ARTESIA, NEW MEXICO, THURSDAY, JANUARY $27,1938$.
NUMBER 4
VOLUME THIRTY-FIVE


Thirty-five Miles New Road Likely On Highway No. 83



Officers Prepare To Enforce New Traffic Rules




## 



## 

For genuine economy and efficiency the M-M TWO-WAY (Tumble-bug) Plow with SLAT BOTTOMS leads the parade. Built especially for the Pecos Valley.

Pecos Valley Implement Co.
Phone 235
In the Joyce Pruit Building


15 Years Ago
$\qquad$





FIRST
Corner Gaptist and Roselawn

semay


What You Have Been Waiting For

Presiding Elder Jones of Roo-
well spent Tueday and
day with the Methodist folks.


Drastic Price Reductions
Bonded Liquors
Other distillers expected to follow price reductions.

THE SMOKE HOUSE
Phone 97



before you paint


Kemp Lumber Co.

| "Home Builing Service" |
| :---: |
| Phone 1s |
| Lowe Brothers |


H. A. STROUP, M. D.
PHYSICIAN AND SURGEON PHYSiCIAN AND SURGEON
X-RAY LABORATORY
Office at $\begin{gathered}\text { Office at } \\ \text { office } 67 \text {-PHONES-Res. } 217\end{gathered}$
E. A. METZGER, M. D.

## MEDICINE and SURGERY

 Office Phone 300Residence Phone 301 Residence Phone 301
Offices in Womack Building

Hemphill \& Maxwell C.H. Hemphill Dr.R.T. Maxw
Physicians \& Surgeons Physicians \& Surgeons
Hours 8:00 to 12:00 $1: 00$ to 5:0

DR. J. J. CLARKE, JR. DR. L. R. CLARKE DENTISTS
Office Clarke Building Phone 81 TYPEWRITERS
New, second-hand and factory rebuilts in portables and standards.
See us before you buy-Artesia

## R.m. henson



QUICK WAY LINES Motor
Transportation Transportation Anywhere, Anytime Bonded and Insured


## SOCiETY

BRIDE-TO-BE HONORED $\underset{\text { WITH PARTIES }}{\text { S }}$ $\pm$

## FOUNDERS' DAY PROGRAM FOR P. Two distinguished guests

 Two distinguished guests were $\begin{gathered}\text { The Methodists of the Pe Pe } \\ \text { present Friday for the Founders' }\end{gathered}$ valley will meet at the First M ion included; Reed Brainard, H. L.Muncy, Roger Durand, Fred Sa-
voie, V. . . Gates, G. R. Brainard,
B. Green, Emil Bach, Chas. Mar-
tin, R. L. Paris, Ed West, J. W.
Colling, Tom Terry, A. D. Lowery,
S. A. Lanning, J. Bryan Runyan,
Basil Bobo.

OFFICES MOVED
The WPA sewing room, the
WPA office and the unemploy-
ment offie has ben moved to the
second story of the Clarke build
 and work, today. Burnett circle
The Charlotte
will meet at the Baptist church for
a Bible study. All members are will meet at the Baptist church for
a Bibe study. All members are
requested to bring their Bibles. Cime of meeting, $2: 30$ p. m.
The Young Matron's Missionary
ociety of the Methodist church
 Service

## Mrs. Dave Bunting

Has purchased their shop. And the same
operators will continoperators will contin-
ue to give Artesians their services.
THE SHOP WILL REMAIN IN THE same location.
$\underset{\substack{\text { MRS. MILDRED } \\ \text { MURPHY }}}{\bullet}$
agnes martin
walk into spring



"Big Jo is selling Monarch Paint."



Exect. tor with ischa it it al



Beware Coughs from common colds
That Hang On

Big Jo Lumber Co

$\qquad$5
$\qquad$

## Basket

 Ball * ARTESIA vs. HAGERMAN CENTRAL GYM TUESDAY FEBRUARY 1Two Games-First Game starts at 7:00 p. m.

Let's keep Artesia in the winning column. The teams need your support.

Admission 15c-25c


Come to the Birthday Celebration for the President on January 31st. It will be an evening of gaiety, entertainment and fun that you'll never forget. And no evening will ever be more pleasant and more worthwhile, for the entire proceeds of this great nation-wide party will be used to fight infantile paralysis.
Come enjoy yourselves and help give joy to others. Join the President in the new national Foundation for Infantile Paralysis.
When epidemics occur, as they did this year in Chicago and other cities, they must be stamped out. The need for preparation, scientific research, education and helpfulness to the front line attack-the doctors, nurses, and hospitals everywhere-in your own community-is tremendous and it can only be met by the great resources of a national Foundation.
Won't you do your bit in this great nation-wide fight?
Come to the Celebration of the President's Birthday Ball

CLIP THIS "DO YOUR BIT" COUPON


President,s Birthday Ball
Central School Monday January 31st. $\$ 1.00$ per Couple

TO FIGHT INFANTILE PARALYSIS

January 31, 1938
for a great cause

## This "BIG DRIVE" Made Possible by the Following Business Men

```
Continental Oil Co., Refinery
Drs. L. R. and John J. Clarke, Jr.
E. O. Feldmeyer, Business Men's Assurance Co
Sanitary Barbers
Stowe Hardware \& Supply Co., K. C. Mo., R. H. Cheney Stowe Hardware \&
L. P. Evans Shop
Sy's Cafes
City Market
Sears Motor Co.
Foster-Brown Sales and Service, Norge
Ross Baking Co.
E. Stone, Optometris
J. C. Penney Co.
Jno. A. Mathis, Dist. Mgr. Western American Life Ins. Co.
Chamber of Commerce
Askren \& Watson
National Theatre Supply Co., Denver, Joe Stone
National Theatre
Hardwick Hotel
```

Rodden Studio, L. B. Van Antwerp
A Friend A Friend
Roselawn Barber Shop
Oasis Cafe
Nobby Cleaners
American Legion, Clarence Kepple Post No. 41
Clayton \& Clayton, General Builders
Pecos Valley Coca Cola Bottli
Artesia Creamery and Dairy
Artesia Creamery and Dairy
M. C. Livingston, Mobiloil and Mobilgas
Safeway Stores
Square Deal Cafe, R. S. Carter
Sanitary Grocery and Market
Russell Auto Supply Co.
H. A. Denton, Real Estate

Malco Refineries, Inc.
New Mexico Glycerin Co
F.W. \& Y. Oil Co
E. T. Archer, Consulting Engineers

Iverson Tool Co.
H. R. Stroup, Wintroath Pumps
R. G. Knoedler, Standard Oils
J. L. Truett

Murchison \& Closuit, Inc. Pecos Diamond Refining Co International Supply Co. J. S. Ward

Richards Electric Shop
Artesia Laundry and Cleaners
Frank's Market
Hemphill-Maxwell, Drs.
Bryan Printing Co.
Bishops Service Station, National Tires
L. O. Robson Helpy Selfy Laundry, Phone 210

Peoples Mercantile Co.
Star Grocery
Universal Refineries, Inc.


## SOOT • Yourself! <br> 

## Payne

Pecos Valley Gas Co. helping build new mexico


| 4-H Clubbers |
| :---: |
| Have Pin Day |

SEven rivers child | DIES of DiPHTHERIA |
| :---: | Kenneth Galloway, three-year-

old son of Mr. and Mrs. J. M. Gal-


## Your own are best!

Artificial dentures can be surprisingly comfortable and efficient,
but your own teeth, if kept sound and free from infection, are the best.
 condition.
 PALACE DRUG STORE, Artesia, N. M., Phone 1

## Disabled ex-service men and the $\begin{gathered}\text { ministering veterans hospitals } \\ \text { Albuquerque and Fort Bayard }\end{gathered}$

Disabled ex-service men and the
dependents of deceased ex-service
men constituted ceased ex-service $83,688,237$ pay- A. Threlkeld, Roswell at
coll in New Mexico during the last
 More than $\$ 300,000$ a month was
received by 3,335 living veterans and the dependents of 893 who
have died.
The roll includes 175 Texas A. Hornaday of San Antonio,
 have died.
Chapman said the annual report
Chapman said the annual report
of the administrator of veterans'
affairs for the year ended June
Ans. daughter was born
Mo Mr. and
FAMILY LIFE IS BUILT


Modern homes with modern furnishings are a sound investment in more than one way. Modernization not only adds to the home comforts and appearance, but the happiness of those who occupy it. Strengthen family ties with modern furniture-make your living room, bed room and dining room furniture as modern as your automobile.

We can supply complete home furnishings at prices in many instances that will surprise you.

McCLAY FURNITURE STORE YOUR HOME SHOULD COME FIRST

## Lest You Forget If It's--

- Business Forms
- Commercial Printing
- Business Papers
- Office Equipment
- Pencils-Ink
- Ledger Sheets
- Typewriters
- Post Binders
- Adding Machines
- Adding Machine Paper
- Machine Ribbons
- Staplers and Staples


## We Have It

## Artesia Advocate

Printers-Publishers-Stationers

## "FIGHT 'EM BULL DOGS"

BULLDOGS

| RICE | - | Forward |
| :--- | :--- | ---: |
| E. CONNER | - | Forward |
| CLENDENEN | - | Center |
| WALKER | - | Guard |
| EVANS | - | Guard |



HAGERMAN

| HEICK | - | Forward |
| :--- | :--- | ---: |
| WIMBERLEY | - | Forward |
| GREER | - | Center |
| GOODWIN | - | Guard |
| EVANS | - | Guard |

## Home Games With the Bull Dogs

## Hagerman, Feb. 1

## Score Jan. 21, Lake Arthur 21--Artesia 29

## BULL DOGS LOYAL SPONSORS

H. E. Ansley Machine Shop
F.W.\&.Y.Oil Co.
L. P. Evans Shop

Southwestern Public Service Co.
American Legion clarence kepple post no. at
Carper Drilling Co.
Sears Motor Co.
Model Cleaners
Big Jo Lumber Co.
E. N. Bigler, Conoco
J. E. Robertson

Clayton \& Clayton, General Building
Kemp Lumber Company
Halliburton Oil Well Cementing Co.
Robson Helpy-Selfy, Phone 210
R. M. Henson, Accountant

Jno. A. Mathis ${ }^{\text {Dist. MGe, }}$

Malco Refineries, Inc.
New Mexico Glycerin Co.
Peoples Mercantile Co.
J. C. Penney Co., Inc.

Gray's Phillips Service Station
Paul A.Otts Jewelry Co.
Star Grocery
Dr. H. A. Stroup
Rodden Studio-L. B. Van Antwerp
H. R. Stroup, Wintroath Pumps

Ross Baking Co.
Bill's Billiards
Safeway Stores
The Tarbet Studio
Chamber of Commerce
Artesia Creamery \& Dairy.
Pecos Diamond Refining Co., Inc.

Richards Electric Shop
Joyce-Pruit Stores
Pior Rubber Co.
J.S.Ward, Insurance

Mann Drug Co.
Sanitary Grocery and Market
City Market
V. D. Bolton, Phillips 66, Agent

Gilbert and Collins, Abstracts
Steve Lanning
McClay Furniture Store
Artesia Body and Fender Works
Fred Cole
Artesia Skeet and Gun Club
Maloney Tank Mfg. Co.
McAdoo Drug Co.-Carlsbad
Russell Auto Supply Co.

## THIRTEEN MONTHS

Make a Cotton year. January is counted twice since it's the last of the old crop and the first of the new. January should see farm activities begun, some irrigation, stalks being cut, fertilizers out, some will be plowing. In every one of your farm activities we WANT A PART. See us for Irrigation Shovels, Rubber Boots, Tarps, Stalk Cutters, Plows, Harrows, etc.

Artesia Alfalfa Growers Assn.

## Classified

TERMS:-A rate of ten cents pe
line will be charged for Classifie
Ads for the first insertions. Ads for the first insertion and five Ads for the first insertion and
cents per line therafter. No
accepted for less than 50.. An
eragee of five words ordina

ased on this average. Cash must
ceompany all ads sent by letter.
atherwise they will
OR SALE-Farmall tractor wi
.rnational truck. Apply K .
FOR SALE

## Mexico, 17, Range




Baby Chicks On baby chicks orde
more $i$ advance. M

 apt three months' instruetions free brutes, since most of ther of thictime
the piano from the Ginsberg are left untouched after they are nthe piano from the Ginsberg
Music Co. This applies to children Yusic Co. This
grown-up.
oes free with fom now until


FOR SALE-
modern concrete
good condition,
one fourth mile



ANNOUNCEMENT

We have recently added a complete body and paint department to give our customers better service. You will find our prices are reasonable. We ask that you give us a trial.
Buy your used car from a dealer who will stand back of the used car he sells.

## ARTESIA AUTO CO.

SALES-SERVICE Phone 52



WE THANK YOU
 More than 300 people in Roswell
have been vacecinated, it was stathave been vaccinated, it was stat-
ed Saturday. A large number of
residents were exposed in a case that migrated from Arkansas. The aurora borealis, appearing
in this section Friday evening be-
fore midnight was viewed by Yore midnight was viewed by a
number of people in the Pecos
valley. It pasted approximately
ten minutes lasted and Weary fire fighters brought un-
der control an oil tank fire at


Lemons mom - 24c Oranges "mem 9 m Apples 15c
Bananas 5c

CELERY ....10c AVACADOS .10c RHUBARB
 PARSNIPS 71/2c SPUDS .....14c POTATOES . 5 Cc

TOMATOES - PEAS - PINEAPPLES
CHOICE MEATS
Steak 29c Butter 36c Lard 51c CHEESE ....20c Hamburger .. 14 c CHILI ....... 20 c

 OYSTERS • FISH - COTTACE CHEESE FRIDAY \& SATURDAY SPECIALS of Quality Merchandise
FLOUR ...\$1.25 Tomato Juice .ic FLOUR ..... 0 ec


## A FEW EVERY DAY PRICES

|  |  |
| :---: | :---: |
|  | M0P HEADS 35c Mill |
| Orange Juice 10 c PoLisher |  |
|  |  |
| Pork\& Beans 13c Silver Cream 22c CATSUP ...14e |  |
|  |  |
| Cita |  |
|  |  |
|  |  |
|  |  |
| Preaches 121/2e |  |
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| 5 4 3 |  |

