# Artesia Advocate 



Rotary Official Honored Tuesday Eve With Banquet
 time is Rotary extension. The ob
jective of the 42nd district at the
beginning of the new clubs. Now there are six pros-
pective clubs in the district in the
preliminary stages of organiza-
tion, he said.
Visitors present at the banquet
Tuusday Were: Mr. and Mrs. W.
M. Hutchinson of Cambrige, ohio,
Mr. and Mrs. Ed West of Artesia


Friday For reident Victim Mr. and Mrs. Skelt



##  <br> OCOTILLO <br> SUN. - MON.. OCT. 18-19 <br> RED MacMURRAY-JACK оАкIE



Black OXFORDS Sunde
and calf $\$ 1 \cdot 98$



### 86.90

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PLATEAU LAST


INW

## 

PN NP P'S

Friday, October 16
Gene RAYMOND
Ann SOUTHERN
"WALKING ON AIR"

## BARGAIN PRICES

$5 c-10 c-16 c$
Continuous Show 2:30 to 11:00

Saturday, October 17
BLCK JONES
"Ride en cowboy"
Comedy-Cartoon-Fiction Continuous Show 2:00 to 11:00

Brainard Tells of Benefits To Be Derived From Resettlement Project

| Fred Brainard, community man <br> ager of the Pecos valley farms of | New Type Gold Standard Set Up |
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| ist. The letter was ocosesioned by areeent criticm of Mr. Robinson, |  |
|  |  |
| recent criticism of Mr. Robinson, in his column "Sidelights on the |  |
| News." <br> Mr. Brainard says a number of |  |
| individuals are inclined to criticize the resettlement administration for the delays experienced in getting |  |
|  |  |
| projects started, but the administration has not all at fault. For one thing, delays have been ex- | ${ }_{\text {tive }}^{\text {tive }}$ |
|  |  |
| one thing, delay |  |
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| Another factor to be considered, which has usually been overlookedby some prone to criticize is that the government, like an individual, |  |
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| the government, like an individual, <br> makes an investigation before it |  |
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| complishments of the resettlement administration cited by Mr. Brain- |  |
| ard is that the resettlement administration has been largely respon |  |
| istration has been largely responsible in getting the federal govern |  |
| ment to recognize the merits of the sian belt and that if properly taken care of the wat |  |
|  |  |
|  |  |
| taken care of the water supply can be made permanent. Previously |  |
| to grant farmers loans due to the alleged hazard involved. <br> Brainard calls attention to |  |
|  | Mr. Brainard calls attention to |
|  |  |
| the fact that only two active resettlement proj. |  |
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| only two active resettlement in district twelve. One is at |  |
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| drouth in the middle west. He says it is not particularly to the credit |  |
| of certain individuals in New Mexica that their attitude has been more critical than in other section |  |
|  |  |  |  |
| The people at Plainview, Texas, particularly have shown a very |  |
|  |  |  |  |
| fine cooperative spirit in offering to aid that project financially and |  |
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|  |  |
|  |  |  |  |
| measure unless there is local cooperation. | HALLOWE'EN |
|  | CANDIES |
|  |  |
| the value to thewhole, if a sound resettlementproject could be located here. It project could be located here. Itwould mean the resettlement of | and candies an |
|  |  |
| project could be located rement of from 100 to 200 tenant farmers on | on other special occasions. |
| blocks of from forty to eithty acres, which they could call their |  |
|  | CANDIES AND |
| add materially to the mental and spiritual well-being of those people but would place on our tax rolls of |  |
|  | ade by new recip |
| but would place aproximately $\$ 1$,-these counties approm 000,000 additional." |  |
|  | The Assortment Is Complete! |
| Mrs. H. L. De Berry, mother of |  |
| nesday. |  |
|  | ROS |
|  | BAKING CO. |
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|  |  |



MANN DRUG COMPANY
Phone 87

## an iliness, received the award after determined






One Pound Good Luck Glass
Total Total Regular Value


New $\mathbb{C H E V R P} \mathbb{E} \mathbb{E} \mathbb{E}^{1} 1937$ The Complete CarCompletely 7 eur


# SOCIETY: 

Artesia Host To
5th District Meet Legion Auxiliary

## Social Calendar

ND STUART


-The Invaluable "Protective"
Quality in Your Milk!


## You Could FEEL the Fabrics You Could SEE the Colors You Could HEAR the Comments You Have a NOSE for Value You Have TASTE for Quality

Then You'll Want These New Fall DRESSES!

## TOM SAWYER CLOTHES

 FOR BOYS
## COATS with pleated and belted

 backs, patch pockets.Only ${ }^{5} \mathbf{2}^{9}$

PANTS to match. Pleated fronts and belts to match. TrousersOnly $\$ 2.49$

CORDUROY JUMPERALLS

| ${ }_{\text {In }}^{\substack{\text { In finu whale cord, nay } \\ \text { buecoira }}}$ |  |
| :---: | :---: |
| Only $\mathbf{S}_{1} 9$ |  |
|  |  |
| $\text { Only }{ }_{2} \cdot 9_{5}$ |  |
|  |  |
| Wom Sawyer Polo Style Shi |  |

Peoples Mercantile Company
WHERE PRICE AND QUALITY MEET


TILLL THINKING about that important firs all frock? Still hunting for see these. They do all but speak their piec for fashion in their swing-line rich colors and fine fabrics. T
crepes, sheer wools, velveteens crepes, sheer wools, velveteens and iacquard See the . everything you could possibly want Peoples Mercantile Co.

Turics! Princess Frocks! Peplums

## ${ }^{\$} 4^{90}{ }^{\mathbf{t o}}{ }^{\$ 1} 16$

New Colors


Sizes

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## APPRECIATION

## IS A VIRTUE OF THE AMERICAN PEOPLE

## FOR SALE

75-Acre Farm Four Miles South of Artesia
see
E. P. Malone Upper Cottonwood

## PIOR RUBBER COMPANY

SERVICE STATION

That is one reason why President Franklin D. Roosevelt is going to be given an overwhelming majority in New Mexico-greater than he received four years ago.
It's only human nature to help those who help us, and there isn't a man, woman or child in New Mexico who hasn't profited directly or indirectly from President Roosevelt's program.


Do Not Put The Liberty League In Control Of Our Government! Protect Your Own Welfare By Voting The Democratic Ticket!



## Used Car Prices Reduced!

Two 1934 Ford V-8 Coupes, excellent condition, good tires. These carry the $\mathbf{R}$ and G Guarantee
 AR'TESIA AU'TO CO. Phone 52 8 wnat ur feate on Artesia, N. M.

## New Oil Well-

| New Oil WellContinued from page one) | Stroke Is Fatal To Arthur E. Ingham, Roswell Sheepman |
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| Cottonwood Items$\qquad$ Sunday.$\qquad$ home of Ralph Pearson.Robert Payne spent last Friday night in the C. H. Nelson home asa guest of Harvey and Harry Nel$\qquad$ ents, Mr. and Mrs. Harry Carderthis week-end. |
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Our 2\% Local Benefit Coupons Pay Large Dividends
Co-Ed
to the Fore Again!




## DRASTIC REDUCTION

On Space Heaters
On a new Cash and Carry Plan we o you approximately thirty per
popular model Space Heaters. ing equipment at a saving now usual winter rush.

We have other Gas Heating Equipmen including Floor Furnaces and
Heaters, which may be purchased Heaters, which may be purchased

Pecos Valley Gas Co. Phoneso Po ARTESIA, NEW MEXIC 0

| THE PEOPESGUM |  |
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| FOR TIRES |  |
| fun |  |
| The Leader for 21 Years |  |
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| GUY CHEVROLET COMPANY <br> Telephone 291 Twenty-Four Hour Service Artesia, N. |  |
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[^0]:    Mrs. J. B. Atkeson Friday after
    Baldwin were substituting
    At the conclusion of the rounds o
    contract Mrs. Lowe held high score

