

PORTALES VALLEY NEWS

VOLUME XXIX

PORTALES, NEW MEXICO, THURSDAY, MARCH 12, 1931

NUMBER 20

Class B Basket Ball Tournament to Be Staged in Portales on Saturday

The class B basket ball tournament of Roosevelt county will be held in Portales on Saturday of this week.

These schools have many promising teams and the public will be treated to some real class games. This tournament includes both boys and girls teams.

A full schedule of these games will be found elsewhere in this issue.

Slim's Cafe Opens Monday

Slim's cafe will open on State street in the Kimmons building on Monday. His building has been completely remodeled for this business.

Slim Small will be in charge of this cafe.

Stock Farmer Meeting 16th

Mr. L. H. Hauer, one of the leading agricultural economists of the country, will speak at the Portales Court House Monday, March 16th, at 1:30 p. m.

His talk will be to stockmen and farmers and he will discuss the present economic condition of the cattle, sheep, dairying, poultry, grain, broomcorn and cotton industries. He will also talk on the future outlook for prices in these industries, using the 1931 agricultural outlook, prepared by the U. S. Department of Agriculture.

Adjustment of Insurance Completed on Lumber Yard

The insurance adjusters have completed work of adjustment on the Wallen Lumber yard which was destroyed by fire last week.

The remnants of this stock is being classified and will soon be placed on sale, as damaged lumber.

American Legion Starts Work on Thier New Home

Monday of this week, forms were laid for the foundation of the new home of the American Legion and the concrete was poured on Tuesday.

The Legion boys are rushing work on this home and expect to have it completed within the next few weeks.

H. E. Taylor has the supervision of the construction and the Legion boys are donating work on the building.

Fred Maxwell's Car Found Burned In Pasture

On Saturday the car of Fred Maxwell, which was stolen from his garage last week, was found burned in a pasture 30 miles south on the Lovington highway.

On starting the car, the wiring was changed around the switch and doubtless shorted, causing it to catch fire.

The supposition is that the driver found the car in flames jumped from it on the highway and let it run into the pasture.

Burned glass and melted solder was found from the highway to where the car was found.

Car Turns Turtle on Clovis Road

On Monday of this week, a car driven by a tourist turned completely over three times on the Clovis highway.

No serious injuries resulted.

Minnow Captures 8 Pound Bass

Carl Turner gives this hot story of two Portales fishermen.

Last season two Portales minnows went down to Elephant Butte lake for a fishing bout.

One took a pint of spirits with him.

They hired a boat and went out on the lake, fished for several hours without luck.

One pulled out his bottle and took a drink, passed it to the other, who, after drinking, poured a drop into the minnows mouth, and made a cast.

The boat struck, and the line was reeled in, landing an eight pound bass.

On attempting to remove the hook from the mouth, it was found that it did not take the hook, but that the minnow had the bass by the gills.

Carl vows for the truth of this story, but refuses to give the names of the Portales fishermen.

Eaker Making Non-Stop Coast To Coast Flight

Long Beach Municipal Airport, March 10—Captain Ira Eaker noted army pilot, hopped off here at 2:13 a. m. (PST) today on a non-stop flight attempt to the Atlantic coast to test an army transport plane.

Captain Eaker said emphatically the purpose of the flight is to test the purpose of the flight is to test the high speed of this transport airplane. We are trying to find a ship that will be able to keep up with pursuit airplanes. We have no planes that are capable of doing this now.

"On this flight we will check the consumption of gasoline, the performance of the motor, what high speed it is capable of attending and the performance as a whole. After the flight the ship will be returned to Rockwell field, San Diego."

"I am carrying 486 gallons of gasoline," he said, "and I am going to fly just as far as that will take me. Maybe I will get to Dayton, Ohio, or I might get as far as Washington. There is an extremely slight possibility that I might get as far as New York."

"Under no circumstances am I going to try for anybody's record. The purpose of the flight is to test the high speed of this transport airplane. We are trying to find a ship that will be able to keep up with pursuit airplanes. We have no planes that are capable of doing this now."

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Rogers Basket Ball Team to Albuquerque

The Rogers basket ball team leaves for Albuquerque today where they will compete for the state championship, having won first place in the district tournament last Saturday.

The Clovis team, will also go, having won second place in the tournament.

Bankers Meet Here Last Saturday

The bankers of Group Five of New Mexico held a meeting in Portales on last Saturday evening.

The banks of the state are divided into groups, thus more closely uniting those institutions which have similar problems and conditions as well as needs of service. Group Five is composed of the Citizens and Clovis National bank of Clovis, the First National of Melrose, First National of Elida, American National of Santa Rosa, American and First National of Tucumcari and First National of Portales.

H. B. Jones, president of a Tucumcari bank is chairman of the group. Mr. Larry vice-president of the Clovis National, is vice president of group five and Glen Hauer of the American National, is the secretary.

The Saturday evening meeting was held in the Chamber of Commerce rooms and was preceded by a banquet at which the officers and employees of the Portales bank were the hosts and hostesses. The delicious dinner was served by the ladies of the Christian church and the table was attractive with bouquets of red and white carnations. These same flowers were used as individual favors.

Norris Broadbent, of the Stock Yard National Bank, Kansas City, Mo. was a guest of the evening and was fully enjoyed and appreciated for the helpful remarks.

Arthur F. Jones served in the capacity of toast master. Ed. J. Neer tendered the words of welcome to the visitors and the response to this greeting was given by H. B. Jones.

Many of the men were accompanied by their wives and these were the guests of the hostesses after dinner at the picture show and the basket ball games.

O. K. Richardson, president of the New Mexico Bankers Association had made plans to be at the meeting but on the last day he was forced to wire his regrets, due to illness.

The business meeting was held in the Commerce rooms following the banquet.

Mrs. J. N. Price of Littlefield, is spending this week in Portales visiting in the home of her brother, Wesley Little, and getting acquainted with her new nephew, Wesley Junior.

Revival At Methodist Church

The revival which began at the Methodist church on last Sunday is being well attended both morning and night.

Rev. Davis is giving forceful sermons and the song service is especially good.

The revival will continue over Sunday.

Highway Work Soon to Begin

The construction crew has made camp between Portales and Clovis for the construction of the stretch of Highway 398. Everything is being readied to begin actual work on the highway.

Callesche will be hauling from the pits on the Lovington highway, and as far as possible local labor will be used in all work on the highway.

New Business on Main Street

Tom Wright & Son have leased the Setzer building on west Main and have located their agency for the Lawne & Bowler turbine pumps there.

Farmers Seed Loan Applications Arrived in Portales Saturday

On last Saturday the application blanks for the Farmers Federal seed loan arrived, and soon after the First National Bank bore the appearance of a run.

Hundreds of farmers congregated in front of the bank to put in their applications, and the bank lobby crowded to standing room.

Four clerks were busy making out the applications, and it was impossible to serve all on Saturday.

Throughout Monday and Tuesday the crowd taxed the ability of the clerks.

It is estimated that between three and five hundred farmers made applications.

The drought of the past year hit many of the farmers of Roosevelt county hard, and without this government aid they would have been unable to put in a crop this season.

Arthur F. Jones of the First National deserves much credit for the securing of this loan for this county, in which he was ably assisted by County Agent Will and the Portales Chamber of Commerce.

This money is loaned by the Federal Government on crop mortgages and bears the rate of 5% interest. It becomes due the first of November, and must not be used for anything but the purchase of seed and feed to put in the crop.

Scales Is Barred Fishermen in Florida

Mr. and Mrs. Carl Turner returned Sunday night from a visit of several months in Florida.

Mrs. Turner says that she is glad to be back in Portales.

Carl says that Florida is his meat. That the fishing season is every day, and that they use yard sticks to measure the catch, and that one is required to throw everything back that does not measure over a yard.

Carl says that his fishing scales of no use in Florida, as they have to use wagon scales to weigh 'em on down in the sunny south.

Carl has conducted a campaign of truthfulness in fishing and always carried his pair of hand scales to weigh them on, and rumor has it that while fishing in New Mexico last summer, that a neighbor where they were camped became the proud father of a boy one night. He desired to weight his son, but had no scales. On seeing Turner weight fish on the creek near his home, he borrowed the scales, and found that the baby weighed 48 pounds.

E. M. BORDEN OF CLOVIS IN CHURCH OF CHRIST REVIVAL

E. M. Borden, local minister for the Church of Christ at Clovis will assist W. A. Kerchville in the revival of the Church in Portales beginning Sunday the 15th in the skating rink building.

Mr. Borden has been a leading minister in the Church of Christ for a number of years.

You are cordially invited to hear him during this meeting.

GAS COMPANY TO MOVE

The Gas Company is moving its office from the present location, next door to the P-F Grocery, to the Hensley building on Main street recently vacated by the Purdy Meat Market.

The interior of the building has been given a complete re-decoration and hard wood floors have been put in place.

The building will doubtless be in condition for the company to move to the new home some time this week.

Normal Committee Makes Report

On last Saturday night Rev. T. B. Sowell, Judge C. M. Compton, Ezra Watts and Eddie White returned from Santa Fe, where they had been the past week in the interest of the Eastern New Mexico Normal school.

They called the normal committee together on Sunday morning and were in session till Sunday afternoon, laying plans for the campaign before the legislature.

Rev. Sowell and Judge Compton returned to Santa Fe Sunday night.

They reported that they were working in harmony with Senator Bryant, who was doing everything in his power to put over the appropriation for this school.

Report when going to press are favorable for this school to receive the other state institutions, and that while they may not be able to secure as large an appropriation as was hoped for, that they will be able to obtain a substantial appropriation.

Gov. Sellman has promised due consideration of the appropriation for this school, and Senator Jones of Clovis is working in harmony with Senator Bryant and the committee.

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ROGERS BEAT CLOVIS TO TAKE TOURNAMENT

Patterson Honor Man Of The Tournament

Guy Wayne Patterson was chosen by the referees of the basket ball tournament, as the outstanding player, on which to confer the honor of receiving the John B. Stetsen hat present by the United Dry Goods Store, Inc., of Portales.

This award was to be determined not upon the high scoring alone, but the sportsmanship of the player, co-operation with his team mates, general attitude towards other players and his individual value to his team.

A very close observation was given of the boys during the games and with a unanimous vote the honor was bestowed upon young Patterson, the popular forward of the Portales Rams and familiarly known to his friends and acquaintances as "Pat".

The announcement of this honor to one of the Portales boys was received with great ovation for Portales admires the members of the basket ball team for their splendid work this season and rejoice at any honor bestowed upon them.

ALL STATE TEAMS

The officials of the tournament, held in Portales last week, during the closing afternoon picked the first and second all star teams and Portales was honored by having two men placed upon the first team and two upon the second.

Of course these teams will never be called upon for a matched game, but the selection of these ten boys from about a hundred players is a compliment to them of which they should well be proud.

The first team consisted of Patterson, Portales, and Turner, Clovis, as forwards. Owens, Rogers, center. King, Portales, and Terrill, Rogers, guards.

In the second team: L. Nicklas, Elida, and J. Kirksey, Rogers, were the forwards. Lloyd Vaughn, Portales, center. J. Andrews, Clovis, Jack Copeland, Portales, were the selected guards.

Talk to Irrigated Farmers Monday

Mr. L. H. Hauer, one of the leading agricultural economists of the country, will speak at the Portales Court House Monday night, March 16th at 7:30 p. m.

His talk will be to the irrigated farmers of the Portales Valley, and he will discuss the present economic condition of sweet potatoes, tomatoes, green beans, dairying, poultry, and cotton. He will also talk on the future outlook for prices in these industries, using the 1931 agricultural outlook prepared by the U. S. Department of Agriculture.

Mr. Hauer is a keen student of business and economic conditions.

Charged With Chicken Theft

On Tuesday of this week, Luther Cooper, age 19, and J. C. Stinnett, age 15, pleaded guilty before Judge Kerr on a charge of stealing four chickens from the farm of J. Thompson.

Cooper was given 30 days in the county jail.

Sentence on Stinnett has been deferred awaiting advice of the district attorney, as he lacks a few days of being 18 years of age.

Portales to Have Prize Fight Apr. 3

Arrangement have been completed for a fight in Portales between Kid Locke and "Bearcat" Mathis for April 3.

Locke has only fought one fight since returning from the West Coast, that one being with Spann which Locke scored a knockout in the eighth round.

Mathis has a good reputation for his fighting ability and it is said that he is one of the hardest and fastest fighters in this section.

Other preliminary bouts will be arranged at a later date.

MARRIAGE LICENSES

Harry Bacot and Mrs. Loryne Carter, Bledsoe.

Kenneth B. Scott and Roseannahr Smith, St. Vrain.

Oscar Bobo and Osee Little, Portales.

John Slagle and Bonnie Morgan, Athens.

Wilbur Garton, Borge, and Peggy Perry, Portales.

Burl Ray and Pearl M. Willis, San Diego, Calif.

John D. Keen and Mrs. Grace Patton, Clovis.

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The dope bucket was certainly up turned when the Rogers basket ball team won the tournament from both Portales and Clovis. These boys were rapid players and were in the best of form through out the two days. Their victory over the strong Portales team Saturday afternoon was a decided surprise not only to the east side, but the entire state for the Rams had been mentioned several times as the probable state champions. They have played twenty games this season and lost only this one.

After defeating the Rams in the semifinals, it seemed hardly possible that they could over come the Wildcats from Clovis, but this they did and thereby won the district championship and will enter the state contests the end of this week.

The boys did some splendid team work and M. Owens and L. Terrill were named on the all-star team. The Rogers first string men are J. Kirksey, T. Short, M. Owens, W. Burney, L. Terrill, P. Fraze, B. Parrish and O. McClinton.

Immediately at the close of the Clovis-Rogers game the awards of the trophies were made by Charles Rose of Fort Sumner, President of the Athletic Association. The first place trophy, presented by Mandell's of Clovis, was presented the Rogers team and was accepted by J. Kirksey, captain. The silver cup, presented by the Joyce-Fruit Company of Portales was awarded the Clovis boys and accepted by Andrews, captain of the Wildcats.

The announcement of the all-star teams and the out standing star player was also made by Mr. Rose.

Widener of the Floyd team was declared the high individual scorer for a single game, with twenty points.

The games as played in the scheduled program were as follows:

The teams from Clovis and Pleasant Hill met in the first game of the morning Friday. The Pleasant Hill players started with a dash and had a score of six before the Wildcats had made a single basket, but these boys were unable to continue their speed and during the first half were not only tied but passed by the Clovis players and the final score stood 41 for Clovis with Pleasant Hill 22. Turner was high pointer for Clovis with 16 and Lee of Pleasant Hill had 11.

The next game was between Dora and Center. Dora made the first count of the contest when J. C. Shaffer was successful in making a field shot, but the Dora boys failed to get into the game during the first quarter and the period closed with Dora 4 and Center 7, but within a few minutes of the second quarter Dora took the lead and worked right through to victory, regardless of the fact that their opponents tied the score many times only to have the Roosevelt County players place an other ball and advance the score. The final count was Dora 20 with Center 17. Preston of Dora was high point man with 11. The first line-up for Dora consisted of J. C. Preston, B. Preston, Algie Shaffer, Hubert Hall and G. Richards. Dillard was high point player for Center with 9. Glen Nicklas substituted in the last half and provided a strong player.

The game between Elida and Talban was by no means a heated contest as the Elida boys had their opponents trailing at all times. The final score was 45 to 34 in favor of Elida. L. Nicklas, the tall center for the Elida team was the high point player with a score of 12. The first string team consisted of C. Stevens and A. C. Holder as forwards; L. Nicklas, center, L. Preston and F. Cannon, guards.

The most thrilling game of Friday was the one between Texico and Floyd. During the first three quarters of the game it was anybody's game and many times the score was tied and at the half there was a difference of only three points, but during the last half Texico had four men called on personals and this weakened the team until they were forced to yield to the fast team work of the Floyd five. Widener began the scoring for his team mates and continued through out the game. He had an individual score of 20, thus placing him one of the honor men of the tournament. Langston of Texico had 18 points.

Rogers was entirely too strong for the Ranchvale boys and during the first quarter did not allow the Curry county team to score. It was near the half when Ranchvale had the first count with a free throw. At this time Rogers had 38. The close of the game showed Rogers 57 and Ranchvale 13. Terrill had 16 of these points for the Rogers players.

The Fort Sumner and Bellview contest was probably the least exciting of any of the games, although the scores were the closest. The final count was 15 to 14 in favor of Fort Sumner. The basket shooting of both teams was far

below par, but the Bellview boys were probably the less accurate as they had thirteen free throws and were able to make only four of them. The majority of the shots of each team were from impossible distances. This was the last game of the afternoon.

In the evening the Melrose and Field players met, but very little team work was demonstrated by the players. Wild shooting transferred the ball rapidly from one team to the other, thus racing the members of the teams from one end of the court to the other with little results. The Melrose team won the contest with a score of 28 against Field's 20.

Portales met Holene in a very one sided game in which they piled up a score of 41 and Holene made 18. Patterson was the high man with a total of 14 points.

Saturday morning the second round games started and all of these were fought with determination. At eight o'clock Clovis met Dora, and while the Dora boys were defeated, they played a very complimentary game in view of the fact that they have no gymnasium and have done all their practicing on a dirt floor. The basket shooting of the Dora players was very poor. With 21 free throws they were able to make only eight of them. Clovis won with a count of 32 to 12.

Elida eliminated Floyd in a fast game which was exciting from the very start. At the quarter the score was five all, but by the half Elida had worked into the lead and as the game progressed they had reached 19 and Floyd had 11.

Rogers and Fort Sumner were unevenly matched and Rogers ran away with the game, 39 to 15. J. Kirksey of Rogers played a beautiful game and won 15 points for his team.

The last game of the morning was between Melrose and Portales. The Rams were too powerful for the victors and never at any time let them have any hope of victory. The result of the game was 48 and 21 with Portales leading.

Saturday afternoon the semifinals started with Clovis meeting Elida, and while the Elida boys made a brave fight they were unable to do much against the speedy Wildcats. Elida made the first count when they had a free throw but they were not strong enough to maintain the lead and soon were facing defeat. The final score was 39 and 17.

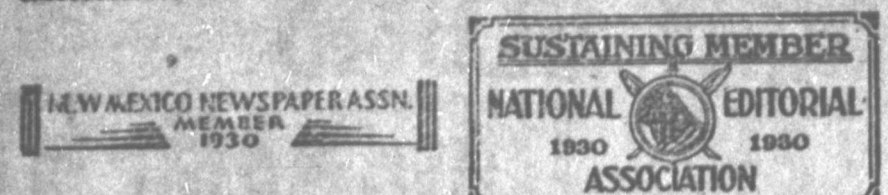
Portales and Rogers met immediately following the Clovis-Elida game and this was filled with thrills, excitement and deep disappointment for the Portales Rams had been the picked team to go to the finals and when they failed to defeat the Rogers team, they as well as their fans, were indeed disappointed. The failure of the Rams to win this game was not to be explained, for the boys went into the game in good trim and fully realized the great importance of the victory, but they seemed unable to make their baskets and time after time failed in their field shots. They began the lead in the first quarter and while they had lost it at the half, they again began scoring in the third quarter, but during the last few minutes of that quarter Rogers ran in some rapid plays and boosted their own score to 36 while Portales was only 18. The Rams held their own in the last quarter and were only able to add 5 points to their own count and thus the score stood 38 to 23 in favor of Rogers at the gun fire. The Roger boys did not outstanding playing but kept steadily at the job and made a total which gave them the game. This was the concluding game of the semifinals and at 7:30 Portales and Elida met in the consolation game.

The Portales Rams came into the consolation contest calm and seemingly well rested after the strong game of the afternoon. No prettier team work was exhibited during the sixteen games of the tournament than was shown in this first game of the evening. The Portales boys were entirely too strong for the Elida players and the score stood 39 to 8, with Portales leading.

Clovis got the first count of a free throw and at the end of the first quarter had almost doubled the score of the Eagles. At the half they were leading by two count, while at the third quarter Clovis was only one point ahead, and Rogers came into the last quarter with a grim determination of erasing that lead and this they did. For every score they ran their score to 25 while the Wildcats were only able to make a free throw but just a second before the final gun shot, a Clovis player shot true and made a field goal, thus lifting their score to 21, which gave to the Rogers Eagles the honor of champions of the sixth Athletic district of New Mexico.

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 Journal, December 14, 1920.
Portales Herald consolidated with Portales Times, March 27, 1913.
Roosevelt County Herald absorbed by purchase January, 1929.
Entered as second class matter in the post office at Portales New Mex. under the Act of March 3, 1879.



SUBSCRIPTION RATES	
In New Mexico	
1 Year	\$1.50
6 Months	\$1.00
Out of New Mexico	
1 Year	\$2.00
Alaska, Canada, Mexico	\$2.50

OUR PLATFORM

A new Court House and Jail for Roosevelt County.
Better roads and highways for Roosevelt County.
A greater Agricultural and Dairying development for Roosevelt County.
The Building of the Eastern New Mexico Normal School.
A greater advertising of the scenic and other resources of New Mexico.

OUR SCHOOL SYSTEM

Unless we be misunderstood, the News wishes to state its position on our school system.
The News believes that Roosevelt county as a whole has the best school system to be found anywhere.
There are several high class high schools in the county which are rendering a real service to the young men and women of the county, training them for a useful citizenship, and fitting them for future activities in life.
Our schools are under the supervision of able instructors, who are sincere and conscientious in their work.
They need the backing of every citizen in the county.
Perhaps there are some improvements that are needed.
One would be that a course of physical education be established in every school in the county.
Owing to limited finance this may be impossible at this time, but should be considered for the future.
The athletic contests are training for competition in the future. They train the young in true sportsmanship, better fitting them to meet the conditions that they will meet daily in the activities of business and public life.
It may be that athletics are overemphasized in some of the schools, but this is a minor consideration.
The athletics make school life more interesting for the students and are the means of keeping many of the students in school, who otherwise would not receive even a high school education.
The News is strong for the schools of the county and stands ready to back them to the limit.

HAND BILL ADVERTISING

Not so very long ago there were to be some boat races or auto races held in a neighboring city. It might have been that airplane races were in truth and fact, the contemplated event.
Anyhow, the management adopted "hand bills" to herald the event, and Macomb was among the cities flooded by such advertising method adopted.
The value of such expenditure of money was demonstrated when a local merchant who had "noticed" such a hand bill, decided to take in the event. He found three other, who, likewise, had "noticed" the hand bills, one insisting that the "boat races" were "airplane races" and the other was equally positive that they were "auto races".
Keokuk, Davenport, and Burlington, were the three cities that the three prospective "customers" remembered as the place where the event (whatever it was to be) would be held, but the date was absolutely forgotten or not noticed. The necessary information so essential to have these gentlemen at these races was entirely lacking.
Whether the merchant continued his rounds and found some one who had really read the hand bill, or called up the three cities to locate the "place and the time," we do not know. But it was an example of the value of the "hand bill" as an advertising medium. Had the advertisement appeared in a newspaper it would have been read not just noticed, and if any of the details were forgotten, the paper could have easily supplied them.—Macomb (Ill.) Journal.

COMPETITOR-PAID

(A Worthwhile Editorial Selected by the National Editorial Association)
There are several grocery stores in our town and one of them has difficulty in meeting its expenses. It is only a question of time until it will cease to exist.
Just two doors away, is another store which does a very profitable business. When talking with the proprietor of this store, he said: "The weakest argument I know is for some merchant to tell the people that he doesn't advertise because it costs too much money. I spend \$180 a year in advertising. But I don't figure that it comes out of my cash drawer. I think it is paid by the competitors who do not advertise. I'm getting new customers right along through my advertising, and some of them are coming to me from stores within a block of here that brag about the fact that they don't need to advertise because everybody knows the—Meredith's Merchandising Advertising."

UNSIGNED COMMUNICATIONS

In the future, so far as the News is concerned, no attention whatever will be paid to any communication presented to this paper unless it bears the signature of the writer.
Making charges, and failing to sign the name of the writer is cowardly to say the least.
The writer seeks to cover his or her identity, and oftentimes works a serious injury to an innocent party.
This will ease your personal grievance, and at the same time work no hardship on any one.

TO ENCOURAGE SPORTSMANSHIP

The basket ball tournament is over.
The season is closed, and all petty jealousies should be forgotten.
Before the opening of the season of 1932, the News desires to sponsor a campaign for better sportsmanship.
For such a contest should be worked out by the athletic council of the county.
The News would suggest that the referee at each game played in the county grade by points each team, coach and fans for that game, the grade cards be turned into the secretary of the association.
When the district tournament comes up the referees and umpires grade each team in the county, coaches and fans, on sportsmanship, and award this trophy to the team that has displayed the best sportsmanship throughout the entire season.
If this plan meets with approval of the athletic council of the county, the News will give \$5.00 towards this trophy.
It would suggest that a trophy costing at least \$50.00 be given.
The winner in sportsmanship need not be the winning team in the contest games or in the tournament. The losing team has just as good a chance to win this trophy as the winners.
The school winning this trophy will have something of vast more importance than the winning of a cup in the contests.
The backbone of the county athletics rests upon the sportsmanship of the schools, and the object of this trophy is to put athletics on a higher plane.

COOPERATION NEEDED

Never in the history of Roosevelt county was cooperation needed more than at the present.
The farmers and business men should get closer together to put over the program of the county.
The farm program is of vital importance to the merchants as well as to the farmers, and any move that will create a better understanding and bring them closer together will be of advantage to both.

SOCIAL ANNEX
BY THE BOSS

Bob Yeochum is so swelled up over being a grandfather that one can hardly speak to him. He is putting on more dog that if he were in President Hoover's shoes.

Speaking of grandchildren, the New linotype operator is somewhat well headed this week, over the arrival of a daughter at his home Monday night.

The ad solicitor is trying to break in the line right by announcing that there are four new kittens at his house.

Portales is jubilant at the announcement that the old Ford Model 1917 telephones will be replaced with the model A system, equipped with self starters.

Erna Watts refuses to give an itemized account of his actions while in Santa Fe last week. He moves that it be stricken from the records.

Wallace King drifted into labor agent for the highway under construction. He is receiving applications daily for work on the highway. Some even think that King is building the highway.

For lack of advertising, Hotel Robinson is losing business. There is only one regular boarder enjoying the hospitality of this famous resort this week.

Thos. B. Sowell and O. M. Compton, of Santa Fe, spent a few hours visiting in Portales last Sunday.

C. B. McDonald, the linotype operator, attempted to enroll his daughter in the Eastern New Mexico Normal school on Tuesday morning of this week.

Unsigned Communication Carries Serious Charges

The following unsigned communication addressed to Dr. E. T. Hensley, carries serious charges, and if there is any grounds for these charges, the writer should come out in the open, as the health officers and all other officials are desirous of cooperation to the fullest extent.
The doctor states that in the future no attention whatever will be paid to communications unless signed by the writers name.

Dora, N. M.
3-8-31.

Dr. Hensley
Portales, N. M.
Dear Sir:—
Dr. Hensley, I, as a citizen of Dora, in behalf of the community, am writing you about this scarlet fever quarantine.

If there is no contagion, why do you put up these cards. We know there is a heavy fine for breaking quarantine and we are going to see that this is enforced. It is positively ridiculous to think that people come right from a scarlet fever patient and go to a convention such as we have here at Dora Sunday, to spread this disease among the crowd of little children as well as grown ups.

Now the filling station man's wife is quarantined and yet her husband runs back and forth to his place of business. Now Dr. Hensley, we know and you know that this is against the law to break quarantine and we are expecting some cooperation either from you or the State Officers.
We thank you.

MT. VERNON NEWS

(Delayed)
School is progressing nicely; our attendance continues to grow.
We are proud to have Ida Mae, Leila Milton, and Winnie Fay Teel in school here. They moved here a short time ago from Sudan, Texas.

Among our new pupils are Mr. and Mrs. Hicks' children, Monroe, F. B., Reba and Mose. We are delighted to have them in our school.
The primary children have just completed some pretty new spring posters.

Our seventh and eighth grade girls decorated the black-board borders with Elms and Brownies.
When we entered school Monday morning we were delighted to find the Brownies had been visiting our class room. The black-boards had received a new coat of slating.

One little Brownie had split a big pile of kindling. Many thanks, we hope you continue to visit us.
Our new coal house is nearing completion. We are indebted to Mr. C. E. Wortham and his son, George for their time and labor in building the nice new coal house.

Mary Belle Wortham has been absent the past two days. We hope she can soon be back in school.
The farmers of this community have their spring plowing about completed.

W. B. Morrison and family have moved into their new home near Morton, Texas.

Joe Rogers and family was in Portales Saturday on business.

Will Berryhill and wife were in Portales shopping Saturday.

Herbert Boggs is planning a trip to the mountains in the near future.

Morrison family.
Miss Gladys Hendry was a dinner guest in John Harb's home Sunday.

Miss Berice Hicks spent Sunday afternoon in the Will Berryhill's home.

Grandma Ellis spent Friday afternoon with Mrs. Joe Rogers.
Here is hoping the weather continues to stay pretty!

BIRTHS

Little Marilyn Katherine arrived at the hospital in Clovis Monday evening at 6:45 o'clock and will hence forth have her home with Mr. and Mrs. C. B. McDonald.

The little lady weighed 7 1/2 pounds at birth and she and her mother are getting along splendidly.

Mr. McDonald is linotype operator at the Portales Valley News. Mrs. McDonald was a former teacher of music in the Amarillo school system and is a very close friend of Mr. and Mrs. F. D. Golden and Mr. and Mrs. P. M. Bailey.

This is the first child of the family.

A 6 1/2 pound son was born to Mr. and Mrs. Earl G. Gatlin at their Portales home. Mr. Gatlin is a builder and contractor and he and his wife have just recently come to Portales.

Locals and Personal

John Daniels and son, Joe, of near Kenna were in Portales on business Monday and Tuesday of this week.

Mr. and Mrs. A. J. Smith, Mr. and Mrs. Odis Smith and Casey Smith were in from Caladell Monday of this week.

Mrs. C. L. Carter was taken quite ill last Saturday and for two or three days was under the care of a trained nurse. She is now greatly improved.

George D. Curtin of West Virginia spent a few days in Portales the first of the week looking after property interests.

Mrs. John Denton came up from Kenna Sunday and welcomed home her parents, Mr. and Mrs. Carl Turner, who have just returned from a visit to Florida.

Mr. and Mrs. Lester Turner arrived the first of the week from Midland, Texas, and are visiting Mr. Turner's and Mrs. Turner's parents. The latter was Miss Helen Goodie before her marriage.

Mr. and Mrs. Isler are preparing to move out to the camp which will be established during the construction of the new road between Clovis and Portales.

Mr. and Mrs. Ray Nicowarner came down from Texas Sunday and spent the day in the home of Mr. and Mrs. George Johnson.

Mrs. Gus Burson has sufficiently recovered from her recent operation to be brought to the home of her aunt, Mrs. J. L. May in Portales. Mr. Burson left Sunday for his home in Des Moines.

Powhatan Carter was here from Lovington the first of the week looking after business and visiting with his mother, Mrs. C. L. Carter.

District Attorney J. C. Compton is spending a portion of this week in Port Summer conducting court in DeBaca County.

Miss Bessie Knight has been ill for a few days with the flu and was not able to attend to her duties at the United Dry Goods store.

Mrs. W. C. Schumpert has let the contract for a new home to be built on a portion of the lot adjoining the new home of her daughter, Mrs. J. A. South. Work was started upon the house this week and will be rushed along as rapidly as possible towards completion.

County Superintendent A. E. Hunt and Thos. C. Clayton visited the Tollar city schools on Monday of this week.

Mrs. W. H. McDonald was unable to leave her home during several days at the close of last week and first of this, due to illness. Her friends will again welcome her at the Flag-Wiggy store where she is accustomed to assisting her husband every day.

Mr. and Mrs. Sol Maxwell returned Sunday from Texas where they were married last week. Mrs. Maxwell before her marriage had lived in Texas, but has visited her sister, Mrs. Rose, here in Roosevelt County and met Mr. Maxwell.

Mrs. J. E. Robertson has received news of the death of her niece, Mrs. Westbrook, in Fort Worth, Texas. Dr. Westbrook took the body of his wife back to the old home in Columbia, Kentucky, for burial.

Mr. and Mrs. T. D. Smith came down from Clovis Sunday and spent the day with their parents, Mr. and Mrs. B. F. Smith.

Mr. and Mrs. D. C. Lungen of Roswell, motored to Portales for a week end visit with Mr. and Mrs. W. W. King.

Mr. and Mrs. Sol Maxwell, together with Mr. and Mrs. Walter Scott were visiting friends in Clovis the first of the week.

The BEST Gray Hair Remedy is Home Made

Two half pint of water add one ounce bay rum, animal base of Barber Compound and one-fourth ounce glycerine. Any drugist can put this up for you. Mix it at home at very little cost. Apply to the hair twice a week until the desired shade is obtained. It will gradually darken, straighten, shed or gray hair and make it soft and glossy. Starts will stop when the hair is not falling or coming out.

Mrs. W. D. White is in the Clovis hospital where she underwent a minor operation.

Tuesday afternoon, Alvin and Les George received a message from their sister at Ralls, Texas, telling of the serious illness of their mother in that city. They left within a few minutes for Ralls to be at their mother's bedside.

TO THE FIRE DEPARTMENT AND THE CITIZENS OF PORTALES

Words cannot express our appreciation given us in trying to protect our Lumber Yard from fire on the night of March 4th. Your courtesy will always be remembered.

J. N. KILLION

When Considering

power for your irrigation plant, do not overlook the four fuel Hart Parr. Stationary, economical fuel consumption, slide rail base, and moderate first cost. Come in, let us go into detail about this Engine.

E. N. Wheeler

"Poultry Protection"

Your poultry should be protected.

We have a copy of approved Poultry and Brooder house plans for you.

Call for them at our office, they are free to you for the asking.

We will also be glad to give you estimates of costs.

Portales Lumber Co.

Phone 10



YOUR EYES MAY FOOL YOU BUT

YOUR TASTE tells the Truth!

MILDER... AND BETTER TASTE



They Satisfy

WANT AD COLUMNS

The Easy Way to Buy, Sell Find or Swap

For Sale or Trade

BUSINESS BUILDINGS for rent, two different locations. Paul M. Jones, Portales, N. M. 16-10c

FOR SALE—A good safe business in Portales. If interested, write Box 726, Portales. 14-10c

FOR SALE or Trade—Seed sweet potatoes. Jess Middleton, 867, Portales. 19-30p

FOR SALE or Trade—Disc breaking plow, horse or tractor for hire, three new discs and in first class condition. Jas. Lee Wilson, Elida, N. M. 19-20p

FOR SALE—A good Jack and a stallion or will trade them. Wall Farm, Dora, N. M. 19-40p

TO TRADE—Portales Valley land 1 1/2 miles from E. N. M. Normal for two section ranch. Also farm to rent for cash. H. C. Bedinger, 1 mile south of Orphans Home. 19-30p

A REAL TRADE FOR SOME ONE—100 acres, 100 acres in cultivation, all tillable, to trade for house and lots in Clovis or Portales or small dry land farm near either place, if farm is rented, alright. It will pay you to see this shallow water farm, June Watts, Portales, New Mexico. 13-10c

USED Implements—1 2-row Emerson Lister, 1 2-row Oliver Lister, cultivator, 1 Oliver single row Lister, 1 team hitch double disc plow, 1 tractor hitch three disc plow, E. N. Wheeler. 20-10c

WE HAVE 10 or 12 head of horses 900 to 1300 lbs. grain fed, ready to go and get your heavy work done, can be seen on yard Saturday evening, also have several sets of good chain harness and to sell with the teams. Will take some cash and balance good notes. Schumpert Implement Co. 20-10p

FOR SALE—Alfalfa hay, sweet potato seed of best quality, clear of black rot, 1 Colt lighting plant, a bargain, in perfect condition, 1 Bessemer 30 h. p. natural gas engine, one 6 h. p. Fairbanks engine, one 4 h. p. Fairbanks engine. Also either 25 or 30 h. p. used gas and oil engines. See me if interested in an irrigation engine, and save money. 20-10c

PLUM TREES for sale, best varieties, 30 ft. 12 1/2 steel well casing, 1 25 and 1 20 h. p. Fairbanks engine. J. A. Sanders, phone 194F3. 17-40p

TRADE—We will trade Automobiles and trucks for land, and assume the indebtedness against your land. Duckworth Motor Co., Clovis, N. M. 17-40p

FOR TRADE—2 lots well improved water, lights and orchard 1/2 block high school. Job paying \$1,000 to \$3,000 per year. The above to trade for improved farm or grazing land in New Mexico. Address: Wm. Harryman, Ropesville, Texas, Box 54. 18-40p

FOR SALE OR TRADE—Good young jack. Can be seen at Earl Roberts place 11 miles south of Elida. E. C. Thomson. 20-10p

FOR TRADE—Team, wagon and harness for second hand car. William Kelly. 20-10p

FOR SALE—Ever bearing strawberry plants, also two year old old free stone peach trees. Mrs. C. O. Bickham, North east Portales, near Arrow Service Station. 20-10p

FOR SALE OR TRADE for N. Mex. land 138 acres farm 32 mi. north San Angelo, Tex. A. L. Simmons, Espanola, N. Mex. 19-30p

FOR TRADE—640 A. deeded land, one school section and a lease on one section improved. Other grass land joins this. Can lease. This stuff is all clear. What have you got to trade for it. Jim Caviness, Rogers, N. M., R. 2. 20-10p

FOR TRADE—Will trade Jersey cows for work stock. Will trade Jersey cows for used car. One lister for trade. Jim Caviness, Rogers, N. M., R. 2. 20-20p

FOR SALE—4-row godevil, tractor hitch. Brand new. Will sell at a discount or fall payments. J. B. Martin, 7 miles S. E. of Portales, Arch route. 20-10p

USED ENGINES—1 Iowa 25 horse power, 2 Fordson tractors. 1 Header. E. N. Wheeler. 20-10c

FOR SALE or trade or rent—20 acre tract of unimproved or improved 1 1/2 mile of Portales. Charles Barrett, across from Mears residence, Portales. 20-20p

100 ACRES, 120 in cultivation, 4 room house, well and mill, oil buildings, etc. Subject to irrigation. A bargain. See June Watts, Portales, N. M. 20-10c

FOR TRADE—600 acres Gaines Co., 640 in cultivation, teams and tools, for ranch in New Mexico or West Texas. Box 32, Odessa, Tex. 20-50p

FOR SALE—Seeded Ribbon and Honey Drip cane seed, also red Irish potato seed. See D. O. Pitts. 20-20p

ONE 8 horse Iowa Engine, one old Dodge with pickup body, Model 17 Ford truck, Wafford transmission, good rubber. Schumpert Implement Co. 20-10p

For Rent

FOR SALE—Two acres of land in west half of block 74 school addition to Portales. South Colorado St. L. M. Kuykendall. 20-20p

50-ACRE irrigated farm for rent, \$150.00 cash. Dry land to rent on fourth. No improvements. Reasonably close to Portales. Paul M. Jones, Portales, N. M. 16-10c

FOR RENT—Apartment in duplex at the corner of Kansas and Union Streets. W. F. Miller, Portales. 20-10p

FOR RENT—A nice furnished room adjoining bath, heat, Mrs. Dora Bransell. 20-10p

FOR RENT—Farm for east rent. H. C. Bedinger, 1 mile south of Orphans Home. 19-30p

Wanted to Buy

WANTED—IRRIGATED FARM—We have a few farmers wanting to trade farms here for small improved, irrigated, places. Reagan Land Co., Clovis. 14-10c

Miscellaneous

WE BUY, sell and exchange Furniture. W. A. Angley Furniture. Phone 214. 14-10c

OLIVER & ROCK ISLAND single and two row listers at reduced prices. E. N. Wheeler. 20-10c

HAVE PARTY who wants to borrow \$1100.00 first mortgage land loan on 320 acres. Paul M. Jones, Portales, N. Mex. 17-10c

SAY, let us show you how our McCormick - Deering power unit burns kerosene oil or distillate and gets the job done in the most satisfactory way and the very lowest cost and the lowest possible upkeep. Schumpert Implement Co., McCormick-Deering Dealers. 20-10p

NOTICE—I sell a full line of J. I. Case implements and tractors, of which the farmers need no introduction. Best price. Cream Separator, which I think are the best on the market. Also handle a line of washing machines and Elgin Windmills, that can't be beat. J. B. Judah & Son, Causey, N. M. 20-40p

JUST BOUGHT five new 3 1/2 steel wheel Farm Trucks. Well built in every way, a seventy dollar value, while they last at fifty dollars cash. E. N. Wheeler. 20-10c

Salemen Wanted—Local man only to work Portales and surrounding counties, calling on merchants and business concerns only. Established line. Apply MERCHANTS INDUSTRIES, INC., Tower Building, Rockford, Illinois. 20-10p

ABOUT 40 good whiteface calves and some nice Jersey cows, some fresh now, several heavy springers. Schumpert Implement Co. 20-10p

Lost & Found

FOUND—A bunch of keys. Owner can get same by calling at News office and paying for this ad. 20-10c

Chicks

SINGLE COMB Rhode Island Reds, the same good quality and healthy chicks. Chicks \$11.00 per hundred, Eggs \$3.00 per hundred. Phone 197F12 Mrs. John V. Miller, Portales, New Mex. 17-10c

BUY STARTED CHICKS. They are passed the danger age. You will raise them all. One, two and three weeks old chicks shipped anywhere. Thousands now ready. Thirteen great breeds. WICKS MODERN HATCHERIES, Portales and Clovis, New Mexico. 18-10c

NOTICE—To friends of Mrs. Scott Poe. Her address is Yuma, Ariz. 685 Ind. Ave. 20-10p

Asks All Service Men to Aid Needy in Getting Loans

SANTA FE March 2—State service officer, Roberto Padilla, today issued a request to all service men of the state that they give every aid possible to the needy in securing loans under the new law raising the borrowing value of their "adjusted compensation certificate" to fifty per cent of their face value.

He asks that those who are not actually in need of the money delay filling their applications until those veterans who are in distress have had an opportunity to secure loans.

This statement was made in conjunction with a similar statement made by National Commander Ralph O. Nell of the American Legion. The Legion head is appearing over the country through the medium of news reels and is urging that the needy veterans be given every aid in securing their loans and that other veterans delay until those in need have had an opportunity to file applications.

George McCallough was operated upon last Saturday night for the removal of his appendix. The case was considered quite serious for a few days but he is now getting along splendidly.

W. O. W. of New Mexico and Mexico to Meet in Artesia, April 1-3

Head Consul G. C. Smith Announces Large Gathering of Members to be Held

THE head camp meeting of the Woodmen of the World of New Mexico and Mexico will be held at Artesia, New Mexico April 1, 2 and 3, according to announcement today by Head Consul G. C. Smith of Las Cruces, New Mexico.

The head camp meetings are held every two years and, according to Head Consul Smith, delegates and members of their families will journey from all parts of New Mexico and Mexico for the meeting this year at Artesia.

The Woodmen of the World is exceptionally interested in Mexico and New Mexico because the national association owns more than \$800,000 worth of municipal, county and state securities in Mexico and New Mexico.

Head Consul Smith stated that many new members are now being obtained and will be initiated in one large class at the time of the head camp meeting.

The Honorable W. A. Fraser is president of the Woodmen of the World Life Insurance Association. He is one of the leading fraternalists of the world. He has had more than 30 years experience in the fraternal insurance field. He has been associated with the Woodmen of the World since 1897.

For many years Mr. Fraser has been active in the field of public and community service. During the World War he was connected with the bureau of conservation of natural resources and chairman of the advisory board for the division of military and naval insurance.

Last June 8 the Woodmen of the World celebrated its fortieth birthday.

Climbing steadily the Woodmen of the World now is the strongest fraternal organization in existence, recently being declared 104.6 percent solvent, holding total investments in securities of over \$98,000,000 with gross assets amounting to over \$102,000,000.

The membership of the society is estimated over 500,000. Since its organization in 1890 the Woodmen of the World has paid in death losses and disability benefits more than \$209,000,000.

Two of the largest enterprises that have placed the Woodmen of the World in the fore ranks of progressive fraternal insurance societies, and made it nationally prominent are the War Memorial Hospital at San Antonio, Texas and Radio Station WOW at Omaha, Nebraska.

At the present time the Woodmen of the World is constructing a \$150,000 Chapel and Bird Sanctuary at San Antonio, on the grounds of the Memorial Hospital.



W. A. Fraser

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from March 17 to March 12. He said the highway department had been able to fulfill some work faster than had been expected which permits an earlier letting on the contracts.

GRANTS HOLD-UP DIES OF WOUNDS

Albuquerque, March 2—Death came to the second of six bandits who were frustrated by gunfire in their attempt to hold up the Bond Sargent company store at Grants, N. M., Thursday night, when Manuel Valencia, 35, of Gallup, died early this morning at a local hospital, the result of bullet wounds.

"Silver" Rucker of Gallup, said by officers to have been the bandit leader, was killed at the time the robbers entered the store, ambushed by officers who had been tipped off to the robbery.

T. E. L. MEETING

The members of the T. E. L. class of the Baptist Sunday School are being entertained this afternoon in the home of Mr. and Mrs. Webb about two miles east of Portales.

An effort has been exerted to have every member of the class present at this meeting.

CHRISTIAN LADIES AID

Mrs. C. A. Lorts entertained the members of the Christian Ladies Aid at her home in the parsonage on Thursday last week. There were about twenty members present and during the business session much time devoted to a discussion of the plans for the apron, bonnet and baked food sale which they will hold on Saturday preceding Easter. This will be April 4.

The ladies are meeting next week with Mrs. J. H. Brecheart for an all day session. The covered dish of food taken by each person will constitute the noon day meal. The time will be devoted to piecing a friendship quilt for Mrs. Brecheart.

The P. V. N. — The Home Newspaper

BUSY CACKLING HENS

ARE THE MONEY MAKERS

Our S. C. White Leghorns lay the year around lots of large white eggs. Our flock average is better than 50%. Hatching Eggs, \$10.00 per case. Chicks, \$10.00 per 100 straight. Get January and February chicks for September and October layers. No molt if handled according to our plan.

R. A. YOUNG
3/4 Mile South of Cemetery



"Amos 'n Andy"

There are many substitutes for the two screen favorites, who have won a place in the hearts of the radio world, but none can take their place.

Also there are many substitutes for quality groceries, but there are none that can compare with the favorite brands of quality.

J. N. McCall

Grocery and Market

You get MORE for your money when you say: "I will buy only the leading make of tire!"

HERE'S PROOF WHY GOODYEAR IS THE LEADING TIRE . . .

See these demonstrations of superiority. Then consider the fact, true for 16 years, that more people ride on Goodyear Tires than on any other kind. The public has made Goodyear THE leading tire! The public buys millions more Goodyears annually and enables Goodyear to give the greatest value. We have the latest types . . . all sizes . . . all prices. Trade in your old tires!

GUARANTEED TIRE REPAIRING • GOOD USED TIRES

C. & T. SERVICE STATION
WASHING—GREASING—STORAGE—WRECKER SERVICE

A NEW STANDARD PRODUCT

Standard Gasoline

A premium gasoline at no increase in price
STANDARD OIL COMPANY OF CALIFORNIA

"Standard" is a NEW gasoline. It is the finest motor fuel Standard Oil Company of California ever has produced without Ethyl. Its quality and performance are backed by this Company's 53 years of refining experience, organization and service. It well deserves the new name, "Standard", that we have given it. Distribution of "Standard" Gasoline to all sales points is now completed. You can buy it everywhere—at no increase in price. Drive with "Standard" Gasoline—new and better.



On Sale Now
At STANDARD STATIONS, INC.
AND RED WHITE AND BLUE DEALERS

DRAUGHON'S COLLEGE

Training is the difference between a job at poor pay and a position with opportunities. "Proof of Positions" shows how we can train and place you in a minimum of time and expense. Mail Coupon today to nearest office, Dallas, Wichita, Abilene, or Lubbock and find out about the big opportunities in business.

Name _____ P. O. _____

Formal Opening

Slim's Cafe

March 16—Monday Morning

Free Coffee and Doughnuts all Day

You are invited to attend this opening and see our modern cafe.



PROOF

Type Tells a Wonderful Story

SINCE the days of Ben Franklin, type and printers' ink have moulded public opinion, incited and thwarted revolutions, sent men to the gallows, freed them, made people laugh or cry, and been the fuel that fires the dynamos of commerce and industry.

Controlled by the Wisdom and cleverness of man, printers' ink plays a major role in the billions of dollars worth of merchandise turn-over in the country every year.

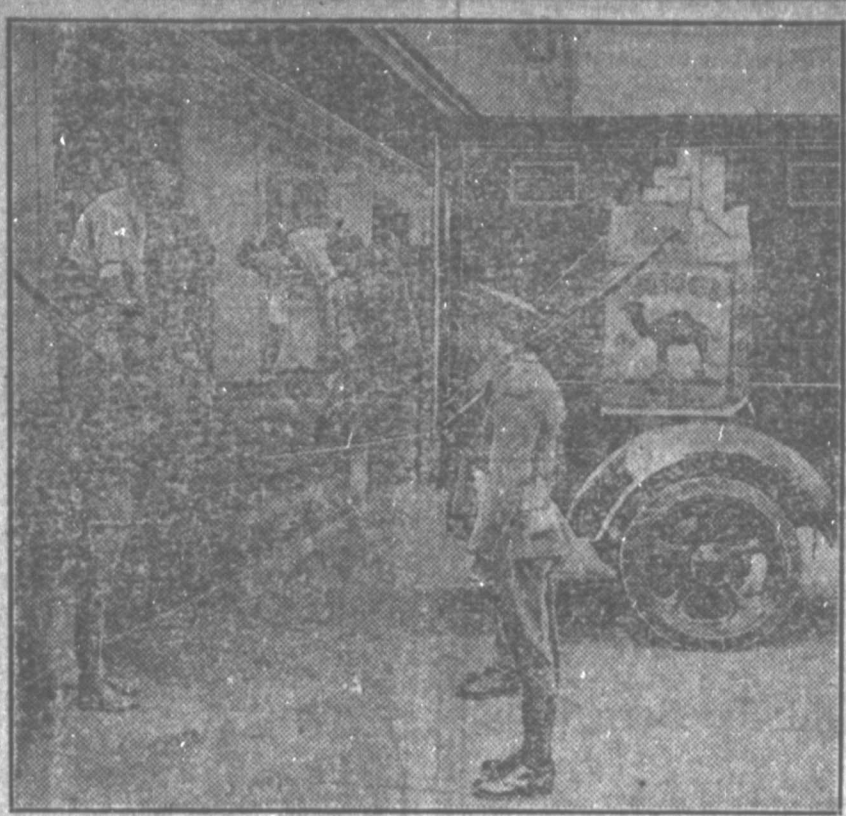
Modern typography and printing makes of the advertisements in the newspapers a daily pageant of human interest. Advertisements establish new standards, idealize human emotions, provoke man and woman into greater ambitions and dramatize the daily routine of buying and selling.

Modern man and woman have come to depend on the newspaper advertisements to tell them what they want and should have. They conserve through bargains listed in the newspapers, and plan their daily lives contingent upon what the merchants can contribute in economy and service to necessity, comfort and luxury.

Merchants, in applying this tremendous influence to their needs, must use this power wisely and consistently. Readers of this newspaper have come to depend on what we print. They believe your message—if you tell it well.—Let us help you!

The Portales Valley News

Militiamen Guard \$50,000 Contest Mail



THE thousands of letters received in the \$50,000 Camel cigarette contest, advertised in newspapers from coast to coast, were guarded in the same manner as huge gold shipments. Photograph shows contest mail being loaded into an armored truck at the Winston-Salem, N. C., postoffice under guard for transportation to the offices of the R. J. Reynolds Tobacco Company. Charles Dana Gibson, noted artist and publisher of Life, Ray Long, president of International

Magazine Company and Editor of Cosmopolitan Magazine, and Roy Howard, chairman of the board of the Scripps-Howard newspapers, were judges of the contest which called for answers to the question, "What recent change has been made in the wrapping of the Camel cigarette containing twenty cigarettes and what are its advantages to the smoker?" The huge response to the contest announcements proved anew the great responsiveness of the public to newspaper advertising.

HONORS MRS. LEE ENGLISH

The members of the Rebekah lodge gave a forty two party at the home of Mr. and Mrs. J. N. McCall last Friday evening at which Mrs. Lee English was the honored guest.

Mrs. English was Noble Grand of the local Rebekah lodge and left the last of the week for Santa Fe to make her future home.

The spacious and pretty McCall home was well filled with friends assembled to spend the evening

with the honoree and her co-workers of the lodge. A gift had been purchased as a parting remembrance from the Portales Rebekah members.

The tables for the forty-two contest were arranged in the living room and several progressions were enjoyed, although no prizes were given for score.

Mrs. McCall and the committee in charge of the party served a very elaborate plate lunch in two courses as the closing feature of the evening.

FIRST METHODIST CHURCH

R. F. Davis, Pastor
The Revival meeting at the Methodist Church is progressing nicely. Large crowds are attending the services. Mr. J. V. Egan is leading the singing. The pastor, Rev. R. F. Davis, is doing the preaching. The interest is deepening with each service.

Services begin at 10 a. m. and 7:30 p. m. The pastor announced that the one aim of the revival was to get men and women to know Christ. All Christian people are most cordially invited to attend and assist in the meeting.

Next Friday night will be High School night. The high school students will be the guest of honor that evening. We are proud of the fine group of students in the Portales school, and also of the fine leadership in the Faculty. The middle section of the auditorium will be reserved for the students. The services will continue over Sunday.

Sunday school at 9:45. Classes for all. Preaching services 11 a. m. and 7:30 p. m.

MONTHLY CLASS MEETING

The regular monthly social meeting of Mrs. Mam. McDonald Class met at the home of Mr. and Mrs. E. N. Smith, last Friday evening. About thirty members of the class were present.

The games of the evening were directed by Mrs. A. G. Youngblood. After about two hours of real wholesome fun the party was served with lovely refreshments by the entertainment committee. All present seemed to have had a happy occasion and are looking

forward to the next regular meeting.

One of the Guests.

METHODIST MISSIONARY SOCIETY MEETS

The regular monthly business meeting of the Woman's Missionary Society of the Methodist Church met at the home of Mrs. J. W. Kinglast Thursday at 2:30 p. m., March 5. There were twenty-five members present. After several matters of importance were discussed and settled, a lovely plate lunch was served by the hostesses, Mrs. L. V. Brown and Mrs. Henry Thompson.

Misses Grace and Lydia Braxton spent all of last week in Curry County with friends and relatives. Some of the time they were with their aunt, Mrs. J. C. Emerson at Belview. The remainder of the week they spent with friends in Clovis.

Mrs. Lee English left Tuesday for Albuquerque where she and her husband have now established their home. Mr. English has recently been appointed assistant leader of the department of the biological survey.

Grandma Smith-Hensley is recovering from a recent attack of flu.

E. O. Murrell came up from Wink, Texas, and spent a few days party interests here.

SUICIDE? MURDER? MIRACLE?



PARALYZED from that horrible accident! Never to walk again—I still burned with love for Olga—my sweet, young wife. And yet I was unable to express that glow of hope in my eyes—hope that blazed with desire—the day she met Del Raigoon—unscrupulous matinee idol.

Helpless, I watched him play on her loving, innocent nature—biding his time till Olga no longer could resist him. How I suffered—prayed for her—ragged with jealousy—and dropped to the drugs of despair.

That night—my revolver. "Good-bye, angel-heart," I whispered and—THEN! Out on the lawn—I saw Raigoon take her—my wife—in his arms. "I can't let her live in that disgrace," I cried. Slowly I raised my revolver—carefully I took aim—and . . .

What did John do? In that awful climax, did he kill Olga to save her from disgrace with Raigoon? Or did he murder that sad—an act which

would blacken him forever in the eyes of his wife—of society—of God?

What almighty miracle could have come to solve this pitiful tangle of helpless human destinies? You must read for yourself BECAUSE I LOVED MY WIFE—the true, heart-rending story of a man who wheeled his way through hell in an invalid's chair—and what he finally found at the very brink of oblivion.

Read BECAUSE I LOVED MY WIFE and nearly a score of other astounding real-life stories—all in April TRUE STORY MAGAZINE. Get your copy—read it today!

IN APRIL
True Story
OUT TODAY WHEREVER MAGAZINES ARE SOLD

What the NEW HUMIDOR PACK means to Camel Smokers*



All the Flowers From A to Z For Your Home Garden

FROM asters to zinnias a wide range of delightful annual flowers—tall, dwarf, fragrant—all of them colorful. Some bloom early, others late, many bloom all summer. Select your packets from Northrup, King & Co.'s seed box at a nearby dealer's. No better seeds at any price.

5¢ per packet

Northrup, King & Co.'s
Seeds

Northrup, King & Co.'s Products for Sale by

J. N. McCALL
Grocery and Market

COMPARE a package of Camels with any other cigarette and note the difference in the technique of packing.

Note that Camels are completely enclosed in an outer transparent cover of moisture-proof cellophane and sealed air-tight at every point.

We call this outer shell the Humidor Pack. It differs from the ordinary cellophane pack and while it is egg-shell thin, it means a lot in terms of cigarette enjoyment.

It means, for instance, that evaporation is checkmated and that Salt Lake City can now have as good Camels as Winston-Salem.

While Camels are made of a blend of the choicest Turkish and mellowest domestic tobaccos, it is highly important, if you are to get full benefit of

this quality, that these cigarettes come to you with their natural moisture content still intact.

The Humidor Pack insures that. It prevents the fine tobaccos of Camels from drying out and losing any of their delightful flavor.

Aside from cheap tobacco, two factors in a cigarette can mar the smoker's pleasure:

Fine particles of peppery dust if left in the tobacco by inefficient cleaning methods sting and irritate delicate throat membrane.

Dry tobacco, robbed of its natural moisture by scorching or by evaporation gives off a hot smoke that burns the throat with every inhalation.

We take every precaution against these factors here at Winston-Salem.

A special vacuum cleaning apparatus removes dust and now the new Humidor Pack prevents dryness.



The Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

Check the difference yourself It is a very simple matter to check the difference between Humidor Packed

Camels and other ordinary dry cigarettes.

First of all you can feel the difference as you roll the cigarettes between your fingers. Camels are full-bodied and pliable. A dry cigarette crumbles under pressure and sheds tobacco.

If you will hold a cigarette to each ear and roll them with your fingers you can actually hear the difference.

The real test of course is to smoke them. And here's where the new Humidor Pack proves a real blessing to the smoker.

As you inhale the cool, fragrant smoke from a Camel you get all the mildness and magic of the fine tobaccos of which it is blended.

But when you draw in the hot smoke from a dried cigarette see how flat and brackish it is by comparison and how harsh it is to your throat.

If you are a regular Camel smoker you have already noticed what proper condition of the cigarette means.

But if you haven't tried Camels in the new Humidor Pack you have a new adventure with Lady Nicotine in store.

Switch your affections for just one day, then go back to your old love tomorrow if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

*** smoke a Fresh cigarette!**

The First Indication of Spring



(Copyright, W. H. U.)

Portales Markets

Top hogs	\$ 6.00
Threshed Kaffir	.75
Threshed Maize	.80
Kaffir Heads	13.00
Cream	11.00
Eggs	.21
Light Hens	.15
Heavy Hens	.14
Priests	.15
Turkeys, No. 1	.16
Turkeys, No. 2	.16
Stags	.07

STATE ROYALTIES AT HOBBS \$2,000 PER DAY

Santa Fe, March 9.—Institutions and common schools received \$2,000 per day from the Hobbs field for each day of January. Land Commissioner James Hinkle said today.

This money is all oil royalties and goes into the permanent fund.

TO THE PUBLIC

Our merchandise damaged by fire, will not be on the market for a few days. I will give you further notice when it is for sale.

J. N. KULLION

AUTO FOR EVERY 4.65 PERSONS IN STATE

Santa Fe, March 10.—There is an automobile for every 4.65 persons in New Mexico, according to figures released in the February issue of the New Mexico Highway Journal.

GASOLINE SELL FOR NICKEL A GALLON IN COAST PRICE WAR

San Francisco, March 10.—Gasoline sold as low as five cents a gallon in Los Angeles and oil prices slumped elsewhere in the state Tuesday as the price war, born of overproduction, raged on.

The Standard Oil company Monday reduced crude oil prices on an average of 50 cents a barrel.

HOUSE REFUSE TO TAKE UP ITS DISPENSARY BILL

Santa Fe, March 10.—The house of representatives today refused to get excited over the house liquor dispensary bill when an attempt was made to bring the bill up for action.

Representative R. M. Kranawitter moved that the bill be kept on the calendar and the house passed his motion.

"We haven't time for that now," Kranawitter said, "I move that it be retained on the calendar."

WICKS HATCHERY RUNNING FULL SEASON

The rumor has been circulated that the Wicks Hatchery in Portales was not going to operate the

full season, but upon conversation with Mr. Kelso, it was learned the report was without foundation as the plant is having a splendid run and will continue to the usual close of this season.

The hatchery is open to visitors and the poultry men are at liberty to call at any time to receive any information leading to a greater poultry business for the country.

AMERICAN LEGION TO SHARE SHOW BENEFITS

On Monday and Tuesday of next week, March 16 and 17, the Palace theatre is showing "Reducing" in which the American Legion will share in the profits of the receipts for the two evenings.

This picture is one of the very late hits and Manager Parker assures his patrons a splendid evening's entertainment. In addition to the pleasure of the show the American Legion building fund will be benefited by the patronage. The regular admission price will be charged both evenings.

Eat at Slim's and get fat.

Redistricting Hopes Vanish

SANTA FE, March 11.—Governor Arthur Seligman today passed up all hope of the tenth legislature passing a legislative redistricting bill.

"Five reapportionment bills have been offered to both houses of the legislature," Governor Seligman said today, "and it seems that none of them will be passed."

The reapportionment issue has apparently no political aspects in its present state inasmuch as Democrats, Republicans and Independent-Republicans have all been unable to get together on a measure. Governor Seligman's recommendation to the legislature was for passage of a reapportionment bill which would be based entirely upon population distribution without regard to political aspects.

The old guard Republicans, satisfied with the present arrangement of districts have offered no reapportionment suggestion. The five measures before the house and senate are all of Democratic or Independent-Republican origin and so far those groups have been unable to arrive at measures satisfactory to each other which would be acceptable to the old guard Republicans.

The first reapportionment bill, the Hanna measure was killed in the house of representatives after prolonged jockeying and none of the other submitted measures have been reported out of committee.

WOMAN'S CLUB PROGRAM

The members of the Portales Woman's Club enjoyed a very unusual and most interesting pro-

gram last Wednesday when Mrs. E. T. Hensley and Mrs. A. F. Jones entertained in the Hensley home.

Miss Verda Oakley was program leader and invited some very capable friends to assist her.

Ralph R. Will had the first portion of the program hour and had for his subject "Flag Etiquette." He gave the history of the American flag and reviewed the courtesies due the emblem. His talk was most instructive and the ladies received much information from the talk.

Miss Oakley then introduced the five 4H club girls, whom she had invited to tell the ladies something of the work being done by this organization of girls and boys. Miss Lillian Marr told of the development and growth of the 4H clubs and closed with a recital of some of the benefits she had received during her years of membership. Lena May and Willie Ruth Womack, of the Floyd club, gave a sewing demonstration and many of the women of the party were free to confess the girls had surpassed them in the ability to sew. Essie Dement and Della Mae Brown then gave a poultry demonstration and told of the care and packing of market eggs.

These five young ladies gave many points on the club work being on it this county and since the 4H are for hands, head, heart and health the object of the organization is the proper advancement of these properties.

The hostess served a plate lunch accenting the green and white colors. Tiny shamrocks were the favors found upon the plates.

"Voices" of Snakes

No snake has a voice in the generally accepted sense of that term as applied to animals and human beings, says an article in Pathfinder Magazine. Naturalists do not credit the reports of snakes that bleat like a deer, purr like a cat, cough like a monkey, or make other vocal sounds. Some species of snakes, such as the little American pulling adders, are able to make a hissing noise, which is produced by the air rushing from the throat when the lungs are deflated. This, according to the Smithsonian Institution, is the only "voice" possessed by snakes. Hissless snakes make the rattling noises by vibrating the tips of their tails.

Popular Proverbs

A proverb that seems to have run the gamut of all religions is "It is too late to shut the stable door when the horse is stolen."

The English, the French, the Dutch, the Danes, the Italians, and even the Hindus have applied this old truth, and have made it a part of their language. "It is too late to cover the well when the child is drowned," say the Danes. "The bird cries out too late when it is taken," is one French version; and the Japanese put it thus: "It is too late to cut a stick when the fight is over."

When Time Drags

The self-made man was in the midst of his first interview. "How," inquired the reporter, "did you find time to read in those formative years?"

The self-made man patted his chest proudly.

"I kept a good book open on my desk," said he, "and read it during telephone calls—while holding the wire after some one had said, 'Just a moment, please.'"

—New York Central Lines Magazine.

Hair Growth After Death

There is a difference of opinion among authorities as to whether or not hair grows after death, some claiming to have proved this growth in rare cases. The United States public health service states there are no authentic records of such cases, and the widespread belief in this growth is caused by the shrinking of the skin of a dead body, which gives the appearance of growth to the hair.

Benefits of Hard Work

Maybe hard work never harmed anyone but we've never noticed any very marvelous benefits from carrying out a couple of tubs full of ashes.—Fort Wayne News-Sentinel.

Thurman Harris, of Pampa, Texas, was in the city over the week end visiting in the homes of E. N. Wheeler and A. W. Freeman.

Free Coffee and Donuts at Slim's Monday.

Mrs. Henry Jones and Mr. and Mrs. Dodge have rented the Lee Smith home in east Portales and have moved into the same. Mr. and Mrs. Pitts were located in the Miller duplex on Kansas street while Mrs. Jones has been living in the Mitt Price house on Colorado Street.

Mr. and Mrs. Wat Steward and Leon Jones made a pleasure and business trip the first of the week to El Paso.

BANK EXAMINER MAKES REPORT ON BOND FIRMS

SANTA FE, March 9.—State Bank Examiner Lawrence Tamme's report of his investigation into the activities of so-called thrift and guarantee benefit associations will be submitted to the senate today. Mr. Tamme turned his report over to Lieutenant Governor Andy Hickenbush.

The investigation deals with the activities of eight thrift associations in New Mexico which the bank examiner contends have sold certificates to New Mexico residents on which they will lose approximately \$1,728,000.

A report on such companies with a view of enacting remedial legislation, was requested by the senate, to be considered in a committee of the whole.

New York—Six women in the United States are bank presidents. About 3,000 more are bank executives. This on the authority of Miss Grace S. Storrer, herself a vice-president of a Los Angeles bank and president of the National Association of Bank Women.

DORA YOUNG PEOPLE'S BIBLE CLASS

On Sunday evening, March 15, there will be a program at the Church of Christ. It will be sponsored by Miss Lucy Cathey and others, beginning promptly at 7:00 p. m.

The program is as follows: Sing led by Loris Drew.

Opening Prayer—James Burkett
Scripture Lesson—Children's Class
Bible Story—Fanny Richards
Reading—"Happiness"—Joe Richards
Song—Mildred Gaines, Claudia Dowden.

Importance of Studying the Bible—a class conducted by Lauvella Evans.

Review Question—Mr. A. J. Burkett
Regular Bible Class 2 Sam. 1:12.
Come and be assured of a sincere welcome.

Texaco Service Station

Old Ice Berg Bldg.

To every customer buying 5 gallons of gas, one gallon will be given free Saturday.

Chas. R. Smith

Check This List of Sewing Notions

Look over your sewing-basket and see what you'll need to stock up on before Spring sewing starts in earnest. You'll find that you'll save here, on each sewing notion!

- | | |
|---|---------------------------------|
| — Sewing Thread, spool... 8c | — Penmaid Bias Tape... 8c |
| — Penmaid Spool Silk... 15c | — Silk Bias Tape... 15c |
| — Embroidery Cotton, 2 | — Hank Elastic... 8c |
| — 1/4-in. Rayon Elastic, yd. 4c | — 1/4-in. Rayon Elastic, yd. 6c |
| — 1/2-in. Rayon Elastic, yd. 8c | — 1/2-in. Rayon Elastic, yd. 8c |
| — 3/4-in. Rayon Elastic, yd. 8c | — 1-in. Lisle Elastic, yd. 12c |
| — 1-in. Lisle Elastic, yd. 12c | — Shoulder Strapping, pc. 8c |
| — Lingerie Braid and Shoelace Strapping, piece... 8c | — Pearl Buttons, card. 4c, 8c |
| — Novelty Buttons for coats, dresses, suits, card. 8c | — Buckles, Slides. 8c, 12c, 25c |
| — Cotton Tape, piece... 2c, 4c | |
| — Twill Tape, piece... 4c | |

J.C. PENNEY CO.



SMART FASHIONS

In Which To Meet Spring Days

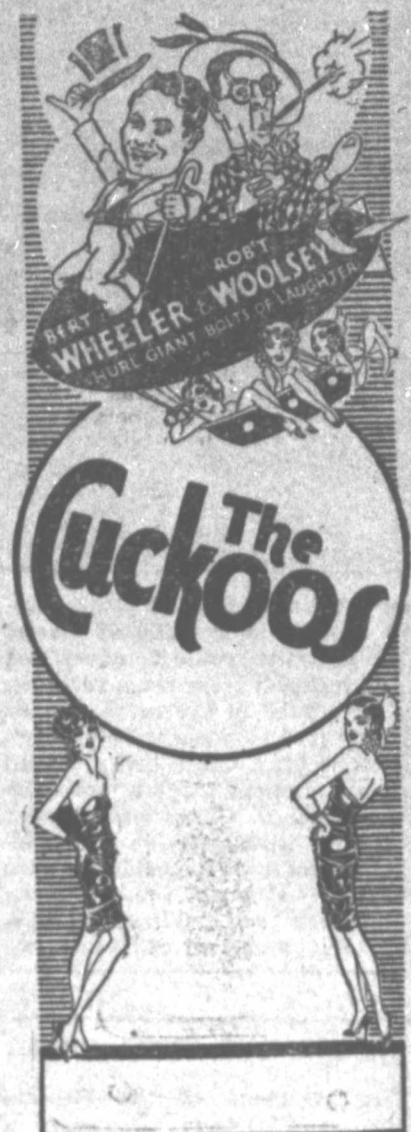
\$4.98 to \$9.90

Sprightly prints, sometimes combined with a plain shade... silk suits showing bold contrasts of color... bright plain shades with lace or embroidery... come in... see these thrilling new fashions... and know that you can afford them, too!

J.C. PENNEY CO.

PALACE THEATRE

Friday and Saturday, 13 & 14.



Monday and Tuesday, 16 & 17.

REDUCING

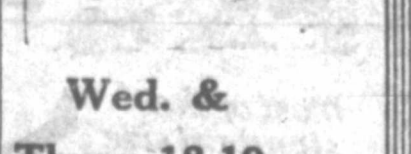


EMIL JANNINGS

The Blue Angel

A Paramount Release

Wed. & Thurs. 18-19



WITH MARLENE DIETRICH

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— Lingerie Braid and Shoelace Strapping, piece... 8c
— Pearl Buttons, card. 4c, 8c
— Novelty Buttons for coats, dresses, suits, card. 8c
— Buckles, Slides. 8c, 12c, 25c
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— Twill Tape, piece... 4c

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J.C. PENNEY CO.

Palace Theatre

Friday and Saturday, 13 & 14.

Monday and Tuesday, 16 & 17.

Reducing

Emil Jannings

The Blue Angel

A Paramount Release

Wed. & Thurs. 18-19

With Marlene Dietrich

HOME ROOM PROGRAM

The home room program for the Junior "B" class was postponed from Tuesday morning to Thursday on account of the Farmers Short Course which was in session in the auditorium Tuesday.

Miss Clarine Brannon is sponsor for this class and directed the children in the selection of the program.

Raymond Worrell was the announced and introduced the members of the class who appeared on the program.

The first was a vocal solo by Ruth Richardson, followed by a reading given by Evelyn Rogers. Three boys disguised as "oultured gentlemen" sang "Old Black Joe." Seven or eight members of the class gave a little playette and the closing number was a duet by Burl Haney and Claib Bostick.

Burl performed a solo upon the harmonica while Claib played the "fiddle".

Tuesday morning of this week was the Freshman class at which Kenneth McCall is the sponsor.

Glenda Patterson was selected to announce the numbers of the program. The first was a piano solo by Esther Nelson. An interesting debate was held discussing the practice of chewing gum. The four debaters were Esther Nelson, Mussett Kennedy, Clela Alford and Kathryn Goodwin. This was followed with a solo by George Malone. Bert George gave a reading and the girls chorus was the concluding musical number. Glenda made the closing remarks concerning the program and thanked the audience in the name of the Freshman A class for the attention and applause.

KENNA

Mr. and Mrs. W. J. Crume of Elida visited Mr. and Mrs. Price Crume Sunday.

Mrs. John Denton is visiting her mother, Mrs. Turner, who has returned to Portales after having spent several weeks in the state of Florida.

Kenna has had a moving picture show this week, affording a means of amusement for the children, and several of the older people.

Mrs. J. H. Crouch entertained several lady friends at a quilting last Friday, despite the extreme cold and snow the day was a pleasurable success.

J. P. Seeds, brother of Mrs. Naylor is here from Texas, visiting the Naylor family.

Mrs. L. E. Vinson is visiting her son, G. C. Cleveland, at Amarillo. Mrs. F. B. Berryhill and Mrs. H. W. Southland were Portales visitors Monday.

Mr. and Mrs. Joe Wilcox are rejoicing over the birth of a 9 pound son, born at Roswell a few days ago.

Mrs. Elizabeth Cooper is up from Artesia visiting her brother, Joe, and family.

ACE HI CLUB

Mrs. Ray Snelson was hostess to members of the Ace Hi bridge club last Friday, when she entertained with a St. Patrick party.

The living room was pretty with the decorations of white and green. Shantocks were the favors. These same colors were used in the arrangement of the lunch which was served after the ladies had enjoyed several progressions of auction bridge.

Mrs. H. C. Wainson held the high score for the players.

Standard Oil Company of Calif. Announces New Premium-Quality Gasoline at Regular Prices.

A new gasoline, establishing an advanced standard of motor-car performance in all cars, was announced today by Standard Oil Company of California. It is called "Standard" Gasoline, and, although it is a premium motor fuel in quality, it will be sold at no increase over the regular price.

The gasoline has been given the Company name, the announcement says, because it is the finest gasoline the Company has ever produced without Ethyl, and is the result of all the Company's fifty-

three years of experience in the refining of motoring products.

Among its advantages to motorists are a higher anti-knock quality, less carbon formation, the elimination of unburned gasoline odors, an all-around improvement in engine performance, and a decrease in value sticking, fouling spark plugs and crankcase dilution, the Company announced.

"Standard" Gasoline, effective in every car, is particularly adapted to motor cars of high compression.

PORTALES SPRING HOME MAKERS CLUB

Mrs. J. E. Carter entertained the ladies of the Portales Spring club in an all day meeting, Tuesday, March 17.

Seven members and two visitors, Mrs. R. F. Greer and Mrs. Sidney Stone were present.

Mrs. Carter had the blocks of unbleached muslin ready for each member to sew the material on, which they had brought for a Dutch doll, also their names were to be on the blocks.

On account of having the meetings out of order, Miss Oakley was not able to be present. In order to get the meetings straight again the next meeting will be Tuesday, March 17. This meeting will be at the New Hope Church house and each member is to bring some work of her own to work on during the day.

There was \$5.00 in the treasury from last year. There has been \$2.50 dues paid this year, making a total of \$8.10 in the treasury.

LITTLE THEATRE

A cast from the Little Theatre presented the comedy-drama "What Anne Brough Home" last Tuesday evening at the high school auditorium.

This is the first program to be given by the organization this year and the members were delighted with the reception given the production.

Miles Glyde Holmes coached the play and is deserving of credit for the success of the evening entertainment. No outstanding stars are worthy of mention as each individual carried well her or his roles.

Miss Clarine Brannon played the part of Anne while Jay Stone was her husband. The play centered around the experiences of Anne who went to town to buy crepe-de-chine and brought home a husband.

The school orchestra gave two numbers before the curtain lifted and between acts Larule Angley and Bill McCall gave a violin duet and Bonnie Ruth George appeared in a reading.

RAINBOW GIRLS

Last Thursday evening the girls of the Rainbow organization met in the Masonic hall and conducted a business meeting after which the degrees of initiation were conferred upon Thelma Crow.

The refreshment committee under the direction of Luella Ison and Pauline Baker served a very bountiful lunch at the close of the meeting.

Next Wednesday evening the Mother Advisor asks that all girls be present for a practice to be held at 7 o'clock. Several matters of business will be considered. One of which will be the discussion of the proposed trip to Carlsbad the last of next week. Also it is necessary to begin plans for the Easter services.

All the girls are urged to bear in mind and be present next Wednesday evening.

SELIGMAN-CO. BILL KILLED IN SENATE

Santa Fe, March 10.—The senate bill creating Seligman-co was unanimously killed in steering committee Monday. After brief consideration a vote showed 10 against and none for creation of the new county out of part of Lea-co.

CAN STILL MAKE UP YOUR MIND AND GET MARRIED IN STATE

Santa Fe, March 10.—New Mexico couples may continue to get married the same day they make up their minds.

The judiciary committee of the house Monday reported unfavorably on the proposed bill requiring a three-day notice before issuance of marriage license. The report was adopted by the house.

The bill was drafted following protests by ministers of the state against passage of the three months divorce law. A more stringent marriage law was advocated.

The house also adopted an unfavorable report on H. B. 283 providing for reapportionment of legislative districts.



Free
Firestone

Standardized BATTERY SERVICE

1. Test battery with hydrometer.
2. Add approved water if needed.
3. Clean top and terminal posts.
4. Tighten and grease terminals.
5. Inspect and check cables.
6. Tighten hold down clamps.
7. Check generator charging rate.

Stop at our station regularly—let us take care of your battery and it will last much longer.

Firestone
BATTERIES
LONGER LIFE

ORANGE SERV

We spe
Wash
Grease

OUR SECOND ANNIVERSARY

These are a few of our Anniversary Offers. Read the Exceptional Values we will present Friday and Saturday

Outing
10 Yds. of Outing
88c

Towels
Four Large Bath Towels
88c

Bloomers, Stepins and Slips
Good quality,
2 for
88c

Fancy Lace Collars
Pretty Patterns
Values to \$1.25
88c

Gowns
Dainty Trimmed Gowns, Each
88c

Garter Belts
2 for
88c

Hickory Make Rubber Aprons
New Stock
2 for
88c

Ladies Purses
2 for
88c

Our Second Anniversary
With this week we are beginning upon the third year of business in Portales and it has indeed been a pleasure to deal with the people of this trade territory and if we have failed to give in return for your splendid patronage satisfactory service then all we ask is that you tell us our error and things will be righted.

We trust that we may continue to serve you and we invite you to visit our store often, you do not have to buy to be welcome, make the United Dry Goods Store your headquarters and feel free to call upon us at any time for we are a part of Portales in that this is our home and we want to help build our City and County to be the best in Fair New Mexico. United Dry Goods Stores, Inc.

Bert Rawlins,
Mgt.

Cretonne
6 Yards for
88c

Neat Patterns
Children's Sweaters
One Large Assortment
88c

Men's Summer Unions
Two for
88c

Mens and Boys Non-Run
Shirts & Trunks
Two for
88c

Avon Bed Sheets
Large size, Each
88c

Lunch Cloths
58x54, Each
88c

Sheeting
9 Quarter Bleached Sheet
2 1/2 Yards
88c

Soiesette Prints
Five yards for
88c

Orchid Silk Hose
2 Pairs for
88c

EAT MORE MEAT SPECIALS FOR SATURDAY

Salt Bacon	15c
Pork Sausage	15c
Beef Roast	15c
Best Loin Steak	20c
Picnic Hams	18c
Premium Bacon	35c
1 lb. Box Sliced	

Purity Market

Where Quality is higher than Price

We Are Moving

Our office from the present location to the building adjoining the New Mexico Utilities Company, formerly occupied by the Purity Market

THE GAS CO

Of New Mexico

"Serving Eastern New Mexico"



Re-conditioned Used Cars

Mod. A 30 Coupe
Mod. A 29 Fodor
Mod. A 29 Tudor
M. AA 29 Truck
Chev. Coach 1930
Chev. Coupe 1928
Chev. Coach 1927
Chev. Truck 1928
Chev. Truck 1927
Chev. Coupe 1926
Buick Coupe 1928
Essex Coach 1927

Universal Motor Co.

Day Phone 16 Night Phone 136
Day and Night Wrecker Service

Washing and Greasing

Telephone Company To Improve Service

A total of \$225,000 will be expended during 1931 by The Mountain States Telephone and Telegraph Company for the improvement and extension of the telephone service in New Mexico and El Paso county, Texas, according to information received today from President F. H. Reid.

"We are proceeding with this substantial program of construction to provide for the expected need of tomorrow as well as to meet today's demand," Mr. Reid said. "Forecasting future growth and building in advance to meet that growth is one of the hazards of the telephone business. Naturally, this program indicates our faith in a return to normal business in New Mexico and El Paso county."

An important part of the 1931 construction program provides for a wider and more satisfactory local service for the communities served by the Mountain States Company. In addition to the expenditures for new construction, other expenses of the Company in New Mexico and El Paso county in 1931 will be approximately \$1,000,000, including such items as wages, rent, and taxes.

Of the total expenditure for new telephone construction about \$225,000 will be for improvements and extension to long distance facilities. The principal long distance projects in New Mexico and El Paso county include copper long distance facilities between Clovis and Port Sumner and between Port Sumner and Santa Rosa; new circuit between El Paso and Las Cruces and other miscellaneous work; toll entrance cable in El Paso; copper circuit between Roswell and Artesia; toll entrance cable in Las Cruces; toll entrance cable in Las Vegas and rerouting toll lines because of highway changes.

SCHOOL BANQUET

Last Thursday evening the second year Home Economic girls of the Portales high school, under the direction of their teacher, Miss Elizabeth Greaves, entertained the school superintendent, principals and the school board members with their wives at a lovely dinner, served in the dining room of the Home Ec. department.

Decorations and colors suggestive of St. Patrick's day were used in the table appointments and food arrangements.

Green candles in crystal holders were used upon the table, placed in U shape. Solid green napkins were effectively used with the pure white cover of the table. The nut cups were made in the shape of Irish hats and were in green, while the place cards were shamrocks bearing the names of the guests. The menu was in green and white. The meal was served in three courses and one of the attractive features of the dinner course were the hot rolls which had been made in the shape of shamrocks.

During the hour Miss Ruth Wheeler sang "My Wild Irish Rose" She was accompanied at the piano by Mrs. Helen Sheldon.

No set program was given during the evening but all the guests enjoyed a very happy, jolly two hours together. The dinner was announced for 6:30 and the girls were highly complimented for their ability in preparing and serving the delicious meal. These young hostesses consisted of Misses Lucille Anderson, Helen Baker, Lois Bankston, Mayme Hausman, Leola Ferguson, Luella Ferguson, Clara Harris, Ruby Hatch, Floy Hayes, Elsie Farnell, Nadine Scott, McKewen Walton, Thelma Worrell, Neola Williamson and Edith Wheeler.

The list of invited guests included Supt. and Mrs. F. D. Golden, Prin. and Mrs. J. P. Steiner, Prin. and Mrs. Kenneth Livingston, Prin. and Mrs. L. L. Brown, Mr. and Mrs. E. M. Wheeler, Judge and Mrs. T. E. Mears, Mr. and Mrs. A. F. Jones, Mr. and Mrs. R. H. Glesom, Mr. and Mrs. J. H. Breshers, Mr. and Mrs. Lewis A. Little, Mr. and Mrs. C. M. Compton.

BAPTIST CALL PASTOR

Rev. Rolfe Barnard was unanimously called to the pastorate of the Baptist church in Portales, at a special business meeting held Sunday evening.

The local congregation has been without a pastor since the death of Rev. C. E. Ball, on December 31.

A call was extended Rev. Strickland of Texico by the church several weeks ago, but he did not accept and since that time the membership has been considering other preachers.

Rev. Barnard is a young man about thirty years of age but has been in the ministerial work for seven years. He is a graduate of Simmons University and has his D. D. from the Southwestern Seminary in Port Worth. At present Rev. Barnard is pastor of the church at Alford, Texas, where his wife and little one year old daughter are with him.

The church is almost assured of his acceptance of the call as he was in Portales about two weeks ago and filled the pulpit at the local church. The pulpit committee does not think Rev. Barnard will be able to reach Portales in time to begin his duties as a pastor of the Baptist congregation before the middle of March.

ST. PATRICK TEA

Mrs. T. E. Mears and Mrs. P. E. Jordan have changed the plans for the St. Patrick tea which they are giving next Tuesday, and the

same will be held in the Mears home instead of the Jordan home as previously arranged.

The money collected at this silver tea will be applied to the monument fund of the United Daughters of the Confederacy organization.

The hours are from three until six on Tuesday afternoon, March 17.

BUILDS NEW HOME AND APARTMENT

Miss Bess Dohoney has let the contract to W. W. Nelson of Lubbock for the erection of a residence and a duplex on her property at the corner of Utah and Liberty Streets.

Work will be started this week wrecking the present residence on the property.

On the rear of the lot, and facing Utah street, a duplex will be erected, this will be of stucco, with brick trimmings. Each of the apartments will consist of three rooms and bath.

On the front of the lot Miss Bess will have a brick veneer residence built. This will consist of five rooms with a three room apartment as a wing of the building.

As soon as the property is cleared of the present building work will be started upon the basement of the duplex which will be built before the residence.

The raising of the present home of Miss Dohoney is the removal of one of the old landmarks of the city as that residence was erected more than twenty years ago by Bascom Howard.

PORTALES SIGN CO. MOVES TO NEW HOME

The past week the Portales Sign Co. have been busy moving from north Main to the first door west of Portales Garage.

C. O. Smallrite, of New York is a new employee of the Sign Co. They have made their place look like a sign shop, with a large sign over the door, with the word Signs in large letters about three feet high.

BELL-BELL

Miss Kenneth Bell and Don Bell surprised their friends by quietly being married last Sunday evening about nine o'clock, at the home of Mr. and Mrs. Ike Hughes, with Mr. Hughes reading the ceremony. W. B. Smith, uncle of the bride, was the only member of either family present.

Both of these young people have grown to manhood and womanhood in Portales and graduated from the Portales high school. Though of the same name, the families are of no relation.

The bride is the daughter of Mr. and Mrs. T. E. Bell who are now residents of Clovis. The groom is the youngest son of Mr. and Mrs. T. Q. Bell, one time citizens of Portales but now living in Texas.

After graduation this young couple was given positions in the First National bank and it has been during the years of this association that the romance began which culminated with the marriage Sunday evening.

Monday morning Mrs. Hensley gave a very pretty breakfast for the newly weds. For the next few days, Mr. and Mrs. Bell will make their home with Dr. and Mrs. E. T. Hensley, and will then later establish their own home.

The many friends and acquaintances wish for these young people a long life of prosperity and supreme happiness.

Mr. Bell does not plan to continue with her work in the bank after her marriage is fully consummated with the line of duties.

BASKET BALL TOURNAMENT

On Saturday of this week, March 14, the B basket ball tournament will be held in Portales. This will consist of games between both girls and boys of the grade schools of the county.

The first game will be called Saturday morning at nine o'clock.

MAXWELL BARBER SHOP

Portales, N. M.
Sanitation and
Good Work
Our Motto

THE PORTALES LAUNDRY KIDS



WE LEAVE THE WEAR
AND COLOR IN --
AND THAT EXPLAINS
JUST HOW WE WIN!

EVERY shirt that we launder and every collar that leaves our place is laundered up to perfection, just exactly as our customers want them. We give personal attention to all laundry that comes in, and that is the reason that we do such good work. If you are not satisfied with your laundry work, send it to us; you will be then.

Portales Steam
Laundry
Dry Cleaners and
Dyers
PHONE 17

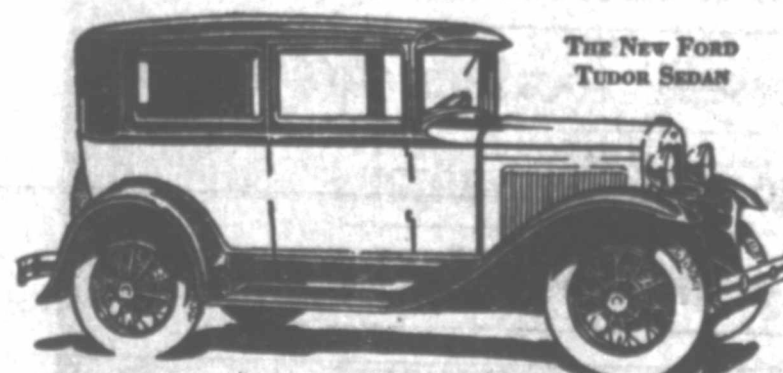
More than 73,000 miles in a New Ford

THE substantial worth of the new Ford is reflected in its good performance, economy and reliability. Its stamina and endurance are particularly apparent in sections where bad roads and severe weather put a heavy extra burden on the automobile.

In less than a year a new Ford Tudor Sedan was driven more than seventy-three thousand miles over a difficult route. The operating cost per mile was very low and practically the only expense for repairs was for new piston rings and a new bearing for the generator.

The car carried an average load of 1200 pounds of mail and was driven 250 miles daily. "The Ford has never failed to go when I was ready," writes one of the three mail carriers operating the car. "The starter did the trick last winter even at 34 degrees below zero. The gas runs about 20 miles per gallon. At times I pull a trailer whenever I have a bulky load."

Many other Ford owners report the same satisfactory performance. Every part has been made to endure — to serve you faithfully and well for many thousands of miles.



LOW PRICES OF FORD CARS
\$430 to \$630

P. O. B. Detroit, plus freight and delivery. Compare and spare the extra at small cost. You can buy a Ford for a small down payment on a convenient financing plan. See your Ford dealer for details.

FEATURES OF THE NEW FORD

Attractive lines and colors, rich, long-wearing upholstery, sturdy steel body construction, Triplex shutter-proof glass windshield, silent, fully enclosed four-wheel brakes, four Honda-like double-acting hydraulic shock absorbers, aluminum pistons, chrome alloy valves, torque-tube drive, three-quarter floating rear axle, more than twenty ball and roller bearings, and bright, enduring Rustless Steel for many exterior metal parts. In addition, you save many dollars because of the low first cost of the Ford, low cost of operation and up-keep and low yearly depreciation.

The second round will start at four with the champion games in the evening. The girls game will be called at seven o'clock and the boys' at eight.

First and second place silver trophies have been provided for both the girls and boys and these will be awarded the victors at the close of the tournament.

The referees are Claude McDougal of Clovis and A. O. Frederick of Center. The timers are Broda McAllister and Eulith Compton, while J. W. Syone of Midway and Alfred Powell of Portales will be the scorers.

Dr. Carl's Dis- covery Stops Gas, Constipation

In his private practice, Dr. Carl Weschcke first perfected the simple mixture now known as Adierika. Unlike most known remedies, Adierika acts on BOTH upper and lower bowel and removes old poisons you would never believe were in your system. Stops GAS bloating in 10 minutes! Relieves chronic constipation in 2 hours! Let Adierika give your stomach and bowels a REAL cleaning and see how good you feel! It will surprise you! Portales Drug Store.

SORE GUMS—PYORRHEA
Heal your gums and save your teeth. It's simple. Just get a bottle of LETO'S PYORRHEA REMEDY and follow directions. Don't delay! do it now. LETO'S is always guaranteed.

Legal Advertisements NOTICE OF RECEIVER'S SALE

Notice is hereby that, by order of the court in Cause No. 2704, pending in the District Court of Roosevelt Co., N. M., wherein, J. J. Cutler is plaintiff, and C. W. Varney, defendant, and Butler Brothers, Intervener, the undersigned receiver will offer for sale at public auction to the highest bidder for cash, this said entire stock of merchandise and fixtures of said Varney's Variety Store, at the front door of said building on Main Street in Portales, N. M. at the hour of ten o'clock a. m. on March 14th, 1931.

R. H. GRISSOM, Receiver.

NOTICE TO CREDITORS

Notice is hereby given that, by order of the court in Cause No. 2704, pending in the District Court of Roosevelt Co., N. M., wherein, J. J. Cutler is plaintiff and C. W. Varney, defendant, and Butler Brothers, Intervener, all creditors of the said defendant, are hereby required to file their verified claims against said defendant with the undersigned receiver in said cause on or by April 1st, 1931, or same will be precluded from participating in the assets of said estate in the hands of said receiver. Dated this March, 3rd, 1931.

March 5-12

NOTICE FOR PUBLICATION

Department of the Interior
U. S. Land Office at Santa Fe, N. M.
Jan. 17, 1931.
NOTICE is hereby given that William C. Thornton of Portales, N. M., who, on Nov. 26th, 1930, made Add. Homestead Entry, No. 054671, for NW 1/4 NE 1/4, Section 24, Township 1N, Range 31E, N. M. P. Meridian, has filed notice of intention to make three year Proof, to establish claim to the land above described, before R. H. Grissom, U. S. Commissioner, at Portales, N. M., on the 8th day of April, 1931.

Claimant names as witnesses: Sam J. Stinnett, J. N. McCall, Theo. Summers, and H. A. McCall, all of Portales, N. M.
FRANK L. WOOD
Acting Register.

Mar. 5-Apr. 2

NOTICE FOR PUBLICATION

Department of the Interior
U. S. Land Office at Santa Fe, New Mexico
Feb. 16, 1931
NOTICE is hereby given that Marion E. Andes, of Portales, New Mexico, who, on March 20, 1926, made Add. hd. entry, No. 063598, for SE 1/4 SW 1/4, SW 1/4 SE 1/4, lot 4, Sec. 19, NE 1/4 SE 1/4, Section 20, Township 1 S., Range 29 E., N. M. P. Meridian, has filed notice of intention to make three year Proof, to establish claim to the land above described, before United States Commissioner, Portales, New Mexico, on the 31st day of March, 1931.

Claimant names as witnesses: Walter Thomas, of Claudell, N. M., Joe Bush and Guy Cross, both of Portales, N. M. and Albert Finch, of Dereno, N. M.
S. W. BERGERE,
Register.

Feb. 19-Mar. 19.

NOTICE TO CREDITORS

In the District Court of Roosevelt County, New Mexico.
2726 SOUTHWESTERN DRUG CORPORATION, et al
plaintiffs, VS. W. A. Bangle, et al
Brooks, L. O. Speer, Wayland Speer and the City Drug Store, of Portales, New Mexico, Defendants.
All creditors of said defendants are hereby notified to file any claim they may have against said W. A. Bangle, et al, O. Speer, Wayland Speer and the City Drug Store of Portales, New Mexico, with the undersigned Receiver, on or before March 25th, 1931, or

Directory Professional

C. M. COMPTON, Jr.
Attorney at Law
Practice in all the Courts
Office over Hughes Confectionery

Dr. R. W. Means
Dentist
Residence Phone 148
Office Phone 26
X-RAY DIAGNOSIS

OLDHAM
FIRE AND LIFE
Insurance
FARM LOANS

Dr. I. D. Johnson
Dentist
Phone 82 for appointment
Portales, New Mexico

Portales Realty Co.
OFFICE:
Rear of Masonic Building
after fixed, to the sum of \$130.00,
Sam J. Stinnett H. E. Sadler

Young & Hatch
Hags, Cattle and Feed
We do Custom Grinding
Portales, --- N. M.

Thomas C. Clayton
NATUROPATHIC PHYSICIAN
Box 698
Portales, New Mexico

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

Ballow & Price
Coal, Ice and Feed
Authorized Purina Dealers
Telephone 3

Dr. N. F. Wollard
Local Surgeon
Office Near's Drug Store
A. T. & S. F. Hospital A'n.
Phone: Office 48, Res. 108

C. A. SOE, M. D.
Physician and Surgeon
Phone 75

S. N. Hancock
Optometrist—Eyes Tested, Glasses Fitted, Registered under the State Board of New Mexico
Next Door to New Mexico Drug

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

According to the order of the Court in said above entitled cause. Dated Feb. 25, 1931.
W. B. Oldham, Receiver
City Drug Store,
Portales, New Mexico.
Feb. 26-Mar. 19.

SUMMONS BY PUBLICATION

The State of New Mexico to the defendants, Lulu M. Kidd, impleading with following named defendants against whom substituted service is hereby sought to be obtained, to wit: said Lulu M. Kidd, Addie Kidd, and all unknown claimants of interest in the premises adverse to the plaintiff, Greetings: You said defendants are hereby notified that a suit has been commenced against you in the District Court of Roosevelt Co., N. M., by Eldora Smith, plaintiff, against you said defendants, being No. 2725, on the civil docket of said court; the nature and objects of which are to obtain a decree of said court quieting the title of plaintiff in and to all of section 7 in Twp. 7 S.R. 37E N. M. P. M., in Roosevelt Co., N. M., against you said defendants, and to forever bar and estop defendants and each of them, and anyone claiming by, under, or through them from having or claiming any right, title, interest, or claim, in, to, or upon said lands and premises adverse to the estate of plaintiff therein and to forever quiet, establish and set at rest plaintiff's title thereto. Defendants are also notified that unless they enter their appearance in said cause on or by April 14, 1931, judgment will be rendered against them by default and the plaintiff will apply to the court for the relief demanded in her complaint. T. E. Mears, whose business and P. O. address is Portales, N. M., is attorney for plaintiff.

Given under my hand and seal of said court Feb. 18, 1931.
JOHN W. BALLOW
County Clerk.
(Seal)
Feb. 18—Mar. 17 M

Hay Fever and Asthma Can be permanently cured with our New Radioni Technecque Consultation Free Drs. Keller & Keller

Phone 59 Res. 77



Blending makes it better

In the kitchen of a great house, the gifted master creates the blend of ingredients to produce the perfect cup of coffee. There is a secret in the blend of these three ingredients. It is the secret of a balanced blend of three ingredients. Just as carefully as the perfume blender at his delicate task, CONOCO refiners have developed their balanced blend of these three ingredients. There is the gift of knowing how to merge the qualities of the three gasolines to create a balanced, triple-test fuel. One brand of coffee outsells all others because of the experience of its blender. And so, with CONOCO Balanced-Blend Gasoline, the skill of the blender accounts for the popularity of the product. Stop today at the sign of the CONOCO Red Triangle and have your gas tank filled with this better motor fuel.

CONOCO

THE CONOCO BLEND GASOLINE

Free!
Men's Shirts
One Special Dress
sortment Each
Shirts.
88c
Men's Fancy
Two for
88c
A real value
Elliott Rayon
Checks
39c Value
8 1/2 Yards for
88c
One of the Year's
Best Spring Time
Meditation
Satisfying afternoon as one of
our anniversary specials we
will give away three beautiful
shirts.
End of the Year
Spring Time
Meditation

COUNTY EXTENSION NOTES

The home demonstration agent met with the women of the Longs community recently and assisted with the organization of a Home Makers Club. There were fifteen interested in this move and were present to assist in the organization.

Mrs. M. W. Hermon was selected president, with Mrs. C. D. Vandiver as vice president, and Mrs. A. L. Robertson secretary.

The members chose the second and fourth Tuesday of each month as their regular meeting dates and voted to carry on the study of foods as their program of work. Nine girls of Longs were interested in club work so they organized a 4H club recently. This was accomplished with the assistance of Miss Oakley.

The officers chosen among the girls were: Anna Fred Ragland, president; Wanda Parks, vice president; Vada Zim, secretary; Zella Ragland, song leader; Grace Parks, yell leader and Sybil Frazz game leader. Mrs. Blanche Vaughn was chosen as their leader and will doubtless prove very capable as she was formerly a 4H girl. These girls meet on the same dates as the Longs home makers club.

Miss Veda Strong, assistant state home leader, visited Rogers on Thursday, March 5 with Miss Oakley. The club met with Mrs. John Howl and assisted in canning a beef after the demonstration given by Miss Oakley and Miss Strong. A dress form demonstration was also given during the day.

Miss Madge Reese, cooperative extension agent for the Western states from the Washington office was also in the county on March 5 and it was her plan to visit the Rogers club with Miss Strong and Miss Oakley but on account of a painful sore throat was compelled to remain at her room at the hotel in Portales. It is regretted Miss Reese could not attend this meeting.

Mrs. Rose McFall, secretary of the Redlake home makers club reported a splendid meeting held on March 5 at the home of Mrs. H. T. Moody with 15 ladies present. Quite a bit of the day was spent in quilting for the hostess.

The business meeting was called to order by the president, Mrs. Hubert Watkins at 2 p. m. The response to roll call were short cuts in sewing. The subject "dresses we make vs. dresses we buy ready made" was ably handled by Mrs. Moody. Two new members were received into the club at this meeting. The next meeting will be held March 19 in the home of Mrs. McFall with Mrs. Chism leader.

The Home Makers club of Portales met in the home of Mrs. Nora Johnston on Wednesday, March 4. Twenty-six members were present and four ladies were accepted into the organization during the day. Miss Oakley was in charge of the program which was a discussion of "Dresses we make and dresses we buy ready made." The next meeting of the club will be held at the home of Mrs. Kuykendall on March 12.

A successful meat canning demonstration was given at the home of Mrs. J. H. Broghers by Miss Oakley on March 6. Thirty-eight quarts of steak, roast and stew meat was the result of the day's work.

CHURCH OF CHRIST REVIVAL BEGINS SUNDAY, MARCH 15

The Church of Christ in Portales has more than doubled its membership in the past year. And we are now starting a revival campaign, hoping that we may further expand the borders of the Kingdom of God in this city.

We will have a seating capacity of at least eight hundred and we cordially invite our friends and neighbors to freely come.

Oscar Galloway has been sick at the home of his parents, Mr. and Mrs. Frank Galloway for the past three weeks with an attack of pleurisy. He is slightly improved at the present.

CANNING CONTEST

Read carefully the following article which explains the International Canning Contest in Roosevelt County. It is open to every one whether a club member or not and it is hoped Roosevelt County will be the champion county and make the most entries.

AURORA, ILL., March 8—Word has just been received from Grace Viall Gray that the International Canning Contest has started. Mrs. Gray, who is acting as secretary of the contest, writes that the contest is to be held at the Log Cabin on the Central States Fair and Exposition Grounds, Aurora, Ill. This contest is open to all women and girls in the world.

The contest is held for many reasons. One purpose is to find the best jars of home canned products. Another object is to teach the value of thrift by conserving home canned products. The third reason, and possibly the one that will appeal most to many women, is to find a market for home canned delicacies, such as peach pickles, watermelon rind pickles, jellies, marmalades, fruit butters, and preserves.

There is no reason why Roosevelt County should not be the champion home canning county in the world. That high honor carries with it a county prize which is given to the county entering the largest number of jars. Knowing how many good home canners there are in this county, there is no reason why it should not be put on the map in a big way.

In addition, there are wonderful cash prizes for the women and girls whose products are judged among the prize winning jars in the contest. There are three classes to enter—Individual Jar Class, Back Class, and Balanced Fancy Class. There are special prizes for each class.

There is no entry fee and no red tape to enter this contest. All that a woman or girl in this county needs to do to get started is to phone or write Miss Veda Oakley, County Extension Agent. Each contestant will receive one free Ball mason jar together with the necessary labels and canning instructions. The Ball mason jar is the official jar of the contest and all products must be submitted in this jar. This is necessary so that all entries will be uniform in every respect. Contestants are free to use any method of canning they prefer.

For further information get in touch with Miss Oakley or write direct to Grace Viall Gray, Log Cabin, Aurora, Illinois.

BETHEL

Prayer meeting will be announced for the next Wednesday night at the next meeting, as we will

decide whether to have the meeting at the little meeting house or at the homes as usual.

Quite a number of friends and relatives of the Senior Class of Floyd of which Mrs. Oscar Bobo is a member, gather at their home to give them an old-fashioned belling. They expect to spend some time with Mr. and Mrs. J. S. Bobo for the present.

There was 51 present at Sunday school last Sunday.

Don't forget Sunday school next Sunday morning promptly at 10 o'clock. The following officers have been elected: Supt., J. H. Boteles, asst., Mr. Early, secy-treas., Monroe Boteles, asst., Ollie Bugger, choirster, Monroe Boteles, asst., Virgil Early, teachers, Mr. Early, Virgil Early, Jessie Theiford, Mrs. Adams, board of trustees, Mr. Robert Little, Ed Adams and Geo. Theiford.

Mr. and Mrs. J. H. Boteles, son, Monroe, daughter, Eunice, Bud Carstrud, Flo Redburn and Isaac Little were dinner guests of Mr. and Mrs. Ed Adams and son, Sunday.

On account of the storm last week school was dismissed one day as only five of the trucks were out.

Mr. and Mrs. Slay spent Sunday evening with Mr. and Mrs. Roy Cline and daughter Billie.

Mary, the little daughter of Mr. and Mrs. Fred Campbell, has been seriously ill for over a week, but is now improving. She had pneumonia.

Mr. and Mrs. Jim Brown and daughter, Edna, spent Saturday in Clovis and were supper guests in the home of Mr. and Mrs. J. H. Boteles. Miss Edna is recovering from an operation for appendicitis.

Both of the Early families and a daughter of Mr. and Mrs. Early with their two children were in a car wreck Saturday when a trailer loaded with cement came loose from the car and ran into the Early car, wrecking it. Mrs. Virgil Early suffered a dislocated shoulder and the rest of the occupants escaped with minor injuries. They were brought to town and injuries attended to.

ROEBUCK

Roebuck is still on the map if you don't hear from us very often. The farmers have been very busy preparing their land for another crop. It is getting dry here but we are hoping we get a good season before planting time. Have had two light snows lately but did not put enough moisture in the ground to do much good.

There has been some sickness in the community caused from bad colds.

The report is that Mr. and Mrs. F. Wooley are coming back to their farm right away. They went to the mountains last spring and filed on land. But sold out and are coming back home.

D. H. Judah, Jr. has rented C. B. Robinson's place and will farm it in addition to his own farm. C. B. has a job in town for the year.

Mr. and Mrs. J. A. Jackson of Kansas City spent last Saturday night with Mr. and Mrs. R. M. Harding. Mr. and Mrs. Jackson have a homestead near Causey. They have been visiting old neighbors and friends and attending to some business. We would be glad to have them for neighbors again if they ever see fit to move back.

Some few from this community attended a part of the farmers short course last week and thought it very interesting and instructive. Hope it proves a great benefit to all who attended.

We are afraid the recent cold weather has killed a part of our fruit, as the buds were swelling considerably.

Dan Gregory and family have rented and moved to the D. B. Robinson place recently.

Mr. Lightfoot and two daughters, who have moved from the D. B. Robinson place this year, were in Clovis last Saturday p. m. They like their new location near Elda fine and plan to raise a large bunch of chickens this year, instead of turkeys. We wish them good luck.

FERRY-GARTON

Miss Peggy Ferry and Wilbur Garton were married in the Baptist parsonage last Monday evening at 7:30 by Rev. J. F. Nix, for several years a friend of the Ferry family.

Mrs. Garton is the youngest daughter of Mr. and Mrs. R. T. Ferry of Portales and a sister of Mrs. Jack Howard, Mrs. R. E. McAllister and Mrs. Luther Hahn. She has a large circle of acquaintances here in Roosevelt County where she has spent the greater portion of her life.

Mr. Garton is a young man of Texas, owning and operating a drug store in Borger, Texas, and it is to that city that he and his wife went Tuesday of this week to make their future home.

Those attending the wedding from Portales were Mr. and Mrs. Jack Howard, Miss Malzie Morris, Miss Dolly Jones, Broda McAllister and LeRoy Cranford.

DR. GAINES SPECIALIST

In Internal Medicine

Will be at

CLOVIS ANTLERS HOTEL

Friday Night, March 27, 7 p. m. to 10 p. m. And Saturday, March 28, 9 a. m. to 2 p. m.

THEY COME MANY MILES TO SEE HIM

Free Consultation and Advice To All Who Call on the Above date

Does not use the knife

FREE BLOOD TEST

According to his method of treatment, he does not operate for chronic appendicitis, gall stones, ulcers of stomach, goitre, tonsils or adenoids. He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers, female and rectal ailments.

Files treated without the knife

Head of the family should accompany the patient.

NOW! A MODERN SIGN SERVICE IN PORTALES

PORTALES SIGN COMPANY

"Because of Quality"

North West Side of the Square

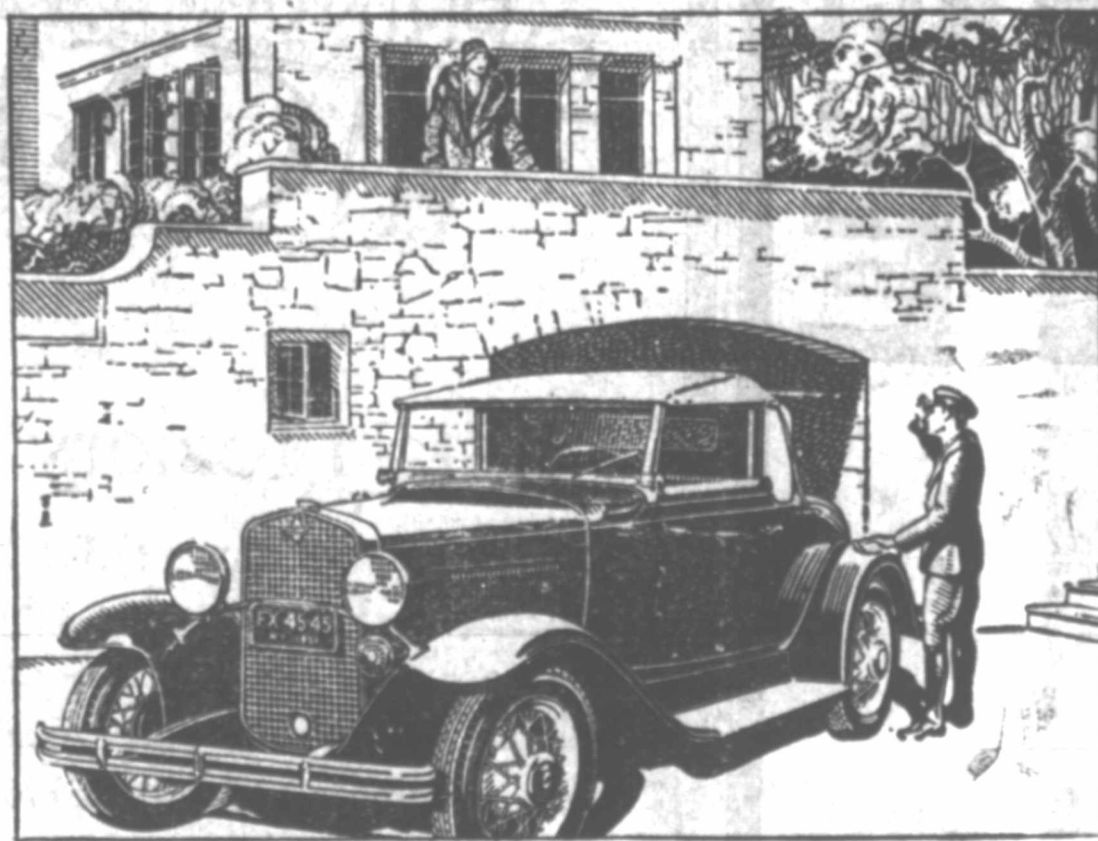
Next door to Portales Garage

All kinds of SIGNS for all purposes

When better signs are painted we will paint them

TRY TO BEAT OUR PRICES.

"Service?"—and How!



The New Chevrolet Convertible Cabriolet—Product of General Motors

Consider what you get for what you pay

Today, especially, it is wise to consider carefully just what you get for every dollar you pay. Be certain that the automobile you buy represents the latest standard of motor car value. Quality never cost less than it does in the new Chevrolet Six. And in the long run, quality makes a big difference in the satisfaction you get out of the money you spend for an automobile.

New Low Prices—Roadster, \$475; Sport Roadster with rumble seat, \$495; Phaeton, \$510; Standard Coupe, \$535; Coach or Standard Five-Window Coupe, \$545; Sport Coupe (rumble seat), \$575; Five-Passenger Coupe, \$595; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan or Convertible Landau Phaeton, \$650. Prices f. o. b. Flint, Mich. Special equipment extra. Low delivered prices and easy terms.

NEW CHEVROLET SIX

The Great American Value

See Your Dealer Below

Portales Motor Company, Inc.

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, 1928 to 1930, f. o. b. Flint, Michigan

Painful Condition

"When I was just a girl at home," writes Mrs. B. F. Riggan, of Baird, Texas, "I took Cardui for cramping and pains in my side and back, and it helped me at that time."

"After I was married, I found myself in a weak, run-down condition. I suffered a great deal with my back, which was so weak it hurt me to get up or when I would stand on my feet. I fell off in weight."

"A friend of mine, seeing how bad I felt, advised me to take Cardui, which I did. By the time I had taken two bottles, I felt stronger and better than I had in a long time."

CARDUI

Helps Women to Health

Take Theiford's Black-Draught for Constipation, Indigestion, and Bilelessness.

Flying Kites--

—is very dangerous where wire cords or damp string is used.

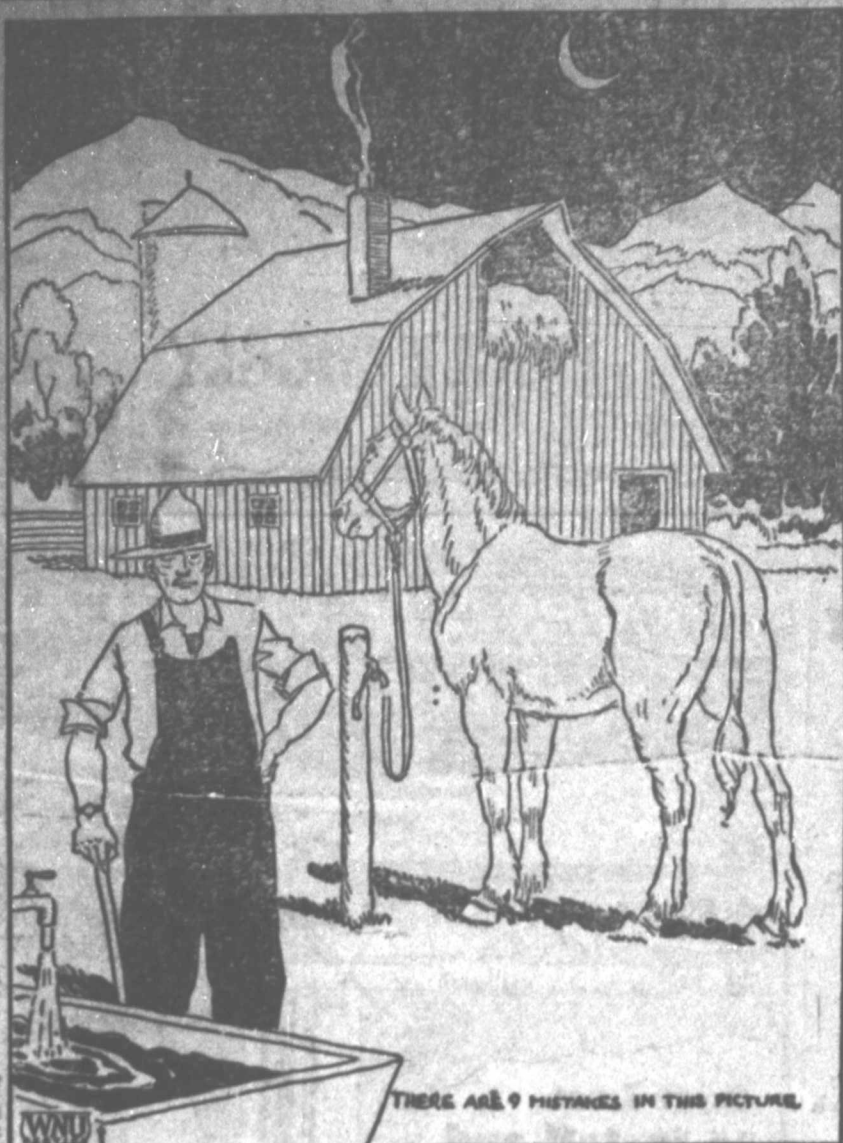
Care should be taken to prevent children from flying kites near Electric lines.

New Mexico Utilities Co.

F. E. SLEEPER Mgr.

Portales, N. M.

WHAT'S WRONG AND WHERE?



THERE ARE 9 MISTAKES IN THIS PICTURE.

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.

ROMANTIC STORY UNDERLIES COMEDY SITUATIONS OF "REDUCING"

In "Reducing," the new Marie Dressler-Polly Moran Metro-Goldwyn-Mayer comedy, which will open Monday at the Palace theatre for 2 days, there is no delay to the start of the fun.

It begins with the departure of Marie Dressler, her possum-husband, Lucien Littlefield; her daughter, Anita Page, and her two sons, for a visit with her sister, Polly Moran, wealthy New York beauty parlor proprietress.

The laughs start with adventures at a station ticket office, and then in a Pullman, where Marie has engaged one upper for both herself and Anita. The guffaws continue when the group arrive in New York. Mischief on the part of the boys in the Grand Central Station starts a wave of laughs which washes them all right into Polly's apartment. Girls' gaffes are reserved for the next sequence laid in the beauty parlors, where Marie becomes Polly's assistant, and Anita the cashier.

All comedies must have a plot to pull the laughs together, and in "Reducing" the plot concerns the tangled love affairs of Anita Page and her New York cousin, Sally Eilers. The men in the case are William "Buster" Collier, Jr., clever son of a clever father, and the capable William Bakewell, direct from his successes in "Paid" and "All Quiet on the Western Front."

Boulder Dam Contract Let

Six Companies Inc., Get Award for Project at \$48,890,995

WASHINGTON, March 11—Secretary Wilbur today accepted the \$48,890,995 bid of the Six Companies, Incorporated, of San Francisco for building the Hoover Dam, power house and appurtenant works at the Boulder Canyon project.

Recognition of the company's offer as the low bid was tantamount to awarding the contract and cleared the way for starting construction on one of the greatest peace time engineering feats ever attempted. Estimated cost of the dam, power system and appurtenant works, such as the intake towers, spillways and diversion tunnels totals \$109,000,000, but approximately half of this will be supplied

by the government in materials. The company will be notified immediately that its bid was accepted and instructed to start work when ready. The contract will be delayed several days, as it must be accepted by the company, a surety bond of \$5,000,000 posted and approved by Secretary Wilbur.

The specifications require that work be started within 30 days after the builder is given notice to proceed, and the dam must be completed within six and one half years, with a penalty of \$3,000 daily for each day longer.

TENTH LEGISLATURE IN OFFICE OF GOVERNOR ENDS AT NOON WED.

SANTA FE, March 11.—The tenth legislative session in the governor's office in effect, came to an end at noon today.

This is the end of the fifty-seventh day, and henceforth the legislature will have no opportunity to reconsider any bills which may receive unfavorable action by the governor.

The procedure from now on, so far as the governor's office is concerned, is that the legislature passes bills and sends them to his office.

He has until six days after Saturday noon in which to sign or veto the measures passed by the lawmakers.

FLOYD SCHOOL NOTES

Floyd will enter two teams in the class B tournament Saturday at Portales.

The Little Theatre Players of Portales will bring a play here in the near future. This is to be the best play of the year. Don't miss it.

Dr. D. A. Eady and wife returned from Stanford, Texas, where they have been for several days.

The Vog. Ag. received their baby chicks Monday.

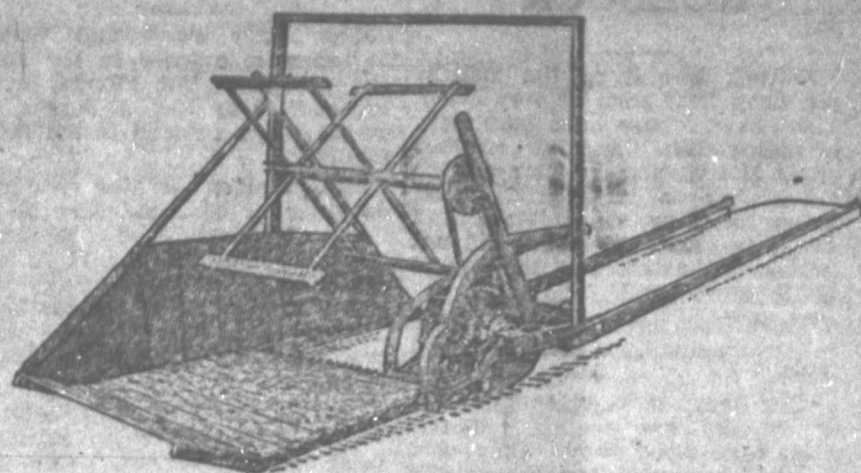
Mr. Roy Terrell and Miss Willie Terrell motored to Clovis Tuesday.

The Junior High will entertain in assembly Friday at the assembly period. Every one is invited.

A number of young folks were entertained at the Isiah Jones home Saturday night with a forty-two party. Every one had a very enjoyable time.

Mr. J. W. Russell and son, Ezra, went to Acme Sunday to work on the road. Mr. Ismael Malone also accompanied them.

Due to bad weather no school



The above is the hundred year old reaper exhibited here March 2 and 3 at the Farmers Short Course.

was held Friday of last week. Coach Lofton dragged the race track Tuesday. The boys are going to start work for the track meet to be held in the county. Buddie Bryant visited his mother in Clovis over the week end. Quite a number of the student body have received the school jackets with the broncho emblem on the back.

Otto Kaptina, of the Joyce-Pruit Company was in Clovis Wednesday morning on business.

Ray Bonner and Phillip Johnson were week end guests of relatives and friends in Fort Sumner.

Harold Sweetland has accepted a position with the First National Bank in Portales and will enter upon his duties next Monday.

Mr. and Mrs. Henry Rankin of Hobbs came to Portales Wednesday and spent the time visiting with friends and looking after business interests. Mr. Rankin was

post master of Elda for several years in the pioneer days.

Jim Crow and his mother, Mrs. W. E. Crow, were in Amarillo a portion of this week attending to business and visiting.

Stim will feed and satisfy you.

Oscar Galloway was taken to the hospital in Clovis on Monday of this week where he is receiving treatment for pleurisy.

Miss Mary Alice Walton and Miss Lucy Stinnett, both teachers in the school at Fort Sumner were in Portales over the week end attending the basket ball tournament.

Mrs. E. N. Smith, Mrs. W. E. Daniel, Mrs. Renley Spence and Jack Raymond were visiting in Clovis last Saturday.

Mrs. Todd with her son, Wiley, and Mr. and Mrs. Arlie Snow were up from Elda Tuesday transacting business in the county seat.

Just Received Car Load of Layne & Bowler Turbine Pumps

The best pump for irrigation

Call and investigate and you will save money. Will have another car following about the 20.

Tom Wright & Son

LAST CHANCE To Save 25 to 50 % SALE

Closes Saturday

WHAT PRICES

Ladies Rayon Pajamas \$1.00 All Pastel Colors. \$1.95 values

Mens Oxfords \$2.49 Plain or Cap toe, \$3.95 values

Spring Dresses \$4.97 A new shipment, \$8.99 values

Mens Dress Hats \$2.95 Values to \$5.85, Choice

Rayon Bloomers 39c New Pastel Shades

\$1.00 Tennis Shoes	69c	6c Ladies Hose	33c
75c Caps	39c	8c Ladies Hose	18c
\$1.00 Shirts	77c	\$3.95 Ladies Hats	1.88
\$5.00 Sweaters	\$2.39	50c Towels	19c
\$2.00 Pants	\$1.00	20c Sox	10c

THE FAMOUS

MEN'S TWO TROUSER SUITS

In Weights and Colors Suitable for Year-round Wear

\$35.00

Two trousers goes with every suit. That's what assures you more value and extra long wear. Tailored of fine selected wools in assorted colors and patterns. Styles for young and old men.

Other 2-Trouser Suits \$25.00

Stetson Hats \$8.00 to \$16.50

Bryon & Keith Hats \$5.00 & \$6.00

Joyce-Pruit Co. A Complete Department Store

SPRING HOSIERY SELLING

Silk Hosiery

The newest of Spring Shades are featured in this wide selection of pure silk chiffon and service weight Hose that are silk from top to toe and full fashioned. All have picot tops for added wear and protection.

Kayser Hose \$1.00, \$1.25, \$1.50
Wayne Knit \$1.00, \$1.50, \$1.95
La France Hose \$1.00, \$1.95

Colors

Reve
Santee
Slate
Steel
Melody
Harmony
Symphony
Grebe



Joyce-Pruit Co. A Complete Department Store

Your New Home--

Whether you plan to spend several thousand dollars or whether you wish to spend only a small sum on the construction of your new home, we are ready to give you an estimate on your lumber bill.

Build it out of good material and it will stay built.

KEMP LUMBER CO.

Ar

Arthur First night the Bas From Louis Federal ers of Many ceived this cou put in and Mr. before Louis, a he will WORK

A larg work on Portales Saturday John charge will have stretches The ol detour w construct public n Many being em means th struction and at t lieve the L. B.

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Mr. and Mrs. Esthe the Leon J Street and within the ner will be Schumpert and Mrs. Helen Good will assist Jo Ann an

Reviv C

The reviv Methodist throughout morning an There will urday morn Rev. Dav real gospel audiences The som good, and developed Rev. Dav attend the continue ov