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Health Column

Conducted by Dr. J. R. Earp, Director, New Mexico Bureau of Public Health.

Behind the Stammer

Bad stammerers may be quite good actors. While they are living as an assumed personality they speak perfectly; only when they become themselves again do they stammer. Most stammerers can speak perfectly to themselves talking to the looking glass all alone in their own rooms. Careful questioning usually reveals that a stammerer can talk to one or more individuals whom he knows very well without any difficulty; one boy could speak easily with his fiancée but with no one else.

The stammerer suffers from no organic defect. Operations are useless. Breathing exercises and vocal exercises are of value for the psychological effect only. Behind the stammer is always an emotional disturbance of the personality. From what has already been said it will be clear that the fundamental trouble is a feeling of insufficiency or of inferiority. He who stammers betrays anxiety due to the presence of those to whom he fears (perhaps subconsciously) that he is inferior.

Thus a vicious circle is established for each time the victim stammers he is confirmed in his fears. To laugh at a stammerer, to make fun of his infirmity, is to do him the greatest possible wrong. Children who stammer should be protected from situations which bring out their weakness and embarrass them. At the same time every effort should be made to build up their confidence in themselves. Give them work to do which they can accomplish well and praise the accomplishment. Special classes for children who stammer such as are described by C. S. Blueiel in his book "Mental Aspects of Stammering" are of value because the association with other children who have the same difficulty removes the sense of inferiority and enables all the pupils together gradually to acquire confidence in themselves.

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Typewriters for rent—Advocate.

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By Dr. ALLEN G. IRELAND
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New Jersey State Department of Public Instruction

Milk and Explorers

That was the problem bothering one little girl who was convinced of the value of milk. "What do Artic explorers do?" was the question put to her school teacher. And again "Do they take cows on ocean liners carrying little boys and girls?"

Shows thought, doesn't it? As a matter of fact, it's the keystone of the educational arch. Curiosity. And that very wise teacher took advantage of her opportunity. So the class was launched upon a series of investigations and live discussions. They discovered the meaning of pasteurization, bottling, germ free milk, refrigeration on board ship and in dining cars. And in a most convincing way they reassured themselves of the importance of milk to adults as well as to children. For they learned that explorers and sailors do indeed use milk in huge quantities.

ODDITIES in TODAY'S NEWS

SAN DIEGO, Cal.—The man who guesses your weight at the San Diego Fair, taxing you 15 cents if he guesses within 3 lbs. and presenting you a cane if he doesn't, nearly went bankrupt when this healthy citizen tipped the Toledo at 600 pounds! Note six canes won by the customer, and bewildered head-scratching by proprietor on right. The face of the scale says "hottest weight," too.



THE WORLD'S ONLY CAT Paradise—In the park of an old castle in Rome, the cats which formerly lived in the Forum now live in contentment.



SURE SIGN OF permanent popularity, crocheting has now reached the point where the well-equipped crocheter has various accessories. Chief among these is the "yarn girl," a sphere made of plaskon, with weighted base, in which the ball of crocheted cotton is held steadily and let out easily, as needed. The warm pastel colors characteristic of plaskon, make it a decoration in the room.

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A number of Artesia folks drove to Albuquerque early last week to attend the New Mexico Truckers convention. The party included: Misses Jimmie King, Beth King, Mr. and Mrs. Joe Foster, R. D. Lovejoy of Clovis and Wallace Hastings.

Mr. and Mrs. Frank Dearing of Abilene, Texas, stopped off here for a brief visit Monday, while en route to Flagstaff, Arizona. Mr. Dearing is a former resident of Artesia and was employed by the late Gayle Talbot in The Advocate shop in 1904 and 1905.

WANTED—Clean Cotton Rags at The Advocate.

New Car Performance

With a job done with our Van Norman Reborning Machine. Try us!

DR. LOUCKS GARAGE 65

COTILLO

ALWAYS COOL AND COMFORTABLE

SAT. JULY 13 2:30 to 11:30	TAKE THIS TIP SEE WARNER BAXTER —IN— "UNDER THE PAMPAS MOON"
SUN. MON. JULY 14-15	The One and Only GINGER ROGERS AND FRED ASTAIRE —IN— "ROBERTA" The Greatest Musical of All Time
WED. THUR. JULY 17-18	Will Rogers —IN— "LIFE BEIGNS AT 40" We haven't seen it, but those who have, tell us it is his best picture.

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Your bath room and your kitchen. The cost is moderate for making your bath room over, adding modern equipment and making it a sanitary convenience. New kitchen fixtures will add much to the convenience of your kitchen.

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Artesia, N. M. —:—:— New Mexico

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Valve-in-head six Economy

Year after year Dependability

CHEVROLET TRUCKS

Chevrolet Trucks sell at the world's lowest prices. Their six-cylinder valve-in-head engines use less gas and oil. And their strong, sturdy construction assures faithful performance, year in and year out, with a minimum of maintenance expense. That is why we say—It pays 3 ways to buy Chevrolets! See your Chevrolet dealer and choose the right Chevrolet Truck for your delivery or haulage needs—today!

CHEVROLET MOTOR COMPANY
DETROIT, MICHIGAN

Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value.

GUY CHEVROLET COMPANY Artesia, N. M.

Phone 291

THE ARTESIA ADVOCATE

ESTABLISHED AUGUST 29, 1903

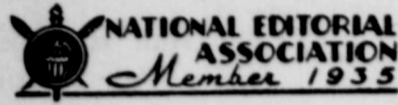
THE PECOS VALLEY NEWS AND THE ARTESIA AMERICAN

MARTIN & BLOCKER, Publishers

PUBLISHED EVERY THURSDAY AT 314 WEST MAIN STREET, ARTESIA, N. M.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE

Table with subscription rates: One Year (In New Mexico) \$2.00, Six Months (In New Mexico) \$1.25, Three Months (In New Mexico) \$0.75.



Resolutions of Respect, Obituaries, Cards of Thanks, Reading Notices, and Classified Advertising, 10 cents per line for first insertion...

TELEPHONE 7

COURAGE IN ADVERTISING

The only shackles retailers wear today are the ones they have fastened on themselves—shackles of fear, of inertia, and of mental laziness...

PROVIDING ENTERTAINMENT FOR THE VISITORS

The 4th of July 1935 is now a matter of history. Those who may be interested in providing some sort of entertainment for the visitors...

RELIEF

The story is being told in a west Texas city of a man on relief who saved enough money from relief funds to buy two railroad tickets from St. Louis to his town...

There may be no point to the story, yet it is significant that to him relief was not relief but a steady source of income for the family which he calmly acquired.

Three FERA projects of lasting benefits, may be completed here before the coming of winter months, with the support of popular opinion, otherwise the benefits may be lost.

Gov. Tingley let it be known to the newspapermen of the state he was running his own affairs as chief executive...

ELMO STAHLER KILLED IN AN AUTO ACCIDENT

Word was received here last Thursday of the death of Elmo Stahl, nephew of L. E. Folkner...

Young Stahl had visited here at one time and was known to many of the younger set.

545-POUNDER GOES ON RELIEF

SALEM, Oregon—Salem took over a good-sized share of the unemployment problem when it cared for Dan Peters at its transient bureau...

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

Smoking and Drinking? Watch Your Stomach!

For quick relief from indigestion and upset stomach due to excessive smoking and drinking try Dr. Emil's Adia Tablets.

Advocate Want Ads Get Results

NEW 1935 PHILCO RADIOS ON DISPLAY MANN DRUG CO.

Chislings

We always had a suspicion that mineral water was good for something, but never had this suspicion confirmed until we read in an exchange the good accomplished by the water.

And Kingfish Huey lays the blame for his latest sock in the jaw to poor dancing. And that's another thing a U. S. senator ought to do; he ought to learn to dance.

The above paragraph concerning the Rev. Douglas is all in fun, in case you are not familiar with this column. Douglas thinks The Advocate ought to get out one of these little daily sheets in the form of a glorified handbill...

SANTA FE RAILROAD TO BEGIN EXPERIMENTS ON DIESEL LOCOMOTIVE

Some time within the next few weeks, the Santa Fe Railroad will begin its experimental service with a Diesel locomotive...

stranger comes into the locality and finds an opportunity which the natives have been overlooking. More often the stranger may be kidding himself. Now we remember three or four years back, a newspaper started up here and immediately proclaimed to the world that the Artesia valley was destined to be the greatest citrus fruit growing area of the west.

If the fashion experts keep cutting down the bathing suits, they are sure going to have to use something besides cloth to change the models and styles.

We have offered to print Perl Morris' picture as the only man known to us who voluntarily quit a political job.

The new style hats have come to town. (That's the beginning of it.) Although she has an assortment of hats, she wants a new one.

Filed for Record

Warranty Deeds— Clara H. Jones, et als., J. T. Collins, L. 1 & 3, Blk. 8, Forest Hill, Artesia.

GIANT SOTOL PLANT

One of the most gorgeous blooming specimens of the sotol plant is on display in the window of The Advocate office.

Advocate Want Ads Get Results

PAINT YOUR WALLS WITH MELLOTONE



Here's a soft, luxurious, flat wall finish that forms a fitting background for furnishings and hangings in any room.

Kemp Lumber Co. Artesia, N. M.

Artesia Lodge No. 28 A. F. & A. M.

Meets Third Thursday Night of Each Month. Visiting members invited to attend these meetings.

Professional Cards

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

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

Dr. C. L. Womack Practice of Surgery and Medicine Office 300—PHONES—Res. 301 Haley Buildin, Artesia, N. M.

J. J. CLARKE, JR. Dentist Office in Clarke Building ARTESIA, NEW MEXICO

H. A. STROUP, M. D. PHYSICIAN AND SURGEON X-RAY LABORATORY Office at 323 West Main St. Office 67—PHONES—Res. 217

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IS A GOOD TIME TO BUY SALES BOOKS

You are watching the markets closely. You know that recent events have strengthened the entire commodity price structure.

We do not claim the gift of prophecy, but we do believe it would be advisable to place sales book orders now for either immediate or future delivery.

Check your stock today, anticipate your requirements, and buy on today's low market. You can't lose and you may win.

The Advocate

Security Safety Governments Play a Part in strengthening the banking structure. EVERY state charters state banks... First National Bank Artesia, N. M. Satisfaction Service

There's one less Something to remember to attend to to wait on when you have Automatic Hot Water Service with Natural Gas Pecos Valley Gas Co. Artesia, N. M.—Phone 50

When in EL PASO Stop at the GATEWAY HOTEL or LOCKIE HOTEL. GATEWAY Rates SINGLE \$1.50-\$2.00 DOUBLE \$2.00-\$2.50 LOCKIE Rates Family \$1.00-\$1.50 Family \$2.00-\$3.00 FREE GARAGE

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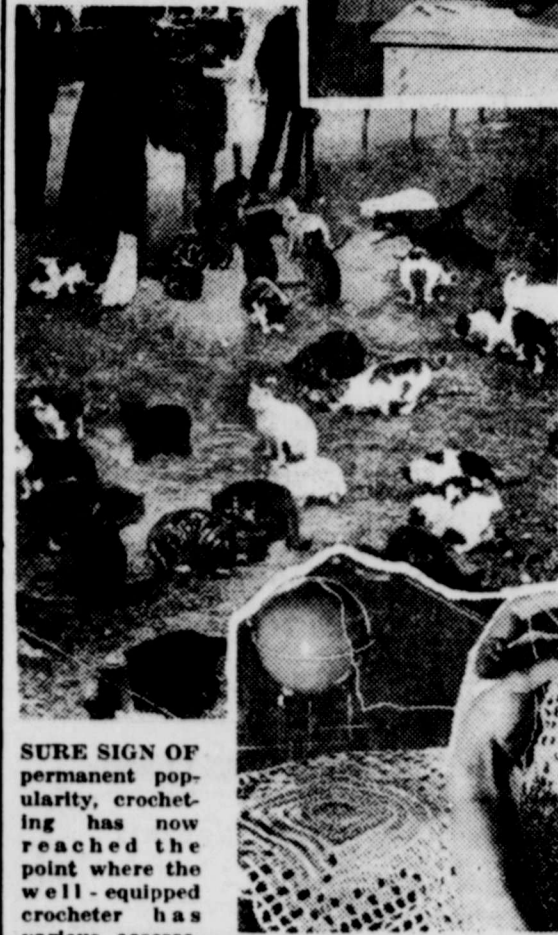
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15 ounce can for 15¢

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MILLIONS OF POUNDS HAVE BEEN USED BY OUR GOVERNMENT

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Mr. and Mrs. K. A. Bivens and family of the Cottonwood spent the 4th at Sacramento. Mr. Bivens and daughter will remain a month at Sacramento for the benefit of his health.

Messrs. A. D. Hill, Sr., and A. D. Hill, Jr., of the Cottonwood, drove over to Albuquerque the 4th and visited Mrs. A. D. Hill, Jr., who is a patient at the Methodist hospital. They report Mrs. Hill's health is improving very satisfactorily.

A number of Artesia folks drove to Albuquerque early last week to attend the New Mexico Truckers convention. The party included: Misses Jimmie King, Beth King, Mr. and Mrs. Joe Foster, R. D. Lovejoy of Clovis and Wallace Hastings.

Mr. and Mrs. Frank Dearing of Abilene, Texas, stopped off here for a brief visit Monday, while en route to Flagstaff, Arizona. Mr. Dearing is a former resident of Artesia and was employed by the late Gayle Talbot in The Advocate shop in 1904 and 1905.

WANTED—Clean Cotton Rags at The Advocate.

New Car Performance

With a job done with our Van Norman Reboring Machine. Try us!

DR. LOUCKS GARAGE 65

COTILLO
 ALWAYS COOL AND COMFORTABLE

SAT. JULY 13 2:30 to 11:30	TAKE THIS TIP SEE WARNER BAXTER —IN— "UNDER THE PAMPAS MOON"
SUN. MON. JULY 14-15	The One and Only GINGER ROGERS AND FRED ASTAIRE —IN— "ROBERTA" The Greatest Musical of All Time
WED. THUR. JULY 17-18	Will Rogers —IN— "LIFE BEIGNS AT 40" We haven't seen it, but those who have, tell us it is his best picture.

MODERNIZE

Your bath room and your kitchen. The cost is moderate for making your bath room over, adding modern equipment and making it a sanitary convenience. New kitchen fixtures will add much to the convenience of your kitchen.

★

L. P. EVANS ESTATE

Phone 180
 Artesia, N. M. New Mexico

Here's something to think about when you buy trucks

World's lowest Prices

Valve-in-head six Economy

Year after year Dependability

It pays 3 ways to buy CHEVROLETS

Chevrolet Trucks sell at the world's lowest prices. Their six-cylinder valve-in-head engines use less gas and oil. And their strong, sturdy construction assures faithful performance, year in and year out, with a minimum of maintenance expense. That is why we say—It pays 3 ways to buy Chevrolet! See your Chevrolet dealer and choose the right Chevrolet Truck for your delivery or haulage needs—today!

CHEVROLET MOTOR COMPANY
 DETROIT, MICHIGAN

Compare Chevrolet's low delivered prices and see G.M.A.C. terms. A General Motors Value.

CHEVROLET TRUCKS

Phone 291 **GUY CHEVROLET COMPANY** Artesia, N. M.

46th

JOYCE-PRUIT STORES
"West of the Pecos Since 1890"

46th

STARTS FRIDAY, JULY 12th

10---Big Selling Days---10

Anniversary Clearance Sale!

French Gingham

Just the thing for School Dresses. 49c value—

18c Yd.

Fancy Gingham

Checks and Plaids. Regular 25c value. Special—

11c Yd.

Men's

Wash Slacks

\$1.25 Special.....**89c**
 \$1.95 Special.....**\$1.39**
 \$1.49 Special.....**\$1.09**
 \$1.75 Special.....**\$1.29**

Ladies'

Short Hose

All Silk. Special—

39c

Ladies' Hats

Special to close out. Now—

98c



New Silks---Bought Special---Marked To A New Sale Price Low---You Save!



Now you can save on all your sewing needs in this most complete assortment that sold regular up to \$1.69 a yard.

Summer Silks In Three Groups

49c 59c 79c

An Anniversary Selling of Sheets

Town Talk, 81x99.....**69c**
 Diamond, 81x99.....**83c**
 Wearwell, 81x99.....**98c**
 81x108.....**\$1.10**

Clearance of Assorted Piece Goods

Bought Special to Sell in This Bargain Event.....**10c**

New Voiles and Batistes
 Selling on a special table at, yard.....**15c**

Heavy Ticking

Special, yard.....**15c**

Bleached Domestic

Yard.....**9c**

Bleached Domestic

Yard.....**12 1/2c**

Sateen Seat Covers

Yard.....**19c**

Awning Stripes

Yard.....**25c**

Curtains

Very Special Item.....**89c**

Curtain Scrim

Reduced to, a yard—

10c-15c-19c-25c

Towels

You never have enough—Stock up

10c-15c-19c-49c

Wash Rags

Best quality at.....**5c & 8c**

Bath Mats

The large heavy ones at....**87c**

Bath Rugs

Many new patterns on sale**49c**

Yarns

Complete your needs at...**15c**

Local Benefit Coupons Are Good During Sale!



All Ladies' White Shoes
 In A Grand Clearance

\$1.00
\$1.95
\$2.95

The season's newest styles in white footwear. A final clearance and a bargain if you find your size.

Evening Dresses

You must see the Anniversary Special to appreciate the real value.

\$3.95

A Feature—These Hose At—

59c



We really made a fortunate purchase on this hosiery item and we pass the good news along to you. All the new wanted shades in every size.



SHIRT SALE!

A Special Anniversary

Values up to \$3.95 in this Anniversary Clearance—

\$1.69

SOX SPECIAL 10c

SPECIAL BUY IN SAMPLE SOX Fancy Patterns. Regular 75c grade—

3 Pairs \$1.00
 One Table of Sox

Shorties or regular length

84c

Famous Nellie Don Dresses Take Drastic Price Cuts

Here's your golden opportunity to stock up on brand new Wash Dresses for a long time to come. Complete color assortment in all the size ranges.

Regular \$1.95
 Now—
\$1.39

Regular \$2.95
 Now—
\$1.95

Regular \$3.95
 Now—
\$2.95

Special Group
Wash Frocks
 Reduced

1/2
 Price



Stock Up Now on Your Work Clothes Needs

OVERALLS

Buck Brand.....\$1.10

DUCK PANTS

Heavy Grade, Special.....\$1.10

Pool's Work Pants.....\$1.95

Pool's Work Shirts.....\$1.69

Extra Heavy Work Shirts.....49c

Boss Work Gloves.....2 for 25c

Horsehide Gloves.....43c



Our Grocery Department Will Co-Operate With Specials Every Day During Sale

MUTT AND JEFF—If Jeff Were After Butterflies He'd Take A Siege Gun

By BUD FISHER



Adams Holds Part of the 1929 Occupation Tax Law In Effect

SANTA FE—Assistant Attorney General Quincy D. Adams held Tuesday that the "savings" clause in the chain store tax law repealed the occupation and license tax formerly levied by the state's municipalities.

His opinion, requested by Ben Luchini of the bureau of revenue, said the supreme court's action of last week in declaring unconstitutional the levy of the occupation and license tax meant that section 81-101 of the 1929 compilation now is in effect. That section permits the state to levy a graduated license tax. Taxes assessed therein are as follows:

Dealers in merchandise other than liquors whose annual sales do not exceed \$3,000, shall pay a license tax of \$5 per year; between \$3,000 and \$10,000, \$10; between \$10,000 and \$20,000, \$20; between \$20,000 and \$50,000, \$50; between \$50,000 and \$75,000, \$75; between \$75,000 and \$100,000, \$100; per \$100,000, \$150 a year.

Adams pointed out that section 81-101 was amended by an act of 1929 which was repealed by another act in 1934. Since both were declared unconstitutional, he said, section 81-101 is now "in full force and effect."

"It is a general rule," he wrote, "that where an amending statute has been held unconstitutional, the original statute remains in effect."

Section 8-101, which Adams said "now is effectively repealed," empowered city treasurers to collect the occupation taxes and entitled the cities to retain the funds collected for the general use of the municipality.

"Section 8-112, 1929 compilation," Adams wrote, "was repealed

by section 16, chapter 73, laws of 1933, and in view of section 15, (savings clause) of said act it is my opinion that said section 81-112 has been and now is effectively repealed, notwithstanding the later repeal of Chapter 74, Laws of 1933, by the 1934 legislature."

Oilfield Items

Mr. and Mrs. Karl Foster and Robert Foster spent the Fourth at Cloudfroft.

Donnie Belle Morris spent last Thursday night and Friday with Louise Beard.

Miss Ruth Wiley of Carlsbad is a house guest of Miss Margaret McCrory this week.

Mr. and Mrs. Ruel Manes were week-end guests of Mr. and Mrs. Jack Kennedy and family.

Fred Provance and family of Hobbs spent Saturday night and Sunday with Mr. and Mrs. Walter Peppers.

Margaret McCrory and Ruth Wiley attended church services at the Church of Christ in Artesia Sunday morning.

Mr. and Mrs. Andrew Beard and daughter Louise and Pearl Estelle Camp spent Sunday afternoon at Luke Alexander's.

Alex McGonagill and family, Al Williams and family and Pat Matthews and family spent the third and fourth at Cloudfroft, returning by the way of Juarez, Mexico, and El Paso.

Presbyterians Are At Top of Local Soft Ball League

The Presbyterians, giving their pitcher, W. B. McCrory, air-tight support, won their second game Friday afternoon in a very interesting and fast soft ball game from the hard-playing Barbers. Score 5-4. The game was a tie at 4 all until the last half of the seventh inning when McCrory made a run which gave the game to the "churches." These games are free to the public. Come out and support your team.

The line-ups: Presbyterians—Linell, 2b; Barnett, ss; Reynolds, lf; Glasser, 3b; Renfro, 1b; Partee, cf; Ewy, c; McCrory, p; Bishop, ss; Naylor, rf.

Barbers—Shearman, 2b; Cave, 3b; McGuire, 1b; L. Shearman, lf; Brown, p; Cunningham, rf; Webb, ss; Lewis, c; Reno, ss; Williams, cf. The Grocers and the Christians tangled in a hard-hitting game Monday afternoon. The Christians were not able to keep the Grocers from running up a big score in the second and fifth innings. The Grocers won 16-11.

The line-ups: Christians—Shelton, 1b; Ed Conner, cf; Ivy, c; J. Juarez, ss; Barnett, ss; H. Juarez, 2b; B. Juarez, p; R. Conner, 3b; L. Shearman, lf; L. Juarez, rf. Grocers—French, 3b; Price, p; Smith, cf; McLean, ss; McLean, ss; Withers, ss; Stone, lf; Hogsett, rf; Horner, 1b; Ulrich, 2b.

All the valley ball players are requested to come to the Central gym Thursday night at 7:30 for several games of volleyball. Plans are to get several teams organized.

Standing of the league: Won Lost Presbyterians ---2 0 Brown ---1 0 Baptists ---1 0 Merchants ---1 1 Christians ---0 2 Barbers ---0 2

RUIDOSO ASSEMBLY

Many Baptists from the Pecos valley will attend the Ruidoso Baptist assembly to be held at Ruidoso this year from July 17 to 24. Dr. W. R. White, pastor of the First Baptist church of Oklahoma City, Oklahoma, will be the principal speaker and will make two addresses daily. Dr. R. L. Scarborough, president of the Southwestern Seminary at Fort Worth, Texas, and Dr. N. A. Moore, head of the Bible department of Hardin Simmons University, are among the other out-of-state speakers.

Typewriters for rent—The Advocate.

Livestock Range 4,000,000 Still On Relief Rolls

RANGES: Ranges during June because of general rains in May have developed much needed green feed. The precipitation in June was confined mostly to local showers. Southwestern, south central and parts of the plains section of eastern New Mexico are very dry and moisture is needed very badly for stock water and soil moisture. High temperatures and winds have been common during the last half of June, causing a heavy loss of soil moisture but on the other hand has been ideal for crop growth. The first cutting of alfalfa was light and prospects indicate only a normal production of hay for the season. Other feed and feed grains outlook is good for most sections of the state. The condition of ranges on June 1 was reported at 81 percent of normal compared with 81 last month and 79.6 for the average of the past ten years.

CATTLE & CALVES: The development of green feed during June has relieved ranchers of most of the feeding and aided materially in improvement of the general condition of cattle. The calf crop which is one of the lightest in years is developing rapidly. Cows are improving in flesh and only nominal losses are reported of all classes of cattle. Some few contracts of calves for fall delivery is reported at favorable prices. Some cattle shipped to Old Mexico in 1934 because of the drought have been returned during the past month. Lack of feed because of dry weather in Old Mexico may cause an increased number of cattle to be returned. All sections of the state were hit hard by the drought last year and it is expected very few heifer calves will be moved off the ranges. The condition of cattle and calves is reported June 1 at 81 percent of normal compared with 80 last month and 83.1 for the average of the past ten years.

SHEEP AND LAMBS: The general condition of ewes and lambs is good in all parts of the state. Green feed has assisted in saving a large percentage of the lamb crop. Losses during June of lambs and sheep have been very small. The lamb crop for the state will possibly be above normal. A short lamb crop is reported in some areas in the eastern half of the state. Lack of feed at early lambing time, poor condition of ewes and storms during early May caused losses of lambs. The western half of the state reports above normal lamb numbers with small losses. No lamb contracts have been reported but it is generally thought prices will be above those of last year. Shearing is about completed with fleece weights about equal to those of last year. Sales of wool during June range 18c to 22c which is much higher than a month ago. The condition of sheep and lambs is reported on June 1 at 86 percent of normal compared with 83 last month and 83.5 for the average of the past ten years.

COURT AT LOVINGTON

District Judge J. B. McGhee drove over to Lovington Monday from Roswell to hold a brief session of the Lea county district court before going to Springer to attend a board meeting of the New Mexico Reform School.

PURCHASE TIMBER LAND

The Southwest Lumber Co., has applied to purchase a small block of national forest timber within the Penasco canyon watershed drainage area. This timber will be advertised soon.—The Alamogordo News.

QUARTERLY CONFERENCE

The Rev. F. L. Meadows, the presiding elder of the Methodist church, of Roswell, conducted the quarterly conference at the Methodist church at Artesia last Sunday afternoon.

Advocate Want Ads Get Results

alotabs BILIOUSNESS

Former Oil Field Roughneck Fights to Hold \$48,000 A Year Job

TULSA, Oklahoma—Belligerent Bill Skelly, colorful millionaire who rose from rough-and-ready oil field ranks, was fighting for his properties here Monday with a foe on whom he could not lay his large hands.

It was a common stock battle which has caused the oil world to speculate whether 56-year-old W. G. Skelly, Oklahoma republican national committeeman, will be toppled at the annual meeting in October from presidency of his firm.

A majority of the stock is held by Mission Corp., and three of Mission's five directors are executives of Tidewater Oil Corp., which has few middle western outlets.

If Skelly is ousted from his \$48,000-a-year job, oil men here believe the ultimate cost to Mission will depend on whether the name goes with the company or might be used in a new firm. Its good will value has been estimated informally as

high as \$2,000,000. Skelly, a burly, florid Irish type, began his spectacular career as a "roughneck" (oil slang for roustabout), in the Pennsylvania fields.

He advanced from drilling to producing and 16 years ago formed his present firm, expanding it to include refining and retail marketing in a dozen states.

It has been difficult for Skelly to forget his early training in using his fists in emergencies. He used them on Frank Phillips, Bartlesville oil magnate, in the lobby of Tulsa's largest hotel two years ago, and more recently on J. R. Simpson, wealthy Tulsa oil man, in a directors' meeting.

Mr. and Mrs. Luther Rideout, accompanied by Mrs. Rideout's sister, Miss Helen Yeager, left yesterday morning on a brief trip through New Mexico. Points to be visited included Santa Fe, Albuquerque and Elephant Butte lake.

Our Grade A Milk

is recommended for growing children. Don't take chances, know that your milk supply is sanitary. Our dairy has been okeyed by the county health department.

CITY DAIRY

WANTED—Clean Cotton Rags at The Advocate.



"THAT LITTLE GAME" — A DULL TRIP



Baldwin's Big July Clearance SALE. Continuing Till Saturday July 20th. Extra Special Values In Every Department. You'll find better values than ever. PRICES THAT MAKE BUYING A PLEASURE! MEN'S WEAR Curlee Suits. Close-out prices on our entire stock of Curlee Suits. Belted Back Sport Models and regular styles that can be worn the year round. Our regular \$27.50 quality. On Sale \$21.50 Extra Pants FREE! Rayon Shirts. Pretty pastel shades in non-run weave Rayon Shirts. Now Only... 19c. Good Work Shirts. Fine quality chambray work shirts—full cut and well made. It's a good one. Now Only... 59c. Boys' Work Shirts. Full cut gray or blue chambray. A good shirt at a low price. Now Only... 39c. Quadriga Prints. Here's a value you don't want to miss. Our regular 19c quality print—80 square construction and nice soft finish for easy sewing. Every piece guaranteed fast color. Now Only, 15c Yard. New Summer Voiles. Pretty polka dot and floral patterns in nice quality fast color Voiles. A really big value at this new low price. Now Only, Yard... 15c. Solid Color Broadcloth. A full yard wide cloth in all solid colors. A dandy value. Now Only, yd. 10c. Curtain Scrims. Solid ecru or cross plaid design. 36 and 40 inch widths. Sale Price, yd. 10c. Fast Color Romper Cloth. Stripes, checks and solid colors. A real bargain special. Now Only, yd. 10c. Fast Color Chintz Prints. Regular yard wide prints in good fast color quality. Now Only, yd. 12c. Just a few of the many BETTER VALUES you'll find at Baldwin's. BIG SAVINGS IN EVERY DEPARTMENT. BALDWIN'S GOOD MERCHANDISE AT THE RIGHT PRICE.

Hope Items

Frances Johnson, Reporter
Dr. O. E. Puckett, district health officer, was here on official business Saturday.
Mrs. Steve Williams and children of Roswell are the guests of Mr. and Mrs. J. P. Parks at their ranch home this week.
Mr. and Mrs. D. G. Wilkins of Roswell spent the week-end here visiting Mr. and Mrs. Maurice Teel at their ranch home.
The Rev. and Mrs. Ray McGrew returned home Tuesday from Lake Arthur where the Rev. McGrew had conducted a revival meeting.
Mr. and Mrs. Talbot Santo, after spending the past four months at Hatch, New Mexico, returned here last week to make their future home.
Mr. and Mrs. C. B. Shultz of San Pedro, California, arrived here last week for a visit with their daughter, Mrs. Hilary White, Jr., and family.
The Weed ball team came to Hope Thursday and after a picnic dinner at the park, played the Hope boys who won the game by a score of 6 to 5.
Sunday Mr. and Mrs. Dee Swift had as their guests their daughter, Mrs. Ed Bryant, and their granddaughter, Mrs. Pleas Puckett, both of Carlsbad.
Mrs. R. J. Murray and small daughter, June, of El Paso, Texas, arrived here Friday for an extended visit with her parents, Mr. and Mrs. J. H. C. White.
Mrs. Ed Payne returned to her home here Wednesday from the Cottonwood community where she had visited her daughter, Mrs. Buck, the past four weeks.
Mr. and Mrs. Buster Crockett of Ajo, Arizona, arrived here Friday to visit their parents, Mr. and Mrs. Henry Crockett and Mr. and Mrs. George Teel, through the summer.
Mr. and Mrs. Harold Mehrens and children, Patsy and Harold, Jr., of Portales visited Mrs. Mehrens' parents, Mr. and Mrs. Dee Swift, here Thursday and Friday of last week.
Mrs. Bonnie Altman, Mrs. Robert Trimble, Miss Elizabeth, Wallace Johnson, Cy Bunting and Ezra Teel were among those who attended to business matters in Artesia from here Monday.
Sam Lovejoy returned to Portales Sunday to resume his duties in the Eastern New Mexico Junior College there after spending several days here visiting his parents, Mr. and Mrs. S. L. Lovejoy.
The Rev. F. L. Meadows, district presiding elder, conducted the morning service at the Methodist church here, after which the fourth quarterly conference convened, attended by officials of Hope and Lake Arthur.
Mr. and Mrs. Virgil Craig and daughter Lillie Ruth, Mr. and Mrs. Ernest Middleton and children, Mrs. W. E. Scoggin and children, Mr. and Mrs. Bill Glasscock, all of Hope, and Mrs. C. W. Scott of Pecos, Texas, enjoyed a picnic at the flume July 4th.
Mrs. C. W. Scott of Pecos, Texas, returned to her home Thursday after a two weeks visit with her daughters, Mrs. W. E. Scoggin and Mrs. J. C. Bumgardner, at their homes here. Her small grandson, Bobby Scoggin, returned home with her.
Mr. and Mrs. E. J. Friedl and son Mack of Port Arthur, Texas, who have been touring New Mexico, stopped here Wednesday to visit Mr. and Mrs. Harold B. Elmendorf a few hours. Mr. Friedl and Mr. Elmendorf were boyhood schoolmates.
R. L. Cole returned home Thursday from Las Cruces where he visited his daughter, Mrs. Kenneth Goddard. He left Mrs. Cole there for a longer visit. Miss Elvora Gage of Artesia returned here with Mr. Cole on her way home from a visit with her sister at Las Cruces.
Mrs. W. S. French and Mrs. George Gage and children of Artesia visited Mrs. O. M. Scoggin Wednesday, accompanied by Mrs. Henry Young of Mogollon, who left for her home after lunch with Mr. and Mrs. R. L. Cole, who were driving to Las Cruces. From there she traveled by bus to Pinos Altos where Mr. Young expected to meet her.

AMAZE A MINUTE
SCIENTIFACTS BY ARNOLD
THE FASTEST FALL POSSIBLE!
THE FASTEST A MAN WITH UNOPENED PARACHUTE CAN DROP IS 120 MILES PER HOUR. AT THAT SPEED WIND RESISTANCE EQUALS GRAVITY'S PULL.
HAT TEMPERATURE - TEMPERATURES INSIDE VARIOUS HATS WERE TAKEN ON A HOT SUMMER DAY IN LONDON. A MAN'S BLACK SILK HAT HAD THE HIGHEST, 103°F.
A PERPETUAL CLOCK A PERPETUALLY BURNING CLOCK IN SWITZERLAND GETS THE SMALL ENERGY IT NEEDS FROM THE DAILY CHANGES IN THE TEMPERATURE.

Department Issues
Warning Regarding \$10 Counterfeit Bills
The United States Secret Service of the treasury department has issued a warning to officers and citizens to be on the lookout for a series of counterfeit ten dollar bills, which have been passed spasmodically in the southwest for several weeks. The series are of 1928. The bills bear the signature of H. F. Tate, treasurer of the United States and A. W. Mellon, secretary, with the portrait of Hamilton.
The note is a poor example of counterfeiting and is badly executed.
CARLSBAD DAIRY FACES CHARGES
A complaint was filed in Carlsbad justice court Monday, charging Harold Dickson, Carlsbad dairyman, with the sale of milk without a permit. The maximum fine is \$100.00.
Woodstock Typewriters for sale at The Advocate.

ALMANAC
YES! YOU WOULD YOU LET ME HAVE A TEN?
WHY ER UM I GUESS SO
He who has no money in his purse must have honey in his mouth.
JULY
9—Argentina declares independence of Spain, 1816.
10—F. P. Dunne (Mr. Dooley), great humorist, born 1867.
11—German sub Deutschland visits Baltimore, 1916.
12—First ice cream sodas are made, Philadelphia, 1874.
13—Great anti-draft riots in New York City, 1863.
14—Horse thief is whipped in public, Rhode Island, 1837.
15—Bradley pitches baseball's first no-hit game, 1876.
Calling Cards, 100 for \$1.75, on best grade paneled or plain stock. —The Advocate.

SPRING CLIP OF MOHAIR SOLD
It was recently learned here that the spring mohair clip of the Pinon growers was sold some time ago at Roswell. The sale also included several thousand pounds in storage. Kid hair brought an average price of 35 cents per pound, while adult hair averaged about 25 cents per pound.
WANTED—Clean Cotton Rags at The Advocate
SUBSCRIBE FOR THE ADVOCATE

Mr. and Mrs. Ben Pior and children left Sunday for an extended trip thru Colorado, Yellowstone Park and the west coast states of Washington, Oregon and California. They will visit the San Diego Exposition while in California.
Take Your Eyes To Edward Stone

Reach friends in other towns earlier now at low station-to-station rates
Night rates begin at 7 p. m.

To Study Toxicity of Suspicious Plant
The Extension Service and the New Mexico Experiment Station cooperating are planning a study to determine the toxicity, if any, of a plant found near Deming, says W. L. Black, of the New Mexico State College. This experiment will begin about the second week in July, and will run until completion.
The plant, Peganum harmala, is a native of north Africa and has never previously been reported in North or South America. It was seemingly introduced into the Deming area with seeds of drought resistant plants, probably only a few of these seeds being in the original introduction. It has spread until at the present time it covers approximately 640 acres of land.
The plant has been suspected as being the cause of death of cattle in that neighborhood. If the plant is found to be non-poisonous an effort will be made to determine its feeding value and also its value in the control of erosion. If, on the other hand, it is found to be injurious, steps will be taken towards its eradication so that it will not become a menace to the livestock industry of the southwestern part of the state.
The botanical end of this experiment will be conducted by Kenneth Parker of the experiment station, while the veterinary end, including the actual feeding of the plant to sheep and cattle will be conducted by W. L. Black of the extension service. It is realized that this experiment will interfere with the regular extension activities of the animal husbandman, but it is deemed of sufficient importance to warrant the temporary setting aside of routine extension work.

DEXTER HATCHERY MAY GET \$20,000.00
WASHINGTON—Extensive improvements in federal fisheries Monday were outlined by the bureau of fisheries in the department of commerce, following filing of applications for works relief funds to finance the improvements.
Among new hatcheries which would be constructed is included one at Santa Rosa, with a \$25,000 appropriation being sought.
Repairs, reconditioning and enlargement of hatcheries under the plan would mean the expenditure of \$5,000 at Creede, Colorado; \$5,000 at Leadville, Colorado, and \$20,000 at Dexter, New Mexico.

JUNE BRIDES
And other brides. Let us fix your car up for that honeymoon trip or vacation. We know how.
DR LOUCKS GARAGE

CARBON PAPER—The Advocate

1935 AIR COOLED ELECTROLUX
Only ELECTROLUX OWNERS CAN ENJOY ALL THESE BIG ADVANTAGES
Low operating cost
Permanent Silence
No moving parts to wear
Long Life
Savings that pay for it
DON'T miss the pleasure of owning the best-looking refrigerator of them all! And don't miss the five big advantages listed at the left!
Because of its simpler, more efficient operating principle, Electrolux costs very little to run. It's permanently silent, too. Electrolux has no moving parts to cause noise or become noisy. No moving parts, either, to wear. Electrolux actually pays for itself with its big savings.
See the beautiful new Electrolux models on display at our show-rooms. Come in today.
Electrolux Is Endorsed By The Great American Gas Industry
Pecos Valley Gas Co.
PHONE 50

Penney's Mid-Summer Clearance
REDUCED!
Silk Flat Crepe 37c yard
Prices slashed for clearance. Now is the time to stock up on one of the most outstanding silk crepe bargains today. Prices were slashed by Penney's and they're yours just for the asking.
BROKEN SIZES
Boys' Nainsock 15c Pr. Odd Sizes
One Lot Men's Fancy Broadcloth Pajamas 75c Pr.
Odd Sizes Men's Covert Work Pants 50c Pr. They won't last long!
Odds and Ends
Men's Bow Ties Each 10c
Ladies' Brassieres 30 to 36 10c
REMNANTS
Priced To Move!
We have gone through our stock and found additional merchandise that must move. We have put a price on it that WILL MOVE IT! So we say, clear the tracks for Penney's Midsummer Clearance.
SLASHED One Group Men's Straw Hats 50c Good Assortment
Out They Go! Boys' Spring Suits \$4.00 2 Pairs Pants
Broken Sizes Childrens Shoes 85c Pr.
Close Out Fem-Aid Sanitary Napkins 5c Box
One Lot Spring Wool Hats For Men 75c Each
STOP Prices Slashed Over 100 New Styles Summer Sheer DRESSES 77c
SUMMER SHOES GO! Reduced for Clearance Women's Summer Shoes \$1.59 and \$1.98
SUMMER BRASSES GO! Reduced Women's Fast Color Wash Dresses 25c Each
P E N N E Y ' S
J. C. PENNEY COMPANY, Incorporated

DEATHS OVER JULY FOURTH NOW ARE 216
CHICAGO—The lives lost as a result of the nation's celebration of its 159th independence anniversary stood at 216 Friday.
The death of L. J. Stafford, 80, in Kansas who mistook a torpedo for candy raised the total attributable to fireworks to seven. The torpedo exploded in his mouth.
Drownings totaled 90, the heaviest from a single cause. Automobile deaths totaled 83.
The total of 216 was close to the average July 4th accidental mortality record of 233 for the previous six years.
TYPEWRITERS
New, second hand and factory rebuilds in portables and standards—See us before you buy. Artesia Advocate.

Serviceable Used Cars

With Many Miles of Economical Transportation

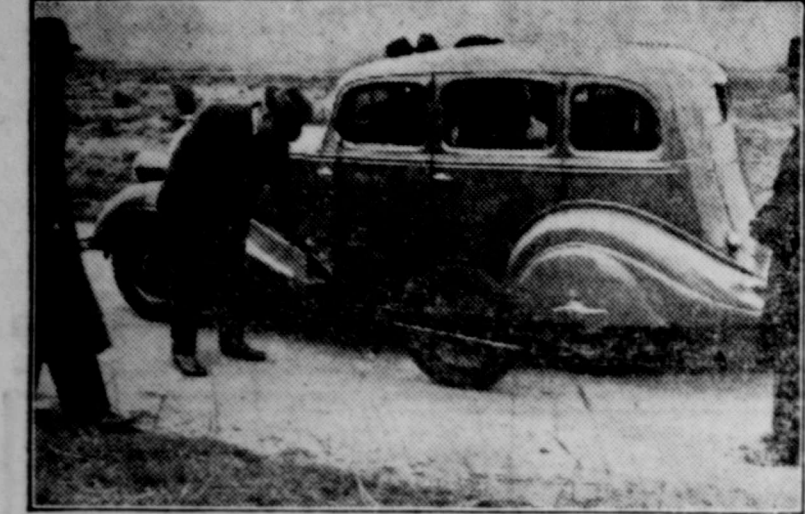
1929 MODEL A FORD COUPE **\$50.00** 1928 CHEVROLET COUPE **\$45.00**
 A-1 Condition ----- A Real Buy At -----

See Our Stock of Used Cars!
 Ford Ranger Revue, KOA, Mondays 9:00 p. m., Thursdays 8:30 p. m., M. S. T.

ARTESIA AUTO CO.

Phone 52 "Watch the Fords Go By" Artesia, N. M.

ACCURATE BRAKE TESTING DEVICE



A brake testing device which is described by engineers as ideal for its accuracy and simplicity is employed by the Brooklyn Edison Co., of Brooklyn, N. Y. This public utilities corporation employs a large fleet of cars which are kept in top notch condition. The device consists of a fifth wheel upon which is mounted a speedometer that is checked for exactness by the New York Police Department as well as the Stewart Warner Co., makers of the instrument. When the brakes are applied a gun is fired, discharging a slug against the ground, leaving a distinct mark. The speedometer needle is stopped at the speed at which the car was running when the brakes were applied. It is simple, then, to measure from the mark made by the gun to the point directly below the gun, where the car was brought to a stop. Thus the exact speed of the car is known as well as the exact number of feet and inches in which the stop was made. The fifth wheel is counter-weighted so that it follows the ground accurately. A recent test on the Hudson car shown above recorded stops in phenomenally short distances, averaging about half the distance considered satisfactory by police departments.

McKinley Gold Dollar
 The McKinley gold dollar, issued in 1916-17 in connection with the erection of the Memorial building at Niles, Ohio, the birthplace of William McKinley, was no different in design from other gold dollars. On the obverse of this coin are the words "United States of America McKinley Dollar," forming a continuous circle around the outside. In the center is the head of McKinley facing the left. On the reverse are the words "McKinley's Birthplace, Niles, Ohio," at the top in two lines. Below is the likeness of the McKinley Memorial building and then the date 1916 and the word memorial. The edge is reeded.

Valuations Up In 10 Counties

Ten of the thirty-one counties in New Mexico gained in assessed valuation in 1935 over 1934, the final figures compiled by the state tax department Monday show. The state as a whole, however, loses \$6,968,342 in the 1935 valuation as compared with that of the previous year. The final figures show the 1935 valuation to be \$284,921,316, as compared with \$291,889,658 in 1934.

Having completed the assessment of property and valuation of all forms, including corporate, the tax commission is starting on budgets for the various counties and other subdivisions of the state. It will have to consider the budgets of 1,100 school districts, 31 counties and 76 municipalities in addition to the state budget itself. The work has to be completed by October 1, under the law.

The ten counties showing increases in the net assessed valuation, after all exemptions have been deducted, and the amounts of the increases, follow: Curry, \$123,067; Dona Ana, \$12,454; Lea, \$1,494; McKinley, \$86,084; Rio Arriba, \$93,050; Sandoval, \$88,002; San Juan, \$31,025; San Miguel, \$150,570; Santa Fe, \$110,004, and Valencia, \$60,351.

The 21 counties which showed decreases and the amounts of loss in assessed valuation, are as follows: Bernalillo, \$61,760; Catron, \$38,192; Chaves, \$649,885; Colfax, \$337,067; De Baca, \$336,775; Eddy, \$95,088; Grant, \$2,135,186; Guadalupe, \$458,112; Harding, \$471,582; Hidalgo, \$148,591; Lincoln, \$309,426; Luna, \$148,560; Mora, \$191,081; Otero, \$301,839; Quay, \$441,416; Roosevelt, \$191,406; Sierra, \$190,308; Socorro, \$42,498; Taos, \$91,126; Torrance, \$192,057, and Union, \$773,288.

Chameleons
 Most species of chameleon live in Africa, but in this country the name is also given to a small lizard of another family, which like the true chameleon, changes its colors with great facility. The American type is very active in pursuit of its food, while the African chameleon is sluggish and depends on its long projectile tongue to capture insects. Chameleons are said to be difficult to keep in captivity, living only a few months.

Average Life of Ship
 The average life of a ship is much shorter than the average life of other large structures, writes William Bigelow, Rathdrum, Idaho, in Collier's Weekly. The amount of tonnage which either sinks or has to be removed from service during a 25-year period is equal to the total tonnage on the seas in any one year.

Origin of Silk Industry
 The silkworm is mentioned in Japanese mythology, but its historical record began in 199 A. D., when a Chinese, named Koma-O, went to Japan taking silkworm eggs with him. Ninety years later, several Chinese experts in sericulture went to Japan, and from that time the industry flourished.

Care in Medicine
 Never trust to memory in giving doses of medicine. Read the label at least three times and if you are not sure the dose is correctly measured, throw it away, rinse the glass with cold water and measure over again. You may save a life by being careful when measuring medicines.

State-Supported Hospitals
 The first state-supported hospital for the insane in this country was the Eastern State hospital at Williamsburg, Va. This was also the first hospital in this country to care for the colored insane. It was incorporated in 1768 and opened in 1773.

Curative Waters
 In old Scotland, water drawn from under a bridge "over which the living walked and the dead were carried," as well as south-running water, was reputed to possess wonderful curative properties.

Local
 Mrs. Alice Coulter is spending the summer at Weed.
 Stanley Blocker of Carlsbad spent Sunday with Mr. and Mrs. Jeff Hightower.
 Miss Violet Robertson, who has been in Taos studying art, has returned to her home in Artesia.
 Professor E. L. Harp has bought the house on 4th and Dallas where the Howard Byrds have been living.
 Miss Ruth Morgan is spending the week with her brother, Willis Morgan and Mrs. Morgan, in Albuquerque.
 Andy Corbin is returning tonight from a visit of several weeks in Missouri. Mrs. Mark Corbin will meet him in Roswell.

YOUR CHILD AND THE SCHOOL

By Dr. ALLEN G. IRELAND
 Director, Physical and Health Education
 New Jersey State Department of Public Instruction

Picnic Time

Spring time is picnic time. No call will bring children so quickly. In their enthusiasm is our opportunity. We must provide for safety in transportation; protection against impure drinking water; and instruction on the dangers of poison ivy. We must guard against sunburn and sunstroke. We must know the hidden threat of the swimming hole. Only by the utmost care, can we be thankful at the end of the day that nothing serious has happened. For days in advance, the children can be discussing the above topics and planning their own protection. No better educational device is known.

"Eats" is the big question when talking picnic. Here is the supreme occasion for getting across the ideal picnic luncheon. Plan it carefully as any meal. A thermos bottle of cool milk; tomato and lettuce sandwiches; cup custard; fruit; a cake dessert. Teachers should plan their lessons on foods for the month preceding picnic time. Bring out all the values in the picnic luncheon. Such opportunities furnish the motives for health education.

Prune Marlow

1/4 cup prune pulp
 1/2 cup prune juice
 20 marshmallows
 1 teas lemon juice
 1/2 pint whipping cream

First of all, rub the cooked dried prunes through a coarse sieve. (The dried prunes should be prepared by washing them carefully the night before they are to be used; soaking them overnight in cold water to cover; and steaming them until tender in the same water, without sweetening.) Put the prune juice and marshmallows together in the top of a double boiler, and steam them over boiling water until the marshmallows are entirely melted. Add the prune pulp and lemon juice, and set aside to cool, until slightly stiffened and quite cold. Then whip the cream until stiff and fold in carefully to the marshmallow-prune mixture. Pour into containers and freeze without stirring either in an ice cream freezer or mechanical refrigerator. An ordinary mold may also be used, with an ice-salt pack. Be sure the mold is tightly covered and sealed with adhesive tape.

The Modern Woman

Recognizes her coiffure is as important as her clothes in making an attractive appearance and the modern beauty shoppe, such as ours, offers a variety of ways this may be done.

Try us on your next visit to a beauty shop.

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JUST KIDS — Chargin' Things!



Eddy County Farm News

County Agent Wunsch wishes to call to the attention of poultry producers that worms in young pullets are causing many losses. Those producers having young pullets that are not thrifty should contact the extension agent, who will be glad to inspect the same and diagnose worms that are present. Treatment of worms by use of capsules are very effective and economical, and the loss of one pullet will in many cases cost more than the price of these capsules. The price is approximately 1c to 1 1/2c per capsule. Anyone wishing a demonstration or information in regard to this treatment may contact the county extension agent.

Eddy Singers Will Meet Sunday Morning At Lower Cottonwood

The Eddy county singing convention will convene at the Lower Cottonwood school building next Sunday, July 14th, A. D. Hill, member of the program committee, announced this week. The convention will convene at 10 a. m. Sunday morning and last until 4 p. m. in the afternoon. All music lovers are invited to come and bring their lunch. A basket dinner will be served at noon. A number of singers from the various localities of eastern New Mexico plan to attend including the famous Meadow Sisters' Quartette of Portales.

THIRTY MILES OF HIGHWAY 83 SURVEYED

The first thirty miles of highway 83 east of here has been surveyed and the surveying crew will move to Lovington Monday. Headquarters will be maintained at Lovington by the crew for the remainder of the survey.

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 Permanents to fit every purse
Modernistic Beauty Shoppe
 107 S. Roselawn—Phone 34

SPERRY DRILLS IN BIG WELL

A 2,000-gallon artesian well was completed Tuesday by L. R. Sperry of Artesia on the Bogie farm south of Roswell. The well, drilled to 736 feet, flowed twenty-four inches high over a ten-inch pipe.

Typewriters for rent—The Advocate.

PROTECT THE HEALTH

of your family by using our Grade A Milk, which meets the highest requirements of the County Health Department.

RAW MILK, BUTTERMILK, CREAM, BUTTER

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CONCENTRATED THOUGHT VOLTAGE!

TWO MILLION PEOPLE THINKING AT THE SAME TIME WOULD TOGETHER GENERATE ENOUGH ELECTRICAL VOLTAGE TO LIGHT ONE ORDINARY INCANDESCENT LAMP.

CHEAP DIAMONDS -
 DIAMONDS COST \$200 A CARAT TO PRODUCE IN SOUTH AFRICA.

WORKING AT GOLF
 AS MUCH ENERGY IS USED IN PLAYING THREE ROUNDS OF GOLF AS IN PLOWING AN ACRE.

Culinary Jingles
 by Marcia Camp

Listen, my children, the while I croon
 The fate that's befallen the lowly prune.
 Once hated, rejected, consumed with distaste,
 The prune is now greeted with
 relish and haste.
 And children now clamor, now beg,
 now implore,
 "Oh, please, let us have just a little
 bit more!"

MARSHMALLOWS and dried prunes are two of the best connections in the world for children, so when a dessert contains both prunes and marshmallows it should be a children's specialty. Prune marlow comes up to these specifications, and

the reason marshmallow ice cream has a special name of its own—marlow. It is so completely unlike ordinary ice cream made in a mechanical refrigerator that to call it just "ice cream" would hardly do it justice.

Besides all its other advantages, Prune marlow is so easy to make that if your child is a would-be cook she might be allowed to make it herself as a special treat. There is no time like childhood to learn the delight of making with one's own hands, for company, a dish which is sure to be exclaimed over and stowed away with the most flattering alacrity.

PRUNE MARLOW

1/4 cup prune pulp
 1/2 cup prune juice
 20 marshmallows
 1 teas lemon juice
 1/2 pint whipping cream

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being frozen, it is highly acceptable to any child.

The prunes are present in the ice cream to give it flavor and to bring up its food value by leaps and bounds, so rich are they in iron and vitamin B. The marshmallows are there to make it suavely smooth and creamy, because that is the effect marshmallows have on ice cream; and that is



Are You This Kind of a Driver?



AIR-COOLED TWO-TREADS

The patented holes which give off destructive heat generated internally in all tires have another important function. As the first tread wears off the holes become grooves forming the second anti-skid tread.

You may not know it but the way you drive has a tremendous bearing on the mileage you get from your tires. Some engineers figure that a tire may deliver anywhere from four to forty thousand miles depending on the kind of treatment it gets. The man who crowds the speedometer every mile, who spins his wheels on a fast getaway, and smokes his tires with quick stops is burning up rubber as well as gasoline. A single tread tire of a driver like this won't take it and becomes flacid and unsafe at six to eight thousand miles, even if it looks pretty good. While the Seiberling Air Cooled Two-Tread Tires driven twice as far are actually more trustworthy. They have seventy-five to one hundred percent more tread where it is most needed; where the tire contacts the road. Heat, destroyer of tires, internal heat, far more than impact or abrasion, is the reason. Seiberling Air Cooled Two-Tread Tires are ventilated and they inhale and exhale every revolution of the wheel.

COME IN NOW!

Let us show you this new tire made especially for the fast driver and the new nineteen thirty-five automobile.

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