

Thus we see that money spent at home has the double power of supplying us with our wants just as well as we could do elsewhere and of helping to develop the community in which we live. We want larger and better stocked stores, able to provide us with up-to-date service; the only way we can get them is, to patronize the local merchants whenever it is possible to do so.

The dollars we spend here are the seeds from which will grow this greater garden of prosperity with its benefits for all. They cannot fall on barren ground for Portales merchants are interested in seeing their city grow and if they receive the proper support from its residents they will be able to make it grow.

pearing in this paper. On looking up the article mentioned, he found that it was what is known to the fraternity, as boiler plate. His hat again fitted a little loose, and he went back to the grind of trying to find something real worth while to write about. Such is life.

TRY THIS

By EDNA PURDY WALSH
To Make an Unusual Basket Pillow

TO MAKE an unusual cushion in the shape of a basket, an ordinary square pillow may be used as the base. Chalk lines or pencil marks may then be drawn upon it the shape of the basket, and the sides of the pillow sewn on these lines, pressing the feathers inward as the sewing progresses. The sides may then be cut off, leaving the pillow in a basket shape. Gray-green or old rose moire silk makes an excellent basis for the cover, its heavy weave suggesting a basket texture. Two yards will be sufficient for the cushion. Strips of dull gold braid sewn onto the



moire silk crosswise give an added basket effect. An effect of overhanging flowers is made by sewing different shades of pale green colored satin ribbon, leaf-shaped, upon each other. Full blown flowers at the top are made with rose-colored satin or taffeta, buttonholed with chenille. Chains of gilt braid form the handles at the side of the basket, and the rings are made of this curtain rings buttonholed with heavy-weight embroidery silk.
(© 1927, Western Newspaper Union.)



COGGINS MARBLE CO.
Canton, Ga.
MASTERPIECES IN GEORGIA MARBLE
—and—
ELBERTON BLUE GRANITE
"The Stone Eternal"
Represented by—
J. W. STIGALL
Richland, N. M.

INK SPOTS BY THE LINO OP

Not meaning to offend any one but thinking I would make the boss man feel good over the fact that I was proud of doing my part in publishing a good weekly newspaper, I made the statement that the last issue of The News was one of the best sent out from this office during my time. However, it seems that he had written not a thing which that paper contained. So he told me just what kind of a guy I am and took his spite out on the trusty old Woodstock, the result of which will be found in the editorial column.

But listen: In the future I ain't bragging on anything except the wife's new hats.

Due to the fact that we must get this paper through the mails, I won't tell you what he said to me.

Last week, if I remember right, I told you folks that it was only a short time until St. Nicholas, that lovable old codger with the fruitful chin, would be visiting folks over the country. And from what I understand he still aims to come.

And I have been reading the letters the kiddies are writing to him. And I wonder—will they all get what they ask for?

And, by the way, are you sure that Santa will find the home of your neighbor this year? Let me tell you folks, the little tots can't understand why the man in whom they have the greatest faith of any on earth should pass them up on Christmas morning and give plenty—yes, too much—to the children "up the street." Well can I remember childhood days when I, too, waited for Santa Claus—and many times suffered a disappointment that was heart-breaking.

Just a reminder, that you may bring good cheer into your own and other hearts by seeing that the little fellow next door don't go without a gift from St. Nick.

We had occasion to visit the new home of the New Mexico Utilities Company this week to plank down the dinero for the electricity consumed during the month past, and we are not now wondering why Manager Martin spread out that big smile of his. Would the man at the wheel of this publication place us in an office of that kind, we, too, would smile. Only we would do what the said manager doesn't do—place our number "lebbens" on a roll-top and—sit still.

It is a pleasure to pay your light and power bills at the new home of the Utilities company—imagine that! Plenty of light to write your checks and count your change—if you got any coming.

Dora

On Dec. 2, Friday afternoon, the parents and teachers organized a Community Association. There are at least two reasons for the organization of this association: First, it gives the patrons an opportunity to get acquainted with the teachers. Secondly, the teachers will be told of some of their sins of omission and commission. The real teacher wants to know how he may better serve his community. Teachers should always be ready and willing to listen to suggestions and complaints, and especially the latter. He who professes to teach, and is not willing to be taught, is not worthy of the name he bears.

Every citizen of the community is invited to attend this community meeting. Our next meeting will be on Friday, the 16th.

PIE SUPPER AT HIWAY, DEC. 10

The Community Club at Hiway was reorganized on Thanksgiving Day.

The next meeting will be held Dec. 10, beginning at 7:00 p. m. The general theme for discussion is "The School and the Community." An interesting program is being prepared.

Mr. Stevenson, who heads the Hopewell (Richland) school, has consented to discuss "What the School Should Expect From the Community," and Mr. S. A. Jackson, who is at the head of the Rogers school, will discuss "What the Community Should Expect From the School." If possible other speakers will be arranged for. The program will also contain several musical numbers.

At the close of the program there will be a pie and box supper, given to raise funds to make a payment on piano. The public is invited to be present.

W. O. GRENSHAW OF DORA REAL FARMER

Our old friend, W. O. Grenshaw of Dora was in town Friday of last week, and reported his recent D. H. Bradshaw, was picking on his ninth bale of cotton on his farm. Mr. Grenshaw is an old timer among us, and Mr. Bradshaw is a real farmer from near Slaton, Texas; and both are lamenting the fact that they failed to plant 150 acres of cotton in the "dry" last May and said this 35 acres of cotton with not a full stand, making \$225.00 worth of cotton was more than all the balance of the 150 acres in cultivation made this year, and expects to have 150 acres cotton on his place next year and says he believes the Dora community will plant enough cotton to get a gin for next crop. Farmers of this class make communities and further make towns grow.

Highest Prices For Clean Cotton Rags

If You Want For Christmas
The Best Chocolate Candy
and the newest style of cedar box
candies and pure Mistletoe Ice
Cream go to
McDonald & Son



YOUR CHRISTMAS BASKET—
Filled with groceries from the old reliable grocery firm of Portales. We built our business on quality and service.

MODEL GROCERY

PHONE 19

TIRES! TIRES! TIRES!

Goodyear \$5.95 up

Buchanan's
Service Station



Before The Snow Flies—Get
That
ROOF FIXED!

KEMP LUMBER COMPANY

An Appreciative Letter From A Fellow Townsman

Portales, New Mexico, Aug. 25th, 1927.

Occidental Life Insurance Co.,
Albuquerque, N. M.
Dear Sirs:—

I wish to thank you for the nice check I received from you a few weeks ago on sick benefit insurance, for the amount of \$212.00. I also thank your agent, Mr. Ezra Watts, here at Portales, N. M., for insisting that it was protection to my family to take the additional sick benefit insurance policy, as it certainly proved out that way.

Thanking you again for your promptness, I beg to remain,
Yours very truly,
(Signed) E. A. HERNDON.

Occidental Perfect Protection Policies

EZRA WATTS, District Agent.

PORTALES, NEW MEXICO

Quick Service — Quality Food
TOURIST CAFE ON HIGHWAY

CARR LUMBER COMPANY

G. W. CARR, Manager.

Building
Material

Main St. — Phone 43

Fresh Meats !

PORK CHOPS 25c
PORK STEAK 25c
FRESH SIDE PORK 20c
SPARE RIBS 20c
PURE PORK SAUSAGE 25c
PORK ROAST 25c

Choice Corn Fed Beef and Meats
of All Kinds

Staple and Fancy Groceries

—CHRISTMAS FRUITS—

—CANDIES AND NUTS—

Get Prices Before Buying

YOACHUM & SON
Grocery and Market

COMMON SENSE LIVING

BY THOMAS C. CLAYTON
(Copyrighted)

HOW TO EAT

For this discussion we shall include the preparation of food in the line of eating.

There has been a clear inference in this series that there is a great imperfection and waste in the preparation of foods for the table. It is with no little discussion that I undertake the discussion of the preparation of foods, because the average cook thinks very positively that she doesn't need any advice in that vocation. But the cook is not to be censured when the raw ma-

terial comes to her kitchen already spoiled of its best native quality. The censure justly should fall upon the commercial factors through whose hands the material has passed before it reaches the kitchen. It is no fault of the cook that the flour was robbed of nine-tenths of its food value before it was put into the sack. Nevertheless, she is required—and probably has the skill—to make fine white fluffy bread with it. But with all her skill she cannot restore its food strength.

It is not improbable that the reader suspects that I overplay the poor flour game. Therefore, in order to assure him that I speak with authority, I inject herein some quotations from the latest Bulletin on Home Baking issued by the United States Department of Agriculture:

"The bread-making value of different types of wheat flour depends on the quantity and the quality of the gluten that can be developed in them."

"... Out of any lot of wheat,

either hard or soft, it is possible to mill several kinds of flour that differ considerably in their bread-making quality and in their food value."

"... The two grades most commonly sold to the housewife are 'straight' and 'patent'."

"Straight' or 'straight run' flour usually contains about all of the grain except the bran, the shorts, and the germ, and is approximately 70 per cent of the total weight of the wheat milled."

"Patent flours are classed as 'long patents' or short patents' ..."

"A 'short patent' may contain less than 50 per cent of all the flour milled from the grain."

"A 'longer patent' which contains perhaps 60 or 65 per cent of the total flour is more common."

"In the manufacture of either 'patent' or 'straight' flour, the bran, the shorts, and the germ of the wheat are removed. This, of course, sacrifices some food value, for most of the minerals and vitamins of wheat are contained in these portions."

"... Graham flour, or wheat meal, as it is more properly called, contains all of the wheat and has some advantages from the point of view of food value over a flour that does not contain the bran and the germ. It does not, however, keep so well as white flour."

And this is why the milling companies sift out the bran, the shorts and the germ. Finally, "experiments have shown that in general the highly refined flours contain practically none of the vitamins present in the whole-grain products."

Then why should anyone deceive himself by loading the stomach with something of no food value?

But this inconsistency and waste in preparing our foods is not confined to the bread we eat. We are consistent in this, namely, we waste the best and use the poorest, not only in our cereal foods, but in our fruits and vegetables as well.

The skin with a narrow portion of the meat immediately under the skin is much the most valuable part of both fruit and vegetable. And there is a solid scientific reason for this, namely, the outer portion of the growing fruit or vegetable receives the greatest portion of the sun's rays—the ultra-violet ray—which imparts such remarkable food value. This is strikingly noticeable in fruits and vegetables which have full matured in the sunlight. A tomato or a cantaloupe which has ripened in the sun is worth incomparably more than one that is plucked half ripe and left to mature before eaten. The outside leaves of cabbage or head lettuce contain much greater food value than the portions which the sun's rays do not reach.

And this scientific law applies also to root vegetables, such as potatoes, carrots, etc., notwithstanding the fact that they are covered with earth while growing. The sun's rays penetrate the thin covering of earth.

It is clear from the foregoing that removing the skin of fruits and vegetables wastes the very

best of the food.

Such foods should be thoroughly washed with a brush to remove every particle of foreign matter. Then they should be cooked with the skins on, and eaten SKIN AND ALL.

The "flapper" may be too modest to eat the skin of a potato or any other food; but a greater test of her modesty awaits her in chewing properly. I have stood in the "bread-line" at the college cafeteria, and shyly observed others eat. Probably 50 or 60 people were already at the tables, and it is a perfectly safe statement that not 1 in 25 was chewing adequately.

It has already been set forth in this series that food must be prepared in the mouth before it is sent into the stomach. This preparation consists in thorough chewing and mixing with the saliva. There is in the saliva, an all important acid known as ptyalin (pronounced ty-a-lin, accent on the first syllable.) This acid is scarcely 1 per cent of the saliva; but it is the part that cannot be dispensed with. If the food goes from the mouth to the stomach without this acid—that is, without perfect preparation—it must go on in an imperfect condition through the whole digestive machinery, for no digestive organ can do the work its predecessor left imperfectly done.

This means thorough chewing. It is a safe statement that 99 people of every 100 swallow their food with less than 10 chews—in fact, most people swallow their food with 5 or 6 chews. And yet their is scarcely any variety of solid foods that should be swallowed with less than 25 chews. The cow, the sheep and the deer have four stomachs, while mankind has but one. And these animals chew their food 40 to 60 times before passing it on through the alimentary canal.

In the next chapter we shall discuss PHYSIC.

Ambulance Service—Ed. J. Neer.

Chest Colds
Yield to this Treatment
Redden chest with hot wet towels; rub on—apply thickly
VICKS
VAPORUB
OVER 17 MILLION JARS USED YEARLY

Early Montmartre

Montmartre, the hill of Paris, derives its name perhaps from the Latin, mons martyrum, but probably from the fact that back in the Roman days a temple of Mars was located on the summit, says the Independent.

For many years it remained a little village, famous for its windmills and gypsum quarries, then a convent for Benedictine nuns was erected where the temple once stood. In 1800 the wall separating Montmartre from Paris was destroyed and little by little artists began to congregate there because living was comparatively cheap.

Montmartre awoke to a new life. It became the cradle of the nation's art. It was frequented by such men as Dumas, Daudet and Verlaine. Beranger dodged desperately about its streets. It saw Gauguin in scarlet trousers and Baudelaire, reeking in filth, pouring forth his beautiful verse. Cafes were the main source of his inspiration.

Ambulance Service—Ed. J. Neer.



Photo by Underwood & Underwood

"RED" GRANGE

National Football Star,

writes:

"While at college I learned that the condition of the throat is most important to an athlete. Coaches and captains know that throat irritation may even keep a player out of an important game. For this reason, I insist that my New York Yankees smoke only Luckies, when they smoke."

"I know that Luckies are smooth and mellow and cannot irritate the throat."

Harold E. Grange



MADE OF THE CREAM OF THE TOBACCO CROP

You, too, will find that LUCKY STRIKES give the greatest pleasure—Mild and Mellow, the finest cigarettes you ever smoked. Made of the choicest tobaccos, properly aged and blended with great skill, and there is an extra process—"IT'S TOASTED"—no harshness, not a bit of bite.

"It's toasted"

No Throat Irritation—No Cough.

Help! Succor! Bring Us Your Rags!

WHEELER BROTHERS GENERAL HARDWARE

Welding and Machine Work

—Upon our record of 25 years' service to the people of Portales and of Roosevelt County, we solicit your banking business.

FIRST NATIONAL BANK

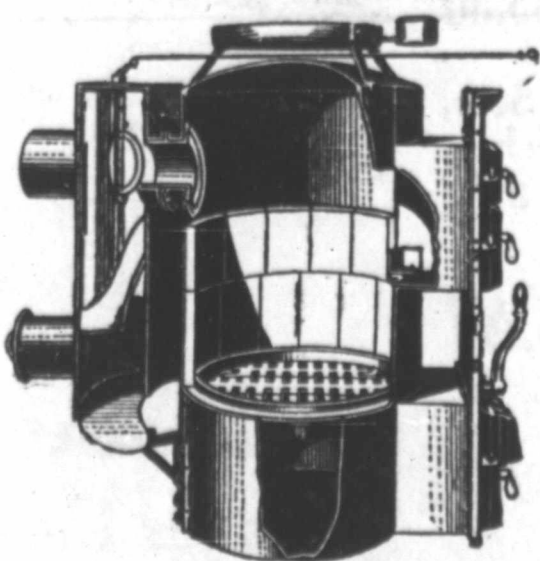
Here's the Clean Heat Furnace!

HOW many times you've said of furnaces, "If they would only give clean heat!" Here's the furnace that will do it, the furnace that WE GUARANTEE to give absolutely CLEAN, moist, warm-air heat with ANY fuel—permanently.

THE WATERBURY SEAMLESS FURNACE

PIPE OR PIPELESS

This master furnace achievement is the result of Waterbury's SEAMLESS, steel body. The Waterbury has no seams to crack or loosen. Consequently it is Gas, Smoke, and Dust-Proof FOREVER!



Sectional view showing furnace body without casing.

Roswell Pump & Supply Company

The House of Dependable Merchandise
ONE BLOCK FROM DEPOT PORTALES, NEW MEXICO

A REMARKABLE FUEL SAVER.

An extra large combustion dome, straight side firepot and long down-draft fire travel effect a 35% to 50% saving on fuel. And it burns cheaper fuels with equal cleanliness—A DOUBLE SAVING!

The Waterbury will save you its slightly higher price many times over in perfect comfort, freedom from dust and gas, and economical fuel consumption.

Come in and let us show this "Wonder Furnace".

Gifts -- Electrical

Cozy-Glow Heaters
\$6.50

Westinghouse Ranges
\$115.00 UP

One Minute Electric Washer
\$99.50 — \$165.00

Universal Vacuum Cleaner With Attachments
\$49.50

Presents that she Will Appreciate

INSCRIBE the words "Merry Christmas from" and your signature on a card — attach it to one of the many practical Electric Gifts you can select here — and watch the expression on her face when she gets it. "Beamingly" happy? Say — she'll be nothing else but — !

Pictured in this ad are only a few of our suggestions. Visit our store for more!

Westinghouse Toaster
\$6.00

Waffle Irons
\$9.95 — \$15.00

Curling Irons
\$1.00 — \$2.50

Percolators
\$8.00 UP

New Mexico Utilities Co.

T. A. MARTIN, MGR.



THE BABY YAM

PUBLISHED BY THE PORTALES HIGH SCHOOL
ASSOCIATE EDITOR Mae Belle McCarty
EDITOR Willie Vale Oldham
REPORTERS
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SPONSOR Mr. Brough

PEP GIRLS GIVE BANQUET FOR FOOTBALL LETTERMEN

Last Friday night the Pep Girls banqueted the letter men of the football team in the home economics room. The guests were: Coach Steiner, Assistant Coach Stinnett, Mr. Krattli, Mr. Hunter, Volle Wilson (capt.), Robert Deen, Byron Perry, Charlie Little, Bill Nelson, Eldridge Mears, Edward Donaldson, Marvin Cox, Homer Watts, Leon Slaton, Raymond Morris, Jess Richardson, Myron Jones and Philip Smith.

The tables were arranged in the shape of the letter P. The color scheme of red and white was well and cleverly carried out. The waitresses, Hazel McCollum, Rosemond Deen, Willie Oldham and Nora Belle Grizzle, were uniformed in white aprons and caps trimmed with red.

Following is the menu:

Fruit cocktail, roast chicken, dressing, peas in nests, cranberry jelly, candied sweet potatoes, Parker House rolls, celery, olives, fruit salad, cheese straws, ice cream, cake, coffee, mints, almonds.

The favors were diminutive candy footballs.

Mr. Steiner acted as toastmaster and throughout the banquet directed the following program:

"Before the Game"—Volle Wilson.
 "The Game"—Eldridge Mears.
 "Music"—Pep Girls.
 "Between Halves"—Mr. Hunter.
 "Afterward"—Byron Perry.

The football boys gave Mr. Steiner a gold knife and chain and Mr. Stinnett a billfold in appreciation of the fine training that they have had this year.

INTERCLASS BASKETBALL TOURNAMENT

The tournament started off very successfully last Thursday. Every class backed its team to the fullest extent.

On Thursday the Junior girls defeated the Senior girls to the tune of 12-7. At the end of the first half the score was 5-3 in favor of the Seniors. The Juniors snapped out of it in the last period and wiped up their opponents.

In a close game the Sophomore boys lost to the Freshmen. What the yearlings lacked in size they made up for in teamwork. The final score was 4-3.

On Friday the Freshmen girls played the Sophomores. The preps won an easy victory with the final score at 25-8. Following this game the Senior boys played the Juniors and lost by the close score of 10-9.

B-Y ASSEMBLY NOTES

In assembly Friday Mr. Krattli requested that the girls wear extra wraps since the furnace was out of order. Vincent Cox, yell leader, asked that new yells be submitted for use during the coming basketball season. Mr. Steiner scored at 25-8. Following this game and asked that everyone help make it a success.

B-Y ORGANIZATIONS

Home Economics Department
 This week the Home Economics girls will continue work on batters and doughs. Tuesday the girls will sell cakes and cookies. Thursday they will sell pies of all sizes and kinds. The proceeds will be used to help equip the girls' rest room.

The Home Economics girls are beginning to learn the many problems that confront the housewife. Three types of the class observed the serving girls in their work, noting such points as system, quietness, rapidity, menu, attractiveness of table, serving, duties of host and hostess and how they were carried out, personal appearance of the girls, cost of meal and removal of dishes.

Discussion groups were held which proved to be very interesting and beneficial. Each girl wrote a criticism of two of the breakfasts. Those girls who did not prepare a breakfast will later prepare a luncheon or dinner.

B-Y Debating Club

On Monday the entire debating period was spent in making some amendments to the constitution. From now on the club will meet once in two weeks rather than every week. A penalty of twenty-five cents will be imposed upon those who fail to appear at any meeting. If the fine is not paid it will be doubled at the end of the second week, and at the end of the third week the member will be expelled from the club. It was also made possible for the club to change a program by a majority vote. After these amendments were passed the constitution was accepted.

The club voted to have a group picture made for the Annual. Thursday afternoon this picture was taken.

The club also voted to levy a semester due of twenty-five cents. Mildred Rowley was elected treasurer.

For the next meeting the subject of the debate will be, "Resolved: That Wood is More Beneficial Than Metal." The following points of debate will be observed: mannerisms, grammar, delivery, standing position and word-slurring.

B-Y Dramatic Club

At the regular meeting of the club last Wednesday Miss Norris made assignments for the next meeting and arranged a new meeting hour for the second semester. She announced that \$41.00 had been cleared on the program recently given, and that the money will be used to buy furniture for future plays.

B-Y Freshman Class

The Freshmen held a pep meeting last Wednesday to build up a strong backing for the interclass basketball tournament. Glenn Rockey was elected to the position of yell leader.

B-Y Ag Club

Last Wednesday the Aggies met and made a decision regarding the form of its picture for the Yam.

The majority of the club voted for the group form.

Friday afternoon new officers were elected.

Demonstration of Terracing On December 12th

There will be a terracing demonstration on the farm of George Sweet, one half mile north of Floyd, N. Mex., on Monday, December 12, beginning at 10 a. m. and lasting all day. Different types of terracing graders will be demonstrated with horses and tractor, under the supervision of men from the grader manufacturing companies, the New Mexico Extension Service and the Universal Motor Co. Engineer's levels will be on the ground. The work of running levels and laying out terraces will be demonstrated during the day. Complete terraces will be built with the machines.

In certain counties in West Texas, where conditions are somewhat similar to Roosevelt county, farmers are increasing crop yields from 25 to 50 per cent by terracing. Many farmers in Roosevelt county are interested in terracing, and within the next few years, much terracing will be done here. The Federal Land Bank is recommending the building of terraces wherever there is run-off after rains.

Mr. Sweet's field will be completely terraced on the 12th and 13th, so the effect of the terraces on crops next year can be seen next season.

Illusion Often Lost by Personal Contact

The best authors should be read, not known. Even if a poet has written an epic, one hour's association with him may destroy the most idolatrous reader's illusion of him.

Your favorite humorist may turn out to be an ordinary person, dull in the use of the spoken word. Or what you believe to be the greatest living novelist may prove to be a little peevish man whose false teeth do not fit, made intolerant by nervous indigestion or egotism.

In any case, says Corra Harris in the Saturday Evening Post, some writer whom you have admired for his high notes in the purpling shadow of a great poem is almost sure to give vent to some meanly critical views of men quite contrary to the noble sentiments he bugled in that martial epic, because he was in a divine mood when he wrote it, and the thing merely interprets his mood, not his normal mind, which may be a mean, little thing.

Not Worth Saving

A Scottish sailor who had accompanied a whaling ship and returned to his home in England, announced that the visitor had fallen into the river and been drowned. "The first time he came up I gripped him by the hair, but it was a wig and came away in my hand, and then he sank. He came up again and I gripped him by the collar, and it was a dicky and came away in my hand, and then he sank. A third time he came up and I gripped him by the leg. Loosh, it was cork, and came away in my hand, and then he sank. So I said to myself, 'Well, ma chappie, I'll let o' droon. Ye're naething but a bag o' remnants.'"

A Home

—Is a monument to man's judgment, and should be substantial — of lasting material.

Many such monuments in Portales were built from our materials—the best.

—and, by the way, winter repairs should be made now.

Portales Lumber Co.

—See the Want Ad Column for Bargains—

THE CLOSING OUT SALE OF THE

CASH BARGAIN STORE ELIDA

is still in full force, with many lines now considerably depleted, but there are still many bargains of real value yet to be had.

Don't Forget This Sale Closes 9 p. m. December 10th

Some goods are still being marked lower each day, as we are going to put them at prices that will close them out.

Note a Few Representative Prices Which Are a Fair Average of MARKED DOWN PRICES

Lot of Men's Dress Shirts in Assortment of Sizes	39c
Were from \$1.00 to \$2.85, now	
\$4.00 SILK MADRAS SHIRTS	\$2.00
EACH	
\$1.00 TO \$1.25 PONGEE SHIRTS	70c
EACH	
CHILDREN'S 65c UNION SUITS	25c
EACH	
\$1.35 LADIES' UNION SUITS	75c
EACH	
MEN'S 90c UNION SUITS	50c
EACH	
LADIES' 50c PANTS	15c
NOW	
\$1.00 BABY BLANKETS	65c
EACH	
50c BABY BLANKETS	20c
NOW	
MEN'S AND YOUNG MEN'S SUITS, SIZES 34's TO 38's	\$12.50
Were \$20.00 to \$22.50. NOW \$9.00	
TO	
BOYS' 2 PIECE SUITS, FROM \$4.00	\$3.00
TO \$9.50. NOW \$1.00 TO	
20c TO 25c GINGHAMS NOW	14c
12c TO	
LADIES' SILK HOSE, VALUES UP	75c
TO \$2.25, NOW	
25c TO 35c AND 40c HOSE	19c
NOW	
3 POUNDS EXTRACT HONEY	65c
NOW	
5 POUNDS COMB HONEY	77c
NOW	
CARTON CHESTERFIELD OR CAMEL CIGARETTES	\$1.23
CARTON, 2 DOZEN, TUXEDO	\$2.15
NOW	
CARTON UNION LEADER	\$1.80
NOW	
10 POUNDS BROWN MULE, PER POUND	52c
80c PLUG OF DAY'S WORK	55c
NOW	

Hats Under cost. All Star Brand Shoes, Oxfords, Shirts, Tennis Shoes, large Stock Children's Underwear in Most Sizes—Under Cost. Quite a Stock of Suit Cases, Both in Leather and Fibre, Leather Bags, Trunks, Cedar Chests, Kitchen Cabinets; a Few Nice Dressers—at Unthought of Prices Heretofore.

Don't Fail to See Our 25c Counter!

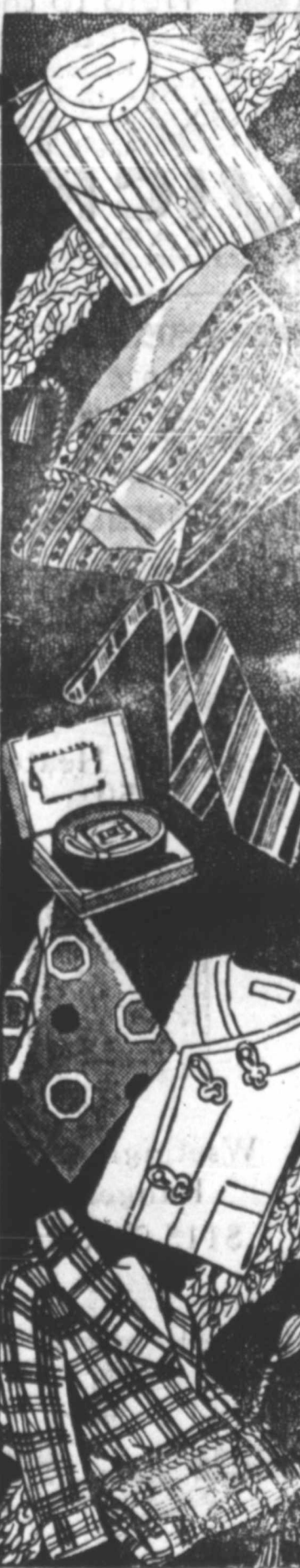
Don't forget that this is a Retiring From Business Sale. Building is for rent and fixtures for sale at soon as stock is closed out.

As to our Bargains, ask any one from the immense crowds who have attended this sacrifice sale almost daily since it started.

The Cash Bargain Store

Elida ————— New Mexico

SEE OUR WINDOW



Many Gifts For Children

Gift Shopper's Guide

— SEE OUR WINDOWS —
 GIFTS SHE WILL APPRECIATE

Gloves, 75c Pair
 Silk Hosiery, 65c to \$3.50
 Handkerchiefs, 35c to \$1.50

HAND BAGS \$1.25 to \$6.95
 GARTERS 35c to \$1.25

Many other novelties, such as Garter Sets, Vanity Sets, Perfume Sets, Shoe Trees, Telephone Lists, Radio Logs, Bridge Pads and hundreds of other useful gifts, priced very reasonable.

Gifts That'll Make Men Happy

Shirts, \$1.25 up to \$3.50
 Ties, 50c up to \$1.50
 Belts, 50c up to \$1.50
 Pajamas, \$1.95 up to \$3.95
 Handkerchiefs, 50c up to ... \$1.50
 Scarfs, \$1.95 up to \$3.50

Other gifts such as Belt Buckle Sets, Garter Sets, Tie Sets, Military Brushes, Bill Folds and many other useful gifts too numerous to mention.

SEE OUR WINDOW DISPLAY



Toys For The Little Folks

THE FAMOUS

FAMOUS FOR BARGAINS

PORTALES GIRLS AT
BAYLOR BELTON

Belton, Texas, December 5.—The Freshman class came off victorious in the first inter-class tournament held at Baylor College this year. From the time the whistle was blown the Freshmen were in the basketball tournament to win. Mary Frances Halle, president of the class, who was also captain of the team, was high point girl. Norine Yoachum ranked second high.

The first day of the tournament the freshmen defeated the junior team while the sophomores defeated the senior team. The sophomores lost to the freshman 18 to 25 in the final game.

In the freshman line-up were Elizabeth Kidd, Willis Point; Wilma Martin, Chilton; Eula South, Portales, N. M.; Christine Hughes, Morgan; Mattie Ellen Brown, Galveston; Mildred Brevard, Bellinger; Virginia Fowell, New Orleans, La.; Sue Marie Chalmers, Bastrop; Norine Yoachum, Portales, N. M.; Alice Burkes, Reagan; Theresa Woodward, Chapman Ranch; Dorothy Tolliver, Lane City; and Mary Frances Halle, Goliad; Virginia Adams, Richardson.

Richland

Girls 4H Club Is Organized
Seventeen Richland school girls joined the Girls' 4H which was organized by Miss Sara Kerr, county extension agent, last Thursday. A cooking group and a sewing group were formed. A community leader for the groups has not yet been chosen.

The following girls are members of the club: Ariel Page, Velma Page, Johnnie Stroud, Ruth Williamson, La Velie Cox, Ethel Vick, Lecl Alexander, Miriam Cox, Evelyn Rogers, Neta Vick, Bennie Jones, Elizabeth McClintock, Merle Thomas, Lucile Stroud, Hattie Mae Luce, Pauline Alexander and Tennie Alexander.

Richland To Have Community Christmas Tree

Plans are being completed for a community Christmas tree at the Richland school house Christmas eve night. Committees were appointed Sunday night to arrange for a tree, the program and the decorating of the tree.

Work of the program will probably be started next week. Play Ground Equipment For Little

Folks Being Put Up
See-saws for the primary children have been bought and will probably be ready for them in a few days. These were bought with the money raised by the box supper Thanksgiving. Other playground and athletic equipment will be purchased sometime soon.

Basket Ball Teams Are Ready For Games

Both boys and girls have new suits and are practicing and getting in shape for the season. So far they have only played one game. The girls' squad is Merle Thomas, Lucile Stroud, Daryl Cox, Gladys Gumm, Marcel Gumm, Elizabeth McClintock and Neta Vick. Marcel Gumm is captain of the girls' team and Miss Elizabeth Greaves is coach.

The boys' squad is: Oscar Walker, Truman Short, Ralph Williamson, Wesley Williamson, William Vick, Woodrow Slaten, and Glenn Danforth and Glen McClintock. Wesley Williamson is captain and W. A. Stephenson is coach.

Personals

Mrs. Bell Rose and children left Tuesday for Texas, where they will visit for a few weeks.

A baby girl was born in the home of Mr. and Mrs. Isaac McSey Monday, November 28.

Mr. and Mrs. L. J. Partin of Portales spent Sunday in the J. W. Alexander home.

Mr. and Mrs. J. W. Vick of Portales spent Sunday with their son, J. A. Vick, and family.

Floyd

Mrs. Ray Baker and little son are visiting her parents, Mr. and Mrs. W. H. Haragan.

Miss Victoria Bostic spent the week end with her parents, Mr. and Mrs. Charlie Bostic.

Andy Moore is having a sale this week. They are leaving soon for south Texas for his little boy's health.

Beaten Path Monotonous

Our associations are greatly responsible for our lives. Happiness or otherwise follows upon the heels of our companions. The mighty help us to prevail. The great create an atmosphere for us. Train the heart and mind to be at home in the great places and to live on the broad plains. The superlative alone can give us cheer. Get away from the humdrum and regular. Sometimes have courage to depart into the country unknown. Remember, if a rolling stone gathers no moss, a fixed one gathers little else. It is earthbound.—Exchange

TRY THIS

By EDNA PURDY WALSH

An Inexpensive Favor

COMBINING the practical with the novel and beautiful, the hostess may surprise her feminine guests with this bouquet made of the small articles every woman needs.

The small paper dollies used for ice cream service are made the base of the bouquet. The rest of the items may be purchased at the local variety stores. Spread next to the paper are ten artificial leaves with their wire stems running through the center of the paper to form the bouquet holder.

A deep rose ruffle of crepe paper is next sewed to the leaves. A spool of thread is wound in a tight



er shade of rose paper. A thimble is also covered in this shade. A paper of hooks and eyes is rolled into a pale green shade of crepe paper, cut like a poinsettia. Lingerie tape, black pins, a rolled package of needles and a few colors of embroidery floss are likewise partially covered with pale rose-colored crepe paper.

At first glance the favor looks like a bunch of small flowers. (© 1937, Western Newspaper Union.)

Little information has been compiled concerning the longevity of wild birds. It is known, however, that the albatross is a long-lived bird, living from 50 to 70 years.

So It Seems

Honely girls have it all over their beautiful sisters, if the newspapers tell the truth. The former never have any trouble of any sort, kind or description.

We Back the Machine

Physicists are wondering what will happen when the newly invented indestructible collar meets the irresistible laundry machine.—New York World

New Ford Car

On Display at Portales

One Day Only Dec. 11

Sunday Afternoon and Night

Come early and see the

NEW FORD CAR

Orders placed now will be delivered in spring, and orders placed later will be delivered Next Summer and Fall. Ford orders already bringing bonus.

Ford
THE UNIVERSAL CAR

Universal Motor Co.

Portales, New Mexico

Comfort
For winter driving

We now have heaters for every make of car. Call and see them; they will add comfort and warmth to your winter driving. ::

C & T
Service Station

PRE-HOLIDAY SALE

CONTINUED TO DEC. 24

Boys' Slip-Over Sweaters
\$2.69 to \$5.98

New Clara Bow Hats
\$2.50 to \$2.98

Ladies' \$2.25 Silk Hose, All New Shades, Now \$1.98

New Shipment Silk Dresses
\$4.98 to \$15.50

Extra Value in Ladies' Gloves

Men's Dress Trousers Reduced Prices

In response to the hearty support we have received on our Pre-Holiday Sale, we have decided to continue it to the 24th, so that all may have the opportunity of these remarkable prices, and that we may reduce our stock before inventory. It will pay you to drive 100 miles and over to take advantage of this sale. Come in early and make your selection of worth while Christmas present from a standard line of quality merchandise.

New Goods Arriving Daily

Here Are a Few Priced. Come in and See Our New Line of

CHRISTMAS THINGS

BEFORE BUYING

Men's Flannel Shirts
\$1.59

New Shipment Ladies' Slippers
\$3.25 to \$5.75

54-Inch Dress Flannel at Reduced Prices

Men's Overalls \$1.19 Up

Cotton Batts 59c to 98c

Heavy Grade Outing
14c to 18c

PORTALES, N. M.

C. W. ISON

PORTALES, N. M.

BOY SCOUT NEWS

The Scout troops of the Eastern New Mexico Council are going to play Santa Claus Christmas. Each troop is arranging to work on a good turn that will

make Christmas more real to some needy families in the community. One project that several troops are already at work on, is the gathering up of broken and discarded toys. Scouts will repair them and Christmas eve deliver them to children that otherwise would not be visited by Santa Claus. Carlsbad, Artesia, Roswell and Clovis troops are already at

work on this project. Among other things, Scouts will help at church and community programs, sing carols, fix baskets for poor families and in other ways help spread good cheer. In addition to the above, each Scout will take upon himself the doing of an extra good turn Christmas morning.

LIVESTOCK SITUATION

"Time is a cruel ringmaster in the circus of life" but it does not seem in many cases to have affected the policy of livestock producers in using the same business acumen in their distribution and marketing as they do in the production.

If a producer will confine himself to the production of a better quality commodity, the demand will be stimulated all along the line and he will prosper by concentrating upon this one effort, provided he allows the marketing of his product to pass through recognized channels which provide all of the necessary machinery for the carrying out of a well balanced distribution.

There is an illustration of this in the effort being made this season to contract cattle for future delivery at prices based upon present market levels. Well posted observers have predicted strong and higher cattle price levels, at least for the next few months. Those who have closely recorded the pulse of the market over a period of many years state that they do not anticipate the peak of prices will be reached within two or three years and after the peak is reached, the downward swing should be accomplished in a normal manner.

It is advisable that the cattle producers when contracting cattle ahead, with such a market as is now being experienced, should consider whether or not they would have the same opportunity to contract if the swing of the market were reversed and the trend were downward.

Producers cannot view the distribution and marketing of their livestock for only one year. If they did many single years would represent disaster for the industry while many other single years might bring unheard of prosperity. A long period of time must be taken into account to allow the law of average to function and, many years the market has been weak with a lower tendency and producers were not troubled to any great extent with offers to contract their cattle ahead, this being good business from the buyer's standpoint. The position of the purchaser of cattle who is able to deal at present market prices for future delivery would seem to be a most happy one but the producer's position in a transaction of

Noted Singer Has World's Most Complete Jazz Library



FRANCES ARMS

Frances Arms Possessor of Exhaustive Collection

New York City—Where did it start and where is it going? Ask these two questions in any gathering of jazz enthusiasts, and the resultant discussion will be as intense and combative as that aroused over the right or wrong of the Marines in Nicaragua, or the fair and foul of the Dempsey-Sharkey fight.

Frances Arms, a singer of vaudeville headline fame, as a hobby, has made a collection of articles on the sources of jazz. Miss Arms, who in her tours, has traveled from coast to coast and abroad, has gathered her material from magazines, newspapers and books. The collection will eventually be presented to the musical library of a leading university.

"I believe that the material will be valuable to research students, but it will by no means settle the question of the origin of jazz," declares the singer. "So far, I have found competent authorities completely at odds over the original source of modern music, with the collection presenting almost three thousand different versions. "Here are a few of the many opinions of the beginnings of jazz. One authority believes that the negro slaves of the first American settlers in and around Philadelphia and Boston, hearing their masters sing English ballads, translated the songs into their own African rhythm, and this was the foundation of our present jazz."

"Another writer holds that jazz is easily traceable to native African war songs. Directly opposing this version is that of a musician who has spent several years in the intriguing study of the disputed question, and supports his theory that jazz rhythm is identical with that found in ancient Hebrew chants, with seemingly indisputable evidence of similarity. "There are many leaders of jazz orchestras and composers who believe that jazz was originally brought to America by the sea captains and sailors with their interpretations of the weird tom-tom music of the South Sea islands."

"Each song gives credence to a different version. "Take 'At Sundown,' the popular fox-trot of the day—it might well be descended from an English ballad or it might have come from Mediterranean shores, freely translated into our American rhythm—as a matter of fact, it did neither really. It is as original as any musical composition can be. By what its haunting strains were inspired the author declares ignorance. Analyzing gets us nowhere."

"And there you are—none the wiser on the original source of this modern rhythm," laughs Miss Arms, commenting on her remarkable collection. "Jazz is the original American word that is the same in all languages—other people have adopted it as it stands and have made no attempt to translate it. There is agreement here, that the name 'Jazz' is an excellent nomenclature, but I doubt that there will ever be agreement on its genealogy."

This kind is not so good. Close observers with the best obtainable information feel that the cattle market is in a strong position with the likelihood of at least maintaining its present position for some time to come. If the market were weak and the feeling of the general situation pessimistic, caused by unhealthy conditions throughout the country, or some other good reason for a weakening market there might be some argument in favor of contracting cattle for future delivery.

The present situation in the cattle market seems to bring little doubt to those who have made a careful survey of the situation that contracting ahead for future delivery on the part of the producer is not well founded, is uneconomical and very likely to return less for the product than would be received upon the open market in the next few months, when supplies which are now being contracted for are ready to move.

NOTICE

All signs on the right of way of the state highways must be removed by January 1st.

J. H. Carroll, Patrol Foreman. By order of State Highway Commission. 7-1tp

Do your Christmas shopping now and have Christmas week to enjoy yourself. Parcels mailed now will reach their destination on time and in better condition. Act!

HOT SHOT

Ready for Business at our Old Stand
Chili - Sandwiches - Short Orders

JACK SIX, PROPRIETOR

Try a Want Ad in The Portales Valley News

J. Rex Forrest Insurance Agency

We write all kinds of farm property, such as barns, feed stuff and dwellings. We also write health, Accident, Life, Fire, Tornado and Compensation.

— ALSO BONDS —

PHONE 140. CHEVROLET BLDG.

WOOD GARAGE

PHONE 99

GASOLINE

— That Good Gulf and Texaco —

OILS

Gulf Supreme - Pennzoil - Mobiloil
Texaco

TIRES

— Michelin - Ajax - Corduroy —

BATTERIES

— Philco and Monarch —

Hervey Springs — McQuay Norris
Pistons, Rings and Pins

Mechanical Work That Will Please

Everything We Sell Is Guaranteed

The Month Of Christmas

SANTA CLAUS has decided to make this store his headquarters this year and now has a big display of holiday goods - presents suitable for every member of the family.

TOILET SETS, Manicure Sets, Hand Painted China and Cut Glass - everything to please the ladies.

SMOKING Sets, Shaving Sets and many suitable presents for the gentlemen.

TOYS, Dolls, Books and a great display of presents that bring joy to the kiddies.

COME IN and make your selection while the stock is complete. The prices, as well as the goods, will please you.

Pearce's Pharmacy

PORTALES, NEW MEXICO

Christmas Cards !

Our new line of Christmas Cards are now on display.

Many beautiful designs from which to make your selections. Place your order before the stock is broken.

PRINTED OR ENGRAVED

Orders for Engraved Cards must be placed by the 10th of December to insure delivery.

Portales Valley News

PROFESSIONAL DIRECTORY

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

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

DR. N. F. WOLLARD
Office Near the Drug Store
Local Surgeon
A. T. & S. F. Hospital Ass'n.
Phones: Office 49, Res. 169

DR. R. W. MEANS
Dentist
Rooms 14 and 15, Reese Bldg.
Res. Phone 108
Office Phone 26

DR. J. S. PEARCE
PHYSICIAN AND SURGEON
Office at Pearce's Pharmacy
Office Phone 34, Residence 23

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

YOUNG & HATCH
Hog Buyers
and Grain Dealers
Office Phone 37, Feed Pens 91

FOR HOUSE WIRING
by Licensed, Bonded Electrician

—SEE—
FRED L. OHR
PHONE 156

BLANCO BARBER SHOP
1 Door South of Post Office
No Waiting — Expert Barbers
TRY US

W. B. OLDHAM
Farm Loans and Insurance
I Write Fire and New York
Life Insurance

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Coal, Ice and Feed
Authorized Purina Dealers
Telephone 3

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

A. F. & A. M.
Portales Lodge No. 26
Meets Saturday night on or
before the full moon in each
month.

E. T. MOODY, W. M.
J. R. SHOCK, Secy.

SHIP US DIRECT
"We Never Let the Sun Set On
A Can of Cream Unpaid For."
EL PASO CREAMERY CO.
El Paso, Texas.

Portales Hotel
On the Square
Good Beds Good Meals

HEAVY HAULING
WELL DRILLING
Any Time — Anywhere

FAILS BROTHERS

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

THESE WANT AD'S BRING RESULTS

WANT AD'S

FOR SALE

FOR SALE—A good toned, slightly used Baldwin made piano at a bargain; close to Portales. Address: Baldwin Piano Co., 1636 California St., Denver, Colo. 4-4tc

FOR SALE—40 acres well improved, pumping plant. Will take part of first payment in cattle. For particulars see J. H. Boteler, Portales, N. M., Rt. 1, Box 36. 5-4tc

FARM FOR SALE—I am offering my irrigated farm of 4 1/2 blocks, north of the track for sale. It is well improved. J. B. Crow (52tc)

FOR SALE—5 room house, modern. 20 Acres shallow water land, two miles from town. 1 Section Land for sale or trade. 48-4tc E. T. Moody.

FOR SALE OR TRADE—1-1925 Ford roadster, 1-1925 Truck with steel cab, 1-1925 Star touring car. Lilac Park Camp Ground. 50-4tc

FOR SALE—640 acres, 170 acres in cultivation. House, barn, chicken house, well of good water, 25 miles south of Portales. Cash or crop rent. See me at Roswell Pump Company. J. E. Plummer. 7-1tc

PURKEYS! Gold Bank Breeze Turkeys; big bone; vigorous stock. Prize winners. See them on exhibition at Portales Poultry Show. Write me for prices. G. C. Smith, 501 Main, N. M. 7-2tc

FOR SALE—Artophone talking machine mahogany cabinet. Edison attachment and number records included, or will trade for cattle. See Ed Herndon. 7-4tc

FOR SALE—80 acres, 6 miles west and 4 miles north of Portales, in shallow water district, well improved. \$1800.00, \$2800.00 cash, balance 3 to 5 years at 8 per cent interest. O. B. Sherman, Portales. 6-4tc

FOR SALE—subscriptions to the newest newspaper in Roosevelt County. Inquire at Portales Valley News office.

SUMMONS BY PUBLICATION

The State of New Mexico to the defendants, E. C. Small, impleader with the following named defendants against whom substituted service is sought to be obtained, to-wit: said E. C. Small and Mollie A. Small, his wife, and F. T. Burke, defendants, GREETING:

You the said defendants, are hereby notified that a suit in foreclosure has been commenced against said E. C. Small and Mollie A. Small, his wife, in the District Court of Roosevelt County, State of New Mexico, by Hugh R. Knox, plaintiff, said cause being numbered 2558 on the civil docket of said court; the nature and object of said suit is to collect the sum of \$800.00, with interest, and witnessed by four promissory notes, dated September 28th, 1923, bearing 6 per cent per annum from date, with an additional sum of 10 per cent upon amount found due as attorney's fees, and to foreclose a mortgage deed made, executed and delivered to secure said indebtedness by E. C. Small and Mollie A. Small, husband and wife, on the following lands and real estate, to-wit: The North half of the West half of a tract described as follows: Beginning at the Northwest corner of the Northeast quarter of Section one, in Township two South, Range Thirty-four East of the New Mexico Meridian in New Mexico; thence west 1240 feet to the corner of the center of the south line of the center of the north line of the Northeast quarter of the north-west quarter of Section one in said township and range; thence east 1240 feet; thence north 123 feet to the place of beginning, containing thirty-seven and one-half acres, more or less.

The said interpleaded defendants and each of them, be forever barred from any and all right, title, estate, lien or interest in and to said mortgaged lands and premises; that said lands and premises be sold in the manner provided by law and the rules of this court, and that the proceeds of such sale be applied toward the satisfaction of the judgment as prayed for in the complaint filed in this action.

You are further notified, that unless you enter or cause to be entered your appearance in said suit on or before the 16th day of January, 1928, judgment and decree will be rendered against you and each of you by default and the plaintiff will apply to and be given by the court the relief prayed for in his complaint.

C. J. Pendergraft is attorney for plaintiff, whose post office address is Portales, New Mexico. Witness my hand and seal of said court this 21st day of November, 1927.

PAUL E. MORRISON, County Clerk. Nov 24-Dec. 17-P

For colds, grip and flu take

Calotabs

Relieves the congestion, prevents complications, and hastens recovery.

CLEAN COTTON RAGS ARE WANTED by The Portales Valley News. We will pay the highest cash prices for all clean cotton rags brought to us.

Modern Building

By E. I. Carmichael

Much ado has been made about building of factories, office buildings, store buildings, homes and other structures within the last few years; even quite so for the last twenty five years in America.

The people of Egypt, under the influence of a great leader and master mind by the name of Cheops, set an example to the world in building temples and tombs. Following Egypt in importance, came Babylon with her great buildings of sun dried bricks which, of course, were soon lost and not left for later generations to look upon like the works of the Egyptians, built of stone and cement.

The Greeks and Romans left for our benefit a large treasure of the finest of modern constructed buildings ever produced by any people in the world. Today we are building exactly as the Romans and Greeks built, except we have added steel as a girder, framework and reinforcement to our work. In many ways we are building structures that do not measure up to those of our early people. Are we to ever build so that we will set an example to all nations?

We, today, as a people of the age of perfection, must consider building structures that are more permanent in nature with less expensive fixtures, which are, in many instances, not necessary to the commercial value or usefulness of the structure. Too many persons when building factories, as well as installing machinery, add huge expenses not necessary for the permanency of the structure of the manufacturing use of the machinery.

The wisest and best plan is not to attempt to outstrip some person or group of persons in the building and installing machinery for a manufacturing plant.

Our office buildings or structures should be adequate, plain and serviceable in every respect. An expensive and elaborated building, to be used as an office, never pays for itself, but soon becomes a building covered with encumbrances and property that can not be turned to any advantage.

A person should be judge enough when erecting an office building or store structure or any other to use only modern methods in finishing it. Then as time goes on the building will always be up to date.

The greatest mistake that is made among the American people is to follow the whim of copying

NOTICE OF SUIT
STATE OF NEW MEXICO TO BENJAMIN N. BURNETT, DEFENDANT, IMPEADED WITH THE FOLLOWING NAMED DEFENDANTS, AGAINST WHOM SUBSTITUTED SERVICE IS HEREBY SOUGHT TO BE OBTAINED: TO-WIT: BENJAMIN N. BURNETT, ALICE BURNETT, HIS WIFE, J. J. KOONSMAN, UNKNOWN OR ADVERSE CLAIMANTS.

You, and each of you, are hereby notified that a suit has been filed against you in the District Court of Roosevelt County, State of New Mexico, in which, Illinois Valley Trust Company, a corporation, is plaintiff, and you, Benjamin N. Burnett, Alice Burnett, his wife, J. J. Koonsman and any and all unknown or adverse claimants, are defendants; that said cause is numbered 2356 on the Civil Docket of said Court.

The general objects of said suit are as follows: To secure and recover judgment on one promissory note, mortgage bearing date of October 11th, 1920, given to the Union Mortgage Company of New Mexico, and assigned to the plaintiff; the sum of \$2761.48 being past due, plus interest, taxes, costs and attorney fees, and the further judgment for costs and certain damages executed to secure said notes, covering the following described real estate, situate in Roosevelt County, New Mexico, to-wit: All of Section Twenty-two and the West half of Section Twenty-three in Township Seven, South of Range, Thirty Four East, New Mexico Meridian, New Mexico.

and to have said property sold to satisfy said mortgage and judgment.

You are further notified that if you fail to answer or plead in this cause, or make appearance, on or before the 10th day of January, 1928, judgment by default will be taken against you in this suit, and the allegations of plaintiff's complaint, taken as true and confessed.

Fred E. Dennis is the attorney for the plaintiff and his post-office address is Clovis, New Mexico. WITNESS MY HAND AND SEAL OF THIS COURT, this 16 day of November, 1927.

PAUL E. MORRISON, County Clerk. By A. J. Goodwin, Deputy. Nov 17-Dec 8-D.

Christmas Cards

The News has received its samples of engraved Christmas cards, and is now ready to receive orders.

The line is especially attractive this season and the prices are much lower than in the past.

Orders for engraved cards will be received until the 15th of December. The cards will be printed with your name as in the past.

Come in and make your selection before the stock is broken.

Portales Valley News.

the radical or extreme ideas of some foreign country. In order to get in all of the elaborate touches, a modern home often costs the builder thousands of dollars more than a plain one which would be just as useful and comfortable. An example is a house with an ornamental fireplace. It certainly adds much in beautifying the structure, but of what service is it. None, of course. Are marble floors in a home any better than hardwood polished nicely?

Cities often have ordinances requiring structures of a certain cost in particular sections of a city. It would be all right to require fire proof buildings or as near fire proof as possible but it is foolish to build in order to spend a particular sum of money. The cost of a house does not necessarily make it a useful house. It is the shelter or comfort it affords as well as the conveniences. Much money will be saved when our American people acquire the habit of figuring and judging more carefully the income from their building campaigns.

— NOW —

— is the time to have your Battery Repaired or Rebuilt. Be fixed for freezing weather. We are better equipped now than ever to do your battery work.

BRACKEN'S
Battery Shop
"BETTER CHARGING SERVICE"

HENRY GEORGE
MORTUARY

Complete stock of cheap Caskets, Metal Caskets and Vaults. Complete equipment, and prices you can afford to pay.

Day Phone 68 Night Phone 104

The YELLOW PENCIL with the RED BAND

EAGLE PENCIL CO.

See the Want Ad Column for Bargains

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ED J. NEER UNDERTAKER — EMBALMER
AMBULANCE SERVICE
Established 24 Years
Licensed by State Board
Calls answered by day or night Office phone 67 3 rings
Residence 67 3 rings Agent for Clovis Floral Co.
Portales, — — — — — New Mexico

Good choice unimproved forty acre tract near town. Price \$3000; half cash, terms on balance.
EZRA WATTS, Portales, N. M.

33 1/3 %
Isn't enough

BE sure that your gasoline does more than one-third of its job. Don't be satisfied merely with quick starting. See that you also get a quick pick-up and real power and mileage.

And you get them all with Conoco, the Triple-Test Motor Fuel.

Conoco Gasoline does a 100% job in all kinds of weather.

Pumps bearing the Conoco sign are the trouble-proof fueling points for motorists.

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

THE triple test
MOTOR FUEL
Starting
Acceleration
Power and Mileage

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REMEMBER THE DATE
SATURDAY, DECEMBER 10
UNTIL CHRISTMAS EVE
DECEMBER 24. COME!

PRE- INVENTORY

REMEMBER WE ALWAYS DO
WHAT WE ADVERTISE, AND
THAT WE SAVE YOU MON-
EY ON OUR SALES

CLEARANCE SALE

IN ORDER to reduce our stock for our annual inventory we will offer our entire stock of Dry Goods, Men's and Ladies' Furnishings in this big sale at a great Slaughter of prices. It is much easier to count cash than to count goods. For the two weeks of this big sale we will forget cost and will make such prices as will insure the moving of as much merchandise as possible. We invite you to attend this Pre-Inventory Sale as often as you can. You will be able to buy your winter goods right now when you need them, at a big saving. Come, and tell your neighbors to come.

Remember the date --- Saturday, December 10, to Saturday night, December 24.

Men's Suit Specials

We will try to clean out our stock of Men's Suits and have cut prices to less than cost on practically the entire line. Be sure to come in and pick you out a suit at a big saving.

All \$30.00 Suits to go @	\$17.75
All \$27.50 Suits to go @	15.75
All \$25.00 Suits to go @	14.75
All \$22.50 Suits to go @	13.75
All \$20.00 Suits to go @	12.75
All \$18.50 Suits to go @	11.75
All \$17.50 Suits to go @	10.75
All \$16.50 Suits to go @	9.75
All \$15.00 Suits to go @	8.75
All \$12.50 Suits to go @	7.75

Boy's Clothing, Long Pants

All Boys' \$20.00 and \$18.50 Suits to go in this Sale @	\$14.45
All \$17.50 and \$16.50 Suits to go @	13.45
All \$15.00 Suits to go @	12.45
All \$13.50 and \$12.50 Suits @	10.45
All \$11.00 and \$10.00 Suits @	8.45
All \$8.50 and \$7.50 Suits @	6.45

Boy's Knee Pant Suits

About 25 Boys' Knee Pants Suits On Sale

— ONE-HALF PRICE —

Men's Trousers

All Men's \$8.50 and \$8.00 @	\$6.95
All Men's \$7.50 and \$7.00 @	5.95
All Men's \$6.00 Pants @	4.95
All Men's \$5.00 and \$5.50 @	4.45
All Men's \$4.50 Pants @	3.95
All Men's \$4.00 pants @	3.45
All Men's \$3.50 Pants @	\$2.95
All Men's \$3.00 Pants @	2.45

Boys' Long Pants

All Boys' \$5.00 Long Pants @	\$3.75
All Boys' \$4.00 Long Pants @	3.35
All Boys' \$3.50 Long Pants @	\$2.95
All Boys' \$3.00 Long Pants @	2.65
All Boys' \$2.50 Long Pants @	2.20
All Boys' \$2.00 Long Pants @	1.75

Men's Sweaters and Lumber Jacks

All Men's \$10.00 Sweaters @	\$7.45
All Men's \$8.50 Sweaters @	6.95
All Men's \$7.50 Sweaters @	5.95
All Men's \$6.00 Sweaters @	4.95
All Men's \$5.00 Sweaters @	4.45
All Men's \$4.00 Sweaters @	3.45
All Men's \$3.50 Sweaters @	2.95
All Men's \$3.00 Sweaters @	2.65
All Men's \$2.50 Sweaters @	2.25
All Men's \$2.00 Sweaters @	1.65

Blanket Specials

\$3.00 Heavy Plaid Blankets, large size Sale Price	\$2.45
\$2.50 Heavy Gray Blanket, large size. Sale Price	\$2.15
\$7.50 Gray Wool Blanket. Sale Price	\$6.45
\$10.00 Heavy All Wool Red Blankets, Sale Price	\$8.45
\$12.50 Heavy All Wool Silk Trimmed Blankets @	\$9.45

Staple Cotton Goods

Best Grade Chevoits @	18c
Medium Grade Chevoits @	13c
Hope 36 in. Bleach Domestic @	15c
Good 36 in. Brown Domestic @	13c
Good 36 in. Outing @	18c
Best 27 in. Outing @	15c
Best Table Oil Cloth @	29c
Best 25c Gingham @	19c
Fair Grade Gingham @	13c
Best 36 in. Percale @	18c
Amoskeg A. C. A. Ticking @	27c

Ladies' Wool Dresses And Silk Dresses

All new Fall and Winter Styles to go in this Big Sale as follows:

All Ladies' \$45.00 Dresses @	\$29.75
All Ladies' \$35.00 Dresses @	24.75
All Ladies' \$27.50 Dresses @	19.75
All Ladies' \$18.50 Dresses @	14.75
All Ladies' \$17.50 Dresses @	13.75
All Ladies' \$16.75 Dresses @	12.75
All Ladies' \$12.50 Dresses @	9.75
All Ladies' \$10.75 Dresses @	8.75

Ladies' and Misses Coats

All New Fall Styles to go as follows:

All \$27.50 to \$30.00 Coats On Sale @	\$21.75
All \$25.00 Coats On Sale @	19.75
All \$22.50 Coats On Sale @	17.75
All \$20.00 Coats On Sale @	15.75
All \$16.50 Coats On Sale @	13.75
All \$15.00 Coats On Sale @	12.75
All \$13.50 Coats On Sale @	10.75
All \$12.50 Coats On Sale @	9.75
All \$11.50 Coats On Sale @	8.75
All \$10.00 Coats On Sale @	7.75
All \$8.50 Coats On Sale @	7.75
All \$7.50 Coats On Sale @	5.75
All \$6.75 Coats On Sale @	4.75
All \$5.00 Coats On Sale @	3.75

Ladies' Slippers

All Ladies' \$10.00 Shoes @	\$7.95
All Ladies' \$8.50 Shoes @	6.95
All Ladies' \$7.50 Shoes @	6.45
All Ladies' \$6.00 Shoes @	4.95
All Ladies' \$5.00 Shoes @	4.45
All Ladies' \$4.50 Shoes @	3.95
All Ladies' \$4.00 Shoes @	3.55
All Ladies' \$3.75 Shoes @	3.45
All Ladies' \$3.50 Shoes @	3.15
All Ladies' \$3.00 Shoes @	2.65
All Ladies' \$2.50 Shoes @	2.15

ONE DAY SPECIALS

Only One Lot Each Day To A Customer

Saturday, December 10th

8 YARDS HOPE BLEACH DOMESTIC FOR \$1.00

Monday, December 12th

7 YARDS GOOD 36 INCH OUTING FOR \$1.00

Tuesday, December 13th

6 PAIRS CHILDREN'S BEST 25c HOSE FOR \$1.00

Wednesday, December 14th

2 PAIRS LADIES' \$1.75 SILK CHIFFON HOSE FOR \$2.50

Thursday, December 15th

2 YARDS OF BEST TABLE OIL CLOTH FOR 50c

Friday, December 16th

8 YARDS OF 15c 36-INCH BROWN DOMESTIC FOR \$1.00

Saturday, December 17th

2 PAIRS OF \$3.00 COTTON BLANKETS FOR \$4.50

Monday, December 19th

ONE DOZEN J. P. COATS EMBROIDERY THREAD AND 6 SPOOLS O. N. T. SEWING THREAD FOR 50c

Tuesday, December 20th

6 YARDS OF BEST 25c GING-HAM FOR \$1.00

Wednesday, December 21st

6 YARDS OF BEST 36 INCH PERCALE FOR \$1.00

Thursday, December 22nd

4 YARDS OF GOOD 36 INCH SATEN FOR \$1.00

Friday, December 23rd

6 YARDS OF GOOD 36 INCH OUTING FOR \$1.00

Saturday, December 24th

1 PAIR LADIES \$2.50 AND 1 PR. \$1.50 SILK HOSE FOR \$3.00

Children's Shoe Specials

ABOUT 25 PAIRS CHILDREN'S SHOES, SIZES 9 TO 2; ALL OUT IN BIN. CHOICE @ \$1.75

Ladies' Hats

All Ladies' \$10.00 Hats @	\$5.95
All Ladies' \$7.50 Hats @	4.95
All Ladies' \$6.00 Hats @	3.95
All Ladies' \$5.00 Hats @	3.45
All Ladies' \$4.00 Hats @	2.95
All Children's \$3.00 Hats @	1.95
All Children's \$2.50 Hats @	1.65

Ladies' Shoe Specials

One Lot of Ladies' Shoes, Old Styles, Broken Sizes; All Out In Bin CHOICE 95c

Wool Dress Goods

All \$4.00 Wool Goods go @	\$2.95
All \$3.50 Wool Goods go @	2.75
All \$3.00 Wool Goods go @	2.15
All \$2.50 Wool Goods go @	1.95
All \$2.00 Wool Goods go @	1.65
All \$1.50 Wool Goods go @	1.25
All \$1.25 Wool Goods go @	.95
All \$1.00 Wool Goods go @	.85

Silk Dress Goods

All \$3.50 Silk Dress Goods @	\$2.75
All \$3.00 Silk Dress Goods @	2.45
All \$2.50 Silk Dress Goods @	2.15
All \$2.25 Silk Dress Good @	1.95
All \$2.00 Silk Dress Goods @	1.65
All \$1.75 Silk Dress Goods @	1.45
All \$1.65 Silk Dress Goods @	1.35

Ladies' and Children's Sweaters

All Ladies' \$10.00 Sweaters @	\$7.45
All Ladies' \$8.50 Sweaters @	6.95
All Ladies' \$7.50 Sweaters @	5.95
All Ladies' \$6.00 Sweaters @	4.95
All Ladies' \$5.00 Sweaters @	4.45
All Ladies' \$4.50 Sweaters @	3.95
All Ladies' \$4.00 Sweaters @	3.45
All Children's \$3.50 Sweaters @	\$2.95
All Children's \$3.00 Sweaters @	2.65
All Children's \$2.50 Sweaters @	2.25
All Children's \$2.00 Sweaters @	1.65
All Children's \$1.75 Sweaters @	1.45
All Children's \$1.50 Sweaters @	1.25
All Children's \$1.25 Sweaters @	.95
All Children's \$1.00 Sweaters @	.85

Trunks and Suit Cases

All \$20.00 and \$18.50 Trunks, Sale Price	\$16.65
All \$17.50 Trunks and Cases @	14.95
All \$16.50 Trunks and Cases @	13.95
All \$15.00 Trunks and Cases @	12.95
All \$13.50 Trunks and Cases @	11.45
All \$12.50 Trunks and Cases @	9.95
All \$11.00 Trunks and Cases @	9.45
All \$10.00 Trunks and Cases @	8.45
All \$8.50 Trunks and Cases @	7.45
All \$7.50 Trunks and Cases @	6.45
All \$6.00 Suit Cases, Sale price	4.95
All \$5.00 Suit Cases, Sale price	3.95
All \$4.00 Suit Cases, Sale price	3.45
All \$3.50 Suit Cases, Sale price	3.15
All \$3.00 Suit Cases, Sale price	2.65
All \$2.50 Suit Cases, Sale price	2.25
All \$2.00 Suit Cases, Sale price	1.75

Men's Underwear

Men's \$1.50 Union Suits @	\$1.20
Men's \$2.00 Munsingwear Union Suits @	1.65
Men's \$2.50 Munsingwear Union Suits @	1.95
Men's \$3.00 Wool Unions @	2.65
Men's \$3.50 Wool Unions @	2.95
Men's \$4.00 Wool Unions @	3.45
Men's \$4.50 Wool Unions @	3.95
Men's \$5.00 Wool Unions @	4.45
Men's \$1.50 Wool Shirts and Drawers @	\$1.35
Men's \$5c Cotton Shirts and Drawers @	.65

Men's and Boys' Bootees

Men's \$10.00 Bootees @	\$8.45
Men's \$7.50 Bootees @	6.45
Men's \$6.95 Bootees @	5.95
Men's \$5.00 Bootees @	4.45
Boys' \$5.00 Bootees @	4.45
Boys' \$4.50 Bootees @	3.95
Boys' \$4.00 Bootees @	3.45

Men's Wool Shirts

All Men's \$4.00 Wool Shirts @	\$3.45
All Men's \$3.50 Wool Shirts @	3.10
All Men's \$3.00 Wool Shirts @	2.65
All Men's \$2.50 Wool Shirts @	2.25
All Men's \$2.00 Wool Shirts @	1.75

Men's Sheep Lined Coats, Leather Coats And Duck Coats

All \$15.00 Coats On Sale @	\$12.45
All \$13.50 Coats On Sale @	10.95
All \$12.50 Coats On Sale @	9.95
All \$11.00 Coats On Sale @	8.95
All \$10.00 Coats On Sale @	8.45
All \$8.50 Coats On Sale @	7.45
All \$7.50 Coats On Sale @	6.45
All \$5.00 Coats On Sale @	4.45
All \$4.00 and \$3.50 Coats On Sale @	3.15

Men's Shirts

All Men's \$3.50 Shirts @	\$2.75
All Men's \$3.00 Shirts @	2.45
All Men's \$2.50 Shirts @	2.15
All Men's \$2.00 Shirts @	1.75
All Men's \$1.75 Shirts @	1.45
All Men's \$1.50 Shirts @	1.35
All Men's \$1.25 Shirts @	.95
All Men's \$1.00 Shirts @	.89

Men's Overalls and Work Pants

Men's \$2.00 and \$1.75 Overalls Sale Price	\$1.55
Men's \$1.50 Overalls, Sale price	1.25
Men's \$3.50 Work Pants @	2.95
Men's \$3.00 Work Pants @	2.65
Men's \$2.50 Work Pants @	2.25
Men's \$2.00 Work Pants @	1.75
Men's \$1.50 Work Pants @	1.25

— STORE CLOSED —
FRIDAY AFTERNOON, DEC.
9TH, TO ARRANGE FOR SALE
PORTALES, NEW MEXICO

Priddy & Fooshee Co.

— STORE CLOSED —
FRIDAY AFTERNOON, DEC.
9TH TO ARRANGE FOR SALE
PORTALES, NEW MEXICO