

The Portales Valley News

VOLUME XXVI

PORTALES, NEW MEXICO, THURSDAY, NOVEMBER 10, 1927

NUMBER 2

NEWS AUTOMOBILE CONTEST WINS APPROVAL

\$500.00 IN CASH IN THE COTTON CONTEST

Portales Chamber of Commerce Sponsors A Move To Encourage Better Methods Cotton Farming

EVERY FARMER IN ROOSEVELT COUNTY ELIGIBLE TO ENTER IN THIS CONTEST

On Tuesday of this week at a meeting of the directors of the Portales Chamber of Commerce, it was decided to offer a cash prize of \$500.00 to encourage the farmers of Roosevelt county to grow cotton, and as a result cash prizes totaling \$500.00 were pledged.

The Portales Gin and the Service Gin each pledged \$125 for this purpose, and the balance will be raised by volunteer subscriptions from those who wish to encourage the growing of cotton in this county.

There will be no strings to this contest.

A committee of three will measure the land that is entered, this committee to be composed of two of the neighbors of the farmer entering and one selected by the contest committee.

Entries to be in not more than two plots of rectangular shape.

No plot can be entered in more than one division.

Entries must be made by June 1st, 1928.

Land to be measured by September 1st.

The prizes offered are as follows: Prizes for Irrigated District, \$250. Best yield on 25 acres \$150.00. Best yield on 15 acres 100.00. Prizes for dry land area, \$250. Best yield on 50 acres \$165.00. Best yield on 25 acres 85.00.

Poultry Show

Dec. 15-18 is the time set for the Plains Circuit Poultry Show in Portales. There will be a great number of fine birds shown and the public is asked to remember the date and watch the paper for more data concerning the show. Carl Meuller is president and this is a guarantee that it will go over big.

Saturday Turkey Day in Portales

Last Saturday was turkey day in Portales, in spite of the fact that a typographical error quoted Robertson Produce as only paying 18 cents for turkeys. When the farmers brought the turkeys in and received 30 cents they went home more than satisfied.

Owing to the fact that all freight shipments must be delivered at the destination by Saturday, there is a chance for the price to drop this week, but the above firm is paying 26 cents today as will be seen by reading their adv. Today means Thursday, the 10th.

The farmers of Roosevelt county have been fortunate in the price they have received this season, as it was higher than the plains market and owing to the heavy foreign shipments, stood a chance to take a slide towards the cellar. Portales has always paid the top market for produce, and has won a reputation on this line which has won for it the title "The egg basket and butter tub of New Mexico."

Kenna Expect Big Oil Development

The little village of Kenna is beginning to put on the airs of an oil town.

The McQuig well, which is drilling 10 miles west of Kenna, is down below seven hundred feet, and reports are encouraging.

Anticipating the oil rush which will result with the bringing in of the first well, Denton Brothers have just completed the finest filling station this side of Amarillo, and are now building a number of modern tourist camp cottages which are plastered throughout. One need not be surprised to see the hills of Kenna covered with tents and cottages ere the winter is over.

Three Smart Progressive Farmers

There has been a lot of lamenting the fact by farmers that they failed to gather or sled all the cotton they raised last year. That was unfortunate, as cotton was cheap during last fall but by spring the price came on back.

Cotton has been high for several years and many farmers on the plains of Texas have made nice fortunes during the past 7 or 8 years raising cotton, for which they received from 15 cents per pound to 30 per pound. This was about the price range for past 9 years. When the price slipped last fall many farmers in our county felt like the price would stay low for a while as it had been high so long. But not so; the price climbed back to 20 cents per pound before time to gather this crop. While last year's crop was large, it was consumed more rapidly than this year the crop is shorter, due to boll weevil and root rot on their hillside, and they can't recover. We on the plains are in the road and can and will raise cotton, and the price looks to us like it will stay high for several years. The consumption is broadening all the time.

There are a few men in our county who looked a little forward and have been paid for their efforts. They gathered their cotton, and made money, and expect to raise bigger crops next year. One, Chas. Maxwell of Rogers, now owns 24 bales of cotton which are stored in a local warehouse. This cotton is now worth about \$120.00 per bale. He will tell you that he made fully a big bale to every acre he had in cotton last year. Henry Hardt of Kermit has only recently sold 7 bales of cotton from his crop last year. J. A. Vick of Richland now owns nine bales of cotton from his last year's crop.

By calling to your attention these facts, we also call attention to the fact that Roosevelt county is a real cotton farming county, and the price of cotton is above 20 cents per pound and those who have any cotton at all this year will receive a good price for it. We want to see the cotton acreage ten times as much as was planned last year, and if we have any season in April or May to bring it up, which we most likely will, there are plenty men in our county who will have 100 bales or more to sell next year. We believe the irrigated section will have much cotton next year and they can raise a bale to every acre by watering it only once to get it up. And need no water at all if we have a spring season to bring it up.

Complete but unofficial reports tabulated by the state bureau of the Associated Press at noon today showed 5,930 votes cast for, and 13,379 against the amendment. Other amendments also apparently were defeated, the tabulating giving: A amendment one, 6759 for and 8356 against; Amendment Three, 6818 for and 9115 against; Amendment five, 6657 for and 9219 against.

Although tabulations were not yet in, telephone reports said Quay county gave a heavy vote against all amendments and No. 2 was defeated in Taos and Unjon counties. All amendments were reported to have carried in Valencia county.

Amendments Are Defeated in County

The special election of Tuesday passed off very quietly in Portales, less than a 5 per cent vote being polled.

The total vote for Portales was 439.

First amendment, for 86; against, 342.

Second amendment, for 47, and against 388.

Third amendment, for 92, against 328.

Fifth amendment, for 102; against 324.

Eilda polled 89 votes:

First, for 14; against 72.

Second, for 3; against 84.

Third, for 14; against 72.

Fifth, for 12; against 74.

On Wednesday night the returns from 19 boxes were in which gave the county vote as follows:

First, for 108; against 865.

Second, for 72; against 928.

Third, for 136; against 948.

Fifth, for 138; against 847.

Santa Fe, N. M., Nov. 9.—With more than 320 precincts reported of 752 int he state, from practically every county in the state, Amendment No. 2, which proposed four year terms to state officers and to change the time of election for both state and county officers, was apparently defeated by a large majority.

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Portola Secures Services of Expert Photo Player

The Portola Theatre has secured the services of Mr. Gordon, who has been playing for the Lyceum at Clovis and the Princess at Roswell, and will now give the public the very best music in accompaniment to the pictures showing at this popular play house.

The Portales people who have been attracted to Clovis on account of the excellent music, can now enjoy the very best here at home.

Mr. Berry, local manager of the Portola, is to be congratulated on adding this feature.

Farm Home Escapes Destruction by Fire

On last Friday morning the dwelling on the farm of J. G. Greaves in the Kentucky Valley district narrowly escaped complete destruction by fire.

A spark, lighting on the roof, started the fire, and in a few moments was in a lively blaze.

The prompt work of Mrs. J. B. King and O. M. Francis saved the building from complete destruction. A good portion of the kitchen roof was burned away. The day was quiet, and a full tank of water within twenty feet of the house was all that saved it.

CAVERN ROAD WIDENED

Carlsbad, Nov. 18.—The State highway forces under the direction of J. W. Gregg, foreman, have completed the grading and widening of the Carlsbad Cavern highway. Several sections of the road, which were only 18 feet in width at curve points, have been widened to 35 feet. Shoulders have been built up for several miles and all low places were graded and leveled. Moisture, which is badly needed in southeastern New Mexico, will place the highway in excellent condition for the surprisingly heavy travel to Carlsbad Cavern during the fall months.

Head of New Mexico Utilities Makes Substantial Reduction In Street Lighting for Portales

UTILITIES CO. ADOPTS DEVELOPMENT POLICY FOR THE TOWNS ON THEIR LINES.

I. R. Kelso, president of the New Mexico Utilities, was a caller at the local office of the company last week. While here he arranged to meet the mayor and councilmen to discuss with them a proposition whereby his company would furnish the city with "more street lighting service for the same money."

Mayor Bryant arranged for Mr. Kelso to meet with them the evening of Oct. 18th, at which time there were present Mayor Bryant, Councilmen A. D. Ribble, John W. Ballow, E. N. Smith, J. N. McCall, T. E. Mears, city attorney; A. W. Freeman, city clerk; Sam J. Stinnett, county tax assessor; Theodore Summers, deputy tax assessor; I. R. Kelso, president of the New Mexico Utilities Co.; J. B. Scott, district manager of the Texas and New Mexico Utilities Co.; A. J. Whiting, manager at Clovis, and T. A. Martin, manager at Portales.

Kelso explained to the mayor and councilmen the development rate of his company. He pointed out that under the terms of the Street Lighting Contract now in force in Portales, the company is furnishing one hundred candle power street lights for \$2.25 per month per lamp.

Kelso explained to them how a study of conditions in various towns served by the New Mexico Utilities Co. had demonstrated the wisdom of putting into effect the development rate. Under this rate, the company is furnishing to all towns on its lines street lighting and municipal power service without a profit.

Kelso said that the study of the results of the development rate had brought out the fact that nearly every town was anxious to make municipal improvements, but were always handicapped in their efforts because of limited revenues. As a result of these recent investigations Kelso said the company had adopted the policy of helping the towns on its lines in their development plans and programs by giving "more light for the same money."

By this method the town of Portales will get 16 more street lights without additional cost.

Mayor Bryant said that the city officials were highly pleased with the policy of the New Mexico Utilities company and had assured the representatives of the company

that the contribution of the Utilities Company at this time to the city's program of development would be greatly appreciated by the citizens of Portales. Mayor Bryant stated that they were mindful of the fact that the city budget would not at this time permit them to increase the expense for street lighting, but that the donation of 16 extra street lights for the New Mexico Utilities Company was a favor that would long be remembered. Mayor Bryant said the citizens of Portales can get a better understanding of what the New Mexico Utilities Company is doing through the development rate, when they realize that a comparison of street lighting rates in effect in Portales and other towns in New Mexico, Texas and throughout the Southwest showed that Portales was enjoying as low a street lighting rate as was to be found anywhere in the Southwest. In fact, a comparison of street lighting rates in effect in Portales with the rate in effect in cities having a population of from twenty to forty thousand showed that Portales was getting street lighting service under the Company's development rate at about one half the cost of street lighting in the larger cities through out New Mexico, Texas and the Southwest.

The recent visit to Portales of Judge I. R. Kelso, head of the Texas Utilities and the New Mexico Utilities Company will result in much good for Portales.

Judge Kelso has always been far-sighted in the development of the territory served by his companies, and on his visit here recommended the extension of the street lighting system at no additional cost to the town.

This is a service which should bring the public and the Utilities Company closer together, as this policy explodes the time worn theory that big business thrives by throttling the public. The Utilities Company has made repeated reductions in their rates since coming to Portales, until the rates now in effect are as low as anywhere in the west.

The service is of the best, and the local manager, T. A. Martin, has at all times been courteous and accommodating and sparing no effort to bring the service up to the highest degree of efficiency.

Entries Coming In From All Sections of Roosevelt County — Several Are Already Securing Subscription Votes

First List of Early Nominations is Published Today — Announcement Also Made of Big 100,000 Extra Vote Offer Which Does Not Close Until Saturday, November 26 at 9 p. m. — All Nominations Made This Week Will Receive Credit for 2,000 — Now Is The Time to Enter and Win!

100,000 EXTRA BONUS VOTES "The Winning Opportunity"

For each and every \$20 worth of subscriptions turned in before 9 p. m. Saturday, November 26, 100,000 EXTRA votes will be issued. These votes are in addition to the regular votes which are issued as fast as the subscriptions are turned in. There is NO LIMIT to the number of times you can earn this bonus—it comes with EVERY \$20. It is not necessary to turn in the entire \$20 all at one time, as the totals will be taken on November 26 and all extra votes due issued at that time. The \$20 may consist of new or old or arrears subscriptions, or all three combined—just so the amount is \$20. All subscriptions turned in thus far count on the offer. This is positively the very biggest and best offer that will ever be made. After November 26 the schedule will be reduced. Start your first \$20 club TODAY, and try to get one every day between now and when the time expires. After November 26, the votes go DOWN. Do your best NOW!

With interest on every hand increasing by leaps and bounds and with quite a number of contestants already active in their own behalf in securing votes, The Portales Valley News' big \$2,000 Automobile and Free Prize Voting Campaign is rapidly becoming one of the most talked of events in recent years in Roosevelt county.

That the campaign has registered a tremendous hit everywhere in the Portales trade territory is evidenced by the large number of nominations, first subscription coupons, votes, letters of inquiry, and comment which are coming in from every section. Originally it was planned not to publish the first list of nominations until next week, but the response has been so instantaneous and enthusiastic that the Contest Manager decided to release the list for publication this week.

Today's list of names, for the most part, includes only the nomination credits, first subscription coupons and coupons clipped from the paper. The first count of votes for actual publication will be made next week, when there will doubtless be some startling changes. In today's list, only those with more than 12,000 votes to their credit have as yet become active, the others being only nominations which have been received. Those who do not become active with subscription votes will, of course, be dropped from next week's list.

Quite a number of those nominated may find it impossible to continue on account of other duties, etc., and the Contest Manager would appreciate it if these would notify him in order that the list for next week may contain only the names of those who want the big prizes and who are going to exert their very best efforts to win them.

Practically every community in Roosevelt county is now represented by one or more active workers, as reference to the list will show, but right here in Portales there is room for half a dozen or more willing subscription gatherers. The more there is in the race of course, the easier it will be to win because voting will be split up more, and it will take less votes to win for any individual. Thus it would seem that those in the country have the best opportunity, but then of course, it all depends on the contestant.

That tremendous interest will center on the outcome of the race is a foregone conclusion. The way the ladies are taking hold of voting, even at this early stage of the game is a caution, and of course the race will become hotter as the time goes forward. One of the nicest parts about it, according to several participants, is the fact that it is short and snappy. Just five weeks from Saturday and it will all be over.

When it comes right down to it though, it isn't so awfully remark-

LIST OF NOMINATIONS (Only those with more than 12,000 are active.)

Portales	
Miss Kenneth Bell	2,000
Miss Wanda Brown	2,000
Mrs. Lee English	2,100
Mrs. Howard Fletcher	18,900
Miss Helen Goodloe	2,000
Mrs. Rich Grisson	2,000
Miss Rojean Herndon	2,000
Miss Elizabeth Hancock	2,200
Mrs. Paul Jones	2,000
Miss Arlen Jones	12,000
Miss Estelle Johnson	2,000
Mrs. E. M. Korneyay	2,100
Miss Myrl Miller	14,200
Miss Sybil Lyons	2,000
Mrs. Paul Morrison	2,000
Miss Aletha Nidever	3,400
Mrs. H. A. McCall	2,000
Mrs. Coleman Pendley	2,400
Miss Blanche Partin	14,000
Miss Pauline Pruett	14,100
Mrs. Marjorie Richardson	15,200
Mrs. Jule Stone	15,400
Mrs. Kenley Spence	2,000
Mrs. J. E. Wise	18,400
Miss Lucille Wurster	2,000
Miss Alle Warnica	2,000
Miss May Watts	2,000
Portales R. F. D.	
J. J. Bobo	2,000
Mrs. Adah Rea	14,000
Cross Roads	
Mrs. Ben Warren	2,000
Mrs. Jack Heberson	2,000
Delphos	
Miss May Morris	2,000
Doors	
Miss Jessie Richards	2,000
Mrs. J. E. Hall	2,000
Mrs. W. E. Cummins	2,000
Miss Dorothy Irvin	2,000
Eilda	
Mrs. H. F. Deering	15,100
Eilda R. F. D.	
Edwin G. Ayler	15,200
Floyd	
Miss Mabelle Morrison	15,000
Miss Leona Jones	2,000
Hilway	
Miss Ethel Radcliff	14,100
Kenna	
Miss Cloea Tollett	14,000
Mrs. Price Crume	14,200
Lone Wolf	
Mrs. Bill McCombs	2,000
Rogers	
Mrs. Gussie McCormack	15,000
Mrs. Jay Post	14,100
Rogers Rt. 1	
Mrs. Ben Clark	12,000
Richland	
Miss Icie Stigall	14,500
Red Lake	
(No nomination received.)	

able that there should be so much excitement. It is not every day that the opportunity to make \$25 for five weeks work comes along. The winner of the automobile will average herself or himself better than \$150 a week and that is considered pretty good pay in most sections of this commonwealth. Those who are already active report it great fun getting subscriptions to The News, as nearly every

(Continued on Page Six)



The Portales Valley News

J. G. GREAVES
Editor and Owner
Published Weekly on Thursday
TELEPHONE NO. 83
DEMOCRATIC IN POLITICS

Portales Valley News bought Portales Herald-Times September 12, 1916.
Portales Valley News consolidated with Portales Journal, December 14, 1920.
Portales Herald consolidated with Portales Times, March 27, 1913.

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

SUBSCRIPTION RATES
IN NEW MEXICO
1 Year \$1.50
4 Months \$1.00
3 Months50
OUT OF NEW MEXICO
1 Year \$2.00
Alaska, Canada, Mexico \$2.50

TWENTY-SIX YEARS YOUNG

The Portales Valley News, published at Portales, New Mexico, famous for its wonderful sweet potato industry, has celebrated its twenty-sixth birthday. The News is no infant. Must be nearly as old as the town. Still it shows no sign of old age. It is a nice neat newy paper. Maybe it is like some other things—improving with age. We wish Editor Greaves twenty-six times twenty-six more years of peace, prosperity and happiness in that wonderful country of the yellow yam.—Wheeler (Tex.) News-Review.

The Portales Valley News was a twenty-six years old last week, and the summary of its history by Editor Greaves is most interesting. However, there are some people in Roswell who had it down that The News was founded by Elmer O. Creighton, who took a shirt-tail full of type up from Roswell, with the old Prouty press that came originally from Nogal, and placed Munsey Bull in charge as foreman. There ought to be some old-timer still around Portales who would have the correct dope on that line. The writer was then a mere child, and would have to go to the files in his possession to get the exact dope. What's the use of bringing that up at this time? The News is a cracking good paper, printed by a square-shooting, chicken-eating Methodist, printed in that wonderful Ionic, and worthy of one of the finest little cities in the state. Why worry about the days of Prouties and Pearis, hand-sticking and hard-scrabbling? Maybe history ought to be kept straight, but who is going to take the time to do it, at this late date?—Southwestern Dispatch, Roswell, N. M.

NEW MEXICO'S IDEA

New Mexico has an admirable highway system. The great distances of our neighboring state, greater even than those of Texas, are traversed by splendidly engineered, splendidly constructed and splendidly maintained highways. New Mexico has evaluated the tourist factor in the traffic on its highways. It is a developing State. It needs new citizens, new investments. It has found that travelers become settlers, and that the casual holiday visitor may become an investor. New Mexico endeavors to make a good impression. Pleasant highways unroll the vista of plain and mountain. Uniform markings facilitate the progress of a stranger. New Mexico keeps books on its highway traffic and finds that it pays.

The automobile tourist in the State finds everywhere, at garages, and filling stations and hotels, evidence of the State's thoughtfulness. He receives a road map of the state, an admirable map, showing distances, elevations, sights to be seen, condition of the roads. Along with it is a postcard questionnaire, carrying a postage-paid stamp. The tourist is asked to fill this out, giving the length of his stay in the State, the approximate amount of his spending, his suggestions as to highway and travel improvements. These postcards come in an unending stream into the office of the State Highway Commission at Santa Fe. They are tabulated, and the suggestions are digested for the consideration of the engineers and highway authorities. Short-cuts have been built because of these suggestions, mountain highways have been improved.

New Mexico profits from the tourist trade. A great part of the State's 5c gasoline tax is paid by outsiders. But the tax goes entirely to building and maintaining splendid roads. New Mexico has the right idea.—Port Worth Star Telegram.

For several months there has been a steady growth of the Bible school at the Christian church and it has become necessary to have more class rooms. Accordingly, on last Lord's day a committee was appointed to make plans for this work.

BLOCKING THE WAY



The road to prosperity is steep enough without having any obstacles put in our way which would make progress still more difficult. The ideal situation wherein a town makes the grade is where all its citizens join willingly in the task of clearing the road and making it easier for the community to get ahead.

We all know the dangers which beset town progress. Perhaps the chief of them is an indifferent attitude on the part of its residents, for when the people don't take an interest in their own city it can't do anything else but stand still. Born of this attitude is the failure to support local trade and the destructive criticism which makes the barrier against progress complete.

Portales' hope for making further headway toward the goal of greater municipal prosperity rests in its ability to overcome the obstacles which every town faces in its journey upward. The responsibility is up to its residents.

That Normal Campus

There are more students in American colleges and universities now than ever, and a much larger percentage of them are earning all or a part of their support now than ever before. The following from Yale is opportune while Portales is considering the campus area.

Give the youth the opportunity and they will improve it. The following is from the Christian Science Monitor:
Yale Students Report Earnings of Over Half a Million for the Past Year.

New Haven, Conn.—That third of the Yale student body which is either wholly or partially self-supporting reported earnings for the past year totalling \$593,679.87, it is announced. With scholarships, long-term tuition loans, and short-term emergency loans, a total of \$998,112 was reported, of which approximately 80 per cent was due to university aid, either in securing positions or through scholarships or loans.

Of the total earnings, \$350,856.17 were due to work during the college year, and \$242,823.50 to summer work. Artist's model, bookkeeper, caretaker, chauffeur, Christmas worker, clerk, entertainer, gardener, guide, messenger, reader, stereopticon operator, teacher, tutor, translator, companion, launch mechanic, surveyor and supernumary were among the occupations followed. Thirty two men earned \$4957 in the student laundry agency; in the student suit pressing agency 54 students earned \$10,328. Fifty one students organized eating tables and earned \$9929. By selling neckties, seven students earned \$1509. Others sold raincoats, shoes, furniture, flowers for the big games, and baseball and football programs. One man reports his earnings at over \$4000 for his spare time during the year, while another reported \$3000. The earnings of four others were more than \$2000; those of five were between \$1500 and \$2,000; those of twenty three were between \$1000 and \$1500; 135 earned more than \$500; and 657 earned between \$100 and \$500.

FOURTH CLASS POSTMASTER EXAMINATION

Receipt of Applications to Close Nov. 23, 1927.

The date for assembling of competitors will be stated in the admission cards which will be mailed to applicants after the close of receipt of applications.

The United States Civil Service Commission has announced an examination to be held at Portales, N. Mexico, as a result of which it is expected to make certification to fill a contemplated vacancy in the position of fourth-class postmaster at Floyd, N. Mexico, and other vacancies as they occur at that office, unless it shall be decided in the interest of the service to fill any vacancy by reinstatement. The compensation of the postmaster at this office was \$938 for the last fiscal year. Applicants must have reached their twenty-first birthday but not

Lindsay Broomcorn Market Oct. 27

Broomcorn marketing continues active in the Lindsay district, according to G. B. Alguire, assistant specialist in marketing, U. S. Department of Agriculture. A general improvement is noted both in the demand for brush and the freer buying attitude on the part of dealers. The unusual drab conditions which have previously prevailed are not so apparent. Farmers, however, are not offering much broomcorn on the street markets, but are forcing sales at the farms. The increased demand for hurl over short brush doubtless is causing more than the usual scouting for crops of the longer lengths.

Receipts generally are moving in from the farms for immediate shipment and the general quality is of much better grade than that which has been offered on the street market the past two weeks.

Shipments for the most part are from Lindsay and nearby shipping points and are moving both to factories direct and to terminal marketing centers. Up to date Lindsay has shipped 264 cars and the district 451, which amount includes some 20 carloads of old crop brush. Storage stocks are 94 carloads. Dealers are estimating about 75 per cent of the crop has moved.

No change in price is quoted, but the range has narrowed on account of little strictly high grade brush or extremely low grade being offered. The price range is from \$100.00 to \$180.00 per ton. Bulk of sales are from 6 to 7 cents.

G. B. ALGUIRE,
Assistant Specialist in Marketing.

Christmas Cards

The News has received its samples of engraved Christmas cards, and is now ready to receive orders. The line is especially attractive this season and the prices are much lower than in the past.

Orders for engraved cards will not be received later than the 5th of December.

We also have our usual line of stock cards which will be imprinted with your name as in the past.

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

to the hour of closing business on the date specified at the head of this announcement.



Make Your Furs Pay Extra Money

Moser's consistently higher grading will make extra money for you. Every fur you ship us is graded personally by Ernest Moser, President, and Charles Linhard, Vice-President. A trial will convince you. Ship today to this modern fur company and be sure of extra money.

Save Low Prices on all Trappers' Supplies

Form for Moser Fur Co. with fields for Name, Address, and City, State, and Zip.

HENRY GEORGE MORTUARY

Complete stock of cheap Caskets, Metal Caskets and Vaults. Complete equipment, and prices you can afford to pay.
Day Phone 68 Night Phone 104

CHOICE FRESH MEATS

The New Market is now open and ready to serve your wants in the choicest fresh and cured meats. THE LATEST SANITARY EQUIPMENT AT McCALL'S GROCERY

DUNCAN'S MARKET

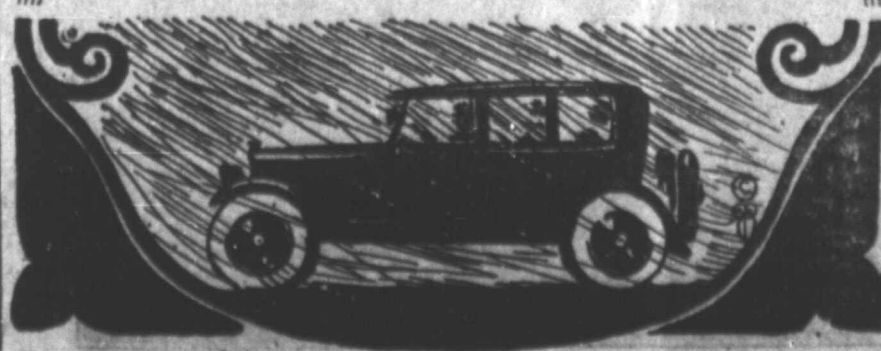
Phone 13— We Deliver

Driverless CARS

When the weather is bad you will want a closed car for that trip. Our driverless car station is at your service at reasonable prices.

PORTALES CAB COMPANY

Roscoe Creek, Prop. Phone 85



Mr. and Mrs. J. B. Priddy left Monday for the Black Range to hunt deer. They go every year and the Mrs. gets her deer as well as Mr. Priddy.

Mother Green left Tuesday to spend a few days in Bovina, Texas, in the home of her daughter, Mrs. J. P. McDonald.

Quick Service — Quality Food
TOURIST CAFE ON HIGHWAY

P. V. N. Want Ads Always Bring Results

Camel

Made for one purpose
—to promote pleasure

Camel is attuned to the mood of the smoker who seeks pleasures rather than panaceas. Offered as a cheer not as a cure.



If all cigarettes were as good as Camel you wouldn't hear anything about special treatments to make cigarettes good for the throat. Nothing takes the place of choice tobaccos.

© 1927, E. J. Reynolds Tobacco Company, Winston-Salem, N. C.



BRING US YOUR TURKEYS

WE ARE NOW PAYING 26 CENTS TO-DAY

—If Market Justifies, We Will Pay More—

We Are Still Giving Honest Weight, Test and Grade On Your Cream

Robertson Produce

100 Automobile and Prize Contest NOW IS THE BETTER AND WIN!

PORTALES, ROOSEVELT COUNTY AND THE SURROUNDING TERRITORY! 17 --- Five Awards in All! --- You Can Win!



GRAND PRIZE

With Complete
Equipment
Including extra tire, Bumpers
and Motometer

\$925.00

Landau Sedan
SALES MOTOR COMPANY

THIRD GRAND PRIZE

SIX TUBE R. C. A.

RADIOLA

Complete and Ready to Install

VALUE \$150.00

Purchased and on Display

E. N. NEER'S HARDWARE STORE

Portales, New Mexico



GET BUSY TODAY!

Jump in today and put your own town on the map in big red letters by winning one of these big prizes. Not luck — not chance — earnest effort alone will win. Test your salesmanship ability. Remember those who start NOW will have the advantage. Be an early bird! This is a short campaign. December 17 is only a short distance ahead. Your hustling ability will place you in the winning list.

TRA VOTES!

Subscription Turned in Before

NOV. 26 9 p. m.

offer that will ever be made

Best Now!

FOURTH PRIZE

This Handsome

\$55 ELGIN

Ladies' Wrist Watch

Purchased From

JERNIGAN JEWELRY CO.

FIFTH PRIZE

\$25

Merchandise Order

Good for \$25 in Merchandise

at Any Store You Select in

Roosevelt County.

EVERYBODY WINS!

An appropriation has been set aside to pay all cash commissions to contestants who do not win prizes. Every active worker who fails to win one of the regular prizes will receive 20 per cent of the amount in new subscriptions she has turned in, providing, of course, she remains active until the end and makes a cash report each week of one or more subscriptions

20 Per Cent Cash Commission

from the time she enters the campaign. NOT ONLY DOES THE CAMPAIGN OFFER YOU AN UNPARALLELED OPPORTUNITY TO WIN A HANDSOME PRIZE FOR EFFORT—IT IS A GOOD PAYING JOB AS WELL. CONDITIONS EASIEST EVER KNOWN IN CAMPAIGN OF THIS KIND.

RIDE AWAY DEC. 17

Early Start Means Success. Brand New Automobile For 30 Days Effort

Subscription Blanks,
Write or Phone

CAMPAIGN MANAGER THE PORTALES VALLEY NEWS

MEXICO
Telephone No. 83
Open Evenings

What to do First

Fill out the entry blank and bring or mail it to the Campaign Manager, The Portales Valley News office. Then you will be given a "contestant's receipt book" and full instructions. (2) Start saving the free vote coupons. (3) Tell all your friends that you are out to win one of the prizes. Ask your friends to subscribe through you. Each subscription counts votes. (4) Turn in your first subscription as soon as possible, using first subscription coupon below, and receive a start of more than 12,000 votes.

THE OFFICIAL JUDGES

In order that every contestant may be assured of a fair and square deal, the votes will be counted and the prizes awarded on December 17, by a committee of five of the most prominent business and professional men of Roosevelt County.

THE NAMES OF JUDGES WILL BE ANNOUNCED SOON

THIS BLANK

SEND IT IN TODAY!

Is all you need to start. All you have to do is send it to the Campaign Manager, The Portales Valley News, and you will be credited with 2,000 votes as a starter.

NOMINATION BLANK Good for 2000 Votes



As a candidate in The Portales Valley News \$2,000 Automobile and Prize Campaign

Street and No.

Town or City.....Dist.....

Signed

Address

This blank counts for 2,000 free votes. Only one nomination will be credited to each candidate. The nominator's name will not be divulged if so requested.

ED J. NEER — UNDERTAKER — EMBALMER
 AMBULANCE SERVICE
 Licensed by State Board
 Established 24 Years
 Calls answered by day or night — Office phone 87-7 rings
 Residence 87-3 rings Agent for Clovis Floral Co.
 Portales, — — — — — New Mexico

Keep Posted — The Portales Valley News

COLD WEATHER IS ABOUT HERE

—Don't Forget to Get the Heater—

J. B. SLEDGE HDWE. CO.

Patronize the Home Town Merchants

30 X 3 1/2
Speedway
CORD TIRES
 Made By Goodyear
\$5.95

Buchanan's Service Station

CARR
LUMBER
COMPANY

G. W. CARR, Manager.

Building Material

Main St. — — — Phone 43

WE WANT TO SEE---

500 HENS
 5 TO 10 GOOD MILK COWS
 2 BROOD SOWS
 ON EVERY FARM IN
 ROOSEVELT COUNTY

It Means Financial Independence For the People of our County

FIRST NATIONAL BANK

THE BABY YAM

PUBLISHED BY THE PORTALES HIGH SCHOOL
 EDITOR — Wille Vale Oldham
 ASSOCIATE EDITOR — Mae Belle McCarty
 REPORTERS
 Velta Edwards, Mildred Stewart, Jessie Lee Yoachim, Gordon K. Greaves, Nora Belle Grizzle, Inda Rhea Murrill, Hazel McCollum, Charlie Jergins, Floy Thurston.

SPONSOR — Mr. Brough

ROSSELL DOWNS PORTALES

Last Friday the Rams suffered overwhelming defeat at the hands of the fast Roswell eleven. At only one time did the Rams threaten the Roswell goal.

Roswell won the toss and chose to kick. They defended the goal at the high end of the field and also had the advantage of the slight wind. Portales was forced to kick at once and Roswell took the ball down the field by a series of cutbacks and end runs for the first touchdown. They failed to make extra point.

Smothering the Ram defence with the same flashy play, Roswell galloped through two more counters in the first quarter. At the beginning of the second quarter Perry made a forty yard return which placed the ball on the Roswell forty yard line. With two forward passes the Rams brought the ball to the 10 yard line, where they lost it on a fumble which Roswell recovered.

From the twenty yard line Roswell advanced rapidly down the field for another touchdown. The half ended with the score at 35-0.

Playing with a greatly weakened team the Rams did their best to stem the fury of the Roswell attack in the last half. Although play was much slower than during the first period, Roswell pushed the ball across for two more counters. The game ended with the score at 37-0.

The fast Corn brothers at halves led the Roswell attack, while Eakers and Deen played the best game for the Rams.

Lineup: Jones and Donaldson, ends; Mears and Morris, tackles; Nelson and Richardson, guards; Deen, center; Watts and Eakers, halves; Wilson, quarter; Smith, full. Substitutions: Little for Watts, Perry for Donaldson, Gunn for Richardson, Beasley for Perry and Perry for Smith, and J. Cox for Nelson.

NEW LIBRARY SYSTEM

It seems that Portales High School has heretofore regarded its library as something of a luxury and has treated it as such, using only a simple checking system inadequate for a school of this size. This year recognition has been given to the library as a vital part of the school system, and Mr. Dupey, who is head of it, has installed the duodecimal charging system to prevent loss of books through carelessness and dishonesty.

A number of students receive a small amount of scholastic credit for the work that they do in the library. Two are on duty each period of the day, and see to it that all books are correctly charged. Each day a list of books which are overdue is posted on the bulletin board in the study hall. This enables the students who have these books to return them before the fine accumulates to a large sum.

Collier's New Encyclopedia and the World's Best Orations have been added to the reference shelves. Each set comprises ten volumes. In addition, the library has a number of new fiction books.

AGGIES BUILD FENCE

From the gate receipts of the Clovis game, Mr. Steiner bought the material for a wire fence to parallel the near side of the football field. The Agriculture boys took charge of the building of this fence under the direction of Mr. Brown. This fence has been needed greatly, since without it the crowd was prone to cross the line, rendering the home team subject to penalty. It also makes it possible for those who remain in their cars to get a less obstructed view of sideline play.

STATE TEACHERS' CONVENTION AT ALBUQUERQUE

An old saying has it that "absence makes the heart grow fonder." Evidently the teachers of Portales High School believed this for the greater majority of them left Wednesday for Albuquerque to attend the State Teachers' Convention, which was being held there. Those who went were: Miss Swink, Miss Hankins, Mrs. Daniels, Miss Hoy, Miss Norris, Mr. Stinnett, Mr. Dupey and Mr. Steiner. They returned Monday.

GIRLS' PEP CLUB

The Girls' Pep Club was organized September 14 for the purpose of arousing more school spirit and helping in all school activities. Miss Hankins was chosen as sponsor. In order that the club might be representative of the entire student body it was decided that it be composed of eight seniors, six juniors, four sophomores and two freshmen.

The following officers were elected: President—Helen Goodloe. Vice President—Ruby Cooley. Secretary and Treasurer—Floy Thurston.

Leader—Creta Herndon. Reporter—Rosamond Deen. The club has its regular meetings on Friday.

SENIOR CLASS

The Seniors had their pictures taken for the annual this week. At their regular class meeting last Tuesday, Helen Goodloe was elected as the snapshot editor.

The next semester class dues will be levied, for the purpose of financing the annual and parties, and for miscellaneous purposes.

HOME ECONOMICS DEPARTMENT

The Home Economics girls are working with batters and doughs this week, making muffins, griddle-cakes and popovers. We have high hopes that these girls will sometime prove to be excellent cooks, since their experiments have been very successful with the possible exception of a few popovers which failed to pop.

Our instructor, Miss Hankins, is attending the Teachers' Convention at Albuquerque. Substituting for her, Miss Kathryn Maxwell has a charge of the morning class and Miss Inda Rhea Murrill of the afternoon class. Both these girls are seniors.

PEP CLUB MEETS

A week ago last Tuesday evening the Girls' Pep Club held a business and social meeting at the home of Mrs. N. F. Wollard. After the business session the hostess served punch and cake.

A few of the girls were present at the football game at Roswell and with the aid of others from P. H. S. gave the team their loyal support.

FRESHMAN CLASS

As a result of the teachers' convention, the Freshman class had quite a change in teachers the past week. Mrs. Martin took Mr. Dupey's place in teaching history, general science and geometry; Mrs. Howard Fletcher substituted for Miss Swink in the English and Latin classes; Mr. Krattil took Mr. Stinnett's place in algebra and sociology.

AGRICULTURE CLUB

Last Friday the Aggies met during the third period. The members answered roll call with a joke. Later several short talks relative to agriculture were given by members of the club.

DEBATING SOCIETY

At the last meeting of the club the question debated was: "Resolved, that it is better to have free text books." Chester Hobbs, James Compton and Orville Hamill upheld the resolution while Jessie Lee Yoachim, Lucille Ison and Nathaniel Hancock formed the negative team.

Next week the constitution committee hopes to be able to report.

AGGIES SEND JUDGING TEAM TO KANSAS CITY

Next Thursday evening a judging team composed of William Heckman, Lawrence Little, Wesley Little and Philip Smith will leave for Kansas City, Mo., where it will enter a Meat Cut Identification Contest. Mr. Bhon and Mr. Cutler are helping the boys identify these cuts.

LATIN CLUB

The Latin Club is making great progress in its work. Last Thursday a good program was given. The subject was "Writing Materials of the Romans."

As a study for the first semester, the club has taken up Johnson's "Private Life of the Romans."

COMMON SENSE LIVING

BY THOMAS C. CLAYTON (Copyrighted)

VITAMIN B

There are many diseases known as "deficiency" diseases. This means that the food eaten is deficient in some element necessary to protect against certain diseases. It follows accordingly that, if the person or animal eating such food is subjected to conditions which favor certain diseases, such diseases are much more apt to develop than they would if the food contained enough of the element—the vitamin—to protect against such diseases.

A nervous disease called beriberi is due to the lack of vitamin B in the food. It generally results in paralysis, and the use, in sufficient quantity, of foods containing this vitamin practically produces immunity against this disease.

As stated in the preceding chapter, vitamin A is very abundant in all kinds of animal fats, and very

scarce in the fats and oils of vegetables. On the other hand vitamin B is never found in the fats or oils of either animal or vegetable. Yet it is abundant in many of our common foods, in other association than fats and oils.

A lack of vitamin B results in a disease of the nerves and is manifested in paralysis. Chickens or pigeons or other poultry or animals fed on polished rice become paralyzed in a few weeks. On the other hand, even after paralysis has developed, if whole rice, that is, rice with the bran still on the grain, is fed, the birds and animals are relieved in a few hours, and are completely healed within 24 hours. And let the reader take notice that rice or wheat stripped of the bran has the same distressing effect upon children. I recall the case of a little girl about six years old who showed a great fondness for polished rice as a diet. Probably what made it so tasty was the abundance of cream and sugar with which she was permitted to dress it.

But note the result: A distressing condition of infantile paralysis developed. In here extreme agony she ate but little food, and in some way unintentional her diet became changed. In an incredibly short time she became relieved and the infantile paralysis was forgotten. She is now a married woman and strong and well.

In those days vitamins had never been heard of, and the injurious effects of a diet of polished rice were not suspected. But after that illness the child no longer craved that diet.

Polished rice is the principal diet in Southern China and Southern Japan. And there is a higher percentage of paralysis in those lands than anywhere else on earth.

I clipped the following from The News of July 14, 1927:

Santa Fe N M 7 12 27
 The Portales News Portales N M
 Outbreak infantile paralysis Chaves and Eddy counties New Mexico totaling seventeen cases with two deaths. Three scattering cases with one death. If disease appears elsewhere advise keeping all children under twelve out public gatherings and quarantining two weeks adults in contact with case. See today's weekly bulletin.
 State Bureau of Public Health.
 8:10 a. m.

I venture the assertion that the people thus afflicted had enjoyed an abundance of such foods as the best of refined white flour bread and biscuits, and white corn meal bread and hot cakes, and puffed wheat, puffed rice and polished rice. It is a safe wager that they did not use as a regular diet, whole wheat bread, or Graham bread, or yellow corn bread, or leafy vegetables, or root vegetables with the jackets on.

These foods will be discussed in a subsequent chapter. Vitamin B is found abundantly in the following foods: Potatoes, sweet potatoes, turnips, in short, all kinds of root vegetables, fruits, cereals, peas, beans, the heart, liver, kidneys, of animals. In all kinds of green vegetables, especially in the leaves.

Manufactured foods, extensively and profusely advertised as containing this or that vitamin, can be set down as fakes pure and simple. There will be one exception to this in a short time, and that will be the products of the Quaker Oats Company. But for the present, leave advertised vitamins alone. They are apt to contain more of harm than of good.

The next chapter will be a discussion of vitamin C.

The date for the State Club Encampment which was postponed earlier in the season, has been set for Dec. 28th to 31st, inclusive. Miss Sara Kerr is planning to take the county champion canning team, Misses Vernie Hudgins and Mayme Davis of Floyd, to this encampment.

"With Eddie Cantor I say Luckies never irritate the throat"

Said Andrew Tombes to Claire Luce and Frances Upton during a rehearsal of The Ziegfeld Follies.



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

Eddie Cantor, Famous Comedian, writes: "My voice must be in condition 365 nights a year and when I smoke, I insist upon Lucky Strikes because I found from experience that they don't irritate my throat."

"It's toasted"

No Throat Irritation—No Cough.

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

J. Rex Forrest Insurance Agency

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

ALSO BONDS PHONE 140. CHEVROLET BLDG.

An Appreciative Letter From A Fellow Townsman

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

Occidental Life Insurance Co., Albuquerque, N. M.

Dear Sirs:—

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

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

Occidental Perfect Protection Policies

EZRA WATTS, District Agent.

PORTALES, NEW MEXICO

The Livestock Situation

With the breaking up of the large ranches in the West, the subdividing of valley acreage for small farms, and a more general trend toward diversified farming, the agricultural problems on the Pacific Slope and in the Inter-mountain country are in many instances paralleling Middle Western conditions. There is an increasing tendency on the part of farmers and ranchers to carry at least a few head of

livestock. This condition is proving to be good business where grain, deciduous and citrus fruits are grown, because livestock not only adds to the cash income at a period of the year when no other money is coming in, but more important still, returns to the soil valuable fertilizer. The last feature means greater crops and better quality products.

It is important that these smaller producers of cattle, hogs and sheep have a ready cash market for their stock, and that they be in position to sell on a basis fully as favorable and at as little expense as the larger stockman.

To meet this situation, Western producers are taking much the same course as did the Corn Belt farmers. In a community where there are several small producers of livestock, it has been found practicable and valuable to pool livestock for community shipments.

Under this plan, the several owners of stock each bring to a convenient central point in the community anywhere from a single animal to several head. The stock is then marked for ownership so that each man's stock is definitely described, and enough stock to make up a full carload is made up into one shipment. Usually, some man in the community, in whom others have confidence, is given the task of gathering together the shipment, handling the markings, looking after the freight billing and seeing that the shipment is properly cared for while enroute to market.

Commission men at the various stock yards are seeking this sort of business and give to such shipments the same selling service as they give to any other consignments. All that is necessary on the part of the owners is to consign the stock to a reliable selling agent at the central market. He looks after the yarding, watering, feeding, selling and then pays the freight bills and other charges. Each owner is given a detailed account of sale and the entire charges for the service are divided equally among the owners, according to the number and weight of the animals.

On the public stock yards, the selling agent grades the stock in the shipment. A competent salesman sells the hogs, another the calves, another the steers and cows,

another the sheep and lambs. The animals receive the same attention from packer buyers as do the large shipments, and prices are paid according to the grade and quality of the animals.

As a matter of fact, the packers are looking more and more toward the small producer for the bulk of their supplies, and especially for the better quality production, which comes largely from scientifically fed animals from small producers.

Few persons realize that Ohio is one of the largest sheep producing states in the Union. This is because, with many small producers growing lambs, the supply in the aggregate is very large. The movement is gaining ground on the Pacific Slope. The Los Angeles market often receives shipments of hogs in which there are as many as twenty or thirty different owners, each receiving full market value and getting the benefit of the lowest cost of transportation.

The Mexican Revolutions

E. I. Carmichael, Portales

The right of revolution has long been recognized as an undisputed right of man, but to resort to arms for political purpose has never been approved by the people of our nation or any nation.

Mexico has failed to comprehend the value of a silent, bloodless and armless revolution to the Republic, but instead she throws herself into a state of chaos, at various intervals, more or less like a blind seer, striking with no object at end but rational ambition.

Why We Have the Revolutions
There is no particular motive for the various revolutions that flare up in Mexico like a prairie fire started by lightning out of a clear sky. They are started by a small group of greedy, ambitious political men who most generally have been defeated in some political move and attempt revenge by the revolution method.

None of the revolutionary leaders have ever shown good judgment toward winning at any time, as they failed to put a value on the property and people who came under their control.

Every time they have established a worse government than the one that they attempted to overthrow. So what good could be expected of a revolutionary movement of this nature?

Their Right of Revolution
They have no right of revolution as a people of a state or a group of states, since the people have

made the organic laws of both state and nation, in the Mexican republic. Then wherein has any group of its citizens the right to resort to arms for a political purpose in an attempt to overthrow a government whose constitution they helped to make? If they or their fathers had previously helped to make the constitution, then it was an insult to their own principals and a dastardly crime in every respect. I say it was nothing more than high treason against their government and punishable by death.

A person who turns against his government or sells and barbers away the secrets of its operation, is a traitor. What else could he be when held up before the world?

Remember, if you please, that the various states of Mexico who rose up in a revolution were all sovereigns of one great sovereign. Then since the people of all the states made the laws and elected the officials for the various years, how would a state or a number of states have a right to foster a revolution such as that by the recent rebel leaders?

Was The Mexican Government Justified in Making the Executions?

The government was justified in making the many executions even though it seems hard to march a guilty man out and shoot him into his satin lined coffin or casket.

You say this is a cowardly act on the part of the government in using an old law to carry out these executions. Yes, it may seem cruel, my dear friend, but it is yet worse to go out committing bloody crimes as rebels in a peaceful republic; such as Mexico was at the time of the recent uprising.

When the leaders and their men took up arms, they became factors of a revolution. To win they could have made laws to their advantage, but when the government forces under General Escobar won the revolutionary forces were Mexican rebels, who had committed an act of high treason against the government. When shot down on the field they died as rebels and when captured they became prisoners of war, subject to court-martial to determine the seriousness of their behavior and actions in conducting the revolution. The court-martial proceedings found them unpatriotic and traitors to their country's cause. So what was left them, as under the laws of any nation, but punishment by death? Their removal was necessary for the good of the Mexican republic.

Let us forget, let us say that the strength of Patriotism is measured by what we say and do as American people.

Upton

Most everyone in our community is busy harvesting their crops. There is quite a lot of broom corn and feed crops, even though our rains came late.

Mrs. H. R. Cowart and son, Ira, are away on a hunting trip. They expect to be gone ten days and we hope they enjoy their outing.

Mr. and Mrs. Paul Emenger and family visited their daughter, Mrs. Carrie Lauderback, near Elida, last Sunday, the 6th.

James H. Earnest and wife are visiting Mrs. Eliza Gunn and family.

Some of our farmers are buying sheep. Edwin Chavers has just bought several hundred head. He also has bought a nice bunch of registered Hereford cattle.

Ishmael Malone and Ezra Russell attended the picture show at Floyd Friday night.

Paul Emenger and J. W. Russell were Portales visitors Saturday.

Miss Clara Grimshaw has been staying with Mrs. Chavers for several days.

Bob Hines from Coleman, Texas, is visiting his mother, Mrs. Nancy House and his sister, Mrs. H. R. Cowart.

Mrs. W. Y. Grimian is visiting her mother, Mrs. Gray, of Portales.

Rogers Items

The crowd, though small, was of whole-hearted, enthusiastic singers Sunday night. We enjoyed our Mt. Vernon and Coussey friends' presence and hope they will be with us again the third Sunday.

Ruby Gates spent Saturday in the dentist office at Portales. We notice a "sparkling" change in her smile.

Mr. and Mrs. R. M. Harding enjoyed a sumptuous dinner at the Luther Blakley home Sunday.

Mr. and Mrs. Bennington from Melrose were week end guests of their brother, Luther Blakley, and wife.

Miss Trees was the dinner guest of the B. J. Gates family Sunday.

Mr. Gates has the lumber on the ground to build a two-room addition to his rent house. This means new neighbors in the near future.

Bethel

Prayer meeting at the Hodges home Wednesday night, Nov. 16. Leader, Lewis Little.

Hester West has gone to Las Vegas to attend school there.

Chester Boteler and Milton Little are attending school at Dallas.

We are sorry to lose the Clark family. They expect to leave some

time before the first of next month. A little girl came to the home of Luther Cooper and wife Monday, October 31st. Monroe Boteler had the misfortune to run a barbed wire into his eye, causing quite a painful wound.

Floyd

The people of Floyd are very busy harvesting their crops, during this pretty weather.

R. Hamlet has been sick but is improving now.

Miss Mabelle Morrison and Mrs. Ada Rea are Floyd candidates for The Portales Valley News Campaign. (Floyd is hoping they will win.)

Mr. and Mrs. Hollis Price and Miss Eula Price ate quail supper with Mr. and Mrs. Donivan Mark-

land at Portales Monday evening. The teachers have all come back from Albuquerque. They all report a good time.

Mr. and Mrs. Leonard Meador spent the day Friday with Mr. and Mrs. Spears.

Mrs. Grady Morrison and Miss Mabel Morrison spent the morning with Mrs. J. F. Nash last Thursday.

Mrs. J. J. Spires and daughter, Mrs. Marjorie Richardson, were in Clovis Monday.

Miss Elizabeth Robertson, the Progressive Series Teacher, left last week for Littlefield where she will teach a class of thirty pupils in the schools until the regular teacher is able to continue her work.

IDLENOOK

WHEN?

Bill Ding says:

WE SHOW OUR COLORS BY THE PAINTS WE SELL

PORTALES LUMBER COMPANY
PHONE NO. 10

Dependable Building Service

—Humanity still lives but only because they held it dearer than life itself! : : : :

NATURE'S soothing hand has brushed away all signs of the great conflict. Fields . . . once barren in the ashes of War's frenzy . . . again are yielding the precious grains on which Man's existence depends. And in the cities, the busy hum of Industry . . . heralds the onward march of Progress and Prosperity. Seren, indeed, is the scene. :-: :-: :-:

UNIVERSAL Motor Company

Men's Winter Overcoats and Suits

WARM BURLY STYLES AND LIGHTER MODELS. HERRINGBONES, DIAGONAL WEAVES, BOUCHE AND VICINMA FABRICS. SINGLE AND DOUBLE-BREADED MODELS.

Smart New Accesories AT SPECIAL PRICES!

Making an unusual opportunity for men to supply immediate needs as well as a chance for women to select appropriate Christmas gifts.

Fine Shirts

Madras and English Broadcloths—Smart Patterns and Colors
Silk Neckwear
Silk Hose
Plain Colors and Fancy Patterns
Fancy Wool Hosiery

Snug Fitting Sweaters

Closely woven, well finished sweaters — warm and durable.

NEW PATTERNS! NEW COLORS!

UNION SUITS — Medium and heavy weight cotton suits, well made, closed crotch.

Priddy & Fooshee Co.



THEIR DEEDS LIVE ON!

PEACE AND PROSPERITY!

Time can never obliterate the sincere gratitude in our hearts for those of our World War Heroes who made the Supreme Sacrifice in defense of our Happiness and Welfare. In reverence to their memory and in honor to their buddies who survived the Greatest Crusade of all time in Humanity's behalf — Let's turn our faces east in Thankful Prayer at 11 a. m. — Armistice Day — November 11th!

NOW IS THE TIME TO WIN (Continued from First Page)

one welcomes the opportunity to subscribe, and at the same time help a friend in votes. Subscribers this week were looking up the expiration dates of their subscription printed on their papers in order to figure out how many years they could take for their favorite contestant. Subscribers who are in arrears may pay up all their "back dues," and then take up as far as 5 years in advance. The contestant receiving the paper gets votes according to the amount paid as shown on the regular schedule elsewhere in the paper and on the back covers of receipt books. Nobody can take more than five years in advance, but a man could take a 10 year subscription altogether providing he was five years in arrears and these, of course, are few and far between.

The "Entry Blank," good for 2,000 free starting credits, appears again in today's paper. All entries received now will be credited with 2,000. Also, attention is called to the "First Subscription Coupon" which also appears again today, and which carries a bonus of 10,000 with the first subscription a contestant obtains. Reference to the published list will show that a few have already taken advantage of this coupon, but only a few for the race is just starting, just beginning, just commencing.

Right now is the very best time of all to enter. Those who start now will be able to take practically full advantage of the great liberal 100,000 extra vote offer, which does not close until 9 p. m. Saturday, November 26. In brief, the offer calls for 100,000 extra credits for every \$50 worth of subscriptions turned in and there is no limit to the number of times the bonus can be earned by any individual. After November 26, the vote schedule will be cut away down, and the best chance to win will have passed.

The big Chevrolet Imperial Landau Sedan, first grand prize, continues to be the cynosure of all eyes. Everybody is talking about it, and speculating as to whom the fortunate winner will be. Of course, that remains to be seen. It is a matter of credit.

A Good Reason Mr. Jernigan, manager of the

Jernigan Jewelry Company, reports that many callers are coming in to see the beautiful diamond ring and the handsome wrist watch that are the other prizes. One club member who left her wrist watch on while swimming last summer is said to be working solely with the idea of replacing the damaged chronometer. And so it goes.

There are no "holdovers" from today's list of entrants. In other words, nobody is in the campaign whose name does not appear. All contestants MUST be listed. This rule will be strictly adhered to throughout.

Time Is Short Just five weeks from Saturday night—thirty working days—and the campaign will be over. Those who want in should get in NOW, and start working while the credits count most. Later on it will not be so easy. Prospective entrants are cordially invited to come in to The News office and talk it over with the Campaign Manager. Receipt books and full information and supplies will be furnished. Re-

member, it costs nothing either now or later, and there is plenty of fun in store for those who make the race. If you can't come in telephone the Manager—the number is 53. Don't delay—act NOW!

For bed springs, bed stands, mattresses, chairs, rockers, dressers, kitchen cabinets, cots, heating stoves, Co. elman heaters, lamps and lanterns, floor coverings, trunks, suit cases, bags, it will be to your interest to see the stock at The Cash Bargain Store, Elida. You will find a good stock to select from and the prices will save you money.

Farm Buildings Are Destroyed by Fire

On last Saturday night the barns and feed stacks on the Bollinger farm, south of Portales, were completely destroyed by fire.

Ambulance Service.—Ed J. Neer.

TRY THIS

By EDNA PURDY WALSH

Exposing a Funnel Secret

THE simple funnel usually lies hidden in the utensil drawer, and is used so seldom that it is dusty when the occasion arises for it to be taken out to assist in pouring into a small-necked bottle or jar. There are daily uses for the funnel, however, and one of them is its practicability as an egg separator. The white of the egg quickly drops into the dish below, leaving the yolk intact at the funnel neck. Many housekeepers find the funnel an excellent mold for salads. A domestic science teacher origi-



nated a new cake by placing a funnel in the deep cake dish, upside down. When the cake is baked a graduated hollow is left in the center to be filled with whipped cream or gelatin. The funnel also serves as a pastry decorator in an emergency, and in the event occasioned by the breaking of the glass percolator top, a funnel placed upright over the center spot will prevent the coffee from flying into the air. The sides of the funnel will drop it back again into the pot. (© 1917, Western Newspaper Union.)

CAPT. HALSEY POWELL



Capt. Halsey Powell, who has been aide to Secretary of the Navy Curtis D. Wilbur, has been sent to China to be naval attaché at the American legation in Peking.

Medical Sermonettes

By W. E. LEONARD, M. D.

(© 1917, by Western Newspaper Union.)

Daniel Webster once made this quotation in one of his great speeches: "What is valuable is not new, and what is new is not valuable." With proper exceptions and qualifications, this might be suitably placed as a motto over the entrance to every medical college. The tendency of these rapid times seems to be to discount anything that has not just come over from Europe or from some noted laboratory. The books and assembled knowledge of ten years ago are roundly scouted as entirely obsolete, everything being made to fit into the latest theories with very little regard for the facts already laid down and proven.

This is not intended as a cynical, sweeping condemnation of all that modern medicine has accomplished, for that is a glorious catalogue of real triumphs, but as a protest against the unthinking adoration of a new medical fad simply because it is new and probably widely heralded for a commercial purpose. "Hold fast to that which is good; needs to be remembered in medicine as well as in religion."

All The Trimmin's



FOR THANKSGIVING

FORM "appetizers" to fresh fruits, — all the "trimmin's from soup to nuts," so to speak — that you deem necessary to making yours a tempting Thanksgiving spread are here in ample assortment. Lowest Prices!

J. N. McCALL CO.

— JUST RING 13 —



The Portales Valley News
\$2,000 AUTOMOBILE
Prize Campaign

GOOD FOR 100 FREE VOTES

Must be Voted or Mailed on or Before Nov. 14

VOTES FOR _____
STREET OR R. F. D. _____
TOWN _____

THIS COUPON WILL COUNT 100 VOTES WHEN PROPERLY FILLED OUT AND SENT TO THE CAMPAIGN MANAGER OF THE PORTALES VALLEY NEWS BEFORE EXPIRATION. COUPON MUST BE NEATLY TRIMMED AND PUT IN A FLAT PACKAGE WITH THE NUMBER OF VOTES WRITTEN ON TOP.

Rev. Claude A. Lorts will preach at Pleasant Valley next Lord's day at three o'clock.

Rev. and Mrs. J. F. Grizzle left Tuesday for Carlsbad to attend the Baptist State convention.

Mr. and Mrs. E. H. Hendrix and small children left Wednesday for Fort Worth, Texas, and other Texas points for a visit of two weeks. The older children are attending school, so did not go.

SOCIETY and Club

Birthday Celebration

On Saturday, Oct. 29th, little Miss Jacqueline Livingston was two years old and on Sunday her mother, Mrs. Kenneth Livingston, prepared a fine birthday dinner and invited several of her older friends to help her celebrate. The little miss was delighted with three birthday cakes and was the recipient of several birthday gifts.

Places were laid for Mrs. H. M. Livingston, Dr. and Mrs. T. E. Meuller, Mr. and Mrs. Kenneth Livingston and the little lady in whose honor the dinner was given.

At Home

On Tuesday, Nov. 8th, from two thirty until five o'clock, over thirty ladies enjoyed the hospitality of the McMinn home on Montana street, when Mrs. J. W. McMinn entertained with an at home honoring Mrs. E. T. Hensley.

The afternoon was very pleasantly spent in a social way and at four thirty the hostess served a most delicious plate lunch of creamed chicken, hot rolls, cranberry jelly, fruit salad, cake and coffee.

Alene Wyly Birthday

Alene Wyly, daughter of Mr. and Mrs. J. M. Wyly, celebrated her birthday Saturday, November 5. There were eleven little girls who came to help her enjoy the hours from 2:30 to 5. They enjoyed all kinds of games, and were treated to pop corn, marshmallows, cake and ice cream. As favors, they were given chrysanthemums, which is Alene's birth flower.

H. M. C.

The H. M. C. met in regular session on Wednesday, Nov. 2nd, with Mrs. J. P. Ford. Eighteen members and two guests were present and roll call called forth many good housekeeping nts.

Miss Kerr gave an interesting and helpful talk on "Floor Finishing," followed by an article "Keeping things," read by Mrs. Hebe Stewart. The program closed with a character sketch "A Day's Work," by seven members.

Next meeting Wednesday, Nov. 11th, with Mrs. J. W. McMinn. This will be an Armistice Day program, with Mrs. Fred Luper in charge. Roll call response: A patriotic quotation.

Class Party

The time the calendar allotted to Halloween this year was by far too short and had to be made elastic to accommodate all the season's activities.

On Saturday night, Nov. 5th, the hospitality of the Carl Case home at 15 Utah street, was extended to members of Mrs. Case's class of boys of the Baptist church and a few invited guests.

The house was still bright in its Halloween finery and a warm welcome awaited the young people. The time passed pleasantly and quickly in games and animated conversation until about ten o'clock when Mrs. Case served Halloween refreshments, individual pumpkin pie, ginger bread, and so forth.

Woman's Club

Mrs. Arthur E. Jones and Mrs. W. F. Shaw were the hostesses for the Woman's club this week at Mrs. Jones' home on State street, at the time of 2:30 on Wednesday. Miss Helen Lindsey was program leader and the subject was "The Prevention of War."

The roll call was responded to with quotations about peace, followed by the negro Spiritual Record, "Ain't Gwine Study War No More."

Mrs. Martin read Kipling's "Recessional" and played music by Reginald de Koven.

Mrs. T. E. Meats very ably reviewed Wm. Howard Taft's book on America and World Peace. Taft was always deeply interested in promoting world peace.

Mrs. Keith Payne in a very impressive way explained what teachers in school could do for the promotion of World Peace by instilling into the minds of the rising generation, respect, sympathy and understanding for other people through teaching geography and history.

Miss Helen Lindsey, the leader, then discussed all phases of the subject in a most interesting and instructive manner. She spoke of the characteristics of modern warfare, showing its destructiveness, and discussing the possibilities for prevention of war and promotion of good will and friendship among all people and the building up of machinery for adjustment of difficulties. She also explained some of the sore spots in the world of today.

The club then sang America, The Beautiful, after which the hostesses served a delicious refreshment course.

There was a new arrival at the Bill Kenyon home Wednesday morning.

Meddams Smith and Whitcomb Dinner

Mrs. Maud Smith and Mrs. C. J. Whitcomb were at home at Mrs. Smith's on Main street Sunday to a few friends in honor of Mr. and Mrs. J. E. Camp. The dinner was served at noon and family style. The guests were Mr. and Mrs. J. A. Hall and daughter, Jane Alice, and Mrs. Hall's niece of Clovis; also Mr. and Mrs. Lester Bayless of Clovis, Mr. and Mrs. Fred Luper and Mr. and Mrs. J. E. Camp, besides the hostesses.

A NEW ARRIVAL

A new preacher arrived in Portales Wednesday morning, Nov. 9th, at seven thirty o'clock and is staying with Pastor and Mrs. Lorts at the Christian parsonage.

His name is Jack Gordon Lorts and he weighs nine and one-half pounds.

Rev. and Mrs. G. W. MacArthur and some 20 children of the N. Mex. Baptist Orphan's Home are in Carlsbad this week attending the Baptist State Convention. They will take the children of the home through the wonderful Carlsbad Caverns before returning home.

Miss Irene Hall of Farwell, Texas, arrived in Portales Wednesday and has accepted a position as stenographer with the real estate firm of Spires and Black.

Rev. and Mrs. L. L. Thurston and daughters, Miss Grace and Mrs. Howard Fletcher, and G. W. Carr went to Roswell today in the Carr Chrysler.

H. G. Rowley and son, Marshall, were at Captain Wednesday.

Mr. and Mrs. Harve Walton and daughters, Misses Mary Alice and McCune, were in Portales Wednesday evening.

Otto Kaptino was a Clovis visitor Wednesday.

RICHARD ANTRIM



Richard Antrim of Chicago, who heads the list of 25 young men chosen from the entire United States for a four-year course at the Annapolis Naval academy. Antrim is nineteen years old, and is a graduate of the Peru (Iowa) high school.

For Kansas Flour, fresh Corn Meal, Graham Flour, stock, salt, cake and meal. The Cash Bargain Store, Elida. 3-2tc

Junior Red Cross Army of 6,000,000 in Schools

Members of the United Red Cross proved a new capacity for service during the Mississippi flood, according to reports to Red Cross National Headquarters covering their work.

This group of enthusiastic school children reported enthusiastically and generously to the needs of the flood victims. An indication of the importance of this work is contained in the report that 200,000 in Boston alone contributed \$7,500 to the relief fund.

Junior Red Cross members shared in reconstruction work in the Mid-west tornado several years ago, after the Florida storm, and are in the post-flood operations of the Red Cross among the people in the Mississippi Valley.

Junior Red Cross has 2,822,757 members, an increase of 273,229 in the last year.

More than a million of the Junior Red Cross membership is distributed in the Philippines, Hawaii, Guam, Porto Rico, the Virgin Islands, and Alaska, and includes Indian and Eskimo children. Through the medium of the Junior Red Cross in the United States, and similar groups abroad, children all over the world are being brought into closer understanding by international correspondence carried on by classes in the schools.

The Juniors at present have nearly twice the membership of the senior organization, but in the forthcoming membership enrollment of the Red Cross, from November 11 to 24, the goal of the adult membership is 5,000,000.

FOR SALE OF TRADE—for Portales property, Sha'nrock Cafe, 506 W. Sixth st., one of the busiest streets in Amarillo, doing good business. The reason for selling is sickness. 3-1tc



"Now Tell Mother."

RED CROSS ADVANCES HEALTH PROTECTION

Record for Progress Is Made in Protecting People of Vast Flooded Section.

Record health protective activities marked the year's service of the American Red Cross in this field. The outstanding health accomplishment of the emergency health program launched as part of the relief work in the Mississippi Valley flood. In co-operation with State and Federal health agencies, the Red Cross successfully conducted a campaign designed to prevent epidemics as a result of flood conditions.

Thousands were immunized against typhoid and smallpox, preventive measures against malaria were undertaken, and as the flood receded an intensive clean-up program was set in motion to purify water supplies, provide sanitary surroundings of rural communities and complete other health protective steps.

Besides the emergency work, the Red Cross Public Health Nursing Service developed about 100 new community nursing and health services throughout the country. Nurse instructors and others operating under the Red Cross also extended training in Home Hygiene and Care of the Sick to both adult and junior groups, the latter in educational institutions in certain instances. Every State, Alaska, the Hawaiian Islands, the Philippines, Porto Rico, and the Virgin Islands, had Home Hygiene classes which showed a large increase.

One contribution to national health achieving a growing recognition is the nutrition instruction service, through which thousands of adults and school children are learning the proper foods for health and the fundamentals of correct food habits in relation to health. Classes include housewives, school children, foster-mothers, policewomen, women having charge of homes and institutions, business girls and students in universities and colleges.

Besides these direct services for better health, the Red Cross enrolled reserve of nurses amounts to more than 45,000. These nurses are available for disaster relief service, epidemics and other serious emergencies, and are on call for duty with the Army, Navy and the Veterans' Bureau.

Red Cross health services are increasing in scope, it is pointed out, in calling attention to the forthcoming enrollment of new members in the Red Cross ranks, through whose support all Red Cross activities are made possible. The enrollment will take place from November 11 to 24.

Always Polite

The manager of the isolated factory had received a letter from a woman stating that her husband, who worked in the factory, had sent her no money for weeks and weeks.

So the manager, a kindly man, sent for the delinquent there and then.

"Jackson," he said, when the man made his appearance, "do you ever send your wife anything when you write?"

"Oh, yes, sir," answered the other brightly, "always my kindest regards."

BAKE SALE

AT ED J. NEER'S + Presbyterians Ladies + CAKES, PIES, BREAD + Rolls, Doughnuts, Dressed + Chickens and Turkeys. All + sorts of home baked foods. +

Nov. 23, Wednesday + ED J. NEER'S DRUG STORE +



We now have a complete line of DRESS AND SEMI-DRESS GLOVES

in silk lined, fleece lined and unlined, in all the best grade leather and very popular prices.

Fields & Bonner The Man's Store

For wind mills, sucker rods, well cylinders, pump leathers, gaviarized pipe, go to The Cash Bargain Store, Elida. 3-2tc

For work clothes, blankets, sheets, wide sheeting, pillows, winters coats for men, piece goods, shoes, cowboy boots, caps and hats, lumber jacks, winter underwear, get quality goods and save money at The Cash Bargain Store, Elida. 3-2tc

The Cash Bargain Store, Elida, is offering unmatched values in boys' outh's, and men's ready-to-wear suits, that is well worth your while to see before buying. Be sure to see the all wool Suits made by Curlee company up to 44 in size, pure wool, high class, heavy weight and underpriced. 3-2tc

Ambulance Service—Ed. J. Neer.



E. N. NEER Hardware

Pre-Thanksgiving Sale

ON Coats and Hats

Beginning Thursday, Nov. 10

Ending Thursday, Nov. 24

20 percent off on Hats

10 percent off on Coats

YOU CAN ALSO GET FITTED IN A A BARCLAY CORSET

MADE STRICTLY TO YOUR MEASURE AT

THE LADIES' SHOPPE

Your Thanksgiving "Bird"



--- IS READY

Please place your order for Dressed Turkey or Chicken not later than the 23rd.

We have every ingredient for your Thanksgiving dinner. Come in and let us help you make it a success.

Store will be closed after 9 a. m. on THANKSGIVING DAY

Yoachum & Son GROCERIES AND MARKET

Phone --- 45



NOW

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

BRACKEN'S
Battery Shop
"BETTER CHARGING SERVICE"

Don't dose a Child's Cold

CONTINUAL dosing upsets children's delicate stomachs. Vicks is applied externally and therefore cannot disturb the digestion. It acts in two ways:

- (1) The body heat releases the ingredients in the form of vapors which are inhaled.
- (2) At the same time Vicks "draws out" the soreness like a poultice.

VICKS
VAPORUB
OVER 15 MILLION JARS USED YEARLY

New Ford Due In Dallas in Novemb'r

The new Ford will reach Dallas in November and is marked by features expected only in more expensive cars. It was reported in a message received here on Saturday from John P. Morris, Dallas Ford dealer, who had a ride in the new car in Detroit and talked to Henry himself about the new model.

The latest Ford, a definite announcement of which has been withheld for so long, is longer and lower than the old car, with smart rakish lines, said Mr. Morris. It is equipped with four wheel brakes, standard gearshift transmission and upholstery, finish and appointments compares with cars costing from \$1,000 to \$1,200, the dealer declared. Bumpers, steering wheel lock and speedometer are standard equipment.

"The new Ford surpasses my fondest expectations," Mr. Morris telegraphed James Price, vice-president of the company. "I talked with Henry Ford personally about the new model. He said: 'It is a good car and we are entirely satisfied with the results.'"—Dallas Morning News.

MRS. ALEX McCALL

The News is glad to be able to announce that the report of the operation on Mrs. Alex McCall was a mistake. Mrs. McCall has been somewhat indisposed for several days, but her friends are hopeful that an operation will not be necessary.

New Car Is Real Good Looking

We have been fortunate enough to view the new car, and we can truthfully say that it is a good-looking automobile. The Ford, as we formerly knew it, is a thing of the past. The new car is a modern automobile.

To the man who has been accustomed to the Ford car, the new model will be a revelation. To the man who has been accustomed to a more modern automobile than the old Ford, it will be a good-looking little modern car with many outstanding mechanical and construction features.

The body design of the new car comes closer to resembling a little Chrysler than anything we can think of. It has the same type rounded panel in the back, and the window designs are similar. A streamline effect is used, instead of the old break in line at the cowl. The radiator is rounded and is something like the Whippet, although not as extreme. The nameplate is oval with a blue enamel background and the familiar trade name Ford worked in.

Pull crown fenders, along the Lincoln design are used. The car is equipped with full bumper in front and bumperettes in the rear. They are Ford-made.

A head separates the upper half of the car from the lower half. Several color combinations are being used.

Cram's Automotive Reports, Inc.

The Advance Date on Her Letter

By JANE OSBORN

IT HAPPENED not long ago—the very Monday after New Year's day, to be exact. Tom Brinsley had started the year off right, as he thought, by spending the evening writing to Helen Beaton asking her to be his wife.

Helen Beaton was a very efficient young woman who was now proud to be called the general manager of the query department of a large research organization. Through time and the custom of her work she had become very precise. Nothing that might conceivably be done today did she ever leave until tomorrow. Surely not the answering of a business letter, and just as surely not the answering of a personal letter. Helen did not like to have personal letters come to her office, and Tom knew she didn't, but once Tom had set up enough courage to ask Helen to be his wife he was impatient to know her answer. Helen had been away for the New Year's holidays and he wanted her to read and answer the letter Monday.

Helen read the letter as she ate her luncheon—or she read it as her luncheon became cold before her and was finally left almost untouched. Clearly Helen was much moved by the contents of this letter, but her mind was made up to say "no." She had spent some years in working up to the position she now occupied. She felt that she was needed there.

It was somewhat cold that Monday after New Year's and as Helen took her chair before her desk her fingers were numb. It was also the first business day since the first of the year.

Helen used her personal stationery; and as she rolled the sheet into the typewriter she was fringing the words of the first sentence of this really difficult letter. She always dated her letter at the top. Her fingers started to write 1926—then she restrained them. One of the figures should be changed. Instead of writing 1927 she wrote 1937.

Helen felt that this was a stupid mistake. But she decided to go on with the letter. Later when she had taken the sheet from the roller she would erase the mistake and rewrite it correctly.

"Dear Tom," she wrote—and her eyes glanced up at the figures 1937 starting at her from the top of the sheet. "I spent my entire luncheon hour reading your letter." Again she saw those figures—1937, further unpleasant looking date," she thought. Helen wondered whether she would still be sitting there before that desk in 1937. "It is not easy to write my answer—in fact, I think it would be easier to talk to you instead." Then another look at the figures. Helen reflected that in 1937 she would be thirty-eight. She would be living alone in 1937 as she was living alone now. "Somehow I want to let you know how much I admire you," Helen wrote that because this was part of the letter she had planned on her way from the luncheon, but again the figures stared across at her. Helen wondered where exactly she would be in 1937. She was ambitious and she had found what success she had gained sweet indeed. But in a way she had reached the top rung of the ladder. There were no better-paid positions open to women in her organization. But she would be able to do something else. Yes, in ten years more she ought to have doubled her present salary. Still it wasn't just more salary that counted. The figures at the top of the letter seemed to grow larger and larger—that was perhaps the effect of coming into the heated office from the cold outdoors. It would have been so much easier to write the letter if she had not seen that horrid date, 1937.

With Tom it would be different. In ten years Tom would, as he hoped, be a very prominent lawyer. There was not the slightest doubt of that. He would have friends—loads of them—a wonderful home and—it seemed as if a voice somewhere outside of her whispered the words—"a wife," and then, as Helen protested that Tom said he would never marry anyone else, the voice seemed to laugh—and another serious, proper sort of voice said, "Any way, you wouldn't want to think that just because you didn't want him Tom would never, never marry. You ought to be glad to think that men always do get over such disappointments. You really want Tom to marry."

That was as much as Helen could stand. She snatched the paper from her typewriter with a yank that almost sent the machine off her desk. Then she quickly ran another sheet of paper into place. She didn't bother with any date.

"Dear Tom," she wrote, "I spent all my lunch hour reading your wonderful letter. It is hard to write my answer because I want to see you to tell you how happy you have made me. Of course, my answer to all your questions is 'yes.' Please come to see me tonight. We can have a talk in the little parlor downstairs. Always yours and only yours."

Without rereading the letter Helen signed it and tucked it in an envelope, which she addressed by hand. Then she pressed the button on her desk that summoned an errand boy.

"Take this over to Mr. Brinsley's office in the State building," she told him, "and see that you give it to him personally. It is a matter of very important business."

DEER HUNTERS

Lee Carier, Wat Stewart and J. A. Buckingham left Monday eve for the mountains to hunt deer.

Truck Service To Roswell Is In Operation

PORTALES MAN PUTS THREE TRUCKS INTO SERVICE; ARRANGES WITH B. C. D.

Operation of a truck service between Amarillo and Roswell, N. M., has been inaugurated by J. C. Hayes of Portales through arrangements with the traffic department of the Board of City Development.

Three trucks a week will be operated between Amarillo and Portales, and two a week between Portales and Roswell, according to schedule.

Orders for the line will be received at Clowe and Cowan and the Amarillo Hardware company in Amarillo.

The schedule will be as follows: Truck leaving Amarillo Tuesday for delivery Portales Wednesday morning, Elida, Kenna and Roswell.

Truck leaving Amarillo Friday morning. This truck does not go to Roswell.

Truck leaving Amarillo Saturday for delivery Portales Monday morning, Elida, Kenna and Roswell. Monday—Amarillo News.

Emmett White An Eagle Scout

Wednesday Emmett White, son of Mr. and Mrs. E. P. White, received his Eagle Scout badge. This is the highest honor a Scout can attain, which calls for 21 merit badges, but Emmett goes better than that—he has 45 merit badges and is nearly fourteen years of age. Emmett has been a Boy Scout since he was 12 years old and was a Ranger before he was old enough to join the Scouts.

He is a typical red-headed, freckle-faced boy, small of stature, and so talkative that his friends have nicknamed him "Preach." Emmett attends Portales High School and is a Junior with 14 credits.

HONOR TO WHOM HONOR IS DUE

Once again Roosevelt county has won honor through her girls. It will be remembered that in 1926 the 4H Clubs of our county because of the excellency of their canning exhibit at the state club encampment, were chosen to represent New Mexico at the Club Congress at Chicago. The same honor is theirs this year, for while the encampment itself was indefinitely postponed, the exhibits were sent and judged with the above result.

Miss Kerr, the local leaders and the individual club members are to be commended for the excellent co-operative work that makes these honors possible. The exhibit which is to represent New Mexico must be in Chicago Nov. 23rd, and is now being collected for shipment.

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YOUR CAKE
IS READY FOR YOU

Freshly baked each day from the choicest ingredients our cakes are a welcome addition to the menu in many homes of this community.

City Bakery
HOME OF
Honey Cream Bread

The YELLOW PENCIL with the RED BAND

EAGLE PENCIL CO.
MILWAUKEE

MILES

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

New Modern House for Sale

2 bed rooms, large living and dining room, kitchen, bath, 5-piece plumbing, hard wood floors, plastered throughout; stucco. Front sidewalk concrete, porch with walk concreted. Garage 10x17 with room on rear complete. \$600.00 cash will handle the place if sold at once.

T. E. McELROY

Boy Scout News

The local Boy Scouts enjoyed a wonderful treasure hunt Saturday evening beginning at 3 o'clock. Rev. Grizzle was instrumental in planning the hunt. The Scouts were divided into two groups and followed many leads before they found the treasure, which was a football which J. B. Sledge had partly donated to the boys. The Wolf and Flying Eagle patrols won the prize.

SCOUT BANNER

The Scout banner of Troop No. 2, which is sponsored by the Methodist church, was unveiled in the church Sunday morning with an impressive ceremony. The boys under Scoutmaster Sid Stroup attended in a body and gave the Scout oath and laws. Emmet White gave a talk before the unveiling. The boys were all so well mannered and trim looking that they made quite an impression on the audience.



Uncle Billie Stewart's AUCTION SALE

Monday, November, 14 1927
COMMENCING PROMPTLY AT 10:30 A. M.

One Half Mile South of Longs School House; 4 1/2 miles North of Garrison, N. M.; 7 Miles East and 2 1/2 Miles South of Dora, N. M. Will Sell the Following:

FARMING IMPLEMENTS

1 low wheel heading wagon, 1 riding turning plow, 2 turning plows, one riding attachment, 1 disc cultivator, 1 lister, cotton, corn and maize planters, double trees, neck yoke, 3 section harrow, mower and rake, John Deere corn sheller, one tractor attachment, one hand cart, one 1 1/2 h. p. White engine and pump jack in good condition, one Ford truck engine in good condition, Ford truck with Warford shift gear and starter with new tires all round, all in good shape, one saddle and work mare, weight 1100 lbs. from 9 to 10 years old, one saddle and work horse, weight about 110 lbs, 9 to 12 years old, 35 sacks of Acme plaster, 1 saddle, some carpenter tools and box, a nice lot of broomcorn slats in good shape.

CATTLE

3-yr-old Durham cow, giving milk, fresh in Feb.
9-yr-old Durham cow, giving milk, fresh in Apr.
11-yr-old Durham cow, dry, fresh in December.
12-yr-old Durham cow, dry, fresh in January.

CHICKENS, HOGS AND TURKEYS

About 50 young Rhode Island Red Pullets.
10 or 12 Turkeys.
One Sow, and 5 pigs four weeks old.
One Hog, weight about 175 pounds.

HOUSEHOLD GOODS

2 iron bedsteads, 2 sets springs, 2 mattresses, wa sh stand, 2 cabinets, safe, 4-burner New Perfection oil stove, 2 ovens, dining table, 4 nice straight chairs, 3 rockers, Davis sewing machine in good condition, good heater, clock, Northern Electric phone box, 5 bar generator, 2000 omage; mail box, milk cooler, cook table, dishes and cooking ware, one 12 14 linoleum—new; dresser, about 100 quarts of fruit of all varieties, a lot of empty fruit jars, wash stand and wringer, 3 gallons of lard, 20 gallons of good honey, 2 lamps—one a Rayo; oil heater, set of four irons.

TERMS OF SALE—All sums of \$25.00 and under Cash. Sums over \$25.00 a 5 per cent discount for cash or 12 months time with bankable notes bearing 10 per cent interest. If you are a credit buyer get money from the bank and save 5 per cent on your buy.

FREE LUNCH AT NOON! BRING BOWL AND SPOON!
Cups Furnished by Auctioneer

Uncle Billie Stewart Owner
J. F. Thomas, Clerk of Sale
C. F. Marshall, Auctioneer and Notary Public, Rogers N. M.

See Us For Engines, Windmills, Pump Supplies, and Plumbing Fixtures

WITH OUR LARGE STOCK WE ARE IN POSITION TO SUPPLY YOUR EVERY NEED IN OUR LINE. WE HANDLE NOTHING BUT STANDARD GOODS. WE EMPLOY EXPERTS TO ASSIST YOU IN YOUR PUMPING AND OTHER PROBLEMS

Case Tractors

HAVE BEEN LEADERS IN THE TRACTOR FIELD FOR LONG YEARS PAST. WE WILL BE GLAD TO DEMONSTRATE THIS TRACTOR TO YOU NOW AND QUOTE YOU PRICES. ALL SIZES OF PULLEYS, BLOCKS AND ROPE.

Lariat Rope--Made for Service

WE CARRY A GENERAL LINE OF SET SCREWS, BOXINGS, BOLTS, BELTING, PIPE FITTINGS OF ALL SIZES, PUMPS, CYLINDERS AND ANYTHING THAT IS USED IN GETTING WATER TO THE TOP OF THE GROUND.

Roswell Pump & Supply Company
The House of Dependable Merchandise
ONE BLOCK FROM DEPOT PORTALES, NEW MEXICO

PROFESSIONAL DIRECTORY

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

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

DR. N. F. WOLLARD Office Near the Drug Store Local Surgeon A. T. & S. F. Hospital Ass'n. Phone 188

DR. E. W. MEANE Dentist Rooms 14 and 15, Rose Bldg. Res. Phone 195 Office Phone 25

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

HENSLEY & BRASSELL Physicians and Surgeons PHONE 94

E. T. Hensley E. T. Brasell Phone 199 Phone 114

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

FOR HOUSE WIRING by Licensed, Bonded Electrician

SEE FRED L. OHR PHONE 156

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

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

BALLOU & PRICE Coal, Ice and Feed Authorized Purina Dealers Telephone 3

S. N. HANCOCK, Optometrist Eyes Tested, Glasses Fitted Registered under the State Board of New Mexico North 5th Square Portales, N. M.

A. F. & A. M. Portales Lodge No. 26 Meets Saturday night on before the full moon in each month. E. T. MOODY, W. M. J. R. SHOCK, Secy.

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

Portales Hotel On the Square Good Beds Good Meals

HEAVY HAULING WELL DRILLING Any Time - Anywhere

FAILS BROTHERS

WATCH AND JEWELRY REPAIRING

W. E. BAZEMORE Portales, N. M.

THESE WANT ADS BRING RESULTS WANT ADS

FOR SALE

FOR SALE - Jersey cows, will be fresh in spring. See Mrs. Ella Mackwell at W. E. Crow's. 2-2p

INCUBATORS - For Trade - 1 Dependable, size 600 eggs 1 Ex-Ray, size 400 egg; 1 Safety Hatch, size 170 egg. W. D. Patk. Arc'tic, N. M. 2-2p

I STILL HAVE 12 or 14 thoroughbred Rhode Island Red Roosters left. If you want them call at once. W. E. Crow's. 5-11p

FOR TRADE - Lot in Portales for good car. C. B. Jones. 5-11p

FARM FOR SALE - I am offering my irrigated farm of 4 1/2 blocks, north of the track for sale. It is well improved. J. B. Crow. (32)fc

FOR SALE - 5 room house, modern. 2 1/2 Acres shallow water land, two miles from town. E. T. Moody. 48-1c

C. W. Ison for Dry Goods, and Shoes. The cheapest place in town. 4fc

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

FOR SALE - Good Piano. Call at News office.

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

PICTURE FRAMING - See Henry George. 151c

NOTICE BY PUBLICATION

To R. T. Anderson, Defendant. You are hereby notified that suit has been entered against you in the Ninth Judicial District Court of the State of New Mexico, sitting in and for the County of Roosevelt, by the State of New Mexico, plaintiff, against R. T. Anderson, defendant, being cause No. 2346 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$98.91 for state, county and other taxes due and delinquent in said county upon the following described property, to-wit: Northwest quarter, south half of northeast quarter, northwest quarter of southwest quarter and northeast quarter of southeast quarter of section eighteen, all in township one south, range thirty five east, N. M. P. M., Roosevelt County, New Mexico.

you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and forever barring and foreclosing you, the defendant, and your heirs, right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 19th day of December, 1927, judgment will be rendered in said cause against you by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court. By A. J. Goodwin, Deputy. Plaintiff's attorney and his address: J. Frank Curns, Santa Fe, New Mexico. Oct 27 Nov 17

NOTICE BY PUBLICATION

To Nell V. Morgan, Defendant. You are hereby notified that suit has been entered against you in the Ninth Judicial District Court of the State of New Mexico, sitting in and for the County of Roosevelt, by the State of New Mexico, plaintiff, against Nell V. Morgan, defendant, being cause No. 2346 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$156.46 for state, county and other taxes due and delinquent in said county upon the following described property, to-wit: Southeast quarter, northwest quarter, south half of northeast quarter, all in section twelve, township three south, range thirty six east, N. M. P. M., Roosevelt County, New Mexico.

And a further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and forever barring and foreclosing you, the defendant, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 19th day of December, 1927, judgment will be rendered in said cause against you by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court. A. J. Goodwin, Deputy. Plaintiff's attorney and his address: J. Frank Curns, Santa Fe, New Mexico. Oct 20 Nov 10

NOTICE OF PUBLICATION

Department of the Interior U. S. LAND OFFICE at Las Cruces, New Mexico, Oct. 14th, 1927. NOTICE is hereby given that Oliver D. Lambirth, of Elida, N. M., who, on Nov. 22, 1922, made Add'l. Hd. Entry, Act 12-29-16, containing 80 acres, No. 026281, for E 1/4 NE 1/4

ing named defendants against whom substituted service is hereby sought to be obtained, to-wit: D. A. Hulsey, Fern Hulsey also A. A. Gibson & Company being Cause No. 2344 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$119.43 for state, county and other taxes due and delinquent in said county upon the following described property, to-wit: said cause No. 2344 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$119.43 for state, county and other taxes due and delinquent in said county upon the following described property, to-wit: All of the southwest quarter of section eighteen, township two north, range twenty nine East, N. M. P. M., Roosevelt County, New Mexico.

And further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and forever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 19th day of December, 1927, judgment will be rendered in said cause against you by default, and said property sold to satisfy the same.

PAUL E. MORRISON, Clerk of Court. Plaintiff's attorney and his address: J. Frank Curns, Santa Fe, New Mexico. Oct 20 Nov 10

INK SPOTS BY THE LINO OP

NOTICE

To W. R. Howard, O. C. Howard, B. H. Howard and Mollie Lamar, the heirs of Ira Howard, Deceased, and to all to Whom it May Concern - GREETING

NOTICE is hereby given that the undersigned will apply to the Treasurer of Roosevelt County, New Mexico, for a deed to the East half of Section 17, and north half of Section 20, Township 7 south, Range 34 east, N. M. P. M., Roosevelt County, New Mexico, on the 20th day of December, 1927, on account of the said O. C. Howard, deceased, on the 7th day of October, 1924, for delinquent taxes for the year 1923. Portales, New Mexico, this the 4th day of November, 1927. J. B. FULCH, Nov. 7-18C

NOTICE OF PENDENCY OF SUIT

The State of New Mexico, to the defendants, Bonnie Puckett if living and the unknown heirs of Bonnie Puckett if dead, implored with the following named defendants, against whom substituted service is hereby sought to be obtained, to-wit: the said Bonnie Puckett, if living, and the unknown heirs of Bonnie Puckett, if dead; Stella Puckett, if living and the unknown heirs of Stella Puckett, if dead; Harvey Puckett, if living and the unknown heirs of Harvey Puckett, if dead; Claude Puckett, if living and the unknown heirs of Claude Puckett, if dead; Virgil Puckett, if living and the unknown heirs of Virgil Puckett, if dead; Ocie Puckett, if living and the unknown heirs of Ocie Puckett, if dead; Silas Puckett, if living and the unknown heirs of Silas Puckett, if dead; May Puckett, if living and the unknown heirs of May Puckett, if dead; Ina Puckett, if living and the unknown heirs of Ina Puckett, if dead; Rich Puckett, if living and the unknown heirs of Rich Puckett, if dead; Virgil Puckett, if living, and the unknown heirs of Virgil Puckett, if dead; Emmett Puckett, if living and the unknown heirs of Emmett Puckett, if dead; Bessie Puckett, if living and the unknown heirs of Bessie Puckett, if dead; Ralph Puckett, if living and the unknown heirs of Ralph Puckett, if dead; Mildred Puckett, if living and the unknown heirs of Mildred Puckett, if dead; Nolan Puckett, if living and the unknown heirs of Nolan Puckett, if dead; Lela Puckett, if living and the unknown heirs of Lela Puckett, if dead; Clarence Puckett, if living and the unknown heirs of Clarence Puckett, if dead; Chester Puckett, if living and the unknown heirs of Chester Puckett, if dead; Dock Puckett, if living and the unknown heirs of Dock Puckett, if dead; Betty or Mollie Puckett, if living and the unknown heirs of Betty or Mollie Puckett, if dead; Mary Collins Puckett, if living and the unknown heirs of Mary Collins Puckett, if dead; and all unknown persons having any right, title or interest in the property herein described. Greeting

Notice is hereby given that suit is pending against you in the above named court wherein the above named plaintiffs are suing for partition of the West half of Section 9, Township 3 south Range 37 East of N. M. P. M. and alleging that said plaintiffs and the said defendants are suing for partition of the West half of the above described real estate and that it is impossible to partition the said real estate without material injury to the interests of the said plaintiffs and defendants and praying that the said property may be sold according to law and the proceeds distributed among the plaintiffs and defendants according to their respective interests.

You are further hereby notified that unless you enter your appearance herein in the said cause on or before the 2nd day of December, 1927, judgment will be rendered in said cause against you and each of you by default and the relief prayed for by the plaintiff granted. The name of the attorney for plaintiffs is Lee E. York and his address is 421-422 Citizens National Bank Building, Abilene, Texas.

WITNESS MY HAND this the 2 day of November, A. D. 1927. PAUL E. MORRISON, Clerk of the said Court. (SEAL) Nov 1-24

NOTICE BY PUBLICATION

TO THE DEFENDANTS NAMED HEREIN: You and each of you, are hereby notified that suit has been entered against you in the Ninth Judicial District Court of the State of New Mexico, sitting in and for the County of Roosevelt, by the State of New Mexico, plaintiff, against D. A. and Fern Hulsey, A. A. Gibson & Co., implored with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: D. A. Hulsey, Fern Hulsey also A. A. Gibson & Company being Cause No. 2344 on the docket of said Court, by which suit it is sought to obtain judgment against you in the sum of \$119.43 for state, county and other taxes due and delinquent in said county upon the following described property, to-wit: All of the southwest quarter of section eighteen, township two north, range twenty nine East, N. M. P. M., Roosevelt County, New Mexico.

And further judgment against you that plaintiff has a first and prior lien on said premises for the amount for which judgment will be taken as aforesaid, and for the foreclosure of said lien, and ordering said premises to be sold without appraisal at public or private sale and the proceeds applied to the payment of the amount due plaintiff and costs of suit, and forever barring the foregoing you, and each of you, the said defendants, of and from all right, title, estate, interest, claim and equity of redemption in or to said premises, or any part thereof; and that if you fail to enter your appearance in said cause on or before the 19th day of December, 1927, judgment will be rendered in said cause against you by default, and said property sold to satisfy the same.

going to and from school who are not versed in the ways of pedestrianism. It only takes a moment to stop and probably prevent an occurrence not to be forgotten in a life-time. Besides the danger of injury to yourself and others, violations of the law make one liable to a donation to the city and maybe an indefinite stay as a guest in the Hotel de Bob Foidexter, that imposing stone structure down the track.

Don't think we are trying to kid somebody when we say "imposing." The Deadwood, S. D. Westerner, a newspaper, is edited, owned and printed by a 13-year old lad, who hires his mother as ad solicitor. He does the work himself and the shop is of the old hand-set kind. This boy's greatest ambitions are to be a good violinist and operate a Linotype machine. As for his first ambition—being a good violinist—we have often hoped to even see one, but—well, we have our doubts.

His second is indeed a sublime calling. (We speak not as one of the bunch.) Lino ops have a talent bordering on genius. Their gift of a life's work to suffering humanity is a manly sacrifice. They spend the wee hours in burning the midnight oil, providing the boss is generous with the over time—and pays for the oil.

And again last week we were crowded aside to make room for "more important things." And it seems that most any kind of dope is of more importance than words from our pen. That, however, it not our loss as we can readily see that the man who hands out the pay checks on this paper fails to recognize ability and we know that the readers of this column (plural, please) feel outraged when it is missing. Soon we will be visited with the scheduled epidemic of picnic creator, cheap stogies and other vile afflictions brought about by the unsung heroes who are skilled in public affairs and the art of government.

Self-made men will tell you of their ability to run our great commonwealth. They'll kiss the baby, give the old man a piece of hemp and tell the missus how strongly they believe in the women ruling the home, and "how young you look."

This is a necessary evil in any community. When the neighbors get tired of a fellow, they put him up for public office and he goes out to announce that he is "making a great sacrifice in personal affairs and seeks the office because of the urge of a great number of friends."

And the said great number of friends elect him to get rid of him.

Political campaigns are like matrimony—buidled on a foundation of promises.

And the misery-loving public, bless their hearts, fall for both.

Tomorrow, Friday, the eleventh of November, marks the ninth anniversary of the close of the greatest conflict in human history. Nine years ago that day the cry shook the world that the war was over. Mothers, wives, and others offered thanks the world over. Some were thankful that he had not been numbered among those who still rest in France, and others thanked God that his life was given for a great cause.

America should not forget those boys who offered their lives as a means of saving the world. And in a like situation, history would repeat itself—they would do it again.

And the state papers tell us of a great display of war souvenirs in Albuquerque. No doubt that is true, but the writer could walk through Roosevelt county, or any other, and pick the greatest exhibit of "war souvenirs" that humanity could conjure. A few guns, canteens, and tin hats are as nothing compared to those living war relics on the streets and in the hospitals of every state.

Let's not forget.

They way a lot of folks ignore the stop and slow signs in Portales is a very poor example of law obedience. It may be that they are all aldermen and privileged to do so; and in that case the burden of authority rests heavily upon us. Our belief, however, is that folks will have to be educated—some to read and others to understand what they read.

Of course, even we sometimes fail to stop on the mark, due to the lack of brakes on the family pride, but we always manage to halt her somewhere in the neighborhood—often by throwing a rock under the wheel.

These signals were not placed at the intersections as a method of annoying the motorist, but as a safeguard for you and your neighbor and to protect the little tots

WHEELER BROTHERS GENERAL HARDWARE Welding and Machine Work

Side-Dish Specials Cranberries - Pumpkins - Celery What a host of delicious tempting "side-dish suggestions" this time of year brings. Just the thought of them sharpens ones' appetite. These with an order of fresh groceries, will supply the makings of a dinner fit for a king. MODEL GROCERY PHONE 19

Before The Snow Flies—Get That ROOF FIXED! KEMP LUMBER COMPANY

AUCTION SALE OF DAIRY CATTLE TUESDAY, NOV. 15TH, 1927

at my place, on what is known as the old Gregory place, 2 miles north and 1 mile east of Floyd; 4 miles north and 10 miles west of Portales, N. M., the following described livestock:

- 1 Jersey cow, 7 years old, Fawn colored. This cow will be fresh soon. 1 brown Jersey, 6 yrs. old, fresh 1 spotted Jersey, 4 yrs. old, fresh giving milk. 1 Brown Jersey cow, 6 years old, will be fresh early winter. 1 Blue Jersey cow, 8 years old, giving milk. 1 Brown Jersey cow, 6 years old, 1 spotted Jersey cow, 5 yrs. old, giving milk. 1 spotted Jersey cow, 2 yrs. old, giving milk. 1 Brown Jersey heifer 22 months old, giving milk. 6 coming two year old Heifers, all be fresh in spring and summer.

All of these cattle are fat and in good condition to make winter cows. All are bred to Registered bull. This is conceded to be one of the best Dairy bunches in the county, having been culled and graded for years, and all young and all bred to Registered Bull. If you are in the market for some A-1 cows, it will certainly pay you to attend this sale.

Free Lunch at Noon - Sale To Commence Immediately.

BRING YOUR CUPS.

TERMS: CASH. See your banker and make arrangements if you don't already have the money, as this is an Unusual Sale.

J. A. PARISH, OWNER V. J. CAMPBELL AUCTIONEER



The Portales Valley News \$2,000 RIGHT NOW TIME TO ENTER

THE GREATEST OFFER OF A LIFE-TIME OPEN TO MEN AND WOMEN OF
Brand New Chevrolet Imperial Landau Sedan Given Free Sat., Dec.

**EASY TO
ENTER**

You are not limited to any particular territory to obtain your subscriptions and votes. The world is your field. Whether you live 50 miles away or just around the corner from the campaign office, your opportunity to win one of the big prizes is the same! The awards are FREE FOR ALL. Your chance is equal. Your hustling ability will determine.

**EASY TO
WIN**

SECOND GRAND PRIZE



**Ladies Diamond Ring
VALUE \$200.00**

PURCHASED FROM JERNIGAN JEWELRY COMPANY

Rules and Regulations and How to Enter

Fill out the nomination blank with your name or the name of the person to be nominated. Bring or mail this blank to the campaign manager and you will be credited with 2,000 votes as a starter. Any man or woman, either married or single, of good character, may become a candidate in this campaign and is entitled to one nomination of 2,000.

The campaign manager reserves the right to reject objectionable nominations. There are no obligations attached to entering this campaign, and it costs absolutely nothing to try for a prize.

No candidate will be permitted to transfer votes to another candidate after receiving them. Subscriptions cannot be transferred. All subscriptions must be paid in cash before votes are issued.

No subscriptions for longer than five years will be accepted.

In accepting nominations all contestants agree to abide by the conditions named.

All prizes will be delivered to winners at Portales just as soon as the winners are announced by the official judge.

IN CASE OF A TIE FOR ANY OF THE PRIZES THE CANDIDATES TIEING WILL RECEIVE A PRIZE IDENTICAL WITH THE ONE TIED FOR.

This campaign opens at once and closes Saturday, December 17th, at 9 p. m.

No agreements or promises, either written or verbal, made by solicitors other than those published in The Portales Valley News will be recognized.

No salaried employe of The News will be allowed to compete in this contest nor supply coupons to any contestant.

How Subscriptions Count in Contest

The following scale shows the subscription rates and the number of votes given according to the amount paid. Note especially the tremendous voting power of 5 year subscriptions:

The Portales Valley News		
Term	Price	Votes
One Year	\$1.50	2,000
Two Years	3.00	5,000
Three Years	4.50	10,000
Four Years	6.00	15,000
Five Years	7.50	25,000

ABOVE PRICES FOR ROOSEVELT AND ADJOINING COUNTIES. SUBSCRIPTION RATE OUTSIDE THE STATE IS \$2.00 PER YEAR. VOTES THE SAME PER YEAR.

No Confusing Districts or Divisions

THE TERRITORY

There is no confusing districts or divisions, nor is there any limit to any contestant's territory. Every contestant, regardless of where she lives, has exactly the same chance to win the Chevrolet of any of the other prizes. Any contestant can secure subscriptions ANYWHERE IN THE WORLD in your field. Contestants who enter from outside towns, have the advantage of having their community almost to themselves. Portales contestants may go to any outside towns, and out-of-town contestants may come to Portales for votes. In other words, there are no restrictions whatever.

THE AUTOMOBILE GOES TO THE HIGHEST VOTE TOTAL, regardless of place of residence.

ACT NOW!

Today! Send in Your Entry!

GRAND CASH



**Chevrolet Imperial
PURCHASED FROM PORTALES**

100,000 EXTRA

For Every \$20 Worth of Subscriptions
SATURDAY, NOVEMBER 19

This is the Biggest and Best Offer
Do Your Best

Send in Your Own Name Today--Share in This Liberal Offer--An Early

FIRST SUBSCRIPTION COUPON

Good for
10,000 EXTRA VOTES

This coupon accompanied by the Nomination Blank and your first subscription will start you in the race with more than 12,000 votes, only one of these coupons will be credited to each candidate.

Name of Subscriber.....

Address of Subscriber.....

Candidate's Name.....

Amount..... Amt. Enc. \$..... Old or New

Return this coupon to the Campaign Manager, with your first subscription and you will receive 10,000 extra votes in addition to regular votes as shown in the regular schedule.

THIS BLANK

And one subscription to The News will start you off with more than 14,000 votes. See one of your friends about his subscription today. Let this blank be your stepping stone to success!

How votes are secured

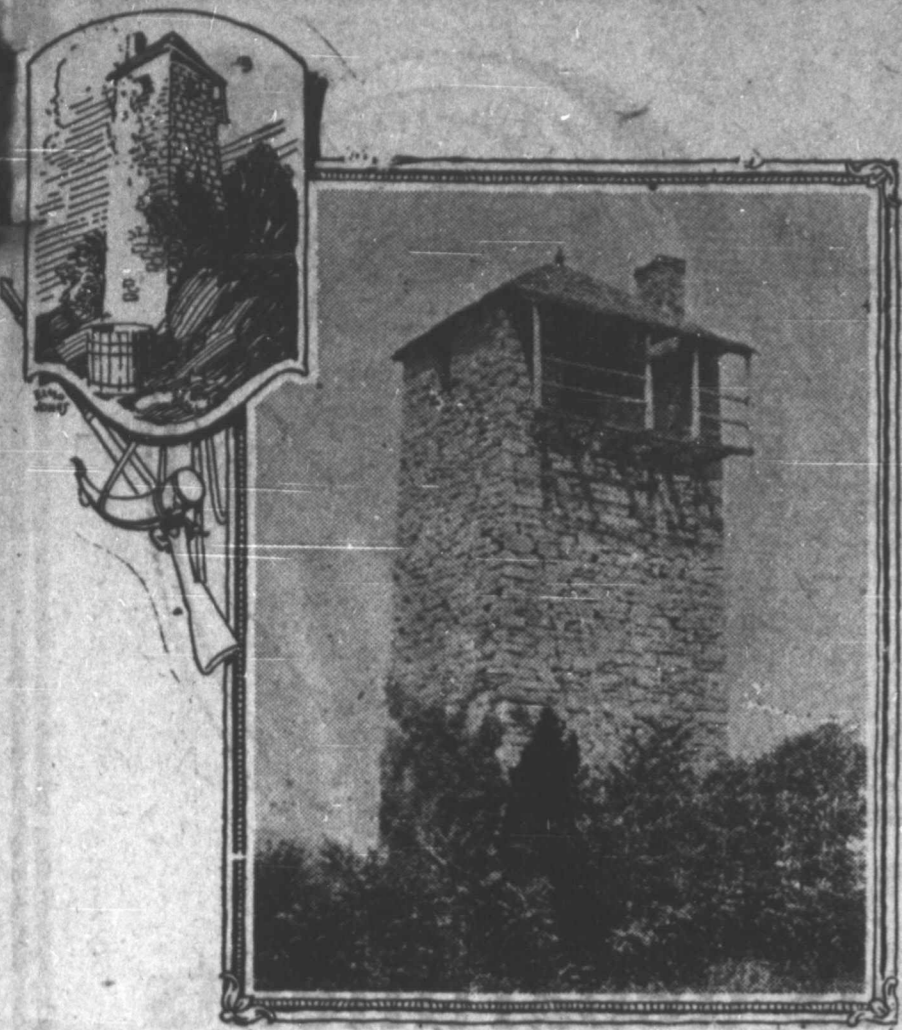
Votes cannot be purchased and they cannot be transferred. Once they are issued to the credit of a contestant they must stay issued. This rule is imperative. There are just two ways to obtain votes. One is by clipping the free vote coupons from The News and the other is by securing new or renewal subscriptions to The Portales Valley News. The coupons must be deposited in the ballot box on or before the expiration date printed upon them. From the start until 9 p. m. Saturday, Nov. 26, 100,000 extra bonus votes will be given for every \$20 worth of subscriptions turned in. From Nov. 28 until 9 p. m. Dec. 3, 90,000 extra bonus votes will be given for every \$20 worth of contest collections turned in. From Dec. 5 until 9 p. m. Dec. 10, 80,000 bonus votes will be given for every \$20 worth of contest collections turned in. From Dec. 12 until 9 p. m. Dec. 15, 70,000 bonus votes will be given for every \$20 turned in. The last two days of the contest 60,000 extra votes will be given for every \$20 worth of contest collections turned in. Start your campaign NOW and get the advantage of the BIG VOTES.

For Further Information,
Etc., Call, Write

CONTEST
THE PORTALES

PORTALES, NE

Office: News Bldg.
106 Main Street



Where bullets were made for the soldiers of the Revolution. Ancient shot tower at Jackson's Ferry, in Southwest Virginia, not far from Wytheville. The tower stands on the high bank of the river and the shot were poured from its top into a tank on a level with the river. The building is in an excellent state of preservation and is in the southwestern art of Virginia. The building is in an excellent state of preservation.

—See the Want Ad Column for Bargains—

METHODIST MISSIONARY SOCIETY

The members and a few friends of the Methodist Missionary Society enjoyed a meeting Thursday, beginning at 2:30 p. m. at the home of Mr. and Mrs. Fred L. Orr, on Main street. Mrs. Krafft was the leader and made an impressive talk on "Friendship."

Mrs. Orr gave an interesting reading on "An Emigrant and His Life in America." Mrs. Gillette favored the ladies with a solo. During the social hour Mrs. Orr served delicious punch and wafers. Mrs. Van Winkle, Mrs. V. J. Campbell and Mrs. Gillette were visitors at this meeting.

CHRISTIAN LADIES AID

The Christian Ladies Aid was entertained Thursday afternoon, Nov. 9, by Mesdames J. H. Breshers and W. H. Catt at the home of the latter.

The house was garbed in yellow and black with a liberal sprinkling of black cats and witches, complimenting the Halloween season.

After a short social period and business session, the afternoon's program opened by the scripture lesson, I Cor. 13, read by Mrs. Carl Case, and prayer by Mrs. Claude A. Lorts. This was followed by a discussion of the Bible questions for the day.

The hostesses served refreshments to twenty-five members and guests.

The date for the bazaar is Saturday, Dec. 10th.

Next regular meeting with Mrs. Wright. Subject work, Quilts and Comforts. Bring needles and thimbles.

The Ladies' Presbyterian Missionary Society met Thursday in an all day meeting at the home of Mrs. W. W. Jackson. Ten members were present. The day was spent in quilting. At noon a cordial lunch was served, which was a rival to the menu served at any delicatessen shop. The topic of the day was the "bake sale," which is to be held Nov. 23rd at Neer's drug store.

HOUSEKEEPING HINTS (H. M. C.)

To make a crack filler, mix boiled linseed oil with corn starch until about the consistency of putty. Fill cracks in old floors before painting.

—hmc—

When laundering curtains put curtain rod in hem of each end and hang over line. The weight of rod keeps curtain straight. Iron before entirely dry.

Jim Rose, Mrs. G. N. Rose, Miss Lula Dilbeck of Pleasant Valley were overnight guests in the Carl Case home Wednesday.

BOY PERSONAL

Rev. O. W. Carter preached at Floyd last Sunday afternoon.

Mr. and Mrs. J. Rex Forrest were Lubbock visitors last week.

Sid Stroup was in Clovis Friday and Saturday.

Dr. and Mrs. J. E. Camp will occupy the Mrs. Frue Connally home soon.

A fine daughter arrived in the Leonard Falls home Sunday, Nov. 8th.

Carl Case and John Creech were visitors to Elway and Pleasant Valley the first of the week.

J. E. McLain of Amarillo was an overnight guest in the W. H. Catt home Tuesday.

Mrs. Wat Stewart and daughter, Miss Dorothy, were Clovis visitors Tuesday and Wednesday.

Inman Freeman spent the week end at the home of his parents, Mr. and Mrs. A. W. Freeman.

Be sure and read the adds in this issue of The News. There are a number of bargains.

Rev. J. D. Wagner of Tatum was visiting in town over the week end. He was accompanied by Mrs. Wagner.

Mr. Webb, proprietor of the Travelers' Inn, and H. M. Livingston returned Sunday night from a ten days' visit to Wink.

Judge J. A. Hardy of Ardmore, Okla., spent one week end in Portales looking after business interests.

Rev. J. Rush Goodloe has been appointed to the Wayne pastoral charge in Okla. The Goodloe's have many friends in Portales.

Miss Naomi McCarty, who has a position with Joyce-Fruit at Clovis, spent the week end at her home in Portales.

Mr. and Mrs. John Kimmons of Kenna and Mrs. Price Crume, also of Kenna, were Portales visitors Saturday.

Miss Rhodes, of the Ladies' Shoppe, was in Clovis Monday to meet a salesman, from whom she purchased a beautiful line of spring goods.

The Board of Stewards of the local Methodist church will meet Friday evening at the office of the chairman, W. Carr. The time is 7:00 o'clock.

W. F. Miller moved this week to the house in the High School district near H. E. Taylor, and A. C. White moved into the house vacated by the Millers.

The Hi League will put on a play at their League hour of 6:30 Sunday evening. The public is cordially invited to attend.

Mr. and Mrs. Paul Ridings and Miss Lois Ridings of Amarillo spent last week end at the home of Mrs. Ridings' parents, Mr. and Mrs. Earl Stratton.

Miss Mabel Hagey returned to Portales last week from Clovis, where she was operated on for appendicitis. She is at the home of Mr. and Mrs. Guy Cross.

Rev. A. L. Moore, presiding elder for the Roswell district of the Methodist church, passed through our city Tuesday enroute to Roswell, where he will make his home for the coming year.

Rev. C. M. Sanford, the Methodist pastor at Elda, used the pulpit at the Portales church Sunday morning. Rev. Sanford delivered a most helpful sermon to a large congregation.

There was a Get-Together meeting of the Methodist people of the Rogers, Inez, Dora and other nearby points held at Inez last Sunday. There was dinner on the ground, and a good number was present.

The pastor of the Methodist church, Rev. L. L. Thurston, and W. Carr are in Roswell today in attendance upon a District Stewards' meeting, which has been called by the presiding elder, Rev. A. L. Moore.

Mr. and Mrs. J. M. McAuley and Mr. and Mrs. W. L. Riemann and their daughter, Miss Lucerne, and their nephew, Edgar Foreman, of Wichita, Kansas, spent the week end guests in the L. L. Brown home. They were driving through to California and stopped off for a visit. Mr. and Mrs. McAuley are the parents of Mrs. Brown and Mrs. Riemann is Mrs. Brown's sister.

SUNDAY SCHOOL NOTE

Presbyterian Sunday school meets every Sunday morning at 10 o'clock at Portala Theatre building.

Mr. and Mrs. M. B. Jones were dinner guests of Mr. and Mrs. Ooe Howard.

Donnie Kimmons of Ft. Worth spent Wednesday and Thursday of last week in the Mrs. Minnie Kimmons and Paul Jones home. He is a nephew of Mrs. Kimmons.

Mrs. Joe Maroon from Dallas, visited Mr. and Mrs. H. W. Richards last week. Mr. and Mrs. Richards taking her back as far as Amarillo in their new Pontiac coach.

M. O. Jones, vice president of the American Warehouse Company of Wichita, Kansas, has been in Portales for the past week, looking over the broom corn crop.

Mrs. J. K. Robertson and son, James, motored to Roswell Saturday and visited over the week end with Mrs. Lillian Robertson and little daughter, Mattie Lou.

Miss Gladys Johnson and her uncle, Ralph Davidson, and wife, enroute from Buffalo, Missouri, to California, were mid-week guests of Miss Johnson's aunt, Mrs. J. H. Breshers, and family.

Mr. and Mrs. Barber of Clovis were guests of Mr. and Mrs. R. B. Ohlhausen Sunday morning. Mr. Barber has purchased the five acre tract in North Portales, the home of Mr. and Mrs. Ohlhausen, and is to have possession Dec. 1st. Mr. and Mrs. Ohlhausen do not plan to leave Portales but are contemplating buying or building a home closer in.

Martin Johnston, son of Mr. and Mrs. Geo. Johnston, who had been confined to his bed with typhoid fever for the past sixty days, is convalescent and was able to be in town on Monday morning. Marvin had been off at work and contracted the fever and was brought home where he could have the needed care and attention. His many friends are glad, indeed, to learn of his recovery.

Guests of Miss Sara Kerr last Friday were Mrs. J. W. Davis and daughters, Misses Vina and Mayme, Mrs. J. I. Jones and Miss Vernie Hudgins, all of Floyd. Misses Vernie Hudgins and Mayme Davis are the county champion canning team and were spending the day with Miss Kerr perfecting the canning demonstration they are to give at the state club encampment at the State College late in December. Mrs. Jones is local leader of the 4H club at Floyd.

Miss Nelleta Cooper spent the week end in Clovis.

Mr. and Mrs. Carl Case were Clovis visitors Wednesday.

Mrs. J. M. Greaves and son, Merle, of Clovis, were calling on Portales friends Saturday.

Mr. and Mrs. Henry Bremer and Pastor and Mrs. Lorts were dinner guests in the J. P. Ford home Sunday.

Mrs. Robinson and daughters of Clovis visited her-people, the C. L. Carter family, Saturday and Miss Edna Carter accompanied them home.

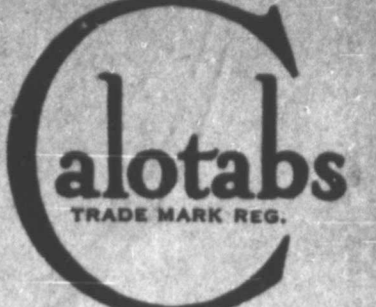
Mrs. Martha Parish, who spent the summer in Springfield, Mo., returned to New Mexico last week and was the guest of Mrs. J. H. Breshers the first of the week.

Search the columns of the News and find, if you can, and see if there is a coal dealer in Portales. Winter is coming sooner or later, so watch The News columns and see if there is a real live coal dealer in town. The News is in the market for some coal.

Mr. and Mrs. U. T. Savage of Coleman, Texas, were week end visitors in the J. N. McCall home.

H. L. Melton of Causey was in town Monday and brought in a monster turnip. This was raised on dry land which averaged two tons per acre in turnips.

Your tongue tells when you need



Coated tongue, dry mouth, bad breath, muddy skin, groggy nerves and sour stomach suggest its use.

—Trieb's Portala Theatre—

THURSDAY AND FRIDAY
American Legion
PRESENTS LON CHANEY IN
"Tell It To The Marines"

Show Starting at 6:30 Sharp Friday Night.

25c and 50c

SATURDAY NIGHT ONLY
"30 BELOW"

With Buck Jones. A Masterpiece of the Northland.

Admission 15c and 35c
Starting Promptly at 6:45 p. m.

Announcement!

—We will move into our new office on the 17th of this month, and invite the public to call and see our new home.

—We will carry a complete line of electrical supplies and are always ready to give information in regard to anything pertaining to electrical service.

—Portales is growing and there are many ways in which we can be of service to you.

Yours For a Bigger and Better Portales

New Mexico Utilities Co.

T. A. MARTIN, LOCAL MANAGER

This Car has been carefully tested and proven efficient where necessary

CHEVROLET

USED CARS
with an OK that counts

Building Quality into Used Cars

Unusual facilities for reconditioning automobiles make possible the high value found in our dependable used cars.

In the first place, we can tell exactly what needs to be done to a car without long and expensive experimenting. Our mechanics are thoroughly competent — and, working with special tools, they accomplish a given task in the minimum time. Furthermore, we use only genuine parts for replacement purposes.

As a result, our reconditioned cars simply cannot be matched for value.

PORTALES MOTOR CO
Add Hobbs, Manager

QUALITY AT LOW COST

MINNESOTA PENNSYLVANIA NAVY YALE CORNELL

On the Gridiron—On the Road
They All Admire the All-American

Target of every eye. Center of all attraction. Admired for color, confidence and poise. In football—the All-American rules the field.

And on the road—it's exactly the same! Watch an Oakland sweeping past—and you'll know why this longer, lower, more beautiful Six is called the All-American.

Speed—drive—alertness—control. The power of the driving wind. A

flashy change of pace. Something that lifts it out of the mob—something vitally fresh and different—something that all America instinctively admires.

The might of a 212-inch engine. The grace and charm of bodies by Fisher. The balance that comes from inspired engineering—the stamina of staunch construction—

—all combined in a single car. In the All-American Six—at its giving America a new-motoring thrill. Drive it yourself—and see!

NEW LOW PRICES

2-Door Sedan . . . \$1045	4-Door Sedan . . . \$1145
London Cab Coupe . . . \$1045	violet . . . \$1145
Sport Sedan . . . \$1075	London Coupe . . . \$1225

The New and Finest Pontiac Six, \$745 to \$925. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

—HOLMES MOTOR CO.—

OAKLAND
ALL-AMERICAN SIX
PRODUCT OF GENERAL MOTORS



DOLLAR SALE



We have selected Merchandise from various departments and have arranged for a special DOLLAR SALE. Here will be bargains you never knew could be had for such a small sum

Children's regular 25c Black and Brown Stocking, 7 pairs for... \$1.00	6 Bars 25c Rosinol Soap 6 Bars for... \$1.00	27 in. Chevots, regular 15c value; 8 yards for... \$1.00	Hope Domestic, regular price 17c, Dollar Sale price 7 yds. for \$1.00
Children's 48c Mercerized Hose Dollar Sale price, 3 pair for... \$1.00	36 in. light and dark color Outing, reg. price 17c; 7 yards for \$1.00	1 lb. Cotton Bats, regular 35c value; 4 for... \$1.00	Men's Heavy Grade Overalls regular \$1.29 value, for... \$1.00
Children's 69c Silk Rib Hose 2 Pair for... \$1.00	32 in. light and dark color Outing, reg. 15c value; 8 yards for \$1.00	32 in. Fast Color Chambray, reg. 35c value, 4 yards for... \$1.00	Men's 15c Canvas Gloves, 10 Pairs for... \$1.00
Ladies' 25c Black and Brown Hose, pair for... \$1.00	32 in. Gingham, reg. price 19c; Dollar Sale Price, 6 yards for \$1.00	32 in. Cretonne, regular 25c value; 5 yards for... \$1.00	Men's 50c Dress Socks, 3 Pair For... \$1.00
Ladies' 69c Silk Rib Hose 2 Pair for... \$1.00	36 inch Guaranteed fast color Sateen regular 29c value; 4 yards \$1.00	36 in. Challis, good quality; 8 yards for... \$1.00	Men's 15c Cotton Socks, Dollar Sale Price, 8 pair for... \$1.00
One \$1.00 box Jostete Powder and one 50c jar Cream, 2 for \$1.00	32 in. Gingham, regular 17c 17c value; 9 yards for... \$1.00	30 Spools Sewing Thread For... \$1.00	Men's Wool Socks, regular 39c value; 4 pairs for... \$1.00
2 Boxes 69c Stationery Two for... \$1.00		Turkish Towels, regular 18c value; Dollar Sale price, 7 for \$1.00	Men's Fleece Union Suits, reg. \$150 values; Dollar Sale price \$1.00

NOVEMBER SALE OF BLANKETS

We have reduced the prices on every pair of blankets in stock. This Sale comes at the right time . . . just when you are in need of them and it will pay you well to buy many pair at the prices we have made.

\$17.50 OREGON CITY BLANKETS, Double... \$13.95	\$12.50 OREGON CITY BLANKETS... \$8.95	\$5.50 Part Wool Blankets Satin Bound... \$4.39	\$3.19 Cotton Blankets Double... \$2.49
\$15.00 OREGON CITY BLANKETS, Double... \$10.95	\$6.95 Part Wool Blankets Double... \$5.59	\$5.00 Part Wool Blankets For... \$3.98	\$2.75 Cotton Blankets Double... \$2.19
\$13.50 OREGON CITY BLANKETS... \$9.95	\$5.95 Part Wool Blankets Double... \$4.75	\$3.50 Cotton Blankets Double... \$2.79	\$1.95 Cotton Blankets Double... \$1.59

Included In This Sale We Are Offering Our Entire Stock of VELVET AND AXMINSTER RUGS AT REDUCED PRICES

<p>SALE BEGINS FRIDAY, NOVEMBER 11</p>	\$69.00 VELVET RUGS SALE PRICE... \$52.50	\$19.95 AXMINSTER RUGS SALE PRICE... \$15.95	<p>SALE ENDS SATURDAY, NOVEMBER 19</p>
	\$42.50 VELVET RUGS SALE PRICE... \$31.95	\$4.50 AXMINSTER RUGS SALE PRICE... \$3.49	
	\$29.95 AXMINSTER RUGS SALE PRICE... \$22.50	\$3.19 AXMINSTER RUGS SALE PRICE... \$2.59	

THE HOUSE OF BETTER VALUES **JOYCE-PRUIT COMPANY** THE HOUSE OF BETTER VALUES
PORTALES, NEW MEXICO