

PORTALES VALLEY NEWS

VOLUME NO. XXXII

PORTALES, NEW MEXICO, THURSDAY, SEPTEMBER 13, 1934.

Number 47

EXPECT ENROLLMENT OF 250 AT COLLEGE

SCHOOL WILL OPEN HERE MONDAY

18 Faculty Members Members on Hand for First Term.

An enrollment of 250 is anticipated for the Eastern New Mexico Junior College when it opens next Monday morning for the first winter term. This enrollment is based on transcripts which have been sent in, applications for work which have been granted and statements from students that they were going to attend the college, according to Donald MacKay, president of the college.

There are 18 members of the faculty all of who will be on hand for the opening of school, added MacKay.

According to figures collected by the college 40 students will attend for the benefit of the course in commerce, forty for rural education and 25 for music and art.

The student body will be composed of farm boys and girls, over half of which will be freshmen. Other students will be sophomores who are candidates for the associate arts degree. We hope to graduate 50 students next spring Mr. MacKay added, in discussing plans of the school for the coming term.

Plans are being made for a series of assemblies to be held in the basement of the Methodist church. The night for assembly has not yet been definitely decided upon.

Extension activities will begin with the opening of school under the direction of H. E. Mehrens. Courses will be offered on Saturday for the benefit of teachers.

During the week courses, such as community chorus, crafts, politics and government, typing and shorthand, agricultural and literature will be offered for the benefit of people in the community.

College Library Well Equipped For All Needs

The Eastern New Mexico Junior College Library has added materially to its book holdings, and at the opening of school will be well equipped to meet the immediate needs of students.

Since most books have been chosen in the light of specific curricular aims the library will have an unusually efficient reference collection for its size. Throughout the school year the library will be able to meet reference needs as they arise.

Many splendid books for general recreation reading have been purchased, and additional magazines and newspapers have been introduced.

Student assistants will be employed to help with book circulation and preparation, and will be able to earn a part of their expenses in this way.

Will Hold Exhibit Friday and Saturday

The public is invited to see the agricultural exhibit which will be on display at the Cien building on Main street, Friday and Saturday of this week.

The winning exhibits will go to the Tri-State Fair at Amarillo, which opens on September 17.

BISHOP BOAZ WILL PREACH AT CLOVIS

Bishop H. A. Boaz of the M. E. Church South will preach at the Methodist church in Clovis Saturday at 11 o'clock.

Miss Helen McConnell of Clovis was a Portales visitor Sunday.

Coach 'Tiny' Reed From Big Springs

Coach Tiny Reed is all that his nick name might suggest in size. He comes here from Big Springs, Texas, where he has been coach for seven years. He also taught in the Amarillo schools.

Reed received his A. B. degree from Texas Tech and his A. M. from the University of Colorado. He comes with a reputation as an athlete and as a coach. He will be director of health and coach of athletics in the Eastern New Mexico Junior College.

FIRST INITIAL WORKOUT ON MONDAY

Expect 30 Men To Be on Hand For 'Preliminaries'

Coach D. H. Reed of the Junior College announced that the first initial workout for the Eastern New Mexico Junior College football team will be held Monday afternoon on the ground in front of the Portales junior high school. He is expecting 30 men to report for the first workout.

It was impossible to get the showers and dressing rooms ready for the opening college. Arrangements have been made to use the junior high showers until other arrangements can be made.

The play ground in front of the junior high school has been used for an athletic field and can soon be put in shape for a good field for the junior college men to workout.

Coach Reed was not sure with whom the Junior College would open the season; however, he felt sure that the first game would be with the New Mexico freshmen from Albuquerque or the New Mexico Normal College, Silver City, on October 6.

Other games that have been definitely scheduled are the New Mexico Normal University here on November 2, and Wayland College here November 17.

Tentative games have been scheduled with Altus, Oklahoma Junior College; New Mexico Military Institute; West Texas Teachers, Canyon; and the State College Freshmen, Las Cruces.

Players are coming from Eastern New Mexico and West Texas. Roosevelt county has the greatest number of prospects so far; however, Coach Reed states that players are reporting every day that he had not counted on.

Players from Roosevelt county who have already made known their intentions of coming out on the squad are, Collins Hilliard, Harold Knox, Paul Neville, Guy Patterson, Carol McCasland, Dale Widner, Alton Miller, Bas Preston, and Olen Caviness.

Players coming from other parts of the state are, Othra Moper, Logan, Lawrence Growden and Virgil Casey, Ranchvale; H. C. Ruyle and J. B. Best, Forest.

The out-of-state players are Joe Freeman, Pampa, Texas; Alvis Bilberry, Spur, Texas; Howard Schwarzenback, Big Springs, Tex.; George Jones, Lubbock, Tex.; Jas. Smith, Fernie Conklin, Ralph Jordan and W. Mathews, Lamesa, Texas.

DRILLING OF OIL WELL STEADILY PROGRESSING

Drilling of Claudell No. 1 is steadily going on at the Claudell community and reports Wednesday morning was that they were over 300 feet. The hole is still being drilled 20 inches, and is now in red bed.

Last week a number of truck loads of heavy casing was delivered to the location.

Miss Mae Beth Lawson, secretary, was born and reared in Tucumcari. She was educated in Chicago and is an accomplished pianist and music teacher.

Mr. and Mrs. Isom Innes and family spent Sunday with Mr. and Mrs. F. P. Williams.

Give Premium List for Flower Show to Be Held

Peony Dahlia, one bloom, 50c; Stock, Gettys. Cactus Dahlia, one bloom, 50c stock, Byrne. White Dahlia, three blooms, 50c cash.

R. Maroon or Crimson, three blooms, 50c stock, Gettys. Pink or rose Dahlia, three blooms, 50c stock, Byrne. Mauve or Lavender Dahlia, three blooms, 50c cash.

Cream or yellow Dahlia, three blooms, 50c stock, Gettys. Autumn shades Dahlia, three blooms, 50c stock, Byrne. Violet or purple Dahlia, three blooms, 50c cash.

Three blooms any type or color, \$1.00, Lyman's stock. Pom-Pom Dahlias, three blooms, any color, \$1.00, Lyman's stock. Cosmos, vase or basket, 50c stock, Byrne.

Delphinium, vase or basket, 50c stock, Gettys. Aster, any one color, 50c stock, Byrne.

Aster, mixed colors, 50c cash. Verbena, vase or basket, 50c stock, Gettys. Scabiosa, vase or basket, 50c, Byrne.

Roses, one bloom, most perfect rose, \$2.50, stock, Lyman's. Roses, 3 blooms, one color, \$1.00, Lyman's.

Roses, 6 blooms, mixed colors, \$1.00, Lyman's. Odalolias, 3 spikes, white, 50c stock, Gettys.

Gladiolus, 3 spikes, yellow, 50c stock, Byrne. Gladiolus, 3 spikes, pink, 50c cash.

Gladiolus, 3 spikes, red, 50c stock, Gettys. Cannas, 3 spikes, red, 50c stock, Byrne.

Cannas, 3 spikes, orange, 50c cash. Cannas, 3 spikes, pink, 50c stock, Gettys.

Cannas, 6 spikes, mixed, 50c stock, Byrne. Flox, vase or basket, 50c cash.

Nasturtium, vase or basket, 50c stock, Gettys. Cockscomb, 50, stock, Byrne. Jacob's Coat, 50c cash.

Zinnias, vase or basket, mixed, 50c stock, Gettys. Zinnias, gold or autumn shades, 50c stock, Lyman's.

Zinnias, red or maroon, 50c cash. Zinnias, pink or silver, 50c stock, Lyman's.

Rose of Sharon, 50c stock, Lyman's. Speciman potted flowering plant, 50c stock, Lyman's.

Speciman foliage potted plant, 50c stock, Lyman's. Most unusual and interesting variety of any garden flower named if possible, 50c cash.

Most unusual and interesting variety of any garden plant, 50c, Lyman's. Most artistic table centerpiece, 50c cash.

Most artistic vase or basket of wild flowers, 50c cash. Exhibitor getting most ribbons, 1 year subscription to Portales Valley News.

Exhibitor getting second most ribbons, \$2.00 trade, Lyman's. Exhibitor getting third most ribbons, \$1.00 cash.

Enrollment Has Reached 344

The enrollment in Portales high school has reached 344 this week. There are 151 boys and 193 girls. The senior class has 72 students, 33 boys and 39 girls. There are 75 juniors with 35 boys and 40 girls.

The sophomore class has a total of 85 with 37 boys and 48 girls. There are 112 in the freshman class, 46 boys and 66 girls.

FARM HANDS ON JUNIOR COLLEGE STAFF

Three of Administrative Officers Born on Farm.

PREXY FARM BOY Golden, Dean of College, Was Born on West Texas Farm

Of the six administrative officers of the Eastern New Mexico Junior College, three were born and reared on the farm, three of them worked their way through high school and college. They represent five different states from the eastern coast of Mexico. Four of them are married to school teachers.

Donald MacKay, president of the college was born and reared on a farm in New York state. He graduated from a rural high school, having only 18 pupils. MacKay worked his way through high school and college, taking his A. B. and A. M. degrees from Colorado State Teachers College at Greeley.

He has done graduate work at Cornell and at the University of Colorado. He taught in both rural and city school in New York and was six years superintendent of schools at Raton. He taught at Colorado State Teachers college, University of Colorado and New Mexico Normal University.

MacKay is married and has two children. He is a member of the Episcopal church. He has been active in chamber of commerce, Rotary and Boy Scout work.

Golden Farm Boy Floyd D. Golden, dean, was born and reared on a homestead in West Texas, working his way through college he received his A. B. and A. M. degrees from West Texas State Teachers college. He was superintendent of schools at Friona and Miami before coming to Portales where he is beginning his seventh year as superintendent of city schools. He is married to a former home economics teacher.

William B. O'Donnell, director of personal and assistant professor of trades and vocations, was born in Denver. Worked his way through South Denver high school and took his A. B. and A. M. degrees from Colorado Agricultural college. He has done graduate work at Columbia university. O'Donnell has taught and for the past 11 years has been connected with the public schools at Raton as principal of the elementary school, dean of boys and principal of the high school.

Mr. O'Donnell is married to a home economics teacher and has two children. He is a member of the Methodist church.

Miss Pearl Ludey, assistant director of personnel, assistant professor home economics, born on an Iowa farm, received her A. B. from Iowa State college, her A. M. from Columbia University and has done graduate work in the University of Chicago.

Miss Ludey taught one year in Illinois and nine in her home town, Anamosa, Iowa, during which time she went abroad. She taught at the University of New Mexico during the summer session. She is a member of the Methodist church.

Kenneth James Brough, the son of a Presbyterian minister, was born and reared in Iowa. He is librarian and assistant professor of education. He received his A. B. degree from Grinnell college and his A. M. from the University of Colorado. He is a member of Phi Beta Kappa. Brough has done all his teaching in Portales where he has been Spanish teacher in the high school and librarian.

Mr. Brough is also married and his wife was an English teacher.

Offer Carpentry Course During The First Term

A carpentry course is being offered at the Eastern New Mexico Junior College during the first term, for any one interested in a practical course for home use or preparation for the vocation, according to William O'Donnell, assistant professor of trades and vocations.

The objective of the course is to give true vocational training and actual experience. It is open to farmers, unemployed or anyone interested in learning the fundamentals of carpentry are eligible for the course. The cost will be negligible.

A local carpenter will be hired to give the instruction.

HE'S PREXY



DONALD W. MacKAY who will pilot the Junior College when it opens its doors Monday morning for the first regular term.

Fine Arts At Junior College

The fine arts department of the college has two single men who hail from highly different backgrounds. Harry Franklin Taylor, head of the department and assistant professor of fine arts, was born in Illinois. His family are all bankers and his undergraduate work was done with view of entering the bank.

He received his A. B. degree from Colorado college, his A. M. from Denver university and his B. M. from Lamont School of Music. He has been a student in the University of Arizona. He has taught in Monument, Colo., Denver and Torrington, Wyoming.

Francis Delidoss, assistant professor of fine arts comes from Italian lineage. Both his parents came from Italy. He was born in Colorado where his father is a mine operator. He was educated in the Sopris Mining schools.

Delidoss holds A. B. and A. M. degrees from Colorado State Teachers college and has studied at Providence, R. I. Toas and Seattle.

He was state supervisor of art for seven years in Delaware. He plans to go abroad next summer.

College Boys to Operate Cafe

Steve Mason and Erel McOee, from Hagerman, have bought the Bill Snell cafe and will operate same while attending Junior College. Mr. Mason attended N. M. M. I.

Jack White, formerly with the Waffle House is to be the cook. Bill Snell will be engaged in the trucking business.

Mrs. T. E. Burnett and son, Clinton of Bellevue were in Portales Monday and Clinton and Robert Paulk of Causey will be at home in the Greaves apartments and will attend the Junior College which opens next Monday.

Gersbacher to Head Dept. of Science at Junior College

William M. Gersbacher, who is particularly interested in fish was with the stream survey in Taos during the summer. He is to be head of the department of science at the Eastern New Mexico Junior College.

Born on an Illinois farm he worked his way through school. He attended Southern Illinois State Teachers college, where he received his A. B. degree; he received his M. A. from the University of Illinois and his Ph. D. from the same institution.

Gersbacher has taught in the normal schools in Illinois and Wisconsin.

He is not married.

FORTY ENROLL IN COM. DEPT.

Dr. Wivel Will Direct Class at Junior College

Out of the 200 anticipated enrollments for the Eastern New Mexico Junior College at Portales, New Mexico, forty are enrolled in the commerce department where definite training is being offered for secretaries.

"The course will train in those skills required for a good secretary in an office," said Dr. C. B. Wivel, head of the department. "It is not intended that the first two years train teachers of commerce but this will be necessary background for those teachers who wish to major in commercial education."

The course includes typewriting, shorthand, bookkeeping, filing, accounting, office practice, and other college courses for background to the prospective secretary.

Employees have already asked for recommendations.

Canadian On College Faculty

One member of the Eastern New Mexico Junior College faculty was born in Canada and came to New Mexico for most of his college training.

Roy MacKay, who is no relation to the president, Donald MacKay, was born in Canada and attended Royal College at Toronto before coming to New Mexico where he attended the University of New Mexico, receiving his A. B. and M. A. degrees. He has done graduate work at the University of Michigan and the University of Toronto.

Mr. MacKay comes to Portales from Albuquerque where he has been head of the mathematics department in the Albuquerque high school. He is head of the mathematics department at the Junior college.

MacKay is married to a school teacher. They have no children.

Ogle Is Farm Boy From Indiana State

Andrew Fletcher Ogle, professor of education, and head of the department, is a farm boy from Indiana.

Mr. Ogle did his undergraduate work in the University of Indiana where he received his A. B. degree. He came to Colorado State Teachers college for his A. M. and has done additional work there for his Ph. D.

He has had a wide field of experience in the field of education, having taught in Indiana and Colorado; he has been a county superintendent, high school principal, a city superintendent and has been on the faculty of Colorado State Teachers college.

Ogle is married and has five children, two of whom are teachers.

Mr. and Mrs. Carl Case made a business trip to Clovis Monday.

ATTEMPT TO ABDUCT A TEACHER FAILS

Escapes From Kidnappers While They Repaired Tire.

WALKS TO HOME

Officers Think Fugitives Headed Toward Portales.

Miss Lillian Hopping, Littlefield, Texas, school teacher walked into Littlefield shortly after daylight Tuesday morning where she told a harrowing story of being abducted by two armed men at 8:30 o'clock last night, and of her subsequent escape from her kidnappers at a point which she believes was about 20 miles west of the Texas town.

Miss Hopping told Sheriff Lem Irvin, of Littlefield, that she escaped from her abductors when they stopped on the roadside to fix a flat tire. She fled into the darkness with the men after her, but eluded them by lying down in a field.

Station KNFA, Clovis police radio, and officers of this region were working today on the theory the men escaped into the badlands south of Clovis some 40 miles, known for some time as the rendezvous of Texas and New Mexico bandits.

Sought Sister

Miss Hopping was sitting alone in the home of her sister, Mrs. Pat Boone, niece of George Littlefield, Elida, Monday night, studying the told officers, when two armed men walked into the house and asked her if she was Boone.

She replied that she was not, but one of them grabbed her and hustled her out of the house to a car, in which they fled west from Littlefield.

Miss Hopping said they drove for some time, over a road with which she was not familiar. They stopped to change a tire after a flat then proceeded for a few miles when another flat occurred.

It was while the men were fixing this flat tire that she suddenly darted into the darkness and grasped brush, she told officers. Both men pursued her but she eluded them by lying down in a field. She told of seeing the men searching for her.

After the men had given up the search and departed, Miss Hopping said she started her walk back to Littlefield, a distance she estimated to be about 15 to 20 miles.

Meantime, Mr. and Mrs. Boone, both of whom were at different functions in Littlefield, returned home to find Miss Hopping missing but they thought nothing of her absence, they said, until it became late and she did not appear. They then called officers into the case.

Sheriff Lem Irvin of Littlefield, today said he is confident the men thought they were kidnapping Mrs. Boone, whose husband is said to be quite wealthy, and he believes they expected to hold her until ransom was paid.

Aside from an assertion that they were going to hold her until they got what they wanted, Miss Hopping said the men made no remarks during the time they held her captive. The men were using a 1932 model Chevrolet sedan, the victim told officers, and they drove rapidly.

Miss Hopping said the men treated her courteously and did not attempt in any way to harm her. One of the men she described as tall and dark complexioned. The other was shorter, of heavy build, light complexioned and with wavy hair. Neither of them she recalled ever having seen before.

PORTALES VALLEY NEWS

Established 1901
J. G. GREAVES, Editor and Owner



DEMOCRATIC IN POLITICS

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

Entered as Second Class Matter in the Post Office at Portales, N. M., under the Act of March 3, 1879.

SUBSCRIPTION RATES

In New Mexico	Out of New Mexico
One Year \$1.50	One Year \$2.00
Six Months .75	Six Months 1.00
Three Months .35	Three Months .50
One Month .10	One Month .15

ADVERTISING RATES ON APPLICATION

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

NEW MEXICO PRESS ASSOCIATION
MEMBER 1934



WE THANK YOU BOTH

The Democratic State Headquarters and the Republican State Headquarters for your offer to edit the News.

We thank you for sending us each week enough propaganda to fill the entire paper without having to bother about soliciting ads.

We thank you for your courtesy and kindness—

But—

The NRA fixes the hours of work and the pay of the printers.

The NRA says that the wholesale houses must require us to pay for the blank paper that is used in printing the News.

The NRA requires the oil companies to collect for the lubricating oil to keep the presses running.

The NRA says that we must pay the electric power bill.

So—

While we appreciate your kindness in taking all editorial worry off of us, we will have to decline, as we still feel that the public is entitled to a small amount of news matter each week, and that the advertisers still desire to tell the public of their wares.

So—

We will have to continue to work from 24 to 36 hours each day in an effort to give the public what they want.

Should we accept your services, we could take time off and spend it fishing until after the campaign, but as you failed to enclose check for the necessary operating expenses, we will have to try and make the paper pay its way as we have done in the past.

Again we thank you for your kindness.

REFORESTATION

Reforestation has proven a success in European countries, and there is no reason why it should not be a success in the United States.

Critics of this program, argue that it is an economic waste to try to make trees grow where nature has not provided them.

Yet, science has proven that many sections of the plains country were at one time heavily forested, and excavations show great petrified forests.

Homesteaders all over the plains of New Mexico and west Texas have demonstrated that trees will grow with little care. Shade trees and fruit trees have proven successful on thousands of farms.

Trees conserve moisture and prevent soil erosion. The plains country has suffered from over grazing and soil erosion is done to restore the grass and stop erosion, it will become a sandy waste in another generation. President Roosevelt has a vision of great forests that will conserve moisture and cause more rainfall.

The planting of a forest 100 miles wide by 1900 miles long is a step in the right direction, and if Eastern New Mexico will cooperate with Texas in having this forest along the Texas-New Mexico boundary, it will greatly enhance the land values, and be of great value to the farmers of both states.

A supplementary forest the full length of the Blackwater Draw, will be of great benefit to the farmers of Curry and Roosevelt counties.

BETTER TELEGRAPHIC AND TELEPHONE SERVICE NEEDED

At this time the development of Portales is seriously handicapped for the lack of proper telegraphic and telephone service. Portales needs at least a sixteen-hour telegraphic service. At this time the telegraph office closes at 5 o'clock, and one having a message to send must either drive to Clovis or phone the message at an extra expense.

One receiving a message after five o'clock must either wait until the next morning for its delivery or stand the expense of having it transmitted by telephone.

As to the telephone service, the local service is good and the News has no criticism to offer. But long distance messages are handicapped by having to call long distance at Clovis, and wait until they can be served.

Now that the county is facing a great oil play, this service is becoming more of a handicap to Portales.

To secure the proper service, the oil men are having to make their headquarters elsewhere, and Portales is losing much business as the result. It is time for Portales to wake up and demand her rights before it is too late, and she becomes merely a whistling post.

PORTALES WILL SOON RIVAL THE CARLSBAD CAVERN AS BAT HEADQUARTERS

Unless Portales wakes up to her opportunities, the business houses of Portales will become infested with bats and offer attractions to the tourist as bat headquarters.

At this time there is badly needed a road to the oil well. Elida has a good road to the well. Clovis has a good road to the well via Melrose. Portales, to reach the well in safety, has to route by Elida or Melrose.

There is a farm road that leads west from the Tinsley crossing that is the shortest route to the well, and this road can be put into good shape at a cost of about \$500.00.

This road would serve one of the best farming communities in the county, and they never have had a road.

Unless Portales gets busy and sees that a road is built, this trade will be lost to Portales forever.

It is true that the oil well is at this time an uncertain issue, and may not prove a producer. Again it may be a great producer, and in that event if the business men of Portales remain dormant, they will only build up a rival city and be left with the sack to hold. A road to the well through this great farming community would be a good investment for Portales, even if oil is not developed and should be built. The farmers in this section of the county are entitled to some consideration, and unless they receive it, no one can blame them for taking their trade elsewhere.

Some short-sighted business men have intimated that the editor of The News is interested in getting a road built to his ranch. This does not set good with us, and is uncalled for. No man in Roosevelt county has plowed out more roads at his own expense than the News editor.

To get a better road into Elida, he agreed to having a quarter section cut off and isolated from his ranch, so any fair-minded man can see that this project is not a selfish one, but for the good of Portales, where he makes his living by publishing a newspaper.

A mass meeting of the business men was called for last Friday night to see if some method could be devised to get this road. Four business men attended.

Enough said.

RE-FORESTATION

The plans for the 1,000 mile forest was originally for this forest to extend into Texas east of Amarillo.

Amarillo, Lubbock, Plainview and other Panhandle cities have protested, that they need it as a wind break and suggest that it be placed on the state line of Texas and New Mexico.

This is the logical point, and one that should virtually interest the eastern tier of New Mexico counties. Should the latter location be approved, then it will be in line for Roosevelt and Curry counties to work for the establishing of a supplementary forest, in the Black Water Draw.

Such a forest could start at Tolar or Melrose, running across Roosevelt county in a southeasterly course to Muleshoe, Texas.

This strip would produce trees in a few years, as it is underlaid with shallow water, which will make a quick, permanent growth, and which would provide the wheat farmers of Curry county with a valuable wind break. As a game refuge, this would soon become

the hunters' paradise, as it would be the ideal location for prairie chicken, quail, and other game.

Such a forest would be of untold value to both Curry and Roosevelt counties, and should have the full backing of these two counties. Now is the time to bring this to the attention of the forest department, that it may be included in this great project.

THE IMPORTANCE OF ROOSEVELT COUNTY'S EXHIBIT

The importance of a good exhibit from Roosevelt county at the Tri-State Fair to be held at Amarillo cannot be overstressed. Roosevelt county, in spite of the drought, will be able to make a creditable exhibit, and especially from the irrigated valley. The Portales valley is growing in importance as an irrigation district, and in spite of the dry weather the farmers are able to produce good crops each year.

Then again this exhibit will tend to attract worthwhile farmers to this section who want to live in a good school community, and Portales offers this advantage thru its public school system and the Eastern New Mexico Junior College.

By all means, make this exhibit the best that has ever gone out of Roosevelt county.

TO THE TAXPAYER

If the taxpayer would vote for those men, to state public office, whose private lives show them honest, careful, thrifty, efficient, we would not be burdened with such fearful taxes. When the taxpayers vote for township and village officials, they do usually vote for such men, and the taxes in these units have been reduced.—Standard, Fairfax, Minn.

LET'S MAKE THIS GOD'S COUNTRY

Who can resist the appeal that there was in the president's speech a short time ago when he spoke over the radio. "Let us make this God's country." The president meant no narrow measure. He made reference to the boys in France, who made the remark concerning their home land. God's country. The soldiers meant that which every true American visions. Liberty, the pursuit of happiness according to one's own desires, ambition and aspiration to succeed to the highest office in the land with possibility of realization. The right to worship according to the dictates of one's own conscience. The land of their birth and its glorious traditions and inspirations.

But the president probably envisioned something more. Let's make this "God's Country" implies that there is something yet to be done; that something has either been left undone or has been perverted and must be reformed. The president knows that opportunity has become grossly unequal and that power for human happiness based upon attainment of material wealth as a national heritage, has passed and that it must be regained, not by the efforts of all of the citizens of the land.

Let's make this God's Country.—Sun, Sheridan, Ore.

MEN AGAINST DROUGHT

Drought reports describe half the area of the United States as a "dry and thirsty land." They tell of cattle being shot to save them from suffering. They picture the once fertile fields as plains of dust. They record the shriveling of crops. They estimate 1,000,000 destitute as a result of rainless weeks. Agricultural sections are witnessing an appalling chapter in the history of mankind's struggle with adversity.

But the testimony is not complete without credit to men's heroic endeavors to meet the crisis. These include the sinking of wells to find subterranean streams, the assignment of tank cars to rush water to districts where animals are suffering, of government cooperation in water projects. Outlets of mountain lakes have been lowered to continue supplies for irrigation. Nearly 1,000,000 cattle have been bought for market, half the number being processed and canned for distribution to needy families.

The widely organized campaigns against drought, as against other abnormalities of weather, are significant. They spring from men's need to conduct themselves as their brothers' keepers. They grow out of the recognition that men can do much for themselves when they bear one another's burdens, pool their resources of intelligence and activity, and plant their individual hope in the common good.—Christian Science Monitor.

There is just one man who is actually in position to improve your business. You look him right in the eye every time you shave.—Nebraska Press.

SMALL HOMES NEEDED

There are two crying needs in this country. One is particularly the problem of the towns and the other applies to both towns and rural areas. During the last few months there have been a score or more of persons in this office inquiring for a small modern house. Most houses are too large for the average salaried man. These larger houses were built in every country town a few years ago when building costs were less. The smaller houses built at that time were largely of cheaper construction and often were not, and have not since been made modern. If rents ever reach a point where they will pay the landlord even a small return on his investment, there should be a splurge of modernizing of small houses and the remodeling of larger houses into compact, livable apartments. One must remember that an automobile, radio, iceless refrigerator and a few other modern inventions are a necessary part of the salaried man's household equipment. He cannot afford a large home. Further, and mighty significant, we believe, there are more and more salaried men coming to live in rural centers like St. Johns. They like the environment. They believe it is a wholesome and healthy place to rear and educate their children. They tell us they have more real friends and more real enjoyment in smaller cities. They mention our schools, our hospital, our golf course, the park, and the reasonable prices charged by merchants. This we believe, is one of the very outstanding needs—more small, modern living quarters for small families.—Republican-News, St. Johns, Mich.

20 PER CENT FOR TAXES

An illuminating article on the heavy burden of taxation borne by the American people appeared in a recent issue of the United States News, which shows that 20 per cent, or one-fifth, of the entire national income is swallowed up by federal, state and local taxation.

This is more than is spent for food, and much more than is spent for clothing and rent on homes combined. Careful estimates indicate that the average citizen's dollar of income is spent as follows:

Taxes, 20c; food, 17c; clothing, 9c; rent, 9c; automobile, 6c; fuel and light 5c; household furnishings, 4c; insurance, 3c; medical attention, travel and recreation and the movies, about 2c each; tobacco and laundry, 1c each. This leaves about 19c for miscellaneous expenses and savings. These figures are averages, and vary greatly according to individual incomes and spending habits.

Persons who own little or no property may imagine that they do not contribute much in the way of taxes, but it should be borne in mind that all taxes are financially passed on to the ultimate consumer of goods or services.

The nation's tax bill is now more than nine billion dollars a year, and the federal government, as well as many state and local governments, are still going farther and farther in debt. What the tax bill will be a little later can only be guessed, but it is sure to be much higher than at present, if government spending on its present lavish scale continues.—Enterprise, Bastrop, La.

The worst thing in giving charity is politics. We would guess that more money has been squandered in charity by the scheming politician than has ever been lost thru the inexperience or lack of understanding of those who spend the public's money. It seems impossible to keep politics out of the work of helping people. That is not a new condition. It is as old as charity, itself.

Asked for an illustration of indirect taxation, a bright student suggested the dog tax, "because the dog doesn't pay it."

The old fashioned woman who used to boast about how many glasses of jelly she could get out of a gallon of berries has a daughter who likes to brag about how many miles she can get out of a gallon of gas.—Great Bend (Kan.) Tribune.

Those who claim that prisoners are being pampered with radio sets in their cells evidently haven't been listening in lately.

Love is a wonderful thing, yet there are people who would rather marry for money.

It tells a good deal about a man's home life if he orders rice pudding and home-made cake at a lunch counter.

If a man thinks he is going to be sick, he frequently is, and if a town thinks it is falling behind, it frequently is.

Things are improving—people are taking their bills out of the envelopes.

Political

Announcements

Democratic Nominees.
For Sheriff: J. H. BOND
For Tax Assessor: CASS LYONS.
For Superintendent of Schools: A. C. WOODBURN.
For County Treasurer: HOMER BARNETT. (For Re-Election).
For County Clerk: MRS. PAUL E. MORRISON (For Re-Election).
Probate Judge: J. HARVE BAKER (For Re-Election).
For Commissioner, 2nd District: R. L. ALLEN. (For Re-Election).
For Commissioner, 3rd District: O. C. HERBERT.
For Commissioner, Dist. No. 1: TOM HASLIP. (For Re-Election).
For State Representative: Twentieth Legislative District; Roosevelt and DeBaca Counties FLOYD T. KENNEDY.

EXPECT PRICE OF EGGS TO SOAR

Farm Flocks Have Been Reduced 10 Per Cent

Fewer chickens and less feed on the farms of the United States may mean high egg prices, says W. M. Gann of the New Mexico State College.

The latest figures from the crop reporting service show that the number of laying birds in farm flocks on August 1, was 10 per cent less than the five year average for that date. The number of chickens of this year's hatch or the prospective pullets also have been reduced by 10 per cent. These figures alone indicate a 10 per cent less egg production. But there are other factors to consider. Due to scarcity of feed, the hens are not being fed well and egg production per hen is several per cent below the five year average. Fewer layers, less feed, and fewer eggs per hen indicate low total egg production. The amount of eggs in cold storage is slightly less than last year, but the decrease is not very large. When all factors are combined, a small egg crop and higher prices are indicated. Prices will, of course, depend upon the purchasing power of consuming centers.

Prospective egg and poultry consumers can not very easily use cheaper protein substitutes in their diet since on account of the drought and the AAA, pork and beef prices are higher also. The poultryman's welfare depends on the economic condition of his city friend. You have already heard how dependent the city dweller is upon the farmer.

This fall appears to be the ideal time to begin that better poultry program. More sanitation, less disease, more comfortable living quarters, better feed and more care will pay dividends this year as in former years.

Your state agricultural college will send, on request, information on the various phases of poultry production.

Read The News Want-Ads!

RAVENWOOD-NIGGERHEAD
CHANDLER-CANON CITY
SUNSHINE-MAILLAND
BEST COLORADO COALS
Sold By Your Coal Dealer

THE CIRCUS IS COMING TO TOWN

Amarillo Tri-State Fair
5 Days, Beginning Monday
SEPT. 17
Children 25c — Adults 50c

TOM MIX
AND TONY
AND THE BANGING WEST
WEST BOUND HEADS
SUN B. DILL'S 64
THE RING CIRCUS
Get Tom Mix and any performer in person. No extra charges.
BASTROP STREET BARR

Tom Mix Riding Toward Amarillo As 1934 Tri-State Fair Attraction

Tom Mix, acknowledged the greatest Western star of the films, is riding toward Amarillo—in person—high in the saddle on his famous mount Tony, and thundering along at the head of Tom Mix Wild West and Sam B. Dill's big three-ring circus combined, which starts a six-day engagement at the Tri-State Fair at Amarillo, Monday, September 17th. Afternoon and night performances will be given each day throughout the six day engagement.

The fair begins September 15 and ends September 22.

The celebrated screen star is bringing a full-fledged wild west show, made up chiefly of a congress of riding and roping cowpunchers, who appeared with him in his world popular motion pictures, and a carefully chosen \$100,000 herd of the renowned Tom Mix thoroughbred horses.

Both the noble Tony, and his talented off-spring, Tony, Jr., whom Mix rode in several of his more recent talking pictures, will be on hand each day at Amarillo.

The huge Sam B. Dill Circus, is virtually doubled in size since it's alliance with the Mix organization last winter, and ranks with the best circuses on the road today.

With the famous circus this year will be such acts of international fame as the Aerial Arbours, featuring Jimmy Arbough in a double somersault and side twist at the same time as he huris his body through space at the top of the 'big tent; Irma Ward, winner of the Lillian Leitzel medal and diamond studded belt which denotes world



Here's one industry for which neither General Johnson nor the NEA has yet formed a code. It's the great American boy's game of carrying water to a herd of thirsty circus elephants.

This game may be played in Amarillo during the Tri-State Fair, September 15-22.

The Tom Mix Wild West and Sam B. Dill's Circus combined will be a fair attraction for six days beginning September 17.

supremacy on the high trapeze and Spanish Web; the Riding Hobsons, premiere equestrienne family; Herberta Beeson, dancing marvel of the high wire; the Jordan troupe of Equilibrists; "Buddy," world's most intelligent sea-lion with his mas-

The well is located just one-half mile from a 320 acre farm owned by J. G. Greaves, editor and owner of the Portales Valley News, and about four miles from a 320 acre farm tract owned by Jess Mitchell, editor and owner of the Muleshoe Journal.

It is reported Greaves has already made arrangements with the leading bank at Portales to handle a greatly augmented bank account, though Mitchell is not so optimistic. It was remarked in Portales last Friday "that it would be just too bad for two country editors who strike it rich in oil, settling a bad example for the fraternity," but neither men have begun to feel greasy yet.—Muleshoe Journal.

Wrong, Jess! It is 1280 acres that the News editor owns, and we also wish that the nutty editors would quit putting that well so close to our land. It is spoiling the grass, and we will have to lease the land for a tank farm.

Too much oil well publicity is causing our creditors to come around for a settlement.

Then again, Paul Dodge and Mack Stanton will be wanting us to make them a loan.

Hon. Mack Stanton, Clovis, N. M.

You Old Buzzard:

In behalf of the Portales Woman's club, you are invited to be one of the judges in the flower show to be held at the club building on Saturday, September 15, and they have delegated me to extend you the invitation. As there are no funds to defray the expenses of the judges while in a real city, I invite you to be my guest at luncheon and will guarantee to provide you with at least one bowl of chili. Respectfully,

J. G. GREAVES.

Hon. Greasy Greaves, Portales Valley News, Portales, N. M.

You Young Oriole: Be sure and thank the ladies. I sure appreciate the invitation and I am going to be there to eat your chili, meet those ladies and enjoy your show—but not as a judge. I love flowers. I like to smother myself with their fragrance; I like to feast my eyes upon their loveliness, but I know nothing about which is which and what is what. I know the name of only one flower—cows-lip, or something like that. But I do know something about bird-life and I am no buzzard any more. I am a "Blue" Eagle when the bills come in.

MACK.

From the above you can see that Mack is a coward, and does not dare to act as judge in the flower show.

Mack is in the position of the farmer who went to the circus, and asked that his 14 children be allowed to see the monkeys free.

The zoo owner said come in, not to see the monkeys, but I want the monkeys to have a look at you. So Mack will be on exhibit at

Migratory Fowls Season For New Mexico Established

Santa Fe, Sept. 12—Hunters of ducks and other migratory waterfowl are to have a shorter hunting season this year, consisting of twenty-eight days, divided into two days each week end for fourteen weeks, according to Federal regulations recently received by the state game warden.

Due to the very critical condition among waterfowl caused by the extended drouth this summer, sportsmen face the alternative of a shorter season, or serious depletion of the waterfowl population, so states the 1934-35 migratory waterfowl regulation recently promulgated by the U. S. Biological Survey.

New Mexico hunters may hunt ducks and other migratory waterfowl only on Saturday and Sunday of each week, beginning October 13 and ending January 13. Smaller bag limits are also to be employed in the effort to avoid heavy killing of ducks. Only twelve ducks may be killed each day, with some species such as elder ducks, canvasback, redhead, greater scaup, lesser scaup, ringneck, bluewing teal, greenwing teal, cinnamon teal, shoveller and gadwall, limited to five per day. Four geese, and twenty-five each of rail, gallinules, sora and coot, shall comprise the bag limits. Hunting shall be limited to the hours between sunrise and sunset. The Duck Stamp bill, recently passed by congress, requires that each hunter have attached to his state license a Federal stamp, costing \$1. Such stamps are procurable at local post offices, and the proceeds therefrom are to be used in an endeavor to increase the numbers of the migratory waterfowl.

Friends of Mrs. M. B. Jones will be saddened with her over the death of her sister, Mrs. Schott at Los Angeles Wednesday of last week. Mrs. Schott was buried there Monday. Mr. and Mrs. Jones were on their way home from Los Angeles when they received a wire that her sister was to undergo a major operation. She never was conscious after the operation.

The flower show annex, together with Lacy Armstrong and Ezra Watts, who wanted to qualify as a bouquet.

Use News Want-Ads for results.

Family Reunion Held Friday In Minister's Home

A family reunion was held last Friday in honor of Rev. W. C. Grant who celebrated his seventieth birthday. At noon Mrs. Grant prepared a turkey dinner at which all of his children were present. In the evening the children of the Baptist Orphan's home had a dinner in his honor and on Sunday morning a short service was held at the Baptist church.

For more than 30 years Rev. Grant has been a minister in the Baptist church, doing all his work in New Mexico. Coming here in 1901 he began mission work; following the railroad from Clovis to Albuquerque he established many of the Baptist churches in towns along the road.

Rev. Grant celebrates his birthday every ten years at which time all his children try to be present. His five daughters and one son

were here for the event Friday with several of his grandchildren. They were Mrs. C. E. Clark and son E. C. of Albuquerque; Mrs. J. W. Williams and son J. W. and daughter, Cleo of Hobbs; Mrs. C. F. Grey of Banning, Calif.; Mrs. A. R. Wood, Mountaineer; Mr. and Mrs. Trull Grant of Albuquerque and Mr. and Mrs. R. P. Sides and son of Lubbock. Rev. and Mrs. J. Griffin Chapman and Mr. and Mrs. Clyde Groseclose were also guests for the day.

Mr. and Mrs. J. E. Wise spent Sunday in Elida with Mrs. Wise's parents, Mr. and Mrs. N. B. O'Neal.

Mrs. Mattie Goodwin and Valma Mae Chapman returned Saturday morning from Dallas where they have been visiting Mrs. Goodwin's daughter Kathleen, who is recuperating from an operation.

Mrs. S. V. Cissell received a telegram Monday morning from Clarksville, Mo., stating that her sister, Mrs. P. D. Luckey had passed away. Mrs. Cissell did not go to Clarksville.

CLOVIS FLORAL CO

Extends

CONGRATULATIONS

—To—

Portales Woman's Club

—For—

THE FLOWER SHOW

See us at 501 East Fifth, or Phone for Anything in Flowers!

* SOCIAL ANNEX By THE BOSS

Going down and see 'em spud in on No. 1 Old Man Greaves today. I have not laid claim to that well—don't know whether or not I want it. If a gusher, it's mine; of a duster, it's Greaves.—Mack Stanton in Clovis News Journal.

If I was feeble and decrepid as Mack, I would not call any one old.

As to that well, come out a year from today, Mack, and you will see oil derricks as thick on the Greaves ranch as the trees are now. And believe me, there are some trees.

If the well is a producer, Mack is welcome to claim it. However, we will take the profits.

Better get in line Mack, and stake down a few acres of royalties before they go to from \$100.00 to \$1,000.00 per acre.

Since her picture appeared in The News, Jane Anne is getting so snooty that she thinks she is the boss of the ranch.

On Tuesday of last week Mack Stanton, of the News-Journal of Clovis, got out his wheel chair and had them to push him out to the oil well, and following is what Mack had to say: "Well, I went out and saw the spudding-in of the first test on Wilmes No. 1 yesterday. Looked mighty good—mighty good. No makeshift rig there, a dandy—looks substantial and able to stand the racket. It does not look like some of the shoe-string outfits I have seen in wildcatting operations. Massive, sound, impressive with completeness. Duplicates of every part for emergencies, an engine developing 220 h. p. on brake, three other engines operating electric plant, water plant and blower. Spudding in with a twenty-inch bit—adequate for a six-thousand foot test if necessary.

"I could find no colored gentleman in this woodpile. Well financed, going places. Questing for oil known to be near, but not certain where. A clean-cut, high-type set-up. Clovis is lucky to have such operations in this field. Look competent. Act competent. Are competent. It is well.

"Met Mr. and Mrs. Wilmes and their daughter. Had lunch with them—no, dinner. Plenty to eat. Mighty friendly folks. Renewed his subscription to Evening News-Journal. Bad outlook for this family. With only about six sections of land with more than three thousand acres under lease, things look mighty dark for them—mighty dark!

"Stood at the rig and had pointed out to me the Greaves place. Talked to a fellow about Greaves—said he seemed more interested in what the well might do for Eastern New Mexico than what it might do for him. One fine man—Greaves. I mean that, every bit of it."

We thank you Mack, and just for that, will set them up to a

cake the first time you come down to Portales. And in addition, will allow you to be one of the judges in the flower show on Saturday.

True, we realize that you would not know the difference between an American Beauty rose and a cockle burr, but you can judge just the same.

That oil well may not look good to those who have no land near, but it looks mighty good to us who have several sections in the shadow of the rig.

Here is hoping that it comes in a 5,000-barrel gusher, and then Mack will quit trying to kid us, cotton up to us in an effort to borrow some of the profits.

Bill Robinson, Mack Stanton and Tack, have been invited to act as judges in the flower show Saturday.

One wonders what those birds know about flowers any way.

But they will have the full backing of the winners, but look out for the losers.

It takes courage or foolhardiness to judge a baby show or a flower

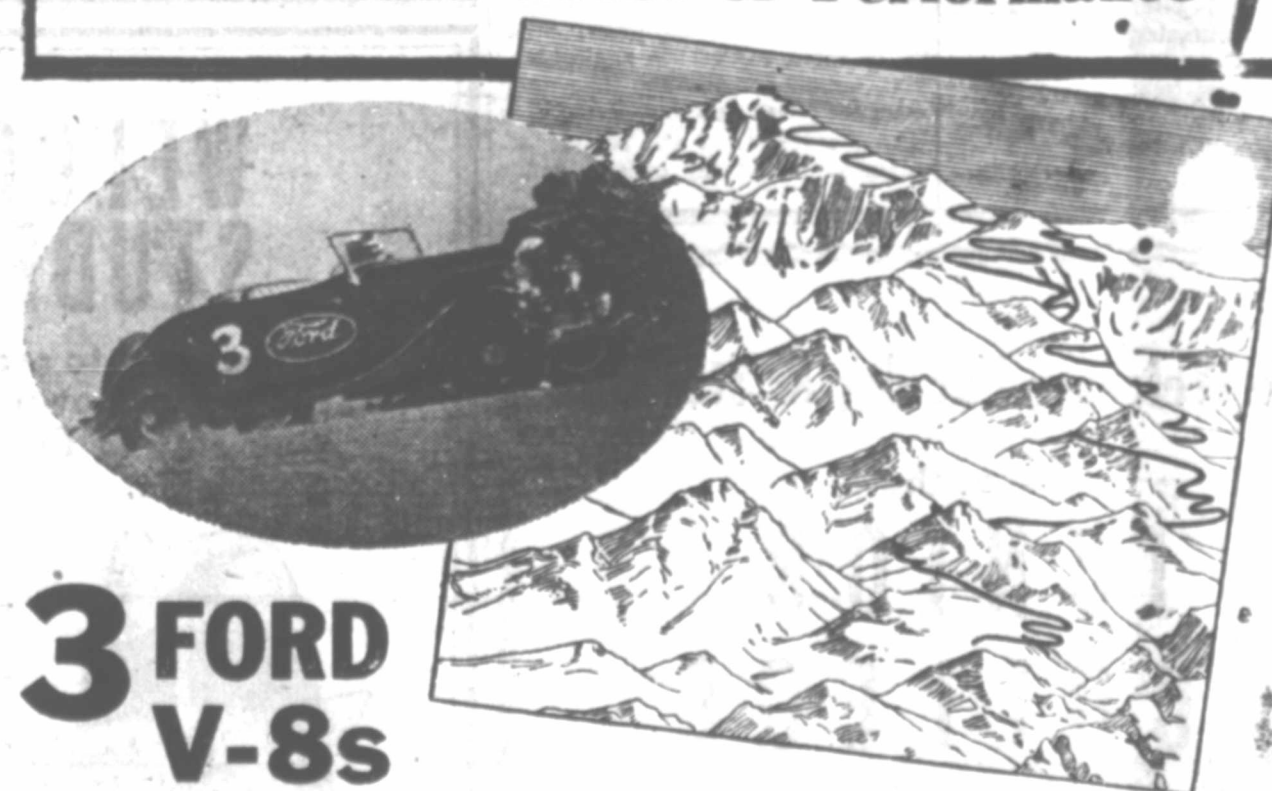
show. Judge for yourselves, which these birds have.

Editor Greaves of the Portales Valley News, has "gone in for oil," and promises his creditors that as soon as a 50-barrel well is brought in, he will remember them. Mr. Greaves doesn't owe us anything, but we hope he gets that well right away, because, after he has paid off all his back debts, maybe we can borrow something from him and begin paying off ours.—Magdalena News.

Wrong, brother. We promised to pay 50 cents on the dollar as soon as a 5,000-gallon well was brought in. We will also file your application for a loan, but there are 9,999 applications ahead of you.

OIL WELL IS STUDDEN IN
The oil test well being put down by the Claudell Development Co., just a few miles across the state line from Bailey county in New Mexico, and 19 miles northwest of Elida, was spudded in last Monday, the big spudding bit doing down 500 feet for a 20-inch hole when the casing was set. The big steel derrick is lighted from top to bottom and may be seen for many miles around. Some delay in starting was occasioned by needed repairs on the engine.

Never Before Has Any Car Offered Such Proof of Performance



**3 FORD
V-8s**

and they ALL broke the record!

In the stock car race up Pike's Peak Sept. 3, 1934, three Ford V-8s, strictly stock cars with optional equipment, all broke the record for the tortuous, twisting, uphill course, climbing practically 5,000 feet in a little over 12 miles on a dirt road with 144 curves and 19 steep switchbacks.

In fact, they all smashed the record! B. D. Hammond, the winner, beat the record 39% seconds in setting a new mark of 19:25.7. Angelo Cimino was just 3 seconds behind. Glen Shultz finished 26.1 seconds ahead of the old record!

After the race, when the cars were torn down for AAA approval, they were found to be in excellent condition. The mirror finish of their 24 cylinder walls was absolutely unmarred, although the cars, after being sealed for the race, raced up the peak time after time in tests.

Your personal car may never climb such heights

at breakneck speed, but it is good to know that in the Ford V-8 you have a car that can meet any emergency—and deliver endless miles of carefree motoring at less operating cost than any previous Ford car ever built.

The Pike's Peak victory clinches the proof established within a year in five other of the toughest races ever devised—7 Ford V-8s first in the Elgin Road Race; 10 Ford V-8s first in the Gilmore Cup Race; Ford V-8 first (and the only stock car of 26 entered) in the Jacksonville Road Classic; 16 Ford V-8s first in the Targa Florio Hill Race; 6 Ford V-8s first on the Oakland Speedway.

There is proof of performance! The records of hundreds of thousands of V-8 owners give the proof of satisfaction. Your nearest dealer invites you to take the wheel of the Ford V-8. Call him now.

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FORD V-8

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For the college student, we have many items not carried in the general stationery and school supply houses.

Portales Valley News

Manufacturing Printers and Office Supplies

ATTENTION!

The Democratic Convention for Precinct No. 1, is hereby called for the purpose of electing delegates to the County Convention, and for the dispatch of such other business as may regularly come before it.

The Convention will be called to order promptly at 7:30 o'clock P. M., Monday, September 17, next, at the courtroom in Portales, New Mexico.

All democrats qualified to vote in any of the voting districts in Precinct No. 1 are urged to attend promptly at the convention hour.

E. T. HENSLEY, Jr.,
Precinct Committeeman, Precinct No. 1.

Mayor Bryant Elected Head of the Roosevelt County Welfare Ass'n.

On Thursday night of last week the Roosevelt County Welfare Association met and elected permanent officers.

Mr. Davenport had served as temporary chairman since the reorganization, but stated that he could not give sufficient time to this work to continue as chairman.

Mayor R. G. Bryant was elected permanent chairman, Dr. A. J. Evans, vice-chairman, J. H. Lee, treasurer and W. B. Oldham will still act as temporary secretary.

The matter of securing more projects and getting more humane rulings from the higher ups was discussed, and it was decided to send a committee to Santa Fe to present the claims of Roosevelt county.

The committee was as follows: H. E. Taylor, D. A. Gordon, R. L. Allen, Tom Haislip, J. G. Greaves, R. G. Bryant, Floyd D. Golden, Dr. A. J. Evans and J. H. Lee.

Hold First Assembly PHS Friday Morning

The first regular assembly of Portales high school was held Friday morning.

After the usual yelling by the various classes and a song led by the music instructor, Miss Ashe, the period was turned over to Jeff Hunter, president of the student council. Jeff gave a few remarks concerning the student council and then introduced representatives of the different clubs of the school.

The object of the speakers was to put before the students a clearer meaning of the club and to get them interested in becoming members.

Johnnie Lee Compton, Juanita Deatherage, Mildred Carr, Billy Schumpert and Herman Baily were the speakers representing the Pep club, home economics club, Spanish club, agriculture club and dramatics club. The dramatics club presented two short sketches. Mr.

ROBERTSON PRODUCE

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

Thursday's Produce Market

Cream	23c
Heavy Hens	8c
Light Hens	5c
Heavy Spring Fryers	12c
Light Spring Fryers	10c
Cox	2c
Turkeys	4c & 8c
Green, Salt trimmed, hides 1 1-2c	
Eggs, Candle	23c

Separator oil and
Parts for all makes
of Separators.

I still have my office
at the Robertson Pro-
duce.

HARRY CISELL
Continental Oil Co.

Roosevelt County To Hold Two Days Agricultural Exhibit Friday and Saturday, Sept. 14-15

AT CLEM BUILDING, ON MAIN STREET

Every farmer and business man in Roosevelt county should be interested in the agricultural exhibit that will be held preliminary to the Tri-State Fair.

The winners in the county exhibit will have their products taken to Amarillo to be put on display at that great fair. Below is the premium list for the exhibits here.

ROOSEVELT COUNTY AGRICULTURE EXHIBIT PREMIUM LIST

HEAD OR EAR GRAINS	
Milo, 10 heads	\$1.00
Kafir, 10 heads	\$1.00
Petifer, 10 heads	\$1.00
Hegari, 10 heads	\$1.00
Broomcorn, 20 heads	\$1.00
Corn (white), 10 ears	\$1.00
Corn (yellow), 10 ears	\$1.00
Corn (any variety), 10 ears	\$1.00
Popcorn (any variety), 10 ears	\$1.00

SHEAF FORAGE

Sample to be at least six inches at center band, leaves not stripped.	
Millet	\$1.00
Sorghum (any variety)	1.00
Alfalfa	1.00
Peanuts (3 stalks)	1.00
Peanuts (1 peck)	1.00
Sudan grass	1.00

VEGETABLES

Irish Potatoes (Red, 1 bushel)	\$2.00
Irish Potatoes (White, 1 bushel)	2.00
Sweet Potatoes (Red, 1 bushel)	2.00
Sweet Potatoes (White, 1 bushel)	2.00
Onions (White 1-2, bushel)	1.00
Onions (any variety, 1-2 bushel)	1.00
Turnips (one dozen)	1.00
String Beans (1-2 bushel)	1.00
Beets (one dozen)	1.00
Carrots (one dozen)	1.00
Tomatoes (Pink, 1 bushel)	2.00
Corn (Green, 12 ears)	1.00
Egg Plant (1-2 dozen)	1.00
Cabbage (1-2 dozen)	1.00
Cauliflower (1-2 dozen)	1.00
Squash (Summer, 3)	1.00
Squash (Winter, 3)	1.00
Pumpkins (Pie, 1)	1.00
Pumpkins (any variety, 1)	1.00
Watermelon (3 best any variety)	1.00
Cantaloupe (1 crate or basket)	1.00
Peppers (1 crate or basket)	2.00
Okra (1 peck)	1.00
Rhubarb (12 stalks)	1.00
Mangel beets or sugar (1-2 dozen)	1.00
Cucumbers (one dozen)	1.00

FRUITS

Apples (best plate, 1-2 dozen)	\$1.00
Pears (best plate, 1-2 dozen)	1.00
Peaches (best plate, 1-2 dozen)	1.00
Grapes (best plate, 1-2 dozen)	1.00

RULES

Entries for county displays must be in place not later than 1:00 p. m. Friday, September 14th, and must remain until Saturday evening, 7:00 p. m. All entries receiving premiums will be retained for the Tri-State Exposition at Amarillo, beginning September 17th.

All entries must be the products of 1934; only one will be allowed to same person of same class.

Judging will be done by some one out of county. All premiums will be cash.

It is requested by committee that the exhibitors will donate, if possible, all entries for the Amarillo Fair, and by so doing, you will help boost the New Mexico exhibit.

BERT RAWLINS, HOMER BARNETT, JOHN PLUMMER,
Fair Committee.

Marshall to Head Social Science

Miss Helen E. Marshall, professor of social science and head of the department, received her Ph. D. degree from Duke University last spring. She received her A. B. from College of Emporia and her A. M. from the University of Chicago. She is a Phi Beta Kappa.

Miss Marshall was born and reared in Kansas. She taught in Kansas before coming to New Mexico where she has taught for seven years in Raton. She also taught in the University of New Mexico.

here. Miss Rea was absent from school Monday due to illness.

Mr. and Mrs. Eckles and daughter and Mrs. Copeland left Tuesday for their home in Colorado after a week's visit in the Dougherty home.

Mrs. Kennedy has as her guest her mother, who arrived for an extended visit.

Mrs. Murrill left Friday for a visit with her daughter at Carlsbad.

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WE SOLICIT YOUR BUSINESS

"BILL'S CAFE"

Operated by College Students
SERVICE AND FOOD A SPECIALTY
Meals 30c with Drink
STEVE and DUTCH

College Is To Broaden Thru Extension Dept.

Through the extension department the Junior college will broaden its field of activity and attempt to extend the advantages of college training to any who care to profit by securing an education.

Teachers who are employed within driving distance of the college will be enabled to enroll in Saturday classes. Evening classes will be held which will enroll those of the community who are employed throughout the day, yet who may wish to further their education in the evening.

And in addition to this service courses will be offered at extension centers throughout the Eastern part of the State. These courses will be conducted where possible by the regular faculty members. In cases where this is not possible and where a competent local teacher who meets the association requirements and who is approved by the college can be secured, the work will be done through the direction of this teacher, but under the careful supervision of the college.

Any adult may profit by taking advantage of this opportunity which the college offers. Teachers in particular who have not completed the first two years of their college course may receive credit for this work equal to credit for work given in a regular session.

Extension work not in excess of nine hours may be taken to advantage should a teacher wish this to apply toward senior college credit. Courses in accord with your interests will certainly be offered: Recreational or cultural courses, industrial, and commercial courses will be available for those who desire to benefit through the opportunity for cultural education, or professional growth. Educational techniques are developing so rapidly that to keep abreast of their profession teachers can hardly afford to neglect the opportunity offered.

The extending of the service a college or university offers to those who are unable to regularly attend is a new departure in education. However, it has been found practicable and not only do the schools of this State undertake such service, but schools throughout the nation are finding that extension service may be offered to advantage. Such schools as the University of Chicago and the Columbia university have their departments of extension.

No attempt is to be made, however, to direct any student through correspondence only. We feel that group discussion is essential in the stimulating of the thought so essential to student growth. Particularly students of Junior college standing are unprepared to do the independent type of study which is demanded of the correspondence student.

We want to again urge all those whose interests direct them to continue their studies to seize this opportunity for in-service training. The college needs you and the college can serve you directly or through its extension department.

Those interested in Saturday courses will meet for the first time at 10 o'clock on Saturday, Sept. 22, in room 108 of the administration building. At this time they will be given the opportunity to choose courses and will become acquainted with the college policy.

We Welcome Faculty & Students

—of the—

JUNIOR COLLEGE

We are with you to do our part to build one of the
Greatest Educational Institutions in our State.

We solicit a share of your patronage,
both in our shoe and cleaning department.

SHOES CARRIED IN ALL WIDTHS

EXPERT CLEANING OF COATS, SUITS
AND DRESSES

COLLEGE CLEANERS

PHONE 40

BERT RAWLINS, Proprietor

Mayor Tingley to Address Young Democrats Friday

On the evening of September 14th, Clyde Tingley, mayor of Albuquerque, will speak to the Young Democrats of Roosevelt county at the court house.

Mayor Tingley is being mentioned as a prospective candidate for governor of New Mexico, and is one of the leading democrats of New Mexico.

He is a fluent speaker and will have a message of interest to the young democrats and the public in general.

At a meeting held last Wednesday evening the following officers were elected: Harry Cissell, president; J. Lewis Terrell, vice president and Mrs. Wilma Trapp secretary-treasurer.

Representatives from any of the rural precincts, despite the inclement weather, attended the meeting. It was arranged to complete the club and offer complete cooperation to the parent organization.

regarding Saturday courses. Every one interested in enrolling for Saturday work is urged to be present at this time.

While Visiting The Great Tri-State Fair in Amarillo

Be sure to visit National Gasket Company Display.

ED J. NEER

EXCLUSIVE NATIONAL DEALER IN
PORTALES TERRITORY

SUITS

NEW FALL LINE

With Full Length
Coats and Skirts
Good Assortment
of Materials
Twisted Boule Tweed
Angoradown and Many
other Materials
Blouses, Hats, Gloves
Bags and Hosiery

WHITCOMB-McMINN
SPECIALTY SHOP

WELCOME STUDENTS

We're glad to see all the new
faces in town and hope
your stay in Portales will be
profitable.



Young men, make this
store your shopping
center. Just now we
are featuring a lot of
new snappy fall clothing. Hats and Shoes,
standard brands at
popular prices.

COME TO SEE US

S. M. Finney Co.

Department Store

CLOVIS C. OF C. OFFICIAL SPEAKS

Pete Anderson Ad- dresses Local Body at Luncheon Meet

At the Chamber of Commerce luncheon on Tuesday, Pete Anderson, secretary of the Clovis chamber of commerce spoke on the advantages of Clovis and Portales working together, and cited where the interests of the two cities were closely allied.

The luncheon program was opened by Bert Rawlins who stressed the agricultural exhibit to be on display here Friday and Saturday.

Carl Turner spoke on the arrangements for this exhibit at the Tri-State Fair, Amarillo, and that this was to be put on without one cent expense to the business men of Portales; that the funds solicited were for putting on the display here this week.

He also urged that an exhibit be sent to the Eastern New Mexico State Fair at Roswell.

John Plummer reported on the well at the CCC camp, and stated that it was now producing between 450 and 500 gallons, and that the well would be drilled further to secure the amount of water required for the park.

A 14-inch turbine pump and a 1/2 horse power engine has been installed for this well.

Bert Rawlins introduced Mr. Anderson of Clovis.

Lewis A. Little introduced as his guest Robert Halley of Garfield. President of Junior College Donald MacKay presented a number of the college faculty, who were present.

Bert Rawlins had as his guests his Sunday school class of high school boys, Selden Jackson, Frank Craddock, Joe Raymond, Noland Fields, Butler Johnson and Harry Worth.

H. C. McCowen of Elida was also present at the luncheon.

A. C. Stanford Died Monday Morning

A. C. Stanford, farmer, died at 4:30 o'clock Monday morning at his home in the Redlake community from heart trouble.

Mr. Stanford is survived by his wife and seven children.

Burial was in the Mt. Zion cemetery Wednesday afternoon.

COMMITTEE TO SANTA FE
Last Sunday, Mayor R. G. Bryant, H. E. Taylor, D. A. Gordon, R. L. Allen, J. G. Greaves and Miss Huffman went to Santa Fe to meet with the Welfare Board in regard to the social work in Roosevelt county.

REV. BRADLEY COMING
Rev. T. J. Bradley will arrive from Catara, Texas, on Nov. 1, to be resident pastor of the Presbyterian church. Rev. Hubert Hopper, who has filled the pastorate during the summer will return to Austin next week to resume his studies. Rev. Bradley is a graduate of Austin college, Austin seminary and has done graduate work in Texas U.

The postoffice here has a supply of the new 16c air mail special delivery stamps, which are very attractive, and also very desirous for quick delivery.

Dr. and Mrs. H. T. Braswell, Mr. and Mrs. A. E. Rich and daughter and Dr. and Mrs. E. T. Braswell left Thursday night for Greenwood, La. Dr. and Mrs. Braswell will visit his parents there.

PORTALES MARKETS

Wednesday

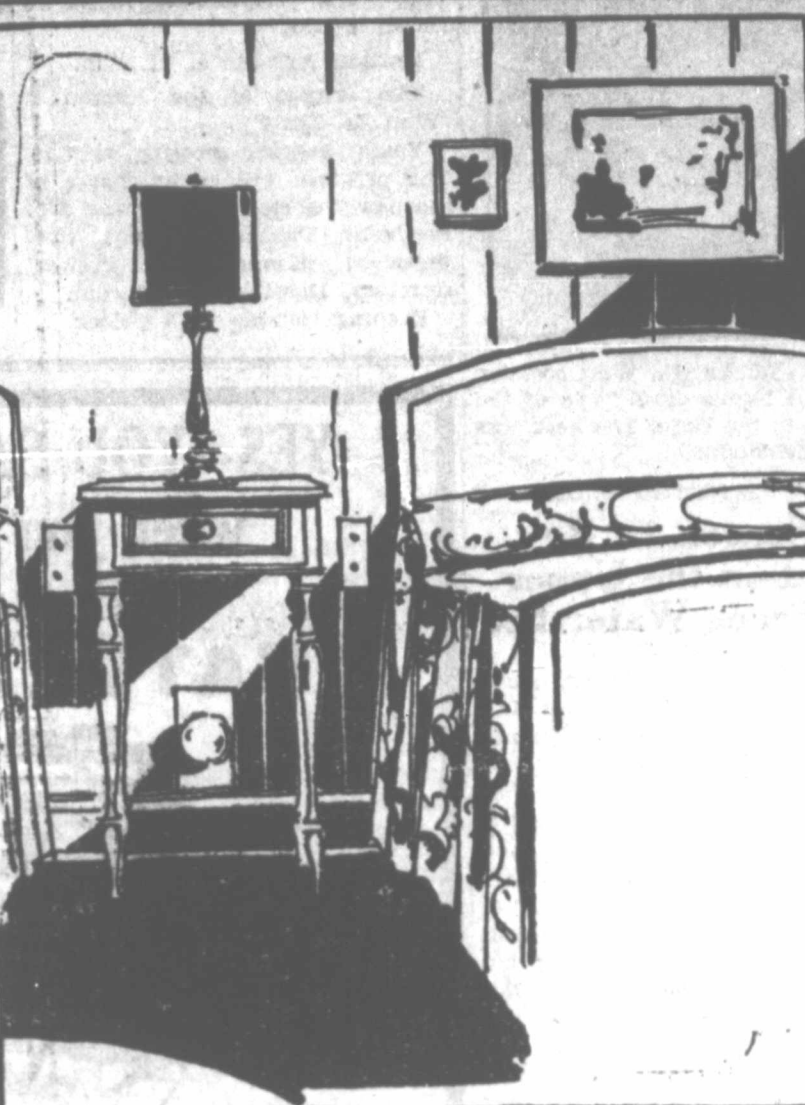
Heavy Hens	8c
Light Hens	5c
Fryers	10c & 12c
Stags	4c
Turkeys	8c
Roosters	2c
Eggs	23c
Cream, No. 1	23c
Cream, No. 2	21c
No. 3, no market	
Hides	1 1/2 to 3 1/2

McCall's Produce

HOME IMPROVEMENTS

by Paul T. Haagen, A.I.A.

MODERNIZE NOW!



NIGHT LIGHT

When you modernize your house, be sure to look to the electric outlets.

One unique feature is a new night lamp arrangement directly above the baseboard and under the bedside table. This is simply an electric outlet placed flush with the wall surface in which a lamp of small wattage is placed. There should be switches on either side of the night table, close to each bed, on arising at night, to turn on the light illuminating the floor yet not disturbing the occupant of the other bed—and it is more comfortable from the standpoint of eye strain.

resulting from flooding a darkened room with light.

Finish for Pine Trim

Interior pine trim should be perfectly clean and dry before the finishing starts.

Stain the wood with an acid or oil stain; light honey, amber or brown are the easiest colors to handle.

Lightly sandpaper the wood after staining. Then apply a thin coat of orange or white shellac. Paint over the knots with white lead paint and wipe off the paint at once with a cloth. This treatment will give the effect of age.

Rub down the first coat of shellac with steel wool and finish with a second coat.

Copyright—WNU Service.

PERSONAL ITEMS

Miss Beula Widner who has made her home with Mr. and Mrs. W. H. McDonald has recovered sufficiently from her operation for appendicitis to be taken Tuesday to the home of her parents at Floyd.

Mr. and Mrs. C. H. Letton of Elida were in town Saturday while Mr. Letton was attending to business. Mrs. Letton visited with Mrs. Cass Lyons.

Mrs. Clayborne Bell of Lubbock was visiting her parents, Mr. and Mrs. E. A. Herndon on their ranch south of Portales this week. She also visited friends in Portales.

Miss Lillian Carr left Thursday for a few days stay in Lubbock.

Mr. and Mrs. O. B. Workman and Mr. and Mrs. Kermit Workman and G. H. Stags of Sedan, Tex., visited Mr. and Mrs. O. D. Long Monday and Tuesday.

Better buy a PHILCO than to buy some other make and always wish you had Bracken's Radio Shop.

President of Junior College, Donald MacKay, made a business trip to Santa Fe in interest of the college Friday. He returned Saturday.

Mrs. J. D. Dillon who has spent

the summer with her daughter, Mrs. L. E. Cannon, will leave Friday for her home in Memphis, Tenn.

Dr. and Mrs. Keller and family and Mrs. Lisa Ashbrook spent Sunday in Lingo, visiting Mrs. Keller's brother, Walter Ashbrook.

Mr. and Mrs. Maury Sanders and children and Miss Vitha Sanders left Thursday night for Ft. Worth, Texas, where Mrs. Sanders underwent an appendix operation Saturday morning.

Mr. and Mrs. G. A. Chumbley and Miss Willie Tenzell attended the picture show in Clovis Saturday night.

Mrs. Leslie Pattison of the Claude community, north of Clovis, was a week end visitor in the home of her mother and sister. Before her recent marriage Mrs. Pattison was Miss Thelma Autry one of Roosevelt county's successful teachers, and for the last three years has been teaching in Curry county; two years at Claude, and one at Ranchvale, where she is teaching again this year.

Mr. and Mrs. Leonard Westerman and son Keith spent Saturday night with Mrs. Westerman's parents at Bledsoe and spent Sunday in Hobbs visiting friends.

Mr. and Mrs. Vincent Cox, who are living in Lubbock, phoned Sat-

Wivel and Green Have Charge of Commerce Dept.

Dr. Claude Burns Wivel, professor of social science and head of the department of commerce was born and reared in Pennsylvania. Coming west for his college education he received his A. B. from Denver University, A. M. and Ph. D. from the University of Arizona.

He taught in Philadelphia, in the high school at Tucson, Douglas and Phoenix. He was superintendent of schools at Tempe and taught in the Tempe Teachers college.

Harold E. Green, who will be associated with Dr. Wivel in the commerce department, being assistant professor of commerce, comes from Wisconsin. He was a farm boy.

Greene is an athlete, having played semi-professional football. He taught in the public schools of Milwaukee and in the commerce department of Whitewater State Teachers college.

Greene is a single man. Dr. Wivel is married.

Asks Transportation To Tri-State Fair

A call was issued early today for cars to convey the band members to the Tri-State fair to be held in Amarillo, Texas. The caravan will leave here Friday, September 20, and those in charge have asked the general public, who have room in their cars for other passengers to get in touch with Bert Rawlins or Floyd D. Golden.

"This is 'New Mexico Day' at the fair," Mr. Rawlins said, "and we want to take the band. Any one having room in their car to accommodate a member of the band are asked to get in touch with these in charge."

ALL CATTLE BUYING IS ORDERED STOPPED

All buying of cattle by the government was ordered stopped by a wire received Wednesday afternoon.

JUDGES FOR FLOWER SHOW

The following have accepted the invitation to act as judges in the flower show Saturday.

Miss Louise Evans of the News-Globe, Amarillo; Professor Delosso of the Junior College; Will Robinson of Carlsbad.

urday that they, with Mr. and Mrs. John D. Lohy were leaving for a week in Chicago. After this Mr. and Mrs. Cox will go to Dallas where Mr. Cox will resume his studies in medicine.

Mrs. James D. Turner will be hostess to the Coffee Club today, Thursday.

Mrs. J. D. Atwood, state president of Woman's club, Mrs. Grace T. Bear, general federation chairman, Mrs. B. C. Mossman, state correspondence secretary and Mrs. Fred Dennis, president of Clovis Woman's club were guests of Mrs. T. E. Meers Wednesday.

Several second-hand radio sets—both battery and electric type—they are priced to sell. Bracken's Radio Shop. 47-11p

Dr. Harrison Patterson of Phoenix, Ariz., was in Portales Monday visiting old friends. He is the son of Dr. W. E. Patterson who was an old resident physician of Portales. Dr. Patterson was on his way home from Cincinnati.

SELF RESPECT

By
LEONARD A. BARRETT

Human nature is a strange mixture. It is difficult to understand.



Gratitude for favors, granted is sometimes expressed. Many times, however, the granting of assistance creates the opposite effect. Instead of gratitude, the attitude seems to be that the recipient bestowed a favor upon the donor in giving him an opportunity to render help. The popular saying that, the more you get the more you want, has proven true in our study of the attitudes of many who were the recipients of relief during the depression.

A man was asked why he abandoned his vegetable garden. He replied, "Why do the work when the relief board furnishes all I need?" A woman at a certain grocery, having exhausted her buying privileges granted by the relief board, found the purchases too large to conveniently carry home, so she ordered a taxi for that purpose. A boy was given a dollar by one who was prompted to make the gift because of the statement that this was his sister's night to eat supper, and as there was not sufficient for both, he continued to play on the sidewalk. The donor later learned that the mother to whom the lad gave the dollar decided that, as supper was all over, they would use the money in enjoying a movie. The writer handed a young man sufficient to buy a sandwich and a cup of coffee. The coin was thrown back with the remark, "How do you expect me to eat on that?" and later upon parking his car was asked by a passerby for a half dollar to get his lunch. Just so! Doubtless every person has encountered similar experiences.

We speak of these happenings in a joking way. They are, however, indicative of a very dangerous undercurrent in the minds of a large number of our unemployed. The breaking down of self respect is a serious mental attitude. Its boastful claim is that this country owes every person a living and they will see that they get it. Such attitudes have been forerunners of revolutions. Unless something more important than food and shelter is given those seeking relief we are in danger of facing a serious national calamity. The breaking down of the morale is the most dangerous menace in an army. Just so with our citizenship.

© Western Newspaper Union.

Mr. and Mrs. L. B. Mayes who have been visiting in the J. T. Dendy and John F. McDonald homes returned Monday to their home at Whitney, Texas. Mr. Mayes is owner and publisher of the weekly publication, "The Messenger," of that city.

Mrs. W. M. Kiker who lives east of town, reports their cotton badly damaged by hail Saturday.

LOUDEN BEAUTY SHOPPE
"Make Our Shop Your Shop"
PERMANENTS \$1.50 to \$2.50
Finger Waves and other Beauty Work.
You must be pleased—one trial will convince you.
CORA LOUDEN, Owner, Operator
DORIS DAREY, Assistant

THE WEATHER

September 2-3, 1934

Highest temperature, Sept. 2, 90
Lowest temperature, Sept. 7, 47
Total wind movement 5.18
Total evaporation 1.94
Total rainfall 0.30
A. C. Woodburn, Observer.

Read The News Want-Ads.

HIWAY 4-H CLUB

The Hiway 4-H club met at the home of Mr. and Mrs. J. W. Cappa Saturday, September 8 for an all-day meeting. Each club member brought a covered dish. The purpose of this meeting was to cut out the achievement day dresses and sew on the 4-H club work. All the dresses were cut out.

FOR THE KIDDIES LUNCH

You will find many items suitable in our stock, both in groceries and meats.

Proper lunches will aid your children in their school work.

McCall Grocery & Market

Welcome—

Students and Faculty of
The Junior College.

A GOOD PLACE TO EAT

YOU WILL FIND OUR CAFE A GOOD
PLACE TO EAT WHILE IN PORTALES

FIRST CLASS FOOD PRICES REASONABLE

LIBERTY CAFE

ANNOUNCING OPENING

CITY CLEANERS

Suits Cleaned and Pressed, 75c

Next Door to Mrs. Maude Smith

Kenneth Hall, Prop.

Welcome

Faculty — Students

When in Need of Anything

TRY STONE'S FIRST

Headquarters for School Supplies
in Portales

Treasure Island School Sale

IN FULL SWING

SAVE AT STONE'S

5-10-25c Store

GIFTS FOR ALL OCCASIONS

WAFFLE SETS, BAKING SETS, ODD
DISHES AND GLASSWARE—A FULL
LINE OF GIFTS!

Paint up with Sherwin-Williams Paints, Varnishes
and Enamels.

College Students are welcome to
come in and get acquainted and
inspect our line.

PEARCE'S PHARMACY

209 Main Street

WELCOME FACULTY AND STUDENTS OF THE JUNIOR COLLEGE

Plains Gold Butter

Builds Bone and Muscle for Athletes
Made in Portales from Pure Jersey Cream produced
in Roosevelt County.

Plains Cooperative Creamery

Professional Directory

Dr. Wm. LeMaster
DENTIST
219 1/2 S. W. State Phone 24

Young & Hatch
HOG BUYERS
Portales, N. M.

E. T. Hensley
Physician and Surgeon
Phones 94 and 199

Dr. N. F. Wollard
Phones: Office 67; Res. 169
Office Near's Drug Store

J. B. Greenhaw, VS
Portales, New Mexico
Phone No. 20

ED J. NEER
Undertaker and Embalmer
Complete line of Caskets
Office Phone 67; Res. 67-211

C. M. Compton
Attorney-at-Law
Practice in All the Courts
Office over Hughes' Confectionery

Dr. J. S. Pearce
PHYSICIAN and SURGEON
Office at Pearce's Pharmacy
Office Phone 34 Residence 23

DR. HOWARD McDONALD
Registered Optometrist
222 State Street
PORTALES NEW MEX.

Box 937 Phone 208
Elliott and Waldron Abstract
Co., Inc.
Portales, N. M.
C. J. Sparks, Mgr.

Legal Notice

LEGAL NOTICE

In the Probate Court of Roosevelt County, N. M. No. 529.
In the Matter of the Estate of A. J. Goodwin, deceased.
To Sarah Elizabeth Goodwin, Alvin Goodwin, and all unknown heirs of A. J. Goodwin, deceased, and all unknown persons claiming any lien upon, or right, title, or interest in or to the estate of said decedent: You are hereby notified that Sarah Elizabeth Goodwin, executrix of the estate of A. J. Goodwin, deceased, has filed her final account, report and petition for discharge, as such, and the court has appointed Sept. 17, 1934 at the hour of ten o'clock a. m. as the day and time for hearing objections, if any, to the approval of said final account, report, and the discharge of said executrix, and at the same time, said court will proceed to determine the heirship of decedent, the ownership of each respective claimant therein and thereto and the persons entitled to the distribution thereof. T. E. Mears, whose business and P. O. address is Portales, N. M., is attorney for said executrix.
Witness my hand and seal of said court this Aug. 14, 1934.
MRS. PAUL E. MORRISON.
(Seal) County Clerk.
aug16-sept6-mears

LEGAL NOTICE

In the Probate Court of Roosevelt County, N. M. No. 567.
In the Matter of the Estate of C. E. Venable, deceased.
To Eva C. Venable, Lorene Collins, Ruth Shafer, Mary Edith Venable, Doras Venable, and all unknown heirs of C. E. Venable, deceased, and all unknown persons claiming any lien upon, or right, title, or interest in or to the estate of said decedent: You are hereby notified that Eva C. Venable, executrix of the estate of C. E. Venable, deceased, has filed her account, report and petition for discharge, as such, and the court has appointed Sept. 17th, 1934 at the hour of ten o'clock a. m. as the day and time for hearing objections, if any, to the approval of said final account, re-

port, and the discharge of said executrix, and at the same time, said court will proceed to determine the heirship of decedent, the ownership of each respective claimant therein and thereto and the persons entitled to the distribution thereof. T. E. Mears, whose business and P. O. address is Portales, N. M., is attorney for said executrix.
Witness my hand and seal of said court this Aug. 22, 1934.
Mrs. Paul E. Morrison,
County Clerk.
(Seal)
Aug 23 to Sept 13. Ms.

NOTICE OF SALE OF REAL ESTATE

WHEREAS, a judgment and decree of foreclosure of mortgage was rendered in the District Court of Roosevelt County, N. M., on July 18, 1934, for plaintiff and against defendants in case No. 3027, wherein F. E. Dent is plaintiff and B. M. Landis and Martha L. Landis, his wife, are defendants, foreclosing a mortgage recorded in the records of said Roosevelt County, N. M., and ordering sale of the following described real estate, to-wit:
All of Block Fourteen (14) Benson Addition, Portales, New Mexico, being Lots 1, 2, 3, and 4, according to plat of said addition now on file in the office of the County Clerk of Roosevelt County, N. M.
said judgment being for \$848.00, and interest and costs; and whereas the undersigned was appointed special commissioner by said Court to make said sale;
Now, therefore, by virtue of the power vested in me by law and said decree and order of sale, I, the undersigned special commissioner, will, on Monday, the 1st day of October, 1934, at 10 o'clock A. M., at the front door of the court house in Portales, Roosevelt County aforesaid, offer for sale and sell at public auction, to the highest bidder for cash, all of the above described real estate, subject to any liens of record, if any, and that the amount due on said judgment at time of sale, including interest and costs is the sum of \$874.18.
Dated this 25th day of August, 1934.
MAUDE SMITH,
Special Commissioner
Aug30-sept20-mays rowley

NOTICE OF SUIT

THE STATE OF NEW MEXICO, to the defendant, Alma May Evans, formerly Alma May Robeson, implicated with the following named defendants, against whom substituted service is hereby sought to be obtained, to-wit: The said Alma May Evans, formerly Alma May Robeson, Opal Holton, Louise Jones, George Robeson, Mrs. J. B. Sharp, administratrix of the estate of George F. Robeson, deceased, and all unknown heirs of the said George F. Robeson, deceased, and all unknown claimants of interest in the premises adverse to the plaintiff.—GREETING:

You will take notice that a suit has been filed against you in the District Court of the Ninth Judicial District in and for Roosevelt County, New Mexico wherein Susie L. Cheney is plaintiff and you are defendants; said cause being numbered 3050 on the docket of said Court.

The general objects of said suit are as follows: That plaintiff seeks to foreclose a Mortgage Deed executed acknowledged and delivered by George F. Robeson and the said Alma May Robeson herein, on the 15th day of November, 1922, and for judgment on a certain promissory note in the balance of the principal sum of \$360.00, and accrued interest to May 23rd, 1934, in amount of \$145.25, with interest on said principal and accrued interest from said last mentioned date at the rate of ten per cent until paid, together with an addition ten per cent Attorney fee on said amounts according to the tenor and effect of said note, secured by said mortgage; and for the further sum of \$101.03 paid by plaintiff for taxes assessed against said premises to protect said mortgage, for the years 1930 to and inclusive of 1933, and interest on said last amount at the rate of ten per cent from said last mentioned date until paid, and for all cost of suit, and said Mortgage Deed being upon and mortgaging to plaintiff herein, the following described land, situate, lying and being in Roosevelt County, New Mexico, to-wit:

Lots 1, 2, 3, and 4, and the East 1/2 of the Northwest 1/4 and the East 1/2 of the Southwest 1/4, Section 19, Township 3 South, Range 33 East, New Mexico Meridian, New Mexico, containing 311.52 acres; and the said George F. Robeson having died intestate on the 6th day of February, 1930, and the said Mrs. J. B. Sharp was appointed Administratrix of the estate of said deceased, and the said Alma May Robeson having married and is now Alma May Evans, and the remaining defendants being the remaining heirs of

the said deceased; and to have plaintiff's said mortgage deed declared a first, prior and paramount lien upon said premises, and to forever bar and stop said defendants and anyone claiming by, under or through them, from having or claiming any lien upon or right in said real estate adverse to the rights of plaintiff, as the said defendants and each of them have neglected and failed to pay said note and interest, and same is long past due, and have neglected and failed to pay said taxes in said amount; and to have said mortgaged premises sold, and the proceeds arising from said sale, applied to the satisfaction of plaintiff's said judgment and demands.
You are further notified that unless you enter your appearance in said cause on or before the 31st day of October, 1934, judgment by default will be rendered against you in said cause, and judgment for said sums, and for all cost of suit, and plaintiff will apply to the Court for the relief demanded in this cause; and that C. M. Compton, Jr., of Portales, New Mexico, is Attorney for plaintiff.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal this the 25th day of August, 1934.
MRS. PAUL E. MORRISON,
(Seal) County Clerk.
Aug 31-Sept20-Lee Carter.

NOTICE OF SUIT

THE STATE OF NEW MEXICO TO Cleo Bland—GREETING:
You are hereby notified that Willie Bell Bland has commenced suit against you in District Court in cause No. 3053 for divorce on the grounds of non-support and abandonment, and that if you fail to appear and plead in said cause on or before the 22nd day of October, 1934, judgment by default will be rendered against you.
J. C. COMPTON of Portales, New Mexico, is attorney for plaintiff.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal this the 29th day of August, 1934.
MRS. PAUL E. MORRISON,
(Seal) County Clerk.
aug30-sept20-jcc

ORDER CREATING EASTERN NEW MEXICO STATE PARK GAME REFUGE.

IT IS HEREBY ORDERED by the State Game Commission that the following described tract of land be, and the same is, hereby set aside as a State Game Refuge, to be known as the Eastern New Mexico State Park Game Refuge:
Those parts Secs. 35 and 36 of T. 1N., R35 E lying south and east of U. S. Highway No. 70.

All of Sec. 1; that part of Sec. 2 lying south and east of U. S. Highway No. 70; the SE 1/4, SE 1/4 Sec. 3; that part of NE 1/4, SE 1/4 Sec. 3 lying south and east of U. S. Highway No. 70; that part of NW 1/4, SE 1/4 Sec. 3 lying south and east of U. S. Highway No. 70; the E 1/2 NE 1/4 Sec. 10; the NE 1/4, SE 1/4 Sec. 10; all of Sec. 11; the NE 1/4 Sec. 12; the NW 1/4 Sec. 12; the SW 1/4 Sec. 12; the W 1/4 SE 1/4 Sec. 12; all in Township 1 South, Range 33 East; containing approx. 3320 acres. Situated in Roosevelt County, New Mexico.

Dated at Santa Fe, this 9th day of September, A. D. 1934.
STATE GAME COMMISSION
By Colin Nebbett,
Chairman.
ATTEST:
Elliott E. Parker,
Secretary.
Sept 9-state

Challenger



T. O. M. Sopwith's yacht Endeavor, which has come across the Atlantic from England to try to capture the America's cup, which will be defended by an American boat not yet selected. Endeavor is manned by an amateur crew, the professional crew having quit because of a wage dispute.

Great Round-Up of Wild Horses



Here is seen the traditional chuck wagon of the Old West crossing the Molalla river in Oregon followed by wild horses during one of the longest and largest round-ups of wild horses in the state. The herd was driven 450 miles over streams, deserts and mountains.

CONFIDENCE

By
LEONARD A. BARRETT

By common consent prosperity will not be fully restored until we have a return of confidence. The collapse of securities and the general decline of all economic values is attributable to the sudden reversal of a mental attitude; from confidence to distrust; from hope to fear. The establishment of confidence is essential, not only to the stability of the financial markets, but also is a prime requisite for making permanent our civilization. If we remove confidence from business we have bankruptcy.

The lack of confidence in the security of a bank causes runs and the ultimate failure of the bank, if it is not strong enough to withstand the runs. Lack of confidence in the integrity of nations creates suspicion, and in some cases incites war. Nations which do not trust each other soon become enemies. The same principle holds true in domestic life. Remove confidence from the home and a condition is created which may easily lead to divorce. True and lasting friendship can only be built up upon confidence. And confidence is essential to the security of the family, as it is the mainstay of government. The absence of confidence in the government means revolution. One needs only to read of the revolutions in France and in Russia to be convinced of this point.

We are not surprised then to read, in almost every appeal for loyalty to our government that we should cultivate confidence. The restoration of confidence seems to be the main objective. Just so! There is no other way to win back more prosperous days. When we speak of confidence, however, we seem to have in mind a return of trust in some vague and intangible thing like chattels, mortgages, or even money. Now let us ask in all candor how any person can have confidence in an intangible object. We may have faith in the reactions of certain known laws which are bound to respond when we place them to the test, like iron which will invariably be attracted to the magnet. But confidence is quite another thing. It implies action in the field of human personality. The appeal which comes to us, if we understand it aright, is for confidence in persons; in the integrity and the moral value of promises and covenants. Confidence, then, is not a blind faith by which we trust a law, but a spiritual principle by which we trust one another. Let this confidence return and "better times" soon will appear.
© Western Newspaper Union.

HUEY CHARGES Foe PLANNED ARMED REVOLT

New Orleans, Sept. 6.—Senator Huey P. Long charged Thursday that Mayor T. Simmes Walmesley had imported a Central American revolutionist to head an armed force in the Sept. 11 congressional primary.

Guy R. Malony, the Central American soldier-of-fortune, denied it, but told Long he would be "willing to do it."
"Well, try and do it, will you?" Long thundered.

Former superintendent of police here, he testified before the legislative committee investigating charges of vice and corruption in Walmesley's government. Malony admitted that he had conferred with Walmesley.

Senator Long took steps looking toward impeachment of all New Orleans officials at a special session of the legislature and intimidated the entire city would be placed under martial law.

Mr. and Mrs. Willis Breshers returned Friday from Detroit with a new Plymouth.

Use News Want-Ads for results.

This area is also known by sportsmen to contain some of the largest mule deer bucks in the state, and should afford hunters an unusual opportunity to bag an elk and a deer.

PRESBYTERIAN CHURCH
Sunday school at 10 a. m.
The lesson subject is "Isaiah Contracts False and True Worship." The scripture is found in Isaiah 1:1-31.

Morning worship at 11 a. m.
The subject of the sermon is "Who Is This?"

Young people's meeting at 7:15. The program will be in charge of the newly elected officers who are: President, Pauline Stewart; vice-president, Emma Jane Brewer; secretary, Dorothy Dell Hinson. Evening worship at 8 o'clock.

The sermon subject is "Men With One Purpose."
Mid-week service Wednesday at 8 o'clock.
These services will close the work of the pastor with this church. He earnestly asks that all members be present, and a cordial welcome is extended to any visitor who will come.

Read The News Want-Ads!

Constipation
Constipation causes you Gas, Indigestion, Headaches, Bad Sleep, Pimples, Skin, get quick relief with ADLERIK. Thorough action, yet gentle, safe.
ADLERIK
NEW MEXICO DRUG.

YES—YOU SAVE MONEY when you Cook and Heat with NATURAL GAS



NO DOWN PAYMENT

We will pipe your house for Gas—install a Modern Roper Gas Range in your kitchen—and an Automatic Gas Water Heater—and all that you will pay will be a small amount added to your gas bill for 24 months. No down payment. Phone us today.

The Gas Company of New Mexico

Night Phone
206

Day Phone
160



Have You Ever Stopped To Think What Electric Service Means?

It safeguards the lives and property of citizens from evil-doers through municipal and private lighting systems—thieves and cut-throats do not like to work in the light.

IT PROVIDES POWER FOR INDUSTRIES WHICH ARE THE LIFE OF ANY COMMUNITY

It makes possible the use of electrical appliances for home and office which add to your comfort and make easy the performance of many tasks.

If you think further, you will find many other benefits derived from electrical service.

New Mexico Utilities Company

E. H. SPRINKLE, Local Manager

Agriculture Courses Strictly Vocational

Award Diploma When Six Units Fulfilled

Agriculture courses offered in the Eastern New Mexico Junior College are of strictly a vocational nature and are designed to give the student a practical knowledge of the various phases of agriculture and improved methods to put in operation on the home farm, according to William O'Donnell, associate professor of trades and vocations.

Because of the vocational nature of the agricultural studies offered, no credit is given by the Junior College toward graduation. However, upon the completion of six units of study in the agricultural field a diploma is awarded that testifies to the completion of the agricultural course.

Cost Negligible
The desire of the Junior College is to be of real vocational service to the prospective farmers of the area. Therefore, the cost of the various vocational courses will be negligible. Students taking only the vocational work do not pay the tuition charge, the only cost being \$5.00 matriculation fee, paid only once as a student in the Eastern New Mexico Junior College.

In addition to the agricultural subjects studied, a student may elect other studies along one of two lines. If qualified, subjects in the academic curriculum may be selected for college credit. Other subjects of a non-credit grade, to be offered if there is sufficient demand, are Practical English, Farm Mathematics, and Public Speaking.

Full Standing
Students enrolled in the Vocational division will be considered as full standing members of the student body of the Eastern New Mexico Junior College.

Regular Junior college students carrying a normal load of work may further elect one course in the field of agriculture if the student is from a farm. That is, with the consent of the dean of the college the student may take a full load of studies toward the Associate in Arts degree and without further cost elect a vocational study.

The department of vocations of the Eastern New Mexico Junior College offers the following agricultural courses during the Fall term, 1934-35, September 17 to December 7. These courses are tentative; upon sufficient demand other courses will be set up to meet the needs of the students enrolled.

1. Practical Dairying
A thorough study of improvement of production, breeding, judging, culling, record keeping, calf management, feeding for production, butter making, milk and cream testing, etc. A great deal of time will be devoted to study in the laboratory and in the field.

2. Types and Market Classes of Livestock
A survey of the cattle, sheep and swine industries. A study of true types in farm animals, markets and market classifications of livestock and carcasses. Particular emphasis to be placed on wool and wool growing, and the grading of livestock.

3. Livestock Judging
A thorough study of type in beef cattle, swine, sheep, horses and dairy cattle by the scorecard and comparative method. Most work of necessity will be done on farms nearby the college. This course is particularly adapted to young men interested in livestock raising.

4. Elementary Farm Shop Work
This course will be adapted to the training and needs of the individual student. The handling and care of tools will be stressed. Tool sharpening, handle fitting, saw fitting, rope splicing, halter making, soldering, and other important farm shop activities will be included.

BETHEL

Attendance was 136 at Sunday school. The special song was a duet by Ollie May and Naomi Little. Bro. Tyson and his family were present and he led some fine singing and preached a splendid sermon. Next Sunday is Rev. C. A. Loris' day to preach in the afternoon. We hope there will be a large crowd out to hear him.

Mr. and Mrs. Will Greggs of Forrest N. M., visited in the home of Mr. and Mrs. Earl Womack recently.

Miss Bynum of Snyder, Texas, visited in the home of her sister, Mrs. Arthur Towne and family.

We are sorry Mrs. Juanita Mix is leaving our community and the best wishes to her many friends go with her to her new home in California. She has been visiting in the home of her daughter, Mrs. Ben Miller and family. She made a splendid talk at B. Y. P. U. Sunday evening.

Estherline Dutton was elected assistant secretary of Sunday school in place of Mrs. Ona White, who is now living in Portales.

Mrs. Clay Jones entertained the girls of her Sunday school class with a slumber party at her home last Saturday night. The evening was spent roasting weiners and a good time generally. The girls all voted Mrs. Jones an ideal hostess.

Those present were Hazel Tucker, Bernice Anderson, Stella Mae Woodburn, Mary Edith Stewart, Anna Miller, Ola Dutton and Clytie Smith.

Sunday evening guests of John Adams and Pecon Finley were Chester Anderson and Orin Dutton.

Mr. and Mrs. Joe Willis and Mrs. A. L. Willis of Roswell spent the week end with Mr. and Mrs. T. R. Willis.

Mr. and Mrs. George Lowe and Grandmother Lowe of Borger, Tex., spent the week with Mr. and Mrs. Jack Lowe and Mr. and Mrs. Chester Lowe.

Mr. and Mrs. Arbler Foster and daughter, Mr. John F. Foster and Mr. and Mrs. Evert Foster spent the week in Oklahoma.

M. and Mrs. Arthur Turner had some guests from Texas recently. A. A. Cribbs and Albert Finch took dinner with Mrs. A. A. Cribbs last Thursday.

R. A. Ham and Cecil Jones have returned from a trip to Colorado. Mrs. Andrew Smith is improving slowly from the flu.

There was a good rain Saturday, but Bethel failed to receive any.

Mr. and Mrs. B. J. Perkins and son were dinner guests of Mr. and Mrs. Charley Howard Sunday.

There will be a meeting at Bethel church Saturday night to elect delegates to the democratic convention.

Mr. and Mrs. Bill Perkins and family of Bluit spent Wednesday night of last week with Mr. and Mrs. B. J. Perkins and son and on Thursday they, with Mr. and Mrs. Leonard Hathaway and Mrs. Roberts, made a trip to Ft. Sumner.

Bernice Anderson spent Sunday with Ola Dutton.

Dinner guests of Mr. and Mrs. Clay Jones Sunday were Mr. and Mrs. Tullis Tolliver of Floyd, Chester Anderson, Orin Dutton, John Adams, Pecon Finley, Mr. and Mrs. Ed Adams, Mrs. Jones was celebrating the birthday of her son Guy, and John Adams.

Neva Rhea Robbins returned to her home in Canyon Monday after visiting in the home of Mrs. Lex Cooper.

Sunday dinner guests of Mrs. Birdie Browne were Flo Redburn, Eunice Kimbrell, Billie Kimbrell, Johnnie Kimbrell, Vevell Kimbrell, Charles Bilderback, Cleo Willis, Isaac Little, Harold Redburn and Dols Maness.

Mr. and Mrs. John Boeman and Mr. and Mrs. Chester Morgan attended the meeting.

NEW MEXICO JUNIOR COLLEGE

By Melvin C. Schumpert
Twas once, upon this ever changing plain of ours
Where now stand building surrounded by flowers;
Stately building stood there not,
Only bare space on which redskins did plot.

Ranged the slinking coyote and shaggy buffalo,
In place of paved street and tidy bungalow.

All has happened in a day,
Yet men have been born and passed away.

Now the first unit—steel, stone, and brick;
No better color could the school board pick.

And as to location it is the best;
In the famous Portales Valley it now rests.

The faculty—the best to be found,
While the students gather from all around.

Into one of the greatest it is destined to grow
Just how large we do not know.

A college for service have we here,
A spirit of friendliness which students prefer.

The Administration building's doors are open wide,
Come to Portales—we welcome you with pride.

ELIDA

Mr. and Mrs. A. Grmshaw and daughter, Mrs. L. B. O'Neal returned home Thursday after spending three weeks visiting relatives in Texas. Mr. and Mrs. Grmshaw's daughter, Mrs. Henry Johnson and little daughter, Lola, returned home with them.

Mr. and Mrs. R. S. Walker of Carlsbad were here Sunday and Monday visiting their son and daughter, W. H. Walker of Elida and Mrs. Guy Howell of Kenna.

Mr. and Mrs. Gordon Thurman and children and Mrs. Charley McClellan were shopping in Portales Saturday.

Mr. and Mrs. Clifford Gower and children Ansel and Ruth, left last Thursday for their home in Albuquerque.

Mr. and Mrs. Ross Martin are rejoicing over their seven-pound baby girl, born Friday, Sept. 7.

Born to Mr. and Mrs. Loren (Red) Rogers of Casa Grande, Ariz., formerly of Elida, a 10-pound baby boy. He has been named Darwin Dee.

Mrs. Ethel Haire and children of Quincy, Fla., are visiting Mrs. Haire's uncle and family, the N. B. O'Neals.

Jud Abbott of Kenna died Monday night of blood poison. He was buried Tuesday evening in the Kenna cemetery.

Warren Butler left Friday for Las Vegas to attend school this winter.

Charley Herbert happened to the misfortune of getting kicked by a mule Monday morning.

Carl Myers and family were shopping in Portales Monday.

Miss Inez French of Oklahoma City, Okla., came last Friday for a visit with her parents, Mr. and Mrs. Herbert French.

Guy Copeland and Bill Roberts of Captain, N. M., spent the week end with home folks.

Dr. A. J. Evans was a business visitor in Elida Tuesday.

Cass Lyons of Portales was a business visitor in Elida Tuesday.

Mr. and Mrs. John Boeman and Mr. and Mrs. Chester Morgan attended the meeting.

Will Create Special Projects to Provide Work for College Students

Special projects created to provide student work will be sent out by the student and faculty committee of the college so that a number of students who would otherwise be deprived of a college education will be able to attend.

Projects which have been worked out at the present time are a special library clipping service for all departments; seeding winter pasture on the college forty-acre farm; landscaping the college grounds; building cottages to house agriculture students; a clerical project; adult recreation for both men and women; nursery education; adult education. Other projects will be set up as the needs develop.

These projects must be considered socially useful and increase the usefulness of the college to the community. Funds for the projects are provided by the federal government.

East Valley View

Alvy Powers has been very ill the last week.

P. H. Heckman returned from Jail Friday.

Mrs. Newberry and daughter, Ethel, motored to Clovis Friday.

John Pain of Farwell visited in the Milton Nelson home Saturday.

A large crowd attended services Sunday. Everyone is invited to attend the meeting this following week.

Mr. and Mrs. Fisher, Mr. and Mrs. Edgar Warren took Sunday dinner with Mr. and Mrs. Dean Mitchell.

Mr. and Mrs. Milton Nelson spent Sunday evening with Mr. and Mrs. Stead. Delicious ice cream was enjoyed.

Miss Helen Lovern, Miss Lucille Turner and Miss Lenora Drennan and Noma Miller visited with Miss Neva Blanch Rogers Sunday evening.

Mrs. Norton visited with Mrs. Lovern Monday.

Mr. and Mrs. Milton Nelson and family visited with Mrs. Celfus Jennings of Rogers Sunday afternoon.

Mr. and Mrs. Ralph Smith visited with Mr. and Mrs. John Heckman Monday.

Notes of County Farm And Ranch

G. W. Atkins has just finished harvesting and marketing one and one-quarter acres of beans from which he received \$356.75.

Atkins states that his beans did not make a great yield this year as they have in former years; however, the high price made up for the poor yield. He received five cents per pound for the most of the yield from this patch.

He had two other acres of earlier beans that he did not realize as much profit. This was due partly to lower price and less yield. His early beans did not make anything this year.

W. M. Moore was making ready Saturday to harvest his row crop. He stated that he would have plenty of fodder and heads.

R. D. Anderson of the East Bethel community does not estimate his crop near as good as it could have been on account of the lack of the late rain in his part of the country.

Attend Reunion In Redwood, Calif.

Mrs. J. B. Priddy, daughter, Mrs. Carl Yoachum, and sister, Mrs. J. P. McDonald of Bovina, Texas, who attended the reunion of the E. E. Green family at Redwood, Calif., returned last Friday.

This was the first reunion of the family in 22 years. Other members of the family are Mrs. E. E. Green, "Mother" Green, Mr. and Mrs. E. C. Rexford of Redwood City, and Mr. and Mrs. Will Green of Eugene, Oregon.

Mrs. Priddy and Mrs. Yoachum report many pleasant visits with old friends, as well as a very good time visiting relatives.

Among the old friends visited were Mr. and Mrs. C. O. Leach of Redwood; Mr. and Mrs. S. A. Blamlett, of San Mateo; Mr. and Mrs. Lewis Smith of Oakland; and Mr. and Mrs. Regan Connally of San Francisco. They were old timers in Portales and sent greetings to their friends who still live here.

Mr. Leach was postmaster of Portales for a number of years. His son, Howard is a successful business man in Oakland.

Mr. Connally is a former high school teacher of the Portales system and is now general manager of the Emporium, the largest department store in San Francisco.

Mrs. Priddy reports the fruit in California to be excellent. She remarked that she had the pleasure of picking quinces, figs, almonds, grapes, lemons, and oranges out of the backyard of the Leach home.

Mike Fryer writes from Bellview that he will be in Portales Saturday ready to start at Junior College Monday.

L. J. S. Pearce expects to leave within the next few days for Dallas to purchase a nice line of Christmas gifts.

Pirates' New Boss



Harold "Pie" Traynor, veteran third baseman of the Pittsburgh Pirates, who was appointed manager of the club. He succeeds George Gibson, pilot for three years.

Carl Yoachum is reported on the sick list this week.

CHURCH OF CHRIST

Services last Lord's Day uplifting. Bible class attendance, 168. Of our 215 members of the congregation, 180 were at worship. Many of those absent are accounted for as being sick or caring for the sick.

Next Lord's Day a survey of our congregation will be made, which will be explained then. Let all be on time.

Bible school begins promptly at 10 o'clock a. m. Preaching service at 11 o'clock. Evening services at 7:30. Prayer meeting Wednesday at 7:30 p. m.

Visitors always welcome. C. A. Buchanan, Minister.

FIRST M. E. CHURCH SOUTH
C. Frank York, Pastor
Sunday school at 9:45. H. E. Taylor, superintendent.

Morning worship at 11 o'clock. Young people's meeting at 7 p. m. Evening worship at 8 o'clock. Prayer meeting Wednesday evening at 7:30.

The pastor will speak at the morning hour on the subject, "The Basis of Spiritual Power." At the evening hour the subject will be "The Call of Jesus." The public cordially invited to worship with us.

NOTICE

I have purchased the LEE CARTER INSURANCE AGENCY and have moved it to my office where it will be handled in connection with my other business located next door to the Portales Theater.

I WILL ASSURE YOU THAT ALL RE-NEWALS WILL BE TAKEN CARE OF PROMPTLY, ALWAYS PROTECTING THE INTERESTS OF THE INSURED.

I am prepared to handle all classes of Insurance, and place your risks with the best of the old line companies.

When you need insurance of any kind see me at the office of the Roosevelt County Abstract & Realty Company.

J. R. SHOCK AGENCY

Certainly In The Air!

What's New in Dresses

Come to Penney's and see the first exciting Fall Fashions! They're all here! They're fresh—and new—and Penney's has priced them to save you money! from

\$3.98 to \$7.90

You'll fall in love with this season's novelty rough crepes—different from anything you've seen before! Cereal crepes, flat crepes, rough and rougher "tree-bark" novelties—to see them is to resolve to wear them! Sheers, too, take new ways to smartness—with ribbing and cording!

Trimmed with white, with gleaming metallic threads, with dashes of bright contrasting color! Navy black, brown, new greens, red!

Smart New Handbags
For Fall Costumes!
98¢
Envelopes, pouches, in black, brown, navy simulated leathers! Fitted!

Millinery

Felts and fabrics start the Fall season... with slanted brims, or in soft peaked-crown beret effects! Soft woody browns and greens—wine and beetroot, and, of course, black and navy lead the field! from

98¢ to \$2.98

Penney's
J. C. Penney Co. Inc.

CONGRATULATIONS

To Board Members and Faculty upon opening of the

JUNIOR COLLEGE

A Cordial Invitation Extended to Students To Visit Our Place of Business.

Yoachum's Grocery & Market

FARHA'S GRO.

FRIDAY & SATURDAY SPECIALS
COFFEE, Folgers, 1 lb. 32c
OXYDOY, large size, 1 for 21c
PINEAPPLE, No. 2 1/2 can 19c

SPINACH No. 2 1/2 can 15c

MIRACLE WHIP, Salad Dressing, 1 quart 29c
COCO, Our Mother, 1 lb. 12c
PEACHES, No. 2 1/2 can 15c

POTATOES 10 lbs. for 19c

BAKING POWDER, K. C., 50 oz. 29c
MACARONI and SPAGHETTI, one 7-ounce package 4c
Plenty of Fresh Fruits and Vegetables

OUR MEMBERS OF FACULTY ARE NATIVE NEW MEXICANS

Four members of the faculty of the Eastern New Mexico Junior College have been reared in New Mexico.

Mrs. Maurine Fridy Yochum, assistant professor of Spanish is daughter of Mr. and Mrs. J. B. Fridy, pioneers of Portales. She did all her public school work in the Portales schools. She received her A. B. degree from Simmons university and her M. A. from the University of Texas. She taught Spanish in the Floyd high school. Miss Goldie Isabel Wickham, assistant professor of English in the college was born in Texas but came to Texas when she was quite small. Her present home is at Pleasant Hill. She took her A. B. degree at New Mexico Normal university and her M. A. at Colorado State Teachers college. She has been a student at Denver university and at Columbia university.

Miss Wickham has taught at Pleasant Hill, Clovis and Des Moines, N. M.

Harold E. Mehrens, associate professor of English, head of the department, was born and reared at Santa Rosa. He did his undergraduate work at New Mexico State Teachers college where he received an A. B. degree; he received his M. A. degree from New Mexico Normal university. He has done graduate work toward his doctor's degree at the University of California.

Mehrens has taught at Vaughn, Encino, Santa Rosa, Tatum and New Mexico Normal university.

He is married and has two children. Therman Harris comes from a farm near Melrose. He received his A. B. degree from Clarendon College and his A. M. from the University of Oklahoma. He has done graduate work in the University of Colorado and Southern Methodist university.

Harris taught in the Portales Junior high school at Pleasant Hill, was high school principal at Pampa and for the last two years has taught in Texas Woman's College at Fort Worth.

Mr. Harris is married.

KENNA

Born to Mr. and Mrs. Ross Martin September 8, a baby girl. The little girl has been named Ima Jean. She weighed six pounds.

Mr. and Mrs. Luther Myers have moved on the Haves place in Rock Valley.

The Kenna baseball team were defeated at Hagerman Sunday with a score of 6-0.

The Kenna Ladies Aid met at the home of Mrs. Laura Denton Thursday afternoon. There were only 12 members present, but the afternoon was a pleasant one. Following the Bible lesson and business session, Mrs. Denton served dainty refreshments of block ice cream, angel food cake and coffee. Next meeting is to be with Mrs. Grey Howell.

Mrs. W. L. Sears and daughters, Rebecca and Nina, Miss Byrd Kimmons and Mrs. Dave Howell attended the old timers reunion at Roswell Sunday.

Rev. Roper preached a good sermon here Sunday morning.

MESSAGE FROM MacKay

Dear Students—
This is the first year of your stay in a new college home, the Eastern New Mexico Junior College. We want you to feel at home with its faculty and within its walls. We want you to help make it the wonderful college of which you have dreamed. It will be the kind of college which you make it. You can help build its traditions, mold its ideals and plan its activities under guidance of a faculty and board of regents who dream of a quality school.

We trust your stay in our college and community will be a happy and profitable one. We want you to feel the friendliness and hospitality of your home folks. We hope you will find a church home, a real home in our midst and a college home.

With your help, inspiration and ideas we will make Eastern New Mexico Junior College truly "that friendly college organized for service, the gleam of the plains."

DONALD MacKAY,
President

Want Ads

FOR SALE — PEPPERS TOMATOES, beets, rhubarb, strawberries, carrots, egg plant, and other vegetables. J. D. Stork. Corner of City Park 44-4tc

REGISTERED JERSEY BULL from G. S. Hatch's champion Jersey cow for service. \$1.00. Three blocks from Santa Fe depot on South Floyd Highway. O. B. CASON. 45-4tp

FOR SALE—Sorghum mill and new copper pan. E. N. Wheeler. 46-2tc

FOR RENT—Large front bedroom, modern, with gas heat and bath. 123 S. W. Arizona. Apply at News Office. 46-4tc

NOTICE: All persons indebted to the estate of John M. Price will please see Willis Slaton at Slaton Coal Co. 46-2tp

FOR TRADE—Five-room house and lot in Big Springs, Texas, for property in or near Portales. See Leslie White, at United Dry Goods Co. 46-3tc

APPLES FOR SALE: I HAVE Winesap, Champion, Black Bens, Pippins and Genetins, while they last at 25c to 50c a bushel. No spray; no washing. Sound fruit. Will keep well at my orchard on East College Boulevard. S. J. REDFIELD, Roswell, N. M. 2-tp

WANTED TO TRADE FOR OR buy a used row binder in good shape. See or write W. M. MOORE, Portales, New Mexico, Route No. 1. 47-1tp

LOST

Rev. W. C. Orant of the Baptist Orphans home lost \$40.00 of Orphans home money Monday. Rev. Orant thinks he lost this money near the post office. There were two \$20 bills. He had them in his pocket and thinks it fell out when he took some change from his pocket. It is to be hoped the finder will return this money, as this amount means a great deal to the home.

WANTED TO RENT: A GOOD place for 1935 on third and fourth. Have two row outfit. Will plant mostly cotton and broomcorn. N. L. TIVIS, Portales, New Mexico. 47-1tp

FOR TRADE: GOOD JERSEY milch cows for hammer mill. Write R. D. ANDERSON, Portales, N. M. Route No. 1. 47-1tp

FOR SALE: REGISTERED RHODE Island cockrels, hatched in the spring. See JOHN W. GEORGE at the courthouse or address Box 303 Portales, N. M. 47-1tp

STRAYED—1 spotted Poland China sow from my place near Pep. Underbit on right ear. Notify E. L. Plummer. 47-1tp

TRY TEXACO Havoline Motor Oil—Better Service at Gordon's Service Station at Edge of Town on Clovis Highway. 47-1tc

FOR RENT FURNISHED ROOMS with kitchen accommodations if desired. Prefer boys. MRS. BRIS-OOE, 111 N. Fourth Street. 47-1tp

WE ARE NOW YOUR MAYTAG dealer. Get your oil and parts from us. Portales Hardware company. 47-1tc

PAYING \$10.00 to \$40.00 A TON for tomatoes. GREEN HUT MARKET. 47-1tp

FOR SALE: A BACHELOR heater. Child's bed, four burner Perfection stove, 114 Arizona or Portales Bottling Works. 47-1tp

LOST: BIG BLUE CAT, answers to name of Blue. Finder return to Your Tourist Camp and get reward. 47-1tp

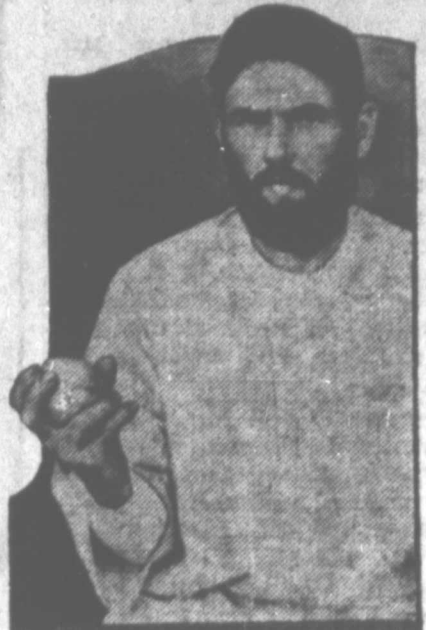
TWO ROOMS; FURNISHED OR unfurnished. Gas and light furnished. DR. KELLER. 47-1tp

FOR SALE: CHEAP, USED FORD—son Tractor parts. Would trade for hogs or chickens. H. C. BEDINGER. 47-1tp

Philco Radio prices range \$21.00 up. They are all real performers. Trade your old set in now. Bracken's Radio Shop. 47-1tp

MacKay Somnambulistically Visions The Students of Today as Tomorrow's Leaders

Senators Get Benson



This gentleman is Allen Benson, the twenty-five-year-old pitcher who formerly hurled for the House of David team—which explains the beard—and is now a member of Clark Griffith's Senators. He was signed to bolster the capital team's pitching staff, and to revive, if possible, the waning chances and hopes of players and fans of Washington of getting into the world series.

LINGO

There was not as large crowd as usual at Sunday school Sunday as several of the Lingo people attended the singing convention at Richland Sunday.

J. H. Turman of Bledsoe, Tex., visited in our community Sunday. Emma Keller who is attending school at Portales visited home folks Sunday.

Several of the Lingo people made a trip to Portales Saturday. Mr. and Mrs. Leonard King visited in the A. F. York home Sunday.

Mr. and Mrs. Charlie Roberts and children of Abernathy, Tex., are visiting this week.

Mr. Fleming of Paul's Valley, Okla., is visiting his daughter, Mrs. Jim Keller this week.

Mr. Frank Russell is visiting his son Granville Russell.

Those who attended the singing convention were Mr. and Mrs. Hattox, Mr. and Mrs. Tom Cardin, Mr. and Mrs. Winston Hiner and Mrs. Hiner's sister, Veta Bilberry and Mr. and Mrs. Robert Bilberry.

PEP and HIWAY

Schools have opened in different districts and the children are expecting an unusual good school term this year. As we have some real good teachers.

We enjoyed a very good sermon Sunday, delivered by Sister Cunningham. Was not such a large crowd on account of all day singing at Richland.

Mrs. Dean of South Hiway is reported to be improving over a very serious operation of last week.

Artie Farmer is reported very ill at this writing. He is in Clovis. Mr. and Mrs. Elen Swan and sister were visiting in the Ray Radcliff home Tuesday evening.

H. E. Toombs and Ray Radcliff, J. Walter Ramland delivered cattle to Elida this week.

The 4-H club met in the J. W.

In speaking of the future of the Eastern New Mexico Junior College, President MacKay said: "I expect to see 350 students enrolled in the college, which will serve the rural communities of New Mexico."

He further stated that he hoped to see the administration building completed, a dormitory for girls to the east of it and the boys dormitory to the west.

The trades and agriculture building located on the college farm. The Hall of Health and Athletic fields will be located to the back and east of the administration building. This building would be used for physical education, athletics and for use of the community.

Continuing his dream MacKay said he wants to see cottages on the college farm for the agricultural students. A president's home and a college library building.

SEPT 21 IS NEW MEXICO DAY AT TRI-STATE FAIR

New Mexico will "take over" the Tri-State Fair in Amarillo on Friday, September 21.

On that day, named in honor of the "Sunshine State", Governor A. W. Hockenhull will be among the distinguished guests at the second largest exposition in Texas.

Portales, Clovis, Roswell, Tucumcari and Clayton, will send bands, each accompanied by large delegations, to the fair on "New Mexico Day."

Raton plans to send a delegation in a caravan of 75 motor cars, and Tucumcari is planning on a special train over the Rock Island.

Invitation have been extended by Wilbur C. Hawk, president of the fair association, to Senator Carl A. Hatch, Senator Bronson Cutting, Congressman Dennis Chavez, ex-Governor Dick Dillon, Mayor Clyde Tingley of Albuquerque, and the mayors and chamber of commerce officials of many cities in Eastern New Mexico.

New Mexico will have a state agricultural exhibit at the fair. Many livestock breeders of the state have entered this competition in Amarillo.

CORRECTION

In last issue of the News, it was stated that Disney started the engine for the oil well.

Mr. Disney assisted Mr. Wiggins in starting this engine after experts from out of town had failed.

It is a matter of community pride that there are local mechanics who are competent to handle difficult problems.

Radio season is right on us. You have wanted a set—get it now! Bracken's Radio Shop. 47-1tp

Capps home Saturday and cut out their club dresses.

Quite a few of Hiway people were shopping in Portales Saturday.

Miss Ethel and Bernice Lott spent the week end in the A. L. Willson home.

The Home Makers club and Richland Home Makers club are to have a joint meeting in the A. L. Willson home Monday.

Troy Bennfield returned to Abernathy last week after a visit in the Audy Thomas home the past three weeks.

Mr. and Mrs. J. Walter Rowland were among the singing convention people at Richland Sunday.

Back With Giants



Phil Weintraub, a Jewish lad, who measures 6 feet 1 inch in his stocking-feet and weighs 185 pounds, has been called back by the New York Giants, with whom he made a rather unfavorable appearance some time ago. Now he is fielding and batting with the best of them.

Coe Howard Doing Final Exhibit Work

Coe Howard, who will head the New Mexico exhibit at the Tri-State Fair here, passed through Amarillo Saturday on his way to his home at Portales, N. M., to make final preparations for the display.

During the summer Mr. Howard, chairman of the New Mexico Century of Progress Commission, has been in charge of the exhibit at Chicago.

The New Mexico exhibit at Chicago proved to be one of the most popular at the World's Fair and more than 100,000 people saw the display each day.—Amarillo News.

Mrs. W. E. McCauley has brought home from Clovis Thursday. Mrs. McCauley has been very ill at the home of her daughter, Sallie Mae, and husband, Mr. and Mrs. Crook in Clovis.

Mrs. Taylor McCasland is substituting in the junior high school in the place of Mrs. P. M. Bailey who is ill.

ROGERS

The Rogers school began Monday, September 4 with a large enrollment. Teachers and pupils are becoming acquainted and profess mutual satisfaction. The entire student body have their books so, all in all, Rogers is looking forward to a most successful school year.

Of the nine teachers, five are new. The new teachers are Miss Webb of Crane, Texas; Miss Tutton of Las Cruces; Miss Ward of Las Vegas; Mr. Woodburn of Portales and a primary teacher who is yet to be elected.

The school bus drivers are the only ones in the community who don't altogether approve of the late rains. Driving a bus over slippery road is not much fun.

During the first week of school all classes met and elected sponsors and officers. The students don't believe in wasting time.

Fall is here and with it comes canning time. So the second year home economics girls are keeping in fashion. The first year girls are making aprons.

On Monday, following custom, the second year agriculture boys, with the assistance of their sponsors

Donald Gordon, initiated the green hands. After the initiation watermelon was served.

The high schools of Rogers, Dora and Elida are planning a baseball league.

The Rogers community was well represented at the singing convention at Richland last Sunday. They report plenty to eat.

Mrs. Nora Dyer, 34, Died Friday Morn.

Mrs. Nora Dyer, 34, died Friday morning, September 7, at her home in Portales.

She is survived by her husband, Frank Dyer and three children.

Rev. Claude A. Lorts, pastor of the Christian church of this city, officiated and burial was made in the Portales cemetery.

VISITS AUNT

Mrs. Ferd Curdis of Chicago visited her aunt, Mrs. Joe Howard and other relatives in Portales Saturday and Sunday. Mrs. Curdis is a daughter of a brother of the late Joe Howard. She was on her way to Phoenix where she will visit her parents before returning to her duties as hostess to five dormitories at Chicago University.

NOTICE TO COTTON GROWERS

Owing to the short cotton crop we will not operate our gin on Mondays and Tuesday until further notice appearing in this paper

SERVICE GIN COMPANY

Portales, New Mexico



Skids cause 5 1/2 times as many accidents as blowouts (insurance records show)! How's the GRIP on your tires? How does it compare—in quick-stopping safety—with the new "G-3" Goodyear All-Weather?

GOOD YEAR ALL-WEATHER

GOODYEAR SPEEDWAY

Center Traction— tough thick tread— ribbed sidewalls— Super twist Cord—lifetime guarantee.	30x3 1/2 \$4.40	4.50-21 \$5.40
	4.40-21 \$4.50	4.75-19 \$5.70
	4.50-20 \$5.20	5.00-19 \$6.00



DOUBLY GUARANTEED!
1. Against road hazards.
2. Against defects for life.

Put on New G-3's and get—at no extra cost—"The Goodyear Margin of Safety"—for 43% More Miles! Flatter Thicker Wider All-Weather Tread! Tougher Rubber and more of it! Supertwist Cord in EVERY Ply!

8,400 stop tests show smooth tires slide 77% farther—and other new tires slide 14% to 19% farther—than New G-3 All-Weathers. Goodyears grip best, stop quickest, because of their CENTER TRACTION. Now further improved and made 43% longer-lasting in the new "G-3." Also—against the slight hazard of blowouts—you get the protection of patented Supertwist Cord in EVERY ply.—Why Flirt With Fate—when you can have "The Goodyear Margin of Safety" at no extra cost?

WELCOME

J. B. SLEDGE HARDWARE STORE COLLEGE STUDENTS

We're Glad to See You in Portales!
MAKE YOURSELF AT HOME AT

Safety and Service At All Times

DEPOSITS INSURED
BY
The Federal Deposit Insurance Corporation
WASHINGTON, D. C.
\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

First National Bank

Portales, N. Mex.

Universal Motor Co.

Ask for Harry, the Tire Man

C & T Service Station

Car Washing Greasing Polishing

ODD THINGS AND NEW—By Lane Bode



FAINT STARS!
STARLIGHT GIVES ONLY ONE-SIXTH THE TOTAL ILLUMINATION, EVEN ON MOONLESS NIGHTS, THE REST COMES FROM THE EARTH'S OWN ATMOSPHERE AS ZODIACAL OR AURORAL LIGHT

TWO-HEADED FISH, GROWN TO NORMAL SIZE, ARE FREQUENTLY FOUND IN MICHIGAN WATERS. ONE FISH HAD FIVE HEADS TO ONE BODY AND TAIL.

WATER LOSS—
WHILE HUMAN BEINGS CAN LOSE 40% OF THEIR WEIGHT AND RECOVER, A LOSS OF 10% OF THE WATER IN THE BODY IS SERIOUS AND DEATH IS ALMOST CERTAIN IF 20% IS LOST.

WNU Service.

SECRETARY REPORTS NEW FARM FINANCE A SUCCESS

\$90,365 Have Been Loaned by New Credit Group

Roy L. Keeter, secretary of the Clovis Production Credit Association, which has made many loans to farmers and stockmen in this community during the last six months, at five per cent interest, declares that the new farm financing plan is working out very nicely, even in the face of the worst drought in history, following the worst depression in history.

"The Clovis Production Credit Association, owned and controlled and managed by the farmers of five counties, Quay, Curry, DeBaca, Guadalupe and Roosevelt, was set up last spring so that farmers and stockmen in this community who can still make a good note and mortgage might have available, during the remainder of this year and throughout all of next year, as well as through the years to come, a regular and dependable source from which they may obtain loans for their farm production requirements," states Mr. Keeter.

Total capital stock of this association is now \$240,000.00, which is more than sufficient to insure plenty of working capital funds to farmers and stockmen of this district, who do not have to have strictly emergency relief from the government. This will also mean that the association will show a protective reserve at the end of the year.

There have been 50 loans made in this district, up to the first of September, for a total of \$90,365.00, making the average size of loans in this territory \$1,807.00. This huge amount of money, which has been borrowed at low cost, has provided the basis for a large increase in general business volume in every county in this district.

Mr. Keeter reports that despite the adverse conditions, and the fact that the locally-owned production credit association has been making loans only a short time, it nevertheless has been able to get into successful operation. Any

farmer who lives in any of these counties is eligible to apply for a loan from this association, but no loan will be made if it is not soundly and adequately secured, as the overhead expenses of the association are being kept very low, and any losses on bad loans would have to be borne out of the earnings of the membership.

This local association is one of the 42 formed in the Wichita, Kan., district last spring, to make short-term loans for production of crops, and to finance seasonal farm operation and stock raising.

The production credit system of farm financing does not provide for the lending of government money to farmer-borrowers. The local association obtains its funds to make its loans by discounting farmers' notes with the Federal Intermediate Credit Bank of Wichita, which gets its money by selling its bonds to investors. The entire plan was set up, and is supervised, by the Production Credit Corporation of Wichita, a government institution formed for that particular purpose. Capital stock of the local association was furnished by the Wichita corporation.

Farmers and stockmen who have used funds provided by this local association have become its best boosters, according to the secretary. Many letters have been received from these farmer-members, declaring that the new government-supervised cooperative system of providing the needed funds for farmers to raise crops and livestock is proving to be just what the farmer has long needed—a dependable source of low-cost credit.

C. L. Ullstrom, LaJara, Colo., is a booster for the new government-supervised production credit system. He says: "The formation of the production credit association was very timely, and its immediate functioning was a gratifying salvation to our farm and ranch needs. It has helped us in many ways, and thereby has also increased my efficiency. I view my association as a permanent business of which I am a part, and I am continually advising and urging my neighbors to help our own cause, and themselves individually at the same time."

CONGRATULATIONS

—To—
Portales Woman's Club
—For—
THE FLOWER SHOW
LYMAN'S
THE FLORIST IN CLOVIS

Our Motto: "Only the Best and Nothing Else"
COME IN AND SEE US!

1611 Gidding and Grady Hwy—2 blocks East of Main St.

MT. ZION

Several were absent from Sunday school Sunday on account of illness. Rev. O. D. Cobbs delivered a very interesting sermon in the absence of Rev. J. L. King.

Mr. and Mrs. Raymond Wilson and daughter Oleta, were guests of Mr. and Mrs. Elmer Sproles Sunday.

Conrad Nelson visited in the home of Mr. and Mrs. D. W. Carpenter at Farwell, Texas, Sunday. Mr. and Mrs. John A. Wells were dinner guests of Mr. and Hubert Watkins Sunday.

Mr. and Mrs. H. L. Capps were guests of their daughter, Mr. and Mrs. Dick Townsend at Arch Sunday.

Mr. and Mrs. Bill Bachman went to Clovis Sunday to see Artie Palmer, who is in the hospital there.

Mr. and Mrs. Leon Harris and son Clarence, and Mrs. Charles Sproles were dinner guests of Mr. and Mrs. K. L. Sproles Sunday.

Mrs. Jewel Capps and daughter, Charlene Fay, were dinner guests of her grandparents, Mr. and Mrs. Jim Ray, Sunday.

Leon Harris, K. L. Sproles, S. H. Harris and Elwood Wilson went to Clovis Sunday afternoon to see Artie Palmer.

Charlie Hoover and children of Bellview spent Saturday night in the home of Mr. and Mrs. J. W. Thompson.

Mr. and Mrs. V. O. Roberts and children spent Sunday with his brother, Mr. and Mrs. Henry Roberts of Portales.

Mrs. Leon Harris, Mrs. K. L. Sproles and Mrs. Chas. Sproles, were Sunday afternoon guests in the S. H. Harris home.

Mr. and Mrs. Ben Bennett, Mr. and Mrs. Barnard Bennett and children of Portales attended church at Mt. Zion Sunday.

Mr. and Mrs. Arthur McFall visited with Mrs. S. S. Houk Sunday afternoon.

Mr. and Mrs. A. Littlefield, Mr. and Mrs. J. S. Littlejohn, Mrs. Madison Edwards, and Mr. and Mrs. W. C. Houk were visitors in the home of Mr. and Mrs. Elmer Sproles Sunday afternoon.

Mr. and Mrs. John Ginnings of Oklahoma Lane, Texas, spent the week end with his parents, Mr. and Mrs. Ginnings.

Mr. and Mrs. Barnett Gilham and children were guests Sunday of Mr. and Mrs. Jimmy Saine of the Bethel community.

LARGE INCREASE IN PRICES UNWARRANTED

A warning to consumers against being stampeded by false rumors about the food situation was issued by Dr. Frederic C. Howe, consumers' counsel of the agricultural adjustment administration. Consumers were urged to follow closely the actual effect of the drought lest they be victimized by unjustified price advances.

"Exaggerated reports are being spread as to prospective increases in the price of foods," said Dr. Howe. "That misrepresentation takes advantage of consumers and exposes them to raids by profiteers. But consumers should follow closely official reports on the movement of food supplies and prices. These will help them to buy wisely and economically, and to spot unwarranted price increases."

Some food prices will undoubtedly rise, Dr. Howe pointed out, partly in line with usual seasonal

Flying Doctor of the Far North



Here is Dr. Vance Murray, the "flying doctor of the North," recently appointed medical director for the Alaskan-Indian territory. He plans to make his rounds of a vast region of the Arctic by plane, thus eliminating the traditional dog sled. The plane, especially equipped for northern flying weather, was landed by Doctor Murray on the newly leveled army landing field at Juneau.

PUBLIC HEALTH

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

UNDERWEIGHT

Too much attention should not be paid to the child's weight for height and age. This is only a rough index of malnutrition. There are more reliable signs for which the doctor or public health nurse will look in a school examination.

The poorly nourished child may be pale, lazy, with flabby muscles and poor posture; or he may be wiry, nervous and overactive, with no tissue between his hard muscles

changes, partly because of drought, reduced supplies, as in the case particularly of meats and poultry products. But there will be food sufficient for the large part of the usual American food requirements.

"We are going to give consumers every possible help in judging the fairness of price changes," the consumers' counsel stated. "We are going to do everything we can to develop intelligent buyer skepticism, and tell the housewife how to feed her family well on low-priced but nutritious foods."

The consumers' counsel's efforts in the face of rising bread and cotton textile prices last summer and fall, Dr. Howe said, had demonstrated the possibilities of checking price advances by informative publicity. By publicizing changes in bread prices in relation to ingredient costs, the public was kept informed as to justified changes. The majority of bakers cooperated and for nearly twelve months the price of bread has kept in close correspondence with legitimate price increases.

Commencement Announcements

In the next ten days there will be salesmen in from the various engraving houses to sell commencement announcements.

WE CAN SUPPLY YOU

We will have a complete line of samples in about the 15th of September, and can supply the needs of the schools of Roosevelt county.

Drop us a card and our salesman will call on you as soon as the new line of samples are received.

PORTALES VALLEY NEWS

Manufacturing Stationers

sultation—the relief of poverty is the business of the social worker, not of the nurse.

In the health survey it was found that the children of New Mexico are better nourished than in the country as a whole. But we have many malnourished children. The proportion is almost twice as high among the children who react positively to tuberculin. Tuberculosis is another infection which does things to the appetite.

Miss Madeline Whitmore of Sudan, visited Miss Dorothy Dale Henson last week.

Miss Lelia Cooper of Kenna was visiting Annie Maude Hunter over the week end.

Attend Meeting of Bar Association

Mr. and Mrs. Turner Hensley returned Sunday from Wisconsin where Mr. Hensley attended the meeting of the American Bar association. He was a delegate from New Mexico.

Mr. and Mrs. Hensley also visited Mrs. Hensley's parents in Baraboo, attended the fair in Chicago and visited in Fayette, Ark., and Okmulgee, Okla., on their return trip.

Mrs. Hensley's brother, W. P. Morey, accompanied them home.

Read The News Want-Ads.

Are You Missing Social Contacts With Friends?

IT PAYS TO HAVE YOUR OWN

TELEPHONE

FREE GATE! TO THE SOUTHWEST'S GREATEST EXPOSITION, THE TRI-STATE FAIR

WILBUR C. HAWK, President.

O. L. TAYLOR, Sec.-Mng.

AMARILLO - - - SEPT. 15 TO 22

Bigger and better, by far, this year than ever before. New department, more displays, finer entertainment, greater attractions—plan now to come and stay all week! Something doing every minute.

\$12,000 CASH PRIZES.

Positively guaranteed to be paid in cash.

LIVESTOCK SHOW

Hereford, Milking Shorthorn, Jersey, Holstein and Brown Swiss Cattle. Finest breeders will be here.

SWINE EXHIBIT

Poland China, Duroc, Hampshire, Spotted Poland China.

AGRICULTURAL EXHIBIT

Wonderful county exhibits and New Mexico State exhibit.

U. S. AGRICULTURAL EXHIBIT

A famous U. S. government display in the Agriculture Bldg.

RABBIT & CAT EXHIBIT

A big display of classes assured.

And don't miss the interesting exhibits in each of the following departments: Vocational Agriculture; Home Demonstration Club; 4-H Clubs; Boy and Girl Scouts; City and Rural Schools; Fine Arts; Domestic Art; Home Grown Flowers; Literary, and Merchant and Manufacturers exhibits. Saturday, Sept. 15th all of the exhibits, Classes and Hereford will not be on the ground. Come and enjoy yourself. Free gate and all exhibits free.

HORSE RACES DAILY.

7 races daily starting promptly at 2 P. M. Admission to grandstand free. Wagons, No Sunday racing.

BILL, CIRCUS & TOM MIX

Two big performances daily, 2:30 and 8 o'clock P. M.

ON THE MIDWAY.

Western States Show—17 shows 14 rides. No Sunday shows or rides.

BOXING-WRESTLING

Watch Amarillo News for dates and locations. Night from grandstand.

AUTOMOBILE SHOW.

Newest models of leading makers in the Auto Bldg. Ask about prices.

FARM MACHINERY DISPLAY

Demonstrations of latest makes of implements for all farm purposes.

963,000 Miles OF ROAD TESTS!



NEW and Improved Conoco Germ Processed Motor Oil is the most thoroughly tested oil ever put on the market! And every test proved that it gives greater motor protection and lower oil consumption!

First, it was tested in more than a hundred cars, trucks and tractors for 963,000 miles of road tests.

Then it was tested against five other na-

tionally known oils in the Destruction Test at Indianapolis Speedway. One fill of this new, patented oil carried a car 4,729 miles—outdistancing the best of the competing oils by 1,410.2 miles!

Drive into a Conoco Red Triangle Station today and fill with New and Improved Conoco Germ Processed Motor Oil—the oil that every test has proved is a better oil!

New and Improved CONOCO GERM PROCESSED (PARAFFIN BASE) MOTOR OIL



ONE OF THE PRODUCTS OF CONTINENTAL OIL COMPANY

CONTINENTAL OIL COMPANY PRESENTS

Tonight and Every Wednesday night, over N.B.C., including Harry Richman, Jack Benny and his music and John B. Kennedy.

SOCIETY NOTES

Portales Woman's Club Hold First Meeting of Year

The Portales Woman's club met in the first meeting of the new year on Wednesday, Sept. 12.

The social committee, acting as hostesses, served a very delicious three-course luncheon at the noon hour.

With Mrs. J. D. Atwood of Roswell, state president, the club enjoyed having as additional guests the following:

Mrs. Grace Baer, Roswell, past state president; Mrs. B. C. Mossman, Roswell, state corresponding secretary; Mrs. Fred Dennis, president of the Clovis club; Mrs. Geo. Reese, of Roswell; Mrs. J. H. Morgan, Mrs. Donald Mackay, Miss Nathalyne Ashe, Dr. Marshall, Mrs. C. E. Mooreland, Mrs. Walter Ferguson, Mrs. C. M. Worley, Mrs. J. W. Maupin, Mrs. J. L. May, Mrs. Ike Hughes, Miss Beth Lawson, Miss Velma Hoffman, Mrs. Geo. Littlefield.

Guests were presented to the club members by their hostesses. Miss Nathalyne Ashe, accompanied by Mrs. Ernest Pogue at the piano, sang two very delightful numbers.

Immediately following the luncheon the club went into business session. Mrs. Atwood as guest-of-honor was escorted to the front by Mrs. Greaves. After the singing of the club song and reading of the collect, reports of the various committees were heard and other business conducted. Mrs. T. E. Mears very gracefully presented Mrs. Atwood with a very interesting talk on "Federation Activities." She also gave in a charming manner, the report of the convention at Portland, Ore., from which she has just returned. Mrs. Baer was next introduced and paid glorious tribute to Mrs. Atwood who is serving her last year as state president. Mrs. Baer also spoke of her experiences and accomplishments as past president.

Mrs. B. C. Mossman stressed the importance of the junior club and the part they play in the future of the woman's club.

Mrs. Fred Dennis as president of the Clovis organization extended to all members an invitation to the federation convention which will be held in Clovis in October.

The Portales club is most optimistic concerning the coming year's work. With the full cooperation of members and committees much is expected to be accomplished.

SPECIAL

RAINBOW MEETING
Wednesday evening at 8 o'clock a special Rainbow meeting was held and the initiatory work was put on for the approval of Chasney Kathryn Miller, Grand Worthy Advisor of the Order of Rainbow for girls of New Mexico.

Miss Miller is making visits to all the assemblies of the state. The meeting was well attended by members and the advisory board. There were also visitors from Clovis.

Refreshments were served at the close of the meeting.

Read The News Want-Ads.

EASTERN STAR

The Order of the Eastern Star will open again Thursday evening after the summer vacation with a covered dish luncheon at 6:30.

Mrs. Mabel P. Baxter, Grand Deputy Instructor will be here to give instruction in the work and Mrs. J. H. Carroll requests all members of the order to be present.

W. C. T. U.

The W. C. T. U. will meet Friday afternoon at 2:30 with Mrs. J. B. Raymond. Mrs. W. H. Catt will be leader.

PRESBYTERIAN AID

Mrs. J. W. Taylor of East Valley View was hostess Wednesday afternoon to the Presbyterian Missionary Society. Mrs. Cal Parker was leader and the subject was "The Master's Amazing Words."

Mrs. A. J. McDonald and Mrs. J. Rex Forest former members were visitors. Mrs. McDonald was in Portales from her home in Artesia visiting her daughter, Mrs. Harlin Kerr.

Delicious refreshments were served to 12 people.

GUESTS AT

JORDAN RANCH

Mrs. J. W. Carr, A. D. Ribble and H. H. Buchanan spent the day Thursday at the Jordan ranch visiting Mrs. P. E. Jordan and Mrs. Fred Luper.

FACULTY PICNIC

FRIDAY EVENING

Members of the public school faculty were entertained with a picnic on the high school football field with a picnic Friday evening by Superintendent Floyd D. Golden and Principals, J. P. Steiner, Kenneth Livingston and L. L. Brown.

Miss Adele Oldham, physical educational teacher in the junior high school was in charge of the games after which the supper was served buffet style.

METHODIST MISSIONARY SOCIETY

Twenty-five women were present at the regular meeting of the Methodist Missionary Society Thursday afternoon, which met at the home of Mrs. J. G. Greaves with Mrs. Roy Long joint hostess.

Mrs. L. L. Brown was program leader with "Love" as the subject. She read the thirteenth chapter of Corinthians and each member

Eastern New Mexico Junior College

DEPARTMENT OF FINE ARTS

PRESENTS

HARRY F. TAYLOR, TENOR

LEILA MAE HARRIS, ACCOMPANIST

Thursday Evening, September 20, 1934

Eight-fifteen o'clock

Methodist Church Auditorium

PROGRAM

Amarilli, Mia Bella	Gullo Coccini
Ich Liebe Dich (von Holstein)	Edward Grig
Le Reve de Des Grieux (from the opera Manon)	Jules Massenet
Floods of Spring (from the Russian)	Sergel Rachmanoff
None But the Lovely Heart (Goethe)	P. I. Tchaikowski
Clouds (Anon)	Ernest Charles
The Green-Eyed Dragon (Newman)	Walseley Charles
Preguntales a las Estrellas (Mexican Folk Song) Arr. by Frank La Forge	
Sugar Plum (from Cahawab Days)	Jacques Wolfe
Cf Paint (Cowboy Song)	Arr. by Oscar W. Fox
Roadways (Massfield)	Edith Rose
The Cross (Markham)	Harriet Ware
Nocturne (Curran)	Pearl G. Curran
Mountains (Hames)	Oscar Rosbach

of the society responded with a suitable quotation.

In the business meeting which was presided over by Mrs. J. D. Marlow, the society voted to have a penny dinner September 26th.

Mrs. J. D. Dillon, who is leaving next week for her home in Memphis, Tenn., was given a handkerchief shower as a token of appreciation of her work in the church during the summer. Mrs. Gladys Moorman was a guest.

PREPARE

SUNSHINE BOX

Ladies of the Christian church met Tuesday afternoon with Mrs. J. W. McMinn and prepared a "Sunshine Box" which was sent to Mrs. Maury Sanders who is in a hospital in Ft. Worth.

MONDAY

BRIDGE CLUB

Mrs. James D. Turner was hostess to the Monday Bridge club at her home on State street Monday afternoon at 2:30 o'clock.

The Turner home was made more attractive by bouquets of lovely pink roses.

Those present were Mesdames J. Brough, H. H. Buchanan, J. P.

Steiner, Edwin Neer, W. W. King, A. D. Ribble, J. C. Compton, E. L. Wright, Wm. Lemaster, P. H. Reed, Ray Snelson and J. H. Morgan.

At the close of the game Mrs. Buchanan held high for members and Mrs. Reed high for guests and Mrs. Ribble low.

Mrs. Turner served a tempting plate lunch.

MISS SOUTH

9 YEARS OLD

Miss Irene South was 9 years of age Wednesday and entertained a number of her friends with a lawn party in honor of this event. Her little friends showered her with gifts. They all enjoyed many lively games on the lawn and as well as the refreshments.

Those enjoying this party were Gordon Creek, Griffin Chapman and Misses Louise Lee, Geneva Kirby, Margaret McDermott, Lucy Faye Yoachum, Eunice Nelson and Minnie Marie Lovorn.

BAPTIST CHURCH

Lieut. E. V. May will fill the pulpit at both the morning and evening services. Lieutenant May is chaplain for all the CCC camps in New Mexico and West Texas.

Rev. J. Griffin Chapman will preach at the First Baptist church in Phoenix, Ariz., at both services Sunday.

CHRISTIAN

LADIES AID

Thursday for Home Coming Day for the Christian Ladies Aid which met in the basement of the church for a covered dish luncheon.

Mrs. J. W. McMinn was program leader in the afternoon with a mission program on Hawaii. Miss Agnes Forman, and Mrs. Maury Sanders took part on the program. rolls Sunday.

BIRTHDAY

AT BRESHEARS HOME

J. H. Breshears was complimented with a birthday party at his home Friday evening with a dinner. Each guest brought a covered dish for the event.

Following dinner an old fashioned spelling match was held using the Blue Back speller. Mrs. E. C. Murrell won first place and Mrs. Bremer second.

W. M. U.

The Woman's Missionary Union of the Baptist church will meet at the church Thursday afternoon at 3 o'clock for a business meeting. All members are requested to be present.

WEEK OF PRAYER

Next week the Baptist church will hold the annual week of prayer for missions. This will be observed by the Woman's Missionary Union and the Brotherhood. Services will be held at the church on Monday, Tuesday and Wednesday evenings. On Wednesday the men will be in charge of service.

RAINBOW ELECTION

The officers elected at Rainbow Thursday night were Worthy Advisor, Doris Doyal; Worthy Associate Advisor, Vivian Case; Char-

ity, Johnnie Lee Compton; Hope, Mildred Lyons and Faith, Betty White.

The Needlecraft club met Wednesday with Mrs. H. F. Crow instead of Thursday.

Mr. and Mrs. R. B. May and Mrs. Ethel Daggett of San Antonio, Texas, arrived the first of the week to make visits in the homes of Mr. and Mrs. W. D. White and Mr. and Mrs. C. L. Owen.

Only a very rich man can afford to own an uninsured automobile, an uninsured home, or an uninsured stock of goods

Armstrong Insurance Agency

Insurance and Bonds.

WELCOME!

Faculty and Students of

Eastern N. M. Junior College

Make our Market your Headquarters.

The best of Meats, Sandwich Spreads, and Delicatessen Supplies our specialty.

PURITY MARKET

Across the Street from the Theatre.

CARLE YOACHUM, Prop.

Dance at KIMO

SATURDAY NIGHT

Center in The Air!

What's New in COATS

\$14.75 to \$24.75

New-season coats are longer than they were last year, with a smooth-fitting, natural shoulder line! Sleeves are generally less intricate and their fullness is confined to below the elbow.

And fur collars—they're really revolutionized, with ripple revers, pull-through scarf effects, tea-time effects, rippled jabots, double question mark and frame collar, and notched lapel shawls. In the right Fall colors—low-priced!

and SUITS

\$9.90 to \$24.75

Swagger suits—and how women love them!—have longer coats, too, (reaching approximately the skirt length) and arm-holes are deeper to tie in with the general fashion trend. Many of these smart suits have vestes or sham vestes, which makes the suits warmly practical. These are developed in handsome tweeds and monotonies in a range of smart Fall colors!

SEE Penney's first showing of these new Fall Fashions! Just arrived—ready for you now in all their smart lines, colors, fabrics, furs!

BUY NOW ON THE LAYAWAY PLAN
A small deposit will reserve any selection until wanted.

Penney's

J. C. Penney Co. Inc.

EXTENDING Congratulations

—To The—

Junior College

Upon the Opening for Their First Regular Term.

We're 100 per cent for the students and faculty members and especially do we look forward to a winning football team.

BOSTONIAN SHOES FOR MEN

FIELDS & BONNER

"THE MAN'S STORE"

Cleaning Pressing

Laundry for College Students

Finished, Rough Dry or Helpy-Selfy Work

Mrs. E. A. Brown

220 State Street

Now A Genuine Ford Battery for Every Car

Three batteries of different sizes and capacities AND DIFFERENT PRICES

13 plate GENUINE FORD Bat. \$5.55 (and your old battery)

15 plate GENUINE FORD Bat. \$7.50 (and your old battery)

17 plate GENUINE FORD Bat. \$7.95 (and your old battery)

The above batteries GUARANTEED for from 12 to 21 months in passenger cars and 6 to 10½ months in trucks.

Universal Motor Company

Watch the FORDS go by!