Artesia Advocate $=\square$


THE ARTESIA ADVOCATE


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\begin{array}{|l|}
\text { it } \\
\text { sell }
\end{array}
$$



## 




## BREAD

Through the Use Our New Master Baker Which We Have
Reently Installed

THE NEW MASTER BAKER Represents all that's modern in a baking oven. The bread baking capacity of our bakery has been doubled through the use of the new oven. The new oven has also enabled us to improve the quality of our loaf.

The new oven represents a considerable financial investment, but we are trying to serve you better and we believe our efforts will be appreciated by the public.
ROSS BAKING COMPANY
Bakers of the Delicious and Wholesome BETSY ANN LOAF

Chislings


| looks so very steep?" asked the "Don't plow it," replied the old Arkansas boy. "When the spring hill tear it up so that we can plant corn." $\qquad$ <br> "Don't plant it. Just stand here <br> with a shotgun." <br> ity man his eyes bulging. <br> "Hell, no," said the farmer, <br> $t+t$ <br> You have heard of the recent ex- <br> periments on the panhandle of Texas, where Tex Thornton, well <br> shooter, known to many of the <br> rain out of the elements. Well, <br> what do you think of the rece | The bread baking capacity of our bakery has been doubled through the use of the new oven. The new oven has also enabled us to improve the quality of our loaf. <br> The new oven represents a considerable financial investment, but we are trying to serve you better and we believe our efforts will be appreciated by the public. <br> ROSS BAKING COMPANY <br> Bakers of the Delicious and Wholesome BETSY ANN LOAF |
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## Wha



It is completely and thor oughly reconditioned. Every important part of
the car is accurately decribed to you. You get a Money - Back
Guarantee. That's actually more protection than you get in buying a new
car! Your Ford dealer wants car! Your Ford dealer wants your used car business. He in handling Ford automobiles that giving outstanding values for the money is the surest way to bring in the buying public.

That's why the Ford has earned for itself the title of "the uni versal car." And that's why the R \& G plan has been devised to give the Ford dealer a "uniersal used car value."
In addition, you get a service warranty for 10 days after pur chase. You get your Ford deal er's personal pledge of quality

## ARTESIA AUTO COMPANY

HHT THE WELL-DRESSED HOME IS WEARING!


Time to outfit your home for winter-with oorm doors and windows, weather stripping, sulation. You can cut your fuel bills 60 per er protection for your home . . . a tight roof, BIG JO LUMBER CO. Phone 19


Guy Chevrolet Co.

T0 THE VOTERS OF EDDY COUNTY

H. F. (Harry) Christian
$\mathbf{\$ 4 1 . 1 4}$ per $\mathbf{8 1 , 0 0 0 . 0 0}$ $\mathbf{\$ 3 0 . 2 5}$ per $81,000.00$

Mighty Good Reason for You to Vote the Straight Democratic Ticket on November 3rd, 1936

OCOTILLO
numav. croment
BARGAIN DAY
$5 c-10 c-16 c$
Edw. G. Robinson-Joel McCrea Miriam Hopkins
"BARBARY COAST"
Continuous Show 2:30 to $11: 00$
SATURDAY, OCTOBER 3
JOHN WAYNE "LAWLESS 90: ${ }^{\circ}$
Musical-Oswald Cartoon-Lowell Thomas' "Going Places" Continuous Show 2:00 to 11:00
SUNDAY-MONDAY, OCTOBER 4-
JOAN CRAWFORD ROBT. TAYLOR LIONEL BARRYMORE "The
Gorgeous Hussy"
One of the Finest Pictures of the Year:
Continuous Show Sunday 2:30 to 11:00 Monday Shows at 7:00 and 9:00

## Direct-Indirect Lamps

## "The Modern Ligh"

$$
\begin{aligned}
& \text { The most comfortable and easiest position for reading at home is } \\
& \text { near a portable lamp with light sources screened from the eyes- } \\
& \text { but not fram the book. }
\end{aligned}
$$

OSOCIETY. $\underset{\substack{\text { Past matrons club } \\ \text { Entertans with lunch }}}{+\quad \text { Social Calendar }}$ The Past Matron's club enter-
tained with a covered dishluncheon
Monday at the home of Mrs. Arba tained with a covered dish luncheon
Monday at the home of Mrs. Arba
Green.






 local Eastern Star chapter. Mrs. p. NEDNESDAY
Maude Ployhar, past worthy grand matron of the state of Nebraska; The Woman's club meets at the
Mrs. John Rowland, worthy matron
club house at $2: 30$ p grand
Mexioc
det

## occas $\substack{\text { High } \\ \text { Fink }}$ Fink

——y

A COMMON SENSE VOW Cherish and Protect Your Most Valuable Possession-YOUR EYES!

> Dr. Edward Stone

Now Modern Gas Appliances Within Reach of Everyone


A Modern Gas Range

| Insures quic better meals, duces kitche and labor fuel costs. <br> For a limite only we brin |
| :---: |
|  |  |
|  |  |

It will pay you to learn about our plan of purchase. ROPER GAS RANGES offer you in any gas range.

## Gas Water Heaters

Truly modern and trouble-free, will give ou hot water at the turn of the faucet.

WINTER and Cooler Weather is coming. Learn more about the convenience and com Furnace.
Pecos Valley Gas Co.

ARTESIA, NEW MEXICO


Men's Leather Jackets
Zipper or button fronts. Full sateen lined. Sizes 36 to 46. A bargain right in the face of higher prices. Only-
$84^{95}$

RANGER HORSE HIDE COATS Zipper Front
Two Large Button Pockets Two Zipper-Fastened Pockets on Front Large Button Pocket Across Back for Game Blood-Proof Lining
A quality coat for red-blooded sportsmen. Size
Only $\$ 14^{.50}$


Corduroy Jackets Single or double breasted styles. Light tan or Only ${ }^{\$ 1}{ }^{198}$
Wool Coat Sweaters In dark Oxford Gray. Just the thing to work in. Only $\$ 1.49$

Blue Chervel Cloth Jackets Rain and wind proof A bargain for a Only $\$ 1.00$
Brushed Wool Coat Sweaters
In a pretty dark
comfortable.
Only $\$ 2.49$
PEOPLES MERCANTILE CO.
Phone 73


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|  | TIME TO THiNK About your coal |
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| Mose |  |
| 为 |  |
|  | MILK IS GOOD <br> FOR EVERY MEMBER OF THE FAMILY! |
|  |  |
|  |  |
|  | Milk is one of the most important of all |
|  |  |
|  |  |
|  |  |
|  | ARTESIA DAIR |
|  |  |

Natural Gas Convenience for


Coleman
WE THANK YOU

When you see the new Coleman Instant-Gas Ranges at
our store you will think you are looking at magnificent city
gas ranges. But Coleman Ranges are built for folks who
have no gas service. They make their own gas from ordi-
nary gasoline free from anti-knock compounds. Reconvert
gasooline into gas just like the carburetor of an automobile.
New Dial Type Safety Carburetor Valve gives positive
finger tip fuel control. Ammazingly economical!
Built to give years and years of easier and better cook-
ing service. Insulated oven saves heat. Has drawer type
broiler for preparing delicious broiled foods, handy, roomy
tutenisil drawer, concealed fuel tanks of electrically welded
Everdur Metal will not rust or corrode.
Visit our store and see these new Coleman Ranges. We
Will gladly dermonstrate their manv modern features.

McCLAY FURNITURE STORE
Your Home Should Come First"

FIRE PREVENTION WEEK OCTOBER 4th to 10th


To guard against this, don't be careless.
$\qquad$
2. Don't discard burning cigarettes!
3. Don't clean your clothes with
4. Don't clean y your clothes wise
4. Don't tuild fires with kerosene!
7. Don't place
fuse box!
fuse box!
8. Don't forget to extinguish rubbish fires!
9. Don't forget to check your electric wiring
at regular intervals
6. Don't forget to turn off your electrical ap-
pliances!

| S. E. Ferree | Gilbert \& Collins | Ward |
| :---: | :---: | :---: |
| Fire and Auto Insurance Law-Notary Public | General Insurance Real Estate-Rentals | General Insurance and Surety Bonds |




We, the undersigned merchants and business men of Roswell, take this opportunity to extend you, your family, and friends a welcome to the Eastern New Mexico State Fair. You will not be disappointed for we know you will find more attractions, better exhibits, bigger crowds and better accommodations.
We are anxious to see as big a representation from the Pecos valley as possible and we are anxious to serve your needs while you are attending the Fair. We sincerely hope you will permit us to be of service to you while you are in Roswell.
We Say "Come, Brimg Your Friends and Make Yourself at Home."

| Greenhaven Camp <br> East Second Street | Anderson's Gardens "Vegetables with tha Distinctive Taste of Distinctive Taste of | Hamilton's JuStrite Cleaners Wi kiow Hor 108 N . Main | Roswell Seed Company 115 S. Main St. | The Popular Store <br> Quality Merchandise <br> At Lower Prices | Pecos Valley Drug Co. THE REXALL STORE 312 N. Main St. |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Cummins' Garage | PHONE 111 LELAND'S doug. moores, 303 North Main | Bon Ton Shop $311 \mathrm{~N} . \mathrm{Main} \mathrm{St}$ "Where You Get Quality for Less" Quality for Les |  | Mabie Lowrey Hdwe. Co. Visit Our New while at the Fail | Busy Bee Cafe <br> 318 N . Main |
| Owl Drug Co. inc. <br> Phone 41 | $\begin{aligned} & \text { When in Roswell Visit The } \\ & \text { Vogue and See the Smart } \\ & \text { Things for Women } \end{aligned}$ |  |  | American Cafe We specitite in Good stects 116 W. Second St. | BOWMAN'S BETTER BREAD <br> Bowman's <br> Baking Co. |
| Pecos Valley Trading Co. and Hatchery |  |  | Katy's Cafe "When n Rosesell 118 N . Main | $\qquad$ | "Save With Safety" <br> Western Auto Supply Co. 117.119 W. 2nd St. |
| McNally-Hall Motor Co. Chevrolet and Buick | The Herring Cafeteria QUALITY FOODS QUICK SERVICE 118 W. 4th St. | $\frac{\text { Grocery }}{\substack{\text { Pecos Valley } \\ \text { Lumber Co. }}}$ | 10th \& N. Main St. <br> Bray-Moore <br> Shop | La Petite Style Shop <br> "A Hat fo $\qquad$ 02 W. 4th St | clardys dairy and Creamery "Since 1912" |
| Roswell Motor Supply Co. See Our Exhibit At C. \& C Garage Booth-Hagerman Fair | E. T. Amonett <br> Hand-Made Boots and Saddles "What We Sell for Leathe IS Leather" $\qquad$ IS Leather' $\qquad$ | $\frac{$ "own Your Own  <br>  Home }{ Roswell } | Women's Ready-To-Wear $\mathbf{1 0 9}$ W. 3rd <br> GLOVER'S <br> Flowers | Allison Floral Company ESTABLISHED 1902 707 South Lea | Kessel's <br> Where You Do <br> Bette" <br> Barsians in An Mercmadite |
| Jewett's <br> Lunchette <br> номе foods <br> 212 N. Main | Pecos Valley GcaGota <br> Bottling Co. <br> "The Pause That Refreshes" | $\underset{\substack{\text { Printers } \\ \text { Roswell, . . M. }}}{\text { Elmore \& Pratt }}$ | Dabbs <br> Furniture Co. <br>  | Safeway Stores <br>  125 N . Main |  |
| Standifer's Market FRESH AND CURED MEATS 122 W. 4th-Phone 276 | Cobean Stationery Co. "Roswell's Most Interesting Store" | Johnson- <br> Lodewick Inc. <br> 813 N. Virginia | Hotel Gilkeson In the Heart of the City Modern-Quiet-Comfortabl | Nickson Hotel "A Home Away From Home" 5th \& Virginia | Roswell Mattress Co. Mattress Making, Rug 402 S. Main |

Clearance Sale For Month of October Only! get your car whie they last:
 AR'TESIA AU'TO CO. Phone 52 8

## Usual Activity-





PRICES ON GAS RADIANTS AND CIRCULATOR HEATING STOVES DRASTICALLY REDUCED

保

L. P. EVANS, ESTATE

## Formal Opening of Our SERVE YOURSELF GROCERY

Thursday, Friday and Saturday, October 1-2-3

possible. Every item is plainly marked and our stock has been arranged to your shopping quickly. Costs of operating our store have ben reduced and the savings passed on to you. W have also added a meat market and will have a complete line of

FREE! A beautiful Electric Table Lamp will be given Free to the bove dates.

| wilson's |  | wilsons <br> Potted Meat |
| :---: | :---: | :---: |
| Corn Beef 12 oz. tins 15c | SUGAR |  |
|  |  | No. $1 / 4$ cans |
|  | Fine Granulated | 6 Cans |
| Oatmeal | 25 LB . BAG | 19C |
| 10 lbs. bulk |  | Dry Salt Pork |
| 45c | 4-0. | 18c lb. |
| Macaroni |  | Sleepy Hollow |
| $\begin{gathered} 3 \text { li. cello bag } \\ 25 \mathrm{C} \end{gathered}$ | AIRWAY | Syrup <br> Rich in Maple Flavor |
| Safeway Flour | COFFEE | Pint jugs_--. 18C |
| ${ }_{\text {Every Sack }}^{\text {Guaranteed }}$ |  | Quart .-.-.-. 29C |
| ${ }_{\text {sack }}^{24 \mathrm{lb}}$--89C |  | $\text { No. } 21 / 2 \text { tins } 25 \mathrm{C}$ |
| ${ }_{\substack{48 \mathrm{lb} \\ \text { sack-- } \\ \text { as }}}^{\text {a }}$ \$1.69 | 50 c | No. 5 tins---55C |
| ${ }_{\text {sack }- \text {--- }}^{98} \mathbf{~ \$ 3 . 2 9 ~}$ |  | No. 10 tins - 99C |


$=\mathrm{F}=$ $\left\{\begin{array}{l}\text { NEW ROBOT RECORDS } \\ \text { DATA ON COSMIC RAYS } \\ \text { OSWARTHMORE, Pennsylvania- } \\ \left.\begin{array}{l}\text { Sosmi rays have been measured } \\ \text { at an altitude of approximately }\end{array}\right]\end{array}\right.$ at an altitude of apperoximately 14
miles by equipment carried alof released by beientists of the Frank-
lin Institute's Bartol Research
Foundation.
Automatic equipment carried by the balloons
transmitted cosmic rays and b Chain letters returned Ten thousand chain letters mailed
at Ponca City, Oklahoma, during
he chain he chain letter craze last March
are being returned to the senders.
The letters were held in the post office department ruled the chai
C. E. Notes

$$
\begin{aligned}
& \text { A union meeting was held Sun- } \\
& \text { day evening. The young people } \\
& \text { from all the churches took part in } \\
& \text { the }
\end{aligned}
$$

$$
\begin{aligned}
& \text { from all the churches took part in } \\
& \text { the program. Harold Hannah, } \\
& \text { from the Methodist church, had }
\end{aligned}
$$ charge of the meeting. Several

matters were discussed and it was
decided that a union meeting would
be held the


## Christian meetings.

$$
\underset{\text { Why did Betty Cosinett }}{\text { C. Gossip }}
$$

$$
\begin{aligned}
& \text { Why did Betty Cornett want to to } \\
& \text { sing "Yield Not To Temptation"? }
\end{aligned}
$$

The top from a certain pool table

$$
\begin{aligned}
& \text { The top from a certain } \\
& \text { is missing. Marjorie? }
\end{aligned}
$$

A certain girl had something
with her Sunday night which she with her Sunday night wh.
thought her cousin wanted.
Helen Gates was in a big rush
get home and make candy to get home and make candy.
Sounds "fishy." (Could the twins
be in town?) Lawrence Coll drove 15 miles to
get her-but they didn't get to
E. If you doubt "Old Betsy's"
power, look at the hole she dug one
俍


