

AND NOW THEY ARE COOKING TOBACCO TO MAKE IT BETTER

For a good many years The American Tobacco Company have been conducting a series of experiments having as their object the improvement of smoking tobaccos.

And it is interesting to know that one of the greatest of their discoveries was one of the simplest, and that was, that cooking or toasting tobacco improved it in every way, just as cooking most foods improves them.

They took a real Burley tobacco, grown in this country; toasted it as you would toast bread; moistened it to replace the natural moisture driven off by toasting; made it into cigarettes, called them "LUCKY STRIKE, the toasted cigarette," and offered them to the public.

The result has been the greatest demand ever created for any tobacco product in a similar length of time.

The change produced by toasting is not only most wholesome, but the flavor is greatly improved, just as cooking improves meat, for example.

HAVENER ITEMS

We regret very much that Mr. John Elliott lost the best male he had a few days ago.

S. S. Beaman preached morning and evening at Bible school house Sunday. He had a crowded house and lost of attention, which Mr. Beaman says he appreciated very much.

Floyd Elliott has enough of the Sun-
line State and is on his way to Oklahoma City, though we expect him to return in a short time as his uncle did.

Mr. Estleman has decided that there was nothing to be had and took Miss Nellie Wilds as his wife. His friends certainly entertained him Friday night with cow bells, cans, guns, and other noise-making machines. All report a nice time and wished the young couple their portion of happiness.

Baton Bros. were out in the neighborhood last week looking after the four grass proposition.

Jeff Bryant has returned from Colorado where he has been visiting his wife sister. He left her improving greatly.

For first class Broom Corn Seed, see Gurley Broom Corn Co. Better buy early and be sure of a money crop this year. 34-116

School Notes

A faculty dinner was served Wednesday evening at the eighth school in honor of Mr. J. W. Tanner, who leaves for Austin, Texas, where he has accepted a position in the Aviation Department as teacher of Observation.

Patrons and friends have the following names from which to select one for each Ward Building. Ballot will be found in this issue, and succeeding issues, until balloting closes. Everybody has one vote—man, woman, and child. For west building: La Casita (meaning little building), Thrift, Sunset, Washington, Excelsior; for the east building: Independence, Vigil Avenue, Lincoln, Love, Sunrise.

Competing with all the high schools of the state, Clovis won first and second alternates for admission into the naval academy at Annapolis. Howard Mason won first alternate, and Thomas Stroud, second.

The membership into the Junior Red Cross is increasing, and gives promise of almost reaching one hundred per cent.

La Casita for the west building, and Vigil Avenue for the east, are the names most commonly heard among the children for the ward schools.

The operetta at the Lyceum next Wednesday night promises to be a success in every way. The tinseltine girls are going to make the king, Porter Marsh, happy, and at the same time fill the audience with delight, the which is the nearest approach to anything of her kind, since the days of witchcraft in Massachusetts. The proceeds will be used to buy some scenery for the auditorium stage in the new high school building.

FOR SALE.

500 or 600 bushels of good Kaffir and White Maize for planting. Also bagged wheat straw and pummes. J. V. Foreman, 3 miles north of Clovis.

POLL TAX NOTICE.

The law provides that a poll tax of one dollar shall be levied upon all able-bodied male persons of the age of twenty-one years or over, for school purposes.

This should be paid not later than March 1st. This can be paid at the Post Office News Stand.

W. H. TAYLOR, Clerk School Board.

THREE MEMBERS OF FAMILY HELPED

TANLAC PROVES REVELATION TO BOOTH FAMILY—WIFE GAINS 18 POUNDS.

"When my wife first started on Tanlac she weighed only ninety-five pounds and when she finished her third bottle she tipped the beam at one hundred and thirteen," said F. L. Booth of 201 Fourth Avenue, San Antonio and, while remarkable, it is only one of many hundreds of wonderful endorsements that have been published in connection with the "Master Medicine."

"For six years," he continued, "my wife was in a general run-down condition and had no appetite. She could not eat meats and many other things and the gas on her stomach made her heart flutter and it seemed like at times she would almost smother to death. She was constipated all the time, had awful headaches and backache. She lost weight and got so weak and nervous she could hardly sleep.

"I bought Tanlac for her because I read and heard so much about it and I'll tell anybody it's good medicine, and I don't believe there's anything can come up to it. When my wife finished her third bottle she could eat anything without it hurting her and sleep every night like a log. Her headaches, nervousness and backache were all gone and she had actually gained eighteen pounds. I have two little girls, eleven and fourteen years old, who took Tanlac, too and they just want to tear up everything. I can't begin to tell how much Tanlac has been worth to my family and I believe there are lots of other people here who could get relief, if they would only give Tanlac a fair trial."

Tanlac is sold in Clovis by Meats Pharmacy, in Texico by Red Cross Pharmacy and in Melrose by Irwin & Pool. (Advertisement.)

PREACHING AT HAVENER.

S. S. Beaman will preach at Havener next Sunday at 11:00 o'clock. Subject: "Main Line from Earth to Heaven." Everybody invited. Bring some one with you. There will be services Sunday night also.

For prompt and particular job printing phone The News-97.

CLOVIS HIGH SCHOOL LOSES J. W. TANNER

This week Clovis High School and the community gives to the service Mr. J. W. Tanner who for the past year and a half has been the efficient head of the Mathematics department in the High School. He leaves Thursday morning for Austin, Texas, where, after a preparatory course, he will assume the duties of instructor of Observation in the ground department of the Flying School located there.

Mr. Tanner, a native of Tennessee, came to Clovis from successful work in Dexter. His efficient work and pleasing personality have won him many friends and a distinct standing in Clovis. The High School feels that Uncle Sam is receiving a real asset in Mr. Tanner's acquisition.

CARD OF THANKS.

We wish to thank the friends of St. Paul and Clovis for their kindness and sympathy, both during our little Raymond's suffering and death.

Mr. and Mrs. H. O. Thomas.

Community Co-operation

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TIREOLOGY.

Tires for automobiles, motorcycles and bicycles afford a most convincing argument in favor of standard or as compared with the conventional sort.

Tires present a big problem in the way of expense and trouble to car owners; one on which they should inform themselves thoroughly.

Primarily the manufacture of high-quality rubber tires is necessarily a most skillful and painstaking operation, only the very best rubber, fabric, chemicals, etc., can be used and labor machine efficiently employed must also be of the very highest quality.

Even under these conditions tires imperfect in one way or another will slip through until they come under the eagle-eye of the factory inspector whose sole duty is to see that every

tire leaving the factory under the manufacturer's name or trade name is perfect in every detail. He is the watchful guardian and protector of his employer's good reputation, and of the pocket book of every buyer of a tire bearing his name or trademark, marks are removed and they are sold under no guarantee whatever as seconds. They are a tainted and faulty, unworthy of the name and guarantee of their maker.

Are such tires, even at the reduced prices asked for them, a cheap in the long run as those found perfect under most rigid inspection and backed by the reputation and guarantee of the manufacturer?

For first class Broom Corn Seed, see Gurley Broom Corn Co. Better buy early and be sure of a money crop this year. 34-116

H. C. BAILEY'S

Land AND Stock Sale

AS I HAVE DECIDED TO LEAVE THIS PART OF THE COUNTRY, I WILL SELL MY ENTIRE OUTFIT AT PUBLIC AUCTION, ON

Tuesday, March 5th

SALE STARTS PROMPTLY AT 10:00 O'CLOCK.

SALE WILL BE HELD AT MY FARM, FOUR MILES WEST AND TWO MILES SOUTH OF GRADY, N. M., BETTER KNOWN AS THE SAM McKEE PLACE. SALE CONSISTS OF

480 Acres Deeded Land and One School Section

N. E. 1/4 of Section 25, Township 7, Range 33 E., S. W. 1/4 of Section 30, Township 7, Range 34 E., N. W. 1/4 of Section 31, Township 7, Range 34 E. School Section 36, Township 7, Range 33, E. All in one body, all fenced and plenty of water, good three room house with porch, garage and other buildings, lots and sheds, nice orchard. A cash payment of \$1500 and easy terms on balance. This land is located in the wheat belt and is an ideal stock farm. A Box of Cigars will be given to the man present who guesses nearest at what the land brings.

100 Head Cattle



20 Good Milk Cows, 3 to 7 years old.
70 head of coming two-year old heifers, red and white face.
5 steer yearlings.
5 heifer yearlings.

Hogs and Chickens

4 Shoats, weight about 100 pounds.
1 doz. pure bred Indian Game Chickens

Implements

1 tandem disc, nearly new.
1 P. & O. Lister, new.
1 Cultivator.
1 Wagon.
1 buggy and harness.
500 cedar posts.
Household Goods and other articles too numerous to mention.

70 Head Horses



6 coming two year old Percheron Colts.
15 coming year old colts.
1 Percheron Stallion, range broke.
1 good work horse, weight 1100 pounds.
32 mares, some broke and some not, all bred to horse.
1 good span of 7 year old mules, 15 hands high.
1 good small mule.
1 span coming two year old Percheron fillies.
10 head of other horse stock.

This is one of the largest sales that has been held in Curry County in a long time, so we cordially invite one and all to attend.

Free Lunch At Noon

TERMS OF SALE:—All sums of \$10.00 and less cash. Over that amount a credit until December 1, 1918, will be given, with approved security bearing 10 per cent interest. 5 per cent discount for cash.

H. C. BAILEY, Owner

V. Tate
Col. B. S. Orr Auctioneers

Dennis Bros.
Clerks

Remember the date, Tuesday, March 5th

Soldier Boy's Sale

Royal Bobier Public Sale, at his mother's farm

Monday, February 25, 1918

BEGINNING AT 1 O'CLOCK P. M.

Royal Bobier has been called to serve his country and is in a U. S. training camp at Greenville, South Carolina, and the following described property will be sold by his Mother, Mrs. R. J. Bobier without reserve or buy bid on her farm Three miles west and Nine miles north of Clovis, N. M.

11 Head Cattle

4 head extra good milk cows.
6 head coming 2-yr old heifers.
2 heifer calves.
2 Jersey steers.
1 short horn Durham bull.

5 Head Horses and Mules

1 pair black mules four and five years old. Good team, well broke.
1 black mule weight 1,000 lbs., 7-yrs old.
1 red mule, weight 1,000 lbs., 7-yrs. old.
1 black mare 9-yrs. old.

2 dozen single comb R. I. Chickens.

Implements

1 3-inch Weber wagon, 1 small two horse wagon, 1 hack, 1 Emerson Lister nearly new, 1 P. & O. Go-Devil, 1 two section harrow, 1 five shovel plow, 1 14-inch John Deere sod plow, 2 sets double work harness, 1 set buggy harness, 6 collars.

1 Five months old Duroc Jersey Gilt Sow. Several tons Maize heads in crib and other articles too numerous to mention.

TERMS OF SALE:—All sums of \$10.00 and under cash in hand and all sums of over \$10.00 a credit until December 1, 1918, will be given on bankable note bearing 10 per cent interest from date. Or 5 per cent discount for cash.

ROYAL BOBIER, Owner

By his mother, Mrs. J. R. Bobier

Ramey & Tate, Auct's

Dennis Bros., Clerks