

7 Payment PUTS A DEER GOLD MEDAL CREAM

Let Your Next Battery be a PHILCO

RICHLAND The seventh and eighth grade boys grubbed the baregrass and...

UNDERTAKER AMBULANCE ED. J. NEER EMBALMER SERVICE

Portales Trounces Ft. Sumner 40-12

Portales beat Ft. Sumner in one of the fastest and most thrilling games played on Portales gridiron this season in a one-sided score of 40-12.

The Rams outplayed the Ft. Sumner boys from start to finish, but twice they were unable to stop them from carrying the pigskin across the goal line for a touchdown, but failed to make the extra point.

Much credit of the game was given to Portales' outstanding half back, Alfred Duncan, who carried the ball across the line four times, making long runs around the end and never failing to gain when he had the ball in possession.

The game, although filled with thrills from the start, carried a sad part for the Ft. Sumner team, Bill Pickle, the outstanding player who ran 99 yards to score the first touchdown and also scored the last one, was seriously injured in the last few minutes of the game, his leg being fractured between the ankle and knee.

Ft. Sumner gave the Portales a much harder game than they expected, and made the first point on the Rams this year although they still remain undefeated.

Portales meets Artesia here Friday, November 8, Artesia has beaten Roswell 18-0 and they also beat El Paso, so this is expected to be the hardest game of the year.

Wedding Bells

Tuesday evening at 8 o'clock, Rev. Claude A. Loris spoke the words which made Miss Buelah Brown and John Cliphers man and wife. The ceremony was performed at the Christian parsonage and the happy couple were attended by Mr. and Mrs. Howard Conner.

The bride and groom have each grown to young woman and manhood here, and each are children of prominent and well known families.

The News was unable to find out what their future plans are, but wishes them joy wherever they may locate.

Locals and Personals

Miss Daisy Cross, an experienced sales lady from Tucumcari now has charge of the Ladies Ready to Wear Department at the United Dry Goods store.

Misses Leola Hayes and Sallie May McCauley were Clovis visitors Friday evening.

J. T. Riddle made a trip to Big Springs, Texas, last week bringing back with him a family of cotton pickers.

Misses Bell and Bessie Johnson of Clovis spent two days the past week in the Dan Smith home.

J. N. McCall has purchased a new Chevrolet roadster.

On Thursday evening, Rev. Loris and wife of Portales, and Rev. Rogers and wife, from Clovis, accompanied by five young people, went to Elida and held a service. Tonight the Endeavors will go to Elida to put on a program and help the young people there to organize a Christian Endeavor.

The W. B. Oldham family have returned from a pleasant visit in Dallas.

Friends received word that Mrs. Cavanaugh (nee Vivian Carroll) of Dallas has a new baby girl. Mrs. Easterwood is visiting with Mrs. Cavanaugh, her granddaughter.

Portales Markets

The following markets prevailed in Portales on Tuesday morning, October 31st.

Table with 2 columns: Item and Price. Includes items like heads of all kinds, pig heads, and various meats.

Dr. Stratton Noted Baptist Minister Dead

Rev. Dr. John Roach Stratton, noted Baptist minister, died at Clinton Springs, New York, Tuesday. He was 64 years old.

Although he had been seriously ill from a nervous breakdown for a year his death was unexpected, due directly to a heart attack.

He was a pastor of the Cavalry Baptist church at New York and a noted fundamentalist.

He gained nation-wide prominence in his campaign against evolution and modernism. He took an active part in the campaign against the candidacy of Alfred S. Smith.

Some two years ago, Dr. Stratton and his wife and a son and mother, were in an auto wreck near Portales in which the Buick car was damaged and all the occupants suffered minor injuries. They proceeded on their way the same day by train to Oklahoma City, where the Dr. was to speak and where he was presented with a new car.

Bids for Star Routes

Bids will be received by the post office department for carrying the mail on all star routes on the 14th of January, 1930.

List of routes and forms of proposals can be obtained at the local post office.

SERIES OF SERMONS

Elder G. H. Nixon, of San Bernardino, Calif., a representative of the Re-Organized Church of Jesus Christ, of Later-Day Saints, will begin a series of 13 Bible sermons at the court room in Portales, New Mexico, November 10, at 11 o'clock a. m. Many interesting subjects will be discussed. Everyone is cordially invited to attend these services.

Locals and Personals

The Portales Bakery has two new bakers. Mr. George Dowd, from Amarillo, and Charlie Burlison, from Wichita Falls.

Mrs. Charlie Burlison from Wichita Falls, arrived Friday night. Mr. and Mrs. Burlison are staying in the A. J. Goodwin home at present, but will occupy the Garrett home after the first of the month.

Mr. Rudolph Wetzel and his brother-in-law, Arthur Caughier, stopped over Friday night on their way to California, to see Miss Carolyn Wetzel. Mr. Wetzel has been in Canada and Maine, and is accompanying Mr. Caughier as he moves from Maine to California.

Mrs. H. Walton, McKewen Walton, Mrs. H. G. Rowley and Mrs. J. D. Hunter spent Sunday in Canyon visiting their daughters. The heavy rain Sunday made the roads almost impassable so the ladies decided to play safe and remained in Hereford for the night, arriving home Monday morning.

Some of the trucks that came in from Memphis, Amarillo and Estelene, Texas, Monday morning, were covered with mud, even to the tops of the cabs. Must have been some rain from the looks of the trucks.

The American Bakery has a new baker, J. M. Connett, from Amarillo.

Mr. and Mrs. A. W. Stokes and son Roy, spent the day Sunday with Miss Wilda Rogers at Frio.

Mr. and Mrs. A. E. Atkiss, J. P. Ford, and Mrs. Minnie Roller went to Texico Sunday to visit some old acquaintances that they had not seen for 25 years, Mr. and Mrs. Bill Dye from Rogers, Arkansas.

Mr. and Mrs. J. H. Carroll and Mr. and Mrs. Jack Turner went duck hunting in the Pecos river Sunday.

Mr. and Mrs. Jim Robinson and family, of Quitaque, Texas, arrived Sunday afternoon, during a heavy shower, to visit in the A. L. Hahn home. They like Portales and may locate here.

Mr. and Mrs. F. P. Masers and daughter, Laurice, from Coolidge, Texas are visiting in the T. E. Allen home. Mr. Masers who is a brother of Mrs. Allen, is delighted with this country. He says that the crops were fair from Coolidge to here. They will visit points of interest while in the state, among them, the Capitol and the Carlsbad caverns.

Judge Hatch, of Clovis, gave a very interesting lecture to the Men's Bible Class of the M. E. Sunday school, in the District Court room Sunday morning.

Canning Factory Reaches 60 Cars

On Saturday of last week the Portales canning factory canned their 60th car of tomatoes and on Monday started in on the 60th car.

The recent freeze damaged all tomatoes remaining in the field, but there were sufficient which had been gathered and stored to finish up the 60th car or a little more.

MRS. J. B. CROW'S FATHER DEAD

News was received Thursday morning that H. F. Porter, father of Mrs. J. B. Crow, had passed away at his home at Nebo, Ky. Mrs. Crow had been at her father's bedside for more than a week. Mr. Porter leaves a wife and a son besides Mrs. Crow, to mourn his passing.

Locals and Personals

Mrs. T. E. Allen's nephew, Burrell Masters, who is employed in the "M" System at Clovis, spent the week end in the T. E. Allen home.

Misses Kathleen Kiely, Thelma Stallings, Elizabeth Graham, and their friend Lucile Mitchell, from Orange, California, spent Tuesday night with Miss Vada Mae Jackson.

Mrs. J. D. Autry and Miss Sibyl took Miss Thelma Autry back to her school Sunday afternoon.

Mrs. F. J. Moore and Mr. and Mrs. Pete Rucker of Tucumcari, were the guests of C. V. Sissell and family Sunday. Mrs. Sissell and Mrs. Moore have gone to Hot Springs for a month, for the benefit of the waters.

Mrs. J. B. Priddy will be hostess to the members of the U. D. C's. on next Tuesday, November 5, at her home, at 3:30 in the afternoon.

Rev. Bourne of Grove, Okla., who is in Portales for the benefit of his son's health, will fill the pulpit at the Baptist church Sunday morning.

The following teachers left in Miss Helen Zeran's car Wednesday afternoon for Albuquerque to attend the State Teachers Association. Miss Venter, Mrs. Daniels, Miss Bloomer, Miss Branigan, Miss Zeran and Clovis Green.

Mr. and Mrs. Leslie Smith have purchased the E. D. Kirk home and will move in the first.

Mr. and Mrs. M. C. Sharp came in from Dallas last Thursday. Mr. Sharp is a Chevrolet salesman.

The members of the Ladies Aid of the Christian church will be hostess to the members of the church with a tacky and masked party Friday evening at 7 o'clock at the chamber of commerce building. A fine if you come without your mask. A two course menu will be served.

A new girl arrived at the home of Mr. and Mrs. J. A. South Saturday. She has been named Norma Jean.

Mr. and Mrs. H. H. Richardson and W. F. Bennett, of Elida, were in Portales on business Monday.

Mrs. Paul De Olivera of Tucumcari visited with Mrs. J. C. Brown and Miss Bessie Knight over the week end.

After a short stay in Borge, S. F. Moore has returned home.

Dr. and Mrs. Hugh Erasell and Mr. and Mrs. Milt Kornegay were Roswell visitors Friday.

Mr. and Mrs. McCowen of Elida were Portales visitors Saturday.

Pike Powell of Rogers is driving a new roadster.

W. D. Hendricks and daughter Mary were in Clovis Saturday on business.

Mrs. F. W. Myers from Lubbock is visiting her parents, Mr. and Mrs. H. Haroom.

John Skinner of Portales, is driving a new sedan Chevrolet.

Mr. and Mrs. F. W. Morton, from Oklahoma, are staying in the C. D. Douglas home while they are looking for a new location.

R. C. Grunis has purchased a new Chevrolet truck.

E. L. Haydon of Elida has a new Chevrolet coupe.

Willis Hahn arrived with his household goods Tuesday night and will locate in Portales.

L. L. Brown, Miss Cymbeline, Warnica, Miss Janie W. Hamon, Miss Lucile Rowley, Miss Eula Williams and Aubrey Davis left in the Brown car Wednesday afternoon for Albuquerque to attend the State Teacher's meeting.

Mr. and Mrs. Jack Wilcox and Mrs. Wilcox's mother, Mrs. Rose McDowell, of Kansas City, were visiting friends in Portales over the week end.

Jim Caviness Going In For Milk Durhams

Mr. Caviness, of Causey, is now going in for milk durhams.

Mr. Caviness says that he believes that he can make a better profit from this breed than from Jerseys, as the calves will be worth so much more.

This makes the third herd of this sort that has been brought to the attention of the News.

H. C. McCowen of Elida, has long been running the milk durhams, and recently Uncle Bob Woods has gone in for this breed.

Roosevelt county is fast turning to the dairy herds, and it will only be a short while before every farm in the county will have a nice herd of dairy cattle.

Sweet Potato Crop In Good Shape

The bulk of the sweet potato crop is now in storage, but there are many potatoes still in the field. These received very little damage from the recent cold snap, and it is estimated that all will be in storage within the next week or ten days.

The sweet potato yield has been exceptionally good this year, and was way beyond expectations.

The Portales Valley sweet potatoes have been favorably received in all markets, and the demand is growing each year.

70 Cars Green Tomatoes Shipped

It is estimated that at least seventy cars of green tomatoes have gone out of Portales the past season. These include car lot shipments and those which went out by truck.

The tomato industry is now in its infancy and it is estimated that the present crop will be doubled or more the coming year.

Dora

The grounds around the school buildings have many low places in them in which water stands when it rains. Especially, do we want to call your attention to the largest one which is located in front of the brick building. It resembles a lake when full of water.

This mud hole not only mars the appearance of the campus but causes a disagreeable place to park on Sunday nights. Some of the people here have had their misfortune of stepping into this mud hole and therefore went home with wet feet which might have resulted in a severe case of colds. School children are inclined to wade in water and this is just the place in which to do it.

So, in order that the appearance of the campus might be improved and these other things prevented, this mud hole must be filled up and made level with surrounding ground. This one is not the only one however, for there are several others. Some of the men of this community must get together and put the campus in condition.

B. Cathey, Jim Richards, D. C. Bradshaw, Lu Richards and Trece Kirksey are among the farmers of this community who have made good cotton crops. Some of them are averaging one half bale per acre.

A steady rain fell in and around Dora Sunday afternoon and evening.

Rain prevented any gathering Sunday night. There will be singing at Dora next Sunday night, come on singers, and let's make this the best singing class in the county.

Mrs. John Creek has been sick the past week, and has been attended by her sister, Miss Ruth Fraze. We are glad to report that she is better.

Mr. Lance, of Cochran county, Texas, was in Dora Monday. Mr. Lance has done much for Dora by way of helping to get the state highway running from Elida to Morton, which causes Dora to be located at the intersection of two state highways.

Mr. Nelse Victor has leased his store to Mr. W. S. Garnett, of Mound, Texas. Mr. Garnett will take possession about the sixth or seventh of November. Mr. Victor has been in the merchantile business here for several years, and during this time has made hosts of friends who will regret seeing him leave.

The girls met Thursday and organized two basket ball teams, and elected their captains. Ethel Radcliff is the captain for the first team and Frances Hodges is the captain for the second team.

J. M. Bradley Makes Record Yield Potato

J. M. Bradley, one of the original sweet potato men of the Portales Valley, has just completed harvesting what is said to be a record crop in this section of the country.

On five acres of land Mr. Bradley harvested 3,240 bushels of sweet potatoes, or 648 bushels per acre. Practically all of these potatoes were of good, uniform marketable size. During last week many people visited Mr. Bradley's farm to marvel at the sight of this vast yield of sweet potatoes.

This fine showing of course a splendid boost for the Portales Valley in that it shows what can be done.

The story of Mr. Bradley's accomplishment is a lesson that can well be studied by everyone who is anxious to see the Portales Valley forge ahead. The results that he secured did not "just happen."

Nor is it because the Portales Valley is better than other farming sections. This great yield of sweet potatoes was due to good farming methods employed by Mr. Bradley over a period of a year. It is the result of an intelligent program of crop rotation and good cultural methods.

For four years previous to the present crop, the land on which this crop of sweet potatoes was raised was in alfalfa. This alfalfa was heavily manured and large quantities of water were used in irrigating it. The alfalfa was winter irrigated sufficiently that it did not suffer from drought during the winter. Large yields of hay were cut from this land for the past four years. During one season eight tons per acre was taken off in five cuttings. Accordingly, the alfalfa was a money maker, and at the same time the soil was being built up and being prepared for the tremendous potato crop. When the alfalfa was finally broken and the land put in sweet potatoes this past spring, the soil was rich in available plant food. The alfalfa and the manure had made the soil better than it ever had been. Good cultural methods in raising the sweet potato crop did the rest.

Mr. Bradley's results show definitely that it pays to use a system of crop rotation with legumes, such as alfalfa, and that it pays to use manure. Straight truck farming, or straight one crop farming of any sort has never proved successful in any country. Crop rotation is necessary, and livestock are necessary in order to maintain soil fertility.

Many farmers in the Portales district, in recent years, have quit the straight truck farming principle and have put a part of their farm in alfalfa. In this way they are building up their soil for bumper crops of sweet potatoes, tomatoes, etc. By the use of manure, crops can be greatly increased. Where irrigation is practiced, and if well rotted manure is used, there is no danger from burning.

Mr. Bradley says that he plans to have one half of his farm in alfalfa from now on.

It is interesting to know that prior to four years ago this same land, that produced the large sweet potato yield this year, had been cropped in truck crops so long that it was practically "run out" and produced very low yields of sweet potatoes. Four years of alfalfa and manure brought it back.

The Floyd school dismissed this week on account of the state teachers' meeting.

Mr. Compton was called to Amarillo Saturday to be with his son Eurith, while he underwent a tonsil operation.

Willie Prite motored to Roswell last week.

Mr. J. F. Morgan is completing his new house this week.

Mr. Watson called at the Federal home Wednesday night.

A number of the Floyd ladies were delightfully entertained in the home of Mrs. Parish, of Portales Saturday.

Mrs. Feland has been on the sick list this week.

Mrs. Harrison Clary and Mrs. Sumner Clary visited in the Federal home Saturday.

Mr. Carysle has been rebuilding Mr. Chumbley's ranch house this week.

Miss Willie Mae Thornton spent last week with Miss Mary Parish.

Mr. Olson visited in the Borden home last Sunday.

Brother Sowell will fill his regular appointment at Floyd Sunday. Everyone come, and be present.

Famous Fourth Anniversary Sale In Full Swing

The Fourth Anniversary sale of the Famous opened on Friday of last week, and on Saturday this popular store was crowded with buyers.

This store opened in Portales 4 years ago last week, and has steadily increased in business, each year.

Dave Isenberg is much pepped up over his splendid business, and plans to make it bigger each succeeding year.

Trip to Albuquerque

Friday morning at 5 o'clock the society editor, with Mrs. Lacy Armstrong, left in Mrs. Armstrong's Buick for Albuquerque to spend the week end. We always heard the Lord takes care of those who are unable to care for themselves, with Mrs. Armstrong as the exception, in this case, it was well for the entire trip going and returning was made without a hindrance. The roads were ideal, and the scenery through the mountains grand, just enough snow among the green of the cedars and pines for a pretty picture. We arrived about 2 o'clock, some three hours before we had expected to reach our destination, we were in Albuquerque, thanks to the Buick and Mrs. Armstrong's excellent driving.

We first hunted up the Alpha Chi Omega house, at 123 S. Girard, where the society editor's daughter, along with about eighteen other girls make their home. The girls were most cordial and with Miss Florence Crile, as president, and Miss Tolbert, as house mother, very kindly asked us to dinner. This was accepted and there we spent a most pleasant evening. The girls seemed so cozy and happy in their new home.

The night was spent in the home of Miss Myrtle Plant, who lives just across the street from the sorority house, in a lovely home. Mrs. Plant was one of the first settlers in Portales, and had been a life long friend of the Lindseys. She told us many interesting stories of the early days of Portales. Miss Plant, has taught the opportunity room in Albuquerque junior high, and is doing a wonderful work.

Saturday morning, the three, Mrs. Armstrong, Elizabeth Greaves and the society editor, started out for a day of adventure. First they had to wait until 10 o'clock for Elizabeth to be through classes.

Then the hunt began. The first stop was made to see Mrs. Stone, but to our disappointment we found her out walking, and as our time was limited, we failed to see her.

Lunch was eaten in "old town" and "enchiladas" that's what they called it—bar the spelling—lasted the society editor it looked and tasted corn bread hot cakes with chopped onions between and chill over the top—it was her first, and she thinks her last dish.

After lunch a drive was made to see the sights. We found the latest style of decorations for homes was a huge string of red pepper hung on the front porch, and as the Post Office in Portales and the News each try to be "up to date" a string was purchased and will be seen decorating the front porch of the Post Mistress' and the society editor of the News.

The trip would not have been complete without a trip thru Kress and Woolworth's and any how, that's the society editor's address when out of town, according to the News editors' statements, and she thought she might get a message there.

A visit to the Kimo was next in order, and the theatre itself is worth the price of the admission, being a pueblo style of architecture and the inside decorations being all Indian. The picture was good also.

After the show there was a mad scramble to get to Mrs. Bertha B. Lindsey's for dinner. Mrs. Lindsey is quite cozy in one of her apartments, and we enjoyed the delicious dinner to such an extent as one would imagine—three people who had been sight seeing all day would. After dinner the four played bridge, only the society editor was always "dumny."

The night was again spent in the home of Miss Plant who is certainly an ideal hostess. At eight o'clock Sunday morning the return trip was begun, and at five o'clock the Buick landed the society editor safe at her door.

It was a happy trip all three days, crowded full of pleasure, the only draw-back being the days weren't long enough.

Portales and Roswell Play Scoreless Game

One of the hardest fought games of the year for the "rams" was on the Roswell field, last Friday, when they met the Roswell "Coyotes" in a scoreless game.

The game was slow, both sides waging a defensive battle and punting frequently from one end of the field to the other, little excitement entering in the game as when in the first half, when a pass, Nelson to Adams sent the Coyotes to Portales' 43 yard line and another for Roswell when Adams intercepted a pass and raced 25 yards before being downed, on both occasions Roswell was unable to penetrate the Rams' line, and made only two first downs in the entire game.

The greatest thrill for Portales fans was in the last five minutes when Green, halfback, raced through the Roswell line for 30 yards to Roswell's 20 yard line. Three line plunges carried the ball over for another first down, then Portales tried a place-kick which was blocked. This was the only scoring threat of the entire game.

Portales started a passing attack which three times in the first half, were completed for 34 yards and in the last half completed two for a gain of ten yards.

Portales nor Roswell had an offense that deserved any credit. Minor and Green of Portales, Bond of Roswell were the stellar players of the game.

Portales attempted 15 passes and completed 5 for a total gain of 44 yards. One was intercepted by Roswell. Roswell tried 10 passes and only one completed for a gain of 27 yards, four were intercepted, and the rest were incomplete.

The line-ups were as follows:

Table with 2 columns: Name and Position. Lists players like Lefflar, Vaughn, Raymond, Miner, Maxwell, M. Jones, White, D. Smith, P. Smith, Green, Duncan, etc.

Portales still remains undefeated and has never been scored on this year. Portales has a total of 10 points to the opponents.

Next Wednesday the Rams' Ft. Sumner at Portales. Expected to be one of the games that the Portales team will play.

REV. BALL ACCEPTS PASTORATE BAP. CHURCH

Rev. C. E. Ball of Roswell, Texas, who preached such a splendid sermon, to an appreciative audience, Sunday, October 29th, accepted the call of the Portales Baptist church and will soon be in Portales.

His household goods are expected to arrive today and the family are expected, weather permitting, to arrive Monday.

Rev. Ball has successfully filled the Rule pastorate for a number of years, and comes very highly recommended to Portales, not only as a superior preacher and consecrated Christian worker, but as a progressive citizen as well.

While Rev. and Mrs. Ball have four married children, they also have a son and daughter, both of whom are sophomores in high school. The young people are glad to welcome them into their midst.

The News joins with many others in welcoming Rev. Ball and his family to Portales and wishes that he may have many fruitful years in the Lord's service here.

Y's BRIDGE CLUB

The Y's Bridge Club will meet at the home of Mrs. J. H. Lee on Thursday night, October 31st, at seven-thirty.

HALLOWEEN PARTY AT SCHOOL

Mrs. L. E. Canon entertained her home room with a Halloween party Friday afternoon from 2:30 until 4. They played a number of very amusing games appropriate to the season. Popcorn and candy were served and the children were very when the hour of fun was over, and it was time to go home.

\$7
 Own Payment
 PUTS A
 DEER'S GOLD
 MEDAL
**CREAM
 SEPARATOR**
 in your home. See them on
 your floor and let us tell you
 about them.
George & King

Let Your Next
 Battery be a
PHILCO
 The quality is of
 the best and the
 price is right
 -Recharging-
 -Repairing-
**ALL MAKES
 BRACKENS
 BATTERY SHOP**

*** * * * ***
RICHLAND
*** * * * ***
 Editor: Pearl Partin, assoc. ed.
 Lucille Stroud, Orval Roberson,
 reporter, Truman Short.
 (Carried over from last week.)
 Our first month of school has
 passed. We received our report
 cards last Wednesday. One hun-
 dred and sixteen pupils are en-
 rolled at present, and others are
 expected in the near future. Our
 school keeps on steadily growing.
School Room Activities
 We had an assembly Tuesday
 morning. Miss Stigall and Mrs.
 Rice entertained us with a song
 after which Mrs. Rice talked on
 "The Care and Beautification of
 our School Property." Each room
 was then assigned something to do
 toward cleaning up our school
 grounds and buildings.
 Miss Edwards and Mrs. Rice are
 each teaching a part of Mrs.
 Park's grades that she may be
 with her son, Lonnie, during his
 serious illness.
School Ground Activities
 Friday afternoon, the eighteenth,
 was clean-up day at our school.
 The pupils of the different rooms
 had their parts assigned to them.
 The high school girls washed
 the windows, desks and woodwork.

The seventh and eighth grade
 boys grubbed the baregrass and
 the girls put coal on the roots
 so they would not grow again.
 All the rest of the school joined
 in putting the baregrass, paper,
 and rubbish in a wagon, to be
 hauled off and burned.
 We did not quite get through
 with our work Friday afternoon
 but Mr. Hartwick and Georgia
 Sigall was kind enough to fin-
 ish the job for us. The after-
 noon's work surely does help
 the looks of our school grounds.
 Interest in school ground activi-
 ties has been increased in the
 past week, due to the coming of
 new material and approaching
 games. The boys and girls have
 received their suits. They are
 purple, trimmed in gold, our school
 colors. The junior boys have re-
 ceived the new volley ball. The
 net will come later.

long can a person live without
 brains?"
 Mr. Hartwick: "I don't know,
 how old are you?"
 Come in and inspect our line of
 Christmas Cards. Portales Valley
 News.

We have several hundred de-
 signs of engraved Christmas cards
 from which to make your selec-
 tions. Place your order now. Por-
 tales Valley News.

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 AMBULANCE SERVICE
 Established 26 Years - Licensed by State Board
 Phone 67 2 Rings - Agent for Clovis Floral Co.
 Quality and Service Considered - Neer's Prices are Low.
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YOU WANT A RANCH
 We have ranches at \$10 per acre with approximately 7664
 deeded land, 5500 acres State Leases, 12 sections fenced
 sheep proof, plenty of springs and wells. If you
 have the money to buy this ranch lets show it to you.
 SEE
WESTERN LAND COMPANY
 EZRA WATTS PAUL M. JONES
 FARM LOANS - INSURANCE - REAL ESTATE

**A Tasty Sandwich and
 a Glass of Milk**
 What a delicious and tasty tween meal snack a sand-
 wich and a glass of milk makes, especially if your milk
 comes from a bottle carefully sterilized and filled in our
 sanitary dairies. Always a generous measure of rich
 cream.
DOYAL'S DAIRY
 PHONE 141

Community Activities
 In the last week's issue, the an-
 nouncement was made that we
 have singing every first and third
 Sunday night. Now we have voted
 to have singing every Sunday night
 except when a preacher comes to
 preach. We have Sunday school
 every Sunday morning. Everyone
 is invited to come.
Personals
 Mr. and Mrs. Dennis Setser and
 Opal Setser spent Sunday in the
 home of Mrs. Setser's parents, Mr.
 and Mrs. J. H. Short. Mrs. Set-
 ser is to spend part of the week
 with her parents.
 Mr. Hartwick spent the week-
 end in Lubbock, Texa., visiting
 relatives and friends.
 Mr. Walter Georg Short, from
 Bellview, New Mexico, spent Sun-
 day with his parents, Mr. and Mrs.
 J. H. Short.
 Lonnie Parks is still very ill with
 typhoid fever. His condition is
 critical.

Jokes
 Mr. Hartwick: "Glenn, what 3
 words are used most in high
 school?"
 Glenn: "I don't know."
 Mr. Hartwick: "Correct."
 Truman: "Mr. Hartwick, how

**More and More Colds
 Treated Externally**
 Demand for Vicks VapoRub Pioneer of
 "No Dosing" Method, Grows
 At Amazing Rate

A generation ago, when Vicks
 VapoRub was originated, the idea
 of treating colds without "dosing"
 was almost unheard of. Today, more
 and more colds are treated exter-
 nally, and the whole trend of medi-
 cal practice is away from needless
 "dosing."
 Mothers especially appreciate
 Vicks, because it checks colds with-
 out risk of upsetting children's deli-
 cate stomachs. Just rubbed on,
 Vicks acts through the skin like a
 plaster, and at the same time it gives
 off medicated vapors which are in-
 haled direct to the inflamed air-
 passages.
 Year after year the demand for
 Vicks has grown until it is now the
 family standby for colds—adults as
 well as children's—in more than 60
 countries.
 "A short time ago the famous
 Vicks slogan "17 Million Jars Used
 Yearly," was raised to "21 Million"
 to keep step with the ever-increasing
 demand. Again the figures have
 been outgrown, as there are now
 "Over 26 Million Jars Used Yearly,"
 in the United States alone.

**Every Piece
 Spick and Span**
 Each year housewives are appreciating
 more and more the folly of doing their
 own washing when the laundry can do it
 better. Let us prove to you that it costs
 no more to have us do your work—spick
 and span.
PORTALES STEAM LAUNDRY
 PHONE 17

Community Activities
 Friday afternoon, the eighteenth,
 was clean-up day at our school.
 The pupils of the different rooms
 had their parts assigned to them.
 The high school girls washed
 the windows, desks and woodwork.

**Hardware Jingles
 Jack Nife**
 Look! Look!
 Bread-boxes, ball-boxes, basket-
 balls and bevels,
 Lantern-wicks and lamp-bulbs,
 latches, locks and levels!
 O-O-O
 JACK NIFE, our Hot-foot sales-
 man suggests that the best way
 for you to find out what you
 need in hardware is to come down
 and see what we have. You may
 find you've been needing things
 for years that you never knew ex-
 isted. Anyway, you'll learn a lot.
 O-O-O
E. N. Neer, Hdw. Co.
 Let Jack Nife Save your "Jack"

C & T Service Station
PHILLIPS
GAS AND OILS
WASHING AND GREASING
Goodyear Tires and Tubes
PHILL-UP with PHILLIPS
 Phone 90 Portales, New Mexico

Bigger And Better
 We invite you to come in and inspect our Bakery since
 we have renovated the front part. It is now one of the
 cleanest and most sanitary bakeries in Eastern New
 Mexico—Truly a wonderful improvement.
A Money Back Guarantee
 that's a fact, we mean it. If you get a loaf of
 bread, pie, cake or cookies that are not up to American
 Beauty Standards, we will gladly refund your money.
MEMBER—Your Grocer handles it, so do not fail
for American Beauty Bread—"Bread With the
GOOD VALUE Left in it."
 Lemon Chiffon Pies; French Cream Pies and Pine-
 apple, Cherry, Pumpkin, Mince, Apple and Apricot
 Pies, in fact, we will make anything in the Bakery line
 with a 24 hour notice.
 Home Made Layer Cakes with butter icing; Devil's
 Food Cake, real home made.
 Friday and Saturday we are making genuine Angel
 Cakes.
 Rolls and Marshmallow Rolls—
 Cakes of Cookies, also Fresh Doughnuts every day.
American Bakery

The modern idea
**Lots of Style --- a good
 looking front and very
 little cost**
**Hart Schaffner and
 Marx, Suits and
 Topcoats**
\$35
 Nobody can make better
 clothes than Hart Schaff-
 ner & Marx; nobody is so
 thoroughly in touch with
 every New Style trend; no-
 body can put more for the
 money into a suit of clothes
 than these makers—so when
 we offer you these suits
 and topcoats at \$35—you're
 getting a value that stands
 out above everything.
FIELDS & BONNER
"THE MAN'S STORE"



The first showing of Holiday Goods of the season is now Displayed at Varney's. This is quite an advantage to you to make your purchases early and get it off your mind. Just a little time now and a small deposit will turn the trick. Our store is overcrowded with merchandise and you will find quite a noted reduction on all staple goods. Attend our sale this Saturday and buy a good broom for 15c. Just one to a customer. Many other bargains, but too numerous to quote

Varney's Variety Store

The young people are looking forward to Halloween with a good deal of pleasure, among other things, there will be a midnight matinee which many are planning to attend. James Powers of Lubbock visited his mother, Mrs. J. C. Boyce Friday as he was on his way to Hobbs. John B. Young has purchased a new Chevrolet coupe. Powhatan Carter accompanied by Miss Lucile Anderson came up from Roswell to spend the week end with Mrs. J. L. May. R. A. Ham is driving a new Chevrolet truck. Mr. and Mrs. W. H. Cryer and Mrs. Edda were in Portales Saturday.



OUR FOURTH ANNIVERSARY Sale

SUITS Men's Marx Made suits in pure woollens, \$25.00 values, now— **18.65**

Ladies Felt House Slippers Ribbon Trimmed and in many colors, sizes 3 1-2 to 8, 98c values reduced to—

Dresses Ladies' New Autumn Silk Dresses, Satins or Crepes, in sizes 14 to 44, values to \$19.85, now— **9.65**

Sweaters All wool sweaters for men or boys, up to \$5 values, now only— **2.95**

50c pair

Coats Ladies' Heavy Winter Coats, Fur Trimmed, sizes 16 to 46, values to \$17.50, now— **7.95**

CAPS Men's or Boy's Caps in all colors, with or without ear flaps, \$1.75 values, now— **1.00**

Turkish Towels Size 20 x 40 in. colored borders, regular 35c value, reduced to—

Hose Bedings Full Fashioned, all over Pure Silk Hose, in all new fall shades, \$1.75 values, now— **1.19**

Unionsuits Men's Heavy Ribbed Union Suits, Silk Trimmed, \$1.75 value, now— **1.19**

17c

Linen Linen Dress Goods in many pretty patterns, 65c value, now, per yard— **29c**

HATS Men's New Fall Dress Hats in greys, browns and tans, in all sizes, \$4.50 values, now— **2.98**

Woolen Dress Goods 36 in. wide, in many pretty patterns values to \$1.49 yard, reduced to, per yard—

Silks Bedings Flat Crepes in solid colors, \$2.50 value, reduced to, per yard— **1.19**

SOCKS Men's Dress Socks, in Silk or Silk and wool. Many pretty patterns, values to 65c, now— **29c**

79c

Coats Children's Fur Trimmed Coats, Full Lined in sizes 9 to 14, values to \$9.00, reduced to— **5.95**

Suits Boy's all Wool Suits. Some with two pairs pants, sizes 5 to 9, values to \$10.00, now— **6.95**

Ladies Ribbed Hose

Sateen Black and Colors, 36 in. wide, 35c quality, reduced to, per yd.— **21c**

Pants Men's Heavy Moleskin Pants, in all sizes \$3.50 values, now— **2.69**

All colors and sizes, 39c value, reduced to—

HATS Ladies' New Autumn Hats, values to \$4.50, reduced to only— **1.95**

Boots Boy's Guaranteed all Solid Leather Boots in all sizes, \$6 values, reduced to— **4.95**

23c

Dresses Girls' all wool Dresses, in sizes 8 to 14, values to \$6.95, reduced to— **1.95**

Our entire stock of Mens', Ladies' and Childerns' shoes greatly reduced.

THE FAMOUS FAMOUS FOR BARGAINS

All McCall P stock reduced ... PRIC

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