# The Portales Valley News
AND
## Roosevelt County Herald

Roosevelt County Herald Vol. 4 No. 41 | EIGHTEEN PAGES TODAY | Thursday, February 13, 1930 | Portales, New Mexico | Volume 28 No. 16


# PORTALES TO CONSIDER PAVING PROGRAM

# *Albuquerque "Bulldogs" To Meet "Rams" Saturday Night*

## This will be Outstanding Basket Ball Game of Season

On Saturday night when the Portales Rams clash with the high school team of Albuquerque local fans will have the opportunity of witnessing one of the fastest games of basket ball of the season.

The Albuquerque team is considered one of the best in the state and local people will do well to attend and lend their moral support to the home team.

The Portales team this season is one of the best in the history of the high school, and they will put up a fight that will be a credit to the school and the town.

Much interest has been manifested in this game as it will largely influence the results of the championship.

Several years ago, on the local court, the Portales team took the Albuquerque team to a cleaning, and many are predicting a like result on Saturday night.

## Boys to Help Conserve Bird Life in Portales

Conservation of the bird life of New Mexico, as well as promoting a greater appreciation for birds, and testing the ingenuity and originality of girls and boys of Roosevelt county, is the three-fold object of E. H. Brown, manager of the United Dry Goods Stores, Inc., of Portales.

Mr. Brown has announced a bird house building contest, to be sponsored by the store, in which boys and girls who are not over 14 years of age and are citizens of Roosevelt county, are eligible.

Eight prizes are to be awarded to the successful contestants. The contest will close sometime in March, the exact date to be announced later. Entry blanks are to be furnished by the store, announced, and the winner of first prize will have his picture published in the Portales Valley News after the contest is over. Judges will be well known residents of Portales.

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Mr. and Mrs. Geo Fatte of Miller, South Dakota, were guests Friday night and Saturday of Miss Clara Florence. Mrs. Fatte was formerly Miss Evelyn Allen of Las Vegas and a room mate of Miss Florence for two years. They were on their way to California.

Mr. and Mrs. H. E. Taylor will go to Amarillo Saturday to see the Passion Play.

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On Wednesday afternoon all of the children in the primary department met at the Sunday school room for a valentine party. Many jolly games were played and the little people had a dandy time. When time for eats came they gathered around the pink and white table to drink lemonade and eat cookies, and were sorry when going home time came.

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Mr. and Mrs. H. O. Minick and children will go to Amarillo Saturday to see the Passion Play.

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Miss Kathleen Kelley, Miss Thelma Stallings and Miss Elizabeth Graham of Clovis, were guests of Miss Vada Mae Jackson Sunday afternoon.

### UNIVERSITY HAS 1,098 STUDENTS

ALBUQUERQUE.—Enrollment at the University of New Mexico for the second semester has increased 117, according to figures released today. The total enrollment now is 1,098, compared to 983 for the first semester. Of the total, 418 are men and 440 women.

## Many New Settlers In Floyd Community

L. A. Bickham, the Floyd mail carrier reports that there have been 20 new boxes put up on his route since the first of the year.

Mr. Bickham says that many new farmers are coming into this section of the county, and that prospects are fine for a big increase in crops.

On this route two new farm homes are reported, that of Elkin Bros., and A. G. Ross.

## Jack Keath Plead Guilty

On Wednesday of this week, Jack Keith plead guilty before Judge Patton to the charge of driving a car while intoxicated, and he received a penalty on this charge of $14.00 fine and costs.

He also plead guilty to the transportation of intoxicating liquors and was given a sentence of from 12 to 18 months in the state penitentiary, the sentence being suspended on the condition that if at any time in the future he was caught in any violation of the law, that this sentence would be imposed without further trial.

### IMPROVEMENT AT CENTRAL SERVICE STATION

Guy Board, who has been operating the service station and tourist camp known as Gryder's, announces that he has taken a lease on it. The name has been changed to Central Service Station and Tourist Camp.

## Mrs. E. T. Hensley Undergoes Operation

Word from New Orleans is that Mrs. E. S. Hensley underwent an optration on the 6th for the removal of the appendix. Dr. Hensley writes that 36 hours has passed and he feels that her recovery is practically assured.

Mrs. Hensley has a host of friends who are glad to hear that she is recovering so nicely.

## Town Board Met With Consulting Engineer on Tuesday Morning

### BASKET BALL GAME

The Portales girls and boys both went down to defeat in the basketball games on the Clovis floor Friday evening when they went into contest with the girls and boys teams from that high school. A large delegation from Portales accompanied the home teams and gave them wonderfully loyal support throughout the evening.

On Tuesday morning Mayor Bryant called a meeting of the town council for the purpose of considering a paving program for the near future.

The plans are to include about 20 blocks in this program, provided a suitable type of paving can be selected at a reasonable cost.

Consulting Engineer Harvey O. Garst, and Edward F. Brophey, representative o fthe Southwestern Paving Company, and John T. Evans, a representative of the American Bitumuls Company were present.

Different tpyes of paving and their cost were discussed, and it was decided to investigate several types of paving, and also to make a survey to see if a rock or gravel bed of sufficient area could be located within ten miles of Portales, which would pass the engineers inspection for the use of base.

The council desires that any one who knows of such a deposit get in touch with the town board, bringing in samples so that they could be analysed.

The town board decided to send Engineer Garst to Amarillo to investigate the type of paving now being put down in that city.

It was the opinion of the town board that sufficient rock could be located near Portales, suitable for the base for the paving, a survey to determine this will be made at once.

When the paving program came up last fall the bids were all out of reason, and the project was dropped for the time being.

It is thought that now is a good time to again take up this work, so that the work could be done in the summer months, which would enable a better grade of paving being put down at lower cost than in the fall months.

## Budget Drive For Portales Chamber of Commerce Started Wednesday Morning, Feb. 12th

At the weekly luncheon of the Portales Chamber of Commerce, the committees for the budget drive was announced and all committees were instructed to begin their work on Wednesday morning at 9 o'clock.

The budget for the year was set at $5,000.00, and it is safe to say that this amount will be more than reached.

On motion of A. F. Jones it was decided for the Chammer of Commerce to sponsor a trip for the Roosevelt county dairymen to the Dairy Show at Plainview in April.

For the past two years a number of the Roosevelt county dairymen have attended this show with profit to the dairy industry in this section, and it is planned to have this continue.

The greater portion of the time at this luncheon was consumed in the discussion of the budget.

The Portales Chamber of Commerce have big plans for Roosevelt county during the year 1930 and are seeking to get the support of all of the people to aid in putting this program over.

After the budget drive is completed it is planned to employ a paid secretary.

## Old Indian Fighter Visiting News Office

On Wednesday of this week, L. Lankford of Milnesand was a pleasant caller at the News office.

Mr. Lankford is an old settler of this part of the country, and recounts many stirring incidents of the early days.

He was in the cow business on the Plains of Texas, for a number of years, and was acquainted with Billy the Kid and many of the early pioneer notables.

He was engaged in a number of Indian fights in the early days of the west, and it is always a pleasure to hear him recalling these early historical incidents.

He is at present engaged in farming in the Milnesand community, and is a thorough booster for Roosevelt county.

He has been a reader of the News for many years, and renewed his subscription on this visit.

Mr. Lankford believes in living at home and has produced on his farm all of his meat, lard and many other items which go to make farm life liveable.

## Most Dasterdly Crime In The History of County Reported at Floyd Saturday

### Farmers Wife Assaulted by Two Strangers

On last Saturday one of the most henious crimes in the history of Roosevelt county was reported to have occurred near Floyd in which two strangers bound and assaulted Mrs. Bettie Louis Steel.

Mrs. Steel reports that two strangers drove up in a large sedan and asked for a bucket of water for the radiator.

On starting to get the bucket, the strangers followed her into the house and one made a grab for her.

She started to jump out of a window, but was grabbed and dragged back into the room, where the strangers stripped her of her clothing and bound her to the bed with wire.

This occurred about 2:00 o'clock and the strangers remained until about 4:30 ,shortly before her husband returned home.

Mrs. Steel gave a clear description of her assailants and stated that they had a large German police dog in the car with them.

She was bound to the bed with wire.

The sheriffs and district attorneys office got busy, sending the description over the country, and several suspects were held, until trey could prove their identity and whereabouts at the time of the crime.

On Monday a car with a German police dog was seen in Clovis, the dog was held and the car watched, but while confining the dog, the owners drove away, and were later located at Raton, N. M.

On Tuesday Sheriff Jernigan, in company with Mrs. Steel went to Raton where Mrs. Steel was given an opportunity to identify the strangers.

Strange to say, that while this car was parked for 2 1-2 hours, it was seen by none of the neighbors nor by any one passing.

Sheriff Jernigan returned from Raton on Wednesday night and reports that Mrs. Steel failed to identify the strangers held at Raton.

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W. H. Williams of Albuquerque, state manager of the Jefferson Standard Life Insurance Company, was in Portales the guest of Coe Howard. Mr. Williams was looking over the Portales Valley and will probably interest his company in making loans in this section.

### MATTRESS FACTORY

Dellis Carrol has opened a mattress factory in Portales on South Main Street, and is this week prepared to begin operation.

## Portales High School Band Plays to Good Sized House Despite Sand, Light Trouble

### AMERICAN LEGION

The American Legion and Auxiliary met Monday night at the Odd Fellow hall with a good attendance.

A program committee was appointed for the next meeting which will be the 2nd Monday in March.

A sand storm raging throughout the day nor absence of lights early in the evening, due to high line trouble, did not appreciably effect the crowd that filled the Portola Theatre Tuesday evening to enjoy the concert given by the Portales High School Band.

The members in their costumes of white with red neckties numbered forty-six and made a real picture when the curtain was lifted and brought the stage scene to view. Mr. Ernest Pogue is director of this band which he organized the first of last October. The program printed below will give the readers, who were not present, an idea of the class of music these young musicians are presenting. The American Legion sponsored the Tuesday evening program and Mr. Pogue is most grateful to this organization for the interest they have taken in the band. Also he appreciates the Chamber of Commerce, who through their President, A. D. Ribble, enthused the crowd with a greater pride in this splendid group of boys and girls and their able director. The program rendered was:

March Aulterio, Clyne,
America, English Smith,
Karnodo Overture, Jorge,
Frontier Days, Mann,
Freedom, Repairman,
Twilight Thoughts, Ribble,
Address, A. D. Ribble,
Overture Sincerity, Bernard,
National Air, Key.

### DIRECTORS MEETING

County Superintendent of schools J. R. Shock has been able to secure Dr. Kent of the A. & M. College of New Mexico for a conference with the members of the school boards of the county at the high school auditorium on Friday, February 21st, opening at one thirty o'clock. This is the date of the County Teachers Association program and Supt. Shock felt this a most opportune time to give the school board members benefit of the observations Dr. Kent has made concerning the school conditions of the state. The various members are not only invited but are urged to attend this conference.

## 1929 Crop The Biggest In History of Causey

### Basket Ball

The Albuquerque Bulldogs will be here Saturday night. They have one of the best chances to win the State championship, and are considered one of the fastest teams in the state. They defeated Tucumcari 24 to 6 Portales beat Tucumcari 24 to 14.

At 7 p. m., preceding this game the girls town team will play the high school girls.

On the town team will be found some of Portales high's old stars—among them are Sallie Mae McCauley, Della Yoachum, Norene Yoachum, Mildred Rowley and others.

This double attraction should draw a large crowd and prove quite interesting.

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Joe Foster has returned from a several weeks visit with friends as well as members of his family in California. The trip has been of a decided benefit to Mr. Foster's health.

Tuesday of this week, J. S. Blair of the Causey community was a visitor to the office of the Portales Valley News.

Mr. Blair reports that the crops of 1929 the biggest in the history of Causey, and that the entire crop was saved with a minimum of waste.

He stated that on his farm he produced 100 tons of heads on a little over a hundred acres of land and that while he did not grow any cotton, that the cotton crop in the Causey community averaged a half bale to the acre.

He spoke of a new settler in the Bledsoe, Texas, community who had just purchased a farm in the raw at thirty dollars per acre, who was asked why he did not come over the line in New Mexico and purchase a real farm. The reply was "I was told that land in New Mexico was worthless."

While this condition has existed in the past, the public is becoming informed and many settlers are coming into the county, securing productive farms at a great saving in cost.

## E. N. M. Normal Board Considering Building Program

The Board of Regents of the Eastern New Mexico Normal school are now busy consulting with architects in regard to plans for the normal school buildings. Plans will probably be completed by the first of July and everything in readiness for the letting of contract for the buildings.

Everything now looks favorable for the use of the Normal funds for this purpose at an early date and it is the hope of all that buildings will be erected before 1930 passes.

Much interest is being taken in the Normal school, not only by the people of eastern New Mexico but by the many that are considering moving into this section of the state for the advantage that this school will give them.

## Parents Visit School Today

This afternoon has been designated as visiting day at the school.

The pupils of the three schools are vieing with each other to see which will have the largest percentage of parents call during the hours.

All will be instructed to register and next week the News will carry the list of those who were taking advantage of the opportunity of spending the afternoon in the examination of the work of their children in school.

There will be no special program as the faculty has felt the visitors will be more interested in the regular class room work.

## Home Economics District Meeting

On Saturday the Home Economics District Meeting will be held at the high school.

At ten a. m. there will be a meeting of the Home Economics teachers, and another of the representatives from the Student Home Economics Clubs.

The schools to be represented are Elida, Ft. Sumner, Tucumcari, Clovis, San Jon, Floyd, Texico, Santa Rosa, East Vaughn, Nara Visa.

The main topic for the meeting is "Curriculum Building." Supt. Bickley is to give a Superintendent's view of what should be taught in Home Economics in New Mexico.

Mrs. Vina R. Gardner, State Supervisor of Home Economics is to be here and lead a round table discussion.

In the afternoon there will be a program in which each club represented will furnish one number. This program will be followed by a reception in the Home Economics dining room. Visitors welcome.

## Portales Markets

The following markets are precaling in Portales, on January February 15.

| | |
|---|---|
| Hogs | 9.40 |
| Threshed Kaffir | 1.00 |
| Threshed Maize | 1.05 |
| Ear corn | 15.00 to 16.00 |
| Shelled corn, white | 1.30 |
| Mixed corn | 1.25 |
| Kaffir heads | 15.00 |
| Maize heads | 17.00 |
| Heavy hens | 18c |
| Colored Springs | 18c |
| Leghorn springs | 15c |
| No. 1 Turkeys | 21c |
| Eggs | 24c |
| Dry Hides | 12c |
| Green hides | .06c |
| Cream | 33c |

## Game Protective Association Officials to Visit Portales

### UNITED SHOWING SIGNS OF SPRING

Getting ready for spring in earnest, E. H. Brown, manager of the United Dry Goods Stores, Inc., is re-vamping the interior of the store in tune with the new season.

Redecorating of the ladies apparel and millinery section, increasing the space of the dry goods section, and formation of an exclusive shoe section are among the changes already made, resulting in a more efficient utilization of space and giving an attractive appearance to the interior of the store.

On Saturday night, February 22, Fred Sherman, of Deming, President of the Game Protective Association of New Mexico, and Game and Fish Warden Perry of Santa Fe will be in Portales to meet with the Roosevelt county Game Protective Association, for the purpose of reorganizing the local association.

It is planned to have something of interest on for that occasion, details of which will be announced next week.

It is the desire to have all in Roosevelt county who are interested in the conservation of the game to be present at this meeting.

## Judge J. C. Compton Buys Choice Property On State Street

District Judge J. C. Compton has just closed a deal for some choice lots on State Street where the Hardy residence burned down several days ago.

These lots were owned by Mrs. J. L. May.

Judge Compton will erect a modern home on this location.

The purchase of these lots shows the confidence of Judge Compton in Portales. He has lived in Portales for over 26 years, and has climbed in his profession 'till today he is considered one of the leading lawyers in the state.

## Contract Let For Hardsurfacing Between Portales-Elida

On February 12th the contract was let for the hard surfacing of the 15.151 mile stretch of the highway between Portales and Elida, to Armstrong and Armstrong of Roswell.

The bid was $96,819.10.

### REBEKAH LODGE

The Rebekah Lodge will entertain their members and friends with a valentine party tonight at 7:30 p. m.

## Farmer With Shot Gun Holds Up Construction of Gas Line

The big ditcher of the Gas Company of New Mexico, was temporarily held up at Cotton Wood Bend between Portales and Clovis by a farmer armed with a shot gun, who refused permission for the line to run through his place.

He asks damage of $1200 for the line to cross his place.

The News understands that he was offered around $75 in cash and a life time use of the gas by the company.

While this causes a temporary delay in the line being run into Portales, it is thought that the line will reach the city limits within the next few weeks.

## Portales Valley News

J. G. GREAVES
Editor and Owner
Published Weekly on Thursday

DEMOCRATIC IN POLITICS

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

Portales Valley News Consolidated with Portales Jornal, December 14, 1920.

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

MEMBERS
National Editorial Association
tion

SUBSCRIPTION RATES
IN NEW MEXICO

| | |
|---|---|
| 1 Year | $1.50 |
| 6 Months | $1.00 |
| 3 Months | .50 |

OUT OF NEW MEXICO

| | |
|---|---|
| 1 Year | $2.00 |
| Alaska, Canada, Mexico | $2.50 |


### BIG INCREASE IN POPULATION

There evidently has been a big increase in the rural population of Roosevelt county within the past year. The News feels that it is safe in saying that this increase has been at least 25 per cent within the past year, basing this statement on the increase in circulation which this paper has enjoyed within the past thiryt days. In that time around 40 new subscribers in the county have been enrolled and these four hundred did not reveice either the Roosevelt County Herald or the Portales Valley News before that date.

In many instances they have been asked how long they have been in the county and where they lived. The answer usually is, "I have bought a farm in such and such a community, and have just moved in," or "I have been living in the blank community for the past three or four months."

This goes to show that the rural population is rapidly increasing, and as these new farmers come in they subscribe for the county paper.

It is a healthy condition, and one that foretells a great increase in population within the next year or so.

Roosevelt county has thousands of rich agricultural acres, which should be turned by the plow, and put to crops which will yield the farmer good returns for his labors.

It shows that Roosevelt county is becoming widely advertised, and that the home seekers are looking this way.

Satisfied farmers who follow a program of diversification will succeed, and each one that succeeds will be the means of bringing several of his neighbors to the county.

This program of development can be greatly aided by proper publicity and the News will endeavor to do its part in putting out publicity of this nature.

Each mail brings requests for sample copies of the News, and each copy sent out is an advertisement for the entire county.

With the coming of the eastern New Mexico Normal School, and the building of better rural schools the building of better roads, all help in this program.

### SATURDAY A BUSY DAY

The usual good crowd of shoppers were found in Portales on last Saturday. The town was filled with cars from the four corners of the county, and from a scout over the business district it was found that all were doing a good share of buying.

In the past year or so Portales has gained a reputation as a marketing and a buying center. More people are coming to town to market their produce and purchase their supplies than ever before in the history of the town.

The progressiveness of the Portales merchants is largely responsible for this condition.

The merchants have been liberal with printers' ink and have told the story of the bargains that await the buyer here.

Fewer people are going out of town to do their shopping than in the past and as time goes on this number will shrink to a very small majority.

The Portales merchants carry lines of merchandise equal to that of a city of ten thousand population. The latest styles and fabrics are carried, and the prices asked are in line with any city merchant.

The readers of the News will find each issue of this paper rich in opportunities to save on their purchases.

### THE BASKET BALL TOURNAMENT

Portales is looking forward to the settling of the place of holding the district basket ball tournament.

It seems to be clear in the minds of all that it will be held in Portales this year.

Portales promises to make this an event that will go down in history, and one that will make everyone glad that Portales was selected.

The school sports are now an important part of the school program, and it is the backing of the public that makes them a success.

### PRESIDENT OF MEXICO

The life of the President of Mexico is a stormy one.

Last week just after the inaugural ceremonies, an attempt was made on his life, a shot being fired taking effect in the jaw.

The public sincerely trusts that the future of our sister republic on the south may be smoother than in the past, and that the new president will enpoy a peaceful and prosperous administration.

Several of the past presidents have been assassinated, and the spirit of unrest still prevails to some extent.

If the new president is able to cement the factions of Mexico into friendly relations, Mexico will propser. Her natural resources are the wonder of the world, and her development has been retarded by revolutions.

### JACK FROST OF COLORADO BITES LASSIES KNEES

MONTROSE, COLO. Short skirts and knees thinly clad with silk stockings played havoc with a number of lassies of Montrose, during the recent cold snap.

Their knees became sore and inflamed and when they called upon physicians for a diagnosis of the case, the doctor promptly replied that the knees had been frosted.

One doctor gave a young lady the following prescription for a permanent cure; One suit of long underwear; one pair mixed wool and silk hose, one skirt length of three inches below knees. Use all at the same time during zero weather.

When the girl read the prescription, she was highly incensed and switched out of the office.

**WANTED—Clean COTTON rags. No buttons. Portales Valley News**


**T. J. BOLT**
Portales, New Mexico
**AUCTIONEER**
Farm and Ranch Sales A Specialty
Sixteen Years Experience in Conducting Sales in State
—Satisfaction Guaranteed—
Leave Dates at this Office or at the Portales Cafe


## Political Announcements

RATES

| | |
|---|---|
| For county and dist. offices | $12.50 |
| For county commissioner | $10.00 |
| For city clerk | $10.00 |
| For Mayor | $5.00 |
| For alderman | $5.00 |

The following names are announced subject to the action of the Democratic primaries of Roosevelt county.

**For County School Superintendent**
ARTHUR C. WOODBURN,
J. W. WILLIAMSON
A. E. HUNT

**For Tax Assessor**
FLOYD T. KENNEDY
THEO. SUMMERS

**For Sheriff**
S. T. JERNIGAN
(For re-election)

**For Treasurer**
CASS LYONS
(For re-election)

**For County Clerk**
JOHN W. BALLOW
(For re-election)

**County Commissioner**
PAUL EMINGER
(For Re-Election Dist. No. 3

**For County Commissioner:**
District No. 1
JOHN W. CLEM

**For County Commissioner:**
J. L. PAXTON,
(For re-election)
Precinct No. 2

**For City Clerk**
JAMES ROBERTSON, Jr.
A. W. FREEMAN
(Re-election)

**For Probate Judge**
IKE Hughes
(Re-election)

H. L. Lakey has moved to Floyd taking Raymond from Portales school and entering him in Floyd school.

Rev. and Mrs. C .A. Lorts, Mrs. Shaw and Seldon Peugh went to Elida Sunday afternoon, when Rev. Lorts preached.

Mrs. C. V. Harris accompanied by Mrs. Prue Connally left Monday for a short visit in Dallas.

Mrs. Henry Eager of Tucumcari and Mrs. Virgil McCollum of Clovis were visitors the latter part of the week in the home of Mrs. Lillian Taylor.

Mr. and Mrs. S. H. Bain of Wheeler county, Texas have moved to Portales and put their children in school.

G. H. Hall and family who moved here the first of the year have returned to Texas.

## Extension Workers Annual Conference

The 16th Annual State Extension Conference will take place the week of February 10th at the State Agricultural College. Every county in the state where Extension work is being conducted will be represented and all state workers will be in attendance.

The leading topic on the program will be the work of the Federal Farm Board in relation to the marketing of livestock, cotton, beans and other farm crops. The outlook for New Mexico agriculture based on the National and International outlook, is also being featured in the program.

Miss Mary Roahr, Extension Economist in Home Management, Washington, D. C., will be present and address the general conference on "Western Farm Home Standards." She will also address the women's section on home management subjects.

Mr. D. T. Simons of the American Jersey Cattle Club will attend the Conference and will spend the week following in cooperation with county agents in helping with a dairy development program.

Mr. Prager Miller of Roswell, as a representative of the Federal Farm Board, will present the methods of the Board will use in livestock marketing.

Mr. L. E. Freundthal, President of the State Farm Bureau and Diretor of the American Farm Bureau Federation will address the county agents on Friday on the farm bureau program.

Mr. D. H. Cunningham of the Chipman Chemical Co., Boundbrook, N. J., will address the Conference on the subjet of weed control by use of chemicals. The balance of the program will be taken up by talks given by State and county Extension workers, members of the Experiment Station and College force. President Kent and Director of Extension, W. L. Elser are among the leading speakers.

### Radio KOB

The subjet of the radio program to be presented February 12th will be poultry and timely hints will be given on getting the incubator ready to hatch, care of the hatching eggs, etc. Aunt Sammy will give precautions to use and methods of prevention on common colds.

The use of tractors and other machinery on the farm will be discussed in the program for February 14. Aunt Sammy will show how and why a mother needs a sense of humor.

"Which is the most profitable, a large or a small cow" will be the principal subject of the program for February 17. Aunt Sammy will discuss hygiene of handkerchiefs when a person has a cold.

Disease of poultry will be the chief topic of the talk for February 19 with sidelights on roup, chickenpox, bronchitis and other hicken troubles. Aunt Sammy will talk on stormy weather jobs around the farm home.

Livestock will be the principal subject of the program for February 21, touching on such topics as self feeders for stock, shelter for ewes and lambs, etc. Aunt Sammy will give a menu and some good recipes.


We Specialize In
Washing
and
Greasing
CARS

Orange Service Station
Leonard W. Westman, Prop.



BEFORE BABY COMES



TAKE cod-liver oil the *pleasant* way. Helps keep up the mother's strength and lessens danger to teeth. The new life needs it too. Easily digested and retained.



SCOTT'S EMULSION
Good for Mother and Child
Scott & Bowne, Bloomfield, N. J. 29-62



# Cream Producers

Our main object is to give good service to our cream patrons.

Our testing department is absolutely efficient. We always clean your cans thoroughly and dry them. We also paint your name on your can if it needs it.

**We Have New 10 Gallon Cans at $3.50 Each**

Bring us your next can of cream and let us show you what real service means.

**Midwest Dairies, Inc.**
BILL. JUDEVINE, Manager



# In Portales To Stay

The Gas Company of New Mexico has started extension of their mains to this community, which means that natural gas is just around the corner. We are aware that Portales offers a broad opportunity to industrial enterprise . . . and we are coming here to stay. Now that all the luxury of natural gas may soon be had, there is scant excuse to continue hand-firing methods. Be one of the first to use natural gas.

**The Gas Company**
**OF NEW MEXICO**



# Fortunes

**Are not Made in a Day**

They are the results of continued savings and sound investments. A small start often results in a sizeable fortune if consistently and regularly increased from time to time. But it's a good idea to start now!

In addition to rendering every service you expect of a good bank, you'll find us at all times eager to talk with you regarding farming, dairying, and every phase of expansion and development in your and our community.

**FIRST NATONAL BANK**
-:- A HOME BANK -:-



*--and of course*



# The Right Hat

**To go With Your New Coat and Dress is Important!**

. . . so it's a good idea to choose the hat at the same time you choose the dress or coat. These we present are as fresh, as vivacious and new as Spring herself.

Straws – Felts – Gay Combinations

**$2.95 to $4.95**

**United Dry Goods Stores**
INCORPORATED
A CHAIN DEPARTMENT STORE — — PORTALES N. M.

## LONGS NEWS

Mr. E... made in our Portales Valley News once more.

We feel that our community has grown so in numbers and strength rrecently by the addition of so many worthy and influential citizens who are building homes here and who are doing such valuable work in helping to further our community interests along all lines especially school, church, and singing, that it makes us feel that we are worthy of some claim on your time and patience.

If you wish to visit an interesting Sunday school, hear good preaching or enjoy good singing, come to Longs.

We just closed a singing school taught by Prof. Tabor, of Causey, a wonderful success. The young people respond with such zeal and spirit as to win the plaudits of all visitors who come to the entertainment and box supper. The supper was a complete success, going over the top with about $85.00 to its credit.

The new voters expressed some disappointment in not being able to get acquainted with the county candidates, at least some of them Not even one business man of the county was present. They don't know what they missed.

It all indicates that the farmers around Longs are not broke. Yes, we even think that the greatest schools of our nation are the little grade schools.

That our grade teachers are doing the greatest school work of our nation and are deserving of the greatest honor and praise as well as the best salaries, for if our children are started right and trained right in the grades, their progress and success in the high school and college is most certainly assured.

Many a high school teacher and college professor claims credit for what some humble grade teacher has done in some isolated school somewhere in a rural district. We need our most tactful, best qualified, best salaried teachers in our grades to inspire our children in their earlier years and create in them a real desire for the higher and more noble things of life, and that will cause them to detest the base and meaner things before they get too far from the threshold of mother's door. Hurrah. for the grade teacher and the grade school in touch with the home and the home life of our children,

Hurrah! for the father and mother who attend the little gatherings at our community centers and take part in the great work of preparing our children for future citizenship. At least display as much interest as they do in good dairy cows, pigs and poultry.

Oh, yes, they are coming with a prayer in their hearts, a song on their lips. The open Bibls, the up to date Sunday literature.

Love first, duty next, their slogan.

Come and visit us, lend us a word of encouragement in our isolated country life. Go into our homes, partake of our simple fare, learn of our simple ways, pronounce a benediction on the kind of homes from which have sprung most of the great men and women of the past.

I suspect that if our business men should display more business acumen along those lines, throughout our land we would have less need for so many jail houses, state prisons, lawyers and courts and our taxes perhaps would not be so high.

Are we advocating good sound business ethics? If so are we practicing them?

## FLOYD

The first and second team boys played Elida Friday night at Elida The first team boys lost by one point, but the second team boys won.

Both boys and girls played Pleasant Hill at Clovis Tuesday night. This is one of the hardest games we have played. The girls score was 22 to 28 in Floyd's favor and the boys score was 15 to 22 in Pleasant Hill's' favor.

Both boys and girls play Rogers Friday night at Floyd and Dora Saturday night at Rogers. Come see our game.

The father and son banquet will be Friday night. It will be served by the Home Economics girls.

The junior class has ordered play books which they exepct soon.

A new pupil entered school Monday and another entered Wednesday.

The Sunday school and church attendance is growing from Sunday to Sunday. Everyone is invited to come and bring some one with them.

Friday the 14th the Ladies Club will meet at Mrs. McAlisters. Each lady is invited to come and bring some one with her, also quilt blocks to piece a friendship quilt.


**3 Glasses Water Help Constipation**

One glass of water is not enough, take three glasses one hour before breakfast. Much better results are obtained by adding a teaspoon of simple glycerin, saltine compound (known as Adlerika) to each glass.

Adlerika acts on BOTH upper and lower bowels and removes old waste matter you never thought thought was in your system. Stops gas and sour stomach in TEN minutes! Relieves constipation in two hours.

**Portales Drug Store**



**Doctor Craig Coming to**

**Roswell and Clovis SPECIALIST**

In Internal Medicine

DOES NOT OPERATE

Will be in Roswell on Tuesday, ...uary 25, at the Bankhead Hotel ...n Clovis on Wednesday, Feb-26th, hours 10-4 and Thurs-...ruary 27th, hours 9 to 12 ...ellers Hotel,

Hours 10 a. m. to 4 p. m.

Feb... and ... ruary ... day, F... at the A... ...Office ... in Roswell.

Two days ... ...ily in Clovis and one day in Roswe... ...

No Charge for Consultation

Dr. Craig is a ...regular graduate in medicine and su... ...gery and is licensed by the state.

He visits profession... ...ally the more important towns and c... ...ties and offers to all who all fre... ...e consultation, except the expense ... of treatment when desired.

According to his method ... ...f treatment he does not opera... ...e for chronic appendicitis, gall stone..., ulcers of the stomach, tonsils or ... adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidneys, bladder, bed-wetting, catarrh, lungs, rheumatism, sciatica, leg ulcers, rectal and prostate ailments.

If you have been ailing for any length of time and do not get any better, do not fail to call, as improper measures rather than disease are very often the cause of your long standing trouble.

Remember above date, that consultation will be free and that his treatment is different.

Married women must be accompanied by their husbands.

Laboratory at 4221 West Third Street, Los Angeles, California.


### COUNTY EXTENSION NOTES

The Home Makers Club of Portales Springs met at the home of Mrs. B. W. Miller on Tuesday, February 4th. Officers were elected as follows:

Mrs. W. W. Greenshaw, President; Mrs. C. M. Robinson, Vice-president; and Mrs. Jessie Carter, secretary.

Those who entered the kitchen contest are: Mrs. B. W. Miller, Mrs. Prichard, Mrs. Moody, Mrs. Turner, Mrs. Jessie Carter and Mrs. Greenshaw. The club will meet with Mrs. Turner on the third Tuesday.

The Portales Home Makers Club met at the Court House on Wednesday afternoon and elected the following officers:

Mrs. Clem, President; Mrs. Fisher, Vice-president; and Mrs. T. E. Livingston, Secretary.

On Monday the ladies will meet with Mrs. Lorts for the purpose of writing the year's program.

On Thursday the Home Makers Club of Rogers met at Mrs. J. W. Thompson's and from this point all went on the kitchen inspection tour of those who entered the contest. A picnic dinner was served at Mrs. Burke's. Those entering the kitchen contest are: Mrs. Thompson, Mrs. Knowles, Mrs. Burke, Mrs. Massey, Mrs. Prather, Mrs. Stella Carter, and Mrs. Howl.

The Home Makers Club of Floyd will meet on February 14 at Mrs. McAlister's. Every member is urged to be present.

### MOTOR VEHICLE LICENSE

Feb. 5-30.

Dear Editor P. V. News:

While we have been in session on our regular monthly meetings our attention has been called to the fact that several of our good citizens along the bordering counties, while living in Roosevelt county have been buying their motor vehicle license in bordering counties and even in instances out of our state.

Now it seems to us they did this without any forethought, not knowing that it would place a great deal of the revenue which rightfully belongs to this county to the credit of other counties which has been overlooked as a mistake on their part, as it has been specified by law that each county gets back a proportion of these revenues in proportion to such amount of vehicle license isued in each county in each case we, the citizens will loose twenty-five per cent for the maintenance of our schools and seventeen per cent on our county roads.

Now in order to help our county to its rightful belongings as well to the advancement of our schools and roads where such instances exist. We would ask and appreciate in such instances of making a full report to Mr. E. N. Wheeler our motor vehicle distribution at Portales of this county.

Thanking you all for a full co-operation one hundred per cent for the good of our county and its future,

Very respectfully yours,
PAUL EMIUGER.

### BUSINESS CHANGES LOCATION

The Ashley Produce company moved this week from their former location on Main Street to the building in the northeast part of town known as the Radio Filling Station. Here he will operate his poultry and cream business more eficiently than he has been able to do in the cramped quarters where he has been located.

The building vacated by the Ashley company will be occupied by the Burke Market. Mr. Burke is moving from the Smith Building on Main Street to the new location in order that he may be able to erect a cold storage room. In the present building he has insufficient room for such an addition to his equipment and with the advance of summer this storage will be absolutely necessary.


**Children Like This Safe Prescription**

**Coughs and Sore Throat Relieved Almost Instantly**

Stop children's coughs and sore throats before these ailments lead to dangerous ills. Thoxine, a doctor's prescription, now assures relief within 15 minutes to children as well as adults without the danger in the use of patent medicines containing harmful drugs.

Thoxine works on a different principle, goes direct to the source of trouble and relieves the irritation which causes the coughing and sore throat. Ideal for children because it is safe and does not have the usual "nasty-medicine" taste No gargling. Just ask for Thoxine put up ready for use in 35c., 60c., and $1.00 bottles. Money back if not relieved. Sold by

**New Mexico Drug Co.**
**And all Other Good Drug Stores**



Walter Franse

Transfer and Storage

Phone 64


Mrs. Will Boone of Tulia, Texas, who has been here for the past three weeks with her father Monroe Honea, returned Sunday with her son Foy, who came for her.

Mr. and Mrs. Scott Billington spent Sunday with Mrs. Billington's brother, Monroe Honea. They found Mr. Honea's condition about the same.


**BLEEDING GUMS HEALED**

The sight of sore gums is sickening. Reliable dentists often report the successful use of **Leto's Pyorrhea Remedy** on their very worst cases. If you will get a bottle and use as directed druggists will return money if it fails.

**PORTALES DRUG CO.**



**Go into Business For Yourself**

**$10,000,000.00 Company with 62-Year Reputation and 7,200 Established Dealers set you Up in Business**

If you are ambitious and deserving of credit, this great Company will set you up in a retail business of your own, supply goods on credit, furnish advertising, premiums, free deals, and backing which will assure you of success. You will supply Watkins well-known line of extracts, spices, food products, soap, stock and poultry remedies, fly spray, etc., to established farm customers. Selling experience not necessary. Watkins methods and reputation make sales easy. You will have a steady year-round business, and your earnings should run from $50.00 a week up, right from the start. Mail coupon for full details.

Name .....
Address .....
City .....
State .....

**THE J. R. WATKNS COMPANY**
**20 Liberty St. Winona, Minn.**
17-2tp.



**It May Be You**




Long Distance is both direct and inexpensive. *Most calls are now completed while you hold the line—almost as fast as local calls. Telephone numbers of all business subscribers in Arizona, New Mexico, and El Paso, Texas, are included in the new red-covered business directory delivered last month.

Various Long Distance station-to-station day rates were again reduced January 1—the fourth reduction in a little more than three years. "Station-to-station" designates those calls on which you will talk with anyone at the called telephone. Evening and night rates were not affected by the reduction.

*An Advertisement by The Mountain States Tel. & Tel. Co.*



**One horsepower to 37 pounds of weight and the result is SUPERIOR PERFORMANCE**

The unusual sparkle in the New Oakland Eight's performance is explained by its great power in relation to weight. Its 85-horsepower engine develops one horsepower to every 37 pounds of car weight. As a result, few cars can keep abreast of the New Oakland, pass it on a hill, or match its swift pick-up in traffic. That is why it is called "the car with superior performance." It is also an exceptionally smooth car. The engineers who created it enjoy a sixteen-year background of experience in eight-cylinder design. Consequently, they were able to produce a remarkably sound power plant with a high degree of inherent smoothness. To this has been added the extra smoothness achieved by a complete down-draft fuel system — a short, rigid crankshaft — new type cylinder heads insuring uniform compression in each cylinder — laminated steel and rubber engine supports. The New Oakland Eight also introduces a new order of beauty. The lines of its new Fisher bodies are long and gracefully low. The new upholsteries are both attractive and durable. Arrange to drive the New Oakland Eight. Learn that for an extremely moderate price you can enjoy the satisfaction of owning an unusual eight-cylinder car.

The New Oakland Eight, $1045 and up, f.o.b. Pontiac, Michigan, plus delivery charges. Lovejoy Hydraulic Shock Absorbers included in list prices. Bumpers, rear fender guards and spring covers extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list f. o. b. price when comparing automobile values . . . Oakland-Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

$1045 AND UP



The New OAKLAND 8

PRODUCT OF GENERAL MOTORS

DUCKWORTH MOTOR COMPANY

Clovis, New Mexico



**"Whatever She Wants"**

may be the title of a book, a song, or a motion picture——

It was the thought that prompted us in assembling this fine showing of

**New Spring Coats**





Comprising all that is New in Fabric, Style and Tailoring

**$9.75**

**$13.75 -- $16.50**

Here are coats that you will wear gratefully on chilly mornings and evenings, and proudly on the most particular occasion. For they were selected for both warmth and style.

Dashing Sport Tweeds and colorful mixtures; smartly tailored effects of hard finished Tweeds for traveling and general utility wear; cape coats, plain coats, and fur trimmed coats, you'll find them here in the soft warm tans, greens, blues, and other wanted Spring shades.

**United Dry Goods Stores**

INCORPORATED

A CHAIN DEPARTMENT STORE — — — — — — PORTALES, NEW MEXICO

## C. B. Lovelady Of Shawnee, Okla. Now with News

C. M. Lovelady, of Shawnee, Oklahoma has been employed by the Portales Valley News as advertising manager.

Mr. Lovelady was with the Shawnee Daily News for five years in this capacity, and comes well recommended by this paper as well as by the business houses of Shawnee.

He was told that enough advertising to justify a twelve page issuye would be required, and he then goes out and brings in so much copy that we had to go to eighteen pages this week. Which is the largest regular weekly issue of any paper ever published in Portales.

This issue is not only filled with high class advertising, but carries many columns of news stories covering every section of Roosevelt county.

### UNIFORM DAIRY LAW FOR STATE HEALTH MEASURE

SANTA FE—The state health bureau's campaign to improve dairy conditions in New Mexico is meeting with encouragement, says Paul S. Fox, state sanitary engineer, in a report to the state health bureau. Mr. Fox is now on a trip over the state with Dr. C. E. Smith of the U. S. public health service trying to get a uniform dairy ordinance passed in the chief towns and villages.

"The idea met with instant approval in all towns visited except Roswell and Tucumcari," says Fox.

In Clovis, he reported, a dairyman ran a full page ad in a newspaper which was nothing more than a plea to the city commission to pass the ordinance. Clayton dairymen have signed a petition to the local authorities urging them to pass the new ordinance.

Improvement is seen by Fox as the results of the tour of a traveling dairy laboratory, which was made two years ago. In Alamogordo, he adds, all dairies with a single exception could start immediately selling grade A milk by simply changing their methods to conform to the ordinance.

### OLD TERRITORY WARRANTS ARE REFUSED CASH

SANTA FE—State Treasurer Emerson Watts Saturday refused to pay $3,100 territory warrants which were presented at his office for collection by the First National bank of Santa Fe. They came to the bank from Las Cruces.

Between $350,000 and $400,000 of these warrants are believed to be outstanding. Every once in a while a batch is sent to the state treasurer for collection, usually by administrators trying to settle the estates of persons and who found them stowed away in strong boxes owned by the deceased.

The warrants, which were issued for service in the Indian wars or to pay for supplies for the military forces, have been repudiated by the state. The constitutional convention inserted a provision in the state's organic law prohibiting payment, in order to head off attempts to get the legislature to validate these obligations.

The only way they can be paid is by amending the constitution.

### PROHI BILL PASSES HOUSE

WASHINGTON—The Williamson bill to transfer the prohibition bureau from the treasury to the justice department as recommended by the Wickersham law enforcement commission, was passed by the house today without a record vote.

This was the first of the administration's prohibition enforcement measures passed by either house of congress.

Both wets and drys supported the measure on the ground prohibition enforcement is logically a duty of the justice department rather than the treasury.

The bill now goes to the senate where prompt enactment in anticipated.

### LIFE IS A FUNNY PROPOSTION

Man comes into this world without his consent and leaves against his will. During his stay on earth his time is spent in one continuous round of contraries and misunderstandings by the balance of the species. In his infancy he is an angel.

In his boyhood he is an imp. In his manhood he is everything from a lizard up; in his old age he is a fool; if he raises a family he is a chump; if he raises a small check he is a thief and then the law plays the deuce with him.

If he is a poor man he is a poor manager; if he is rich he is dishonest. If he is in politics he is a grafter; if he is out of politics you can't place him and he is an undestrable citizen.

If he is in church he is a hypocrite; if he is out of church he is a sinner and is damned; if he donates to foreign missions he does it for show, if he doesn't he is stingy. When he first comes into the world everybody wants to kiss him; before he goes out they all want to kick him.

If he dies young there was a great future before him; if he lives to a ripe old age he is simply living to cave funeral expenses.

Life is a funny road—but we all like to travel it just the same.

NOTICE—I have for sale Rhode Island red cockerels from the famous Coffman strain of non-fading ever laying perfection line.

These birds meet the requirements of the standard of perfection W. E. Mahaffey, 2 1-4 miles S. E. of Portales. 17-1tp.

### WOMAN'S CLUB MEETING

Thirty-four members and visitors gathered at the home of Judge and Mrs. T. E. Mears Wednesday afternoon to attend the regular bi-monthly meeting at which Mrs. Mears and Mrs. F. D. Golden were the hostesses. Much time was devoted to a business session at which Mrs. Mears presented some tentative plans of the club building under consideration. The club members have owned their property for a number of years but have just now become enthused about a building. Mrs. N. F. Wollard had charge of the program and after a few remarks as to the civic improvements of Portales since her residence here she introduced Mrs. J. A. Hall of Clovis who gave a very helpful paper on the civic advancement of the homes and the home towns. Mrs. Hall made many splendid suggestions and gave some instances of the influence of the Woman's clubs in the civic improvements of a community. Miss Leila Mae Freeman delighted the ladies with two piano numbers.

Miss Helen Zerzan gave a vocal selection with Miss Leila Mae Freeman as her accompanist at the piano. Mrs. H. H. Buchanan made an announcement of the offer of Mr. C. A. McNabb of Camarillo, California, giving to the club a dozen of his very choice flower bulbs when making his shipment of bulbs to Portales. Mrs. McNabb was at one time a member of the Portales club.

When the club had adjourned the hostesses served very ttaractive plate lunches with valentines as individual favors. The Portales guests were Mrs. C. F. Brown, Mrs. G. A. Chumbley, and Mrs. O. S. Strickland. The Clovis ladies present were Mrs. Hall, Mrs. Milton Brown and Mrs. Cash Ramey.

Dollie Mae Elza is in school after being out since Thanksgiving.

Places of interest visited in Portales by the writer Saturday were the News printing office, Slims New Grocery, George and King Hardware, and Reds Cafe.

## Dairy Meeting At Floyd

The Vocational Agriculture Department of Floyd, in cooperation with County Agent Ralph Wills will hold an all day dairy meeting at Floyd, Monday, February 17th, commencing at 10 o'clock. All the patrons of the community are urged to attend this meeting since the key words of the sessions are to be economical production and more efficient management. The home economic department will sell sandwiches and coffee at noon. The following is a tentative program that will be discussed by Mr. Simons, of Amarillo, representing the American Jersey Cattle Association. Mr. Anderson, State Dairy Specialist, of the Extension Department and Mr. Ralph Wills, County Agent:

Herd Improvement,
Milk Production,
Feeding, especially the use of our home grown feeds,
Calf diseases, prevention and treatment,
Abortion and Milk Fever, prevention and treatment,
Feeding and care of the young dairy herd.
Care and handling of cream,
Influence of the separator on cream tests.
Why a cow testing association.
Cream testing demonstration,

Mr. and Mrs. Carl Turner, Mr. and Mrs. James D. Turner and Mr. and Mrs. S. N. Hancock are driving to Amarillo Friday afternoon and will spend the evening enjoying the Passion Play.

### IN DALLAS HOSPITAL

Mrs. A. J. Goodwin left Wednesday morning for Dallas, Texas, in response to a message from Mr. Goodwin's brother that Mr. Goodwin was not improving and he had been taken to the Dallas hospital where a most thorough and careful examination would be made to determine the exact trouble from which Mr. Goodwin has been suffering.

### PRESBYTERIAN SERVICES

Rev. J. C. Barton, Presbyterian minister at Clovis, will preach at the I. O. O. F. hall on Sunday evening at 7:30. A cordial welcome is extended to all.

### BUILDING

Mr. and Mrs. Ohlhausen have sold their home on State Street, adjoining the W. B. Oldham property and are this week beginning the construction of a new residence on the lot at the corner of Kansas and Union Streets known as the Jess McCormick place. The work will be rushed along as speedily as possible.

Mrs. Nettie Young has let the contract for a modern cottage to be built upon the rear of her lot on Colorado Street. The new residence will be completed within the next few weeks, and will be for rent. The house will face upon Pine St.

B. M. Schumpert is having a rent house built on one of his lots on Colorado Street. The carpenters are endeavoring to have the house ready for occupancy within a few weeks.

### REV. R. C. MARSHALL BUYS KRATTLE PROPERTY

Last week Rev. R. C. Marshall purchased the 5 acres near the high school building known as the Krattli place.

Rev. and Mrs. Marshall have been with Miss Lillian at Clovis for the last few months but plan to move to their new home about the first of March. With them are their three grandchildren, the children of their son who passed away four years ago, and Mrs. Belle Marshall. Mrs. Belle Marshall is at present taking a nurses' training course at Phoenix, Ariz.

### EASTERN STAR MEETING

Mrs. S. B. Fletcher, Worthy Matron of the Eastern Star has announced the regular meeting of the chapter next Thursday evening in the Masonic hall.

There will be no special work other than some practice for the new officers, therefore the officers are asked to make a special effort to be present for the meeting at seven o'clock.


JUST RECEIVED

Shipment CASE and AVERY listers, of which all are good plows ,also shipment of

BRAN AND FOX LILLY SOFT WHEAT FLOUR

If you want a lister write me a card.

Top prices paid for poultry and eggs.

J. B. JUDAH & SON

CAUSEY, N. M.

An Aditorial

BY

DAN H. SMITH

America is known as the most prosperous country in the world, with the highest standards of living. Much of this prosperity has been brought about by manufacturer and merchant making it easier for the customer to buy by means of the extended payment plan.

Usually the merchant is just as eager to extend to you the convenience of payments as you are to buy that way. Portales merchants, in many cases, offer the easy credit plan to customers.. But naturally they expect you to live up to your agreement like a gentleman, and, in turn make it possible for them to meet their bills promptly. The caedti system is a big chain, in which customer, merchant, jobber, and manufacturer are each important links, and any breaking or weakening of one link, puts a strain on the other links.

Remember that you represented yourself in good faith in buying on credit, and the merchant accepted you in good faith. Live up to your reputation and character by meeting your obligations as you agreed, and the merchant will be glad to number you among his customers.

THIS PUBLICITY CONTRIBUTIN THE INTEREST OF A BETTER UNDERSTANDING BETWEEN CUSTOMER AND MERCHANT, by

Dan H. Smith

FURNITURE

UNDERTAKER AMBULANCE ED. J. NEER EMBALMER SERVICE

Established 26 Years — Licensed by State Board

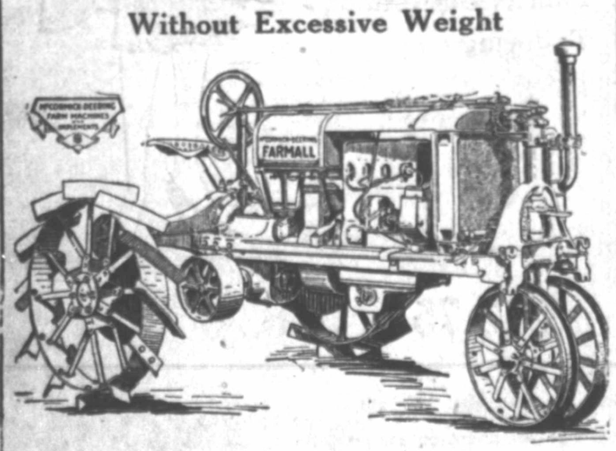
Phone 97 2 Rings — Agent for Clovis Floral Co.

Quality and Service Considered — Neer's Prices are Less.

Portales, - - - - - - - - New Mexico

Great Power

Without Excessive Weight




In the Up-to-date

FARMALL TRACTOR

Let us show you, by a practical demonstration, how the FARMALL TRACTOR is the tractor best suited to your farm needs.

B. M. SCHUMPERT

McCORMICK-DEERING DEALER

Portales, - - - - - - - - - - - N. M.



DOWN FIFTH AVENUE

Confident in the correctness of his attire the wearer of Friendly Five Shoes steps down the Avenue. Men turn to admire his taste. And as he notices a window display of expensive shoes he smiles, for he remembers the satisfaction he got as he pocketed five dollars change from a ten when he bought the shoes he now has on.

You, too, may be correctly shod for five dollars. May we show you the new Friendly Fives?

FRIENDLY FIVE SHOES

$5

STETSON HATS

IN ALL THE SPRING SHADES

New Styles and Shapes. You will never wear any other Hat if you once try a Stetson. Before you buy your next hat take a look at our large stock of Stetsons.

$8.50 to $16.50

New Enro Shirts for Spring

With the Stan-Erek Collars

$2.50 and $3.50

JOYCE-PRUIT COMPANY



Which Is The Real You?

Is the real YOU represented by this picture on the left—fagged out, listless, swallow and pale, with no energy and no ambition to do things? Or are you full of pep and vitally alive in every fibre with the energy and resolution that comes with perfect health?

Often a few Chiropractic adjustments will restore your vitality and health by correcting the cause ,blocked up nerve force. Once this force is adjusted and functioning properly your condition will be improved.

START GETTING WELL TODAY

Keller & Keller

Office Phone 59 LICENSED CHIROPRACTOR Residence Phone 77

STATE OF NEW MEXICO, COUNTY OF ROOSEVELT, In the Ninth Judicial District Court.

D. D. Aitken, Plaintiff, vs. Walter. K. Hollifield, et al, Defendants, No. 2568.

Notice of Pendency of Suit

THE STATE OF NEW MEXICO. To: F. B. Whitlow, impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit:

M. A. Townsend, W. C. Williamson,

You are hereby notified that the above named plaintiff has commenced suit against you in the above styled Court and cause, the general objects of which suit are to recover judgment for the indebtedness due on that certain real estate first mortgage bond, and interest coupons thereto attached, and mortgage securing the same, said instruments being dated May 3rd, 1918, executed by Walter K. Hollifield and Julia E. Hollifield, as Makers and Mortgagors to the F. B. Collins Investment Company, as payee and mortgagee, and now held by plaintif said mortgage covering the following described real estate situate in Roosevelt County, New Mexico, to wit:

The South half of Section twenty two, and the North half of Section twenty-seven, Township One North, Range Twenty-nine East, N. M. P. M.

And said mortgage having been filed for record on the 8th day of May, 1918, at eleven o'clock a. m., and appearing of record in Book U at page 186 of Mortgage Records of Roosevelt County, New Mexico, and plaintiff seeks to have the lien of said mortgage decreed to be prior and paramount to all liens, claims, interests, or demands of the defendants.

Plaintiff also seeks to have the real estate above described sold by a Special Master to be appointed by this Court, and the said mortgage foreclosed and the proceeds of said sale applied to the payment of all taxes due and delinquent on said property, and to the indebtedness due as aforesaid, after the payment of costs of suit and sale.

The amounts which plaintiff alleges to be due on said mortgage are as follows, to-wit:

$2500.00 with interest thereon at the rate of 12 per cent per annum from the 1st day of May, 1928 until paid; said sum being the original principal amount of said loan. $150.00 with interest thereon at the rate of 12 per cent per annum from the 1st day of May 1928, until paid; $61.20 with interest thereon at the rate of 12 per cent per annum from the 29th day of October, 1929, until paid, being the amount of taxes paid in said property on said date.

Ten per cent additional on the total amount due as aforesaid, as attorneys fees.

You are further notified that unless you enter your appearance in said cause on or before the 21st day of March, 1930, judgment by default will be rendered against you, and the relief prayed for by plaintiff granted and decreed.

Briscoe and Moise, of Tucumcari, New Mexico, are attorneys for the plaintiff.

Done at Portales, New Mexico, this 17th day of January, 1930.

JOHN W. BALLOW, Clerk of the District Court, Roosevelt County, New Mexico.
Jan. 23—Feb. 13.B

Mrs. J. R. Poindexter has been able to return to her duties with the Portales Abstract Company after having been confined to her home with illness.

Miss Mae Watts is suffering with a very severe cold and was forced to remain in bed for two or three days at the first of the week.

Paul Jones, of the Western Land Company, went to Lamesa, Texas, Eunday and was busy on matters of business in that city the first of the week.

Mrs. T. E. Turner left this week for her home at Buchanan, New Mexico after a very pleasant visit in the home of her daughter, Mrs. A. J. Goodwin.


# ANNOUNCEMENT

**For the Miss and Madame who is hard to fit–Our factory representative will be here Saturday with a large selection of dresses and coats.**

**This is your opportunity to select a style in the very latest of spring goods**

**UNITED DRY GOODS CO.**



## CALL ON THE WRIGHT MAN

AND GET RID OF YOUR PUMP TROUBLES

## SAYNE & BOWLER TURBINE PUMPS

Have prices on all sizes of pumps and can furnish pumps from 6 to 24 inch in size. Will develop sandy wells—Appreciate your business

**TOM F. WRIGHT**

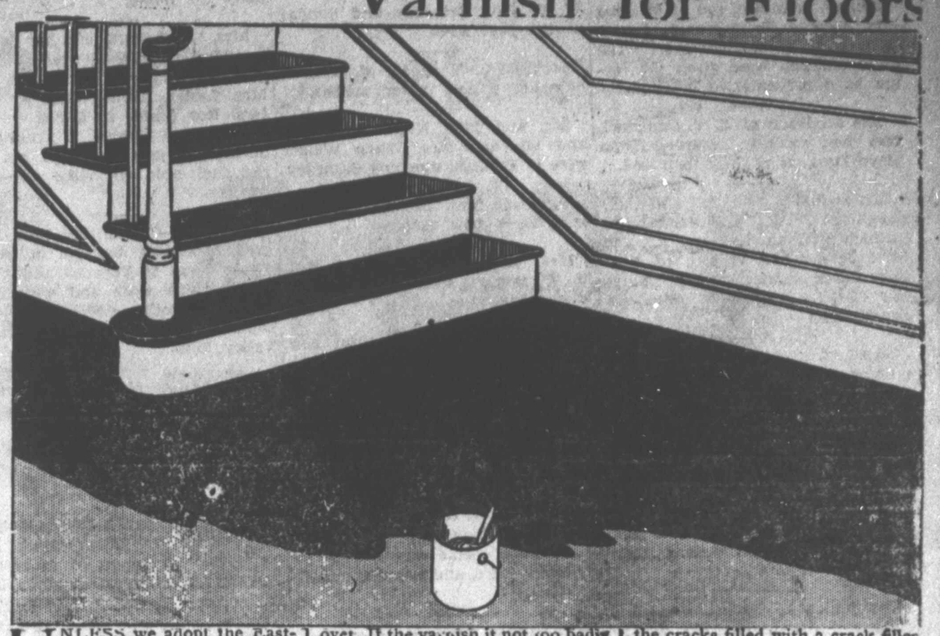
Portales, New Mexico


## WHAT'S WRONG AND WHERE?




How good are you at finding mistakes? The artist has intentionally made several obvious ones in drawing the above picture. Some of them are easily discovered, others may be hard. See how long it will take YOU to find them.

# The Value of Varnish for Floors



UNLESS we adopt the Eastern custom of wearing sandals, our floors will always be subjected to harder wear than any other part of our dwellings. But though the feminine half of the younger generation discarded stockings last summer, and gowns this winter are beginning to resemble Greek draperies, sandals have yet to be accepted as smart footgear in our Western world. Sharp feminine heels and heavy masculine boots still make the care of floors a necessary household task.

While no woman would expect her family to turn classic for the sake of saving her floors, she can reduce her labors in this direction and improve the appearance of her home by protecting these surfaces with durable finishes. Hardwood floors will last longer and remain continually beautiful if they are varnished once a year. Stained and painted softwood floors should also be regularly varnished. The varnish not only protects the floor, but saves constant scrubbing, as the surface can then be kept clean with a damp cloth.

Entrance hallways, kitchens, bathrooms, and other spots in the house where the floor receives unusually hard wear, require more frequent renewals. This will keep the varnish from wearing through and save the trouble of removing it before putting on a fresh coat. Frequent varnishing not only saves time but money as well, and it is false economy to postpone the job until the whole floor has to be done over. If the varnish it not too badly worn it can be rubbed down with pumice and water which should be allowed to dry thoroughly before the fresh coat is applied. Cleaning the floor with benzine is not adequate preparation under these circumstances, as many people seem to think. When the floor is in very bad condition, the surface should be treated with a varnish remover, which will soften the old varnish so it can be scraped off.

After removing the varnish, scrub the floor thoroughly with coarse steel wool dipped in hot water and soap to which a little sal soda has been added, and then sponge it with clear water.

A hardwood floor that has become discolored through neglect should be bleached before varnishing. The best preparation for this process is a solution of oxalic acid in hot water. Use as many of the crystals as the water will dissolve and spread on the solution with an ordinary paint brush. Leave the bleach on the floor for twenty-four hours and then wash it off with clear water. Be sure to wear rubber gloves during the bleaching process as oxalic acid is poison and injurious to the skin.

A new floor of open-grain wood, such as oak, ash, or chestnut, will require a paste-wood filler before the varnish is applied. You can buy this filler in natural or colored effects. It is applied with a brush and the excess wiped off across the grain. Twenty-four hours should be allowed for the filler to dry and it is then lightly sandpapered and the cracks filled with a crack filler.

On pine, cherry, maple, poplar and other close-grain flooring, a liquid filler is sometimes used, but this step is frequently omitted, and the finish applied direct to the bare wood.

To get a smooth varnish finish, the room must be warm, as the varnish will not flow freely unless the thermometer registers between 70° and 80° Fahrenheit. It should be applied quickly over a small area with sweeping strokes along the grain of the wood and then evened out by brushing first across the grain and then with it. If it fails to go on smoothly, runs and sags can be eliminated by gentle rubbing with a wet cloth which has been wiped over a cake of hard soap and then dipped into a bit of powdered pumice. The soap binds together the gritty particles of pumice and prevents them from sinking into the varnish film. Allow each coat to dry thoroughly before the next is applied.

When the work is finished, it is advisable to take good care of the varnish brush so it will be in proper condition for the next job. It should be suspended from a nail so that the bristles are immersed in a container of brush-keeper varnish, which is a special non-drying varnish made for this purpose. Linseed oil or turpentine are not satisfactory substitutes. Nor is it wise to wash the brush in turpentine. This treatment may have a damaging effect on the varnish the next time the brush is used. The life of a brush need not be


# McCLAREN ---- AJAX GOLD BOND TIRES

Carry Monthly and Mileage Guarantee

**Gold Bond Tires** – 18 months and 20,000 miles

**Gold Shield Tires** – 24 months and 40,000 miles

## At Prices You Can Afford

| Gold Bond Tires | | Gold Shield Tires | |
|---|---|---|---|
| 29 x 4.40 G. B., 20,000 mile guarantee | $8.95 | 30 x 4.50, 40,000 mile guarantee | $16.10 |
| 29 x 5.00 G. B., 20,000 mile guarantee | $12.00 | 29 x 5.00 40,000 mile guarantee | $20.00 |

## Heavy Duty Truck Tires

McClaren–Ajax 32x6 $45.05 guaranteed 22,000 miles

McClaren–Ajax 30x5 $27.50 guaranteed 22,000 miles

WE BUY, SELL OR TRADE. DEDUCT TRADE-IN VALUE FROM THESE PRICES

# United Tire Supply Store

Portales, N. M. – – – – – – – – – – Masonic Building



# Spring Planting--

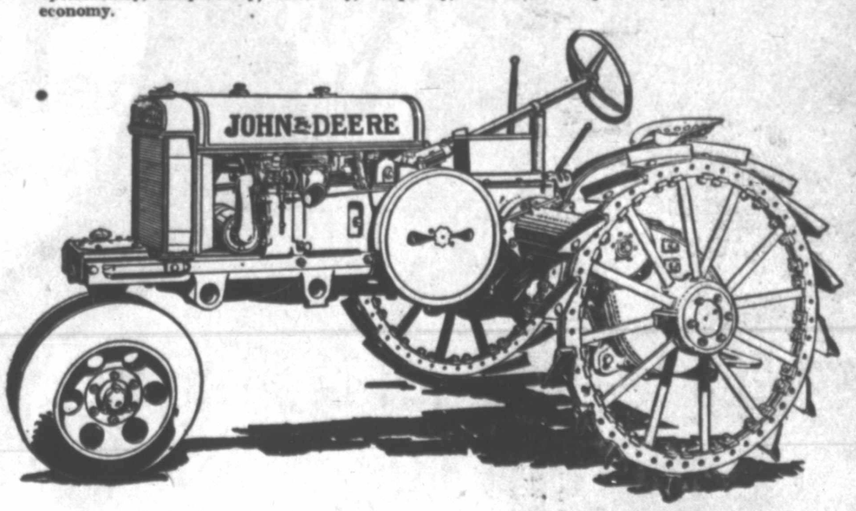
Time will soon be here. Get Ready! Come in and let us talk to you about

## The John Deere Line of Implements

THE LINE THAT MAKES BETTER FARMING AT LOWER COST

Another carload of John Deere Implements have just been unloaded and now ready for your inspection. The latest John Deere cultivators, listers, tillers, go-devils, sled go-devils, etc.

The John Deere line is unequalled for everything you want in an implement . . . dependability, adaptability, durability, simplicity, and ease of operation, as well as real economy.




GREAT POWER - - - LIGHT WEIGHT
ECONOMY - - - DEPENDABILITY - - -

You get them all in the

# John Deere Tractor

COME IN AND LET'S TALK IT OVER

# George & King

PHONE 7 PORTALES, N. M.

## Locals and Personals

James Roberston and mother, Mrs. J. K. Robertson, Mrs. R. H. Girsson and children, were Clovis visitors Saturday.

Jimmie Johnston, son of Mr. and Mrs. George E. Johnston, has a light case of scarlet fever. The other children were given the serum as a preventative measure.

The condition of Z. T. Campbell, who has recently returned from Mayo Bros., is slightly improved.

Mr. and Mrs. Bob Bell and their daughters, Mrs. Jim Patterson and husband of Plainview, and Mr. and Mrs. James Lee Wilson, of Portales, were dinner guests, Thursday of Mr. and Mrs. Sherman Bracken.

Mrs. Arris Atkinson from the country was calling on Mrs. Minnie Roller and Mrs. A. W. Stokes Thursday.

Bernice Carmicheal from Kenna, was transacting business in town the latter part of the week.

Ed. J. Neer and E. N. Neer left Monday for Wink, where they have business interests.

The junior hi home rooms are working on debates and will bebate against each other some time in the future.

Sophomore B's in Miss Branen's room had a jolly time Tuesday at 3rd period, with a short program and valentine box.

Mrs. W. E. Daniels and Miss Branom were in Clovis Friday night to see the game.

Misses Paddock, Branom, Dooney, Zerzan, Hayes, Rowley, Galloway, Mesdames Daniels and Spence and Jack Spence will attend the Passion Play in Amarillo together, leaving here Friday afternoon, returning Sunday afternoon.

The many friends of J. Rex Forrest will be glad to know that he stood his operation o. k and is doing fine. Mr. Forrest will be in the West Texas Sanitarium at Lubbock about two weeks.

Mrs. Walter Stovall and Mrs. W. O. Murrell were shopping in Portales Saturday.

Friends of Mrs. H. V. Thompson sympathize with her in the loss of her mother, who passed away Thursday morning. Mrs. Thompson was called to Kansas a few days ago to her mother. The other brothers and sisters came also. Mrs. Thompson will probably make a short visit while there.

Miss Mary Hall, teacher at the Friendship school, had lunch with Mrs. L. E. Canon Saturday.

Mr. and Mrs. J. A. Davenport and children, Mr. and Mrs. Bud Burks and Miss May Mammer visited in the homes of W. H. Davenprort and W. D. Pate Saturday and Sunday of the past week.

Mrs. B. L. Kennedy, of Arch, is enjoying a new power washer.

Mr. and Mrs. Nixon McGinnis, and Mr. and Mrs. Willie Walker were in Portales shopping Saturday.

Mr. and Mrs. M. O. Pate are enjoying a new radio.

Mrs. J. D. Marlowe and Mrs. M. W. Bouldin were Clovis visitors Wednesday.

Mr. and Mrs. Wilhiet and new baby, of Hiway were in Portales Saturday.

G. W. Carr and his sister-in-law Mrs. John Mauk spent Thursday in Ft. Sumner. They visited Mr. and Mrs. Pen Carr. Mrs. Pen Carr is in very poor health and has been taken to Albuquereque for treatment. They also visited Mrs. Stone, whose home was in Portales for many years, and found her feeling fine.

Mrs. Hollis Price returned Saturday from Post, Texas, where she was called to the bedside of her father, Walter Cannon, a former Portales citizen. When she left his condition was much improved.

Mr. and Mrs. W. A. McCloud and daughter Miss Esther, of Roswell were visiting Mr. and Mrs. D. R. McCloud the latter part of the week.

Mr. and Mrs. Fred Baker and Carl and Harold Radcliff, of Dora were in Clovis to see the ball game Friday night. Carl Radcliff teaches at Dora.

Mr. J. D. Good of Childress was a visitor in the B. B. Thigpen home Monday.

L. L. Adams, father of Mrs. Lillian Taylor, returned last week from a several weeks' visit with relatives in Texas. Mr. Adams had a wonderfully pleasant time but was delighted to get back to Portales for after all there is no place like home.

Mrs. Maud Smith and her daughter Miss Irma Belle were Sunday guests in the home of Mr. and Mrs. Lester Bayless and Mr. and Mrs. Roy Smith in Clovis.

Miss Leta Smith is omproving during the past few days but did not feel able to make the trip Sunday.

Mrs. Lina Tipton and Miss Mildred McDowell, both of Amarillo, Texas came to Portales and visited over the week end with Mrs. Tipton's brother, F. C. Wester, campaign manager of the Portales Valley News.

Mrs. Gladys McDurmatt, who is now employed at the Old Mission Beauty Shoppe, Roswell, N. M., passed the state examination in hair dressing and beauty culture at Santa Fe.

Rev. Omer Jarrell left on Tuesday of this week for Amarillo after having served as leader of the Pentecostal congregation since last September. Rev. Jarrell is leaving the pastorate work and will devote his time to evangelistic labors. Rev. Horace Reeves of Turkey, Texas, has been chosen pastor of the local church and has already arrived in Portales.

Mr. and Mrs. F. M. Wolfe are looking forward to the completing of their new home out in the neighborhood of the J. P. Adams and the A. E. Hunt homes. Mr. Wolfe is a contractor and is building the house according to plans made by himself and Mrs. Wolfe.

Workmen are busy ceiling and finishing the Church of Christ building which is being erected at Dora. A great amount of the work on the building has been donated and the progress has been very interesting.

Monday morning H. L. [illegible] began the foundation for a new home for Mr. and Mrs. Ted Forbes. The building will be located on the lot of the old Warnica home which burned a few years ago. It is in the vicinity of the house which Mr. Forbes built and later sold to L. L. Duncan.

Silas Bridges came up from Elida Sunday and attended evening services at the Baptist church in Portales. While here Mr. Bridges reported Mr. Zack Campbell, as very little improved following his stay at Mayo Brothers Sanitarium. The friends are hoping after he has fully rested from the physical strain and nervous taxation, he will begin improving. It may be necessary for him to return to Rochester for further treatment.

Mrs. Lucile Cumbie has received word from her father, S. F. Moore that he has almost completed his visit with his granddaughter Myrtle, in Ardmore, Oklahoma and expects to be ready to return home within the next few days. Mr. Moore went to Oklahoma soon after the death of his wife in January.

H. E. Taylor, a local contractor is building two new houses of his own. One a Spanish bungalow on Ohio Street, is probably sold as soon as completed. The other is across the street on Davis, and Mr. Taylor plans to rent it if not sold by the time the building is finished.

J. E. McElroy is just completing a new home for Mr. and Mrs. Kesler of Plainview, Texas, who is moving to Portales. This home is located across the street from the [illegible] school.

Gordon Wicks of the Portales and Clovis Hatcheries was in Clovis Monday and reports a shortage of eggs on account of the recent cold weather. If the warm weather will continue for a few weeks, Mr. Wicks thinks they will be running both hatcheries at full capacity which will be 146,000 eggs.

### REPRESENTATIVE SEN. T STORY

**Property Is Discussed by One Asking for Citizenship**

W. F. Ballew, a real estate dealer, and one of Hale, Missouri's leading democrats, sends in the following story which we think is worth printing. The story is told of a young man being examined for citizenship, and being very anxious to get his papers has succeeded in answering most of the questions correctly until the Judge asked him who is president of the United States? Al Smith, was the prompt reply. What makes you think Mr. Smith is president asked the judge. Well, replied the applicant, all I know about it is that the Republican orators told that if Al Smith was elected we would have a general panic in the country; that prices in Wall street would drop, that men would be out of employment, that the farmers would go broke and banks would fail. All these things have happened, so I think Al Smith must be president of the United States.


**Violin and Saxaphone**
**INMAN FREEMAN**

Class started Monday, February 11.
If interested call 123.

**Individual lessons given at my home**



BRIDGE THE DISTANCE

from one city to another by telephone. Long Distance station to station day rates were again reduced January 1, 1930. Evening and night rates not reduced.



*Bill Der Says*

The only new thing some folks put on their home is a mortgage




**First Comes Last**

Your new home or building must have a roof upon it, and we are eager to supply that roofing.

There seems to be a certain amount of sentiment about roof—and we try to carry that into our business transactions. After all—a roof may come last, but it is FIRST.

**Carr Lumb. Co.**






"I THANK YOU IN THE NAME OF CONOCO"

Thank you for the immediate and tremendous response to our challenge, on the introduction of Conoco Germ-Processed Motor Oil. Thank you many thousands of Regular Customers as well as the many thousands of new users who have flocked to Red Triangle stations, until it has kept all of us on the jump to drain and refill crank cases with this remarkable motor lubricant. Because of unprecedented demands for Conoco Germ-Processed Motor Oil, it has been difficult for our refineries to keep all our stations adequately supplied, but now stocks are moving faster and you can depend on quick and efficient service at any station displaying the Conoco Red Triangle.

Conoco challenged the oil world last November with the revolutionary new Germ-Processed Motor Oil. Definitely the first fundamentally better oil of the century, this oil is now smashing all sales records. No reasonable person will use any other oil once he has heard the story of this new oil and its *"Penetrative Lubricity."* We invite you to stop at the Sign of the Red Triangle for your first crankcase full.



**Roosevelt County Dairy Ass'n.**

A Home Institution, controlled and operated by local dairymen.

DAIRYMEN: It will pay you to investigate the advantages of membership in this organization.

CREAM RECEIVING STATIONS

Portales——C. M. Sullins
Dora—Lee Hall
Rogers—W. L. Anderson
Floyd——Hobbs and Gordon
Garrison——Frank Jones
Ihez—Choic Tollett
Midway——Floyd Gregory





**THE BIG IDEA! THINK THIS OVER**

# Portales Will Soon Have Natural Gas

—for all Fuel Purposes

***Be Ready!***

**Let us pipe your home and place of business for Gas, and install correct**

## Gas Appliances

Here's good news! Portales is soon to have natural gas available for all fuel purposes. Everyone should welcome this news and take steps at once to benefit by the use of cleaner, cheaper, more dependable fuel.

Gas will be cheap. It is clean, convenient—no carrying in coal, no carrying out ashes, no soot, no dirt. Simply turn it on and forget about it.

Now, before the rush sets in, let us pipe your home and place of business for gas and install the latest modern gas appliances so that you will be ready to use gas immediately.

We are specialists in all kinds of gas fitting, plumbing, and piping. And we carry a complete line of gas stoves for heating and cooking, as well as other gas appliances.

**BE READY! ACT NOW!!**

20 Years Experience

**Portales Gas Appliance COMPANY**

At Crow's Tin Shop J. B. Crow Phone 71

# The Portales Valley News

# PREMIUM AUTO

*EQUIPPED WITH BUMPERS AND SPARE TIRE. SELL FOR $742.00---A REAL PRESENT FOR THE LADY GETTING IT*

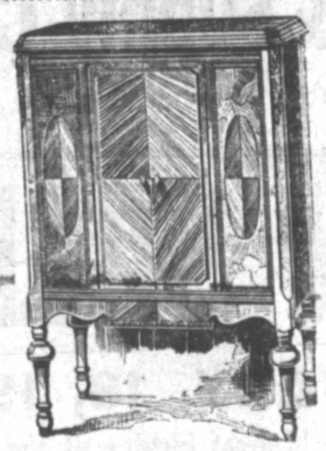
## Now on Display at

## UNIVERSAL MOTOR COMPANY, Portales

### The Portales Valley News' Roll of Honor

| | | | |
|---|---|---|---|
| Mrs. Beth Bollinger | Portales | Mrs. Dave Howell | Kenna |
| Mrs. J. E. Carter | Portales | Mrs. Walter Jackson | Portales |
| Mrs. Inza (Reuben) Cothern | Portales | Mrs. G. W. Morgan | Floyd |
| Mrs. Maud Galloway | Portales | Mrs. Charlie Maxwell | Rogers |
| Mrs. L. H. Houghtling | Portales | Miss Emma Lee O'Neal | Elida |

*One of these Ladies Will Surely Own This Car on March 1, 1930*



SELLS FOR $156.50

### CROSLEY
**Multi-Screen Grid!**

THE outstanding value in Radio. Three screen grid tubes, a radio receiver, selective, powerful, sensitive, which is and will continue to be the Big News in radio. Not performance alone, but performance plus a beautiful cabinet, finished in rich walnut veneer.

This radio goes to lady with second highest number of votes at close of campaign, Saturday, March 1st, 1930.

Sold by C. & T SERVICE STATION, on display at

**Portales Valley News Office**

*See the Third Prize*

## $75 Bed Room Suite

Sold by and Displayed at

**ED J. NEER FURNITURE STORE**

# Every Working Contestant Failing to Get A Premium Is Rewarded With A 15 Per Cent Commission

### SCHEDULE OF VOTES

FROM NOW UNTIL CLOSE OF CAMPAIGN

| Period | County Price | Feb. 6-13 | Feb. 14-20 | Feb 21-27 | Feb. 28 Mar. 1 |
|---|---|---|---|---|---|
| 1 year | $1.50 | 9,400 | 8,400 | 7,400 | 6,400 |
| 2 years | $3.00 | 20,000 | 18,000 | 16,000 | 14,000 |
| 3 years | $4.50 | 31,000 | 28,000 | 25,000 | 22,000 |
| 4 years | $6.00 | 43,000 | 39,000 | 35,000 | 31,000 |
| 5 years | $7.50 | 60,000 | 55,000 | 50,000 | 45,000 |
| 10 years | $15.00 | 145,000 | 135,000 | 125,000 | 115,000 |



## HERE IS THE WAY TO FIGURE THE VOTES

## VOTE FOR ONE!!

# Pay Your Back Subscription

**Advance it 2 or 3 years, and give your favorite the credit. The longer the subscription—the arrearage counts in—the larger the vote received. SUBSCRIPTIONS GET THE VOTES—VOTES GET THE PREMIUMS**

Miss Mary Hall, teacher at the

THURSDAY, FEBRUARY, 13 1930 THE PORTALES VALLEY NEWS AND ROOSEVELT COUNTY HERALD

# Jazz is Industry In Terms of Music




## So Says Former Coal Mine Worker, Now Jazz King

New York City.—"Jazz is American industry translated into music." So says Ray Nichols, former coal-mine worker and railroad fireman, now one of America's leading musical directors.

"I think one must understand the rhythm of the American workman to understand jazz," he explains. "My training in my father's coal-mine was probably my greatest aid in getting the tempo and rhythm of our American jazz music. There is a certain alertness in the American workman's movements that you find nowhere else. The tempo at which he literally hurls himself into his job is just the tempo of our dance music.

"My first musical opportunity came to me through a shop band in the coal mines. It was a good band because unconsciously we translated into tone our movements in the mines.

"Just how much industry owes to music and music owes to industry will probably never be realized, as the rhythm of one is the rhythm of the other.

"The number I am requested to play most often is a foxtrot called 'An Eyefull of You,' which has the very zest and buoyancy that is so purely American. Its rhythm makes one dance, yet it is the same rhythm that speeds up the earning capacity of the workmen.

"I have watched foreigners at work in the mines and I have watched foreigners on the dance floor. Neither place can they get our rhythm or tempo. Jazz tempo is purely American."

Mr. Nichols is the musical director at the Palais Royal in Newark, New Jersey, one of the largest restaurants in the United States, and therefore has ample scope for observation of dancers.

**IMPORTANCE OF WORK OF CROP IMPROVEMENT ASS'N.**

The New Mexico Crop Improvement Association is an organization of farmers and seedmen in New Mexico who are trying to render a public service by making high class and adapted planting seed readily available at a reasonable price, says G .R. Quensberry, Extension Agronomist.

In every community where a county seed association is organized, one can find at a reasonable price a supply of tested and reliable seed with the highest possible guarantee. Any prospective purchaser on seeing a sack of certified seed immediately knows where it was grown, who grew it, wat variety or strain it came from, what he may expect in the resultant crop, and the number of seed in each one hundred that will grow when planted under normal conditions A certification tag identifies the seed. Uncertain seed may be good, but it is much like reach-into a grab bag. Ninety-nine bags give you less than you pay for, in one sometimes you get more. Can you afford this risk?

Certified seed merely means that the bag is labled with what is in it. A majority of the members of the association may grow one variety of a crop—they often do. But other seed may be certified if it is pure. Any one who is interested in the production may join the New Mexico Crop Improvement Association and have a voice in its work.

The importance of this work is readily reflected in the growth of the State Association. More than half of the New Mexico counties now produce certified seed of all major field crops. In 1925 many cars of pure seed were shipped into New Mexico and none shipped out. This past season car lots of pure seed were shipped out of New Mexico and local farmers were able to get certified planting seed, acclimated and adapted, at from 40 to 60 percent of its former price.

Farmers must plan their production this year particularly in view of the outlook for prices of each product during the next marketing season and adjust expenditures carefully to maintain farm incomes, according to the annual outlook report for 1930 prepared by the Bureau of Agricultural Economics, United States Department of Agriculture in cooperation with representatives of the agricultural colleges and extension service of forty-five states and the Federal Farm Board.

The domestic market may improve later in the year, but it is unlikely that the demand for farm products in the summer and fall of 1930 will be as good as during last summer and fall, according to the report. There is little in the wheat situation at present to indicate that prices for the 1930 crop of the United States will be much different from those prevailing for the 1928 crop. An increased corn crop would yield a lower price than in 1929 in view of the possibility of lower feeding requirements.

The acreage and production of cotton in the last five years, excepting 1927 have been at comparatively high levels. It seems certain that any increase at present would be unwise.

Beef cattle raisers contemplating expansion of production are faced with a general tendency to increase the number of cattle and with a downward trend in prices over the next decade. The underlying dairy situation is not as bad as would appear from present butter prices, but unless dairy herds are closely culled and more heifers sent to slaughter, there will be a further increase in the size of dairy herds in 1931 and 1932.

The high point in the expansion of the sheep industry has been reached and it is unlikely that prices for sheep and lambs can be maintained at the high levels of the last three or four years. Some reduction in world wool production is expected by 1931, and it is consumption of mohair is expected to increase but not enough to support prices at high levels. Domestic production of mohair is now about equal to domestic consumption.

The present outlook for poultry and eggs does not justify any increase in production of chickens over 1929, either for eggs or meat, unless producers are willing to face the prospect of reduction in price levels.

Commercial prodution of apples is expected to continue to inrease gradually over a period of several years and new plantings are justified only where there are unusually favorable conditions for the production of high quality fruit.

Potato growers report that they intend to plant an acreage six per cent larger than was planted last year, apparently forgetting the unprofitable season of 1928. The high potato prices being received now are not the result of an low acreage last summer. If the intentions for 1930 are carried out prospects are for lower potato prices after the first of July.

**MISSIONARY SOCIETY**

The Presbyterian Missionary Society met with Mrs. C. R. Nelson, last Thursday, with a good attendance. A good program was rendered by the members of the society.

Mrs. Nelson, assisted by her daughter, Miss Florence, served dainty refreshments.

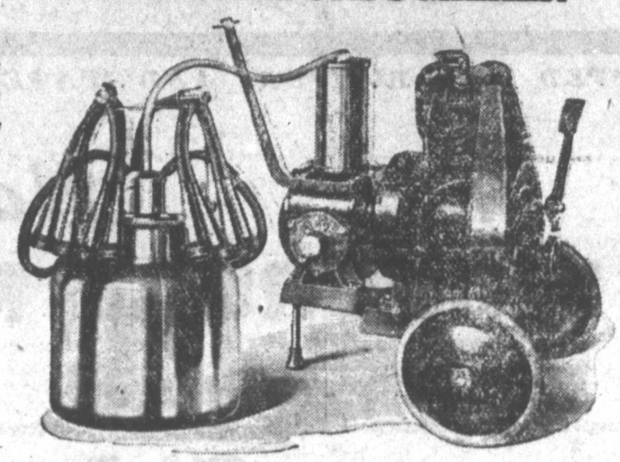
Rev. Johnson, pastor of the Presbyterian church will be here Sunday, February 16th. There will be Sunday school at 10:00 a. m., and preaching at 11:00 a. m. and 7:30 p. m. Everyone come.

Joe Ray Grimes has been ill this week.


# Get More Milk— Make More Money

## WITH THE FORDS MILKER

Fords double unit portable Engine. Same construction as single portable only equipped for milking either one or two cows in same pail. Pail 7 1-2 gallons.



**FORDS**

**Milker**

Motor 1-4 H P
Double Unit Engine Portable
As Shown

**$200**

The way to make more money is to get more milk, and get it easier, quicker and better, at less cost. The Fords Milker will do this for you. It does better work, lasts longer, and costs less.

Fords Milker was built by men of years of milker experience, with a desire to put a really practical milker within the reach of every farmer or dairyman. The finest quality of material and workmanship is used throughout to make a milker that is quiet, smooth running and trouble free.

Come in and let us show you the Fords Milker. Read the specifications and the guarantee and you will do like thousands of others, you will buy the Fords Milker.

**All Models of Fords Milkers Can Now Be Purchased on**

**EASY PAYMENTS**

**Come in and see the Fords Milker. Let us give you a demonstartion on your own farm Read the specifications and the guarantee and you will do like thousands of others, you will buy the Fords Milker.**

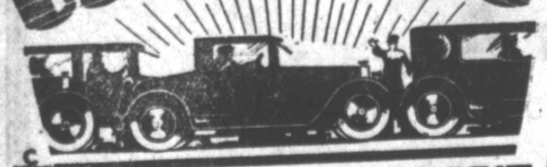
# Roswell Pump & Supply Co.

The House of Dependable Merchandise



GUARANTEED

# USED CARS



**Buy NOW and SAVE!**

## You Can't Drive A New Car 50 Miles An Hour

But you CAN drive one of our reconditioned used cars at high speed the instant you get into it. You'll be certain to find just the car you want, for the money you want to pay in this used car festival. We have a lot of them—and they each carry a new-car guarantee.

A Few of Our Special Bargains
**With an O. K. That Counts!**

| | |
|---|---|
| 1929 Chevrolet Coach | $500 |
| 1929 Chevrolet Cabriolet | $500 |
| 1929 Chevrolet Coupe | $500 |
| 1928 Chevrolet Coach | $375 |
| 1928 Chevrolet Coupe | $300 |
| 1927 Chevrolet Coach | $225 |
| 1927 Chevrolet Truck | $250 |
| Good 192_ Dodge Touring | $100 |
| 1926 Ford Truck | $100 |
| 1926 Ford Touring | $50 |

**PORTALES MOTOR CO.**
ADD HOBBS, Mgr.
PORTALES, NEW MEXICO



# A Few Of Our Outstanding Lines

**Rock Island and Oliver Farm Implements**

**Hart Parr Stationary Engine 24 — 36 — 50 — Horsepower This engine is in a class by itself for Irrigation Purposes.**

**De Laval and Empire Baltic Cream Separators**

**Monitor Washers—the washer sold on a guarantee**

**New Perfection Cook Stoves and Ranges**

# WHEELER BROTHERS

General Hardware — Undertaking and Ambulance Service
Day Phone 46 Night Phone 93



# AUCTION SALE

## TUESDAY, FEBRUARY, 18, 1930

**The following will be offered to the highest bidder at the E. R. BLACK farm, 13 miles South and 4 1-2 miles west of Portales; 10 1-2 miles west and 1 mile north of Rogers, N. M.**

One sewing machine
One Ford Touring Car
One Ford Truck, '27 model
Three Cream Separators
Five Horses, 8 to 9, weight 1100 to 1300 lbs.
Five Mares, age 7 to 9 years, weight 1300 lbs.
One black mare 15 1-2 hands
One bay mare, 15 3-4 hands
One bay Mare, 6 years old, 16 hands
One sorrel Mare 6 years old, 15 1-2 hands
One black mare Mule 4 years old, 15 hands
One bay horse Mule 9 years old, 15 hands
One brown mare Mule 9 yrs. old, 14 hands
One yearling Mule, a dandy
Several yearlings and two year old cattle
One 1-horse Grain Drill, new
One feed Grinder
Four Wagons
One 2-disc breaking plow
One Emerson single row lister
Three John Deere single row listers
One two row Avery Lister
Two 2-row Listers
Three John Deere Lister Planters
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STATE OF NEW MEXICO, COUNTY OF ROOSEVELT, In the Ninth Judicial District Court.

D. D. Aitken, Plaintiff, vs. Walter K. Hollifield, et al, Defendants, No. 2568.

**Notice of Pendency of Suit**

THE STATE OF NEW MEXICO, to: F. B. Whitlow, impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit:

M. A. Townsend, W. C. Williamson,

You are hereby notified that the above named plaintiff has commenced suit against you in the above styled Court and cause, the general objects of which suit are to recover judgment for the indebtedness due on that certain real estate first mortgage bond, and interest coupons thereto attached, and mortgage securing the same, said instruments being dated May 1, 1918, executed by Walter K. Hollifield and Julia E. Hollifield, as Makers and Mortgagors to the B. Collins Investment Company, as payee and mortgagee, and now held by plaintif said mortgage covering the following described real estate situate in Roosevelt County, New Mexico, to wit:

The South half of Section twenty two, and the North half of Section twenty-seven, Township One North, Range Twenty-nine East, N. M. P. M.

And said mortgage having been filed for record on the 8th day of May, 1918, at eleven o'clock a. m., and appearing of record in Book U at page 186 of Mortgage Records of Roosevelt County, New Mexico, and plaintiff seeks to have the lien of said mortgage decreed to be prior and paramount to all liens, claims, interests, or demands of the defendants.

Plaintiff also seeks to have the real estate above described sold by a Special Master to be appointed by this Court, and the said mortgage foreclosed and the proceeds of said sale applied to the payment of all taxes due and delinquent on said property, and to the indebtedness due as aforesaid, after the payment of costs of suit and sale.

The amounts which plaintiff alleges to be due on said mortgage are as follows, to-wit:

$2500.00 with interest thereon at the rate of 12 per cent per annum from the 1st day of May, 1928 until paid; said sum being the original principal amount of said loan. $150.00 with interest thereon at the rate of 12 per cent per annum from the 1st day of May 1928, until paid; $61.20 with interest thereon at the rate of 12 per cent per annum from the 29th day of October, 1929, until paid, being the amount of taxes paid in said property on said date.

Ten per cent additional on the total amount due as aforesaid, as attorneys fees.

You are further notified that unless you enter your appearance in said cause on or before the 21st day of March, 1930, judgment by default will be rendered against you, and the relief prayed for by plaintiff granted and decreed.

Briscoe and Moise, of Tucumcari, New Mexico, are attorneys for the plaintiff.

Done at Portales, New Mexico, this 17th day of January, 1930.

JOHN W. BALLOW, Clerk of the District Court, Roosevelt County, New Mexico.

Jan. 23—Feb. 13.B

**NOTICE OF FORECLOSURE SALE**

Notice is hereby given that the undersigned has been appointed Special Master of Court to sell the property herein described by an Order of the District Court of Roosevelt county, New Mexico, in the final decree rendered by said Court on the 25th day of October, A. D., 1929, in cause numbered 2513, wherein Guaranty Bond State Bank, of Miles, Texas, A Corporation, was Plaintiff, and R. H. Grissom and Lillian Grissom, his wife, W. N. Roberts, H. L. Brown, Tom Johnson, S. A. Richmond, and Margaret Richmond, his wife, Leroy Nicholson, G. B. McAlister, W. H. Doss, Arthur M. Kleypas, Clyde Linder, Addie Linder, and any and all unknown heirs or adverse claimants, were defendants; said final decree being a judgment against said defendants, and for the foreclosure of a mortgage executed by R. H. Grissom and Lillian Grissom, his wife, in favor of the Union Mortagege Company of Clovis, New Mexico, and by it asigned to the Illinois Valley Trust Company, and by it assigned to the Plaintiff herein, and covering the following described real estate, situate in Roosevelt County, New Mexico, to wit:

The East half of section twenty-three (23) and the west half of section twenty-four (24), township eight 8() South, range thirty-six (36) East, New Mexico Meridian New Mexico, containing 640 acres.

NOW, THEREFORE, Notice is hereby given that I, Maude Smith, pursuant to said appointment contained in said final decree and the order of sale therein, will, on the 25th day of February, 1930, at the hour of two o'clock, p. m. of said day, offer for sale at public auction, to the highest bidder for cash, at the front door of the Roosevelt County Court House in Portales, New Mexico, all of the above described real estate, and will apply the proceeds of said sale to the payment of said judgment and interest and costs of suit, which judgment, exclusive of costs at the time of said sale, will amount to approximately $1450.20.

WITNESS MY HAND, this the 17th day of January, A. D., 1930.

MAUDE SMITH, Special Master.

Jan. 23—Feb. 13.D.

NOTICE OF SUIT

THE STATE OF NEW MEXICO To Sam L. Rogers, impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: the said Sam L. Rogers, Dovey A. Rogers, otherwise known as Dovie A. Rogers being one and the same person, T. E. Dodge: the unknown heirs of any deceased person and all unknown claimants of interest in the premises adverse to the plaintiff, GREETING:

You, the said defendants are hereby notified that a suit has been commenced against you in the District Court of Roosevelt County, New Mexico, wherein J. C. Ainsworth is plaintiff and you are deefndants, numbered 2593 on the civil docket of said court.

The general nature and object of said suit is to procure a judgment of said Court finding and declaring the plaintiff to be the owner in fee simple of the following described land, to-wit:

SW 1-4 Section 35, Township 7 South, Range 36 east, N. M. P. M., located and situated in Roosevelt County, New Mexico and to obtain a decree of the Court to establish the title to said land in the plaintiff and quiet the title of the plaintiff in and to the above described land and to forever bar and estop the defendants and each of them and anyone claiming by under or through them or any of them from having of claiming any lien upon, or right in or title to or interest in and to said land adverse to the estate of the plaintiff therein.

YOU ARE FURTHER NOTIFIED that unless you enter your appearance in said cause on or before the 17th day of March, 1930, judgment by default will be rendered against you and plaintiff will apply to the Court and will be given the relief demanded in his complaint.

Compton and Compton of Portales are attonreys for plaintiff.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my offical seal this the 29th day of January, 1930.

JOHN W. BALLOW, County Clerk.
(Seal)
Jan. 23. Feb. 13 C & C

IN THE DISTRICT COURT OF ROOSEVELT COUNTY, NEW MEXICO.

E. J. Murphy, plaintiff vs. E. J Dunaway, K. B. Dunaway, O. B Moore, C. A. Giltner, Robert Fisher G. Baum, Mrs. Jhene Baum, Roy Giltner, E. W. Reagan also known as W. E. Reagan, Emma Reagan, R M. Bishop, Georgia K. Bishop, W. H. Doughton, C. A. Hatch, Maude Smith, E. A. Story, Ella Story, Belle Doughton, Luther Doughton, a minor, Fred W. Flow, also known as F. W. Flow, Micheal Sullivan, Julia Clark, Francis C. Flow, also known as Frances C. Flow, George Baier, John Wilson. The unknown heirs of any deceased person and the unknown claimants of interest in the premises adverse to the plaintiff, Defendants. No. 2594.

NOTICE OF SUIT

THE STATE OF NEW MEXICO to E. T. Dunaway, impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to wit: K. B. Dunaway, O. B. Moore, C. A. Giltner, E. J. Dunaway, Robert Fisher, G. Baum, Mrs. Ihene Baum, Roy Giltner, R. M. Bishop, Georgia K. Bishop, Fred W. Flow, also known as F. W. Flow, Micheal Sullivan, Julia Clark, Francis C. Flow, also known as Frances C. Flow, George Baier, John Wilson. The unknown heirs of any deceased person and the unknown claimants of interest in the premises adverse to the plaintiff, GREETING:

You will take notice that a suit has been filed against you and is now pending in the District Court of Roosevelt county New Mexico, wherein E. J. Murphy is plaintiff, and you yourselves together with E. W. Reagan also known as W. E. Reagan, Emma Reagan, W. H. Doughton, C. A Hatch, Maude Smith, E. A. Story, Ella Story, Belle Doughton, and Luther Doughton, a minor, are defendants and numbered 2594 on the docket of said court:

You are further notified that the general objects of said suit are as follows: To procure a judgment of the court finding and declaring plaintiff to be the owner in fee simple of the following described real estate, to-wit:

All of Section thirty-two, township three North, Range thirty east, N. M. P. M. Roosevelt county New Mexico,

And that plaintiff is entitled to possession of same,

And to procure a further judgment of the court approving the following tax deed, to-wit: A tax deed conveying the land above described unto E. J. Murphy, plaintiff herein, and recorded in Book "Z", page 60 of the Records of Tax Deeds of Roosevelt County, New Mexico, and also approving and confirming all things had and done in connection with the tax sale of said property wherein said tax deed was issued, and that the same be declared good and valid in all respects; that a notice of Oil and Gas Placer Location recorded in Book "D", page 201 of the Miscellaneous Records of Roosevelt county, New Mexico, and also an Oil Placer Location notice recorded in Book "D", page 325 of Miscellaneous Records of Roosevelt County, New Mexico, be cancelled and declared null, void and of no effect; and also that a certain mortgage mentioned in the warranty deed from Fred W. Flow and Frances C. Flow, his wife, to George Baier and recorded in book "K", page 619, Records of Deeds of Roosevelt County, New Mexico, be found to have been paid and fully satisfied and declared null, void and of no effect; that plaintiff's estate and title in fee simple in and to the said section thirty-two above described be established against the adverse claims of the defendants; that said defendants be barred, and forever estopped from having or claiming any lien upon or any right, title, interest or estate in and to the said Section thirty-two, adverse to the plaintiff, and that plaintiff's title thereto in fee simple be forever quieted and set at rest.

You are further notified that unless you enter your appearance herein on or before the 31st day of March, 1930, judgment will be rendered in said cause against you by default and the plaintiff will apply to the Court for the relief asked for in the complaint herein.

W. A. Havener is attorney for plaintiff an dhis post office and business address is Clovis, New Mexico.

In witness whereof I have hereunto set my hand and affixed the seal of said Court this 21st day of January 1930.

(SEAL)

JOHN W. BALLOW, County Clerk.

Jan. 23, Feb. 13 Havener.

## Locals and Personals

Mesdames W. B. Smith, E. N. Smith, A. M. Smith, Ikt Hughes and Miss Julia Starnes were Clovis visitors Friday.

Mrs. T. E. Bell, Mrs. C. V. Harris and Miss Kenneth Bell were clovis visitors Thursday.

Mr. and Mrs. Dan Smith took Mrs. Lester Smith back to Hobbs Sunday. Mrs. Smith has been here visiting for the past week but was anxious to return, as she received word that Lester was not well.

Mrs. W. P. Townsend and Miss Gladys were shopping in Portales Saturday.

Mrs. J. J. Carter of Rogers, was a Portales visitor Saturday.

Miss Elizabeth Meredith of Clovis was a visitor Saturday of Miss Eva Fisher.

Mr. and Mrs. A. A. Scott left Saturday for California. Mr. Scott was employed at the Palo Duro Cafe.

Mr. and Mrs. James D. Turner and Mr. and Mrs. Harry Buchanan were in Clovis Wednesday night to see "Street Girl" at the show.

H. G Rowley of Hobbs spent from Thursday until Monday with his family.

The many friends of Mrs. G. W. Carr will be glad to know that she is very comfortably located in an apartment at Harlingen, thirty-two miles this side of Brownsville, and likes her surroundings.

On Friday, N. R. Blackard moved his father and mother, Mr. and Mrs. J. R. Blackard to House, N. M., where they will make their home.

Five children from the New Mexico Baptist Orphans Home have been in the Clovis hospital following optrations. None of these were major operations with the exception of the one performed upon Paul Chapman. Some have recovered sufficiently to be able to return home. Paul is resting quietly and his condition is most encouraging.

Miss Loreta McCarty and Le Roy Cranford drove over to Texico Sunday and spent the afternoon visiting with friends.

Mr. and Mrs. John Ballow, Jr., of Clovis, were Sunday quests in the home of Mr. and Mrs. John Ballow in Portales.

Mrs. J. R. Poindexter has been able to return to her duties with the Portales Abstract Company after having been confined to her home with illness.

Miss Mae Watts is suffering with a very severe cold and was forced to remain in bed for two or three days at the first of the week.

Paul Jones, of the Western Land Company, went to Lamesa, Texas, Eunday and was busy on matters of business in that city the first of the week.

Mrs. T. E. Turner left this week for her home at Buchanan, New Mexico after a very pleasant visit in the home of her daughter, Mrs. A. J. Goodwin.

R. R. Will, County Agent, has spent the past week in the government hospital taking treatment for stomach trouble, but was able this week to go to the agents conference at State College.

City Marshall, J. H. Bond, has had a slight operation upon his throat and has been unable to spend very much time upon the He is, however, improving rapidly streets during the past few days, and will be soon giving the town its usual careful vigil.

Grady Wakefield is building a new home on E. Colorado Street.

Mr. and Mrs. Green Wise, teachers at Arch, gave the children a picnic one day the past week. They went out to Sheep Tank at noon took their dinners and weiners to roast.

They had a very delightful time and were back in time for dismissal of school.

Mr. and Mrs. Joe Foster are the proud parents of a new baby boy born Thursday.

Mr. and Mrs. Wise are teaching a very successful school at Arch and are entering into the community life, in a way that is not only commendable but appreciated.

Mrs. Sam Turner of Buchanan who has been visiting her mother in Texas stopped on her way to her ranch to visit her daughter, Mrs. A. J. Goodwin Saturday.

Mrs. Ted Forbes and Miss Janie V. Hamon were Clovis visitors Saturday.

W. D. Wright was in Clovis Friday on business.

Otto Kapatino was in Clovis last Thursday on business.

A. J. Goodwin, who is visiting with his brother Alvin at Denton is improving.

Miss Hazel McCollum, who is in school at Canyon, spent the week end at home with her parents.

J. R. Stephenson, father of Mrs. Ed Copeland, who has been in poor health since early fall, is with his daughter on the Gulf Coast at Eagle Lake, and is feeling much better.

At the football game played between junior high of Dora and Portales, the junior hi band furnished music, which was very creditably conducted by the young son of Mr. Pogue.


**More and More COLDS treated EXTERNALLY**



A GENERATION AGO, Vicks originated the better method of treating colds *externally*. Today, the whole trend of medical practice is away from needless "dosing", and the demand for Vicks has increased to "Over 26 Million Jars Used Yearly."

Mothers appreciate Vicks, because there's no "dosing" to upset children's stomachs. It is equally good for adults. Just rubbed on, Vicks acts thru the skin like a plaster; it also gives off medicated vapors which are inhaled.

Now! 26 2/5 million jars used yearly

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Why, of course—

It's next door to

**Hughes Confectionery**

Cigars and Tobaccos—Candies
—Cold Drinks

WHY DO WE CALL IT

# Mothers Bread

Because it's just like the kind Mother and Grandmother used to make. We've taken all the drudgery and failure out of bread baking, in giving you this delicious loaf. Always insist on—

MOTHER'S BREAD

FRESH DAILY AT YOUR GROCERS AND

# Portales Bakery

M. L. STOUT, Prop. Phone 42

CHEVROLET



*Greater Beauty - Finer Performanc*

Never has a Chevrolet car won greater praise for its appearance than the new Chevrolet Six. Its new Fisher bodies reveal in every detail the artistry that has made the Fisher name famous throughout the motor car world. In beauty of line and color, in balance and harmony of design, they represent one of the greatest style triumphs in Fisher history. Upholsteries are richer and more durable. The instrument panel carries a new and more attractive grouping of the control instruments. Seats are wider and deeper. In fact, not a single feature has been overlooked that would add to the comfort and convenience of both driver and passengers.

In addition to its new beauty, the new Chevrolet Six represents a remarkabl advance in every phase of perfor ance. Its improved six-cylinder val in-head engine has been increase 50 horsepower—giving faster acc ation, and greater reserve p Steering has been made safer a Four Lovejoy hydraulic shoc provide exceptional ridi weather-proof brakes braking control. An tural improvement dependability, en

THE GREATEST CHEVROLET IN CHEVROLET HISTORY

— AT GREATLY REDUCED PRICES —

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| The ROADSTER | $495 | The COUPE | $ 65 | The Sedan Delivery | $595 |
| The PHAETON | $495 | The SPORT COUPE | $ 655 | The Light Delivery Chasis | $365 |
| The Sport Roadster | $555 | The CLUB SEDAN | $625 | The 1 1-2 Ton CHASIS | $520 |
| The COACH | $565 | The SEDAN | $675 | The 1 1-2 Ton Chassis With Cab | $625 |

All prices f. o. b. factory, Flint, Michigan

# Portales Motor Company

ADD HOBBS, Manager

SIX IN THE PRICE RANGE OF THE FOUR

# Democratic Primary Set For Saturday, April 12th

## Canditdates To File Names By April 1st

On last Saturday afternoon at 1:00 o'clock the Democratic committeemen met at the court house in pursuant to a call by the county chairman, Floyd Kennedy, for the purpose of setting the date for the Democratic Primary of Roosevelt county.

Precinct committeemen were present as follows:

Precinct 1, Floyd Kennedy, county chairman.
Precinct 2, B. W. Kinsolving, Elida.
Precinct 3, Kelly Chapman, Dereno.
Precinct 4, D. A. Gordon, Floyd.
Precinct 30, A. B. Cares, Richland.
Precinct 7, H. P. Townsend, Arch.
Precinct 11, W. O. McCormack, Rogers.
Precinct 12, B. L. Robinson, Dora.
Precinct 15, J. W. Sloan, Causey.
Precinct 16, Frank Greathouse, Inez.
Precinct 17, D. B. Burroughs, Redlake.
Precinct 20, W. H. Jasper, Claudell.
Precinct 21, Ira Walker, Upton.
Precinct 29, J. A. Cooper, Kenna.
Mrs. J. C. Compton and Mrs. Coe Howard, state committeewomen.

The following resolution was adopted:

We the members of the Democratic Central Committee, candidates and others in mass meeting, to F. T. Kennedy, County Chairman, give our thanks for the faithful and efficient manner in which he has conducted the affairs of the party during his time as Chairman.

We commend him for unbiased, impartial and gentlemanly manner in which he has conducted the last campaign, the manner in which the campaign was handled was not only a source of satisfaction to his own party, but was appreciated by all concerned.

The following motion, by Paul Emminger was carried:

"I move that the date for holding the primary be set for Saturday, April 12th, 1930, and that the polls open at 8 a. m. and close at 6 p. m., and that the secretary and chairman be authorized to make all arrangements for the holding of the said primary, including with the assistance of the precinct chairman, the selection of judges and clerks. And I further move you that the judges and clerks be allowed $3,00 per day for their services.

The following motion by Paul Emminger was also carried.

"I move you that the costs of holding the primary at $350.00, and I further move that this amount be appropriated among the candidates for the various offices as follows; sheriff $35.00; superintendent $35.00; treasurer, $35.00; tax assessor $35.00; county and district clerk $35.00; district judge $12.50; state representatives $5.00; county commissioners $17.50; probate judge $17.50.

And further move you that the time allowed the candidates for filing their names with the secretary in order to have same placed on the primary ballot be not later than April 1st, 1930, and that all filings be accompanied by the required fee.

It was also decided to head the ballot with "I am a Democrat." The meeting adjourned.

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R. R. Will, County Agent, has spent the past week in the government hospital taking treatment for stomach trouble, but was able this week to go to the agents conference at State College.

## Airplanes Drop Tons Of Food During Flood

Army, Navy and Alabama National Guard airplanes delivered twenty-five tons of supplies furnished by the American Red Cross to flood refugees who were completely cut off from any other aid, during the serious floods in four southeastern States early this spring.

The three services made an average of fifty flights a day, delivering medicine, food, clothing and blankets. Most of the supplies were dropped to the refugees, who were isolated on hill tops and high ground, by the flood waters.

Naval aviators made a total of 115 flights during the flood period, embracing 15,000 miles. Observation planes also reported by radio where marooned refugees could be located, and a magnificent program of co-operation with the Red Cross relief forces was carried forward by all three aviation services.

---

The American Red Cross expended $8,669,627.24 in disaster relief work in the United States and its insular possessions and in eleven other countries during the year

## New Crops in Flooded States Bring Prosperity

The introduction of new habits of planting, following the Mississippi Valley flood of 1927, has brought added prosperity to farmers in many of the Mississippi Delta counties, according to Red Cross officials.

Almost every cabin has a fine vegetable garden, whereas cotton formerly grew right to the doorstep, the Red Cross states. The home demonstration and agricultural agents have followed up the project inaugurated by the Red Cross, immediately after the flood of 1927, with very gratifying success. There is a large acreage in corn, whereas formerly cotton was the one crop. Alfalfa has gained a firm foothold, and the growing of this crop is bringing good financial returns from the three or four cuttings each year. Live stock also is showing improvement due to these new crops.

Everything considered, the Delta sections which escaped a backwater problem in the spring of 1929 are in a prosperous condition, as a result of the follow-up and rehabilitation by the American Red

## EDDIE, THE AD MAN







## There's Youth and Beauty in Lady Margaret Cosmetics

There's a magic touch in each of the Lady Margaret Beauty Preparations, the touch that brings new youth and beauty to the user. A few moments a day spent using the correct Lady Margaret preparation for your skin may reveal vitality and charm that will amaze you. There is a Lady Margaret preparation for every use.

If interested in this line

**Ask for Free Facial**

To those who are interested in the effects that Lady Margaret preparations will bring we offer a free facial. Ask for it.

**FRANCES BEAUTY SHOP**

MRS. MAYE BURKETT, Prop.

*Now Showing*



What's New and Smart for Spring in

# MEN' SUITS

You'll find them different—sprightly alive in the new spring weaves and shades. Plenty of blues, and a good showing of greys, and mixtures. You'll like the manner in which they're tailored, assuring smartness and perfect fit.

They're of an outstanding quality that sets them apart from the general run of suits featured at these prices. All that you could ask for in a suit at—

**$13.75 to $24.75**

**NOW 1-4 OFF**

On all Leather Coats—Duck Coats—Sheep Lined Coats—Sweaters and Mackinaws

# Priddy & Fooshee



Chic New **FROCKS**

*Early Spring Selling*

Greater fashion variety than ever seems evident in the large selection of Spring Frocks that we are featuring for those who are first with the very latest. Of primary interest is the graceful, stream-line silhouette.

## Movie-Made Fashions AND Louise Alcott HALF SIZE DRESSES

Crepes, Georgette, Prints, Silks, and other materials that lend themselves so beautifully into the newer creations.

SIZES 14 to 20 – 12 1-2 to 22 1-2 Priced—

**$16.75 to $39.75**

The long tailored Suits for dress and sports. With silk blouses to harmonize

**$29.75 to $49.75**

One Special Group of *New Spring Dresses*

Crepes, Silks, Prints, and every fine quality. Every new Style is featured in this special group.

Sizes 16 1-2 to 22 1-2 and 36 to 46

Priced at, each—

**$9.95**

JOYCE-PRUIT COMPANY.

# The Portales Valley News AND Roosevelt County Herald

Section Two

Roosevelt County Herald Vol. 4 No. 41 | EIGHTEEN PAGES TODAY | Thursday, February 13, 1930 | Portales, New Mexico | Volume 28 No. 16


# Circulation Campaign Entering Final Stages--Only 2 Weeks To Run

## Mrs. Inza Cothern Leads in Hard Fight

The Portales Valley News Auto and Premium Campaign is fast drawing to a close with only fourteen more working days for workers to get votes on prizes to be awarded Saturday night, March 1, 1930. Workers are grouping a few subscriptions changing the results from day to day. Each worker is building up reserve strength to vote the last night. No one could possibly foretell the winner at this time——any worker on the list being a prospective, and possible winner, depending entirely upon the results accomplished during next two weeks.

**Actual Test Still Ahead**

The remaining days are those that will test the resourcefulness of workers. Here is where courage upholds and makes them work, or lack of it takes the stiffness out of their knees and leaves them trailing in the dust—'also rans." Sometimes, too, supreme courage urges them on when they tire, and that is the gamest fight of all. It is up to the workers—and they alone—to what extent they will share in the awards to be given on the night of March 1, 1930. By doing their best, their very best, every day until the campaign has closed, they will have no regrets. Pass up opportunities and the worker will look back with real regret when the campaign has closed.

**Any Worker in Line For First Place**

The campaign manager wishes to emphasize the fact that any worker is in line for first place. We have 10 good workers. Each has gotten her share of business, and there is very little difference in business between the amounts they have turned in. Usually some one worker will get further ahead of the field the first day, than any one has gotten during the past four weeks. One good day's business would place the lowest standing worker at the head in the amount of business turned into the office. With the good weather New Mexico has enjoyed the past several days, workers have gone to the country districts, and have turned in hundreds of dollars in subscriptions payments from subscribers—old and new. People have found the worker gets a commission on all their cash business—whether new, in advance, or payment on arrearages—should they fail to get one of the awards. They are helping these good workers by paying what they owe, and advancing their subscription payments ahead a year or more. It costs the subscriber nothing extra, and in such a close race, any one subscription may be the difference between getting the car or the bed room suite.

**All Reported This Week**

Since our last issue every worker has reported. Mrs. Charlie Maxwell came in from Rogers Friday with a fine report, and had hardly left the office before one of her friends left her several subs. From the Floyd district, Mrs. G. W. Morgan reported with her quota to keep her among those who are really after the car. Miss O'Neal visited the office Monday from Elida, and had her usual good bunch of subscriptions, and we have several reports from her by mail. Mrs. Walter Jackson was in to see us Tuesday. She has been held up some, owing to illness in the family, but reports herself as ready for the final struggle. Mrs. Bollinger, in the same neighborhood, made us a good report, and is determined to either get the Ford Sedan, or make some one work hard. Mrs. J. E. Carter was in the first of the week, with a fine report from the country districts, where she is now spending a great deal of her time. She also turned in several long term subscriptions, where subscribers had paid up to both the News and what the former Roosevelt County Herald had against them, when it sold. Mrs. Carter is a real contender for this Ford sedan. Mrs. Howell continues sending her report from Kenna by mail. She is spending her time working on home territory. Mrs. Inza Cothern can be counted on to do her part in a way that reflects credit on her salesmanship. We have had nice returns from her, and she has taken the lead in voting this week, and continues piling up that necessary reserve voting strength for the last night. Not to be outdone, Mrs. L. L. Houghtling can be counted on to give her friends a real thrill. She is a good saleslady, and studies her proposition and prospects. Her long term subscriptions are going to mean something when the time comes to award the car. Mrs. Maud Galloway continues to draw a strong support, and will be among those to be reckoned with, before the car is finally awarded. Her regular and good reports are something to be proud of, as the campaign department is proud of them.

**ATTENTION WORKERS.**

You are now in the midst of the greatest subscription campaign ever conducted in Eastern New Mexico. Your friends are hoping for your success, to see you seated at the steering wheel of the Ford Sedan, Saturday night, March 1, 1930.

Are you justifying the confidence your friends are reposing in you? Does every day find you getting your share of the votes that will seat you in the Ford Sedan?

If you are sincere in your efforts, you will not alone please your friends, but make more secure your chances of driving away your own car, and the accompanying high honors.

**HOW MANY VOTES NEEDED TO GET CAR**

Daily, the campaign department is asked as to the number of votes needed to get the Ford Sedan, now on display at the Universal Motor Company, Portales.

The only answer we know is more than any one else has. There is no certain number of votes required, but it is safe to say the number will run in the millions.

A million votes is not so many. A candidate for the car can get a million votes this way. Go to six good friends who want to see you win. Get them to give you a 10-year subscription each, costing $15.00 in the county. These would give you during the period from February 14-20, 135,000 votes each or a total of 810,000 votes, plus 200,000 for four clubs of $21.00 worth of business, of a total of 1,010,000 votes for $90.000 worth of business.

$90.00 worth of business an a campaign, with a $75.00 Bed Room Suite for third award, is not much, to say nothing of the first award, a $742.00 Ford Sedan.

## Portales, The Clean And Beautiful, Slogan for 1930

Wouldn't this be a good slogan for each citizen of the town to adopt for 1930?

Clovis has just received word that she has won the cup for the second time. Good for her, but why not bring it to Portales next year?

Spring is on the way and it is not too early to make plans and begin work on a city Beautiful. Plant more flowers and grass, and see that your place looks its best for the coming year.

**NEW PUPILS IN SCHOOL**

Superintendent Floyd Golden at the meeting o fthe P.-T. A. last Tuesday announced the addition of about 175 new pupils to the roll of the Portales school since the beginning of the new year. These are children of families who have recently moved to this district. A great many of these parents have selected Portales as their home on account of the splendid schools of which we can well be proud. Our city is not suffering the great inconvenience which must necessarily accompany a boom but we are gradually and steadily making a stable growth. The average daily attendance in the schools of Portales at the present time is 1023.

**CHANGES IN POST OFFICE INSURED PARCELS**

Since February 1st, parcels may be insured for as much as $200.00. Also C. O. D. parcels may be sent for amounts up to $200.00. This service includes Canada. The former limit was $100.00.

## To Aid The Dairymen

Mr. W. K. Judevine,
Portales, New Mexico.
Dear Mr. Judevine:

Your telegram to Senator Bratton suggesting that the radio broadcast be used to encourage the use of butter and other dairy products has been sent to me for consideration. The Department of Agriculture is, of course, heartily in favor of any measures that will aid the dairy farmers and will support them as vigorously as possible.

The per capita consumption of oleomargarine has increased during the last few years at a rate of about a quarter of a pound annually. This has been approximately the rate of decline in the estimated per capita consumption of butter during the period. Until the past year during this period we had consumed practically all the butter which we produced at somewhat higher average prices each year. During the latter half of 1929, however, an entirely different situation developed. From April until October the demand for butter appears to have declined somewhat and after October the demand declined sharply. This appears to have been due to a decline in the purchasing power of consumers because of an unfavorable business situation. One adjustment which people appear to have made to their smaller incomes has been to substitute oleomargarine for butter. I doubt that they are unaware of the superior food values of butter and we may expect them to resume the consumption of butter with a corresponding decline in the consumption of oleomargarine as their incomes increase.

The butter markets have already probably passed through the worst of their depression. The declines, in the wholesale prices have only recently been accompanied by corresponding declines in retail prices. With the present lower retail prices, which will undoubtedly increase consumption and the curtailment of production by producers because of lower selling prices, we may expect the situation with regard to prices to improve materially.

The Department of Agriculture as well as the Federal Farm Board are endeavoring in every possible way to assist the dairy industry in recovering from its present situation. We will give your suggestion every possible consideration as an aid in the general program.

Sincerely yours,
R. W. DUNLAP,
Acting Secretary.

**ORPHAN HOME NOTES**

Myrtle Crenshaw who was operated on last week is doing fine, but Paul Chapman is having rather a hard time.

Jack Clay whose tonsils and adenoids were removed last week is not so well. The other patients who had tonsils removed are doing well.' Fifteen children from the Home were out of school Tuesday, some with mumps, tonsils, and recovering from various ailments. Most of them will be in school again in a few days.

## Jubilee Jokers

The ladies of the Methodist church are this week selling tickets to their Jokers Jubilee to be held at the Portola theatre next Monday evening, February 17th, at seven thirty. This promises to be an evening of real fun and frivolity. Four colored comedians are never going to let the time grow dull and are going to be ably assisted in this matter by the two visitors. Old Black Joe and Mammy Judy. A chorus of fourteen movie stars will furnish all the latest catch songs of the season, Clara Bow will serve as Interloctress for the evening. The ladies have announced that probably never again will so many noted stars be gathered for one evening as will appear in the choruses next Monday evening. The cast of characters will be found in this week's issue of the Portales Valley News. Look it over and select your favorites.

Mr. and Mrs. P. E. Morrison left last week for a very hurried trip to California. Mr. and Mrs. Morrison planned to spend the first night in Roswell after leaving Portales and then would make no more over night stops until they had reached their destination. They expect to be absent until some time near the first of the month.

**VISITS SCHOOLS**

Superintendent J. R. Shock of the Roosevelt County schools was busy the latter part of last week inspecting the rural schools of the county. Supt. Shock is well pleased with the condition of the rural school as the attendance shows a decided increase in the enrollment and the interest is most satisfactory. During this trip Mr. Shock visited the school at Midway of which J. W. Slone is Principal. Roebuck, with Mrs. Charles Nance teacher and Mount Vernon, where Miss Gladys Henry is in charge.

Purse Adire of Pep was in town Monday.

## Growing in Population

For the year 1929 there were 164 births an 73 deaths in Roosevelt county—an increase in the county's population by births for the year 191. Added to this are several hundred who have moved here from other places.

Land for rent is at a premium there being more calls than vacant land.

Sam B. Fletcher was absent from Portales several days last week attending to business in the new oil town of Jal, N. M.

**STANDING OF WORKERS WEDNESDAY NOON**

| NAME | Address | Votes |
|---|---|---|
| Mrs. Beth Bollinger | Portales | 899,100 |
| Mrs. J. E. Carter | Rogers | 901,700 |
| Mrs. Inza (Reuben) Cothern | Portales | 905,800 |
| Mrs. Maud Galloway | Portales | 900,800 |
| Mrs. L. H. Houghtling | Portales | 902,500 |
| Mrs. Dave Howell | Kenna | 783,500 |
| Mrs. Walter Jackson | Portales | 793,600 |
| Mrs. G. W. Morgan | Floyd | 901,400 |
| Mrs. Charlie Maxwell | Rogers | 853,300 |
| Miss Emma Lee O'Neal | Elida | 900,900 |

The above list of names, alphebetically arranged, represents votes deposited in ballot box, and not necessarily full voting strength. Votes to be counted must be cast Wednesday noon of current week. Help your favorite. One of these ladies will be seated in the New Ford March 1, 1930.

JOKER'S JUBILEE

PORTOLA THEATRE, FEBRUARY 17, 1930

7:30 p. m.

CAST

Interloctress ..... Mrs. E. A. Herndon
Clara Bow

VISITORS

Old Black Joe ..... Ernest Wheeler
Mammy Judy ..... Mrs. J. M. Bradley
Music furnished by Paul Whiteman's Orchestra

COMEDIANS

Jessie Jester (Just a Ray of Black Sunshine) ..... Mrs. L. L. Brown
Josie Joker (A Jolly Joker From Jokerville) ..... Mrs. J. W. King
Bluette Blues (A Blue Grass Widow From Kentucky) Mrs. J. G. Greaves
Dumb Intelligence (A Dukes-Mixture of Brains and no Brains) ..... Mrs. Ike Hughes

CHORUS

Miss Greta Garbo ..... Mrs. Inman Freeman
Miss Colleen Moore ..... Edith Wheeler
Miss Nancy Carroll ..... Willie Oldham
Miss Phyllis Haver ..... Mrs. E. H. Brown
Miss Billie Dove ..... Mrs. W. E. Daniel
Miss Alice White ..... Adele Oldham
Miss Dorothy McKail ..... Hazel Galloway
Miss Helen Kane ..... Mrs. J. C. Compton
Miss Mary Brian ..... Naomi McCarty
Miss Ester Ralston ..... Caroline Paddock
Miss Anna Q. Nilson ..... Mrs. W. H. McDonald
Miss Marion Davies ..... Mrs. C. W. Pate
Miss Bebe Daniels ..... Mrs. W. B. Smith
Miss Bettie Compson ..... Muriel Galloway
Miss Janet Gaynor ..... Mabel Morrison

Miss Sue Carroll ..... Mrs. A. W. Freeman

ADMISSION 25 and 35 cents


**Signboard Sam**




**— NO ONE —**

Appreciates our service more than the man who sells his poultry, eggs, cream and hides here, year in and year out.

TOP PRICES FOR PRODUCE

"WE DON'T MEET PRICES; WE MAKE, THEM"
You'll Like Our Weight

**Portales Poultry & Egg Co.**
McCall and Victor in Charge.



# Boys and Girls

## Win A Valuable Prize!

## And Have A Lot Fun At The Same Time

Enter the United Dry Goods Store

# Bird House Contest

### Here's How To Do It!

The United Dry Goods Stores, Inc., of Portales is going to award some boy or girl, a valuable and attractive prize. This prize will be awarded to the boy or girl, who, in the opinion of judges selected by us ,builds the best bird house

The contest is open now and ends about the middle of March, (exact date to be announced). To enter the contest, you must be not over 14 years old and live in Roosevelt County. No one connected with the United Dry Goods Stores, Inc., or its employes, is eligible.

Get busy on your bird house ideas. Come in to our store and fill out an entry blank in the contest and get started. The lucky boy or girl will have his picture published in the News with the picture of the bird house.

**LIST OF PRIZES**

FIRST PRIZE ..... Boys' Suit or Girls' Dress
SECOND PRIZE ..... A Pair of Shoes
THIRD PRIZE ..... Boys' or Girls' Hat
FIVE, FOURTH PRIZES ... Girls' Hose or Boys' Tie

**GET BUSY TODAY**

# United Dry Goods Stores

INCORPORATED

A CHAIN DEPARTMENT STORE — — — — — — PORTALES, NEW MEXICO

## SOCIAL ANNEX
BY THE BOSS

SUBJECT TO LIBEL SUIT

The editor of this column has grounds for a good libel suit against the Clovis Evening News—Journal. On Monday morning he drove to Clovis accompanied by Dave Colligan. Monday evenings paper stated that he was there with Milt Kornegay. Milt demands an apology. Dave says that he has been damaged in the amount of at least $500,000.00 The editor has been greatly damaged, and will seek to recover, as soon as his auditor can compute the amount of the damage. It is bad enough to have to sit in the chair while Milt shaves him, let alone riding to Clovis in the same car with him. This is the apology which we give Milt for the mix up and scramble of names by the Clovis daily.

Good news to the consumer. The Rhode Island flock of J. B. Crow have set a new standard for egg production. On last Saturday J. B. Crow brought into this office an egg which measured 7 inches around and lengthwise, 8 3-4 inches around. This size makes an ideal size for the table as one egg would take the place of three eggs of the ordinary size. The regular session of the legislature meets next January, and at that time a petition from the housewives would probably result in this egg being made the standard size for New Mexico. Think of the saving that would result at the per dozen price.

From the reports of the basket ball game at Clovis on Friday night of last week ,the referee played an excellent game for Clovis.

If you are in doubt as to who is the leader in Society in Portales, attend the Jokers Jubilee at the Portola on Monday night. The cream of Darktown's Four Hundred will be in evidence.

Folks, the editor has sure been poverty stricken. For over a week he had to eat his breakfast eggs without salt—and salt is supposed to be one of the cheapest articles of diet.

The News has another advertising manager—C. B. Lovelady of Shawnee, Oklahoma. Since the consolidation of the Roosevelt County Herald with the News, we have had three advertising managers. The first was a crackerjack, but we could not keep him without going to a daily. The second sold 122 inches of advertising the first week. He was too expensive a luxury. Lovelady came on the job Thursday of last week and began selling ads before his car was parked, and the way he has been turning in copy it looks as if it is going to break us buying blank paper to accomodate the ads. He is here for your service and it is up to you to use him.

If you help him to turn in sufficient copy he will be permanent. He is a pretty fair looking young fellow, and has had some experience in this line having been connected with the Shawnee, Oklahoma daily for over five years in this capacity. For the information of the ladies, he is married.

If you have a fat dog to sell or want to buy one, just say something about it and the News will do the rest.

## MIDWAY

In spite of the disagreeable weather Sunday there was a crowd assembled to hear the good sermon preached by Rev. Vance.

There was a large crowd Sunday night. They sang awhile then Rev. Vance delivered his sermon. Afterwards there was some more singing.

We are very sorry to report that Mr. G. O. Smith is moving to Oklahoma this week.

Mr. Hodges has built a new addition to his house this past week.

Mr. Bob Slone of Portales visited home folks this week-end.

Midway basket ball teams are progressing nicely. The girls have strengthened their team by some new players. The boys team is stronger now since Ralph and Delmar Newberry have started to school at Midway. They are fine ball players and we certainly are glad to have them with us. We have two games scheduled for this week. One is on Tuesday night with Morton at Morton. The other is Thursday night with Causey at Rogers.

Mr. J. R. Shock, county superintendent visited our school last Wednesday, February 5th.

Miss Sarah Belle Williams and Grace Bilberry spent Sunday afternoon in the Jim McCullough home.

Mr. and Mrs. S. L. Baugh of Portales visited in the D. O. Bilberry home this week-end.

Mr. C. . Palmer and Mr. Hodges went to Anson, Texas, in Jones county last week on business.

Mrs. J. W. Foster and children spent Sunday afternoon in the McCollough home.

Mr. and Mrs. John Kidd spent Sunday in the D. O. Bilberry home.

Calvin McCollough has the measles and is not able to be at school.

## CAUSEY NEWS

Well a little change at Causey, Mr. Rickard and Ferguson have bought Hudson and Son store and stock of goods, and are on the job. Ferguson says he will keep a full line of goods, warm suspenders and shoe strings. Any how it might pay you to see them.

We have a new black smith at Causey.

Well the flu and smallpox and other troubles have about died out and are under control.

Beans Judah has been doing a little cow work for Jim Caviness.

The threshing is over most everybody made good crops.

W. A. Thompson is doing some improving on his farm.

Jess Campbell has a few visitors from Texas.

Paul Judah from Amarillo, Texas, is visiting home folks at Causey.

Doc. Terrel blowed in here the other day from California.

W. H. Seefeld and wife visited his farm the other day.

Mrs. Lee Seefeld has installed the new carbide lights.

Cleo Stratton and father from Texas was looking after business in Causey last Monday.

Dick Blakey from Hollis, New Mexico, was visiting in the Al Blakey home last week.

The scab inspector was looking through the cattle in this part of the country, but reported cattle clean.

Well we do not know who has married but we know of some that is wanting to marry.

### SENIOR PLAY

Last Thursday a cast from the senior class of the Portales high school presented the three act comedy, "Mrs. Temple's Telegram," to a record house. The play is written by an English author and the scene was laid in the London home of Mr. and Mrs. Temple. Light tan sateen curtains were used instead of the regular box scenery. Light rose drops were used at the entrances. This is the first time the curtains have been used and they were most effective in presenting an air of gorgeousness to this rich English home. P. M. Bailey, of the public speaking department, cast the play with a very careful consideration of the special ability of his players and this, with the consistent training, permitted the cast to present a highly appreciated production. Albert Duncan, the adaptable friend of Mr. Temple ,was a very outstanding character in the role of Frank Fuller. His dramatic meeting of all embarrassing situations kept his audience in peals of laughter. Nathaniel Hancock was splendid in the role of the English butler. Outwardly unaware of anything taking place in the home but inwardly awake to all actions and intentions. Mildred Stinnett, as Martha, the wife of a would be erring husband, has been pronounced a "scream". The play centered around the actions of Mrs. Temple who sent the telegram in question. This part was carried by Dorothy Forbes, who at no time forgot she was an English lady, but yet was always ready to forgive her husband who sometimes did mysterious things. Melvin Schumpert was a very clever Mr. Temple, always getting into trouble by himself but using his friends to get him out. Kenneth Jones, was the Captain Sharpe, lucky in love and in his uniform looked the part of the Captain. When James Compton entered with his bouquet of red roses for lady love, his audience was fully convinced the days of romance were not past. Eulla Williams and Christa Taylor were most consistent in their roles of Mrs. Fuller and Dorothy respectively. These were minor parts but the young ladies carried them splendidly. The proceeds of the evening will total about $160.00. The class will use this in giving to the school a parting gift from the senior class of 1930. These gifts will include the drapes used in the play and also a trophy case to be placed in the front hall of the senior high school building. Mrs. W. E. Daniels and Mrs. C. F. Brown are sponsors for the senior class and they as well as Mr. Bailey are well pleased with the evening finances. Mrs. Daniel has been sponsor for this class since they were in their sophomore year and she feels a tinge of sadness at the graduation time approaching and she must bid it farewell.

### P.-T. A. Meeting

The sixth grade room of the grade school building was filled with interested persons Tuesday afternoon who gathered to enjoy the program at the Parent-Teachers Association meeting. The president, Mrs. J. G. Greaves presided over a business session at which the school lunch wa sthe paramount point of interest. Mrs. Lee English expressed a willingness on the part of the Auxiliary and she offered the efforts of her organization in assisting to encourage more time and thought devoted to the school child's lunch. A committee was appointed to determine the extent to which the program could be carried. The committee consists of Mrs. English, Mrs. Gunn, Mrs. Rice and Mrs. Compton. The parents were remided of the visitig day set for today ad the parents and friends were urge to visit some department of the school. Principal L. L. Brown reported the fitting of the rest room where sick children may be cared for until they are taken to the home or the doctor, which ever the case may demand. When all business had been completed the program of the afternoon was rendered. It consisted of the following numbers:

Valentine acrostic, pupils of Unit One.

Reading, pupil of Unit One.

Equal Education for Both Boys and Girls, Mrs. T. E. Mears.

Reading, Mrs. McCleary.

Needs of the Junior High School, Mrs. A. E. Hunt.

Reading, Mrs. James Christoe.

Mrs. Steiner invited the public to attend the District Home Economic Conference to be held in Portales next Saturday at the senior high school building.


## New Konjola Ends 29 Years Of Suffering

"Difficult to Believe All This Great Medicine Has Done" Says Grateful Lady



MRS. MAMIE TOWNSEND

"For 29 years, I suffered from stomach ailments which seemed to grow worse as time went on," said Mrs. Mamie Townsend, 2740 Ann Avenue, St. Louis. "I came to a pass where I ate scarcely enough to keep me alive. Gas pains and blinding headaches caused me to walk the floor for hours at a time. My liver and kidneys weakened and added to my misery. I lost weight and strength and despaired of ever getting better again.

"About this time a friend urged me to try Konjola, and it is difficult to believe all this great medicine has done for me. I knew at once that I had found the right medicine and continued taking Konjola until I had completely recovered my health. Today I eat what I wish without bloating or discomfort of any kind. My liver, too ,responded within a short time and I am free from bilious attacks and headaches. My kidneys are normal and I never suffer those frightful back pains."

Konjola is sold in Portales, at the New Mexico Drug Co., and by all the best druggists in all towns throughout this entire section.

C. W. ISON
General Contractor and Builder
Estimates Furnished on Short Notice

AVERY Premium Lister



Handles all listed crops

The Avery Premium Lister stands supreme because it handles all dry-and-windy-country crops with equal ease. A careful inspection of this lister will forcibly impress upon you three outstanding points:

(1) To change from one crop to another is only a few seconds' job and no tools are needed, due to quick detachable, combination and special hoppers.

(2) Hopper is mounted on the beam, getting rid of bad planting and seed spout troubles. This location is made possible by a compensating device under the planting gear.

(3) Better and more uniform work is assured by a leveling device on the beam which maintains equal pitch at all times.

In addition the Avery Premium Lister uses all of the many Avery hoppers, plates, etc. Each of these equipments is satisfactorily operated. You can list milo maize without cracking the seed. Such crops as cotton are handled according to seasonal and personal requirements. This, plus sturdy construction, means good work, easily done, and years of economical, trouble-free service.

The Avery Premium Lister has back of it Avery's century of experience and the world's finest implement factory. Let us give you a complete demonstration and full details.

*There is a full line of famous Avery walking, riding and tractor plows, tillage implements, and Champion harvesting and haying machines.*

Roswell Pump & Supply Co.
"HOUSE OF DEPENDABLE MDSE."
Portales, N. M. — — — J. E. PLUMMER, Mgr.

"I feel fit for a real day's work"



The smile of contentment that comes from eating a Hearty Breakfast

Crisp, Golden Toast
MADE FROM
"BEST BREAD"

Here's the secret of the smile of contentment on many a man's face and the happy glow on hundreds of kiddies' cheeks; crisp, golden brown toast, done to a turn, and so appetizing and wholesome. It's wonderfully good when made with BEST BREAD. Eat more toast. Use it in toasted sandwiches. Use it cubed in soups for dinner, when entertaining, for kiddies between meal luches, and in dozens of other ways. It's so appetizing, wholesome, and so much better for you than plain bread that we know you'll thank us for this suggestion. Always insist on getting the genuine BEST BREAD for every purpose.

"BETTER BY A LONG WAY"

Made Fresh Daily in Portales by

American Bakery

Pumps 25% More Water in the Lighter Winds




DEMPSTER
No 12 Annu-Oiled
WINDMILL

THE DEMPSTER No. 12 Annu-Oiled Windmill is equipped with famous Timken Bearings that add durability, compactness and assures easy running. That's why it starts and actually pumps in the lighter winds. Has oil-but-once-a-year principle. Starts easier—runs smoother. Self-adjusting in all winds. Machine cut gears run continuously in bath of oil.

See DEMPSTER Windmills and other DEMPSTER farm equipment at local dealers. If dealer is not supplied, write us for full particulars.

DEMPSTER MILL MFG. CO.
AMARILLO, TEXAS.

FOR SALE BY
PORTALES LUMBER COMPANY

Gambill's
5—10—15c Store

ONE DAY SALE
SATURDAY Feb. 15

100 House Brooms, extra quality, big value— 29c

100 9 in. Salad Bowls, Import Design, each 15c

100 Misses Rayon Shorty Bloomers, big value— 59c

100 9 in. White Dinner Plates, big value 6 for 69c

Champion Phonograph Records, latest hits—NEW Shipment.

WATCH OUR SHOW WINDOWS

Courtesy—Quality—Service

# SOCIETY and Club

### SUNDAY SCHOOL PARTY

The young peoples' classes of the Baptist and Methodist Sunday school held a joint Valentine party in the Baptist church on Monday evening of this week. Mr. and Mrs. P .M. Bailey are teachers of the two classes of the Baptist church who had the party in charge and Mrs. M. B. Jones is the Superintendent of the department, Miss Adele Oldham, was in charge of the program and it furnished an evening of extreme mirth. The evening was representing a day at school and the young ladies and men were again kids in the grades.

P. M. Bailey was chosen as the teacher, Miss Numbskull. He was dressed and bedecked to perfectly impersonate an old spinster teacher of some forty years ago. At the appointed hour Miss Numbskull called "books" and the scholars all took their seats and began their work. The time was devoted to lessons and classes until recess when every one had a good play time. Then more lessons until noon when books let out for noon. All the kids hunted their dinner pails and began enjoying their lunch which they had brought. Some of the smallest children had lost their dinner buckets but after a careful search by the teacher and some of the older sisters all these missing treasures were located and all tears were dried. In the afternoon the members of the school board ,in the persons of Rev. and Mrs. C. E. Ball, Mrs. M. B. Jones, Mrs. P. M. Bailey and Rev. and Mrs. T. B. Sowell, came to school to see the valentine party and make sure the children were not being "learned" any thing improper. A valentine box had been arranged into which all the children were directed to drop their little messages of love. Miss Numbskull got her supply and some were more tale telling than complimentary. Before opening the box however, a program was rendered. A number of the little tots gave a valentine accrostic. Helen Zerzan sang a solo. Little Murriel Galloway gave a reading, as did also Vada Mae Jackson and Clovis Green. The members of the board were then invited to make talks to the children. These directors of the "destrict" proved to be real orators and held their audience spell bound. When all the program was completed then came the drawing of names and the exchange of valentines. Some of the little folks jumped about in glee at the pretty tokens they received while some of the older girls and boys cast shy glances to determine the reception of some love verses sent to favorite swains and damsels. When all the activities were over and school was dismissed, Mrs. Jones announced that she–had a surprise for the children and invited them to remain in their seats while she served cherry pie and cream. When Miss Numbskull called the roll there were about thirty-five scholars present.

### RAINBOW GIRLS

Eighteen of the girls of the Rainbow organization formed a party going to Clovis last Thursday evening to attend the meeting at which Mrs. Becker of Belen, the Worthy Grand Deputy of New Mexico, was present in an official capacity.

The Clovis organization received its charter and Mrs. Taylor of that city has been selected Mother Advisor. Mrs. Becker gave the girls some very worth while instructions and since this was the first official visit made to the eastern part of the state, the girls were very anxious to have their work appear as nearly perfect as possible. Clovis ladies served refreshments at the close of the meeting.

### BAPTIST MISSIONARY UNION

The members of the Missionary Society of the Baptist church concluded a greater good could be accomplished in their work by the re-establishing of the circles, which have been allowed to dis-organize during the past few months.

Circle three met in the home of Mr. and Mrs. Jas. T. Hunter and it was voted to ask the same officers to serve who were in office at the last meeting of the circle. These are Mrs. J. C. Hayes, chairman and Mrs. Hunter, personal service worker.

The members of circle two met with Mrs. F. E. Wheeler, in the home of her niece, Mrs. James Christoe. Mrs. W. I. Maxwell was selected as chairman of the band of workers, Mrs. F. D. Golden secretary and Mrs. A. B. Meiner personal service worker. The members of circle one were invited to meet with Mrs. W. B. Oldham. Mrs. G. A. Chumbley was chosen as chairman, Mrs. Sidney Stone secretary, and Mrs. J. S. Green, personal worker. After the completion of all business the ladies of number one joined with those of circle two with Mrs. Wheeler and she served a delicious lunch. The social hour was a very, very happy occasion.

### CHRISTIAN LADIES AID

The Christian Ladies Aid met at the parsonage Thursday with Mrs. Lorts and Mrs. Jim Breshears as joint hostesses. After a lengthy business meeting the ladies adjourned to meet with Mrs. R. B. Ohlhausen for the next regular meeting.

### HOME MAKERS CLUB

The Home Makers Club met at the home of Mr. and Mrs. Lorts on Monday afternoon and planned the program for the next five months.

The next meeting will be Wednesday the 19th. at the home of Mrs. Nora Johnston. It will be an all day meeting, each lady bringing a dish of food .

All members are invited to be present.

### HANCOCKS AT HOME

Dr. and Mrs. S. N. Hancock entertained the following guests in their home Sunday at one o'clock with a splendid turkey dinner.

Misses Carolyn Paddock, Bessie Dohoney, Clarine Branom, Maxine Grissom, Mr .and Mrs. R. H. Grissom and Junior, Mr. and Mrs. J. K. Roberston, James Robertson, Mr. and Mrs. James D. Turner.

### MISSIONARY MEETING OF THE METHODIST

This Missionary Society of the Methodist church met Thursday afternoon at 3:00 o'clock at the home of Mrs. J. D. Autry. Two new members were added, Mrs. W. M. Kiker and Mrs. C. A. Kartman.

The elephant was reported as having been on a vacation, but is now starting on his spring tour. They ask that you give him a royal welcome.

Much interest was reported in the Joker's Jubilee, which is to be given at the Portola Tuesday evening, February 17th.

Mrs. J. W. King presided over the meeting and a good attendance was reported.

### HOME ECONOMIC EXHIBIT

The second year Home Economic girls of the Portales high school, under the direction of Mrs. J. P. Steiner, have an exhibition during the Friday morning assembly, of the silk dresses they had made during the past few weeks. This display wis given mainly for the mothers of the girls, however, other interested friends were welcome. The program was a regular fashion show and the dresses were made in the latest styles and modes. Musical numbers made the program all the more pleasing.

### Y's BRIDGE CLUB

Miss Sybil Lyons entertained the members of her bridge club at the home of her parents, Mr .and Mrs. Cass Lyons, last Wednesday evening. This date being chosen instead of the regular Thursday evening on account of the Senior play. Mrs. N. T. Watson was voted membership into the club, thus making nine members. Miss Sybil had prepared a very attractive plate lunch for the evening. She carried out the valentine idea in the shaping of the sandwiches and salads. Also the valentine colors were predominating. At bridgs, Miss Iris Ribble held the high score and Miss Lucile Wurster second. The ladies enjoying this very happy evening were: Mrs. J. W. Slone, Jr., Mrs. N. T. Watson, Misses Iris Ribble, Mae Watts, Naomi McCarty, Vada Mae Jackson, Lucile Wurster, the hostess Miss Sybil.

### ENTERTAINS SUNDAY SCHOOL CLASS

On Friday night the Carl Case home was the scene of a jolly good time, when Mr. Case entertained his Sunday school class. Forty-two and other games were enjoyed until Mrs. Case served delicious cream and cake ,after which the young people departed for their respective homes.

### BRIDGE CLUB

On Friday afternoon from 3 to 5 Mrs. Harry Buchanan entertained the Bridge Club.

The guests enjoying the hospitality of Mrs. Buchanans home, were: Mrs. J. W. Johnson, of Clovis, Mrs. E. B. Black, Mrs. I. D. Johnson, Mrs. Jack Fulbright, Miss Helen Zerzan, the members Mesdames J. J. Spires, E. N. Neer, W. K. Judevine, Marjorie Richardson, E. L. Wright and P. E. Jordan.

As a result of the playing, Mrs. E. N. Neer won high and Mrs. W. K. Judevine second for members, Mrs. J. W. Johnson high for guests.

The hostess served a palatable plate lunch at the close of the game.

### BIRTHDAY DINNER

On Sunday at 12 o'clock a number of friends gathered at the home of Mr. and Mrs. W. D. Wright in honor of Warren's birthday.

A most delicious chicken dinner with all the good things that go with it, was served to Mrs. May Burkett and daughter Wynona, Joe Ethel Smith, James Albert May, David Jones, Junior Means and the family.

After dinner games were played. Skating and driving was enjoyed until five o'clock.

Warren's friends wished him many happy returns of the day and expressed themselves as having had a splendid time.

### Notice

This is to notify you that I will pick up milk bottles bearing the stamp of Rosemont Dairy or Doyals anywhere I find them. These bottles are my property and I expect to take them.

JIM DOYAL. 17-2tp.


ANNOUNCEMENT!

$585 F.O.B. TOLEDO

THIS NEW PRICE MAKES THE WHIPPET THE LOWEST PRICED OF ALL 4-DOOR SEDANS

It is Willys-Overland's 1930 contribution to economical transportation, an impressive reduction on a great car with a great future.....

1930 Whippet

Wood Garage





Spring Surely Is Near!

For HER Gayest Moods are expressed in thsee

New Dresses

In 3 Featured Price Groups

$4.95
$6.75
$9.75





The Style Successes of Spring are Shown in this Brilliant collection of All Sizes

For those who want the newest while it is ultra new, we present this showing of new dresses that are surely heralds of Spring as the chirp of the first robin.

You'll find a wide choice of printed and flat crepes and georgettes, eah with the touches of the new season, such as flared skirts, Bertha collars, bell sleeves, pique collars, cape sleeves, shirrings, pleats, and godets.

Colors that say "Spring is here," and of course, all sizes in this remarkable showing.

UNITED DRY GOODS STORES

INCORPORATED

A CHAIN DEPARTMENT STORE — — — — — — PORTALES, NEW MEXICO



Merit Poultry

And Stock Feed——Cake and Meal——Coal and Salt

J. W. MAUPIN



Best Purgative for Colds




Relieve. the congestion, reduces complications, hastens recovery.



20 Years Ago Reproduction of motor car advertisement that appeared in leading newspapers of the country in 1910.




Is the gasoline you use as advanced as the car you drive?

No matter what price you pay for a car today, you get a car that climaxes all past achievements of the maker—a car built to new high standards of beauty and performance. But remember this. Unless the gasoline you use is as advanced as the car you drive, your car can give only a fraction of the performance the maker built into it. Gasoline, too, can be "out-of-date."

One gasoline—Phillips 66—has kept pace with the striking progress in motor car manufacture. It is perfectly geared to the requirements of the modern high-speed, high-compression motor.

Its volatility is scientifically controlled to fit season and climate. Results? Quick starting, regardless of weather! Flashy pick-up. Able-bodied power. Long mileage. Year 'round sweet performance. Fill up with Phillips 66, or Phillips 66 Ethyl.

Phillips 66

THE GASOLINE OF CONTROLLED VOLATILITY

WHEN THE THERMOMETER GOES DOWN THE VOLATILITY GOES UP

Gasoline must vaporize before it can be fired in the cylinders of your motor. Volatility refers to the ability of gasoline to vaporize. With volatility controlled, Phillips 66 vaporizes as quickly in cold as in warm weather.

J. G. Cox, Distributor

# Radio Is Bringing New Talent to Stage




## Colle[ge] Men Deserting Professions to Enter Radio

New York City.—Biographers of [the] dramatic stars will have to work hard to make their stories as melodramatic as former biographies. There will be fewer headliners who got their start as starving children singing in the honky-tonks or dancing in their bare feet on a Broadway corner.

"The radio is bringing an entirely new type of young man into the dramatic world," says Seger Ellis, radio star, and the son of a Houston, Texas, banker. "The boy who was the star in his college glee club, but who continued to sing only as an amateur after he got out of college because his family objected to the free and easy dramatic world, the uncertainty of the theatrical profession and the lack of normal home life, can now sing over the radio, be as prosperous as any actor, yet establish a home and live up to the best family traditions.

"The fact that a singer who makes good over the radio, doesn't have to travel to carry on his chosen profession and can earn a steady income, will steadily attract a finer type of young man into the dramatic world, and in addition, will give the public a better type of music. The well-trained musician or singer can give his audience music of a calibre that the untrained singer never tried to do. Slowly the public is hearing the better things and understanding them. 'Song of the Bayou,' a five thousand dollar prize song by Rube Bloom, is a remarkable example of this type. It is a classic of the Bayou and as pure a folk song as any ever heard."

## DORA
### Sports

As time for tournaments is drawing near, we have been increasing the number of basketball games played.

On Friday, February 7th, the junior boys and girls played Portales juniors, both of Dora teams winning, boys' score 15 to 3, girls score 24 to 9.

On Saturday evening, February 8, the junior and senior boys team and junior girls played Floyd at Rogers.

The junior boys continued to win with a score of 7 to 5, the senior boys, although playing an interesting game, lost by a score of 19 to 15. The senior girls' game was so one-sided that it was uninteresting from the standpoint of the game except in the expertness of Floyd goal shooting, the score being 25 to 6.

There was a game of basketball scheduled with Rogers February 14 but a misunderstanding has caused the same to be changed to Saturday, February 22.

There will be no games this week unless we can arrange dates in the next few days. We are hoping to play 3 more games this season.

## EDDIE, THE AD MAN




### School News

Miss Thelma Richards, who has been absent from school for several weeks, on account of an affected foot is reported to be better, everyone is looking for her to be at school soon.

Mrs. Chas. Radcliff visited school last Friday afternoon.

The water at school does not taste very good on account of the tank being painted on the inside with tar, however, we hope that it will soon be back to its natural taste.

### Community News

There was Sunday school at the church of Christ and the school house. Both places were well attended.

Rev. Hicks delivered two sermons Sunday to the church at Mt. Zion, one in the morning at the usual hour and another Sunday evening about 6:30. Both services were attended by a goodly number.

Several from this community attended the ball games between Portales and Clovis Friday.

Mr. Wilcher has his garage finished and is getting down to business.

Mr. Cathey Morrison of Dora is here visiting relatives.

Frances Hodges spent Saturday night and Sunday with Mabel Grimmett.

Mr. Herbert Franke left Saturday for Lubbock.

Mr. and Mrs. Gordon Lyons, Mrs. J. N. McCall, Mrs. H. G. Rowley and Miss Beola McMinn are planning to leave Portales at noon Friday and dirve to Amarillo to enjoy the Passion Play that evening. Due to Saturday responsibilities they will return home after the program. Several of the teachers are going after school but they will remain in Amarillo during Saturday.

Mr. and Mrs. J. B. Robertson and son Starks of Simenole, Texas, were the guests of Mr. and Mrs. J. B. Sledge on Tuesday night.

Mr. and Mrs. Charles Stobb are in Portales at the home of Mrs. Chas. Burnett nursing their little son who has been dangerously ill. The child seems to have passed the most critical point and is apparently improving.


## NOBODY BUT NANCY

A good clean farce comedy

Presented by

Esther Rebekah Lodge No. 19

At

Floyd High School Auditorium

Saturday, February 15



See us for all kinds of building Supplies



KEMP LUMBER CO.





C. F. Marshall

Auctioneer

# Public Sale

## Thursday Feb. 20, 1930

Location 25 miles south, 1 miles east of Portales, 1 mile south, 6 miles east of Pep, 2 1-2 miles south of Garrison, on the Tom Williams place, commencing at 10 o'clock in the morning. I will sell all the following listed live-stock and property, to-wit:

### 30-CATTLE-30

15 head of young Jersey cows all fat and in good shape, good milkers, and will be fresh in spring

15 head of mixed white face cattle

1 Pole Jersey bull, a dandy, 4 years old

These cattle are above the average quality and will all sell. Be there to get your share of the bargains in this sale.

### HORSES & MULES

1 span of Mules, 6 and 7 years old, 14 hands

1 span of Mules, 5 years old, 15 hands

4 head pony mares, all good ones

1 good black Spanish Jack, coming 3

### CHICKENS

2 dozen good Plymouth Rock hens, full blood

### FARM TOOLS

1 John Deere one-row lister

1 row binder

1 good wagon

2 good separators

Lots of good harness of all kinds

Hoes, rakes, forks, singletrees doubletrees, and other articles such as comes in a general farm sale

FREE LUNCH AT NOON

TERMS -- CASH

# Charlie Woodman,

OWNER



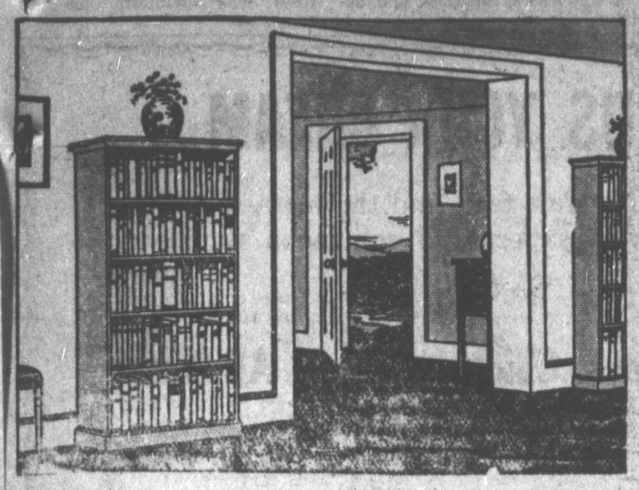
HERE! HERE! Real Savings LOOK!




City Grocery & Market

SLICK CHILDRESS

# Bookshelves Supplant the Bookcase



By CLAIRE S LILLY

SIMPLICITY is the keynote of modern living. The comfortable living-room long ago displaced the stuffy formal parlor with its trailing lace curtains, heavy dark hangings, gold embossed wallpaper, and multiplicity of ornaments and bric-a-brac. In its place fashion has enthroned a large light room, so arranged that the family and guests may sink comfortably into the depths of an upholstered lounge or chair for an evening's relaxation and pleasure.

Among the many pieces of elaborate equipment which have been discarded for those of newer and simpler design is the cumbersome "bookcase" which used to occupy so much space under the gas jet in the parlor. Books are now temptingly displayed in open built-in shelves where a volume can be reached without unlocking a glass door. Built-in bookshelves are frequently placed flanking the fireplace, and they may be "furred" into the wall, or may be attached to it.

In rooms of dignified Georgian Colonial design, built-in book cabinets are frequently ornamented by classic dentils and moldings, and topped by graceful pediments and finials. Like the woodwork of those beautiful rooms of our early colonists, the bookshelves are always painted white. In any case, whether the room is of classic dignity, or is delightfully simple and informal, the built-in bookshelves are treated like an integral part of the room, which they rightfully are, and are painted or enameled to match the other woodwork of the room.

In rooms of the sturdy Tudor or Elizabethan period the woodwork is usually stained, and the bookshelves are treated accordingly. A coat of varnish, however, is a wise precaution for built-in bookshelves which are treated in this manner, since the shelf surface will then be protected from the buffeting of careless books.

The planning of all built-in furniture should be carefully planned. A symmetrical or balance arrangement is usually followed where there are two sets of bookshelves in a room. The shape of the room will suggest places.

## Locals and Personals

Mr. and Mrs. F. P. Prater and son Charles are planning to go to Wink, Texas, this week and spend some time with Mr. and Mrs. Lester Prater.

J. T. Kessler and family have moved from Plainview, Texas into their new home, which has just been completed at the corner of Arizona and Gamma Street.

Mrs. Harry Worth got her hand caught in the wringer of the electric washing machine, Monday morning and while the member is not mangled it is badly crushed and Mrs. Worth is suffering a great deal for the injury. Mr. and Mrs. Worth live in the E. B. Siddall home.

Miss Sibyl Lyons spent the week end in Artesia visiting friends.

THANKS

Dear Mrs. Armstrong:

We thank you for your kindness in showing us through the post office.

THE CHILDREN OF UNIT TWO

Rev. J. T. Riddle left for Dickens, Texas, Monday, with a truck load of grain. Very little grain was rasied in Dickens county this year.

J. W. Slone, Superintendent of Midway school was in town Saturday on business.

C. H. Stinnett went to Dickens, Texas, Monday.

Mr. and Mrs. W. W. Ratcliffe of Floyd were Portales visitors Saturday.

Mr. and Mrs. I. K. Morrison of Floyd were Portales visitors Saturday.

Miss Velta Edwards, primary teacher of Richland school was in town Saturday. She has had bone erysipelas on the shin. Friends and pupils are glad that her condition is much improved.

Mardell Scott has been unable to attend school for the past few days. She was quite sorry to miss as she had a perfect attendance record up to this time.

Jim Andes, wife and baby from Sioux City, Iowa, like Portales, and are planning to move here.

Mr. and Mrs. T. L. Bruce, Clarence, Guy and John, went to Amarillo Sunday, and on their return brought Mrs. B. K. Bruce back for a short visit.

Robert Crenshaw is out of school with the mumps.

I. T. Kisler of Plainview, Texas, has moved to Portales and put his children in school.

Mrs. Dolores Lee from Shamrock, Texas, has moved to Portales and put her children in school.

Dan Gathins and brother Glen are visiting this week with Mr. and Mrs. E. B. Hill.

Mr. and Mrs. Coyt Jackson and baby have gone to Seymour, Texas, where he is employed.

LETTER FROM DR. E. T. HENSLEY

Mr. J. G. Greaves,
Portales, New Mexico.

Dear Friend:

I am getting the Portales Valley News regular for which please accept my thanks. For in it I get all the news from our beloved little city of Portales.

I am busy seven days in the week at the Charity Hospital and usually until eleven o'clock at night.

Devoting all my time to surgical diseases and the work is so interesting and so much of it here that I do not know when I will be home. As it takes quite an effort to leave a clinic like this.

With best wishes to my friends at home, and especially to you and Mrs. Greaves,

I am,

Yours truly,

DR. AND MRS E. T. HENSLEY.


Groceries
Groceries
Groceries

When it comes to the question of GROCERIES then you are on the right track when you think of YOACHUM'S, because we have all kinds of groceries, from the highest quality such as Del Monte, Hines, Campbell, Sunkist—and then when you think of GROCERIES AS just in price we have them, and our prices will compare in any item that is purchased elsewhere.

WE HAVE EVERYTHING FROM THE BEST GRADE TO THE CHEAPEST

PARKING SPACE

On Saturday there is quite a problem of the parking space, so we invite you to come and park your car in front, on the side or in the rear of our building.

MR. FARMER:

We have all kinds of feed, such as cotton seed meal, bran, shorts, cake and everything the farmer could need.

Yoachum Grocery



New Spring Marcey Lee Wash Dresses
$1.95 $2.75 and $2.95
Rollins and Vannette Hosiery
$1.50 $1.85 and $1.95
Deduction on a lot of beautiful silk Dresses
The Personality Shoppe



Now Being Remodeled and Repainted

CENTRAL SERVICE STATION & TOURIST CAMP

(Formerly Gryder's)

GREATER COMFORT!
BETTER SERVICE



# Public Sale

## Wednesday, February 19

At my place 7 miles south and 8 miles east of Elida, 1 mile south and 4 miles east of Pleasant Valley school, 5 miles west and 7 miles south of Dora, I will sell at Public Auction the following described goods.

SALE STARTS AT 10 O'CLOCK

HORSES & MULES

1 span black mares, weight 1350 lbs., 7 & 9 yrs. old
1 bay mare, weight 1200 lbs. 11 yrs. old
1 grey mare, weight 1400 lbs. 7 yrs. old
1 brown mare, weight 1100 lbs. 5 yrs old
1 black horse, weight 1100 lbs, 4 yrs. old
1 white saddle horse, a good one, wgt. 1,000 lbs., 9 yrs old
1 kid pony, age 9 years

IMPLEMENTS

1 2-row Chase lister, in good shape
1 McCormick corn binder
1 2-row P. & O. Go-Devil and knives
1 1-row John Deere Go-Devil
1 Cultivator
1 3-section harrow
1 New iron wheel wagon, box and rack combined
1 high wheel wagon and box
1 feed wagon

MISCELLANEOUS

1 Ford touring car and 1 Ford truck
1 good saddle
1 set leather harness
2 sets chain harness
5 good collars, 19 to 22
A big lot of lumber, some new and some old
A lot of wire and posts
1 roll of square mesh chicken wire
2 maize forks
1 scoop
A lot of old pipe
A few new door locks
1 Empire Cream Separator
1 grind rock
2 iron barrels
2 wooden barrels
2 sets of bed steads and springs
2 mattresses
15 gallon keg with some vinegar

MISCELLANEOUS

1 1-0gallon stone jar and lid
10 dozen Mason fruit jars, some jelly glasses
3 dozen half gallon jars, fruit and vegetables
1 set of dies
1 iron and 1 wood vise
A few harness tools and some new leather
2 post hole diggers
1 set of wire stretchers
1 hog vat
1 wire grain pen
1 heavy feed bunk
2 light feed troughs
1 16-disc wheat drill
Several loads of cobs

FEED

A lot of cotton seed
2,000 bundles of kaffir corn
3,000 bundles of cane
15 tons of maize

# Farm For Lease At Auction

I will also lease 1240 acre farm and 240 acres of farm land. This is all extra good farm land. Good grass on this land now. If you want a farm come and look this lease over and also these horses and implements.

TERMS - CASH

FREE LUNCH AT NOON—BRING YOUR CUPS

E. A. Swearinger, Owner

C. F. MARSHALL, Auctioneer

## HI-WAY

We are very proud to have a nice supply of new books added to our library last week.

Mr. and Mrs. J. J. Plummer and family spent Saturday evening in the home of Mr. and Mrs. H. E. Toombs. The evening was spent listening to the radio until eleven o'clock.

Mrs. James Wilson and daughter, Betty Jean, from Santa Fe, visited in the home of Mr. and Mrs. Wilhite a couple of days this week.

The children are very grateful to Mr. Capps for helping to get the ice saws into working order one day last week.

Mr. Cumming has his new Case tractor at work. Seems to be getting along with it just fine and is doing good work.

Mr. and Mrs. Wilhite and little Vida Marsene and Miss Drinkard spent the week end in Portales in the home of Mr. and Mrs. W. M. Drinkard and were Sunday dinner guests of the L. T. Fulton family.

The basketball boys and girls went to Milnesand and played two games of ball last Friday with the result of 16-8 in favor of the Hiway boys, and 35-2 in favor of the Milnesand girls.

We are glad to have three of the Armatoge children from Floyd enrolled in our school this week.

Mr. Toombs brought 38 pupils to school Monday morning and there was one that didn't go. He said if the community continued to settle up he would have to get him a Pickwick stage.

Mr. Joe Rowland made a trip to Portales Sunday and his son Henry met him with the car Sunday and brought him home.

Mr. A. J. Burkett has just finished the wood work on the inside of the H. E. Hoombs house.

Mr. Roy Radcliff sold a span of mules last week. Mr. Rowland also sold a team of mules.

Mr. Edd Cox of Pep is improving nicely, also is Mr. Roberson. Their many friends will be glad to see them out again.

## RICHLAND

Last week was examination week. It ended our fifth month of school work.

The Tow and Henry children entered school last week and we are glad to have them with us for we are working for a larger and better school and we are sure they will help us in our efforts.

Rev. Ball and Mr. Golden will be with us Friday night, February 21, to help us render the program which we had planned some time ago, but postponed on account of bad weather.

We received a new volley ball for the small children last week and also ordered a new basket ball for our senior boys.

Sunday school was well attended and enjoyed last Sunday. The adult class has adopted a new system in their recitation which we feel sure will be successful.

Mr. and Mrs. Doc Terrill visited with us at singing Sunday night and sang in several quartets. We were glad to have them come and invite them back.

Relatives of Mr. and Mrs. Joe Parks have been visiting them this week end.

Mrs. J. W. Stigall visited Mrs. L. H. Faw Sunday afternoon.

Mr. George Beeman from Sweetwater, Texas, visited in this community this week and erected a monument for his father, while here.

Mr. and Mrs. Roscoe Alford and Mr. Stigall and daughter, Vivian, went to Muleshoe, Texas, Saturday to witness the tournament of Bailey county. The games were very interesting, the Bula, Muleshoe and Watson teams tying for first plase. The tie will be played off Friday and Saturday nights.

### WITH THE CHURCHES

**Church of Christ**

Rev. Moore preached two interesting sermons Sunday at the Church of Christ.

The Sunday before he preached at Rogers.

Rev. Moore's days in Portales are second and fourth Sundays.

**Assembly of God**

The Assembly of God Church has called as their new pastor, Rev. Horace Reeves who was in Portales Friday evening. Rev. Reeves returned to his home Saturday and brought back his wife and two children to make Portales their home.

May they have a very successful sojourn in Portales.

**CHRISTIAN CHURCH**
**Claude A. Loris, Minister**

We call special attention at this time to the great Father and Son meeting Thursday night, February 13. This is going to be a get-togehtre meeting of rthe men and boys of the church and Bible school. Co meon men, we will be looking for everyone of you. If your boy is too young to enjoy a service or perhaps you don't have a son why not go and adopt one for the evening. There are many boys who do not have a dad. They would enjoy you bringing them. A good program will be rendered. This meeting will begin at 7:30. After the program refreshments will be served by a committee from the Ladies Aid.

Our mid-week service is growing in interest and attendance. You areinvited to come out and study with us at these Wednesday evening services. Topic for next week "The rewards of our faith."

Don't forget the regular Sunday services. Sunday school 10 a. m. Preaching every Sunday morning at eleven o'clock and seven in the evening. Christian Endeavor at six.

Thanks for the splendid choir Sunday night. Lets have another one just like it please.

**FIRST METHODIST CHURCH**
**Thomas B. Sowell, Pastor**

A continual religious program, outlined and put into operation for the benefit and welfare of humanity, is what the Methodist church offers.

Sunday school 9:45 a. m., classes for all ages, with excellent teachers.

At 11 a. m. the pastor will preach on the following subject, "The Best Man That Ever Lived in Portales." If you do not know him it will be your opportunity to know who he is. League at 6:15 p. m., followed by a fine evangelistic service at 7 p. m.

Plan now to be with us at each service Sunday. You will always find a warm welcome, and we are glad to have you.

Mrs. John Harth was shopping in Portales Saturday.

### BRTHDAY PARTY

Little Bobby Pate of Arch had a very happy birthday party last Thursday afternoon. Mrs. Wise turned out her primary room for the occasion and the little folks gathered at the club house close by.

As Bobby blew out his six bright little candles on the birthday cake there were many good wishes given.

Bright colored blossoms and delicious ice cream and cake made all of the little people happy and they hope that Bobby will have many other such occasions.

Mrs. Pate was assisted by Mrs. Green Wise and Mrs. Joe [illegible] Thompson.


**Pure Milk for Every Occasion**

We are prepared to supply you with your milk or cream.

All of which is handled in a sanitary manner.

DOYAL'S DAIRY

PHONE 141



**SELL US YOUR CREAM**

An honest weight, a fair test, and the highest market price, together with expert and courteous service at all times.

**We Buy Turkeys, Chickens, Eggs, All Kinds of Produce and Hides**

Bring in your produce and get our prices. Make this your headquarters when in Portales.

We will be glad to give you advice on how to get the biggest yield from your flocks.

**Robertson Produce**

S. V. CISSELL, Owner






Trade at home—in a home owned store





**NATURAL GAS FOR PORTALES**

Is Just Around the Corner — Be Ready

**Let Us Pipe Your Building and Install GAS APPLIANCES**

OH BOY GET THIS!

**A Complete Service in Gas Piping, Fitting and all Kinds of Plumbing**

Yes, Sir! Portales will soon have gas, and the ones who have their buildings piped first will be the first ones to enjoy this wonderful convenience. We urge you to act at once and have an experienced, reliable concern do your piping and installing of gas appliances.

Natural Gas, the clean, convenient, economical fuel for every fuel purpose, is just around the corner. Use it! You'll save money, get better and more even heat, and do away with the annoyance of carrying in coal every few minutes.

Besides specializing in gas fitting and piping, we have a complete line of modern gas appliances, such at heaters, ranges, hot water heaters, burners, etc. Let us give you our prices.



**A Complete Line of GAS HEATERS**



Our line of gas heaters is most complete, from the small bathroom heater to the moderate size room heater and the large ornamental heater for parlor or fireplace. We feature Radiant Heaters and other quality gas heating stoves. A size and style for every use at—

**$7.50 to $150**

**High Quality Gas Ranges**

The line of gas ranges we feature is one of the finest and most modern on the market. Constructed to give years of satisfactory service, finished in attractive colors and black and white, and altogether a credit to the most modern kitchen. Ask us to convince you of the unequalled merit of this wonderful range—

GAS RANGES

**$77 to $117**

Other Gas Ranges $20.00 up

*Use Gas For Greater Economy and Convenience*

12 Years Experience

**CARTER PLUMBING CO.**

Adams Building — Phone 142

## FLOYD

Both boys and girls basketball teams played Rogers Friday night and also the 6th and 7th grade boys played the Rogers grade boys. The Floyd grade boys won and the girls game at first half the score was 19 to 6 in favor of Floyd. Five substitutes were put in for Floyd and the final score was 24 to 11 in favor of Floyd. The boys score was 20 to 15 in favor of Rogers.

Mr. Broda McAlister and Mr. Jones visited school Friday.

The "Future Farmers' Banquet" was given Friday night. Besides the boys and their fathers there was present Mr. Arthur Jones and Mr. Coe Howard of Portales. The banquet was enjoyed very much by all present. The following numbers were given:

Introduction, Ben McAlister
Welcome address, John Russell, Jr.
Response to welcome address, Mr. McAlister.
Our Origin, Carl Eminger
Ag. Boys Best Friend, Mr. Arthur Jones.
Music, Mr. Bailey.
Why it Pays to be a Booster, Mr. Coe Howard
A Cow's Conversation, W. T. Pitcock.
Response, By Fathers.
Future Farmers Song, Ag Boys
Prize for the Best Project, Mr. Foster.

During the banquet Mr. Jones in behalf of the business men of Portales presented to the stock judges $25.00. Also Hobbs and Gordon presented to them $10.00.

The first and second team boys and first team girls went to Rogers Saturday night to play Dora. The girls score was 23 to 6 in favor of Floyd. First team boys score 19 to 15 in favor of Floyd but the second team boys lost by a score of 7 to 5 in favor of Dora.

The first team boys and girls, junior high girls and grade boys will go to Melrose Friday night to play ball.

The Rebekah lodge of Elida will put on a play at Floyd Saturday night.

To the business men of Portales and Hobbs and Gordon of Floyd: The Floyd Vocational Department wishes to take this opportunity to express their appreciation for the financial aid given to the stock judging team sent to Denver and for the interest continually shown in our community by the business men of Portales, and especially do we thank Mr. Arthur Jones, Coe Howard, Mr. Lee, Mr. Ribble and Mr. Gordon at the particular time.

CARL EMINGER,
President, Floyd Vovational Ag. Class.

## ELIDA

The Elida Chamber of Commerce passed a resolution to put forth an effort for Elida people to use more butter and thus help increase the price of butter fat.

Mr. Saylor a produce man of Clovis has opened a new cream station in Elida with J. W. Lucas as manager.

The Rebekah play went over big a good crowd was present and from the noise they made all seemed to enjoy the play. The troop are planning on taking this play to Dora, Floyd and Portales in the near future if arrangements can be made at the above places.

Several Elida people are planning on going to Amarillo to see the Passion Play.

Mr. and Mrs. Deering and son spent Sunday with Mr. and Mrs. McLode 9 miles west of Elida Sunday.

The Y. P. A. class of the Baptist church spent last Sunday with Mr. and Mrs. O. C. Herbert. Mrs. Herbert is the teacher of this class. All had a very enjoyable time.

Mrs. C. E. Herbert's sister from Oklahoma has been visiting her lately.

Mr. and Mrs. Lonnie Butler are planning on visiting Lois, at Las Vegas college over the week end.

Mr. Courtney is back from Oklahoma where he visited his children.

Mrs. Harris' daughter of Littlefield has been visiting the Harrises

Thursday night is the regular meeting night of the American Legion and Auxiliary.

Morris Sturman is moving to Portales where he will be connected with the Ford Motor Company.

Dr. and Mrs. S. B. Owens were in Elida one day last week.

Vera Myers, Grace Margaret Littlefield, Grace Tusha, Grady Hollifield, Tuffie Holder and Dr. Randolph went to Clovis Friday night.

Mrs. Perry, Keith and Mrs. Gordon Lucas went to Floyd Tuesday to arrange for the Rebekah play to be put on there.

Mr. R. R. Merical was in Portales Monday.

Mrs. J. C. Berry went to Portales Tuesday. She will be there several days.

Mrs. Guffy from Roswell was in Elida the first part of the week visiting with Mrs. Berry.

Mrs. Perry Keiths mother from Ft. Sumner came in Tuesday. She will visit 2 or 3 weeks in Elida.

Miss Emma Lee O'Neal our Elida girl in the contest is sure working and Elida folks surely hope that she gets the car.

## BETHEL

Prayer meeting Wednesday night of this week at the Adams home. Last Wednesday night there was an unusually large crowd at the Little home. A special feature at this meeting was several songs by the little folks. There was quite a number of them there. Next Wednesday night, February 19th prayer meeting will be at the home of Mr. and Mrs. Brown.

A shower was given for the newlyweds, Mr. and Mrs. Joe Bohanon at the Bilderback home recently and they received quite a number of nice presents from their friends.

Mr. Brown and Joe Bohanon spent several days at the ranch in Corona. Mrs. Bohanon stayed with her mother and family while they were away.

Mr. Olen Lowe returned from Borger, Texas, where he had been visiting his grandparents.

Mrs. Sidney Pearson and daughter Eula B. spent the week end at Lockney, Texas, with Mr. and Mrs. Melvin Griffith.

Mrs. M. E. Van Every of Garfield, Texas spent the week with Mr. and Mrs. Geo. Thetford, and daughter, Mrs. Van Every is a sister to Geo. Thetford.

Mr. and Mrs. A. L. Willis and three sons Sherman, Alonzo and Allie of Roswell spent the week end recently with their son and brother Ted Willis and family.

Mr. and Mrs. Geo. Thetford and daughter and Mr. A. A. Cribbs returned from Texas Thursday, where they spent a week visiting with friends and relatives. They report the plains having plenty of snow.

Mr. and Mrs. Ed Adams and John took dinner with her sister Mrs. C. G. Bilderback and family Sunday.

Miss Mildred Bilderback has been quite ill for several days, being unable to attend school.

Mr. and Mrs. J. H. Boteler, daughter Eunice, and son, Monroe, were dinner guests in the McCleskey home at Floyd Sunday.

Mr. Robert Little and daughter, Osee called at the J. S. Bobo home Sunday afternoon.

Ralph Foster returned Saturday from a week's trip to Colorado and other points. He says they had some heavy snows there.

The Watson family from Waco who have been living on the 20 next to Mr. Clay Jones have rented 40 acres of the Carl Mueller place and are expecting to move this week.

Mr. W. B. Dickson of Yuma, Arizona is visiting his brother Jim


Maxwell Barber Shop

APPRECIATES YOUR BUSINESS

WE ARE HEADQUARTERS FOR
... STOCK TANKS ...
SEE OUR PRICES BEFORE BUYING ! !
J. B. SLEDGE, Hdw.

Stop and Consider

Just how convenient and easy it is to shop here, how gratifying it is to know that our prices are so low, and how comforting to know that the purity of the foods you buy here is unquestioned.

PIGGLY WIGGLY
W. H. McDONALD, Prop.




I'm Healthy
I'm Happy
I'm Carefree and Gay
I Eat Every Day at

ADAMS CAFE

Just drop in our cafe almost any time during the day and night and notice the many satisfied customers who regularly eat here. There's a reason for our steadily increasing patronage.

It must be the delicious food we serve, and our skillful, courteous way of attending to your wants, for our steadily increasing patronage.

WHY NOT DROP IN TODAY AND BE CONVINCED OF OUR SUPERIOR FOODS AND SERVICE?

ADAMS CAFE
"ON THE SQUARE"

# HOW FORD METHODS CUT COST OF DISTRIBUTION

## *Lower profits in selling save you at least $50 to $75 in addition to the many savings in manufacturing*

TWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost—frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.

For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least $50 to $75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. *Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.*

The profit margin on the Ford car has always been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed four-wheel brakes.

If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

THESE are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than 35% of all cars sold today are Model A Fords.

Ford

FORD MOTOR COMPANY

# WANT AD COLUMNS

The Easy Way to Buy, Sell Find or Swap

A FEW MORE tried sows, also some gilts that will farrow soon, prices very reasonable. Would buy or trade kaffir heads for one or two good heavy work horses if priced reasonable. See me 2 miles north, 1-2 east, Causey. A. A. Killion, Rogers, N. M. 16-1tp

FOR SALE—Good live grocery stock, best location in Clovis. Add Box 72, Clovis, N. M. 11-tfc

FOR SALE—18 to 20 tons of maize heads and alfalfa ground in equal proportions. Will sell in sacks of 100 pounds at my potato house. J. M. Bradley. 11-tfc.

FOR SALE—Two good fresh milk cows, also some registered spotted Poland China pigs for sale. One mile east of town. Pitts Bros. 11-cr.

If you desire to list for sale mineral leases or royalties, address box 968, Lubbock, Texas. 13-4tc.

FOR SALE QUICK—For good reasons I have for sale 320 acres Portales Valley Farm Land located 4 miles south and half mile east of town of Portales, well fenced, has 65 acres in farm and good well and windmill. Priced cash—$17.50, terms can be arranged. S. D. Haskew, owner, Portales, N. M. 15-4tp.

FOR SALE—1929 Chevrolet truck, less than five thousand miles on it. Lee Stanley Mudgett, 1 1-2 miles northwest of town. 16-2tp.

FOR SALE—Three accredited turkey toms last springs' hatch. See Mrs. W. L. Rogers, Box 27. 16-3tp

The following second hand items we have on hand, priced to sell. Wheeler Bros.

ONE FORDSON TRACTOR in A-1 condition.

ONE ROCK ISLAND 2 row horse hitch lister.

ONE P. & O. 2 row tractor, hitch power lift lister.

ONE MASSEY-HARRIS stalk cutter.
ONE EMERSON disc breaking plow.
SEVERAL SECOND HAND cream separators.

FOR SEED POTATOES clear of black rot and vine rust raised on sod land, see J. A. Sanders, Priced right, speak early. 16-9tp.

$10.00 WILL BE PAID for information leading to the present whereabouts of L. C. Wilson, recently of Clovis, New Mexico, or 1928 Buick Coupe, Motor No. 2149592. R. L. Wilson, 1415 E. Yandell, El Paso, Texas. 16-5tc.

FOR SALE—One horse, weight about 1350 pounds. 40 feet of two inch galvanized pipe and pump rods. About 30 feet of shafting for 4 inch American pump. See Dan Sirmons, across road from Allen Sanders. 15-3tc.

STRAYED—A pony mare, blue rhone color, weight 800 pounds. Heavy mane and tail. Left Grant's pasture, 6 miles on Lovington highway, January 12. Liberal reward. Notify W. D. Owen, Portales. 16-2tp

FOR SALE OR TRADE—145 Angora goats, for sale or trade for heavy teams or cattle. See A. J. Thomas, Elida, 9 miles southwest of Dora. 17-2tpd.

FOR SALE—About 100 nice young turkey hens, $4.00 each, also have some choice toms, $5.00. All raised last spring, (bronze type). E. H. Lightfoot, Causey, New Mex. 17-2tp.

FOR SALE OR TRADE—White, 2 ton truck, in good mechanical condition, new rubber, with trailer, or will sell separately. Complete $1,000. See T. A. Bomar, at Lilac Tourist Camp. 17-1tp.

LOST—Saturday, small white dog, black ears, black spot on back, long hair; reward. Return to or notify News Office. 17-2tpd.

**Busy Cocking Hens are the Money Makers**

Our Leghorns win the ribbons and lay! State accredited. 300-egg bred males used. Our special pens are trapnested. Chicks $14.00 per 100; eggs $4 per 100. Before you send that order out of state, see us. Also Barred Rocks, same price. Younglade Poultry Farm, Portales, New Mexico. 17-4tc

FARM FOR SALE—All tillable, 160 acre well improved, new 3 room house, with carbide plant, iron, hot plate and 6 lights, a good well, 2 out buildings, also a peach orchard and shade trees, a bargain for who ever has the cash. Mrs. Jennie Armitage, Floyd, N. M. 3 miles west of Floyd. 17-3tpd.

FOR SALE—Good farm for sale, rent, equipped for cash or trade. J. S. Blair, Causey, N. M. 17-1tp.

MAN EXPERIENCED in ranch work and as ranch overseer, wants work on ranch, and living quarters for small family. Write E. D. Sherrill, Box 434, Post City, Texas. 17-3tpd.

Rev. J. K. Hicks from Buffalo time friends in the county.

Ed Cox of Pep has been very ill for the past week, and his son Dwight, of Las Vegas was called to his bedside.

Willis Slaten has been confined to his home on account of flu.

Sylvester Bankston of Big Springs Texas, is expected home for a visit.

Word was received that Leon Slaten will be home for a short visit.

R. C. Marshall and daughter, of Clovis were Portales visitors Saturday.

Mr. and Mrs. W. H. Miller have a new baby boy born Wednesday morning.

Mr. and Mrs. J. P. Judah are enjoying a pleasant visit from their son Paul and family.

INVESTIGATE—Choice 5 acre block in Portales, close in, south and east front and ideal location for country cottage home, soil adapted to small fruit and market gardening. Only few minutes walk from courthouse square and post office. For quick sale, price and terms, wire or write, M. W. Whitney, owner, Hobbs, New Mexico. 17-2tp.

Things slow here, just as well sit down, cuss everything. Mortgaged all are. Afraid to start dealing; rain, broke, bent till can't do thing. Papers all getting in pay all class, god knows looks as big one eat all little ones. Bingo. Lots Portales people here, 200 new homes to be built, Lone co. got $300,000 so they claim people all want homes to give them later. 3000 to 100 acre track wanted, shallow water for small fruit farm 100,000 hotel 60,000 merchandise want ranch 3,000 corner Carlsbad for Clovis, lots or home, 2500 shoe shop for small farm, $20,000 clear flat for farm, 8000 blacksmith shop for farm, 107 Carlsbad, New Mexico no match all trades. 18-1tpd.

WANTED—Work by the month, by man with family, able and willing. P. O. Box 403. 17-1tp.

Mrs. Anne Campbell and sister, Mrs. Nora Brown and brothers, of Lockney, Texas, were guests in the J. T. Swoop home Sunday.

The contestants for the prize car are gathering in subscriptions from every by-way in the county.

Quite a few of Roosevelt population in this vicinity are migrating to the west to seek homes.

Preaching twice each month at Longs, by Bro. Thompson, a Baptist minister, also preaching at Inez once each month by Bro. Vance, a Methodist minister and church meeting at Causey, each Sunday morning at 10 o'clock.

A Miss Fletcher is substituting for Miss Ola Welb in Inez school as Miss Ola has been out several weeks on account of sickness.

A. A. Wolford again becomes a grand dad. On Wednesday night he received word that a son had been born to his aughter, Mrs. Alice S. Skinner in the Carlsbad hospital, on Monday night of this week.

Senator Julian of Tucumcari was a Portales visitor this week. Senator Julian is here in the interest of Scottish Rite Masonry.

Christine Rhyne has been out of school for the past week with rheumatism.

Mr. and Mrs. Tom Wright have a new baby girl weighing 5 1-3 pounds.

Rev. C. E. Ball left Tuesday for Plainview to attend the South Plains Pastor's and Layman's conference. He will return today.

Mr. and Mrs. R. B. Ohlhausen and Mr and Mrs. Roy Hollis visited the Home children who are in the Clovis Hospital Sunday afternoon.

Mr. and Mrs. Ohlhausen stayed at the Home for several months during the past year and became greatly attached to the children there. The children were very fond of them also.

Miss Claudier Sain is visiting her sister Mrs. Brit Boyd of Hereford.

Mr. and Mrs. D. B. Thigpen who left Tuesday, entertained a number of children Monday evening with a farwell party.

James K. Polk, maager of the Gambills store, is in Abilene, Texas this week on matters of business in connection with the store.

Mesdames W. B. Smith, E. N. Smith, A. M. Smith, Ikt Hughes and Miss Julia Starnes were Clovis visitors Friday.


A Penny Saved is a Penny Made

ANNOUNCING THE OPENING OF

PORTALES DAIRY

C. B. WATER — OTTO REINE

FRESH SWEET MILK

at your grocers — at your home

Twice Daily, 10c qt.

MORE THAN A QUART A DAY 9c PER QUART

The opening of this new dairy assures you of an abundant supply of clean, pure, fresh, sweet milk twice daily, at your grocer's or delivered to your home, at a fair and reasonable price.

DRINK LOTS OF PURE, WHOLESOME MILK—INSIST THAT THE MILK YOU BUY IS FROM

Portales Dairy

Temporary phone at American Bakery — — — — — — — — — Portales, N. M.



Quality Foods at Low Prices

A great selection of nationally known, nationally trusted foods, at prices that make buying a real economy and pleasure—these are the things that make shopping here so popular and satisfactory.

MAKE THIS STORE YOUR SHOPPING HEADQUARTERS

J. N. McCALL, GROCERY and MARKET



For SALE

COMFORT
CONVENIENCE
TIME SAVING
AND FREE FROM DRUDGERY

by the use of ELECTRICITY
the only commodity that is cheaper today than before the war.

New Mexico Utilities Co

F. E. SLEEPER, Manager, — — — Portales, New Mexico



This Week We Feature

Our Nationally Advertised

PORCH FROCKS

$1.79



This year our Porch Frock Event is of special significance to *every* woman, for in addition to their utility around the home, the styles and fabrics are so smart and new as to make these frocks appropriate for almost any occasion. Thrifty-wise women will be seen wearing them to market, to the country club and to parties, all Summer long.

You may choose from many patterns and designs—each one absolutely fast color—neither soap nor brilliant sunshine will dim their fresh beauty. Seams are closely stitched and hems turned and finished—not basted. And their generous length follows the line of all smart new dresses—well below the knee.



Party frock . . . porch dress and a smart ensemble . . . ALL IN ONE

Choose the porch frock you like best. Make a bright little jacket to wear with it—we have many pretty prints very reasonably priced. Then with a clever little hat and a pair of our 98c full-fashioned silk hose, your costume is complete and it cost much less than you have often paid for a dress alone.

A Clever Hat 2.98

Smart Oxfords 3.98

Full-Fashioned Hose 98c

Rondo Cambric 25c a yard

J. C. PENNEY CO. INC.