Page Two

THE ARTESIA ADVOCATE THE RETALL STORE

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| тELEPHoNe |
| NTERPRETING CHRISTMAS <br> By Helen Welshimer, In Amarillo News |
| Most youngsters believe that there is a benevolent old saint somewhere, far to the north, who looks up his toy factory on Christmas Eve and travels around the world with a bottomiess pack of toys. Childrens eyes hold a their stockings on the magie night. Maybe they are hungry. Cold, too, perhaps. And dis. appointed. But Santa Claus won't fail them, they tell themselves. |
| They remember that he has stood on the corner and asked them exactly what they wanted. He has pocketed their letter saw him do it. Secure in their dreams, they go to sleep. |
| when they awaken on Christmas morning unless we get busy. They are going to be hurt and baffled when they find a limp stocking where they had expected them to be so plump and gay and merry |
| They are going to bury their heads in the blankets to crush the sobs while they wonder why they were forgoten. <br> And ever after the tinel will mean nothing. A world in which |
| Santa Claus will take all of his toys to somebody else can never be quite so lovely to a little boy or girl again. |
| Santa Claus crossed their addresses from his calling list. If we interpret the spirit of giving as we should, every sockitg carol.fat and every child's voice will be as litting as a Christmas car The large number of children who are dependent on our gen- |
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| their gifts to each other. They brought them to one who couldn't repay them in like coin. |
| or spinning top and a candy cane for the top of the stocking. But he won't foret. After a while when he is older and understands that Santa Claus is only the spirit of Christmas, he will remember |
| gratefully that life didn't fail him. He won't be afraid to trust it again. |
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something radically wrong
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THE RETAIL STORE


$\qquad$ ruckmen came so frequently
her house that she had two co
tainers just inside her front do
abeled out" and "in" for

## Husighanil <br> "On the Plaza"* EL PASO-TEXAS

## $\mathrm{M}^{\text {ANESSTI }}$ THEATRE

## 'Lasca of the Rio Grande'

DEC.
A story of the Mexican Border.Magic Carpet and Comedy Shows at 2:30, 7:00 and 9:00

Thursday, December 1

## UNINTERRUPTED SERVICE

When the storms blow and the ther mometer hits new low levels, many services are interrupted. An example of this was forcibly brought home during the recent cold weather. But the ser vice offered by the gas company goes on uninterrupted and able to supply ample fuel to every one of its consum ers.

Most people consider this as a matter of fact. Few realize the utmost precaution and preparation that has made this service possible.

THE PECOS VALLEY GAS CO.

## Only G00D Flour

Really
Cheap


BLACK-DRAUGH
WANTED-Clean Cotton Rags



WMMISSION ASKS | notice of pubication |
| :--- | :--- | :--- |
| (Domestic) |$|$ For healthand happiness OURT TO RESEND $\begin{aligned} & \text { Pursuant } \\ & \text { Nem } \\ & \text { Nem Met }\end{aligned}$ YTENSION ORDER






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## ER COTTONWOOD

EXHIBT

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School Exhibit of

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prize of $\$ 5.00$ in gold.
In the individual
Plain hand sepils won
Geraldine Felton: ${ }^{\text {nid }}$ place.
Hachine sewing:
Mary
Mary Jane Terry, 1st and 2nd.
anning:

Penmanship:
Seconship: grade-Ulest, 2nd and
St
Place; sixtth grade, Mowns,
Opal Parke, 2nd; seventh grade,
Group mawns, 3rd place.
George Johnson
ton, 2 Ind place.
st grade, Clara Bell Durkin,
place; fourth grade, Ava


## MUST SELL-

Located at the corner of Main and First Streets, inter-
section of Highway 2 and 83 , near six story hotel, establishsection of Highway 2 and 83, near six story hotel, establishthe Feed, Flour, Coal and Seeds.
E. B. BULLOCK
(6) LOCALS

## Miss Ella Brow was at home from Hope, over the week-end. Irvin Martin was in Carsbad Friday attending to busininess mat- <br> Friday attending to business mat- ters. Mr. and Mrs. Bryant Williams of Hope were shopyng in Artesia Sturdiny, Mr. and Mrs. Bryant Williams of Hope wert shopyng in Artesia Saturday.



A. G. Wari iters of Seymore, Mis-
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here vising his sis son, f. f. E. Weeks
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J.
 of course you'll want lots of
Christmas Godien ine
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Fruit che Wie have a niec lot of de. unheard of prices oind one
pound 40 e . . two pounds 7 75e candies-



## City Bakery <br> . C. PIOR, Prop.

Phone 90

## Ohnemus \& Son

blachsmith SHOP
Blacksmithing, Woodwork and Horse $\substack{\text { Shoeing } \\ \text { Plork } \\ \text { ialty } \\ A}$
indec ialty.
All Work Guaranteed

CLEAN WHOLESOME MILK
From an all Jersey Herd-10c per quart. Two Deliveries Daily.
ADKINS DAIRY Phone 09F12

## The Outstanding Value for 1932

See the new Chevrolet Six, now on display at the Jackson Chevrolet Company ... the new Chevrolet embodies ten distinct
improvements and sells as low as $\$ 475$ f. o. b. factory:

Silent syncro mesh shift
Simplified free wheeling
60 horsepower cylinder engine
60 horsepower ( 70 miles per ${ }^{\circ}$ hour
Faster, quieter getaway
Smoother operations
Smarter Fisher bodies
Greater comfort and vision
Unequalled economy

## ELECTRICAL SPECIAL

Remove, clean and adjust spark plugs; remove, clean and adjust distributor points; remove, clean and adjust battery conn
tions; tighten fan belt, check timing, check all wiring.

## All for $\$ 1.00$

R. D. Compton has been selected to have his car washed or greased free during the next week ... Watch for your name

Repair Work at Popular Prices
Kinder, Jones and Monschke
AT JACKSON CHEVROLET CO.
Paton Jones Chevrolet Company
 Christmas Gift

The fragrance and loveliness of Flowers steal their
way into Milady's heart. For Blooms are ever the way into Milady's heart. For Blooms are ever the
charming gift, the truest messenger of sentiment.
Most especially Cut Flowers and Plants from -
Terpening's Greenhouse Phone 112

LEGAL BLANKS---THE ADVOCATE WEDDING ANNOUNCEMENTS-PHONE NO. ?
J.C.PENNEYCO.

ARTESIA, NEW MEXICO


Perfume


## Social




HOPE ITEMS
Mr. and
tored to
Ed MTide
busine
 Mrs. Edington Gage of Artesia
ited d the W. S. French family
day.






Christmas Suggestions

from McCLAY FURNITURE STORE

New Merchandise -.New Low Prices Buy Practical Gifts


LOOSE LEAF DEVICES AT THE ADVOCAT

# BUY NOW-- AT SALE PRICES 

mosa Nice Selection of Gift Itemseress

| SMART NEW BERETS | Most beautiful line of <br> BOXED | EXQUISITE TIES <br> FOR MEN |
| :---: | :---: | :---: |
| And Scarfs to match in all white, black, red and brown. | HANDKERCHIEFS <br> in town-Box | We give you a nice holly box with each tie. . . . only- |
| \$1.95 \& \$2.50 | 29c to \$1.50 | 59c |
| Munsing and Gordon <br> BLOOMERS <br> and <br> PANTIES <br> Make practical gifts only89c | Complete new showing of | EXTRA SPECIAL FOR MEN |
|  | RIDGE SETS | A nice Ide Shirt Value .------ $\$ 1.95$ |
|  | and Vanity Sets lowest prices | Tie ------------------- .59 <br> Box .10 |
|  | 19c to \$3.49 | Total - ------\$2.64 On sale, all for- |
| New Hansen KID GLOVES In Black and Brown \$1.95 \& \$2.50 | $\begin{aligned} & \text { BEAUTIFUL NEW } \\ & \text { BEADS } \end{aligned}$ | BUY NOW! |
|  | A gift that pleases | ARROWHEAD SOX |
|  | 79c to \$1.29 | Quality from heel to toe . . . only - |
| GORDON <br> SILK HOSE Are best for gifts \$1, \$1.35, \$1.65 |  | 25c |
|  |  | The gift for every man |
| LADIES BAGS <br> In new styles are just the thing for a nice gift . . . $\$ 1.50$ values on sale for$\$ 1.00$ | ping at our store and <br> SAVE MONEY | A GIFT FOR THE HOME |
|  | Quality at Lowest Prices | Lincoln Electric Clocks . . . only- |
|  | * \% \% | \$1.75 |

# WATCH FOR THE OPENING SALE OF THE GOLDEN EAGLE－－Saturday Morning，Dec．12th NEX＇T DOOR TO THE CITY BAKERY 

## Classified

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## $\overline{\text { notice }}$

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THE CHURCHES

| FIRST CHRISTIAN CHURCH 6th and Quay Streets |
| :---: |
| $\begin{aligned} & \text { 9:45 a. m. Bible school. } \\ & \text { Brown } \text { Buperintendent. } \end{aligned}$ |
| ST．paul empiscopal <br> Church of artesia <br> Rev，F．B．Howden，Jr．，Rector． |
| Services held every Sunday eve－ ning except the First Sunday in The church sch p．m． <br> The church school meets at 5：00 |
| Holy communion，second Mon－ day of each month，and at other times as announced． |
| FIRST $\left.\begin{array}{c}\text { PRESEBTERLAN } \\ \text { Fourth and Grand }\end{array}\right)$ |

## christian science society 6i3 w．Main Street

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IF. you have a defective windshield in your Model " A " Ford due to open spots or bubbles w after December 31, 1931, so bring your car in right away if you wish to take advantage of this saving To enjoy the Xmas holidays let us fix you up with a good Used Car. We have several dif ferent models and types thoroughly reconditioned to pick from now. Come in and take you

Ford ARTESIA AUTO CO.
Phone 52

SELIGMAN HAS NOT CHANGED HIS MIND ABOUT OIL EMBARGO

WE THANK YOU 6,000 BILLS PUT IN The solowing have reneved POLITICAL STEW POT



## Now is the time to select N 4 等

BILL FOLD
Sets for him
$\$ 3.95$ to $\$ 10.00$


STATIONERY In Holiday Cabinets 50 c to $\$ 3.00$ complet


Select your Greeting Cards Now! 288 designs 1c to $\mathbf{5 0 c}$

## The McAdoo Drug Co.

