Artesia Advocate $\square$


Cooking Institute To Be Conducted

Here June 16-18

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$\qquad$ ingerings planted there.
Plants in
Serve as ach, preesent denuty assessors, wil, in
the event of Mrs. Westaway's
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 V.F.W. At Raton On June 21 To 23
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$\qquad$ June Oil Allowable For Local Districts
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E. L. Harp, director of the Ar-
T
D. \& B. Oil Co., Gets Good Well In Berry No. 1 One of Best Producers In Eddy County Finished; Nine Locations Made
and Seven Wells Completed for Week.
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Felix, 5,000 , and Ku Klux lake, 3,
000 , Harp To Conduct

Free Music Classes
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Sprouse, Reitz
Store To Stage
Formal Opening
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| DUCTS DEMONSTRATION | worth of wool from the E. P. |
|  | while en route to market. Both the |
|  | truck and the wool were demolished |

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terday. Workmen have been re-
modeling the interior for the past
month. New shelving, fixtures and
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a new stock of goods will be ready
A
for the public on the date of the
se
formal opening. Practically all of
for
the merchandise of the Popular

| demonstrate this well-known line. Ladies interested may have an appointment with Miss Bounds by phoning 87. See the announcement of the Mann Drug Co., in this issue. <br> TO ORGANIZE CHURCH <br> The Rev. O. F. Dixon (colored) of Roswell, missionary for his people for the state, is in Artesia seeking to organize a church and is also trying to secure a permanent place for his people to worship. The Rev. Dixon is connected with the Southern Baptist Home Mission Board (white) and comes highly recommended. He is asking the cooperation of the citizens in this effort. <br> Two Cars Wool Are Sold From Bullock Warehouse Last Week <br> A total of 56,000 pounds of wool was shipped from the Bullock warehouse here to the Boston market, Thursday and Friday of last week. Clips from approximately twenty growers were in the shipments, netting from twenty - three to twenty-five cents per pound. Movement of wool to storage and to market has increased in a marked manner during the past two weeks and shearing over the ranges continues. <br> Hay Growers Are <br> Busy With Second Cutting Hay Now <br> Farmers are busy with the second cutting of hay, which is the best crop of the season thus far. Roger Durand, who made his sec- | inclined road. <br> The loss on the truck was partially covered by insurance. The wool was a total loss, it was understood. <br> Rig At Robinson <br> No. 2 Burned To Ground On Tuesday <br> Another oil well fire occurred Monday evening when the Robinson No. 2 of Harry Leonard, twp. 17-30, under the Cap Rock, caught fire and burned as workmen had completed a shot in the well. The origin of the fire was not determined immediately. All drilling equipment except the steel derrick was destroyed before the blaze was checked. The amount of the loss was not known. <br> Plans Ready Soon For City Hospital <br> WPA Engineer Expected Here Soon To Draw Up General Plans. <br> Preliminaries looking to the construction of a municipal hospital here will soon be underway, according to H. G. Watson, mayor. The WPA engineer, who drew up the plans for the Crippled Children's hospital at Hot Springs and the Warm Springs hospital at Warm Springs, Georgia, is expected here Friday to draw up a general plan for the new hospital.s <br> Before construction is actually started on the hospital building, the WPA street improvement project and the curb and gutter project will be completed. City officials estimate that it will take about sixty days to complete these projects. The work of blacktopping the streets, consisting of about sixty blocks, where curb and gutter has been installed, will be commenced | El Paso Herald-Post, was one of the nine rural contestants who won a trip to the Texas Centennial at Dallas. He left Monday morning with Happy Franklin of Roswell for El Paso where there was a meeting of the carriers and then to Dallas for a week at the Centennial. <br> RIG BUILDERS IN WALK-OUT <br> One hundred members of the United Rig Workers in Lea county announced yesterday they would take a vacation until a two-dollar raise per man was received. Under the present scale rig builders are receiving $\$ 12.00$ and crew foremen $\$ 14.00$ per day. They are asking for $\$ 14.00$ and $\$ 16.00$ per day. <br> Jury Renders Verdict of Suicide In Death of Carlsbad Rancher <br> A coroner's jury yesterday after a check on the death of C. O. Merrifield, 85 -year-old pioneer, whose body was found at his ranch home in the Carlsbad area by an employee, reached the verdict of "death by self-inflicted gunshot wound." <br> Merrifield came to Eddy county forty years ago, and has been a well-known rancher since that time. For the past several months he has been in delicate health. <br> Spectacular Oil Well <br> Fire In Grayburg Oil Area Saturday <br> A spectacular oil well fire occurred in the Grayburg oil area Saturday evening, which occured as workmen were completing the Berry No. 1 of the D. \& B. Oil Co., NE NW sec. 21-17-30, which offsets the new producer of the Ohio Oil Co., in that area. The well burned for eight hours before the fire was extinguished and destroyed a new well drilling machine for the Western Drilling Co. The fire was believed to have its origin in a backfire from the drilling engine. | Variety store has been sold and prices on new merchandise have been reduced. No item in the store will be sold for over 49 cents. Mr. Clark, supervisor of the New Mexico store properties, has been assisting Mr. and Mrs. Paul Shelton, local managers, in the arrangement of the new stock. Watch for the announcement of this store next week. <br> Locals <br> Miss Margaret Birnie, beautician of the Artesia Beauty Service, is spending a few days in El Paso this week. <br> Messrs. Leslie Martin and H. G. Watson were visitors at the luncheon of the Carlsbad Rotary club yesterday. <br> Dr. C. L. Womack, who drove over to El Paso last week, suffering with an injured eye, was able to return home yesterday. <br> Miss Mary Louise McConnell of La Harpe, Illinois, arrived Wednesday for an indefinite visit with her aunt, Mrs. R. G. Knoedler and the Knoedler family. <br> Miss Laura Elizabeth Bullock, who has been attending Draughon's Business College at Lubbock, Texas, returned home last week to spend the summer vacation with her parents, Mr. and Mrs. E. B. Bullock. <br> Hugh Burch, local oil operator, is critically ill at the Holman Sanitarium in El Paso, where he has been a patient for several months. A blood transfusion given Mr. Burch the first of the week has apparently improved his condition. <br> Miss Virginia Goodell, saleslady at the Joyce Pruit Stores, and Miss Nina Gray expect to leave tomorrow with S. S. Ward for Empire, Colorado, where they will visit Miss Goodell's parents, Mr. and Mrs. Harry Goodell, for the next two weeks. After a few days in Empire, Mr. Ward will return to Boulder and his daughter, Miss Jack, who is completing a college term there will accompany her father home for the summer. | trict were: The Continental State D-15 No. 1, sec. 15-21-36; The Continental Oil Co., Lockhart B-14 No. 2, sec. 14-21-36; The Shell-Humble, Adkins No. 1, sec. 10-21-36. <br> Three Crippled Children <br> Are Taken To El Paso <br> For Treatment Recently <br> Three crippled children, chosen from a group of thirty examined in a recent clinic at Carlsbad, were taken to El Paso specialists Friday by Agnes Covalt, county health nurse. <br> Money for their care was donated by Carlsbad civic and charitable organizations. <br> Last cast will be removed from the leg of Dale Paris, small boy crippled by the improper healing of a broken leg. <br> Specialists transferred bone from the other leg to the broken one, and it is believed he will be normal again. <br> Two other children, Ruth Green, two years old, and Curtis Pratt, about ten years old, were taken to El Paso for treatment. <br> Tuesday Clean-Up Day For Farmers On the Work Sheets <br> Tuesday was set as the final clean-up day for farmers in Eddy county to complete their work sheets. Stress has been laid on the importance of completing the work sheet, regardless of whether the farmer intended to participate in the new farm program. <br> Howard Stroup, member of the county committee from north Eddy county, said last night the county committee would meet in Carlsbad tomorrow to complete details connected with any adjustment necessary on the work sheets submitted. About 170 farmers are expected to submit work sheets from this section. |
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THE ARTESIA ADVOCATE
$\frac{\text { THE PECOS VALLEY NEWS And THE ARTESIA AMERICAN }}{\substack{\text { MARTIN \& BLOCKER, Publibhers } \\ \text { W. C. MARTIN, Bditor }}}$

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| subscription rates, payable in advance |
| One Year (In New Mexico)- <br> Three Montho (In New Mexice) <br> Three Monthe (In New Mexico) <br> One Yoar (Out of New Mexico) Iix Mont of New Mexico) Three Months (Out of New Mexic) <br> Three Months (Out of New Mexico) <br> no subscription accepted for less than three |
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The subject of advertising ought to be of some interest to eve
body, because millions of dollars are spent for some form of adv tising every year and we all help pay for it. Advertising is credited
with making autos and a lot of modern conveninces within reach practically everyone, because it created a mass desire, which enabled
mass production and a consequently lower price within reach of mass pro
masses.
Advertising never did work wonders. Like teaching a system of
morals, it helps build public opinion and public opinion you know is not made in a day. Lots of would-be advertisers however, have a
different opinion. They reason that a small ad inserted spasmodically in a newspaper ought to bring them $\$ 100.00$ profit for every $\$ 1.00$
spent. These advertisers often tie into all fly-by-night advertising spent. These advertise

 pending his own money, he usually buys what he wants, regardles


 raining involves a process of time. But some merchants and adver tisers expect to build and hold the good will of the public in a short
time and with occasional efforts. They fail to recognize building business involves, time, money and consistent efforts.
There is no argument that intelligent advertising is worth the
time and money spent by the advertiser. Lots of times one hears time and money spent by the advertiser. Lots of times one hears up their convictions. The truth is these people are tod
with their finances and in their mental processes.
An editorial writer for an Illinois weekly newspaper discussed
who are graduated in small towns this and next month.
The young folks, themselves, he concluded, should be the ones it were urged to attend college as a further preparation for earning
Another problem that arises at this time of year, every year, but
of more concern during the recent depression vears, is where
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Life Begins TODAY

 BREAD
Is An Outstanding Energy Food Life begins today. Whether
you are 7 or 70 , Bread pro-
City Bakery


The New NESCO ROASTMASTER
 Better Foods Easier Cooking No Guesswork

## With Your..

## * NESCO ROASTER

Your Nesco will prove to be one of your most highly prized posse sions-and the most thrilling. Thrills in the serving of faultless meals to your family and friends-thrills in the glorious hours of freedom from kitchen routine-time released for the enjoyment of the better things in life-thrill in the convenience and comfort, the pride and
pleasure, the health and happiness Nesco will bring to you and your pleasure, the health and happiness Nesco will bring to you and your family
${ }^{8} 23$
Completely insulated too. Wil do anything an electric range will do. See them today.


3 DAYS FREE TRIAL IN YOUR HOME SEE YOUR HOME APPLIANCE DEALER OR

##  <br> 

DR. D. .. MहReal
Chiropracter


# OSOCIETY 

 $\underset{\substack{\text { MEMBERSHIP LEGION } \\ \text { AUXILIARY REACHES } \\ 100}}{\substack{\text { Men }}}$
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SUNDAY, JUNE 21 is the DAY of days POPPERS!


## Attention Ladies!

He Likes Plenty of Good Socks Male Lis dogs rejejece wilh several pair

WORK SOCKS, in White, Brown
$\underset{\substack{\text { Work Socks , in White } \\ \text { French Tan and trays. Only- }}}{ }$ 2 Pair 25e smart dress socks in anl colors Only 15 c Sport socks gankelengtw. A nice
 Only 25c Pair Regular lengths. All colors. 25c Pair
sIIK socks for Father when he wants to dress up. White, Navy, Black
and Brown. Sizes 10 to 12. Only 45c

## SHIRTS

 For ole men and young men. seo our wimow find these beautiful Shirts. Boys, to be correct today, it is a maita
$\$ 1^{19}{ }_{\text {and }} \mathbf{1}^{\mathbf{5 9}}$
demonstration of MARIE TOMLIN Beauty Preparations
Beginning Monday and Continuing All Next Week At MANN DRUG CO.


# PECOS VALLEY GAS COMPANY ANNOUNCES A FREE GAS COOKING SCHOOL Conducted By <br> <br> FRANK DECATUR WHITE 

 <br> <br> FRANK DECATUR WHITE}

Three Days Next Week Ocotillo Theater Auditorium

## TUES.--WED.--THURS.

 June 16, 17 and 18--9:30 to 11 a. m.
## EVERYTHING FREE!

Every Housewife Cordially Invited


FRANK DECATUR WHITE
Nationally known caterer, dietitian, lecturer, Princeton graduate and author of numerous cook books, will be in charge of school.

## FREE PRIZES!

~
A number of bags of groceries will be given away absolutely free each day.

New Recipes!
New Ideas!
New Combinations!
Mr. White is noted for his easily understood presentation of authentic cooking practices. BRING YOUR NOTEBOOK AND PENCIL and learn some new ideas and new recipes.

DIRECTORY OF LOCAL MERCHANTS WHO ARE COOPERATING IN THIS
Gas Cooking Institute

Peoples Mercantile Co. Joyce Pruit Stores Brainard Corbin Hdwe. Co. McClay Furniture Store

THE MODERN KITCHEN IS THE ALL-GAS KITCHEN

## DAILY MENUS

वै5
TUESDAY, JUNE 16
Table Talk Cake
Cheese Biscuits
Good Coffee
Health Salad
WEDNESDAY, JUNE 17Prize Angel Food Cake Graham Cracker Ice Cream Ripley Salad
THURSDAY, JUNE 18-
Red Devil Food Cake
Hungarian Pastry
Lemon Pie


MENTO TTEMS Methods of Modernizing Artesia
Are Discussed By Arba Green

National Park Service Prepares For
Increasing Number Tourist In Stat
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## And Sudden Death

Mrra will Buckner at-

## thadist young people of


Mrs. Owen Peck visited
ento and Weed Thursday

In the Good Old Summertime

These Are A Few Bargains-Visit Our Used Car Lot for Others
AR'TESIA AU'IO CO.
Phone $52 \quad$-Watent the Forsto 6 on bi" $\$$
The

To Ford and Chevrolet Owners
Why exchange your old motor or trade in your car, when we are prepared to do you a FACTORY JOB, which includes cylinder reboring, new pistons, new rings, valve guides, bearings, gears, etc.

We Can Save You Money!
Dr. Loucks Garage
Fone 65

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SUMMER VACATIO: You'll Find the Right Sport Tose


Swim Suits Made by Gantner. All ity in newest style
binations. Priced

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Sport Slacks


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GUY CHEVROLET COMPANY
Phone 291
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