

THE ARTESIA ADVOCATE

ESTABLISHED AUGUST 29, 1903
THE PECOS VALLEY NEWS and THE ARTESIA AMERICAN

MARTIN & BLOCKER, Publishers
W. C. MARTIN, Editor

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TELEPHONE 7

CREDIT VS. CHARACTER

In the troublesome years that followed the Civil War, Marshall Field, the Chicago merchant, had to find a yardstick for measuring credit. The store could not do a cash business; it had to extend credit. Credit agencies were lacking, so each merchant had to be his own judge.

Field decided that character should be given foremost consideration. He put his trust in customers who led sane and regular lives, who held the respect of their neighbors, and who had steady employment at useful work. He refused to deal on a credit basis with spend-thrifts and adventurers, however tempting their trade might be.

So successful was this policy that Field concluded that character-building agencies were a mighty asset, and he donated liberally to those institutions that taught the principles of right living. Since he considered the church foremost among these, the windows of his store were curtained on Sunday, a practice that is still followed.

The almost universal extension of credit in our day has led to the development of agencies which assemble minute data on the trustworthiness of individuals. The modern business man telephones a credit agency and obtains a rating on a prospective customer. The perfection of the system has blunted our sense of values. The tendency is to give less weight to character and integrity and more to financial statements.

Not until hard times descend on us do we find that the millionaire of yesterday may be penniless today and, what is worse, may be a knave who will not hesitate to escape his obligations. Men who, in boom days, could command almost limitless credit are now without the borrowing capacity of an ordinary suburban home-owner. They were charlatans when they were rich and were as unworthy of credit then as they are now in their days of penury.

This is one lesson that hard times teaches. It does not pay to do business with fools, humbugs, or crooks at any time. Eventually, and probably when your stake is largest, they will let you down and you will find yourself holding a bag filled with worthless promises to pay.

Integrity, rectitude, honesty, and honor are grand words because they connote human qualities. They are part and parcel of every profitable business transaction.

1936 IN RETROSPECT

Many communities of southeastern New Mexico, and Artesia in particular, have laid the groundwork for some real constructive development during the next twelve months, if we will but follow our previous efforts.

Better highways for travel, better sanitation methods for the community, better and more convenient homes, better streets, new hospital facilities, better recreational facilities, are just a few things on which a start has been made. And since emerging from the dark days of the past six years, everybody feels better and feels more like making a read worthwhile effort toward substantial development.

Whatever has been responsible for the quickening of the community pulse, whether it has been closer cooperation between citizens or the coming of better times we have learned a valued lesson and that is, the community as a whole can really do things. And like the individual when the community learns it can do things the way they should really be done, such accomplishments really create confidence.

And with these things in mind, we have much more to look forward to than we have had in several years. We may not experience a vast business or industrial expansion, but we can look forward with some degree of hope that we will be getting more out of life, enjoy more modern conveniences and living in better homes than at the corresponding period of this year.

THE DAY OF LITTLE BUSINESS

It is often argued that the development of large businesses—especially in retail fields—has tended to destroy little businesses and to make it next to impossible for a man without a vast capital to set up his own establishment.

This argument has a strong appeal—but apparent facts contradict it.

During the depression, thousands of little businesses sprung up in this country—largely because of the difficulties of individuals in finding employment. These little businesses offered specialized services, or lower prices, or were the outgrowth of a new idea of some kind. Many of them found a ready welcome, and have prospered. With the return of better times, they are going ahead—and in due course a percentage of them will become big businesses.

Some of these little businesses failed—because they provided poor service, or did not fill a definite need. But many a large business has failed for the same reason.

One has only to look around any growing community today and see a legion of opportunities in retail lines for young men and women who are willing to work, and realize that riches can't be earned overnight. Even as changing times made necessary big business combinations to serve the public, so the evolutionary process has created a hundred opportunities for small retail businesses where one existed a generation ago.

The day of little business isn't done.—Curry County Times.

There has been a decided pickup in the value of Pecos valley farm lands over several years ago and with more farmers developing shallow water. One thing we believe the farmers are overlooking is not replacing the numerous shade trees that have died. Shade trees take water, but they sure add to the general appearance of the farm. Incidentally they help stop soil erosion.

A "believe it or not" incident sometimes occurs. This year Advocate subscribers will get fifty-three issues of the paper instead of the usual fifty-two, a thing that occurs about once in twenty years.

The last column the famous columnist, Arthur Brisbane wrote last week, he referred to an ear of corn grown on his farm and containing 1,170 grains of corn. Perhaps we can't grow an ear of

"GOING UP"



Chislings

"How did you come out at the dog race? Did your dog win?"
"No, he was left at the post."

Teacher (in geography lesson):
"Now can anybody tell me where we find mangoes?"

Knowing little boy: "Yes, miss, wherever woman goes."

Mrs. Jones could only find two aisle seats—one behind the other; she turned and cautiously surveyed the man in the next seat. Finally she leaned over and timidly addressed him.

"I beg your pardon, sir, but are you alone?"

The man, without turning his head in the slightest, but twisting his mouth to an alarming degree and shielding it with his hand, muttered: "Cut it out Kid—cut it out! My wife's with me."

It may not be news, but nevertheless said to be a fact, that Sally Rand is a former resident of New Mexico, moving from Missouri to a dugout in New Mexico. She spent the Christmas holidays with her grandparents at Melrose.

Call a girl a chicken and she smiles.

Call her a hen and she howls.

Call a young woman a witch and she is pleased.

Call an old woman a witch and she is indignant.

Call a girl a kitten and she likes it.

Call a woman a cat and she hates you.

Women are queer.

A stenographer is just a girl who works for the boss. A secretary is the stenographer after she gets wise enough to work the boss.

"Motor cars don't grow on bushes," Mussolini has warned his army generals. Maybe not, but we've seen wrecking crews picking them off telephone poles.

WINTER COVER CROPS MORE THAN RUGS FOR SOIL

Farmers cooperating with the soil conservation service seeded more acres to cover crops this fall than ever before.

Cover crops, say agronomists of the service, are more than rugs for rain-worn soils. Wherever cover crops can be seeded on clean cultivated land they reduce run-off and check soil erosion. But cover crops do even more—they tend to increase the yields of regular farm crops.

Agronomists in the Bureau of Plant Industry found that winter cover crops, such as field peas, vetch, crimson clover, and rye, planted on cotton land, increased cotton yields about one-third and corn yields about three-fourths.

Credit this to cover crops also: They help to keep soluble nitrogen and other plant food in the soil from leaching out and going to waste. They also protect new terraces and terrace outlet channels during the fall and winter when the soil between terraces ordinarily would be bare.

In addition to supplying fall, winter, and early spring pasture, cover crops plowed under add humus to the soil, increasing its fertility and capacity to hold moisture.

Cotton growers usually turn under the cover crops about three weeks before planting, while corn growers ordinarily turn them under about two weeks before seeding time.

CARBON PAPER—The Advocate.

corn quite so big, but in the valley last year a farmer grew good uniform corn containing 870 grains to the ear and several ears to the stalk.

Action is said to be the answer to lots of prayers.

Seminole Well Is Now Flowing

Amerada Petroleum Corporation, No. 1-A Averitt, recent discovery well northwest of Seminole in Gaines county, Texas, flowed fifty-four barrels of fluid, twenty-eight per cent basic sediment and fourteen per cent water, in six hours and forty-five minutes. Flow is through 2½-inch tubing set on bottom and perforated. The well is being allowed to flow to clean itself of drilling water. At 5029 it was good for 200 barrels of oil a day after acidizing, but encountered sulphur water when deepened to 5054. Operators plugged back to 5029 and drilled out cement to 5032 where a drill-stem test indicated a good shutoff of bottom-hole water. Location of the No. 1-A Averitt is 660 feet from the north and east lines of section 228, block G, W. T. R. R. survey.

Farther south in Gaines county, Texas, Amerada No. 1, C. E. Robbins test, 660 feet from the north and west lines of section 9, block A-22, public school land, a mile and 990 feet south of Landreth No. 1 Kirk, the county's first producer, is drilling below 4406 feet in lime.

Several miles to the northwest, Stanolind Oil & Gas Company No. 1, J. A. Morrow, is drilling at 4540 feet in hard gray lime. It is 1760 feet from the south and 1320 feet from the west line of section 20, block A-24, public school land.

Attention at the week's end was focused upon southeastern Terry county, where W. L. Pickens, et al., No. 1, Lewright wildcat, 660 feet from the north and east lines of section 1, block C-37, public school land, was making rapid progress and nearing the point at which the top of anhydrite was expected. At last reports, it was drilling red beds at 1960 feet.

The Pickens test is on the "trend play" resulting some months ago when Ray Albaugh, et al., No. 1, Robinson, discovery well in northwest Dawson county, some fourteen miles southeast of the No. 1 Lewright, first showed for a producer. The Albaugh well topped the anhydrite at around 1925 feet, but a difference in surface elevation probably exists between it and the Pickens wildcat.

THE ADVOCATE IS GOOD CONSIDERING

Pecos, Texas, December 27, 1936.

Messrs. Martin & Blocker, Artesia, New Mexico.

Dear Walt and Ray:

I want to wish each of you of The Advocate a happy and prosperous New Year. I miss you fellows there a great deal and wish I might "drop" in for a little chat, but that is impossible.

But thank you for keeping The Advocate coming to my new address. I am sending you a little check so that it may keep on coming. Considering who edits and prints it, it is a remarkably good weekly.

Should any of you there ever have the opportunity to visit us we shall be happy to see you.

I am
Your friend,
A. C. DOUGLAS.

DAYTON RESIDENT DIES

The body of Norton D. Pope, resident of Dayton, who died on his 77th birthday the first of the week at a Carlsbad hospital, was sent to Marion, Kansas, for burial. Pope had been a resident of Dayton for thirty years. His death followed several years of ill health.

Filed for Record

Warranty Deeds—

Power Manufacturing Co., K. A. Bivens, SW¼ 32-16-26.

Ethel V. Noel, Fred Forni, east 25 acres SESW 16-22-27, also SSE 16-22-27, and strip in south portion NSE 16-22-27, also part NW SE 16-22-27.

Chas. Charlot, Andrew Perret, Lot 268, Sec. 2-18-26, Lot 8 in Block 23, Fairchilds First Addition, Lakewood.

Margaret L. Marquess, L. A. Swigart, et al., two-thirds interest

SSWNE, SENW, NWSE, NESW, SNWSW, SWSW 3, SSE, S½ N½ SE 4-22-26, NWNW 3, NNWSE, WSWNE, NW. NSW 4-22-26.

F. E. Compton, S. H. McVey, South 66.66 feet NWSWSNW 1-22-26.

In the District Court—

No. 6331 In the matter of the taxes of Crawford & Johnson, NE NE, NESE 12-24-30.

A. A. Anglin, employe of the Dudley Stone Products Co., who has been a patient at the St. Joe hospital in Albuquerque for about thirty days, following an injury from burns, was able to return home last Thursday.

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

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

Woodmen of the World

Meetings each Thursday night at 7:30. Visitors invited. L. B. FEATHER, Financial Sec'y.

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.

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

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

DR. CRAIG CORNETT
Osteopathic Physician and Surgeon
Obstetrics and Gynecology
CLARKE BUILDING

TREES — VINES
SHRUBS
TREE WORK

Roselawn Nursery

The Eddy County
Abstract Co.
CARLSBAD, N. MEX.

Reliable Abstracts
Prompt Service
Prices Right

We Are Bonded
LET US DO YOUR
ABSTRACT WORK

QUICK WAY LINES

Motor Transportation
Anywhere, Anytime
Bonded and Insured

Phones:
Artesia 86—Roswell 28

Get away from that Sloppy—Smeared-on-with-a-Stick appearance in your PRINTING

By Using

OUR

GOOD PRINTING

AND HAMMERMILL BOND

a hard to Beat Combination

And we say thank you for the past favors and ask the privilege of continuing to serve you.

ARTESIA DAIRY
Phone 72

R. M. Henson
GENERAL ACCOUNTING
INCOME TAX

Phone 213 Artesia, N. M.

THE OLIVER ROW-CROP "70"

Finger-Tip Control—For An Easier—Quicker Job

Sit in the comfortable new spring-and-hammock seat of the new Row Crop "70"—and every control is right at your finger tips. You have automotive type steering and gear shifting! "Steering-braking" assures short turns. The brakes also operate from the heel, for quick action and powerful leverage. Fully enclosed and streamlined, the "70" is as easy to handle as an automobile.

You'll want to come in and see this new 6-cylinder tractor at once. There are two "70's"—one designed to get greater economy out of regular gasoline—and the other especially built for kerosene or distillate. Both have great power with light weight. Both are smooth and easy-running—with greater speed. You'll get the work done quicker—with more spare time for other things. See the "70's"—with a complete line of mounted listing, busting, planting and cultivating equipment.

R. G. MORGAN
1013 East 2nd St. Roswell, N. M.
See L. G. Monschke at Artesia Trading Co.

New Geological Map Shows Levels of Southeastern New Mexico Area

Hope Items

Miss Frances Johnson, Reporter

Oliver Scoggin and son Lewis were in Carlsbad Monday attending to business.

Ernest Landreth of Odessa, Texas, spent Christmas here visiting in the Mellard home.

Mr. and Mrs. Tom Conway, who spent the holidays in Las Vegas, returned to Hope Sunday.

M. E. Wathen left Saturday for Anson, Texas, to spend the holidays with his parents at that place.

W. S. Medcalf is spending the week on the Hal Gage ranch doing remodeling work on the ranch house.

Ruffus Wimberly of Gallup spent Christmas here visiting his parents, Mr. and Mrs. Ivy Wimberly and family.

Mr. and Mrs. Paul Cobble and family of Artesia visited here Friday with Mr. and Mrs. Joe Young and family.

Mr. and Mrs. Merle Ogle are spending the holidays in Portales visiting Mr. and Mrs. F. A. Ogle, parents of Merle Ogle.

Bryant Williams left last Wednesday for Stephenville, Texas, where he attended a family reunion at the home of his mother.

Mrs. Carl Lewis of Artesia returned with her parents, Mr. and Mrs. John Prude to their ranch Saturday to visit there during the week.

J. C. Christopher of Los Angeles, California, former resident of Hope, visited old friends here during the holidays. He is visiting in Artesia.

Ivy Payne, who is attending the Portales Junior College is here spending the Christmas holidays with his parents, Mr. and Mrs. Ed Payne.

Sidney McKenney, who is attending Texas Tech at Lubbock, Texas, is here spending the holidays with his mother, Mrs. Clem McKenney.

Mr. and Mrs. Ed Madson and children, Homer and Buddie, spent the Christmas holidays with Mrs. Madson's mother, Mrs. Anderson, in Tularosa.

Miss Jeanne Pearl White of El Paso, Texas, is here visiting her parents, Mr. and Mrs. Hilary White, Sr. She is attending a business college in El Paso.

Mr. and Mrs. Wallace Johnson left Tuesday for their home in Las Cruces after spending the holidays here with Mr. Johnson's mother, Mrs. N. L. Johnson.

Mr. and Mrs. Elmer Schrier of Willard spent Christmas here visiting Mrs. Schrier's parents, Mr. and Mrs. Ed. Payne, and Mr. Schrier's mother, Mrs. Mamie Schrier.

Raymond and Rannel Jones, who are attending the Arizona State Teacher's College at Flagstaff, Arizona, are here spending the holidays with their parents, Mr. and Mrs. Jones.

The Missionary ladies of the Methodist church elected officers Monday, placing Mrs. Charley Barley as president; Mrs. Robert Cole, treasurer, and Mrs. Dick Carson, secretary.

Jimmie Dunne of Taft, California, and Mr. and Mrs. Horace J. Dunne of Odessa, Texas, arrived in Hope Sunday to visit Mrs. Dunne's mother, Mrs. N. L. Johnson and family. They returned to Odessa Monday.

Mr. and Mrs. Alton Scott of Portales spent the week here visiting Mrs. Scott's parents, Mr. and Mrs. L. P. Glascock. Mrs. Scott plans to complete her year's work at the Portales Junior College where she entered school this fall.

Mrs. Anna H. Coffin and sons Thomas and Paul drove to Albuquerque Thursday and returned Sunday after spending Christmas with Mrs. Coffin's daughters, Mrs. Max Salazar and Miss Martha Coffin.

Mrs. Bryant Williams and daughter Miss Margaret, who was here from the University of New Mexico, are spending the week in Portales visiting Mrs. Williams' sister, Mrs. Harve Walton. They were joined there by Miss Alice Ruth Williams of Gallup.

Mr. and Mrs. T. J. Terry, Mr. and Mrs. George Berry and baby and Joe McKenney left Thursday for Yuma, Arizona, where they will make their home. Their home and farm which is the Will Watson farm has been leased to Arthur and Gene Kinder.

Mrs. Robert Parks has been in Carlsbad for several days with her mother, Mrs. Hodges, who has been in the St. Francis hospital, but returned with her mother to her ranch home here Monday afternoon. Her mother's health is pronounced as being very serious.

A birthday dinner honoring the birthday of Newt Teel, Mrs. Calvin Buckner, Claborn Buckner and J. V. Reed was given at the home of Mrs. Reed Monday noon. A large white birthday cake, baked by Mrs. Newt Teel centered the table. About thirty-five friends and relatives of the guests enjoyed the affair.

A new map showing elevations in southeastern New Mexico has recently been issued by the U. S. Geological Survey, Department of the Interior. This map covers an area of 20,000 square miles, most of which lies east of the Pecos river and south of the Belen cutoff of the Santa Fe Railway, that passes through Clovis and Fort Sumner. Its scale is three miles to the inch.

A leveling program organized by Walter B. Lang, of the geological survey, was carried out a few years ago in cooperation with the Leveling Association of New Mexico. A map previously issued showing the locations and elevations of points determined in the earlier part of this program is out of print. The new map includes all the leveling data thus obtained, together with available data of the United States Coast and Geodetic Survey and elevations subsequently obtained by the geological survey. The locations of the triangulation stations are shown.

A new base map is therefore now available for an area that is being actively developed for its oil and potash resources, and where the successful completion of drilling projects requires close coordination and correlation of well sections. The map also shows many reference points whose positions have been accurately determined. Secondary drainage, roads, trails, and topographic features and their names have been added from reconnaissance field examinations by Mr. Lang. All the main highways in this area are also shown.

This part of New Mexico possesses great mineral wealth. It produces more petroleum than all the other Rocky Mountain states combined. It contains one of the largest gas reserves in the United States; gas from Jal is now piped over 400 miles to Cananea, Mexico. It has also the largest producing potash mines in the western hemisphere.

Health Column

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

Community Resolution

Effective resolution by a whole community is something hard to achieve. It needs at the same time the cohesive quality of tolerance, and a spirit of high endeavor. Here are two virtues that are not often combined. It is a short step from zeal to zealot and the people who care most sincerely for reform are often those who can believe only in their own particular brand of reformation.

Oliver Cromwell once cried to his earnest Roundheads: "I beseech you to believe that you may sometimes be mistaken!" That is the scientific approach to truth. But scientific method in a community is but sounding brass or tinkling cymbal unless it be subordinated to the motive which Paul describes in the thirteenth chapter of his first letter to the Corinthians with a word that is translated "charity" in the King James version and has been rendered "love" in the revised version. Neither word, as the words are commonly used today, expresses the sense of the Greek. Perhaps "goodwill" would be a more accurate translation.

Supposing that a community, inspired by the ideal of health for all its members, rich and poor, worthy and less worthy, were to determine on January 1st to work conscientiously and open mindedly to that end throughout the year; supposing that they appointed a health committee to advise the district health officer of their needs and to consult him regarding the best way of meeting them; supposing they combined determination with tact, persuasion with persistence, sentiment with sacrifice—what might they not achieve by January of 1938?

MARRIAGE LICENSES ACTIVE

Three marriage licenses late Thursday, two Friday and one early Saturday were issued at the office of Rude Wilcox, county clerk, at Carlsbad.

Those issued Thursday were to Chester Jones of Loving and Marie Hubbard of Strong City, Oklahoma; Ed Kaker and Ann Brodie, both of Carlsbad, and Felix Methola and Lydia Gracia, both of Carlsbad.

Edward Mabry of Cameron, Texas, and Ruth Caddeso of Roswell, and R. S. Coeke and Eleanor M. Martin, both of El Paso, were issued licenses Friday, and L. H. Shelton and Lorrain Kukuk, both of Wink, Texas, received licenses Saturday.

Advocate Want Ads Get Results!

Sore Bleeding Gums

Only one bottle LETO'S PYORRHEA REMEDY is needed to convince anyone. No matter how bad your case, get a bottle, use as directed, and if you are not satisfied druggists will return your money. MANN DRUG STORE

Forest Service Develops Tricks Fighting Fire

ALBUQUERQUE—Dropping a crate of eggs from an airplane and getting them safely to the ground is one of the new "tricks of the trade" developed by the forest service in experimental work on control of forest fires, it is disclosed by C. W. McKenzie, fire control officer for the southwestern region.

A parachute made from burlap sacks delivered eggs and other supplies in recent trials. Difficulty was encountered in dropping water, due to its greater weight, but foresters have had encouraging results, according to McKenzie. Water is as precious as gold, he pointed out, to fire-fighters who have been working in super-heated air or have sweated themselves into deep thirst through heavy labor, and are isolated from ordinary water sources.

Although fire season normally includes only the summer months, federal foresters work the year around in their unceasing fight against the fire evil. Fire control procedure is constantly being checked over for perfection and improvements are made as fast as experience and scientific research prove the value.

SEED SCARIFIERS BETTER WITH MIXER HORIZONTAL

When farm-type concrete mixers are used to scarify hard-shell seed, such as sweetclover, crotalaria, and lespedeza, to improve germination, best results are obtained if they are operated with the axis of rotation more nearly horizontal than is customary in mixing concrete, the United States Bureau of Agricultural Engineering advises. With the mixer in such position, seed and gravel fall a greater distance when picked up by the mixing blades and the scarifying action is more rapid than when the mixer is set at a steeper angle.

Best results probably will be obtained with the volume of gravel one to two times that of seed, and with the mixer not more than half full.

Gravel that will pass a 3/4-inch but be retained on a 1/2-inch mesh screen will give good results. The larger the gravel particles the more rapid is the scarifying, but if much larger than one-half inch they are likely to crush the seed.

QUIET HOLIDAYS

The city jail has been empty practically all of the past week which in itself tells a story; the Christmas holidays for most folks was a quiet and orderly affair. Not a single serious auto accident occurred in southeastern New Mexico to sadden the most joyous Christmas season experienced here in several years. Family dinners and family gatherings were the principal social activities of the week.

Advocate Want Ads Get Results!

Make this your *first* resolution!

To guard and increase your most valued possession—your health. That resolution kept faithfully will brighten all your pleasures, lighten all your cares.

A visit now to your physician, a dietary, a thorough examination, correction of any disorders, will bring you returns in health and happiness for many coming new years.

a Healthy New Year.

800,000 Registered In Three States For U. S. Social Security Benefits

Trio Killed In Auto Accident

Death won a four-fold victory at Carrizozo Sunday, claiming the lives of three men who sped over a highway to get medical assistance for another man. The patient also died.

The trio—John E. Brady, 32, former Lincoln county sheriff; Vidal Zamora, 25, and Joe Amalla, 25—were wiped out in a head-on collision with a heavy army truck at about the same time that Zamora's brother, Juan, 19, died of an illness.

A coroner's jury exonerated Edward Shirley, 24, driver of the truck, which was from the Mesquero Indian agency. Shirley and his two passengers, Fred Cole, 20, and Swayzer Clark, 21, escaped with minor hurts.

Sheriff A. S. McCamant, who investigated the crash, said the machines collided with tremendous force, the light coupe occupied by the three victims knocking the big truck into an embankment and then rolling and skidding 300 feet farther.

Brady, who served as sheriff from 1928 to 1932, was thrown to the pavement. Zamora and Amalla were crushed inside the coupe.

Holiday Death Toll Reaches 331

Violent deaths by the hundreds turned Christmas gaiety to sorrow last week in virtually all sections of the nation.

Traffic accidents were responsible for a huge share of at least 331 deaths on Christmas Eve and Christmas Day.

More than two score died by fire, drowning, falls, gunshot, stabbing, airplane and train accidents, and other violent means.

Auto accidents took four lives in New Mexico. W. I. Roole and Ernest Hunter died in a head-on collision on a hill near Silver City.

Andres Lopez, 16 years old, was killed when he was crushed between two cars and his hitch-hiking companion, Ramon Romero, was seriously injured.

Mabelle White, daughter of Fred White, sheriff of Quay county, died Christmas afternoon from injuries received in an auto crash the night before.

TEXAS TO PAVE 25 MILES ON HIGHWAY 83

The Texas Highway Commission has approved the paving of twenty-five miles of road on highway 83, west of Seminole, it was announced Monday. The pavement will extend east from the Texas-New Mexico state line to Seminole and is estimated to cost \$50,000.

COTILLO

--- THEATER ---

Saturday, January 2

JOHN WAYNE IN HIS MOST THRILLING WESTERN

"LONELY TRAIL"

Also a Grand Aviation Picture

"FLYING HOSTESS"

Sunday—Monday, January 3—4

ROBERT TAYLOR

GRETA GARBO

"CAMILLE"

Also News and Comedies

Continuous Show Sunday 2:30 to 11:00
Monday Shows at 7:00 and 9:00

WE ARE EXPECTING TODAY A CAR LOAD OF THE FAMOUS POMONA PUMPS

These pumps have been tested and tried in the shallow water belt and have delivered the water.

These pumps are manufactured by the largest turbine pump manufacturers in the world. GET OUR PRICES!

Artesia Alfalfa Growers Assn.

PUBLIC SALE!

WED. JANUARY 6, 1937

At my farm one and one-half miles east and three-quarters of a mile south of Artesia

SALE STARTS PROMPTLY AT 10:00 A. M.

- | | |
|---|---|
| <p>LIVESTOCK</p> <ul style="list-style-type: none"> 2 mules, 11 years old 2 horses, 11 years old 1 brown mare, smooth mouth 1 bay horse, 6 years old 1 bay horse, 2 years old 1 colt, 6 months old 1 Jersey cow | <ul style="list-style-type: none"> 2 orchard discs 1 fertilizer distributor 1 International two-row cultivator 3 sets harness 1 John Deere 14-inch walking plow 1 five-section harrow 1 Rock Island double disc plow 1 Rock Island two-way plow 1 American cream separator 1 McCormick separator 1 alfalfa renovator 1 ten-gallon barrel churn 1 ten-gallon milk can 1 five-gallon cream can 1 New Mystery washer 1 honey extractor and supplies 360 apple boxes |
|---|---|

MANY OTHER ARTICLES TOO NUMEROUS TO MENTION

Lunch Will Be Served By Methodist Ladies

TERMS—CASH

MRS. J. H. HOLOMON, Owner

Col. Tom McKinstry Hollis G. Watson
Auctioneer Clerk

Special Notice!

On account of the fact that this is inventory time and to the fact that we are preparing to move to our new location in the Jackson building on Second street, south of the Joyce Fruit store, we are making

ATTRACTIVE PRICES ON ALL USED CARS

SEARS MOTOR CO.
West of Artesia Hotel

Classified

FOR SALE

FOR SALE: Mules, mares, and horses, hogs, milch cows, heavy work horses, guaranteed to work. They have to satisfy—See Parker at the Cottonwood Store. 51-6tp-3

FOR SALE: Two 12½-inch bits; two 15½-inch bits; two 18-inch bits. See Frank Tigner, Phone 271. 51-3tc-53

FOR SALE: Studebaker six sedan, good running order, good rubber. A. C. Crozier. 52-4tc-2

FOR SALE: Corn in shock. Inquire at Gilbert and Collins office. 53-1tc

FOR RENT

FOR RENT: Two unfurnished apartments. J. S. Ward. 52-ft

Political Announcements

For Justice of the Peace—Precinct 6:

T. J. STAGNER
W. H. BALLARD
W. E. RAGSDALE

WE THANK YOU

The following have renewed their subscription to The Advocate the past week:

J. L. Taylor W. W. Hardin
Vernon George C. Julefs
E. P. Mann A. C. Douglas
Tom J. Terry Fletcher Owen
Mrs. Bob Wardlaw, Jr.

NOTICE!

Please do not send money in an envelope for subscriptions—it is liable to be lost—send a money order or check.

GIRL HURT

The small daughter of Mr. and Mrs. Yasabell Perez was painfully but not seriously injured when she fell from a moving auto here Friday. The accident occurred when a door flew open and the little girl fell to the pavement, bruising and cutting her face.

Miss Abbie Durand will return to Lubbock, Texas, Sunday to resume her studies at Draughon's Business College after a holiday vacation spent with her parents, Mr. and Mrs. Roger Durand.

A Royal Dessert for Favored Guests

By Jane Rogers



PERHAPS you are planning a company dinner which you are especially anxious should make a favorable impression on your guests. If you are, doesn't the very appearance of this Royal Spears Ice Box Cake convince you that it should be your choice for the dessert? The basis of this truly royal dish is canned Hawaiian pineapple, sliced in spear-like shapes, and I can assure you that no native Hawaiian ever made better use of the fruit which grows so abundantly on the Islands.

Royal Spears Ice Box Cake
No. 2 can pine- apple spears
1½ tablespoons gel- atine
¾ cup pineapple syrup
4 eggs
¼ teaspoon salt
¾ cup granulated sugar
Drain pineapple and dry with ab-

sorbent paper or a fresh tea towel. Soak gelatine in ¼ cup pineapple syrup. Separate egg yolks and whites. Beat egg yolks slightly, beat in salt and granulated sugar. Add ½ cup pineapple syrup and grated rind and juice of lemon. Cook in the top of a double boiler over boiling water until mixture forms a heavy coating on a metal spoon. Remove from heat, add soaked gelatine and stir until dissolved. Beat egg whites until peak form when beater is removed. Fold in ¾ cup powdered sugar and warm custard. Line the side of a "spring-pan" cake pan with halved pineapple spears alternating with whole lady fingers. Pour in pineapple mixture. Decorate top with lady fingers and quarters and halves of spears. Place in refrigerator to set. Serve with sweetened whipped cream. This provides 8 servings. f

Locals

L. N. Barley, Hope farmer, was transacting business in Artesia Monday.

A daughter was born to Mr. and Mrs. H. L. Morgan of the Dayton community on Christmas day.

Mr. and Mrs. Pat Gormely were in Kermit, Texas, for the holidays, visiting his brother and family.

A daughter was born to Mr. and Mrs. Le Dean McCrory at the St. Mary's hospital in Roswell last Thursday.

Mrs. Jo Anderson of El Paso, Texas, is spending the holidays with her son, Wallace Anderson and family.

Mrs. Lon Merchant, who has been critically ill at her ranch home near Capitan, is reported to be slowly improving.

Misses Jeanne and Wanda Noling are spending the holidays at the home of their grandmother, Mrs. Mattie Noling at Dexter.

Lowell Hoffman of Alamogordo, former Artesia resident, was attending to business matters and visiting friends here Monday.

Mr. and Mrs. J. L. Montgomery of Wellington, Texas, drove down to spend Christmas with her father, L. M. Friend and Mrs. Friend.

Mr. and Mrs. C. R. Baldwin and family spent the Christmas holidays with his parents, Mr. and Mrs. C. Baldwin at Lamesa, Texas.

The small son of Mr. and Mrs. Irvin Coor had the misfortune to break his leg last Thursday when he jumped from a porch at the Coor home.

J. H. Bridgman of Long Beach, California, and a former resident of Hope, spent a few days here the past week attending to business matters.

Mr. and Mrs. Sam Hanlin of Sterling, Kansas, arrived Sunday for a holiday visit with their former neighbors, the Rev. and Mrs. W. B. McCrory.

The Rev. and Mrs. P. G. Woodruff left Monday for Santa Rosa to spend a few days visiting his mother, Mrs. E. C. Woodruff, and other relatives.

Mr. and Mrs. C. Kite plan to spend New Year's day in Las Cruces visiting Mr. and Mrs. Roy Wright. They also plan to witness the Sun Bowl football game in El Paso on New Year's day.

Mr. and Mrs. Guard Marvin of Oklahoma City, Oklahoma, Mr. and Mrs. Joe Noble of Clovis, Mr. and Mrs. Joe Ford Jacobson of Amarillo, Texas, Mr. and Mrs. Winston Daniel of Roswell and Billie Jacobson of Roswell, all former residents of Artesia, were here for the Christmas dance at the Artesia hotel Christmas night.

LOCALS

Mr. and Mrs. T. E. May of Lubbock, Texas, spent the Christmas holidays as guests of Miss Linna McCaw.

W. E. Ragsdale was painfully, but not seriously, hurt when he fell from a twelve-foot scaffold last Thursday. He was able to get out the first of the week.

L. R. Gordon, wife and son, Romo, from Los Angeles, California, came on a visit Christmas to his parents, Mr. and Mrs. Carl Gordon and other relatives.

Mr. and Mrs. Morrison Livingston had as their guests for Christmas dinner Mrs. Owen McClay, Mr. and Mrs. R. M. McDonald and Mr. and Mrs. John Rowland and daughter.

Mrs. P. C. Woods, mother of Mrs. Sam Williams, returned yesterday from a three months visit with another daughter, Mrs. H. J. Stromberg and family in Ardmore, Oklahoma.

Word was received here of the death of Mrs. Maggie Bugg of Fulton, Kentucky, mother of Paul Bugg and sister of Mrs. J. M. Jackson. The death of Mrs. Bugg occurred Tuesday.

Mr. and Mrs. S. S. Ward had their immediate family as guests for Christmas dinner. Miss Jack Ward, Lucile Ward, Mr. and Mrs. J. S. Ward and Edwin were the guests at this time.

Mr. and Mrs. Bud Stokes and three children from Blackwell, Oklahoma, are visiting Mrs. Stokes' parents, Mr. and Mrs. J. A. Clayton, over the holidays and will return to their home today.

F. C. Hardeman, formerly of Wichita Falls, Texas, has accepted a position of clerk at the Continental Refinery and reported for duty Monday. Mr. Hardeman expects to move his family here soon.

Ed Wilson and Miss Peggy Wilson, students at Texas Tech, Lubbock, will return to school this week after a holiday visit with their parents, Mr. and Mrs. T. F. Wilson of the Cottonwood community.

Mr. and Mrs. Lynn Buford had Miss Jeanette Parks and Ed Shockley for their guests at dinner Christmas day. They also were guests for supper along with Miss Parks' sister from Hope and Charlie Bullock.

Mr. and Mrs. Clyde Roberts are making a holiday visit with relatives at Loraine and Henderson, Texas. They were accompanied by Mr. Roberts' brother, Tom Roberts and wife, who are also making a holiday visit in Texas points.

Jim Berry, who with Mrs. Berry and daughter, Miss Dorothy, went to Pine Bluff, Arkansas, to spend Christmas with relatives, was taken seriously ill, but according to reports Tuesday is improving and is said to be out of danger.

State Supt. and Mrs. H. R. Rodgers and family of Santa Fe, spent the Christmas holidays with Mrs. Rodgers' parents, Mr. and Mrs. R. W. Box and family, and sister, Mrs. A. T. Woelk and Mr. Woelk, returning home Monday.

Word was received here of the death of Wade Gardner, who passed away in Sweetwater, Texas, Christmas eve with a heart attack. Mr. Gardner was a former resident of Artesia, having been employed by ranchers in this country.

Mr. and Mrs. O. W. Anderson and son Lee Owen left for their home in Oklahoma City, Oklahoma, Monday after a holiday visit with the parents of Mrs. Anderson, Mr. and Mrs. Jack Gribble, and her sister, Mrs. J. A. Brown and Mr. Brown.

Frank Ployhar of Valley City, North Dakota, is spending the holidays here visiting his son, Earl Ployhar and Mrs. Ployhar. Mr. Ployhar, a former newspaper publisher of that section, served in the North Dakota state senate for twenty-two years.

Mr. and Mrs. S. Bradley and their daughter, Mrs. Roy Wright and Mr. Wright and daughter Miss Juanita Wright, all of Las Cruces, who were here for the holidays, drove down to Carlsbad Sunday to spend the day with Mr. Bradley's son, H. J. Bradley and wife.

J. S. Sharp enjoyed a holiday visit from his brother-in-law, J. S. Hamilton and wife of Argonia, Kansas, who returned to their home Monday. The visitors were accompanied here by their two grandsons, Jerry Johnson of Winfield, Kansas, and William McCullough of Wichita, Kansas. Also by the twin sons of Mr. and Mrs. W. H. Walsh, Ronald and Donald Walsh, students at the Kansas Wesleyan College at Salina, Kansas. While here the visitors took occasion to go through the Carlsbad Caverns.

Conserving Base In '37 Farm Plan

Each farmer cooperating in the 1937 agricultural conservation program will have a soil-conserving base, as well as one or more soil-depleting bases, says G. R. Quisenberry, in charge of the program in New Mexico.

This soil-conserving base will be computed by subtracting the number of acres in the soil-depleting base or bases for the farm from the total number of acres of cropland on the farm. For instance, if a farm has 300 acres of cropland and 250 acres in the soil-depleting base, the soil-conserving base for that farm would be 50 acres. Last year there was no soil-conserving base, but the total number of soil-conserving crops was computed by adding the various acreages in such crops.

In figuring the soil-building allowance, \$1.00 will be allowed for each acre in the soil-conserving base. In the example given, the farmer with a soil-conserving base of 50 acres would have a credit on his soil-building allowance of \$50 for that base. In addition, he would receive a credit of \$1 an acre for each acre diverted from his base. If he diverted 15 per cent of his soil-depleting base of 250 acres, or 37½ acres, he would have a further credit of \$37.50 on his general allowance. This, of course, would be in addition to the credit on the allowance made for each acre diverted at the rate of \$3 an acre, adjusted for the productivity of the land. Other credits may be allowed in the soil-building allowance, such as \$1 an acre for land in truck crops or orchards, and an allowance of \$1.50 per animal unit for range land, based on grazing capacity.

Mr. and Mrs. J. W. Bradshaw and son Harold and granddaughter Celeste are leaving today for Gasoline, Texas, where they will spend New Year's with Mr. Bradshaw's father and remain the rest of the week.

We Buy and Sell Typewriters, Adding Machines, and All Kinds of Office Equipment—The Advocate.

Local Ginnings

Ginnings over the district were slowed down over the holiday period. Except for the few bollies the 1936 cotton crop is practically gathered. With the totals of one gin estimated, the season's ginnings this week reached 14,550 bales, a gain of 120 bales over the previous week. Last year at the corresponding period 7,635 bales had been ginned.

The ginnings are divided as follows:
Lake Arthur gin..... 329
Cottonwood gin.....3,670
Association gin, Espuella.....3,183
Artesia Farmers gin.....2,771
Association gin, Artesia.....2,489
Association gin, Atoka.....2,108

Total.....14,550
Cottonwood ginnings are estimated.

RAINFALL DEPENDS ON LAND ELEVATION

Rainfall in the southwest generally depends on elevation more than on any other single factor is shown by investigation by W. J. Cribbs, assistant ecologist for the southwestern forest and range experiment station.

Rainfall records show that Yuma at the low elevation of 191 feet receives an average yearly rainfall of only 3.47 inches, whereas Bisbee at 5,425 feet receives 19.21 inches. Phoenix at 1,108 feet receives 7.78 inches of fall, as compared with 11.49 inches at Tucson where the altitude is 2,423 feet.

That other factors may affect the rainfall of a district is shown by comparing Roosevelt with San Simon. At Roosevelt, with an elevation of 2,275 feet, the average annual rainfall is 17.15 inches; whereas at San Simon, with an elevation of 3,800 feet, the average fall is only 7.59 inches, or less than that at Phoenix.

Among other factors that influence rainfall are land relief and the general direction of the winds. For example, a rain gauge on the south slope of a mountain may not record nearly so much rainfall as one at the same elevation on the north slope. This would be particularly true if prevailing winds were from the south.

LOCALS

Mr. and Mrs. Wink Hardin of Hope were trading in Artesia yesterday.

Mr. and Mrs. D. C. Blue will spend the week-end visiting in Alamogordo.

Finn Watson from Pecos, Texas, was here for a visit with friends this past week.

Miss Catherine Filbert will return to Rock Island, Illinois, the first of the week.

J. M. Pentecost was taken to the Carlsbad hospital Tuesday for an appendectomy.

Mrs. Lula Riley of Carlsbad spent the holidays with her sister, Mrs. E. N. Bryan and family.

Mr. and Mrs. L. L. Manley and children drove to Littlefield, Texas, Saturday and returned Monday.

Mr. and Mrs. Oscar Pearson left Tuesday to visit their daughter, Mrs. Floyd Senter and family in Houston, Texas.

Mr. and Mrs. Ralph Shugart and children were in El Paso Saturday on business and visiting Mr. and Mrs. M. W. Evans.

A son was born to Mr. and Mrs. Herman Jones at the Carlsbad hospital. The new arrival has been named Barton Lee.

Mr. and Mrs. W. M. Ringo of Clovis are visiting Mr. and Mrs. J. M. Jackson and family and attending to business matters.

Miss Margaret Birnie spent Christmas in Pecos, Texas, visiting friends. Andy Anderson drove home with her Sunday morning.

Mr. and Mrs. Lawrence Carroll and two daughters spent Christmas with Mrs. Carroll's parents, Mr. and Mrs. W. J. Duncan, in Tatum.

Mr. and Mrs. Bert Maxwell returned Monday to their home in Amarillo after having spent the Christmas week as guests of Mrs.

Maxwell's sister and her husband, Mr. and Mrs. A. C. Crozier.

Mr. and Mrs. Boone Barnett, Betty and Billy Sue, Mr. and Mrs. Carrol Ansley were the dinner guests of Mr. and Mrs. E. E. Gillespie Christmas day.

Miss Natilee Filbert, who arrived Friday to spend a short holiday vacation with her mother, Mrs. G. C. Kinder and Mr. Kinder, returned to El Paso, Texas, Saturday.

Mrs. Le Dean McCrory and baby daughter, Sandra Alene, returned yesterday from the hospital in Roswell and will be at the home of her parents, Mr. and Mrs. W. E. Kerr.

Mrs. Pat Riley of Sacramento, who underwent an appendectomy at a Carlsbad hospital last week, was able to be brought to the home of her mother, Mrs. Vena Newman, yesterday.

Mrs. T. H. McCombs and daughter Elizabeth of Veneta, Pennsylvania, are the guests at Mrs. McCombs' daughter's home, Mrs. A. G. Glasser. Mrs. McCombs and daughter arrived before the Christmas holidays and plan to stay here the rest of the winter.

Dr. C. L. Womack moved his office to Carlsbad Tuesday. Mrs. Womack and family will remain here until Dr. Womack is able to secure living quarters in his new location. Dr. E. A. Metzger, successor to Dr. Womack, has established temporary residence at the Artesia hotel.

Mrs. Lee Paddock of El Paso, who has been visiting with her mother, Mrs. Sally Attebery, her brother, J. R. Attebery and family and her sister, Mrs. Lloyd Simon, returned to her home yesterday accompanied by her niece, Margaret Attebery.

Van S. Welch, Miss Phoebe Welch, Mr. and Mrs. Wendel Welch, Mr. and Mrs. Van P. Welch and Don and Bobby Nickelson of New York City, who are visiting their uncle, Van S. Welch, will spend New Year's day in El Paso, attending the football game and Sun Carnival.

'I'm No Centipede' Said the Man With the Bundle

ON A SHOPPING street, the other day, one of our reporters overheard a horny-handed son of toil talking to a friend. Under the man's arm was a good-sized package. A philosopher could not have driven home more convincingly the points he made:

"I'm no centipede," said he, "but I know that on a healthy man of my middle age even two feet are still going to need a lot of footwear. See this bundle? There are three pairs of brand-new brogans in it. No, I can't wear 'em all at once . . . but there's nothing to stop a fellow from using a bit of horse sense. I've got eyes and I keep 'em open . . . I know a bargain when I see it . . . And just because I watch the ads for such things, I figure that I've made a shrewd investment by buying three pairs of shoes for what I'd ordinarily pay for two."

Well put, Mr. Farsight! Where is the man, woman or youngster who isn't likely to need shoes—and clothes and other things—next year as well as today? For the best values, watch the advertisements in this newspaper. Through them buy for the present—and profit; buy for the future—and profit doubly.

WHO WILL BE THE NEW YEAR BABY - - - THE FIRST BRIDE AND GROOM OF 1937 IN THE ARTESIA TRADE AREA?

We have supplied many families of this trade area with groceries and meats and are ready to start supplying the First Bride and Groom of 1937 by giving them

\$1.00 Worth of Groceries Free

JOYCE PRUIT CO.

Parents of the Second Baby Born In 1937

will get free service for your auto, including a crankcase filled with Germ Processed Oil and a Conoco Check Chart Lubrication Job FREE at any Continental Service Station in this trade area.

Continental Oil Co.

E. N. BIGLER, Agent

Free Shampoo and Set

To First Anglo Mother of 1937

We style your hair to fit your personality

VOGUE BEAUTY SHOP

Phone 100

FREE!

A Quart Can of High-Grade Oil to the 1937 Bride and Groom and a Can of Rubber Patch to the Second Baby.

PIOR RUBBER COMPANY

B. F. PIOR, Prop.

Feed, Flour, Seeds, Coal

THAT'S US!

24 pound sack of Wolf's Premium Flour Free to the parents of the first 1937 baby.

E. B. BULLOCK

CONGRATULATIONS

Bride and Groom of 1937
smooth.

HAPPY NEW YEAR



RULES OF THE CONTEST - -

- 1 For the first and second babies born in the Artesia trade area and the first bride and groom in the same area, in 1937, twenty-three attractive prizes are listed on this page, eight to the first baby, four to the second baby, and eleven to the first bride and groom. Artesia trade area is defined as the Artesia, Cottonwood, Dayton, Hope, Lakewood, Oil Field, Lower Penasco, and Lake Arthur communities. Parents of the first and second babies and the first bride and groom must be residents of this area.
- 2 Baby's birth must be confirmed by attending physician, showing minute, hour and day of birth. Any baby born after midnight of December 31, 1936, is eligible to compete, but birth certificate must be mailed or brought to The Advocate office as soon as birth has occurred, either by attending physician or by the parents.
- 3 Winners will be announced in our first available issue after birth and marriage has occurred. Winners of all events must notify this office, either in person or by letter.
- 4 First bride and groom must be of the Anglo-Saxon race. They must be married by a resident of this trade area, duly authorized to perform a wedding ceremony and the couple will present proper credentials before the prizes are awarded.
- 5 Merchants will not award prizes until authorized to do so by the contest editor of The Artesia Advocate.

36" Fancy Woven
FLANNEL
An Unbeatable Value!

12c yard

Buy Wizard Brand Outing Flannel for warm winter night wear. Light or dark colors.

HONOR MUSLIN
Bleached or Unbleached

12c yard

Bleached, 36 inches wide; Unbleached, 39 inches wide. Extra good quality, very long wearing.

Amazing at the Price!
BATH TOWELS

Big Ones!
10c

You'll get a lot of towel, and a lot of wear for your money in these towels. Save now!

HALF DOZEN FAMOUS "NURSERY" BRAND DIAPERS TO THE FIRST BABY BORN IN 1937

J. C. PENNEY CO. Inc.

A Free Cleanup for the First Papa of 1937
If He Survives!

SANITARY BARBERS

We Will Give \$1.00 in Cash or a \$1.00 Savings

Account to the Second Baby

Born in 1937

SAFETY—COURTESY—SERVICE

First National Bank

NEW YEAR'S BABIES

May be outfitted completely from our large stock of Infant's Wear. We have what dad and mother and the rest of the family need in Ready-To-Wear and Dry Goods, too.

To the First Baby Born in 1937 We Will Present
An Attractive Baby Blanket

Peoples Mercantile Co.

"Where Price and Quality Meet"

One Year's Subscription to the Bride and Groom

Artesia Advocate

\$1.00 IN CASH

To Parents of the Second Baby Born in 1937

Artesia Chamber of Commerce

We Will Give \$1.00 In Trade

To the First 1937 Bride and Groom

★ **STAR GROCERY** ★

Phone 48

The Home-Owned Store

A Free Shampoo and Wave Set

For the First Bride of 1937

Artesia Beauty Service

"For Ladies Who Care"

Phone 322

\$1.50 In Any Laundry Service

Free to the Parents of the First 1937 Baby

A laundry service to fit every home

Artesia Laundry & Cleaners

Phone 11

We Will Present the First 1937 Baby
A Nice Baby Basket Free

We have a fine line of Baby Furniture and want you to see it.

McClay Furniture Store

Phone 2 "Everything For The Home" Phone 2

\$1.00 IN TRADE

Either in merchandise or repair work to the parents of the first 1937 baby.

Dr. Loucks Garage

Fone 65

WE WILL PRESENT

The First 1937 Bride and Groom with
A 2½ Pound Fruit Cake Free

ROSS BAKING COMPANY

Bakers of the Famous Betsy Ann Bread



If the New Arrival is a Girl, We Will

Give a Locket and Chain;

If a Boy, a Ring

See our complete line of gifts for babies, one day to seventy years old. Also complete watch, clock and jewelry repair service.

ffer a Johnson and Johnson
Baby Gift Box to the First

1937 Baby

LANN DRUG CO.

START THE NEW YEAR OFF

With a good used car—We have a car to fit your individual need. Here are a few:

1932 V-8 Ford Sedan.....	\$150	1929 Chevrolet Coupe.....	\$75
1932 Model B Tudor Sedan.....	\$235	1930 Chevrolet Coupe.....	\$110

ARTESIA AUTO CO.

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

In The WEEK'S NEWS



Willis H. Carrier, past president of the American Society of Heating and Ventilating Engineers, and noted thermal engineer of Newark, N. J. His discovery of the scientific laws of air conditioning 25 years ago has been recognized by membership in the Japanese Association of Refrigeration and by receipt of congratulatory messages from noted American scientists and business men.



PASADENA SELECTS QUEEN OF ROSE TOURNAMENT—Miss Nancy Bumpus, selected to rule over the Tournament of Roses at Pasadena on New Year's Day.



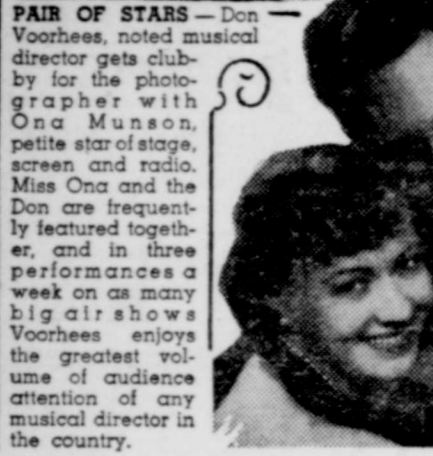
PAIR OF STARS—Don Voorhees, noted musical director gets clubby for the photographer with Ona Munson, petite star of stage, screen and radio. Miss Ona and the Don are frequently lectured together, and in three performances a week on as many big air shows. Voorhees enjoys the greatest volume of audience attention of any musical director in the country.



ORLANDO, FLA.—Pretty and young, you couldn't expect these misses to lie idle in Florida's sun. They rigged up a backboard and hoop and started a basketball game on the sands.



PICKS ALL-AMERICA. Grantland Rice, famous sports writer, who chooses the annual All-America teams, which were inaugurated in Collier's years ago by Walter Camp. He's assisted by a nation-wide board of judges.



SOCIAL SECURITY'S SMALLEST APPLICANT—What may be the country's tiniest applicant to the advantages of Social Security showed up to sign his application at the Federal Building in the minute personage of Vance Swift, 20 year old midget, who is 30 inches tall and weighs 32 pounds.

Traffic Death Rate High In '36

CHICAGO—The National Safety Council said yesterday 1936 will mark an all-time high for automobile traffic deaths in the United States.

By midnight New Year's eve, the council reported, the toll will reach 37,450 or 450 more than last year.

Five per cent increase in traffic deaths last month as compared with November, 1935, said W. H. Cameron, managing director, destroyed all hope of avoiding an increase over the 1935 slaughter.

The eleven-month total for 1936 was 33,790. Last year it was 33,340. November was the seventh consecutive month in which fatalities exceeded those of corresponding months last year.

Cameron said the only comfort offered by the statistics lay in the fact that the accident death rate as based on gasoline consumption was lower than last year.

PRORATION MEETING

A proration meeting for the Hobbs oil operators will be held here on January 12th, it was announced. Members of the State Oil Conservation Commission are expected to meet with the operators on that date.

Pioneer Woman—

(Continued from page one) Sunday afternoon with the Rev. E. L. Askins, pastor of the Church of the Nazarene, officiating, assisted by the Rev. P. B. Wallace of Hagerman. The Rev. John Rice, Methodist pastor, was unable to have a part in the services owing to illness. Burial was made in the Woodbine cemetery.

Surviving Mrs. Rigdon are two daughters, Mrs. E. F. Taylor of Richfield, Washington, and Mrs. Sylvia Eaton of Red Oak, Iowa, neither of whom could be here for the funeral services. Also by thirteen grandchildren, including Mrs. Mary Jane Wilde of Artesia and Fletcher Owen of Artesia, and thirteen great grandchildren.

Wildcat Well—

(Continued from first page) first period of January. This is in excess of the estimate made by the U. S. Bureau of Mines and several thousand barrels in excess of the latter part of December allowable.

- Wildcats**
The following drilling report may be of general interest:
- Lea county—Carlock et al., Quincy Ricker No. 1, SE sec. 7-16-36, drilling below 4593 feet.
 - Jno. Baldrige, Blakney No. 1, sec. 5-20-29, no report.
 - Getty Oil Co., Etz No. 1, sec. 12-21-32, drilling below 612 feet.
 - Magnolia Petroleum Co., State 1-G, NE sec. 24-17-34, drilling below 3805 feet.
 - Maxwell et al., Lane No. 1, NW sec. 7-10-36, drilling below 4146 feet.
 - Brown and Reynolds, Parcell No. 1, sec. 8-21-38, drilling by tools at 3161 feet.
 - Rushwald, et al., Carter No. 1, NE sec. 30-20-37, drilling below 3610 feet.
 - Eddy county—Harper, et al., Van Wallen No. 1, NE corner sec. 34-18-36, reaming to shut off water at about 425 feet.
 - Murchison et al., State 1-A, SW sec. 16-17-31, drilling below 3150 feet.
 - H. Watson, trustee, Berry No. 1, NW sec. 23-17-27, no report.
 - Roosevelt county—Clovis Development Co., Smith No. 1, SE sec. 17-2n-30e, drilling below 1280 feet.
 - Franklin and F. W. & Y., Catts No. 1, sec. 28-3n-30e, drilling below 3880 feet.
 - Maxwell et al., Williamson No. 1, NW sec. 7-8n-36e, drilling below 3955 feet.

New Officers—

(Continued from first page) representative in the county commissioner's office. Mr. Funk, who has already arranged to make his bond, will be ready to take off at the first commissioner's meet. L. B. James of Malaga will start his second term as commissioner from district 3.

1937 AAA Program To Be Announced

According to W. A. Wunsch of New Mexico State College, who has just returned from Washington, it is expected that work in connection with signing farmers under the new agricultural program will be started by January 1 in New Mexico. Mr. Wunsch has spent the last three weeks in conference with representatives from other states in formulating plans for the 1937 agricultural conservation program.

It has been announced that there will be special allowance for fruit and vegetable crops at rates in addition to general crop rates, these payments to be earned through soil building practices performed on fruit and vegetable lands in 1937.

There will be an allowance set up for those farms having a large acreage of soil conserving crops under which these farms may earn the farm allowance without diverting but by performing certain soil building practices. Also, the small farm which is already in balance will have an opportunity to earn soil building payments, each farm, having the opportunity of earning at least \$20.00.

The payment for the diversion of cotton will be made at the rate of 5c a pound; however, the producer will be required to match the diverted acres with a soil conserving crop for which he will not receive any additional payment. The payments for the diversion of general crops will be based on a definite rate per acre with an additional rate, provided the diverted acres are planted in soil conserving crops. The producer will receive the diversion payment if he diverts his land even though he may not earn his soil building payment.

The state A. C. P. committee met at State College yesterday to approve plans which were formulated in Washington and the details of the 1937 program for New Mexico will be made available to the county committees as soon as the practices approved by the state committee can be submitted to the Washington office.

Gov. Sends New Year's Greetings

Extending New Year's greetings to New Mexico today, Governor Clyde Tingley said he had high hopes that 1937 will be the brightest year in history.

"We have definitely rounded the corner and we can look to the future with hope and courage," the governor said.

"The year 1936 has been one of progress and accomplishments. It has seen the biggest building boom in years. The year has set a record for tourist trade. Business men generally have enjoyed greater prosperity than in many years. There has been greater development of our resources. More people are at work.

"More has been done this year for the general welfare of the people, such as services offered under the social security law, the public health service, our educational services.

"The wage earner's income tax is no longer a burden. There has been consistent progress in government operations are that continue in 1937.

"The state administration concerned with continuing progress made during 1936, determined to go forward rather than rest upon the laurels thus far made.

"With a return of confidence among our people, and with the continuance of the support operation given this administration in 1936, I am confident other year we can look for even greater progress and accomplishments.

Arrangements have been made to broadcast the inaugural address of Governor Clyde Tingley on Friday over KOB, it was announced today.

The governor will take the oath of office at 12:00 noon. A nineteen-gun salute will be fired on the lawn of the capitol, followed by the governor's address.

KERR'S FATHER DIES

Word has been received here of the death of W. N. Kerr, father of Supt. W. E. Kerr, at his home in Louisburg, Kansas. Mr. Kerr died on the 25th after he suffered a stroke of paralysis on the 23rd. Supt. Kerr was at the bedside of his father when the end came.

STATE TO GET 275 CCC ENROLLMENTS

ALBUQUERQUE — Announcement was made last Thursday that New Mexico's quota of the 50,742 new CCC enrollees to be signed up in the first twenty days of next month is 275. They will replace men who have dropped out or been discharged.

Why We Don't Often Print Poetry

Why a country newspaper editor's life is seldom a long or happy one, will be understood from the following sketch which appeared in the Railway Carmen's Journal. Incidentally, it may explain why we don't often print poetry. One of them was sitting in his office one day when a man entered whose brow was clouded with thunder.

"Are you the editor?" he asked. "Yes." "Can you read and write?" "Of course." "Read that, then," he said, thrusting at the editor an envelope with an inscription on it. "B - - -" began the editor, trying to spell it out.

"That's not a B, it's an S," snapped the man. "Well, it looks like 'Salt for Dinners,' or 'Soul for Sinners.'" "No, sir," replied the man. "It's my name—Samuel Brunners. I knew you couldn't read. I called to see you about that poem of mine you printed the other day, entitled 'The Surcease of Sorrow.'" "I don't remember it," said the editor.

"Of course you don't, because it went into your paper under the villainous title of 'Smearcase Tomorrow.'" "A blunder of the compositor, I suspect."

"Yes, sir; and that's what I am here to see you about. The way in which my poem was mutilated was simply scandalous. I haven't slept a night since. It exposes me to derision. People thinking me a fool. (The editor coughed). Let me show you. The first line, when I wrote it, read this way:

"Lying by a weeping willow, underneath a gentle slope. This is beautiful and poetic. Now, how did your vile sheet represent it to the public? 'Lying to a weeping widow, I induced her to clope.' "Weeping widow, mind you. A widow; Oh, thunder and lightning! This is too much!"

"It's hard, very hard, sir," said the editor, his voice trembling with emotion.

"Then take the fifth verse. In the original manuscript it said plain as day: 'Take away the jingling money, it is only glittering dross.' In its printed form you make me say: 'Take away the tinkling honey; put some flies in for the boss.' By George! I feel like attacking somebody with your fire shovel. But oh, look at the sixth verse I wrote: 'I'm weary of the tossing ocean as it heaves.' "When I opened up your paper and saw the lines transformed into 'I'm wearing out my trousers till they are open at the knees,' I thought that was taking it an inch too far. I fancy that I have a right to murder that compositor. Where is he?"

"He is out just now," said the editor. "Can you come in tomorrow?"

"I will," said the poetically inclined individual, "and I will come armed."—Exchange.

Eddy County May Become First-Class County In 1937

Eddy county may be a first-class county in 1937, R. H. Westaway, assessor, believes. At least prospects are good that the 1937 property valuations will reach the \$15,000,000 mark, which will entitle the county to a first-class rate, in terms of property tax renditions. The 1936 valuations jumped approximately \$2,000,000 to a total of \$14,000,000 in 1936. If and when the county becomes first-class, salaries of county officers will be raised \$800.00 per year and deputies stipends will be increased \$600.00.

District Attorney Wants Assistant Milton R. Smith of Carlsbad, state representative, is understood to favor an assistant for District Attorney George Reese, Jr., and a field agent in the district for the district attorney. Smith said he would take the matter of asking for additional legislative appropriations up with the representatives of Chaves and Lea counties. If they favor aid for the district attorney, Smith will back the move 100 per cent when the next legislature meets. Reese stated the services of a field agent to serve as investigator for the three counties is badly needed.

Brisbane Dies

NEW YORK — Tribute came from all parts of the nation Saturday for Arthur Brisbane, editor and columnist, whose death at 72 took from American journalism one of its best known figures.

The noted writer, in failing health for several months, died in his sleep in his apartment Christmas day as newspaper presses rolled out his last column—a Christmas message he had dictated only a few hours before.

Brisbane suffered a heart attack Thursday afternoon, but insisted on dictating the column. He slept that night under an oxygen tent, but succumbed about 5:30 a. m.

Brisbane began his amazingly successful career fifty-three years ago as a "cub" reporter on the New York Sun. He became America's highest paid newspaper writer drawing an annual salary of \$260,000.

editor. "Can you come in tomorrow?" "I will," said the poetically inclined individual, "and I will come armed."—Exchange.

JOYCE FRUIT STORES
West of the Pecos River

JUST KIDS—A Ten Year Old Uncle.

By Ad Carter



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