*OLUME THIRTY-ONE
ARTESIA, NEW MEXICO, THURSDAY, OCTOBER 11, 1934


## SPEAKERS PLEAD FOR ELECTION OF ENTIRE DEMOCRATIC TICKET

Tingley Promises to Fire
Progressives from State
Offices; Chavez Cites
His Record As State
Congressman.

GENERAL NEWS BRIEFS
SIXTY-FIVE PEOPLE
ATTEND ALLOCATION
MEET HERE FRIDAY
No Change Made in New
Mexico Allowable; Oil
Men Hear Methods of
Allocation Explained by
Jack Steele.


LARGE CROWD HEARS DEMOCRATS SPEAK AT CARISBADARMORY

LOCAL GINNINGS


Gop SpEAKERS WIL
ADDES
MAJESTIC
TUTERS AT
TUESDAY TANK IS DESTROYED
BY FIRE FRIDAY A M BY FIRE FRIDAY A. M.


## Damaging Gas Flames In Spectacular

Fire In Cooper Area Now Under Control


grazing district HEARING TO BE AT
ALAMOGORDO OCT. 31




| $\underset{\substack{\text { THEATER } \\ \text { ARTESIA, N. } M}}{\text { AJESTIG }}$ | SATURDAY, OCTOBER 13"MURDER IN TRINIDAD"Buck Jones "Red Rider" <br> Color Spectacle "La Cucaracha" | SUNDAY-MONDAY, OCTOBER 14-15 HAROLD LLOYD - "CAT'S PAW" Latest News Events-Cartoon Matinee Sunday $2: 30$ - Night $7: 00$ and $8: 45$ | $\underset{\substack{\text { THEATER } \\ \text { ARTESIA, N. }}}{\text { A. }}$ |
| :---: | :---: | :---: | :---: |



Social?



 848



























## CARD OF THANKS

The Chamber of Commerc
desires to gratefully acknowled desires to gratefully acknowledge
the services of the oo-perating
merchants in ading eerchants in aiding in the Artes
loan or donation of mair through thals. personal services also of Messs
Hoagland and Buckles, in prepa Hoagland and Buckles, in prepar-
ing the booth and Telbert French
and his elerks in arranging the display is greatily appreciated.
CHAMBER OF COMMERCE.

Yes, we are displaying more new smartly designed wearing apparel from the nation's style center. Never before has our stock been more complete, never before the patterns been more beautiful, never before has the quality been more outstanding.

## Among the New Arrivals are

 NEW PLAID TAFFETAS$\$ 1.00$
BLACK VELVET
39 inches wide, an unusual offering for
$\$ 2.25$
Will order any shade and yardage wanted for, yard-

## $\$ 2.50$

## FLAT CREPES

in all the new fall shades, a very outstanding value for only, yard-

49c
JACKETS
for girls made from Swavel cloth in red, beige, blue,
$\$ 1.98$
SHORT JACKETS
$\$ 2.95$
Helen of Hollywood WASH DRESSES \$1.95 and \$2.95

Helen of Hollywood SILK DRESSES in a nine
Quality dr
$\$ 6.90$ and $\$ 7.90$
GEORGIANA FROCKS
in the
Only

## $\$ 4.90$

Helen of Hollywood BALBRIGGAN PAJAMAS
made with polo shirt style tops and the pants are made with fitted yoke tops. The
ideal sleeping garments for ladies, only-
$\$ 1.95$
TUCK STITCH PAJAMAS
\$1.19 and \$1.49
A complete showing of newest styles in the well known Printzess line and other out
standing lines. Coats and suits from-

## $\$ 10.50$ up

SATIN SLIPS
\$1.95
89c
DRESS SANDALS
in Black Faille for smartness. AA and B

## \$3.49

## Peoples Mercantile Co.






Guy Chevrolet Co.
Road Service Artesia, New Mexico Phone 291

F. B. Chambers of Hope
trading in town Monday.
Mr, and Mrs. Alton Partee spent
he week end in La Luz with


$\qquad$

GOVERNMENT BEGINS
BUYING POOR LANDS
 ers, has a a definite by retaional lead-
problem of the
argicultural balancing the total
tive demand

ORDER YOUR COAL
for Winter. Don't let the first cold snap catch your coal bin empty

## E. B. BULLOCK

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |

Kinder, Jones and Monschke


## (6) deposits insured <br> The Federal Deposit Insurancec Corporation <br> $\$ 5000$ МАХ <br> First National Bank

OUR WANT ADS GET RESULTS

DEMOCRATIC HIGHWAY DEPARTMENT THROWS AWAY $\mathbf{\$ 1 , 2 5 0 , 0 0 0}$ FEDERAL FUNDS AVAILABLE TO NEW MEXICO

## The people of New Mexico were <br> sum of $\$ 1,250,000$ in Federal Aid

 told when the Democratic state administration sought to saddle furgage their income through the gage their income through theissuance of $\$ 2,000,000$ additional highway debentures, that the money to be derived from these
debentures was to be utilized only for the purpose of construction of
highways.
What has happened in regard to that promise?
It has been disregarded and
Despite a referendum signed by nearly 50,000 citizens the Democratic state administration pur
sued a course of political dis honesty, sought justification for honesty, sought indion in an indirect court ruling, and issued the entire $\$ 2$, 000,000 in debentures
The records show that a goodly portion of the proceeds from the sale of those debentures was util-
ized by the State Highway Comized by the State Highway Com-
mission to pay off current inmission to
debtedness.
Despite road funds.
Had that debenture money been retained or the debentures left unsold until next year the federal that money two dollars matched Then the highways of New Mexico would have had the sum of $\$ 1$,875,000 for new construction pro jects instead of the meager sum of $\$ 625,000$ made available by the poor business acumen of the present state Democratic administration.
Does anyone familiar with the many terrible conditions of is justified roads believe the state a million dollars of available road funds at this time?
The average voter has a very good idea of just why the Democratic administration was in so great a hurry to get its hands on this $\$ 625,000$ just before election. been so fol administrations have road building protram jeve a big to election is a votegetting prior But it will be most intriguing recently iscued the last block of $\$ 625,000$ of these debentures, and by that action lost for the people of the state of New Mexico the hear the Demosrats inguing their action which has cost the of the state of New Mexico the highway funds.

FALL SOWN FLOWERS DO WELL IN N. MEX.

- By H. C. Stewart, Extension By H. C. Stewart, Extension
Horticulturist
Chier among the considerations
to be borne in mind in the reas.
tion of afowe garden in the
warmer parts of New Mexieo, is warmer parts of New Mexico, is
the clitame. The dry atmospere
and the hot sun made condition


 doubtlessly ye disappointed,
many of the small grained flowe

 he intense sun and the persistent
wind prevent the germination they must be sown shallowily in
the soil. Generally, good results may be
obtained by fall sowing Many Obtained by fall sowing. Many of
teese flower seds that fail to
serminate when sown in the


germinate when sown in the
spring, produce eecellent resils
of sow in the fall Fall sowing
of flower seed of flower seeds should be prag
tited more extensively than is
now being done. Evidence of this now beine doxe. Ensively thenee of ihis
is shown by the number of plants
isho whe that come yp from self-sown
seeds each year, when one the
plants have become establishe plants have become established.
Often gardeners make miserable
failures with the falures with the common poppy
and other fine seeded flowers when
sown in the spring according to sewn in the sping ascording to
the printed directions on the pack-
age and in the floristss cataloges After having the foristst catalogue
noticed the results
of seli-grown sed, they are
astonished at the production of sea of gorgeous colors.
There are many mer sloeds
which can be suceastully sown in hhe fall; among them are such
as ageratum (floss flower); alys. -

WHEN I GAN PLEASE THEM

GODDRICH Critificd
oDMMANDER5

## 4i45

 without them; sweet Willian
ithonia (Mexican sun flower) Vinca Rosea,
and zinnia. $\begin{gathered}\text { After } \\ \text { shallowly, } \\ \text { brush, de }\end{gathered}$


EXTRA MONTH5 AND MILES OF SERVICE here is a better, longer-lasting
tire-built by Goodrich -at a eensational low price

## America's oldest manufactur

 America's oldest mannufacturaryof tires, to protect you again of tires, to protect you against
unreliable, cheap, ches tires, and
give you maximum service for give you maximum serrive for
the money. If you buy a lowthe money. If you
price tire, stick to
quality and play safel

## Cuairty and play safe! The mileage of unknown shoddy" tires often varies

 "shoddy" "tiage of of unknownmuch as to to 40 paries as
" mhy take a chance? The $\mathbf{G}$ - so
wher why take a chance? The Good-
rich Commander is tough, long-
wearing, honestly built - and
will



## Goodrich

## '25 CASH FREE s 25

RULES OF CONTEST: This series of ads will run each week for eleven consecutive weeks. To the person who finds the ost misspelled words in the ads and prepares the best and most attractive ad for any firm whose name is found below, the opy of every ad must accompany your answer and must be submitted not later than one week after contest closes. Decisio of contest editor is final. Contest open to everyone except Advocate employees and their families.


DON'T BE A RIP VAN WINKLE Things are happening these days that are ooing to have a
vitel effeectupon your home and pernaps a lasting influence
upon your children.
 can help you with your repairing or building pl
BIG JO LUMBER COMPANY

## BOTTLED HEALTH

One quart of milk supplies about the $33 / \mathrm{lb}$. beefsteak, or $4 / 5 \mathrm{lb}$. chicken, or $61 / 2$ oranges, or 2 lb . potatoes, or 3 lb . string beans.

> ARTESIA DAIRY

YOU HAVEN'T FOUND THE REAL SPOT
Until you've visited us, where Beer, Soft
Drinks Sandwiches and Real Chili
and Tamales are served

- THE BRITE SPOT

Block South of Main on Highway
BERT SHIPP, Manager

 J. C. PENNEY CO.

MAKE A FLASH GETAWAY when emergency calls with Conoco Bronze Gasoline! Our
Conoco Lubrication Service will keep your car ready for
for Conoco Lubrication Service
any emergency. And U . Tires will meet your driving
D. \& R. MOTOR CO.

Continental Service Station No. 1

ARTESIA LAUNDRY \& CLEANERS

## CHOICE FOODS

Well prepared, have made our cafe a popula one with the folks of this trade territory. Beer on tap and your favorite beer in bottles. Try the Folkner Rooms for a home-like place to stay.

FOLKNER'S CAFE

## DRIVE A PLYMOUTH

in the rain and learn why hydraulic brakes are safest. Hydraulic brakes are alway equalized. They give even grip on all four wheels.

KELLER MOTOR CO.

| APPETIZING MEALS |  |
| :---: | :---: |
| When you think of appetizing foods, the cost per item is not considered. You think rather of the guaity po the food not considered. You think rather of the quaititof of the food and how it is prepared. This is the reason we handle stand <br> and how it is prepared. This is the reason we handle stand- ard and well known brands of foodstuffs, because of their <br> uniform qualety. |  |
| $y$ us on your next grocery order. Our | stock |
| STAR GROCER |  |
| J. S. SHARP, Prop | Free Deliver |



## GENUINE FORD SERVICE <br> Our factory trained FORD mechanics are equipped to give you the class of service that a Ford owner is entitled to. Bring your Ford "Home" for the service that the Ford Motor Co., have spent millions of dollars developing. Only GENUINE Ford parts are used in servicing your Ford here. <br> AR'TESIA AU'TOCO. <br> Phone 52 <br> 8 <br> Artesia, N. M.



Democrats Plead-
for the support of the entire
tiocket, stating the campaign motto
thio Dennis Chaver, candidate for the
lone






Jelly making in the winter time


ARTESIA WILL MEET
MARKETS MONAHANS SQUAD HERE SATURDAY P. M.
N. Y. COTTON



## General News Briefs-

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irrigation.
thoughres
thembta
demorats Congre
demontrats
deras.
ce
he stated $\qquad$



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Nrameme of king Alomater
 and
 and passenger agent. Mr. and Mrs. O . M . Trottrer
returne reentily fromen
and one-half months vacation hree
 and one-half months vacation trip Jackson of Mayhill each brought
in which they visited their son
one of their children to the city
 Troter in the states of Indiana

There is a RIGHT Lamp for Every Socket in Your Home

## - $\begin{gathered}\text { Scarcely one home in ten has adequate light for } \\ \text { reading, sewing or any other colose visual task. Eye } \\ \text { strain, and eventualy, impaired vision, result when }\end{gathered}$ $\overline{\bar{T}}$ eeyes are compeleled to work in half-lilisht. Make sure you and your family are not handicapped by

Follow These Five Simple Rules 1. READING LAMPS: Use one 100 -watt
Lamp, or two oós, or three 40 's, depend-
g upon the number of sockets.
2. CEILING FIXTURES: Kitchen and
laundry, 100 to 150 watts
Leiving rom
laundry, 100 to 150 watts. Living room
or dining room, a total of 150 to 200 watts.
3. WALL BRACKETS. 15 to 25 watts
for decorative lighting. 6o watts on
each side of the bathroom or dressing
each side of
table mirror
4. All bulbs should be shaded to avoic
glare. Shades should be light-colored
inside and
inside and open at the top to throw
light to the celling.
5. Buy lamp bulbs that bear the trade.
mark of a reputable manutacturer. Then
you are sure of getting good light at
low cost.

LIGHT IS YOUR BEST PROTECTION

Southwestern
PIVLF EGFVIHE
Company

