

The Portales Valley News

AND

Roosevelt County Herald

Roosevelt County Herald
Vol. 4, No. 43

(TWELVE PAGES TODAY) Thursday, February 27, 1930

Portales, New Mexico

Volume 28, No. 18

NEWS CAMPAIGN CLOSES SATURDAY NITE

Portales To Meet Clovis In Second Basketball Game Friday Nite

PORTALES TO BE SERVED IN NEAR FUTURE WITH NATURAL GAS

Gas Line Now to City Limits Big Ditcher Short Way Out

2130 Pounds of Butter Saturday

W. K. Judevine announces that 2130 pounds of butter was turned out by the Midwest Dairies Creamery on last Saturday.

This is a record that shows that the butter manufacturing business is on the increase in Portales, and that the dairy business of the county will materially increase with in the next year.

EASTERN STAR

The Eastern Star will meet tonight. By special dispensation, Mrs. Sam Seay will be installed as Associate Matron. All members requested to be present.

Gas Line Worker Gets Leg Crushed, Another Injured

Last Saturday morning Homer Alexander, 20, got his leg crushed while he and his companion Floyd Williams were holding the skids under pipe while the rest of the gas crew were standing on it to bend the pipe for a small rise, about four miles from Portales.

The pipe in the rebound up-threw the skids out the opposite way that they were expected to come, hitting Alexander just below

the knee and splintering the bone for about three inches below, while Williams side of the skids did not fly out as hard as the other end, and he escaped with minor injuries.

They were both rushed to the Baptist Hospital at Clovis, although Alexander's leg was so badly mutilated that it is thought he will never be able to walk.

Charged With the Killing of Antelope in This County

On Monday of this week, Ed Sweet and Harold Lavender pleaded guilty before Judge Patton on a charge of killing 4 antelope in the northwest part of Roosevelt county and were given the following penalties:

Sweet was fined \$200.00 and costs and given 90 days in jail, with 30 days suspended.

Lavener was fined \$150.00 and costs and given 90 days in jail with 90 days suspended.

On Tuesday Peter Sweet, Ed Sweet and Jim Allen were arraigned before Judge Patton, charged with killing 3 antelope.

Jim Allen pleaded guilty and sentence was deferred until the regular term of the district court.

Pete and Ed Sweet pleaded not guilty and bond was fixed at \$1000 each.

The seven antelope killed were of a herd of 16 which range on the Hart ranch in the northwest part of the county.

The arrests resulted from an investigation made by State Game Commissioner Perry and his deputies, Sheriff Jernigan and his deputies, Sheriff Witherspoon and his deputies of Curry county.

The state game warden assisted by the local game protective associations of the various counties of the state announced that a strict enforcement of the game laws of the state will be enforced.

MISS O'NEAL OF ELIDA, AND MRS. HOUGHTLING, PORTALES TAKE LEAD IN RACE, OTHERS CROWDING CLOSE

With the two leaders, Miss Emma Lee O'Neal, Elida, and Mrs. Houghtling, Portales, each voting over a half million credits this week, they almost tied. Large votes received on second payments and midnight tonight. Messrs. Bollinger, Cothran, Carter, Galloway and Morgan closely follow. The difference between standings are almost nil. Long term subscriptions will probably tell the story.

More than six hundred thousand credits were voted this week, with the total for campaign over fourteen million credits. Work accomplished from now to Saturday night, and reserve votes held, will decide everything. The big question in Roosevelt county: "Who will be seated at the steering wheel of the Portales Valley News Campaign Car."

The ballot box will be sealed Friday and Saturday. Subscriptions are deposited therein, in sealed envelopes, to be opened by their judges, when the curtain has rung down on the campaign at 7 p. m. Saturday night. GIVE HER THAT PROMISED HELP NOW!

List of Judges Appointed by Candidates to Canvass Votes

JOHN W. BALLOW, County Clerk, Roosevelt County.

THEO. SUMMERS, Deputy County Assessor, Roosevelt County.

J. H. BRESHEARS, Owner Two Sweet Potato Houses, and Prominent Potato Grower.

SILAS BRIDGES, Manager Kemp Lumber Yard, Elida.

J. B. CROW, Prominent Tinner, Portales.

MIT PRICE, Owner Coal Yard.

JACK TURNER, Prop. C. & T. Service Station, Portales.

COE HOWARD, Real Estate Broker.

These judges, and any others appointed should be present at the Portales Valley News office, at 7 p. m. to take charge of the ballot box, when the campaign closes.

Portales Rams to Play Final Game of the Basket Ball Season

News Editor Framed Tuesday

On Thursday while Delinquent Tax Assessor Ezra Watts was conducting the sale of delinquent tax titles, the News editor happened on the scene.

He listened in on a number of tax sales, when the sale of a group of lots was announced by Watts. Some comment was made on the location, and the editor stepped into the tax collectors office to see whose lots they were, only to find that the numbers announced were the residence property of the editor.

On stepping into the hall, the sale was announced to J. J. Cutler.

Further investigation resulted in the information that it was a frame up between A. D. Riddle, Ezra Watts and J. J. Cutler.

The horse laugh was on the editor.

Tomorrow night the Portales "Rams" will play the Clovis "Wildcats" in the home gymnasium for the final game of the basket ball season, excepting the tournament that is to be held March 7 and 8.

Portales has gone the whole season with only one losing game, that being to the Clovis team, only by a narrow margin, while the Clovis team has lost only one.

The entire lineup of the Portales team will be in, Patterson who has been out of the past two games will be able to play. Vaughn who was out in the Clovis game will also be again in the lineup.

This game will probably draw the largest crowd that has ever been in the Portales gymnasium, as it is to be the fastest and most sensational one that has been played here since the football game with Clovis last Thanksgiving.

There will also be a game between the Portales girls and Clovis girls. At the Clovis game the Portales girls gave them a very close race.

Portales Teachers Honored With Important State Appointment

Woman's Club Fashion Show

The pretty home of Mr. and Mrs. Lacy Armstrong was converted into a tea garden last Wednesday afternoon when the Womens Club met with Mrs. Armstrong. The additional hostesses were Mrs. Ike Hughes, Mrs. P. M. Bailey, Mrs. R. W. Means and Mrs. P. E. Jordan. The shaded room was lighted by means of attractive lamps and lighted candles. The guests were seated at small tables at which the menu cards were shaped to represent old fashioned ladies. Each member was entitled to bring a guest who would enjoy the program of the afternoon. Mrs. A. F. Jones was the program leader and gave to the ladies a greatly appreciated fashion show. Costumes for the event were loaned by the Joyce-Fruit, United Dry Goods, J. C. Penny Co., and Famous dry goods stores. Attendants from these store assisted in preparing the models for their entrances. The models were Mrs. N. T. Watson, Mrs. I. D. Johnson, Mrs. H. H. Buchanan, Mrs. H. T. Brasell, Wynema Whitcomb and the little daughter of Mr. and Mrs. E. C. Luna. The costumes displayed were of the very

(Continued on last page)

Mrs. J. P. Steiner, Miss Clarine Branon and Miss Vernal Venter have been chosen by Dr. Diefendorf High School Supervisor for New Mexico, as members of committees to meet in Albuquerque the last two days of this week to build a new course of study for the high schools of the state. Mrs. Steiner will be a member of the committee for the Home Economics department. Miss Branon the Latin instructor, and Miss Venter for the Science curriculum. The second of these meetings will be held at some date later in the spring.

The Portales teachers are leaving on Thursday of this week in order to be in Albuquerque in due time for the first call of the committees. The works of these various committees will be adopted, printed and used as the standard course of study for the high schools of the state.

So far as has been learned Portales is the only school from which three persons were chosen from the faculty and since these selections by Dr. Diefendorf were based entirely upon qualifications it has been a decided compliment to the local teachers. All three of these teachers have been with the Portales school for more than one year and each one of them have been chosen to their respective positions for another year.

Again Portales has occasion to be proud of its school system.

Superintendent Golden Heads County Teachers Association

Portales Loses to Clovis in Inter-School Debate

Last Thursday evening the high school team from Clovis met the team from Portales in a debate on the subject "Resolved that the Installment Buying as now Practiced in the United States is both Socially and Economically Desirable." Portales was represented by Melvin Schumpert and Gordon King Greaves, while Clovis debaters were Lowell Green and Thomas Newell.

The judges were C. M. Compton and F. E. Sleeper, of Portales, and H. E. Morgan from EMSA. The Clovis boys won the decision of the judges by a vote of two to one.

ROOSEVELT COUNTY TEACHERS MEETING, FLOYD GOLDEN IS ELECTED PRESIDENT

On Friday, February 21st, the Roosevelt County Teacher's Association held one of the best meetings that they have had in a number of years.

Don C. Foster, as president, presided over the meeting in a peppy manner with Miss Bernice Hayes in the chair as secretary.

After two verses of America led by Miss Helen Zeman, the roll call showed an attendance of almost 100 per cent.

Superintendent Floyd Golden welcomed the teachers to Portales and Portales schools.

Announcements were made and committees appointed by the president.

(Continued on last page)

AN OPEN LETTER

The campaign is now in its final stages. No subscriptions are accepted at the campaign department after Thursday night. All subscription slips, and remittances, in plain, sealed envelopes, are to be deposited by workers themselves in the locked and sealed ballot box in the Portales Valley News office, to be opened after campaign has closed.

The campaign is in the hands of the judges, chosen by the workers, who will open the ballot box, count the votes, and make the awards Saturday night. The campaign manager is an on-looker only now until the finish. It has been a real pleasure to work with the ambitious and energetic candidates in this campaign.

All have shown a commendable spirit of kindness, fairness and good will. Their work has been an accomplishment to be proud of, and we feel the salesmanship experience received during these few weeks will be of untold value for years to come.

Our only regret is that a higher priced auto cannot be awarded to each and every worker. That would be our wish. But, to do so would of course, be impossible. It would eliminate competition.

The race will soon be over. To the winner, congratulations. To those who go down in defeat, we can truthfully say, they fought the good fight, and special commendation is due those who are game to the finish.

-F. C. WESTER, Campaign Manager.

Hundreds of Thousands of Votes Cast In Whirlwind Close of Last Voting Period as Workers Prepare for Supreme Effort Last Two Days, Fri. and Sat.

CAMPAIGN CLOSES SATURDAY EVENING, MARCH 1, 1930, PRIZES AWARDED THE SAME NIGHT

With Final Close Two Days Distant, Any One of Seven Leaders Can Easily Win, A Few Long Term Subscriptions Putting Any One In Lead

Portales Divides Double Bill

Portales high school was both winner and loser in the Friday evening contest with basket ball teams from Floyd. The local girls team lost against the speedy playing of the Floyd girls and the Portales boys were victors in the contest with the boys team.

The game between the girls team was called first and while the final score was 23 to 13 there were times during the game when the scores were very close and the excitement ran high. Of the thirteen points made by the local girls, seven were scored by free throws. This was probably, technically, the closest refereed game of the season. Lloyd Stratton of Clovis was the referee of the evening and his work was most satisfactory, both with the players and the fans.

(Continued on last page)

Seven weeks of effort and suspense will culminate Saturday night at the Portales Valley News Office, at 7 o'clock sharp, when the auto circulation drive comes to a successful close. The campaign has been more than successful every way.

The workers who have fought the good fight will be richly rewarded before Sunday's dawn. Among them, one must necessarily stand out prominent; one will have more votes than competitors; one will be awarded the Ford 4-door sedan, valued at \$742.00—one will be the champion contestant of the day, and hold the highest honors.

Civic Pride Enters

Shedding luster on the battle royal is the civic pride that is becoming so noticeable. Elida has backed her home candidate to win, judging by the support coming in this week, while Portales candidates are being pushed to the front locally. Reports coming into this office indicate a real fight to the finish before the car is finally awarded. A striking feature during these days is the personal pride displayed by workers. Some have voiced their determination to lead at all hazards. One declares to accept defeat would be to accept disgrace. Another says she owes it to her friends who have assisted her so loyally up to this time to put forth every effort, and draw on every resource to the extent that when the final count takes place every thing will have been done to better her chances to win. So, on the basis of personal honor, the campaign is being waged.

\$585.50 Difference in Value

For this reason and for the reason that the difference between the capital prize and the second award amounts to \$585.50—quite a tidy sum in itself—you may expect to see a desperate struggle of ballots on all sides before the owner takes her place at the steering wheel of the car, and is proclaimed the highest honored of Roosevelt county. Those wanting the paper to continue coming to them should pay their subscriptions ahead this week. This campaign (Continued on last page)

Green Brothers of Hereford Close Lease for the Portola Theatre—To Install Sound

A deal has been closed with the Green Brothers of Hereford, Texas, for the lease of the Portola Theatre. The new managers are taking possession this week and are starting immediately to remodel the building for the establishment of equipment for a "talkie." This will be the first one to be in Portales and Messrs Green are planning to give to their patrons the very best of service. Some changes will be made in the front of the building in order that a rest room may be provided. The interior will be well altered with the idea of improving the acoustics of the building, and the auditorium given a new decoration.

The new managers hope to have the theatre ready for opening in about three weeks and are promising one of the latest and most popular pictures as their opening attraction. Both of the gentlemen are married and will bring their families to Portales to their homes. They come from their former location highly recommended as business men of stability and very progressive citizens.

The Portola was built about three years ago by Coe Howard and has been leased to Mr. Tribb, of Roswell, who has always conducted the place as a moving picture place and now the residents of Roosevelt County are delighted to have a talking picture show in Portales.

Dick Wayland will remain for the present with the new managers. Mr. Wayland has been in Portales for about a year and has become very popular for his square dealings in every instance and his spirit of cooperation in the building of a better Portales. It will be pleasing to his many friends to know that he will continue to be a resident of our city.

B. M. Schumpert Held Interesting Tractor School

B. M. Schumpert, local dealer for the McCormick-Deering implements entertained the farmers of the county with a farming by power program on Monday of this week. At nine o'clock the men and women were invited to the Portola theatre and here a five reel picture was given, showing the advancement made in the development of the farming methods of the country.

Every phase of the farm life was taken into consideration, from the milking of the cows in the (Continued on last page)

Chamber of Commerce Hold Interesting Session Tuesday

The weekly luncheon of the Portales Chamber of Commerce on Tuesday was a very interesting meeting.

Chairman Ribble presided and received reports from the various committees.

The committee on rooms for gas line employees reported that many rooms had been secured, but no demand as yet for the rooms.

The committee on the free mail delivery reported that they had met with the town council and that needed steps were being taken in this line.

Superintendent Golden reported that the basket ball tournament would be held at Portales on the 7th and 8th of March, and that the three cups had been provided. The first cup by Mandell's, Clovis, the second cup by Joyce-Fruit, of Portales and the third cup by the United Dry Goods Company of Portales.

Mrs. P. M. Fortner and daughters Miss Lorene and Mrs. L. E. English and children, spent the week end visiting friends in Grady.

Portales Valley News

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

DEMOCRATIC IN POLITICS

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

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

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

MEMBERS
National Editorial Association

SUBSCRIPTION RATES
IN NEW MEXICO

1 Year \$1.50
3 Months \$1.00
6 Months \$1.50
OUT OF NEW MEXICO
1 Year \$2.00
Alaska, Canada, Mexico \$2.50

AN APPRECIATED COMPLIMENT

While attending the New Mexico Newspaper Association at Albuquerque, the Portales Valley News received, what in our judgment, the greatest compliment that could be paid to any paper.

On his talk, "The Spanish Press," Camillo Padillo of Las Vegas stated that the Spanish press in New Mexico is merely missionary work, and that it is trying to bring about better conditions and better papers among the Spanish American population of the state.

In his work he stated that he had been greatly aided by the Portales Valley News and Tucuman News, and was using these papers as a model for the Spanish paper that the result was already being seen.

In publishing a newspaper, the editor knows not how far reaching his efforts may reach. If the Portales Valley News has been an inspiration to the Spanish press of the state, then its editor realizes that it is his duty to more carefully guard its columns, that nothing may creep in to destroy the confidence of these people who are following its policy of constructive development of the state.

It was indeed interesting to note that the Vocational Agricultural classes of the Floyd and Portales high schools attended the tractor school at the Portales on Monday of this week. It is the boy of today that makes the man of tomorrow, and from the interest that is taken by the boys in the vocational agriculture department of our public schools, it is safe to say that day will have to slip into high gear and shoot the gas, if he keeps up with the boys of tomorrow, when it comes to farming on a scientific basis. These boys are learning from practical experience that the old methods are obsolete and that modern methods must be adopted on the farm as well as in the business houses of the city. It will be interesting to watch the results for the next five years, as the News predicts that farming will be brought up to a higher plane and that the profits from farm crops will be greatly increased.

Political Announcements

RATES

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

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

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

For Tax Assessor
FLOYD T. KENNEDY,
THEO. SUMMERS

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

For Treasurer
CASS LYONS
(For re-election)

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

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

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

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

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

For Probate Judge
IKE HUGHES
(Re-election)

OBITUARY

On Friday evening, February 14 little 4-year-old Harold Dean Stobbs son of Mr. and Mrs. Charles Stobbs of Elida, passed away, at the home of his grand parents, Mr. and Mrs. Charles Burnett, of Portales.

Harold had been quite sick from diphtheria for about 10 days during which time everything was done for him that a skilled physician assisted by loving relatives and friends could do. The diphtheria was checked and Harold was improving nicely when heart trouble a malady in the family for four generations, developed, causing his death.

The funeral services were held at the home of Mr. and Mrs. Burnett, by Rev. Loris and Rev. Sewell, after which little Harold was laid to rest in the Portales cemetery.

Mr. and Mrs. Ozde Butler and daughter were Portales visitors Saturday.

Locals and Personals

Mrs. Oscar Smith returned Thursday from a visit with her sister, Mrs. Vellie Wilson, at Lubbock. Mrs. Wilson returned with her for a visit. Vellie Wilson has been promoted to manager of the Acorn Stores at Lubbock.

Howard McDonald, Jones Brown Smith and Spencer Crow surprised their parents Friday by coming over from Abilene, where they are attending school and spending the week end with home folks.

Mr. and Mrs. J. J. Phillips and children, who at one time lived in Portales, but are now located in Canyon, Texas, came to Portales Friday afternoon and spent a day or two looking after business interests in the city.

Mrs. J. C. Compton has been confined to her bed most of the week with a very painful attack of tonsillitis. She is now greatly improved.

Mrs. F. D. Golden has been substituting for P. M. Bailey in the Portales high school while Mr. Bailey has been ill.

Mrs. Durwood Wright, Mrs. W. I. McCarty and Miss Naomi McCarty went to Clovis Friday and spent the afternoon sight seeing and visiting with friends.

Rufus Stinnett, a student at the University of New Mexico and his sister Miss Lucy, Home Economic teacher in the high school at P., Sumner were week end guests in Portales with their mother, Mrs. S. H. Stinnett.

Byron Perry, Eurlith Compton, Misses Cornelia Hunter, Mary Alice Walton, and Helen Compton, all students at the West Texas Teachers' College in Canyon drove to Portales Friday afternoon in Eurlith's car and spent the week end with their families.

Floy Hayes and Myron Jones went up to Canyon, Texas, Friday afternoon and brought Miss Leola Hayes to Portales to spend Saturday and Sunday with her parents, Mr. and Mrs. J. C. Hayes.

Mrs. Herbert Bryant who has been in Portales at the home of Mr. and Mrs. J. W. King for three weeks with her sick baby has returned to her home at Lingo. The baby was much improved.

Miss Lillian and Miss Ruby Hatch, Mrs. J. B. Raymond and Mrs. E. N. Smith attended the Fellowship meeting of the Pentecostal church at Clovis Saturday. Dinner was served at noon, and the Portales ladies thoroughly enjoyed the meeting.

P. M. Bailey has been absent from school for more than a week with an extremely severe case of tonsillitis. Mr. Bailey has had to have his throat lanced three times and his suffering has been most intense.

Mrs. Watt Stewart, Mrs. Malcolm Hall and children and Miss Mildred Stewart spent Saturday in Clovis visiting friends and attending the opening of the new Montgomery Ward Co. store.

Mrs. N. F. Wollard was called to Denver, Colorado, last Thursday to be at the bedside of her sister, Mrs. Laura Eubank, who has been ill for the past year and is reported to be in an alarming condition.

Sam Adams, of Oklahoma, arrived in Portales Friday and is visiting with his father, I. L. Adams and his sister, Mrs. Lillian Taylor.

Judge and Mrs. T. E. Mears went down to Roswell Sunday morning and drove home Monday in their Dodge car which had been left in Roswell earlier in the week to be serviced.

Mrs. Sam Boone, Miss Clessie Boone and Miss Bill Thornton were Clovis visitors Friday. Miss Thornton from Floyd was visiting in the Boone home Friday and Friday night.

Mr. and Mrs. Henry McDonnell from El Paso spent Thursday, Friday and Saturday in the Carl Cass home. Mr. McDonnell is with the Continental Can Company.

Rev. R. C. Gunstream left Monday for a trip of 10 days to California, which will combine pleasure and business. The pulpit at the Nazarene church will be filled next Sunday by Superintendent A. K. Scott who is well known in Portales.

On Sunday morning Rev. Loris preached an excellent sermon on "The Lost Christ."

Forty and fit as a fiddle. After forty, watch out for ailments. Cod-liver oil, the natural food-tonic, is a wonderful protection. Take it the easy way - pleasantly flavored, digestible, full of energy. SCOTT'S EMULSION A FOOD AND TONIC

Mrs. Wait Stewart and daughters, Mrs. Cleo Pike and Mrs. Malcolm Hall, accompanied by Miss Mildred Stewart, were Clovis visitors Saturday.

On Thursday evening the Arch community was entertained with a very interesting program at the school house. The play drill and other numbers were all good and received much favorable comment. The program was given by Mrs. Wise's room.

Sure Way to Stop Night Coughs

Famous Prescription Brings Almost Instant Relief

Night coughs, or coughs caused by a cold or irritated throat, can now be stopped within 15 minutes by a doctor's prescription which works in an entirely different principle. This prescription is put up under the name Thoxine and is available to everyone.

Having Thoxine on hand is a safety measure against all coughs and throat irritations.

Thoxine contains no harmful drugs, is pleasant tasting and safe for the whole family. Sold on a money back guarantee to give better and quicker relief for coughs or sore throats than anything you have ever tried. Ask for Thoxine, put up ready for use in 35c., 60c., and \$1.00 bottles. Sold by

New Mexico Drug Co. And all Other Good Drug Stores

Kiddies Like Toast!!! and it's good for them! Give them lots of it. the Best Bread JUST NATURALLY MAKES the Best Toast Healthy, happy kiddies! The healthier they are the hungrier they are! Give them delicious, golden brown, crisp, cruncy toast made with BEST BREAD. Children love toast, and of course the best toast is made with the BEST BREAD. Insist on getting it by asking for BEST BREAD by name! Your Grocer Has It! Made Fresh Daily in Portales by American Bakery

1930 Whippet AMERICA'S LOWEST PRICED 4-DOOR SEDAN NOW \$585 With roomier bodies full force-feed lubrication silent timing chain . . . high compression motor. . . "Finger-Tip Control" Wood Garage

Bill Der Says If Chicago is wicked, Peoria and Springfield are in the same state. THE LUMBER I WANT A NEW PEN Good, well kept pens for your hogs and other stock make them thrive better, and help toward making greater profits. In case it is necessary to secure a loan they are excellent collateral. Build plenty of good pens. Use materials from Carr Lumber Company

Sweeping Away Old Ideas of Gasoline Performance by the remarkable principle of CONTROLLED VOLATILITY. If you don't know what controlled volatility means, fill your gas tank with Phillips 66 and make a discovery! You'll discover new life in that car of yours . . . new ease of starting . . . new flashy pickup . . . new wealth of power . . . new mileage . . . new prize-taking performance. Phillips 66 is the new sensation of the motoring world because it sweeps away old ideas of gasoline. It is scientifically tuned to the needs of the modern high compression motor—and fitted to the climate and the season (controlled volatility). Make the discovery today. Drive up for Phillips 66—or Phillips 66 Ethyl. Phill-up with Phillips 66 REGULAR and ETHYL J. G. COX, Distributor

SO FOR More than at the hos M. Compton a forty-two Compton, and Mrs. I esses. Fiv tion forty- and resulte receiving tl and Mrs. Th The two the close licious as ranged. H is Fay Ric minut dur children w tures of t Martha W Zersan gay al number Those pr were Misses Zersan, Co Oakley, Me D. Golden, Forrest, M. E. N. Nee Brassell, Oc ble, J. G. C B. Young, Richardson, ris E. T. I E. Jordan, Chumbley, I well, Dave Carl Turner METHO Mrs. J. B the ladies sionary Soci ternoon. M er of the li ings with t sions for C Sweetland g talk on the ican childre Texas, as ar splendid sch have a chick urday March holding thi later Y's I The memb Club were e day evening and Mrs. J. Bernice as h bers were o ception of In the brid Lyons held W. T. Watso the pleasure sions of auct served a deli centing the propiate to day. Those ening were: Mrs. J. W. S Lyons, Mae J Vada Mae Ja Bernice Hays VALEI On Friday Mrs. Lacy A her Sunday very attract Among the priate to the ed, "pinning heart," "hull hearts" and "zies," created Mrs. Armstr dames R. E. V Fred Stewart son, served the berry ice crea orated cakes. The momen good times th home came all Those enjoy Mary Roberto ertson, Ida 1 Newman, Brov Newman, Pau Stewart, Mary bert Stewart, J id Jones, Max Grissom, Spill White, Rosema two Coburn b BIRTHDAY Saturday nig very pleasant of Mrs. Nanni being her bir lor's children her with a "ho enjoyed the f Traylor and f N. M. Frank from Roswell, J. D. Marlowe, present. Mrs. Marlow week with her CHRISTIAN On Thursd Christian Ladie R. B. Ohlhaus ber of ladies w joyed the inter One interest meeting was victrola by Har though dead, sti songs that he hearts of his n The hostess freshing iced dr

SOCIETY and Club

FORTY-TWO PARTY

More than thirty friends gathered at the home of Mr. and Mrs. C. M. Compton Thursday afternoon for a forty-two party at which Mrs. Compton, Mrs. H. H. Buchanan and Mrs. E. L. Wright were hostesses. Five progressions of auction forty-two occupied the hours and resulted in Mrs. T. E. Mears receiving the prize for high score and Mrs. W. B. Oldham the second. The two course lunch served at the close of the game was delicious as well as attractively arranged. Harold Brasell and Glorice Fay Richardson gave a pretty minut during the afternoon. The children were dressed in the costumes of the time of George and Martha Washington. Miss Helen Zerzan gave some pleasing musical numbers.

Those present for the afternoon were Misses Bess Dohoney, Helen Zerzan, Caroline Paddock, Vada Oakley, Mesdames T. E. Mears, F. D. Golden, W. B. Oldham, Rex Forrest, M. B. Jones, Ed. J. Neer, E. N. Neer, J. E. Camp, H. T. Brasell, Coe Howard, A. D. Ribble, J. G. Cox, W. F. Shaw, J. H. B. Young, J. J. Spires, Marjorie Richardson, E. R. Black, C. V. Harris, E. T. Bell, I. D. Johnson, P. E. Jordan, A. G. Kenyon, G. A. Chumbley, P. M. Bailey, T. B. So-well, Dave Isenberg, J. L. May, Carl Turner and James Christie.

METHODIST MISSIONARY SOCIETY

Mrs. J. B. Raymond entertained the ladies of the Methodist Missionary Society last Thursday afternoon. Mrs. Raymond was leader of the lesson which had dealings with the "Wesley Home Missions for Children." Mrs. A. H. Sweetland gave a very interesting talk on the work among the Mexican children citing San Antonio, Texas, as an example of this very splendid school. It was voted to have a chicken pie dinner on Saturday March 8th. The place for holding this will be announced later.

Y's BRIDGE CLUB

The members of the Y's Bridge Club were entertained last Thursday evening in the home of Mrs. and Mrs. J. C. Hayes with Miss Bernice as hostess. All the members were present with the exception of Miss Naomi McCarty. In the bridge contest, Miss Sybil Lyons held high score and Mrs. W. T. Watson second high. After the pleasure of several progressions of auction bridge, Miss Hayes served a delicious plate lunch, accenting the motif and colors appropriate to Washington's birthday. Those playing during the evening were: Mrs. T. N. Watson, Mrs. J. W. Slone, Jr., Misses Sybil Lyons, Mae Watts, Lucile Wurster, Vada Mae Jackson, Iris Ribble and Bernice Hayes.

VALENTINE PARTY

On Friday evening, February 14 Mrs. Lacy Armstrong entertained her Sunday school class with a very attractive valentine party. Among the many games, appropriate to the day, which were played, "pinning the arrow on the heart," "hullgull, with red candy hearts" and "comic valentine puzzles," created the most fun.

Mrs. Armstrong, assisted by Mesdames R. E. White, W. C. Newman, Fred Stewart and Charles Robertson, served the children with strawberry ice cream, tastily heart decorated cakes, and pink punch.

The moments were so filled with good times that the hour for going home came all too soon. Those enjoying this party were: Mary Robertson, Mary Brown Robertson, Ida Mae Newman, Alma Newman, Brover Newman, William Newman, Pauline Stewart, Leroy Stewart, Mary Edith Stewart, Albert Stewart, Joe Ethel Smith, David Jones, Maxine Grissom, Junior Grissom, Spillman Smith, Bobby White, Rosemary White and the two Coburn boys.

BIRTHDAY HOMECOMING

Saturday night and Sunday were very pleasant days at the home of Mrs. Nannie Traylor. Saturday being her birthday, Mrs. Traylor's children planned to surprise her with a "home coming" and all enjoyed the family reunion. Lee Traylor and family from Loving, N. M., Frank Traylor, and family, from Roswell, N. M., Mr. and Mrs. J. D. Marlowe, from Portales, were present.

Mrs. Marlowe is spending the week with her mother.

CHRISTIAN LADIES AID

On Thursday afternoon the Christian Ladies Aid met with Mrs. R. B. Ohlhausen. Quite a number of ladies were present and enjoyed the interesting Bible study. One interesting feature of the meeting was two songs on the victrola by Harry K. Shields, who, though dead, still lives in the sweet songs that he left in the hearts of his many friends. The hostess served a very refreshing iced drink and cake.

FRIDAY BRIDGE PARTY

Mrs. E. N. Neer entertained the Friday Bridge Club members last week in her home with a George Washington party. Red sweet peas were the cut flowers adding to the attractiveness of the room. The after dinner mints were in the shapes and color of hearts and spades. Mrs. I. D. Johnson, Mrs. E. R. Black and Mrs. Ed. J. Neer were the guests of the afternoon. Mrs. Marjorie Richardson received the first prize in the bridge contest and Mrs. H. H. Buchanan the second. Mrs. Neer served a very delicious lunch in two courses after the game. The members playing Bridge for the afternoon were Mesdames E. L. Wright, J. J. Spires, Marjorie Richardson, P. E. Jordan and H. H. Buchanan.

LEAGUE PARTY

The members of the Senior League met last Saturday evening in the home of their leader Miss Lella Mae Freeman for a Bunco party. Small tables were arranged for the players and they derived much mirth from the contest. The party was in celebration of Washington's birthday and a number of limericks were written about this favorite president. The winner of this contest was presented a picture of George Washington. There were eighteen young people present at the party and all endeavored to make it a most happy evening. Refreshments were served as the closing feature of the meeting.

DINNER PARTY

Mr. and Mrs. J. S. Green entertained a number of young men at dinner last Sunday in honor of their son George, who spent the week end at home from Lubbock, Texas, where he is attending college. The young men seated at the table with Mr. and Mrs. Green were Wayne Stratton, Ray Bonner, Otto Kaptina, Wade Hardwick and George, Clovis and Truman Green, and Vincent Cox.

TEXAS YOUNG COUPLE WED

Mr. Dan Hall and Miss Sylvia Hughes, popular young couple of Kress, Texas, were quietly married at the Fortner home in Portales last Saturday evening, February 22nd. Only a few intimate friends were present. Rev. P. M. Fortner officiated.

The Presbyterian Auxiliary will meet March 8th with Mrs. Bishop and Mrs. Forrest.

RICHLAND

School Activities

On Thursday of last week, the boys and girls basket ball teams went to Causey to compete with their teams. Both games ended in our favor, the boys score being 11 to 12, and the girls 28 to 2.

Teacher's Meeting
School was dismissed Friday so the teachers could attend the Roosevelt County Teacher's Meeting at Portales.

New Equipment

The boys have received their new ball and the little girls now have two sets of toy furniture to play house with, so with this and our other equipment, we are all enjoying our play time.

Social Activities

On last Thursday evening the young people's Sunday school class entertained at the home of Mr. and Mrs. J. A. Vick. A number of games were played and at a late hour refreshments of sandwiches and cocoa were served, after which the guests departed, all reporting an enjoyable time.

Birthday Party

Last Monday night, Orval McClintock, Rogers Parks and Olton Chenault entertained in honor of their birthdays at Roger's home. A number of school mates were invited and under the leadership of

Mr. Hartrick, and Miss Edwards, they enjoyed themselves immensely.

Sunday School

Sunday school was well attended Sunday morning and we were pleased to have with us, Mr. and Mrs. Creighton and family who have recently moved to our community and are just starting to attend Sunday school.

Church

After Sunday school Rev. Cobb preached for us. He also preached Sunday night. Both services were greatly enjoyed.

Personals

Mr. and Mrs. Wesley Williamson are visiting in the home of her parents, Mr. and Mrs. W. W. McClintock.

Several from this community attended the ball game between Do and Rogers at Rogers Saturday night. Both games were very good and the enthusiasm of the Rogers pep squad was a great aid in their winning both games.

Mr. Albert Hightower is visiting relatives and friends in this community.

W. F. Page, Lorene Page, Mr. and Mrs. Coleman Rice and Boyd Rice attended the convention near Plainview, Texas, Sunday.

Mr. and Mrs. J. A. Vick spent Sunday in the home of Mr. and Mrs. Joe Parks.

Mr. Ed Cox is very seriously ill and his children were sent messages to come home, Saturday.

Bertina and Mary Betts called on Mrs. J. W. Stigall Friday afternoon.

Mr. and Mrs. Dee Broyles visited Mr. and Mrs. W. W. McClintock Sunday afternoon.

Area Boy Scout Meeting at Roswell

Rev. C. A. Lorts, Rev. C. E. Ball and H. E. Taylor went to Roswell Thursday to attend the meeting of Boy Scout leaders. There were about 125 men present and it has been pronounced the record meeting of scout leaders.

The sessions were held in the Shrine Temple and the P. T. A. from the west side of Roswell served a very splendid banquet for the gentlemen. A. W. Hockenhill, of Clovis is, vice-president. This was deemed a very wise selection as Mr. Hockenhill has been interested in the Boy Scout movement since the first inception of work in Eastern New Mexico. Floyd D. Golden was chosen vice-president of this district. Mr. Golden has linked the Boy Scout activities very closely with school work as he has found the lad who is the

most active in his scout interests is most generally the leader of his classes in school. The subject under discussion dealt with the matters leading to the advancement and greater expansion of the work in the state.

Ivan Bridges of Clovis is the National councilman, E. Birch Harrison, Carlsbad, President; C. C. Mason, Hagerman, Secretary and George B. Jewett, or Roswell, treasurer.

Eagle Scout Richard Whelan, of Artesia, who was the representative from New Mexico, at the World Jamboree last summer in Europe was the guest of honor at the Thursday meeting.

CENSUS WORKERS

The U. S. Government will need men and women for enumerators for the 1930 census. Good pay and pleasant hours. Send your application to Chief Supervisor, Bureau of the census, Department of Commerce, Washington, D. C., or to H. A. Ingalls, supervisor 5th district, Roswell, New Mexico.

FLOYD

The Floyd teachers attended the county teachers meeting 100 per cent last Friday.

All of them report that the day was well spent, as the lectures of Dr. Freeman, Dr. Bedinger, and Dr. Guthrie alone would be valuable to anyone in the teaching profession.

The games at Portales were well attended by people of Floyd community. Floyd girls won in a fast game with many fouls being called on both sides. The final score was 23-13.

The boys made a stronger game at Portales than they did at Floyd. Their score was 32-19.

The Floyd debating team, consisting of Carl Eminger and John Spears will debate with Rogers Saturday night at Rogers.

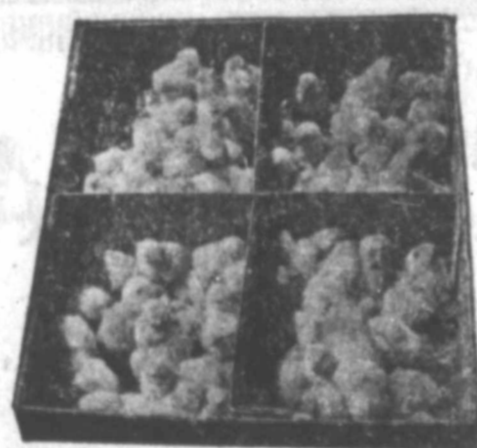
The Tan Beta Sigma Society will put on their second program Wednesday.

The vocational boys are testing milk for anyone in the community and they will start testing seed in a short time. They will be glad to test seed for anyone.

The vocational ag. boys received 800 baby chicks this week from Potters Hatchery, Chanute, Kansas.

Another new pupil started in the eighth grade and also several started in the grades.

The domestic science program that was given Saturday night was



CHEAP CHICKS

Cheap Chicks, like any other commodity, are CHEAP in quality too.

HIGH QUALITY CHICKS cannot be sold for less than we offer them. All of our chicks are from STATE CREDITED flocks, and every chick is guaranteed. ORDER FROM YOUR BIG HOME HATCHERY Where you can see what you are getting, before you pay for it. Bring in your eggs, for custom hatching on SATURDAYS only. We will always treat you right.

WICK'S MODERN HATCHERIES

Portales & Clovis

SERVICE

---that really serves

If you want real service, and of course you do, then why not come in ad see for yourself just how well equipped we are to give you service.

We're here to please you and we know we can only do that by giving you honest weight, a fair grade and test, and the best prices.

Sell us your cream, poultry, eggs and hides.

Robertson Produce

S. V. CISSELL, Owner

"Wild Nells of the Prairies." This was a truly wild and woolly tale of the adventures and romances of Nells. In the absence of a screen Dave Leflar served as announcer and thrilled the announcements with the information of the approaching events of the story.

Many visitors were present Tuesday and since these exercises are open to the public a cordial invitation is extended to all wishing to enjoy them each Tuesday morning.

FIRE
On Friday at the noon hour the oil stove in the home of grandmother Morrison caught on fire, setting the wall on fire also. Prof. L. L. Brown and Mr. Thompson who chanced to be passing came to her assistance, carried out the flaming stove, and extinguished the fire. Very little damage was done. Mrs. Beech, Charlie's mother was a visitor in Miss Disney's room Monday.

Pure Milk for Every Occasion

We are prepared to supply you with your milk or cream. All of which is handled in a sanitary manner.

DOYAL'S DAIRY

PHONE 141



KEEP FIT— With Good Foods

Eat plenty of fresh, reasonable vegetables... enjoy well selected, varied menus of the best foods the market offers... serve without stint, yet shop with economy at this modern, sanitary grocery.

J. N. McCALL, GROCERY and MARKET

The Famous Presents New

SPRINGTIME HOSIERY In Finer Grades

Featuring Pure Silk, Full Fashioned Hose in All New Spring Shades



Priced at 2.25

Priced at 2.50

Priced at 2.25

Ask us About our Hosiery Club Plan

The Famous "FAMOUS FOR BARGAINS"

DORA NEWS

Community
An unusually large crowd attended Sunday school and church at the school house Sunday morning.

Rev. Dawson of Louisiana preached to a large audience Sunday morning at the Church of Christ.

A goodly number attended singing Sunday night. We were glad to have visitors come and sing with us and invite them back again.

Rev. Fortner preached at Mt. Zion Sunday morning to a well filled house. A Sunday school was organized and new officers were elected.

Messrs Jim and Lee Richards received word Friday night that their mother, Mrs. E. A. Richards of Wilson, Texas, was very ill.

Mr. Lewis Bennett was surprised with a birthday dinner Sunday. Those present were: Mr. and Mrs. Ben Bennett, Mr. and Mrs. Barnard Bennett, Mr. and Mrs. Bill King, Mr. and Mrs. Bob Richard, and family and Mr. and Mrs. McDonnell and children.

Mr. Louie Lott of Dalhart, Texas, is here visiting relatives.

Miss Frances Hodges spent Saturday night with Miss Sabul Grimm.

Miss Lois Drew spent Sunday with Miss Irene Celer.

Mr. and Mrs. W. A. Stephenson and daughter, Bettye Jo, spent Sunday in the Chas. Radcliff home.

Sports
Both boys and girls basketball teams went to Rogers Saturday night and played two interesting games with the Rogers boys and girls.

The boys will play Elida there Friday night, February 28th. The girls haven't any game scheduled at present.

We are sorry to lose Mr. Elton Props from the basketball team. Elton was a good sport as well as a good player and pupil.

School News
Mr. Craig Nicklas took sick last Thursday evening of pneumonia. We hope he soon recovers and is able to come to school again.

Everyone was glad to see Miss Thelma Richards come back to school. We hope she will be able to come to school the rest of the term.

Most all of the pupils who have had the mumps are able to come to school again.

BETHEL

Prayer meeting at the home of Mr. and Mrs. Brown was well attended. We were favored with a quartette by the Duggar sisters and Boteler brothers.

Mr. and Mrs. Everett Foster have returned to their home in California after visiting several days with their relatives and friends.

Sterling Gabbert is visiting at the home of C. G. Bilderbeck.

Prayer meeting Wednesday night February 26, at the Turnbough home.

Miss Edna Brown spent several days the past week with her sister, Mrs. Joe Bohanan.

Mr. and Mrs. Brown went after her on Sunday and also took dinner with Mr. and Mrs. Bohanan.

Dr. Bullock, Mr. Hess and Mr. Trulove of Berger, were guests in the home of Mr. and Mrs. J. B. Brown while here on business.

Chester and Monroe Boteler were also dinner guests in the Brown home Sunday.

Several of the ladies of our community met at the home of Mr. and Mrs. R. L. Little last Friday for an all day meeting.

They quilted one quilt and nearly finished another for Mrs. Little. Those present were: Mesdames J. B. Brown, J. W. White, J. H. Boteler, C. G. Bilderbeck, M. S. Ship, Ed Adams, and Miss Vinita Brown.

Mr. and Mrs. J. H. Boteler and family were dinner guests of Mr. and Mrs. M. Nall and family Sunday. The little son of Mr. and Mrs. Nall is improving.

Mr. and Mrs. J. B. Perkins and son Clifton of Floydada, spent Saturday with Mrs. Perkins' parents, Mr. and Mrs. J. H. Boteler and family. They were on their way to Artesia where Mr. Perkins has a position.

Mr. A. A. Cribles is building a house on his 20 acre tract. There are ten new residences under construction in Bethel. Some are nearly finished and some just beginning.

Ralph Foster has several at work making adobes for his house to be built on the 20 acre tract he purchased from Mr. Bilderbeck.

Mr. and Mrs. John V. Miller and family were dinner guests of Mr. and Mrs. Roy Wheeler and family Sunday.

BAPTIST CHURCH

Sunday morning Rev. C. E. Ball brought a good message on the mistakes of Moses, and in the evening his text was taken from the last two verses of the book of Ecclesiastes.

The attendance at Sunday school was 249, collection \$73.10.

Last Wednesday evening Rev. Ball spoke on 7 of the 14 different ways a Christian should walk and the other 7 ways will be discussed this Wednesday.

This is Industrial Week and the Baptist ladies will mend at the Home.

Floyd Pendergraft was visiting his parents over the week end.

COUNTY EXTENSION NOTES

The Home Demonstration Agent met the Causey 4-H Sewing club on Monday. The girls unanimously agreed that they are going to get busy and complete their sewing before school closes, and make this club an outstanding one in the county.

A splendid meeting of the 4-H Sewing club was held on Tuesday afternoon at Pleasant Valley. Twelve girls had their sewing boxes well equipped and had nice, clean flour sacks ready for making their dish towels.

After the business meeting the girls worked one hour under the supervision of Miss Oakley, the Home Demonstration Agent. This is a fine group of girls who are really interested in their sewing, and will no doubt have one of the best clubs in the county.

The boys of Pleasant Valley organized a poultry club on Tuesday, February 18th, the following officers were elected: Edgar Lee, President, Dolphus Taylor, Vice-president, Woodrow Wilson, Secretary.

There are 13 boys who joined this club and they are not at all alarmed about the unlucky number. They are determined to make this a good poultry club and every member seems to be in dead earnest about raising chickens.

On Wednesday afternoon Miss Oakley met the Milnesand 4-H Sewing Club and helped them with the making of a nightgown, one of their problems in the first year's work. The girls brought their dish towels to be criticized, these having been finished since the meeting in January.

Some very splendid work had been done according to Miss Oakley. The girls had written a very clever little song and they sang it at their meeting. They are already thinking of achievement day and are making preparations for this.

On Thursday afternoon Miss Oakley met the ladies of the Red Lake community at the home of Mrs. C. C. Price, and assisted them in organizing a Home Makers' club. The officers elected are: Mrs. H. T. Moody, President, Mrs. H. K. Hawkins, Vice-president.

MIDWAY

Last Thursday night the basketball teams from Midway and their coaches motored to Rogers where they played three games of ball. The first game was between the Rogers B class team and the Midway junior boys. Rogers was winners by seven scores.

The next game was between the Midway junior girls and Rogers second team, the score being 12 to 14 in Roger's favor.

Midway's senior boys played Rogers coach and some outsiders, the scores being 29 to 24 in Midway's favor. Everyone had a pleasant time. Clyde Russell spent the week end with his uncle, Mr. Geach Russell and family.

Those spending Sunday in the C. S. Palmer home were: Mr. and Mrs. A. F. York and daughters, Louise and Lillie Rae, and Misses Alice Gregory and Lora Newberry.

Rev. and Mrs. C. E. Ball, H. E. Taylor and Rev. Lotts attended the scout meeting in Roswell Thursday.

Mrs. Arthur McFall, Secretary. There were twelve of the women who expressed a desire to work in the club, five of them entering the kitchen contest.

Their dates for meeting will be the first and third Thursdays of each month, the home demonstration agent meeting them each third Thursday. The next meeting will be held at Mrs. A. E. Burnett's home.

On Friday the Perry Home Makers met at the home of Mrs. Edgar Sparks where a covered dish luncheon was served. The kitchen tour was made in the afternoon when eleven kitchens were scored by Miss Oakley. Many improvements and changes are to be made in the kitchens the next six months. The next meeting is to be held at the home of Mrs. Berry.

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The Man Or Woman

Who Banks Here—Is Our Personal Friend

Your business is our business—and our business is your business. No individual or business concern is so large or small that it does not need the services of a good bank; and no bank can get along without the cooperation of the individual and business concern.

FIRST NATIONAL BANK "A Home Bank"

The new electric lights are being installed in our school house. As Mr. Gregory has a dynamo.

We are glad to have Calvin McCollough who has been ill with the measles back in school.

Mesdames Kidd, Peacock and their mother, grandma Bilberry, spent Sunday in the G. S. Bilberry home.

Mr. Cornegie McCollough spent Sunday in the H. D. King home. Lenard King visited in the Milnesand community Sunday.

Miss Velma Danfourth is visiting in Muleshoe, Texas.

Took Soda 20 Years for Gas-Stops Now

"For 20 years I took soda for indigestion and stomach gas. One bottle of Adlerika brought me complete relief.—John E. Hardy.

Adlerika relieves gas and sour stomach at once. Acting on BOTH upper and lower bowel, it removes old waste matter you never thought was in your system. Let Adlerika give your stomach and bowels a REAL cleaning and see how good you feel! Overcome constipation.

Portales Drug Store

1930's LOW PRICES BRING GOODYEARS WITHIN REACH OF ALL!

We now sell Goodyears for little more than the cheapest makes. Yet we can prove that Goodyears are superior even to highest-priced tires. Reason enough—Goodyear builds more than 1/2 of all tires sold in America—50 other makers divide the remainder of the business.

All Sizes—All Types—All Prices

ALL GOODYEARS

Double Eagle—New Heavy Duty—Standard All-Weather—and—

For the Rock-Bottom in High Quality at Low Cost—

The New Style

Goodyear Pathfinder

Matchless for the money in looks, construction and performance. Full Oversize. Fresh 1930 "firsts"—carefully mounted—lifetime guaranteed and backed by our year round service.



Tubes also low priced

C. & T. Service Station

PHONE 90 — PORTALES, N. M. GUARANTEED TIRE REPAIRING—ESTIMATES FREE

Announcement-

Wesley (Slick) Childress and Hubert Hatch announce to the public that the CITY GROCERY & MARKET will in future be known as

Childress & Hatch



Our Meat Department Under New Management

Now, with our meat department under entire new management and a new policy, you can depend at all times on getting the finest quality, most delicious, tender, juicy meats. Hubert Hatch guarantees you meats full of health, the finest cuts kept fresh in our modern refrigeration vault.

We Deliver ————— Phone 56

CHILDRESS & HATCH Grocery and Market

Wesley (Slick) Childress Hubert Hatch

Announcement--

of Interest to Lovers of Entertainment

The PORTOLA Theatre

WILL BE UNDER NEW MANAGEMENT

Saturday, March 1, 1930 Being Operated by

Green Bros.

Come Out and See

-Saturday Cracker-Jack Fast Pathe Monday-Tuesday A real Pathe Feature Picture

WE WILL CLOSE SOON TO INSTALL LATEST TYPE SOUND EQUIPMENT

You've been wanting Portales to have a really high grade sound theatre. Now it's coming. Watch for our opening announcement to be made soon!

De Laval SEPARATORS



A SIZE AND STYLE FOR EVERY NEED AND PURSE

Four lines of De Laval Farm or Dairy Size Separators—each the best in its class. GOLDEN SERIES, the world's best—7 sizes; hand, belt or motor drive. UTILITY SERIES—3 sizes; just like the Golden Series but lacking several non-essential features. Sold at lower prices. JUNIOR SERIES—3 sizes; a quality line of small separators. EUROPA SERIES—4 sizes; European De Laval made separators, at still lower prices.

Don't be satisfied with anything except the best—in cream separators that's a De Laval. Let us show you why.

WHEELER BROS.

GENERAL HARDWARE AND UNDERTAKING

SOONER OR LATER YOU WILL USE A De Laval

Locals and Personals

The Sunday of the past week, Dr. and Mrs. N. F. Wollard made a trip to Spearman, Texas, returning Tuesday and on Thursday Mrs. Wollard was called to the bedside of her sister, Mrs. Henry Eubank, of Denver, for an indefinite stay.

J. W. Maupin left Monday for Wichita, Kansas, and will return about the middle of the week.

Miss Annie Wood, of Muleshoe, spent the week end with Mrs. J. W. Maupin and while here also visited Miss Lela Biekle.

Mr. and Mrs. Rich Grissom and Mrs. J. K. Robertson went to Elida Thursday to visit T. Z. Campbell. They found Mr. Campbell feeling better that day, and able to ride down town in the car.

The new house which C. N. Rice has been building for Hubert Hatch is now completed and Mr. and Hatch expect to be in their pretty new home by the middle of this week.

On Wednesday evening Earl McCollum and Lacy Armstrong went to Clovis to see the prize fight which they report as very interesting. Matthews fought an Amarillo man, whom he knocked out in the first round.

Kid Montoya fought a Tucumcari man and won the referee's decision. Dr. Brazzell attended the fight also.

Mrs. McCollum and Mrs. Armstrong went to see the play Rio Rita, which is a Spanish play, taken from Old Mexico. This play is considered by many to be the leading and best picture of 1929.

Mr. and Mrs. Eddie White and Mr. and Mrs. Bob Woods were in Clovis Wednesday night to see Rio Rita.

On Friday evening, February 21, the East Valley View Club gave a pie supper at the school house which netted them something over \$20.00. They had a good crowd present.

Mr. and Mrs. Sherman Bracken's baby has been improving for the past few days.

Dee Brannon was in Portales Thursday visiting in the Roy Hollis and Sherman Bracken home. He was on his way to Mountaire.

Mr. and Mrs. H. H. Wilheit and Miss Drinkard from Hiway were in town Saturday shopping.

Little Miss Ramah Jean Means spent Friday night with little Miss Maybeth Wise, in the country.

"All Praise To Great Medicine New Konjola"

Another Grateful Lady Pays Her Tribute to Konjola, The New And Different Medicine



MRS. LIZZIE MYERS

"All praise to a great medicine, New Konjola," was the grateful expression of Mrs. Lizzie Myers, South Ft. Smith, Ark. "I suffered for a long time with stomach and kidney trouble. No matter what I ate, gases formed in my stomach and I bloated frightfully. I was frequently short of breath and nauseated. Awful headaches were a daily occurrence. My kidneys were weak and back pains plagued me daily. Bladder actions were frequent and often painful. "I tried so many medicines without relief that I had become discouraged. Not long after I began taking Konjola I noticed a decided change in my condition. I continued until I had taken several bottles and am happy to say that my health troubles are over. I no longer bloat after meals and I eat heartily for my appetite is better than it has been in years. My kidneys are normal and I am no longer troubled with bladder weakness. All praise to a great medicine, New Konjola."

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

Mrs. W. E. Smith, Mrs. T. E. Bell and Mrs. Brown were Clovis visitors Saturday.

Mr. and Mrs. Ernest Marquis of Arch were Portales visitors Saturday.

Mr. and Mrs. George Owens of Roswell spent Sunday in Portales as guest of Mr. and Mrs. E. H. Brown. Mrs. Owens is manager of the United Dry Goods Store in Roswell.

Willis Breshears and Selden Peugh were in Clovis Sunday evening attending the Christian Endeavor and preaching services of the First Christian church.

Mr. and Mrs. L. M. Rowley left Saturday night for their home in Chickasha, Oklahoma, after a pleasant week's visit with their sister, Mrs. Marshall in the home of Mr. and Mrs. H. G. Rowley.

Selden Peugh, Willis Breshears and the Hudson family accompanied Rev. and Mrs. C. A. Lorts to Elida Sunday afternoon and enjoyed the services in the Christian church of that city.

E. H. Brown, local manager of the United Dry Goods Store was a business caller in Clovis Monday morning.

Rev. and Mrs. T. B. Sowell and Dr. and Mrs. H. T. Brasell were among the Portales people driving to Clovis Sunday evening.

Mr. and Mrs. Lester Bayless and Mr. and Mrs. Roy Smith, all of Clovis, spent Sunday afternoon and evening in Portales, visiting in the home of their mother, Mrs. Maud Smith.

Miss La Von Brown, a member of the high school faculty of Artesia was a week end guest in the home of her parents, Mr. and Mrs. L. L. Brown.

Mr. Ed Cox of the Pep community is critically ill and his son has come home from Las Vegas where he was attending school to be at the bedside of his father. His daughter also came in from Silver City.

Mr. and Mrs. S. F. Miles of Elida were Portales visitors Saturday.

Mr. and Mrs. J. N. Nevenger came to Portales Friday evening from their home in Clovis and remained until Monday, visiting with their son-in-law and daughter, Mr. and Mrs. W. D. Parmer.

Miss Mae Morris has accepted a position in the Dr. Pearce Drug store, filling the position of Mrs. Florence Nelson Hadley who recently resigned. Miss Mae is a sister of Miss Nadine Morris, sales lady at the Gambill's store.

Miss Naomi Freeman, daughter of Rev. and Mrs. R. B. Freeman, of Littlefield, Texas, is visiting with her cousin, A. W. Freeman and family. The Freeman family came over from Littlefield to attend the Joker's Jubilee and Miss Naomi remained for a longer stay.

Mr. and Mrs. Clyde Polrence and their children came from Sudan, Texas, Sunday and spent the day with their mother, Mrs. Sam Florance and daughters, Misses Clara and Mamie.

Mrs. Prue Connally and her brother Heck Harris were in Portales Sunday afternoon from Clovis, spending the time with their parents, Mr. and Mrs. C. V. Harris.

Miss Jones, teacher from Fairfield was a Portales visitor Saturday.

J. P. Adair from Garrison was in town Friday and says that most of the farmers in that community have their land ready for planting.

Mrs. Volley Wilson, nee Charm Killion, of Lubbock, spent Saturday night in the W. T. Scott home.

Mr. and Mrs. I. D. Johnson and their house guest, Mr. Finch, were in Clovis Friday evening attending a very pleasant party in that city.

Miss Bessie Knight motored to Clovis Sunday afternoon and spent a happy few hours with friends.

Pumps 25% More Water in the Lighter Winds



DEMPSTER No. 12 Annu-Oiled WINDMILL

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

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

DEMPSTER MILL MFG. CO. AMARILLO, TEXAS.

FOR SALE BY PORTALES LUMBER COMPANY

FORDS HAMMER MILL

Never Before A Large Mill Built Like it At so Low a Price



Does Better Work—Lasts Longer—Costs Less—

Consider These Points

Made of Heavy 1-4 inch Boiler Plate, electric welded throughout, Timken roller bearings, Rockwood pulleys, self aligning bearing housing, chrome nickel steel swing hammers, hinged top, heavy drop-in screens, new design long feed table and large grinding capacity, all for so low a price.

SOLD ON EASY TERMS BY ROSWELL PUMP & SUPPLY CO. The House of Dependable Merchandise

ACHIEVEMENT!

Since You Read This CHALLENGE

on November 14th, 1929 An Army of American Motorists has Changed to CONOCO

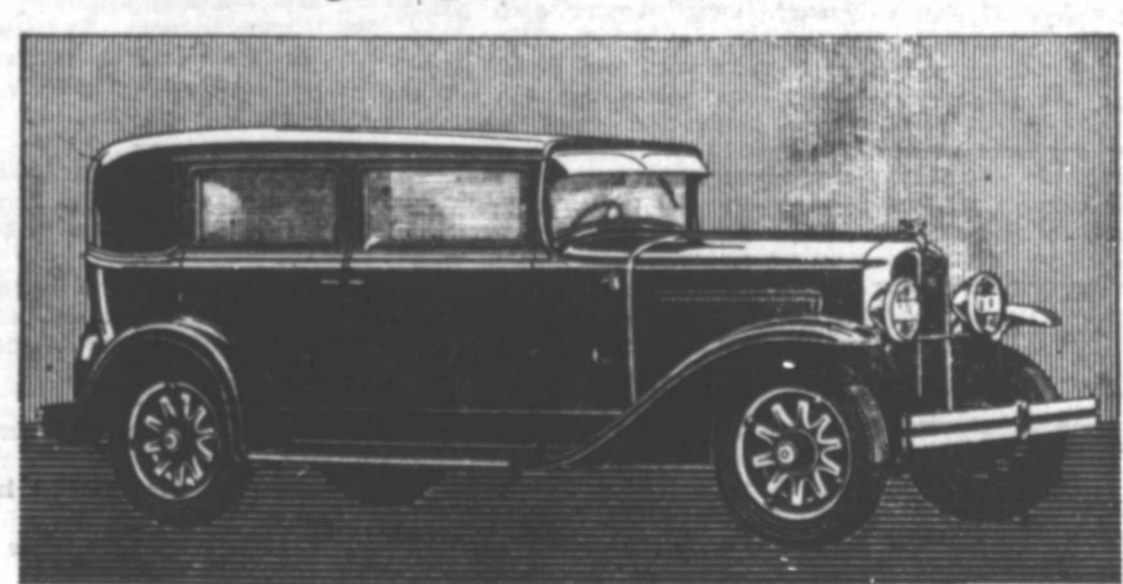
Germ-Processed Motor Oil

The Seven Claims in Conoco's Challenge that Brought this Amazing Public Acceptance of Conoco's Germ-Processed Motor Oil

- 1 Combines with metal surfaces and never leaves bearings and other working parts.
2 Refined from carefully selected paraffin base crudes by patented processes. That means stability.
3 Positively increases gasoline mileage by reducing friction. That means economy.
4 Will not break down under cylinder wall heat. That means less oil consumption.
5 Substantially reduces motor wear in starting because this oil penetrates metal surfaces and stays there. Other oils require 15 to 20 minutes to lubricate all moving parts.
6 Crankcase dilution does not seriously impair its "oiliness" value. That means greater motor protection.
7 Will lubricate efficiently at sub-zero temperatures. That means thoroughly de-waxed oil.



A FAMOUS NAME A FINER CAR with newly styled bodies by Fisher



The 4-Door Sedan - Body by Fisher

IN ITS modish new bodies by Fisher, as in its smoother 60-horsepower engine and rugged chassis, the New Series Pontiac Big Six has been notably improved. It is a smarter, more vividly beautiful car, with its fresh new Duco colorings and deep, luxurious upholstery in harmonizing shades. It is also longer, lower and more rakish in appearance—a sound example of keeping an attractive car abreast of the current mode.

All through this newest Pontiac you will discover the qualities which have made its name famous—plus refinements which make it a finer car. Improved Lovejoy Hydraulic Shock Absorbers at no extra cost give added riding comfort. Improved internal, dirt-and-weather-proof, four-wheel brakes increase its safety. A new sloping windshield lessens headlight glare. A new type of steering mechanism

acting on roller bearings gives greater facility of control. Come in and see the New Series Pontiac Big Six. Learn what its many improvements contribute to exceptional performance. You will find many reasons for agreeing that the New Series Pontiac Big Six is a finer car with a famous name.

The New Series Pontiac Big Six, \$745 and up, f. o. b. Pontiac, Mich., plus delivery charges. Black exterior standard equipment. Bumpers and spring covers at slight extra cost. General Motors Time Payment Plan available at minimum rate. Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. . . . Oakland-Pontiac delivered price includes only authorized charges for freight and delivery and the charges for any additional accessories or financing desired.

THE NEW SERIES PONTIAC BIG SIX \$745 AND UP PRODUCT OF GENERAL MOTORS

DUCKWORTH MOTOR COMPANY Clovis, New Mexico

Roosevelt County Game Protective Association Organized Saturday

On last Saturday evening at a luncheon at the Palo Duro cafe, the Roosevelt County Game Protective Association was organized. G. W. Carr as president and N. Neer as secretary and treasurer.

Twenty-six were present, and the meeting was one of inspiration. All emphatically expressed their views as favoring a strict enforcement of the state game laws. Members enrolled at this meeting were Fred Sherman, W. A. Perry, E. L. Perry, H. P. Saunders, Mr. Stevenson, Dave Colligan, C. Compton, G. W. Carr, J. Mauk, B. Priddy, A. D. Ribble, Tom Wright, Lee Carter, Jack Turner, Ed Hobbs, Ted Forbes, J. R. Beck, Coe Howard, Ed. J. Neer, E. Neer, Floyd Kennedy, F. E. Nepper, Floyd D. Golden, Harry Buchanan, R. G. Bryant, C. B. Bradley.

Visitors present were Fred Sherman, president of the state game association, W. A. Losey, and E. L. Perry, members of the state game and fish commission, and H. P. Saunders, president of the Chaves county game protective association. District Deputy Game Warden Stevenson, of this district. Membership dues were placed at \$2 per year, and Mr. Sherman was the first man to put down his name.

B. Priddy presided as chairman of the meeting which was held to honor the visiting members of the game department. He made a short talk outlining the needs of the association, after which he introduced Coe Howard who delivered the address of welcome.

Howard's talk was followed by Mr. Sherman. Messrs. Losey, Perry, Saunders and Bryant and Stevenson followed with a few remarks on the importance of conserving the game of the state.

Perry compared the work of the department for the year of 1929 with that of 1928, showing an increase in size and number of hatcheries during that time. Mr. Sherman's talk was on the commission and the importance of securing more power from the legislature. Senator Bryant pledged the aid of the legislature in securing adequate game protection. Three directors were elected as follows: H. H. Buchanan, J. B. Neer, and Senator R. G. Bryant. Publicity committee—C. B. Love and Floyd D. Golden. Membership committee composed of entire membership, each acting as a committee of one to members.

TUE OF FIDO NOW GUARDS AVE OF DEAD MASTERS

Fido—For seven days and nights stood guard over the frozen body of his little master in a certain wilderness. His inscription appears on the monument to the dog Fido which was placed over the grave of his master, 16, in Santa Barcemetery.

BUTLER JOHNSTON BIRTHDAY

Butler Johnston, son of Mrs. Luella Johnston, was 12 years old Wednesday and celebrated the occasion with a party at the home of his aunt, Miss Estelle Johnston, from 4 to 7, with 10 of his little friends.

The guests were: Misses Frances Estelle Bryant, Effie Hunter, Mildred Lyons, Maynor Hayes, Nadine Brown, Margaret Fletcher and Thiden Cissell, Leroy Sowell, Billie Schumpert and the host. A beautiful birthday cake graced the table and sandwiches, coffee, cake and ice cream were served after the merry games.

TOO MUCH HEAT

SWELL.—Unusual and cool warm weather in eastern Mexico has become a matter of considerable concern to farmers and orchardists of this section of the state. Fruit trees are beginning to show signs of life and in some places are beginning to grow. A survey of local weather bureau shows that damaging cold is expected here up to as late as the first days of May.

VALES VALLEY NEWS CIRCULATION CAMPAIGN CLOSES SATURDAY

Saturday March 1st, the great campaign now being conducted by the Portales Valley News will close.

Five good workers will have been selected for the entire county, and every one will have been given an opportunity to enroll as a reader to the news.

News feels safe in saying that the close of this campaign will go into the homes of more than 90 per cent of the people of the Portales trade territory, will give the merchants a fair average, and with constant circulation, this will bring much more business to the merchants of Portales.

THE BASKET BALL TOURNAMENT

Now that Portales will be host to the district basket ball tournament, it is up to the town to make this event an outstanding success.

Teams from every district will come here to contend for the district championship, the winners representing the district in the state tournament at Albuquerque. Portales has a strong team, and it is natural that Portales would like to see them win the championship. But Portales people are good sports and will be satisfied that the best team wins.

In the meanwhile every citizen should secure a ticket for every game of the tournament, and lend their moral support to the players. The Portales team is one of the strongest in the history of the school, and has won much credit for their school and Portales.

It is a signal honor for the town to have this meet staged here and every effort will be made to make the visitors feel welcome, so that they may want to return to Portales in the future.

Mrs. C. C. Penley, Mrs. P. H. Morris and Mrs. Jule Stone were in Clovis for the afternoon last Friday shopping and visiting with friends.

Store Tells Why It Uses Newspapers

Space Taken in Colorado Daily by Merchant to Explain His Policy of Using Newspapers Exclusively for Advertising

Five-column space was taken recently in the Colorado Springs, (Colo.) Gazette by Kaufman's, a local department store, to tell its reasons for using newspaper space almost exclusively for advertising. The copy, which was headed "Why Do We Use the Newspapers Almost Exclusively for Our Store News?" follows:

"Have you ever wondered why you never see an advertising message from Kaufman's on a billboard, in a street car, or on any outdoor medium save our corner benches? . . . Have you ever wondered why we do not send you 'ballyhoo' sale circulars? Why you seldom hear from 'us over the radio? . . . In short, why we use the newspapers almost exclusively for our store news?"

"The reason is simple. Newspaper advertising is the most economical way for us to reach the greatest number of prospects for our merchandise. . . . We have found that by concentrating our expenditures in the newspapers we can bring our store news to the attention of the most people at the least cost and as often as every day. To use the other mediums to any great extent would be for us largely a duplication—and it is because of this and other of our efficiency methods of reducing operating costs that we are notable for reasonable prices. . . . We ask you to look for our messages mainly in the newspapers."

Butler Johnston, son of Mrs. Luella Johnston, was 12 years old Wednesday and celebrated the occasion with a party at the home of his aunt, Miss Estelle Johnston, from 4 to 7, with 10 of his little friends. The guests were: Misses Frances Estelle Bryant, Effie Hunter, Mildred Lyons, Maynor Hayes, Nadine Brown, Margaret Fletcher and Thiden Cissell, Leroy Sowell, Billie Schumpert and the host. A beautiful birthday cake graced the table and sandwiches, coffee, cake and ice cream were served after the merry games.

NOTICE

GASOLINE PRICES

Until Further Notice

Standard Ethyl (Red) ----- 25c

Standard Red Crown (White) ----- 20c

Central Service Station

Formerly Gryder's

Central Service Station

Formerly Gryder's

coke and ice cream were served after the merry games.

METHODIST CHURCH

Rev. T. B. Sowell will fill the pulpit Sunday, both morning and evening. Subject Sunday morning, "Despair and Faith." Sunday night it will be an evangelistic sermon.

The public is cordially invited.

Portales Markets

The following markets are reported in Portales, on January February 27.

Hogs	9.50
Threshed Kaffir	1.90
Threshed Malt	1.05
Ear corn	15.00 to 16.00
Shelled corn	1.30 & 1.25
Kaffir heads	15.00
Malt heads	17.00
Heavy Hens	18c
Colored Springs	18c
Leghorn springs	18c
No. 1 Toms	18c
No. 1 hens	18c
Light turkeys	12c
Eggs	18c
Dry hides	11c
Green hides	11c
Cream	30c

SOMETHING NEW IN COTTON PLANTING!

Roswell Pump & Supply Co.

Announces Display of Avery "Hill-Drop" Planters—A Startling Improvement

Cotton farmers this past season have been trying out a new development in cotton planting which promises substantial savings in labor and seed. Chopping cotton has always been an expensive operation. Now it can be eliminated from 50 to 100 per cent, according to farmers who have used the new method. Savings in seed also run from 50 to 75 per cent, a very worthwhile saving, with improved cotton seed costing as much as \$3 a bushel. Even if crop seed is used for replanting, less is needed and greater profits made at the mill. These savings alone would justify "Hill-Drop" planting. But farmers also report getting better stands and yields in most cases. No matter what cotton brings, the "Hill-Drop" farmer is due for greater profits on his crop, because he cuts his cost of production.

The "Hill-Drop" feature as perfected by Avery of Louisville is now incorporated in seven of their planters. This feature enables the farmer to plant as many seeds as desired in hills only, spaced as far apart as conditions require. The planting mechanism is a clever device which operates automatically for single or double planting. Seed is seldom scattered between hills, hence most chipping is eliminated. When you consider that one man can chop only an acre of cotton a day, on an average, it is evident that labor costs are considerably reduced. That's over three months' work eliminated on a plantation of 50 to 100 acres! If the lowest estimate of savings in seed is taken—50 per cent—that will amount to 50 bushels for 100 acres. Avery of Louisville has letters and telegrams from cotton farmers stating that savings in seed and chopping have run much higher. All of the farmers using the new Avery "Hill-Drop" Planters this past season are enthusiastic. Seldom has a new development been received with such universal approval as this "Hill-Drop" feature. It has proved itself in the field, so there can be no question but that cotton farmers can now make bigger cotton profits even without bigger cotton crops. We are watching this development with great interest and will doubtless have further information to report after the present season.

Rules and Regulations for County Boards of Tax Appraisers Made By the State Tax Commission

SANTA FE—Rules and regulations for county boards of tax appraisers, compiled by the state tax commission, were made public recently.

The boards, consisting of one member appointed by the commission, one by the county commissioners and the county assessor, will begin actual appraisal work on February 3. They will meet with the state tax commission here Saturday, February 1, to receive oral instructions.

The boards will complete their work on or before April 15, giving them 74 working days.

A summarized list of the rules and instructions follow:

1. The board shall assess all property with these exceptions: telegraph companies, telephone and transmission companies, railroads, pipe lines, shares of capital stocks of banks, trusts and mortgage loan companies, mineral property, shares of mutual building and loan associations; the value of grazing lands and livestock. The above to be assessed by the state tax commission, property such as could be used in deed conveying title.
2. Assess lots and improvements separately.
3. Assess improvements in ar-

4. Take into consideration in arriving at values sales in neighborhood, proximity and effect of improved roads, location, rentals, income, insurance, mortgages and all other elements throwing any light upon a proper basis for assessment.
5. Assess equities in state land on parity with surrounding lands. Thus, if A has paid out one-half purchase price for 160 acres of state land, bought at \$5 an acre and surrounding land is valued at \$1, assess his equity at fifty cents per acre. If land is valued at \$25 per acre, assess his equity at \$25. (Persons holding state land pay taxes only on their equity.)
6. You should not be concerned over possible appeal from your valuation. County boards of equalization will take care of appeals.
7. In valuing lots, the commission recommends the depth rule, using one foot, one hundred feet deep as a standard unit. A lot 150 feet deep under this rule is worth 115 per cent of the unit value. A lot 50 feet deep is worth 73.5 per cent of the unit value.
8. An allowance of 12 1-2 cents per mile for use of auto is authorized.
9. Members of boards, excepting county assessors, are allowed ten dollars per day while on actual duty. They are allowed per diem not to exceed \$4 per day, while away from the place of residence. Members of boards to receive per diem and salary for meetings of actual attendance at meetings of boards of equalization and state tax commissions, but maximum salary cannot exceed 90 days in one year.
10. You are the sole judge.

primarily, in fixing values. The taxpayer has no right to fix any value, excepting that a merchant must give the average value of his merchandise for the year ending December 31, 1929.

For Commissioner Precinct No. 1

W. D. Pate, of Arch, authorizes the announcement that he is a candidate for County Commissioner for Precinct No. 1. More of his candidacy will appear at an early date.

SALE OIL LEASES AT AUCTION GAIN FOR N. M. SCHOOLS

SANTA FE—Common schools and state institutions, on whose lands oil leases have been sold, have gained by more than \$117,000 in the last two years through the practice of selling leases at auction. Charles B. Barker, attorney for the state land office stated today.

The auction plan was put into effect under "the late Uncle Ben Pankey."

For the year ending February 10, this year, oil leases brought \$96,289.77. Sold a private sale, which in past years was at the legal rental only, the same leases

would have brought only \$33,063.17. So the common schools and other beneficiaries received a bonus of \$63,226.60.

For the preceding year the leases yielded \$92,668.83 which, Barker figures, includes a bonus of \$53,949.81.

* SOCIAL ANNEX *

In the past week or so there has been much discussion of a new court house. That there is no doubt of this, there is no doubt.

The present condition makes it a fire hazard, and to over come this, the county commissioners are advised to instruct the court house officials to remove all records to a safe place at least three hundred yards from the court house, ten days before each and every fire.

Maxwell Barber Shop

APPRECIATES YOUR BUSINESS

C. W. ISON

General Contractor and Builder

Estimates Furnished on Short Notice

ANNOUNCING— A GREATLY AUGMENTED SERVICE



We now have latest equipment for giving

The Shelton Croquignole Permanent Wave

For the woman who desires the very latest in hair dress we have installed this new equipment for giving the Shelton Croquignole Permanent Wave.

Come in and let us show you how realistic this wave is, and how ideally suited to your type. Our dressers and beauty operators assure you expert service.

France's Beauty Shop

MRS. MARY BURKETT, Prop.

USED CARS

BUY it NOW

SAVE at this SALE



When the warm Spring sun beats down, will you be on the Broad Highway?

Don't wait until you can afford a new car. Not when you can get such wonderful bargains as are offered in our big USED CAR SALE WHICH STARTS SATURDAY. Dozens of good cars, in our sale, all with an O. K. that counts.

SALE STARTS SATURDAY

SEE OUR OTHER AD IN THIS ISSUE FOR LIST OF BARGAINS

Portales Motor Co.

ADD HOBBS, Manager

SOON NOW for bigger BUSINESS



use ZUCKERMAN Illustrated Sales Ideas

PORTALES VALLEY NEWS

MIDWAY

Mr. Nevills is building a new home on his farm a mile west of Midway.

There was a large crowd at singing Sunday night. Everyone seemed to have a good time, and enjoy the singing.

Calvin McCollough, who has the measles is better this week. We are glad he is improving.

It is reported that grandpa Danfourth is getting quite feeble.

Quite a crowd attended the dinner given Sunday by our principal J. W. Stone. After the splendid lunch was served the afternoon was spent in taking pictures, singing, etc.

We always enjoy ourselves when we go to Mr. Stone's. We hope he will ask us back again.

C. C. Roberts, Cricket Gray, Raymond Earwood, and J. P. Worthington, and Misses Ina, Bernie, Vernie, and Bonnie Helmer visited Miss Vada Hale and Hyder Corder Sunday afternoon.

Mr. and Mrs. Clifton visited Mr. and Mrs. Wilks Sunday.

Robert Palmer has returned from a visit to Henrietta, Texas.

Mrs. Peacock and daughter, Johnnie D., from Paducah, Texas, are visiting Mrs. Peacock's mother, Mrs. S. A. Bilberry.

Theodore Bilberry, who is attending school at Plainview, spent the week end with home folks.

Mr. and Mrs. Allen Corder, who are attending the Wayland Baptist College, at Plainview, visited home folks this week end.

Mr. and Mrs. M. O. Danfourth of Earth, Texas, visited Mr. Danfourth's brother and sister, Mr. Fred Danfourth and Mrs. D. O. Bilberry this week end.

Robert Palmer and Miss Gladys Guari accompanied by Misses Lucille and Modean Palmer and Louise York, attended the vitaphone picture in Clovis Saturday night.

Mr. and Mrs. Jay Stone and Bob Stone, spent Saturday night and Sunday with their father and mother, Mr. and Mrs. J. W. Stone and family.

Mrs. Tollie D. Gray of Littlefield, Texas, is visiting her mother, Mrs. J. W. Silvers.

Marvin Gray and Preston Cave visited in the I. L. Gray home Saturday night.

The Midway basket ball teams met the Causey teams on the Rogers court Thursday night, where Midway seemed to be easily defeated. The score stood as follows: Junior boys game 14-19 in Midway's favor.

Senior boys game 14-21 in Causey's favor. Senior girls game 7-13 in favor of Causey. We wish to congratulate Mr. Mills for his fair refereeing. Both teams showed wonderful sportsmanship throughout the entire game.

Midway was well represented, all four teachers being present, as well as quite a number of outsiders. We certainly had a pleasant time.

The Midway senior teams both boys and girls were defeated on Morton's court Tuesday night.

Mr. and Mrs. R. D. Anderson of the Bethel community were in town Saturday for business.

BAPTIST ORPHANS HOME

Conditions at the Home are improving. All the sick have returned from the hospital and are doing well. We have no new cases of mumps this week and most all the children are able to be out to school.

We are hoping that the health of the family will be much improved after this unusual experience of the past two weeks. Myrtle Greshaw and Paul Chatman are still confined to their rooms but will soon be able to be out again.

A number of friends visited the Home last Saturday and Sunday. Among them were Mr. and Mrs. Baker, of Clovis, Mrs. Porter, of Ines, and a large number of others, whom we cannot recall. We are always glad to have visitors.

Last Sunday the Superintendent drove out to the Red Lake community and spoke to the people after Sunday school. The people made a nice little offering to the Home at the close of the services. Besides the money received a friend gave us a pig and this pig will have a good home here at least for awhile. We can use a few more pigs if any other friends have the same inclination as our Red Lake friend.

A friend by the name of Wall, who lives at Lubbock, offers to give us a nice lot of feed if we can get some one to haul it for us; if any friend who happens to read this can render this service, call the superintendent at the Home or go to Mr. Wall's farm 2 miles west of Dora.

On Tuesday afternoon the Junior Endeavors met at the parsonage for a jolly social time.

The hours from 3:15 to 6 were spent in playing games and enjoying the entertainment which

Rev. and Mrs. Lorts know so well how to provide.

When the games were over the children enjoyed the light refreshments before going home.

BAPTIST

The W. M. S. met with Mrs. G. A. Chumbley Monday afternoon with Mrs. C. E. Ball assisting hostess.

Mrs. Sam Fletcher led the devotional services and Mrs. Coe Howard conducted the Bible study. Twenty-five ladies were present and took part in the meeting.

After the interesting work of the afternoon and enjoyable social hour was spent and light refreshments served.

BAPTIST CHURCH

On Sunday last, Rev. C. E. Ball preached two very strong sermons. That of the morning was on "Compromises," taken from the suggestions made by Pharaoh to Moses with the text, "We Will not Leave a Hoof Behind." that of

the evening on "The Attractive Christ," Jno. 12:32.

Rev. Ball showed the Christ to possess a magnetic personality, a magnetic ministry and a magnetic message. The house was packed to hear this splendid message.

Eight additions to the church by letter were made Sunday.

There were 266 present at Sunday school, Sunday morning.

The topic for Wednesday night prayer meeting was "Fourteen ways a Christian ought to walk."

Try Portales Valley News wants ads—they pay.

FOR TRADE

Rio Grande Valley Tract for Property in Portales

10 acres of land in the wonderful Rio Grande Valley, 3 miles from Weslaco. In cultivation, under the ditch, clear of debt. Ideal for growing citrus fruits and truck farming. To trade for Portales property. Write me what you have.

M. A. SCOTT, O'Donnell, Texas

Oil Leases — and Royalty

We are revising our listing on oil leases and royalty. If you have either for sale, send us your location and price—

PAUL M. JONES

OR

EZRA WATTS

Portales, N. Mex.

THREE IMPORTANT FACTORS ENTER INTO THE COST OF YOUR AUTOMOBILE

1. How much it costs to make the car
2. How much extra you pay the dealer
3. How much it costs for operation and up-keep

THE PURCHASE of an automobile involves a considerable amount of money and it should be carefully considered from all angles before a final decision is made.

The value of the car to you depends on the value built into it at the factory, how much extra you pay the dealer for distribution, selling, financing and accessories and what it will cost to operate and maintain the car after purchase. Each of these factors, as it relates to the Ford car, is frankly explained below.

Economy in production

THE FORD CAR is made economically because of the efficiency of Ford production methods. The money saved through this efficiency is put back into the car in improved quality of material and in greater care and accuracy in manufacturing. The constant effort is to eliminate waste and find ways to make each part better and better without increasing cost—frequently at lowered cost.

Because of Ford economies in large production and because the Ford organization operates on a low-profit margin, the price you pay for the car is much less than it would be under any other conditions. Yet it brings you many unusual features of construction and performance.

At least \$75 extra value is represented alone by the Triplex shatter-proof glass windshield, the Rustless Steel, the four Houdaille double-acting hydraulic shock absorbers, and the five steel-spoke wheels. The unusually large number of ball and

roller bearings and the extensive use of fine steel forgings instead of castings or stampings are additional features that reflect the high quality built into every part of the car. Throughout, it is a value far above the price you pay.

Low dealer charges

THE SAME PRINCIPLES of efficiency and economy that characterize the manufacture of the Ford car are applied also to distribution. Obviously it would do the public little good to save in production if these savings were sacrificed later in excessive costs of selling, financing and accessories.

The Ford dealer, therefore, operates on the same low-profit margin as the Ford Motor Company, his discount or commission being the lowest of any automobile dealer. He does a good business because he makes a small profit on many sales instead of a large profit on fewer sales.

NOTE THESE LOW PRICES

Roadster . . .	\$435
Phaeton . . .	\$440
Coupe . . .	\$500
Two-window Fordor Sedan . . .	\$600
Three-window Fordor Sedan . . .	\$625
Convertible Cabriolet	\$645
Town Sedan	\$670

(All prices f. o. b. Detroit)

The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least \$50 to \$75 to every purchaser of a Ford, in addition to the savings made possible by economies in manufacturing. The money you pay for a Ford goes into value in the car. It is not wasted in high dealer charges.

Low up-keep costs

IT IS IMPORTANT to remember that the cost of your automobile is not the first cost only, but the total cost after months and years of service. Here again there is a decided saving when you buy a Ford.

The cost of operation and up-keep is lower because of simplicity of design, the high quality of material, and the reduction of friction and wear through unusual accuracy in manufacturing and assembling. The reliability and longer life of the car contribute to its low depreciation per year of use.

The intelligent, painstaking service rendered by Ford dealers is under close factory supervision and is a factor in the low up-keep cost of the Ford. All labor is billed at a flat rate and replacement parts are always available at low prices through Ford dealers in every section of the United States.

In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost of the car.

FORD MOTOR COMPANY



Adults, too, prefer "NO DOSING" for COLDS

When Vicks introduced the better method of treating colds externally it was especially appreciated by mothers because it avoids "dosing," which so often disturbs children's delicate digestions.

Each year more and more adults, too, have found Vicks equally good for their own colds. Today, the whole trend of medical practice is away from needless "dosing."

Just rubbed on, Vicks gives off medicated vapors which are inhaled, and, at the same time, acts through the skin like a plaster.



VICKS VAPORUB

HATS for SPRING REVEAL NEW MODES



...and colors with all the sparkle and freshness of Spring... huge Claire... pearl... butter yellow... frebrand... spring green... aquatone... black!

On the style horizon of the new silhouette the new hats arrive... bringing new lines, new details, new colors... hats to bring smartness to your costumes... all at prices that are the only insignificant part about them!

\$2.98 and \$3.98

Straws play an important part... and straw combinations... and felt and straw combined... and new weaves... so that your spring hat is truly of a new mode!

J.C. PENNEY CO. INC.

locals

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Mrs. Sallee Portales vi

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Every nook, e filled with a l of them you'll place to get g very highest g um's your

GROCER QUAR

Plenty Parkin Space

If you have finding a parkin just park your front, at the rear of ou

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Locals and Personals

Mrs. J. W. Maupin was a Clovis visitor Monday.

Misses Nell and Edna Carter were Clovis visitors Saturday.

Mrs. M. E. Jones was a Clovis visitor Saturday.

O. Hickam from Wichita Falls, Texas, has moved to Portales and put his children in school.

Miss Lela Bickel spent Saturday night and Sunday at her home in Muleshoe. She found the family all sick with flu, so played nurse while there.

E. I. Gibson and family spent Saturday night and Sunday at McAllister. They were Clovis visitors Tuesday.

G. W. Lackey returned from Hot Springs Sunday where he has been for the last three weeks. He says the mineral water to drink and hot baths has improved his health.

Mr. and Mrs. Keith Payne, Mrs. J. D. Hunter, Willie Oldham, and Maude and Jeffie took Cornelia back to Canyon Sunday evening.

Miss Opal Smith of Canyon was a visitor Saturday in the home of Superintendent and Mrs. Floyd Golden.

J. D. Goode and family have moved to Portales and enrolled their children in school.

Albert Holmes and family from Gageby, Texas, have moved to Portales. The children enrolled in school Monday.

E. L. Hammet has traded his farm here to Mr. Haney of Quail, Texas, for a garage and filling station there. The children will enter school there. The family left Tuesday for Quail.

The many friends of Paul Varney were glad to see him able to be at work Monday.

Mr. and Mrs. Clyde Florence and children were visitors in the home of Mrs. Sam Florence Sunday.

W. K. Judevine returned Friday from a business trip to El Paso.

Mrs. J. D. Autrey, Miss Sybil and Velmom took Thelma back to her school Sunday afternoon.

Mrs. Chas. Cason and son Joe Cason, teachers from Kentucky Valley went to Amarillo Friday afternoon for the week end.

Mrs. W. K. Judevine took Misses Autrey and Florence to Clovis to see Rio Rita last week.

Mr. and Mrs. Carl Case and Rev. and Mrs. Lorts spent Monday in Amarillo.

Mr. and Mrs. Watt Stewart were in Amarillo Monday.

Mrs. A. H. Yoder from Las Vegas returned home Sunday night after a short visit with her daughter, Mrs. Milt Kornegay.

The M. Y. Hill family have moved to their place known as the old Hyrd place. They have drilled a well, put up a windmill, built a hen house and made other improvements.

Mary Evelyn White has been out of school this week on account of illness.

Judge and Mrs. Horace Holley and children of Snyder, Texas, visited over Saturday and Sunday in the homes of F. D. Golden, Cal Brown and J. C. Hayes. Mrs. Holley is a sister of Mr. Golden and Judge Holley is a brother of Mrs. Brown and Mrs. Hayes.

Mr. and Mrs. D. W. Jones and H. F. Wood of Clovis drove down to Portales for a short visit Monday afternoon. Mr. Wood made the News a pleasant visit. He is now with the Evening News-Journal.

Milt Kornegay was a Hobbs visitor this week.

Miss Opal Smith of Canyon, Texas was a guest of her cousin, Mrs. F. D. Golden for Saturday and Sunday.

Esra Watts returned home Saturday from West Virginia where he has been at the bed side of his brother. He did not leave his relative very much improved. The illness is following an operation for gall stones last October.

FOUNDED
Mrs. C. E. Ball and Miss Mazie went with Rev. Ball to Floyd Sunday. After a delicious dinner in the home of Mrs. Heckathorn, Rev. Ball preached an interesting afternoon sermon. On returning to their car they found a nice surprise pounding of good things to eat awaiting them. This was very much appreciated by Rev. and Mrs. Ball.

Lacy Armstrong left Tuesday morning for a few weeks stay in Hot Springs, where he will take the baths.

Mr. Lackey who has been in Hot Springs returned Monday in an improved condition.

Mr. and Mrs. M. V. South and Miss Eula South went to Littlefield Sunday.

Mrs. Marie Shows and little daughters Katy and Monty Bell visited over night Sunday in the J. R. Bolin home. Mr. Bolin of Dalhart was also an over night guest in the home of his son J. R. Bolin.

Henry Shaw and daughter Miss Fae spent the latter part of the week at San Jon, guests of Mr. and Mrs. Elmer Wallen.

J. R. Bolin and family of Bisco-water Draw and Mrs. Minnie Stephenson and children drove out to Richland Sunday and visited in the Lon Partin home. Bro. Will Bates and family were there for dinner and in the afternoon the 36 persons present of the four families enjoyed singing. Mrs. Partin took some pictures of the crowd.

Mrs. Sallie Hawk from Dora was Portales visitor Saturday.

On March 7th, the Woman's Club at Arch will give a free play to which all are looking forward.

Mr. and Mrs. J. D. Page were Clovis and Portales visitors Saturday.

Mr. and Mrs. James Carter and son and mother, Mrs. Paris spent Sunday with Mr. and Mrs. Frita Staub near Rogers.

Rev. and Mrs. Ball were dinner guests Sunday in the L. H. Keckerhorn home.

The people from Floyd are very glad that the road through their community is being graded.

Mr. and Mrs. B. Martin from Silverton are visiting Mr. and Mrs. H. Hullum this week.

Miss Mary Hall was a dinner guest Saturday in the Frank Shaw home, Friday in the L. E. Canon home.

Mrs. Prue Connally of Clovis spent Friday with her parents, Mr. and Mrs. C. V. Harris.

Judge Horace Holly and children from Snyder, Texas, spent the week end with his sisters, Mrs. C. Hayes and Mrs. J. C. Brown.

Heck Harris was down from Clovis one day the past week.

Miss Elwanda May Jones and Miss Frances Dooley are ill with measles. J. W. Dooley has just recovered from measles.

Mrs. Ruth Morris and daughter May Ruth from Clovis were visitors. Mrs. Morris' parents the past week.

The homes of Mrs. Charles Bennett and Mrs. Roy Hollis have been thoroughly fumigated under the supervision of Ed. J. Neer.

Guy Cross took two cars of cattle to the Kansas City market Saturday for Stewart and Cross.

Mr. and Mrs. J. F. Waide of earth, Texas, were over night guests in the G. A. Chumbley home Monday night. Mrs. Waide is a niece of Mrs. Chumbley. While there they purchased what is known as the old Huffman ranch 9 miles west of town. They are well known in Portales and will be welcomed to the town and community.

G. L. Herndon a brother of E. Herndon and J. M. McClure, of Hur, Oklahoma, came in Monday for a visit with the E. A. Herndon family.

E. W. Chaney from Olney, Texas, has moved to Portales and enrolled his children in school.

HART-PARR STATIONARY ENGINES

24 — 36 — 50 — Horse Power

The four fuel burning engine, Gasoline, Kerosene, Natural Gas, and Distolate. Years of successful, satisfactory use in irrigated pumps

Wheeler Brothers

General Hardware & Undertaking



CATTLE FEEDERS

We have Ford Industrial Motor rigged up pulling a Hammer Type feed mill which will do the work, grinding to meal all kinds of stalks and feed. Mounted on old Ford chassis and can be moved as trailer with car, and buyer can feed big bunch of cattle, or can move from place to place doing custom grinding and pay for itself in short time. Investigate.

UNIVERSAL MOTOR CO.

A Home Institution That Gives Service

SERVICE is the ideal back of every dealing we have with our customers.

Our service proven by our efficient testing department, which leaves nothing to guess work; by the way we clean and dry your cans, and paint your name on them; and by many other little things.

You get the best service all the time from a home institution, operated by people who live in your town, pay their taxes here and have their home interests here.

Get the Best Service by Dealing with

Midwest Dairies Inc.

BILL JUDEVINE Manager

Big Vote Closes Midnight February 27

Your last opportunity to get the big vote! A few very few—large term subscriptions would make any one of the 7 highest lead the field! Get busy! Work for votes! Votes get the car! The difference in price between the first and second prize is—

\$585.50

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

One of these ladies will get the car! Another the radio! Another the bed room suite! Others cash commissions!! They can be in either place! One supreme effort with a \$742.00 car as a reward.

Two Days To Go
Closes 7p.m. Saturday, Mar. 1



Every nook, every corner, every shelf in our store is filled with a big variety of groceries. When you think of them you'll naturally think of us, because here is the place to get groceries, no matter whether you want the very highest grade or something cheaper. Make Yoachum's your

GROCERY SHOPPING HEAD-QUARTERS—EVERY DAY IN THE WEEK

- Plenty of Parking Space**
If you have trouble finding a parking place, just park your car in front, at the side, or at the rear of our store.
- Attention Mr. Farmer**
Everything in feeds that you could possibly need is to be had here, such as bran, shorts, cake, cotton seed meal, etc. Get our Prices.

Yoachum Grocery

All Standard Size Vegetable Packets And Most of the Flowers per packet **5¢**

PLAN YOUR GARDEN NOW!

SEEDS SEEDS SEEDS

GARDENING time is just ahead. Fresh packets of Northrup, King & Co.'s Seeds are now on display in dealers' stores. These seeds are of unsurpassed quality. A five cent price on all standard size vegetable packets and most of the flowers, makes this line attractive to thrifty buyers.

Northrup, King & Co's Seeds

Meeting of Irrigation Farmers Monday Nite

There will be a meeting of irrigation farmers at the Portales court house Monday night, March 3rd, to discuss fertilizers, tomato seed and other matters of general interest to the truck growers.

CHAMBER OF COMMERCE BANQUET HAD SEVERAL ELOQUENT ORATORS

FT. SUMNER.—The Chamber of Commerce banquet on Wednesday night was attended by sixty-three visitors and members, with a delegation headed by Claude Simpson, Secretary of the Roswell Chamber of Commerce and Messrs Cowan, Stillwell and Cagle, from that city.

Portales visitors were Mr. and Mrs. Coe Howard, Arthur Jones, banker of that city, and who is a director of the Dallas Federal Reserve Bank, and Mr. Gage, owner of a canning factory in that town.

The address of welcome was made by Judge C. F. Fishback, which was in a most happy vein and at once placed all present in a good mood for the following speeches.

The response to this address was made by the Hon. Coe Howard, and was followed in quick order by short talks by Messrs. Gage, Jones, Cagle, Cobean, with Claude Simpson, addressing the gathering on the aims and purposes of a successful chamber of commerce and which drew warm applause.

Mrs. Howard was the only lady present who was asked for a talk, and the very efficient manner in which she complied, bid fair to make her noted orator husband look to his laurels.

The most effective address of the entire evening was that of Mr. Howard on "Publicity," in which he stressed a number of things which Fort Sumner do toward publicity and which would tend to benefit the community. The only thing to complain of in his address was that it was entirely too short, for he is always a convincing speaker and on this occasion seemed at his best.

C. S. Melton, President of the De Baca County Chamber of Commerce, announced that these banquets would be held at frequent intervals, as he considered them inspirational in every way and would be greatly beneficial in promoting a spirit of good will and cooperation.

One of the most pleasing features of the occasion was the large number of ladies present, many of whom are on the list of active members.

WELCOME

Roosevelt County Singing Convention will be held at Rogers on March 9th, beginning at 10 o'clock. Opening song, Hugh Vincent. Invocation by Rev. Marshall. Song, Gene Blakely. Song, Frank Greathouse. Song, Elsie Tabor. Special, Dr. Terrill. Special, Bill Foster. Special, Fred Taylor. Song, Mrs. D. B. Burroughs.

Song, Ramond Tabor. Song, Boyd Rice. Song, Bonita Marshall. Song, W. F. Page. Special, S. C. Bridges. Song, Fred Marshall. Welcome address, Gene Blakely. Response, U. S. Frazee.

Noon Opening song, Prof. Tabor. Business session. Song, F. W. Hood. Song, Phillip Frazee. Song, Morton Tuartitt. Song, J. P. McClellan. Ar., Coleman Rice. Song, Gladys Breshers. Song, Odie Eckles. Song, Adie Thomas. Song, Clarence Rice. Song, Leslie Frazee. Song, Walter Brannon. Song, Lester Robinson. Special, R. C. Marshall. Song, Clyde Miller. Song, Henry Munn. Song, Leland Jones. Song, Allen Bilberry. Song, Mr. Ragland. Duet, Bilberry sisters. Song, Paul Walker. Song, Jack Parnell. Everybody welcome.

Basket dinner, will be served on grounds. Bring your song books.

CARD OF THANKS

We wish to thank the people of Portales, Causey and Emzy for the kindness shown us during the sickness and death of our dear mother and grandmother. May God bless each and all of you. Mrs. Mittie Hankins, Mr. and Mrs. Frank Smith, Mrs. W. T. Guy, Ocie Stirman, Ina Mae Stirman, Parker Stirman, Earl and Pearl Stirman, David Lee Hankins.

MONTGOMERY WARD DOUBLE NEWSPAPER SPACE FOR 1930

Nearly \$6,000,000 will be spent in newspaper advertising by Montgomery Ward and company during 1930, according to W. L. Stensgard, general sales manager of the company. This is double the amount spent in 1929, it was said. "We have real confidence in the ability of good local newspaper advertising to bring us a marked increase in sales for 1930," Mr. Stensgard said in a statement just issued. The circulation of newspapers used by Montgomery Ward reaches seven million people, it is said.

GRADE SCHOOL LOCALS

Aubrey Davis, history teacher at grade school is still in the sick list. Miss Adele Oldham is teaching in his place.

On Friday afternoon about 25 teachers came over to grade school with Miss Autrey to inspect the new equipment in the first grade rooms. They were very favorably impressed with the new equipment and other devices of teaching used in Unit One. They also visited Unit Two while over there, and saw the Post Office which Unit Two has built.

Mrs. Harris, Lovell's mother, was a visitor in Miss Autrey's room, Monday.

Resolutions of County Teachers Meet

We, your Resolutions Committee wish to submit for your consideration the following report: Resolved: That we extend our appreciation to Mr. Don C. Foster for his splendid work as president of the Roosevelt County Teachers Association.

Be it further resolved: That we extend our appreciation to Dr. Tireman, Dr. Ballinger, Dr. Guthrie and the male quartet from the Normal University. Also to all teachers of Roosevelt county who have contributed to the success of this association, and to County Supt. Shock for getting the assignments out to the teachers and his untiring efforts in making this association a success.

Be it further resolved: That the Roosevelt County Teachers Association would like to have an Inter-Scholastic League organized in the State of New Mexico under the supervision of the State University.

Be it further resolved: That a copy of these resolutions be placed on the table, a copy be sent to the Portales Valley News and a copy to the President of the University.

Respectfully submitted: Mr. Floyd D. Golden, chairman, Mrs. W. Charles Cason, Mrs. Mae Williams.

Dr. and Mrs. N. F. Wollard received a telegram Tuesday morning from Mr. and Mrs. E. G. Lanzer in Union City, Tenn., announcing the arrival of a ten pound daughter on Monday evening. Mrs. Lanzer is a niece of Mrs. Wollard. The Lanzer Brothers were publishers of the Herald until a month ago.

10 Days Sale Of Used Cars

The greatest ten-day sale of used cars ever staged locally is announced for Saturday by Add Hobbs, Chevrolet dealer. Automobiles of all makes, each completely reconditioned, will be offered.

"Used transportation" is the key-word of the sale, according to Mr. Hobbs. "That is what these cars really mean, service that has not yet been used." "Too many persons have the wrong impression of used cars and the values that lie in them. This results from the unfortunate employment of the word 'used' which implies a previous ownership and a reduced worth."

"Today cars are built with years of life and limitless thousands of miles in them. Drivers are more efficient today. Cars are serviced more often than formerly. Better roads reduce abuse of travel. Cars are traded in when the bulk of their lives is still ahead of them. Some have been driven only a little longer than is necessary to break them in. Thousands of so-called used cars being offered today at prices far below their actual value are better than cars of more nearly perfect condition and original owners."

"Backing our policy of careful trade-ins is the national Chevrolet policy of completely reconditioning a car before we offer it for resale. Every part of such a car is carefully checked, and if not up to our rigid standards, is repaired or replaced. The result is a car in like age still being run by their with home service in it than if it was still in its first owner's hands."

Miss Velta Edwards and Miss Brownlee went to Canyon, Texas, Friday night to spend the week end with Miss Lenora Edwards, a senior in W. T. S. T. C.

Forrest, the small son of Mr. and Mrs. L. H. Houghtling, fell from his bicycle while riding last week and fractured his arm. He was unable to attend school for a few days but is again meeting with his classes.

Mrs. N. F. Wollard has wired Dr. Wollard that she is bringing her sister Mrs. Laura Eubanks to Clovis to be operated upon and treated, thus having her nearer Mrs. Wollard's home than when she was in Denver.

Mr. Monroe Honea has been moved to his home in Portales after a several days stay in Clovis. His health has not improved and the family is much concerned as to Mr. Honea's condition.

Miss Fannie Paxton and Miss Company in Portales, spent Sunday night guests in the home of Mr. and Mrs. A. C. Woodburn.

W. D. Kenyon and Tom Panell spent Monday of this week in Plainview, Texas, looking after some matters of business.

Mr. and Mrs. P. E. Morrison have returned from their motor trip to Los Angeles, California. They have been absent for the past two weeks.

Private Lessons in Expression at reasonable rates, Mrs. Keith McCrary, 106 Utah Street. 18-11p.

Miss Birdie Loughridge, book-keeper for the United Dry Goods

Mr. and Mrs. Reed Murrell and baby from Acme spent Sunday with Miss Bessie Dohoney.

WE ARE HEADQUARTERS FOR ... STOCK TANKS ... SEE OUR PRICES BEFORE BUYING ! ! J. B. SLEDGE, Hdw.

UNDERTAKER ED. J. NEER EMBALMER SERVICE Established 26 Years - Licensed by State Board Phone 67 2 Rings - Agent for Clovis Floral Co. Quality and Service Considered - Neer's Prices are Low. Portales, - - - - - New Mexico

SHOPPING For Food Values Because we carry a complete stock of fine foods, vegetables and fruits... PIGGLY WIGGLY W. H. McDONALD, Prop.

for Economical Transportation CHEVROLET BIG SALE starts SATURDAY USED CARS - WITH AN OK THAT COUNTS

Here is a bargain event without parallel in the history of this community! This great spring clearance sale brings to bargain seekers a once-in-a-lifetime opportunity to secure famous used cars "with an OK that counts" at savings that will be long remembered.

Wide choice of four and six cylinder cars BUY "OK" USED CARS FROM A CHEVROLET DEALER 1929 Chevrolet Coupe \$475 1928 Chevrolet Coupe \$350 1927 Chevrolet Coach \$225 1929 Chevrolet 4 Door Sedan \$525 1929 Chevrolet Coach \$175 1927 Chevrolet Truck \$250

It's Coming WHAT? MAXFIELD MUSIC CO. Watch for our opening. We will have a line of high grade pianos and phonographs of nation-wide reputation. Located in Rear part of HUGHES CONFECTIONERY

Your Cream... Poultry... Hides... That's what we want. HIGHEST PRICES-HONEST WEIGHT-SERVICE-That's what you want We need each other. Let's cooperate. Portales Poultry & Egg Co.

PROFESSOR DIRECTOR Dr. J. S. Young & Dr. I. D. J. Oldham Insurance Farm Loan Ballow & Dr. R. W. S. N. F. W. A. J. Good Russell & H. S. N. Hance H. E. Taylor Merit Poultry W. MAUPH Walter Fran T. J. BOL AUCTIONEER

PROFESSIONAL DIRECTORY

Dr. J. S. Pearce
Physician and Surgeon
44 Pearce's Pharmacy
Phone 34, Residence 23

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

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

OLDHAM
FIRE AND LIFE
Insurance
FARM LOANS

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

Dr. R. W. Means
Dentist
Residence Phone 168
Office Phone 26
X-RAY DIAGNOSIS

Dr. N. F. Wollard
Local Surgeon
Office Neer's Drug Store
T. & S. F. Hospital Ass'n.
Phone: Office 48, Res. 169

A. J. Goodwin
U. S. COMMISSIONER

Brasell & Hensley
Physicians and Surgeons
Phone 94
Phone 114 Phone 199
T. Brasell E. T. Hensley

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

H. E. Taylor
Contractor & Builder
Estimates Furnished

WATCH AND JEWELRY REPAIRING
E. BAZEMORE
Portales, N. M.

COMPTON & COMPTON
Attorneys at Law
Practice in all the Courts
See over Hughes Confectionery

Merit Poultry
And Stock Feed—Coke
and Meal—Coal and Salt

W. MAUPIN

Walter Franse
Transfer and Storage
Phone 64

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

FLOYD

Both boys and girls first teams, the junior high school team and the 8th and 7th grade boys team played Melrose Friday night. Floyd won all four of these games. The girls score was 20 to 8, the boys score 14 to 12, junior high girls score 18 to 4, 7th and 6th grade boys score 4 to 2.

The play that was presented by the Rebekah Lodge of Elda was enjoyed very much by all that were present.

A good many of the Floyd people went to Portales Saturday night to see Portales and Albuquerque play basketball.

Some of the Floyd people went to Amarillo Friday night to see the Passion Play.

The Home Economics Girls served a luncheon for the speakers at the Dairy meeting Monday. Mr. Simons of Amarillo, Mr. Anderson, of State College, Mr. Wills, of Portales, Mr. Sweet, Mr. Gordon, of Floyd, and Mr. Poe, State Dairy Inspector from State College. About 30 farmers were present at this meeting and a very successful and interesting meeting was reported.

One of the visible results of the dairy meeting was the purchasing of a registered male calf from State College by Mr. Sweet, Mr. Haragan and Mr. McClesky. This calf comes from a dam having a butterfat record of 325 pounds as a junior two year old, or 654 pounds butterfat mature equivalent. These men are to be commended for the decided step towards the improvement of their dairy herds.

There will be no school Friday

DORA NEWS

(Delayed) Community News

The singing class met to organize Sunday evening. The meeting opened with several numbers led by the various leaders. Mr. Brandon opened the business session with nominations in order to elect officers. Mr. Fred Taylor was elected president, Mr. John Creek, vice-president, Miss Wren Drew secretary, while Mrs. Burroughs was made treasurer.

The president then took charge and made a short talk on "The Purchase of New Song Books." It was agreed that every one who wanted a song book would turn in their name with the money to the treasurer. Money was collected from the crowd to pay for lights furnished by Mr. Hall.

It was also agreed that there would be singing here every second and fourth Sunday evening and on the third Sunday evening when there is not preaching at the Church of Christ, Mt. Zion or at the school house.

A large crowd attended Sunday school at the church house Sunday. We were glad to see so many out and invite them back again.

Carpenters began work, finishing the inside of the church house the first of last week. This will

help the appearance and comfort very much.

PERSONALS

Mrs. Jessie McCormack, a former teacher at this place, was operated on Monday at the Baptist hospital at Clovis. Her many friends hope her a speedy recovery.

Mrs. Tom Grimmitt, who has been visiting her son, Mr. H. D. Grimmitt, of Holdenville, Okla., the last two months, returned home Saturday night.

Mr. C. V. Venable began erecting a new house last week.

Mr. John Cathey of Phoenix, Arizona, and Mr. Jim Cathey, of Odonnell, Texas, are here visiting relatives.

BETHEL

Prayer meeting at the home of Mr. and Mrs. Brown, Wednesday February 20, and at the home of Mr. and Mrs. Turnbough, Wednesday, February 27th. Everyone invited to these meetings.

Mr. and Mrs. Geo. Thetford, daughter, Betty Rowena, and Mr. and Mrs. John Thetford, were guests in the Elkins home Sunday.

Mr. and Mrs. E. Adams entertained Mr. and Mrs. Clay Jones and their house guests, Mr. and Mrs. Charles Masters, of Denton county at dinner Wednesday. The Masters purchased 80 acres of land near Rocky Corner, but will not take possession until next year. On Thursday, Mrs. Turnbough and son Paul, were dinner guests in the Adams home.

Work is progressing rapidly on the Herrington house, and will soon be as good as new. Mr. Morrison is the carpenter.

Mr. and Mrs. Rudolph Moore-

head and daughter of Meadows, Texas, visited their brother Leslie and Thad, recently. They brought a load of hoks with them.

Dinner guests at the home of Mr. and Mrs. Robert Little Sunday were: Mr. and Mrs. Harvey Reburn and children, Mr. and Mrs. C. G. Bildeback and children, Horace Herrington, Irma, D. and Bill Troughber, and Mr. and Mrs. Ed Adams and son.

A valentine party was given at the home of Mr. and Mrs. Duggar the 14th. Quite a number of guests were present. The parents of Mr. Duggar are visiting them. They are from Lampasa, Texas.

Mildred Bildebeck is back in school again.

Paul Turnbough is suffering with a severe case of rheumatism.

HI-WAY

Mr. John Creech, one of Hi-way's business men left one day last week for Hot Springs, New Mexico.

Mr. and Mrs. C. S. Roberson and their two sons Tommie and Orval, spent Sunday in the home of Mr. and Mrs. J. J. Plummer and family.

Mr. and Mrs. Walter Rowland spent Friday evening with Mr. and Mrs. Toombs.

Mr. J. J. Plummer made a business trip to Portales Saturday.

Mr. and Mrs. H. C. Munn and family Mr. and Mrs. H. E. Toombs, and son, were dinner guests Sunday in the home of Mr. and Mrs. Roy Radcliff.

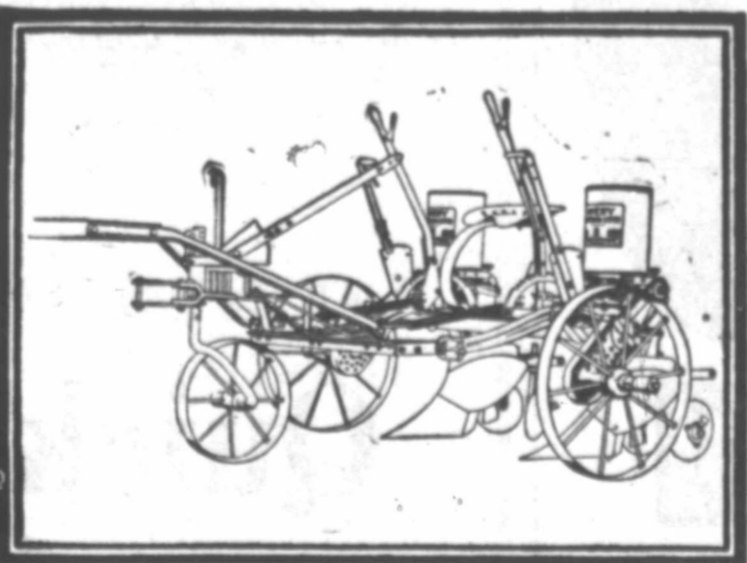
Mrs. Rowland spent the week end with her son Joe, and family.

See us for all kinds of building Supplies



KEMP LUMBER CO.

AVERY PLAINSMAN LISTER



PERFECT BALANCE An AVERY PLUS Feature

For 100 years Avery implements have expressed an ideal. It has been handed down from generation to generation. Now it is voiced in Avery Plus Features.

Thus, in the Avery Plainsman Lister you have in addition to exceptional quality, an outstanding Plus Feature. It is the perfect balance of the implement—a product of the creative ability, sincere effort, experience and skill of Avery designers, inventors and craftsmen.

Avery Plus Features Make Money for You

In every case a Plus Feature saves time, saves labor, improves results. Thereby it makes money for you. Do you want this extra profit? Call upon us for further facts and a demonstration.

Roswell Pump & Supply Co.

J. E. Plummer, Mgr. "The House of Dependable Merchandise"

We had for visitors in our school Friday, Mrs. Capps, Mrs. Bailey, Mrs. Swrink, Mrs. Hightower, Mrs. Cares and Mrs. Harpp. We are always glad to have visitors in our school and we invite them to come back.

Mr. J. J. Plummer and family called on Mr. and Mrs. Joe Rowland Sunday evening.

Mr. Joe Capps and family spent Sunday with Mr. and Mrs. Roberson near Elda.

PRESBYTERIAN SERVICES

Last Sunday evening Rev. Barton, pastor of the First Presbyterian church of Clovis, came to Portales and conducted services for the local Presbyterian organization in the I. O. O. F. hall. Rev. Barton brought his well trained choir and splendid orchestra, therefore those attending the services enjoyed a real musical treat. A good sized crowd gathered to hear this splendid musical program as well as the excellent sermon.

TRENCH MOUTH HEALED

Your friends dare not say so but your sore gums and foul breath don't make folks like you any better. Lete's Pyorrhea Remedy heals worst cases if used as directed. It is not a mouth wash or paste and is sold on a money back guarantee. PORTALES DRUG CO.

Let Electricity Increase Your Home Comfort

Of course you use electricity for lighting your home. But have you given proper thought to the many other ways that it lightens household tasks, saves time and money, increases home comfort and convenience, and makes for a better standard of living. Delicious percolated coffee! Crisp waffles. Golden brown toast! Sweeping and cleaning done in a few moments; Not to mention the convenience of your electric range, heating pad, refrigerator, and electric washer. Get the habit of turning on the switch!

New Mexico Utilities Co

F. E. SLEEPER, Manager, --- Portales, New Mexico

Modernizing Portales

When the mains of the Gas Company of New Mexico were opened, sending gas to this community... Portales graduated from the class of a mere town and took on an aristocratic expression of a lively little city. To be modern, a community must have natural gas... and to have natural gas a community must be modern. The Gas Company elected to serve Portales because of aggressive ability and because a modern community merits modernism.

The Gas Company OF NEW MEXICO

Preachers Convention Nazarene Church

The preachers convention of the Nazarene church meets here February 25-27. Services each evening, everybody welcome.

Leo, The Lion Visits Portales

Thursday afternoon, Leo, the lion, in his specially constructed cage, arrived from Roswell.

Ft. Sumner C. of C.

Arthur Jones, Coe Howard and Fred Case attended a meeting of the commercial club at Ft. Sumner, Wednesday evening at a special invitation by this body.

Willie Williams Crippled Newsboy Pays Portales Visit

Willie Williams, and his grips and advertising matter came into Portales Monday.

Father and Son Meeting a Success

The father and son meeting at the Christian church Thursday evening of last week was a signal success.

ANOTHER PORTALES HIGH SCHOOL BOY MAKING GOOD

Lawrence E. English who is with the U. S. Biological Survey, has recently been promoted to project foreman in Dona Anna county.

LECTURE SUNDAY

I will lecture Sunday evening at 7:00 o'clock in the Court House in Portales on the subject of mind.

D. C. EVANS.

NEW HOME

The modern duplex home which Mr. and Mrs. R. B. Ohlhausen are building on Kansas Street, is going up rapidly.

WOMAN'S CLUB

Best modes and consisted of street dresses, afternoon gowns, suits, (both wool and silk) and evening creations.

SUP. GOLDEN

(Continued from page 1)

much enjoyed numbers. The hearty applause which they received at all three assembly periods showed how much their music was appreciated.

In the 10 o'clock assembly Dr. F. S. Tremain from the State University at Albuquerque made a very practical address on Individual Difference with many usable suggestions from his rich experience as history teacher and as an educator of the day.

From 1:30 to 2:45 was given over to the sectional meetings.

The Primary section met in room 1, with Mrs. Ray Lofton as chairman. Miss Sibill Autry, Portales talked on Homogenous groupings of lower grade pupils; Miss Helen Hamer of Elda, on Seatwork in the Primary grades, Mrs. Myrtle Tuggle of Rogers, on Standards of promotion in the Primary Department.

The talks proved quite interesting, the discussions good and the meeting well attended.

The upper grade section met in room 2, with Principal L. L. Brown as chairman. A few minutes late, he claimed to be excited, saying that while on his way home for lunch he answered a call to help carry out a flaming oil stove from a burning house and got the beans and soup spilled on him, but you never would have guessed it, from the calm way in which he conducted the meeting.

Principal A. E. Hunt discussed the junior high curriculum, as it is, and as it should be, giving some very good remedial suggestions.

The importance of the use of supplementary materials in the social and nature studies was handled by Kenneth Livingston, history teacher in Portales Junior high, and Mrs. L. E. Canon, nature study teacher in the Portales grade school. The subject was treated in a very interesting manner, with quite a bit of supplementary material for illustration.

C. F. Rankin, of Elda, ably discussed the health problem. Very little time was given to general discussion as Dr. Tremain was a visitor in the meeting, and all were anxious to hear him again.

The high school section met in room 14 with Chas. L. Mills as chairman. Supplementary materials and their use in the English class, was presented by Miss Dorothy Heironomous of Rogers. Supervised study in high school by Ray J. Lofton of Floyd, dramatics in high school, amount, materials and method of handling was discussed by Dr. Ballinger.

All of these numbers were good and the high school section appreciated the splendid way in which Dr. Ballinger treated the subject which he discussed in Mr. Bailey's absence.

At the opening of the second general assembly, 2:45, the committee reports were made. Report of the resolution committee which was accepted will be found elsewhere in this issue.

The nominating committee's report was accepted and Superintendent Floyd Golden, of Portales was unanimously elected president and Miss Velta Edwards of Richland secretary. Both were called upon and made short acceptance speeches.

Several beautiful numbers by the male quartet preceded the address by Dr. Ballinger from Normal University. Dr. Ballinger said that he always liked to bring the quartet along, as they put the audience in a receptive frame of mind. His address was on the fundamental principal of education. He thinks that in the myriad things to be watched and taught, moral principals should not be overlooked, and criminal tendencies should be corrected if possible.

The 6:30 general assembly opened with a few words by County Superintendent J. R. Shock and music by the quartet.

The speaker of the evening was G. L. Guthrie, head of business administration, at A. & M. College.

Mr. Guthrie said that if a speaker made a very fine talk it was called an address, if medium it was called a speech, if ordinary, it was called a talk, and that he was going to make a talk-but when he was through he could very truthfully say that he made up a very different address on short-cuts.

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The final touch of the meeting was the evening of entertainment (furnished by the Floyd-Portales basketball team).

Those teachers attending the association were as follows:

- Argie Jones, Leona Jones, Ruby Moss, Don C. Foster, Ray J. Lofton, Inez Medlock, Mrs. Mackie, Orris Bailey, Marion Jones, Mrs. May Williams, Dollie Jones, Myrtle Walker, Mrs. Ray, J. Lofton, Gordon Beck, H. H. Wilhite, Eula Grimmer, Eulice Drukard, Rena Browning, G. T. Wise, Mrs. G. T. Wise, Mrs. W. Chas. Cason, Joe Cason, Thelma Autry, A. C. Woodburn, Neva Brownlee, Fanny Paxton, J. W. Stone, Crockett Stone, Vada Hale, Louise Patton, Callie Ellen Grimes, Mrs. Gertrude Segar, Wade J. Hartrick, Icie Stigall, Velta Edwards, Mrs. Burma Parks, Velma Gore, Chas. L. Mills, Mary Babcock, Dorothy Heironimus, W. D. Mudd, Mrs. Hazel Mudd, Mrs.

Frank Stater, Mrs. Myrtle Tuggle, Alma Clark, Gladys Breshers, Mrs. Davis Rice, W. A. Stephenson, Carl Radcliff, Martha P. Hodges, Ruth McCintock, Lurline Baker, Mrs. A. L. Kelley, H. E. Richard, Ruth Frazee, Georgiana Richardson, Grace Rae, J. H. Gilbert, Mae Price, Grace Brannen, Nellie Bow, Lois Chaddick, Joe Rupe, Ruth Isom, Mary Hall, Mrs. Chas. S. Nance, F. R. McKinley, H. E. Morgan, Jennie Mae Brown, Elizabeth Layton, J. Leslie Morgan, Alice Hoyland, Ida C. Burielgh, Laura K. Wolfe, C. G. Rankin, Helen Hamer, Floyd D. Golden, J. P. Steiner, C. F. Brown, Marion Stinnett, E. A. Young, Mrs. C. E. Brown, Clarine Branom, Ruth Bloomer, Vernal Venter, Mrs. J. P. Steiner, J. K. Brough, Kenneth McCall, Helen Zerzan, Mrs. Hester Daniel, A. E. Hunt, Kenneth Livingston, Cadoline Paddock, Muriel Galloway, Iris Ribble, Mrs. P. M. Bailey, L. L. Brown, Cybilene - Warnica, Lucile Rowley, Mrs. L. E. Canon, Janie V. Hamon, Clovis Green, Mrs. Lucile Cumble, Kate McManaway, Vada Mae Jackson, Clarine Florence, Mrs. T. E. Allen, Edna Disney, Mrs. L. K. Payne, Lillian Hatch, Sybil Autry, Bernice Hayes, Lela Brekel.

Nominating Committee

F. R. McKinley, A. C. Woodburn, J. P. Steiner.

Resolutions Committee

Floyd Golden, Mrs. May Williams, Mrs. W. Chas. Cason.

Athletic Committee

For County Basketball Tournament A. E. Hunt, Ray Lofton, Argie Jones.

B. M. SCHUMPERT

(Continued from page 1)

morning to the preparing of the soil and the planting of the grain and later the harvesting of the same.

The program opened with the address of welcome by Mr. B. M. Schumpert. E. N. Black of the International Harvester Co. made a very helpful talk upon the subject of community spirit. He impressed upon the farmers and their wives the great importance of considering their individual community the best location in the world and working to make it just that kind of place.

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verting man for the International Harvester Company who passed cards to be signed and returned to Mr. Schumpert giving the article in which the individual was most interested.

At noon all the men and women as well as the children were guests of Mr. Schumpert at a dinner served in the Porter store by the ladies of the Baptist church.

At one o'clock the crowd was again invited to the Portales and for the next hour Mr. E. N. Black gave the facts dealing with the Farmall tractor. Mr. Black is assistant manager of the company and was thoroughly prepared to give all the fine points of his company's wares. From two until three o'clock W. T. Wheeler, service manager for his company talked with the farmers on the subject of "Treating the Tractor Right."

This closed all the discussions by the men and for the next one hour and a half the pictures were thrown upon the screen exhibiting the machinery used in the general row crop work. This was followed by a comedy which was really worth while as it fully impressed the values of the modern methods of farming in comparison to the old style modes.

It has been estimated that more than three hundred persons were in attendance at the meetings and were present at the noon day meal.

PORTALES DIVIDES

(Continued from page 1)

The game between the boys team was never at any time other than in favor of the Portales boys. During the second quarter when the cagers had rolled up a pretty safe margin, coach Brown called his men from the court and put the second string five into the court and they remained until into the third quarter. The final count of this game was 32 to 19 in favor of Portales. Of this amount only five goals were made against the first string men. Wooley was high point man with eleven to his credit. Red Vaughn was second with nine points. Both games attracted keen interest and the Floyd friends were most loyal in the support of their girls and boys.

HUNDREDS OF

(Continued from page 1)

The male quartet from Normal University at Las Vegas gave three songs which were put on at a big expense to collect these arrearages.

and those not wishing the paper will have it discontinued.

Close Races

Many close races are recorded in history. You have heard of horses winning by a nose, the college boy who won because he had let his whiskers grow, while his opponent was freshly shaven, the bot winning because it had an extra coat of paint, and the race between the two Scotchmen paying for drinks, but these historical events are going to pale into insignificance, for close races in comparison to the Portales Valley News race for the Ford sedan, Crosley radio, bed room suite, and cash commissions.

Special Notice

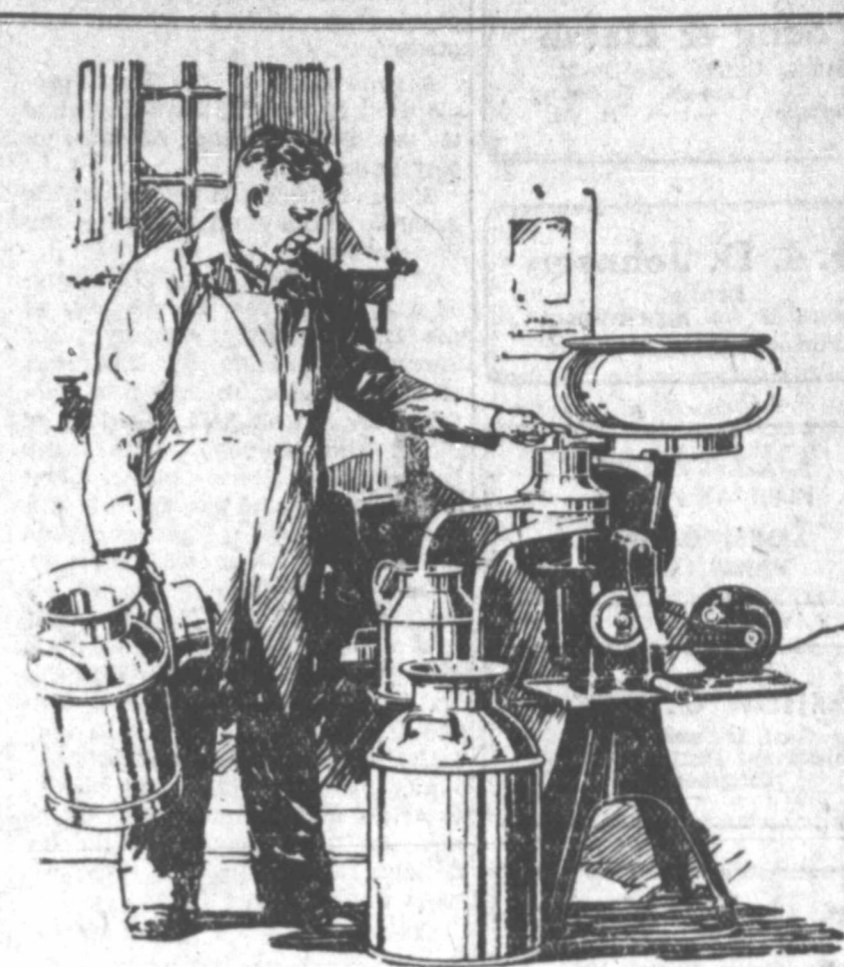
The ballot box will be locked and sealed the last two days of the campaign—Friday and Saturday—and the key left at the First National Bank. No money is to be deposited Friday, but Saturday all remittances, with subscription slips, in plain sealed envelopes, are to be placed therein, before the closing hour. No one, not even the contest manager, whose official duties as far as taking money in the campaign closes Thursday night, can possibly know the voting strength of the workers. The sealed ballot box insures absolute secrecy. It is opened after campaign has closed, then opened by the judges appointed by the workers, leaving no possible way for ANY ONE to gain information.

Subscriptions should be accompanied by cash, money order, cashier or certified check for full payment. Cash all the checks you get those days. Personal checks on any one person will not be acceptable for over \$21.00. This ruling is made in fairness to all workers.

The campaign closes at 7 o'clock on the dot. All reserve votes, reports, and money must be in the ballot box before that time. Not one minute's grace allowed, therefore, be sure to poll everything you have—subscriptions and reserve votes, if any—before 7 o'clock on Saturday night. An alarm clock will be set in the Portales Valley News office at noon Saturday, and its time considered correct for the purpose of this campaign. The alarm will be set to ring at 7 o'clock. When the alarm rings, the campaign has officially closed, and nothing can be put in or taken from the ballot box.

It will be impossible to accommodate the public at the final count. Announcement of winners will be made at the Portales Valley News office, and polling place immediately following finish of count, probably about 10 p. m. All sorts of rumors and false reports will be circulated and put into effect by irresponsible persons, desiring to discourage workers, the last few days. Pay these no attention, but continue in your work. NO ONE has any information, or any opportunity of obtaining information relative to campaign, that is not public property.

Now for a Whirlwind Finish! Now for surprises and sensations! With the zero hour at hand it is imperative that workers bend every effort at piling up votes! It is not sufficient that workers rest on their oars and depend on votes they had in reserve! No one has so much advantage. Better win by a million, than lose by one vote! Your competitor is worthy of your steel! You are in the home stretch now! Go to it, and may the best worker win! Remember, the winner never quits, and the quitter never wins!



LET US GIVE YOU A FREE DEMONSTRATION OF THE McCormick-Deering CREAM SEPARATOR. Convince yourself, by a trial, right at home, alongside of your old separator, that this McCormick-Deering Cream Separator is unequalled. We will gladly let you have one to try, and you be the judge. Why not do it today. B. M. SCHUMPERT MCCORMICK-DEERING DEALER Portales, New Mexico

THE NEW AJAX GOLD BOND BALLOON No Other Tire Warranty gives You Equal Protection. The AJAX Gold Bond Performance Contract begins where other tire warranties stop. A lifetime guarantee against defects, of course, and in addition - well, read the pledge! Warranted for eighteen months, while used in passenger car service, against Blowouts, Cuts, Bruises, Wheels Out of Alignment, Under-inflation, Accidents, and any other road hazards that may render the tire unfit for further service. The world's first extra quality passenger car tire at popular prices. Prices You Can Afford. Gold Bond Tires: 29 x 4-40 G. B., 20,000 miles guaranteed \$8.95; 29 x 5-00 G. B., 20,000 mile guarantee \$12.00. Gold Shield Tires: 30 x 4-50, 40,000 mile guarantee \$16.10; 29 x 5-00, 40,000 mile guarantee \$20.00. Heavy Duty Truck Tires: McClaren-Ajax 32x5-\$45.95-guaranteed 20,000 miles; CoClaren-Ajax 30x5 \$27.50-guaranteed 22,000 miles. We Buy, Sell or Trade. Deduct trade-in value from these prices. United Tire Supply Sotre Portales, N. M. - - Masonic Bld'g. HARRY L. BERRY

GAS WILL SOON Be Here. It's High Time to be Thinking of that Gas Range. WE INVITE YOU TO SEE OUR DISPLAY OF Quick Meal Gas Ranges WITH LORAIN OVEN HEAT CONTROL. With the knowledge that Portales will soon have natural gas available for all fuel purposes, hundreds of women are now thinking of using gas in the home for heating and cooking. And naturally that means a gas range. To meet the demand for gas ranges in Portales, and to meet the demands of the new vogue for ranges of beauty as well as excellence, we have stocked the QUICK MEAL RANGE with famous LORAIN, RED WHEEL OVEN HEAT CONTROL. To see the QUICK MEAL RANGE is to want it, because it will glorify YOUR kitchen. To realize its high mechanical excellence and enduring usefulness is to realize that here is the range you have wanted. When gas is available in Portales, be ready for it, by having your QUICK MEAL RANGE installed. COME IN TODAY AND SEE THEM! NOW ON DISPLAY AT GEORGE & KING Hardware and Implements

Roosevelt Vol. 4, N... PO DI Winne... One of s... are held in... ico will be... ing which... counties of... Roosevelt a... Tournament... There will... ter, Elda, Pleasant H... lo, Dora, ... Clovis, ... It is expec... be played w... but Portales Ranchvale of Pleasant H... the Curry a... there will b... At the fin... Saturday ni... gymnasium... ity and prob... room for all... attend this... per states th... to go in th... your dinner... for the final... Mr. Pogue... tales high sc... few numbers... finals... Portale... C... Portales w... asm last Frid... local basketb... defeated the... hottest conte... season, but... Clovis had... Portales thro... ing paper to... the fold for t... ing to mess... fleece, but wh... had come to... tified Clovis... en out of the... defeat the... able Wildcats... Clovis came... game several... the local enth... in the evening... game and ea... full strength... were the sam... on tip-toe all... Clovis girls m... local girls we... and the game... of 24 to 18... Lloyd Strat... gave his usur... tion... After a few... the two team... upon the floo... the excitement... height. Clov... count when o... were successf... ket when giv... a foul by Gr... the first quar... to 13, giving... During the s... ever the local... front and th... the points 18... quarter was l... local boys fo... the last quart... gave Clovis 2... But during th... of the game t... keenest. Thre... final shot of... the score was