

TEST AT THE PROVING GROUNDS

...ational record lies a...
...ion for the phenomenal...
...the Chevrolet Motor Com...
...has consistently shat...
...previous high marks for...
...ture and sale of gear...
...every month so far this...
...ago this month Chev...
...egan using the facilities...
...General Motors Proving...
...Milford, Michigan, to de...
...fect its product, and...
...three million miles have...
...by Chevrolet test cars...
...nounced today by O. E...
...engineer of the Chevrolet...
...pany.
...age of twelve Chevrolet...
...re constantly on view at...
...Grounds, purring up the...
...ploughing through the...
...or mud roads, testing...
...urance on the track, or...
...any one of many severe...
...a car is put through at...
...the 'sweat shop' for auto...
...explained Mr. Hunt.
...est car is driven about...
...and in that time totals...
...to 50,000 miles. While...
...are driven farther, the...
...probably not higher be...
...distance is sufficient to...
...new mechanical feature...
...under observation, or to...
...fault that may require...
...car attains this mileage...
...to our Experimental Lab...
...there dismantled under...
...of skilled engineers...
...is tested and inspected...
...of wear are noted, and...
...is not as it should be...
...work immediately develop...
...part or process to replace...
...The new feature is then...
...an entirely new car—or...
...cars if the operation is...
...this car in turn goes...
...rigid rites of the proving...
...and then to the laboratory...
...continues until we have ar...
...proper solution of every...
...tent field staff handles...
...the proving grounds, and...
...every day two or more...
...from my department go to...
...check up on the work...
...the condition of the test...
...them, and see that all op...
...where rigidly to instruc...
...September, 1924, when we...
...and using the proving...
...have put an average of...
...miles a year on the test...
...car at the proving grounds...
...all the tests that any car...
...called on to perform in nor...
...as well as many 'torture'...
...need to bring out any fault...
...develop at the hands of...
...honest or careless driver...
...car is subjected to such...
...riding the clutch, constant...
...on the brake, racing a 'cold...
...stalling the engine in high...
...not because this is done...
...of motorists, but that...
...will stand up under the...
...treatment.
...this rigorous service, the...
...will have many thousands...
...under their hoods when we...
...We take them in at...
...10,000 miles simply because...
...ance any faults will have

SWEET CLOVER PRODUCTION MAY BE LARGER THAN LAST YEAR

(Preliminary Report)
Production of sweet clover seed may be larger than last year, due mainly to increased acreage, according to the United States Bureau of Agricultural Economics. Acreage was increased by heavier seeding last year, due somewhat to the relative high prices growers were receiving for seed at that time, and also by volunteer crops. About the usual acreage was plowed under, but a somewhat larger acreage than usual was put up for hay. There is some uncertainty as to whether growers will harvest all the acreage they have saved for seed because of prevailing prices.
Yield per acre may not be larger than last year, as there is a common opinion that fertilization was not as complete as a year ago. In North Dakota, thick stands are reported in sections which had large production last year. In northwestern Minnesota fields appear somewhat spotted and rains in the spring destroyed some acreage in the lowlands. Favorable weather within the past few weeks has improved the outlook in that section.
The crop is somewhat later than last year and yields in some localities are dependent on the holding off or frost, especially where fields have been clipped for hay. Some dwarf has already been harvested.
Prices to growers have ranged mostly \$5-\$5.50 per 100 pounds, basis clean seed, compared with \$6-\$8 last year, \$5-\$6 two years ago and \$7.50 to \$9 three years ago at a somewhat later date, when movement was beginning. Contracts have already been made for some seed. The average price per 100 pounds paid to growers for the crop years 1921 to 1926 were as follows: 1921, \$4.70; 1922, \$6.90; 1923, \$9.40; 1924, \$3.80; 1925, \$6.40; and 1926, 8.85.
The carryover is unusually large and is much greater than the relatively small carryover of last year, which in turn was larger than that of previous years when production was much less. Although movement of the 1926 crop was most rapid in years, with shipments exceeding those of the previous year, stocks held by shippers in the forepart of January were likewise greater.
Production in Canada is expected to be less than last year due mainly to somewhat smaller acreage.

NOW WE ASK YOU?
Relative—"Now, now, Sonny, You mustn't say 'I ain't going,' you must say, 'I am not going.' 'He is not going,' 'We are not going.' 'They are not going.'"
Tommy—"Aw, ain't nobody going."

Grrrrrrr'
Corporal—"Didn't you hear 'About Turn?'"
Rookie—"No, what happened to him?"

Wedding Invitations and Announcements, engraved or printed—The Advocate.

developed, and further running would be a waste of time.
"That the public recognizes the tremendous importance of the experimental work that precedes the offering of any new Chevrolet feature is amply proven by our extraordinary production and sales records."

CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September.
R. H. WESTAWAY, Assessor.

RED BOOK WILL BE USED IN ASSESSING AUTOS THIS YEAR

County assessors are directed to assess motor vehicles for 1928 in accordance with the National Used Car Market Report, Red Book, 52nd edition, using the average appraised values as to figures for assessment purposes, in an order issued by the state tax commission under Chap. 82, laws of 1925, which provides the commission shall prepare a schedule of valuation for cars.
No passenger car is to be assessed at less than \$50 however.
In assessing 1927 model cars, for which no appraised valuation is given, the list price of the car is to be taken, less 25 per cent discount. For 1928 model cars purchased next year, the assessment is to be 15 per cent under the list price.
The assessment of commercial automobiles and trucks is to be made in accordance with the list price of the chassis and body as shown by the Automobile List Book, issued by Ben P. Branham Co. in February, 1926, and a third supplement issued June 6, 1927. Where the list price of chassis only is shown, the county assessor is to ascertain the original cost of the body of superstructure from the taxpayer or any other source.
The list price of the chassis plus the original cost of the body shall be the basis for the assessed valuation.
After getting the original cost the assessor is to deduct 15 per cent of the list price of chassis and cost of body for 1928 model cars; 25 per cent for 1927; 35 per cent for 1926; 45 per cent for 1925; 55 per cent for 1924; 65 per cent for 1923; 75 per cent for 1922; 85 per cent for 1921 and prior models.
In assessing motorcycles and bicycles the same discounts, applicable to commercial cars, are to be allowed.—Santa Fe New Mexican.

CARD OF THANKS
The family of C. A. Simmons wish to express their deep gratitude to their many friends and neighbors who were so kind to them during their recent bereavement.
(Signed)
Mrs. C. A. Simmons and Children.
40-ltc

Leave your kodak rolls at Rodden's. In at 9 a. m., out at 5 p. m.

Calling cards, 100 for \$1.75, panel stock.—The Advocate.

SUPT. ROWAN ILLEGALLY DISCHARGED FROM SCHOOL

Robert Rowan, former superintendent of the Lake Arthur schools, was illegally discharged from office by the Lake Arthur board of education according to a ruling of the state department of education made

public following a hearing held at Santa Fe Saturday. The state boards ruled that the hearing at Lake Arthur was improperly conducted because Rowan did not have a detailed statement of charges against him. Mr. Rowan and a number of Lake Arthur residents attended the hearing at Santa Fe Saturday.

It is not known what action the Lake Arthur board of education will take since the ruling of the state board.
CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September.
R. H. WESTAWAY, Assessor.

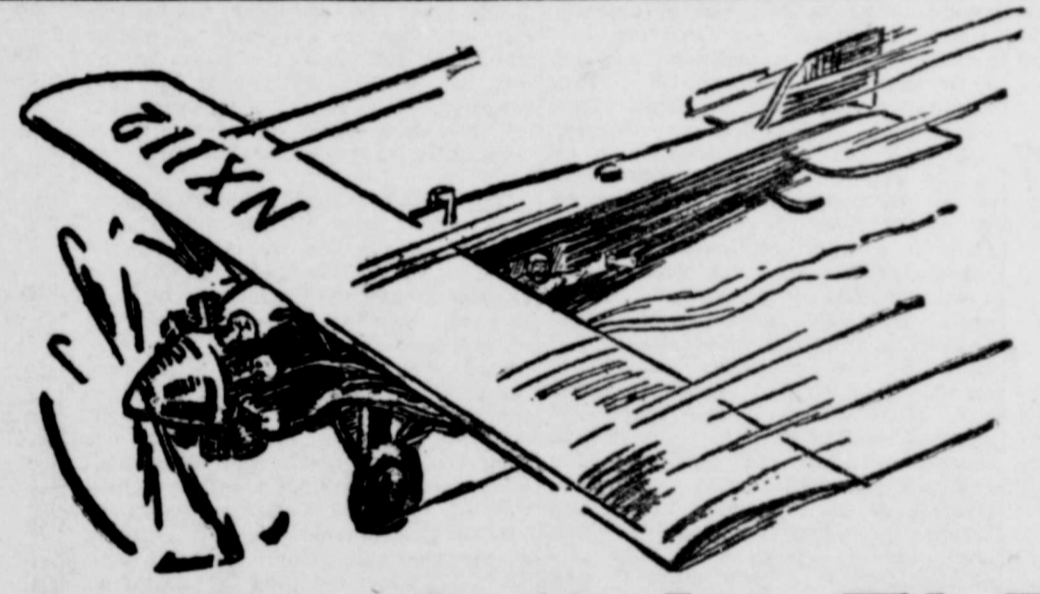
Camel

The cigarette that offers the utmost in refreshing pleasure

The Camel blend of choice tobaccos makes a smooth, cool, mild, refreshing smoke. No special treatment for throats—Camel tobaccos don't need it.



© 1927, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



Meet "Lindy" In El Paso Saturday, September 24

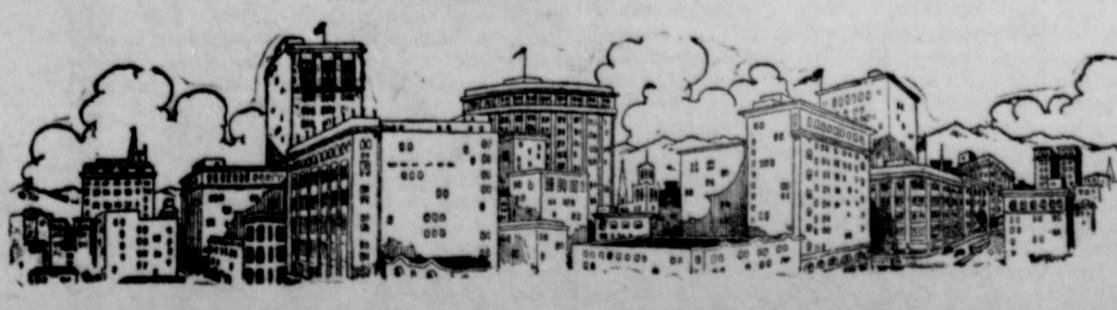
EL PASO is your nearest point to meet Col. Charles Lindbergh. He will arrive at Ft. Bliss field Saturday at 2 p. m. in his famous "plane" and head an official parade, via. Beaumont Hospital, through El Paso to the High School Stadium. A banquet in his honor will be given Saturday evening. Meet the world's most famous flier. See and hear the original "We."



EL PASO invites you to come and join us in doing honor to the nation's "ambassador of good will." Be one of 100,000 who will hear him speak at El Paso's High School Stadium. The Mt. States Telephone Co.'s \$50,000 amplifier will insure perfect audibility for all. Come for the biggest holiday of the year in El Paso and Juarez—and bring the whole family.

—Excursion Rates—

Fare and 1/2 Round Trip Rate.
to El Paso from: All points on Southern Pacific West to Tucson and all points north from El Paso to Santa Rosa, New Mexico. Ask your agent for details.



Fare and 1/2 Round Trip Rate.
to El Paso from: All points on the Santa Fe, north to Albuquerque and all points on the Texas & Pacific east to Big Spring. Ask your agent for details.

The City of El Paso, The Chamber of Commerce and The Gateway Club Invite You To Come
R. E. Thomason, Mayor of El Paso, Frank B. Fletcher, Pres. Chamber of Commerce, Dr. C. M. Hendricks, Pres. The Gateway Club, M. Coblenz, General Chairman "The Welcome Lindbergh Committee."

ACCIDENT SICKNESS OLD AGE

—one or more of these will surely overtake you. You can provide against the financial discomfort of these things, however, by laying aside a reserve in this bank.

Citizens State Bank
"The Bank of Personal Service"
C. E. MANN, Cashier

PRICE RESIGNS SHIP TO ENTER PRIVATE PRACTICE

E. Brice, presiding judge of the judicial district comprising counties of Chaves, Eddy and Roosevelt, announced today that he would resign and would be succeeded by Governor R. Brice as soon as he can determine the time when pending business in this and other districts now in progress can be concluded.

LOCALS

George Williamson returned from a fortnight visit to the mountains. He was here from Carlsbad en route to Roswell on a business trip.

Mrs. S. W. Gilbert left for a leisurely trip to Hot Springs and other points in the West.

J. Brooks accompanied Mrs. M. A. Corbin on their first of the week's Ringling circus.

Mrs. G. C. Allinger, after weeks' visit to their son, daughter and family, left Saturday for home at Shattuck.

Miss Elizabeth Small, missionary from Ichow, Shantung Province, China, will be in Artesia on Thursday (today) and tonight at 7:30 will give a public lecture on her missionary experience in that land of soul stirring events.

THE CHURCHES

ASSEMBLY OF GOD CHURCH Fifth and Texas Streets N. C. Whitlock, Pastor.

Sunday school, 9:45 a. m.
Morning worship, 11:00 a. m.
Junior class, 5:00 p. m.
Subject, "A Happy Home and How to Make It. Every boy and girl in and around Artesia should be present."

CHRISTIAN SCIENCE SOCIETY 613 West Main Street

Sunday service at 11:00 a. m.
Wednesday service at 7:30 p. m.
Subject Sunday, September 28, "Reality."
The public is cordially invited to attend these services.

ARTESIA METHODIST CHURCH Fifth and Grand Rev. C. Claudius Higbee, Pastor Res. 407 W. Richardson Phone 26

9:45 a. m., Sunday, Sunday school. M. A. Brown, superintendent.
11:00 a. m., Morning Worship. Sermon text: "He Must Needs Go Through Samaria." John 4:4.
7:00 p. m., Friday, choir rehearsal. Prof. Gittinger, director.
No Sunday evening or midweek services on account of revival being conducted by Nazarene church.
A hearty welcome to "A Home-like Church."

FIRST PRESBYTERIAN CHURCH Corner Fourth and Grand Rev. John Sinclair, Pastor. Phone 249

Sunday, September 25th.
9:45 a. m., Sabbath School.
11:00 a. m., morning worship. Sermon subject: "Favorite Texts of Famous People" (2) John Bunyan's Text or "The Survival of the Unfit."
6:45 p. m., Christian Endeavor.
7:30 p. m., Popular Peoples' service. Junior choir and orchestra. Sermon Subject: "The Great Fight"—a study in Christian sportsmanship.
Wednesday, 4 p. m. orchestra and junior choir rehearsal.
Wednesday, 7:30 p. m., Praise, Prayer and Bible study in First Corinthian.
Tonight, Thursday, 22nd, 6:15 p. m., supper followed at 7:30 by Missionary lecture by Miss Elizabeth Small, of China.
"The Christian life is reaching after perfection."

PRESBYTERIAN CHURCH NOTES

The members of the Christian Endeavor Society had a great time at the W. M. McCaw ranch last Friday evening in the form of a wiener roast and melon feast followed by games. About twenty-five young people attended.

The Presbyterian church expects to have the Rev. R. J. Hall, better known as the Cowboy Evangelist, of New Mexico, conduct a series of meetings sometime during October. Rev. Hall is the Synodical Missionary of the Presbyterian church in this state.

Miss Elizabeth Small, missionary from Ichow, Shantung Province, China, will be in Artesia on Thursday (today) and tonight at 7:30 will give a public lecture on her missionary experience in that land of soul stirring events.

THE RECIPE

It's doing your job the best you can
And being just to your fellow man;
It's making money—but holding friends,
And staying true to your aims and ends;
It's figuring how and learning why,
And looking forward and thinking high,
And dreaming a little and doing much;
It's keeping always in closest touch
With what is finest in word and deed;
It's being thorough, yet making speed;
It's daring blithely the field of chance
While making labor a brave romance;
It's going onward despite defeat
And fighting stanchly, but keeping sweet;
It's being clean and it's playing fair;
It's laughing lightly at Dame Despair;
It's looking up at the stars above,
And drinking deeply of life and love;
It's struggling on with the will to win,
But taking loss with a cheerful grin;
It's sharing sorrow and work and mirth,
And making better this good old earth;
It's serving, striving, through strain and stress;
It's doing your noblest—that's Success!
—Berton Braley in "Fobes."

A PROMISE

Teacher—"You naughty boy. I only wish that I could be your mother for a week."
Youngster—"That ought to be easy. You see mother's gone away for a month to visit her relatives. I'll speak to dad about it tonight."
Calling cards, 100 for \$1.75, panned stock.—The Advocate.

Rural News

DAYTON ITEMS (Mrs. W. H. Rambo, Reporter)

Bob Gushua returned from McCamey to spend a few days with his family.

Miss Viola Harrison, who has been visiting her sister, Mrs. Myrtle Reeves, of the Moon ranch, returned Sunday.

Mrs. Myrtle Reeves and family, of the Moon ranch, is visiting with her sister and brothers at the Harrison home.

Miss Emogene Kaiser spent the week-end with her brother, B. F. Kaiser and family in Loving, returning Sunday.

Mr. Poiner and family, of Wichita Falls, Texas, a brother of Mrs. E. S. Horner, are spending a few days at the R. C. Horner home.

Ed Marable, of Roswell, with his son, Jim Marable and wife, of Los Angeles, California, were guest at the W. C. Marable ranch Saturday.

Mrs. H. N. Owens went to Carlsbad Saturday to visit with Mrs. Hoyt Owens and family and Miss Velma Owens, returning Sunday evening.

On account of a hard rain at Dayton Sunday the Epworth League were unable to meet at the McLarry home as announced and will meet at the Tom Burrows home next Sunday from 3 to 5 p. m. Everyone is invited.

Announcements have been received here of the marriage of two former Dayton residents. Miss Crissie Turnbull, daughter of Mr. and Mrs. Turnbull, formerly of Dayton, and Sheridan Patrick, also a former Daytonite, were married at Bernalillo, September 10th. Mr. and Mrs. Patrick are receiving congratulations from a number of friends here.

HOPE ITEMS (Noel L. Johnson, Reporter)

Farmers are busy planting winter grain.

L. P. Glasscock and F. E. Fite are back from Santa Fe.

Mr. and Mrs. Lester Bates, of Elk, are the parents of a new girl.

J. H. Bridgeman gave a barbecue last Sunday for a few visitors.

Rev. Simmons, of Artesia, is holding a meeting here at the Baptist church.

Mrs. Hilary White has been called to the bedside of her mother at Weed.

The camp fire girls, with Mrs. J. K. Burges, leader, enjoyed a hike Friday.

Mrs. McCrary, of Dallas, is visiting her parents, Mr. and Mrs. F. M. Keller, this week.

G. E. Damewood and wife, of Flagstaff, Arizona, are here visiting with J. H. Bridgeman and family.

Grandma Crockett, an old settler, died at the home of her son, Frank Crockett, near Elk last week.

The local sheep men have sold during the last week over 1800 head of aged ewes, to owners of farms who expect of run them on the farm next spring.

The Missionary ladies of the Methodist church met at the home of Mrs. R. L. Cole last week and held an enjoyable session, sixteen ladies were present.

A good thing to remember
And a better thing to do,
Is to work with the construction gang
And not with the wrecking crew.
—Western Farm Life.

CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September.
R. H. WESTAWAY, Assessor.

Stone Eye Glass Service

Defective eyesight affects the entire nervous system, and this incapacitates you for proper performance of any duties you may have.

Many a man has lost a good position by continually feeling "all in" and thereby not having the proper "pep." This is often traceable to defective eyesight.

If you feel languid, have headaches, get irritable at times, it may be your eyes. They should be examined by an optometrist, for you may need glasses.

Don't be incapacitated—have your eyes attended to—let us examine them—if you do not require glasses we will tell you—make sure.

Dr. Edward Stone
Optometrist

PICKED UP ON MAIN

TALKED TOO MUCH

During the early days of the oil development here, W. E. Ragsdale and Vic Newcomb were seen both parked on the running board of an auto, with an oil map in between them. Each man had a pencil working over time, trying to figure out an imaginary profit. Someone stepped up and remarked: "Vic, are you fellows partners now?"
"Heck, no," replied Vic, "that fellow talks too much!"

This office offers a reward of one koke to the fireman who will confess to the deed of hitting M. W. Evans in the seat of the pant with a stream of water while fighting fire at the R. V. Young residence last week.

Austin Brown, who returned from Albuquerque, where he served on the federal grand jury, was disqualified as a corn expert. He was not allowed to either smell or taste any evidence, which accounts for the few indictments returned in the liquor cases.

Fred Cole declares that the old time songs are coming back. "After the Bowl," is a popular song at his house now he says.

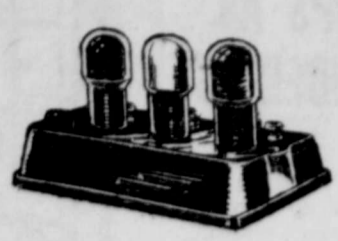
The Girl Who Lives in a Furnished Room

Pity Lucille, who lives in one bleak, furnished room, and has no place to entertain! "Thank goodness, your daughter has a home," you say. But, perhaps, when it comes to entertaining friends, and inviting young men in, she's little better off than Lucille.

A young girl, you know, likes a modern home, furnished in the newer, better way. And shouldn't she have one? A pleasant home in which she feels free to invite her friends means so much to her future.

Let us suggest things—there's no obligation, you know.

McCLAY
Furniture Store
"Your Home Should Come First"



It's Radio Weather-Get Your Set Ready

Get your set in working order. Check over your radio needs. We have the largest supply of batteries and tubes ever stocked by this firm.

If interested in a new radio, see and hear the Freed-Eisemann first.

Mann Drug Co.

Telephone 87

We are Proud

that we have entered a quarter of a century of service to the Artesia community in constructive banking. To be constructive, banking must:

First, absolutely safeguard the funds of its depositors.

Second, meet the legitimate and proper needs of its borrowers.

Third, render prompt, efficient and accurate service in all its business transactions.

Why not avail yourself of the services of this strong, old constructive bank?

THE FIRST NATIONAL BANK

"THERE IS NO SUBSTITUTE FOR SAFETY"

ADVOCATE WANT ADS GET RESULTS



LOOK!

TEA AND COFFEE SALE

Friday, Saturday and Monday

SEPTEMBER 23rd, 24th and 26th

Schillings Tea, 1/4 lb Can	22c	1/2 lb Can	43c
Tree Tea, 1/4 lb Pkgs.	22c	F F O G Black and Green Tea, 1/2 lb pkg.	40c
Schillings Coffee, 1lb Cans	53c	2lb Cans	\$1.05
Folgers Coffee, 1lb Can	53c	2lb Cans	\$1.05
M. J. B. Coffee, 1lb Can	53c	2lb Can	\$1.05
Hills Bros. Coffee, 2lb Can	\$1.05	4lb Can	\$2.05
Roswell Coffee, 1lb pkg.	43c	Bulk Ground Coffee, per lb	28c

PHONE 97—FREE DELIVERY

SANITARY GROCERY

JOHN SIMONS, Proprietor

Want Ads

A rate of ten cents per line... **FOR SALE** My home, modern five... **FOR RENT** MODERN, 3 or 6 rooms...

DRILLING REPORT

The only newspaper in New Mexico carrying first hand information on the important test wells drilling in southeastern New Mexico.

Eddy County.

Clark and Grimm, Daugherty No. 1, NE SW sec. 3-17-27. Showing oil at 1418 to 1429 feet.

Donnley et al., McClay permit, SE corner SW 1/4 sec. 24-17-27. Validated hole at 2000 feet.

George F. Getty, Inc., Rawson-Mesa No. 1 in the SE 1/4 SE 1/4 sec. 14-20-29. Fishing at 1650 feet.

Hammond Oil Co., NW SE SW sec. 15-16-25. Drilling below 1100 feet.

Hamilton Petroleum Co., Billings No. 1, sec. 12-19-26. Drilling below 2070 feet.

Kelly et al., Jim Berry permit, No. 1, NW NW sec. 27-17-27. Waiting for cement to set.

Livers-Carper No. 5, sec. 3-18-28. Location. Manhattant Oil Co., No. 1, Cronin permit, SE NE sec. 1-18-27. Shut down.

Pueblo Oil Co., Yates No. 2, SW SE sec. 33-17-28. Shut down at 300 feet waiting for casing.

Pueblo Oil Co., Gessert No. 1, in the N NW sec. 1-17-31. Drilling below 475 feet.

Skelly Oil Co., Lynch permit, sec. 22-17-31. Fishing for pipe.

Texas Production Co., Robinson No. 2, NW SW sec. 25-16-31. Drilling below 200 feet.

Chaves County. Arena Oil Co., NE 1/4 sec 18-13-31. Set 12 1/2 inch casing at 412.

Buffalo Roswell, in sec. 24-11-27. Shut down at 4250 feet.

Etz, De Vito et al., NW SE sec. 24-11-25. Preparing to start up under new management.

Gibson Oil Corp., Forsyth No. 1, center NE 1/4 sec. 8-11-23. S. D. at 672 feet.

McQuigg Bros., Neis No. 1, center NW NW sec. 7-5S-29E. Moving materials.

Sparrow and Drake, Fahrlander No. 1, sec. 11-6-27. S. D. at 80 feet.

Texas Company No. 1, Dunken Dome, SW 1/4 sec. 29-17-18. Drilling at 4610 feet.

Lea County. Bordages, Jennie Hughes No. 1, center of S 1/2 sec. 27-19-38. Moving materials.

Exploration Company, well No. 1, in the NE 1/4 sec. 25-19-35. Shut down at 4000 feet.

WOMEN'S SOCIETY

EVENING BRIDGE CLUB

The First Evening Bridge Club had an enjoyable meeting at the Dr. Clarke home last Friday evening.

BIRTHDAY DINNER

Mrs. Grover Kinder entertained at dinner last Thursday evening in honor of Mr. Kinder's birthday anniversary.

MISSIONARY MEETING

The literary meeting of the Methodist Missionary Society was held at the home of Mrs. L. W. Feemster last Thursday afternoon with a very good attendance.

P. E. O. MEETING

The re-assembling meeting of the P. E. O. Sisterhood, after several months' vacation, was held at the home of Mrs. J. B. Atkeson last Friday evening.

CHILDREN'S MISSIONARY MEETING AT MRS. KINDER'S

The Children's Missionary Society, which is under the auspices of the Adult Missionary Society of the Methodist church, held its regular meeting last week at the home of Mrs. Grover Kinder, superintendent of the Society.

SUNDAY SCHOOL PARTY

Mrs. Ike Keller entertained her first year Junior class of the Methodist Sunday school at a party at her home last Saturday afternoon.

WORKERS' COUNCIL

The Sunday school workers' council held a business meeting at the Methodist church on Tuesday evening, with Austin Brown, superintendent of the Sunday school, presiding.

FORTNIGHTLY BRIDGE CLUB

The club began functioning again this week after a summer vacation. The meeting was at the home of Mrs. C. R. Blocker, who was assisted by Mrs. Albert Richards in serving refreshments.

BIRTHDAY PARTY

Little Helen Hutcheon celebrated her eighth birthday anniversary with a party last Saturday afternoon.

ALWAYS HAS BEEN

Dizzy—"It's a shaky business." Broad—"What is?" "Shootin' the dice."

Social Calendar

TELEPHONE 217

THURSDAY (TODAY)

The annual picnic of the Rebekah lodge will be held in the park at 7 o'clock.

FRIDAY

Sunshine class meeting in the afternoon at the home of Mrs. Ben Pior.

SATURDAY

Rebekah lodge cooked food sale at Joyce-Pruit's beginning at 10 a. m.

MONDAY

Girls Scout Council will meet at the home of Mrs. Jim Berry at 3:00 p. m.

TUESDAY

First Bridge Club meets with Mrs. J. P. Lowry.

THE WOMEN'S CLUB BANQUET

The twenty-fourth year of the Women's Club opened auspiciously with a banquet in the Majestic banquet hall last evening at eight o'clock.

JUST AILING LIKE

"I want some flowers for a sick friend." "Here are some for fifty dollars a dozen." "Goodness; she's not as sick as that!"

WEDDING INVITATIONS AND ANNOUNCEMENTS, ENGRAVED OR PRINTED—THE ADVOCATE.

CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September.

Mrs. E. M. Elliott

Bonded Abstracter Oil and Gas Lease Abstracts, Certified Copies of Instruments, Ownership Reports and Plats, State Land Office Record Searches and Filings.

OIL & GAS LEASES FOR SALE!

RENTALS ALL PAID TO 1928 Eddy County 11-15-29 Eddy County 16-18-25 Lea County 32-25-33 Lea County 23-13-33

Wm. W. BRESSLER

3223 Park Avenue ST. LOUIS, MISSOURI

HEARING ON TAX REVISION WILL BE LIMITED TO 10 DAYS

WASHINGTON.—Hearings on tax revision will be limited to ten days' period by the house ways and means committee, which is to assemble here on October 1 to take up this major problem of legislation.

WE'VE SEEN 'EM

Salesman—"That, sir, is a suit you would never wear out." Customer—"No, not without being laughed at."

ASTOUNDING TIRE BARGAINS!!!

30x3 1-2 . . . \$6.95 All other sizes at lowest prices in history. We not only meet, we beat mail order prices.

FIRESTONE

GUM-DIPPED TIRES

30x3 1/2 Courier Regular Cords \$6.45 30x3 1/2 Courier Extra Cords \$6.75 440-21 Courier Balloon Cords \$7.85

PIOR'S SERVICE STATION

ELECTRICAL

GET IT FIXED AT

DR. LOUCKS GARAGE

Fone 65

Will You Leave The World Better Than You Found It?

This question measures your accomplishments in life, which may not be in the accumulation of riches, nor a great name.

NEW YORK LIFE

A. L. ALLINGER, REPRESENTATIVE

WE HAVE MOVED

Our wrecking establishment from the building opposite Pior's Service Station to our old stand, first door west of Artesia Battery Co.

BEECHER ROWAN

Oil Leases and Royalty

ARTESIA, NEW MEXICO

Tasty Lunch Meats

kept fresh, sweet and clean in our new fridaire. You can't go wrong in buying your picnic or school lunch here.

Welton's Grocery

Phone 85

LEGAL ADVERTISEMENTS

CERTIFICATE OF FILING

State of New Mexico, State Corporation Commission of New Mexico, United States of America

It is Hereby Certified, that there was filed for record in the office of the State Corporation Commission of the State of New Mexico, on the Twenty Ninth day of August A. D. 1927, 10:00 A. M. Hope Mercantile Company, (No Stockholders' Liability) a corporation organized under the laws of New Mexico, a duly executed consent in writing that said corporation be dissolved; and that this Commission being satisfied that all of the requirements of Section 919, New Mexico Statutes Annotated, Codification 1915, as amended by Session Laws of 1917, relating to the voluntary dissolution of corporations have been duly complied with; NOW, THEREFORE, upon the filing with this commission of an affidavit showing that this certificate has been published as required by law, the said corporation shall be dissolved.

The principal office of the said corporation in this state is at Hope, New Mexico and the name of the agent in charge thereof and upon whom service may be made is J. F. Joyce.

(No. 5957)
In Testimony Whereof, the State Corporation Commission of the State of New Mexico has caused this certificate to be signed by its Chairman and the seal of said Commission to be affixed at the City of Santa Fe on this thirtieth day of August A. D. 1927.

(SEAL)

MAX FERNANDEZ,
Acting Chairman.

ATTEST:
JOSE D. FERNANDEZ,
Clerk.

38-2t

NOTICE

In the Probate Court of Eddy County, State of New Mexico.

IN THE MATTER OF THE ESTATE OF FRANK M. ROBINSON, Deceased.

Notice is hereby given that the undersigned, was on the 8th day of September, 1927, appointed administratrix of the estate of Frank M. Robinson, deceased, by Hon. D. G. Grantham, Probate Judge of Eddy county, New Mexico.

Therefore all persons having claims against said estate are hereby notified to file same with the County Clerk of Eddy county, New Mexico, within one year from the date of said appointment as provided by law, or the same will be barred.

ANNA MAE ROBINSON,
Administratrix.

BETTER TIMES AHEAD FOR CATTLE BUSINESS

While the cattle business in New Mexico has suffered many reverses during the past few years because of drouth and adverse financial conditions generally, all indications point to the fact that there are better times ahead, especially for those who study the market demands for cattle and produce a class and grade of beef that consumers require, says A. L. Walker of the New Mexico Agricultural College. A report from the Bureau of Agricultural Economics, U. S. Department of Agriculture, released in August, 1927, is encouraging especially with respect to the price outlook. Excerpts from the report which are of most interest to the range cattle producer, follow:

"Demand for feeder cattle this fall is expected to be about the same as a year ago, with prices probably somewhat higher. Heavy cattle for short feeding are expected to be in better demand than giltweights.

"With good pasture conditions existing in practically all parts of the range region and with some tendency toward restocking of range herds becoming apparent, smaller numbers of range cows and heifers may be expected to come to market this fall than a year ago.

"Consumer demand for beef is expected to continue good for several months hence, with a slight tendency toward decrease probable. Demand during the first half of 1927 was about at the same level as a year earlier, a decrease of from 3 to 4 per cent in the movement into distributive channels being accompanied by an increase of two and one-half percent in average retail prices, 8 percent in wholesale prices and about 10 percent in cattle prices. Altho general industrial activity has slackened somewhat in recent months, a normal seasonal expansion is expected this fall.

"With prospective supplies of range cattle this fall smaller than in recent years, and present prices of most classes and grades of cattle higher than at any time since early in 1921, prices of grass cattle this fall are expected to be higher than last year and the usual seasonal decline will probably be less than normal.

"It seems probable that the maintenance of numbers of cattle at a point only sufficient to provide market supplies of beef approximately equal to those of this year, making allowance for population increase, would tend to eliminate many of the violent swings which have characterized cattle prices in the past and put the industry on a more stable and profitable basis."

CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September. R. H. WESTAWAY, Assessor.

DEPT. OF AGRICULTURE NOT TO ISSUE FURTHER COTTON PRICE TRENDS

WASHINGTON.—Secretary Jardine has decided that no more price forecasts such as that which caused a violent reaction Thursday in the cotton market are to be issued by the department of agriculture.

After a long cabinet meeting Friday Mr. Jardine declared he would conduct an investigation into the break in the market insofar as it was related to the report by the government that lower prices might be expected in cotton.

The secretary asserted the same report was made by the department on August 15. It was reiterated Thursday, he said, in connection with the usual monthly report on all crops.

NEW YORK.—Cotton, the principal staple of the south, Friday was the source of financial losses to many eastern speculators whose knowledge of the plant itself is as inconsiderable as that of Broadway "Mammy" singers.

For weeks the tip, "buy cotton," has been circulated outside of the usual trading market. Clerks, salesmen and tradesmen have invested surplus cash, purchasing as many bales as they could afford.

The tip was sound. In the past four weeks cotton has advanced 7½ cents a pound to more than twice the levels of last winter.

Because an economist employed by the department of agriculture in Washington guessed that cotton prices would decline, recent reports were wiped out in many cases, the potential value of the southern crop was reduced some \$80,000,000 and traders on the New York and New Orleans markets indulged in a wild stampede.

Leaders of the cotton exchange were wondering Friday whether the government should assume the function of predicting price changes.

Samuel T. Hubbard, Jr., president of the local exchange, telegraphed Secretary Jardine of the department of agriculture, and asking explanation.

The break came early in Thursday's trading when the Dow-Jones news ticker gave out a statement from the department's bureau of agricultural economics. The statement discussed the cotton situation and said "Should the present estimate of production be realized and past relationships between supply



The great American game of base ball originated with the Knickerbocker Club, organized in New York City in 1845. Abner Doubleday was the first person to prepare a diagram of the base ball diamond.

Umbrellas were first used in tropical countries to shield against the terrific sunshine. It was considered effeminate for a man to carry an umbrella in ancient Greece and Rome and they were used only by women. The first collapsible umbrella was made in England in the eighteenth century. Umbrella styles have changed in recent years and beautifully grooved handles are made of golden amber pyralin, a new material that is as stout as steel, and which may be sawed off to any size and brought out in the short and long lengths that make umbrellas "nice" to look at.

Woodrow Wilson was a master of English, and yet he remarked as he pushed an electric button that flooded the anama Canal on October 10, 1913: "Well, that's all there is to it. Gamboa is 'busted'." Gamboa was the dike that held the waters back.

FAST AND SNAPPY

Judge—"How old are you?"
Maid—"Well, er—er."
"Don't hesitate; every minute makes it worse!"

Posted signs at The Advocate.

and price prevail, it is likely that cotton prices will decline in the next few months."

Hundreds of buying orders were on hand when the report reached the trading floors.

But when the break started and buying orders vanished, the hundreds of small traders who had hoped to augment their incomes with a "plunge" in cotton hurriedly switched to the short side of the market.

The result was one of the quickest declines ever seen on the floor here.

Prices broke an average of \$6 a bale and closed \$16.50 a bale below the year's high of a week ago.

60,000 LICENSE PLATES ORDERED BY THE MOTOR VEHICLE DEPT. FOR 28

SANTA FE.—Sixty thousand new automobile license plates for 1928 were ordered Friday by the motor vehicle department, Assistant State Comptroller Charles Roehl announced.

Low bidder was the Gopher Stamp and Die company of St. Paul, Minnesota, at \$6,800. The plates are to be delivered next November first.

The new license plate will bear numbers of golden amber on dark blue background, with the figures 28 in the circle of the Zia sun sign in the upper left corner. The order for 1928 exceeds by 10,000 the 50,000 order originally made for 1927.

Five thousand additional plates for this year were ordered two months ago but of these, Roehl says only 1,500 are left and he expects this number to be exhausted by the middle of November. Probably 2,000 certificates of license will have to be issued, he said to finish out the year without ordering additional 1927 plates.

The new plates will begin to be issued soon after their delivery on November 1, Roehl states.

POSITIVE AT LAST

The prosecuting attorney was having a difficult time with the star witness for the defense. His answers were evasive and not to the point. The judge finally cautioned him to give more precise answers. "We don't want your opinion of this case, just answer questions put to you, that's all."

"You say you drive a wagon?" asked the prosecutor.

"No sir, I do not," came the positive answer.

"But didn't you tell me just a moment ago that you did?"

"No, sir, I did not."

"Gracious! I put it to you on your oath. Do you drive a wagon?"

"No, sir."

"Then what is your occupation?"

"I drive a horse!"

THAT KIND OF A GIRL

Wise—"Do you care for sports?"

Gal—"Yes, when I find a real one."

CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September. R. H. WESTAWAY, Assessor.



Them days has gone - forever"

THE brawny, horse-shoeing blacksmith with his leather apron and forge-smudged face has almost passed into oblivion. With him has gone the scent of burning horse hoof which used to hover about his establishment with its clatter of rusted wagon tires, buggy parts and other scraps. People today seldom see a blacksmith shop. For, with the coming of the auto, it is passing, just as the smeary coal-oil lamp and flickering candle passed with the coming of the electric lamp.

Folks were subjected to many inconveniences and discomforts in the horse-shoeing and coal-oil lamp days. But most of those hardships were cancelled forever with the arrival of such institutions as the electric, telephone, street railway and gas companies:

—of which this organization is one.

Southwestern Public Service Co.
ROSWELL—ARTESIA—CARLSBAD
Day and Zimmerman, Inc., Management



Can you afford to spend 25¢ a week — to save 50¢

IT is reliably estimated that it costs on the average \$20 per year for removing carbon from a six-cylinder motor. This does not include the cost of necessary repairs due to the wear and tear which carbon causes.

That's why you save money when you use Conoco Ethyl Gasoline even though it costs 3c more per gallon than ordinary gasoline. It costs you about 25c more a week—\$13 a year—but it saves you double this amount by reducing carbon removal and wear and tear bills. Isn't that wise economy?



CONTINENTAL OIL COMPANY
Producers, Refiners and Marketers
of high-grade Petroleum products in Alaska, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming

extra Knockless miles

E. B. BULLOCK

FEED, FLOUR, COAL, HAY, SEEDS

Artesia, New Mexico

Dependable Merchandise—Dependable Deal

Chaves County Cotton Carnival

FOR ALL EASTERN NEW MEXICO

ROSWELL

October 5, 6, 7 and 8

Four days of carnival features. Four parades one each day. Agricultural and commercial exhibits. Automobile show. Three days of biggest and best rodeo ever held in the state

Music by

SIMMONS COLLEGE COWBOY BAND

ARTESIA JUVENILE BAND

Old Timers Parade October 7. Every resident of New Mexico for more than 30 years invited to participate.

Eddy County People Especially Invited

INDICTMENTS BY FEDERAL AT ALBUQUERQUE

While theft cases predominate in the sixty grand jury at Albuquerque, the majority of the indictments were made Saturday before Judge Orrie L. Phillips. Several defendants were pleading guilty being set for trial on September 26. The majority of the defendants who were not arraigned Saturday will be arraigned Monday.

Allen, who had been tried for selling liquor, Saturday entered a plea of guilty to a case containing two counts. He was sentenced on the first count to 90 days in the Bernalillo jail and on the second count to a three months jail sentence and a sentence of nine months during good behavior. He was on probation for five years.

Lloyd and Gilbert Eacker were charged with bringing a stolen automobile into the state, pleaded guilty and were each sentenced to five years in the United States penitentiary. The sentences were suspended for five years.

Each, charged with bringing a stolen automobile into the state, pleaded guilty. His trial was set for September 26.

Allen Williams, alias Dancause, charged with a stolen LaSalle car from Albuquerque, pleaded nolle pro tunc. His case was set for September 26.

War and Howard Francis were charged with bringing a stolen automobile into the state, pleaded not guilty. Their trial was set for September 26.

D. T. Dewell, alias Jack A. Dewell, charged on three counts with the amounts on money ordered guilty on all counts. His case was deferred.

Fine pleaded not guilty on charges of motor vehicle theft. His trial was set for September 26.

Brown and Pecos Higgins, charged with violation of the product, pleaded not guilty. Their trial was set for September 26.

Speagle pleaded guilty to a stolen automobile from New Mexico. He will be sentenced Monday.

Speagle, against whom true bills were returned by the grand jury were in custody Saturday.

Salmon, violation of the motor vehicle theft law.

Raymond Myers, alias Jack Myers, violation of the motor vehicle theft law.

Randall, violation of the motor vehicle theft law.

(Dick) Lyle, alias Richard Leslie, violation of motor vehicle theft law.

Dwight, violation of motor vehicle theft law.

M. Abbey, violation of motor vehicle theft law.

Shoulders, violation of motor vehicle theft law.

Same, violation of motor vehicle theft law.

agan, violation of motor vehicle theft law.

Donald Straw, violation of motor vehicle theft law.

Smith, violation of motor vehicle theft law.

Bush, violation of motor vehicle theft law.

Marcus-Martinez, violation of motor vehicle theft law.

Arreleno, violation of motor vehicle theft law.

Yanquez, violation of the motor vehicle theft law.

Robles, violation of the motor vehicle theft law.

Epifano, violation of the motor vehicle theft law.

Eperanza Bernal, violation of immigration act.

McKenzie, violation of the motor vehicle theft law.

Martinez, violation of the motor vehicle theft law.

Langley, selling liquor to minors.

McBride, theft of government property.

Parton, violation of postal law.

Martinez and Avaristo, selling government property.

LOCALS

Lee Bewley returned last week from a trip to southern Texas.

C. O. Inglefield, of Lovington was attending to business matters here, Monday.

A son was born to Mr. and Mrs. Landis Feather Monday afternoon, the 19th, inst.

Miss Jessie Glenn Bullock is here this week from Ft. Worth, Texas visiting home folks.

Mrs. A. L. Allinger and Miss Leona Allinger spent Sunday with friends in Carlsbad.

Mrs. Viola Samuels, of Roswell, was the guest of Mrs. Tom Ragsdale Friday and Saturday.

Mr. and Mrs. Frank Linell and their little granddaughter, Peggy Linell, motored to Roswell Saturday.

Howard Whitson, proprietor of the Artesia Steam Laundry, was a visitor at Albuquerque over the week end.

Miss Ruby Turknett, who is attending Fleming's Business College at Clovis, spent the week-end at home.

C. R. Bernard, superintendent of the Lake Arthur schools, was attending to business matters here Saturday afternoon.

Mexican farmers will soon begin the harvest of their frijole and pinot bean crops. The yield will equal that of last year, it is believed.

Miss Mary Dewell, of Roswell and her friend, Miss Dot Crawford, of Clovis, were here last week visiting Miss Frances Dewell, manager of the Dewell store.

D. T. Dewell, spent Friday and Saturday here looking after the local branch of the Dewell stores. He left Roswell Monday to spend a month at the Dallas store.

Mr. Emery, who recently acquired the Glenn place west of town through a trade, came on the last of the week to take possession of it. His family will follow later.

J. B. Cecil, of the C. A. P. ranch informs us that the work of harvesting the apple crop is moving along nicely. More than thirteen cars of apples have already been shipped to market from this ranch.

COMPLETE POTASH TEST EAST OF CARLSBAD

The Sullivan Machinery Co. crew which has been drilling the three New Mexico core tests for potash salts on contract for the Bureau of Mines, U. S. Government, has completed the last of these tests. The equipment used in the work is being stored in Carlsbad to await further orders, and the men are being released. This third test is about twenty-three miles east of Carlsbad on the Crawford-Johnson ranch.

About eighteen men have been employed in the camp of this company for several months, all being local men except four. The three drillers left this week for their homes, and Mike Doyle, who has been in charge of the work, will go in to the Chicago headquarters office of the Sullivan company.

James S. Wroth, engineer in charge for the Bureau of Mines, has overseen the work for the government, as well as being in charge of Texas tests under way and planned. Mr. Wroth is at Metz Texas this week, looking after a similar test there.

Except the detailed information indicating that the first test in New Mexico, which was about twenty miles north of the last test, was not commercially profitable, no reports have been made from these tests. It is considered however, that a very high per cent of core recovery has been made in this work.

Dillon Grants Aid in Paralysis Fight

Saturday Governor Dillon approved a \$4,000 loan sought by the state health department to bring a physiotherapist to New Mexico to treat children and others who have been left invalids by infantile paralysis. State Health Director George S. Luckett estimates on the basis of a survey recently completed that there were seventy-five paralysis cases in New Mexico as a result of the outbreak, which appeared last spring and still continues. Sixteen patients have died.

In twenty-seven percent of the cases of paralysis resultant from infantile paralysis, some improvement has been accomplished by massaging, according to Doctor Luckett. However, this has to be skillfully done; otherwise more harm than good may result. In some cases there has been a complete recovery of the use of the muscles.

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Mrs. Jim Berry underwent an operation for the removal of her tonsils at the Carlsbad hospital Saturday.

Mr. and Mrs. M. A. Corbin, son Mark, Jr. and the latter's friend, Delbert Jones attended Ringling Bros. circus in El Paso Monday.

Mrs. Dorothea Painter motored to Roswell Saturday to bring home her husband, who was there. Mrs. Howard Gissler and the Misses Minnie and Edna Dungan accompanied her on the trip.

W. G. Ross, manager of the International Supply Co., returned the first of the week from a visit to oil field points in Texas, including the new town of Pyote. Mr. Ross reports much building activity in the Pyote area.

J. H. Felton, who is farming the Thompson ranch, in the Cottonwood community, says that he will ship approximately five cars of apples from the orchard this season. The yield is lighter than last year, but the quality is fair, he says.

Leonard and Harry Jernigan visited in Clovis last Thursday and Friday. On Saturday Leonard drove back to Clovis with Mrs. John Hyatt of Carlsbad, an old Clovis friend of the Jernigan family, who was going up for a few days visit at her former home.

Residents of Artesia will take pleasure in welcoming Mr. and Mrs. E. L. Wilde and son, from Lordsburg, this state, who have recently moved here to make their home. Mr. Wilde is the plant quarantine inspector for this district, under the federal horticulture board.

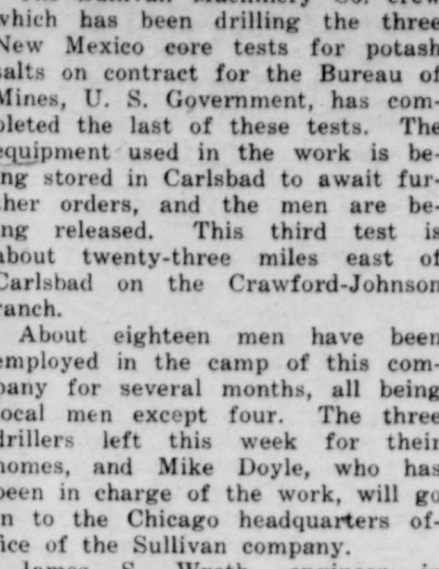
Artesia fishermen at last had their efforts crowned with success while fishing in the Pecos near Otis last week. The party included Mr. and Mrs. A. L. Mount and Mr. and Mrs. Dick Vandagriff. They returned with a four pound cat, a three foot eel and three bass. We might also add that they missed the hornets nest.

FAIR ENOUGH
"Do you have to work long hours?"
"No; only the regulation length; sixty minutes."

THERE'S A DIFFERENCE
"But surely seeing is believing."
"Not necessarily; I see you every day."

We have a complete line of samples of social stationery—Artesia Advocate.

YOU TELL 'EM



Too many men who boast of being self-made were interrupted before the job was finished.

When Springs Wear Out

—one thing is sure, they need to be replaced.

We can take care of the job to your utmost satisfaction. We use

EATON REPLACE-
MENT SPRINGS

Sinclair and Mobile Oil
Continental Gas

Pecos Valley
Garage and
Machine
Shop

Phone 35

Artesia Lodge No. 28 A. F. & A. M.

Meets first and third Thursday nights of each month. Visiting members are invited to attend these meetings.

PROFESSIONAL CARDS

J. H. JACKSON
Attorney-at-Law
Notary Public
Rooms 1 and 2
First National Bank Building

S. E. FERREE
Attorney
Notary Public
Artesia, N. M.

DR. LURA L. HINSHAW
OSTEOPATHIC PHYSICIAN
Hours 9 to 5. Others by Appointment.
Phone 75
At Residence Four Blocks South on Gravel Highway.
Artesia, - - New Mexico

J. J. CLARKE
Dentist
Office in Clarke Building
Artesia, N. M.

DR. F. L. WESTFALL
Dentist
Residence Phone 252
Office Phone 76
Office over Ferriman's Store

H. AUSTIN STROUP, M. D.
PHYSICIAN & SURGEON
X-RAY LABORATORY
Office at Palace Drug Store
67 Office PHONES 217 Res.

DR. J. D. BEWLEY
PHYSICIAN AND SURGEON
Artesia, N. M.
Office Phone 72
322 Main Street

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Real Estate, Insurance, Bonds
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KISHBAUGH & HEFLIN
Artesia, New Mexico
CONTRACTORS AND BUILDERS
Plans and Estimates
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Rain or shine we are still putting out one day service in dry cleaning. We have put on more help and are prepared to put out the work. Bring your clothes early and get them the same day. Call Phone 11.

SMITH TAILOR SHOP

W. A. WILSON
CIVIL ENGINEER
ROSWELL, NEW MEXICO
Oldest Engineering Office in Southeastern New Mexico
SURVEYS
UP-TO-DATE MAPS
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Next time you buy calomel ask for

The thoroughly purified and refined calomel combined with assistant and corrective agents. Nausealess—Safe—Sure

THE EDDY COUNTY
ABSTRACT CO.
CARLSBAD, NEW MEXICO
Reliable Abstracts
Prompt Service
Prices Right
We Are Bonded
Let us do your abstract work

STAYING PUT
Guest—"I seem to know your face. Must have met you here before I guess."
Other—"I wouldn't be surprised. This is my house."

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SURVEYS
UP-TO-DATE MAPS
WELL LOGS
Special attention paid to posting Federal Permits and Oil Purposes Surveys

GEOLOGICAL
Map of Wyoming
Showing Structures and Oil Fields of the State and
SAMPLE COPY
of the
INLAND OIL INDEX
containing weekly news on Petroleum and Natural Gas activities in the Rocky Mountain States.
Both for 10 Cents

Wyoming Oil World
Publishing Co.
Lock Drawer 1138
Casper, Wyoming

for Economical Transportation

CHEVROLET

Amazing Performance!

-an outstanding feature of the most Amazing Quality in Chevrolet History

The COACH \$595

The Touring or Roadster \$525
The Coupe \$625
The 4-Door Sedan \$695
The Sport Cabriolet \$715
The Imperial \$745
1-Ton Truck \$395 (Chassis Only)
1-Ton Truck \$495 (Chassis Only)

All prices f.o.b. Flint, Michigan
Check Chevrolet Beloved Prices
They include the lowest handling and financing charges available

Learn for yourself the thrill of Chevrolet performance. Come in—take the wheel of your favorite model and go wherever you like. Drive through the crowded traffic of city streets—and note the handling ease. Step on the gas on the open road and enjoy the swift sweep of the passing miles. Head for the steepest hill you know—and see how effortlessly the Chevrolet motor will carry you up.

Here is performance you never thought possible except in cars of much higher price—
—performance that only Chevrolet provides at prices so impressively low!

Lowrey-Keyes Auto Co.

Artesia, New Mexico

QUALITY. AT LOW COST

Come To

Just received shipment of Ladies New Dresses
\$6.75, \$11.75 and \$19.75

"Our Store"

Our Shoe stock is complete for every member of the family. Prices as low as quality will permit.

Saturday

LOCALS

Mr. and Mrs. Ralph Shugar and little daughter, Jane spent Tuesday in Roswell.

Mr. and Mrs. A. L. Jackson and baby are visiting relatives at Hale Center, Texas.

R. L. Paris made a business trip to Capitan Tuesday. J. E. Robertson accompanied him.

Rev. Peterson, of Tucumcari, will preach at the Baptist church next Sunday morning and evening.

Van Welch and his daughter-in-law, Mrs. Wendell Welch, left Tuesday for a visit at Robinson, Illinois.

Sebird Henderson, of Inghram, Texas, was here yesterday visiting his uncle, J. W. Turknett, and family.

Capt. Moody and wife arrived this morning from Milwaukee, Wisconsin to visit Mrs. Moody's sister, Mrs. Mary Kissinger.

The Perley George family made a trip through the Carlsbad Cavern last Sunday. B. J. Lampton accompanied them to the Cavern but did not go through.

Artesia will be represented at the Dempsey-Tunney fight in Chicago tonight. Wendell Welch started Sunday to take in the big battle. Pearl Morris accompanied him on the trip east.

Mr. and Mrs. Ossia Coalson and Mrs. Una Hutcheon represented the Peoples' Mercantile at the Roswell style show last night. With them went Mrs. A. F. Phillips and Miss Alma Norton.

J. W. Graham went to El Paso Sunday on a business trip. He was accompanied by his son, James, Carl Cunningham and Robert Rogers. The latter went to El Paso to enter the International Business College.

Mrs. "Col." Williams and Mrs. Sam Williams drove to Roswell last Friday to meet Mrs. S. T. Williams, and daughter, Miss Nannie Williams, of San Antonio, Texas, who were coming from Purcell, Oklahoma for a visit at the "Col." Williams home.

CAR OWNERS must render their automobiles for taxes for the year 1928 during the month of September. R. H. WESTAWAY, Assessor.

Know Your Groceries

We know our groceries, in fact we do not handle any line that does not rank with the best in quality, because you eat the contents, not the pretty attractive label on the outside. In this store you will not find any of those "just as good" brands that you never heard of, but those with proven quality

Peoples Mercantile Co.

ARTESIA, NEW MEXICO

WHOLESALE

RETAIL

NO EASTERN COUNTIES INTERESTED IN THE FLOOD CONTROL PROJECT

People of Quay, San Miguel and Harding counties will ask the federal government for \$4,000,000 a year for five years for flood control, work on the Canadian river and tributaries, according to Paul Dodge, editor of the Tucumcari News. Mr. Dodge is one of the Quay county delegation that came to Albuquerque to meet Mayor William Hale Thompson of Chicago and boost flood control on the Canadian river.

Quay county is greatly interested in the reclamation aspect of the Canadian river situation, Mr. Dodge said. It is estimated that the projected Conchos reservoir near the Bell Ranch in San Miguel county will control 1,600,000 acres feet of water and make it possible to irrigate 125,000 acres of now arid land by gravity flow. This dam site is on Pajarito creek, and it is proposed to run laterals from the dam site over into Texas. This is the first step being projected in the plan to harness the Canadian river, thereby relieving some of the flood pressure in the Mississippi valley.

After the Conchos dam has been built, a dam on Ute creek in Harding county is projected. It will be possible to irrigate approximately 125,000 acres from this reservoir, Mr. Dodge said, although it will be necessary to pump water to a considerable area of mesa land higher than the reservoir.

Engineers estimate that it is the last one-fifth of an inch of water pouring into the Mississippi that causes the greatest flood damage, Mr. Dodge said. The Canadian furnishes more than this amount, so the flood danger in the Mississippi valley will be considerably abated by controlling the Canadian. It is through this flood control angle that residents of that section under the leadership of Arch Hurley, Mississippi flood commissioner for this district, are seeking to enlist the support of the federal government in the work of damming the river. —Albuquerque Journal.

ALONG LIFE'S TRAIL

By THOMAS ARKLE CLARK
Dean of Men, University of Illinois.

CUSTOM

CUSTOM is rock-bound, immovable, or at least it is in the little community in which I live. If one undergraduate takes off garters the whole group within a week will be running around with their socks crumpling over their shoe tops. If one girl bobs her hair or rouges her cheeks most of the others fall unresisting into line. When I inquire, as I often do, why certain things are being done in a certain way in our community or in one of the organizations to which I am attached, I almost invariably get the answer, "Why we've always done it that way." The idea that one could change or improve a custom seems never to have entered the heads of those in charge of affairs.

We stick to the old because it is easier to do so. I know a man up in the country, who, although there is a good furnace in the house into which he has moved, still runs a base burner and carries in the coal and carries out the ashes and shakes the thing down in the morning just as he has been accustomed to do since the time he was a boy. He's always done it that way, so why change?

I have been trying recently in the academic community in which I live to bring about a change with reference to a custom which has been followed for many years by the organizations about the campus in the procedure connected with their initiations. There is no sense in what they are doing, there is no intelligent purpose in it excepting that it interests and amuses those who plan and execute the tricks played upon the initiates. When I make a plea for eliminating it, I always get the come back: "Why, we've always done it that way. What else could we do if we cut that out?"

It never occurs to them that it might possibly be better to do nothing if what is being done is useless if not harmful.

Mrs. Clifford always cleaned her kitchen on Saturday mornings. She swept the room carefully, gathering all the dirt into a little pile in front of the door where those who came and went either stepped over it or tracked through it. She began her scrubbing at the farthest corner of the room, and when she finally reached the little pile of refuse she gathered it up in a dust pan and threw it into the stove. Why she did not do this at first, I never could understand, excepting, as she said, she'd "always done it the other way."

A BIT OF FOXING

Actor—"And the audience, my boy, were glued to their seats until the show was over."

Critic—"That certainly was a neat way of keeping them there."

Advocate want ads get results.



Fashion Pageant and Style Review

Our style showing of ladies' wear will be bigger and better than ever before. We will present not only styles and models from our Artesia store, but we will also model styles from each retail store of Joyce-Pruit Co. on their own individual models. Miss Clovis, Miss Carlsbad, Miss Hope, Miss Portales, Miss Roswell and Miss Artesia, will model for your inspection several thousands of dollars worth of Ladies' Wear at

MAJESTIC THEATRE

Tuesday Evening, September 27, 1928

AT 8:00 O'CLOCK

Joyce-Pruit Company

BUSINESS CONDITIONS SHOW UPWARD TREND RESULT OF FALL BUYING

NEW YORK.—The gradual acceleration of American business toward the autumn peak was continued last week, with fewer evidences of irregularity. Spottiness, however, was not entirely absent, particularly in agricultural lines and retail trade, which were affected by unseasonable weather conditions.

The steel trade failed to make any remarkable strides during the week, but the expectation of a sharp turn for the better within a short time continued to manifest itself. Prospects of larger buying by railroads and makers of agricultural implements gave strength to hope that the industry would move forward much more briskly a little later in the fall.

The trend of car loadings continued upward, a new record for the year being established in the first week of September. The figure, however, fell below the corresponding week of last year for the seventeenth consecutive week. Total loadings for the first eight months are considerably under shipments for the same period of 1926, and little hope is held out that quickening business in the remaining weeks will be heavy enough to close the gap.

The petroleum trade was relatively

quiet. The Seminole field is less frequently cited as a menace to the trade, and the potential hazard in West Texas appears to have been brought under control before it actually became a serious problem. Prices remained practically the same as the week before.

The automobile business likewise followed an even trend, although slight decrease in the Detroit employment figures indicated a small fall-off in operations.

In the crops division, cotton was very unsteady, affected largely by conditions only indirectly related to the field. A government report intimating a low price trend caused a sharp break in several of the prominent cotton markets, despite the fact that cotton consumption promises to be very large and the yield below normal. Corn and winter wheat harvests have been estimated by the government reports slightly

more than previously. Wheat prices however, consequence of expected large yield in Canada. In the middle western corn belts was reported by beneficial to the grower.

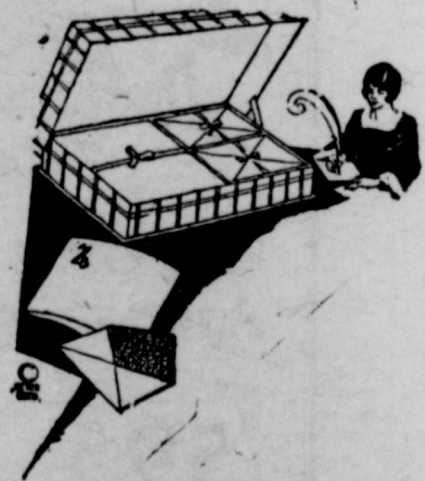
STATIONARY L

Tourist—"Say, boy, this road go to?"
Indignant—"It don't go. It's here every morning along."

Leave your kodak roll den's. In at 9 a. m. out

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