this week in history NOVEMBER, 1621

Artesia Advocate fivive
NOV. 11
NOV. 28

VOLUME THIRTY-FIVE
ARTESIA, NEW MEXICO, THURSDAY, NOVEMBER 24,1938

* Coronado Cuarto Centennial Club Formed Here As Celebration Pageant Is Assured

Fred Cole Is Elected President at Meeting Here
Friday - Historic Affair to be Staged Dur ing May, 1940.




Bill Anderson
Is Injured in
mul Car Accient

Mrs. M. Corbin,
Noted Musician Dies Nov. 23


Annual Red Cross
Roll Call Is Going
Well Over the Top

UMBER 47

Survey Shows
Weekly Payroll
Here $\$ 30,000$
reen, Chamber Secre. tary, Reports to Rotary -Incomplete Figures Give Total Number of
Employees About 1,000 .

| ficial Election Returns Are Given Survey Shows |
| :---: |
| $\pm$ Weekly Payr |
| \$ \$30, |


| Throughout New Mexico | Green, |
| :---: | :---: |
|  | , Reports to Rotary |
| to be about as originally | -Incomplete Figures |
| he | ive Total Number of |
| ssed both | Employees About 1,000. |

<br>Gas Well Boosts Lovington Hopes

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THE ARTESIA ADVOCATE



## 



THE CHRISTMAS CANDLE OF HEALTH

## 

HOW ONE WEEKLY EDITOR FEELS



## "Machine Age" The Religious Day Hits Mexican From Hour to Hour

 Adobe Worker
 ary to afford our damp
 GILBERT and COLLINS
Real Estate, Insurance Real Estate, Insurance
Rentals and Abstracts.

 H. A. STROUP, M. D.
physician and surgeon y-ray laboratory Office at 113 South Roselawn

## E. A. METZGER, M. D.

## Office Phone 300 Residenece Phone 301 offices in Womack Building

DR. J. J. CLARKE, JR. DR. L. R. CLARKE DENTISTS
$\qquad$
QUICK WAY LINES
Motor Transportation Bonded and insured
Anyhere, Anytime Phones:
ia 86-Roswell 23

## \section*{} <br> $\cdots$

## OUR PILGRIM FATHERS

## Thankful

Than We Do

We Are Thankful

- that we dont live in europe
- that we arent turkeys
bor your busivess

NOBBY CLEANERS

## L. P. EVANS STORE

Plumbing and Sheet Metal Work Hardware-John Deere Implements

Phone 180




SOCIETY
Miss Porter Goes to Chicago to Attend National Club Congres:


Miss Enid Porter of Otis is
to leave Fridiay for Chicago to
represent New Mexio at the
National Club Coxicess there

## In The WEEKS NEWS



Advances New Variations Institution, Thanks


PHOTOGRAPHS
Of Highest Quality

## Ray V. Davis

movie cameras, kodaks, argus, leica, zeiss cameras, rolleicord, all leading cameras in stock

Largest in the Southwest
Carlsbad, N. M.

## Tell Why

the farmers of
this territory use McCormick-Deering

Farm Machinery
For Better Results Sold by
The Myers Company
the machinery house of the pecos valley

Roswell
$T$ Tell why

## you Shop at

## Ticerco

Pecos Valley's Department Store
FOR
READY-TO-WEAR FLoor coverings
SHoEs $\quad$ DRAPERIES
MILINERY YARD GOOSA AND
LUGGAGE ACCESSORIES
Roswell, New Mexico

TELL WHY
The People of This Entire Territory Depend on Us For Greater Values

Quality Furniture and Home Furnishings
PURDY FURNITRE CO.

## TELI




## IELL WHY CONIEST

| IRS. BURNS COFFEE SHOP When in Carlsbad GOOD FOOD-WOMEN COOKS |
| :---: |
|  |
|  |
| THE CANTINA |
|  |

ReSWELL TRUCK LINE
Serving Pecos Valley For 12 Years
WELTER SADDLERY CO.
Hand Made Boots
. Repairing Shoes, Tents and Awning 207 N. Main
Roswell, New Mexico
boots made just as you like
$1 \pi$
SMOKE HOUSE
$\qquad$ Roswell
TELL WHY-The ladies shop with us for assurance of distinctive tyles-either at home or out of state. Also for all the new fabrics, designs and colors in draperies.
Uni $\underset{\substack{\text { Fashions \& } \\ \text { carrsbad, , м. M. }}}{\substack{ \\\hline}}$

TELL WHY-You Prefer the Expert Cleaning Service of the CARLSBAD ODORLESS CLEANERS Carisbad, N. M.
We are the only wholesale and retail hatters in the Pecos Valle Give Us A trial
TELL WiY -
THE BALL STUDIO
Higreradity Photographs and Portraits avoid the rush
Have Your Christmas Pictures Made Now

TELL WHY-The People of This Territory PENNEY'S

Value and ${ }^{\text {For }}$ Savings on
Clothing For the Entire Family

## 

Free ${ }^{5} 44 .^{10}$
IN PRIZES HOW TO WIN
Hundreds of people of this territory are invited to tell "Why I Trade With These Business Firms" RULES
WRITE $A$ Letter of Not More than 100 words,
TELTING WHY You do business WITH THESE AD. Vertisers.
2. You may write as many letters as you wish
4. WINERS NAMES WILL APPEAR IN THIS PAPER DEC.

8, 1938.
Address Contest Manager, Artesia Advocate
TELL WHY-The Ladies of This Territory Depend on Us For Complete Beauty Service
ERMA'S BEAUTY SHOP
Phone 374
TELL WHY-The Ladies of This Section
Depend On Us For The Latest Creations in
Smart Ready-to-Wear and Millinery

THE BRAY-MOORE SHOP
always something new"
Tell Why You Prefer the
High Quality Products Manufactured and Distributed

## CLARDY'S DAIRY <br> roswell

TELL WHY-The People of This Territory Use the Quality

Meat Products

PECOS VALLEY PACKING CO


THE BROWN MAID SHOP Cards-Gifts-Curios-Mexican and Indian Arts and Crafts His. E Collese
Remer

Hall Machine \& Welding Co. Nationally Advertised Automobile Replacement Parts

## THE CAFETERIA

"THE BEST OF FOODS, PROPERLY PREPARED"
TELL WHY-The people of the upper and lower valley depend on and sporting goods.
CARLSBAD HARDWARE \& LUMBER CO.

THE UNITED
$\xrightarrow{\text { Hight or Geneter valus in }}$ Carrisad

## The Handiest Place To Eat When You Come to Roswell <br> MOSELEY, S <br> OUR FAMOUS HAMBURGERS ARE EVEN BETTER WITH PABST BLUE RIBBON BEER pabst blue ribbon beer BIGGER AND BETTER AND 10 DEGREES COLDER <br>  GLOVER'S FLOWERS

 Phone 275
## TELL WHY THE-

## RIO VISTA COURT

Is the Best Place to Stop When in Carlsbad
"Every Service to Please You"
TELL WHY-
DENDAHL'S
Carlsbad's Finest Shopping Center

TELL WHY-
YOU LIKE TO VISIT
Monk's
Bright Spot
When in Rosesell

 roswell beatty shop

MRS.

## arias

$\underset{\text { LiqUORS }}{\text { ORIGINAL MEXICAN }} \underset{\text { FEERS }}{\text { FOOD }}$
EVERYBODY'S
Wonderaluly wel sesected Merctanasise

## GRAND <br> CAFE

Delicious Food - Ehen in Carisbad Unsurpassed Steaks
tell why-You Use allis chalmers
Power Units-Tractor and Farm Equipment
AND BERKELEY PRESSURE SYSTEMS
SMITH MACHINERY CO.

WHEN GOING PLACES-REMEMBER
PACE-WAY STAGES
CONVENIENTLY ARRANGED SCHEDULES
MODERN BUSSES EVERETT BROS. artesta

TELL WHY-So Many People of This Section Shop At
MERRITT'S
Values and Savings
Ready-To-Wear and Dry Goods


## 톤 LOCALS


 Hastings and Paula, Mr. Mnd
E. J. Foster and Edie Jo,
Wesley and Vestal Hastings.





Baker Dan ( Who Bakes) Sez
Ah, Me! Cake Too!


Dont stop when you byy your daliy breadBetsy Ann, of course. You know, the baker's art does not stop there. We modestly admit that we bake cakes just as delicious as we do bread. And you'll find it cheaper to order a Betsy's Best Cake when you drop in for your Betsy Ann Bread, than to bake it yourself. We're always happy to bake cakes for special functions, too, made the way you want them.

## ROSS BAKING CO.

The Bakers of Betsy Ann Bread $B R E A D$ is the Good Companion
of Other Foods





We are thankful for the favors extended us and trust we may continue to serve you.

Sanitary
Barbers Soft Water


Guy Chevrolet Co. * open 24 hours
S
Our Best Setvice

First National Bank




Weatherboarding Against Winter


## 

 to burn up fat already accumulated
and which must be restored before
additional aditional gains are made．
Range cattle or sheep per
to struggle through to struggle through without suf－
ficient feed to hold the weight with
which they entered the several weeks in spring and sume
mer getting back the weight lost．
They will be the They will be that the weight behind ins．
getting into marketable condition
next summer next summer or falle condition
weigh just that much less whill
they go to mark． important that they al also have eve
tra feed in cold weather，to offes
as much of the possible．of the winter shrink as
Everyon Everyone knows how slowly
cows regain their normal milk
flow ffter llow after a cold snap，and if it is
late in the lactation period they
often never mal production．The to fame thing
holds true tor
hall holds true of laying hens，though
they respond more quickly to fa vorable econditions and the loss is
less from the
This less from the reduced production
This is a case in which the ial ounce of prevention is worth
pound of cure，and extra fee which helps prevent these fosse
is about the most valuable feed is about the
the barnyard．
＂at often happens that stock get
＂aittle feed they will eat＂and eat
lio more in cold tha ittle or no more in cold than in
warm weather，falling off accord－
rly．If the water is icy cold the
 freely nor digest neit well as as aey
should．The same thing happen when their quarters are so cold then stand huddled up for warmth，
so the effort to take the extra feed neecessary in
cold weather may fail，not for lack of feed，but for lack of comfort．
Water and shelter of the right sort play an important part both in
getting sufficien getting sufficient feed into the an
imals and in the effects of the Cee＂Contended cows＂is much more
than an advertising
only only when comfortable and con
tented do Contetentment is dependent on best．
fort，and fort，and on both adequate shempler
and feed．Wate， and feed．Water，plenty of it，at
a drinkable temperature，it
necessary drinkable temperature，is as
necessary as palatable feed，and
helps to make any dry helps to make any dry feed，more
palatable，whether grain for
age．If wo mind a we koed deal of the thing in
winter losses of wal No matter with what livestock or poultry we are dealing
an extra feed supply is mighty good watherboarding against win
ter shrinkage in weight or slowed ter shrinkage in weight or slowed
up production．The carbonaceous
feeds of course play the larger feers of course play the large
part in supplying fuel for heat
but this does not mean that the protein elements should be omitte
if the carbohydrate efficient job．A balanced ration
is to be assumed under any and
all is to be assumed under any and
all conditions，winter or summer，
for growth or production．for fat－
（ening郎品

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\begin{aligned}
& \text { 三"㘳三 } \\
& \text { Meet }
\end{aligned}
$$

Mrs．Thrifty
Every thrifty housewife
knows that you can find no
bargain equal to pure，fresh bargain equal to pure，fresh
milk．It answers almost ev－
ery ary nourishment need acilate．
and appeals to every palived fresh daily．

Artesia Dairy
Phone 72 tions in New Mexico．Too，we ha
subscribed service，which entitles us to the
help of the Purina laboratories and
farm on any special farm on any special needs of our
customers，in addition to having
these laboratories provide a com these laboratories provide a com－
plete set of rations made of corn，
oats，wheat，barley and rye Purina balancers．＂
＂Finally，before getting definite
approval as a Purina custom approval as a Purina custom mix
ing station，samples of the mix of
several of these ration
by by our grinders and mixers had to
be sent to the Purina analytical
laboratories so they could check
the efficiency of our machinery．
Our receiving Our reeeiving final approval
speaks well for the quality of work
our grinders
Commercial Credit Loans On New Mexico Cotton The Commodity Credit Corpora－
tion reported Friday it had loaned
$\$ 12402{ }^{2}$ tion reported Friday it had loaned
$\$ 124,029,437$ on $2,683,899$ bales of
cotton through Thursday． cotton through Thursday．
The number of bales on whicl
loans were made，by states，in cluded：
New Mexico，16，818；Oklahoma，
91,$273 ;$ and Texas，798，173． The corporation said it loaned
$\$ 25,117,545$ on $42,265,175$ bushels of wheat．
The number of bushels on whice
loans were made，by cluded：Mexico，2，775；Oklahoma，
New Made
$3,480,228$ ；Texas， $1,441,500$

Roselawn $\underset{\substack{\text { Nursery } \\ \text { TREES，SHRUBS } \\ \text { PLANTS }}}{ }$


Daniels said
were improved $\begin{gathered}\text { range conditions } \\ \text { throughout the }\end{gathered}$ state，with the exception of the ex－
treme southwest，where moisture
was scarce throut was scarce through the summer
and fall． Mrs．I．L．Spratt and her moth
er，Mrs．F．P．Turner，and Mrs Margaret Bildstone and her moth
er，Mrs．T．E．MeIntyre，expect go to El Paso Thanksgiving day
for a week end visit in the city．
＂Leto＇s＂for the Gums cause your discomfort，burn or
druggill return your money if the firs
with bottle of＂LETO＇S＂faiis to tatisfy．
MANN DRUG CO．

## NOTICE of SALE

Of Real Property On Which Taxes Are Delinquent To Satisfy The Lien For Taxes， Penalties，Interest And Costs Due

State of New Mexico，County of Eddy
TO WHOM IT MAY CONCERN
Notice is hereby given that on the first Monday in December，being the 5th day of said month，1938，at the front door of the courthouse in Carlsbad，Eddy County， day for a period of five days，unless all property delinquent for taxes shall soener be sold，the undersigned County Treasurer by virtue of the power vested in me by law will offer for sale and sell at public vendue to the highest bidder for cash the
 may be necessary to realize the amount of taxes，penalties，interest and costs，


H．F．Christian，


## NOTICIA de VENTA

De Propiedad En Que Tasaciones Se Han Tar－ dado Para Satisfacer Las Obligaciones De Tasaciones，Pena Pecuniaria， Intereses Y Costa Que Se Deben

Estado de Nuevo Mexico，Condado de Eddy
A EL que le interesa：
Noticia se da que en el primer Lunes de Diciembre siendo el dia 5 del mes ante－ dicho del ano 1938 en la puerta de adelante de la casa de corte，en Carlsbad，con－ dado de Eddy，Nuevo Mexico，comenceran a las 10：00 de la manana y continuran desde dia en dia por cinco dias，si no todas las propiedades delicuentes por
tasaciones se venderan antes，el tesorero abajo firmado del condado en virtud del poder establecido por la ley，ofrecera para venta y se vendera al publico venduta a el que ofreca mas dinero al contado el terreno $y$ lotes o partes de lotes en que tasaciones estan tardas por el ano 1937，como ensenado por la lista de tasaciones para que ganen la cantidad de tasaciones，pena，intereses y costas si no pagan mismo antes de la venta．
Atestado ante mi este，el 10 dia de Noviembre de 1938.
H．F．Christian，

Peoples Mercantile Co．
Where Price and Quality Meet Phone 73



Come By and Let Us Make a


Of your oil, grease, anti-freeze fluid, batteryand tires, as well as gas At This
Thanksgiving Season
PIOR RUBBER COMPANY

Cottonwood Items


For the Thanksgiving Dance


Bring Your Shoes
HEFLEY'S
Shoe \& Boot Shop
for new soles and heels

Thanksgiving Greetings

## Attention <br> Poultry Raisers Hog Feeders Dairymen

We Now Have An

## Approved PURINA

CUSTOM MIXING AND FEEDING ADVISORY SERVICE STATION

SEE NEWS STORY ELSEWHERE in THIS ISSUE telling of our appointment

We will be pleased to help you with your feeding problems. Come in and talk it over.

WILSON \& ANDERSON

FEED STORE


## Giving Thanks

In this land where we have the most and best of everything, there's much cause for Thanksgiving.
We're especially grateful that we're living in a land of peace when so much of the world is in war and strife.

That we enjoy the privilege of free thoughtfree speech-and freedom of religion.

We're thankful for the loyalty of our friends who stick with us through good times and bad.

We sincerely appreciate the patronage and support with which you have favored us during 1938 and on this Thanksgiving Day it is our sincere wish that the good things of life are coming your way.

BALDWIN'S
Good Merchandise At the Right Price


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