

Artesia Advocate

The Advocate answers the demand for a constructive advertising medium in the middle valley.

TWENTY-SEVEN

ARTESIA, NEW MEXICO, THURSDAY, MARCH 27, 1930.

NUMBER 15

Companies Extend Lines Hobbs

Humble Will Inch Line From Well To Construct A Line From Wink

has a pipe line. In fact will have two pipe field reports are true.

ARTESIA FOLKS ARE ENTERTAINED SUNDAY AT MAYHILL PICNIC

Local people who attended the Mayhill picnic Sunday, commemorating the completion of the new highway from Mayhill to Clouderoft up James canyon, were royally entertained by the Mayhill people.

W. O. W. OFFICIAL HERE

The Artesia Woodmen of the World camp, will have as their guest this evening, Head Consul G. C. Smith of Albuquerque.

CO. DISTRICTS 12,000 ROYALTY NEW MEXICO

of New Mexico is richly estimated \$12,000 resulting runs in two Lea county during the month of February.

LECTURER HERE

ATES INCLUDED 30 FOOTBALL LE OF ARTESIA

football dates are on the schedule of the Artesia high school.

There will be a special communication of the grand lodge tonight for the purpose of installing Rev. John P. Sinclair, grand chaplain of the grand lodge of New Mexico.

PLANS MADE TO START THE BASEBALL SEASON FRIDAY AFTERNOON

Baseball fans have urged the organization of a baseball club, now that the baseball season will soon be here. It is also important that baseball practice be started at the earliest practical time and with this in view a few of the players have taken the situation in hand and have decided to start the practice season tomorrow afternoon at 5:00 p. m.

Those who wish to take part in the organization of a team are urged to report at the first practice. The management would like to see anybody who has any baseball ability out on the field.

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HAGERMAN FARMER IS SHOT YESTERDAY P. M. AFTER FAMILY ROW

Joe Barnhill, Hagerman farmer, was shot late yesterday afternoon, following a quarrel and fight with his wife, Mrs. Barnhill, according to a report received from Hagerman this morning.

Wound Is Not Serious—Victim Is In Hagerman Hotel Resting Well—No Arrests Have Yet Been Made Says Early Report.

Approximately 3 1/2 miles of the oiling on U. S. Highway 366 north from Roswell has been completed, according to an announcement made Tuesday morning by district highway engineer B. F. Kelly.

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ARTESIA CARRIES OFF MAJOR HONORS IN THE DIST. MUSIC CONTEST

The district music contest which was held here Saturday at the high school attracted a number of out of town folks as well as many home folks and was very successful.

Winners Will Go To State Music Meet At Las Vegas April 3 To 5—The Visitors And Contestants Given Matinee.

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BEEMAN ANNOUNCES FOR CO. COMMISSIONER FROM DISTRICT NO. 3

C. W. Beeman of Loving, announces this week as a candidate for re-election to the office of county commissioner, district No. 3, comprising south Eddy county, subject to the action of the democratic primary, May 15th.

Revival At Christian Church Is Attracting Increasing Interest

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Heavy Snow Falls Over The Middle Valley Today

The Snow Covers Ground At Roswell Last Night—Is Melting Rapidly. As It Falls Here—Look For A Frost About April 15th.

A heavy snow fell over the middle valley this morning, but is melting rapidly as this is written.

Motorists reports that the snow fall extended south beyond Carlsbad and east into the oil field.

All roads in the valley are open and in good condition.

Look Out For Frost

Our local weather observer, R. W. Bruce, who has been on the job for about fifteen or twenty years or thereabouts, says look out for frost on or about April 15th.

GOOD START MADE ON CLEAN UP—CITIZENS ARE NOT RESPONSIVE

Sponsors of the city wide clean up campaign were somewhat disappointed in the response made by the adult population of Artesia in yesterday's clean up.

Lawrence Kremer, new manager of the Artesia Chamber of Commerce returned Monday from his former home at Brenham, Texas, bringing his family with him.

MRS. DAY PIONEER OF PINON SECTION DIES EARLY MON. MORNING

Mrs. P. M. Day, age 73, a pioneer of the Pinon section died at the home of her daughter, Mrs. Katy Harbert, who lives near Weed, early Monday, following a stroke of paralysis.

Mrs. Day, a typical westerner moved to this section thirty-seven years ago, soon after the death of her husband and was able to rear her family of children and give them (Continued on last page, column 6.)

ARTESIA ADVOCATE

The Pecos Valley News and
The Artesia American

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

PUBLISHED EVERY THURSDAY AT 314 MAIN ST.
Entered as second class matter at the post office in
Artesia, New Mexico, under the act of Congress of
March 3, 1879.

THURSDAY, MARCH 27, 1930.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE

One Year (In New Mexico)	\$2.00
Six Months (In New Mexico)	\$1.50
Three Months (In New Mexico)	\$1.00
One Year (Out of New Mexico)	\$2.50
Six Months (Out of New Mexico)	\$2.00
Three Months (Out of New Mexico)	\$1.50

NO SUBSCRIPTION ACCEPTED FOR LESS THAN
THREE MONTHS

Resolutions of Respect, Obituaries, Cards of Thanks,
Reading Notices, and Classified Advertising, 10 cents
per line for first insertion, 5 cents per line for sub-
sequent insertions. Display advertising rates on appli-
cation

TELEPHONE NO. 7

OFFICIAL NEWSPAPER FOR PUBLICATION OF
NOTICES OF COMMISSIONERS COURT OF
EDDY COUNTY

THE EL PASO ROAD

Dr. J. J. Clarke, secretary of the Chamber of Com-
merce has revived the proposed cut off road to El
Paso. Since the project has been mentioned again,
it appears that some of the El Paso business men, who
made the booster trip through the valley about two
years ago, are suffering from a lapse of memory.
They can't seem to recall just what was promised when
we dined them at the Bullock banquet hall and now an
El Paso paper says some are wondering if there is a
Santa Claus to assist them in financing the project.
While some of the El Paso business men are pondering
over their promises and how they will find a way of
financing them, some of the Artesia business men are
beginning to wonder if they were duly sober when
they soft soaped us into "pooping" away about \$5,000
in building a road that jumps off about forty-five
miles west of here.

We know mighty well what we'd do with our share
of the \$5,000 wasted on the west road, if the thing
were to be done over again, we'd put it in on the Ar-
tesia-Cloudercroft highway and make a real highway out
of the most logical route.

A GOOD DAY'S WORK

We notice a press dispatch from Miami, Florida,
saying that the forty American girls, who participated
in the Miami beauty contest pageant were on their
way home after the city of Miami has appropriated
\$4,660 for railroad fare. The pageant association
evidently did not pay off and in this connection, let
us mention that we're mighty glad Artesia kept out
of the contest. We may not be smart on some things,
but regard it a very good day's work when we refused
to sponsor the contest locally.

Some of the girls still have prize money coming
to them, all of which reminds us that gold is not the
only thing that glitters.

SEX AND THE CENSUS

In 1920 there were 104 men to every 100 women
in the United States. Whether the ratio has risen or fal-
len will be one of the most important facts to be de-
termined by the 1930 census, according to Dr. Joseph A.
Hill, acting director of the census, who has pointed out
that the relative number of males to females is one of
the most fundamental factors to be considered in any
analysis of society.

The sex question has always had an important
place among the list of questions asked by the enumer-
ators at each decennial census of the United States, Dr.
Hill said. Even in the first very simple census taken
in 1790, when only four questions were on the census
schedule, one of them concerned the sex of the white
persons enumerated. The sex of negroes was not con-
sidered important enough to be recorded until the
census of 1940, when members of the colored race
were registered according to sex for the first time by
the census bureau.

As far back as the records go, there have always
been more males than females in the United States. In
1790, the sex ratio for the white population was 103.8
to 100. The earlier frontier days of our history called
for men more strongly than women.

The continued excess of males in the United States
is accounted for mainly by immigration, since males im-
migrate in larger numbers than females. This ex-
plains the fact that the excess of males reached a max-
imum in 1910, at the end of a decade of the heaviest
immigration this country had ever known. The sex ra-
tio then went to 106 to 100. In 1920 it had dropped
to 104 to 100, due largely to the restricted immigra-
tion during the war, and to the number of American
men who remained in Flanders fields.

In European countries from which our immigrants
came there is, as one would expect a deficiency of
males. The present deficiency in European countries,
however, is not solely the result of emigration. It re-
flects also the depletion of males through the world
war, in which eight million or more soldiers were
killed or fatally wounded. As a consequence the num-
ber of males per 100 females fell off from 93.7 to 91.2
in England from 97.4 to 91.0 in Germany, and from
96.6 to 90.0 in France.

Within the United States the sex ratio shows a wide
range of variation in different sections and localities.
It is high on the Pacific coast, where there are, or were
in 1920, 114 males to 100 females. In New England,
on the other hand, there is a slight deficiency of males
—98.5 males to 100 females. The variations are
doubtless largely accounted for by the migration of
people from one part of the country to another. In the
westward migration that has long been going on within
the United States, as well as in the immigration from
Europe, there is a majority of males.

The state having the largest excess of males in 1920
was Nevada, 148 males to 100 females, Wyoming
ranking next with a ratio of 131 to 100.

There is a wide range of variation also in the sex
ratio for different cities. Taking the cities that had a
population of over 100,000 in 1920, the excess of males
was greatest in Akron, Ohio, 140 males to 100 females;
while the most marked deficiency of males was in Wash-
ington, D. C. where there were only 87 males to 100
of the opposite sex. The proportion of males in the
population of any community is affected in some de-
gree by the nature of the principal industries. It is
noteworthy that in Detroit the number of males per
100 females increased from 107 in 1910 to 119 in 1920.
—Santa Fe New Mexican.

A BRAVE MAN

Judge Holloman's definite statement that he is to
be a candidate for governor on the Republican ticket
this fall proves conclusively that with any other qual-
ifications he may possess the judge is a brave man. Any-
one who would declare himself in favor of accepting the
candidacy for chief executive under the republican
banner in face of the resounding wail that has recently
gone up over courthouse pilfering, an auto tax law
verges on highway robbery, and other misdeeds of re-
publican rule is indeed courageous.—Roy Record.

INSIDE INFORMATION

If the clothesline has been left
out, wipe it carefully with a damp
cloth before using. Clothespins must
be perfectly clean.

Pockets made like shoe bags and
hung on a sewing room screen or
a closet door in the sewing room
provide a handy way of keeping pat-
terns and findings.

Do you know leaflet 39, Eggs at
Any Meal, issued by the U. S. De-
partment of Agriculture? At this
season of the year eggs are plentiful
and the bulletin suggests a variety of
uses in the menu.

Children who profess not to like
eggs or milk will often eat custards,
omelets, milk puddings, milk-vege-
table soups, and egg-milk drinks if
they are well-flavored. The wise
parent will not call attention to the
ingredients of such dishes, but will
simply offer them as a matter of
course in their regular place in the
meal.

Mercerization is a process used in
finishing some cotton fabrics that
adds not only beauty, in a glossy
finish, but durability. Sometimes
mercerized yarns are combined with
plain ones to make stripes, and fig-
ures of unusual attractiveness. The
more or less temporary glossy finish
applied to fabrics by means of paste
mixtures should not be confused with
mercerization, nor should rayon,
which is quite different from mer-
cerized cotton.

Bright colors like red, green blue,
orange or yellow, are desirable for
children's out-of-door play clothes,
especially if the little ones must play
where automobile traffic is passing.
Motorists see these colors easily,
although they may not notice the
browns, grays and other dull colors
used for outer wraps which blend
with the landscape. Children like
the bright colors best, and are pro-
tected by wearing them. Much the
same is true of bathing suits in
bright shades. The child is visible
wherever he ventures.

Calling Cards, 100 for \$1.75, on best
grade paneled or plain stock.—The
at The Advocate.

Gray Coggin

Electric Welding, Blacksmithing
and General Repair
Work

Competent Workmen
Up-to-date Machinery

Located East of Tracks in
Artesia Supply Co. Building

Only Portable Electric Welder
in the Pecos Valley



DOUBLE BLUE A PENNANT
The Most Tire at the Least Cost
Pior Service Station

PHOTOGRAPHS

at
RODDEN'S STUDIO
Kodak Finishing, Photo
Enlarging



EL PASO'S NEWEST AND FINEST
El Paso Headquarters
National Automobile Association
300 ROOMS . . . \$2.50
all outside with bath and
Only hotel in city using soft water
When in El Paso meet your friends
in our Lobby and Lounge. Make
yourself at home whether you stop
with us over night or not.
HARRY L. HUSSMANN, President
HOTEL HUSSMANN
"On the Plaza"
EL PASO, TEXAS
TOURISTS COME IN AS U. S.
"You'll Be Surprised"

Married Woman Fears
Gas, Eats Only Baby Food
"For 3 years I ate only baby food,
everything else formed gas. Now,
thanks to Adlerika, I eat anything
and enjoy life."—Mrs. M. Gunn.
Just ONE spoonful Adlerika re-
lieves all GAS so you can eat and
sleep better. Acts on BOTH upper
and lower bowel removing poisons
you never knew were there, and
which caused your stomach trouble.
No matter what you have tried for
stomach and bowels, Adlerika will
surprise you! Mann Drug Company



We Owe Them a DUTY
HAVE MONEY

When the children are small, open bank
for them. As they grow older, see to it
bank PART of their money.
Bank part of what you have today, and
pendent in old age.

Start Saving Regularly NOW!

WE INVITE YOUR BANKING BUSINESS



CITIZENS STATE BANK
A Strong Bank Thoughtfully Managed
ARTESIA, NEW MEXICO
"Home of the Thrifty"

When you think of coal
of Bullock then phone
and place your order

E. B. BULLOCK

Feed, Flour, Coal and Seeds

"On the Corner Over Seventeen Years and on the
Over Fifty Years"

WILSON TRANSFER

GENERAL TRANSFER AND DRAYAGE WORK
GO ANYWHERE ANY TIME

Night Phone 289 Day Phone

Next to Your Ability Comes Your Appearance
Get Your Shoes Shined Regularly

AT THE NEW STATE SHINE PARLOR
THE SHINE PARLOR FOR LADIES AND GENTLEMEN

THE NEW STATE SHINE PARLOR
MILTON KELLY, Prop.

TRY
THE CITY MARKET

First for that good

CORN-FED BEEF

PHONE 37

**PLUMBING, TIN WORK
AND GAS FITTING**

Rowland & Rideout

ARTESIA, N. M.

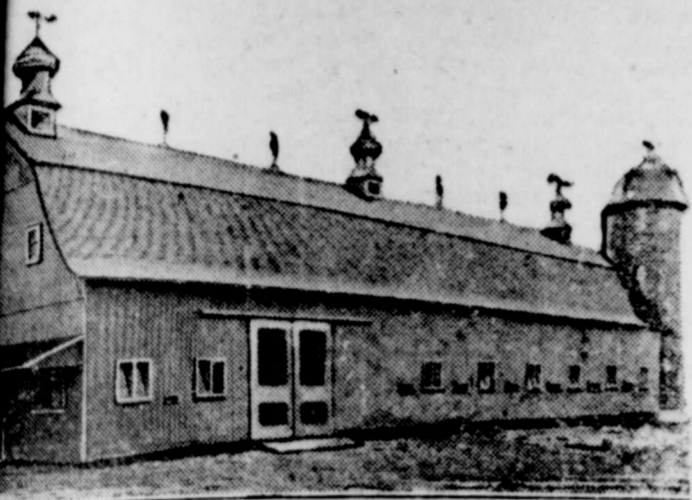
PHONE 3

JUST KIDS— The Right Spirit

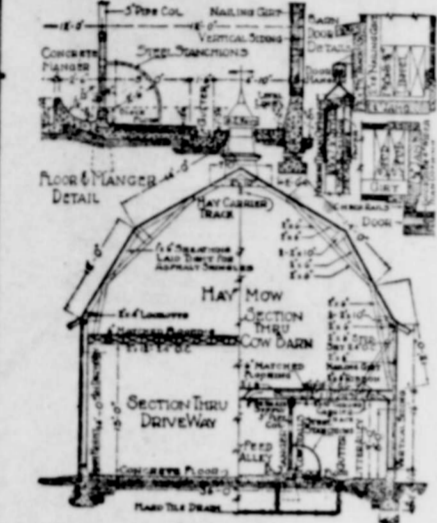
By Ad Carter



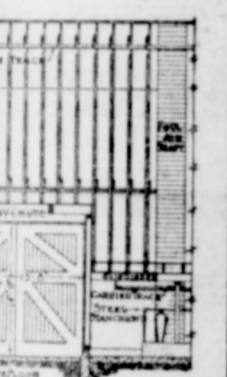
**Station Horse and Dairy Barn
Pay Dividends for Many Years**



A RADFORD
A Radford will answer questions FREE OF CHARGE pertaining to the building work on the farm. On account of his experience as editor, manufacturer, he is, with the highest authority on the subject, all inquiries to William A. Radford, No. 407 South Dearborn, Chicago, Ill., and only in-charge stamp for reply.



Health laws are rather strict regarding dairy cows and the same barn, the one accompanying illustration is in such a way that it is a double door near one end of the driveway through the right is the dairy and the left is the horse barn. The length is 100 feet over all. Space is allotted for thirty cows in the cow stable and six horses in the horse stable. It will be noted by the floor plan that modern barn equipment, including sanitary steel stall partitions, stanchions, drinking cups, an overhead carrier, and a system of ventilation, are specified. Also wood blocks for the floors of the stalls.



Beside the floor plan there is a cross-section of the building and many of the details of construction, particularly those of the concrete floor in the dairy stable, are given. There is also a section through the driveway which gives some details of construction. The cross-section of the barn itself shows the dimensions of the material used in construction and how the barn is constructed.

Dairy men have come to realize that the modern building to house their cows will pay dividends throughout the year it stands. Modern equipment not only lessens the labor of caring for a dairy herd but also increases the health and production of the cows. Only a small increase in the daily flow of milk is necessary to pay for a building of this kind over a term of years.

Announcements have been received here of the birth of a son to Mr. and Mrs. Cleo Koger in Kansas City, Missouri, last Thursday, the 20th inst. Mr. and Mrs. Koger will be remembered as former teachers in the Junior high school. Mrs. Koger being Miss Lehlia Williams.

Miss Ethel Bullock is expected home to-day from Ft. Worth, Texas, where she went to be present at the marriage of her sister, Miss Jessie Glenn Bullock to Mr. Daniel E. Claypool. She remained to visit relatives, taking a two weeks vacation from her duties as cashier in the Peoples Mercantile.

Mrs. Skelt Williams and little son are spending a few weeks in town with her parents, Mr. and Mrs. Tex Polk, and while here Mrs. Williams is making plans for the new house, which they are arranging to build. They have already purchased a lot on west Richardson, near the park, and hope to begin construction in May.

Mrs. R. L. Paris and Mrs. J. E. Robertson received the sad news yesterday morning of the death of their sister-in-law, Mrs. E. S. Matteson, of Paris, Missouri, who passed away Tuesday night. The news came as a great shock as they had no previous news of illness. She leaves six children, all under the age of fourteen years.

O. K. Hearte and wife, of Pasadena, California, were here from Friday until Tuesday visiting Mr. Hearte's sister, Mrs. M. W. Evans, and family. While here they visited the Carlsbad Cavern and planned to take in the Grand Canyon en route home. Mrs. Evans is also enjoying a visit from a young niece, Miss Rosalie Price, of Corsicana, Texas, who will spend the summer here.

NOTICE
In The Probate Court, County of Eddy, New Mexico
IN THE MATTER OF THE ESTATE OF JESSIE R. EIPPER, Deceased.
No. 630.

Notice is hereby given that the undersigned was on the 4th day of February, 1930, appointed administratrix of the estate of Jesse R. Eipper, deceased, by Hon. M. O. Grantham, Probate Judge of Eddy County, New Mexico.

Therefore, all persons having claims against said estate are hereby notified to file the same with the County Clerk of Eddy County, New Mexico, within one year from the date of said appointment as provided by law, or the same will be barred.
ANNA EIPPER KINDER,
15-4t Administratrix.

Woodstock Typewriters for sale at The Advocate.

LOCALS

Mrs. Roy Daniels was in town from Roswell yesterday.

Jeff Hightower came in last week and is spending a few days at home.

Mr. and Mrs. Tom Heflin returned Saturday evening from a short trip to El Paso, Texas.

Roscoe Kile has recently accepted a position as salesman with the Jackson-Bolton Chevrolet Co.

Mrs. Murphy Hayhurst is here from Lower Penasco visiting her parents, Mr. and Mrs. L. G. Syferd.

Sid Cox is in Carlsbad this week taking the business enumeration. He has already taken most of the Artesia enumeration.

Mr. and Mrs. W. S. Medcalf, of Hope, spent Sunday here with their daughter and son-in-law, Mr. and Mrs. Edington Gage.

Howard Williams, local manager of the Southwestern Public Service Co., attended the opening of the new company office in Amarillo the first of the week.

Miss Glenn Polk and her friend, Miss Peggy Dobson who has been visiting here the past three or four weeks, left Monday to resume their positions in the Western Union at Phoenix, Arizona.

Mrs. J. J. Clarke enjoyed a visit Tuesday from four representatives of the Council of Catholic Women. The ladies, who all reside in El Paso, were Mesdames Gallagher, Hartford, and Keating and Dr. Nicholson.

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Mrs. Albert Richards and Mrs. A. C. Kimbrough returned last Saturday from a trip to the central and northern part of the state, during which time Mrs. Richards, department president of the American Legion Auxiliary made official visits to a number of units as far north as Raton.

Mr. and Mrs. V. L. Gates and little son, Bobby, drove over to Ozona, Texas, Saturday to meet the mother of Mrs. Gates, Mrs. W. H. Withington, who was coming for a visit with the Gates and Wheatley families. Mr. Withington drove his wife from their home at La Pryor, Texas as far as Ozona.

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ANNA EIPPER KINDER,
15-4t Administratrix.

Woodstock Typewriters for sale at The Advocate.

COTTON CROP UNITED STATES IS PLACED AT 14,544,584 BALES

WASHINGTON, D. C.—The 1929 cotton crop of the United States was placed at 14,544,584 running bales, exclusive of linters, Thursday by the census bureau in its final ginning report of the season.

That compares with 14,296,549 running bales in the 1928 crop and 12,793,112 running bales in the 1927 crop.

In equivalent 500-pound bales the crop was 14,821,499 bales, compared with 14,477, 874 in 1928 and 12,956,043 in 1927.

Round bales counted as half bales included were 672,092 compared with 674,596 in the 1928 crop.

American Egyptian cotton included was 28,771 running bales, compared with 28,000 in the 1928 crop.

Cotton remaining to be ginned included in the total, was 33,479 bales, compared with 71,869 in the 1928 crop. Included in the total crop were 86,970 bales ginned prior to August 1 which was counted in the supply for the 1928-29 season, compared with 88,761 bales of the 1928 crop so counted and 162,283 bales of the 1927 crop.

Ginnings of the crop by states include:

State	Running Bales	Equivalent 500-lb Bales
Arizona	149,466	152,838
New Mexico	86,296	88,450
Texas	3,802,574	3,940,922

TYPEWRITERS
New Woodstocks and Coronas, Rebuilt in all other makes at The Advocate.

Advocate Want Ads Get Results!

Something Good to Eat
EVERY DAY AT OUR STORE
In addition to our complete stock of Staple and Fancy Groceries, we receive Fresh Vegetables daily.
Get your Flower Garden Seen and Onion Sets now! See our assortment of Easter Candies!

THE STAR GROCERY
J. S. SHARP, Proprietor
THE HOME OWNED STORE
PHONE 48 FREE DELIVERY

A FULL STOCK OF LEGAL AND OIL BLANKS
MAIL ORDERS SOLICITED AND PROMPTLY FILLED!

THE ARTESIA ADVOCATE
Artesia, New Mexico

J.C. PENNEY CO.
327 Main Street—Artesia, N. M.

The Family Budget Will Go Further If You Shop Here for Easter

New Dresses That Suggest Spring and Paris —they're only \$14.75

They simply breathe Paris with the new waistlines and feminine touches so dear to the Parisian! They fairly radiate spring with the printed flower patterns and the new bright shades!

You could wear these silk dresses at any spring occasion and feel and look the smartest version of the 1930 mode! We know you'll like the moulded waistlines, the even hemlines, the soft bows, the new sleeves and necklines and the perfect little details that count so much. Sizes for women, misses and juniors.

Silk Stockings
Choose your hosiery as carefully as you do your frocks for every occasion! Pure silk in service weight, semi-sheer or chiffon as the time of day demands!
\$1.49

This promises to be a "pump season" from fashion indications. This ever smart regent pump comes in patent, black kid or black satin.
\$4.98

Perforations are the keynote to smartness on this clever one-strap model in beige clare calf with trimming of rose-blush calf.
\$4.98

Devotees of the pump will adore this sports model in beige clare with clever perforated trimming of suntan kid. Only.
\$3.98

This smart patent leather one-strap achieves its smartness by a perforated toe trimming of beige clare calf.
\$2.98

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THE CHURCHES

CHRISTIAN SCIENCE SOCIETY
613 W. Main Street

Sunday services at 11:00 a. m.
Wednesday services at 7:30 p. m.
Subject of the Bible lesson for Sunday, March 30, 1930 is: "Reality." In this lesson the following scriptural selection is found. Wisdom is the principal thing; therefore get wisdom and with all thy getting get understanding. (Prov. 4:7).
Also the following citation from Science and Health with Key to the Scriptures, by Mary Baker Eddy, page 207. "The spiritual reality is the scientific fact in all things. The spiritual fact, repeated in the action of man and the whole universe; is harmonious and is the ideal of truth. Spiritual facts are not inverted; the opposite discord, which bears no resemblance. So spirituality is not real."
Visitors always welcome.

THE CHURCH OF CHRIST
One Block West of Central School

Bible school at 10:00 a. m.
Preaching service at 11:00 a. m.
We are sure every one who was present last Lord's day, enjoyed both the Bible school and church service. There were two admitted into the fellowship of the church for which we were thankful.
Spring is now here and most of us are prone to get the roaming fever, on Sunday. The Lord has blessed us in many ways and makes it possible for us to be able to enjoy these blessings, so why not show our appreciation by coming together on Sundays and worshipping Him, the true God, who gives to us our very lives. Parents where are your boys and girls on Lord's day? Are you setting the right example for your children? Make a new start and go to Sunday school and church next Sunday. How about you own soul's salvation? Are you prepared to answer the call?
We welcome all.

FIRST CHRISTIAN CHURCH
6th and Quay Streets
Ralph Waldo Emerson, Pastor

9:45 a. m. Bible school.
Don't forget the goal for next Sunday is 150. Bring someone with you.
11:00 a. m. morning worship. Sermon subject—"Feed My Sheep."
7:30 p. m., evening service, sermon subject—"No Room in the Inn."
We were glad to welcome four new people last Sunday, who placed their membership in the church: Mr. Kerr, Mr. and Mrs. Earl Darst and Mrs. Thigpin.
We feel that we have launched our evangelistic campaign with a crew of enthusiastic workers who will do all they can to make Artesia 100% christian.
If you are hungry for the gospel come to the Christian church. We'll preach it, and come prepared to join in the song service. If you can't sing, Mrs. Hayes, our song leader will teach you.
Most of all encourage your children to come for the junior choir.
"Suffer the little children to come unto me, and forbid them not, for such is the kingdom of heaven."

METHODIST EPISCOPAL CHURCH SOUTH
Rev. Harold G. Scoggins

"The large church with a warm welcome and a helpful gospel."
Sunday school at 9:45 a. m., every Sunday morning. Men attend the Hornbaker Bible class, women either the Susannah Wesley or Sunshine classes, classes for every age of children.
Sunday morning at 11:00 a. m. the pastor will preach on the theme, "Christian Equilibrium."
6:30 p. m. Epworth Juniors. There will be no Senior League service this Sunday as the leaguers are attending the meeting of the Pecos valley League Union which is being held at Lovington.
At 7:30 the pastor will preach upon the theme, "Are You Lonely?"
Tuesday evening the intermediate girls carnival. The general public is cordially invited.
A cordial invitation is extended to new comers in Artesia. Nearly every service there are strangers in the congregation, we welcome you and also urge you to unite with this church.

FIRST PRESBYTERIAN CHURCH
Fourth and Grand
Rev. John P. Sinclair, Pastor
Phone 249.

Sunday, March 30, 1930.
9:55 a. m. Sabbath school and Adult Bible classes.
11:00 a. m. Morning worship. Sermon subject—"The Greatest of the Noble Order of Deacons," a study in the Apostolic church, meeting new conditions of organization. Canon Streeter of Oxford University has recently published a book in which he hits the boggy that Christ gave the Apostles a cast iron system of organization for his church. This great Episcopalian scholar states: "In the primitive church no one system of church order prevailed. Everywhere there was readiness to experiment and when circumstances seemed to demand it, to change. The church was an organism alive and

THE C. M. T. C. CAMPS OFFERS OPPORTUNITY TO MANY YOUNG MEN

The object of these camps is to bring together young men of high type from all sections of the country on a common basis of equality and under the most favorable conditions of outdoor life to stimulate and promote citizenship, patriotism, Americanism, thru expert physical direction, athletic coaching and military training, to benefit the young men individually and bring them to a greater realization of their obligations to their country and to their homes.

The government offers one of the greatest free opportunities to young men between the age of 17 and 24 that has ever been offered by the or any other government. Expenses will be paid from their homes to a well organized training camp and all necessary expenses paid while there, with recreation and sports, manual training, military training and physical development of their minds and bodies under expert army officers and physical directors. Further their transportation and expenses home is paid by the government.

Every parent who has a boy old enough to attend one of these camps should encourage the boy to attend with the idea of making good. Every young man should appreciate the opportunity offered him and do all he can to take advantage of it. The moral, social and religious influences of these camps are kept at the very highest standards; discipline is administered and taught in such a manner that it is not repulsive. Every officer is picked with the greatest care and he must be a man who can control young men without harsh methods and can develop in the company of these men a spirit of absolute trust and confidence.

Boys who have the privilege of attending one of these camps should not delay in getting signed up, for applications are considered in the order in which they are received at the C. M. T. C. office. Attendance at any camp does not constitute an enlistment in the army of the United States or any other military obligations. The government is offering these training camps that the boys may be made a better citizen in the community in which he lives. He will have free medical attention while at camp, and the examination he must take before going to camp is done thru the courtesy of the local doctors without any cost to the boy or his parents.

When one stops to think of a vacation with expenses paid to and from camp, free food, clothes and any other necessary expense that might be incurred for thirty days, and further with a guarantee to the boy and his parents that he will return home a better young man physically and morally than when he left; there should not be any more inducement needed to get all our quota well met.

Any young man, or parents who are interested, should write, phone or see the local representative.
JAS. P. BATES, 1st Lt.
Eddy County Chairman C. M. T. C.

In Case
Betty's auntie came to visit her and brought a little gift with her from a friend. Auntie told Betty to write a letter and thank Miss R— for the pretty gift. Betty wrote the following: "Dear Miss R—, Thank you very much for the pretty package. In case you might want to send me something else sometimes my address is—"
Indianapolis News.

growing changing its organization to meet changing needs as the Holy Spirit led the way."
6:00 p. m. orchestra.
6:15 p. m. Christian Endeavor. Two groups.

7:00 p. m., popular peoples service. Music by church orchestra and anthem by Junior choir. Sermon subject: "Some Minor Characters in the Story of Passion Week."—First of series of sermons, "The Friend Who Set the Upper Room at the Disposal of Jesus."
Presbytery of the Pecos valley will meet with the Clovis church from April 1st to 3rd.
"Go to the church of your choice next Sunday or you may round up in a place where there is no choice."

FIRST BAPTIST CHURCH
We had good services with fine attendance on last Lord's day. There was one addition by letter at the evening service. Next Sunday is Mission day in our Sunday school. Our home and foreign mission work is very much in need of funds to keep the work going. Let us have a full attendance at the Sunday school hour and each one bring a worthy offering for the giving of the gospel to the ends of the earth. Do your best as this will be the last offering in our Sunday school for this cause before our Southern Baptist convention.

Sunday morning the pastor will bring a message on: "Keeping Step With God." At the evening hour the subject will be: "The Sinner's Only Saviour." Good music will be furnished by our choir and orchestra. We extend to you a hearty welcome to all our services.
R. PETERSON, Pastor.

They Both Had Them

By CORONA REMINGTON
(Copyright)

GLORIA BRISCOE.
The folks at home would not have recognized her by that name, for there she was known as Gladys Briscoe, but then neither would they have recognized her with the extreme boyish bob that she was sporting and the carmine lips and the big flat pearl earrings that almost covered the tiny lower lobe of her much exposed ears. The blase walk was new, too, sort of a bored, languid stroll. When Gloria had renamed herself she had overlooked the frailty of human nature to nickname and nickname and nickname, so she was slightly taken aback when all the men down at the office began calling her Glory B. It sounded like an exclamation, not exactly of approval. In fact, by a certain inflection of the voice there could be a little derision put into it, thus: Glory B! Sometimes she wondered whether she was putting the ultra stuff across or whether there were still little ear marks of the country girl peeping out around the edges of her camouflage. But, anyhow, she was enjoying her freedom and the big life and the occasional cigarettes that made her head ache but added the finishing touch to this new Gloria—to this magnificent butterfly to whom Gladys had been only the grubby worm.

It was with gnawing impatience that she waited for her first vacation when she might go back home and dazzle her girlhood friends with this new apparition at which the Gladys of a year before had not even hinted a promise. It was along in August when she finally got away from the hot, sweltering city, Jack Desmond, her "steady," had promised to run down for a week-end at least, and she was speeding home ahead of him to put the place in order and instruct her family as to what to do—what to eat, and how to do, say, wear and eat!

It was a trying time for old man Briscoe and his wife, Mrs. Briscoe was not permitted to wear her comfy old gingham dresses even in the kitchen in the mornings. Every time she said with pleasant interest: "Well, I do know!" she was glared at by her daughter. The old man's easy chair on the front porch—the one that sagged on one side and had the cowhide seat in it—had been whisked away and his field-weary limbs were forced to seek repose in strange, unfitting chairs that refused to yield to his contour. But the thing that nearly killed Gloria was that her parents could not or would not remember not to call her Gladys.

"Seems like you been Gladys so long I can't get accustomed to nothing else," Mrs. Briscoe would apologize, mopping her flushed face on her apron. Gloria sighed in despair. It was hopeless. Maybe she had better wire Jack not to come, make up some excuse and keep him away somehow. After they were married—if they ever did marry—he could adjust himself to the crudeness of his parents-in-law as best he could. Anyway, once married he couldn't get away so easily, but now—why, they weren't even engaged. It would be too great a risk to have him see them now. Yet, somehow because she loved him so much she could not bring herself to forego the pleasure of seeing him.

So he arrived as they had planned on the 6:30 Saturday afternoon, bringing with him a huge box of candy and greeting Gloria with a smile that made her heart jump for joy. Together they walked the short distance from the station to the inviting old country home in the cool quiet of a perfect summer evening. As they approached he stopped and faced the girl.

"Glory, I don't know—how to do the square thing," he said hesitatingly. "I like you just a lot—in fact I—I love you, but I'm never going to ask you to marry me; I know we couldn't be happy together. My folks are just plain country people and you'd be ashamed of 'em and I wouldn't stand for that a minute. You're so—different. I had no business letting myself fall for you. Up to the last minute I fought for the courage to call this visit off, but I wanted to come so badly I couldn't." Suddenly he raised his head as if a load had dropped from his shoulders. "I feel better now—we understand," he said after a moment.

Then Gloria put a hand on his arm and swallowed her pride as she spoke. "Jack, I'm only veneer. It isn't on very thick at that. It wouldn't be hard to scrape off. You'll feel better yet when you see dad in his old blue shirt with his suspenders holding him together, as he puts it. So we've both got parents that aren't too stylish."

Then Jack did something that quite shocked the neighbors who were all discreetly peeping out their windows to see Gladys' new city beau. He swept her slender little figure into his arms and kissed the boyish bob, and the pearl earrings, even the carmine lips. Yes, he did, right then and there.

"But I'm a hateful little mix, Jack. It was I who was—s-s-o afraid of what you'd think of my parents and that I forgot my loyalty to them and was almost ashamed to have you see them. And they're so fine, too. I ought to be killed."
But Jack did not agree with her. He only thought that she was even lovelier than ever when in a penitent mood—one in which he had never seen her before.

COTTONWOOD ITEMS

(Miss Alma Bradley, Reporter)

Mr. and Mrs. Jesse Huff and children spent Sunday at the home of Mr. Huff's parents, Mr. and Mrs. T. Huff of Artesia.

Miss Stephens of Artesia is substituting this week for Miss Mae Wilson, primary teacher of Upper Cottonwood school, who is ill.

Mr. and Mrs. Albert Watson of Roswell visited at the home of their parents, Mr. and Mrs. W. A. Watson and Mr. and Mrs. R. M. Middleton.

Rev. Harold Dye, of Hagerman is holding a revival meeting at the Cottonwood church. C. F. Frazier evangelistic singer leading the singing.

Two new wells are being drilled in this community. Oscar and Clarence Pearson are drilling a well at the H. B. Worley farm and M. Bruning of Artesia one at the E. P. Malone farm.

J. J. Gist, teacher of Upper Cottonwood and the Boys basketball team drove down to the oil field to play ball with the boys there. The Cottonwood team was defeated by a score of 21-7.

Quite a number of friends and relatives met at the D. S. Southard home last Wednesday to celebrate the birthday of four generations, who were: Mrs. S. T. Southard, age 78, son, Dave Southard, grandson, Emmitt Southard, and great granddaughter Joanna Funk, 1 year old. Those present were Mrs. S. T. Southard, Mrs. D. A. Southard, Otis Southard, Mr. and Mrs. Kermit Southard, Mr. and Mrs. Kersey Funk and children, Mr. and Mrs. Leonard McGough, Mrs. Rosa Carruthers, Mr. and Mrs. Tom Caffall, Mr. and Mrs. Ross Jacobs and family, Mr. and Mrs. James Wilkinson and daughter, Mrs. J. C. Belle Johnson, W. A. Watson, Mrs. Loman Wiley and son, Woody Southard of Kenna, and the host and hostess, Mr. and Mrs. D. S. Southard and sons, Cleo and Emmitt. All present enjoyed the celebration very much.

From the Latin
"When at Rome do as the Romans do" comes from the Latin. St. Ambrose is quoted as saying, "If you are at Rome, live in the Roman style; if you are elsewhere live as they live elsewhere." In Cervantes' "Don Quixote" it is put like this: "When you are at Rome do as you see."

Shower of Fish

Many freaks of weather have been recorded, but it is doubtful if the experience of a man at Glencoe, Rhodesia, has been equaled. He awoke recently to find that live fish had been raining on his property during the night, a tennis court being covered with small silver fish. As the nearest sheet of water is three miles away, the only solution seems to be that a whirlwind rose in the night and carried the fish on their queer journey.

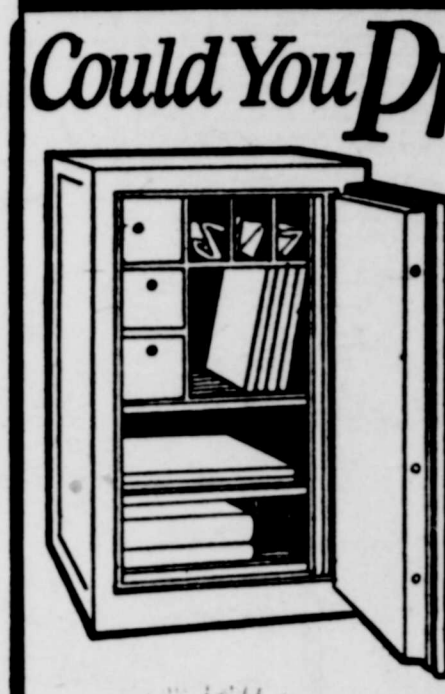
Preserving Newspapers

The paper upon which modern newspapers are printed becomes brittle when exposed to air for a long time. Some libraries have solved the problem of preserving newspaper files by mounting each sheet between two sheets of thin Japanese tissue. This seals the paper from the air, reducing its legibility but slightly and strengthening the page.

OIL SUIT TO BE

SANTA FE—The Atlantic Oil and Petroleum Company's case against the state office has been set for trial at 10:00 a. m. in the supreme court. Justice Frazier, who has been ill, will be back in his office, and appeal from the district court favoring the oil company will be heard before the trial.

History
The idea that the history of the greatest men has been written by a number of authors. "On History" says "The sense of innumerable And Emerson: "There is history, only biography"



Could You Prove it?

If your place of business today, could you prove your loss by insurance adjustment? Would your credit be good? Could you collect on charge accounts? There's a fire safe where in America in 58 seconds. Who's not dependable? "fireproof" buildings don't have their contents burned. A Shaw-Walker Protective Safe is real protection at moderate cost. There's a safe and interior to your requirement. Come in and see it!

THE ADVOCATE

Planting Time is Here

Some have already made the necessary arrangements to secure a good stand of Cotton by buying and using

Rock Island No. 33 Two-Row Planters and Western Land Rollers and Pulverizers

This pulveriser is especially commended to those having difficulty in holding moisture near the surface of the soil long enough to germinate the seed.

We still have some 18% acid phosphate. And a little of the 9-27-9.

BABY CHICK FEEDS. LAYING MASH. FEED FOR THE GROWING YOUNG CHICKS. LAORBUST SCRATCH. CREAMLINE DAIRY FEED. Also Kaffir, Shorts, Bran, Maize-Heads, Corn, Cold-Prest Cake, Cotton Seed Meal. Sun-Flower Seed.

Artesia Alfalfa Growers Association

THINGS THAT NEVER HAPPEN

By GENE BYRNES



THE SENIOR PLAY

The Artesia high school Senior class will present the annual class play at the Central auditorium, Friday evening, which is expected to be one of the feature events of the present school year. The title of the play is "Billy" and is presented in three acts through special arrangements with Samuel French of New York. Two numbers will also be presented between acts and music will be furnished by the Harp orchestra. A brief synopsis of the plot. Billy Hargrave, a football hero of Transylvania loses four teeth in a football game and his family try to hide his misfortune. Billy with his sister goes to Havana on the same ship Beatrice Sloane, Mrs. Sloane and Sam Eustache take. Complications arise when Billy can't explain the loss of his teeth to Beatrice. The cast: Billy Hargrave, a football hero. Carrol Graham

Alice Hargrave, his sister. Lola Gray
John Hargrave, his father. Autie Sanders
Mrs. Hargrave, his mother. Evelyn Dowell
Mrs. Sloane. Ruth Bigler
Beatrice Sloane, her daughter. LaRue Mann
Sam Eustache. Leon Clayton
Captain. Ted Carter
Doctor. Herbert Howell
Boatswain. Irving Withers
Sailor. Leonard Howell
Steward. Dare McLean
Stewardess. Jaunita Denton
Sailor. John Williams

Loose-leaf Binders, Special Ruling and Stock Forms.—The Advocate.



Rubber Stamps
Seals, Etc.
For Sale
The Advocate

- ? -

Remove the question mark from your financial future with adequate protection in the reliable

NEW YORK LIFE INSURANCE

A. L. ALLINGER, Representative

ADVOCATE WANT ADS GET RESULTS

LOCALS

of Avis was trading in

Mrs. F. G. Hartell were visitors to El Paso, Tex.

ates was at home from Institute at Roswell

se of Ardmore, Oklahoma to business matters

Mr. and Mrs. I. P. Johnson town on the Cottonwood 24th, a daughter.

Mrs. G. G. Taylor, of Texas, spent the week end and Mrs. R. W. Dunn.

Joplin, student in the suffered a broken arm on the school grounds

Mrs. J. E. Robertson and James and Mrs. R. L. at the week end in El

S. French, Miss Ruth Charles Horne spent Sun- and Mrs. Oliver Scog- ranch near Hope.

ance Conner was taken to Monday for hospital treat- Conner and her mother, rry, drove down to Carls-

ish, field superintendent Jamar Oil and Gas Corp., Thursday evening from an business trip to New York eastern points.

tebery and sister, Mrs. on, of Maljamar, were in the last of the week to see rry's little daughter, who pital there for treatment.

ton, construction engineer nental Oil Co., was here looking over the refinery left Tuesday for Dimmett, s wife and daughters were him.

endent W. G. Donley, of drove up Saturday to at- district music contest. He spanied to Artesia by Miss m, one of the judges in contest.

m Jackson and baby re- nday from St. Francis hos- Carlsbad and will remain couple of weeks with her er and aunt, Mrs. Silas nd Miss Cora Rogers, be- to their home near May-

llard Spencer returned Fri- a visit with her parents, Mrs. Wallace Merchant, and ers and families on the the Capitan mountains. Mr. drove down with his daugh- ent from here to Hope on ack home.

Clark came in from Lusk, last Saturday and on Sun- ing left for the north ac- ed by Mrs. Clark and baby who have been visiting er, Mrs. E. M. Phillips. Mr. d his brother, who went e to Wyoming a short time located there.

onwood resident complains Roswell police force have partiality in assessing fines tions of the city traffic The particular resident was ause he failed to observe a A little later some of his committed the same of- were excused on the ground were not familiar with the iles.

YPEWRITERS Woodstocks and Coronas, Re- all other makes at The

FILED FOR RECORD

Warranty Deeds: March 15, 1930.

E. T. Carter to C. L. White \$1.00 Lots 26 and 28, in Blk. 6, Town of Loving. H. R. Evarts to J. E. Evarts \$1,450.00 Lot 5, Blk. 33, Artesia Imp. Co. Add. to Artesia. Mrs. Ludia A. Bruce to Mortie B. Cobble \$400 SE 1/4 NW 1/4; NE 1/4 SW 1/4; sec. 19-17-27.

March 17, 1930.

Warranty Deeds: E. T. Carter to Josefa Perea \$1.00 Lot 11, Blk. 54, Stevens Add. to Carlsbad.

March 19, 1930.

Warranty Deeds: Pecos Valley Trust Co., to C. W. Trimble \$450 Lot 3, Blk. 89 Lowe Add. to Carlsbad. Mary D. Hollis to Joe Anderson \$10.00 Lots 1 and 3, Blk. 33, Artesia Imp. Co., Add. to Artesia.

March 20, 1930.

Warranty Deeds: J. A. Gallivan to James N. Bujac \$10.00 East 80 ft. of Lot 1, Blk. 108 North Carlsbad. Petra Hernandez Lara to Conception Sanchez \$100 Lot. 16, Blk. "C" east San Jose.

March 21, 1930.

Warranty Deeds: Lone Star Lumber Co., to Pan-handle Lumber Co., \$1.00 Lots 2, 4, 6 and 8, Blk. 11, Orig. Artesia. Sisters of the Precious Blood to The Most Precious Blood, of Wichita, \$1.00 blocks 91 and 92, Stevens Second Add. to Town of Carlsbad. J. L. North to T. P. Hickox \$3,000.00 Lot 1, Blk. 137, North Carlsbad.

In The District Court: No. 4958 Suit on Account. J. Mack Crawford vs. W. E. Washington \$220.16. No. 4959. Lis Pendens. Rosa Murrah vs. Marie Clemens, et als Lot 11, Blk. 87, Lowe Add. to Carlsbad.

Have You Tried Our Pastries Lately?

We make a fine assortment of Cakes not excelled by any imported brands. The next time you want a delicious dessert and do not find it convenient to call, just tell your grocer that you want one of the City Bakery's delicious cakes.

We Bake Every Day
City Bakery
Phone 90
C. C. PIOR, Prop.

General Hauling

Teaming

SAND AND GRAVEL

Geo. W. Beal
Artesia, N. M.



with each purchase of a 2-lb. can at \$1.00 which is the regular price of the 2-lb. can



If you are already a user of M·J·B coffee you know and appreciate its high quality. Here's a chance to get a half pound FREE with your regular coffee purchase. If you are not a user of M·J·B, then take advantage of this offer. Open the half-pound can and try it. If you do not agree it is the best coffee you ever drank return the 2-lb. can to your dealer and he will pay you \$1.00 for it. You keep the half-pound can.

Now M·J·B comes to you in an improved, easy opening key-can, available only to M·J·B users, packed by our own vacuum process.

Sale: March 21st—29th

GROCERS IN ROSWELL, ARTESIA AND VICINITY
Get Your Coffee Today!

SHIP EUROPA SETS RECORD CROSS OCEANS

K. N. Y.—The new of the seas—the north liner Europa—slid New York harbor Tues- day transatlantic record voyage from Cher- ter to Ambrose light- the entrance of the

ough a light mist and light- passed the light- a. m., to establish a days, 17 hours and 6 the run across the At- lane. She left Cher- 48 p. m. (E. S. T.)

ed by 18 minutes the old ashed by the Europa's e Bremen, last October minutes from the time Bremen in her maiden July.

averaged a speed of in the 3,127 miles she Cherbourg breakwater lightship—a course that miles shorter than the by the Bremen in her October run.

Europa swept by the the—official finishing est-West Trans-Atlantic passengers immediately the throb- ing of the gigan- a windswept sea at

quivering that was no- the Europa's special- propellers, eased and her at more slowly through mist to anchor at

Europa waited patiently stoms and U. S. public als put out from Man- the cutter Raritan that shrieking salute as she the blanket of fog and

able reaction of the public department service is not It may be traced jointly wing intelligence of the people in financial affairs vertising to the world at erits of trust services. Ad- ed in a sensible, judicious ssary, a power that has ac- much good for humanity. he detailed services ren- trust department the one, to be winning favor the life insurance trust. Life is the quickest known way an estate. In reality it af- sessor the opportunity of a positive monetary safe- family and then paying e installment plan.

ed man is not fair to his e fails to carry life insur- ould say to the young man, nce before you buy the to the young woman I "Marry no man so thought- off at life insurance."

rofitable Smartness 's son who had been some- e university came home to parents. Two fowls were the table for supper, and student said he could prove were really three fowls. d he, "is one, and this is wo and one make three." ou have made it out see his father, "your mother he first, I'll have the second, eat the third yourself."

all at out ity.

RE USE

Ribbons—The Advocate

'Round Home

by CHAS. S. KINNISON



Witty-Pity
When I sit down to read a tale,
And find it very funny,
I then indulge in laughter hale
And wear a grin that's sunny.
I laugh until I shed a tear,
My eyes with tear-drops glisten.
And then I say to Wife Dear:
"I'm going to read this. Listen!"

And usually SHE has a book
At times like this I mention—
And lifts her eyes and gives a look
That does NOT spell attention.
But still I start to read to her
Steamed up with high elation—
But she sits there without a stir,
And wears a bored expression!

In what I read she finds no fun;
She listens with resentment.
And finally, when I am done,
She sighs in sweet contentment.
A favorite trick is this of mine—
To read her stories witty,
But while I laugh with eyes ashine,
She looks at me with PITY!

ORDINANCE NO. 2.

AN ORDINANCE PRESCRIBING THE DUTIES OF ALL ELECTIVE AND APPOINTIVE OFFICERS FOR THE CITY OF ARTESIA, NEW MEXICO; AND FIXING THE SALARY AND COMPENSATION FOR A PERIOD OF ONE YEAR FROM THE FIRST TUESDAY IN APRIL, 1930.

SECTION 1. Be it ordained by the Board of Trustees of the Town of Artesia that all elective and appointive officers shall perform all duties of their respective office required by statute and such other duties as may be required by ordinance.

SECTION 2. That the salaries of the following mentioned elective and appointive officers shall be as follows:
The Mayor shall receive as his salary and compensation two dollars and fifty cents (\$2.50) for each meeting of the City Council, which he attends, not to exceed twelve (12) meetings per year.

The salary and compensation for each Alderman shall be two dollars (\$2.00) for each meeting of the City Council, which he attends, not to exceed twelve (12) meetings per year.

The salary of the City Clerk shall not exceed one hundred dollars (\$100.00) per month.

The salary and compensation for the City Treasurer shall not exceed one hundred and fifty dollars (\$150.00) per year.

The salary for the City Marshal shall not exceed one hundred and fifty (\$150.00) dollars per month, and

The salary of the City Attorney shall not exceed fifty dollars (\$50.00) per month.

Said salaries and compensations to be paid to said officers for the performance of their respective duties, beginning the first Tuesday in April, 1930 and continuing for a period of one year, ending the first Tuesday in April, 1931.

SECTION 3. That this Ordinance shall be in full force and effect from and after the first Tuesday in April, 1930, after its publication as required by law.

Passed, adopted, signed and approved this 25th day of March, 1930.

(SEAL) C. E. MANN, Mayor.

ATTEST: EDWARD STONE, Town Clerk and Recorder. 15-1t

TYPEWRITERS
New Woodstocks and Coronas, Rebuilt in all other makes at The Advocate.



ARTESIA DAIRY

PHONE 219
Whipping Cream
Table Cream
Pasteurized Cultured Butter Milk
Free Delivery on Special Orders
DUNN AND THIGPEN, Props.

MODERN EDUCATION REVERSES OLD IDEAS

Business Institutes Use the Plan of Getting People to Think Rather Than Merely to Learn

There is one general principle at the basis of all good teaching and it is that a person learns more readily by assimilating the experiences which he himself encounters than in any other way, says Harold Stonier, National Educational Director of the American Institute of Banking. This institute is the educational section of the American Bankers Association through which 35,000 bank men and women are receiving scientific instruction in their chosen business.

"The most advanced people in teaching today are emphasizing the importance of activity on the part of the student," he says. "In the school-room of former days we often heard such phrases as, 'Be still,' 'Learn by heart,' 'Don't do that,' 'What does the book say?' The newer education asks, 'What do you think?', 'What was your reaction to that experiment?', 'What did you discover?' 'What reasons have you for your answer?'"

"The New School Calls for Action"
"The 'expressing' school is taking the place of the repressing and listening school. The classroom is becoming an open forum, a studio of self-expression, a place of mental growth. The modern concepts of education are personal experimentation, individual investigation, critical discussion and creative self-expression. The pupil really learns only as he is able to assimilate the new meanings of facts and principles with his previous experiences. Activities therefore constitute the pivotal force around which are grouped the new factors in education. The primary responsibility of the teacher is to furnish a constant stream of activities which will afford the stimulating urge to mental growth. "Education is a process of experienting, and the program of the institute is so arranged as to give the greatest opportunity to gain by such experience. Through this we develop the art of thinking. Thinking has been described as the ability to handle experience and to bring it to bear on a problem. Effective thinking arises when we are presented with the choice of conduct. Our previous experiences become helpful as we marshal them and bring them to bear upon the matter of our choice."

The students in the American Institute of Banking by reason of the fact that they continue to go on about their employment in banks while taking the banking association's study courses have an opportunity to combine learning with practical thinking and action.

How Guns Dispel Pests
Off the coast of Cornwall last summer porpoises were so numerous they played havoc with salmon and trout fishing. The fisheries department took the most unusual course of dispersing them by gunfire. The same sort of thing has now been happening in Palestine in the case of locusts. When this particular one of "Pharaoh's plagues" threatened to visit the country and the locusts were assembled in dense hordes for the purpose, a field company with a large number of "flame guns" attacked and routed the pests. It is, anyway, a relief to think that there can be other uses for guns than the destruction of humanity.—London Mail.

French Enjoy Fishing
No fewer than 10,000 fishermen took part in a competition and congress which was held at Vichy, writes the Paris correspondent of the London Sunday Observer. The number is not only sufficient to show what a placid person the Frenchman really is—at least when he reaches a certain age—but also that he has a natural passion for sport. I do not mean sport as he understands the word, for he does not really care about games, but sport in the sense of shooting and fishing. Game shooting is far more a pursuit of the whole people of France than in England, and there is hardly a middle-aged Frenchman who is not a fisherman.

Garden TOOLS

YOU can't find a pleasanter contrast to the confining duties of the office than gardening as an early evening pastime. And of course, it will be pleasanter if you have modern, efficient tools to work with. Our garden tools are the best made, and they're yours at prices that you will like.

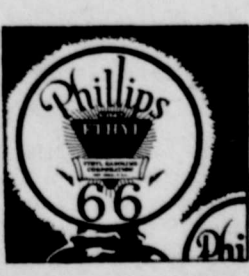
POULTRY SUPPLIES:
Net Wire, Drinking Fountains, Feeding Fountains, Brooders and a miscellaneous line of items needed by the poultryman.

JOYCE-PRUIT COMPANY
Hardware Department—Phone 34

THE BIG NEWS THAT IS SWINGING THOUSANDS TO PHILLIPS 66



A winter gasoline in winter! A spring gasoline in spring! A summer gasoline in summer! A fall gasoline in fall! That's what you get when you fill up with Phillips 66—because its volatility is scientifically controlled for season and climate. It has swept away old ideas of gasoline performance. Its year 'round easy starting, flashy pickup, lusty power and mileage qualities are turning buying habits upside down. You'll find extra value at no extra cost wherever you see a pump globe marked Phillips 66.



Phill-up with **Phillips 66**
REGULAR and ETHYL

PHILLIPS SERVICE STATION
202 TEXAS AVENUE—ARTESIA, N. M.

Your Voice Can Deliver the Message Best...

Your voice is the most natural, most effective, means of expressing yourself. It's a mirror of your personality.

When you have a message for someone in a nearby or distant town, telephone. It's quickest, most satisfactory. Calls are often completed while you hold the line.

Rates are lower than ever. For 10 cents you can talk 10 miles, 20 miles for 20 cents, 30 miles for 30 cents, 45 miles for 40 cents and 65 miles for 50 cents. Try it—save time—the telephone way is the modern way.

An advertisement by
The Mountain States Tel. & Tel. Co.

JACKSON-BOLTON CO. SELL 47 USED CARS SINCE SALE OPENS

Forty-seven used cars have been sold since the opening of the 30-day spring used car sale, which closes tomorrow, being staged by the Jackson-Bolton Chevrolet Co., local Chevrolet dealers. This is the greatest number of used cars sold in a similar period in Artesia, according to Mr. Bolton.

"This sale has demonstrated to me," declares Mr. Bolton, "that the public is assuming a new attitude toward the so-called used car. It no longer regards a used car as the discard of a former owner nor looks with suspicion at its worth, but is seeing in it the enormous unused mileage the builder incorporated in it."

"This change of attitude is a fortunate one for the public. It means a good price for the original owner when he trades in his car, because of the ready market awaiting that car. And it means a saving to the second car owner who appreciates that a completely reconditioned car is a better value for his dollar; is almost as good and has almost as much service in it as has a new car for which he would have to pay considerably more."

"In every so-called used car is more mileage unused than has been used. The car has often been traded in because a new model came out and the owner wanted it. Or because he preferred a larger car, or a smaller one, or for some other similar reason. The car was not inherently objectionable to him. And very likely he traded it in after a year or less service, hardly longer than was necessary for it to reach its peak of performance. When one remembers the average car's life is six years it is easy to appreciate the bulk of a car's value is being offered in a resale at a very low price."

"Our company is glad to have enabled many residents of this section to become owners of better cars than they have ever hoped to own at prices readily within their reach."

Sinister "Triangle"

The term "eternal triangle" is used in reference to an emotional situation of sex consequence in which either two women and one man or two men and one woman are involved.

Loose-leaf Binders, Special Ruling and Stock Forms.—The Advocate.

AGAIN KONJOLA GIVES PROOF OF AMAZING POWER

Ten Years of Rheumatism Are Ended When New Medicine Is Given a Chance.

What cheer and encouragement are to be found in the many victories of Konjola, the new and different medicine of 32 ingredients. Take as a typical example of Konjola at work, the case of Mrs. G. H. Coleman, R. F. D. No. 3, Ft. Smith, Ark. Imagine her happiness when she was able to say:



MRS. G. H. COLEMAN

"When I look back and think how I suffered from rheumatism and kidney trouble for ten years I can hardly believe that I am well and happy as I am today. And all this glorious change is due to Konjola. For ten years I endured awful agonies. At times the pain in my limbs was so severe that I could not get around. Every night I was up many times, and the loss of sleep and rest told on my general health. A friend urged me to try Konjola, and what good advice that proved to be. In four weeks I was without a sign of rheumatism, and my kidneys were as good as ever. No wonder Konjola is the most talked of medicine in America. It should be in every home throughout the land."

Konjola is sold in Artesia at Palace Drug Store, and by all the best druggists in all towns throughout this entire section.

FAMOUS COLUMN

Our Lino-Op. observes that W. E. Ragsdale is going to erect an Indian type of residence and wants to know if it will be a tepee. In as much as Mr. Ragsdale likes to talk, we'll let him explain.

We have heard it rumored that three local oil companies are in on a dry hole drilling contest with odd man out.

R. L. Halley, state oil and gas inspector is preparing a treatise on the way a young man can succeed, which will be delivered as soon as a well is brought in on his 40.

The other day a man peeped over the shoulder of Big Hill, who was signing his name to a check. "That looks like H-E-L-L," he says.

The board of education has rejected the application of Willis Morgan as assistant music supervisor. Every time he hears a violin he thinks it's fiddle music and pats his foot.

Chester Dexter is a candidate for alderman from the sixth district since he has found out the city dads draw down \$2.00 per meeting.

A million people in this country say a survey expert are living on their wits, which is not the worst of it. They are likewise living at the expense of a hundred and nineteen millions.

FORTY-FIVE MILLION TOURISTS WILL VISIT THE U. S.—CANADA

SANTA FE—During the present year there will be 45,000,000 people who will go motor touring in the United States and Canada, the American Automobile Association states in a bulletin received by the State Highway Department. It is estimated that these tourists will spend \$4,000,000,000, of which Canada will get about \$350,000,000.

The percentage that New Mexico will get of this four billion to be spent by tourists, depends upon the cooperation of all agencies in the work of publicizing the attractions of which we boast, the service bureau bulletin states. The importance of publicity has been recognized by California, Florida and Colorado, and also by Canada, and they have profited accordingly.

How Ice Age Is Ending

Back from his summer's explorations into the Arctic regions, Donald MacMillan says the ice is receding farther north every summer. This is noticeable especially as regards the great ice cap on Baffin Land, covering 700 square miles. MacMillan believes we are near the end of an ice age during which the ice sheet from the north pushed down as far as southern Ohio and Illinois, Missouri and Kansas, as shown by the soil drift and granite boulders deposited.

Typewriters for rent at Advocate.

AMERICAN GRAPES SURE FRUIT CROP

American grapes are adapted to a wider variety of conditions, are less subject to damage from spring frosts and seasonal drouths, are more easily grown and more dependable for a fruit crop year after year for home plantations than most of the tree fruits, say specialists of the A. & M. College.

Experiments conducted at the Tucumcari field station started in 1923 with the planting of a small vineyard of 24 different varieties of American grapes. Marked differences have been shown in the hardiness and productivity of the different varieties, but it has been found that grapes are the surest fruit crop in that part of the state, providing wisdom is used in selecting varieties, says R. D. Burnham, superintendent of the station.

With a few vines each of four or more selected varieties of American grapes, the average family can be supplied with an abundance of fruit through a long period of summer.

Among the varieties grown at the Tucumcari experiment station, the following show the most promise:

Caco—A large, early, red, choice table grape; vine very vigorous.

Lenoir—A small, late, black, sour variety suitable for jelly. Vigorous vine.

Goethe—A large, late red, good

quality table grape; vine very vigorous.

Catawba—A late, red, table grape of excellent quality; vine moderately vigorous.

Captain—A vigorous growing, medium late, black sort, suitable for table, market, or juice.

Fern Munson—Vigorous growing, late, purple.

Last Rose—A very late red grape, suitable for jelly.

Manito—Early, vigorous growing, dark purple; suitable for market or juice.

Ellen Scott—Late, light purple; fruit for table, juice or market, vig-

orous vine.

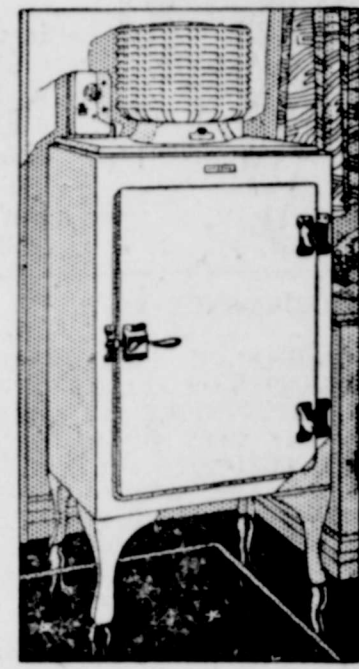
Grapes do best when planted in sandy or loam soil.

How to Display
If the flag is used on the platform, it should be displayed behind the speaker, and in front of the audience's left. If the flag is flown on a pole, it should be on the speaker's right as in a church, it should be placed on the right as they face the stage. The flag should be at the left.

Of the hundreds of thousands of owners

Not one

has paid a cent for service



What greater proof of efficiency and economy can be asked?

Not a penny for service is it that makes such an answer is there.

In that amazing top unit the entire mechanism of the General Electric Refrigerator—forever against dirt, rust, trouble. And sealed up with permanent supply of oil, to protect the mechanism as they in the years to come as you first plug your General Electric Refrigerator into it.

Come in, and see on what easy terms you can own any one of our wide variety of attractive models.

GENERAL ELECTRIC ALL-STEEL REFRIGERATOR

Join us in the General Electric Hour, Broadcast Every Saturday at 9 P. M. Eastern Standard Time over a nation-wide N. B. C. network.

L. P. EVANS ARTESIA, N. M.

MICKIE SAYS—

YOU CAN'T SAY POSITIVELY THAT YOUR BUSINESS IS NOT A MONEY MAKER, UNTIL YOU HAVE TRIED OUT THE EFFECT OF A NEWSPAPER AD IN THE HOME PAPER REGULAR! MANY A BUSINESS HAS GOT TO ITS FEET, AND HENCEFORTH SUPPORTED THE BOSS IN LUXURY AND STYLE AFTER IMBIBING THE MAGIC ELIXER.



WHILE They Last!

Wake Up Insurance

Alarm Clocks, regular \$1.50 Values—
Special Thursday, Friday and Saturday 98c

Ingersall Watches, regular \$1.50 Values—
Thursday, Friday and Saturday 98c

Mann Drug Co.
"Between the Banks"

The Senior Class

is presenting a three act farce comedy entitled

"BILLY"

Friday Evening

at 8:00 o'clock at the

CENTRAL SCHOOL AUDITORIUM

THRILLS—ROMANCE—MYSTERY—SEE IT!

Admission 35c and 50c

It is a SALE! USED CARS

AND ONLY LASTS A FEW MORE DAYS

We still have some unusual bargains in used cars that have just been traded in on the new 1930 Chevrolet Six. If you have not visited our used car lot or sales room during this 30 day sale do so now. Don't miss this opportunity

A VISIT DOES NOT OBLIGATE YOU TO BUY

Jackson-Bolton Chevrolet Co.

"Buy With Confidence From a House With a Conscience"

ARTESIA, NEW MEXICO

POLITICAL ANNOUNCEMENTS RATES

State	\$25.00
District	\$20.00
Senator and Rep.	\$10.00
County	\$15.00
Probate Judge	\$10.00
City Office	\$ 5.00

Strictly Cash with Copy

The following candidates submit their announcements, subject to the action of the democratic primary when the same shall be held.

For Judge, 5th Judicial District:
G. A. RICHARDSON,
Roswell

J. C. GILBERT
Roswell

For Sheriff:
WALTER L. McDONALD
Carlsbad

A. F. SCHNAUBERT
Carlsbad

E. S. SHATTUCK
Carlsbad

B. C. McCUTCHEON
Carlsbad

For County Clerk:
NORMA TOFFELMIRE POWERS
Carlsbad

RUTH NYE
Carlsbad

For County Supt. Schools:
MRS. FRANCES G. DONLEY
Carlsbad

H. R. RODGERS
Cottonwood

For County Tax Assessor:
MRS. RICHARD H. WESTAWAY
Carlsbad

For County Treasurer:
R. E. WILKINSON
Carlsbad

For Probate Judge:
MRS. M. O. GRANTHAM
Carlsbad

For County Commissioner:
District No. 2:
C. E. MANN,
Artesia.

THE COMING FIREMENS CONVENTION TO BE BEST IN ITS HISTORY

The 8th annual convention of the New Mexico State Firemen's Association is to be held in Deming on June 4, 5 and 6.

This year's convention is to be combined with the fire college course. This course is sponsored by the fire service extension committee of the national fire waste council and is the same course of instruction as given the larger fire departments throughout the country.

Subjects to be covered by the course are: "Salvage and First Aid; Practical Pumper Operation; Drill Evolutions; Chemistry of Fire, Fire Department Hydraulics and Gas and Dust Explosions."

Instructors secured for the course are: Chief Harry K. (Smokey) Rogers, Chicago; Capt Frank J. Spillane and Mr. Warner, Denver; Dean R. S. Rockwood, Prof. V. C. Keich and Prof. A. Diefendorf, University of New Mexico, Albuquerque.

A goodfellowship dance will feature the first day of the convention. This to be given by the American LaFrance & Foamite Industries Inc., Julius Pearse, district manager. The last night of the three day period will include a trip across the international border to Palomas, Mexico, as guests of the Deming Fire Department. Musical entertainment during the meeting will be furnished by the Clovis Fire Department drum corps and orchestra.

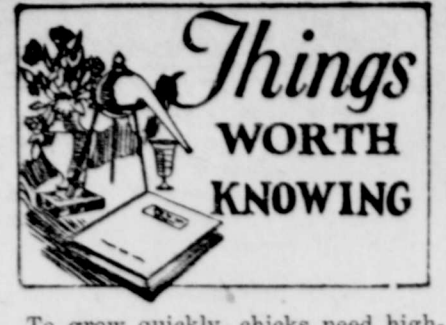
Officers of the association are: Chief P. D. Miller, Socorro, president; Chief R. V. Miller, Clovis, 1st vice-president; Chief Rue Chrisman, Roswell, 2nd vice-president and T. A. Rosenwald, Albuquerque, secretary-treasurer.

NOTICE TO FARMERS

Will be back at my old stand in the Richards Blacksmith shop after April 1st, and will be prepared to do general blacksmithing. Will appreciate your patronage. J. O. Richards.
14-2tc

Typewriters for rent at Advocate.

DR. EDWARD STONE
Optometrist
Artesia, N. M.



To grow quickly, chicks need high-protein feeds the first few weeks. Chicks will grow rapidly if fed for the first 3 or 4 weeks, feeds that contain 20 per cent good quality protein, and for the next 5 or 6 weeks, feeds that are from 16 to 20 per cent protein.

The cowpea succeeds under such a wide range of conditions that it can be used to good advantage in almost any system of crop rotation. It is especially valuable as a catch crop and for hay or seed production.

Feeding tests show that soybeans are desirable in poultry rations as a source of protein. However, the soybean ration should be supplemented with a good mineral mixture. Many farmers have found that poultry eat the whole beans readily if soaked or cooked.

A southern dairyman in a territory recently freed of cattle ticks was skeptical concerning the merits of a registered dairy bull and hesitated to buy one. Later he stated that the difference in value of a few yearling calves of the first "crop" from the purebred bull that he finally bought, and the value of the same number of yearling scrub calves was greater than the entire cost of the bull.

The mammoth hatchery business has developed so rapidly that more and more farmers are buying day-old chicks instead of incubating the eggs. Day-old chicks should be bought from hatcheries where the breeding flocks are inspected carefully and culled rigidly, and where the poultry plants are kept in sanitary condition. It doesn't pay to buy poor-quality chicks.

Crop rotation is both a preventative and a control measure for plant diseases that are caused by nemas, or nematodes. If a nemic disease contaminates a soil, through infested seeds, nursery stock, implements, or the like, crop rotation will prevent or at any rate hinder its establishment. If the pest is already established, crop rotation is one of the best means by which soil can be cleaned. It is absolutely necessary to keep out the weeds if good results are to be expected through crop rotation.

Bottles are not the only things that leak in transit. Vegetables badly affected with watery soft rot actually leak in transit, in storage, or on the market. When preparing truck for the market, take care to exclude vegetables so affected. Even very small soft-rot spots may grow en route and cause considerable damage by the time the produce arrives. All common vegetables, except the potato and the onion, are susceptible to watery soft rot, which causes a characteristic soft, watery decay in the produce and a white cottony mold on the plants. Careful handling and good refrigeration will reduce losses from disease, but will not entirely control it.

Many dairy cows are undersized and low producing because they did not get enough of the right kind of feed when they were young and growing. After a heifer has freshened and is producing milk it is difficult for her to make up for growth lost through poor feeding when she was young.

Appearances are often deceiving and a rank growth of soft pasture grass may seem to be good feed for sheep when it is not. The sheep raiser should judge the condition of his flock by feeling of the bone of

TOTAL OF 169 MILES OF ROAD WORK NOW UNDERWAY IN DIST 2

SANTA FE—On the state highway system in district 2, there are 169 miles under construction, besides 42 miles on the federal aid system within this district, on which road-building is now going on. B. F. Kelly, district engineer, reports to the state highway department.

Laying down the asphalt surfacing on 8 miles of state road 2 north of Carlsbad has started.

The work of grading a 2 mile relocation of state road 3 west of Alamogordo toward Las Cruces, has been completed and the surfacing started. This state project involves grading and surfacing about 16 miles of this road, which passes by the famous "white sands, recently withdrawn from entry by the president until it has been decided whether or not to make of it a national monument.

A dyke has been built over a mile long and 4 feet wide, to divert flood water from state road 13 between Roswell and Caprock. Grading has been finished on this 6 mile state project which will be surfaced with caliche after compaction.

Grading and building drainage structures on 19 miles of state road 33 from Cloudercroft to Mayhill, down James canyon has been completed.

The period of more favorable weather speeded up other work in this district throughout the past month, which comprises Chaves, Curry, DeBaca, Eddy, Lea, Lincoln, Otero, Roosevelt and part of Socorro Counties, the district engineer states.

Loose-leaf Binders, Special Ruling and Stock Forms.—The Advocate.

the loin or back of the sheep. Ewes in lamb, especially, should be kept gaining steadily throughout the fall and winter. In open wet falls there is danger of waiting too long to start feeding.

NOTICE

To Gas Users

COLD WEATHER

is not over yet—don't disconnect your gas meters too soon—leave your meter on as long as you will need gas and avoid a reconnection charge on the next cold snap.

Pecos Valley Gas Co.

Sale Bills
If you intend to have a sale
got our prices
PRINTED

We are fixed for turning out work of this kind in double-quick time.

Baby Chicks

NOW READY FOR DELIVERY!

We have Barred Plymouth Rocks, Single and Double Comb Rhode Island Reds, M. Johnson White Leghorns, D. N. Farris White Leghorns, Anconas, Buff Orpingtons and White Wyandotts—all state accredited.

Our Chicks are large, strong, thrifty, fluffy—Chicks which will live and grow. We guarantee to satisfy our customers.

Our shipping and delivery dates are Mondays for leghorns and Thursdays for heavy breeds.

Our prices are right—order your Chicks now. Write us for our price list and catalog.

Pecos Valley Trading Co. Hatchery

603 N. Virginia Roswell, N. M.

HIGH SCHOOL GLEE CLUB TO CARLSBAD

The Artesia high school glee club has accepted an invitation to appear at the Episcopal church in Carlsbad next Sunday, March 30th and give several numbers. The club will be entertained at a picnic luncheon, given at the home of Mrs. F. G.

Tracy's. The invitation was extended by the club through Mrs. Coffman of Carlsbad who served as one of the judges in the recent district music contest.

ERROR IN ARTESIA DAIRY AD

The Advocate makes mistakes just as any other firm or individual and

in setting up the ad Dairy last week the inadvertently used insert advertisements are not possible, but even though in occasionally.

Typewriters for sale Advocate.



WHAT A DIFFERENCE 90 DAYS MAKE!

TODAY A TODDLING CHICK... in 90 days a proud pullet about to lay. There's something to think about! Tiny bones and little muscles have grown several times in size... a delicate fuzz has sprouted into hundreds of feathers... a chick weighing grams has grown into a pullet weighing pounds... all in 90 short days!

A wonderful change... and only one thing can do it... good feed! This year consider Purina Startena Chow (mash) and Purina Chick Chow (scratch) or All-Mash Startena Chow for the first six weeks... and then Purina Growena and Purina Intermediate Hen Chow until your pullets are laying at 16 weeks.

Put these Chows before your chicks. You will see pullets that are built right... pullets that will lay eggs aplenty in fall and winter when eggs are always worth good money.



WILSON & ANDERSON

COUNTRY PRODUCE BOUGHT AND SOLD
TELEPHONE 24—ARTESIA, N. M.



SMASHING ALL SALES RECORDS



THE new Conoco Germ-Processed Motor Oil is not only the fastest selling oil in Conoco history... it is establishing a new high mark in public acceptance... By a wholly new characteristic, Penetrative Lubricity, this motor oil is attracting motorists from other brands with a quickness unprecedented in the oil world... this would not be possible if this oil were not the finest and safest motor lubricant yet introduced.

It is the Germ Process which gives Conoco the essential points of superiority that make possible these things: 76% less motor wear; reduced carbon formation; lowered operating temperatures; greater gasoline mileage; resistance to dilution; and instant lubrication at the first touch of the starter.

The Germ Process adds to a supremely fine paraffin base oil, a precious oily essence lacking in all other oils. This makes possible the metal-penetrating safety factor that we call "Penetrative Lubricity." Try this new oil today... at the sign of the Red Triangle.

CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

TOR CO. FIRM

in setting up the ad... in occasionally... Typewriters for sale Advocate.

It Starts

connection it... the Willys-O... published a distr... Paso, which will... obtain 24-hour... or new cars... and the manager... at in store fo

THEM X-R

the X in X-rays... one of the greate... age in the X-ray... men, surgeon... ed in darkness f... ald light to ca... rns within us th... e eye. For year...



English Bow... long bow was G... developed by the... and carried into... ly date. It was... ting at a small... stance. Marks at... used the full c...

PHILOSOP

"Don't beatin' rou... wah kin tell what... T you!"

TOR CO.--NEW FIRM WILL OPENING SAT'DAY

Artesia's New establishment located on street will be formally public Saturday. On the delay in receiving equipment, Mr. Paris necessary to set up the which was scheduled to the first of the week. The houses have been added and interior of the complete plant will the public inspection modern driveway 29 as recently been concrete gasoline pumps into the motorists. Mr. distribute the products of Oil Co., including Red standard Ethelyn gasol lubricating oils, either retail.

the Paris Motor Co., and service the Willys Whippet automobiles and special invitation to the spect the late models. have been placed on the side a Willys Knight Willys Knight Stand- deluxe model Willys, a Willys ton and a half sedan and a Whip-

nection it might be at the Willys-Overland published a distribution Paso, which will enable obtain 24-hour service or new cars.

and the management is eat in store for each

REPRESENTATIVE FOR THE WILLYS-OVERLAND PREDICTS PROSPERITY

O. R. Watson, of El Paso, wholesale representative for the Willys-Overland products, arrived in Artesia yesterday and will assist in the opening of the new Paris Motor Co., on South First street. In speaking of the future prospects, Mr. Watson expressed himself as being highly pleased with the general conditions as found in Artesia and more particularly with the manner in which the Paris Motor Co., has started off.

According to Mr. Watson the general appearance of the Artesia community reflects a stable condition and it now appears that the local situation will be augmented by a record tourist year. Business conditions in general are looking up Mr. Watson believes and predicts for the Willys-Overland one of the biggest years of its history. "The increasing business enjoyed by the Willys-Overland is due in a large measure to the superiority of their products combined with a low cost and upkeep," he said.

Scatter Cheer
You find yourself refreshed by the presence of cheerful people. Why not make an earnest effort to confer that pleasure on others?—L. M. Child.

U. S. MUST CHOOSE BETWEEN WEALTH OR POVERTY—FORD

PHILADELPHIA, Pennsylvania. — The United States must choose between drink and poverty on one hand and prohibition and prosperity on the other, Henry Ford said in an interview with Samuel Crowther in the April issue of the Ladies Home Journal.

Ford revealed that not only is he enforcing prohibition in his organization in the United States but also he is keeping his foreign organization on a bone dry basis.

Our present industrial system cannot work with liquor Ford said. "We must choose between drink and poverty on the one hand and prohibition and prosperity on the other. There is no middle ground."

Ford said that those who would destroy the prosperity of the people are staging a very active campaign to bring back liquor, using the present business recession to the best advantage for the purpose.

Jefferson and Madison
President Madison returned after his induction into the Presidency to the house at 1333-35 F street, which he had occupied as secretary of state. Jefferson spent several days in the White House before he left for Monticello.

Date of Rubaiyat Unknown
Omar Khayyam was born in the latter half of the Eleventh century and died within the first quarter of the Twelfth century A. D. Exactly when the "Rubaiyat" was written is not known.

Typewriter Ribbons—The Advocate

PARIS TO SERVE AS DISTRIBUTOR FOR THE STANDARD PRODUCTS

Construction has started on the wholesale building of the Standard Oil Co., which is located at the old stock pen site, north of the Texas Company warehouse. The building or warehouse will be constructed of metal and will conform to the standard requirements of the company. R. L. Paris is the local distributor for Standard products, including Red Crown Gasoline.

HELPING YOUNG FOLK TO BECOME BANKERS

Through the American Institute of Banking, which is the American Bankers Association's educational section, the banking profession is educating 35,000 bank men and women in the technical and scientific departments of their work. These students are enabled by this institute, which is entirely non-commercial in its operations, to obtain a grasp of the finer points of banking without interrupting their employment or interfering with their earnings, in their bank jobs.

The courses given, including banking economics and law and bank administration in all the departments, have been worked out under the direction of senior college educators and the lectures are always given by practical men, such as lawyers in the legal courses, experts in banking operations and college professors in the economics courses. There are chapters with meeting rooms in over 200 cities and also a number of smaller study groups are fostered with correspondence aid.

It has been said that the A. I. B., as it is familiarly known throughout the banking field, is the greatest adult educational organization in the world and is supplying the banking business with the largest supply of trained workers each year that any comparable line of business is receiving. The organization holds an annual convention attended by hundreds of young bank workers as well as senior bank officers actively interested in furthering the institute's educational work, at which numerous technical subjects of practical banking application are presented and discussed. This year's convention will be held at Denver, Colorado, June 16 to 20.

Wedding Announcements and Invitations, Engraved or Printed—Advocate

Congratulations

TO THE

Paris Motor Co.

UPON THE COMPLETION OF THEIR NEW HOME ON FIRST STREET.

THE BUILDING WAS ERECTED BY

Tom W. Heflin

General Contractor

LOOSE LEAF DEVICES AT THE ADVOCATE

WE EXTEND TO THE

Paris Motor Co.

our best wishes for their future success and take this opportunity to extend our congratulations on the completion of their new home.

HINTON MOTORS, Inc.

EL PASO, TEXAS

Distributors for Willys, Whippet, Willys Knight Automobiles

It Started

JEAN NEWTON

THEM X-RAYS

the X in X-rays? One of the greatest discoveries in the X-ray. For men, surgeons and in darkness for the aid light to curative rays within us that are the eye. For years they

the Wilhelm Roentgen, a German university, announced world that he had discovered which would make it possible to make transparent as an aid to diagnosis. could have within itself active powers for certain

bridanmen and platinum X-ray work. But Roentgen was not certain of the nature of the rays. What then was that the professor, with problems in chemistry and physics, the term used in the X-ray to represent the un-



Newspaper Syndicate.

English Bow
long bow was 6 feet in length developed by the Scandinavians and carried into England. It was used for hunting at a small target distance. Marks at from the bow used the full cast of

PHILOSOPHY



'bout beatin' roun' de world kin tell what liable you!"

Congratulations

In keeping with the spirit of a progressive community, we take this opportunity to extend our congratulations to the Paris Motor Co., on the opening of their new garage building.

The roof of the new garage is covered with John Mansville White Top Asbestos Roofing, built up, and will keep the building cool and dry.

Kemp Lumber Co.

BUILDING HEADQUARTERS

Phone 14

107 N. Roselawn

Artesia is Growing

We extend to the

Paris Motor Co.

CONGRATULATIONS ON THE COMPLETION OF THEIR NEW HOME ON SOUTH FIRST STREET.

THE ELECTRIC WIRING WAS DONE BY

RICHARDS ELECTRIC SHOP

PHONE 42

OPENING

Saturday, March 29, 1930

The public is cordially invited to call and inspect our new motor home and automotive equipment

Whippet, Willys and Willys Knight Cars and Trucks

NOTED FOR SUPERIORITY AND ECONOMY

We are Agents for Standard Oil Products

Wholesale and Retail

Our every aim and effort will be to render efficient service by using proven products and the latest modern equipment—we shall anticipate your call with pleasure.

A PARTIAL LIST OF EMPLOYEES:

- | | |
|-------------------|--------------|
| J. W. COLLINS | DAYTON RESER |
| OLIVER C. CROZIER | W. M. MARCUM |
| DAN WATSON | W. A. BRYAN |

PARIS MOTOR CO.

HALF BLOCK SOUTH OF ARTESIA HOTEL

CHRYSLER INTRODUCES NEW LOW-PRICED SIX

DETROIT, Michigan.—After many months of experimental work, the Chrysler Sales Corporation this week is introducing the lowest-priced six cylinder car in its history, a car that possesses engineering design heretofore associated only with higher priced cars. The announcement confirms recent reports that a lead-manufacturer was planning to enter the low priced six cylinder field.

New, from front to rear bumper, the Chrysler six has a price range of \$795 to \$845 at the factory, and is now on display in the salesrooms of all Chrysler distributors. Five body styles in attractive color combinations, and featuring many refinements in mechanical detail and appearance are offered. Models available include the three-window four-door sedan, the coupe with rumble seat, business coupe, phaeton and roadster. Production is under way at the factory on a scale that it is hoped will supply immediate demand.

With this new car, Chrysler engineering resources for the first time have been brought to purchasers of low priced six cylinder cars without sacrifice of quality, performance or riding comfort. Viewed from every angle, the appearance of the car is distinctive with full stream-line effect.

All models have been placed on the market after thousands of miles of mountain road tests in which the cars were subjected to extreme operating conditions, making sure of their power, safety and comfort over all kinds of roads. In addition, exhaustive experiments have been conducted in the Chrysler engineering laboratories to insure the dependable and satisfactory operation of all parts entering into production of the car.

Outstanding features of the new Chrysler Six include silent all-metal bodies, insulated from the frame and cushioned in rubber; the bonderite rust-proofed process on all enameled parts; a high compression 62-horsepower engine, hydraulic four-wheel internal expanding brakes; special type hydraulic shock absorbers and positive fuel pump.

Sweeping body lines are accentuated by the modern narrow radiator profile, cowl bars, hood and body molding. All exterior hardware including head and cowl lamp-rims, radiator shell, hub caps, bumpers, tail light and door handles are chromium plated, insuring a lustrous non-tarnish finish which harmonizes with the wide range of lacquer combinations offered. Heavy steel fenders are of exclusive Chrysler design. The bonderite rust-proofing treatment applied to the fenders, dust shield, fuel tank cover and hood sills, insures a permanent finish for the life of the car.

The new all-metal body construction is a distinct Chrysler development, and provides rigidity and balance which only this design affords. The front end, cowl and sides are heavy one-piece stampings from sheets of metal welded together to make a single body unit. Insulation of felt and rubber plus depressions and ribs stamped in the under-body prevent rumbles and squeaks.

The roof, built as a unit, is attached to the body by eight bolts. All pillar braces are of heavy steel stampings, riveted and welded in place. The all-metal type doors are used, and they are provided with adjustable rubber buffers, heavy hinges and special latches to eliminate annoying rattles.

Interiors give the impression of custom coach work, being designed to provide maximum room and comfort. Upholstery is broadcloth in the closed models and leather in the open models. Silver finished interior fittings are in harmonious design. Arm rests, smoking set and vanity case are provided in the rear compartment of the sedan model.

Convenience and completeness are featured in the attractively arranged controls in the driver's compartment. Grouped in a panel, indirectly illuminated are speedometer, ammeter, oil pressure gauge and electric fuel gauge. Carburetor choke and theft lock ignition switch are within easy reach of the driver. On top of the three spoke finger thin steering wheel are the light control switch, gasoline throttle and horn button. Spark control is entirely automatic. Gear shift is standard, three speeds forward and one reverse.

The new engine, incorporating the latest Chrysler features, is the L-head type with a bore of 3 3/4 inches, a stroke of 4 1/4 inches and a displacement of 195.6 cubic inches. S. A. E. rating is 23.44 horsepower, but it actually develops 62 horsepower at 3,200 revolutions a minute. Chrysler's famous silver dome cylinder head, affording maximum engine efficiency on any gasoline, is standard equipment with a compression ratio of 5.2 to 1. The "red head" is optional equipment at extra price with compression ratio of 6.2 to 1. The engine is mounted in rubber and completely insulated from the frame.

Four main bearings support the statically and dynamically balanced crankshaft. Improved manifold, carburetion and ignition systems insure uniform compression and add materially to the smooth performance of the engine. Aluminum alloy pistons of the Iso-therm steel strut type are provided with two tongue and groove compression rings and one oil ring. Exhaust valves are of

MAYOR'S PROCLAMATION

OFFICIAL CALL FOR CITY ELECTION IN AND FOR THE CITY OF ARTESIA, EDDY COUNTY, NEW MEXICO, MADE IN PURSUANCE OF LAW, IN SUCH CASES MADE AND PROVIDED, AND THE PROCLAMATION OF HONORABLE R. C. DILLON, GOVERNOR OF THE STATE OF NEW MEXICO; ALSO THE APPOINTMENT OF BOARDS OF REGISTRATION, JUDGES, AND CLERKS TO REGISTER THE VOTERS AND TO HOLD SAID ELECTION.

Notice is hereby given that the first election for city officers of the City of Artesia, New Mexico, for the purpose of electing a Mayor, at large, of the City of Artesia, a City Clerk and City Treasurer, each to serve for a term of two years, and until the regular biennial election, the first Tuesday in April, A. D. 1932; and for the purpose of electing an Alderman for each of the four wards within said City of Artesia, to serve for a term of four years, is hereby called and will be held on Tuesday, April 22, 1930, in accordance with law and said Proclamation of the Governor of the State of New Mexico.

Notice is further given that the following Boards of Registration, in and for the City of Artesia, New Mexico, to register the qualified voters of said City for said election, to be held therein as above announced and declared, have been appointed by the Board of Trustees of the Town of Artesia, New Mexico.

"BOARDS OF REGISTRATION"
FIRST WARD—Sid Cox, Jim Bates and H. L. Muncy. Place of registration shall be at the old Roberts Olver's Office on Quay Street.

SECOND WARD—Len Lemke, Mrs. F. A. Linell and Mrs. Tom Heflin. Place of registration shall be at City Hall.

THIRD WARD—W. E. Kerr, H. A. Denton and Mrs. Frank Seale. Place of registration shall be at Central School Building.

FOURTH WARD—Mrs. Albert Richards, Mrs. Arba Green and H. W. Kiddy. Place of registration shall be at the Silver Moon Dance Hall.

The registration books shall be opened for the registration of voters at the above mentioned and designated places, at 9:00 o'clock a. m. on the 28th day of March, 1930 and will be closed at 6:00 o'clock p. m. on the 8th day of April, 1930, but a certified list of the registered voters will be posted for a period of six days thereafter outside the door of the places of registration hereinbefore designated, during which time, any person noticing that his name is not registered may apply to have same added thereto and placed upon said books, within six days after the posting of said registration list, and the name of any person who within said six days may be discovered not to be a legal voter may be stricken from the list by any member of the Board of Registration.

Any person, who at the date of this election, would be a qualified elector under the laws of this state, for County officers, and shall have actually resided in the ward, in which she or he offers to vote, for thirty days last preceding the election shall be deemed a qualified voter.

Notice is further given that the following persons have been appointed by the Board of Trustees of the Town of Artesia, New Mexico, as

silrome steel and intake valves of chrome nickel steel, both sets being 1 5/16 inches in diameter. The camshaft is mounted in four bearings. Engine accessories include positive fuel pump and filter, and crankcase ventilator. Lubrication is full forced-feed by pump to crankshaft, connecting rod and camshaft bearings. The V-type fan belt also drives the generator.

The transmission is completely housed with the clutch and flywheel, forming a unit power plant. It has been especially designed to transmit the power developed by this particular engine, and is synchronized with the entire power system. Gears have extra wide faces, are made from the finest steel, oil hardened. The clutch is the single dry plate type, 8 1/2 inches in diameter, cushioned by coil springs.

The rear axle is the semi-floating spiral bevel type with carburized chrome vanadium nicked steel gears. The axle shafts are supported in double roller bearings at the wheel ends to absorb thrust. Rear axle gear ratio is 4.7 to 1 on all body styles. Standard equipment includes newly-styled wood wheels of the artillery type, although wire wheels are available as special equipment. Oversized Balloon tires (19 x 5.00), are provided. The I-beam type front axle is forged and heat treated and equipped with adjustable tapered roller wheel bearings.

Chrysler hydraulic four wheel brakes, completely enclosed and expanding in eleven inch drums, afford positive and equalized braking facilities at all times. Brake bands are all 1 1/2 inches wide. The parking brake is mounted at the rear of the transmission and contracts on a seven inch drum.

Judges and Clerks to hold and conduct said election in the manner required by law.

FIRST WARD
Voting Place, The Old Roberts Olver's Office on Quay Street.
JUDGES—Mrs. A. C. Kimbrough, Mrs. H. A. Stroup, and Pete Loving.
CLERKS—Anna Frances Jackson, and S. E. Ferree.

SECOND WARD
Voting Place, City Hall.
JUDGES—Bill Ballard, Clyde Guy, and Hans Olsen.
CLERKS—Mrs. Van Welch, Jr., and Pat Reiley.

THIRD WARD
Voting place, Central School Building.
JUDGES—Mrs. E. H. Perry, Mrs. M. W. Evans, and Mrs. A. M. Tarbet.

CLERKS—Rev. W. A. Henry and Rev. R. Peterson.

FOURTH WARD
Voting Place, Silver Moon Dance Hall.
JUDGES—Miss Ella Bauslin, Mrs. C. R. Blocker and Mrs. L. W. Feemster.

CLERKS—Mrs. Frank Miller, and Mrs. Ike Keller.

Done by order of the Board of Trustees of the Town of Artesia, State of New Mexico, passed and approved on this the 25th day of March, 1930.

(SEAL)
C. E. MANN,
Mayor of the Town of Artesia, New Mexico.
ATTEST:
EDWARD STONE,
Town Clerk and Recorder.
15-2t

How Rhode Island Got Name
It is supposed that the early English colonists so named the colony of Rhode Island because they thought that the central and largest island resembled Rhodes, an ancient Greek island in the Aegean sea. In 1644 the general court of the colony referred to it as the "Isle of Rhodes" and for many years that was the official name.

How Rope Is Produced
Rope is made by first twisting strong vegetable fibers to cord like binder twine, then twisting these cords into strands, and finally twisting these strands into ropes made of three or four strands. The strands vary in size with the size of the rope.

CARBON PAPER—The Advocate

2,000,000 AMERICANS ABOVE 65 OBJECTS OF CHARITY

By S. W. Straus, President American Society for Thrift.

An authority on old age dependency states that there are now 2,000,000 individuals in this country above the age of 65 who are wholly or partly dependent on others for their support. After a survey of the situation among the aged poor in America the man responsible for these statistics says:

"Thrift and habits of saving on the part of individuals constitute one of the most important bulwarks against old age dependency but in my opinion something more, something over and above individual thrift is necessary if we are to abolish old age dependency. I refer to an old age insurance or pension system which, I believe, would unquestionably raise the general standards of living and eliminate the fear of old age."

Perhaps, as is here indicated, a national old age pension law is advisable but it is not the purpose of this article to go into this point.

We must not forget that society has its obligations to the unfortunate individual. But what are the obligations of the individual to his own interests?

As long as people are taught that thrift means merely saving money and that all the individual need concern himself about is putting money in a bank, we shall continue to hear the sorry stories of old age dependencies.

Manifestly our greatest need is for individuals to understand that true thrift consists of planning an economical successful life. This means that in addition to saving money, time must be employed in the development of an increased earning capacity; good health must be conserved to prolong the years of productivity; investments must be made that will yield a dependable income; insurance must be carried to protect one's self in case of accident or illness and to safeguard the future of one's dependents; and that when one's earning capacity is secure provision must be made against the time when old age or adversity arrive.

When the public ceases to regard thrift merely as saving money and learns to appraise it from the broader aspects as here pointed out, we shall have reached the period in our natural life when old age dependency

Insects' Sense of Hearing

Professor Rezen of Vienna has proved that not only have crickets and grasshoppers a sense of hearing, but that they convey messages to each other by means of their chirps. It has usually been assumed that these insects heard through their antenna because they turned their antenna roughly towards the noise that called them.

is much less a public problem than it is to-day.

Student's note book covers embossed in school colors at The Advocate. Your name stamped free.

WE THANK

The following have subscribed to The Advocate last week:

- Busy Bee
- Powhatan Carter
- Frank Dauron
- C. Julfs
- Warren Rogers.

NOTICE

Please do not send envelope for subscription to be lost—send or check.



FOR EVERY BUSINESS CARBON COPY and CARBON COATED SALES BOOKS

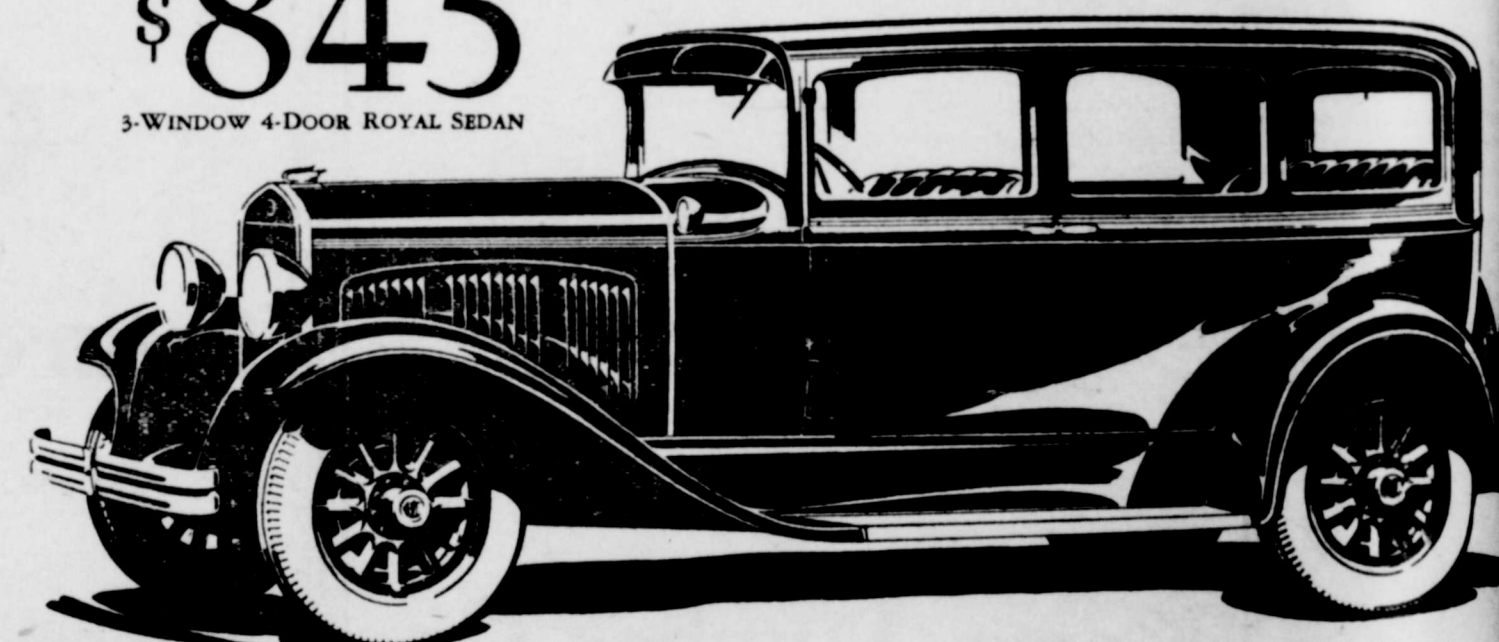
THE wide variety of styles and sizes in our line of Sales Books is a source of satisfaction and saving for the business concerns of this community. We can furnish duplicating, triplicating, flat, folded, single carbon or carbon coated books printed with the ruling and advertisement which will best meet your requirements. If you want good quality books, insuring clear, accurate records; if you want courteous treatment, reasonable prices and prompt delivery; give us your next order for this important item. Samples and prices on request. Phone or write.



ARTESIA ADVOCATE

NEW CHRYSLER SIX

\$845
3-WINDOW 4-DOOR ROYAL SEDAN



The Lowest-Priced six ever to bear the Chrysler name

Chrysler today introduces a brand-new Chrysler Six—priced from \$795 to \$845—the lowest-priced six ever to bear the Chrysler name.

Here is *Chrysler engineering*—with such progressive developments as internal-expanding 4-wheel hydraulic brakes; 62-horsepower high-compression engine mounted on rubber; Iso-therm pistons; fuel pump instead of a vacuum tank; low-swung chassis; special-type spring shackles and hydraulic shock absorbers; small bore wheels with large balloon

tires; and typically Chrysler-styled all-metal bodies of new design and rigid construction.

Here is *Chrysler craftsmanship*—the precision craftsmanship typical of Chrysler Standardized Quality.



BUSINESS COUPE
\$795
F. O. B. Factory (Special Equipment Extra)

Here is *Chrysler performance*—all of that snap, speed, smoothness and stamina for which cars bearing the Chrysler name have been famous ever since its beginning.

Inspection, trial and comparison inevitably lead to the one positive conclusion that by all current measurements of performance, smartness, comfort, safety, economy and quality, the new Chrysler Six takes its place as the greatest six-cylinder value in the world.

We are eager to show you a new Chrysler Six today.

LOWREY-KEYES AUTO COMPANY ARTESIA, NEW MEXICO

4-Door Sedan, \$675; Coupe, \$590; Roadster, \$610; 2-Door Sedan, \$610; Touring, \$625; De Luxe Coupe, \$625; De Luxe Sedan, \$675. Prices f. o. b. factory.

NOW ONE OF THE LOWEST-PRICED CARS IN THE WORLD

PLYMOUTH

CHRYSLER MOTORS COMPANY

SOLD BY CHRYSLER DEALERS EVERYWHERE

\$590
And up, f. o. b. factory

Uniform International
Day School
Lesson

for March 30
 REVIEW

TOPIC—Jesus the Savior.
 SCRIPTURE—MATTHEW 23: 23-28
 TOPIC—Jesus the Savior.

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 TOPIC—Jesus the Savior.

WORK IS NOW UNDER WAY ON TWO OF THE ELEVEN ROAD PROJECTS

SANTA FE—Work is now under way on two of the eleven federal aid projects, the contracts for which were let on February 12th. The first to go under construction is between Roswell and Portales, about 6 miles southwest of Portales. The work involves grading, drainage and surfacing of 15 miles of U. S. Route 366, to cost \$95,819. Armstrong and Armstrong of Roswell were low bidders on this job. The time allowed for completion of this project is 250 working days.

When this job and another 11 mile project farther south along the Roswell-Portales road, near Railroad mountain, on which construction is now 25 per cent complete, are finished, U. S. 366 from the Texas line to Roswell will be completed by federal aid, giving a high type surfaced road all the way, and connecting with the surfaced road to Carlsbad and the cavern.

The second of the February letting projects to go under construction is an 18 mile stretch of road between Des Moines and Grenville on U. S. 385. This contract was awarded to Evely and Allison of Las Vegas, and will cost \$193,029. The job is to be finished within 400 working days.

Construction is expected to begin immediately upon a number of the other contracts let in February. All work in this letting, totaling over a million and a quarter dollars, should be under way before the end of March.

Nothing to Play With

Opportunity goes only so far. We should not assume that the prosperity built here by our fathers is perpetual. The economic history of modern civilization is strewn with the ruins of once mighty edifices of business power.—American Magazine.

Nugget of Wisdom

The house beautiful stands by the wayside. The most precious things are the commonest, and these are gained, not by large fortunes, but by large souls.

Paul Revere's Bells

Paul Revere and his son, Joseph W. Revere, made a great many bells. Among them may be mentioned the bell at St. Paul's church, Newburyport, Mass., and the one in the First church, Lancaster, Mass.

Familiar Saying

The phrase, "It is no use crying over spilt milk" was picked up from some source by Ray, who puts it, "No weeping for shed milk." The Italians say, "Where remedies are required, sighing is of no avail." The French saying is, "It is better to try to forget your troubles than to speak of them."

City's Reason for Pride

In the sense in which the word is used in large cities, Washington has no slums.

Nugget of Wisdom

Cheery people help weary people to forget their woes.

HOW WOMEN LOSE FAT IN ENGLAND GAIN PHYSICAL CHARM

How would you like to lose 15 pounds of fat in a month and at the same time increase your energy and improve your health?

How would you like to lose unhealthy fat that you don't need and don't want and at the same time feel better than you have for years?

How would you like to lose your double chin and your too prominent abdomen and at the same time make your skin so clean and clear that it will compel admiration?

How would you like to get your weight down to normal and at the same time develop that urge for activity that makes work a pleasure and also gain in ambition and keenness of mind?

Get on the scales to-day and see how much you weigh—then get an 85 cent bottle of Kruschen Salts which will last you for 4 weeks. Take one half teaspoonful every morning in a glass of hot water and when you have finished the first bottle weigh yourself again.

Now you can laugh at the people who pay hundreds of dollars to lose a few pounds of fat—now you will know the pleasant way to lose unsightly fat and you'll also know that the 6 vitalizing salts of Kruschen (Salts that your blood, nerves and glands must have to function properly)—have presented you with glorious health.

After that you'll want to walk around and say to your friends,—"One 85 cent bottle of Kruschen Salts is worth one hundred dollars of any fat person's money."

Leading druggists America over sell Kruschen Salts—you can always get it at McAdoo Drug Co.

CARLSBAD GETS NEXT MASONIC MEETING

CLAYTON—Thomas J. Hall of Roswell was elected Senior Grand Warden of the New Mexico Grand Lodge at the annual convention of Masonic bodies held here. The convention next year will be held in Carlsbad.

Election of new officials of the Grand Lodge A. F. & A. M. of New Mexico was held Tuesday and resulted as follows: Victor L. Minter of Carlsbad, grand master; Wilbur L. Elser, Las Cruces, deputy grand master; Thomas J. Hall, Roswell, senior grand warden; John Milne, Albuquerque, junior grand warden; Edgar R. Paul, Santa Fe, grand treasurer. For the 46th consecutive term, Adolphus A. Keen, of Albuquerque, was elected grand secretary.

Carlsbad won the right to entertain the grand lodge of the state at the next annual convention when the delegates voted to accept the invitation to be guests of Eddy Lodge No. 21. It is planned to hold at least one session in the Carlsbad Caverns.

The appointive officers are Jaffa Miller, Roswell, grand lecturer, Rev. John P. Sinclair, Artesia, grand chaplain; William H. Duckworth, of Clovis, senior grand deacon; George L. Machen, Albuquerque, junior grand deacon; Reuben Perry, Albuquerque, grand marshal; Ira L. Pennington, Clayton, senior grand steward; Raymond E. A. Drolet, Farmington, junior grand steward; James P. McNulty, Cerrillos, grand sword bearer; Arthur C. Culver, Albuquerque, grand tiller.

BOY SCOUT NOTES

Local scouts are enthusiastic over the plans for the summer Boy Scout camp. The eastern New Mexico area council owns one of the finest scout camps in the country. It is located in the Sacramento mountains near Weed. There are to be two ten day periods and the local scouts are planning to attend the first period.

The program will be varied and will cover such activities as woodcraft, scoutercraft, swimming, horsemanship and nature lore. Minor Huffman, area scout executive will direct camp and will be assisted by H. C. Moorehead, Sgt. James Duthie, Chief Templeton, Percy Bigmouth and R. K. Bailey.

Scoutmaster Bret Aiken, E. O. Jones, Troy Olds and E. B. Bullock expect to attend with the Artesia scouts and from all reports at least



Is Your Business "Old Fashioned?"

You may not have an 1850 bookkeeper perched on a high stool; but your business may still lack modern methods. For your financing may be old-fashioned. Deal with this modern Bank—Artesia's representative of 1930 Business.

THE FIRST NATIONAL BANK
 "THERE IS NO SUBSTITUTE FOR SAFETY"
 STRONG CONSERVATIVE ACCOMMODATING

FRESH ROASTED COFFEE
 Wholesale and Retail
 GUARANTEED HIGH QUALITY PURE COFFEE
 U. S. BLEND SUNSHINE
 The grind is important, come in and let us talk it over with you and show you this coffee.
ROSWELL COFFEE COMPANY
 DAN C. SAVAGE, Proprietor
 414 1/2 N. MAIN ST. ROSWELL, N. M.

LOOSE LEAF BINDERS AND FORMS—ADVOCATE

FOR ARTESIA MERCHANTS ONLY
 Being one of a series of chats with Artesia businessmen in which they are told how they can increase their volume of sales.

Attracting Artesians To Artesia Stores

HAVE you ever watched some of Artesia's citizens go riding off away from Artesia to do their shopping? Have you ever watched them come riding back, loaded up with supplies? Have you ever, while you watched, wondered why they passed up your stores right here in Artesia?

Sure, you have. So have all of us, whose first and deepest interest is in Artesia.

Yes, we've watched. And we've wondered. And we've felt badly about the fact that these good citizens of Artesia chose to shop outside of Artesia.

It isn't that you merchants of Artesia don't offer shopping means just as good as those of the stores in the bigger towns. No, that's not at all the reason. Your merchandise is just as good. Your service, too, is every bit as good. Maybe better.

One reason is that the bigger towns do a better job of attracting some of Artesia's citizens to their stores.

Your job, then, you merchants of Artesia, is to do some attracting of your own.

Puzzled wondering won't do it. Neither will mere talk. But advertising will. Not only your own advertising. But the advertising of the manufacturer whose goods you try to sell, as well.

Your immediate job, as you can well see, is to get into your local, home newspaper the advertising aid of the manufacturers whose goods are on your shelves. And you can help get this aid easily enough.

After all, merchandise can be sold only in ratio to the amount of selling effort expended. Advertising is selling effort. It performs all the functions of selling but that of supplying the personality which the merchant himself does.

One of these days, maybe today, you'll be visited by the salesman of the manufacturer whose goods you stock. Whenever they come, interest them in Artesia. Interest them so that they stay interested. Interest them so that they'll want to interest their sales managers.

Once you've injected this interest into the salesman, it will spread. And spreading it will prove extremely helpful in bringing into your local, home newspaper the advertising support of the manufacturers whose interest it is that you sell more of their goods.

Once you've got this advertising support, you will have a decided advantage in attracting Artesians to Artesia's stores.

THIS newspaper has joined small town newspapers all over the country in a nation-wide campaign to convince national advertisers that they can best assist small town merchants by advertising in the local, home town newspapers of the small town merchants.

You need the advertising aid of the manufacturers whose goods you stock—urge their salesmen to recommend your local home newspaper!

The ARTESIA ADVOCATE

ARTESIA LODGE NO. 28
 A. F. & A. M.
 Meets first Thursday night of each month.
 Visiting members are invited to attend these meetings.

W.L.O.O.P.M.
 Artesia Lodge No. 11 Every Tuesday
 Alfalfa Encampment No. 12, 2nd & 4th Friday Every Month
 Sunrise Rebekah No. 9, Mondays

PROFESSIONAL CARDS

DR. W. L. BRYAN
 CHIROPRACTOR
 117 Clarke Building, Artesia, N. M.
 Telephone 312

J. J. CLARKE
 Dentist
 Office in Clarke Building
 Artesia, N. M.

CATHERINE CLARKE
 TEACHER OF PIANO
 Dunning System of Improved Music Study for Beginners
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S. E. FERREE
 Attorney
 Notary Public
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DR. LURA L. HINSHAW
 OSTEOPATHIC PHYSICIAN
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 At Residence Four Blocks South on Gravel Highway.
 Artesia, - - - New Mexico

Doctors Hoover and Hoover
 Office in Haley Building
 Residence Phone 61
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J. H. JACKSON
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