

Artesia Advocate

Advertising is like fishing, it takes patience and persistency to pull in the customers.

ARTESIA, NEW MEXICO, THURSDAY, DECEMBER 31, 1931

NUMBER 3

Unitization Idea May Be Applied To Hobbs Pool

Final Preliminaries Of Plan Discussed In The Dallas Meeting — Practically All Agree On Sunday Shut Down Program.

Possibilities of adopting the unitization plan in the Hobbs field have been discussed here at the meeting of company representatives in Dallas the first of the week. Under this plan it is proposed to operate the field as a unit and cut down the overhead expense. Advocates of the plan also claim that it would prevent the dissipation of gas. The project is primarily an economic problem and it was the principal feature of the idea that was discussed at the Dallas meeting. The plan proposed for a committee to be appointed at the meeting to work out details and present them to oil operators and royalty holders interested in the field.

All men here say there is little doubt that the unitization idea will be carried out because there are too many people to be satisfied. Those who are familiar with the plan say that it would be in line with the present program of the oil and gas industry and would be a force to be reckoned with.

Agree On Lesser Output Operators at Hobbs are practically agreed on the Sunday shut down idea or its equivalent to the present allowable one seventh.

Few operators have tried the idea of shutting down on Sunday, but others can not shut down because of account of water or because of the flow after a day's lease. The latter companies are willing to cut a seventh off the flow daily, which during the past month ran better than 37,200 barrels for the entire field.

Operators have been called to meet in Santa Fe on January 8th to discuss the renewal of the unitization program, which was set on the 10th. There is little prospect that a change will be made in the present schedule, as was said here.

Byers Completed A fair sized producer has been completed in the No. 8 Byers of the Midwest Refining Co. in section 35-38, at a total depth of 4,100 feet. On a prorated test the well is producing 8,800 barrels with 5,500,000 of gas.

Peccos Valley Gas Cuts The Cost Of Fuel To Consumers

need of Peccos Valley Gas Co., has the so called pressing times when terms, but by actually reducing rates, but by stepping up the content of the gas in the tanks of the valley served by the company. The b. u. content has been increased from the over 950 franchise point to over 1,000.

This announcement was made Tuesday morning by Col. J. Woods, president. Figures reduced to the undependable amounts of reduced of the gas company, and the tabular showing the monthly gas per consumer in November 1930 and 1931. This shows an average to have fallen from 1.15 in November 1930 to \$.81 in November 1931, a saving of approximately 29 per cent.

Explaining the situation, Col. Woods said that the company would well the propriety of lessening the burdens of the consumers prevailing conditions. While the obligation with the holders a decrease in the 90 cent rate, to reduce the obligation to this end the company successful in the plan of giving that much less need.

GAS WAR THREATENS WITH INTRODUCTION OF BLUE GASOLINE

Introduction of a blue gasoline, a so called sub-standard gasoline by a filling station on South First street last week, threatens to precipitate a lively gasoline war here. When a new price of fourteen cents was posted by the station, other stations in the neighborhood immediately reduced the price of white gasoline from seventeen to fourteen cents per gallon. The cut spread to Main street and Monday morning the Artesia Auto Co., announced a reduction of three cents per gallon on white gasoline to meet the new price. Not all filling stations have cut and a price of seventeen to fourteen cents prevailed over town, tabulations revealed Tuesday.

ROBERTSON HEADS THE VALLEY BANKERS

Members of the regional clearing house No. 3 of the New Mexico Banker's Association held their last meeting of the year at the Crawford hotel in Carlsbad, Saturday night and an interesting program was enjoyed.

Chief among subjects discussed was the new National Credit Corporation, which is being sponsored by President Hoover to partly relieve the banking situation. Miss Margaret Brown of Albuquerque, secretary of the New Mexico Banker's Association also addressed the meeting.

In the election of officers, J. E. Robertson, president of the First National Bank of Artesia was chosen chairman of the district succeeding W. A. Losey of Hagerman; Claud Hobbs, cashier of the First National Bank of Roswell was elected vice-chairman and Floyd Childress, auditor of the First National Bank of Roswell was made secretary-treasurer.

G. K. Richardson of Carlsbad, who has been with the Carlsbad National Bank since its organization, has severed his connection with the Carlsbad institution as president and will remove to Brownwood, Texas, where he has a position with a newly organized bank at the Texas city.

Among the new faces seen at the Carlsbad meeting was C. E. Brown, formerly of Denver, Colorado, now cashier of the Lea County State Bank at Lovington. W. M. Snyder, president of the Lea County State Bank was also present. Local bankers attending the meeting from Artesia included J. E. Robertson, C. E. Mann, Landis Feinher, Fred Cole and William Leath.

XMAS SEALS NET NEAR \$100

The annual Christmas seal sale in charge of Miss Catherine Clarke chairman, has netted \$94.15 with more yet to come, Miss Clarke reported Tuesday. Proceeds of the Christmas seal sale goes to a tuberculosis fund. Sixty percent of the proceeds remain here for local use, forty percent is sent to the state and from this amount the state forwards five percent to the national fund.

ROTARY PROGRAM

The regular program was dispensed with at the luncheon of the Artesia Rotary club Tuesday and a round table discussion was held by the chairmen of the various committees. A number of club members were absent on account of the holiday vacation.

Visitors present were W. N. Cullen of El Paso and Claud Terrell of Childress.

FREIGHT RATE HIKES IN EFFECT JANUARY 4

WASHINGTON, D. C.—Emergency increases in freight rates will go into effect at 12.01 a. m. January 4th, it was announced last week.

The interstate commerce commission authorized the railroads to put the increases in effect on a five day notice.

STORES CLOSE NEW YEAR

Artesia stores will be closed as usual on New Year's day, tomorrow, it was announced here yesterday. While the stores are closed, clerks, salesmen and salesladies and store managers will be busy taking the annual invoice. The invoicing process is already underway in many establishments.

Jim House and Jones Brothers are shipping out 250 range cattle from the Lakewood pens today. The cattle were sold to an Oklahoma buyer.

REQUISITIONS FOR FISH MADE AT THE FEDERAL HATCHERY

The first shipment of brood fish for the federal fish hatchery located at Dexter arrived last week, this shipment consisting of two truck loads of crappie from a federal hatchery near Fort Worth.

Four brood ponds at the hatchery, one for bass, another for crappie, and others for bream and catfish are practically ready and other varieties of brood fish will arrive within a short time for the other ponds.

Surface wells have been completed and houses for the various officials and employees of the hatchery are now under construction everything will be ready to go soon after the first of the year, it was announced last week.

Requisitions for fish from this hatchery, which is being constructed at an approximate cost of \$50,000 are already being received for various public waters in the state.

OFFICER SETS TRAP GETS MEXICAN BUT LOSES SACK OF FLOUR

Three Men Are Caught, Two Make Escape, One Arrested Later — The Trap May End Petty Thieving on Main.

Carl Gordon, constable, set a trap Saturday night for thieves who have been taking provisions from cars parked along Main street and succeeded in catching three Mexicans in the act of taking a sack of flour.

Mr. Gordon took the Mexicans in the Valley Market and while here they decided to make a break for liberty, with the result two made good their escape by running out at separate doors. One man who gave his name as Jose Rodriguez was herded in the building. A pot shot at one of the fleeing Mexicans speeded the escape and both made their getaway with the flour.

Customers of grocery stores have complained of missing articles from cars parked along Main and in some instances the stores have made good articles that checked short, evidently stolen.

Another Mexican, whose name was not learned was arrested Monday morning by Ross Conner, deputy sheriff on charge of larceny and placed in the city jail. The Mexicans are believed to have immigrated into the valley from Texas. They are said to be strangers here.

COTTON PICKING IS HURTING SCHOOLS

Cotton picking, which will be extended well into the new year has seriously interfered with the attendance of the rural schools, H. R. Rodgers, county superintendent reports. In some district about half of the pupils are in the cotton fields. An effort will be made to influence the children to return to school without waiting for the school without waiting for the season.

INSTALLING NEW PUMP AND WATER MAIN

Workmen are preparing to install a new pump at the well in the City Park and a new main from the well connecting with the main on Eighth street. The installation will be completed as soon as the weather permits.

CHRISTMAS PASSES QUIETLY

The Christmas of 1931 passed quietly in Artesia, with the usual holiday spree lacking. There were a few scraps as result of too much liquor and folks generally were better behaved than in ordinary years, which indicates that either the general conduct of the people has improved or else times are too close to stage the usual side shows. Anyway one or two fist fights were all of the difficulties reported around Christmas day.

WHITE IS NAMED ROSWELL POSTMASTER

Elza White, Jr., endorsee of the Chaves county republican central committee, yesterday received the appointment as acting postmaster to fill the vacancy created by the death of Charles H. Lutz.

Threat Is Made In An Appeal For Federal Aid

Threat By Leader Of National Hunger Marchers To Make It Uncomfortable For Those Who Don't Help.

WASHINGTON, D. C. — The march on unemployed demonstrators to Washington at the opening of congress culminated yesterday in a threat before a senate committee to "make it damn uncomfortable for those who won't feed the unemployed."

The threat was shouted by Herbert Benjamin, leader of the demonstration its participants called "the national hunger march," into the ears of senators who had earlier heard the American federation of labor throw its full strength behind requests for direct federal unemployment relief appropriations.

Meanwhile, Walter S. Gifford, national relief director, took cognizance of the movement for federal appropriations with a statement expressing confidence local communities would be able to handle the relief problem.

Benjamin obtained a hearing before the senate committee considering federal relief appropriations, after twice interrupting the proceeding to demand an audience.

He read a prepared statement several thousand words long, which included the legislative program the marchers wanted to present in the house and senate chamber when congress opened, and concluded with an oral statement in which he said: "We intend to go forward in our struggle to organize the unemployed, to make fights in the streets, and to make it damn uncomfortable for those who won't feed the unemployed."

His threat was received in silence by the committee members present. Senators LaFollette, republican, Wisconsin and Costigan, democrat of Colorado.

Speaking for the federation of labor, Edward F. McGrady, its legislative representative, appealed to members of congress thru the committee "not to shirk the responsibility" of preventing distress in this "national emergency."

The federation on President Hoover's unemployment relief organization, which has been striving to avoid federal appropriations and William Green, its president, has in the past frequently opposed the "dole."

Gifford's statement, given out in connection with the testimony before the committee, demanding federal appropriations, referred to his statement to President Hoover November 28 in which he reported "there is every indication that each state will take care of its own" this winter.

THROAT CUT IN CAR WRECK

T. H. Eaker, 54, of the Cottonwood was painfully injured by flying glass when a car in which he was riding overturned on a dip a half mile west of town on the Hope highway, Christmas day. With Mr. Eaker were Jerry Hale, and the owner of the car, whose name we did not learn. Mr. Eaker suffered cuts about his throat, but they were not serious enough to prove fatal. His two companions escaped without serious injury except for bruises and a severe shake up.

NO TRACE FOUND OF MISSING CAR TAKEN CHRISTMAS EVENING

J. E. Bowman Artesia farmer has evidently been mistaken for Santa Claus. Thursday night Mr. Bowman drove his car, a 1927 Buick sedan into town to do some shopping and parked it at the rear of the McAdoo Drug Store. While he was away, someone took the car. No trace had been found of the missing car officers reported the first of the week, although a description of the Buick had been broadcasted over the surrounding country.

This is the second time Mr. Bowman has suffered from a car theft.

STATE DEFICIT LESS DESPITE POOR TAX COLLECTIONS-REPORT

SANTA FE—A state deficit of \$555,938.78 in the appropriations account has been reduced to \$200,715.68 during the past year despite the fact that the state's share of taxes remitted by county treasurers was between fifteen and twenty per cent under normal on December 10.

Governor Seligman in announcing the reduction in the deficit Tuesday attributed the decrease in collections to extensions of time for the payment of taxes which have been granted by district courts in several counties including Bernalillo and Chaves counties.

State Treasurer Warren Graham released figures Tuesday showing that to date the thirty-one counties have remitted only 30 per cent of the taxes due, based upon a possible perfect score of fifty per cent inasmuch as only the first half taxes were due December 1.

JOINT INSTALLATION MASONS--EASTERN STARS GALA AFFAIR

Turkey Dinner Is Served At Start Of Ceremonies — Officials Presented With Jewels As Appreciation Of Service.

Monday, the day following St. John's day was a red letter event in the annals of the Masonic and Eastern Star bodies. Monday evening at the Masonic hall a joint installation of the newly elected and appointive officers of both orders occurred. The ceremonies started with the serving of a turkey dinner at long tables which were beautifully decorated with flowers, to lodge and chapter members and visitors, assembled, numbering some 160.

R. G. Knoedler, retiring worshipful master, acted as installing officer for the Masons and installed the following officers: Boone Barnett, worshipful master; Willis Morgan, senior warden; Stanley Blocker, junior warden; Arba Green, treasurer; S. E. Ferree, secretary; Elmo Naylor, senior deacon; H. W. Clady, junior deacon; Nathan Kelly, senior steward; John McCann, junior steward; Alf Coll, chaplain; S. W. Gilbert, marshal and Pete Loving, tyler.

Several short talks were made by visitors, members and officers, after which the Star Installation occurred.

Miss Ruth Morgan, past worthy matron installed the following Eastern Star officials: Mrs. J. R. Attebery, worthy matron; Mrs. Lewis Story, associate matron; Mrs. R. G. Knoedler, conductress; Mrs. Stanley Blocker, associate conductress; Arba Green, worthy patron; Alf Coll, associate patron; Mrs. Sid Cox, treasurer; Mrs. Jessie Morgan, secretary; Miss Helen Green, Ada; Mrs. H. A. Watson, Ruth; Mrs. Walter Douglas, Esther; Mrs. Roy Hurd, Martha; Mrs. Pearl Morris, Electra; Mrs. John Runyan, organist; Miss Nola Naylor, warden; S. E. Ferree, sentinele; Mrs. Laura Welch, chaplain.

R. G. Knoedler, was presented with a past master's gold jewel; Miss Ruth Morgan was presented with a past worthy matron's jewel and flowers. Mrs. J. R. Attebery, installed as worthy matron was also presented with flowers. Arba Green, past and present worthy patron, elected for the third consecutive year, was presented with a past patron's pin.

DUCKS RESTROYING GRAIN — FARMERS SAY NO SHORTAGE

If there is a duck shortage in the United States, it is not apparent on the Cottonwood, farmers of this section report. Ducks came into the Cottonwood community in large numbers and have remained thru the cold and snow, altho the numbers have diminished somewhat during the last few weeks.

F. T. Wilson says that ducks have destroyed thirty or forty tons of grain during their stay on his farm. Much damage has been done after night fall. The water fowls disappear somewhere in the day time, but return at night to feed. Other farmers here have been complaining about the damage done by ducks to their grain in the fields.

BIG DECLINE SHOWN IN CRUDE OIL OUTPUT

TULSA, Oklahoma—Petroleum production in the United States registered one of the sharpest declines last week in the history of the industry, the Oil and Gas Journal reported Tuesday.

National daily average crude production declined 130,117 barrels to a total of 2,288,690 barrels for the week ending December 26th.

The decline was almost as drastic as that caused by imposition of the martial law shutdown in Oklahoma and Texas last summer.

Andrew M. Rowley, managing editor of the Oil and Gas Journal attributed the decline to success of the Sunday shutdown recently recommended by the American Petroleum Institute as an emergency means to curtail production in face of lower consumption and increasing stocks of gasoline and oil.

Only three pools in the nation showed any increase at all. These were Seminole, St. Louis and stripper areas in Oklahoma and the Long Beach pool of California.

Led by the Oklahoma City pool Oklahoma fields dropped a daily average of 10,465 barrels to 534,380 barrels.

The state of Texas had a daily average decline of 102,374 barrels to 844,621. Of this amount, East Texas decline 64,457 barrels to 315,996. The full force of the Sunday shutdown was felt in Texas where major companies took the initiative in observing the resolution.

California fields slumped 7,810 barrels to 498,000.

JOYCE-PRUIT JANUARY CLEARANCE SALE

Mr. C. Terrell of Childress, Texas, is here this week assisting the Joyce-Pruit Co., force in putting on their January Clearance Sale. It is the intention of this company to carry over no merchandise that can possibly be sold so to this end they are making very attractive prices on all lines in their dry goods department. Mr. Terrell has had a wide experience in merchandising large stocks and has put on several very successful sales for other units of this organization.

He states in spite of the feeling of hard times in Artesia this section is still in much better shape than many other sections of the country and predicts that they will have a real sale. Mr. Terrell believes in using plenty of newspaper advertising and says that this, together with making attractive prices will sell goods anywhere.

FISH STILL DIE AT WILLOW LAKE

The fish continue to die at Willow Lake, altho seemingly in lesser numbers, according to Lefty Baker and other veteran fishermen, who visited the historic lake yesterday and today.

A great number of sea gulls are keeping the shores pretty well cleaned up, so that there is little danger of the decaying fish becoming noisome. — Current-Argus.

SULPHUR TESTS MAKING GOOD TIME

Two sulphur tests in the Cottonwood area are making good time after experiencing considerable delay in getting started, due to inclement weather. These tests are being drilled for the Union Sulphur Co., on the Fred Croom farm and on the Oscar Pearson farm. Both are drilling below 875 feet.

Typewriters for rent—The Advocate.

Lea-Chaves Likely Have A Primary This Year

Change To Convention Is Being Discussed In Both Counties—To Be Decided In Chaves On January 14th.

Eddy may be the only county in the Pecos valley to adopt the convention system of selecting the democratic candidates during the coming year. The question of changing the method of nominating candidates is already being considered by democratic leaders in both Chaves and Lea counties and these leaders say there is little likelihood that the primary system will be abandoned. Chaves county democrats will meet on January 14th to discuss party affairs. There will be a proposal to substitute the convention method for the primary and if the primary method is retained, the matter of deferring the primary until as late as September 1932 will be considered. Elimination of illegal voters from the primary will also be discussed.

Lea county will also decide soon on the method of selecting candidates and will likely set the date for the primary, if the primary is retained, which party leaders say is likely. Hobbs democrats will resist efforts to abolish the primary under the claim that Lovington is trying to dominate the county ticket.

No candidate in either county has yet made a public announcement, altho at least three aspirants have appeared for a district office and a full county ticket in Eddy county is conceded to be practically slated. Chaves county also has several prospective candidates.

Democrats of north Eddy county may ask the central committee to rescind its action taken at Carlsbad on December 17th, endorsing the convention system. A number of party men have expressed dissatisfaction over the proposal, but have made no definite statement as to what course of action they will pursue, in the event the request is not granted.

THE SUPREME COURT GRANTS WELCH RIGHT OF MAKING A BOND

Gilford I. Welch, who is being held in the Eddy county jail at Carlsbad following conviction for the killing of the late Deputy Sheriff Rufe J. Dunnahoo, of Roswell, the state supreme court ruled Monday that sentence for any specified minimum or maximum number of years is indeterminate and that the person receiving the sentence is entitled to be released on bond pending appeal.

The appellate court had reversed the decision of Judge Miguel A. Otero, Jr., in denying Welch bond after he had sentenced him to serve from 40 to 90 years in the state penitentiary. Judge Otero held that the sentence was equivalent to life imprisonment, and that Welch therefore could not be granted appeal bond. This decision was made so the supreme court would write a definite opinion.

Monday's holding of the supreme court was to establish a rule for the guidance of all district courts in the state. The court held that only in a case where the sentence pronounced is "imprisonment for life," and in exactly those words, shall bail be denied. The supreme court yesterday reversed a decision of the supreme court in 1916, when it ruled that a sentence of from 90 to 99 years did constitute a life imprisonment. The opinion handed down Monday was concurred in by all five justices.

Though Welch has been granted \$10,000 bail, it has not been raised, and he has been held in jail at Carlsbad since the trial.

Advocate Want Ads Get Results Advocate Want Ads Get Results Advocate Want Ads Get Results

Dec 29 1931

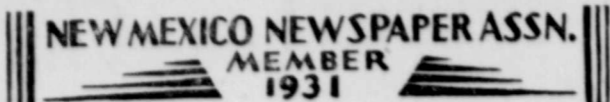
THE ARTESIA ADVOCATE

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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)	\$1.50
Three Months (Out of New Mexico)	\$1.00

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

THE YEAR 1932

Now that Christmas is over, there is a universal interest in what the year 1932 holds in store for the world. If we knew someone with a prophetic vision we would lose no time in consulting this individual, but since no such person exists, we shall have to take what the future holds in store for us, whatever that may be. Perhaps after all, it is just as well, we might not be able to remedy the situation.

We are thru with the year 1931 and as an exchange remarks, "anybody can have it that wants it." The past year has been a tough one, nobody will deny that. Just now there is an argument going the rounds as to what year was the worst in the American history. If there was any worse years, most of us don't remember them. Anyhow the argument is immaterial. It won't help bring back normal times. The important thing is to see if we can make 1932 better. For one thing we have learned or will learn that there is no easy way to get easy money. We will have to work for what we get and that will be good for us. We must work our way cautiously back to the stage where everybody who wants to work will have a chance to work.

Everybody will have to work a little harder to pay off the debts we made during the days when they told us that the United States was panic proof. And this advice applies to individuals, national, state, county and municipal governments. In fact the election next November will be determined largely on how the unnecessary expenses have been cut.

Roger Babson, noted statistician says that 1932 will be a year of readjustments. Some businesses will fail while others will emerge stronger. Of particular interest at this time, Mr. Babson sees a marked improvement in agriculture, provided congress doesn't try to give too much government relief. Likewise some improvement may be noted in the petroleum industry within the next few months. The difficulties of the new year will diminish instead of increase, he says.

HERE'S SOME COMFORT FOR DEMOCRATS

Democrats who hope to see one of their party made president in 1932 may find some comfort in what Roger W. Babson, noted statistician says about the political situation in his recent business review. Says Mr. Babson:

"Democratic leaders know that this is no year to 'rock the boat.' Too much is at stake in the business world. Strong efforts are being made to have the democrats nominate a 'safe' man, acceptable both to the financial and business interests. Those who are financing the democratic party are not satisfied with Roosevelt's attack on the utilities, which he might not make if the utility wage workers were organized like the railroad wage workers. This means that a dark horse may win the nomination. If so, the candidate will probably be conservative and especially friendly to the railroads. It is very possible old political theories regarding the republicans and good business may be discarded in 1932. Indications of a democratic victory with an able democratic president may even result in an upward movement in business and finance. The political situation is different in this depression year from any in the past.

"IN THE SCHOOL OF ADVERSITY"

Those who learn in the school of adversity are apt pupils. Many valuable lessons are impressed upon the mind and when properly applied help to build a firm, substantial prosperity.

Adversity is the true test of friendship—it is the acid test. It weeds out the flatterers and throws the spotlight on friendship. In adversity a man may lose his friendship, his money and his business but if he keeps his self-confidence he is up before he is down.

Business depression is not a good thing for any country. It is the test of fire and only the courageous survive. Business depression helps business to build upon a firmer foundation—they separate the chaff from the wheat and point the way to success.—Bindery Talk.

RELIEVING THE STATE

Governor Seligman never spoke truer words than when he said to call the state legislature in session to consider relieving the tax burden would be "a futile gesture." About all the good these special sessions of state legislatures have done in the past would be to relieve the state of a lot of money.

All this talk about relief legislation is the bunk. We would no doubt see a quicker business recovery now if national congress would adjourn and the members go home.

The only way to reduce taxes is to cut expenses and such action is usually foreign to a legislative body.

CHILDREN SET A VOGUE

The pupils in one of the big public schools were taught how to make paper and cotton Christmas tree ornaments last Christmas. Probably the teachers never dreamed they were starting a vogue. Yet certain imaginative grown-ups who last year saw the youngsters' success with "personally designed" ornaments followed suit this year. One of the handsomest trees in Washington was decorated with the soft sparkle of little durezza cotton dolls and balls, and stars surrounded by soft tissue paper snow.

Troubles of Chicago in collecting taxes proves that much wealth does not always provide a cheap tax rate. Cook county in which Chicago is located has the highest tax rate in its history. Perhaps if some of the graft was eliminated, the tax rate might be lowered.

If you are planning a trip and afraid of running out of gasoline somewhere along the road, take heart. A recent survey reveals that there is an average of one filling station for every mile of highway constructed in the United States.

THE RETAIL STORE

The Advocate presents the fifth of a series of articles on "Satisfying Mrs. Shopper," thru the co-operation of the Artesia Chamber of Commerce and the United States Chamber of Commerce.

What has advertising done for the ultimate consumer. This is a rather pertinent question in this day which has often been referred to as "the advertising age." We are beset on all sides by bigger and better advertising campaigns. It is appropriate to examine advertising and see how well it serves consumers, and how retailers are employing it to help us in buying.

The consumer has done much for advertising but has there been any return the other way around? It seems so. Advertising has undoubtedly raised the standards of consumption enormously in this country. It has brot us information promptly and effectively in regard to every improvement in merchandise. Without it the prospective purchaser would have no idea of the available varieties of the particular article in which he is interested. The average home maker has a higher standard of taste and is a more efficient home manager on account of it. The American people would not have their present high standards of general sanitation and cleanliness were it not for this powerful agency which brings suggestions for improvements to the smallest hamlet in the most sparsely settled state. It has made us want things which we should want.

Very often it is felt that advertising could do more for the consumer. Unquestionably it can, and without doubt will do so. Advertising methods of retail stores are developing and improving just as other retail operations are improving. There are times when enthusiasm over genuine values, or mere love of turning out a good piece of advertising copy, has led to statements which do not appeal to the consumer. Some exaggerations have crept in despite the efforts being made by reputable advertisers to eliminate them.

There is an inevitable reaction to this on the part of both retailers and the consumers. It is being reflected in advertisements today and will continue to show a decided change. Some observers are prophesying that an era of factual retail advertising is dawning and that a day is coming when it will have many of the qualities of present day industrial advertising. That means that it will emphasize facts and intrinsic values regarding the merchandise.

Certain signs are pointing the way. For example, during the past few months for the first time several refrigerator manufacturers have been including in their advertisements definite specifications and facts concerning such qualities of their products as power consumption and the minimum temperatures the refrigerators will maintain under given external conditions. This information is certainly more appealing to intelligent prospective purchasers than the mere picture of a happy family admiring a refrigerator with a red satin bow upon its chest. Recent advertisements issued by a certain sheeting manufacturer discuss the construction and performance of their product in a scientific and yet readily understood fashion, which is quite different from the slogans and superlatives with which the purchaser was formerly lured to buy.

And this is as it should be. The average consumer is more informed, more intelligent and more discriminating than ever before—a natural result of the many educational forces which have been active in this country. The schools, the study clubs, the radio, and the press have all been bringing a more thoughtful, better educated citizen into being. This is having a noticeable effect on consumer reactions. Customers are asking for facts upon which to base their selections. The vague bally-hoo type of answer no longer satisfies, whether it be given in the stores or in advertisements. They want and deserve accurate and comprehensive statements of facts.

In a time of retrenchment when wise buying must be practiced, consumers are of course more interested in values and hence in

AFTER WEAKENING SICKNESS

If you are run-down, or suffer from a weakened condition,—take Cardui, a medicine used by women for over fifty years. As your health improves, you will share the enthusiasm of thousands of others who have praised Cardui for the benefits they have felt after taking it.

CARDUI
Helps Women

ROTATING CROPS AIDS IN ALFALFA GROWING

Farmers are beginning to prepare their soil for alfalfa planting in many parts of New Mexico. Cotton land is being broken in preparation for leveling and seeding in February and March. Land for corn and other crops is being prepared. A few farmers are actually crowning old alfalfa sod with the expectation of returning it to the same crop. This practice is seldom a success, says G. R. Quisenberry of the New Mexico Agricultural College. Occasionally alfalfa will follow alfalfa and produce satisfactorily, but seldom where the climate is hot will as great success be obtained as where another crop occupies the land for one or more years. Renewing irrigated alfalfa or replanting the same field immediately gives yields that are usually disappointing. Just why is not certain, altho experimenters are working on the problem now.

Alfalfa gives good results and should follow small grains, corn, garden and similar crops when possible. Occasionally, with soil that has had tap-rooted plants the previous year which were badly diseased, poor yields have been reported from alfalfa but this has not been general in New Mexico. It is not known that there is more chance of distribution of disease under irrigation than elsewhere under similar conditions.

Once a stand of alfalfa is secured in New Mexico average results are expected. With the soil thoroughly prepared and the field level, irrigated soils give better returns. The exceptional yields have all been the result of top-dressing with acid phosphate, altho high yields are often reported by using manure.

In the non-irrigated sections, moist soils that flood occasionally and are not too wet for long periods are ideal for alfalfa.

A penny, held close to the eye, can hide a lot of real savings only an arm's length away.

factual information concerning merchandise. But many think this demand is more far reaching than the present situation. If so, it will be one of the few resulting benefits of our present predicament. In the long run it will mean more wise spending and more discrimination between the use of wealth and the waste of wealth. Retail stores are realizing this and more and more their advertising tends to be informative. It is becoming a surer guide to wise buying, a key to sound values.

MAJESTIC THEATRE

Thurs. Dec. 31 and New Years Day

JANET GAYNOR
CHARLES FARRELL
"MERELY MARY ANN"
Matinee New Year's at 2:30

SAT. Jan. 2

HOOT GIBSON
"CLEARING THE RANGE"
Oswald Cartoon—Comedy
Shows at 2:30—7:00—9:00

SUN. MON. Jan. 3-4

TALLULAH BANKHEAD
"THE CHEAT"
Mickey Mouse Cartoon
Matinee Sunday 2:30

TUES. WED. Jan. 5-6

GEO. BANCROFT
"RICH MAN'S FOLLY"
One of the best pictures of the year.
Wednesday is Bargain Nite
Ethel Bullock

HEALTH--HAPPINESS

That's what the children get from Hammonds Grade A Pure Jersey Milk.

DELIVERY TWICE DAILY

HAMMOND DAIRY

PHONE 017F3

CITY MARKET

At 104 Main Street

BEEF—PORK—LAMB

Home Grown—Home Fed

Attractive prices on quantity purchases

When "No" May Mean Dollars

Refusal of a banker to make a loan does not always mean a lack of confidence in the ability to repay. Often-times he considers the use to which this money is to be put as very unsatisfactory and seeks to save an unnecessary loss by his refusal. Experience has taught him to see many angles and an outsider can often pick defects in the best-laid plans.

Do not condemn your banker too hastily. Many times this condemnation turns to thanks as the months go by and you too can see the wisdom of his refusal to advance money for a questionable investment.

Thousands of dollars are saved annually and thousands more could be saved by asking the advice of a capable banker before investing. Seek this advice—he is glad to be of service to you.

Regional Clearing House No. 3

of the

New Mexico Bankers Association

BEING COMPOSED OF THE FOLLOWING BANKS:

- | | |
|--|--|
| FIRST NATIONAL BANK
Roswell, New Mexico | FIRST NATIONAL BANK
Hagerman, New Mexico |
| CARLSBAD NATIONAL BANK
Carlsbad, New Mexico | LEA COUNTY STATE BANK
Lovington, New Mexico |
| FIRST NATIONAL BANK
Carrizozo, New Mexico | BANK OF COMMERCE
Roswell, New Mexico |
| FIRST NATIONAL BANK
Artesia, New Mexico | |

Artesia Lodge No. 1
A. F. & A. M.
Meets First and
Thursday night
Months.
Visiting members
to attend these
meetings.

Professional Call

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

H. A. STROUP, M.D.
PHYSICIAN & SURGEON
X-RAY LABORATORY
Office at 323 West Main Street
67 Office PHONES

DR. FRED WEST
Dentist
Office in Bank Bldg—
CARLSBAD, NEW MEX.

S. E. FERREE
Attorney
Notary Public
ARTESIA

J. J. CLARKE
Dentist
Office in Clarke Bldg—
ARTESIA, NEW MEX.

GILBERT and CO.

Real Estate, Insurance
Bonds
Compensation Insurance

Dr. C. L. Womack
Practice of
Surgery and Medicine
Office 300—PHONES
Haley Building, Artesia

Doctors Hoover & Hoover
Office in Haley Bldg
Residence Phone
Office Phone

R. K. Hoover
Rubber Stamps
Seals
For Stamps

EL PASO'S NEWEST AND BEST
El Paso Hotel
National Association
300 ROOMS
Only hotel in city with 300 rooms

When in El Paso meet your troubles in our Lobby and Lounge yourself at home whether this is with us over night

HOTEL HUSSMAN
"On the Plaza"
EL PASO, TEXAS

The Eddy Co.
Abstract Co.
CARLSBAD, N. M.

Reliable Abstract
Prompt Service
Prices Right

We Are Bonded
Let Us Do Your Abstract Work

GEOLOGICAL
Map of Wyoming
Showing Structure of
Fields of the State
and
SAMPLE COPY

Wyoming Oil
Publishing
Lock Drawer
Casper, Wyo.

SENATE APPROVES FORCING FEDERAL WILD-LIFE UNITY

WASHINGTON, D. C. — The bill to come before this session of the senate and the first to be passed was one which recognized a "depression" among wild life creatures. The purpose of the measure is to compel the various federal departments and agencies to co-operate with each other in considering the needs of wild life before carrying out their projects that might affect the resource. Its passage was the first concrete result of a two-year study of the problem by the senate committee on conservation of wild-life resources, of which Senator Frederic C. Wallbridge, of Connecticut, is chairman. During discussion of the bill Senator Harry Hawes, of Missouri, vice-chairman of the committee, said: "In our investigations we find that there is not a single department of the government which does not in some way come in contact with the problem of conservation of wild life. The purpose of this bill is to call to the attention of these departments the fact that in considering public projects, they should, if economically practicable, make provisions for wild-life preservation and protection."

The bill would make it compulsory for the bureau of reclamation, the bureau of Indian affairs, the national park service, the forest service, and other agencies to consult the bureau of biological survey and the bureau of fisheries opportunity to establish adequate wild life production on public domains, Indian reservations, national forests and parks, and lands owned or leased by the federal government wherever practicable.

The measure would give the bureau of fisheries experts a right to see that future government-constructed dams do not interfere with the bureau's work by failure to provide some means for fish to pass from one side to the other. It would also compel government agencies controlling inundated waters to allow use of such waters for wild life production, when such use is not inconsistent with their primary purpose and does not conflict with the constitutional rights of the states in which the waters are located.

The bill did not call for an appropriation. Conservation organizations, as well as federal game officials, have approved this measure, says a bulletin of the American Game Association.

For the next year

Some farmers are preparing the fields for next year, although quite a bit of cotton remains to be harvested. Prospects are good at present time that a small reduction in cotton acreage will be made another year, but the reduction is not expected to be as great as in some growing sections. The small grain acreage has increased considerably over that of last year, but the land seeded alfalfa will no doubt show a substantial increase.

There is anything to moisture, farmers should face the brightest prospect seen here in a number of years.

Have you sometimes said, "I wish I had spent a little more over night in the first place."

Department of The Interior, U. S. Land Office at Las Cruces, New Mexico, December 26, 1931.

NOTICE is hereby given that S. Linnell, of Artesia, New Mexico, who on January 18, 1930, made Homestead, No. 038927, NW 1/4 Section 27, Township 15-S., Range 26-E., N. M. P. Meridian, has filed notice of intention to make three year final proof to establish claim to the above described, before S. Gilbert, U. S. Commissioner, Artesia, New Mexico, on the day of February 1932.

Claimant names as witnesses: Lydia A. Bruce, Bird L. Turner, Clarence C. Smith and R. L. Ham, all of Artesia, New Mexico.

V. B. MAY, Register.

LOCALS

Lit Prude of Hope was trading in town Monday.

Calvin Dunn made a business trip to Mayhill yesterday.

W. A. Watson of the Cottonwood is ill in a Carlsbad hospital.

Mr. and Mrs. Chester Dexter returned Tuesday from a visit to relatives in Texas.

George L. Reese, Jr., of Lovington was attending to business matters here Tuesday.

Miss LaRue Mann returned last evening to school at Simmons University at Abilene, Texas.

Mrs. Ethel McNeil has returned from an extended visit to relatives at San Antonio, Texas.

E. H. Perry, left yesterday for Tyler, Texas after spending the Christmas holidays with his family.

Bert Muncy and family returned Monday evening from a Christmas visit to relatives on the ranch near Elkins.

To know what to do is wisdom; to know how to do it is skill; to do the thing as it should be done is service.

Miss Ruth Scott of the Pecos Valley Gas Co., force arrived home yesterday from a holiday visit to San Antonio, Texas.

Mr. and Mrs. Ralph Shugart accompanied their guests, Mr. and Mrs. Albert E. Shugart of Indiana on a trip thru the Caverns Sunday.

Mrs. J. W. Gage has returned to her home near Weed after spending a few days here under the care of her physician, Dr. R. K. Hoover.

Mr. and Mrs. Irvin Martin and children drove up to Lower Pecos to spend Christmas with Mrs. Martin's parents, Mr. and Mrs. Tom Runyan on the ranch.

A Los Angeles dog has just fallen heir to a \$5,000 estate. This must be a vicarious recompense for all the tin cans to a long line of others' dogs' tails.

C. W. Roberts, who has been a patient in the Scott White hospital in Temple, Texas, was released last week and arrived home Saturday. Mr. Roberts is looking well.

Col. Albert T. Woods, president and E. E. Jones, auditor of the Pecos Valley Gas Co., were in Clovis Monday, looking after business interests of the Gas Company of New Mexico.

Mr. and Mrs. H. E. Walling and Mr. and Mrs. S. O. Walling and two small children left Saturday morning for their Indiana homes after a visit to their sister, Mrs. E. H. Perry, and family.

Miss Ruth Russell and Chester Russell returned to the State University at Albuquerque last Sunday after a Christmas visit with home folks. Miss Dora Russell will return to Clovis next Sunday.

Miss Lucille Morriss, teacher in the local schools underwent an appendicitis operation at the St. Francis hospital in Carlsbad Saturday and is reported to be convalescing nicely. Her brother-in-law and sister, Mr. and Mrs. Joe Massey of Roswell, visited the Flore family here Sunday, returning from Carlsbad where they had been with Miss Morriss. Mrs. Flore and sons and little grandson drove down to Carlsbad yesterday to see the patient.

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

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

CARLSBAD PROJECT CROPS SHOW A BIG CUT IN VALUATION

A report recently issued by the Carlsbad Reclamation Service, shows the value of crops of the project to be far under former years. The crops together with total yields, price per unit and total acre yields follow:

Alfalfa, 3869 acres, 14,204 tons, ton \$8.350, total \$120,734, acre \$38.69.

Alfalfa seed, 522 acres, 65,962 pounds, pound 6c, total \$3,958, acre \$7.58.

Alfalfa straw, 754 tons, ton \$5, total \$3,770, acre \$7.22.

Cotton lint, 16,904 acres, 7,811,503 pounds or 15,625 bales, pound .0575, total \$449,161, acre, \$26.57.

Cotton seed, 5,700 tons, ton \$8, total \$45,600, acre \$2.69.

Wheat, 80 acres, bushels 2,155, bushel 27c, total \$1,164, acre \$14.65.

Oats, 607 acres, 22,823 bushels, bushel 32 cents, total \$7,303, acre \$13.03.

Oat and wheat straw, 113,135 tons, ton \$2.50, total \$282,800, acre \$3.00.

Indian corn, 179 acres, 4,525 bushels, bushel 56c, total \$2,534, acre \$14.16.

Corn fodder, 296 tons, ton \$3, total \$888.00, acre \$5.00.

Sorghum, 187 acres, 643 tons, ton \$30, total \$19,290, acre \$105.15.

Barley, 59 acres, 1,142 bushels, bushel 60c, total \$685.20, acre \$11.46.

Rye, 10 acres, 200 bushels, per bushel \$1.00, total \$200, acre \$20.

Gardens, 81 acres, yield \$75, acre, total \$6,075, acre \$75.

Pasture, 187 acres, yield \$10, acre, total \$1,870, acre \$10.

CHAVES COUNTY SINGING CONVENTION

The Chaves County Singing Convention will meet in the Junior high school building in Roswell, Sunday. It will be an all-day affair, with probably a basket dinner on the ground. Detailed announcement was not received as to the day's program.

SUBSCRIBE TO 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

Dress Up That Car
With a Wash and Grease Job at Special price of—
\$1.75

All work done by Chevrolet mechanics, who will check over your car for ailments.

R. G. Knoedler of Joyce-Pruit Co., has been selected to have his car washed or greased absolutely free during next week—watch for your name.

Repair Work at Popular Prices

Kinder, Jones and Monschke
AT JACKSON-BOLTON CHEVROLET CO.,

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 25th, 1928, made Stock Raising Homestead, No. 034518, for Lots 3, 4, E 1/4 SW 1/4; SE 1/4 sec. 7, Lots 1, 2, E 1/4 NW 1/4, NE 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

CARBON PAPER—The Advocate

A PURPOSE RATHER THAN A PLEASURE

"What is your pleasure, sir?"

said the teller to the customer. "Golf," replied the gentleman, "but I came here to get a check cashed."

For Every Requirement

RECORD

We can furnish non-duplicating, duplicating and triplicating books and pads of every kind for every business. Our factory connection assures complete satisfaction—superior quality at low mass-production prices; and prompt service, too. You can buy from us just as advantageously as from the factory, and we relieve you of annoying details.

Ask Us About SALES BOOKS

CAFE CHECKS AND Manifolding Books

REMITTANCE BLANKS

CONTRACTS

PRODUCTION RECORDS

CREDIT MEMOS

REQUISITIONS

OFFICE FORMS

TIME TICKETS

REPAIR ORDERS

COLLECTION BOOKS

SALES BOOKS

RECEIPTS

GUEST CHECKS

APPROVAL SLIPS

INVOICES

DAILY REPORTS

TANK TRUCK BOOKS

Artesia Advocate

penney's WHITE GOODS Event

Featuring White Goods - Linens - Bedding - Towels

Include these in Your Budget!

"Wizard" SHEETS

81 x 90 inches (before hemming), these sheets are a buy you'll be delighted to take advantage of! They'll come back from the laundry each time looking like new!

Penney's Low Price 2 for \$1.00

42 in. x 36 in. Pillow Cases—10c

12 x 12 inches

Terry Wash Cloths

6 for 19c

Plaids and borders in gay colors. You will like the soft, firm feel of these generous-sized wash cloths—and the way they wear!

Valuable Economy!

UNBLEACHED Muslin

36 inches wide

You'll have so many uses for this muslin, and you'll find it will wear well and stand up under laundering! Penney's low price...

10 yds for 49c

For Wear... **"Honor" Muslin**

10 yds. for 79c

39 inch unbleached
36 inch bleached
36 inch longcloth

Pure finish, fine quality, a muslin that will stand wear and tear. A thrilling buy!

22 x 44 inches!

Sturdy Bath Towels

4 for 59c

Large, soft, absorbent towels... of substantial double-thread terry that will wear and wear! Smart striped borders in five assorted colors. Also towels of even better quality yarns but smaller size (20x40) at the same low price!

52 x 52 inch

All-Linen Crash Cloths

2 for \$1

Price a year ago 79c each! Gay plaids and striped borders, in rose, blue, green, gold. Hemmed. Improve with washing!

Spring-like Designs!

Printed DRESSES

79c

Broadcloths and Pongees in tub-fast vat dyed colors!

Sizes for Misses and Women.

80x105 inches

Rayon-and-Cotton Spreads

LUSTROUS COLORFUL JACQUARD PATTERNS

only 98c

Price a Year Ago \$1.69!

Rose.. Blue.. Green Gold.. Helio

J. C. Penney Co. Inc.
ARTESIA, NEW MEXICO

IT PAYS TO SHOP AT PENNEY'S

January

1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31 x x x x x

Dec 29, 1931
1931-1932

HERE goes another sheet off the ol' calendar—1931. Now for a fresh start... for a bigger, better and more profitable trade in 1932. And it WILL be yours, Mr. Merchant, IF you make this definite decision:

ILL ADVERTISE REGULARLY IN THE Artesia Advocate

Ideas, Cuts and Copy Furnished Free! Phone 7

Christmas Is Over, but the Fireworks Have Begun



Bargains In Every Department You Save As Much As You Spend

Hardware Specials

We have many outstanding items in our Hardware Department which space does not permit us to list, however, these are all displayed where they are easily inspected, prices plainly marked and take our word for it they're REAL BARGAINS

Extra Special TOWELS

Good heavy Turkish Towels with fancy borders, a value you usually pay 18c for . . . only ten dozen to go at this price . . . first shoppers get them at each only—

12 1/2c

Extra Specials MILLINERY

This includes our entire stock of ladies fine felt Hats, all new styles and very fine quality, values up to \$4.95 and good assortment of colors, choice of the lot only—

98c

Men's Sheep Lined Coats

Men's Moleskin Sheep Lined Coats with leather reinforced pockets, choice now each—

\$2.98

Boy's Long Trousers

One lot boys wool long Trousers, good patterns and values up to \$3.00 the pair—

\$1.39

Men's Dress Shirts

One big assortment of Men's Dress Shirts, new goods, pretty patterns, broadcloth, choice

69c

Men's Heavy Union Suits

Men's extra heavy fleeced Union Suits, bleached and a world beater, at the suit—

75c

Ladies Panties And BLOOMERS

Made of non-run Rayons, regular 49c values, choice now entire lot—

33c

JANUARY CLEARANCE

Saturday, January the 2nd, marks the start of our January Clearance. It is our firm intention to carry over nothing that can possibly be sold at that will sell it and sell it quickly. We have paid no attention to profits under usual conditions and for this very reason we are offering unusual bargains. The sale has left us little time to advertise, therefore there will be hundreds of items will be on sale and at a price you will like to pay. Don't miss it—that's

Remember the Date--Saturday

Childrens Wash Dresses

Big assortment of children's Wash Dresses in fast color materials and very pretty patterns . . . values up to \$1.29 . . . no matter . . . here they go each—

49c

Ladies House Dresses

New Goods and good patterns in long colored House Dresses . . . cost you a lot anywhere . . . but we're going to give them choice

You've Been Waiting

WE'RE NOT GOING OUT OF BUSINESS - Although The Day Is

PURSES



The finest stock of Purses in Artesia from which to choose . . . every Purse in stock included

- \$.98 Purses Now . . . \$.69
- 1.50 Purses Now98
- 1.95 Purses Now . . . 1.29
- 2.95 Purses Now . . . 1.89
- 3.95 Purses Now . . . 2.69
- 4.95 Purses Now . . . 3.39
- 8.50 Purses Now . . . 4.89
- 10.00 Purses Now . . . 5.95

Clearance of Our Entire Stock of New Fall Silk and Wool

DRESSES

Dozens and dozens of the prettiest and best styles of the season but we're going to sell them, arranged in groups for quick inspection

Group 1 includes a very pretty assortment of dresses selling up to \$10.50 to choice now only— **\$2.95**

Group 2 includes our entire line selling up to \$10.50 good assortment to select from, choice . . . **\$5.95**

Group 3 includes all Dresses selling at \$16.50 and \$19.75 choice of the lot, now for only . . . **\$8.95**

Group 4 includes our very finest Dresses of all kinds selling as high as \$25.75, choice now only . . . **\$11.85**



One lot boys Dress Hats good styles choice —

98c

Boys heavy wool Overcoats \$10.00 values . . . choice now—

\$4.95

1 Lot childrens Slippers, values to \$3.50, the pair now—

98c

1 lot 36-inch fast color Prints . . . the yard now, only—

9c

Childrens \$1.00 Silk Hose ecru and white only, pair

39c

Ladies \$1.49 Outing Pajamas . . . choice now the suit—

98c

Ladies Outing Gowns, regular \$1.19 grade . . . choice now—

59c

Childrens \$1.00 Outing Gowns, choice now only—

49c

Ladies \$5.50 Elephant Skin Raincoats, choice now—

\$3.39



Footwear

Your unrestricted choice of all standard lines of well known

Children's Buster Brown Slippers in many styles and tan kid and values to \$3.50 and a bargain at that, choice the pair— **\$1.95**

Big assortment of Ladies' Arch Support shoes in many different kinds and values up to \$7.50, choice now only— **\$2.95**

Ladies look what you can buy at half price! LADIES' & CHILDREN'S SWEATERS

Our entire stock of Ladies and Childrens Sweaters, all wool, good colors and dandy styles and a good assortment of sizes from which to make your selection, choice—

DON'T MISS A WORD OF THIS COLUMN!

The More You Sew--The More You Save

Plain and printed Dress Linens, full yard wide and regular 49c values, yard . . . **39c**

Silk Shantung in natural and fancy colors, values up to \$1.19 the yard now . . . **69c**

\$1.59 Dress Silks in fancy patterns as well as good plain colors, the yard now . . . **\$1.19**

\$1.95 Flat Crepes in the most wanted colors, a material that is always good, the yard . . . **\$1.39**

\$2.49 Dress Silks in plain and printed patterns, always good but we're going to sell 'em . . . **\$1.69**

You Never Saw Such a Sale of

Ladies Coats

No doubt you have wanted these but perhaps thought you could not pay the price it takes to buy such quality . . . now you can choose any Coat in stock at a price lower than you ever hoped to see them—

A big assortment of our very best Coats, lavishly trimmed with deep rich furs . . . pretty colors and latest styles . . . you take your choice at only—

1/2 PRICE



HOSE



"Wayne-Knit" our best hosiery and that means the best you can buy—regular stock and first quality—

- \$.98 Hose Now . . . \$.69
- 1.39 Hose Now . . . 1.10
- 1.59 Hose Now . . . 1.29
- 1.95 Hose Now . . . 1.79

One special lot of ladies fine Silk Hose in good shades and sizes, values up to \$1.95, choice of the entire lot now—

89c

JOYCE-ARTESIA

Just Started--Read Every Word--Come!

GRAND SALE

Starting reductions on our entire line of standard Dry Goods of every kind. We have gone through our stock item by item and marked each article at a price that will save you money. These prices have been sadly neglected. We know, of course, that we face unusual competition, but these prices are the lowest of our business history. Getting ready for this year-end sale, we have listed in this ad, but we ask everyone to come—the article you want.

Starting this morning, Jan. 2, 8:30 A. M.

Men's House Dresses ... our entire stock of regular \$1.95 dresses in the very newest styles and fast colors ... each, now at only **\$1.29**

Ladies Gossard Corsets Odds and Ends ... but include many good styles and materials ... most of them came from our \$5.00 and \$7.50 lines ... choice now at only **98c**

Grocery Specials Saturday Only

- 10 Pounds Irish Potatoes for.....15c
- Large size Van Camp Pork & Beans...15c
- Tall Can Pink Salmon.....12c
- Roast Beef, Per Pound.....10c
- Stew Meat, Per Pound.....10c

REAL BARGAINS

Extra Specials OUTINGS

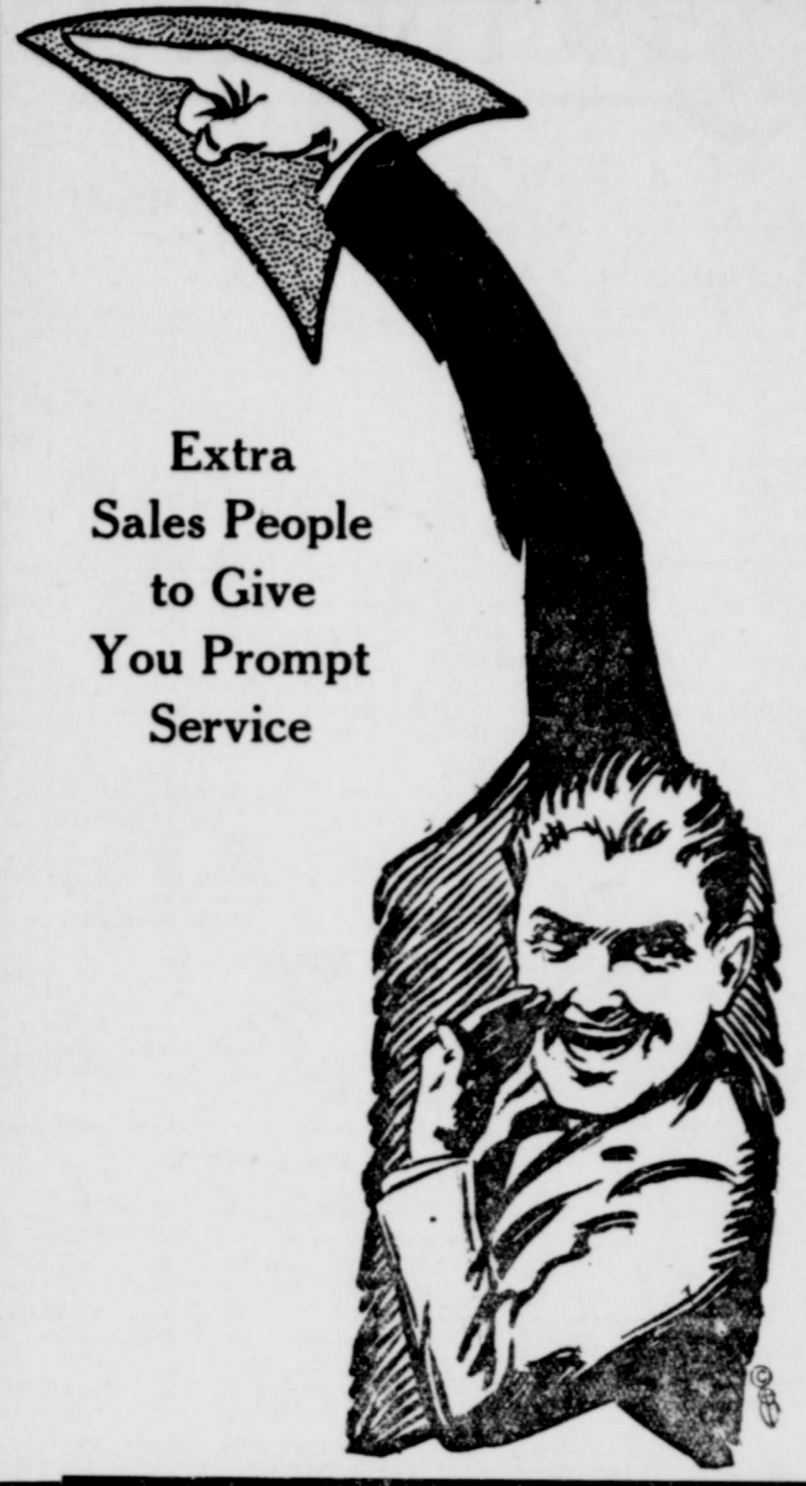
Extra Heavy Outings, full 36 inches wide and in light and dark colors, the greatest value ever shown in Artesia at this price, the yard only—

9c

Extra Special TOWELS

Good Turkish Towels with fancy borders and fifty dozen of them to go at this price ... the greatest towel value you ever saw ... first shoppers get them, each—

7c



Extra Sales People to Give You Prompt Service

THIS!

Pretty Linen Lunch Sets Cloths 36 and 44 inches with 4 napkins, pure linen and at your price—the set— 88c	Men's Fancy PAJAMAS Men's Pajamas in fancy patterns, good styles and good quality, small assortment, choice— 79c	Men's Fine Dress GLOVES Men's Dress Gloves, values to \$3.25 made of cape and Mochas fine quality, pair— \$1.79	Men's Best Grade Overalls Men's Buck Brand Overalls, made of the best 240 denim and triple stitched, pair— 89c	Boy's Sheep Lined Coats Made just like dad's Mole skin sheep lined, reinforced pockets each now— \$2.69
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They Look Like It - WE'RE GOING OUT AFTER BUSINESS

Shoewarance

Selected our store at sale prices, lines of well known, Shoes for

Big assortment of Men's Packard Shoes and values to \$10, good leathers, the pair **\$4.89**

Support lot Men's "Friendly Five" oxfords in tans and values to \$5.00 made, the pair, **\$2.98**



Gain if You Ever Saw One—Look! **1/2 PRICE**

Our whole stock of fancy Draperies, Crests and Marquisettes, as well as the finer all in fancy patterns and fine quality, choice

THIS!

price for twenty ... let us

Heavy ... **\$1.98**

double ... **\$1.29**

fancy ... **\$1.49**

part ... **\$2.29**

MEN, TAKE A LOOK AT THESE!

When We Say Bargains We Don't Mean Perhaps

Men's Corduroy Suits, belted coat, values up to \$15.00, choice **\$3.95**

Men's Leather Coats, some horsehide, values up to \$15.00, choice **\$3.95**

Men's Dress Trousers, in good patterns and values up to \$7.50 choice now, pair **\$2.49**

Men's McDonald Wool Shirts, values to \$5.00, choice of the entire lot, each **98c**

Men's Oregon Woolen Mills \$6.00 Wool Shirts, fancy patterns, each, now only **\$1.98**

Boy's \$7.50 Overcoats ... heavy and warm, choice—
\$3.95

1 lot Men's heavy cheap Sweaters ... choice now only—
49c

81x90 "Pullover" Bleached Sheets, good quality, each, now—
69c

Ladies 98c Chamoisette Gloves, good colors at choice—
49c

Ladies Suede and Buck Driving Gloves, \$3.50 values—
98c

Childrens Outing Pajamas heavy and warm, choice **69c**

Ladies \$1.50 Outing Gowns, heavy and warm, choice—
79c

Girls 98c Wool Tams, assorted colors, choice—
49c

1 lot men's Outing Pajamas, choice the suit now **88c**



MEN, LOOK HERE!

O'COATS

The quality you have often wanted and now at the price you want to pay—and just at the time "old crimp" is going to make them feel mighty good—

Grouped for quick inspection and selling—first comers get the pick of course—

Group 1 includes a good assortment of all wool Coats in good styles and patterns, selling up to \$20, choice of the lot..... **\$9.88**

Group 2 includes our very finest Coats no matter what the price—all must sell so you get first pick now at only **\$14.88**

Mens Caps

Men's and Boys' Caps—scads of 'em in styles and materials you'll like and priced 'way down—

\$1.19 Caps now.....89c
\$1.39 Caps now.....98c
\$3.00 Caps now.....\$1.95

Big assortment of Boys' Caps in good styles choice now—
39c

Mens Hats

Entire stock goes in this sale—every Hat a real bargain!

\$3.95 Men's Hats now \$2.95
\$4.95 Men's Hats now \$3.45
\$7.00 Men's Hats now \$5.45
\$10.00 Men's Hats now \$6.95

One assortment of good Hats values to \$2.49 choice now—
\$1.49

THE CHANCE OF A LIFETIME TO GET ALL DRESSED UP AT A VERY LITTLE COST!

SUITS

Our entire stock goes—nothing reserved—extraordinary bargains in Suits that are new and stylish, but we're going to sell them just the same. All standard lines and guaranteed quality. Arranged in three big groups for easy inspection and selling—

Group 1 includes a dandy assortment of Suits with two Trousers selling up to \$19.50—your choice **\$14.88** now at

Group 2 includes our Suits selling at \$24.50 and the best to be had at that price so buy now and save—**\$16.88** only

Group 3 includes our finest Men's Suits selling up to \$29.50 each with two Trousers—a wonderful bargain at only **\$19.88**

WOLFE & CO.

Dec 29, 1931

Social Activities

CHRISTMAS DINNERS

Mr. and Mrs. D. S. Martin entertained at a family dinner at noon on Christmas. Present were Mr. and Mrs. Charley Martin and children, Mr. and Mrs. Harold Dunn, Mr. and Mrs. Clarence Conner and baby and the immediate family.

A Christmas dinner party at the home of Mr. and Mrs. Sam Williams at noon included Mrs. "Col" Williams and sons, Wade Williams and the immediate family.

Mr. and Mrs. J. M. Story entertained at a turkey dinner at one o'clock on Christmas day. Covers were laid for Judge and Mrs. S. E. Ferree, Mrs. George Johnson, Mr. and Mrs. Leslie Martin and Mr. and Mrs. Lewis Story and children, Wanda and Lewis, Jr., Sibyl Pior, and the host and hostess.

Mr. and Mrs. A. L. Mount and Mr. and Mrs. "Shorty" Cooper of the Cooper-Phillips ranch, on Eagle Draw, the old Eaton place, drove over to Maljamar Christmas morning to be present at a big turkey dinner at the home of Mrs. Cooper's parents, Mr. and Mrs. Will Taylor. There were some forty people present to enjoy the sumptuous dinner served on this occasion.

The Turknett family enjoyed a turkey dinner at the home of Mrs. Nellie Cogdell at one o'clock on Christmas day. In the party were Mr. and Mrs. J. W. Turknett, Mrs. Herman Jones and three sons, Mr. and Mrs. Walter Amstutz and baby and Mrs. Cogdell and children.

Mr. and Mrs. E. T. Jernigan were hosts at Christmas dinner, their guests being Miss Nell Wilkinson of Carlsbad, Miss Alice Boyer, Lewis Walker and Mr. and Mrs. Leonard Jernigan and baby of Loving, who remained until Saturday.

Mr. and Mrs. C. F. McGeorge entertained at Christmas dinner, Mr. and Mrs. Clint Cole, the West-all family and S. C. Allbright.

Mr. and Mrs. M. G. Schulze were hosts at Christmas dinner to Mr. and Mrs. Jess Truett and children.

Mr. and Mrs. C. R. Vandagriff entertained a large family party at Christmas dinner in which the meat course included turkey, venison and chicken. Covers were laid for Mrs. Janey Vandagriff and family, Percy Vandagriff and family, Lloyd Vandagriff and family, Loren Gelwick and wife, Bill Gelwick and the hosts.

Mr. and Mrs. C. W. Bartlett and Mr. and Mrs. Glenn Leonard and son, of Carlsbad, were guests at a Christmas dinner given by Mr. and Mrs. Ray Bartlett on the 24th.

MISS WRIGHT ENTERTAINS

Miss Juanita Wright of Carlsbad entertained a number of her friends Monday night at the home of her grandparents, Mr. and Mrs. S. Bradley, assisted by her mother, Mrs. J. Roy Wright. Games and music afforded pleasure throughout the evening.

The dining room where refreshments were served was exceptionally beautiful in the usual Christmas decorations, the colors being carried out thru the entire menu, consisting of sandwiches, olives, cakes and punch.

The guests included Elsie Jernigan, Mary Ann Miller, Clementine Cobble, Gayle Woolridge of Roswell, Mary Nell Bergere of Carlsbad and the hostess, Russell Flores, Dick Burnett, Bill Hasting, Charlie Flores and Oscar and Edward Weiss of Carlsbad.

DANCING PARTY

Mrs. E. H. Perry entertained at a dancing party Tuesday evening complimentary to Mr. Perry, who was returning to Texas. Light refreshments were served. The company included Messrs. and Mrs. Jim Baskins, Roy Hard, John Prude of Hope, H. S. Williams, Jim Sains, Ed Cox, Jess Turner, C. E. Vandagriff, Percy Vandagriff and W. T. Buford.

MEMBERS BRIDGE CLUB

Mrs. E. H. Phillips entertained the club at a two-course dinner at lunch on Tuesday. There were five substitutes, Mrs. Cooney Russell, Mrs. L. E. Feather, Mrs. Harry Woolridge, Mrs. W. C. Martin and Mrs. Mary Russell.

Calling cards, 50¢ for \$1.25, on local goods printed or plain stock. —The Advocate.

Social Calendar

THURSDAY (TO-DAY)

Watch meeting at the Baptist church.

FRIDAY

The Second Evening Bridge club will meet with Mr. and Mrs. F. G. Hartell at 6:30 p. m.

The First Evening Bridge club will meet with Mr. and Mrs. E. N. Bigler at 7:00 p. m.

MONDAY

The Library Board will meet in the library at 3:00 p. m.

TUESDAY

The Fortnightly Bridge club will meet with Mrs. Albert Richards for one o'clock luncheon.

The Second Afternoon Bridge club will meet with Mrs. L. P. Evans for one o'clock luncheon.

WEDNESDAY

The Women's club will meet at the Central auditorium at 2:30. Election of officers and round table program. Subject "International Relations."

CLUB PARTY

The D. A. B. club entertained a number of girl and boy friends at a party Monday evening. The party began with a weiner roast at the Lakewood dam, with Miss Agnes Latham, chaperoning the young people. Later they returned to the home of Miss Louise Compton for dancing with light refreshments. And finally part of the members of the club finished the festivities with a slumber party at the Annex. The girls participating were Lillian Heflin, Jeanne Wheatley, Marylynne Haley, Margaret Nellis, Abby Durand, Evelyn Cobble, Wynona Phillips, LaRue Mann, Nelda Wilson, Louise Compton, Virginia Goodell and Wilma Robinson. The boys were Norman Grimm, Lawrence Goodell, Charley Bullock, Harry Woodman, Harry Samelson, John Gates, Burch Crockett, Donald Burch, Charles Brown, William, Stewart and Kenneth Compton.

Mr. and Mrs. Albert Richards entertained five tables at bridge Saturday evening, complimentary to Mr. and Mrs. Harold Bruton of Laddonia, Missouri and Mr. and Mrs. Fred Stevenson of Santa Rita. The rooms were decorated in the Christmas motif and the Christmas colors were featured in the delicious refreshments served in two courses after the game. High prize for ladies was won by Mrs. W. C. Martin and high prize for gentlemen by John Richards. Prizes were presented to each couple of the honor guests. Present were Messrs. and Mrs. Lewis Story, Aubrey Watson, C. R. Blocker, John Lanning, W. C. Martin, H. S. Williams and W. E. Flint, Mrs. Will Linell, John Richards, the honor guests and the hosts.

Two Artesia couples applied for licenses at Carlsbad over Christmas. According to the Current-Argus the couples making applications to wed were: Emmett Wright and Ruby King and Robert Cotner and Clemmie Wright all of Artesia.

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SURPRISE BIRTHDAY PARTY

Miss Nelda Wilson was the honoree of a surprise birthday party given by Miss Lillian Heflin on Wednesday afternoon, the 24th inst. The young lady was invited to a bridge party and was completely surprised when, at the close of the playing, little Jimmy Nellis appeared at the door bearing a huge box filled with lovely gifts for herself.

There was also a cake with candles, part of the delicious refreshments, which were served in two courses by Mrs. Heflin and Miss Lillian. The Heflin home was gay with typical Christmas decorations. Dancing finished the program of amusement for the afternoon. The guests were the Misses Wilson, Abby Durand, Louise Compton, Margaret Nellis, Evelyn Cobble, Ethelyn Cobble, Jeanne Wheatley, Nellie Jackson, Marylynne Haley, Wilma Robinson and Glenn Smith.

ORCHESTRA REHEARSALS

An eastern New Mexico Junior high and east New Mexico high school orchestra is being organized to give programs at the east New Mexico music festival in March.

Arrangement has been made to have the rehearsals in the Sunday school room of the Baptist church for the Artesia section. Rehearsals will begin next Tuesday, 7:30 p. m. and the High School orchestra 7:30 to 8:30 p. m.

Artesia High School orchestra rehearsals will be continued on Thursdays and Fridays 3:00 to 4:00 p. m.

An invitation is extended to all orchestra instrument players to join in the Tuesday evening rehearsals.

BUILD MONUMENTS AT LOCATIONS OF THE FIRST OIL WELLS

NEW YORK—At least two projects are under way to preserve historically the sites of this country's first oil wells.

A memorial park is being created at the site of the Drake well, the first commercial producer in the United States, near Titusville, Pennsylvania, and plans are being made to erect a monument on the site of Norman No. 1, near Neodesha, Kansas, reputed to be the first well in the Mid-Continent field.

The Drake Well project involves erection of a museum, building drives and artificial lakes and landscaping the area surrounding the monument to Edwin L. Drake, built some years ago. A feature of the park will be the continued operation of several old, but producing, oil wells.

Plans for making Norman No. 1 include erection of a stone monument surmounted by a miniature oil derrick, with a bronze tablet giving the history of the well.

PRAIRIE CHICKENS ON SAN SIMON RANCH

The historic San Simon ranch may be one of the leading centers of game life in this corner of the state, if the plans of J. Stockley Ligon, game expert, work out as he has every reason to believe they will, says the Carlsbad Current-Argus.

The great ranch, now a refuge, should be an ideal place for prairie chickens, and it was announced Tuesday that Mr. Ligon had released a number of fine birds, trapped in the Tatum country, and the covey may be later added to.

Mr. Ligon is also considering the establishment of a Bob White quail colony there.

J. B. Morris, president of the Eddy County Game Protective Association, and his cabinet, are heartily in favor of these plantings, and are giving every possible assistance.

NEW OIL COMPANY CHARTERED RECENTLY

Among the new companies to be chartered by the State Corporation Commission last week is the Baker Oil Company, Inc., Roswell capitalization \$250,000. Incorporators are R. M. Baker and J. A. Baker of St. Compton, California, and C. O. Blais, Long Beach, with Fred C. Kiskaddon of Roswell agent.

MRS. ROOSA DEAD

Artesia friends of the Roosa family living in Albuquerque will regret to learn of the death of Mrs. Rose Redin Roosa, which occurred at the Presbyterian sanitarium in Albuquerque, Saturday afternoon. Her husband, Mr. Roosa, had visited in Artesia several times with Carl Redin, the artist. Burial was made in Collins, Ohio, birthplace of Mrs. Roosa.

TODD GETS CLEMENCY

During the holidays Governor Seligman commuted the life sentence of Chas. Todd, Carlsbad negro, sent to the pen for life for killing his wife in 1926. The sentence was commuted to thirteen years and six months. During Todd's imprisonment he has made a model prisoner.

Typewriter Ribbons—The Advocate

LOCALS

Ike Keller was a business visitor to Carlsbad Monday.

B. F. Hunt visited his parents in Amarillo, Texas over Christmas.

J. H. Jones of Capitan was attending to business matters here last week.

Miss Beth King is at home from business college at Lubbock, Texas for the holidays.

Born to Mr. and Mrs. Delmer Essex on the Cottonwood, yesterday, December 30th, a son.

Miss Ella Brown returned to Hope Sunday, the schools there having resumed work on Monday.

Mr. and Mrs. L. E. Folkner are expected home this week from a holiday visit to Pangburn, Arkansas.

Mrs. Frank Sewell and Mrs. Thurman Davidson of Hobbs, were shopping in town Monday and Tuesday.

Miss Dorothy Lee, an employee of the Gas Company, returned Sunday after spending Christmas at Pecos, Texas.

Richard Gardner of Roswell attended the joint installation of the Masonic and Eastern Star officials held here Monday evening.

Mrs. A. S. Shearman and daughter, Miss Grace, returned to Roswell Sunday after a Christmas visit with John Shearman and family.

Mr. and Mrs. Nevil Muncy and daughter, Florine, spent Christmas in Roswell with Mrs. Muncy's parents, Mr. and Mrs. George Brookshier.

Mr. and Mrs. Lee Burns and Mrs. Loy Nicholson are here from California for a holiday visit to their parents, Mr. and Mrs. J. W. Vandever.

Van Welch and his three sons, Wendell, Van, Jr., and Jimmie returned Sunday evening from Texas where they had been on a hunting trip since Christmas afternoon.

Lewis Cole drove to Portales on Christmas day with several boxes of things given by the membership of the Baptist church for the Baptist orphan's home at that place.

Mr. and Mrs. Fred Stevenson and Mr. and Mrs. C. R. Blocker visited relatives at Kenna last Sunday. Monday morning the Stevensons left for their home at Santa Rita.

Mmes. Lloyd Simons and J. R. Attebery drove to Roswell Tuesday to meet Mrs. Simons' sister, Mrs. L. O. Paddock of El Paso, who will spend a few days here visiting relatives.

Mr. and Mrs. George Wilkins visited relatives in Lubbock and other points in Texas during the vacation. They have moved down from Lake Arthur and are located in the Welch apartments over the post office.

L. Perry came from Albuquerque to spend Christmas with Mrs. Perry, who is teaching on the Cottonwood. On Christmas day they made a trip to Carlsbad. Mr. Perry will return to Albuquerque the last of the week.

Mr. and Mrs. R. C. Phillips, who are spending the winter at Ft. Stockton, Texas, came in on Christmas day to spend a week at their home place, the Cooper-Phillips ranch, on Eagle Draw, several miles west of town.

Mr. and Mrs. Rude Wilcox and children returned Sunday after a Christmas visit to Mrs. Wilcox's parents, Mr. and Mrs. G. W. Witt, at Lovington. Mrs. Alice Coulter who had been visiting her daughter, Mrs. Tartleton and family near Lovington, came back with them.

Mrs. Hugh Lincecum and daughter, Mrs. Bill Curry and family spent Christmas here with the Dunn families, and left Saturday morning for their homes at Ft. Stockton, Texas, after making a trip thru the Carlsbad Caverns. Mrs. Lincecum is a sister of Preston and Rube Dunn.

Miss Helen Sage leaves for San Diego, California tomorrow after a holiday visit to her home folks, Mr. and Mrs. Frank Wilson. Little John Hartzfield, who spent the vacation here with his grandparents, Mr. and Mrs. J. C. Floore will return to his mother at Gallup, traveling with Miss Sage.

Mrs. George Williams and small daughter, Georgie Lee of Maljamar, spent last week here with her parents, Mr. and Mrs. H. L. Muncy. Mr. Williams came in from the ranch to eat Christmas dinner with them. Their grandson, Delbert Muncy of Hope, was also here for Christmas dinner, and remained for several days visit.

Typewriter Ribbons—The Advocate

Odd—but TRUE

DURING THE CHRISTIAN ERA MANY DAYS HAVE SHARED THE HONOR OF BEGINNING THE NEW YEAR WITH THE FIRST DAY OF JANUARY — IT WAS LATE IN THE 16th CENTURY THAT THE FIRST OF JANUARY WAS UNIVERSALLY ACCEPTED AS THE FIRST OF THE YEAR — AND MAY THIS ONE BE A PROSPEROUS AND JOYFUL YEAR FOR YOU !!



OF THE MORE THAN 40,000 RADIO STATIONS BROADCASTING SETS AND RECEIVERS IN THE WORLD NEARLY 60% ARE IN THE UNITED STATES



THE FAMOUS MOSQUE OF MOHAMMED WAS DESIGNED BY A CHRISTIAN

Classified

TERMS:—A rate of ten cents per line will be charged for Classified Ads for the first insertion and five cents per line thereafter. No ad accepted for less than 50¢. An average of 5 words ordinarily constitute a line. Charges will be based on this average. Cash must accompany all ads sent by letter, otherwise they will not be inserted.

FOR SALE

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

FOR SALE—Forty head of good white-faced cows, three to seven years old, ten coming two-year old white-faced heifers at eighteen dollars around. Mrs. M. C. Lee, Lakewood, N. Mex. 3-1tx

FOR SALE—Fat Hogs, on foot or dressed. Call Hedgpeth farm three miles south of Artesia. 3-3tp.

LESS PAINFUL, NOT LESS FAITHFUL

Some of our readers may be wondering just what kind of a wrecker service Dr. Loucks maintains, after reading his ad last week. Thru a misunderstanding the wording "Try our wrecker service, it is less faithful," was used instead of the wording "less painful." The expression "less painful" should have been used, because with a Cadillac car as a wrecker, a motorist does not find the process of being brot to town when a wreck occurs, quite so painful as when towed in by a smaller car.

Woodstock Typewriters for sale at The Advocate.

On Page 1932

Of Father Time's book, we've asked him to make the following notation: "Bring wealth and happiness to everybody in the Artesia country."

Smilin' Charlie Says-



"Following in another man's foot-steps is alright providin' you're able t' make foot-steps o' your own where his leave off" --



BIG JO LUMBER CO

24 Hour Service—Phone 19

Little Pen-o-grams



INCOME TAX REFUNDS TOTAL \$69,476,930

WASHINGTON, D. C.—Treasury reconsideration on taxes and the decision that it had been wrong in a good many instances put \$69,476,930 in refunds back into taxpayers' pocketbooks in the 1931 fiscal year ending June 30.

Secretary Mellon reported Monday to congress that the sum included all taxes illegally collected and returned but he did not list credits and abatements. The latter are deducted from taxes assessed but not yet paid. Refunds are actual cash payments.

The year before refunds totaled \$126,836,333, abatements \$176,398,377 and credits \$36,535,245.

Only two separate refunds were for more than \$1,000,000, in which class there were twelve a year earlier. The Illinois Central railroad got \$1,158,675; the Prairie Pipe Line Company of Independence, Kansas, \$1,784,494.

The Prairie group profited also by the treasury's decision that there had been other over-assessments and errors. To the Prairie Oil and Gas Co., of Parco, Wyoming, went \$31,924; to the Prairie Oil and Gas Co., at Independence \$531,740, making the total for the three concerns \$2,348,158.

Also the United Verde Copper Co., offices at Clarksdale, Arizona got \$50,476 and the New York offices \$996,822, for a total of \$1,047,398.

As usual hundreds of names familiar to the country were on the list of the thousands who received refunds of more than \$500. John D. Rockefeller was there again with \$31,324; his son, John D., Jr., got \$1,804.

To Secretary Mellon himself there was a refund of \$85,022; to his brother, R. B. Mellon, \$2,594.

Three well known movie stars convinced the treasury they were entitled to returns, Douglas Fairbanks to the extent of \$12,391 and Helene Costello Sherman and Dolores Costello Barrymore, \$1,345 each.

Senator Kean of New Jersey, drew back \$806, Scaton Robinson of Arkansas \$671, Secretary Lamont of the commerce department \$10,964.

Thomas Hitchcock, poloist, got \$4,780; Pauline Uzcudun, basque boxer, \$645; Texas Guinan, \$2,469; Tullio Serafin, conductor of the Metropolitan Opera Co., \$1,708; Bernard Naruch, \$4,535; Cornelius Vanderbilt, \$3,719; John Jacob Astor, \$10,365 and Alfred P. Sloan, of General Motors \$15,112.

Among the larger refunds were: Metropolitan Life Insurance Co., \$867,926; New York Life Insurance Company \$843,926; American Hawaiian Steamship Co., \$824,093; Det Forende Demskibs Selskab, Aktieselskab, (Danish Steamship Co.) \$756,722; estate of Charles Deering, \$751,192; estate of Payne Whitney, \$678,449; F. W. Woolworth Co., \$637,961; Honolulu Consolidated Oil Co., \$500,576; estate of William K. Vanderbilt, \$368,998.

Only \$554 was returned to the United States Steel Corporation which topped the 1930 list with \$15,205,343.

FILED FOR RECORD

December 21, 1931.

Special Master's Deed: Margaret Phillips Special Master to City of Artesia, SW corner of B. 5, Blair Add. to Artesia, L. 15, B. 10, C. & S. Add to Artesia and L. 16 & 18, B. 7, C. & S. Add. to Artesia, etc.

In The District Court: No. 5335. Foreclosure Suit. J. D. McClure, Assignee to Ellen M. Nelson vs. J. L. Polk, Dora J. Polk, et als. N 1/2 NW 1/4 14-17-26; Also a 1-6 interest in water from the Crouch wells situated on the SW 1/4 SW 1/4 15-17-26; und 1/4 interest in and to a ditch right from said well to said land.

December 22, 1931.

In The District Court: No. 5336. Foreclosure of Mortgage. Federal Land Bank of Wichita vs. Henry Russell and Cora V. Russell, his wife. NE 1/4 N 1/2 NW 1/4; SW 1/4 NW 1/4 8-18-23. Six six hour water rights, numbered 42-43-44-45-46 and 47, Hope Community Ditch. No. 5337. Divorce. Burleson Mack vs. Gunoia Mack.

December 23, 1931.

Receiver's Deed: J. T. Neeson, rec. Valley Land Co., to U. S. Potash Co., \$15,000.

December 24, 1931.

Warranty Deeds: T. J. Terry to Eddy County \$10 10 acres of land in NE 1/4 NE 1/4 13-16-25.

December 26, 1931.

Warranty Deeds: J. K. McCall to Troy McCall \$10 L. 7, B. 163, Woodard's Add. to Carlsbad; L. 4, B. 79; L. 31, B. 148, Country Club Add. No. 1 to Carlsbad. C. A. Moore to B. W. Camp, Jr., \$10 L. 2 and 3, B. 14, Morning Side Addition to Artesia.

DEMOCRATIC SLOGANS

WASHINGTON, D. C.—Out of 100,000 potential 1932 political slogans in a national contest conducted by the Pathfinder magazine of Washington, United States Senators Morris Sheppard of Texas, Royal S. Copeland of New York and C. C. Hill of Washington selected, as a democratic committee, the following as being most pertinent to that party:

"Hee! Haw! We're Coming Back!"

Submitted by J. J. Stubbs of Robstown, Texas, for which the Pathfinder awarded a prize of \$100.

"Vote Democratic and Eat Regularly!"

Submitted by Colonel Edwin A.

Halsey, secretary to the minority of the senate, awarded \$25.

"If We Want a Change For the Better, We'd Better Make a Change!"

Submitted by A. H. Kessler, Hague, North Dakota, awarded \$10.

After a temperance lecture in Scotland, one of the audience tarried and greeted the anemic speaker as follows:

"Did I understand ye to say ye never took a drink in a' yer life?"

"Yes, sir, liquor has never passed my lips."

"Weel, sir, my old man, now dead was a bit o' a drinker a' his life, an three days after he died he was a healthier looking man than you are now."



Every year is full of sunny days and cloudy days. We hope that the sunshine of our good wishes will brighten your way always.

Permit us to express our appreciation for your patronage during the past year.

We trust that our relations have been such that we may continue to serve you.

PEOPLES MERCANTILE CO!

"I Looked Where I'd Went If I'd Been Him . . . and There He Was."

That's what the little boy said when he told how in a meadow of clover he had found a horse that had been lost.

You have not lost a horse of course, but you may have occasion to look for a first class garage, where you can depend on getting reliable service, regardless of what it may be. Parts and service for Chevrolet Cars. All of this may be found at—

Dr. Loucks Garage

Fone 65

Each Day a Dime Save Time -:- Keep Prime

A man or woman in the prime of life has reached the age where he or she must begin to plan the way to "grow old gracefully."

To some, it comes naturally; others acquire it. To none can it be a "gift," but all can work out the plan with a little forethought.

Eye strain causes wrinkles. Therefore, proper lighting should be one of the first thoughts. There is no substitute for glare-less, flicker-less electric lighting.

Unnecessary manual work means fatigue. There are many efficient electrical helpers for the home, for the office, for the factory, to lessen the physical effort required for almost any given task.

The cost? Trifling, by comparison with wasted time, wasted effort.

LET US HELP YOU FIND THE WAY

Southwestern PUBLIC SERVICE Company

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

R. A. SHUGART, Plaintiff, vs. SULLIVAN REFINERIES, Inc., Defendant, No. 4904.

NOTICE OF RECEIVER'S SALE

Notice is hereby given that pursuant to an order of sale made in the above entitled and numbered cause on the civil docket of the District Court of Eddy County, New Mexico, on the 18th day of December, 1931, wherein R. A. Shugart is plaintiff and Sullivan Refineries, Inc., is defendant, I, A. Hanny, heretofore appointed by the District Court of Eddy County, New Mexico, as receiver in said cause, and having been ordered to offer for sale and sell all the property belonging to the said Sullivan Refineries, Inc., shall expose for sale and sell at public auction to the highest bidder for cash at the front door of the First National Bank of Artesia in the City of Artesia, Eddy County, New Mexico, on the 30th day of January, 1932, at 3:00 o'clock p. m. of that day, all the right, title, interest, claim and estate of the defendant, Sullivan Refineries, Inc., in, of and to the following described real estate situated in the village of Dayton, Eddy County, New Mexico, and more particularly described as Block Thirty-Four (34) in the North Dayton Addition to the village of Dayton, Eddy County, New Mexico, including the refinery located on said block known as the Sullivan Refinery, together with all machinery, tools, tanks and equipment of every description or kind belonging to or connected with said refinery.

All bids must be without conditions or reservations, and each bidder must deposit with me as receiver before such sale a certified check drawn on some well known bank, payable to A. Hanny, receiver, in the sum of one thousand dollars. All checks of unsuccessful bidders will be promptly returned to them immediately after the sale of said property, but the one thousand dollar check of the successful bidder will be retained by me until the sale is approved by the court and will be credited on his said bid, but if he fails to take the property and pay the balance of his said bid, then his said one thousand dollar check will be forfeited to the receiver as liquidated damages for the benefit of the creditors of the said Sullivan Refineries, Inc., and said sale will be declared null and void.

Said sale will be made subject to the approval and confirmation of the court; and the proceeds from such sale are to be applied towards the satisfaction of the indebtedness of the said Sullivan Refineries, Inc., as may be ordered and approved by the court.

Dated this the 26th day of December, 1931. A. HANNY, Receiver.

SUBSCRIBE TO THE ADVOCATE

Expert Watch And Clock Repairing

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



Fresh Bread

The staff of life—get it fresh daily!

Obtainable in the regular or twin loaf, whole wheat or rye bread.



City Bakery C. C. PIOR, Prop. PHONE 90

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.

CHRISTIAN SCIENCE SOCIETY 613 W. Main Street

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

THE CHURCH OF CHRIST One Block West of Central School

As the new year is being ushered in and the old year will soon be history, we should make a new resolution to be more regular at attending Bible school and church services during the year 1932.

Take an inventory of your life during the year 1931 and see if you have done all you could have done in the church work. As we go into the new year let us all take on a more determined duty to perform in Bible and church work. The success of the church all depends on the membership.

Remember that Brother Roy H. Lanier, minister for the Church of Christ in Roswell, will begin a meeting here at the Church of Christ January 10th, the second Lord's day. Brother Lanier is a young man, but powerful in preaching the gospel. We hope to have a large attendance at Bible school next Sunday, so start the new year out right by being present at Bible school.

The Bible school lessons continue to be in the New Testament for this quarter. We are glad to welcome the new members that just moved to our city.

Bible school at 10:00 a. m. Communion service and church worship at 11:00 a. m.

Everybody is invited to all of our services.

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. New Year's sermon, by pastor. Vesper service at 5:00 p. m. Sermon by pastor.

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

Kingdom Extension Institute, Monday, January 11, at 10:00 a. m. Dr. N. L. Linebaugh, president and Dr. R. J. Parker, principal speaker.

FIRST BAPTIST CHURCH Roselawn & Church Sts. James F. Dew, Pastor

"You are welcome where folks are happy." 9:45 a. m. Bible school. Fred Cole, superintendent. 11:00 a. m. Morning worship. Pecos valley young people meet at 2:30 p. m. Public invited. 7:30 p. m. Night service. Sub-Prayer service, Thursday at 7:30 p. m.

WAKE SERVICES

A wake service or a watch party has been arranged for this evening at the Baptist church, starting at 8:30 o'clock and lasting until the New Year dawns.

The following is the program:

Prayer—Lonnie Bogard. "There Is A Fountain Filled With Blood"—Congregation.

Trombone Solo—Ernest Harp. Making the Most of 1932—E. A. Hannah.

Trio—Misses Janice Mann, Luwanna Monsecke and Ruth Dew. Quartette—R. Rockwell, Mr. and Mrs. C. W. Wildes and Mrs. Amy Bruning.

Violin Solo—Miss Hannah Belle McCaw.

Thombone Solo—Leon Meeks. Tell Me the Old, Old Story—The Misses Ina Cole, Nelda Wilson, Irene Stuart and Mae Wilson.

Piano Solo—Russell Floore Making 1932 Better—Judge J. H. Jackson

Baptist Quartette Trumpet Solo—Burton Bishop. Rock of Ages—Congregation. Music by Orchestra

Sentence prayers for our foreign missionaries.

Consecration—B. A. Bishop Quartette

Short talks on "How to make 1932 the Greatest Year in History of Missions," also suggestions, questions and answers. There is Power in the Blood—Girl's Quartette.

Violin Solo Opportunities for Service in 1932—Vernon Bolton.

THE CHURCH OF CHRIST

Advocate Want Ads Get Results

One Shellfish Family Shrimps, prawns and crayfish are allied to the lobster, the crayfish often being called fresh-water lobster.

Valuable Liquid Ancient Romans had a liquid which when used on the inner walls of a house dried them at once.

Ancient Custom The custom of spread table cloths on dining tables is said to date back to about 3400 B. C. in Egypt.

Mean Altitude The average altitude of the United States is 2,500 feet.

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Two Meals Day Best For Stomach Trouble

Skip one meal and drink water instead. Wash out stomach and bowels each morning by drinking water with spoonful of simple glycerin, buckthorn bark, saline compound (called Adlerika).

Adlerika brings out poisons you never thought were in your system. If you are nervous, can't sleep, full of gas, it will surprise you. Adlerika contains no harmful drugs. Get it today; by tomorrow you feel the wonderful effect of this German doctor's remedy. Palace Drug Store.

Carbon Paper—The Advocate

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Dec 29, 1931

THE FAMILY NEXT DOOR



Blasted Hopes

HEALTH COLUMN

MORE ABOUT CANCER

In 1928, the last year for which death statistics have been published by the U. S. Census Bureau, 109,770 persons died of cancer in the registration area of the United States. More than half (55.5 per cent) of these deaths were of women although there are more men than women in the United States. Cancer of the breast and cancer of the female genital organs caused about 40 per cent of all cancer deaths among women.

In New Mexico during the same year 167 deaths were recorded as due to cancer. But this figure is undoubtedly too low, for in the same year 1,648 deaths were recorded as "cause unknown," most of them having no doctor in attendance to make a diagnosis. Undoubtedly many of these "known" deaths were due to cancer. In New Mexico among the known causes of death tuberculosis, nephritis and infantile diarrhea were each more important than cancer, whereas in the national statistics cancer comes ahead of them all. This difference is partly due to the fact that we have more than our share of tuberculosis and diarrhea but probably also due to a large number of cancer deaths in this state that are unrecognized and unrecorded.

Let me repeat what I wrote last week that early recognition of the disease is the only known way to prevent death from cancer. Pain is a late symptom. Never wait for pain. Every unusual bleeding from the genital tract, every lump in the breast, every sore, crack or ulcer which does not heal, every lump which grows every wart, mole or birthmark which changes in color or appearance should mean a medical consultation without delay.

MAYBE A THIRD PARTY

WASHINGTON, D. C.—Republican independents opposing renomination of Hoover, are seriously considering the formation of a third party in event the republican and democratic conventions in 1932 fail to nominate a man to their liking, it became a potential demerit except possibly Roosevelt will satisfy them. John son of California, Borah of Idaho and Pinchot of Pennsylvania would suit on the republican ticket. Norris of Nebraska has been asked and refused.

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

Rural New

HOPE ITEMS

Ed Gage of Pinon, was in Hope Monday. Damon Guess made a trip to Pinon Tuesday. Mrs. Horace Dunne was ill several days this week. Miss Inez Blakeney of Artesia visited friends in Hope Friday. Mr. and Mrs. Elza Swift visited Mr. and Mrs. Dee Swift Friday. Mrs. Ernest Johnson is spending the week with her son, A. E. Johnson. Mrs. John Prude was a guest of the Bryant Williams family Saturday.

LAKWOOD ITEMS

Jim House, wife and baby boy visited Albert Lee and wife Wednesday last week. Ernest Milman came in from the Holly Benson ranch Wednesday to celebrate Christmas. J. D. Millman came in from his ranch east of the Pecos and ate Christmas dinner with home folks. George McGonagill was in from his ranch west of Lakewood Sunday looking for some stray cattle. Mrs. Forest Lee and baby daughter spent Christmas with her grandmother and family, Mrs. J. N. Foster. Vera Angell is spending the holidays with her uncle, Lewis Angell and family, east of the river. Jim Scarborough has a bruised arm caused from a crow bar falling and pressing his arm against a railroad tie. Tom Price and wife, visited Forest Lee and family Thursday and attended the Christmas program at the school house. Mrs. Roy Pior attended the annual Dexter high school alumni banquet held at Dexter Tuesday evening and enjoyed a dance at Lake Van, following the banquet. Mr. and Mrs. Lewis Stewart left for near Elk City, Oklahoma Tuesday of last week, where they are spending the holidays with relatives and friends. Archie McDonald came home from the hospital at Clovis the day before Christmas. He was discharged and will probably be able to resume his work on the section soon. The school and Sunday school combined gave a program and Christmas tree at the school house on Christmas eve. The teachers treated the school children and the Sunday school those who attend services at the church. Stranger—Tell me, have any big men been born in this city? Native—Nope, only babies. A barber was shaving a new customer. "Haven't I shaved you before, sir?" said he. "No," said the customer, "I got those scars in France." Wedding announcements, printed or engraved.—The Advocate.

COTTONWOOD ITEMS

Mrs. Wayne Norris, Reporter Jack Terry of San Angelo, Texas is at home for the holidays. The Cottonwood schools began Monday after a two day's vacation. Miss Marie Knott of Roswell was a guest at the H. B. Worley home Sunday. Miss Alice Norris is home from Alamogordo to spend the Christmas vacation. Mr. and Mrs. Law of Melrose, are visiting Mrs. Law's brother, R. L. Vermillion and family. Bentley Bostick has returned from Portales, where he has been attending to business matters. A dance was given at the R. L. Vermillion home Christmas night. Everyone reported a nice time. J. A. Mathews has returned home from Lamesa, Texas where he has been attending to business matters. W. A. Watson has been seriously ill in the hospital at Carlsbad, the past week, but is somewhat improved. Mr. and Mrs. Kermit Southard were called home from their trip to El Paso, owing to the illness of Mrs. Southard's father, W. A. Watson. Mr. and Mrs. R. L. Vogel and son, Bobbie, Mr. and Mrs. Wayne Norris and Luke Ray were guests at the W. N. Waldrip home on Christmas day.

LAKE ARTHUR ITEMS

Miss Ella Ohlenbusch, Reporter Mrs. H. A. Sims was shopping in Artesia Saturday. Mrs. Mike Fillman (nee Ocie Spence) and baby daughter, Mary Elizabeth, came in Thursday night from Clifton, Arizona to spend the holidays with Mrs. Fillman's parents, Mr. and Mrs. R. T. Spence. Miss Velma Borschell, county extension agent of Roswell, will meet with the "Home Makers" club at the home of Mrs. G. R. Hams, Friday, January 1. All the ladies of the community are urged to attend this club meeting. The Lake Arthur Masonic and Eastern Star lodges held a joint installation of the newly elected officers on the evening of December 26th. After the installation ceremonies a venison supper was served by the members of the Eastern Star. Mr. and Mrs. Ned Hedges entertained a group of relatives with a Christmas dinner Friday. Covers were laid for Mr. and Mrs. William Walden and family, Mr. and Mrs. Clyde Latta and family all of Lake Arthur and Mr. and Mrs. Bud Menoud and family of Hagerman. Last Saturday night the Senior B. Y. P. U. was entertained with a candy pull at the home of Mrs. Charles Doyle. The class met for a brief business session at which time new officers were elected for the next quarter. The new officers elected were: L. Williams, president, Herbert Newton, vice-president; Max Walden,

LOWER COTTONWOOD ITEMS

(Contributed by Rosebud) Mr. and Mrs. H. V. Parker served a turkey dinner Christmas day to members of the family and Misses Hattie Ruth and Cleo Tucker. Mr. and Mrs. T. G. White served a Christmas dinner to members of the family and several guests including: Mr. and Mrs. Owens of Mason ranch, Mr. and Mrs. Ed Taylor and Mr. and Mrs. Bud White of Artesia and Mr. and Mrs. C. White of Lamesa, Texas. Mr. and Mrs. Ed Taylor were dinner guests of Mr. and Mrs. I. P. Johnson Sunday. The street car conductor's change was running short. A young mother with an infant in her lap handed him a half dollar. Conductor—Is that the smallest you have? Young Mother—I've only been married a year? Typewriters for rent.—The Advocate. Free Baths for Clergy in Old Brooklyn Pool Bath tubs were mighty scarce in Brooklyn in the fifties, and so the genial and popular Edward Gray was looked on as a public benefactor when he established bathing facilities down near the Fulton ferry, writes Maurice E. McLoughlin in the Brooklyn Eagle. When the nipping air of fall swept over Brooklyn, making river swimming unattractive, Mr. Gray would hire a tug and have his huge floating bathtub towed to its winter berth on the edge of Gowanus bay, where it would be tied until the following season. It was at this season that Mr. Gray became a combined business man and philanthropist, for he gave all his attention to running his "human laundry," which was in a building he had erected not far from the old Franklin house on lower Fulton street. Mr. Gray made it a rule never to charge clergymen for making use of his tubs, and dozens of men of the "cloth" flocked to Gray's place on Saturday mornings, emerging "rosy red to their fingertips" and ready to do the final revising of rousing Sunday sermons which undoubtedly got an extra dash of pep from the vigor engendered by the cleansing process at Gray's.

World's Greatest?

The men named by George Bernard Shaw as the makers of the universe are Pythagoras, Aristotle, Ptolemy, Copernicus, Galileo, Kepler, Newton and Einstein.

Youthful Vice President

John Cabell Breckenridge of Kentucky, who became Vice President in 1837 at the age of thirty-six, was the youngest man ever elected to the position.

Radio Waves

The short radio wave is any under 200 meters. From 200 to 1,000 meters are the intermediate waves and 1,000 meters and up are long waves.

Mrs. Dick McDonald and Mrs. W. S. Medcalf were Artesia visitors Saturday. Mr. and Mrs. W. S. Medcalf spent Sunday visiting friends and relatives in Artesia. Mr. and Mrs. J. R. Attebery and family of Artesia visited Mrs. N. L. Johnson Friday. Mr. and Mrs. John Rowland spent Sunday in Artesia visiting Mr. and Mrs. Mahone. Mr. and Mrs. Dee Swift visited their son, Elzie Swift and family Artesia Sunday afternoon. Ella Brown returned Sunday from Clovis where she had been visiting since Wednesday. Dostolic, of Seminole, spent the holidays with his relatives and her relatives, Mrs. Coffin family. Buckner accompanied by Jennings made a tour of the Mayhill and Cloudcroft main district Thursday. Douglas Phillips who has been attending school at Roswell is spending the week with his mother, Mrs. Geraldine Phillips. Charlie Parker and Alva Jernigan passed thru Hope Monday with a load of hay enroute for the ranches at Weed and Dunken. Mr. and Mrs. Williams, Mr. and Mrs. George Teel and Mr. and Mrs. John Prude were guests at the R. L. Cole home Friday evening. Mr. and Mrs. Allen Johnson attended a family reunion at the home of Mr. Johnson's mother, Mrs. Ernest Johnson, at Loving Friday. Mr. and Mrs. Harold Mehrens after visiting with Mr. and Mrs. Dee Swift for several days, returned, to their home in Vaughn Saturday. Joe McKenney, who has been in Birmingham, Alabama, for several weeks returned Thursday. He will remain here indefinitely with his mother. Miss Gladys Rowland returned Sunday evening from Hamlin, Texas, where she has been for a month visiting her parents, Mr. and Mrs. E. B. Rowland. Mr. and Mrs. Gardner of Lovington and Mr. and Mrs. Gilpin of El Paso are visiting J. D. Briscoe and family. Mrs. Gilpin and Mrs. Gardner are sisters of Mr. Briscoe. Improvement has already begun on the new Van Store building, east of the present location, in the Johnson office building. John Rowland intends to make much improvement before moving in next spring.

WOODSTOCK



The GREATEST of All Typewriters

COMPACT, SIMPLE, STURDY, EASILY OPERATED, SMOOTH-RUNNING and ABSOLUTELY DEPENDABLE

Prove these facts by asking for free trial in your office

Artesia Advocate

Printing, Office Equipment and Supplies. PHONE 7

SAVING YOU MONEY On Natural Gas

Realizing the conditions in the Pecos Valley, and the great need of reducing the expense of fuel to the consumer, this company is pleased to announce gratifying results when at each consuming town we raised the heat content of your gas—

From **950** To More Than **1000** B. T. U.'s

SAVING the CUSTOMERS from 19% to 35% on FUEL

Here Are The Savings For November

Town	1930	1931	Save
ARTESIA—Consumers use.....	\$9.08	\$5.81	\$3.27
CARLSBAD—Consumers use.....	\$7.38	\$4.71	\$2.67
DEXTER—Consumers use.....	\$8.82	\$5.85	\$2.97
HAGERMAN—Consumers use.....	\$9.51	\$6.24	\$2.27
LAKE ARTHUR—Consumers use.....	\$8.98	\$4.67	\$4.31

What It Means to Us and the Consumer

As To Savings Effectuated

ARTESIA—Our income cut.....	36%	Consumer saves 29%
CARLSBAD—Our income cut.....	36%	Consumer saves 29%
DEXTER—Our income cut.....	33%	Consumer saves 26%
HAGERMAN—Our income cut.....	34%	Consumer saves 24%
LAKE ARTHUR—Our income cut.....	47%	Consumer saves 40%

The Above is an Average. The Figures Will Vary Each Month According to Temperature.

Isn't that meeting Hard Times with a wallop?

We Invite Inquiry and are GLAD to Answer All Questions

PECOS VALLEY GAS COMPANY

ALBERT T. WOODS, President

ARTESIA -- CARLSBAD -- DEXTER -- HAGERMAN -- LAKE ARTHUR

Dec. 29, 1931
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

REPORT MADE OF THE GRAZING ACTIVITIES IN LINCOLN FOREST

A number of our readers will not doubt be interested in the report of Roger Morris of Alamogordo, assistant supervisor of the Lincoln National Forest, on grazing in the national forest. A brief summary of Mr. Morris' report as published in the Alamogordo News follows:

The total area within the boundaries of the Lincoln National Forest is 1,452,262 acres. The amount of land belonging to private owners within the boundaries of the forest is 327,067 acres which leaves a net acreage for the forest of 1,125,195.

For administrative purposes the Lincoln National Forest is divided into seven districts as follows: Two in the Sacramento division, three in the Capitan and White Mountain divisions and one in the Guadalupe division.

For the 1931 season 21,361 horses and cattle were grazed on the forest and 17,096 sheep and goats.

The available range for stock is estimated at 1,084,232, which on a cow basis gives approximately 45 acres per animal.

It is estimated that there are 229 wild unpermitted horses on the ranges of the Lincoln forest. During the past year 10,105 acres were treated for prairie dog eradication by the Biological Survey men.

The number of owners having permits for cattle and horses were 97.

Number of owners having permits for sheep and goats 17.

Number owners having permits for both classes 17.

Up to the present time 549 plants having a bearing on the grazing value of the range have been identified by plant experts of the forestry bureau, and it is stated that this number included only a little more than half the plants native to the Lincoln forests. The descriptive list will be extended from time to time.

WE THANK YOU

The following have renewed their subscription to The Advocate the past week:

M. K. Funk Wallace Mitchell
Mae Wilkins P. P. Mann
T. W. Whitted Joe Shuff
Bridgman and Wheatley
J. M. Vogel

NOTICE!

Please do not send money in an envelope for subscriptions—it is liable to be lost—send a money order or check.

Typewriters for rent—The Advocate.

SOCIAL ITEMS

NEW YEAR'S PARTY

The Gray family will have its annual family party at the home of Mr. and Mrs. John Lanning, tomorrow, when they will have New Year's dinner together. The party will include Mr. and Mrs. C. Bert Smith, W. C. Gray and family, D. N. Gray and family, Dr. Gray, Frank Thomas and family, Mr. and Mrs. Joe Hamann, Mr. and Mrs. J. W. Thomas and the hosts and children.

NEW YEAR'S DINNER

Mr. and Mrs. Jack Clady will entertain at dinner tomorrow at noon, Mr. and Mrs. Frank Linell, William Linell and children, Mr. and Mrs. Joe Jesse and Mrs. Alta Linell.

S. S. CLASS PARTY

Miss Katherine Ragsdale gave a party for her Sunday school class of boys and girls in the Methodist Sunday school room last Tuesday evening. The children and teacher passed a pleasant evening in making and eating candy and playing games.

C. E. PARTY

The Presbyterian Christian Endeavor had an enjoyable party in the Sunday school room Tuesday evening under the supervision of its president, Mrs. Jim Montgomery, who with the assistance of Mrs. A. M. Tarbet, served refreshments.

THE FIRST BRIDGE CLUB

The First Bridge club met with Mrs. C. Bert Smith for its regular meeting Tuesday afternoon, at which time the hostess served light refreshments. Mrs. Stanley Blocker substituted.

VISIT SITTING BULL FALLS

Misses Margaret and Wyoma Phillips, Coren Davis and Messrs. Ed Shockley, Bill Compton and Ed Bowman composed a party to Sitting Bull Falls Sunday. The young folks report that since the heavy snow part of the ledge has caved off and the Falls present quite a different appearance.

CHRISTMAS PARTY

Mr. and Mrs. M. A. Corbin were at home to a number of their friends on Christmas night, according to their usual custom. Bridge was the amusement and light refreshments were served.

CHRISTMAS PARTY

Col. and Mrs. A. T. Woods entertained the members of the Gas Co.'s office force at a dancing party at their home on Christmas eve. Delicious refreshments were served.

RANGE CONDITIONS ARE GOOD BUT COLD CHECKS VEGETATION

Winter range conditions are very good over this section with an abundant moisture from the recent snows. The ground is wet down eighteen inches to three feet and stockmen are looking forward to early spring grass and woods. Some winter grass and woods have started, but the green vegetation has been held in check by the prevailing cold weather. Cattle and sheepmen have been able to carry the cattle and sheep thru the cold with normal losses, in fact the cattle losses have been exceptionally light. Sheep losses have been heavier among the flocks of old ewes, however, where sheep have been fed, they have weathered the cold.

December shipments of cattle have been comparatively light due to the dull market.

YOUNG PEOPLE'S PARTY

Mark Corbin, Jr. entertained a company of his young friends at a party last evening. The young people had a very enjoyable time playing Hearts and various other games. In the Heart game Natalie Filbert won first prize for the girls and Dick Burnett for the boys. In the guessing game Irene Gage won first prize for the girls and Cyril Stone for the boys. Light refreshments were served. Guests were Virginia Gates, Joan Wheatley, Virginia Woods, Natalie Filbert, Irene Gage, Glenna McLean, Mattie George, Dick Burnett, Junior Hannah, Lynn Shelton and Cyril Stone.

BRIDGE PARTY

Miss Ruth Morgan was hostess to five tables of bridge yesterday afternoon, entertaining the wives of faculty members, teachers, who were in town, and a few other friends. Light refreshments were served. The guest list included Meses. Kerr, T. C. Bird, James Allen and J. Clark Bruce, Leone French, Esther Oakes, Willis Morgan, Joe Hamann, the Misses Linna McCaw, Merrill Bradley, Edna Drury, Myrtle Burroughs, Katherine Peterson, Miriam Guinn, Mary Woods, Beulah Strang, Agnes Latham, Rozella Kropp, Roswell, Helen Sage of San Diego, California and Dora Russell of Clovis and Esther Morgan.

KILLED AT SAN MARCIAL

Charles Goedke, 65, one of the most prominent ranchmen of the southwest, was killed Tuesday night at 7:00 o'clock at San Marcial, this state, according to word received at Roswell yesterday, says the Roswell Record. No details were contained in telegrams bringing news of the ranchman's death. Mr. Goedke was owner of the W ranch in Lea county, New Mexico and Pecos county, Texas, and had lived in this section of the state for 55 years, coming to the ranch when a boy of only 10 years.

97 PER'CT CARLSBAD CAVERN VISITORS USE THEIR OWN VEHICLES

Approximately ninety-seven per cent of the eighty-one thousand visitors to the Carlsbad caverns during the 1931 tourist season ending September 30, came to the caverns in privately owned cars. Thomas Boles, superintendent of the Carlsbad caverns national park said in his annual report.

During the tourist season, Superintendent Boles said, there were 81,275 visitors arriving in 27,808 autos. Nearly 90 per cent of this number came from points outside of the state of New Mexico.

The heaviest travel to the park occurs during the summer months, and this year, Mr. Boles said approximately 40,000 visited the caverns during the months of July and August. The largest number of visitors to see the caverns in any one day was 1,402 and that on July 4. Eleven thousand of this number came from Texas.

Several of the visitors to the caverns during this year were near 90 years old and the youngest appears to have been Miss Nelda Marie Davis of Lorraine, Texas, who made the cavern trip just fifteen days after her birth.

MARKETS

KANSAS CITY LIVESTOCK

KANSAS CITY—Close: cattle 3500; calves 400; fed steers active, steady; some strength on best light weight steers and yearlings; heavy calves 8.10; two loads good 1207 lbs 8.00; good 1091 lbs 9.00; bulk short feds 4.50 to 6.75; heifers steady 4.50 to 6.15; fat cows strong 3.00 to 3.50; bulls steady .25 up; vealers and killing calves steady; bulk vealers 6.00 down; few 6.50 to 7.00.

Hogs 4500; 420 directs; steady to .05 lower; late sales to packers mostly .05 to .10 off; top 4.15; bulk 150-230 lbs. 4.00 to 4.15; 240-300 lbs 3.85 to 4.00; packing sows .10 lower, 3.00 to 3.50; stock pigs .10 to .15 higher, 3.75 to 4.10.

Sheep 11,000; woolled lambs steady to .15 lower; top 5.50; bulk 5.25 to 5.50; clipped fat lambs fully .25 lower; best 4.75; others 4.50 to 4.60; sheep steady.

NEW ORLEANS COTTON

NEW ORLEANS—Spot cotton closed steady four points up. Sales 3,263; middling 6.38. -4NewC

BREAKS LEG

Word was received here that Dr. C. W. Williams of Escondido, California, former resident of Artesia, had suffered a broken leg in a fall last week. He is now in a hospital at San Diego, California. His condition Monday morning was reported very grave due to his age, and little hope was held for his recovery.

NEW MOUNTAIN HIWAY TO BE SURVEYED

A new mountain highway from Cloudcroft to Alamogordo will be surveyed next spring by the forest service, it was learned here recently. The new route will lead down a new canyon and the scenic route down Box Canyon will be abandoned, it is understood. Work on the proposed highway will start after the survey is completed it is understood.

NEW RAILWAY STATION FOR EDDY COUNTY

Sylvine is the newest railway station in south Eddy county to be approved by officials of the Santa Fe railroad. This is a station of the United States Potash Co., at the mine, eighteen miles east of Carlsbad.

A southern girl off at an exclusive eastern school was the daughter of an undertaker. She knew she wouldn't get by with those antecedents so when asked what her father did she replied: "Oh, he's a southern planter!"

Will Rogers says the most looked forward to thing in the world is the green light. And that's no misstatement.

Adding Machines For Sale or Rent—The Advocate.



REV. L. F. WADE

Rev. L. F. Wade of Panhandle, Oklahoma, who will preach at the morning and evening services at the First Christian church here, Sunday, January 3rd.

Rev. Wade comes highly recommended to the church membership as a forceful speaker. Visitors as well as members of the church are cordially invited to attend both services.

It was said here yesterday that Rev. Wade may locate in Artesia.

GIVES NATIONAL ECONOMIC PLAN

By ROME C. STEPHENSON
Former President American Bankers Association.

WE hear much of future economic planning to save the nation from a repetition of depression and promote more stable business activity. I know no better plan to suggest to insure future better times than that every wage earner, every family and every business throughout the country lay down as soon as they are able a program of proper savings as the foundation of their financial policy.

I know of no better plan than this to build for the nation as a whole a stronger economic situation—that is, through a common structure of individual working, earning and saving. And I know of no better plan to revive activity in a depression than to spend a proper volume of past savings to keep the momentum of business going. But unless there are savings in prosperity there cannot be spending during depression.

Those who practiced this plan during the past period of prosperity have a security and a protection against present adversity that could be provided in no other way. Those who did not are the ones who are now most dependent upon others. If there had been more preaching of this doctrine when it was more feasible to put it into effect than it is now, there would be less depression and less financial insecurity.

However, while there should have been more emphasis on savings during prosperity, a measure of the emphasis today might properly be the other way—at least to the extent that those who can safely do so may well increase their spending instead of overdoing their saving. While many have seen their earnings fall, there are millions who have not suffered so seriously in respect to the real purchasing power of their incomes. If we listened to all the scare stories of the day, one might get the impression that everybody was out of a job and nobody's business was earning anything. Many of our people who are able to continue a normal program of prudent buying are curtailing their expenditures beyond reason.

A Business Stimulus

The sum total of this unreasonable curtailment of spending is an economic influence contributing to the stagnation of trade. By the opposite token, I believe the resumption of normal spending on the part of those who are able to do so would be an important tonic toward the stimulation of trade. I do not mean by this that we should have indiscriminate spending merely for the sake of spending, but the very motive power of our economic life is the interchange of goods, and unless we have that we cannot have prosperity.

I strongly believe that we are at that point in the depression stage of the business cycle that any sound stimulating influence will start a real movement in the direction of a return toward prosperity. So much of the weakness of the old state of affairs has been liquidated, so many maladjustments corrected and such large volumes of our consumers' goods have been used up or worn out that the pressure of necessities—purchases must sooner or later be felt. When that time definitely comes we may consider it the first impulse of a new era of normal business.

LOCALS

John Castleberry has been severely ill this past week.

Miss Kathleen Newman is visiting friends in the mountains this week.

Jeff Hightower left Monday, after spending the Christmas holidays at home.

The Misses Ruth Bigler and Emily Woods will leave Sunday for school at the State University.

Mrs. A. W. Jones and little daughter, Doris Mae, of Clovis are visiting her husband's parents, Mr. and Mrs. J. H. Jones. Mr. Jones was also here for Christmas but returned home last Sunday.

The Misses Marian and Nellie Clark, of Albuquerque, Jack Walton of Clovis and James Spencer of Carrizozo have been visiting Miss Lola Ward the past week. Miss Ward will leave Sunday to resume her studies at the State University at Albuquerque.

Iron Keeps Trees Green

Trees infested with a disease called chlorosis, which produces a loss of green in the foliage, can be kept healthy by treatment with solutions of iron salts. The salts may be injected through an iron tube inserted into the tree trunk and sealed up, or they may be placed in a narrow trench around the base of the tree.—Popular Mechanics Magazine.

Ladders of Men

"Many times in the course of my reading," states a teacher from Texas to the El Paso Times, "I read that men who have achieved the very pinnacle of success are spoken of as 'lonely men.' How do you account for their loneliness?" "Because," oracles the editor, "they sacrificed too many friends on the way up."

The Indian on the Nickel

According to the Treasury department, no particular Indian posed for the design on the 5-cent piece which was first issued in 1913. The same statement is made by the sculptor who designed it, James Earle Fraser. The head is the composite of several models and is the artist's ideal of an American aborigine.

Synonymous

Anxious to learn the value of certain inherited stocks, a man who knows little about newspapers and less about the market asks the New York Herald Tribune if it can tell him "where to find out what his stocks are worth?" "Sure!" truths the editor. "On the sock market page."

It isn't the first cost of a 'cheap' thing; it's the upkeep. Real economy compares values as well as prices.

When army worms threatened the crops of Marshall County, Tennessee, information concerning the pests was made available by the College of Agriculture, and bankers immediately took steps to organize a war against the common enemy, calling mass meetings in their communities where complete facts and helpful recommendations for eradication could be put before the greatest number of people possible. This timely action saved the destruction of many fields of crops.

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Woodstock Typewriters for sale at The Advocate.

PECOS VALLEY GAS
(Continued from first page)

be used, under a pressure from 7 ounces to a 13 3 ounces, allowing more combustion. Nothing is said about this arrangement it was thoroughly tried out, success evidenced in many of operation now justifying the mission of the results people. In effect it means the people are saved a 29 per cent gross or a 3.27 on last month's compared with the corresponding period of last year.

Col. Woods also explains this change in the heating of the gas, was shown readings of the calorimeter in Carlsbad, for that eighty odd miles between Carlsbad and Artesia, makes a 7 per cent.

There are also other now in the rough but forward an early consummation may bring the desired the charter figure had ed.

ARTESIA WINS FIRST HOME GAME

Artesia had an easy win in the first home game of the Central gym. They register a single field goal, made four points on the floor. The final count was Ransbarger and Spivey for the home team.

Flower Seller—Here sir. Buy a bunch of my sweethearts.

Man: I haven't a sweethearts.

Well, buy one for me. I'm not married.

Well, buy the whole lot to celebrate your wedding.

Answers.

Wedding announcement or engraved—The Advocate, \$0.14, 21c, 30c, \$1.00, \$1.41, 2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00, \$11.00, \$12.00, \$13.00, \$14.00, \$15.00, \$16.00, \$17.00, \$18.00, \$19.00, \$20.00, \$21.00, \$22.00, \$23.00, \$24.00, \$25.00, \$26.00, \$27.00, \$28.00, \$29.00, \$30.00, \$31.00, \$32.00, \$33.00, \$34.00, \$35.00, \$36.00, \$37.00, \$38.00, \$39.00, \$40.00, \$41.00, \$42.00, \$43.00, \$44.00, \$45.00, \$46.00, \$47.00, \$48.00, \$49.00, \$50.00, \$51.00, \$52.00, \$53.00, \$54.00, \$55.00, \$56.00, \$57.00, \$58.00, \$59.00, \$60.00, \$61.00, \$62.00, \$63.00, \$64.00, \$65.00, \$66.00, \$67.00, \$68.00, \$69.00, \$70.00, \$71.00, \$72.00, \$73.00, \$74.00, \$75.00, \$76.00, \$77.00, \$78.00, \$79.00, \$80.00, \$81.00, \$82.00, \$83.00, \$84.00, \$85.00, \$86.00, \$87.00, \$88.00, \$89.00, \$90.00, \$91.00, \$92.00, \$93.00, \$94.00, \$95.00, \$96.00, \$97.00, \$98.00, \$99.00, \$100.00.

Account Files

Adding Machine Paper

Advertising Blotter

Advertising Novelties

Auction Bills

Badges, Ribbons

Blank Books

Blank Note Books

Business Cards

Business Stationery

Calendars

Calling Cards

Catalogues

Christmas Cards

Checks and Drafts

Circulars

Commercial Stationery

Concert Programs

Correspondence Stationery

Coupon Books

Dance Programs

Dance Tickets

Deposit Slips

Desk Pens

Directories

Dogtags

Draft Notices

Duplicate Blanks

Envelopes

Filing Cards

Financial Statements

Gummed Labels

Hand Bills

Hotel Note Heads

Index Cards

Inks, Pens, Pencils

Invitations

Invoices

Invoice Files

Leather Tabs

Ledger Leaves

Legal Blanks

Letter Heads

Letter Files

Library Paste

Linen Tags

Loose Leaf Device

Loose Leaf Note Books

Loose Leaf Recipe Books

Manuscript Covers

Meal Tickets

Menus

Monthly Account Books

Notes, Promissory

Notices, Collection

Office Equipment

Order Blanks

Pamphlets

Paper Clips

Pencil Sharpeners

Picardes

Pocket Bill Folds

Prescription Blanks

Reception Cards

Remittance Cards

Ruled Stationery

Rubber Bands

Rubber Stamps

Show Cards

Stamp Pads

Store Sale Bills

Shipping Tags

Tag Envelopes

Telephone Directories

Thumb Tacks

Tickets

Typewriter Supplies

Typewriters

Unnumbered Labels