## City Schools To Start On Wed. September 5th For Enrollment

Two-Day Institute For Teachers to be Held on Registration Expected

REGISTRATION MAY
REACH WELL OVER
1,300 VOTERS HERE
CO, TAX VALUATIONS HIKED TWO MILLION

more than $\$ 7,000,000$.
Edy county increased fro
$\$ 10,099,108$ last year to $\$ 12,03$
741.00,
Seven counties showed a
duction in valuation.
$\qquad$


JOYCE-PRUIT CO. BIG



A few of the many bargains
offered in the hardware, grocery
and dry goods departments are
to be fond in a double page
advertisement appearing in this


Duck Season In The State Is Set At Twenty-Eight Days


PICKEDUP ON MAIN


Thursday, August 23, 1934

S. E. FERREE
Attorney

| GILBERT and COLLINS |
| :---: |
| Real Estate, Insurance, |
| Rentals and Abstracts. |
| Artesia, New Mexico |

## Dr. C. L. Womack

Surgery and Medicine Office $300-$ PHONES-Res. 801
Haley Building, Artesia. N. Max
J. H. JACKSON Attorney-at-Law
Notary Public Notary Public

DR. FRED WESTFALL Dentist

| CARSLBAD, NEW MExico |
| :--- |

J. J. CLARKE
Dentist
office in Clarke Building
ARTESIA, NEW MEXICo


TYPEWRITERS
$\$ 20.00$ to $\$ 102.50$
Artesia Advocate

## QUICK WAY LINES <br> Motor <br> Anywhere, Anytime Bonded and Invured <br> Bonded and Insured Phones: Artesia 86 -Roswell 23

## "Anything - Worth Doing Is Worth Doing Well"

What about living? Are you living without the comforts of modern life? Electrical appliances lighten the drudgery of housekeeping and increase your joy of living. Why be without these boons to pleasant living when the cost is so little? See your dealer today-invest in good living!

BETTER LIGHT BETTER SIGHT



FRIDAY, AUG. 24-BARGAIN NITE
"THE WHIRLPOOL'
Jack Holt-Lila Lee-Jean Arthur

| SATURDAY, AUGUST 25 |
| :---: |
| "BREED OF THE BORDER"" |
| Tom Keene-News-Comedy-Cartoon |$|$

$\frac{\text { SUNDAY-MONDAY, AUG. } 26-27}{\text { MANHATTAN MELODRAMA }}$

Clark Gable-Myrna Loy-Wm Powell

Blatz Brewdated Beer Gains Physicians Favor

 FOR STATE THIS YEAR
(2)-LOCALSTM SILO STORED CORN




 trion hy hing trip to the Plying
H rane in the monatis.
Lee Gibson and Miss Ruby






SCOUT NEWS HENRY T. RAINEY SPEAKER IS DEAD

CURB SERVICE "Ces, we can give you "Curb Service" on most any auto or and most any auto or
tric repair job. $\pm \ldots$ Dr. Loucks Garage

## "Put Your Eyes

 In Our Hands"$\qquad$
$\qquad$
$\qquad$

Edw. Stone

## WATCH . . .

## Our Windows For

School Supplies

## Popular Variety Store



# This Is The Greatest Sales Evel 

In attempting to serve you to the best of our ability, and due to the enormous crowds that will flow through our doors during this sale, we are compelled to adhere to the following without exception:

NO EXCHANGES-NO REFUNDS NO MAIL ORDERS-NO C. O. D.'s WE RESERVE THE RIGHT TO LIMIT QUANTITIES OF ANY MERCHANDISE. NOTHING SOLD TO DEALERS.
Come Early To This Sale

# FIRE <br> The Entire \$35,0,00.0 JOYCE--PRU 

## This Gigantic Sale Starts Friday



EVERY TRANSACTION IS FINAL-NO DELIVERIES Bargains In Our Food Department
$\underset{\text { (Limit si.00 per customer) }}{\substack{\text { Small Crystal } \\ \text { Crit } \\ \hline \\ \hline}}$
Giant Crystal White Soap, 8 for $.25 c^{c}$
Fancy Canned Peaches ..........10c
Libby's Jam, 1 lb .4 oz. can. .... 13c

Maxwell House Coffee, 1 lb. can. .25c
Hills, Schillings, and Folgers, lb. . 25c

| Kaffee Hag, 1 lb can..........39c |
| :--- |
| Woman's Club Blk Eye Peas, 6 for 24c |


| Woman's Club Blk Eye Peas, 6 for 24c |
| :--- |
| Canned Corn, No. 1 can ..........5c |

Tomato Juice, No. 1 can........6c
$\frac{\text { Tomatoes, No. } 2 \text { can...........8c }}{\text { No. } 2 \text { can Standard Corn } \ldots \ldots . \mathbf{7 c}_{c}}$
2 lb. box Crackers..............19c

| Mother's Oatmeal (China) $\ldots \ldots .18 \mathrm{c}$ |
| :--- |
| 1 lb Glass Pres Presern |


| 1 lb . Glass Pure Preserves .......15c |
| :--- |
| Sour Pickles, quart |


| Sour Pickles, quart $\ldots \ldots \ldots . .14 \mathrm{c}$ |
| :--- |
| Stuffed Olives, $31-2 \mathrm{oz}$. bottle $\ldots 8 \mathrm{c}$ |

Stuffed Olives, 3 1-2 oz. bottle. .
Mustard, quart size. .

| Miracle Whip $\underset{\text { Quart size }}{\text { Salad }}$ Dressing . . . . 24c |
| :---: |
| Peanut Butter, 2 lb. . . . . . . . . . . . 28c |
| Best Foods Relish Spread . . . . . . .24c Quart size |
| Certo, each . . . . . . . . . . . . . . . . .25c |
| Apple Vinegar, quart size . . . . . .13c |
| Tuna Fish (fancy), 4 oz c can. . . . . 9c |
| Salmon, Pink . . . . . . . . . . . . . . . 11c |
| Lunch Tongue . . . . . . . . . . . . . . . . 5c |
| Vienna Sausage . . . . . . . . . . . . . . . 5 c |
| All 5c Tobacco . . . . . . . . . . . . . . . 3c |
| Pork and Beans . . . . . . . . . . . . . . 4c |
| Milk, small cans, 2 for . . . . . . . . . . 5c |
| Milk, large cans . . . . . . . . . . . . . 5c |
| Jello, Assorted Flavors . . . . . . . . 3c |
| Pure Vanilla Extract, 2 oz. . . . . . 10c |
| K. C. Baking Powder, $25 \mathrm{oz} . . . . .15 \mathrm{c}$ |
| All 10c Spices. . . . . . . . . . . . . . . 5c |
| Small Borax, 2 for. . . . . . . . . . . . 5c |

Don't Forget Prices Are Advancing Daily Durii MERCHANDISE IS BEING OFFERED FAR BELOW REPLACEMENT COST-YOUR OPPORTUNITY!

## Of Interest To The Ladies



Extra Fine Lot. . . . . . . . . . $\$ 1.98$
These three lots are priced for quick action-
These three lots are priced for quick action-
Get yours while they last. Your size is here!
Children's Shoes, 1 special lot . 69c
Ladies Millinery. Any Hat in
the store to $\$ 4.95$ for. ........ 33c
Ladies' Pajamas. Your choice. . 49c


All Gossard Corsets and Girdles. Even the boxes are unhurt.
Your choice ...........1-2 Price
CLAUSSNER HOSIERY
Chiffon Weight, $\$ 1.25$ values. . 69c
85 c values
VALUES IN MEN'S AND BOYS' HOSIERY

|  |  |
| :---: | :---: |
| 10c Cotton Socks . . . . . . . . . . . 6c | 10c Rockfords . . . . . . . . . . . . . 6c |
| 15c Cotton Socks. . . . 9c 3 for 25c | 15c Fancy Socks . . . . . . . . . . . . 9c |
| 25c Cotton Socks.... 16c 3 for 45c | 25c Fancy Socks. . . 16c 3 for 45c |
| 35c Fancy Socks . . . . . . . . . . . 19c | 50c Fancy Socks . . . . . . . . . . . 29c |

# vent In The History 0f Artesia! 

## S A L E!

To Our Friends And Customers
Through good times and bad we have always tried to help our many friends and customers. This sale is for your benefit. Avail yourself of this golden opportunity. Anticipate your needs for the next six months. We are taking our loss, and in doing so we are helping you to stock up on high quality branded merchandise at unheard of prices.

## JOYCE-PRUIT STORE

ARTESIA, N. M.

### 000.00 Stock Of The

 RUIT STORE iday, August 24th at 8:30 A.M.| $\bullet$ |  |  | Space Does Not Permit Listing of Hundreds of Other Fine Bargains |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | TENNIS RACKET Extra Value $\$ 1.32$ | $\begin{aligned} & \text { ALUMINUM } \\ & \text { DISH PANS } \\ & \text { 69c Each } \end{aligned}$ | CHAIR BOTTOMS Strong-Durable 9c Each | $\begin{gathered} \text { IRRIGATING } \\ \text { SHOVELS } \\ \$ 1.29 \end{gathered}$ | Stainless Steel PARING KNIVES 5c Each | DISH MOPS 5c Each |
|  |  |  | GARDEN HOSE <br> 25 Foot <br> $\$ 1.39$ | 8-INCH STRAP HINGE 17c Per Pair | SAFETY ROLL CAN OPENERS 11c Each | HORNE BRIDLES $\$ 2.39$ Per Pair | LIQUID GLOSS POLISH 23 c | $\begin{aligned} & \text { POTATO } \\ & \text { MASHERS } \\ & \text { 39c Each } \end{aligned}$ |

laily During First Day Plenty of Free Lemonade FOR EVERYBODY SERVED IN THE REAR OF THE GROCERY DEPARTMENT

## Men Don't Overlook This!

0 Returns and No Deliveries PANY, Artesia, New Mexico

## We Ask Your Cooperation

HELP US HANDLE THE CROWDS
WE HAVE TRIED TO HAVE PLENTY OF CLERKS - THEY WILL SERVE YOU AS QUICKLY AS POSSIBLE
In Our Dry Goods and Notions Department

| Eighty Square Percales, per yd. . . 10c | Washable $\underset{\text { 3re Values-Extra Special }}{\substack{\text { Dress } \\ \text { Soods }}}$ |
| :---: | :---: |
| All Five Cent School Supplies. . . . 3c | Silk Materials, per yard. . . . . . . 69c <br> Values to $\$ 1.49$ |
| School Days Are Not Far Off |  |
| Supplies . . . . . . . . . . 6c | Invader Percales, per yard. ..... 14c <br> Solid Colors and Fancy Patterns |
| ALL RIBBONS AND LACES |  |
| Values to 9c, now . . . . . . . . . . . . 3c | Dotted Swiss, Printed Voiles, Seersucker, formerly to 50c . . . 19c Extra Special |
| 25c Values, now . . . . . . . . . . . . . . 9c |  |
| 40c Values, now | Drapery Materials, values to 35c per yard $\qquad$ |
| e | Curtain Scrim, 4 yards for..... 25c |
| Curtains, Ready Made . . . . . . . . 39c |  |
| P | FINE QUALITY SHEETS <br> $81 \times 99$ Size . . . . . . . . . . . . . . . . . 59c |
|  |  |
| Ou | $81 \times 90$ Size . . . . . . . . . . . . . . . . 49c |
| All Oil Cloth, formerly 35c, yd. . 19c | WEARWELL SHEETS <br> $81 \times 90$ Size . . . . . . . . . . . . . . . . . 79c |
| Cotton Bats, 20c value . . . . . . . . . . 6c |  |
| tes | $81 \times 99$ Size . . . . . . . . . . . . . . . . 89c |
| Toilet Soaps, 8 Positively Unhurt...... $.25 c$ Positively Unhurt | Pillow Cases, 42x36, each. . . . . .9c |
| ELMO TOILET PREPARATIONS | FIN |
| 50c Size, now . . . . . . . . . . . . . . . 34c | Giant Size Bath. . . . . . . . . . . . . .9c |
| \$1.00 Size, now . . . . . . . . . . . . . . 67c | Face Towels . . . . . . . . . . . . . . . . . 6c |
| \$2.00 Size, now . . . . . . . . . . . . . \$1.34 | Trejur Cold Cream, giant size. . . . 33c |



 For A Real
Honest-to-gosh Treat


## Fall Opening



It isn't a fairy tale when we tell you we are offering better values in Fall Silks and Fabrics, Men's and Ladies' Ready-to-Wear, than at any period during the past two or three years. There is a distinct improvement noted in the quality of goods offered, the style and tailoring and at LOWER Prices. We realize this may be a strong statement in the face of existing conditions, so we invite a personal inspection from you.

## New Fall Dresses

Swagger Suits and Coats are now on display We have a very complete line of Fall Dresses in all the new fabrics and shades that Dame Fashion dictates for the Autumn Season. Satins, Rough Crepes and Novelty Weaves, fashioned for smartness and style, at reasonably low prices.
$\$ 4.90$ to $\$ 13.75$

## PRINTZESS COATS

In Novelty Sport Styles- $\$ 22.50$ to $\$ 32.50$ Dress Coats with beautiful fur sets in all the new fall shades- $\$ 29.50$ to $\$ 49.50$
Many other Coats from the New York markets. $\$ 12.50$ and up Dress Coats with smart fur collars$\$ 19.50$ and up

## Beautiful Fall Silks and Woolens

In the season's best shades. Every yard priced to give you quality at low prices. Crepe Satins in Black,
Brown, Navy, Wine, Green and Gold$\$ 1.00$ and $\$ 1.69$ yard Novelty Silks in Barrycel, Moire, Taffetas, Chekker Crepes and other beautiful Silks for making a smart Fall Dress or Suit, only $\$ 1.49$ and $\$ 1.95$ yard. Wool Suitings, Flannels and Crepes, 54 inches wide in Black, Brown, Navy, Green and Wine, only $\$ 1.95$ yd.

## Swagger Suits

## Suits that are outstanding for style, quality,

## \$10.50 \$12.50 \$16.75

## LADIES SHOES

For Dress and Sport Wear in a variety of styles and patterns. Make your selection early while we have your size and style.
Highest quality at lowest pricesHighest quality at lowest prices-
$\$ 2.95 \quad \$ 3.95 \quad \$ 4.95$ and $\$ 5.95$


Peoples Mercantile Company


## FACTORY RECONDI'TIONED MOTORS

 Your Four Cylinder Ford Car Made Like New for Eight Cylinder V-8 Ford Motors forEASY TERMS-As low as $\$ 5.50$ per month $\$ 56.00$
the same terms . . . Come in and talk with us.
AR'TESIA AU'TO CO.
Phone 52
maw
 Artesia, N. M.

