

Artesia Advocate

A CONSTRUCTIVE ADVERTISING MEDIUM FOR THIS TRADE TERRITORY

ARTESIA, NEW MEXICO, THURSDAY, DECEMBER 17, 1931

NUMBER 1

Artesia Lodge No. 28
A. F. & A. M.
Meets First and Third Thursday night of each Month.
Visiting members invited to attend these meetings.

Professional Cards

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

A. STROUP, M. D.
PHYSICIAN & SURGEON
X-RAY LABORATORY
Office at 323 West Main St.
PHONES 217 Res.

FRED WESTFALL
Dentist
in Bank Bldg.—Phone 83
CARLSBAD, NEW MEXICO

E. FERREE
Attorney
Notary Public
ARTESIA, N. M.

CLARKE
Dentist
in Clarke Building
ARTESIA, NEW MEXICO

BERT and COLLINS
Estate, Insurance
Bonds

C. L. Womack
Practice of
Surgery and Medicine
Artesia, N. M.—PHONES—Res. 301
Day, 302

COVER & HOOPER
Insurance
Artesia, N. M.
December 8

EARL BOW
Artesia, N. M.
December 8

CHARLENE MA
Artesia, N. M.
December 8

ERS OPEN
Artesia, N. M.
December 8

LAGS
Artesia, N. M.
December 10, 1931

OTIS OWENS
Artesia, N. M.
December 8, 1931

MARGUERITE NELSON
Artesia, N. M.
December 8, 1931

PURINA SPECIALIST HERE
Artesia, N. M.
December 8, 1931

MISS LARUE MANN
Artesia, N. M.
December 8, 1931

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Xmas Programs at Churches

SANTA WILL BE HERE ON SAT. AFTERNOON

A communication received from Santa Claus by members of the Rotary club is to the effect that the old gentleman is on his way toward Artesia and expects to arrive here in time to meet the kiddies of this section at 2:00 o'clock Saturday afternoon. He will treat every child. His mode of travel will depend somewhat on the weather, the communication stated.

Expenses incidental to the coming of Santa, the distribution of Christmas packages, and the erection of the municipal tree has been cared for out of a fund provided by the club.

A Rotary club committee yesterday completed the purchase of the treats and all accessories for the tree. Sacks for the nuts and candies will be made by the home economics department of the Artesia high school and the distribution of the treats will be looked after by members of the American Legion.

Remember Santa wants to see every child of the Artesia trade territory, Saturday afternoon at 2:00 o'clock. Make your arrangements to be present.

SCHOOL BUS OVERTURNS

The Dayton school bus overturned yesterday morning shortly before 8:00 o'clock, as the bus was traveling east in front of the Gail Hamilton home. A slippery street was held responsible for the accident, when the bus almost changed ends and turned over on its side. Fortunately none of the passengers were seriously injured, although some of the pupils were said to have been bruised and slightly cut.

AUDIT CHARGES SETTLED

Settlement of the charges made against the state university, made by his auditors, was reached at a conference at Santa Fe Tuesday, State Comptroller J. M. Lujan said, adding that the university's explanations are satisfactory and the expenditures were made apparently in the best interests of the institution.

GENERAL HEALTH SCHOOL CHILDREN IS GOOD SAYS PUCKETT

Dr. O. E. Puckett, county health officer of Carlsbad, spent Tuesday in the north end of the county inoculating twenty-seven pupils against diphtheria here and at Cottonwood. There is not a single case of diphtheria in the county, says Dr. Puckett. In fact the general health of the school children was never better at this season of the year. There are no communicable diseases with exception of one case of scarlet fever, which is about well.

SCHOOLS CLOSE FOR THE HOLIDAYS 23rd

The Artesia schools will close December 23rd for the Christmas holidays and will open again on Monday January 4th.

Four Local Churches Preparing Programs For Holiday Season — One To Observe A White Christmas.

CHRISTMAS PROGRAM AT CHURCH OF NAZARENE

The children of the Nazarene church have been busy for some time preparing for the annual Christmas program to be presented at the church Tuesday evening. The orchestra and chorus have also been working hard and will contribute a good share of the program.

A splendid program is anticipated and a hearty welcome is extended to the friends of the Church of the Nazarene to attend. The program will begin promptly at 7:30 p. m.

PRESBYTERIAN CHURCH

A Christmas program has been arranged at the Presbyterian church under the direction of Mrs. Rex Wheatley and the program will be given Wednesday evening by members of the Sunday school class. A Christmas tree with a visit from Santa Claus has also been planned with treats for all of the kiddies.

METHODIST CHURCH

The Christmas program at the Methodist church will be presented (Continued on last page, column 5)

EDDY TAX RATE

It may be interesting to some of our readers to know the various items which compose the 1931 tax rate in Eddy county. The rate below is based on \$100 valuation.

State, \$0.5500; county, \$1.9435; horse and cattle sanitary, .4500; sheep and goat sanitary, .6000; hog cholera, .3500; Carlsbad school district, .7420; School district No. 1, Otis, .0600; school district No. 4, Black River, .5000; school district No. 6, Rocky Arroya, .2560; district No. 8, Hope, .8540; district No. 10, Loving, \$1.3250; district No. 12, Dayton, .0220; district No. 16, Artesia, .8590; district No. 17, Atoka, .1700; district No. 27, Cottonwood, .7270; Carlsbad town, \$1.0492; Artesia town, .7145; Hope town, .5000.

FREE TICKETS TO MAJESTIC

How would you like to see a show at the Majestic theatre as a guest of The Advocate? Sounds interesting doesn't it. And it is interesting, regardless of whether or not you carry a rabbit's foot and think perhaps you are lucky.

Beginning this week, the names of two persons living in the Artesia trade territory will be found in two display advertisements appearing in this issue. Find your name. It will only take a few minutes. If your name is there, you will be privileged to see your choice of attractions at the Majestic theatre, any night until December 27th. Call at this office and get your tickets.

A search thru the ads in this week's issue will provide plenty of amusement, it will test your power of observation. Try it, you may win.

PACKAGES SHOULD BE BROTT EARLY FOR THE NORTH MAIL

Wrap and mail your Christmas packages early, is timely advice given from the post office department at this season of the year. Do not wait until the last minute to do your shopping and expect the package you mail to arrive on time. Avoid the last minute rush, mail your packages and parcels now. Post Master Hannah calls attention to the necessity of getting your Christmas mail to the office early if you want it to go north. You should get to the office not later than 11:00 a. m. to be sure the package can be handled on the outgoing mail north.

An extra clerk will be on duty to help care for the extra business during Christmas week.

VIEW POINT OIL ASS'N IS MISUNDERSTOOD

A slight misunderstanding has arisen regarding the context of the resolution approving the principle of pro-ration, passed by the New Mexico Oil Men's Protective Association, at its annual meeting here December 2nd. The resolution, members of the association explain, did not refer to any particular area, but to the oil producing territory as a whole. It called attention to the fact that pro-ration had been a vital contributory factor in the stabilization of the oil industry and to the fact that the industry was still in a precarious condition as result of the continued increase in production. The association endorsed the principle of pro-ration to the fullest extent in the entire oil producing territory and asked that copies of the resolution be sent the governor, the state land commissioner and to the state geologist.

A copy of the resolution has been forwarded Governor Seligman by Wm. Dooley, secretary of the New Mexico Oil Men's Protective Association, who also thanked Governor Seligman for his efforts to obtain national legislation for the relief of the oil industry. Mr. Dooley's letter stated:

"We wish to thank you for the copy of your letter to President Hoover, which you kindly enclosed. We are very much pleased to note you have enlisted the support of the governors of the other oil producing states in your effort to assist in stabilizing the oil industry."

BUYS ADKINS DAIRY

B. R. Hammond, has purchased the Adkins dairy, it was announced yesterday. Mr. Hammond was a joint owner of the dairy when operations first started, later disposing of his interest to E. E. Adkins. Recently Mr. Hammond purchased the dairy herd and equipment from Mr. Adkins and will continue to produce grade A milk. See his announcement in this issue.

GIRL SCOUT RUMMAGE SALE

The Girl Scout Rummage Sale last Saturday was a financial success, realizing \$25. Besides making a substantial donation of clothing to the Community Chest the organization raised \$25, which will pay all of its indebtedness and leave sufficient balance for running expenses until the spring drive.

LIEBERMAN NAMED ON U. S. COMMITTEE

GALLUP—Joseph W. Lieberman, former state commander of the American Legion, has received appointment from Henry L. Stevens, Jr., national commander, to national graves registration committee. The appointment is for four years, and means a trip to France each year for inspection of graves of American soldiers.—State Tribune. Mr. Lieberman is known to many Legionnaires here, who will be interested to know of his appointment.

MEDICAL ASSN. MEETS

The Eddy County Medical Society held an interesting meeting at the court house in Carlsbad, Thursday evening which was well attended. Only two physicians in the county were absent, Dr. L. C. Womack of Artesia, who was detained on account of illness of his little daughter and Dr. R. J. Boatman of Carlsbad.

Dr. H. A. Stroup of Artesia led the discussion in preventing accidents from unvented gas stoves. There has been no milk sickness or alkali poison cases reported recently over the county, which is gratifying, but nevertheless an unusual report for this season of the year.

Physicians attending from Artesia included: Chester Russell, H. A. Stroup and R. K. Hoover.

SUPREME COURT HOLDS FARMERS ARE ENTITLED A REFUND

SANTA FE—Gas tax refunds to farmers and others not using gasoline for vehicles on the highways were declared valid by the supreme court Monday. The court held that refunds will not impair the state's obligations to highway debenture holders. George Streit & Co., sought to enjoin the comptroller's office from making refunds.

The issue of whether the law became effective upon the signature of the governor or ninety days later was not decided by the court, which compels the comptroller to some further action to determine when the refund law became operative.

HUNDREDS OF WILD TURKEYS BEING FED IN SACRAMENTO MTS.

Over 500 Wild Turkeys Are Being Fed While Thirty Inches Of Snow Covers Ground Deputy Game Warden Says.

More than 500 wild turkeys have been fed for the past ten days over a limited area of the Sacramento mountains, deputy state game warden M. Stevenson reported at Roswell Tuesday.

With the ground covered with more than thirty inches of snow and a greater depth at various points it has been necessary to feed these turkeys and as a result more than 1000 pounds of feed had been put out in James canyon while feeding parties have gone to Cox and Silver Spring Canyons.

Mr. Stevenson said that these turkeys, known as the wildest of all game birds, were so hungry that they would go for the feed with men of the feeding party still in sight.

Three separate bunches of turkeys were counted in one small area, one bunch had 200 birds, another 150 and still another 103 birds. Because of the extreme cold weather and the lack of food the turkeys have congregated in various canyons of the Sacramento mountains for protection, Mr. Stevenson said.

CHRISTMAS NIGHT DANCE

The American Legion presents for your enjoyment, a Christmas night dance to be given at the Artesia hotel roof garden, Friday evening, December 25th, beginning at 9:00 p. m. Music will be furnished by the Rythm Kings, colored orchestra. A good time is assured everyone. See the announcement elsewhere in this issue.

MEMBERS OF THE ARTESIA ROTARY CLUB HEARD AT ROTARY

Members of the Artesia Rotary club heard the open classifications for the Artesia Rotary club read by Secretary D. I. Clowe at Tuesday's luncheon. The number of the various classifications were sixty-one. T. C. Bird made a short address on "Some Things That Would Promote a Better Interest in the Club." Four visiting Rotarians were present from Roswell and one Roswell visitor.

HOOVER SAYS BILLS ARE UP FOR RELIEF OF THE OIL INDUSTRY

SANTA FE—In reply to a letter signed by Governor Seligman and governors of eleven oil producing states, President Hoover Monday wrote that legislation seeking a tariff on oil will be introduced in congress.

The governors had requested a tariff, President Hoover wrote: "I am sure every effort will be made to find sound relief."

Another Big Snow Falls Over East New Mexico

Seven Inches Snow Falls Here Up To This Morning With Precipitation Of 23 Inches—Snow Is Heavier East.

The southeastern portion of New Mexico has experienced its second big snow within two weeks although the recent snow is not as deep as the previous one. Sweeping in from the east, the snow storm which visited here yesterday morning and last night apparently grew light as it traveled toward the hills to the west. Reports say that the snow fall in eastern Lea county measured from one to two inches more than here and was drifting badly in places. All roads are open, but some are heavy. The portion of highway 83 on the Cap Rock has been cut up with deep ruts from the other snow and motorists had some difficulty in coming thru when cars would slip into the ruts.

Four inches of snow had fallen here up to noon yesterday. An inch and a fraction fell here yesterday afternoon and two inches last night, R. W. Bruce, weather observer reported this morning. The precipitation measured .23 inches, the lowest temperature recorded during the week was 28 while the highest reading was 58.

Residents of Pinon and other communities in the hills reported that only a sprinkle of snow fell in that section yesterday morning. Some points in the mountains, however, had a heavy snow. The stages have been running on time and travel on the north and south highway has not been seriously interfered with.

Cotton pickers and laborers may make heavy calls on the Community Chest, if the present weather continues. Some families living in improvised quarters have suffered. Livestock on the open range have not fared so well.

ADVOCATE WANT ADS GET RESULTS

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THE CHINESE ART
NEVER USES AN ERASER — EVERY LINE HE MAKES MUST REMAIN

LETTER To Santa Claus

Dear Santa: Please bring me some desk and bring John Pa and a tricycle and a Fred. We will be good boys Ben Jr., and John Paul

Dear Santa Claus: My name is Earl Bow would like to have a football and a bicycle.

Dear Santa: I want you to bring me a doll, a pair of boots and of dishes and a cowboy

Dear Santa: Will you please bring black board and a real stove will cook and a doll.

Dear Santa: I have been a good little this year. Please bring me little train a wagon and a string and a boy doll.

Dear Santa: I would like to have a drum, a banjo, steam shovel, dardev riding cop and a pop gun.

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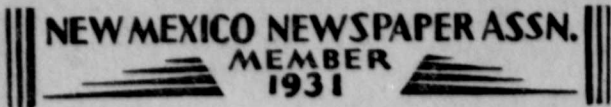
THE ARTESIA ADVOCATE

ESTABLISHED AUGUST 29, 1903

THE PECOS VALLEY NEWS and THE ARTESIA AMERICAN

MARTIN & BLOCKER, Publishers
W. C. MARTIN, Editor

PUBLISHED EVERY THURSDAY AT 314 MAIN STREET, ARTESIA, N. M.
Entered as second class matter at the post office in Artesia, New Mexico, under the act of Congress of March 3, 1879.



SUBSCRIPTION RATES, PAYABLE IN ADVANCE	
One Year (In New Mexico)	\$2.00
Six Months (In New Mexico)	\$1.50
Three Months (In New Mexico)	\$1.00
One Year (Out of New Mexico)	\$2.50
Six Months (Out of New Mexico)	\$2.00
Three Months (Out of New Mexico)	\$1.50

NO SUBSCRIPTION ACCEPTED FOR LESS THAN THREE MONTHS

Resolutions of Respect, Obituaries, Cards of Thanks, Reading Notices, and Classified Advertising, 10 cents per line for first insertion, 5 cents per line for subsequent insertions. Display advertising rates on application.

TELEPHONE 7

OILED STREETS

Another good the snow did was to set at rest the misgivings and doubts some people had with referenc to the benefits of oiled streets. Some people were skeptical as to how oil might stand up under what would be termed adverse circumstances. The skepticism is gone now. The only danger seen in carrying out a street improvement program during the next twelve months is that some may expect too much. We would hardly believe this is true only in exceptional cases. Those who have had an opportunity to observe how street oiling stands up realize that the property owner is not getting the same enduring surface as found in concrete paving. But comparing the present cost of oiling with the cost of paving, even as low as it may be, informed people realize that the property owner comes nearer getting his money's worth from the oiled type of paving. Oiling the dirt surface should not be expected to stand up indefinitely, but under the present conditions property owners may enjoy a fair surfaced street, free from dust at a cost less than half of what concrete paving interest would be if the property owner bought his concrete paving on time. The comparison of course applies to the cheapest sort of street oiling, granting that the life of the oiling would be good for at least two years where it was put down on a scarified surface where the oil would have a chance to penetrate the dirt two or three inches.

The property owner who is willing to be fair about the matter, does not expect the city to bear the total expense connected with the oiling process. He should be willing to pay for the spreading of the oil provided the city will establish the grade and blade the street after the oil is applied. If a property owner is not willing to do this, he is not overly anxious for street improvement and should have no criticism against a municipality whose funds are limited.

If the price of fuel oil advances, we might see a time here in future years that street oiling would be impractical, but in this event we would likely face better times and would feel more like undertaking improvements of a permanent nature. However, we will give a willing ear to the fellow who feels like proving that a type of paving in our residential district similar to the method of oiling our highway, is not permanent.

Members of the city council tell us that some property owners along the last paving district, object to the oiling project on the grounds that they are paying rather dearly for their part of the paving program and other property owners should do likewise. Those in the paving district would have a right to object if the city paid all of the bill, otherwise there is no logic in the argument. On the same premises those of us who either bought property or built residences during the better days might object to the fellow who decides to erect a dwelling now and save twenty per cent on building costs.

COTTON VERSUS DISASTER

One farmer in paying off his subscription to The Advocate recently remarked that five cent cotton did not particularly worry him, because he did not depend on it. The fact that he had the price of a subscription was material evidence that he was more or less independent of the thing that has brot ruin to thousands of farmers, the one crop cotton.

This man has a weekly pay roll established. When cotton was a good price he did not rear up on his hind legs and say that no son-of-a-gun was going to tie him at home with a bunch of milk cows. He has the cows and stays at home and attends to them, and apparently has gotten more joy out of life than some of the fellows, who has scorned the lowly cow, sow and hen in an effort to get rich raising cotton.

There are those who have apparently overlooked the law of averages in raising cotton, they refused to recognize that thousands of farmers over the south have tried to exist on the one crop, but the best they have done was to mortgage the crop from year to year with little opportunity to accumulate anything ahead of the mortgage.

The farmer who lives out of tin can and tries to raise one crop, is constantly flirting with poverty and this is one year that flirtation has ended in disaster.

SAVING OUR COUNTY FROM TAX DESTRUCTION

Tax reduction must be accomplished. No other problem, except employment, so vitally affects every citizen. It strikes rich and poor alike, the small business and the large one. It is directly related to the business depression in that it discourages industrial activity and investment of capital. High taxes are the great enemy of progress of all kinds.

Leading foreign nations of the world are staggering under the intolerable tax burdens. That fact alone is a powerful argument to try and keep this government from being submerged by a similar burden of public debt. If we are to remain the economic leader of the world we must have a government that is run efficiently and at the lowest possible cost. Otherwise we will sink to the common level of the other debt-ridden nations.

It is trite, but true, to say that there is but one way to lower taxes—for government to spend less money. The creation of new forms of taxation, of special or class taxes, solves nothing. It should be the duty of government, local, state and national, to aid the general economic recovery by adopting stringent economic and tax reduction programs.

The public debt of the United States on October 30, 1930, was \$16,179,837,396. A year later it was \$17,291,714,018. The last four months it has increased \$661,120,850. It will be interesting to watch the frantic efforts of the present congress to devise ways and means to prevent a deficit in 1932. There will be all kinds of freak measures to raise additional revenue introduced in congress.

An exchange remarks that Amos 'n Andy try to be funny three times a day, which is overworking human nature a lot. A man is funny only three times in his life: When he tries to walk, when he gets married and when he joins a lodge.

THE RETAIL STORE

The Artesia Advocate presents the third of a series of articles of "Satisfying Mrs. Shopper," thru the cooperation of the Artesia Chamber of Commerce and the United States Chamber of Commerce.

Good business management in American homes will go far toward making possible the continued purchase of quality merchandise at or near the present unusually low prices, according to D. F. Kelley, president of the National Retail Dry Goods Association. But Mr. Kelly emphasizes that good management includes within its meaning the careful selection of merchandise to the end that returns to stores will be reduced to a bare minimum.

The housewife has the power to lower costs of retail distribution and a proper understanding of the ultimate effects on price of returning goods—and similar practices which add to the cost of merchandise—should assist her in becoming a more efficient buyer.

"I was recently asked how the women of America could most advantageously co-operate in reducing the price of merchandise for their personal and family needs and I immediately thought of the returned goods problem," Mr. Kelly says. "The women of our country . . . can very definitely help to bring this about by reducing to a minimum the amount of merchandise returned annually to our stores."

Protection of its patrons against the evils of returned merchandise is one of the greatest problems which confronts retail stores today. Concerted action is being taken by thousands of stores thru-out the country to reduce the causes of returns which originate in the store. Sales people are being trained to minimize the causes for which the store are responsible. The subject is on the program of meetings of merchant's organizations as one of the major problems that must be solved by retailers.

Effective cutting of this waste is possible, however, only with the co-operation of the purchasing agent for the home—the housewife. The conclusion of a study made by a committee of the national dry goods association was that the reduction of returns due to customer causes must look for its solution to customer education so that customers may correct their buying habits. If each customer realizes what this practice is costing in higher prices of goods over the retail counter, it is quite probable that fewer items would be returned.

The cost to the stores of selling, receiving back and re-selling merchandise returned by customers amounts to several cents on each dollar of sales in dry goods, furniture, musical instruments, jewelry, department and other lines wherein this practice is prevalent. What can the store do about this added cost. It can only be tacked on to the cost of the store's merchandise for there is no other way the merchant can be repaid for the services he renders his customers.

That is the reason Mr. Kelly and officers and directors of his association concluded that the solution of this problem would go a long way towards reducing the operating costs of stores and the prices of goods to customers.

If any one is inclined to question the costliness of this service, let him think back a moment over all the operations which take place in an average store sale. As far as the customer is concerned, the goods are selected, delivered, notice given to the store by telephone or otherwise that the goods are not satisfactory for one reason or another, and the delivery truck calls or the customer makes a personal trip to the store.

But in the average department store, for example, the business research Bureau of Ohio State University found in a recent survey, that at least twenty persons are involved when an article is returned. These people are involved either in handling the original transaction or in accepting it for return or both. All this effort and expense is futile, for the sale has never been consummated!

Think of it. Twenty employes of the store handle each of these double transactions at a larger net cost than if the goods had been sold. And no profit of any kind to help defray the costs incurred.

In the Ohio survey it was revealed that the average direct return cost of each individual type of return transaction ranged from 31.8 cents to 61.6 cents. The average cost was 39 cents per transaction. In addition, many of the items returned must be reduced in price. One store found an analysis that 72 per cent of the returned merchandise ultimately was sold below the actual cost to the store.

Furthermore, when the goods are out of the store, the selection for another customer is smaller and many sales are lost to the store and many customers are disappointed. In Cleveland, the survey showed, the idle merchandise in homes every day was estimated to be \$150,000. How much

better to have had these goods available to customers in the various stores.

Two entries are made in the customer's credit books for every returned goods transaction with numberless other entries necessary in other records of the stores. The delivery truck calls twice at the same home, the merchandise is wrapped twice—first in the store where the job is done properly and secondly in the home where often the job is done so poorly the article is damaged in transit. The returned articles must be inspected at the store. It may be necessary to polish, press or in some other manner work on the article to put it in a salable condition again. Often it has to be thrown on the bargain counter.

So we see the many sources of expense involved in returning merchandise. Those who have blithely made returns usually have had no conception of the price the retailer has to pay for accepting them.

The director of the bureau of foreign and domestic commerce of the United States Department of Commerce some time ago estimated that not less than three billion dollars worth of merchandise was returned to retail stores annually and that the entire profit on more than this amount of goods was dissipated each year by the cost of returned goods transactions. This of course, is added to the retail price which the customer pays for goods.

The privilege of returning merchandise which is defective or does not measure up to the honest claims of the seller is a very valuable phase of retail merchandising which reliable merchants instituted to insure the patron's confidence and satisfaction. Not so many years ago buying in retail stores was a battle for advantage, sharp and canny purchasing being necessary to be assured satisfactory products at a reasonable price. It is a practice still in vogue among merchants in marts in other parts of the world.

In those days the price of merchandise was not marked in plain figures on the "one price" system as it is today. So far as we know the first merchant to offer money back if the goods were not satisfactory started his business fifty-five years ago. Prior to this and for four thousand years or more, the slogan that ruled the world of barter was "Let the Buyer Beware."

Returns by customers reflect a buying habit which has been under cultivation by the stores themselves as a service to the customer for half a century. Freedom of opportunity for return and exchange has made for confidence on the part of the customer.

There are instances, of course, where the return of merchandise to the store is justified; such as in cases where merchandise has been damaged in transit, or on examination defects in workmanship or material are discovered; or where the store has made an error in delivering the wrong article, in correct size, etc. Under such circumstances the store is ready and willing to make adjustments which will be satisfactory to the customer.

For step-saving convenience all through the year, an extension telephone is an ideal holiday gift. Order one today.

Just Call our Business Office

BUILD UP TO PREVENT PAINS

How a Missouri woman was benefited by taking Cardui is described below by Mrs. Joe Schumer, of Cape Girardeau: "I suffered with irregularity. For weeks at a time I was so weak I could not work. I had aches in my back and head and legs—I ached all over. I would get dizzy and feel faint. I had read about Cardui, so I got some and took it. I improved a great deal. After I had taken four bottles, I felt like a different person."

CARDUI

M

THURS. FRI. DEC. 17-18

SAT. DEC. 19

SUN. MON. DEC. 20-21

Professional Cards

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

A. STROUP, M. D.
PHYSICIAN & SURGEON
X-RAY LABORATORY
Office at 323 West Main St.
Office PHONES 217 Res.

FRED WESTFALL
Dentist
Office in Bank Bldg.—Phone 83
ARLSDALE, NEW MEXICO

FERREE
Attorney
Notary Public
ARTESIA, N. M.

CLARKE
Dentist
Office in Clarke Building
ARTESIA, NEW MEXICO

BERT and COLLINS
Estate, Insurance
Bonds
Compensation Insurance

C. L. Womack
Practice of
Surgery and Medicine
PHONES—Res. 301
Mayling, Artesia, N. Mex

the Hoover & Hoover
that about the fields of the afternoon into corn vin, art is exped require the e-tivity v relation forts at cos val cural o Dallas to ma the wo on the for e ala--1.564 Feder Farm pected ing th A ment here ried gion super meat ture At volv kind the ma the laundr inch tur to be done es of work or, however, damages to ment would

DELICIOUS CAKE

We have just baked a large Christmas Cake, which will be given with near-est neighbors including Christmas Eve.

SPECIAL—Saturday we will have assortment of home made Pastries \$1.00, about

CITY BAKERY
Phone 90

WEDDING ANNOUNCEMENT

CITY MARKET
At 104 Main Street OPEN

BEEF—PORK—LARD

Home Grown—Home

Attractive prices on quantity

SERVICE TELEPHONE

During Cold Sp

LAGS D COLD TINES

When the piercing winds come north, together with heavy snows, and of mercury shivered and sought refuge at bottom of the thermometer you were any accident—but was the results of labor of hundreds of employes of this nation, which spares nothing in its effort faith with you. While you are sitting in of a fire or eating a warm, appetizing while you are enjoying a good night's these men are fighting hard and unflinch against the bitter elements, wind, ice and

The Result Of This Effort Is Service

THE PECOS VALLEY GAS

Odd—but TRUE

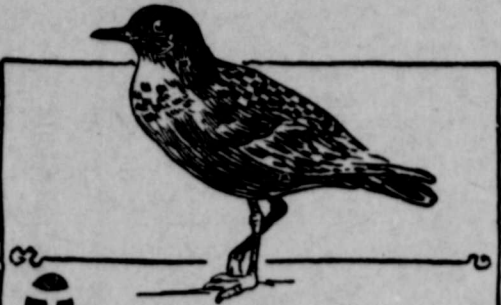


THE HANGING OF MISTLETOE DATES BACK TO THE DRUIDS IN ENGLAND... THEY BELIEVED THAT IT BROUGHT THE GOOD WILL OF THE SYLVAN DEITIES DURING THE PERIOD OF FROST AND SNOW... THE IDEA THAT IT IS GOOD LUCK TO KISS A GIRL WHILE UNDER THE MISTLETOE IS HANDED DOWN FROM THIS OLD BELIEF



THE CHINESE ARTIST NEVER USES AN ERASER - EVERY LINE HE MAKES MUST REMAIN

ME NO MAKE MISTAKE!



THE LINDBERGH OF THE BIRD FAMILY -- THE GOLDEN PLOVER MAKES A NON-STOP FLIGHT OF 2500 MILES FROM NOVA SCOTIA TO THE NORTHEAST COAST OF SOUTH AMERICA--THIS DISTANCE IS COVERED IN 48 HOURS



THERE IS NO NATIONAL HOLIDAY IN THE UNITED STATES - - -

LETTERS To Santa Claus

Artesia, N. M. Dec. 10, 1931

Dear Santa: Please bring me some boots, a desk and bring John Paul gloves and a tricycle and a French harp. We will be good boys. Ben Jr., and John Paul Dunn

Artesia, N. M. Dec. 8, 1931

Dear Santa Claus: My name is Earl Bowman. I would like to have a football, a horn and a bicycle. Your friend, EARL BOWMAN.

Artesia, N. M. Dec. 10, 1931

Dear Santa: I want you to bring me a sled, a doll, a pair of boots and a set of dishes and a cowboy suit. CHARLENE MARTIN

Artesia, N. M. Dec. 8, 1931

Dear Santa: Will you please bring me a black board and a real stove that will cook and a doll. Sincerely, JANICE MANN

Artesia, N. M. Dec. 10, 1931

Dear Santa Claus: I want a jumping jack and a pillow that squeals when you pull string and a boy doll. BARBARA WHEATLEY.

Lake Arthur, N. M. Dec. 8, 1931

Dear Santa Claus: Will you bring me a doll with hair and with pretty clothes. And Santa please bring little toy a Kiddie Car. Mother said I have been good. Goodbye Santa, I'll be looking for you mas. LOIS HOWARD, age 6.

Artesia, N. M. Dec. 10, 1931

Dear Santa: I have been a good little boy this year. Please bring me a little train a wagon and a gun and lots of candy and bring Marie big "ma-ma" doll and some candy too. OTIS OWENS,

Artesia, N. M. Dec. 8, 1931

Dear Santa: I would like to have a drum, a go, steam shovel, daredevil cop and a pop gun. I believe that is all I want this year. Sincerely yours, GEORGE DUNGAN,

Lake Arthur, N. M. Dec. 10, 1931

Dear Santa Claus: I have been a real good girl I make good grades in school I think you will come to see I know you have a lot of things to go and you are poor year. I would like to have little vanity table, a little electric sweeper and my stocking of candy. MARGUERITE NELSON

Senior class presents "KEMPY." by at Central Auditorium.

Artesia, N. M. Dec. 8, 1931

Dear Santa Claus: I have been a good girl and I wish you would please bring me a tiny wrist watch that will really keep time, a black board and desk set and a lot of new doll clothes, like the dolls have on in Penneys' store, for my "Dolly Dimple," doll. I would also like to have a big box of chocolates. I am ten years old.

With lots of love, MARY FRANCES O'BANNON.

Artesia, N. M. Dec. 10, 1931

Dear Santa Claus: I have been waiting to see you for a year so I am glad it is about time for you to come. This Christmas I would like to have an airplane, a car or a trunk, a wagon, candy, nuts, fruit and any other things that you can afford.

Yours truly, HERBETR ODEAL WALTERS

Lake Arthur, N. M. Dec. 10, 1931

Dear Good Old Santa Claus: Please hear my prayer and make all the poor little children happy, and don't forget a single thing I've asked for.

Your little friend, DIXIE DAN GOODE,

Artesia, N. M.

Dear Santa: I have tried to be a good girl and I would like a doll, a buggy, a pillow, a telephone and a blanket.

Your friend, ETHEL M. BOWMAN,

Artesia, N. M. Dec. 8, 1931

Dear Santa Claus: I have tried to be a good boy. I would like a teddy bear a pop pistol and a golf set.

Your friend, CHESTER C. BOWMAN.

Lower Cottonwood Dec. 5, 1931.

Dear Santa Claus: I hope you have toys for all the children. And I want you to bring me a little wagon and a car that runs with pedals. I am seven years old and in the second grade. Lots of love, TOMMIE ELLEN TERRY,

Artesia, N. M. Dec. 11, 1931.

Dear Santa: I'll bet you can't guess what I want this year. Please bring me a horn and an electric train. I would like to have a horse if you have enough toys for all the little children. I think I have been pretty good. Your friend, WILLIAM GORDON,

Artesia, N. M. Dec. 14, 1931

Dear Santa: I am so happy to write my first letter to you. I am four years old. Please bring me a set of dishes, a dresser and a doll, and please remember all the poor little girls and boys.

Your little friend, BOBBY GLENN BARNES.

Artesia, N. M. Dec. 13, 1931.

Dear Santa Claus: I am a little girl four years old, and I have been good all

year, so I hope you will bring me some things for Christmas.

Please bring me a little dresser, a baby doll that can open and shut its eyes and a little rocking chair to rock the baby. I also want some nuts and fruits.

Please remember to bring all the poor little boys and girls something, too. Lots of love, BABY KAY LYDIA.

Lakewood, N. M. Dec. 15, 1931

Dear Santa Claus: Little brother wants a train and a tractor and a little pop gun, as for me, I would like a doll, a piano and a buggy.

THE CHURCHES

FIRST CHRISTIAN CHURCH 6th and Quay Streets

9:45 a. m. Bible school. C. O. Brown superintendent.

ST. PAUL'S EPISCOPAL CHURCH OF ARTESIA Rev. F. B. Howden, Jr., Rector.

Services held every Sunday evening except the First Sunday in the month at 7:30 p. m.

The church school meets at 5:00 p. m. Holy communion, second Monday of each month, and at other times as announced.

FIRST PRESBYTERIAN CHURCH Fourth and Grand

9:55 a. m. Sabbath School. 7:15 p. m. Christian Endeavor Societies.

CHURCH OF THE NAZARENE 8th & Missouri Erwin G. Benson, Pastor

"A spiritual church in a friendly community."

Sunday school at 9:45 a. m. C. J. Wilde, superintendent.

Classes for all. A place in a class for you.

11:00 a. m. morning worship. Theme will be on some phase of Christmas.

Junior meeting at 6:00 p. m. Mrs. Frank Watkins, supervisor. Miss Mary Paton, president.

6:00 p. m. Young People's meeting. Mrs. Erwin G. Benson, leader.

Evangelistic service at 7:00 p. m.

Tuesday evening at 7:30, a Christmas program will be given. A splendid program has been arranged.

Adding Machines For Sale or Rent--The Advocate.

Your little friend, GLADYS NELLE ANGELL.

Artesia, New Mexico Dec. 16, 1931

My Dear Santa: Please bring me a play typewriter that will write. Bring my little brother a horn and a wagon that is painted red, a letter "N" on it. Bring some skates for me. Bring brother a toy train, that will go on a track. Be nice to my father and mother.

Love, MARY & NIVEN BAIRD.

THE CHURCH OF CHRIST

One Block West of Central School

Last Sunday was a good day for us, there was a good increase over the previous Sunday. We are preparing for our meeting to begin the second of January. Brother R. H. Lanier of Roswell will do the preaching. Remember the Bible school starts promptly at 10:00 a. m. followed by a Bible talk and the communion services. Everybody is invited to our services, especially the members of the church.

METHODIST EPISCOPAL CHURCH SOUTH Rev. Harold G. Scoggina, Pastor

"The large church with a warm welcome and a helpful gospel."

9:45 a. m. Sunday school. Geo. Frisch, superintendent.

Morning worship at 11:00 a. m. Sermon theme, "Christmas."

Evening worship Vespers 5:00 p. m. Program of Christmas music. Katherine Ragsdale, director.

Young people and Junior League at 6:00 p. m.

Prayer meeting, Wednesday evening at 7:00 o'clock.

Christmas tree 7:00 p. m. on Christmas Eve.

CHRISTIAN SCIENCE SOCIETY 613 W. Main Street

Sunday services at 11:00 a. m. Wednesday services at 7:30 p. m.

Subject of the Bible lesson for Sunday, December 20, 1931: "Is The Universe Including Man Evolved By Atomic Force?"

In this lesson the following scriptural selection is found: "Let the heavens be glad, and let the earth rejoice; and let men say among the nations, the Lord reigneth. (1 Chron. 16:31).

Also the following citation from Science and Health with Key to the Scripture, by Mary Baker Eddy, page 547: "The true theory of the universe, including man, is not in material history but in spiritual development. Inspired that relinquishes a material, sensual and mortal theory of the universe and adopts the spiritual and immortal.

Visitors always welcome.

A SHY EDITOR IS SHY

There is a small matter that some of our subscribers seemingly have forgotten. To us it is necessary in our business. We are modest and do not wish to speak of it.--John M. Pile in the Christian County (Kas.) Republican.

WANTED--Clean Cotton Rags at The Advocate.

TO HOLD MASONIC INSTITUTE

Tom Hall of Roswell, deputy grand master of the New Mexico Masonic lodge, was in Artesia Sunday afternoon and conducted a meeting of the officers of the Artesia lodge at the Artesia hotel in the interest of a Masonic institute to be held here in January. The exact date of the institute has not been set. The institute proceedings will be open to all Masons and quite a number of the officers and members of the six lodges in this district are expected to be in attendance.

Can you make your wife take your medicine? Watch "KEMPY." See the new Remington Portable "Noiseless" Typewriter--Artesia Advocate.



Flowers

A Very Nice Christmas Gift The fragrance and loveliness of Flowers steal their 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 312

J.C. PENNEY CO. ARTESIA, NEW MEXICO

Gifts Sure to bring joy to every recipient

"GAYMODE" Sheer Chiffon Silk Hose 98c

Marathon \$3.98

NEW POUCH Handbags \$2.98

Cowhide Belts with slide buckle 98c

Blue Kid Boudoir Slippers 98c

Men's Linen Handkerchiefs 2 in Gift Box 49c

How Many Stalks of Cotton? How Many Shocks of Wheat?

You don't know, of course; it doesn't make any difference, because there's the job of picking or of threshing, to get the net values and to get rid of the dross or waste of production.

The world has been picking and threshing for many months, casting off, readjusting, levelling values.

Business has been throwing aside things which a few years ago seemed necessary, as burdens that cannot be carried. Values that seemed sound three years ago now seem ridiculous.

Collateral values have shrunk greatly, and as they have, loans must be curtailed too. Business has been using less borrowed money, getting down to bedrock.

Looking ahead, the buyer on bottom markets will profit by increases in value, and careful planning now will pay rich dividends. Your bank will advise conservative safety as the basic necessity in "playing the future."

Regional Clearing House No. 3 of the New Mexico Bankers Association

- BEING COMPOSED OF THE FOLLOWING BANKS: FIRST NATIONAL BANK Roswell, New Mexico; CARLSBAD NATIONAL BANK Carlsbad, New Mexico; FIRST NATIONAL BANK Carrizozo, New Mexico; FIRST NATIONAL BANK Hagerman, New Mexico; LEA COUNTY STATE BANK Lovington, New Mexico; BANK OF COMMERCE Roswell, New Mexico; FIRST NATIONAL BANK Artesia, New Mexico

Dec 24 1931-1932

Social Activities

DANCING PARTY

Miss Louise Compton entertained with a dancing party last Friday evening, her guests being the Misses Wilma Robinson, Loretta Hill, Juanita Perry, Nelda Wilson, Wyoma Phillips, Beulah Beth Terry, Elizabeth Gage, Nora Ellen Ransbarger, Lillie Mae Miller, Evelyn Cobble, Corinne Davis, Pauline Vendeever, Catherine Cogsdell, Glennis Smith, Virginia Goodell and Marlin Traylor, Harry Woodman, Laurence Goodell, Kenneth Williams, Orlan Syferd, A. D. Hill, Doyle Traylor, Martin Yates, Jr., St. Clair Yates, Harry Gilmore, Tommy Huffman, Norman Grimm, Jimmie Keith, Sebron Beale, G. W. Beale, Burch Crockett, Leonard Vandeever, Herman Dick Jones, Ed Bowman, Boyd Wright, Joe Bill Ballard, Paul Crockett, Charles Brown, Billie Bullock, Thomas Kuykendall, John Gates, French Gray, Harold Naylor, J. W. Brown, Dorris Ransbarger, Russell Spivey, William and Stewart Compton.

DORCAS CLASS HAS CHRISTMAS PARTY

Members of the Dorcas class of the Baptist Sunday school were entertained at the home of their teacher, Mrs. W. C. Martin, yesterday afternoon with a Christmas party. The holiday decorations and games appropriate to the Christmas season were enjoyed. Each class member brought a gift and the gifts were assembled under a Christmas tree. After the games, the class members were blindfolded and asked to take a package from under the tree. Light refreshments were served at the conclusion of the entertainment.

Class members attending the Christmas party included: Mmes. Willis Berry, V. D. Bolton, Clewell, Smith, Roy Muncy, Fred Cole, Lloyd Simons, A. A. Malphurs, M. Roady, Less Barnes, Kay Lydia, Reed McCaw, Boone Barnett, M. Livingston, C. L. Womack, John Runyan, Langston, Dale Gleghorn, Fraley, Joe Jesse, Noel Meeks, Howard Byrd, Morgan, Skelt Williams and Miss Jennie Mae Attebery.

14th ANNUAL DINNER (Delayed)

Mr. and Mrs. Clarence Pearson, of the Cottonwood entertained a number of friends with a lovely four course dinner, sometime ago, the dinner was the fourteenth annual event of its kind to be held in the Pearson home. The dining table was beautiful with yellow and white mums and candelabras with yellow tapers. The guest list included Mr. and Mrs. C. W. Bartlett of Carlsbad, Mr. and Mrs. Ray Bartlett and children of Artesia; Mr. and Mrs. Aubrey Watson and daughter, Shirley of Artesia, Mr. and Mrs. Hans Olson and daughter, Miss Ethel of Artesia, Mr. and Mrs. J. P. Nelson, Mr. and Mrs. J. A. Nelson and son, Mr. and Mrs. Oscar Pearson, and Miss Marguerite Nelson, and Mr. and Mrs. Ralph Pearson, Messrs. A. J. Basel of San Angelo, Texas, R. E. Coleman, Lloyd Thompson and the hosts.

MISSIONARY GUILD

The Missionary Guild of the Christian church met with Mrs. Roy Hurd last Thursday for supper, which was served at 8:15 p. m. The business meeting and program were held around the supper table. The program, which was in charge of Mrs. Albert Richards, was upon the theme, "Orphanages and Old Peoples' Homes," of the church. Later in the evening the other ladies of the church were guests of the Guild at a Christmas party with a beautiful tree, gifts and games. Cocoa and cake were served at the party.

IDLEWHILES BRIDGE CLUB

The Idlewhiles club met Tuesday with Mrs. Fred Brainard. It was a Christmas party with an exchange of gifts among the members, the traditional Christmas tree and decorations. Mrs. Jim Nellis won high score and Mrs. Sid Cox, low score. Lovely refreshments were served by the hostess.

THURSDAY BRIDGE CLUB

The Thursday Bridge club met last week with Mrs. Paul Clewell for its regular meeting. Mrs. Jack Clady and Mrs. Ray Lynch were substitutes. Mrs. S. B. Barnett won high score and Mrs. Kay Lydia, low score. Delicious refreshments were served by the hostess.

Social Calendar

TELEPHONE 217

THURSDAY (TO-DAY)

The Past Noble Grand's club will meet with Mrs. E. H. Perry at 7:30 p. m.

The Second Night Bridge club will meet at the Ferree home at 6:30 p. m.

The First Night Bridge club will meet with Mr. and Mrs. Martin Yates at 7:00 p. m.

FRIDAY

The P. E. O. will meet with Mrs. C. E. Mann at 2:30 p. m. Christmas party.

The Young Mothers' club will have a Christmas party at the home of Mrs. Morrison Livingston at 2:30 p. m.

TUESDAY

Business and Professional Women's club Christmas dinner at Southern Club Cafe 6:30 p. m.

The Fortnightly Bridge club will meet with Mrs. W. C. Martin for one o'clock luncheon and a Christmas party.

BRIDGE PARTY

Mmes. M. W. Evans and E. H. Perry entertained at a bridge party last Friday afternoon at the Evans home. The Christmas spirit was evidenced in the lovely holiday decorations and the Christmas colors were featured in the delicious refreshments, which were served in two courses. High prize was won by Mrs. W. E. Flint and the consolation prize went to Mrs. Lewis Story. The guest list included Mmes. Frank Seale and her house guest, Mrs. Maude Brown of Clarendon, Arkansas, L. P. Evans, F. G. Hartell, J. M. Story, Stephen Lanning, Lewis Story, Ralph Shugart, J. E. Attebery, C. R. Blocker, E. T. Jernigan, J. H. Jackson, Fred Brainard, Arba Green, S. D. Gates, G. U. McCrary, M. A. Corbin, H. Q. Haley, Chester Russell, R. D. Compton, Chester Dexter, Jim Nellis, Flint, E. M. Phillips, A. T. Woods, C. R. Vandagriff, Sid Cox, Jim Berry and Will Linell.

AUXILIARY MEETING

The monthly meeting of the unit was held at the home of Mrs. Albert Richards on Monday afternoon, with Mrs. Fred Cole, joint hostess. The meeting was in the nature of a Christmas party with holiday decorations and a tree and the members singing Christmas carols. Numbers in the brief program were an article, "Ten Years, Ten Nations," read by Miss Molly King, F. I. D. A. C. chairman; and interesting article on national membership plans, read by Mrs. Bert Sinclair, membership chairman; report of the rehabilitation work last year and plans for the present year, by Mrs. Frank Linell, rehabilitation chairman and an interesting account of Ft. Bayard, by Mrs. C. R. Vandagriff, who has just returned after spending several weeks at this important disabled veterans' hospital. The unit voted to send a Christmas package to Ft. Stanton, Marine Hospital, this year, also to present it with a magazine subscription, in addition to the substantial gift, which it always sends to Ft. Bayard, at Christmas. It also voted to make its customary purchase of Christmas seals.

The small son of Mrs. John Briscoe, a member, who has not yet recovered from the serious injury to one leg caused by a burn, was the recipient of a shower of Christmas toys. It is arranged that the packages are to be opened by the little fellow, one at a time on consecutive days. Mrs. Jim Bates, who is moving to Roswell shortly, was also presented with a pretty gift, as a token of esteem. Lovely refreshments were served by the hostess to about thirty-five members, who were present. The next meeting will be at the home of Mrs. Gail Hamilton.

BIRTHDAY PARTY

Annie Lee Daniel was two years old Tuesday and her mother, Mrs. C. E. Daniel had about twenty little people to help her celebrate. There was a birthday cake with pop corn balls and the children had a good time playing with the pretty balloons, which were used as favors.

Shop at McClay's for practical Christmas Gifts. 52-2tc-4i

Can you make love with a monkey wrench? See "KEMPY".

SUBSCRIBE TO THE ADVOCATE

WOMEN'S CLUB LUNCHEON

The Christmas luncheon, given by the club at the home of Mrs. S. E. Ferree yesterday afternoon was a decided success despite the snow storm, which slightly reduced the attendance. A covered dish luncheon occurred at noon and was followed by a very meritorious program. Mrs. G. R. Brainard, state chairman of the Harriet Donahoo Scholarship Loan Fund, gave a talk upon the fund and the uses to which it is put. Miss Catherine Clarke, Christmas Seal chairman, reported over \$80 already realized with some of the stamps yet to be heard from. The collection of used toys donated by the members for children, will be distributed by the entertainment and general welfare committees. The president, Mrs. F. G. Hartell, read an editorial, "Interpreting Christmas," giving a holiday air to the occasion. This was further increased by the singing of three Christmas carols, "O Little Town of Bethlehem," "It Came Upon The Midnight Clear," and "Silent Night," by Rev. Harold Scoggins, with Mrs. Scoggins accompanying. Mrs. Willis Morgan, music supervisor in the schools, brot a company of first grade children, who sang three pretty Christmas songs, to Mrs. Morgan's accompaniment. Children participating were Max Schulze, Elsie Ayliffe Runyan, Lewis Story Jr., Chester Bowman, Dorothy Lee Bynum, Robert Coggin, Shirley Watson, Shirley Bartlett, Don Morgan, Val Morgan, Mary Edna McClune, Teddy Vandagriff, A. C. Merberzer, A. W. Ditto, Orlena Martin, Albert Linell, Molly Sinclair, George Dixon, Jr., and Margard Attebery.

A beautiful number on the program was a violin solo by Miss Virginia Egbert, "The Meditation," from "Thais," by Massenet, with Miss Clarke accompanying. The program was in charge of a committee composed of Miss Clarke, Miss Helen Green, Mrs. Roy Hurd, and Mrs. W. E. Flint. There were two visitors, Mrs. Clarence Wright of Washington, D. C. and Mrs. Carl Bildstone.

FIRST BRIDGE CLUB

Mrs. Jeff Hightower was hostess to the club at its meeting on Tuesday afternoon, serving delicious refreshments. There were three substitutes, Mmes. T. C. Bird, Carl Bildstone and Stanley Blocker.

LOCALS

Mr. and Mrs. E. A. Paton drove to Lovington Monday on business.

Miss Juanita Perry has been severely ill this week, but is better.

Mmes. A. T. Woods and E. N. Bigler motored to Roswell Tuesday.

William and Stewart Compton and Paul Stroup spent yesterday in Roswell.

The Misses Nora and Nolie Stephens were Roswell visitors last Thursday.

Messrs. C. Bert Smith and A. L. Mount made a business trip to Roswell Tuesday.

B. J. Lampton is convalescing after a serious illness of several weeks duration.

Mr. and Mrs. Harold Hancox left Sunday for Tulsa, Oklahoma and expect to be absent three or four months.

Mrs. John Lanning spent the week-end in Roswell with her husband, who was there temporarily in the interest of his business with the Continental Oil Co.

Cecil Vandagriff and Donald Vandagriff are both ill with pneumonia. Cecil Vandagriff and Lloyd (Donald's father) are brothers of C. R. Vandagriff and came from Oklahoma to make their home here.

Mr. and Mrs. J. Will Taylor and family of Maljamar passed thru Artesia yesterday en route home after a brief visit with Mr. Taylor's brother-in-law, Jim Cullen and family of the Cottonwood community.

Mrs. Jim Jackson and children came down from the ranch at Mayhill yesterday and will visit here until after Christmas with her aunt, Miss Cora Rogers and other relatives. Mr. Jackson will come to spend Christmas.

Sam Williams and Skelt Williams returned Tuesday from Temple, Texas, where they had been for a few days with Sam's brother, Wade who returned with them to Artesia. The latter had been in the clinic there for a couple of weeks on account of an injury to his neck received in an auto accident. His neck was placed in a cast while they were there and it will probably be several weeks before the cast can be removed.

Calling Cards, 100 for \$1.75, on best grade paneled or plain stock. —The Advocate.

Powerful Car Was Exhausted

By JACK WOODFORD

MARION took a particular delight in swinging along the countryside in her big roadster. It was such a powerful car, and she was such a smallish girl. Not too small, perhaps; not too small to support the largest of big hazel eyes, and a mop of reddish gold hair, and a pretty face whose striking beauty seldom failed to cause men to look impressed.

It was nice to drive the big car, because it had the power of a great many large and pliant and happily contented horses. It was nice because it signified and was a symbol of her vaunted independence of men.

Her father had died when she was very young, and her mother had reared her; there were no other children in the family. Marion had lived in a woman's world. At high school she had picked up and in college she had confirmed, a feminist viewpoint. She told herself that she was an individual, content and happy and able to be self-sustaining, completely independent. Of course, there were many hours she could not explain, now that she was twenty-two, when she felt a lack in her self-satisfied world.

But today she felt exuberant and as though she were sitting on top of the world; which, in point of fact, she was almost doing, since she was nearing the top of Mt. Afton, which was one of the highest hills in Virginia. At the top there would be sunset, and then on the other side night.

Another reason she felt exhilarated was inherent in the fact that she had all of the long way up the mountain, ever since she had stopped at the bottom of it for gas and a cup of coffee and a sandwich, kept ahead of a handsome young man behind her who had sought, at every opportunity, to pass her. It gave her a thrill to beat him because he was male, even though he was a rather extraordinarily good looking male, as she remembered from seeing him at the base of the hill. He was tall and broad shouldered and narrow of hip; and his dark brown eyes had twinkled in their depths. His hair was sleek and dark, and his face was clean-cut and handsome.

At the top Marion paused only long enough to watch the sunset while he caught up to her; then she went into gear and started the long descent, with his car not far behind her. It was when she reached a level stretch of road which curved around the side of the hill that to her consternation her car suddenly went dead.

Unspeakingly dismayed, because it was dark now, and the time of year for rattlesnakes, moccasin snakes and copperhead snakes on Mt. Afton, she got out with her flashlight to see what was the trouble. At this moment he drove up behind her and jumped out of his car with a cheer:

"I thought you'd exhaust that boat sooner or later. Boy! How you can drive. May I be of assistance?"

"No, thank you," she said coldly. He tipped his hat and said:

"Oh, very well," and climbed back into his car. As he was about to drive off she forced herself to say weakly:

"Well, you might be gentleman enough to stay here until I get started, anyway."

"Sure," he grinned, and jumped out of his car again. "All I need is a kind word. Smiles at me and I'll positively purr for you."

"Don't be silly," she rebuked. "Impossible not to be," he insisted. "A mountain side; and darkness; and a strange atmospheric haze in the air. I feel positively goofy. Would you like to ride down the hill in my car, or would you prefer I'd go and get a service truck up here for you? There's a garage at the base of the hill."

"See might look over the car and see if you can find out what's the matter," she suggested laughingly.

"I know what's the matter," he told her; "your car's exhausted from the way you drive it." But they both looked, nevertheless, for some time, without success. At last he said:

"I'll drive you down in my car, and we'll send a service man up to get your car, since you don't want to stay here alone; I'm surprised that such a capable looking young lady should be afraid to remain a couple of hours alone on the side of a hill tonight."

The drive down was very slow; but he turned out to be a fast worker. And when they had arrived at the bottom of the hill he confessed:

"I put a small puncture in your gas tank when you were eating a sandwich on the other side of Mt. Afton."

Back on the hill when they went up with some gas and a plug to fix the tank leak, he said:

"Besides confessing that I love you and want you for my wife, I've got to unburden myself still further. Your mother, who was once engaged to my father, and may be again, begged me to follow you, since you were bound to climb Mt. Afton alone. She warned me that I'd ever speak to me again after these two confessions, won't you please just say 'Yes.' And what with the night, and the haze, and the splendid moon, and the sudden springing into sharp prominence of that void she had noticed of late Marian managed to utter a reluctant 'Yes.'"

But when they reached the bottom of the hill a second time, the reluctance had all gone and Marion was all for cutting out the hole in the gas tank and keeping it for a souvenir.

(By McClure Newspaper Syndicate.) (WNU Service.)

Advocate Want Ads Get Results

TAX PAYERS TO FORM ASS'N AT CARLSBAD

Every tax payer in Eddy county is invited to attend the tax payers meeting to be held in Carlsbad, Saturday afternoon, December 19th for the purpose of organizing a county tax payers association. C. C. Pardue of Loving and L. B. James of Malaga were in Artesia Friday in the interest of the proposed organization. Numbers of other counties in the state either have or are contemplating the organization of a county tax payers association. The various county organizations are expected to take up the study of state tax problems.

The meeting at Carlsbad is scheduled to start at 2:00 p. m. next Saturday afternoon. Rupert F. Asplund, director of the State Tax Payers Association is expected to be present.

VESPER SERVICES

Rev. Scoggins changed the hour of his Sunday evening services last Sunday to 5:00 o'clock, the Vesper hour. The change seemed to be popular, as the attendance was much increased. The arrangement will probably be continued for several weeks.

CARD OF THANKS

We wish to express our thanks and appreciation to our many friends for the kindness shown us during the illness and death of our husband and father.

Mrs. G. A. Chester and children. 1-1tp

Miss Madge Brown visited the Misses Gladys and Ina Cole last Sunday en route to Hope, where she is a teacher in the schools. Miss Brown had been spending the past week at her home in Carlsbad, while the Hope schools were dismissed during the inclement weather.

Christmas Suggestions

FROM

McCLAY FURNITURE STORE

New Merchandise - New Low Prices

Buy Practical Gifts!



Bed Lamps, Bridge Lamps, Table Lamps, Smoker's Lamps, Couch Lamps, Floor Lamps, Lamp Shades.

\$1.75 up

Framed Pictures—65c up
Apex Radios . . . all models and prices

42 Pce Dinner Sets—\$6.00 up
Occasional Chairs
Easy Chairs

End Tables, Console Tables, Coffee Tables, Occasional Tables, Card Tables.

\$2.00 up

Mirrors
Table Scarfs
Smokers Sets
Children's Furniture
Clothes Hampers
Rugs—50c up
Fire-Proof Safes
Blankets, all kinds
Cedar Chests
Sewing Cabinets
Magazine Racks
Radio Benches
Vacuum Cleaners
Carpet Sweepers



Gifts For Her Gifts For Him

Dainty Handkerchiefs Boxed

29c to \$1.50

Beautiful Stepins and Dance Sets

\$1.95 to \$3.95

Silk Gowns
\$1.95, \$2.95, \$3.95

Balbriggan and Silk Pajamas

\$1.95 to \$5.95

Pajama Ensembles up to—\$12.50

Gordon Hose

Make gifts that please. Each pair in a nice gift box

\$1.00 \$1.35 \$1.65

Table Covers, Bridge Sets
\$1.00 to \$3.50

Scarfs and Vanity Sets
19c to 98c

BEAUTIFUL NEW LINE OF HANDBAGS

\$1.00

to

\$3.50



SILK TIES
in
Gift Boxes

59c to \$1.00

Mens Linen Handkerchiefs
Hand Made, 35c each

3 for \$1.00

Mens Novelty and Initial Handkerchiefs

Three in a box

59c and 79c

Silk and Wool Robes

At greatly reduced prices

Belt and Buckle Sets

Mens Sox in gift boxes

Shirts and Ties to match

Shirts and Shorts to match

DRESS HATS
FOR MEN

Make nice gifts

\$2.95

to

\$7.00



Peoples Mercantile Co.

Classified

A rate of ten cents per line will be charged for Classified advertising the first insertion and one cent thereafter. No copy accepted for less than 50¢. Average of 5 words ordinarily constitute a line. Charges will be based on this average. Cash in advance. Copy all ads sent by mail, otherwise they will not be accepted.

FOR SALE

FOR SALE—40 acre improved farm for sale, three miles southeast of Artesia. Write S. E. Perre, Artesia or Mrs. R. B. Kibbrough, Azusa, California. 49-7tp

FOR SALE—Young fat hens for Christmas dinner or on also nice fat fryers. Mrs. O. N. Nicky, phone 02F4. 1-1tp

MISCELLANEOUS

FOUR RAILROAD FARE PAID
Many young people have lost their tuition by registering with fluent representatives before seeing what they were getting into. Write at once for Special Plan whereby you can see for yourself, without expense, the far-reaching advantages offered here before registering. Offer limited. Write Draughn's Business College, Lubbock, Texas. 1-1tp

OLD TIMES RENEW BANKER'S OPTIMISM

Former Bankers' Chief Finds Much in the Past Year to Inspire Confidence in Financial Reliability

W. C. STEPHENSON, retiring president of the American Bankers Association, declared in an address on the expiration of his term of office that, in travelling about among the banks from one part of the country to the other during the past year, he had "come out of it with a renewed faith in the strength of our banking structure and our banking situation, and renewed faith particularly in the courage and the men in the ranks that have enabled them to conquer our difficulties as men never had to face before or to accept with fortitude fortunes that were beyond hope to prevent."

When he reflected, he said, that the entire human economic structure has been brought to the verge of ruin under the difficulties that have swept over not only the nation but the entire world, and that the results of events of this kind react upon particular directness upon the stability of our banks, and how few have succumbed, we may well renew our confidence in the banks of America; and we think also of how many of our bankers have stood up under the stress and storms of these times and how relatively few of them have proved wanting in the series of crises that have assailed them, we may well feel a sincere pride in our fellow bankers." He added:

"I come out of this year of experiences not as a pessimist but as an optimist—as one who has renewed faith and confidence in the spirit of his fellow men under overwhelming difficulties. And particularly do I come out of this year as a banker who is proud of his fellow bankers for the undauntedness in which they have met the part of the great test through the times have put the nation through. I believe that this year has brought new honor to our banking profession and our banking profession has won for the banker the title to the faith and trust of all classes of his fellow citizens."

STUDENTS

Students note books, embossed in school colors and your name stamped on them at The Advocate.

Don't THROW AWAY YOUR OLD Battery

Trade it in until you are sure it is actually worn out. We will be glad to find out how we can help you.

Willard Batteries and Service for all makes

LOUCKS GARAGE

Phone 65

THREE CONTRACTS OF HIGHWAY DEPT. TO BE LET JANUARY 7

Three federal aid projects involving thirteen miles of road will be let on January 7 at the state capital in Santa Fe, State Highway Engineer W. R. Eccles said Tuesday.

The first of the projects is approximately 10.4 miles in length and is located in Chaves county between Roswell and Tatum, which is about 30 miles east of Roswell. The proposed work consist of grading, construction of drainage structures and a crushed gravel base.

The second project, one mile in length, is located just out of Silver City. The notice to contractors calls for grading, construction of drainage structures and a 20 feet by six inch maricopa type cement concrete pavement.

The third project is on the Las Cruces to Alamogordo highway just out of the former town. The length of the project is approximately one and six-tenths miles. The proposed work consists of grading, construction of drainage structures and pavement exactly like that required on the Silver City job.

Breed's Purity Preserved
The Jersey cow is the almost perfect type of milker. This has been brought about by careful selection and breeding for 1,000 years. There is no record of any outside stock being introduced into the island, but during the fifteenth century an alien settler tried to bring in two bulls by stealth, with the connivance of smugglers. The attempt failed and the settler barely escaped with his life, all his possessions being confiscated.—Exchange.

Watch the Needle
Don't fear a hypodermic needle because you think it will break in the body. Needle fragments are sometimes broken in the arm as a result of hypodermic injections, but the everyday sewing needle is the worst offender in accidents of this kind, declares Dr. Victor W. Eisenstein in Hygeia, the Health Magazine. Use care when you are sewing and have a regular place to keep the needle.

Grammatical Dispute
The term, "more perfect," is condemned by some grammarians, but every adjective of this kind that means an absolute degree becomes gradually weakened in force in colloquial use and a secondary meaning is developed. In that sense adjectives of this kind may be compared. More and most perfect have been employed by some of the greatest English writers.

Finger "Testers"
"Electric fingers" work magic for the lumber dealer. Inserted a fraction of an inch into a board, the fingers announce on a dial the moisture content of the wood.

Value of Raw Cabbage
Raw cabbage is rated by the bureau of home economics as ranking with orange juice and tomatoes as one of the richest sources of vitamin C, the antiscorbutic vitamin.

World's Swiftest River
The River Rhone, which is generally regarded as the swiftest river in the world, attains a velocity of nearly 40 miles an hour in certain parts of its course.

AMERICA'S WORLD RESPONSIBILITIES

By H. J. HAAS

President American Bankers Association



H. J. HAAS

WE are in a changing world, with many new financial problems for which we have no precedents, and many old problems which have so changed as to be unrecognizable. American bankers have been called in to world affairs to blaze new trails of finance. We may expect these calls to be more numerous in the future than they have in the past. We are the world's financial leader and we must accept the responsibility which goes with it.

Let us look to the future with confidence. Every one has experienced a great sorrow some time, perhaps so great we felt we could never overcome it, but time is the great healer and eventually we have come out of it. As it is with individuals, so it is with nations. Our nation has had much sorrow in the 155 years of its existence. In that time we have passed through the major depressions of 1837-1857-1873 to 1879-1884-1893-1896-1907-1914-1921 and the present.

I venture to state that in each of these periods there were those who had doubts of the future just as we have them today, but what happened after each depression? Our country recovered, to be better and stronger than ever. Its people were introduced to modes of living they never dreamed of, until today, notwithstanding our depression, we live on the highest plane of any nation in the world. Should we not judge the future by past experience?

Surely our people are better prepared, financially and intellectually, to cope with even greater problems than they have been in the past, so why not look to the future confident that fundamental social and economic problems will be adjusted.

Confidence is not established by any one thing but by an accumulation of things. If we can get confidence started on its way, gathering a little here and there, it will accelerate its speed as it goes along. This is not the work of any one man to perform but is the cumulative effort of each and every one of us. What we are in the future is not the result of what we have done on any one day but the result of all that we have done for all time. The American Bankers Association is endeavoring to do its part. Individually our efforts may not count for much, but they are part of the whole plan and taken in the aggregate they amount to the sum total of all our efforts.

Rights or Duties
Perhaps one of the most potent causes of the present discontent is the tendency to lay stress on rights rather than duties. Yet the real progress of humanity probably depends far more on the conception of duty than on the conception of rights.—Lord Hewart.

Famous Linguist
Doctor Zamenhof, who invented Esperanto made a scientific study of all the European and Oriental languages, mastering one language after another. He was a master in the art of translation. His father and his grandfather were language teachers.

Weather Lore

People began "speaking of the weather" a long time ago. The first scientific treatise on the weather says the United States weather bureau, was written by Aristotle more than 300 years before the Christian era. The weather bureau library which is the largest meteorological collection in the world, has a big book on the weather by Albertus Magnus, printed in 1494, and a facsimile of a weather journal kept by Rev. William Merle of England, who recorded the weather day by day from 1337 to 1344. The first weather records in America, so far as known, were kept by Rev. Johan Campanius, who recorded the weather each day in the colony of New Sweden near the present site of Wilmington, Del., for the years 1644 and 1645.

Roman Colosseum

The great amphitheater at Rome known as the colosseum consisted originally of three arched stories of stone and an upper gallery of wood. The upper gallery was later rebuilt of stone. It was elliptical in plan with its long axis 615 feet and its short axis 510 feet. The arena was 251 feet long and 177 feet wide. The seating capacity of the colosseum was probably between 40,000 and 50,000, although some authorities put the figure as high as 70,000. Though it was the largest of the Roman arenas, it has been exceeded in size by more than one modern amphitheater.

Old Washington Churches

The oldest church in the city of Washington is Christ church (Protestant Episcopal), located on G street S. E., between Sixth and Seventh streets. It was erected in 1795.

Another old church is St. John's (Episcopal), on the northwest corner of H and Sixteenth streets, built in 1814. This church is locally referred to as the "Church of State." Here a pew is reserved for the President of the United States.

Wedding announcements, printed or engraved.—The Advocate.

THE Gift OF LIFETIME USEFULNESS



Remington Portable Typewriter

SELECT a gift this year that will be used and appreciated always... choose a Remington Portable! For child or adult, professional man or student, here is a present that will be a constant reminder of the donor's thoughtfulness. Beautiful—colorful—durable, the Remington is the smallest, lightest, most compact portable made. Several smart color combinations. Handsome carrying case. Convenient payment plan.

Artesia Advocate

LOCALS

Mrs. Chester Dexter was a Roswell visitor Tuesday.

Mr. and Mrs. R. D. Compton made a trip to Roswell yesterday.

Mr. and Mrs. George Teel, of Hope were trading in town Tuesday.

Willis Morgan returned yesterday from a business visit to Clovis.

W. A. Nicholas of Roswell was attending to business matters here yesterday.

Mrs. Stephen Lanning and Mrs. R. M. McDonald were Roswell visitors Tuesday.

Mmes. Frank Linell, Jack Clady Will Linell and Jess Truett were Roswell visitors Tuesday.

Mr. Flanagan is here from El Paso this week on business. He is accompanied by Mrs. Flanagan.

Mr. and Mrs. Hugh Roberts of Roswell, spent the week-end here guests of Mr. and Mrs. Nevil Muncy.

Mr. and Mrs. Chester Dexter expect to leave Sunday to spend Christmas with relatives at San Antonio, Texas.

Mmes. John McCann, J. T. Pinkard, Charles Pettis, J. G. Staebler and I. C. Dixon were visiting in Roswell Monday.

Jimmie Welsh, Kenneth Compton and Hugh Donald will be home from the Military Institute the last of the week for the Christmas vacation.

Mr. and Mrs. A. W. Broecker and children were here from Dexter Saturday visiting with Mrs. Broecker's sister, Mrs. L. M. Friend and Mr. Friend.

The Misses Eloise Reser and Alma Pearson will be home the last of the week from Draughn's Business College at Abilene, Texas for the holiday vacation.

Arthur Paton will be home tomorrow from the Military Institute for the holidays, his parents, Mr. and Mrs. E. A. Paton driving to Roswell after him.

Announcements have been received here of the birth of a son to Mr. and Mrs. H. C. McLane (Irene Gage) at Los Angeles, California on Thursday, the 3rd inst.

Robert Feemster and Harvey Yates are expected home from Oklahoma University at Norman for the holidays and Ernest Harp and Wayne Hornbaker, from the State University at Albuquerque. All will get in probably the last of the week.

Has anyone seen "KEMPY?" 1-1tc

The Misses Emily Woods and Ruth Bigler will be home from the State University at Albuquerque Saturday, coming home with Col. Woods, who is on a business trip over there.

Mrs. A. L. Allinger, who is spending the winter with her daughter, Mrs. Jim Stagner of Carlsbad, accompanied Dr. Puckett to Artesia Tuesday and spent the day visiting friends.

Mrs. L. S. Whitecomb of Dallas, Texas and Mrs. J. P. Hare of Phoenix, Arizona arrived last week for a Christmas visit to their parents, Mr. and Mrs. S. S. Ward. Miss Lola Ward is expected Saturday from the State University at Albuquerque for the holidays and Mr. Hare will arrive in time to spend Christmas with the family.

Mr. and Mrs. Bob Henderson came in from Tyler, Texas yesterday for a short visit with Mr. and Mrs. Chester Dexter on their way to spend Christmas at home in Los Angeles.

Mr. and Mrs. Fred Stevenson of Santa Rita, this state, arrived yesterday for a holiday visit with Mrs. Stevenson's sister, Mrs. C. R. Blocker and mother, Mrs. W. H. Cooper and Mr. Blocker.

The Odd Fellows have postponed their supper until after New Year's when a joint installation of I. O. O. F. and Rebekahs will be held and the lodges of Carlsbad Lovington, Hope and Lake Arthur will be invited to be present.

Shop at McClay's for practical Christmas Gifts. 52-2tc-4i

(1) WORMS

(2) SNOW

(3) CULLS

All of these things lower egg production or stop it altogether... let us advise with you on your poultry problems.

- (1) We will be glad to help you worm your flock.
- (2) Feed a warm mash at noon (laychow and water or milk). All they will eat in ten to fifteen minutes... and keep laychow dry before the birds at all times.
- (3) Let us or the Purina service man call your flock... there is no charge for this service.

Wilson & Anderson

PHONE 24

Profitable feeds for livestock and poultry. They lower your cost of production and make you more profits.

THIS CHRISTMAS

Give a Gift of Lasting Value and Service

A TIRE OR TUBE
Something For The Car
SEIBERLING TIRES

450:21 4 Ply -----\$4.70	475x19 4 Ply -----\$5.60
6 Ply -----\$7.10	6 Ply -----\$7.70

Get our prices on other sizes

Don't let your car freeze, Alcohol, Ever Ready Prestone
(Your Favorite Brand of Oils)

USED TIRES—ALL POPULAR SIZES AT LOWEST PRICES
\$1.00, \$2.00 to \$4.00

Authorized Trained Repairmen—Road Service
Gasoline—Oil—Washing—Greasing—Batteries
GUARANTEED TIRE VULCANIZING

Pior Service Station

Phone 41

Greatest of All Cars

The New CHEVROLET SIX

The first and only car with a Syncro Mesh Shift and Free Wheeling. No other car offers this double feature for so little money.
If you have not seen the new six drive by the Jackson Chevrolet Co., today and see the new coach.

Water Pump Special

TO CHEVROLET OWNERS

Starting today and lasting ten days: A complete overhauling of the pump and replacement of all necessary hose connections for—

\$1.25

All this work is done by specially trained Chevrolet mechanics, who actually know every performance and every working part of your Chevrolet.
Charles Morgan was selected to have his car washed or greased absolutely free this week. Watch these ads every week. Your name may be selected next week.

Repair Work at Popular Prices

Kinder, Jones and Monschke

AT JACKSON CHEVROLET CO.

Paton-Jones Chevrolet Company

Dec 24 1931-1932

NATURE SLEUTHS DETECT KILLERS BY TALONPRINTS

WASHINGTON, D. C.—A new type of detective has made progress in identifying "killers," reports of the American Game conference held recently at New York reveals. By adopting methods somewhat similar to those employed by fingerprint experts in running down human criminals, wild life investigators, working in the fields and woods, have now arrived at an almost complete system for positively identifying the species of wild creature responsible for the death of any valuable game bird, even when only a few feathers remain to supply the clues, it was announced by scientific workers meeting at the conference.

A group of field men who for two years have been conducting a survey of the ruffed grouse in New York state under the direction of Gardiner Bump, in an effort to save this rare species from extinction, exhibited feathers bearing the tell-tale evidence which they have learned to read, some of it incomprehensible without the aid of magnifying glasses and photography.

Mr. Bump explained that their extensive studies have shown that a fox, in devouring its kill, invariably clips the wing feathers off sharply at a certain point, while a winged killer just as invariably leaves talon marks which an expert can decipher. The nature of the marks and the distance between them distinguish the handiwork of a great horned owl from that of a hawk, and may even label the species of hawk. However, no way has so far been discovered to distinguish the attack of a mink or racoon from that of a straying house cat. Dr. A. A. Allen, ornithologist of Cornell University and chairman of the meeting, explained that while it is an accepted rule that no species of wild life shall be completely eradicated from any territory, where a disappearing species is involved it has been found helpful to thin the ranks of the worst predatory enemies.

Scientists reported progress in saving grouse and prairie chickens by working on the theory that this family of game birds is highly susceptible to disease spread by civilization thru poultry and other birds that have developed immunity. It was urged that both species be prevented from coming in contact with poultry on farms.

DIPHThERIA IN ROSWELL

Two new cases of diphtheria were reported in Roswell Monday by the county health department.

Come and see "KEMPY'S" troubles and forget yours. 1-1tc

NOTICE STATE ENGINEER'S OFFICE

Number of application RA-1108, Santa Fe, N. M., November 25th, 1931.

Notice is hereby given that on the 9th day of November 1931, in accordance with Chapter 131 of the Session laws of 1931, Laura I. Watson of Artesia, County of Eddy, State of New Mexico, made application to the State Engineer of New Mexico for a permit to change the location of an irrigation well or point of appropriation from the NE $\frac{1}{4}$ NW $\frac{1}{4}$ NE $\frac{1}{4}$, Section 8, T. 16-S., R. 25-E., N. M. P. M. to the NE $\frac{1}{4}$ NW $\frac{1}{4}$ of Section 8, T. 16-S., R. 25-E., same to be used for irrigation purposes.

Any person, association or corporation deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source may file a complete sworn statement of their objections substantiated by affidavits with the State Engineer and file proof of service of a copy thereof upon the applicant with the State Engineer on or before the 5th day of January 1932, the date set for the State Engineer to take this application up for final consideration unless protested.

GEO. M. NEEL, State Engineer.

51-3t

PICKED UP ON MAIN

The other day while passing the residence of Jim Berry, a stranger noticed a rather nice looking hat lying out in the street. Thinking possibly the hat might have blown from the house, the stranger decided to "do his daily good turn," by returning the hat. Imagine his surprise when he managed to wade where the hat was to find a wisp of hair just beneath the hat. Scraping a little mud from around the hair he discovered a man's head and after considerable more digging he unearthed a full sized man bogged down in the street. O thoro soaking in the bath tub revealed none other than Jim Berry, smiling but somewhat numb. The first words Jim spoke were: "I dreamed I was back at Hot Springs, Arkansas taking a mud bath."

You were wrong if you thot the crowd gathered in front of The Advocate office Thursday afternoon witnessed a medicine show. A fistic and verbal encounter attracted the folks. We vigorously protested the matter of pulling such excitement after the paper had been published and have entered a protest with the grievance committee. Most everybody who witnessed the encounter agreed that the fistic exhibition was punk, but the verbal part of the show could easily be classed as the battle of the century.

SHEEP BOARD MEETS

The New Mexico Sheep Sanitary Board meeting in Albuquerque Thursday report the sheep over the state in good condition. There are practically no scabbies now they said.

NOTICE FOR PUBLICATION

Department of the Interior, U. S. Land Office at Las Cruces, New Mexico, Dec. 12, 1931.

NOTICE is hereby given that William J. Trainham, of Lake Arthur, New Mexico, who on June 26th, 1928, made Stock Raising Homestead, No. 034518, for Lots 3, 4, E $\frac{1}{2}$ SW $\frac{1}{4}$; SE $\frac{1}{4}$ sec. 7, Lots 1, 2, E $\frac{1}{2}$ NW $\frac{1}{4}$, NE $\frac{1}{4}$ Section 18, Township 15-S., Range 23-E., N. M. P. Meridian, has filed notice of intention to make five year proof, to establish claim to the land above described, before S. W. Gilbert, U. S. Commissioner, at Artesia, New Mexico, on the 22nd day of January, 1932. Claimant names as witnesses: Larry A. Kite, John F. Runyan, David W. Runyan, Earl Lovelady, all of Artesia, New Mexico.

V. B. MAY, Register.

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO

IN THE MATTER OF THE ESTATE OF POLK W. TURNER, Deceased. No. 671.

NOTICE

Notice is hereby given that the undersigned, was on the 27th day of November, 1931, appointed, administratrix of the estate of Polk W. Turner, deceased, by Hon. M. O. Grantham, Probate Judge of Eddy County, New Mexico.

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

BIRD L. TURNER, Administratrix.

52-4t

Ohnemus & Son BLACKSMITH SHOP

Blacksmithing, Woodwork and Horse Shoeing
Plow Work A Specialty.
All Work Guaranteed

S. LIGON WILL PLANT PRAIRE CHICKENS W. OF THE PEGOS RIVER

Prairie chickens are to be transplanted west of the Pecos river, it was announced at Roswell by J. Stockley Ligon, game expert of the New Mexico game and fish department, who was in Roswell for a conference with Attorney James B. McGhee of the state game commission.

Mr. Ligon said he had made a careful study for a number of years of certain areas west of the Pecos river and believed these areas to be well adapted to the prairie chickens.

Mr. Ligon went Monday to points in Lea county where he plans to trap a number of these chickens for transplanting.

Mr. Ligon is also planning to trap surplus quail from the larger refuges and place them in areas where the quail are scarce. In cases where the birds are subjected to excessive hunting small refuges are to be created to protect the initial stock, it was announced.

The present state game commission is working hard in an effort to increase the supply of game and fish in all sections of the state.

FISHES NEED PASSPORTS

WASHINGTON, D. C.—It is dangerous for fishes to travel without an official escort, and all fishes should be armed with passports before entering a different state or even a different lake, J. L. Farley, executive officer of the division of fish and game of California, recently warned in a report to the American Game Association.

"Havoc has been played with many waters in California by fishermen who take it upon themselves to import their favorite species of fishes, from outside the state or from other lakes, into the favorite fishing grounds. Often species have been introduced which are harmful to other fish life already established. California regulation require that any importation or transplanting of fish or fish eggs must be done thru the bureau of fish culture."

FILED FOR RECORD

December 7, 1931.
In The District Court:
No. 5328. Suit for Damages. J. E. Matkins vs. T. P. Coal and Oil Co., \$2500. Damaged grazing property. No. 5329. Garnishment. Caroline Weaver, doing business as Weaver's Garage vs. F. E. Little, Joyce-Fruit Co., garnishee \$829.47.

December 8, 1931.
Warranty Deeds:
Alvie Vandagriff, et al to Sion Edgerton \$100 L. 18, B. S. Clayton & Stegman Add. to Artesia.

December 9, 1931.
Warranty Deeds:
Mollie Ohnemus, et al to Joe Morosi \$6,000 W $\frac{1}{2}$ SE $\frac{1}{4}$ SE $\frac{1}{4}$; E $\frac{1}{2}$ SW $\frac{1}{4}$ SE $\frac{1}{4}$ 8-22-27. W. R. attached.

December 10, 1931.
Warranty Deeds:
Pecos Valley Trust Co. to Dott C. Craft \$10 Lot. 3, B. 86, Lowe Add. to Carlsbad.

December 11, 1931.
Warranty Deeds:
W. J. Gushwa to D. S. Martin W $\frac{1}{2}$ SW $\frac{1}{4}$ 27; N $\frac{1}{2}$ 34-18-25. Bertha F. (Ball) Wood, et al to Shelton Souther \$1200 NE $\frac{1}{4}$ SE $\frac{1}{4}$ etc. 28-17-26.

In The District Court:
No. 5330. Divorce. Leah Brinkley vs. Tom Brinkley.

December 12, 1931.
Quit Claim Deed:
J. J. Schmidt to Carrie S. Culley, L. 3, B. 2, Roselawn Add. to Artesia being a portion of SE $\frac{1}{4}$ 17-17-26.

In The District Court:
No. 5331. Judgment. LaRue Paytiano vs. J. K. McCall and wife, \$450 and interest.

Yes my boy, I reckon you can have her," sighed old man Hawkins to his daughter's suitor. "But take good keer of her, for she's been riz kinder tender like. Eight acres is all I ever ast her to plow between sun-up and dark. She can do light work such as well diggin' and steer brandin' but she aint used to no rough stuff, so you'll have to be gentle with her."—Hoofs and Horns.

"Kempy" at Central Auditorium Friday. 1-1tc

CURIOUS WORKS OF VALLEY WIND

Col. Thomas Boles, superintendent of the Carlsbad Caverns National Park, contributed the natural wonder of the "Believe it or Not" classification at the weekend.

"On one day last week, there was a sixty-mile wind at the caverns, which made the snow dis-

appear rapidly," he said. "The phenomenon came in the fact that it was moving in just the right direction to hit the mouth of the caverns squarely, and go down it with great force. Finally it reached the elevator shaft and came up it with such force that it blew out several windows in the pent house at the top of the 750-foot hole. The combination of circumstances may never happen

again, and will of course never be fully possible again, as the elevator shaft when completed will shut out such currents." All of which seems like an isolated case, until it is told on the same day, several people coming down the valley burned no grass from the top of the hill at Dayton to Seven Rivers. The wind just carried their automobiles right along.—Carlsbad Current-Argus, Monday.



"APPRECIATED ALL YEAR"

The Advocate is appreciated by the entire family, dad, mother and the youngsters—also by sending it to a friend who has moved away you will be thought of fifty-two times during 1932.

—a Family Gift for only:

\$2 —a yr.

\$2.50 Outside N. M. Subscribe Today!

THE ARTESIA ADVOCATE

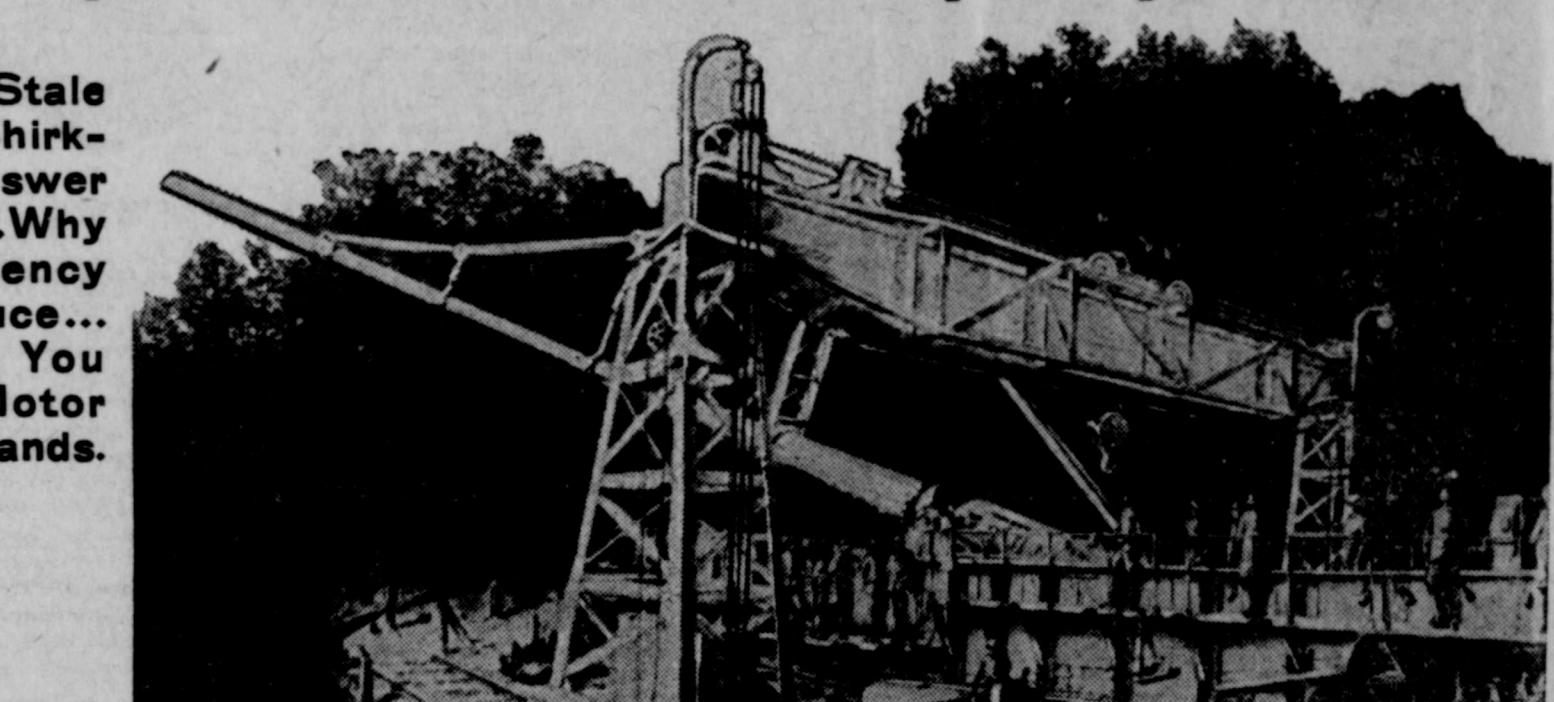
Science Developed "OCTANE" to Show Up Lazy Gasolines

"Has My Car Gone Stale —Or Is My Gasoline Shirking Its Duty?" The Answer May Surprise You...Why High Octane* Efficiency Costs More to Produce... Science Now Tells You How "Standard" Motor Fuels Meet Rigid Demands.

SCIENCE NOW KNOWS that there are lazy and inefficient gasolines shirking the new duties of high compressions demanded of them; it has found a yardstick for measuring a good motor fuel, and in doing so has given us a new word of extreme importance to every motorist. The new measure is Octane Rating, and it has been officially adopted by the Society of Automotive Engineers as a test of the anti-knock value of motor fuels. Like the now familiar terms "vitamin", "calorie", "kilowatt"—"Octane" bids fair to become a word of enormous importance to the public, and behind it is a great drama of industrial achievement.

Automotive World Demands Proof of Better Gasoline

Constantly seeking increased motoring speeds and power, Automotive Engineers, besides developing high compression engines and many other mechanical improvements, came to demand a motor fuel that would deliver its full power without knocking. How could science measure such a fuel? How could it distinguish the lazy motor fuels from the workers—and thus obtain assurance of proper performance in the new high-compression engines? Here was no simple problem—and many solutions were attempted. At length a method called Octane* rating was hit upon. It is briefly explained elsewhere on this page, and it is now the accepted standard by which the automobile and the airplane gauge the anti-knock quality of gasoline—a uniform standard of measurement wherever gasoline is sold—a great step forward!



What OCTANE Rating Means to Motorists

High Octane efficiency successfully puts gasoline power into harness! Instead of premature "knocking" explosions that help to block piston action, the flow of energy in a gasoline of high actual Octane rating surges progressively with the piston throughout its entire stroke. Not only does your motor respond more smoothly—a new and higher quota of gasoline-power is being converted into engine-power.

In the great Standard Oil laboratories, by ingenious and accurate devices, scientists now measure motor fuel performance under actual road-operating conditions. These super-tests show "Standard" motor fuels to be unsurpassed in Octane efficiency—as well as in their effective volatility, quick starting, carburation and power.

OCTANE Ratings Now Are Demanded by Scientists and Big Buyers of Gasoline

The Society of Automotive Engineers, the U. S. Navy, the War Department, the U. S. Air Service, the technical staffs of the Petroleum and Automobile Industries—in short, the whole automotive world has given to this standard of measurement for automotive equipment the utmost significance.

Actual Octane efficiency is an important index to the motoring performance you may expect from the gasoline you buy.

Tests Prove "Standard" is Winter's WIDE-AWAKE Gasoline

For Winter driving, and cool-weather starting, the high merit of "Standard" Gasoline and Standard Ethyl Gasoline is particularly noticeable. Test after test has shown their superiority over motor fuels of lower Octane rating and less scientific manufacture.

You are sure of your performance-values in Octane ratings when you buy these "Standard" motor fuels at Standard Oil Dealers everywhere in New Mexico.

The famous "Big Bertha" firing on Paris from behind the German lines—75 miles away! Scientifically regulated compression did it—the same principle that gives high Octane "Standard" Gasoline its extra punch in your motor.

Octane Ratings are measured by complicated machines like this one. Aviators must have good motor fuel—so the U. S. War Department, Navy Department and U. S. Air Service all demand Octane efficiency in the gasoline they buy.

*WHAT OCTANE RATING IS—In non-technical language Octane Rating is arrived at in this manner: Iso-Octane is a laboratory-prepared fuel having a very high anti-knock value. Heptane is a fuel having a very low octane, or anti-knock, value. By mixing the two together in varying proportions, the anti-knock quality of any gasoline can be duplicated exactly. The per cent of iso-octane in this mixture is then the Octane Rating number of that gasoline.

STANDARD OIL COMPANY OF CALIFORNIA

To Improve Your Car's Winter Performance Demand the High Octane Efficiency of STANDARD GASOLINE & STANDARD ETHYL GASOLINE

AT STANDARD OIL DEALERS EVERYWHERE IN NEW MEXICO

AMERICAN LEGION

Christmas Night Dance

Friday Evening, Dec. 25th

AT ARTESIA HOTEL ROOF GARDEN

Music by Rythm Kings, colored orchestra

Lets Go!

9:00 p. m.—Admission \$1.50

HOPE ITEMS

Damon Guess was an Artesia visitor Saturday. Hilton Cox, of Roswell spent the week-end in Hope.

Floyd Crockett was in from the ranch during the week-end. Mrs. Z. C. Collier and family were in Artesia Saturday.

Mrs. Vine Bush has been in Artesia the past two weeks. G. A. Barries of Lubbock, Texas was in Hope Monday on business.

Boone Duncan returned last week from a visit with relatives in Texas. Mrs. Pete Jackson of Artesia spent Sunday visiting the Will Keller family.

Mrs. Charlie Hardin spent several days visiting with her mother, Mrs. Will Keller. A baby daughter was born to Mr. and Mrs. Kelly Newbill at Roswell December 7th.

Vella Maye Savage of Roswell spent Sunday visiting Mr. and Mrs. Irvin P. Murphy. Kelly Newbill of Artesia spent Sunday visiting his parents, Mr. and Mrs. R. N. Newbill.

Mr. and Mrs. Bryant Williams, Alice Ruth and Corinne Puckett motored to Artesia Saturday. L. N. Barley who has been ill for several days from an attack of pneumonia is rapidly recovering.

Mrs. Anderson Young was ill several days this week, causing her to be absent from her school work. Mr. and Mrs. Hal Harris of Yuba City, California, are visiting Mr. and Mrs. E. F. Harris and family.

Inez Blakeney who has been in Artesia for the past month visited with friends in Hope Sunday afternoon. Mrs. Howard Hamil, who has been in town for several weeks with the Hilary White family, returned to the ranch Friday.

A baby boy was born to Mr. and Mrs. J. B. Leck of Carlsbad December 10th. Mrs. Leck is well known by the Hope people. Mr. and Mrs. Ed Bryant of Carlsbad and Mr. and Mrs. Elzie Swift of Artesia were dinner guests at the Dee Swift home Sunday.

W. W. Hardin and John Hardin spent nearly all of last week hunting for a lost sheep herder. He had not been found Tuesday evening. William Cox who has been visiting his aunt, Mrs. A. E. Traylor for the past three weeks, returned to his home in Mart Texas Thursday.

Mrs. Hodges who has been visiting her parents, Mr. and Mrs. John Prude on the Prude ranch, returned to her home in Los Angeles, Friday. Mrs. Lewis Byer and Tom McKonnel of Midland, Texas, returned with Mr. Byer Wednesday evening to make their home on the Mule Shoe ranch.

A fire was reported at the Bill Riley home on west Main Monday. The flames were extinguished immediately however, and no particular damage was done. Miss Inez Teel acted as hostess at a 42 party at the home of Mrs. Andy Teel Wednesday evening. After the guests had danced and played 42, they made candy.

Handson Fite of Los Angeles, California is expected to arrive in Hope Tuesday. He is planning to make his home here permanently with his parents, Mr. and Mrs. F. E. Fite. A Christmas program will be given at the school house next week by the Baptist ladies in charge, Mrs. A. B. Murphy, chairman. The exact night has not been set yet.

Pete Cassabone who has been suffering at his home in Hagerman for several weeks is able to be up on crutches. He is anxious to be able to return to his ranch southwest of Hope. Mr. and Mrs. Johnnie Kingston of Lake Arthur visited P. G. Peters and family Sunday. The Kingstons were friends of the Peters family when they lived at Capitan several years ago.

After school had been dismissed for almost two weeks because of impassable roads, classes were begun again Monday. School will be dismissed one week for Christmas holidays beginning with the twentieth. Audry Rowland was the hostess of a lunch at her home Sunday afternoon. Those present were: Janet Parks, Anna Alcorn, Aline Parks, Vina Bush, Barbara Glascock, Marjorie Johnson, Bly Miller and Blanch White.

An ensemble of the last year's graduating class was presented to the school last week by Allen Johnson, principal of high school, and sponsor of the 1931 senior class. The picture was hung in the superintendent's office. Tom Blakeney, civil war veteran celebrated his 87th birthday Wednesday evening by inviting all of his children and their families to a birthday dinner. A large crowd gathered at his home to celebrate the annual affair.

Choir practice was held at the Methodist church Tuesday for the young people of Hope. Christmas

THE FAMILY NEXT DOOR



Hints for the Household



FOR DECEMBER

By Betty Webster

A Shoe Protection

This applies particularly to children as it is almost impossible to see that they have rubbers on every time it is necessary. You will find that by melting some mutton fat together with again as much bees-wax and painting it on children's shoes while hot, that their shoes are practically waterproof. Especially with two coats.

How To Test Canned Goods

1. Be sure cap shows line of rust around it; should be the same as seen on seam at side of can. 2. Press bottom of can. If goods are perfect there will be no rattle to the tin. 3. Do not use any goods where you can see rust around the cap on the inside head of can.

COOKING HINTS

A Pretty Christmas Salad

Apples 10 cents worth of cinnamon drops 1/2 cup sugar. 1 cup water. Celery Nuts Mayonnaise Lettuce. Method: Core and peel apples, one to a person. Cook in syrup made of the cinnamon drops, sugar and water; baste and cook only until well colored. Chill. Fill cavity with chopped celery and nuts. Serve cold on lettuce leaves with mayonnaise.

Simple Tomato Soup

I have previously given a recipe for a real home made tomato soup; but on such big days as Christmas and New Year's a good soup easily made is the main requirement. Method: Empty and canned tomato soup into a pan; stir tiny pinch of baking soda into this. Use can as measure, take twice the amount of milk as can holds. This will be a delicious cream soup.

Stuffed Dates-Salted Nuts

Both are toothsome additions to a Christmas candy box or a Christmas dinner. Method for dates: 1. Make a fondant of confectioner's sugar, cream, butter and a little vanilla. Remove pit and fill cavity with this fondant. 2. Remove pits and insert nut meats. Method almonds, pecans: If salting almonds, always blanch first. Pour any good oil into a prying pan; have it very hot. Pour in nuts—stir constantly until browned. Have a brown paper spread out on a flat surface; pour nuts on this then salt.

BAKING HINTS

Hint For Removing Cake

Remove cake onto a piece of oiled paper or tissue paper. If cake sticks to this a little warm water will easily remove paper.

Sour Milk Cornbread

2 eggs 1/2 cup sugar 1 cup sour milk 1-3 cup butter Pinch salt 1 cup corn meal 1 cup flour 1 teaspoon baking soda. Method: Beat eggs—add sugar and salt, then corn meal and flour; next dissolve soda in milk, add this to other ingredients, and, last of all, melted butter. Pour in greased pan and bake.

Rules For Baking Custards

Do not beat eggs too light. Heat milk and add gradually. Custards are much better when strained. Strain before cooking. Set in a pan of water while baking.

JUNIOR HIGH SCHOOL NOTES

Boys' basketball practice begins this week. Our first game is with Upper Cottonwood and is scheduled for January 8th.

Mr. Kerr spent Monday with us giving arithmetic tests to all classes.

Two new pupils have recently entered the 8-A: Philip Mersfelder from Logan, this state and Fay McIlhenny from Mosheim, Texas.

Miss James' hygiene classes have finished their posters. They are to be judged Thursday by a committee of three high school teachers, and the prizes will be awarded.

We have received two new Junior Literary Guild books this week: "The Story of a Young Artist," and "Circus," by Paul Eipper. 7-B Class Reporter.

Did you ever see a plumber marry a heiress? See "KEMPY."

SUBSCRIBE TO THE ADVOCATE

GETS NATURALIZATION PAPERS THURSDAY

O. E. Feldmeyer drove to Carlsbad Thursday and appeared before Judge G. A. Richardson, for his naturalization papers. The papers were granted and now Mr. Feldmeyer is a full fledged citizen of the United States. Messrs.

J. S. Ward and Tom Ragsdale accompanied Mr. Feldmeyer and acted as witnesses.

Mr. Feldmeyer is a native of Germany having migrated from Berlin Germany to the United States eighteen years ago.

Shop at McClay's for practical Christmas Gifts. 52-2tc-4i

Sure--

Santa has visited us and evidence of his visit can be seen at our store.

Practical and useful gifts for the family in an R. C. A. Radio, gifts for the man and many gifts for the ladies . . . and lots of things for the kiddies . . . visit with us, inspect the many suggestions, there is no obligation.

Mann Drug Co.

Rubber Stamp Seals, Etc. For Sale The Advocate

DO NOT HANG STOCKINGS ON STATE FOREST TREES

WASHINGTON, D. C.—Christmas stockings will not grace state-owned forests this year, if the example being set by the conservation departments of Michigan, Wisconsin and New York mean anything, comments a bulletin of the American Game Association.

With the growth of reforestation and the increase in popularity of forests as business and recreational ventures, those states have issued orders for strict enforcement of new regulations against Christmas tree vandalism along roads and highways. The yuletide demand for young evergreens has furnished the incentive for extensive tree "bootlegging" activities. Large areas adjoining highways have been stripped bare of young trees by "tree pirates," traveling at night in large trucks.

The new provisions require the Christmas tree dealers to be licensed. All individuals are being urged to obtain their trees in legitimate markets or secure them in the country only after first consulting the owner of the land.

ON MYTHICAL TEAM

Two Artesia grid stars have been voted a place on the East slope All Conference high school football teams. The first and second mythical team was selected by coaches of the eastern part of the state with the co-operation of the Clovis News Journal.

On the first team, Ransbacher of Artesia was selected as the right half back and Brown of Artesia was selected as full back on the second team. Several players from both Portales and Clovis made places on both teams.

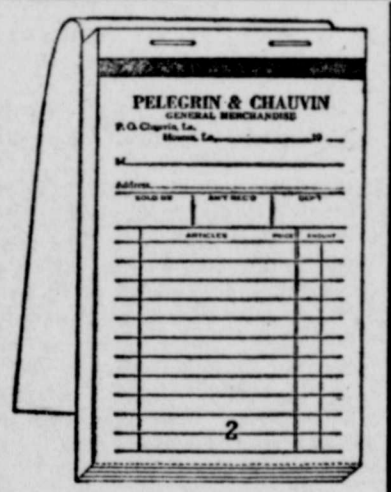
carols were rehearsed, and plans made for a Christmas caroling, to be held some time next week. All of the young people are invited to join the serenade.

Wallace Johnson motored to El Paso Friday to bring several of the college students home for the Christmas vacation. Those who returned with him were: Frances Johnson, a student of El Paso Vocational school; Iva Ruth and Lemon Glascock and Effie Fite, who have been attending State College. They expect to return during the first week of January.

GRASSHOPPER STORIES, BELIEVE THEM OR NOT

Some time ago we read an article in one of our exchanges of a farmer in the grasshopper region of Nebraska who left his team standing in the field while going after a drink of water. When he returned the grasshoppers had eaten the team and harness and were playing horse-shoes to see who was to get the neck yoke and collars. We thought that was a pretty fair illustration, but when a friend of ours heard it he told the following (and swears to its veracity):

A farmer in the grasshopper region had a cow and calf. He kept the calf in the barnyard thru the day while the cow was out in the pasture. One morning, as usual, he turned the cow out, and after an hour or two heard the cow's bell ringing furiously. Upon investigation, he found that the grasshoppers had eaten the cow and were ringing the bell in an effort to induce the calf to come out to be eaten.



SALES BOOKS

If you want sales books that will reflect favorably upon your store . . . if you want quicker service than is characteristic of the sales book industry . . . if you want to save time, trouble and money, let us handle your next order for this important item.

We Also Handle Orders for CAFE CHECKS LAUNDRY LISTS and MANIFOLD BOOKS

Ask for Samples and Prices

Artesia Advocate

WANT ADS PAY

Announcing

THE PURCHASES OF ADKINS DAIRY

We have recently purchased the Adkins Dairy, southeast of town and will continue to serve our customers with Grade A Milk and the best of Milk Products. We will also continue to make two deliveries daily and a delivery on call.

We appreciate the patronage of both old and new customers. Our dairy is operated in a sanitary manner and with experienced help.

Hammond Dairy

B. R. HAMMOND, Prop. PERMIT NO 23 PHONE 017 F3

"PLUG IN" Says SANTA

and say MERRY CHRISTMAS with one of these delightful electrical gifts

An Electric Radio, a Percolator, a Toaster, a beautiful Lamp, or any one of the hundred other electrical appliances. They are gifts that will be useful and certainly appreciated.



Select them from your electrical dealer

Southwestern PUBLIC SERVICE Company

Dec 24 1931

Days We'll Never Forget

CHRISTMAS MORNING!



Unsuitable kinds and excessive amounts of food are responsible for many acutely disordered stomachs. Rich sauces, highly spiced foods, too much candy and pastry, as well as over-eating, often irritate the digestive organs into indigestion.

The milder forms of these disorders consist of discomfort in the region of the stomach, headache, nausea and vomiting. The vomiting is usually followed by relief. It is a good thing, being nature's way of quickly emptying the stomach, and removing the cause of the trouble.

Sometimes there is considerable nausea but vomiting does not readily occur. By drinking warm water one can often aid nature in her efforts to produce vomiting. A fast for a day, followed by a careful return to the normal diet, will give the stomach necessary rest. This is usually all that is required in the milder cases.

May Be Serious

Laxative is sometimes advised. It may not always be safe. What appears to be a simple digestive upset may be the beginning of a much more serious disturbance, as for instance, appendicitis. As a rule, if vomiting and fasting do not result in rapid recovery, treatment by a physician is advisable. When there is fever, or the vomiting continues, or there is pain or tenderness in the abdomen, the services of a physician are certainly required in order that diagnosis be made. It is also well to remember that a digestive disturbance with vomiting often occurs at the beginning of contagious diseases in children.

Drink Warm Water

Drinking warm water to promote vomiting and wash out the stomach—fasting until the stomach is "settled" and, if desirable the application of the abdomen of heat in the form of stupes or the hot water bottle, are harmless and usually effective in the milder cases of "indigestion."

SCOGGINS' STORY IN POST ATTRACTS INTEREST

The current issue of the Saturday Evening Post carries the opening installment of a story by C. E. Scoggins. The author is the elder brother of Rev. Harold G. Scoggins pastor of the Methodist church here.

Mr. Scoggins has been a regular contributor to the Saturday Evening Post for more than ten years and is considered one of the most successful writers of fiction. His stories have for the most part dealt with situations laid in the tropics of Old Mexico and Central America, about which section of the world the author has first hand information gained from residence and travel there for a long period of years.

The current story entitled, "Flame," begins in a New York setting with intimations that the scene of action will shift quickly to the tropics where the author is most completely at home.

STUDENTS

Students note books, embossed in school colors and your name stamped on them at The Advocate.

LAKE ARTHUR ITEMS

Miss Ella Ohlenbusch, Reporter

Alton Eaker was ill several days of last week with the flu.

Miss Wilma Walden spent several days of last week with Miss Lois Bivens.

Supt. C. R. Bernard and sister, Mrs. Harmen were visitors at the Carlsbad Caverns Sunday.

Walter Walker and family who live east of Hagerman were visiting friends here Monday.

Mrs. W. L. Bradley spent Sunday in Carlsbad visiting with her daughter, Mrs. I. R. Funk.

Mr. and Mrs. Clyde Latta and Mrs. Latta's mother, Mrs. W. A. Hedges were shopping in Artesia Monday.

Mrs. Langford and Mrs. Evans of Hagerman were visiting at the home of Mrs. Richmond Hams Tuesday.

Mrs. Ollie Smith and son, J. T. spent Monday evening visiting at the home of A. J. Crawford in Artesia.

John Donahue of Artesia is a guest at the home of Mr. and Mrs. H. A. Simms several days this week.

Charles Doyle was transacting business in Roswell Tuesday, he continued his trip from there on to the Caprock.

The church program for Christmas will be held at the Methodist church at 7:30. Everyone is invited to attend.

Mr. and Mrs. E. C. Jackson, Charles Doyle and A. V. Flowers attended the farmers tax payers meeting at Roswell Saturday.

Mr. and Mrs. Perry Andrus and Mr. and Mrs. Orla Broocke of Hagerman attended the services at the Baptist church here Sunday morning.

Mr. and Mrs. J. W. Roberts and daughters, Miss Ola and Mrs. Ella Tolbert were dinner guests at the John Bullock home in Hagerman Sunday.

Mrs. K. A. Bivens and son, Dennis accompanied by Rupert Pate, were in Carlsbad Wednesday where Mrs. Bivens consulted with a Physician.

Altho the bad weather delayed the farmers with the gathering of their cotton crops, some of them have already begun plowing land for next year.

Several Lake Arthur people are tuning in on a daily musical program broadcasted out of Amarillo, Texas, by Lee Frazier, son of Mr. and Mrs. Frazier.

Altho the bad weather delayed school for two weeks, it began again Monday morning, several of the children still being absent on account of the bad roads.

Ford Frazier left Saturday for Alamogordo on business, his brother, Luther Frazier and family returned with him and will make their home here for the present.

Mr. and Mrs. Charles T. Sowder of Dallas, were visiting Mrs. Sowder's cousin, Mrs. E. C. Jackson Sunday. They continued their trip on to Carlsbad Sunday afternoon.

Mr. and Mrs. Smith who have been visiting in California and Abilene, Texas, were here for a short visit with Mrs. Smith's mother, Mrs. John Griffith, several days last week. They returned to their home in Santa Fe Saturday.

Quite a crowd of young people gathered at the home of Mr. and

AGAIN WARNS MOTORISTS

SANTA FE—State Comptroller J. M. Lujan Monday again warned New Mexico motorists to purchase their 1932 license plates before December 31.

"Only fourteen more days remain," Mr. Lujan said, "in which motorists can obtain their licenses without penalty." As I have said before there will be no extension of time after December 31 and all licenses must be purchased by that time.

"Our only purpose in starting the sale of plates on November 1 was to give every motorist ample opportunity to obtain a license before the first of the year." During the past month and up to and including December 12 only 8,041 license plates had been sold.

Last year by the end of December over 16,000 plates had been sold as compared with but 2,794 during the first twelve days of that month. The sale of plates, however, did not start until December 1 last year and the time was extended an additional thirty days.

The amount sold so far this year includes sales in all counties.

Have you married the wrong girl? Come get wise from "KEMPY."

Wedding announcements, printed or engraved—The Advocate.

Mr. K. A. Bivens Saturday for a birthday surprise party for their oldest son, Dennis, who celebrated his sixteenth birthday. The evening was spent in playing games after which refreshments were served of cake and hot chocolate to about 36 guests.

HAM SPECIAL

- Puritan Skinned Hams, per lb.....18c
- New Pinto Beans, 15 lbs.....50c
- 4 Cans Red Beans.....25c
- Sour Pickles, Quart Size.....20c
- No. 2 Size, Standard Corn, 2 Cans.....25c
- No. 2 1/2 Size White Swan Peaches.....20c (in syrup)
- No. 2 Size Black Berries.....15c
- 3 lb Can Brazos Coffee, Cup & Saucer...\$1.25
- Pure Sorghum, 1 Gal.....\$1.15
- Purity Oats (with Chinaware).....30c
- Purity Oats (with silverware).....30c
- Oxydol (large).....22c
- White Swan Gelatine, 4 pkgs.....25c

Reduced prices on other goods . . . Get our price on Candy, Nuts and Fruit for your Christmas . . . Special Price to Churches, Schools and Lodges.

Star Grocery

The home owned Store We Deliver Phone 48

HOOVER PUBLIC SALE

The following public sale bill published in a recent issue of the Auxvasse (Missouri) Review will be of interest to many former Missouri residents and possibly others: The bill:

Having decided to help Hoover get some money for his international bankers, and to vacate this 200 acre farm so that Sec. Hyde can set it out in trees and brush, I will sell at my home, known as the John Eller farm three miles north of Auxvasse, eight miles south of Missouri, and 3-4 miles west of Highway 54, down a beautiful (?) Arthur M. Hyde-Franklin D. Roosevelt drive (native brush on both sides), beginning at ten o'clock, a. m., on Thursday, December 17th, my entire farm equipment, consisting of live stock, farm machinery, feed, etc., and some household goods.

14 head of good cows and heifers springers and fresh.

Secretary Hyde wants one cow out of every ten killed and all of the dairy calves. If someone doesn't kidnap him and take him to an asylum before date of sale, I may have only twelve head. I suppose he will want one out of the ten and a small heifer out of the four to make his account balance, and if there are only twelve head here on day of sale you will know that the secretary of agriculture is still at large and collected his tithe.

One 8 year old mule. Two aged mares. They'll be here. Hyde is not interested in them.

Farm machinery—Wagons, disc cultivators, sulky plows, gang plow, mowing machines, planter, six-shovel plow, manure spreader, corn binder, disc harrow, harness, cream separator and a lot of small tools.

Feed—About 900 bushels of snapped corn in crib; about 1500 bundles of nice sheaf oats; 800 bundles of kaffir corn; 500 bundles of cane, cut late and in good shape; about 25 bundles of shelled oats and a lot of other things that are mortgaged.

Terms—Cash or credit.

The ladies of the Auxvasse Baptist church will serve dinner out of the "great surplus" we hear so much about. The only over-production I know of is empty stomachs and debts.

Hyde, Stone & Co., are very busy at this time, and I did not call on them to sell or send their official sealer to help me. I just got some of the home boys to sell it as I think from the past record of the above company our boys can beat them selling. Therefore, I have employed Holman, Kircher and Larue. Clerk, George Motley.

I. T. VAN NOTE.

LAND STATES TO DEMAND ACTION ON PUBLIC LAND

WASHINGTON, D. C.—Declaring congress "cannot long shirk the responsibility of declaring a policy on public lands," Representative Colton, republican, Utah, former chairman of the public lands committee, Friday laid plans for a concerted effort to that end by representatives and senators from eleven public land states.

He set Saturday for a conference in which western members will express themselves on the subject and perhaps make some plan for action.

TYPEWRITERS

New Woodstocks, Coronas, and Remingtons, Rebuilt in all other makes at The Advocate.

LAKWOOD ITEMS

Mrs. M. C. Lee, Reporter

Mrs. Joey Hunt and children visited friends at Atoka Saturday afternoon.

Mrs. Lewis Stewart has been ill and under the doctor's care the past week.

Miss Viola Lewis served as postmistress while Ora Hellyer went to Carlsbad Saturday.

Grandma Larremore has been visiting friends and relatives in Carlsbad the past two weeks.

Miss Jewel Ross substituted in the primary room for two days during Mrs. Stewart's illness.

Mrs. J. D. Millman and daughters, Ora and Edna and Mrs. Dwight Lee were shopping in Carlsbad, Saturday.

Bob House of Dayton and brother, Charley House of Colorado, Texas visited R. L. House and family one day last week.

Taylor Ross is recovering from a seige with his back caused from trying to help push a truck out of the bar pit during the bad weather.

Mr. and Mrs. Cope of Tyler, Texas visited Mrs. Cope's parents, Mr. and Mrs. J. W. Holly and sister, Mrs. J. A. Lewis Saturday and Sunday.

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Shop at McClay's for practical Christmas Gifts. 52-2tc-41

Smilin' Charlie Says



Pretense is usually a dangerous thing but there's nothin' wrong with playin' Santa Claus to a lot o' poor kiddies

GIVE A PORTABLE

FOR CHRISTMAS THIS YEAR

CORONA REMINGTON UNDERWOOD AND REMINGTON NOISELESS IN STOCK

Also Standard Machines in New, Rebuilt and Second Hand . . . Come in and look them over

Artesia Advocate

JOB PRINTING AT THE ADVOCATE
ALL KINDS OF JOB PRINTING—PHONE 7

NOW READY for BUSINESS

We are now operating our laundry and cleaning establishment and are prepared to do all classes of work in our laundry and cleaning departments.

We regret that the recent fire made it necessary to temporarily discontinue service to our patrons. Now, however, repairs have been made and we wish to assure our friends and customers that our best efforts will be devoted to giving you a satisfactory service.

We shall appreciate a continuation of your patronage.

ARTESIA LAUNDRY AND CLEANERS

Phone 11

W. F. Allen

LOCALS

Col. A. T. Woods made a business trip to Santa Fe the first of the week.

James Preston Dunn, Lee Franklin and Calvin Dunn spent Saturday in Roswell.

E. R. Wright of the Upper Cottonwood community was traded in town Monday.

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Owen McClay, Judge Atkeson, Judge Jackson and Abe Burnett made a business trip to Carlsbad Monday.

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Mr. and Mrs. Fred Knowles moved Saturday from their home in Belle Plain, Kansas and plan to spend the winter here.

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Miss Jennie Beth Bishop is expected home the first of the week from the State Normal at Silverton for the Christmas vacation.

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Mr. and Mrs. J. T. Pinkard arrived Saturday from Britt, Iowa on a visit with Mrs. Pinkard's sister, Mrs. J. T. McCann and Mr. McCann. They were accompanied by Mr. and Mrs. J. G. Eshelby, also of Britt, Iowa, who will leave the last of the week with Mr. Pinkard for Big Spring, Texas. Mrs. Pinkard will remain for a longer visit.

H. E. Holcomb, watchman at the Elmhurst, was trading in town Saturday. Saturday was the first day Mr. Holcomb had been in town this way since the beginning of the year. At the beginning of the year, Mr. Holcomb's telephone went down, his car was broken down and his radio was broken, leaving him in a state of despair for a man of his age. Thousands of ducks have been taken in the past ten days and the members are leaving the water.

Are you tired of bills? Get them from "KEMPY."

CHICAGO IS SELECTED G.O.P. MEETING PLACE

WASHINGTON, D. C.—The Republican national committee selected Chicago for its national convention at a meeting Monday that heard and applauded endorsement of President Hoover's administration.

The Illinois metropolis won the convention on the first ballot in a spirited contest with Atlantic City—the only other contestant for the meeting place. Chicago's selection was made unanimous after the roll call showed the standing 86 to 14.

A special sub-committee later decided to recommend that the convention begin June 14. This suggestion went before the whole committee Tuesday.

The Republican men and women from the 48 states and the territories went about their business with dispatch. The meeting took on the spirit of a Hoover rally as Chairman Fess in the opening address lauded the president's policy.

Chicago is an old stamping ground of the republicans, but this is the first time the party has gone there for its nominating convention since 1920 when Warren G. Harding was selected as the presidential candidate.

OPPOSITION TO OIL TARIFF

WASHINGTON, D. C.—A hard cap of opposition, and legislative turmoil over other things, again may turn back the drill of independent oil men seeking a tariff but for the present opponents are comparatively silent.

As the largest obstacle, most of the senatorial faction against the oil tariff fear action on it would permit bringing up the other tariff schedules. They believe most members want to avoid this. They consider, too, that other matters, just as controversial, are more important and will have the right of way.

Regardless of this, friends of the tariff proposal are confident not only of getting a bill into congress but of pushing it thru.

Proponents are hopeful an alliance with copper states' representatives after their own tariff will give them the handful of votes by which they have failed heretofore.

"I hear you've been away to a school for stuttering. Did it cure you?" "Peter Piper picked a peck of pickled peppers." "Why that's wonderful!" "Yes, but it's d-d-darned h-h-hard to work into an ordinary c-c-conversation."

Calling Cards, 100 for \$1.75, on best grade paneled or plain stock.—The Advocate.

IF MONEY MEANS THE MOST TO YOU

You can get more food value out of a bottle of milk at 10c than any other item of price.

Buying good clean milk brings the most returns for your money.

Artesia Dairy
Phone 219

THIS WOMAN LOST 64 POUNDS OF FAT

Mrs. H. Price of Woodside, L. I. writes: "A year ago I weighed 190 lbs. I started to take Kruschen and now I weigh 126 and never felt better in my life and what's more, I look more like 20 yrs. old than the mother of 2 children, one 19 and the other 18. Every one of my friends say it's marvelous the way I reduced."

To lose fat with speed take a half teaspoonful of Kruschen in a glass of hot water before breakfast every morning—don't miss a morning—an 85 cent bottle lasts 4 weeks—get it at any drug store in America. If not joyfully satisfied after the first bottle—money back.

Not Appendicitis—Gas Pains Fool Him

"I had such pain in my right side I thought I had appendicitis. But it was only gas. After taking Adlerika I've had no trouble."—W. L. Adams. "You can't get rid of gas doctoring the stomach. For gas stays in the UPPER bowel. Adlerika reaches BOTH upper and lower bowel, washing out poisons which cause gas, nervousness, bad sleep. Get Adlerika today; by tomorrow you'll feel the wonderful effect of this German doctor's remedy."—Blace Drug Store.

POULTRYMEN OF STATE TO MEET AT ROSWELL

The annual meeting of the New Mexico State Poultry Association has been called for December 19 at Roswell, by W. H. Hortenstein, president of the association.

The Chaves County Poultry Show will be held December 17, 18 and 19, giving the poultrymen an opportunity to attend the poultry show and the annual meeting of the association during the same period.

At 6:34 Friday evening, December 18, a banquet will be held to which all association members are invited. This banquet will be strictly a social affair and no business nor problems of a serious nature will be discussed.

The business session of the poultry association will be held Saturday afternoon in the chamber of commerce building. Diseases, parasites, producing hatching eggs and production of standard bred fowls will be discussed at this meeting.

The Poultry Association has been a great influence in improving the quality of New Mexico poultry. Before the organization of the Association, there were no recognized grades of chicks, but the Association has established grades and by paying a small premium, the purchaser can obtain the best grade of chicks, which will likely produce a much greater profit.

WANTED—Clean Cotton Rags at The Advocate.

COTTONWOOD ITEMS

Mrs. Wayne Norris, Reporter

Carl Middleton has returned after a visit in California.

Miss Lee Chandler was a guest at the T. A. Ray home Sunday.

Wendell Sterrett went to El Paso on business matters last week.

Crutch Summer has gone to Texas where he will spend the winter.

Luke Ray and Jimmie Drennan have returned home from Estancia.

Miss Helen Vera Funk was a guest at the W. A. Watson home Friday.

Mrs. W. N. Waldrip has been very ill the past week, but is improving.

Mr. and Mrs. Fred Drennan of Upper Cottonwood have moved to Lake Arthur.

W. A. Watson has gone to LaLuz where he is looking after property interests.

A. J. Basel has returned to his home at San Angelo, Texas, after a visit at his farm.

Misses Viola Stevenson and Lorene Clayton were visiting Miss Lucile Waldrip Sunday.

Jimmie Ward had the misfortune of being accidentally shot thru the foot while rabbit hunting last week.

Mr. and Mrs. Charlie Nelson entertained quite a number of Cottonwood people with a dance Saturday night.

Mr. and Mrs. Wayne Norris and Mr. and Mrs. R. L. Vogel and son, Bobbie were visiting their parents, Mr. and Mrs. W. N. Waldrip Sunday.

DIST. COURT AT ROSWELL

The Chaves county district court opened this morning at Roswell with Judge M. A. Otero on the bench, while Judge Richardson will take a leave of absence for a rest.

Calling Cards, 100 for \$1.75, on best grade paneled or plain stock.—The Advocate.

Expert Watch And Clock Repairing

Don't throw it away, let me fix it.

Paul A. Oils
JEWELRY REPAIRING
SHOP AT THE SIGN OF THE WATCH
Artesian New Mexico
City Hall

SOMETHING QUEER ABOUT IT

There is something funny about they way the snakes have been coming out during the cold weather. Last week when Bill Mount started to step out at the back door of his store, he noticed that the bottom of the door hung on an object and looked down to see a big snake, apparently trying to

enter the store. It was of the non-poisonous variety, however.

DR. EDWARD STONE
Optometrist
Artesia, N. M.
Located East Half J. S. Ward's Office

SPECIAL HOLIDAY FARES

Go Home for Christmas

VIA



One and one-third of the regular one-way fare for the round trip between all points in New Mexico and from points in New Mexico to all Central Western and Southeastern destinations. Tickets on sale December 18th, to 24th, inclusive and for trains leaving point of origin prior to noon December 25th, 1931, final return limit January 5th, 1932.

For further information, rates, routes, reservations, etc.,

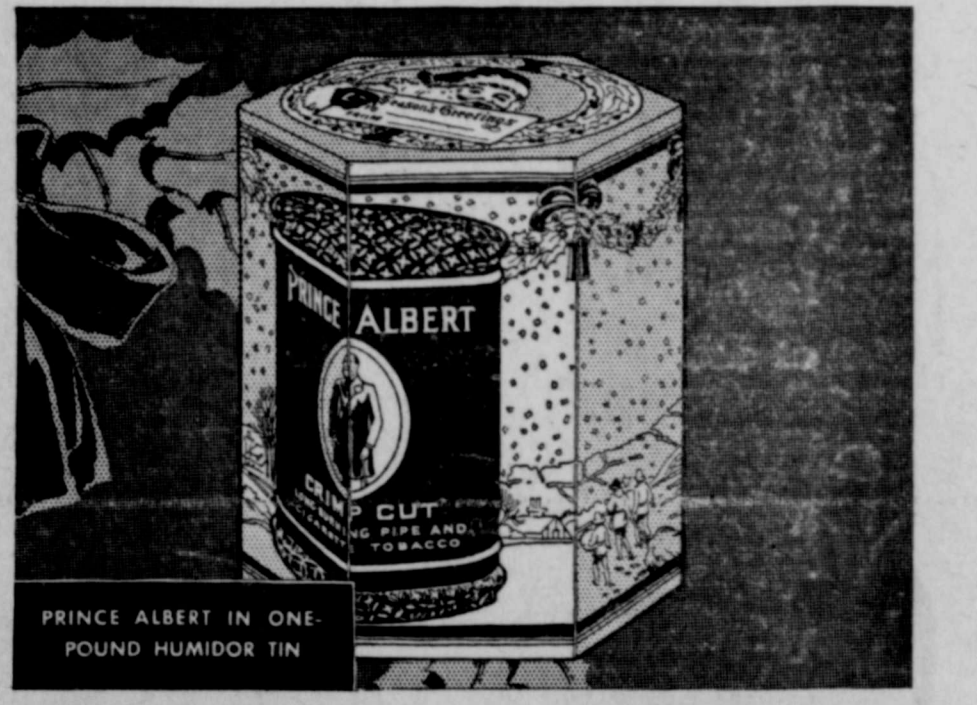
Call—
C. O. BROWN,
Agent,
Artesia, New Mexico

Or Write—
T. B. GALLAHER
General Passenger Agent,
Amarillo, Texas

A friendly Christmas suggestion from Winston-Salem



ONE POUND OF PRINCE ALBERT IN CRYSTAL GLASS HUMIDOR



PRINCE ALBERT IN ONE-POUND HUMIDOR TIN



CARTON CONTAINING 10 PACKAGES OF 20 CAMELS EACH



CARTON CONTAINING 4 PACKAGES OF 50 CAMELS EACH

IT IS NOT the cost of the gift, but the thought that lies behind the giving that warms the cockles of the heart on Christmas morning.

Then, instead of some short-lived trinket, how much nicer to give something that will bring solace and delight for many days after the Christmas tree is gone; until the New Year is on its way.

For the cigarette smoker, man or woman, of course give Camels. A blend of choice Turkish and mild, sun-ripened Domestic tobaccos, they are kept fresh and prime by the Camel Humidor Pack, with their natural moisture unimpaired by parching or toasting.

In appropriate holiday wrapping, Camels

come both in attractive Christmas cartons containing ten packages of twenty and in cartons containing four boxes of fifty each.

For the man who smokes a pipe, we suggest either a pound tin or one of those crystal glass humidors of good old PRINCE ALBERT. Here is a present that goes straight as a Christmas carol to a man's heart; P.A., the best loved pipe tobacco in the world, all dressed for the occasion in bright Christmas costume.

What gift can you think of that will be more welcome or give more genuine pleasure and satisfaction?

Don't you hope someone will think of such a friendly gift for you?

We wish you Merry Christmas!

"Are you Listen'?"

R. J. REYNOLDS TOBACCO COMPANY'S COAST-TO-COAST RADIO PROGRAMS

CAMEL QUARTER HOUR, Morton Downey, Tony Wons, and Camel Orchestra, direction Jacques Renard, every night except Sunday, Columbia Broadcasting System

PRINCE ALBERT QUARTER HOUR, Alice Joy, "Old Hunch," and Prince Albert Orchestra, direction Paul Van Loan, every night except Sunday, N.B.C. Red Network

See radio page of local newspaper for time



© 1931, R. J. Reynolds Tobacco Company

Dec 29 1931-1932

Days We'll Never Forget

CHRISTMAS MORNING!



Unsuitable kinds and excessive amounts of food are responsible for many acutely disordered stomachs. Rich sauces, highly spiced foods, too much candy and pastry, as well as over-eating, often irritate the digestive organs into rebellion.

The milder forms of these disorders consist of discomfort in the region of the stomach, headache, nausea and vomiting. The vomiting is usually followed by relief. It is a good thing, being nature's way of quickly emptying the stomach, and removing the cause of the trouble.

Sometimes there is considerable nausea but vomiting does not readily occur. By drinking warm water one can often aid nature in her efforts to produce vomiting. A fast for a day, followed by a careful return to the usual diet, will give the stomach the necessary rest. This is usually all that is required in the milder cases.

May Be Serious

A laxative is sometimes advised. It may not always be safe. What appears to be a simple digestive upset may be the beginning of a much more serious disturbance, as for instance, appendicitis. As a rule, if vomiting and fasting do not result in rapid recovery, treatment by a physician is advisable. When there is fever, or the vomiting continues, or there is pain or tenderness in the abdomen, the services of a physician are certainly required in order that diagnosis be made. It is also well to remember that a digestive disturbance with vomiting often occurs at the beginning of contagious diseases in children.

Drink Warm Water

Drinking warm water to promote vomiting and wash out the stomach—fasting until the stomach is "settled" and, if desirable the application to the abdomen of heat in the form of stupes or the hot water bottle, are harmless and usually effective in the milder cases of "indigestion."

SCOGGINS' STORY IN POST ATTRACTS INTEREST

The current issue of the Saturday Evening Post carries the opening installment of a story by C. E. Scoggins. The author is the elder brother of Rev. Harold G. Scoggins pastor of the Methodist church here.

Mr. Scoggins has been a regular contributor to the Saturday Evening Post for more than ten years and is considered one of the most successful writers of fiction. His stories have for the most part dealt with situations laid in the tropics of Old Mexico and Central America, about which section of the world the author has first hand information gained from residence and travel there for a long period of years.

The current story entitled, "Flame," begins in a New York setting with intimations that the scene of action will shift quickly to the tropics where the author is most completely at home.

STUDENTS

Students note books, embossed in school colors and your name stamped on them at The Advocate.

LAKE ARTHUR ITEMS

Miss Ella Ohlenbusch, Reporter

Alton Eaker was ill several days of last week with the flu. Miss Wilma Walden spent several days of last week with Miss Lois Bivens.

Supt. C. R. Bernard and sister, Mrs. Harman were visitors at the Carlsbad Caverns Sunday.

Walter Walker and family who live east of Hagerman were visiting friends here Monday.

Mrs. W. L. Bradley spent Sunday in Carlsbad visiting with her daughter, Mrs. I. R. Funk.

Mr. and Mrs. Clyde Latta and Mrs. Latta's mother, Mrs. W. A. Hedges were shopping in Artesia Monday.

Mrs. Langford and Mrs. Evans of Hagerman were visiting at the home of Mrs. Richmond Hams Tuesday.

Mrs. Ollie Smith and son, J. T. spent Monday evening visiting at the home of A. J. Crawford in Artesia.

John Donahue of Artesia is a guest at the home of Mr. and Mrs. H. A. Simms several days this week.

Charles Doyle was transacting business in Roswell Tuesday, he continued his trip from there on to the Caprock.

The church program for Christmas will be held at the Methodist church at 7:30. Everyone is invited to attend.

Mr. and Mrs. E. C. Jackson, Charles Doyle and A. V. Flowers attended the farmers tax payers meeting at Roswell Saturday.

Mr. and Mrs. Perry Andrus and Mr. and Mrs. Orla Broocke of Hagerman attended the services at the Baptist church here Sunday morning.

Mr. and Mrs. J. W. Roberts and daughters, Miss Ola and Mrs. Ella Tolbert were dinner guests at the John Bullock home in Hagerman Sunday.

Mrs. K. A. Bivens and son, Dennis accompanied by Rupert Pate, were in Carlsbad Wednesday where Mrs. Bivens consulted with a Physician.

Altho the bad weather delayed the farmers with the gathering of their cotton crops, some of them have already begun plowing land for next year.

Several Lake Arthur people are tuning in on a daily musical program broadcasted out of Amarillo, Texas, by Lee Frazier, son of Mr. and Mrs. Frazier.

Altho the bad weather delayed school for two weeks, it began again Monday morning, several of the children still being absent on account of the bad roads.

Ford Frazier left Saturday for Alamogordo on business, his brother, Luther Frazier and family returned with him and will make their home here for the present.

Mr. and Mrs. Charles T. Sowder of Dallas, were visiting Mrs. Sowder's cousin, Mrs. E. C. Jackson Sunday. They continued their trip on to Carlsbad Sunday afternoon.

Mr. and Mrs. Smith who have been visiting in California and Abilene, Texas, were here for a short visit with Mrs. Smith's mother, Mrs. John Griffith, several days last week. They returned to their home in Santa Fe Saturday.

Quite a crowd of young people gathered at the home of Mr. and

AGAIN WARNS MOTORISTS

SANTA FE—State Comptroller J. M. Lujan Monday again warned New Mexico motorists to purchase their 1932 license plates before December 31.

"Only fourteen more days remain," Mr. Lujan said, "in which motorists can obtain their licenses without penalty." As I have said before there will be no extension of time after December 31 and all licenses must be purchased by that time.

"Our only purpose in starting the sale of plates on November 1 was to give every motorist ample opportunity to obtain a license before the first of the year." During the past month and up to and including December 12 only 8,041 license plates had been sold.

Last year by the end of December over 16,000 plates had been sold as compared with but 2,794 during the first twelve days of that month. The sale of plates, however, did not start until December 1 last year and the time was extended an additional thirty days.

The amount sold so far this year includes sales in all counties.

Have you married the wrong girl? Come get wise from "KEMPY."

Wedding announcements, printed or engraved—The Advocate.

Mr. K. A. Bivens Saturday for a birthday surprise party for his oldest son, Dennis, who celebrated his sixteenth birthday. The evening was spent in playing games after which refreshments were served of cake and hot chocolate to about 36 guests.

HOOVER PUBLIC SALE

The following public sale bill published in a recent issue of the Auxvasse (Missouri) Review will be of interest to many former Missouri residents and possibly others:

Having decided to help Hoover get some money for his international bankers, and to vacate this 200 acre farm so that Sec. Hyde can set it out in trees and brush, I will sell at my home, known as the John Eller farm three miles north of Auxvasse, eight miles south of Missouri, and 3-4 miles west of Highway 54, down a beautiful (?) Arthur M. Hyde-Franklin D. Roosevelt drive (native brush on both sides), beginning at ten o'clock, a. m., on Thursday, December 17th, my entire farm equipment, consisting of live stock, farm machinery, feed, etc., and some household goods.

14 head of good cows and heifers springers and fresh.

Secretary Hyde wants one cow out of every ten killed and all of the dairy calves. If someone doesn't kidnap him and take him to an asylum before date of sale, I may have only twelve head. I suppose he will want one out of the ten and a small heifer out of the four to make his account balance, and if there are only twelve head here on day of sale you will know that the secretary of agriculture is still at large and collected his tithe.

One 8 year old mule. Two aged mares. They'll be here. Hyde is not interested in them.

Farm machinery—Wagons, disc cultivators, sulky plows, gang plow, mowing machines, planter, six-shovel plow, manure spreader, corn binder, disc harrow, harness, cream separator and a lot of small tools.

Feed—About 900 bushels of snapped corn in crib; about 1500 bundles of nice sheaf oats; 800 bundles of kaffir corn; 500 bundles of cane, cut late and in good shape; about 25 bundles of shelled oats and a lot of other things that are mortgaged.

Terms—Cash or credit.

The ladies of the Auxvasse Baptist church will serve dinner out of the "great surplus" we hear so much about. The only over-production I know of is empty stomachs and debts.

Hyde, Stone & Co., are very busy at this time, and I did not call on them to sell or send their official sealer to help me. I just got some of the home boys to sell it as I think from the past record of the above company our boys can beat them selling. Therefore, I have employed Holman, Kircher and Larue. Clerk, George Motley.

I. T. VAN NOTE.

See the new Remington Portable "Noiseless" Typewriter—Artesia Advocate.

LAND STATES TO DEMAND ACTION ON PUBLIC LAND

WASHINGTON, D. C.—Declaring congress "cannot long shirk the responsibility of declaring a policy on public lands," Representative Colton, republican, Utah, former chairman of the public lands committee, Friday laid plans for a concerted effort to that end by representatives and senators from eleven public land states.

He set Saturday for a conference in which western members will express themselves on the subject and perhaps make some plan for action.

TYPEWRITERS

New Woodstocks, Coronas, and Remingtons, Rebuilt in all other makes at The Advocate.

LAKESWOOD ITEMS

Mrs. M. C. Lee, Reporter

Mrs. Joey Hunt and children visited friends at Atoka Saturday afternoon.

Mrs. Lewis Stewart has been ill and under the doctor's care the past week.

Miss Viara Lewis served as postmistress while Ora Hellyer went to Carlsbad Saturday.

Grandma Larremore has been visiting friends and relatives in Carlsbad the past two weeks.

Miss Jewel Ross substituted in the primary room for two days during Mrs. Stewart's illness.

Mrs. J. D. Millman and daughters, Ora and Edna and Mrs. Dwight Lee were shopping in Carlsbad, Saturday.

Bob House of Dayton and brother, Charley House of Colorado, Texas visited R. L. House and family one day last week.

Taylor Ross is recovering from a seige with his back caused from trying to help push a truck out of the bar pit during the bad weather.

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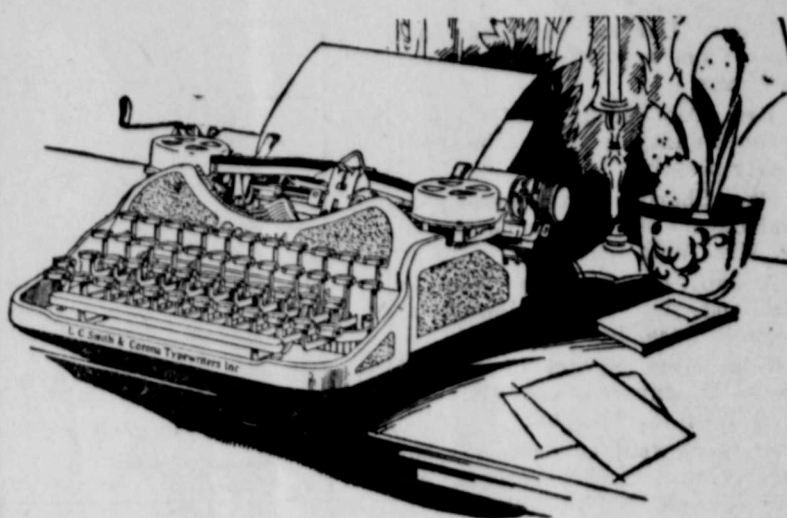
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Smilin' Charlie Says



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CORONA REMINGTON UNDERWOOD

AND REMINGTON NOISELESS IN STOCK

Also Standard Machines in New, Rebuilt and Second Hand . . . Come in and look them over

Artesia Advocate

JOB PRINTING AT THE ADVOCATE
ALL KINDS OF JOB PRINTING—PHONE 7

NOW READY for BUSINESS

We are now operating our laundry and cleaning establishment and are prepared to do all classes of work in our laundry and cleaning departments.

We regret that the recent fire made it necessary to temporarily discontinue service to our patrons. Now, however, repairs have been made and we wish to assure our friends and customers that our best efforts will be devoted to giving you a satisfactory service.

We shall appreciate a continuation of your patronage.

ARTESIA LAUNDRY AND CLEANERS

Phone 11

W. F. Allen

HAM SPECIAL

- Puritan Skinned Hams, per lb.....18c
- New Pinto Beans, 15 lbs.....50c
- 4 Cans Red Beans.....25c
- Sour Pickles, Quart Size.....20c
- No. 2 Size, Standard Corn, 2 Cans.....25c
- No. 2 1/2 Size White Swan Peaches.....20c (in syrup)
- No. 2 Size Black Berries.....15c
- 3 lb Can Brazos Coffee, Cup & Saucer...\$1.25
- Pure Sorghum, 1 Gal.....\$1.15
- Purity Oats (with Chinaware).....30c
- Purity Oats (with silverware).....30c
- Oxydol (large).....22c
- White Swan Gelatine, 4 pkgs.....25c

Reduced prices on other goods . . . Get our price on Candy, Nuts and Fruit for your Christmas . . . Special Price to Churches, Schools and Lodges.

Star Grocery

The home owned Store We Deliver Phone 48

LOCALS

A. T. Woods made a bus-trip to Santa Fe the first of the week.

Mrs. Preston Dunn, Lee Francis and Calvin Dunn spent Saturday in Roswell.

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Mr. Holcomb, watchman at the school, was trading in today. Saturday was the day Mr. Holcomb had the flu since the beginning of the year. At the beginning of the year, Mr. Holcomb's telephone went down, his car was dead and his radio was broken, leaving him in a state of despair for a man of his age. In the past ten days he has been leaving

tired of bills? from "KEMPY."

CHICAGO IS SELECTED G.O.P. MEETING PLACE

WASHINGTON, D. C.—The republican national committee selected Chicago for its national convention at a meeting Monday that heard and applauded endorsement of President Hoover's administration.

The Illinois metropolis won the convention on the first ballot in a spirited contest with Atlantic City—the only other contestant for the meeting place. Chicago's selection was made unanimous after the roll call showed the standing 86 to 14.

A special sub-committee later decided to recommend that the convention begin June 14. This suggestion went before the whole committee Tuesday.

The republican men and women from the 48 states and the territories went about their business with dispatch. The meeting took on the spirit of a Hoover rally as Chairman Fess in the opening address lauded the president's policy.

Chicago is an old stamping ground of the republicans, but this is the first time the party has gone there for its nominating convention since 1920 when Warren G. Harding was selected as the presidential candidate.

OPPOSITION TO OIL TARIFF

WASHINGTON, D. C.—A hard cap of opposition, and legislative turmoil over other things, again may turn back the drill of independent oil men seeking a tariff but for the present opponents are comparatively silent.

As the largest obstacle, most of the senatorial faction against the oil tariff fear action on it would permit bringing up the other tariff schedules. They believe most members want to avoid this. They consider, too, that other matters, just as controversial, are more important and will have the right of way.

Regardless of this, friends of the tariff proposal are confident not only of getting a bill into congress but of pushing it thru. Proponents are hopeful an alliance with copper states' representatives after their own tariff will give them the handful of votes by which they have failed heretofore.

"I hear you've been away to a school for stuttering. Did it cure you?"

"Peter Piper picked a peck of pickled peppers."

"Why that's wonderful!"

"Yes, but it's d-d-darned h-h-hard to work into an ordinary c-c-conversation."

Calling Cards, 100 for \$1.75, on best grade paneled or plain stock.—The Advocate.

IF MONEY MEANS THE MOST TO YOU

You can get more food value out of a bottle of milk at 10c than any other item of price.

Buying good clean milk brings the most returns for your money.

Artesia Dairy Phone 219

THIS WOMAN LOST 64 POUNDS OF FAT

Mrs. H. Price of Woodside, L. I. writes: "A year ago I weighed 190 lbs. I started to take Kruschen and now I weigh 126 and never felt better in my life and what's more, I look more like 20 yrs. old than the mother of 18. Every one of my friends say it's marvelous the way I reduced."

To lose fat with speed take a half teaspoonful of Kruschen in a glass of hot water before breakfast every morning—don't miss a morning—an 85 cent bottle lasts 4 weeks—get it at any drug store in America. If not joyfully satisfied after the first bottle—money back.

Not Appendicitis—Gas Pains Fool Him

"I had such pain in my right side I thought I had appendicitis. But it was only gas. After taking Adlerika I've had no trouble."—W. L. Adams. You can't get rid of gas doctoring the stomach. For gas stays in the UPPER bowel. Adlerika reaches BOTH upper and lower bowel, washing out poisons which cause gas, nervousness, bad sleep. Get Adlerika today; by tomorrow you'll feel the wonderful effect of this German doctor's remedy. Place Drug Store.

POULTRYMEN OF STATE TO MEET AT ROSWELL

The annual meeting of the New Mexico State Poultry Association has been called for December 19 at Roswell, by W. H. Hortenstein, president of the association.

The Chaves County Poultry Show will be held December 17, 18 and 19, giving the poultrymen an opportunity to attend the poultry show and the annual meeting of the association during the same period.

At 6:34 Friday evening, December 18, a banquet will be held to which all association members are invited. This banquet will be strictly a social affair and no business nor problems of a serious nature will be discussed.

The business session of the poultry association will be held Saturday afternoon in the chamber of commerce building. Diseases, parasites, producing hatching eggs and production of standard bred fowls will be discussed at this meeting.

The Poultry Association has been a great influence in improving the quality of New Mexico poultry. Before the organization of the Association, there were no recognized grades of chicks, but the Association has established grades and by paying a small premium, the purchaser can obtain the best grade of chicks, which will likely produce a much greater profit.

Mr. and Mrs. Wayne Norris and Mr. and Mrs. R. L. Vogel and son, Bobbie were visiting their parents, Mr. and Mrs. W. N. Waldrip Sunday.

Mr. and Mrs. Fred Drennan of Upper Cottonwood have moved to Lake Arthur.

W. A. Watson has gone to La-Luz where he is looking after property interests.

A. J. Basel has returned to his home at San Angelo, Texas, after a visit at his farm.

Misses Viola Stevenson and Lorene Clayton were visiting Miss Lucile Waldrip Sunday.

Jimmie Ward had the misfortune of being accidentally shot thru the foot while rabbit hunting last week.

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COTTONWOOD ITEMS

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DIST. COURT AT ROSWELL

The Chaves county district court opened this morning at Roswell with Judge M. A. Otero on the bench, while Judge Richardson will take a leave of absence for a rest.

Calling Cards, 100 for \$1.75, on best grade paneled or plain stock.—The Advocate.

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SOMETHING QUEER ABOUT IT

There is something funny about they way the snakes have been coming out during the cold weather. Last week when Bill Mount started to step out at the back door of his store, he noticed that the bottom of the door hung on an object and looked down to see a big snake, apparently trying to enter the store. It was of the non-poisonous variety, however.

DR. EDWARD STONE

Optometrist Artesia, N. M. Located East Half J. S. Ward's Office

SPECIAL HOLIDAY FARES

Go Home for Christmas

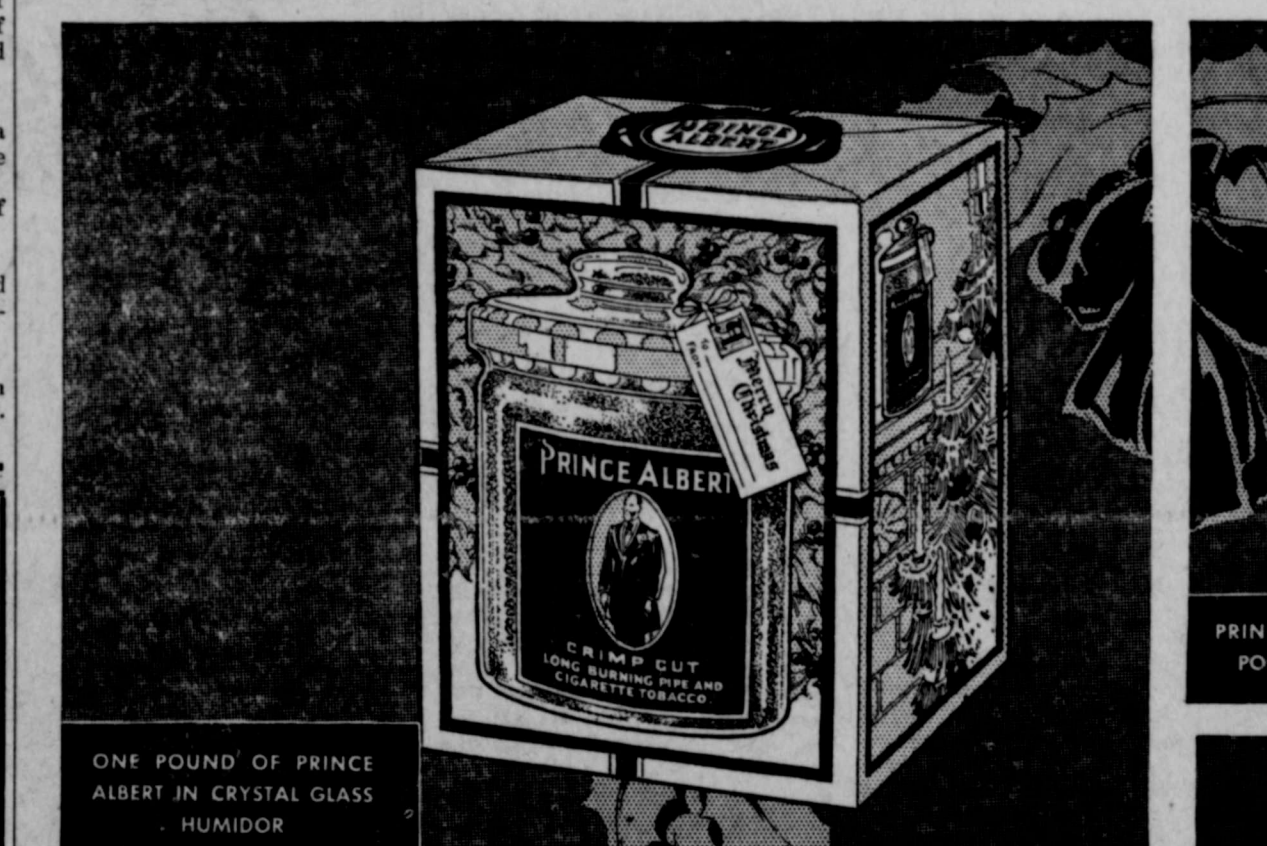


One and one-third of the regular one-way fare for the round trip between all points in New Mexico and from points in New Mexico to all Central Western and Southeastern destinations. Tickets on sale December 18th, to 24th, inclusive and for trains leaving point of origin prior to noon December 25th, 1931, final return limit January 5th, 1932.

For further information, rates, routes, reservations, etc., Call— C. O. BROWN, Agent, Artesia, New Mexico

Or Write— T. B. GALLAHER, General Passenger Agent, Amarillo, Texas

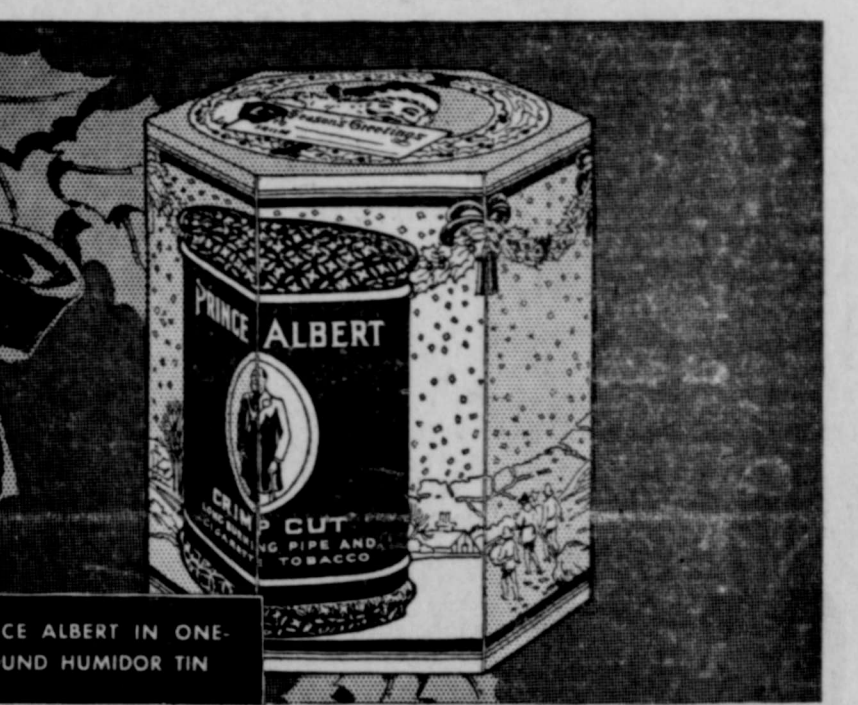
A friendly Christmas suggestion from Winston-Salem



ONE POUND OF PRINCE ALBERT IN CRYSTAL GLASS HUMIDOR



CARTON CONTAINING 10 PACKAGES OF 20 CAMELS EACH



PRINCE ALBERT IN ONE POUND HUMIDOR TIN



CARTON CONTAINING 4 PACKAGES OF 50 CAMELS EACH

IT IS NOT the cost of the gift, but the thought that lies behind the giving that warms the cockles of the heart on Christmas morning.

Then, instead of some short-lived trinket, how much nicer to give something that will bring solace and delight for many days after the Christmas tree is gone; until the New Year is on its way.

For the cigarette smoker, man or woman, of course give Camels. A blend of choice Turkish and mild, sun-ripened Domestic tobaccos, they are kept fresh and prime by the Camel Humidor Pack, with their natural moisture unimpaired by parching or toasting.

In appropriate holiday wrapping, Camels

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

come both in attractive Christmas cartons containing ten packages of twenty and in cartons containing four boxes of fifty each.

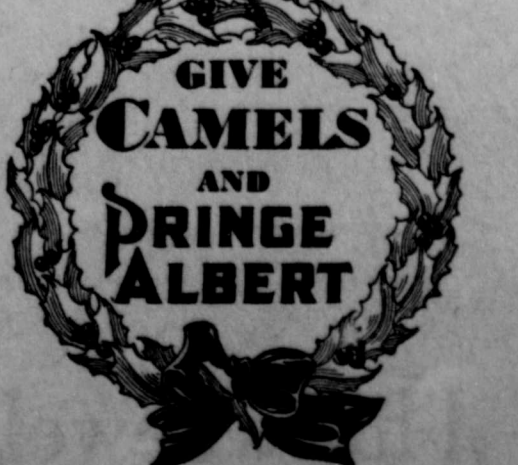
For the man who smokes a pipe, we suggest either a pound tin or one of those crystal glass humidors of good old PRINCE ALBERT. Here is a present that goes straight as a Christmas carol to a man's heart; P. A., the best loved pipe tobacco in the world, all dressed for the occasion in bright Christmas costume.

What gift can you think of that will be more welcome or give more genuine pleasure and satisfaction?

Don't you hope someone will think of such a friendly gift for you?

We wish you Merry Christmas!

"Are you Listenin'?" R. J. REYNOLDS TOBACCO COMPANY'S COAST-TO-COAST RADIO PROGRAMS CAMEL QUARTER HOUR, Morton Downey, Tony Wons, and Camel Orchestra, direction Jacques Renard, every night except Sunday, Columbia Broadcasting System PRINCE ALBERT QUARTER HOUR, Alice Joy, "Old Hunch," and Prince Albert Orchestra, direction Paul Van Loan, every night except Sunday, N.B.C. Red Network See radio page of local newspaper for time



© 1931, R. J. Reynolds Tobacco Company

Doc 24, 14 1931-1932

IF you have a defective windshield in your Model "A" Ford due to open spots or bubbles we will replace it for you at a surprisingly low price. This exchange price will not be in effect 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 different models and types thoroughly reconditioned to pick from now. Come in and take your choice. Priced to go.

Ford ARTESIA AUTO CO. Phone 52

CARD OF THANKS

We wish to express our many thanks to our friends for the kindness and sympathy, also for the floral offering, during the recent illness and death of our wife and sister.

Mr. and Mrs. Will McBride, H. E. McBride, A. L. McBride. 1-1tc

CREAMERY—
(Continued from first page)

The Chamber of Commerce expects another man in shortly who is interested in establishing a creamery here and if this data can be compiled by the time he gets here it will be an easy matter to convince him that the supply will be forth coming.

If you haven't already mailed a card or letter to the Artesia Chamber of Commerce stating how many cows you have and how many you would milk with the proper market, please fill out the blank below at once, because getting a plant established here depends upon the available cows to start with.

It is vital that the necessary information be made available to those who may be interested in establishing a creamery here. If you live in the Artesia trade territory, which includes the communities as far west as Pinon and Weed, fill out the blank below and send it to the Artesia Chamber of Commerce. Tell your neighbor about it also:

How many cows have you? _____

How many cows do you milk? _____

Give daily milk production in gallons? _____

How many cows would you milk if a creamery were established? _____

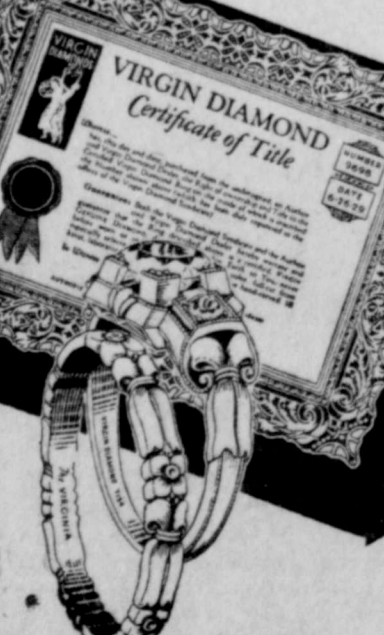
Your name _____

Your address _____

VIRGIN DIAMONDS

are **GENUINE** Diamonds, never before owned or worn.

VIRGIN DIAMONDS, too, are perfect diamonds, conforming to the Federal Trade Commission's standard. For your protection, each Virgin Diamond may be identified by the words "Virgin Diamond"



DUCKS SEEN IN BIG NUMBERS AS SEASON NEARS CLOSE TUES.

The duck season which ended Tuesday has been a rather poor one for a number of local farmers, notwithstanding the supply of ducks toward the latter part of the season appeared to be more plentiful than usual in a number of places. The season was cut short this year on account of the scarcity of ducks and along with the short season the ducks seem to be leaving sooner than ordinarily.

Thousands of ducks migrated to Lake McMillan the past three weeks, but have left in large numbers the past seven or eight days, H. C. Holcomb, watchman at the lake reports. An unofficial report from Roswell Monday said that 500 geese were seen in and near the refuge east of Lake Arthur, however, local sportsmen were inclined to discount the large numbers, altho the geese like the ducks appeared to have come in great numbers.

Miss Helen Sage is expected home next Thursday from San Diego, California, where she is a member of the school faculty, to spend the holidays with her aunt and uncle, Mr. and Mrs. Frank Wilson.

TOWN TEAM WINS 1ST LOOP GAME--ARTESIA DROPS SEASON'S 1ST

The Artesia town basketball team got off to a flying start in the basketball season by defeating the fast quintette of Price & Co., of Roswell by a score of 21 to 16, at the Central gym Friday evening. Rideout was high point man for Artesia with seven points, while Fike garnered six points for the visitors.

The summary:

PRICE & CO (16)	FT	FG	P
Pauline YDjmu eGan-a	0	3	0
Fike, f.	0	2	2
Thompson, f.	0	1	0
Homa, c.	0	0	1
Fee, g.	0	2	1
Melton, g.	0	0	0
Zimmerman, g.	0	0	0
Woolridge, c.	0	0	0
Totals	0	8	4

ARTESIA (21)

	FT	FG	P
French, g.	0	0	0
Rideout, g.	1	3	1
Walton, c.	0	2	1
Jennings, f.	0	1	0
Bryan, f.	2	2	1
Jackson	0	1	0
Totals	3	9	3

Bulldogs Lose First Game

If an improper start means a good ending, the Artesia high school bulldogs, 1930 champions of the valley will repeat again this year. The Artesia boys lost the season's first game to the fast quintette of Dexter at Dexter Friday night, by a score of 18 to 38. Dexter scored twice before Artesia warmed up and held a commanding lead throughout the game. Dexter it will be remembered had a strong team last year that defeated Roswell in the semi-finals. Burr was high point man from Dexter with 14 points, while Ransbarger led the scoring of the Bulldogs with 12 points.

Defeat Colts

In the second game played with the N. M. M. I. Colts at the Cahoon armory in Roswell Tuesday evening, the Artesia high school cagers partly redeemed the earlier loss to Dexter by handing the Colts a 37 to 15 defeat. The locals took a commanding lead from the start, playing the Colts off their feet to lead the cadets 26 to 5 in the first half. Ransbarger again took scoring honors with 15 points to 8 points for Flippen high man for the Colts. The defense work of the Artesia lads clicked almost perfectly and as a result most of the scores made for the Colts were made outside the foul line. In the Artesia lineup Bullock, Gray and Spivey saw action as forwards, Ransbarger and Mitchell at center, Juarez, Naylor, Champion, Kuykendall and Yates as guards.

Juniors Win Two

The Artesia Juniors started the season with a victory Friday night, over Dexter Juniors at Dexter. Meeting little opposition they swept thru to a 31-4 score. The Dexter lads were completely outclassed in size, experience and ability. Every sub for Artesia saw service in the game. The superior defense and passing attack won the game for the Artesia quintette.

Tuesday afternoon this win was followed up by a 21-13 victory over the N. M. M. I. Juniors at Roswell. Again it was superior team work that won the game. Neither of the games have shown an outstanding man on the Junior team. Without the complete aid of his teammates, each player's playing loses its brilliancy.

Mr. and Mrs. M. W. Evans returned last week from a short visit to Mr. Evans' brother, who is still in the hospital in Lubbock, Texas. They also visited the brother's family at Lamesa, Texas, while absent.

Mr. and Mrs. M. W. Evans will drive to Roswell tomorrow to bring their son, Glenn home from the Military Institute for the holidays and also to see Mrs. Evans' nephew, O. K. Hearste, Jr., before he leaves for Pasadena, California, for a holiday visit at home.

Famous "Zoo"

The largest "zoo" is the London Zoological park, London, England; Bronx park, New York city, second; the National Zoological park at Washington, D. C., and the St. Louis Zoological park at St. Louis, Mo., are third and fourth in size.

INDUSTRY SEES HOPEFUL SIGNS, BANKERS TOLD

Leading Automobile Unit Expects to Employ More Men This Winter Than Last

MOTOR SUPPLY IN HANDS OF PUBLIC FALLING OFF

Twelve Million Years Less Transportation in Nation's Car Inventory Than Considered Normal, Manufacturer Tells Financiers

ESTIMATING that transportation in the form of automobiles now in the hands of the American public is twelve million "car-years" below normal, and that this deficit will eventually have to be made up, Richard H. Grant, vice president of the General Motors Corporation, recently told the American Bankers Association convention that employment in his company may be greater this winter than last year.

"Employment during the winter months is a very important thing," Mr. Grant said. "So far as our corporation is concerned, in November, December, January and February we will be employing at least as many and probably more men than we did this past year."

In order to gauge the outlook for next year's market his corporation, he said, attempts to set up sales indices based on intensive scientific studies in addition to observation and common sense.

"We are in the habit of looking upon an automobile not merely as an automobile but as transportation," he said. "We figure each automobile produced as six years of transportation. Then by following up records of production yearly, we get a graph which indicates what ought to be a normal inventory of transportation in the hands of the American people, and whether there are more or less miles than might be expected. According to our figures, there are about twelve million years less transportation in this inventory at the present time than has been considered normal since 1925.

The Outlook for Business

"Consequently, if we retain the same purchasing power in this country, it is quite evident that on the first upturn of business there will be a rush to replace that inventory. In developing this graph, it has come out very strongly that every third year is a big automobile year. The biggest automobile year was 1929 when 4,100,000 cars were produced for American consumption. This year the industry will produce somewhere between 1,800,000 and 1,900,000 cars. As 1932 is three years after 1929, if economic conditions were normal we could be sure we would do a tremendous business, because the third year is the time when the bulk of the replacing takes place."

He added that there are factors at work that make it uncertain how big the year will be, instancing that "money is being hoarded, from lack of confidence and this takes away some purchasing power that we would otherwise have, while family budgets are being cut on account of changes in income conditions, which again means that purchasing power for the automobile, like a good many other things, will be knocked down." As a result, he said, it was necessary to measure what statistically would be a big year against a practical consideration of the curtailment of expenditures which is going on and determine how big the year will be under these circumstances.

"From a long haul standpoint, regardless of how many automobiles are sold in 1932, we are storing up a big business for the future," Mr. Grant said. "There will be fewer automobiles sold in 1931 than will go to the scrap heap. With 12,000,000 car-years out of the inventory, nine percent more gasoline was used up to August 1, 1931, than was used in 1930. With fewer automobiles, the people must have been running them faster and longer to consume the additional gasoline. This means that we have some 22,000,000 people working hard to make a fine business for our industry when there is an economic recovery."

No False Optimism

"I am not attempting to create any false optimism—I am not speaking without a statistical background. Using the best sense we can, we have drawn conclusion from the figures we have, and I am willing to make the statement that as far

"The Christmas Store" GIFT SUGGESTIONS

Economical Prices

Large assortment, beautiful patterns, marked down from \$2.50 and \$3.50.

SQUARE MUFLERS AND ASCOTS \$1.19

Medium size Oranges, dz. 17c
Salted Peanuts, 2lbs. 19c

PURE LINEN LUNCH CLOTHS
Imported—Size 43x43 49c

MEN'S BELTS 49c to 95c
BELT SETS \$1.39 to \$1.95
Ideal Christmas Gift

Every woman appreciates **HOSIERY**

We have the kind you will be proud to give—WAYNE Complete stock in December shades.

98c to \$1.95

Sliced or Crushed **LIBBY'S FANCY PINEAPPLE**

Flats 10c
No. 2 Can 15c
No. 2 1/2 Can 19c

We have a 1932 Calendar for you Ask for one

An ideal gifts for the entire family!

Philco RADIO
7 Tube Superhetrodine
\$49.95

New extra power pentode tube, lots of volume. Philco balanced principle unit insures correct reproduction without distortion—remember that Philco Baby Grand is the largest selling set in the world. ITS RIGHT.

SILK COAT POCKET HANDKERCHIEFS
Several hundred from which to select—Handkerchiefs to match every tie.
25c

FLOUR
48 lbs Economy 85c
48 lbs Sunlight \$1.00
48 lbs Red Star \$1.15

Joyce-Pruitt Co. A Complete Department Store

Xmas Programs—
(Continued from first page)

ed at the church next Sunday morning a 11:00 a. m. instead of next Thursday evening as was formerly announced. The program Sunday will consist of musical numbers and follows:

Song, "Joy to the World"—Choir
Violin Duet—Miss Virginia Egbert and Mrs. Willis Morgan.
Song, "O Little Town of Bethlehem"—choir and congregation.
Solo, "Hark the Herald Angels Sing"—Miss Katherine Ragsdale.
Anthem, "Fear Not"—Choir.
Prayer—Rev. Scoggins.
Song, "Silent Night, Holy Night"—Choir and congregation.
Song, "Long Years Ago"—Choir
Vocal Duet—Mmes. M. A. Corbin and V. L. Gates.
Anthem, "Unto Us A Child Is Born"—Choir
Benediction
Miss Catherine Clarke, accompanist at the piano.

BAPTIST CHURCH

Members of the Baptist church will enjoy a White Christmas this year with a Christmas program to be given in the church auditorium Wednesday evening, beginning at 7:15 p. m. The program will consist of girls' choruses, quartettes and recitations by the children.

Sun's Rays

Glass houses are being used for weak children. The cubicles admit the sun's actinic rays in the health treatment.

Profitless Pursuit

Maybe war will end when business discovers there is no profit in hicking a customer.—Birmingham News.

Gladness of Youth

Youth is to all the glad season life; but often only by what it atains or what it escapes.—Carlyle

as the conduct of our business for the first half of 1932 is concerned we shall set the indices somewhat higher than the actualities of 1931. We are willing to set our advertising budgets and our selling expenses on that kind of indices. With economic conditions as they are, and since the obsolescence is so great and we have sunk so low in this year's sales, we figure that the first half of 1932 must necessarily be better than was the first half of 1931."

Don't miss "KEMPY," Friday night. 1-1tc

JOB PRINTING AT THE ADVOCATE
LOOSE LEAF DEVICES AT THE ADVOCATE

Shopping List

- For Mother, Big Sister and Daughter:** Clocks and Watches, Men's Billfold Sets, Lather Brushes, Razors, Foldabrush Shaving Kits
- For The Kiddies:** Infants Sets, Box Cameras, Watches, Harmonicas, Twistums
- For The Home:** Photo Albums, Old Fashioned Novelty Lamps, Incense Burners, Mantle Novelties, Beverage Sets, Playing Cards, Electric Tree Sets, Tinsel Garlands, Paper Decorations, Electric Iron
- Dresses For Gift Wrapping:** Tags—Seals, Cord—Ribbon, Tissue Paper, Foil Paper
- and Christmas Greeting Cards

The McAdoo Drug Co.