

# PORTALES VALLEY NEWS

VOLUME XXIX

PORTALES, NEW MEXICO, THURSDAY, MAY 7, 1931

NUMBER 28

## Many Prizes to Be Offered in the 1931 Yard and Garden Contest

On Monday night of this week committees from the Chamber of Commerce, the Woman's Club and the City Council met to consider a yard and garden contest for Portales.

At this meeting it was decided to put on the contest in an effort to encourage the beautifying of Portales homes.

Many prizes will be offered for the best home vegetable garden, the best appearing home, rented or owned.

A committee of one from each organization was appointed to draft rules and regulations for this contest.

Marshal Bond is now busy soliciting funds and merchandise for the prizes, and it is expected to announce the prizes and rules of the contest in the next issue of the News.

Portales with her good supply of water should be one of the prettiest cities in the West, and the public is urged to enter into the spirit of this contest.

## Hail Destroys Sweat's Roof

George Sweat of Floyd was in town Tuesday and reported that the hail storm of Monday afternoon almost completely destroyed the roof of his residence.

Hail stones as large as hens' eggs pierced the roof.

He carried out shingles to re-roof his house.

In the Claudell community a heavy hail storm was reported, but so far no damage has been reported.

In Portales hail fell almost completely covering the ground, but no damage has been reported to this office.

## Portales-Elida Highway Advancing

The work of oiling the highway between Portales and Elida is progressing rapidly.

A long stretch of this road has now been treated with oil, and a fleet of trucks are busy day and night spreading the oiled sand and gravel.

This work is being done by Armstrong & Armstrong Company, and the minimum wages reported to the News are \$3.50 for a nine hour day for common labor, and the men are paid off each week.

This road will be one of the best in the state when completed. This gives a splendid road all the way from Portales to Roswell.

## To Market All Eggs by Grade

A. A. Killion of Causey was in Tuesday morning to get supplies for the marketing of his eggs by grade.

Mr. Killion markets from 40 to 50 cases of infertile eggs per month, and each egg will be stamped "infertile."

These eggs will go on the market guaranteed as to grade and quality, and should soon build up a market for this quality of eggs.

He is planning to interest his community in an egg association to market all eggs under this system.

In Iowa and other central states this method has been in use for a number of years, and the eggs are sold at a premium.

Mr. Killion says that under the present low prices of eggs it does not look like the trouble and expense will justify, but that he has hopes of building a substantial egg market, which will increase the profits as the market goes up.

## Portales Chamber Commerce Names Standing Committees for Year

On Tuesday of this week the following committees for the year were approved by the Chamber of Commerce:

**Agricultural Committee**—R. R. Will, Arthur F. Jones, Lewis A. Little, R. A. Young, Jim Breshears.

**Highway Committee**—A. D. Ribble, W. W. King, Ezra Watts, Ed J. Neer, Arthur F. Jones.

**Industrial Committee**—J. H. Lee, E. N. Neer, Add Hobbs, John Plummer, F. E. Sleeper.

**Normal Committee**—A. D. Ribble, P. D. Golden, R. L. Yoachim, J. G. Greaves.

**Public School Committee**—Ray Bonner, Otto Kapfina, Bert Rawlins, J. G. Greaves.

**Civic Committee**—J. H. Bond, Dr. C. A. Soe, Noland McCall, Mrs. H. H. Buchanan.

**Executive Committee**—J. B. Sledge, Otto Kapfina, J. H. Lee, C. V. Harris.

**Entertainment Committee** (Not completed)—Ooe Howard, F. M. Bailey.

## All Is Quiet On The Western Front

Highway Laborers Paid Off On Monday and Work Continues

The highway situation on the construction between Portales and Elida has clarified.

On Monday of this week the laborers were paid off and everything is now fine and dandy.

The men are on the job and the contractors are pushing the work along at a rapid rate.

This will be a real highway when turned over to the state highway department, and will be much wider than the old grade, while curves and grades are being eliminated, giving a good vision to all drivers.

The story of last week caused a state-wide flurry and officials made an investigation which resulted in the settlement of all difficulties.

## Owens K O's Speedy Ryan

Tuesday night at the Portales skating rink was held one of the best fighting cards that has been held in this section. Every round was full of fast fighting, and a knockout in practically every one.

Owens, the hard hitting Texan, who won a decision over Paul Matthews, stopped Speedy Ryan in the fourth round after knocking him down several times in the preceding rounds. Ryan was no match for Owens and never so much as hurt the Texan.

As winter of the fight, Owens will meet Sunnett, from Spur, Texas, and Jimmy Ryan, who have a long line of wins behind them.

The six-round semi-windup was a fast and furious battle between Jimmy Livingston and Kild Taylor. In the first round Taylor slipped and fell on the back of his head knocking him out for the count of ten. The crowd began to call for more so they entered the ring as Livingston's consent and finished the six rounds. The bout was called a draw.

A real heavy-weight bout was staged between Ferguson of Portales and Kirksey of Rogers. There were not so many blows hit but they all had plenty of punch for the 200-pounders. Kirksey began to take the lead when he knocked Ferguson down for the count of nine in the second and was saved in the tenth count by the bell. Kirksey finished him up in the first of the fourth round.

A four-round bout between Mahaffey and Hyatt was plenty of fight from start to finish. Both boys were winded long before the fourth round, but kept staying. The bout was called a draw.

Probably the best preliminary of the evening was between Charles Bousman and Joe Lickly of Portales in a three-round boxing contest. Bousman knocked out Lickly in the second round with a hard right to the chin.

Frank C. Howard, proprietor of Howard's Confectionery, was referee for the main bout.

The next fight will be arranged later according to J. L. McDermott, promoter of the fights.

## E. M. Kornegay Cattle Inspector

E. M. Kornegay has recently received the appointment as cattle inspector for this district.

This position has been held by Paul Merfelder for many years.

Mr. Kornegay is a splendid cattleman, and will doubtless give the district efficient service.

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**Fields & Bonner Don Spring Make-Up**

Ray Bonner, manager of the Fields and Bonner's furniture store, has been directing workmen in the spring house cleaning which has been under way in that store for the past week.

A new hat case has been built in which the latest spring styles of men's hats will be displayed.

The interior woodwork has been given a new coat of paint and varnish, thus presenting a very up-to-date and inviting appearance.

Mr. Bonner plans to have the exterior of the front re-decorated before he has finished with his spring clean-up.

**PHILLIPS-TAYLOR**  
Miss Mary D. Phillips and Grant Taylor, friends of Rev. and Mrs. W. C. Grant, drove out to the New Mexico Baptist Orphan Home last Friday and were quietly married by Rev. Grant, superintendent of the Home.



LONG after the romanticists have sung the final song on the loves of the world, new arias are always in the air when it concerns Mother.

## Mother's Day Services In Portales

### Frank Howard Buys City Drug

Last week, Frank C. Howard purchased the bankrupt stock of the City Drug Store. Mr. Howard has been in the confectionery business in Portales since last June when he purchased the J. C. Boyce Confectionery.

Mr. Howard says his plans are incomplete as to how he will run the drug store, but that he expects to open it as soon as possible.

### Ranchvale Wins Second at Meet

Ranchvale high school athletes scored 17 3-4 points to win second honors at the state track and field meet held at New Mexico University, Albuquerque, last week-end.

They carried away one first, two second, two third, one fourth and one fifth place at the meet.

Armstrong, star sprinter, placed first in the 220 yard dash, with Conner of Ranchvale second.

The Ranchvale relay team, of which Armstrong, Walden, Madole and Conner are members, won second place in the 880 relays and J. Conner won third place in the 100 yard dash. H. Harper won fourth in 120 yard high hurdles and D. Casey won third in pole vault and fifth in shot put.—Clovis News-Journal.

### BACCALAUREATE SERVICES

The baccalaureate services will be held in the high school auditorium Sunday evening at eight o'clock.

Rev. C. A. Lorts was chosen by the members of the graduating class to deliver the sermon. Special music has been arranged for the evening.

### PROGRAM BACCALAUREATE SERVICES, SUNDAY, MAY 10

Processional.  
Coms. Thou Almighty King—No. 97 Assembly.

Invocation—Rev. Joe M. Tyson.  
Scripture Reading—Rev. Rolfe Barnard.

Special Music—Girls' sextet.  
Sermon—Rev. Claude A. Lorts.  
Benediction—Rev. R. F. Davis.  
Recessional.

### County Board of Appraisers Met Tuesday, 5th

The county commissioners sat as a board of appraisers this week. Hundreds of farmers came in to lay their grievances before the board as to tax assessments.

### Westerman Attends Dealers' Meeting

Last week end Leonard W. Westerman, proprietor of the Orange Service Station was a guest of Harvey Firestone, president of the Firestone Tire Co., at a banquet held in Amarillo, Texas, for the dealers of Firestone products.

Mr. Westerman says that Mr. Firestone expressed his desire to spend his summer vacation in Eastern New Mexico.

### Tuesday's C. of C. Luncheon Good

Business was reversed at the weekly luncheon of the Portales Chamber of Commerce on Tuesday of this week, there being several visitors present. The visitors were introduced at the beginning of the meeting, and all made inspirational talks.

Ed J. Neer had as his guests on this occasion, Miss Vera Humphries of Medford, Oregon, Miss Anna Maude Hunter, worthy matron of the Rainbow Girls, Miss Jewel Fullerton, assistant advisor of the Rainbow organization.

Miss Humphries was first introduced and gave a very interesting talk. Miss Humphries was a former teacher in the Portales schools and has many friends in Portales, where she spent a number of years of her life.

The two Rainbow ladies, on being introduced gave an outline of the work of this organization.

J. B. Sledge introduced his guest and former partner in business, India Humphries of Medford Oregon.

Mr. Humphries made a very pleasing talk, expressing his surprise and appreciation of the growth and development of Portales during the thirteen years of his absence.

The matter of Sunday baseball was brought up, the ball team stating that they did not desire to play on Sunday, and asking that the Portales business men close one afternoon throughout the summer for the ball games.

This matter was referred to a committee composed of J. B. Sledge, Otto Kapfina, Fred Marshall, J. G. Greaves and Bert Rawlins.

### MASONS, TAKE NOTICE

Portales Lodge and sojourning brothers are invited to attend Past Masters night of Clovis Lodge No. 40, A. F. & A. M., next Tuesday, May 12.

Those who expect to attend, please report to the undersigned by Saturday, May 9.

THOMAS C. CLAYTON, Acting Secretary.

## Committees Appointed as Delegates to West Texas Chamber Commerce

### Joe Farha Buys Grocery Firm

Transactions were completed last week by Joe Farha, of New Hobbs for the purchase of the Hokus-Pokus Grocery firm from E. R. Stewart.

The Hokus-Pokus store was opened by Mr. Stewart more than a year ago, but under the new management will be called Joe's Store.

Mr. Farha stated that he picked Portales for an ideal town to locate in as the entire town was alive, especially the Chamber of Commerce, and says he is going to give the people a good live grocery store.

### REV. LORTS APPOINTED AS PASTOR

Members of the First Christian Church of Portales met in business session Sunday and extended a call to Rev. Claude A. Lorts as pastor of the local church for another year.

Rev. Lorts has completed four years of work in Portales during which time the work has made outstanding advancement. He is a very popular minister of the city and the many friends are pleased that he will be here for at least another year.

### VALUE OF COUNTY EXTENSION WORK

From reports recently circulated over the county it is evident that the public is not fully informed as to the value of the county extension work carried on in the county.

Ralph R. Will, county agent, is one of the most valuable men in this line of work in the state, and during his service in this line he has saved the farmers of the county thousands, yes, hundreds of thousands of dollars.

It is impossible for him to visit every farm in the county, but in no instance has he failed to answer the call of any farmer in the county, and render aid in any way possible.

In securing the federal seed loan, his assistance was of untold value, and this alone has enabled several hundred of our farmers to carry on and put in the 1931 crop.

On Tuesday Edward Miller stated to the News, that on one occasion he saved him several thousand dollars on his dairy herd.

In the past ninety days he rendered a service to the Editor's dairy herd that would have cost at least \$25 for the visit of a veterinarian.

In marketing and freight rates, the saving to the farmers of the county has totaled many thousands of dollars profits above the salary paid him.

He is efficient, untiring, driving night and day when he could be of service to any community or individual farmer.

Miss Oakley, the county demonstration agent has rendered a real service to the ladies and girls of the county. Through her club organization the girls of the rural communities have been able to take advantage of a home economic program that otherwise would have been denied to them.

Through these clubs, the social life of the farm women has been brightened up and farm life has been made more pleasant for them.

She has helped them to introduce better methods, at a great saving of labor in the farm home.

Weather conditions do not hinder her from attending the group meetings in every part of the county.

She alone has been worth many times the salary that she has received.

Miss Kellewyn, the county health nurse, is efficient and has rendered a real service to the entire county.

In vaccinations alone she has saved the farmers of the county over \$1,000 in cash since her short stay here.

No county in the state has a more efficient health nurse than this little lady from Holman.

Would you deny the people from the remote section of the county the help of this group of county servants?

The expense may look large to you unless you go into details and see just what you pay.

The salary of these is paid, the greater portion by the state and federal government, and were they discontinued, this part would not save you one dime. The portion of the combined salaries paid by Roosevelt county amounts to less than \$1.00 for each one hundred dollars in taxes that you pay.

Their service to you amounts to many times the small part of their salary that you pay.

Then in regard to the athletic activities of the schools:

In the Portales high school, for example, the coach carries the manual training and history courses, doing the coaching after school hours.

The coaching does not cost the taxpayer one thin dime, and the receipts from the athletic department after expenses are paid, turns into the school treasury much more than the salary of the coach.

This money is used for school equipment that otherwise would have to be purchased from the regular school budget.

The four examples cited above are of more value to the county than the public realize.

The News has no criticism to offer for or against any one whose views differ on this, but feels that in justice to the parties above referred to, the public is entitled to know just what they are doing and how they are paid.

### Chamber Commerce to Hold Public Banquet Tuesday Evening, May 12

The Portales Chamber of Commerce will hold a public banquet on Tuesday evening, May 12th at the high school gym, at 50 cents per plate.

Important business is to be discussed at this meeting and every one is requested to get a ticket for the banquet and be present.

The Chamber of Commerce has accomplished much for the county in the past year, and you will have an opportunity to hear just what they have done and what the program for the future is, at this banquet.

A good program of entertainment is being prepared for this meeting, and those in charge promise that there will not be a dull moment throughout the entire evening.

Get your ticket and be there, bring a friend with you, and do your part in backing this great civic organization.

### Elida Boy Enters Dog and Boy National Contest

Master John Hollingsworth, son of Mr. and Mrs. Bob Hollingsworth of Elida, was a caller at the News office on Tuesday evening and entered his name in the national Boy and Dog contest.

Master John will send the picture of himself and dog to the national headquarters and the News trusts that he will be the winner.

He is a fine young lad and one that his home community and the entire county may be proud of.

Mrs. A. L. French was in Portales Tuesday from Elida, shopping and visiting.



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, 1918.  
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.

Member 1931  
NATIONAL EDITORIAL ASSOCIATION

NEW MEXICO NEWSPAPER ASSN.  
MEMBER  
1931

### 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 Dairy 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 FARM ROADS

The recent rains have put our farm roads in bad shape. Work is needed on every farm road in the county, and in many instances the mail carriers on the rural routes are handicapped in making their deliveries by bad roads. This also handicaps the school buses.

Some system whereby the farm roads leading into town or into the highways could be kept in better shape would save the farmers of the county many dollars each year and would also make better business for the merchants.

One way that this could be done at small expense would be for the roads to be divided into districts, and drags provided, whereby the farmers in each district could drag the roads after each rain, which would put them in fair shape.

It is unfortunate that there are not sufficient funds available to have the county road crew work every farm road in the county. In connection with the above, the News again suggests that much of this work could be done by working the county prisoners on these roads.

We are told that this is possible under the present law, but the law is weak in not making it mandatory.

By all means, let us aid the farmers in getting better roads into Portales.

### EGG MARKET

The egg market is low at this time. This is not a local condition, but nationally, and the cause is that the many states that were hit by the drought of 1930, lowered the buying power of the greater part of the United States.

Millions are still out of employment, and cannot buy until they begin to earn.

This makes it necessary for the bulk of the eggs now coming on the market to go into cold storage.

Eggs now coming onto the market are, in many instances, of too thin shell to handle, and a great loss is sustained on account of breakage.

This is easily remedied. On every farm, there are bones. These bones, gathered up and burned, make good inexpensive shell material. Or buy lime and place it where the hens have access to it. One way is to place lime in the drinking water.

Every poultryman owes it to the buyers to have his products in the best marketable condition possible. The dealer is your friend, and will do his part to see that you get all that the market will stand for your products.

### MORE RAIN—BIGGER CROPS

The farmers of Roosevelt county are pleased over the good rains of this week and last.

All report plenty of moisture for farming operations. Some have planted a good part of their crops and many crops are now up.

Others are rushing planting while moisture is good. Indications are that 1931 will see one of the biggest crops in the history of the county.

Indications are that prices will not be high this fall, but by watching the corners and producing feed for the dairy herd, the flock of poultry, and enough to feed a few hogs, the farmers will fare very well.

It is estimated that prices will begin to advance this fall and during the coming year.

The period of depression which we are going through is national, and conditions cannot greatly improve until the six million idle laborers are put to work.

But now is no time to quit.

You have spent years building up your dairy herd, and prices of cream will come back, as will prices of poultry products.

The man who stays in and pitches will win out in the long run.

### SWAT THE ROOSTERS

Now is the time to swat the roosters.

The setting season is drawing to a close and the egg market is at a low ebb.

Practically all eggs now coming on the market go into cold storage, and it is the infertile eggs that keep the best.

By putting nothing but infertile eggs on the market, Portales and Roosevelt county will soon win a reputation for their eggs, and the market trend will advance.

Then by packing all eggs by grade as to size and color, will help the marketing of the same.

Too much care cannot be used in the production and marketing of every item that comes from the farm.

### SOCIAL ANNEX

BY THE BOSS

The school transportation has been solved.

A bright mind has suggested that each child be provided with a burro to ride to school, and that the county feed them.

Ira Walker of the Upton community amends this with the suggestion that three children can ride a burro.

This would save the county thousands of dollars annually.

Then as to the feeding of them, all citizens could be requested to bring all of their tin cans to the office of the county superintendent which would provide food for the burros.

Burros are said to feed on tin cans the same as goats.

Of course the children might have to start to school the day before to get there on time.

Then again, as a means of encouraging speed of the burros, a stick could be fastened to the saddle, extending a few feet in front of the burro, to which a head of maize could be suspended.

If you have any extra tin cans, see County Superintendent Hunt at once, so that he can make an estimate on the amount that can be secured before the next term of school begins.

That beauty contest is getting serious. Dana Johnson seems to be joining with Dodge and Robinson to beat us out of the glory. In the New Mexican of the 28th, our picture was published, and it aroused so much jealousy that Johnson printed the following libel:

Portales Editor Loaned Picture to Boost Marriage; Rivals Stole His Cut

The marriage market sagged when J. G. Greaves, editor and owner of the Portales Valley News loaned his picture to love-lorn swains to send to their correspondents according to Greaves, who foiled the rivals who stole his cut by sending a photo to enter in the New Mexican Beauty Contest. This is pretty near as good as the case of Clyde Earl Ely, whose parents used to loan him out to the neighbors to act as a model for their children.

The perpetrator of the Portales Valley News, one of the old standbys among New Mexico weeklies, persistent business-booster for a famous farming section, sent the New Mexican the following letter:

"I thought that I would ignore the jabs of Paul Dodge and Will Robinson, who are trying to stuff the ballot box on the beauty contest, but have at last decided to send the picture to the champion beauty, not only of New Mexico, but the entire Union.

"I had a cut, but could not locate it.

"Am of the opinion that either Dodge or Robinson have bribed some one to steal it, to keep it out of the contest.

"My record for good looks has been to such a great extent that in years past, young men corresponding with young ladies at a distance would borrow one of these pictures and send with their correspondence as their own.

"Many happy marriages have been the result.

"If you use this picture, please tell that I am married, as I have not time to be flooded with letters from the ladies from every state in the Union.

Fraternally,

"J. G. GREAVES."

This is perhaps one of the most illuminating sidelights on the modesty of New Mexico editors.

There is no doubt that Greaves (just give a look once)—will be a formidable entry. Greaves' record in the newspaper business also indicates he mops up as he goes along. In fact the I. C. C. ought to look into his merger activities. His paper, according to his last Times, in 1913 ate up the Portales Times. In 1916 it swallowed the Portales Herald-Times. In 1920 it absorbed the Portales Journal, and in 1929 it bought the Roosevelt County Herald. Hence it is not surprising that Greaves' face wears the look of the cat that ate the canary. His paper is published Thursdays, Democratic and Eastern New Mexico Normal in politics.

More Rough Words

Paul Dodge says in the Tucuman Snapper:

"The M. A. T., thus far, has refrained from any personal comment about this beauty contest, 'cause we have always sorter hung in with that old bromide-look before you leap.

In other words, we preferred to allow Bill Robinson's charges that Johnson is a crook and Southard's vilification of the M. A. T., Zern's verbiage cracks, Stearns' sarcasm and Johnson's attempts to sway opinion from the writer, who knows full well he is the best looking editor in the state—even admitting this—to ride for awhile or until we assimilated or accumulated some inside dope, and now that it's being assimilated and accumulated I'm going to make a comment or so myself.

"And that toothless, dilapidated antiquated, fossilized and antique old coot up at Magdalena, he didn't send in his picture, but the crook utilized one of the late Joseph Pulitzer, and the old coot had the gall to kick about that, although it flattered him even beyond the word immensely.

"A picture of the Indian patriot,

### THE PORTALES VALLEY NEWS

emaciation and all, Gandhi, would have even flattered that old hill-billy.

"And Joe Stearns? Friend told me his wife positively refused to allow him to have a picture taken, declaring such a face should never, under any circumstances, be perpetuated by a camera, in which opinion I heartily concur.

"Then comes Bow-a, down in the foothills of the Rockies and Sherman McKibbin, and Gloomny Gus Smith, and Jaeger, all of 'em with phizes that look like patches in crazy quilt, and all having an awful gall to even think of entering into competition against M. A. T.

"There's only one guy in the state I'm afraid of, and that's that hombre Shaffer, of the State Tribune. Now, he's handsome, a real doll of a man, but here's the rub, darned if he don't know it, so that should bar him.

"And in closing this week I want to go on record as saying that Guthman, up Roy way, and Robinson, down Carlsbad way, are gentlemen and scholars and know real beauty when they see it—they are rootin' for the M. A. T., and if they ever come to Tucuman the contents of the ice box is theirs, although I recall distinctly a visit of Guthman's when I didn't have an ice box, but a big 12-gallon jar of cracked ice."

Lady Yets Sweetens Up Gloomny Gus

As was expected, the vote cast by an unknown lady admirer for Gloomny Gus Smith of the State Record had the effect of making this entry much more complacent, and Gloomny is now making advances looking to securing the name and address of the lady. Meanwhile he may enter the phis of Ezra Reg in an experiment to see if he can get by more effectively by borrowing the classic limitations of that celebrity. Gus says in the Record as follows:

"By Fair Means or Foul"

"Gazing at the classic beauty of Ezra Reg, as indicated by his likeness of himself with which that distinguished old freebooter de-lights to illustrate and adorn his column in the New Mexican State Tribune, we are threatened with an inspiration. What we are wondering is whether we could enter a picture of Ezra as our own, and by that picture nail down the

crown which Dana Johnson says he is gonna award to the most pulchritudinous editor in New Mexico. We are not beset with any conscientious scruples. All we'd like to know is whether we could get away with it.

"On last Friday, we spoke rather sharply of Mr. Johnson because we felt that he was handicapping our candidacy for the crown by making rules that we regarded as arbitrary. The very next day, Philosopher Johnson heaped the proverbial 'coals of fire' by printing a letter from one who appears to be enamored of our conventional beauty. If Mr. Johnson may do so without violating any confidence, we surely would like to have him slip us the 'phone number and street address of the lady admirer who wrote so logically and convincingly in support of our claims to the crown. Can you accommodate us, Mr. Johnson? And willya?"

We must regretfully decline to help make dates for any of the contestants. Such a departure would complicate the contest disastrously. If we started in with Gus we should then have to act as social secretary for Bill Robinson and Paul Dodge and Riddie Randolph and Lord knows who all else.

In this connection we hope we shall not have to ask Rudolph again to send in his features.

The Vindicator

(Bill Robinson, in his sheet)  
The person, who is misconducting the editorial beauty contest on behalf of the New Mexican announces that he will make the rules of the contest and do the counting of the votes himself, which shows that he has been carefully studying the methods of the politicians over at Gallup. Assisted by Carl Magee, who can count 'em out in Oklahoma, Curren Birdsong of Dallas who uses the Knights of the Mystic Sea with recording effect, and Root Holliman, who may be a bum politician and a sorry bootlegger, but who knows a few things about practical politics, that election will certainly be beautiful but not gorgeous as the monkey said when he painted his tail sky blue. And all of this right under the nose of the Otero family, who insist that elections in New Mexico are so rotten that there really ought to be another party.

## Hail Insurance

We have a complete line of Hail Insurance covering

## Crops and Property

Don't be one of those farmers that were hailed out and made crop failures—when you can get protection at a moderate cost—in comparison to a loss.

Let Us Figure Your Needs Today

## Clevenger Insurance Agency

Esther Tinsley Clevenger

(Successor to J. Rex Forrest)

## Chevrolet has struck a popular new note in motor-car styling

Many factors have contributed to the remarkably widespread popularity of the new Chevrolet Six. But no feature has been more strikingly evident in the enthusiastic public caption of the car than its smart new style.

Fisher Body craftsmen, with their background of fine-car designing, have made this new Chevrolet an exceptionally attractive automobile.

The long hood, low-swung body lines, sweeping fenders and massive wire wheels strikingly suggest the car's fleetness and power. And the appeal of Chevrolet's beauty is made more pronounced by the fact that all models are available in a variety of color combinations.

Interiors, too, are unusual in every way. The upholstery is carefully tailored. Seats are roomy, deeply-cushioned and invitingly soft. And the tasteful interior fittings lend a final note of charm.

In fact, the new Chevrolet Six is such a thoroughly fine-looking automobile that it has become a very popular choice with every type of buyer. You find it not only the smart family car, but the smart personal car as well—a worthy companion to the expensive automobiles of the two-and three-car household.



The New Chevrolet Convertible Cabriolet

New Low Prices—Roadster, \$475; Sport Roadster (with rumble seat), \$495; Phaeton, \$510; Standard Coupe, \$535; Coach, \$545; Standard Five-Window Coupe, \$545; Sport Coupe (with rumble seat), \$575; Five-Passenger Coupe, \$595; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan, \$650; Convertible Sedan Phaeton, \$650. Special equipment extra. Chevrolet truck chassis, \$335 to \$370. Low delivered prices and easy terms. All prices f. o. b. Flint, Mich.

## NEW CHEVROLET SIX

The Great American Value

See your dealer below

# Portales Motor Company, Inc.

## Notice

TO  
Cotton Farmers

We have Planting Seed on hand

## Portales Gin Co.



## BETHEL

We do hope it will be nice Wednesday night for our prayer meeting. We haven't had a meeting yet in our new church. Let us make a special effort to be there. There were 23 in attendance at Sunday school, through the rain Sunday. But we had a fine service.

We are so thankful for the splendid rains. Everything looks so prosperous. We hope for a good crop this year.

Mrs. A. A. Cribbs, Mr. and Mrs. Ted Willis and family visited in Roswell recently.

Mr. and Mrs. Ted Willis and family spent a couple of weeks in Texas visiting relatives.

We are hoping for a large crowd out Sunday as we are wanting to make a report on the finances. Would like to get the building finished.

There was a large crowd out to singing last Sunday afternoon.

We had a pretty good attendance at the box supper in spite of the threatening clouds, and we made \$30.68.

Little Joe Ann, daughter of Mr. and Mrs. Cecil Jones, fell into a pot of boiling water Monday and burned her left arm severely. It was very fortunate that it was only her arm that was burned.

Mr. and Mrs. C. G. Bildback entertained several guests in their home Sunday.

Mr. and Mrs. Orel Boteler of Artesia spent the week end with his parents, Mr. and Mrs. J. H. Boteler and family. They took Sunday back with them for a visit.

Mr. and Mrs. J. H. Boteler and family took dinner in the R. L. Little home Sunday.

Mr. and Mrs. Ed Adams and son were dinner guests of Mr. and Mrs. Harve Redburn Sunday.

Mr. and Mrs. Eads of Portales are visiting in the home of their daughter, Mrs. Cecil Jones and family.

## MIDWAY

The attendance at singing Sunday night was small on account of the rain.

J. B. Kiser and Cricket Gray accompanied Misses Winnie Horner and Lora Newberry to singing Sunday night.

Gregory & Sons of Lingo have purchased a new cash register and adding machine.

The Chastains of Blunt visited Midway Monday of this week.

Misses Ida Wagner and Ruby Blakey spent Sunday evening with the Gregory family. Miss Alice Gregory accompanied them home to spend several weeks.

Leonard King, Paul Neville and some girls were riding around Sunday and upset their car, but nobody was hurt and the car wasn't damaged much.

Jim McCullough, our mail carrier stuck on the way home and had to walk home, which wasn't far.

Tom and Jeff Cardin are breaking up more sod for the next year as it looks like a good year for crops.

## ROEBUCK

We surely are being blessed with plenty of rain once more, for which we are very thankful.

Mr. Forbes came Saturday according to announcement. His son-in-law, Mr. Homer Nelson came with him and preached for us Saturday night. Only a few came out Saturday night and Sunday morning on account of the rainy weather.

We had a larger crowd Sunday night. The men promised to come back on Saturday p. m. for the first Sunday in June and preach Saturday night, Sunday a. m., p. m., and night, and request to have dinner on the ground. Remember the date. Everybody is

invited to come and bring a well filled basket Sunday, June 7th. Mr. and Mrs. A. E. Burnett were dinner guests of Mr. and Mrs. R. M. Harding Sunday.

Misses Forbes and Nelson were dinner guests of Mr. and Mrs. B. J. Gates.

Mrs. Mattie E. Merrick has been visiting her daughter, Mrs. Richardson and family recently.

Mrs. Lee Seafelt is on the sick list but seems to be improving for which we are very glad. Hope she will soon be up again.

## JUNIOR RED CROSS GIVES FRIDAY PROGRAM

Members of the Junior Red Cross from the grade school gave a program Friday afternoon in the interest of the Good Health campaign which occupied the attention of the schools of the nation during the past week.

The program was a four act play telling the story of the spread of diseases when the quarantine rules are not fully obeyed.

The plot deals with the children of two families, those of Mrs. Brown, who gave a party in the home while a case of flu was being treated and the doctor asked that no one be allowed to see the patient, and the children of Mrs. Green, who attended the party and contracted the disease, thus placing a heavy expense of doctor's

bill upon the widow, Mrs. Green.

The case comes to trial and in the evidence introduced it is found that a childish game was played at the party in which all were blindfolded with the same handkerchief, and during the time one child had sneezed several times, thus spreading the germs of the dreaded disease flu.

Mrs. Green and Mrs. Brown were both represented at the trial by very able lawyers, but the jury of twelve men and women gave the decision to Mrs. Green who had been injured to the extent of \$1000.

The roles of Mrs. Green and Mrs. Brown were carried by Emma Belle McCall and Bettie White. The lawyers were Joe Tyson and Frank McDonald. Memory Turner was the stern judge, Walter Robertson the bailiff, Guy Bruce the sheriff and Berwyn Slaten the court stenographer.

There were a number of other pupils who made up the members of the two families and the guests at the party, as well as the witnesses who were called to the stand during the trial.

The girls and boys forming the jury had grown into serious minded men and women within a few hours and were quite mature looking in their dress and make-up.

The lesson of the little play was very forcibly given and was quite worth while.

The little play was given at one

o'clock in the high school auditorium for the grade school children and then again at two for the students of the senior and junior high schools.

The little tots from Unit One gave some between act numbers, all of which were suggestive of good health habits. Gene Wise was the announcer and gave a few well selected remarks concerning the care of the human body.

The program closed with a selection by the little rhythm band from Unit One.

## Locals and Personals

Mr. and Mrs. Virgil McCollum of Clovis spent Sunday in Portales.

## Did You Know

... That E. R. Stewart, former owner of the Hokus-Pokus Grocery Store, has owned a Ford Car for seven years and has driven it nearly every day—but it still has the same tires and tubes that came with the new car.

visiting their relatives Mrs. Lillian Taylor and her father, I. L. Adams. Mr. and Mrs. McCollum have just returned from a very pleasant trip to the East coast, where they did considerable sight seeing and visited an aunt in Brooklyn, N. Y.

W. H. McDonald is letting a contract for the erection of a small rent house on his property at the rear of Mrs. Joe Howard's.

Miss Nellie Cooper of Clovis spent the week end in Portales in the home of her friends Dr. and

Mrs. R. W. Means.

Dr. R. W. Means drove to Amarillo Thursday of last week and

visited with his father, J. L. Means for a short while.

Portales Valley News, \$1.50.

## Stupendous Hen Sales!

Beginning Saturday, May 9th, and continuing for two weeks we will sell to the first buyers for cash 300 to 350 Choice Laying Pullets, that are laying around 60%, at 60c each, in lots of 20 or more. We are making this sacrifice to clear some of our poultry yards that are bare and on which poultry has been kept continuously for the past six years, in order that we may seed it to some permanent legume, and give it a complete rest for the UNUSUALLY LARGE NUMBER OF PULLETS THAT WE ARE RAISING.

Here is the chance to get laying hens that will pay a profit with ten cent eggs, much cheaper than you can raise them. Rather than sacrifice our Wonderful Egg Bred Cockerels for meat, we will include ONE free with each 20 hens as long as they last.

Indications are that Fall and Winter Egg Prices Are Going to be good. FIRST COME, FIRST SERVED

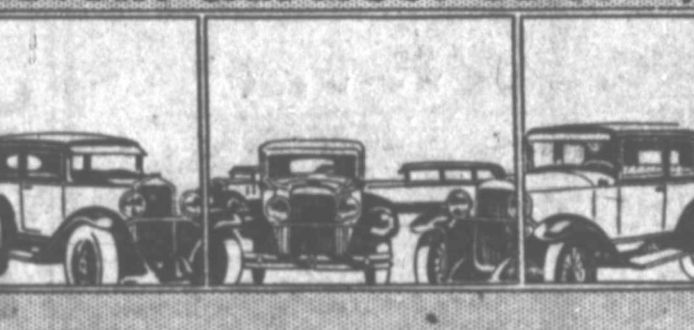
## YOUNGLADE POULTRY FARM

1/4 Mile South Portales Cemetery

## CHEVROLET

Sale Starts Tomorrow

EVERY CAR MUST BE SOLD!



# SPRING unloading SALE

# USED CARS

"with an OK that counts"

Here's great news for thrifty buyers! The used car bargain event of the year—Chevrolet's Spring Unloading Sale of Used Cars—starts tomorrow! And what a sale this is going to be! For never before have we offered such fine cars at such amazing low prices.

The outstanding popularity of the new Chevrolet Six—the Great American Value—has crowded our stock with many desirable cars taken in trade. As a speedy measure of unload-

ing these cars—we are offering them now at prices so low that you can't afford to delay your purchase any longer.

The red OK tag is your proof of quality and satisfaction. It signifies that the car you buy has been thoroughly checked and reconditioned to give better performance and longer life. Buy during this great money-saving event! Come early tomorrow! Get first choice of the opening day specials!



## Drastic price reductions for Opening Day

1929  
Ford  
Tudor

Just traded in on a new Chevrolet Six and in excellent condition. Body, finish and upholstery like new. For sale "with an OK that counts" to the first buyer at only

**\$210**

1929 CHEV. ROADSTER—If you want a roadster (this is the opportunity of a lifetime. At this low price you can pay many months' operating costs with the savings. Reduced for sale to

1927 BUICK COUPE—Just the car for a salesman or a traveling man. No car on the market can offer such value at this Spring Unloading sale price "with an OK that counts."

1928 CHRYSLER COUPE—Buy this coupe and you'll get the most transportation that \$167 ever purchased. It is checked from stem to stern and backed by the famous red OK tags. Come to our showroom, see this remarkable car now priced at \$167

Small Down Payments—Easy G. M. A. C. Terms

1929 CHEVROLET TRUCK—Grasp this chance to get a good, dependable car at an unusually low price. Its famous engine is in excellent condition after a thorough job of reconditioning. A bargain for some quick buyer at only

1927 CHEVROLET TRUCK—Here's a real bargain for some lucky buyer in a good used truck. It was just traded in on a new Chevrolet Six. Is in excellent condition—mechanically and in appearance

1929 FORD COUPE—This chummy two-passenger coupe is just the car for a traveling man. Is large rear deck will seclude many cumbersome packages. Its appearance is as smart and attractive as that of a brand new Ford. Hurry—on sale for

1929  
Chevrolet  
Sedan

Act today if you want to buy a slightly used, six-cylinder Chevrolet Sedan at so low a price. Take advantage of this sensational Spring Unloading Sale price! This car runs and looks like new. Check this low price.

**\$350**

Come in—buy today!

# Portales Motor Company, Inc.

MAXWELL  
BARBER SHOP  
Portales, N. M.  
Sanitation and  
Good Work  
Our Motto

CALL 141  
For Rich  
Whipping Cream

Doyal's Dairy

JIM DOYAL, Prop.



## CLASSIFIEDS

## For Sale or Trade

FOR SALE—A good cafe business in Portales. If interested, write Box 725, Portales. 14-tfc

FOR SALE—A good house, also some splendid seed peanuts. V. F. Newman, north part of town. 24-tfc

USED Single row listers, 1 used two row lister. E. N. Wheeler. 27-tfc

LET US set a New Waukasha Engine at your pump and solve your power troubles, will burn either kerosene or gasoline for fuel. Roswell Pump & Supply Co. 28-1tp

SEED CORN 3 1/2c & 2c, maize 3c. Red Top Cane 3 1/2c, Sudan 8c. Schumpert Implement Co. 28-2tp

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-tfc

FOR SALE—Pigs, 6 weeks old, priced \$2.50. L. K. Terrill (Jack County), Floyd N. M. 28-2tp

ONE A-1 used 2-row Power Lift Lister. E. N. Wheeler. 16-tfc

ENGINE suitable for four-inch pump, cheap. E. N. Wheeler. 27-tfc

FOR SALE—200 bushels Mebane cotton seed, from 1929 crop. H. H. Cline, 6 miles out on Roswell highway. 28-1tp

TO TRADE—New business house 25x50, rents for \$40.00 per month, trade for land or acreage, improved or raw. R. B. Boyle, Vega, Texas. 24-tfc

ONE 6-speed Special International Truck, 1 Model A Ford Truck, 1 Dodge with pick-up bed, 1 Ford with pick-up bed. Schumpert Implement Co. 28-1tp

FOR SALE—Splendid grade Sudan seed, free from Johnson grass, at 6c per lb. John Harth, Inez, N. M. 28-2tp

FOR SALE—Double whipping Cream. Mrs. W. H. Seefeld, 612 Liberty St. 28-1tp

FOR RENT—For light housekeeping, 2 modern rooms with gas. See Mrs. L. E. Canon. 28-1tc

## Miscellaneous

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

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

PUBLIC SERVICE—A number one good Jack for public service at my place six miles south on the Lovington highway. A. W. Stokes. 28-2tp

USED ENGINE—1 24 horsepower Iowa Engine, 1 Fordson Tractor. E. N. Wheeler. 16-tfc

CHEAP SHINGLES—I will sell twenty thousand good clear cedar shingles for one dollar per thousand, less than market price. See me 2 miles north and 1/2 mile east of Causey, N. M. A. A. Killian. 28-1tp

## Wanted to Buy

SEE our new McCormick-Deering Mowers and Rakes. We have these and other hay tools, ready for delivery. Schumpert Implement Co. 28-1tp

WANTED TO TRADE—A good Jersey cow for a good horse. Ed Coleman, 9 miles south of Portales on Arch highway. 28-1tp

## For Rent

FOR RENT—A-1 business building on Main Street next to Theatre. See Paul M. Jones, Portales. 22-tfc

FOR RENT—Front bedroom in home close in and equipped with all modern conveniences. Mrs. Dora Brasell, Nevada Street. 28-1tp

ONE slightly used Fordson in A-1 condition. Schumpert Implement Co. 28-1tp

FOR SALE—Plump fryers at fifty cents each. Mrs. Lacy Armstrong. 28-2tp

FOR RENT—Well furnished modern duplex apartment. See Mrs. N. F. Wollard, Portales, N. M. 28-tfc

SEE US for good used pumping engines. We have Fordson, Iowa, 25 h. p., also small pump jack engines. Roswell Pump & Supply Co. 28-1tp

—Try A Portales Valley News Want Ad—

## “Hog Tight”

Make the Hog Fences

## “Hog Tight”

There is only one satisfactory way to enclose hogs in a lot or pasture, and that is with a fence that they can't get through or over.

We have complete stocks of hog and poultry fence.

Let Us Show You

Portales Lumber Co.

PHONE 10

## Saturday Meat Specials

McCall Grocery &amp; Market

|                      |     |
|----------------------|-----|
| Fresh Bologna        | 20c |
| Good Steak           | 20c |
| Sausage              | 15c |
| Pot Roast, It's good | 15c |

Come in Saturday and see what we have to offer you

We Want Your Business

Something is going to happen May 14th that will interest you. Watch for announcement.

## DR. KENT REELECTED

HEAD OF NEW MEXICO A. AND M. A. COLLEGE

Las Cruces, May 3.—Dr. H. L. Kent was re-elected president of the New Mexico A. and M. A. College at a meeting of the board of regents here, Saturday night. The board adjourned at 9 o'clock Saturday night, until Monday morning at which time they will meet to discuss the college budget for the year.

J. L. Tyson was in Lubbock Friday transacting business.

Oscar Johnston with his family have moved from Pampa, Texas to Portales to make their home. Mr. Johnston is a brother of L. R. Johnston and will live upon the place adjoining his brother, which is known as the Gilliam property.

Mrs. Robert G. Henderson and her daughter, Mrs. Connie Sanford are in Portales visiting in the home of Mr. and Mrs. J. B. Sledge. Mrs. Henderson and Mr. Sledge are sister and brother and this is the first time she has been in Portales since 1907. The two ladies drove through from their home in Memphis, Tenn.

Dr. and Mrs. C. C. Deen with their mother, Mrs. George Deen were in Portales a portion of last week visiting in the home of Mr. and Mrs. J. E. Deen and their son Clifford. The visitors were en route to their home in Roswell.

Mrs. W. T. Cothorn and her grand daughter Maxine returned the last of the week from Lewis, Colorado, where they have spent the past two months with Mr. and Mrs. J. E. Cothorn.

You will be surprised May 14th. Watch for announcement.

It only happens once in a lifetime. This date is May 14th. Guess.

You will never forget May 14th, 1931. It will be great.

IN MEMORY  
In memory of Little Doyle Lee Cox (or Dubby), the family and close friends knew him who passed away on April 21, 1931.

He was a sweet flower God had sent to the home of Mr. and Mrs. Denver Cox, and God in his great wisdom saw fit to pluck him while yet a tender bud, he being only 21 months and 12 days old when he was called to a sweeter home where he will know no sorrow or pain.

Although it has left a great vacancy in the hearts of the young parents (being the only child), we are sure God knows best.

So may God's richest blessings rest and abide in the home, also may God bless every one who lent a helping hand during his short illness.

Lovingly,  
ONE WHO CARES.

## MONTHLY WORKERS' COUNCIL

The monthly Workers' Council of the Baptist denomination met on Tuesday of this week with the Elda church.

Rev. Rolfe Barnard, Mrs. N. F. Wollard and the Webb sisters were the Portales people appearing on the program.

This was an all day session and the next meeting which will probably be held the first Tuesday in June will be with the Baptist church in Portales.

Among the Portales people attending, other than those appearing on the program were Mr. and Mrs. Webb, Mrs. M. B. Jones, Mrs. J. B. Priddy, Mrs. E. E. Green and Mrs. Rolfe Barnard.

## W. M. S. PROGRAM

Mrs. Case Lyons and Mrs. J. C. Compton were hostesses on Monday to the members of the Baptist Women's Missionary Society in the Lyons home on Ohio street.

Mrs. L. M. Evans was in charge of the devotional services and Mrs. J. B. Priddy was leader of the program for the afternoon. The subject for the lesson was "Missions." Mrs. Priddy was assisted by Mrs.

N. F. Wollard, A pleasant social hour followed the lesson program served refreshments.

## DEMPSTER VERTICAL CENTRIFUGAL PUMPS



Cost Less to Install and to Operate

Dempster Vertical Centrifugal Pumps do away with the expense of big holes, posts, timbers and costly equipment. The only pump designed to be placed in a 24-inch casing. Drive shaft runs in oil bath in oil-tight housing. Timken Roller Bearings carry belt pull and thrust. Sturdily constructed for years of expense-free service.

DEMPSTER MILL MFG. CO. AMARILLO, TEXAS

Figure No. 1005—6-inch pump with normal capacity of 1,000 to 1,200 gallons per minute. Supported entirely from platform. Discharge pipe supports pump and its weight in the well.

ASK YOUR DEALER to show you Dempster Vertical Centrifugal Pumps or write us for full information.

PORTALES LUMBER CO.

Portales, New Mexico

J.C. PENNEY CO. INC.  
DEPARTMENT STORE  
Portales, New Mexico

## Dresses

in summer prints and plain colors

\$7.90



Gay dresses for sportswear, practical dresses for the street, graceful afternoon and evening fashions . . . in fact, smart silk dresses for every occasion at a price that makes a complete new wardrobe possible!

All-Silk

## Hosiery

\$1.49 Pair

Lovely extra sheer hose—genuine Grenadine with the smart dull finish! Picot top. Full-fashioned. In the smart new Summer shades.



Semi-Service Hosiery

No. 4441 Pure silk with mercerized cotton garter top, mercerized sole and toe. Summer shades. Full-fashioned.

79c Pair



Service-Sheer Hosiery

No. 4461 Silk to the top. Full-fashioned. Mercerized interlined welt; silk-plaited foot. Summer shades.

98c Pair

## Your Mother goes or I go...this minute!



A husband's own true story of how his wife and his mother—living under a single roof—loving him with equal fierceness—succeeded only in dragging his soul through hell

That day Ma broke a pitcher—trivial thing—a molehill that flared into a mountain. "Get out—out of my home, you worthless hag!"—Flo screamed and swinging on me—"This roof's too small—she's got to go, Eddie—or out I go—this minute!"

"Stop," I roared. "You're cruel as a snake." Flo moved toward me—voluptuous arms circled my neck—"Ma's sick," I struggled on, "No friends—no place to go—she'd die! Before you drive her out"—Flo's lips sought mine—"I'll see you—damn you—I'll see you—you . . ."

Which woman did Eddie choose? His poor old widowed mother whom he loved, worshiped—or his beautiful wife whose embraces he craved like dope? You simply must read for yourself MY MOTHER AND MY WIFE—a helpless husband's own true story of how his wife and mother—loving him with equal fierceness—dragged his soul through hell and how he finally solved this terrible domestic tangle, the like of which has wrecked a million homes. Read MY MOTHER AND MY WIFE and nearly a score of other astounding real-life stories—all in June TRUE STORY MAGAZINE. Get your copy—read it today!

## True Story

OUT TODAY WHEREVER MAGAZINES ARE SOLD



## GIVE MOTHER FLOWERS

What could be more appropriate and what would she like better than a lovely bouquet of Carnations?

CLOVIS FLORAL CO.

CLOVIS, N. M.

## The Newest Arrivals

Ladies' and Misses' Dresses and Ensembles for SPORT WEAR

Something Entirely New

PRICE

\$4.98

Sport

## Oxfords

in Colors

PRICE

\$2.98

## Special Notice

The Simplicity Pattern is fast taking the day. Any pattern 15c. They cut to fit. We have all styles.

United Dry Goods Stores,

Incorporated Where You Can Feel at Home



Your Suit would go to Portales Steam Laundry

. . . if it had its own way, because we are very careful with all fabrics in our Dry Cleaning Department.

CALL 17

Wet Wash 5c per Lb.



## Seek Federal Aid on All Eastern New Mex. Hi-way Denver to Midland

T. B. Sowell, chairman of Highway Association No. 18, was in Santa Fe this week with representatives from fifteen towns along the proposed federal highway.

The only object of this association at this time was to secure the designation as a federal highway, and have it marked as the same.

This highway would open a direct north and south highway across the eastern section of New Mexico from Kanton, Kansas, to the Texas line south of Hobbs.

Much interest has been manifested in this route by the entire east side of the state, and delegates to the Santa Fe meeting came back much encouraged as to the success of the project.

Glenn Herbert of Kentucky Valley was in Portales Monday and spent the night with Gordon King Greaves.

### AT THE CHURCH OF CHRIST

(W. A. Kercheville, Minister) We had a good crowd at Sunday in spite of the rain and mud. Bro. Kercheville goes to Duncan, Okla., for a revival meeting the last of this month and will be gone for two or three Sundays, but will fill the pulpit at home next Sunday, and would be glad to see every member present.

Visitors always welcome.

Mr. and Mrs. S. B. Cochran and their mother, Mrs. L. C. Cochran were shopping in Portales Wednesday.

### NOON DAY DINNER

Mrs. Sydney Stone entertained with a lovely dinner on Wednesday at which Inda Humphrey and his daughter Miss Vera were the honor guests. The members of the pioneer families have been friends for a number of years and the hours following dinner were happy with conversation and early day experiences.

The delightful party consisted of the two honorees, Dr. J. B. Pearce, Mr. and Mrs. Luther Thomas, Mr. and Mrs. Sam Mercetfelder, the hostess and her boys.

### ARTHUR F. JONES ENTERTAINS DAIRYMEN

On Wednesday at noon, Arthur F. Jones, cashier of the First National Bank, entertains a number of the Roosevelt County Dairymen and poultrymen, and several visiting dairymen, with luncheon at the Slim Cafe.

### BAKE SALE

The ladies of the Presbyterian Missionary Society are making plans for a bake sale to be held at the Neer furniture store on Saturday of this week.

In addition to the home prepared food which the ladies will have for sale, they will have many gifts for Mother which will make lovely presents for Mothers' Day remembrances.

The sale will open at 10 a. m. and will continue throughout the day.

### MARRIAGE LICENSES

The following marriage licenses have been issued during the past week.

Grant Taylor and Mary D. Phillips, Texico.

Clyde Hones and Morena Wilson, Plainview, Texas.

Fred D. Bollinger and Obelia Henderson, Portales.

Carl Reagan and Lillian Nilwamer, Morton, Texas.

### NOTICE OF EXECUTRIX

In the Probate Court of Roosevelt County, New Mexico, No. 329 in the Matter of the Estate of A. J. Goodwin, deceased.

Notice is hereby given that the undersigned, was on May 6th, 1931, duly appointed ancillary executrix of the estate of A. J. Goodwin, deceased, by the Probate Court of Roosevelt County, N. M., and having duly qualified as such executrix, therefore, all persons having claims against the estate of said decedent are hereby notified and required to present the same to the undersigned in the manner and within the time prescribed by law.

Dated this May 6th, 1931.

Sarah Elizabeth Goodwin, may7-28-m3 Ancillary Executrix.

### SUBMONS BY PUBLICATION

The State of New Mexico to the defendants, J. D. Ingram, impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: said J. D. Ingram, if living, and if dead, the unknown heirs of said J. D. Ingram, deceased, Stonewall Jackson, if living, and if dead, the unknown heirs of said Stonewall Jackson, deceased, and all unknown claimants of interest in the premises adverse to the plaintiff, Greeting:

You, said defendants, are hereby notified that a suit has been commenced in the District Court of Roosevelt County, N. M., by Carl Case, plaintiff, against you said defendants, being No. 2756 on the civil docket of said court, the nature and objects of which are to secure a decree of said court quieting the title of said plaintiff in and to lots one, two, three, four, five, and six in block fifty-six in the

City of Portales, Roosevelt County, 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, or any of them, from having or claiming any right, title, interest, or estate in or to said lands or premises adverse to the estate of the plaintiff therein, and to forever quiet, establish, and set at rest plaintiff's title thereto. Defendant are further notified that unless they enter their appearance in said cause on or by June 29th, 1931, judgment will be rendered against them by default and the plaintiff will apply to the court for the relief demanded in

his complaint.

T. E. Mears, whose business and postoffice address is Portales, N. M., is attorney for plaintiff.

Given under my hand and seal of said court this May 6th, 1931.

(SEAL) JOHN W. BALLOW, Clerk.

may7-28-m3

## Hay Fever and Asthma

... can be permanently cured with Radionic treatment.

Investigate our Guarantee.

**Drs. Keller & Keller**

## Ed. J. Neer EMBALMER

AMBULANCE SERVICE

Established 28 years

Licensed by State Board

Phone 67, 2 rings

Agent for Clovis Floral Co.

Quality and Service Considered—Neer's Prices are Less

Portales

New Mexico

## EAT MORE MEAT SPECIALS FOR SATURDAY



Brookfield Creamery

**Butter 23c**

None Better

|               |         |
|---------------|---------|
| Pork Sausage  | 12 1/2c |
| Bacon Squares | 17c     |
| Picnic Hams   | 17c     |
| Beef Roast    | 15c     |
| Park Chops    | 20c     |
| Pork Roast    | 20c     |



Premium Bacon, the largest selling Bacon in the world.

## Purity Market

Where Quality is higher than Price

## SUITS

Yes, we have a complete line of samples and can give you a made-to-measure suit of the best in quality and fit.

Call 97

**L. J. Wilson**

TAILOR & HATTER

## A gentle touch on the Frigidaire Quickcube Tray and out pop eager ice cubes!

The Quickcube Ice Tray which releases ice cubes instantly and without effort is one of the many outstanding advantages of Frigidaire Advanced Refrigeration. There are many others. It is these major improvements, developed by Frigidaire, that have made household refrigeration so healthful, convenient and economical.

THE NEW ALL WHITE PORCELAIN-ON-STEEL FRIGIDAIRE ARE SOLD WITH A 3 YEAR COMPLETE GUARANTEE

**J. B. Sledge Hardware Company**

Phone 12

## An Electric Washer

Why not stop that excessive laundry bill every with an Electric Washer ... It is one of the many Electric Servants that save the housewife time and yet the cost of operation is small.

See Your Dealer Today for Demonstration

**New Mexico Utility**  
F. E. SLEEPER Mgr.

Just Received Shipment  
of  
New Perfection Oil Cook  
Stoves  
PRICES RIGHT  
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## Efficiency

.... Is more essential, under present conditions, than ever before to make a success of any business, commercial or farming.

## The First National Bank

.... Is willing and able to help finance any business conducted in an efficient manner.

Call on Us, if we can Serve You



The Oxford Universal with its smooth table-top design more closely resembles a beautiful finished cabinet than an ordinary gas range. With its many outstanding convenience features, the Oxford makes possible a more efficient, economical and convenient service than the ordinary range is capable of.—In fact, it offers you three distinct kitchen appliances in one compact unit.

ONE—A Completely Equipped Full Size Gas Range, with Heat Control, Insulated Oven, In-a-Drawer Broiler and Service Compartments.

TWO—A Convenient Kitchen Cabinet.

THREE—A Full Porcelain Kitchen Table.

A ten dollar allowance on your old stove or a ten dollar luncheon set for Friday and Saturday during our Sale

**Portales Hardware Co.**







## SOCIETY and Club

### RAINBOW GIRLS

At the meeting of the Rainbow for Girls held in the Masonic Hall last Thursday evening, Miss Nadine Brown was initiated into the mysteries of the order.

This service was followed by the election of officers with Annie Maud Hunter receiving the honor of selection to the office of Worthy Advisor. Annie Maud has been one of the very faithful workers in the organization, and her election to this the highest office is a compliment of which she is well worthy and deserving.

Jewel Fullerton was elected Assistant Worthy Advisor; Lorena Currier, Charity; Muriel Kimmmons, Hope, and Leora Jernigan, Faith.

The other officers of the chapter are appointive and, with the assistance of Mother Advisor Mrs. J. L. Simon, the Worthy Advisor will make the announcement of these selections before the next meeting, that all be installed into their respective positions at the installation ceremonies to be held in the near future.

Ed J. Ness was chairman of the refreshment committee and arranged for the refreshments served at the conclusion of the chapter meeting.

### QUILT CONTEST

#### VERY POPULAR

Mrs. Knight, Mrs. Joe Howard and Mrs. Wat Stewart carried away the honors in the quilt contest which was held at the United Dry Goods Store last week.

This proved a very popular exhibit and only the lack of space prevented a larger display. In the line-up were quilts of various designs and ages. Some were only a few days from the frames, in which they were quilted, while others were two or three generations old and one was more than a hundred years old.

The decisions were made by popular vote, every person entering the store being given a ticket and voting instructions.

This resulted in the wild rose quilt belonging to Mrs. Knight receiving first place; finished quilts and the purple and orchid appliqued tulips belonging to Mrs. Joe Howard taking first place for the unfinished tops.

The double wedding ring quilt of Mrs. Wat Stewart received second place in the completed covers. There were some very beautiful quilts in the collection and the prints in the old time ones were very interesting.

### 4-H CLUB

The 4-H Club met Thursday, April 30, with Mrs. Stovall as leader.

At 2:30 the house was called to order by President Otero Pate. There was some new business to come before the house. It was voted that Lucy Marquis would be our song leader, Monteria Stovall yell leader and Juanita Walker game leader.

The first year girls hemmed three tea towels, the second year girls cut and basted their headbands and did a hem catch.

The club adjourned at 4 o'clock to meet Thursday, May 7, at the club house.

### JUNIOR HI PICNIC

The members of the seventh grade in the Junior Hi School went to the sand hills Friday afternoon for a picnic.

This is the closing class affair for this term of school and was anticipated with much pleasure.

The children were carried to the picnic ground in trucks and left the school building immediately after the close of school. The teachers accompanied the pupils as chaperones and directed the activities which kept the crowd occupied until the picnic supper was spread.

The quantities of food appeared sufficient to feed twice the number of persons present, but when the supper hour was over, the children had convinced the adults there was no great surplus of

supper prepared. Due to the cool evening they returned home before dark.

### DAIRY SITUATION STILL UNCHANGED

The general dairy situation has not changed greatly during the last month or two and it is difficult to find indications pointing to any material improvement during the next few months, according to the Bureau of Agricultural Economics. The usual seasonal increase in milk production per cow failed to take place during February, but there was about the usual increase during March, and production per cow is still about on a level with 1929 and 1930.

The average price received by farmers for butterfat increased 2 1/2 cents per pound from the middle of February to the middle of March, but butter markets have declined somewhat since that time and have been unsettled lately.

Milk production per cow was unusually heavy during the winter months. The price which farmers received for grain was relatively low in comparison with the price of dairy products and farmers in the surplus grain areas appear to have fed rather liberally. The weather during the winter was also favorable for heavy milk production in most parts of the country and the prices of farm products in general have continued so low that farmers have needed all the income they could secure from milk and butterfat sales and they have not as yet shown any tendency to let the calves do more of the milking. In nearly all parts of the country except in the South where feed has been scarce, the percentage of the milk cows milked appears to have been averaging fully as high as on the same dates last year.

Although returns from dairy products have been low, there has been no alternative form of agricultural production to which farmers could shift with the assurance of better returns. Slaughter of cows is running considerably less than last year, indicating no tendency to reduce the number of milk cows at present. Marketing of calves from dairy sections appears to be somewhat in excess of marketing at the same time last year. If this continues, it may mean fewer heifers coming into production in 1933.

The report on farmers' intentions to plant, recently released by the Department, shows a marked shift from cash crops to feed crops, reflecting an increased emphasis on the production of meat animals and dairy products.

NO MORE CERTIFICATES BY EXAMINATION

Through an article appearing in the several papers of the state giving rise to the idea that all teachers must attend summer school this year, much concern was felt among those teachers who had made other plans.

The News will give extracts from a recent letter to Supt. A. E. Hunt from State Supt. Georgia Lusk which will be self explanatory.

"Not all teachers are expected to attend summer school, but only those whose certificates expire this year and who have not thus far met the renewal requirements. All certificates will remain in force for their prescribed terms."

Mrs. Lusk stated in her letter that the State Board of Education made plans for the revision of the certification requirements and "no more certificates on examination will be issued, and the requirements for other certificates will be gradually raised."

### MAKE EVERY DAY A CHILD HEALTH DAY

The observance of Child Health day should not be confined to only one day in the year, says Miss Veda Strong of the New Mexico Agricultural College. Parents with the welfare of their children at heart should plan every meal with the idea in view of serving the

child with the foods best suited to his growth and development. The importance of milk in the diet of growing children can not be over-emphasized. It is the best all-around food since it supplies material for the building of bones, teeth and muscle.

If meals are carefully planned and the food properly prepared, even a two year old child can eat most of the dishes served to older members of the family. Children should not be served fried foods, nor those too rich nor too highly seasoned. The heavier, protein dishes should be served children at noon instead of at night, since they are sent to bed soon after the evening meal.

Calcium, phosphorus and iron are three minerals very important in the diet of the growing child. Milk is the best source of calcium, and most fruits, vegetables, and meat as well as milk, supply phosphorus. Iron may be obtained from egg yolk, prunes, raisins, green vegetables and liver.

Where the citrus fruits are not easy to obtain, tomato, either canned or raw, is an excellent substitute. They retain their vitamin content better than most vegetables when heated, therefore canned tomato juice may be served in place of orange juice, even to very small children.

### GETTING MOST OUT OF BROOM CORN

Frank F. Collins editor of Broom and Broom Corn News, of Arcadia, Ill., and also secretary of the National Broom Corn Manufacturers' Association, writes this publication suggesting that we urge our broom

corn farmers to give more attention to the purchase of the very best broom corn seed obtainable and then care for the crop in the best manner possible, rather than increase acreage, if the growers are interested in getting the greatest number of dollars out of the crop this fall.

Good seed is real economy. Good broom corn cannot be grown from poor seed. Thousands of dollars which should have gone to the growers last season never reached them because many crops were poorly handled. Loss to many farmers on this crop would have paid for sheds for curing the crops. Lumber prices are lower than they have been in years. It is a good year to build that shed.

Mrs. W. J. Mangum and Miss Sylvan Wrenn of Memphis, Texas, have been visiting in the home of

Mrs. Mangum's parents, Mr. and Mrs. J. L. Tyson for the past few days. Miss Fern Tyson accompanied them to Texas for a visit.

Ends Humphrey and his daughter Miss Vera of Medford, Oregon, are spending this week in Portales visiting with their former neighbors and many friends.

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Calotabs purify the blood by activating the liver, kidneys, stomach and bowels. In 10 cts. and 35 cts. Packages. All dealers. (Adv.)

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Oxford for Afternoon Wear at \$5.00

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The most comfortable Sports Oxford of the season. Low heel and soft leather sole.

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It's comfortable to know that the oil you are using will result in gasoline and oil economies. A prominent southwestern bus line (name on request) wanted to know. They put Germ-Processed Motor Oil to the test in a 25-passenger bus. Competent engineers checked every detail of operating cost and maintenance during 7,488 miles of regular passenger service, comparing the results with an equal test of the competing oil.

When the test ended it was found that Conoco Germ-Processed Motor Oil had reduced oil consumption by 13% and had lowered gasoline consumption by 14.3%.

Such economies are also possible in your car. And there are other advantages which soon become evident to the user of Conoco Germ-Processed Motor Oil, each proved by authoritative tests. Your own test-through-use will be most convincing. Have your crankcase filled today with Conoco Germ-Processed Motor Oil at the nearest sign of the Conoco Red Triangle. All grades 35¢ per quart.



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## PALACE THEATRE

Friday, May 8

### One Cent Sale

LAWRENCE TIBBETT in a story of love and romance,

### "The Southerner"

story laid in the Old South amid scenes of grandeur and beauty.

Saturday, May 9

Complete Change in Program  
Title to Be Announced

4 Days 4

Commencing Monday, May 11

The Mightiest Film Show on Earth

History's Roaring Pages  
Flung Across the Screen

Heart and Soul of a Mighty People Poured Into Drama that Will Rock Creation.



IT'S OUR DAY IN CREATION!

From the sweep of centuries the screen picks our people, our land and our moment to create its towering masterpiece... In "Cimarron" our own Southwest stands transfigured in heroic glory as acclaim roars from the ends of the world!

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