

PORTALES VALLEY NEWS

VOLUME NO. XXXIII PORTALES, NEW MEXICO, THURSDAY, NOVEMBER 15, 1934.

(UP)—Means United Press

No. 4

NATIONAL HIGHWAY MAY COME THROUGH PORTALES

Tuesday of this week, Capt. Jack De Pysle, executive manager of National Highway No. 271, Texas Highway 24 and U. S. 71, and his assistant R. B. Chastain of Paris, Texas, together with Judge Widner Henry Cox, Mayor and City Clerk Ward of Morton, Texas, were in town to meet with the Commissioners, the city council and business men of Portales in the interest of the highway 24 which is now building from Morton, Texas, to the New Mexico state line.

It was the desire of the delegation to route this highway through New Mexico connecting with highway 18, thence to Portales, thence to Floyd and Melrose, connecting with Highway 60 and thence to Albuquerque and Santa Fe, either over one of the present highways or by Santa Rosa and to Albuquerque over the cut-off.

Captain De Pysle stated that with such a routing that it would be possible to secure Federal Aid and U. S. marking for this highway, which would turn a heavy traffic through here which now goes the southern route.

The distance from Lubbock, to Albuquerque would also be cut about 75 miles by the proposed route. The delegation left a proposition with Mayor Bryant for Portales to join this association.

Local Man Gets Government Job

Heck Harris, son of Mr. and Mrs. C. V. Harris of Portales has just received the appointment to a high official position in the Federal Housing corporation, with offices at Santa Fe.

Heck left Wednesday for Santa Fe where he will assume his official duties at once. His sister, Mrs. Prue Connolly will go over as soon as Heck has rented an apartment.

Local Representative Handles Farm Loans

John W. Ballow, Portales, is the authorized representative in Roosevelt county for the new cooperative farm credit organization, the Clovis Production Credit Association, and is assisting farmers and stockmen in preparing the necessary papers to apply for loans for crop or livestock production purposes.

The representative has been authorized to write these applications for a small charge, and to assist the applicant in making up the necessary abstract of title on the security to be offered. Local farmers and stockmen are thus saved the necessity of making the trip to the headquarters office of the district.

Farmers and stockmen of this community are using the credit facilities offered through this new government-supervised plan in increasing numbers. Many thousands of farmers have been provided with the necessary working capital to finance stock and crop production at the low interest rate of 5 per cent.

Farmers of this locality who will be in need of additional working capital, and wish to file an application for a loan, are urged to get in touch with this local representative, who can supply all needed information.

Production credit loans are made only to responsible farmers who have adequate security, and who can furnish a definite budget plan for repayment. This new form of credit has been devised to aid the farmer and stockman in getting out of debt and then keeping his expenditures within his income over a period of years.

ORPHANS HOME CHILDREN GO TO MELROSE SUNDAY

Sunday, the Melrose Baptist church sent cars to Portales and transported the children of the New Mexico Baptist Orphans home together with Rev. and Mrs. Grant and Mr. and Mrs. Groseclose to that city for the day. The children put on the program for the 11 o'clock hour. There was dinner on the ground and a nice donation was made to the home.

Next Sunday the children will spend the day at Bovina.

Mr. and Mrs. Oliver Lambirth of Elida were Portales visitors Monday.

The News Takes a Forward Step

The Portales Valley News is always to the front with service to its readers.

For years it has endeavored to keep abreast of the times and give a full county coverage. It has now introduced a new innovation for the weekly newspaper, by adding the United Press wire service.

The United Press is one of the nation's leading news gathering agencies and heretofore has been available to the daily press only. But beginning with the issue of last week, The News receives the nation's latest news up to a late hour, before going to press.

This wire service, along with the Washington Letter, Here and There by The United Press, and others, will be added for the approval of our many readers. Just how much this service will be appreciated by our readers remains to be seen, and it depends upon their verdict whether or not this service will be continued.

The News has left nothing undone in securing this service and feels that it will fill a real field until such time as it is justified in going to a daily publication.

\$1,000 a Week



Little Mickey Rooney is here seen holding his new contract with MGM entitling him to receive \$1,000 a week for his work in the movies. No wonder he smiles.

Miss Annika Kolweyn Suffers Mental Collapse

The famous Madame X who has been in Albuquerque hospital for two weeks, who identified last week as Miss Anita Kolweyn of California, who Roosevelt County people will remember as the county nurse here some four years ago.

While county nurse here Miss Kolweyn suffered an illusion that she was being pursued by a negro and left a note on her typewriter, supposedly written by said negro. She was missed from her duties here and was found in a hospital, at Santa Fe suffering a mental collapse. She had left Portales telling no one of her destination and had collapsed in her car. Fortunately, she had stopped the car and was discovered by persons who took her to the hospital.

She was ill some time and upon her seeming recovery resigned her place here and accepted one in Arizona. Some two weeks ago she left Arizona to go to California, and collapsed in the lobby of the Alvarado where she had sat for several hours. It was only when a nurse from a hospital in Arizona saw her picture and came to Albuquerque, that she was identified.

Last reports are that she recognizes her name but has no recollection of happenings after she left Arizona. Her two bags holding her clothes have not been found.

Cutting Still Holds Majority

Hunt Speaks at J C Assembly Tuesday Morn.

A. E. Hunt, county superintendent of schools, was the principal speaker at the Junior College assembly, held in the Methodist church last Tuesday morning at 11 o'clock.

Mr. Hunt spoke on world peace. Mr. Hunt is an ex-service man and told of the horrors of war. He told the students that the next war would be their war and they should study and strive to means of world peace.

Mr. Hunt's talk was one of the most interesting that have been presented in an assembly this year. The college orchestra opened the assembly and Professor Taylor led the student body in singing songs sung during the war.

Coach Reed announced the captains for the game Friday with the Wayland Junior College. They are Burl Howell line captain and Spiggle Woods, a backfield captain.

President MacKay announced the library benefit party to be held at the Woman's club building Friday evening.

Mrs. McCasland, Mrs. York, Mr. Echols and Professor Taylor rendered a quartet, they were accompanied by Mr. Bergh.

Professor Taylor gave a vocal solo. He was accompanied by Mr. Bergh.

The assembly was closed with the singing of the song, "There's a Long, Long Trail a Winding."

Hobbs Defeats Yannigan Squad

The Hobbs High School eleven whipped the Yannigan squad for the Junior College by a score of 7-0 in a hard fought game at Hobbs last Saturday afternoon.

Hobbs took over their only touchdown in the first few minutes of play and the locals were never able to take over a touchdown. The Hobbs team have a strong club and were given credit for winning from the Reserves in fair hard fought game.

Shettlesworth and Russell were the outstanding men for the local squad.

WILMES NO. 1 RESUMES DRILLING AFTER SHUT-DOWN

News from the Claudell Development company well, on the SE quarter of section 21, Township 28, Range 30 east, on the Wilmes ranch near Claudell is drilling again after a shut-down last Friday to pump concrete for a foundation for the casing.

Over 100 feet of oil-saturated lime was encountered before the shut-down to pump concrete. Drilling was resumed on Monday night, and the well is now in salt, which is expected to run around 1,000 feet.

Many visitors from the oil fertility of several states have visited the site and pronounce this test as very favorable.

Geo. Cornelius, who has been superintending the drilling, left Saturday for the hospital, where he will be for 30 days on account of injury to his back in an automobile accident several weeks ago.

Harry Cordill will superintend the drilling during his absence. Bill Peterman, chief engineer of New York, is still on the ground and is closely watching the development. The News has been promised a log of the well up to date, which will be published as soon as available.

Since the red bed has been shut off with concrete and casing, drilling will become more rapid for the next 1,000 feet. The well is still logging high and is attracting the interest of the major oil companies. Accurate information as to this well is as follows: A good showing of gas at 1060 feet; oil showing at 1230 feet; cementing of casing at 1343 feet.

Mrs. Doug Wallace of Tucuman and Mrs. Wesley Little and son of Clovis were visiting in the home of their parents, Mr. and Mrs. R. L. Yoachum Monday.

Democrats Claim Chavez Will Be The Winner

SANTA FE, Nov. 14.—Democrats continued today to claim election of Congressman Dennis Chavez, their candidate for the six-year senate seat, over Bronson Cutting, republican, who had a lead in election bureau figures of 1,186 with the state complete, 23 of the 31 counties

BULLETIN
According to best information Bronson Cutting, republican candidate for the six year term in senate, was leading Dennis Chavez, democratic opponent by a 1186 count at the close of the day yesterday. The count stood:
Cutting 76,968
Chavez 74,900

official, five complete but unofficial and three lacking a few absentee votes.

In the state's 761 precincts complete, the vote was Cutting 76,986, Chavez 74,900.

Revisions from complete figures by Harding and Union counties reduced Cutting's lead by 200 in the day, but he picked up in some other counties, nearly offsetting this loss.

The three counties not officially reported were Mora, Rio Arriba and Guadalupe. In the latter county the count was delayed by refusal of the republican chairman to go to the post-office for the absentee ballots. No reason was given.

Overwhelming for the balance of the national and state candidates were shown in nearly complete reports compiled by the Associated Press.

Rams Win Over Colts Friday on Local Gridiron

Making both counters in the last few minutes of play the Portales high school Rams whipped the N. M. M. I. Colts by a score of 13-0 in a football game played at the high school gridiron last Friday afternoon.

The Rams were in scoring distance as the game ended and would have probably carried over for a touchdown in their last scoring rally had the game lasted a few seconds longer.

The locals made their first touchdown near the middle of the fourth quarter when a 15 yard pass was completed—Whitworth to Creighton who carried the ball over. They counted a few minutes later after the Colts had fumbled the kickoff, the Rams recovering the pigskin on the 30-yard line. Burke carried the ball five yards through the line and Don Briggs carried the ball 25 yards on a cut-back play for a touchdown. Burke carried the ball over for the extra point.

Coach C. F. Brown sent in the second team near the end of the game and Bousman intercepted a pass on the Rams 40-yard line and carried it 50 yards before he was stopped on the 10-yard line by the Colt safety. This was the longest run of the game.

The game was a much more one sided affair than the score would suggest. The Rams, under the leadership of Donald Briggs were able to gain yardage consistently during the entire course of the game with the power plays through the line with Burke carrying the ball. The fast runs around the end and through the line by Whitworth and Creighton, and Donald Briggs amassing a total gain of 131 yards, kept the ball in the danger zone and the Colts never threatened the Rams end zone and were not able to get the ball past the midfield more than twice during the game. They carried the ball to the Rams 40-yard line from their own 10-yard line in two long passes but were stopped when Balz tackle, intercepted their third drive.

Donald Briggs, quarterback for

(Continued on page five)

Dallasite To Be on Program of Boy Scout Meet

Lloyd M. O'Neal, deputy regional executive of Dallas, Texas, will attend the annual meeting of the Eastern New Mexico Council Area Boy Scouts of America, to be held in Roswell on Friday, November 23. Mr. O'Neal will be with the area for a week beginning Sunday, Nov. 18, during which time he will give Cub Leader Training Courses at Clovis, Portales, and Roswell.

Honorable J. E. Moore, Mayor of Roswell, will give the address of welcome at the annual meeting. A play, "Memories" will be presented at the banquet in the evening with Don Wilkins, Bill Mayer, and Edward French, representing the east, under the direction of Mrs. J. C. Martens. Representatives from Portales are expected to attend this meeting.

Greyhounds To Meet Wayland 11 Here On Friday

The Eastern New Mexico Junior college Greyhounds will meet the Wayland Junior college Jackrabbits on the local gridiron tomorrow afternoon at 3:00. This game will probably be one of the hardest games of the season.

The locals have been pointing to this game since the start of the season as it was the first game officially scheduled by the officials of the Junior college for the Greyhounds.

The Jackrabbits are reported to have a strong team. They were beaten by the Canyon Frosh but the main item of their defeat was the Canyon halfback, Murry, who recently made things miserable for the Greyhounds when the club came here.

This game will be of special interest to spectators as there are four of the former Lamesa high start who played along side Jordan, Smith, Conklin and Mathews of the Greyhound squad for two years. The Lamesa men are especially anxious to win this game. The Greyhounds will miss Joe Freeman at tackle who will not be able to play for the rest of the season on account of injuries received in the University Freshman game.

Coach "Tiny" Reed gave the following men as probable starting lineup: Smith, LE; Jones, LT; Jordan, LG; Conklin, C; Howell, RG; McCasland, RT; Campbell, RE; Schwarzenbach, Q; Russell, H; Reed, H; and Wood, F.

The Wayland coach sends the following probable starting line-up: Atkinson and Laurre, ends; Borden and Dennis, tackles; Addison and Evans, guards; Farmer, center; Craig, quarterback; Treadway and Broyles, halfbacks; and Ray, fullback.

The Jackrabbits have a 174 pound line average and 157 pounds backfield average.

Rams Will Journey To Artesia Friday

The Rams will journey to Artesia Friday to meet the strong Artesia high eleven.

Artesia beat the Rams 12 to 0 last year, and the Rams are going to Artesia with the idea of getting revenge.

According to dope the teams are about evenly matched again this year. Roswell beat Artesia 20 to 7 and beat the Rams 20 to 7.

The Rams are steadily improving in their playing during the last few games. Lots of pep and enthusiasm is being shown in practice.

Noble Kirksey will be back in the lineup again this week. His return will strengthen the line considerably.

The U. D. C.'s will meet Tuesday afternoon of next week with Mrs. W. B. Oldham. Mrs. Floyd D. Golden is leader, and an interesting program has been prepared.

Mr. and Mrs. J. W. King are improving their residence by having it repapered.

NOV. 24 CLOSING DATE FOR TAX-EXEMPT CERTIFICATES

Students Enroll in New College Class?

The Sophomores at the Junior college decided during the last week that they would like to take a course in barbering and so they enrolled and held their first meeting last Wednesday night. They used as their first customer an unlucky freshman whom they thought needed a haircut.

After long deliberation as to the latest modes of tonsorial art, the uppers came to the conclusion that the victim would look best with his hair clipped short on one side (either side) so long as it was left long on the other side of the uppermost extremity of the body.

The Sophs then came to the conclusion that no haircut is complete without a good tonic—administered afterwards—so they purchased a bottle of bright green ink and gave their version of an up-to-date freshman with a new kind of coiffure. They then ruled that the barber course would be for Sophomores only.

The freshmen after learning of the barber course, decided they'd start one of their own and would use Sophomores as their "customers." As a result many students at school are going around with all the latest fashions in haircuts.

The Frosh are getting more practice, however, as there are about nine of them to one Soph. And naturally they would need more material.

Navy's Left Half



Fred Borries is the left halfback in the formidable football machine developed at the Naval academy at Annapolis. He is both fast and powerful.

Miss Beatrice Crow Killed In Auto Accident

Funeral services were held Sunday afternoon at 2:30 at the home of Mrs. Nora Johnston for Miss Beatrice Crow who was killed in an auto accident near San Angelo about 8:30 Friday evening.

Miss Crow had left San Angelo about 8:30 in an auto accompanied by two friends, a man and a woman. The auto turned over and the two women were killed instantly and the man, a dentist, is still unconscious in a hospital at that place.

The accident was not discovered until about 2 o'clock in the morning by parties returning from Robert Lee.

Miss Crow was the only daughter of Mr. and Mrs. W. E. Crow of Portales and was born and reared here, graduating from the Portales high school with the class of '23. For the last few years she and her mother have made their home at San Angelo.

Miss Crow leaves her mother, Mrs. W. E. Crow and four brothers, Bill, Jim, R. D. and Roy Crow.

Coe Howard and niece, Mrs. Cline Caperton are in Santa Fe this week. Mr. Howard is shipping the New Mexico exhibit to the World's Fair to owners.

The surplus cotton tax-exemption certificate pool will not accept surrender of surplus certificates after November 24, according to the Agricultural Adjustment Administration, although certificates may be purchased from the pool so long as there is sufficient demand to warrant keeping it in operation for this purpose.

Previously, the administration had announced November 10 as a tentative date for closing the pool for receipt of surplus certificates but at the request of some producers, this closing date was extended for 14 days.

E. L. Deal, manager of the pool, said it was felt this 14 day extension would give all holders of surplus certificates, who wish to turn them into the pool, time in which to do so. Producers who have not yet completed winning their cotton should be able to estimate by November 14 whether they expect to have surplus tax-exemption certificates for surrender to the pool. The tax-exemption certificates are issued under the Bankhead Marketing act.

The pool expects to have on hand on the final date enough surplus certificates to fill all future orders. A closing date is yet to be fixed for the purchase of certificates from the pool. However, Mr. Deal said he was anxious to close the entire pool as soon as possible so that prompt distribution of money for certificates sold may be made to producers who turned them in to the pool.

Producers will be paid approximately \$20 a bale for all certificates sold through the pool. When the pool is liquidated, each producer will be returned his share of any certificates the pool does not sell. These may be used next year if the Bankhead act is effective for 1935.

Freeman Heads Student Body at Junior College

Joe Freeman was announced as President of the Student Council of the Junior College and the assembly held at the Methodist church last Thursday morning. Mr. Freeman made a talk to the students on the work the student council expects to do this year.

Kathryn Mundell is vice president of the body. Mrs. Freeman was elected secretary and James Smith as treasurer. Other members of the student council are: Johnnie Best, Collin Hilliard, Anna Maude Hunter, Howard Schwarzenbach, Oather Morpor and Jack Carr.

President Donald W. MacKay was the principal speaker of the morning and he gave his version of the school traditions that he would like for the Junior college to set forth.

The college orchestra opened the assembly with two numbers and Professor Taylor made an announcement concerning the musical held last Friday evening.

The Girls Glee club rendered two numbers. The Girls were dressed in their new costumes of silver and green.

Coach C. F. Brown of the local high school spoke for a few minutes and announced the football game last Friday afternoon between the Portales High School Rams and N. M. M. I. Freshman Colts.

MOVING PICTURE FOR HIGH SCHOOL ASSEMBLY

A novel feature for the high school assembly program Friday morning at 10:30 will be a moving picture of all the parks in New Mexico.

A number of parks have been developed the last few years and others greatly improved. This will all be shown in pictures.

One might start the slogan, "See New Mexico First." The public is cordially invited to see this picture.

Rev. and Mrs. R. F. Davis will leave Friday morning for their home at Alpine, Texas, after a weeks visit to their daughter and son-in-law, Mr. and Mrs. Clyde Youngblood. Rev. Davis was returned to charge at Alpine for the third year, at the conference at Las Cruces. Previously he had served this charge for four years.

PORTALES VALLEY NEWS

Established 1901
J. G. ORR, Editor and Owner



DEMOCRATIC IN POLITICS

Portales Herald consolidated with Portales Times, March 27, 1932.
Portales Valley News bought Portales Herald, Times, September 12, 1936.
Portales Valley News consolidated with Portales Journal, December 14, 1936.
Hosford County Herald absorbed by purchase, January, 1937.

Entered as Second Class Matter in the Post Office at Portales, N. M., under the Act of March 3, 1879.

SUBSCRIPTION RATES

In New Mexico	
One Year	\$1.50
Six Months	1.00
Out of New Mexico	
One Year	\$2.00
Alaska, Canada, and Mexico	2.50

ADVERTISING RATES ON APPLICATION

The News is desirous of cooperating with all churches and schools, and will carry advertising of events, where a charge of admission, or where any article is sold, at one-half regular advertising rates.

NEW MEXICO PRESS ASSOCIATION

MEMBER 1-9-34



Cutting's Power

At the time of writing this, the decision between Cutting and Chavez is still in doubt.

Democratic state headquarters are still claiming a victory for Chavez, while the daily papers of the state have conceded the victory to Mr. Cutting.

Be it as it may, if Cutting is elected to the Senate from New Mexico, he will be without power. With a state democratic ticket, Hatch for the short term in the senate and Dempsey in congress, all power goes to the democrats.

Senator Cutting cannot control any patronage, and it remains for him to make a record on his actions alone.

If the senator has the good of the common man at heart as it was told in the campaign, he can make good by working for the common man's good.

If it is to build himself up as a political despot in the state of New Mexico, his wings have been shown, and he is without power.

New Mexico has received much publicity during the past campaign that is detrimental to the state, and it is now for the winners to make good and justify the confidence of the public as expressed at the polls.

Gathering Election Returns

Little do the public realize the great expense of a newspaper in gathering the election returns.

Last week in order that the readers of the News might receive the returns at the earliest possible moment, two were at work on this the night of the election until after 12 o'clock, and the next morning two extra men were employed to tabulate the returns, which took until 2 o'clock Wednesday afternoon.

Several hours was consumed in putting these returns into type, and several hours more for two to read the proof. Then additional work in correcting the proof.

In all, it took, figuring the time as one man 30 hours or more to gather, tabulate and put these returns into type ready for the press.

Were the figures available to the cost of the press of the state, it would run into many thousands of dollars.

Better Farm Roads

Before the meeting of the legislature in January, the business men of Portales should confer with the representatives from this district toward securing needed legislation providing for some means to build better farm roads over Roosevelt county.

There is no one thing that will do more to create good will and stimulate business more than good farm roads.

In past years, highways have received all the consideration, leaving many farm settlements marooned.

Farmers must have decent roads over which to haul their farm products to market. They must have good markets when they reach town. Given good roads and good markets, there need be no fear of this trade going out of this trade territory.

Time to Plan for Holiday Trade

Now is the time for the merchants of Portales to plan for their share of the holiday trade. Christmas decorations should be con-

sidered now, and placed early in December.

In the past years, this matter has been neglected until a few days before Christmas. It is also time to begin planning for the Santa Claus treat for the children of the county. This should also be given early in the month before the farmers of the county have gone elsewhere for their Christmas shopping.

A little appreciation shown through the gladdening of the hearts of the children is a wonderful trade builder.

Portales merchants, it's up to you.

Rural Factories

Among the coming developments in this country may be rural chambers of commerce, each pulling for new factories for their individual communities. The Bureau of Agricultural Economics has made a survey and reports that many small factories are doing well in small towns and rural communities and are contributing much to the income of the localities in which they are situated.

Some of these manufacturing enterprises even thrive in the open country adjacent to no incorporated places. The sites for such enterprises have been chosen with a view to the surrounding farms furnishing raw materials. Five different sources of income are available to farmers living in the vicinity of such factories: Sale of materials; full or part-time employment; performing some factory processes on contract in their own homes; selling foodstuffs in markets expanded by the presence of the factory, and sharing in the profits of the factory through investment in its stock.

There is no reason to doubt, the survey shows, that some day rural factories and factories in small towns will be common. Every new out-break in the form of a strike or labor trouble is bringing that day nearer. Younger residents of Corapolis will live to see the prophecy fulfilled and they will be living in a better and more contented community when it does come to pass—Record, Corapolis, Pa.

Billion Dollars—Million Jobs

It is estimated that there is in this country \$1,000,000,000 of idle capital which would normally be used in the mortgage market for residential building.

If, as is hoped, present efforts loosen these funds and bring building back near normal, close to a million men will find jobs. They will have regular incomes, after years in which most of them have been finding the going extremely hard. They will have money to spend for necessities and luxuries—and that money will go through a thousand and one industries, buying materials and supplies and services, paying taxes and interest, creating more jobs and building up payrolls for all types of workers.

That is what construction revival will do for the country generally. In its individual application, so far as the property owner is concerned, it will likewise do this—boom building costs. They have been rising slowly but steadily since the low reached last summer. They are still far below normal. As a matter of fact, costs of most materials used in building have lagged behind the general commodity price advance. That means that the millions of citizens who have money with which to build and repair now, before this belated boom starts, can still get a whole lot more than a dollar's worth for every dollar spent. And that condition isn't going to last much longer, unless all present signs point the wrong way.

Build now, repair now, renovate now. That motto will aid you in doing your bit toward achieving recovery, and will put money in your pocket.—Enterprise, Berea, Ohio.

Square Deal in Business

The long depression has been a severe test on small business as well as on large. The small business has the handicap of lack of elasticity in organization as well as lack of reserve which is generally available in large businesses.

Those small businesses which have survived the depression are obviously based on sound methods. They have been directed with intelligence. Above that and exceedingly important to their success, they have been based on honest practice.

Therefore, ethics in business in the long run pay dividends both in money and satisfaction. The man who creates and maintains a lasting business institution knows a feeling that is denied the dealer in sharp practice and short enterprise.

Business, to continue with success, must not only have intelligent management but it must have honesty. The depression has emphasized the value of the square deal.—Daily News, Orange, Cal.

THE CAPITOL LETTER

By DAVIS CAMPBELL
United Press Staff Correspondent

By their actions at the polls on General Election day the people of Colorado probably voted a general sales tax for the state.

By passing amendment Number 3 use of the gasoline tax revenue for any purpose other than highway construction or maintenance was barred. With the failure of amendment Number 3 the gates were closed for a state income tax. The state will be forced to provide relief money and at the present time, the only open avenue appears to be the general sales tax.

A sales tax proposal will start the same old fight that kept the legislators in an uproar for three sessions of the general assembly. The retail merchants of the state already are starting plans for an extensive lobby that will fight the bill from the time it is introduced until final action is taken.

Advocates of a sales tax were not able to force their measure through the House during any of the three sessions. It was defeated by a single vote at the second special session after one of the hardest fights in the history of this state.

At that time Gov. Edwin C. Johnson, driven to extremes by the serious relief situation in Colorado, appeared on the floor of the House and sought to obtain passage of the measure.

When the bill was killed the legislators turned immediately to the gasoline tax revenue and diverted a part of it to the relief committee and took a part of the motor vehicle license fees for the relief work.

In event a sales tax is passed most of the revenue will be used for relief work in the state with a small amount going to the general fund for state purposes. After the present emergency it is quite possible that the sales tax will be retained and the proceeds used as a replacement tax to lighten the burden on real property.

With an overwhelming Democratic majority in both houses of the 30th General Assembly and Gov. Johnson holding the whip-hand over the state the anti-sales tax group appear to be facing a hard fight to defeat the measure.

The voters opened the way for another battle when they passed the amendment that places a graduated license fee on chain stores.

The amendment was aimed at the chain grocery stores but a number of other businesses, operating multiple establishments, will come under the new law. The chain store grocers backed the fight against the amendment and lost.

Now they plan to test the constitutionality of the measure by taking it before the courts. It is expected a suit will be filed in the Denver district court and ultimately carried to the state supreme court for final decision.

The chain store grocers claim the tax is discriminatory and that it will place a burden on their business.

The sales tax fight will have no small amount of bearing on the selection of a speaker of the house. Those mentioned most frequently for the post are Moses K. Smith, of Alai, majority floor leader during the first session of the 29th General Assembly, W. J. England, of Pueblo, Bert M. Keating of Denver, and George (Sonny) Hallen of Garo.

All of them have been opposed to the sales tax at previous sessions.

This was one of the main reasons why Smith was not floor

leader at the two special sessions. He did not see eye to eye with Governor Johnson and his attitude against the sales tax was so pronounced that the administration sought a new man to pilot its program through the House.

The relief fund problem will be the most serious question the legislature will have. Because of the need for immediate action it is felt that the relief measures will be introduced early in the session and pushed through immediately before the various factions choose up sides and start fighting each other.

Cotton Growers Show Preference for Cooperation

Cotton growers seem to have shown a 3 to 1 preference for co-operation.

This extent of agriculture's faith in co-operation appears to be measured in the option acceptances of cotton growers participating in the agricultural adjustment program, points out A. A. McPheeters, vice president of the Wichita Bank for Cooperatives.

Mr. McPheeters explains that in lieu of cash allotment payments, government-owned cotton was offered to growers who had signed acreage reduction contracts. Growers who accepted, could sell their cotton thus acquired, either direct, as individuals, or through a producers pool. This latter plan gives each participant, by the close of the season, the same return as all other participants, on the basis of quantity and grade of cotton offered; the true co-operative plan for orderly marketing and fair returns to all.

Cotton thus distributed to co-operators with the AAA amounted to over 51 million dollars, and for this total the farmers preferred to market through the pool by better than three to one. The total pool marketing was \$38,942,744.80, while direct sales, totaled \$12,074,070.57. In Mississippi where the pool plan has had the most consistent test, it was favored by the growers nearly eight to one. In Texas, it was favored over two and one-half to one. In Oklahoma it was a 20-50 choice. \$2,297,279 worth selling direct and \$2,239,886 worth selling through the pool.

GABBY GERTIE



"The fellow who draws a gun on you isn't always a desperado."

CONFIDENCE

That Comes From Security

The man who knows that his business is on a sound basis—that he has the benefit of unbiased counsel in its management may face future expansion with confidence. Such counsel is available at this bank. For long and careful study of conditions has equipped this institution to render aid in the conduct of business affairs.

DEPOSITS INSURED BY
The Federal Deposit Insurance Corporation
WASHINGTON, D. C.
\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

First National Bank

Portales, N. Mex.

"Don't Quote Me"

By United Press

WASHINGTON—Hawaiian voters trampled on the New Deal much as a Hawaiian horse trampled on a carload of news correspondents accompanying President Roosevelt on his visit there last summer.

Sugar was the cause of their resentment—and their vote brought about a political tragedy unique in the annals of the islands.

Fifty years ago Lincoln L. McCandless went to Hawaii as a well digger. The sugar companies which hired him often could not afford to pay in cash. They gave him stock instead. Then they prospered beyond the wildest dreams of their promoters. McCandless became a multi-millionaire.

He retained his Democratic political faith, which he took with him from Pennsylvania. For years he was almost the only prominent Democrat in the islands. He supported the party, through defeat after defeat, until the Democratic landslide of 1932—when he was elected to Congress as delegate.

That was the triumph of his career.

In Washington he fought for the welfare of his adopted homeland. Particularly did he seek a liberal sugar quota for Hawaii. His recommendations were passed up by the AAA, which set the Hawaiian quota lower than the islanders wanted it.

So they turned on the New Deal—and on McCandless.

In his place they elected Samuel W. King, youthful Republican in whose veins flows Hawaiian blood. Of that he is proud. He represents the fifth generation of a Yankee trader, who married Mahi, daughter of Chief Kalanikooloumoku.

After graduating from Annapolis and serving the navy with distinction, he became one of Honolulu's leading real estate men.

Misses Jewel and Beatrice Price, Barbara Green, Ione Crawford, Mrs. A. C. Woodburn and Albert Woodburn drove to Albuquerque Friday night and attended a Baptist Student Convention Saturday and Sunday returning to Portales Sunday night.

Sell Your Own Produce

Space in Public Market, \$10 a month rent.

M. W. Thompson

212 Stanford.
Phone 33417 or 863

Wholesome Groceries and Meats

FOR EVERY SEASON

You will find a clean stock, to fit every need. You are invited to call and inspect our stock before placing your next grocery or meat order

McCall Grocery & Market

BUY NOW and SAVE!

Special Reduction

of 15 Percent

for a limited time on

Gas Radiant Heaters
Gas Circulating Heaters
Gas Floor Furnaces

Come in and See Them

The Gas Company of New Mexico

Night Phone
206

Day Phone
160



Read The News Want-Ads.

See us for the Latest Styles in

Dresses, Coats and Suits

A complete line of Fall and Winter Shades of HOSE

79c, \$1.00, \$1.25 and \$1.65

Gossard Corsets in all New Models.

Whitcomb-McMinn

Specialty Shop

RED CROSS RELIEF GIVEN TO VICTIMS IN 103 DISASTERS

Tornadoes, Fires, Hurricanes,
Floods, Epidemics, Make
Record of Year

A history of the disasters in the United States in any year is written annually by the American Red Cross, according to Chairman John Barton Payne, commenting on the report for the year ending June 30, 1934, which has just been issued in Washington.

"Because of the charter provision which places upon the Red Cross the responsibility for disaster relief, our chapter and staff workers are notified of all calamities of storm and fire and flood," he continued. "The emergency period may prove to be brief, in cases where the victims have their own resources to draw on. While it lasts, however, whether it brings the immediate need of food, clothing and shelter for the homeless, or entails a program of investigation and rehabilitation, the Red Cross is the official director of all relief."

A great variation in type, and a wide geographical distribution, characterize the 103 disasters reported last year. Tornadoes, hurricanes, hailstorms and other storms made up almost one half of the total. Especially numerous were the tropical storms which swept in from the sea to the Atlantic and Gulf Coast region. There were 21 storms of this type, establishing a new record for frequency.

Next in number to storms were disasters of fire, the report shows. Red Cross aid was given following 25 fires in the United States and insular possessions. The most spectacular was the Chicago stockyards fire, where Red Cross workers arrived shortly after the fire started, administering relief until the emergency period passed, giving first aid to about 1,000 persons.

Floods caused serious damage in some sections, 17 calling for Red Cross relief. Three explosions were reported and three epidemics of malaria and typhoid fever. A school bus wreck was one of the year's tragedies for which Red Cross funds were needed for relief and rehabilitation.

"Technique acquired by the Red Cross in these disasters and the hundreds of others we have handled is at the service of the public," Chairman Payne said. "To make this possible the disaster relief service has issued a manual containing instructions for chapters interested in advance preparations for emergencies. Disaster institutes were held last year at 28 strategic locations, to enable Red Cross and civic workers to formulate plans for possible disaster emergencies in their communities.

Support of the disaster relief activities of the Red Cross comes from the annual roll call held each year from Armistice Day to Thanksgiving Day.

Trained to Save Lives

First aid certificates were issued by the Red Cross last year to 130,972 persons who finished the course of instruction put on by the chapters. Included in this list were more than 70,000 foremen, time clerks and other key employees on Federal Civil Works projects. Further evidence of the government's endorsement of the first aid program is found in projects now under way where Red Cross chapters, at the request of the War Department, are giving first aid instruction in CCC camps. Where it has been requested by Army engineers the same instruction is also made available to key men working on federal water conservancy and flood control projects.

BABY WINS TROPHY

Mrs. C. G. Atterberry, formerly Miss Maude Bedinger, has just received a silver cup awarded to her baby in the Sears Roebuck contest.

Over 100,000 babies were entered in this contest.

For Sale: Have on hand a few second hand radio sets. See them. Bracken's Radio shop. 441p

1934 Red Cross Poster Invites Your Membership



RED CROSS AGENCIES SAFEGUARD HEALTH

First Aid, Life Saving, Nursing
Care, Promote Health
and Safety

Five outstanding services make up the health-conservation program of the American Red Cross, according to the annual report just issued in Washington. These services are first aid and life saving, which together have trained more than a million persons; nursing, with an active enrollment of 36,133 registered nurses; Public Health Nursing, conducted by 7500 nurses in 424 chapters last year; and Home Hygiene, which has taught more than 700,000 men and women simple ways of caring for the sick at home.

"The achievements of the Red Cross in public health nursing place it among the leaders in this field," said James L. Fieser, vice chairman in charge of domestic operations. "This service was organized in 1919 to meet needs developed by the World War and the ravages of the flu epidemic which in 1918-1919 took so great a toll of life."

"Since that time Red Cross nursing services have been pioneers in more than one half of the counties in the United States. Many services we established were taken over later by civic, state and federal agencies, and the Red Cross continues to establish services in other new fields. Red Cross nurses made more than a million visits to patients last year, and 229,025 children in schools were inspected."

"Red Cross courses in home hygiene and care of the sick are especially important in times of depression, because they teach families to maintain hygienic conditions in their homes and to recognize symptoms of illness early enough to prevent serious consequences."

"Our courses in first aid have been instrumental in saving lives of the injured; in safeguarding the accident victim until the physician

HERE & THERE

By United Press

PUEBLO, Colo.—There are always a few good postelection stories, and here's one we ran across. A fellow rushed into the county clerk's office on election day and excitedly asked a clerk to find in what precinct he had been registered. A long search failed to reveal a registration in the precinct his address indicated. He maintained stoutly he was registered and the search continued for some time.

After over an hour he said: "I know I registered, for I came to the court house and registered in the basement."

Then the clerk understood. "Did you register to vote, or did you register to work?" he asked.

"They say they give me work there," replied the would-be voter.

He had registered in the federal employment bureau on the basement floor of the court house, instead of the county clerk's office.

DELTA, Colo.—The Lions club here has distributed to all blind persons in the city white canes as an aid to identification when they are crossing streets. An effort will be made to have a law passed requiring motorists to come to a stop when a blind person, carrying a white cane, is crossing the street. Such a law has already been made effective in several states.

BOULDER, Colo.—Boulder home owners have adopted the Roosevelt home improvement plan to the extent of nearly \$25,000, estimates of work done during the first two weeks of the campaign here revealed.

LAS ANIMAS, Colo.—Lamb shipments are slowly coming into the county, but present indications are that there will be but few lambs here this season. Forty cars have been shipped so far this year, compared to 91 cars for the same period last year.

HOLYOKE, Colo.—Sentiment in favor of the \$25,000 bond issue for

building a new court house is increasing as taxpayers become more familiar with the measure.

MONTROSE, Colo.—Bell and al., an old fire-engine has been taken to Pinon in the west end of Montrose county to furnish power for a placer mining outfit there.

LAMAR, Colo.—Post office receipts here showed a gain in October with a total of \$2,624. This represents a gain of 27.5 per cent over October, 1933.

MONTE VISTA, Colo.—Farms and ranches representing 194,679 acres of land in Rio Grande county were sold for taxes in 1933, according to a report recently made here by the Colorado Agricultural college. This figure represents 16.1 per cent of the total farm acreage in the county.

VERNAL, Utah—A parade and demonstration surpassing any ever held here in the county was given recently in return of Utah county's champion stock judging team from the Kansas City Stock show.

GALLUP, N. M.—Zuni Indians of this region are preparing for their annual sacred war dance to be held about the middle of November. According to reports received here, a fresh scalp, first requirement for holding of the war dance, was brought into the ancient village last week by a tribesman. Joe Crazy Horse, last to be initiated into the order of Bow Priests, created a sensation several years ago when he brought in the last fresh scalp.

ALAMOSA, Colo.—There will be very little in the way of turkey shipments from the Arkansas Valley before Christmas, officials of the Santa Fe railroad report. Between 60 and 70 carloads of dressed turkeys will be shipped during and after that time. Turkey flocks have been reported in excellent condition.

DEL NORTE, Colo.—Another old land mark gave way to the march of progress here recently when

GOOD, AND ECONOMICAL TOO



Farha's Gro.

FRIDAY AND SATURDAY

SUGAR 10 pounds	52c
TOILET TISSUE , 4 rolls for	19c
APPLES , bushel	65c and up
POTATOES , 10 lbs. for	19c
SPINACH , No. 2 1/2 can	15c
SOAP , Laundry, Crystal White or P&G, 5 bars for	18c
WASHING POWDER , Pride 2 large	25c
PEACHES , sliced or halves, No. 2 1/2 can for	15c
FLAKES , Whole Wheat, 3 for	25c
CATSUP 16 oz. bottle	15c

Christmas Cards

Before placing your order for Christmas Cards, call and inspect The News' line. Splendid line of Engraved samples, plate furnished free with each order.

Stock Cards

We have one of the nicest assortments of Christmas Cards in stock, priced low with name imprinted.

Make This Office Your Christmas Card Headquarters.

PLACE YOUR ORDER EARLY!

Portales Valley News

the town's old fire bell, in use since 1881, was taken down. A modern electric fire siren supplanted it.

LONGMONT, Colo.—Open season on pheasants in Boulder county will be December 1 to 5, the state game and fish department has announced. Pheasant shooting is permitted in only Boulder, Weld, Larimer and Morgan counties in Northern Colorado.

Mr. and Mrs. W. W. King drove over to Littlefield, Texas, Sunday and spent the day visiting in the Sam Batton home.

Most Amazing and Sensational Picture of the Year!

It shows what actually happens behind the doors of a real "Hop" party!... Beautiful, healthy bodies plunged into the depths of debauchery!... One night of bliss for a thousand nights of hell!... One moment of ecstasy for an eternity of living death!

Adults Only
Adults Only

NARCOTIC

FIRST AND ONLY SHOWING

ONLY A TINY RED SPOT ON HER ARM BUT IT BLACKENED HER SOUL FOREVER!

A bizarre story of a little known world where depraved men and women give over to bestial passions.

—ONE DAY ONLY—

PORTALA

TUESDAY, NOV. 27

Special Matinee 2:30

Matinee, 20c - Night, 30c

Ample Lighting Fixtures Cost So Little—

—Yet mean so Much to the Protection and Comfort of the Eyes of both Young and Old. Is your home one of the hundreds without ample lighting facilities?

Possibly you have the most modern equipment, but the sockets fail to carry the proper type and size lamps. Possibly the light is not sufficiently bright to give eyes proper strain free comfort while reading or for your children while studying.

There's little need of our telling you the handicaps the child, with improper eyesight, shoulders in his school work, or the handicaps he will suffer later on in life.

It costs so little more—possibly only a few cents per month—to have proper lighting in your home and it means so much to the protection and comfort the eyes of every member of your family.

We Have Different Sizes of Lamps From which to make your selection.

New Mexico Utilities Company

E. H. SPRINKLE, Local Manager

THANKSGIVING SPECIALS

Permanents	\$1.50 - \$5.00
\$2.50 Permanents	\$2.00
\$3.50 Permanents, \$3.00, 2 for	\$5.50
4.50 Permanents, \$4.00, 2 for	\$7.50
\$6.00 Realistic Permanent, \$5.00, 2 for	\$9.50

SATISFACTION GUARANTEED

Licensed Operators

Cora Leuden — Adalene Ferguson — Doris Darby

LOUDEN BEAUTY SHOPPE

"Make Our Shop Your Shop"

ELIDA

Ozell Crank of Roswell was in Elida Sunday.

Horace Gibson had the misfortune of getting his left hand caught in the feed mill two weeks ago, tearing his fingers up pretty badly.

Mr. and Mrs. Eld Richard and son Windel and Mr. and Mrs. Herbert Richard and children of Casper left last Thursday for a ten days' visit in Oklahoma.

R. H. Orison is having Mrs. M. E. Dehoney's house remodeled. Dolphos Hensley is doing the work. Bernis Carmichael of Kenna made a business trip to Lubbock, Texas, Monday.

Melvin Nelson of Carlsbad visited in Elida this week, the guest of J. B. Miller and family.

Mr. Head of Clovis was in Elida Tuesday.

B. F. Cook and Mrs. Alice Acker left last Wednesday for Coleman, Texas, to be with his wife who was operated on Tuesday. Mr. Cook and Mrs. Acker returned home Sunday morning.

Lucile Gore of McIntosh spent the week end with her sister Ruth Gore.

Joe Jeff was a business visitor in Elida Tuesday.

There was a nice crowd attended the armistice program given at the high school auditorium.

Carlton Carmichael, Fred Graves and son, Willard were business visitors in Portales Monday.

Mrs. Lilly Carmichael of Kenna visited in Elida Tuesday, the guest of Mrs. John Rogers.

Aaron Parkinson of Milnesand was in Elida Monday.

REAL ESTATE SELLING

R. G. Bryant reports the following sales of real estate this week.

The Sam Fletcher place, block 63, school addition to A. M. C. Smith. The Smiths will move on this place at once and make it their home.

Block 18 in Bogard addition, an unimproved block was sold to Chas. Stobb. Mr. Stobb intends to build on this lot and make other improvements preparatory to making a home.

Mr. and Mrs. T. A. Wilmes were in from the ranch near Claudell Monday. The Claudell oil well is located on their ranch.

ODD THINGS AND NEW—By Lane Bode



TATTOOED INDIANS—
CERTAIN AMERICAN TRIBES
TATTOOED THEIR BODY USING
CACTUS SPINES.



DEATH FROM DISEASE—
22% OF ALL U.S. DEATHS
ARE DUE TO COMMUNICABLE
DISEASES.

PEP and HIWAY

Sunday school was not very well attended Sunday but Mr. Cunningham preached a good sermon.

Mr. and Mrs. C. S. Hightower and daughters were Sunday guests in the Ray Radcliff home Sunday.

Mr. and Mrs. Audie Thomas and son went to church at Elida Sunday, then visited in Mrs. Thomas' sister's home, who lives near Elida.

A friend of Mr. and Mrs. Hunsaker from Clovis was visiting them this week.

A group of Dora school children visited Hiway school and played ball Friday.

Richland basketball team both boys and girls, played Hiway basketball teams Friday with which Richland won.

Ray Radcliff was in Kenna on business Saturday.

Mr. and Mrs. Pinnus Tucker were in Portales shopping Thursday.

Henry Rowland was Sunday guest in the Hunsaker home.

Miss Oulume Hightower was over night guest in the Ray Radcliff home Tuesday night.

H. E. Toombs was in Portales Friday.

Mr. and Mrs. Cunningham and Fred Harp and Mrs. Strong were Sunday guests in the J. W. Capps home.

Orvel T. Slaten, J. G. Cox and Jack Turner attended the Phillips 66 annual sales meeting in Amarillo Texas yesterday.

The program for the day consisted of the general sales meeting during the day and a banquet and a dance held in the Crystal ballroom of the Herring hotel.

Mr. and Mrs. J. H. Byrd and sons Hampton and Tommy, of Panhandle, Texas, are visiting Mr. Byrd's father, T. M. Byrd.

Farm Marketing

WASHINGTON, Nov. 14.—(UP)—Nationwide income from farm marketings during October reached about \$850,000,000, as compared with \$596,000,000 in September, a report from the Department of Agriculture indicated today.

The report said available figures indicated farmers as a group had recovered to about 60 per cent of the cash income of the so-called prosperity years of 1924-29, while factory and trades workers average about 85 per cent.

The course of what prices wheat commands during the next few months will be determined, the department said, by shipments made from the Argentine, future developments as to Southern Hemisphere crops, and the extent to which wheat is used as a feed for crops and livestock.

Decreased marketing of all species of livestock had a tonic effect on the general trade during November, according to the report, and fat cattle and hogs advanced about 25 cents in Chicago trading, restoring the \$6.00 hog quotation. Stocker and feeder trade was conducted on a steady to strong price basis. Fat sheep and lambs held firm in price.

Wool buying was much more active through October than in any other recent month, it was said.

Resumption of trading in Ohio and similar fleece wools at Boston was at prices slightly lower than the recent nominal quotations in that market, but no change was reported in prices for Western wools. Any general advance in domestic prices probably will await improvement in the wool manufacturing industry.

Markets for feeds strengthened during the first week of November with demand being fairly active in the drought areas although limited elsewhere.

Prices of feed grains, the report said, were highest since 1930 during September and October, and prices of hay during that period were highest since 1926.

The present high level of feed prices, it was said, probably will be maintained during the feeding season, and supplies of commercial foods will be smaller than in recent years.

President Donald MacKay was principal speaker for the P. T. A. at Roswell Wednesday.

Sports Ensemble



A two-piece sports ensemble of gray ribbed wool, with two pockets and a smart leather belt. The buttons are of tortoise shell. The bright green scarf is worn twisted at the neck. From Dikusha.

CHURCH OF CHRIST
(Pine and Kansas)

Bible School at 9:45 a. m.

Preaching 11 a. m. and 7 p. m. The regular minister will be absent at the morning hour, but will preach during the evening services.

Brother S. C. Wall, superintendent of school at Grier, will preach Sunday morning here. This minister's son, Logan Buchanan, who is now in a meeting at Clovis, will preach here at 3 p. m. Sunday.

Brother Morgan has resumed his radio services over KICA from 1:30 to 2 o'clock daily, except Sunday, and during the Clovis meeting Logan Buchanan will be the speaker.

C. A. Buchanan, Minister.

H. M. Melton of the Causey country was in Portales attending to business and meeting his old friends. He reports that he did not make any grant to speak of this year. However, he has some good roughness.

To Cast Junior Play This Week

Competition is getting plenty tough among the members of the Junior class in the final stages of determining who is going to be "Polishing Papa" Dec. 7. In fact, there are just 23 of the large number, originally entering the try-outs, left; and just who will be the "favored ten" is yet a big mystery.

Mr. Compton, director of the junior play this year, says that he will announce the cast tomorrow, Wednesday, but that competition is so close that it is a most difficult task to pick the winners.

"I am very appreciative of those who were interested enough to try out for a part. Though it is not possible to cast each of them, each has gained something from the effort. It is a good play, and the juniors have already expressed enthusiasm for the selection," Mr. Compton said, when asked to make a statement.

Following is a list of those yet in the running:

Sol Wright, James Case, Jack Patton, Bill Henderson, Merlyn Gunn, Elizabeth Burke, Vera Cross, Edna Brown Monroe, Eugene Stone, Mildred Hollis, Thelma Meadow, Louise Ashby, Robert Ross, Mary Burke, Quanita Deatherage, Marion Selby, Mary Lena Hilliard, Kenneth Borough, Robert Brown, Milton Wakefield, Otero Pate, J. K. Hilliard, Marie Nelson and Warren Coplin.

History I Class Is Trying New Method

A new method of study has been devised for the History I Classes. The student is put more on his own initiative. There is no certain amount of work dished out to them, therefore, if he wishes to better his grade he looks up outside material in the library and reports it in class.

This method is proving to be much more interesting, as we learn a great deal more about the subject than is given in our text. Mr. Brown is the teacher.

Miss Pearl Ludey and Professor Harry Taylor were at home Wednesday evening at the home of Messrs. Taylor and Deldosso, to members of the sophomore class with a dinner.

The Home Furniture company sold the complete furnishings, Saturday for a five room house to Mr. and Mrs. L. E. Gamble, who came in from Texas and bought the A. E. Hunt home.

DANCE
Saturday Night, at KIMO
Music by
The Blue Valley StompersROBERTSON
PRODUCE

MEET US AT OUR NEW
STAND IN DAN SMITH'S
SECOND HAND STORE

Thursday's
Produce Market

Cream	30c
Heavy Hens	8c
Light Hens	5c
Heavy Spring Fryers	9c
Light Spring Fryers	8c
Stags	5c
Cox	2c
Turkeys	7c & 13c
Green, salt trimmed hides	1c
Eggs, candle	25c

When you trade with us you trade with the only home-owned produce house in the city

TO THE VOTERS OF
ROOSEVELT COUNTY:

I wish to express my appreciation for the sincere and most loyal support of my Roosevelt County friends. It is my aim to ever maintain the confidence you have manifested in me by the huge vote given me at each election. I will ever be faithful to the voters of this county and loyal to trust placed in me as your county treasurer.

Call on me when in Portales.

Yours for service,
Homer Barnett

The Roosevelt County Democratic Central Committee joins with the candidates in expressing its appreciation to those who so generously contributed of their time and efforts during the campaign.

The large Democratic majority of votes is gratifying to the Committee, and it is also encouraging that the total vote cast was much greater than it has been in elections other than presidential campaigns.

**ROOSEVELT COUNTY
DEMOCRATIC CENTRAL
COMMITTEE**

TO THE VOTERS OF
ROOSEVELT COUNTY:

I wish to express my appreciation for their faith in again returning me to the office of Sheriff of Roosevelt county.

It is my aim to ever merit their confidence, and to render them the best service possible.

Sincerely,

J. H. Bond

TO THE VOTERS OF
ROOSEVELT COUNTY:

I wish to thank the voters of Roosevelt County for the large vote given to me in the General Election. And I pledge myself to work for the interest of the people of this county.

Sincerely,

O. C. Herbert.

Voters of Roosevelt County
Again I Thank You

You have proved not only loyal Democrats, but loyal friends as well.

I feel deeply responsible to you for your confidence. I shall strive to prove worthy that confidence by every act and deed so long as I shall serve you.

Sincerely,

Mrs. Paul E. Morrison
County Clerk.

TO THE VOTERS OF
ROOSEVELT COUNTY:

I wish to express my deep appreciation for their most loyal support in the recent election, whereby they have chosen me as their county superintendent.

I will be faithful and hold inviolent the confidence placed in me, and strive to give the citizens of Roosevelt County the best school system possible.

Sincerely yours,

A. C. Woodburn

Want Ads

FOR TRADE: 320 ACRES NEAR Causey. Well improved for small irrigated farm near Portales. WM. CROSBY, Causey, N. M. 4-1tp

FOR SALE: CARBIDE PLANT and 1932 Chevrolet Sport Coupe in first class condition. See MRS. JEWELL ARMSTRONG, 118 East Benson street, Portales. New Mex. 4-3tp

FOR SALE: THREE RESIDENCES and a vacant lot on State street. Property of the R. Hardy estate. A. J. HARDY, Ardmore, Oklahoma. 4-2tp

TRADE 1928 PONTIAC 4-DOOR sedan for pickup or peanuts. E. B. SIDDALL, Box 245, Portales, New Mexico. 4-1tc

I HAVE A CASH BUYER FOR 160 to 320 acre improved farm if priced at a bargain. See me at once if you care to sell. J. J. SPIRES, Portales. 4-1tp

FOR SALE: 28 ACRES ON NORTH Floyd one and half miles from Court House. J. B. SLEDGE, Portales. 4-1tc

FOR SALE: 100 WHITE LEO-horn pullets, some laying; 60c each. Also six black weaned pigs. Three-quarter miles south of Portales cemetery. See us now for baby chicks for next year. R. A. YOUNG. 4-2tc

LOST OVERCOAT Tan and brown basket weave check overcoat. Taken from car parked at Baptist church Sunday night. Any information concerning whereabouts advise owner and receive a liberal reward. A. E. JETER, Portales, New Mexico 4-2tp

FOR SALE: GOOD FOUR-ROOM house, two lots; good outbuildings. MRS. M. A. PAGE, 217 Kansas street. 4-1tp

WORK TEAMS ON TIME: WILL sell 12 head work horses and mules. Five colts and two year olds; 1 two-row knife sled; 1 two-row lister. Priced reasonable, 30 per cent down, balance 12 months. See me 2 miles north and half mile east of Causey, New Mexico. A. A. KILLION. 4-1tc

USED TYPEWRITER FOR SALE. Cheap. F. T. BURKE. 4-1tc

FIRST M. E. CHURCH SOUTH C. Frank York, Pastor Sunday school at 1:45. H. E. Taylor general superintendent. Morning worship at 11 o'clock. Sermon by the pastor.

Young people's meetings at 6 o'clock.

Evening service at 7 o'clock. Sermon by Rev. H. O. Scoggins, presiding elder of the Clovis district. At the close of the evening service Mr. Scoggins will hold the first quarterly conference for this conference year, all official members are urged to present.

The community choir directed by Prof. Harry Taylor will give two numbers at the evening service. Public cordially invited to all services.

PERSONAL ITEMS

For Sale: Have just one second hand coal heater left. A large, good one. Wilson Hotel. 4-1tp

Have a hand several size 32x heavy duty second hand tires and tubes. Sherman Braeken. 4-1tp

Brooks King of the United Store was called to Pampa, Texas, Wednesday to substitute as manager of the store at that place during the illness of the manager, Mr. Finn.

G. W. Carr left Tuesday for Mineral Wells, Texas, in response to a message saying Mrs. Carr was not so well. He was accompanied by Rex Forrest, who went on the Mexico. Mrs. Forrest is visiting in the Ike Hughes home.

Mr. and Mrs. Fred O. Minick of Burkburnett were visitors in the H. O. Minick home Monday.

Mr. and Mrs. J. H. Bond were at home Saturday with a chicken dinner at noon. The guests included Mr. and Mrs. Henry Townsend of Arch, and Mrs. and Mrs. Will McDaniels.

The Home Furniture company of Portales are opening a store this week at Littlefield, Texas. W. A. Angly has been there over a week arranging the stock. About two cars of new furniture has been received to date. J. J. Phillips will continue to make a go of the Portales store.

Mrs. W. E. Crow left Wednesday for her home at San Angelo.

Roscoe Creek and sons, Roy and Rufus, Kenneth Hall, Dave Colligan, Sylvester Bankston and Carol McCasland attended the football game between Amarillo and Lubbock at Lubbock Monday.

RAMS WIN

(Continued from Page 1)

the locals, was easily the outstanding offensive on the field and could seemingly gain yardage at will. Oscar Whitworth, halfback, starred as a defensive man and made several long, fast runs for gain during the game.

The locals line held like a stone wall and the Colts were able to make only five first downs while the Rams amassed a total of 13. Passes were frequent during the melee and were seldom completed while several were intercepted.

Coaches Reed and Greene of the Junior College were the officials at the game and Klinger was head linesman.

The Line-up:

Rams	Colts
Fields	LE Cook
D. Briggs	LT Hebenstreih
Martin	LG Yaltona
Melner	C Jones
Moody	RG Rapp
Baker	RT Bennett
Henderson	RE Cain
D. Briggs	Q Lusk
Whitworth	RHB Dunnigan
Crichton	LHB Gerbert
Bucke	F Biscella

Minnesota Fullback



Sheldon Beise, who played fullback on the Minnesota team last year, is on the job again this season. He is a great blocker and plunger although weighing only 180 pounds, which is light for the position.

Mr. and Mrs. J. A. Black of Borger, Texas, were over to see Dr. T. J. Keller Sunday.

Mr. E. H. Epps of Plainview was in Portales Monday visiting Dr. T. J. Keller.

Mrs. Willis Slaten, Mrs. C. M. Compton and Mrs. W. W. King were Clovis visitors Saturday.

SOCIETY and Club

TUESDAY NIGHT BRIDGE CLUB

Mr. and Mrs. Bert Rawlins were host and hostess Tuesday evening to members of the Tuesday night bridge club and two guests, Mrs. Lillian Taylor and Mrs. Donald MacKay. Members being, Mr. and Mrs. J. C. Compton, Mr. and Mrs. W. W. King, Mr. and Mrs. C. J. Whitcomb and Dr. and Mrs. LeMaster.

Refreshments were in keeping with Thanksgiving.

Mrs. Compton received the prize for high for women and Mr. King for men.

D. AND MRS. HENSLEY ENTERTAIN IN HOME

Dr. and Mrs. Hensley were at home Tuesday evening to a group honoring Misses Mundell, Lawson and Hoffman and Prentice Morey. The Hensley home was beautiful with many bouquets of chrysanthemums.

In the game of Cootie, Coach and Mrs. C. F. Brown each won high and Mr. Brown the traveling prize. Misses Ashe and Otto Kapfina won prizes in their art in drawing cooties and Mr. Taylor and Mrs. Lyons won in chewing gum modeling.

The refreshments and decorations were in keeping with Thanksgiving colors and characters.

The guest list included Misses Ludey, Wickham, Marshall, Ashe, Bear, Lyons and Littlefield, Messrs. Drake, Jay Thompson, Taylor, Delosso, E. Compton, Paul Wurster, Gersbacher, Bill Thompson, Kapfina and Messrs. and Mesdames Bonner, Leon Slaten, Chas. Horne, Lyons, Watson, Theis, C. F. Brown and E. T. Hensley, Jr.

RAINBOW GIRLS TO ROSWELL

Twelve Rainbow girls with their newly elected Mother Advisor, Mrs. K. J. Brough and their champion, Ed J. Neer, drove to Roswell Tuesday afternoon and attended a meeting of that organization at that place in the evening.

Virginia May Tyson was initiated into the order with a most impressive ceremony.

The girls and their sponsors

were most royally entertained by members of the order during their stay. They returned Wednesday morning.

Those making the trip were Messrs. Berwyn Slaten, Georgia Johnson, Vivian Case, Annie Porter Deen, Virginia May Tyson, Bonnie Belle Addington, Mildred Lyons, Sarah Lucille White, Louise Ashby, Doris Doyal, Tulsa Jewell McDonald, Azalea Howard and Mrs. Brough and Mr. Neer.

WOMAN'S CLUB

Mrs. Keith Payne was leader of an unusual and interesting "Armistice Day" program at the Woman's club Wednesday afternoon.

The program was opened with a flag drill by a group of first grade pupils from Miss Sybil Autry's room.

Mr. A. E. Hunt was then introduced and spoke on "New America Ended the War." Mr. Hunt, prominent local citizen and an experienced man spoke quite some length on the subject.

Following Mr. Hunt's talk, Miss Patsy Ann Taylor read for the club "Flanders Field."

Rev. York closed the program with an inspiring talk on "Peace." Mr. and Mrs. A. E. Hunt, Rev. and Mrs. F. C. York, Mrs. Miller, Mrs. Sidney Stone were welcomed by the club as guests for the afternoon.

Betty Joe South, Wanda Joyce Miller, Betty Joyce Bouldin, Wanda Jean Capps, Mary Hunt, Kenneth Livingston, Keith Westerman, Jack Lorts, Roberta Young, Mary Jean Parker, Adele Hays, Henry Brown and Edalia Jones were the youngsters participating in the drill.

Seniors Hear Talk On Geology Monday

The requirements of a geologist are, first of all, a good head and a pair of good feet, according to Mr. Theis, a geologist of the U. S. Government Survey, who spoke to the Senior Class at their regular class meeting Tuesday.

Another requirement is that a person must be a student. By this it is not necessary that he should make excellent grades, but should be interested in his environment. The third requirement is that he be active physically and that he like outdoor life.

Mr. Theis told of some of his own experiences as a government geological surveyor and outlined

BETTER BUY A PHILCO RADIO TO BEGIN WITH THAN TO BUY SOME OTHER MAKE AND ALWAYS WISH YOU HAD.

BACKE'S RADIO SHOP.

To Our SUBSCRIBERS!

For the past two years The News has been lenient in pushing subscription collections, due to the financial stress of the people of Roosevelt County. Times are improving, but during this time The News has carried a heavy financial burden, and it now has pressing obligations which can be met only by its readers doing their part and paying up on their subscription accounts.

The News asks that all make a special effort during the next 30 days to pay all arrears with one year or more in advance. By doing this The News will be able to give its readers much better service in every way, and at the same time meet its obligations promptly.

Thanking you in advance for your prompt response to this call, we are,

Yours for Service,

Portales Valley News

J. G. GREAVES, Sole Owner.

SUCH IS LIFE

By Charles Saphroe
THE DIME GETS THERE ANYWAY



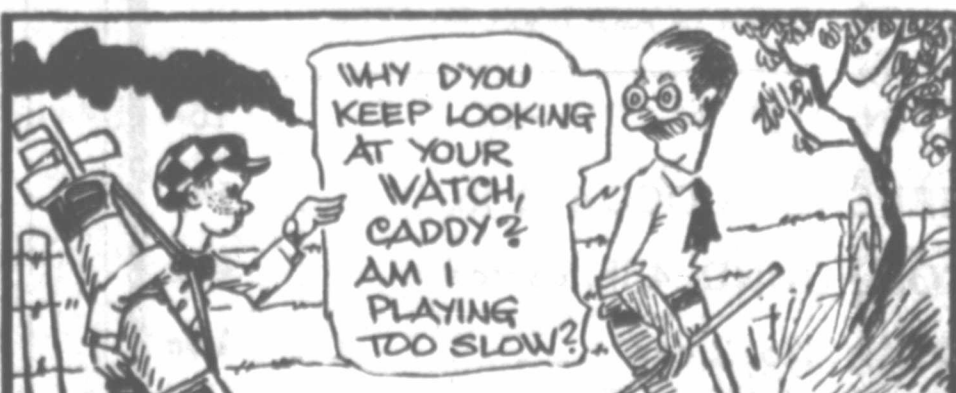
SUCH IS LIFE

By Charles Saphroe
THE BILL TO UNCLE



SUCH IS LIFE

By Charles Saphroe
OFF THE COURSE!



SUCH IS LIFE

By Charles Saphroe
MODEST!



Professional Directory

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Portales, N. M.

E. T. Hensley
Physician and Surgeon
Phone 54 and 159

Dr. N. F. Wollard
Phone: Office 67; Res. 169
Office Near Drug Store

ED J. NEER
Undertaker and Embalmer
Complete line of Caskets
Office Phone 67; Res. 67-24

C. M. Compton
Attorney-at-Law
Practice in All the Courts
Office over Hughes Confectionery

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Office at Pearce's Pharmacy
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List Your Farms AND CITY PROPERTY
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In the Carter Bldg. Up Stairs

ARCH

Several are out of school with the whooping cough.

A large crowd attended the B. Y. P. U. program and singing Sunday night. Mrs. McGraw was the leader in the program was delivered in an unusual way.

The many friends of Mrs. Hamilton Hill are indeed glad to know that she was able to be brought from the hospital Sunday and is much improved at this writing.

Mr. and Mrs. Joe Bill Thompson entertained a number of friends and relatives with a quail dinner Sunday.

The guests included Mr. and Mrs. W. H. Davenport of Arch, Mr. and Mrs. Jim Davenport and family and Dr. and Mrs. Glenn Simmons of Littlefield, Mr. and Mrs. W. D. Pate and family and Miss Vera Nelson of Portales.

Miss Eva Wade entertained a crowd of friends and relatives at the home of her parents, Mr. and Mrs. W. L. Wade last Thursday evening, honoring her 11th birthday. Games were played after which refreshments of cake and

SOCIETY NOTES

B. & P. W. IN REGULAR MEETING

The regular November business meeting of the Business and Professional Woman's club was held at the Legion Hut on Monday evening at 7 o'clock. Mrs. Neer and her dinner committee were in charge of the buffet dinner, served to 18 members and one visitor. The dinner, as usual, was very delicious.

The matter of furnishing old clothes to help in the sewing project being started by Miss Hoffman, was discussed, and every member present promised to help in any way that she could, and nearly all could furnish something for the project.

A committee of three was appointed to gather up this clothing. Mrs. Edith Martin was chairman, with Mrs. Neer and Miss Fay Walker as the other members. Miss Hoffman had also made a request for scraps of dress goods for another project. The club will no doubt help with this also as far as they can.

Miss Lillian Marshall gave a very interesting report of the breakfast she attended in Santa Fe on the third of this month. The breakfast was given by the Capital City Business and Professional Woman's club, and the Santa Fe club for all visiting teachers who also belonged to the Business and Professional Woman's clubs in the state.

Miss Rosemond Dean, Miss Mary Alice Walton, Miss Cornelia Hunter and Miss Fay Walker, who attended the teachers convention, also attended the breakfast given for the Eastern New Mexico Junior college. Some very complimentary things were said at this breakfast about our new college.

Miss Wilma Olsonson reported on the state board meeting which she attended in Albuquerque on November 3. A number of subjects vital to the club work were discussed, among them—proposed legislation for women in New Mexico—honorary membership as defined by the national—the printing of the state constitution and by-laws, and the announcement of the organization of two new clubs, one at Mountair, and the Duke City club at Albuquerque.

Miss Olhausen and Mrs. Armstrong were entertained at the home of the state president, Mrs. Anna H. Thompson. Thirty-eight members were present at the breakfast Sunday morning at the El Fidel hotel, twenty-seven of whom were members of the executive committee.

Two applicants were voted into membership, Miss Mary A. Johnson and Mrs. Alice May Ploudre.

In the emblem service Miss Sadie McCarty represented the Torch of Truth, Mrs. Whitcomb the Herald, Miss Lillian Marshall the Wand of Harmony, Miss Rosemond the Ship of Progress, Miss Mary Alice Walton, the Scroll of Knowledge, and Mrs. Edith Martin, the Goddess of Victory. Mrs. Neer, the membership chairman, introduced the three new members for initiation—Miss Pauline Terry, Mrs. Thelma Mersfelder and Miss Mary Johnson. The emblem service was very impressive, with songs and costume.

The bridge party for members and one guest was announced for the fourth Monday with Miss Sadie McCarty in charge of arrangements.

ORGANIZE SOCIAL SERVICE CLUB HERE

At the invitation of the Social Service office a number of young men and women, including the unmarried teachers and people in business, met there on November 8, to discuss organization for more social life among this age group and the development of some very much needed service projects.

Miss Hoffman outlined the work of the Social Service staff and pointed out the need of voluntary service to supplement that which the regular workers do. The group was enthusiastic about the ways in which they might work to promote the general welfare of the community, provide wholesome recreation for the young people, promote study groups for those who are interested, work individually with special problems, give leadership to those of the younger groups, raise funds for some of the work, and give backing to all social service projects.

Those present were: Macbeth Lawton, Bramlett Chambers, Adele Oldham, Robbie Allen, Eleanor Nelson, Agnes Foreman, Rosemond Dean, Mary Alice Walton, Erma Mason, Edna Locker, Nathalya Ashe, Sybil Autry, Laura Fullerton, Gustava Easley, Jimmy Drake, Jay Thompson, Earth Compton, Emmett White, Paul Wurster, Loren Allen, Chester Hunker and P. Ernest Ayres.

The following officers were elected: Jimmy Drake, president; Sybil

apples were served. Mr. and Mrs. Henderson of Texas visited in the Stokes home last week.

Autry, vice president; Bramlett Chambers, secretary; and Chester Hunker, treasurer.

Mr. Drake appointed Edna Locker, Nathalya Ashe and Adele Oldham as a refreshment committee; Jay Thompson, Earth Compton and Paul Wurster as a table committee; and Macbeth Lawton, Eleanor Nelson and Mary Alice Walton as a committee on social activities for the club.

The group voted to call themselves the Social Service club of Portales.

Meetings will be held on the second Thursday of each month at 7:30 o'clock in the Social Service rooms. All young unmarried people who are interested in this sort of program are invited to attend the meeting on December 13, 1934.

CONTRACT CLUB

The Monday Contract club met with Mrs. Bert Rawlins Monday afternoon. Mrs. E. N. Neer won high for members and Mrs. C. B. Wivel high for guests. Mrs. H. H. Buchanan received the traveling prize.

Guests were Mesdames D. H. Reed, Marion Stinnett, and C. B. Wivel. Members present were Mesdames K. J. Brough, Donald MacKay, H. H. Buchanan, E. N. Neer, A. D. Ribbie, James D. Turner, W. W. King, William LeMaster and J. P. Steiner.

DINNER PARTY IN ALLEN HOME

Miss Gwendolyn Allen entertained several friends at the home of her parents last Sunday evening with a dinner party.

A delicious three-course dinner was served. Guests were Misses Ida Mae Hart and Anne Maude Hunter, Messrs. Donald Fairly, Selwyn Jackson and Earl Stratton.

SEVEN O'CLOCK DINNER

Mr. and Mrs. W. W. King entertained the employees of the Universal Motor Company and their husbands and wives with a seven o'clock dinner at their home Thursday evening.

After dinner the group enjoyed various games. Those attending the party were Messrs. and Mesdames H. H. Buchanan, Hub Mink, Albert Partin, L. H. Myers, E. A. Brewer, Charley Thomas, R. D. Horner, F. Crow, Pat King and Homer Barnett.

BIBLE LECTURE COURSE

People who are attending the Bible Lecture Course given by Rev. Chapman at the church each Wednesday are requested to read Numbers and Deuteronomy this week.

B. Y. P. U. PICNIC

Members of the Intermediate B. Y. P. U. will meet at the church this afternoon at 3:30 and will be accompanied by T. T. McCasland and Elizabeth Golden to the sandhills for a winter roast.

BOOK WEEK ACTIVITIES

An interesting program consisting of sketches from well known books, folk dances and songs is being planned for the costume party sponsored by the library board which will be held at the Woman's club building Friday night.

Guests are to be dressed to represent some character in literature.

Admission to the party will be a book or 25 cents.

Saturday morning the group is sponsoring a breakfast at the home of Mr. and Mrs. Donald MacKay. Reservations for this event must be made ahead of time.

On Saturday afternoon from 3 to 5 o'clock the group will entertain at the library building with a children's party for children from 4 to 12 years of age. Admission to the party will be 5 cents.

W. M. U.

All circles will meet today to study a book on personal service. Teachers for the various circles are Mesdames J. J. Phillips, F. D. Golden, T. T. McCasland, and J. Griffin Chapman.

Judson circle will meet with Mrs. Sidney Stone.

Eugene Salice will meet with Mrs. Silas Bridges.

Lottie Moon will meet with Mrs. Murrell Wallace.

Dorser will meet with Mrs. J. J. Phillips.

Marshall Rowley of Artesia visited his parents, Mr. and Mrs. H. O. Rowley last week end.

UNQUESTIONABLY SUPERIOR

HAND Coffee

Quality Grocery & Market

Black Velvet Ensemble



One of the latest of Parisian fashion creations from Martin and Armand is this "Deux Fois Chic" ensemble in black velvet with gold lame trim. The tunic is trimmed with black fox.

ROGERS

The Rogers Home Ec. club met Wednesday. All members were present. Refreshments were served by the first year class and the rest of the time was spent in sewing on the table linens for the department.

The Rogers Ag. classes judged stock this week. Many of them were classed as high point men in judging. We expect a lot of our ag. classes in all the contest they enter this year.

The athletic classes are practicing daily on basketball. They are improving on shots and plays. The first game will be played November 25 with Texico at Texico. We are expecting a victory for our school.

The Rogers school paper, the "Blue Eagle" is rapidly improving. The biology class has in new equipment for the class, and they expect to do better and more complete work.

Mr. Woods and family, the former preacher of Rogers, is leaving for Hop, New Mexico, Tuesday to make their future home. They have many friends who regret their leaving.

Mr. and Mrs. K. L. Spores, Miss Lola Mae Ray, Miss Geneva Chisum and Mr. Kinard Spores of the Rogers community, were guest in the Leon Harris home Sunday.

Mrs. Onita Miller and two daughters, Lucille and Elizabeth were guests in the Varnell home Sunday.

There was a large crowd attending Sunday school Sunday.

Bill Givens and Fay Smith were guests in the Odell Smith home Sunday.

Mr. and Mrs. Harvey Carter, Misses Loretta and Lervita Hendrix, Lucille and Elizabeth were guests in the Hendrix home Sunday.

Ernest Carter and son, Mr. and Mrs. Ed Carter and son were guests in the Hendrix home Sunday.

The Sunday school class gave a party Thursday night of last week for Ball and Ernest Wood who are leaving.

Miss Pauline Alexander has been absent from school this week.

Merle Wallace made a business trip to Bovina last Monday night.

RICHLAND

There were 37 present for Sunday school.

Sunday night is regular singing night. Everyone is invited to come and take part.

Miss Della Dacus spent the week end with home folks.

Mrs. Alice Williamson is reported ill.

Mr. and Mrs. Clarence Fuller spent the week end with Mrs. Fuller's parents in Clovis.

Box Paw and family are visiting his parents, Mr. and Mrs. Paw. They plan to be here two months.

Clarinda and Matay Burke of Dora spent Sunday night with Mr. and Mrs. Eugene Butts.

On Friday afternoon Richland girls and boys met Hiway at that place, where they played two fast games of basketball.

In the boys game the first lineup was: Stroud and Vick, forwards; Chenault, center; Brown and Monk, guards; Richland, Hiway lineup was: Henry Roland, James Roland, Ernest Moore, Price Gandy, Beaumont Chenault. During the game many substitutions were made for both teams. Richland boys were victors by several points.

The girls game was fast from start to finish. Richland girls being larger, had an easy game until the Dora team entered the game, then play became more serious.

Both teams ran in a number of substitutions, giving all an opportunity to participate. The game ended with a Richland victory of 42 to 12.

Next Friday Richland teams will play Bledsoe at that place.

LINGO

There was a good crowd at Sunday school Sunday.

We are very sorry to report Miss Huston, one of the teachers, here is one the sick list and is not able to teach.

Those who spent Sunday in the J. O. Grier home were Mr. and Mrs. A. F. York and daughter, Margarette and Tillie Ray, Mr. and Mrs. Leonard King and Virgil Allen.

Several of the young people spent Sunday in the L. S. Gray home.

Mr. and Mrs. Mack Williams and Mrs. Williams' mother, Mrs. Turner, spent Sunday in the S. M. Williams home.

The school inspector, Miss McCully visited the school Thursday. Last Friday afternoon the Bledsoe basketball teams came to Lingo. The scores for the girls game was 15-8 in favor of Lingo. The boys game was 15-13 in favor of Lingo.

Several of the Lingo people made a trip to Portales Saturday. Mr. and Mrs. R. R. Alford and Virgil Allen made a trip to Clovis Saturday night.

Among the Portales people attending the Amarillo-Lubbock game Monday were Mr. and Mrs. Charles Horn, Mrs. Leon Slaten, Pent Morey and Paul Wurster. The Sandies defeated Lubbock by a score of 25-0.

Miss Pearl Partin visited her parents in the Richland community last Thursday and Friday.

Mr. and Mrs. J. B. Priddy and Chas. Greathouse and son, Chas. Jr. returned Saturday from the mountains west of Magdalena. Mr. Priddy was successful in bagging a large buck.

BETHEL

Our attendance is still below 100 at Sunday school, but the whooping cough is raging in our community.

Mrs. A. C. Woodburn attended the B. S. U. convention at Albuquerque last Sunday.

Mr. and Mrs. A. W. Milligan and Mr. and Mrs. Chester Boteler and son were dinner guests of Mr. and Mrs. R. L. Little Sunday.

Mr. and Mrs. C. G. Biderbach entertained several of the young folks Sunday.

Chas. Biderbach have a party for several friends last Thursday night. His mother served cocoa and cake.

Mr. and Mrs. Fred Minick of Burk Burnett, Texas, visited Mr. and Mrs. H. O. Minick during the past week and called on their friends at Bethel Monday.

Mr. and Mrs. Carl Lemmons of Floydada, Moelle Lemmons of California and Mr. and Mrs. Chester Boteler and son spent Monday night with Mr. and Mrs. B. J. Perkins and son.

Mr. and Mrs. Clay Jones and sons and Mr. and Mrs. R. A. Ham were Sunday dinner guests of Mr. and Mrs. J. V. Miller and family.

Mr. and Mrs. Ed Adams were dinner guests of Mr. and Mrs. Claude Elder Sunday and in the afternoon both families went calling to see sick folks.

Mary Edith Stewart, Orin Dutton, Peops Finley and John Adams were dinner guests of Bernice and Chester Anderson Sunday.

We had a little shoveling during Monday night.

Mr. and Mrs. Grady Cranford and Mike Hall of Floyd spent Sunday with Mr. and Mrs. B. J. Perkins and son.

The death angel visited our midst twice during the past week and took from us J. A. Browne and Monette Maness. Both have been ill a long time. Mr. Browne was 56 years old and Monette 17. Relatives from Texas were present at both funerals and interment was made at Floyd. The funeral services of Mr. Browne were conducted Thursday by D. Z. Little of Portales and Tuesday for Monette, by Rev. Tyson of Portales. The hearts of the people of Bethel and other places go out in sympathy to these bereaved ones who so dearly loved those who have passed on.

CACTUS PLANTS TO GIVE STOCK FEED, IS SAID

FUEBLO, Colo. (UP)—Farmers and stock raisers in this area are using cactus for livestock feed.

County agent Ben King has burners, designed to burn the spines off the cactus to make it edible, which he furnishes livestock men.

King said that the spineless cactus has proved a good feed, and with the shortage of other feeds this winter is expected to fill a large part of the diet of livestock. In the winter of 17 numbers of cattle in N. Mex. were fed on the bear grass and prospects are that if they live at all this winter, the same will be done.

Mr. and Mrs. S. F. Miles were in from Elida Tuesday. Mr. Miles paid a year's subscription to the News.

GOOD, AND ECONOMICAL TOO

TEXAS GIRL Coffee

P-F Grocery
Main Street



A NEW WAVE FOR SMART WOMEN

Smart women everywhere are wearing their hair in this new manner, built high around the forehead and following the neck line in the back. Our expert operators are prepared to give you this new and becoming culture. Other styles to suit your face.

Louden Beauty Shop

Next Door to Stone's
Mrs. Cora Louden, Owner and Operator.
Miss Doris Darby, Operator

TRY HOWARD'S FIRST

PIPES
NOVELTIES
CANDIES
FOUNTAIN SERVICE

Howard's



Scalp Treatment A Specialty

Men, Women, and Children, with the famous Arno Oils and Machine.

Hair Cutting
Children and ladies
25c

Holiday Special,
Our Guaranteed Realistic Waves \$5
Other Waves \$1.50 up

Eyebrow dying and arching a special feature this month.
Look Your Best for Christmas!

FRENCH ROSE BEAUTY SHOP

MRS. DORA BRASELL
Expert Beautician Licensed Operator

P. & F. Grocery

COME IN AND LOOK US OVER

APRICOTS, No. 2 1/2 can 15c

HERSHEY COCOA, 1 lb. 14c

COMPOUND, 4 lb. carton 45c

CORN, No. 2 can 10c

TOMATOES, Portales, No. 2 can . . . 10c

HOMINY, No. 2 1/2 can 10c

SYRUP, Cane Crush, No. 10 can . . 59c

PEACHES, syrup, No. 2 1/2 can . . . 15c

SPECIAL—48 lb. Sack
Kansas Cream Flour . . . \$1.77

Legal Notices

LEGAL NOTICE

In the Probate Court of Roosevelt Co., N. M., No. 563.
In the Matter of the Estate of Lucinda Spear, deceased.
To Mattie E. Nail, J. E. Spear, Amos Spear, John W. Spear, Albert T. Spear, Claud Spear, H. W. Turner, Ernest Turner, Dow Turner, Berley E. Robertson, and All Unknown Heirs of Lucinda Spear, deceased, and All Unknown Persons claiming any lien upon, or right, title, or interest in or to the estate of said decedent: You are hereby notified that J. E. Spear, administrator of the estate of Lucinda Spear, deceased, has filed his final account, report, and petition for discharge as such administrator, and that said Court has fixed Nov. 29th, 1934, at the hour of ten o'clock a. m. as the day and hour for hearing said final account and report, and that said Court at the same time will proceed to determine the heirship of said decedent, the ownership of her estate, the interest of each respective claimant thereto and therein, and the persons entitled to the distribution thereof. T. E. Meara, whose P. O. address is Portales, N. M., is attorney for said administrator.
Given under my hand and seal of said Court this Oct. 31st, 1934.
MRS. PAUL E. MORRISON,
(Seal) County Clerk.
Nov 1-22-meara

NOTICE FOR PUBLICATION

Department of the Interior
General Land Office, at Las Cruces
New Mexico.
NOTICE is hereby given that Ike P. Ripley of Portales, New Mexico, who, on January 18, 1932, made homestead entry No. 044891, for SE 1/4 Sec. 8, S 1/4 Sec. 9, NE 1/4 Sec. 17, Township 18, Range 35E, N. M. P. Meridian, has filed notice of intention to make 3 year proof, to establish claim to the land above described, before J. R. Shock, U. S. Commissioner, at Portales, New Mexico, on the 8th day of December, 1934.
Claimant names as witnesses: Seth Austin, of Lovington, New Mexico, Homer Riley of Milnesand, New Mexico, Ben Ball, Mrs. Ben Ball, both of Portales, New Mexico.
PAUL A. ROACH,
Register.
Nov 1-29

NOTICE

Notice is hereby given that the undersigned was on the 29th day of October, 1934, appointed Administrator over the estates of Albert Dunson and Effie Dunson, deceased, by the Probate Court of Roosevelt County, New Mexico, and has duly qualified as such.
THEREFORE, any and all persons having claims against said estates are hereby notified to present the same in the manner and form and within the time required by law, or the same will be forever barred.
J. C. COMPTON of Portales, New Mexico, is attorney for the Administrator.
PORTALES, NEW MEXICO, this 29th day of October, 1934.
PAUL C. HOOVER,
Nov 1-22 JCC

NOTICE OF PENDENCY OF SUIT

The State of New Mexico to the defendant, Otto Emschhoff, Greeting: Said defendant is hereby notified that a suit has been commenced against him in the District Court of Roosevelt County, N. M., by Dora Emschhoff, plaintiff, and being No. 3072 on the civil docket of said court; the nature and objects of which are to obtain a decree of complete divorce from said defendant on the grounds of non-support and habitual drunkenness, and for the custody and control of their minor child. Defendant is notified that unless he enters his appearance in said cause on or by Dec. 20th, 1934, judgment will be rendered against him by default and the plaintiff granted the relief prayed for in her complaint. T. E. Meara, whose P. O. address is Portales, N. M., is attorney for plaintiff.
Given under my hand and seal of said court this Nov. 15th, 1934.
MRS. PAUL E. MORRISON,
(Seal) County Clerk.
Nov 1-29-Meara.

NOTICE OF SUIT

THE STATE OF NEW MEXICO TO CARL WIMBERLY, Greeting: You are hereby notified that there has been commenced in the District Court of Roosevelt County, New Mexico, a suit wherein Mildred Ay Wimberly is plaintiff, and you, Carl Wimberly, is defendant. No. 3071, upon the Civil Docket of said Court.
The general objects of said suit are to obtain a divorce by plaintiff, from defendant upon the grounds of non-support and cruel treatment; and plaintiff to be awarded and decreed the custody of plaintiff's and defendant's children.

You are further notified that unless you answer or otherwise plead in said cause, on or before the 9th day of January, 1935, judgment by default will be rendered against you, and plaintiff will apply to the Court for the relief demanded in her complaint; and that C. M. Compton, Jr., of Portales, New Mexico, is Attorney for plaintiff.
WITNESS my hand and official

seal this the 9th day of November, 1934.
MRS. PAUL E. MORRISON,
(Seal) Clerk.
Nov 1-29 CMO

NOTICE OF SUIT

State of New Mexico to Roy Trick implicated with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: Roy Trick, Marjorie V. Trick, J. L. Dorsett, J. P. Carr, Nancy D. Wilkins, John Wilkins, Elbert Overton and R. M. Trick.
You will hereby take notice that Cause No. 2927 has been filed and is now pending in the District Court of Roosevelt County, where-in Bonanza S. Sewell is plaintiff and you are defendants. That the object of said suit is to recover judgment in the sum of \$900.00 plus interest, attorney's fees, and costs of suit on an indebtedness due and owing to plaintiff from defendants, Roy Trick and Marjorie V. Trick, and to foreclose a certain mortgage deed covering the Southeast Quarter of the Southeast Quarter of Section Twenty-two, the South Half of the Southwest; the South Half of the Southwest Quarter, the Southwest Quarter of the Southeast Quarter, the East Half of the Southeast Quarter, and the Southeast Quarter of the Northeast Quarter of Section Twenty-one; the Southwest Quarter of the Southwest Quarter of Section Twenty-two; the Northeast Quarter of the Northwest Quarter of Section Twenty-eight, all in Township Four North of Range Twenty-nine East, N. M. P. M., given to secure the payment of said indebtedness, which said Mortgage Deed was recorded on the 26th day of January, 1929, in Book 34 at Page 274 of the records of Mortgages of Roosevelt County.
That unless you enter your appearance in said cause on or before the 29th day of December, 1934, judgment by default will be rendered against you for the relief prayed for in Plaintiff's complaint; that Hatch and Grantham, whose address is Clovis, New Mexico, are attorneys for plaintiff.
IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said Court, this the 30th day of October, 1934.
MRS. PAUL E. MORRISON,
(Seal) Clerk.
Nov 1-29. Grantham

NOTICE FOR PUBLICATION

Department of the Interior
General Land Office at Las Cruces,
New Mexico, Nov. 8, 1934.
NOTICE is hereby given that Luther W. Walker of Blunt, New Mexico, who, on November 4, 1929, made homestead entry No. 040794, for W 1/4, Section 34, Township 38S, Range 37E, N. M. P. Meridian, has filed notice of intention to make 3 year proof, to establish claim to the land above described before J. R. Shock, U. S. Commissioner, at Portales, New Mexico, on the 20th day of December, 1934.
Claimant names as witnesses: Ted Drake and J. R. Singleton, both of Blunt, New Mexico, S. L. Chunn and R. C. Reece, both of Bledsoe, Texas.
PAUL A. ROACH,
Register.
Nov 15-Dec 13.

Meeting Held to Organize Rotary

On last Thursday evening a luncheon was held at the Woman's Club building for the purpose of organizing a Rotary Club for Portales.
Around 20 business men were present.
Wm. B. O'Donald acted as chairman.
Floyd D. Golden, Donald W. MacKay, and others spoke on the importance of the Rotary to a community.
A delicious luncheon was served by the Woman's Club.
A committee was appointed to look into the expenses of the organization and report back Thursday evening of this week, when a meeting will be held at the Junior College for the purpose of perfecting an organization.

Portales to Observe Thanksgiving Day

Portales will observe Thanksgiving on next Thursday by all business houses closing for the day. This has long been a custom in Portales, and gives all the employees a chance to observe the day as well.

We Have

SINCLAIR H. C. GASOLINE and
SINCLAIR OPALINE MOTOR OILS

J. HOWARD HAMMONS

PUBLIC HEALTH

Conducted by Dr. J. R. Eary
Director, New Mexico Bureau of
Public Health.

MARY JANE

In a recently published novel—The Man with Bated Breath—two chapters are devoted to the physical and mental effects of smoking marijuana. Making due allowance for the requirements of the plot, the description is no doubt accurate enough and one feels that the average reader coming to the close of Mr. J. B. Carr's sin party may well ask himself: Why should anyone wish to submit to such a horrible experience as this?

It is probable that no person with a really healthy mind would want to smoke marijuana. If such a person tried it once, to get material for a novel let us say, then probably he would feel no desire to smoke it again. There are two types of mind that fall for Mary Jane. One is the mind without Purpose. In other words, the Pin-cushion Personality. These people make no impression on the world and only live in so far as the world makes impressions on them. The nearest thing to an objective in their lives is to find a new kind of pin with which they may be stuck. Drug addiction opens up a whole vista of such pins. The second type is the mind with conflicting purposes, in other words, the man who is trying to serve two (or more) masters. Only one master can rule at a time but there is always civil war brewing within the personality. It may be that the forces of rebellion will find in marijuana a precious ally to dethrone for some moments at least the tyrant of the hour.

Left to themselves both types are fairly harmless, the one from inertia, the other from indecision. But marijuana may make a dangerous madman out of either. The drug must therefore be kept away from such and from all unhealthy personalities for their sakes as well as for our own.

We should not forget, however, that there will no longer be a drug problem when the schools learn how to build character as well as to train intellect. It is more important that a man should live in singleness of heart and with integrity than that he should be able to solve problems in trigonometry.

arrives, and in reducing time lost by workers in factories, mines and other industries. We are also giving the course extensively to police and fire departments throughout the country, and to state highway patrols.
Everyone is invited to join the Red Cross during the annual membership roll call which continues from Armistice Day to Thanksgiving, to have a part in the health program and the other humanitarian services of the Red Cross.

Fires on Morro Castle and At Nome Alaska, Received Help of Red Cross Workers

A number of tragic and unusual disasters have recently called for Red Cross relief.
Included in them have been a flood in Kentucky, following a series of cloudbursts in August; epidemics of disease which threatened several sections, including some caused by drought conditions. Red Cross workers found much to do for the survivors of the Morro Castle fire and for those engaged in rescue work; and Red Cross relief went by airplane to Alaska when the famous old gold camp, Nome, burned in September.

An Army of Goodwill

When members of the Junior Red Cross learned that school-books had been destroyed in the Kentucky floods last August they gave \$100 from the National Children's Fund to buy new textbooks for use in the schools. The maximum membership for the Junior Red Cross last year was 7,350,230, an increase over the previous year of more than 250,000. They carry on civic and service programs in their own communities which each year bring comfort and pleasure to thousands of needy and unfortunate people. An international friendship is built up through correspondence with Junior Red Cross members in foreign countries.

"One of Our Babies"



Red Cross public health nurse proudly displays one of the infants under her care. In the past five years Red Cross nurses have aided at the birth of more than 19,000 babies and have given care to mothers of many others, in their work to save lives of mothers and babies.

FARM INCOMES INCREASE OVER '32-'33 LEVELS

Farm income, including rental and benefit payments, for the third quarter of 1934 has increased \$192,000,000 over the third quarter of 1933 and \$385,000,000 over the same period in 1932, according to Louis H. Bean, economic adviser to the AAA.

For the three months, June, July and August, 1934, total farm income in the United States, including \$133,000,000 in rental and benefit payments, was \$1,508,000,000 as compared to \$1,316,000,000 in June, July and August, 1933, and \$913,000,000 in the same period of 1932, an increase of 65 per cent in two years.

This is the highest three-month level reached since the rise which started in the second quarter of 1933 but still 33 per cent below the pre-depression level. Income for the month of August, 1934, including rental and benefit payments, averaged approximately 80 per cent above the low level of the first

quarter of 1933. These comparisons take into account the usual seasonal changes in farm marketings.

While farm income increases have been partially offset by increases in price of commodities which farmers purchase, the net increase is encouraging. Prices paid by farmers on August 15 averaged 25 per cent above the level of March, 1933. This indicates that the purchasing power of farm products in exchange for commodities had a net increase of approximately 44 per cent, according to Mr. Bean.

Higher prices that farmers are now receiving and a larger total of rental and benefit payments are expected to sustain the level of farm income and offset the reduction in volume of farm marketing due to smaller crops. During August, farmers received in rental and benefit payments and from the sale of cattle and from option payments, nearly 70 million dollars. Final figures on similar payments for September are expected to total approximately 85 million dollars.

Sugar Beet Seed Can Be Grown In New Mexico

Beet seed has been given quite a lot of publicity in the last few years according to J. C. Overpeck, of the New Mexico State College in discussing this subject at a recent meeting of the New Mexico Crop Improvement association.

Sugar beets can not replace other field crops, yet, for seed purposes, they have a place in southern New Mexico agriculture.

It was learned some ten years ago, accidentally, that sugar beet seed planted in the fall would develop a crop that would seed the following spring. Through this method the sugar beet seed industry has been developed on a small scale in southern New Mexico.

Approximately \$100,000 worth of seed was shipped out of the Mesilla Valley in 1934. This fall, there were approximately 1,000 acres planted for harvest in 1935. This indicates that this crop will become of considerable importance in the near future in this valley.

The consumption of beet seed in the United States is approximately 12 million pounds and by assuming that each acre in southern

New Mexico planted to this crop will produce two thousand pounds, it will readily be seen the acreage that will be needed to produce this crop.
Sugar beet seed grown in and around Las Cruces has proved equally as viable and suited to northern planting as the ordinary German seed which has been imported in recent years.



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Buy Good Shoes have them repaired

at

SKINNER'S SHOE SHOP

Rebuilders and Bootmakers

GOOD, AND ECONOMICALLY

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Complying with the above telegram from Santa Claus, the News will open its columns for letters to Santa from children under age of ten years. Send these letters in the child's own language.

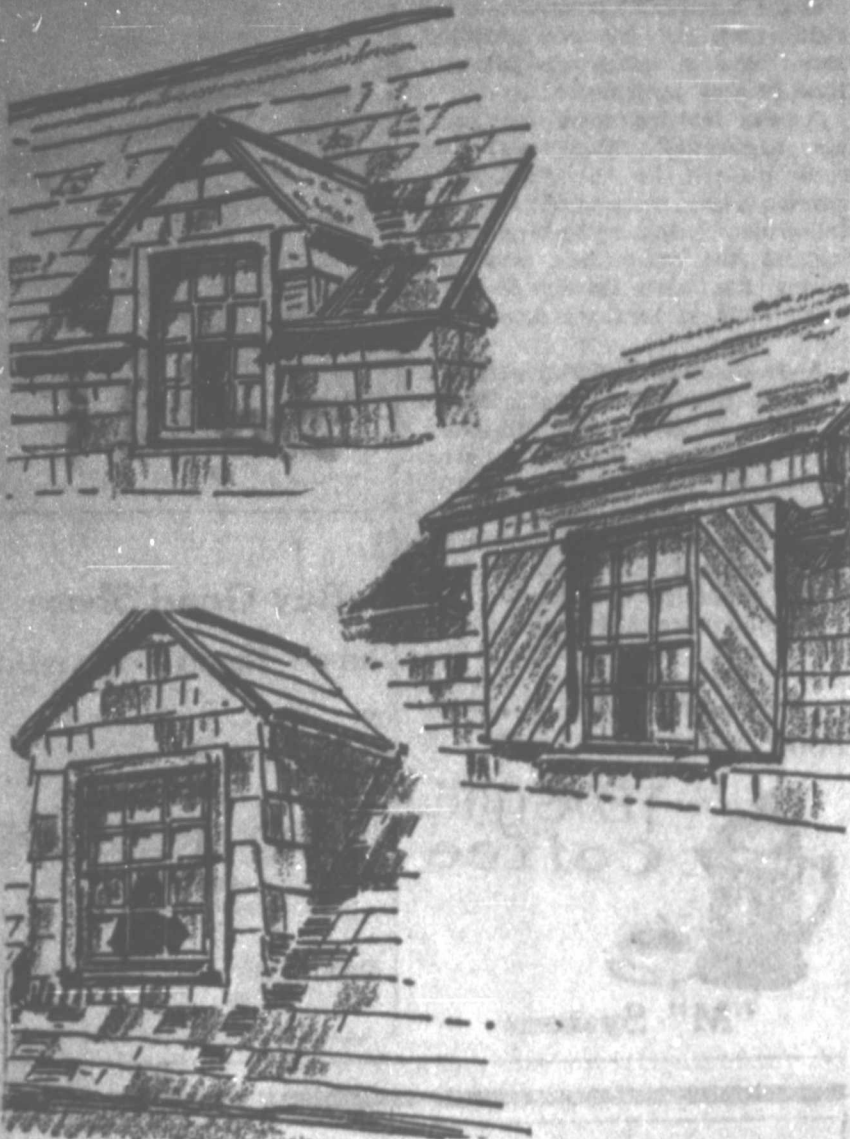
Letters must be in the News office on Monday morning of each week to insure publication in that week's issue. Publication of these letters will begin with the issue of November 29th, and continue thru the issue of December 20th.

Portales Valley News

HOME IMPROVEMENTS

by Paul T. Haagen, A.I.A.

MODERNIZE NOW!



DORMERS

IF YOU need to get that extra room in the attic, the dormer is one way of adding light and ventilation and more head room to the converted space.

But don't just go ahead blindly. A dormer may mar the outside appearance of your house if you make it too large or too bulky. Better a series of small dormers in scale with the rest of the house than one large dormer that completely dominates the exterior.

Here are three dormers that might fit on to your house. Keep them small and simple and try to have them harmonize with the roof and the rest of the house.

Re-Roofing Your Home

If you need a new roof on your home, be sure to find out if it is necessary to remove the old roofing and if the roof boards are solid, be sure to choose a roofing material that will harmonize with the architecture of your house.

Don't select queer, gaudy and freakish roofing patterns, in an effort to be original.

Award the contract to a reliable roofing concern that will guarantee the material to be used, and the workmanship.

At the same time look to the metal work, gutters, flashings, valleys and downspouts. They will probably need replacing.

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REAL ESTATE CHANGES

Paul C. Hoover, real estate agent in Portales, also reports that real estate is selling in and near Portales. He says he cannot supply the demand for small blocks of five or ten acres. Five sales were made last week, he reports and two are ready to close now. Raw land is selling from \$40 to \$50 close in and where water is assured. Mr. Hoover came here two years ago, but has only recently established his office. He has watched Portales developments for years and predicts prosperity for the town and surrounding country.

Mr. and Mrs. Paul Ridings were business visitors in Texico Saturday.

WEEK END GUESTS

Mr. and Mrs. J. M. Dryden and daughters Ethel and Clydetta of House, spent the week end with their daughter, Mrs. E. H. Sprinkle and family. In addition to the house guests, Herman and George Mitchell were guests for dinner Sunday.

Miss Lucile Rowley who is teaching at Artesia, spent the week end with her parents, Mr. and Mrs. H. G. Rowley in Portales. She was accompanied by V. Britain of Carlsbad.

Mrs. J. W. Armstrong of Santa Fe spent the week end with her sister and husband, Mr. and Mrs. Burl Johnson.

Rangers Intend To Make Life More Liveable

OGDEN, Utah, Nov. 14 (UP)—Green-uniformed forest rangers intend to make the life of those who dwell within their vast primitive areas more liveable.

A survey will be launched in the near future to find means and ways of raising standards of living of those who are allowed to live within national forests. It was intimated here during a meeting of forest service officials from all parts of the country.

The move of sociological nature will be undertaken by the forest service as part of its new role—protection of human resources as well as those of nature.

The survey will be designed to determine three points, according to Assistant Forester C. E. Rachford, who outlined the work in a paper read before the forest service officials. They are:

1. How the living standard of people living within the boundaries of areas set aside by the federal government as "natural resource saving accounts," may be raised.
 2. The best means to correlate efforts of the forest service and state land planning boards to allow the stockmen to derive the greatest benefit from use of forest area grazing lands.
 3. Formulate a grazing policy that will protect the land but also allow the permanent residents of the regions to derive the greatest benefit without harm to the land.
- In a measure, plans of the forest service to raise the standard of human living within the forest regions is a part of the federal government's sustenance plan as a measure of unemployment relief. Small scale application of the

plan in Eastern forest sections have shown that 800 acres of land will provide a decent living for one man and his family. It is believed only a slightly larger acreage in the West, where the soil is less productive, would be necessary to provide an ample living.

"By tradition," said Forester S. B. Snow, in discussing the plan, "the forest service has always been for the greatest good to the greatest number. It is attempting to determine how the public's resources should be used for the public's good."

PERSONALS

Howard Schwarzenbach, Carol McCaig and Stinson Yochum were among Portales people who spent last Sunday hunting quail.

Misses Viola Thatcher and Vivian Bradley spent last Saturday and Sunday in their homes at Fairfield.

PORTALES MARKETS

Wednesday

Heavy Hens	8c
Light Hens	5c
Fryers	8c & 9c
Stags	5c
Turkeys	7c & 13c
Roosters	2c
Cream, No. 1	30c
Cream, No. 2	27c
No. 3, no market	
Eggs	25c
Hides	1c to 3c

WE SERVE



Liberty Cafe

McCall's Produce
Good Separator Oil
Cheap!

SATURDAY SPECIALS

BACON SQUARES	20c	HAMBURGER	15c
per lb.		MEAT, per lb.	
PORK CHOPS	25c	BEEF ROAST	15c
Lean, fresh, per lb.		Choice, per lb.	
STEAK, white	17½c	SLICED BACON	35c
face, lb. 23c 20c		Lean, per lb.	
PORK SAUSAGE	22c	SWIFT'S CORN	20c
per lb.		BEEF, per lb.	

Leave Turkey order early so we can get you a good one.

PURITY MARKET

PHONE 60

ANNOUNCING

The Opening of

Bayes Motor Company

Corner Liberty and Main Streets

GENERAL TIRES

HUDSON TERROPLANE INTERNATIONAL TRUCKS

General Line of Ford Chevrolet and International parts

CAR RADIOS

Gas - Oil - Accessories

Bayes Motor Co.

Portales, New Mexico

The Burglars Plans Are Made!

ARE YOURS?

Consult

Armstrong Insurance Agency

about a Storekeepers' Burglary and Robbery Policy or a Mercantile Safe Policy.

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Values Like These

Will Save You Money—and will Help Solve your Budget!
—Shop At PENNEY'S

Part Wool Blankets

72x84 heavy Partwool Blankets. Sateen bound.

2.98

Outing Flannel

Outing flannel in white or fancy colors, per yard

15c

Cretonne

36 inch Cretonne. In new patterns, per yard

9c

Ladies' Shoes

Ladies' all leather shoes. In black and brown ties, pair.

1.98

Ladies' Shoes

Ladies' Shoes. Pump and Oxfords. Price to close

1.69

Children's

Children's Hose in dark tans. Good value

15c

Unbleached Sheet

81 inches wide Unbleached Sheet. 2½ yards

48c

Heavy Towels

22x42 inch Heavy Towels. priced, each

15c

Men's Work Shoes

Men's Work Shoes with composition soles. Per pair

1.39

Men's Work Shirts

Men's Coat Style Work Shirts. 14½ to 17. Each

39c

Boys' Size 29c

Men's Jackets

Men's all wool blue melton Jackets with zipper fasteners

2.98

Boys size, \$2.69

Athletic Shirts

Men's and Boys' Rayon Athletic Shirts. Each

25c

Boys' Unions

Ribbed Winter Unions.

49c

Plaid Jackets

Fancy Plaid Jackets. Wool. Each

1.98

Scalp Treatment A Specialty

Men, Women, and Children, with famous Arno Machine

1.69

49c

Portales, J. C. PENNEY Co. New Mexico

Park Your Winter Car Troubles With Us

Install a new Genuine Ford Battery in your car and forget your winter starting troubles!

Keep your car comfortable during the coldest weather by having a heater installed. We have both hot-water and hot-air heaters.

Have anti-freeze put in NOW—before that cold freeze-up hits you and ruins a radiator or cylinder block. Prestone—the all-winter protection does not boil away.

Change to Winter lubricant in the transmission and MAKE GEAR SHIFTING EASY.

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