## Artesia Advocate


 OF DIVERSIFICA TION

TWO BEST MYTHICAL STATE AND COUNTY
FOOTBALL ELEVENS ARE TAXES WILL AMOUNT
SELECTED BY FRED COLE TO ALMOST $\$ 9,500,000$

mon
Fire Takes Heavy Toll In Carlsbad Business Dist

Fire Originating in Cotton Sample Room Spreads to Adjoining Building and Causes Heavy Loss in Two Buildings.

ARTESIA WINS FIRST
BASKET BALL GAME OF SEASON HERE FRIDAY

Bulidogs Take the Long End of a 15 to 13 Score Fron
The Roswell The Roswell Coyotes-
First Game to be Played On the New Court.

## E. B. BULLOCK MAKES APPLICATION TO ERECT BUULDING ON MAIN SI.

Plans to Erect a Building West of Majestic Cafe to Banquet Hall-Building

$$
\begin{aligned}
& \text { Banquet Hall-Building } \\
& \text { To Be } 25 \times 50 \text { Feet. }
\end{aligned}
$$

Artesia Advocate The Pecos Valley News and The Artesia American

## Martin and Blocker, Publishers <br> $\qquad$ <br> PUBLISHED EVERY THURSDAY Entered as second-class matter at the poostofice in Artesia, New Mexico, unpostofice in Artesia, New Mexico, un der the act of Congress of March 3, 1879 , THURSDAY, DECEMBER 16, 1926 One Yuar (In Niption rat One Year (In New Mexico). Six Months (In New Mexico) Three Months (In New Mexi One Year (Out of New Mex. Six Months (Out of New Mex. Sir Months (Out of New Mex.) Three Months (Out of N. Mex.). si. 50 LESS THAN THREE MONTAS Kesolutions of Resp 5 cents per line. <br> Cards of Yanhs 50 cents. <br> DISPLAY ADVERTISING COPY MUST BE BN NOT LATER THAN 4. 00 W. M. 4.00 P. M. WEDNESDAY TO IN. SUREPUBLCATIN. CHANGE OF COPY FOR DISPLAY MUST BE IN COPY FOR DISPLAY MUST BE IN IHEOFFICE ON TUESDAY TO IN. SURE CHANGE.



Todayis Always Best



## GROEN'S

Boot \& Shoe Shop
Makers of High Grade
Cow Boy Boots
Shoe Repairing while you wait Joe Bates will shine, clean and dye your shoes
Ladies Shoe Shines a
322 Main Street

## FREE


of Hurrys chent
FREE


D0 NOT WAIT
Until You Are Out-ORDER COAL TODAY!
Feed, Flour, Coal and Seeds
E. B. BULLOCK

Aninvestment IN LONG TIME service. send your car to th
And nothing will insure longer life for your car
than correct Mubrication.
That's why it's only good sense to make a investment in long time service by using th
oil which rigidly conforms to the lubricatin needs of your type of motor
Polarine is that oil-a clean, pure product which lubricates every moving part. Stands up under intense cylinder heat. Leaves prac tically no
your car.
Ask the Conocoman for a Polarine Chart which
shows the correct grade for your
CONTINENTAL OIL COMPANY Producers, Refiners and Marketers Of hish-brade petroleum products in Arkansas,
South Dakota, Utah, Washington and Wyoming

## Polarine




MEAT the Family at the City Market

We specialize on that good, CORN FED BEEF
FRESH GROCERIES FOR YOUR

## The City Market

Two Phones 37 and 38 FREE DELIVERY


A Book She'll Love to Read
Among the gifts to your wife don't forget one little book that will bring her much happiness. It is a Bank Book Open an account for her at this bank.
She'll like this bank with its facilities for women depositors.
Citizens State Bank
"The Bank of Personal Service"
C. E. MANN, Cashier

GOODYEAR TIRES
 TIRANS-PECOS FIELD Lockhart-Allen ir classed as first
viduer in the Trans-Peces field
nue


 W. Wedesday, J. Fred Cacey,
Ding contractor set a lead plug at ling contractor set a lead pluy at
Do teet owith the hole completely
aned out. The hole was cleaned




## Attention Oil Field Operators

We have just received a new supply of rigg
mbers and 30 -soot main sills. We are now fully timbers and 30--soot main sills. We are now fully
prepared to supply your wants in materials of prepared
this kind.

## (7)

## Roberts \& Olver

Thoughtfulness This Christmas
 Aence Cerainly we koow of no other gitt which

Make the start before the end of the year.
NEW YORK LIFE INSURANCE
A. L. Allinger, Representative

## FIRST CLASS SHINES 10 CENTS

MIDWAY SHINING PARLOR
MILTON KELLY, Prop.

All Kinds of Job Printing on Short Notice-Phone
when better automotiles are built, buick will butld them


The Ransom of a Prince Could Buy No More frintely Gift
Give golden moments and hours of restful, easeful transportation, this Christmas. Give princely luxury and beauty. Give a Buick!
The ransom of a prince could buy no gift more certain to win the heart of every member of the family.

##  MCNALLY-HALL MOTOR CO.

Artesia Advocate The Pecos Valley News and The Artesia American

$\qquad$

## Today is Always Best




GROEN'S
Boot \& Shoe Shop
Makers of High Grade Cow Boy Boots

Shoe Repairing while you wait Joe Bates will shine, clean and dye your shoes

322 Main Street


## D0 NOT WAIT

Until You Are Out-ORDER COAL TODAY! Feed, Flour, Coal and Seeds
E. B. BULLOCK

## Aninvestment IN LONG TIME services

$\mathbf{N}_{\text {of a collision with a ex ten ton truck-will }}^{\text {OTHING }}$ send your car to the scrap heap quicker than
faulty lubrication.

And nothing will insure longer life for your car
than correct lubrication. than correct lubrication.
That's why it's only good sense to make an
investment in long time service to investment in long time service by using the oil which rigidly conforms to the lubricatin
needs of your type of motor.
Pols of your type or motor.
Polarine is that oil-a clean, pure product
which lubricates every moving part. Stand up under intense cylinder heat. Leaves prac tically no carbon. In brief, gives extra life to your car.
Ask the Conocoman for a Polarine Chart which
shows the correct grade for your motor
CONTINENTAL OIL COMPANY Producers, Refiners and Marketer Colorado, Idahoo, Kansass, Miscouri, Montand

## Polarine

Extra LIFE FOR YOUR CAR. - CONOCO GASOLINE packed with EXTRA miles


MEAT the Family at the City Market

WE SPECIALIZE ON THAT GOOD, CORN FED BEEF

FRESH GROCERIES FOR YOUR
The City Market Two Phones 37 and 38 FREE DELIVERY


A Book She'll Love to Read
Among the gifts to your wife don't forget one fittle book that whing he much happiness. It is a Bank Book. She'll like this bank with its facilities for women depositors.
Citizens State Bank
"The Bank of Personal Service"
C. E. MANN, Cashier

## -




The Home of Pure Milk and Cream


## Christmas Wisdom

> You will want to set this Christmas aside as the date when you started your children on the road to thrift and success. A Savings Account is the impetus. This Bank is the guide that shows the way to children.

MAKE OUR BANK YOUR BANK

THE FIRST NATIONAL BANK

## Attention Oil Field Operators

 mox this kind.

## Parm

## Roberts \& Olver

Thoughtfulness This Christmas

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NEW YORK LIFE INSURANCE
A. L. Allinger, Representative

Arteia, New Mexico

## FIRST CLASS SHINES 10 CENTS

At the
MIDWAY SHINING PARLOR
milton kelly, Prop.

All Kinds of Job Printing on Short Notice-Phone
$\qquad$


The Ransom of a Prince Could Buy No More Printely Gift

Give golden moments and hours of restful, easeful transportation, this Christmas. Give princely luxury and beauty. Give a Buick!
The ransom of a prince could buy no gift more certain to win theheart of every member of the family.

[^0]


## CALRSBAD CAVERNS

 GET \$19,800 FROM NATIONAL PARK FUND

We have recently added a complete stock of the famous
Sherwin Williams Paints

We have a paint for your every need and will be glad to figure on your painting needs.

Lone Star Lumber Company
Phone 297-On the South Highway


## For Your Christmas Shopping

we are receiving many new shipments of Electrical Fixtures.
Everything Electrical. You will find here a complete assortment for your Electrical wants.

## RCHARD'S ELECTRIC SHOP

Artesia, N. M.-Telephone 42

## MLISO2

IS OBTAINABLE FOR EVERYBODY

## Under the Ginsberg Plan

\$1 DOWN and \$1 A WEEK UNTIL CHRISTMAS-puts a Carryola Portable Phonograph in your home.
DOWN and \$5 A WEEK UNTIL CHRISTMAS-puts a Radio, the celebrated Stewart-Warner in your home.
$\$ 5$ DOWN and $\$ 5$ A WEEK UNTIL CHRISTMAS-puts a Grafonola, the Columbian New Process Phonograph, in your home.
\$10 DOWN and \$5 A WEEK UNTIL CHRISTMAS-puts a Piano, a brand new Baldwin, a fine instrument, in your home.
\$20 DOWN and \$7 A WEEK UNTIL CHRISTMAS-puts a player piano, brand new, a fine instrument, in your home.

Freight and delivery to your home paid. BENCHES WITH ALL PIANOS. ROLLS WITH ALL PLAYERS.

Convenient terms over a long period of time for payments after Christmas. All our great stock of Musical Instruments available under the same plan. All New Pianos on our floor up to Christmas carry a special discount and easiest of terms.

## Ginsberg Music Co.

Music and laughter at Christmas in every home in Roswell and Artesia


ROVES UNDOING OF $A$ IOUOR TRANSPORTER
$\qquad$

## 

 0


## * Formal Opening *

## ARTESIA SWEET SHOP

Between the Picture Show and Post Office

## Saturday, December 18, 1926

A Fine Present for Ladies, Gentlemen and All the Kiddies

Artesia Municipal Band will furnish music from six to eight p. m.

## OUR MENU

Consists of complete fountain service with luncheonette in connection. Such sandwiches as:

 wich -.30 c
.25 c Clubhouse Sandwich Minced Ham Sandwich
Peanut Butter Sandwich
Toast, Buttered 15 c
10 c

Pimento Cheese Sandwich


Soup Pie, Per Cut 20 c

Cream Cheese Sandwich Pie A L M Pie With Wode------------------------15c Strawberry Preserve Sandwich Blackberry Jam Sandwich.

Pie With Whipped Cream -15 c
-20 c

Let Us Do Your CHRISTMAS BAKING
We will have a complete stock of Cakes, Pies and Pastries for your holiday needs. Why worry with so much cooking ?

## City Bakery <br> Telephone 90



Photo shows the members of the Chicago Cardinals of the American
Hockey league. Capacity crows h have urned out for opening games at
the Coliseum, and hockey chiefs say t he future of the sport is assured.

## government makes

 favorable report on POTASH POSSBBLILTIES$=$

## Trade Extension Days

## Saturday the 18th

 Saturday the 25thGET THAT CHRISTMAS SPIRIT-SHOP EARLY AND GET THE BEST


# Seven More Big Sale <br> Days--Ends Xmas Eve 

VISIT FERRIMAN'S AND CUT DOWN THAT CHRISTMAS EXPENSE

Owing to the splendid response through the past week, we are going to extend the HEART OF THE SEASON SALE, that you may futher benifit by the tremendous drop in prices, through our entire stock at a most opportune time of the year. VALUES THAT ARE UNEQUALED

Nightingale Silk Hose at--.-.-.-.-83c Rollins Full Fashioned Silk Hose_- $\$ 1.84$
Rollins Chiffon Hose Rollins Chiffon Hose----------------------- $\$ 1.33$
Silke Wool Hose
Silke Wool Hose---
CHILDREN SPECIAL
50 c Value, per pair
2 Pair For
hosiery gifts are sure to please

## Special Day Sales

SATURDAY, DECEMBER 18th ONLY

500 Yards Gingham, fast color, at per yard.-.-....-------19 Chambray Shirting, at per yard------------------------131/2c Figured Challie, at per yard | 13 c |
| :--- |
| 13 c |

Kimona Crepe, at per yard
MONDAY, DECEMBER 20th ONLY
Westgate Bleached Sheeting, 9-4 at_-----47e 10-4 at_-----51c Pillow Cases, 42x36, at each

WEDNESDAY, DECEMBER 22nd ONLY
Sport Dress Flannel, at per yard_



## Ginghams

GUARANTEED FAST COLOR Zephyr 50c Value, Fade Proof, at per yard_------------39c

Feather Ticking at, per yard 24c

| Gingha <br> GUARANTEED FAS | 1S |
| :---: | :---: |
| Peter Pan at per vard <br> Zephyr 50c Value, Fade Proof, at per yard $\qquad$ $46 c$ $39 c$ |  |
| Feather Ticking at, per yard - - 24c |  |
| gifts that he is sure to appreciate: |  |
| Dress Shirts, Mufflers |  |
| Ties, Gloves, Hats, Caps Handkerchiefs, Hose |  |
| Trousers, Shoes, Sweaters HOSIERY |  |
| Wool Shirts, Lumber Jacks $\quad \begin{aligned} & \text { Silks, wools, fine } \\ & \text { lisles and mixtures }\end{aligned}$ |  |
| all at a discount of | in plain colors clocks and patterns |
|  | for gift giving at these prices- |
|  | 43c, 47c, 67c |

MEN-don't forget those Overall bargains. Priced to suit all-
\$1.17, \$1.37, \$1.47

## RUBBER APRONS <br> 50c Value at . . . 19c

|  | Men's Bootee <br> A 14-inch boot $\$ 10.00$ Regular Price at $\$ 7.55$ A Real Special! |
| :---: | :---: |
| Mens Oxfords <br> Snappy Patterns | Mens Outing Bal Work Shoe, at |
| One Lot ------------------- $\$ 3.89$ One Lot |  |
| All Dress Shoes 20\% discount | All Work Shoes at 20\% discount |

$=$ Ferriman and Son $=$

## (5) Society



The Judge-It's Good The Wife Wasn't With Him - by-M-B




MANY ENROLL IN THE THE REPUBLICANS WILL CHEVROLET PURCHASE INTRODUCE ELECTION CERTIFICATE PLAN LAW AT LEGISLATURE


## At Christmas Time

and every day in the year
all the family enjoy improvements to the home such as Oak Floors, French Doors, A new Front Door, A Breakfast Nook or A Fire Place.

## Kemp Lumber Co.

Phone 14
Cor. Roselawn \& Texas

## The

Holiday Season

Now that the holiday season is approaching you'll want the choicest groceries and the best service.

HAVE YOU TRIED US LATELY?

## Roselawn Grocery

ARTESIA, NEW MEXICO
Phone 15
Free Delivery

## NOTICE!

Effective January 1, 1927, the undersigned will sell for cash with the following exceptions: To those who have paid their monthly accounts
promptly we will continue to extend credit accommodations. Interest will be charged on all past due accounts.

Special terms may be arranged on Radios, Farm Implements and other large items.

We request prompt settlements in the same courteous manner that we solicit your future business.

L. P. Evans<br>Pecos Valley Garage and Machine Shop



## , หม

## Oh! Santa

come see the nice presents we have INCLUDING

Beautiful Handkerchiefs of all kinds Silk and Wool Scarfs
Men's Belt and Garter Sets
Ties and Sox
Wool Sport Ves
Wool Sport Vests
Ladies' Silk Underwea Vanity Sets
Shoe Trees and Coat Hangers Garter and Handkerchief Sets Garter and Boudoir Cap Sets and Cloth Sets

## "Our Store"




## PRE-CHRISTMAS SALE!

We find our shelves and racks overstocked on many items at this season good seasonable merchandise that we are willing to sacrifice our profit rather than invoice at the first of the year, such as:

175 MEN'S AND BOYS' SUITS 75 MEN'S AND BOYS' OVERCOATS BIG LOT MEN'S SHEEP-LINSD LEATHER COATS AND BLAZERS BIG ASSORTMENT OF ALL-WOOL BLANKETS Many other items too numerous to list.

Ladies' Dresses, Coats and Hats will be specially priced to sell We positively will not allow good $s$ to accumulate from season to season. Do not miss this opportunity to save big money on these wanted items.

## JOYCE-PRUIT COMPANY





## Palace Drug Store

[^1]
[^0]:    The
    Greatest BUTCT Ever MCNALLY-HALL MOTOR CO.

[^1]:    The Home of Pure Drugs

