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THE ARTESIA ADVOCATE
THE PECOS VALLEY NEWS And THE ARTESIA AMERICAX
MARTIN \& BLOCKER, Publishers
w. . MARTIN, Editor

## 



## PICKEDUP ON MAIN





## Price <br> and Value!




## 



Don't Be
Behind



A COLLEGE EDUCATION
WHLL BE ASSURED WILL BE ASSURED For your son or daughter by investing in one of
JUVENILE EDCCATIONAL POLICIES
 The missouri state life insurance co.
PETE L. Loving, Agent

## QUALIFIED

## By Character and Competence

factor in a bank is merely another factor in the scheme and theme of human relationships. A bank's ability to serve a community, a business or an individual is measured by the same elements as any other service-rendering factor ... experience, integrity,

A bank has no merchandise to show. It must stand on its record and the successful issues of the service it has fidence and fidence and good will it has created This bank offers a record replete with just such service.


The
First National Bank
"There Is No Substitute For Safety"

## SIXTY DISASTERS

IN 1932 ADO TO

- RELIEE PROOBLEMS

to Help Victims of
Catastrophes.
 white the Amercan Red Crosid
sumed haeay burdens of relle too
the unemployed, the orzanization
 In 6 disasters in the United
and tist insular posesestons.
Dur During the tweire months ending
June 30.1032 . the Red Cod Cross
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 reat dipsaser.
Prol
dinged Prolonged drought caused the
Red Cross to
go with help to 55,000







 a state of readiness tomeneet those other esentala to this work are
suppled. to port. by the annual
Sil call
 member
chapter.

York Mayoralty


## Styles Change In Car Repairing

Complete overhauls are back in favor. In more prosperous years the number of jobs were greater, but the price on each job was rading in their cars when an overhaul was needed. This year has seen a return of com-
Have your car overhauled and painted for one-tenth of the original cost.

Repair Work at Popular Prices
Kinder, Jones and Monschke
AT JACKSON CHEVROLET CO.
You'll need a stronger battery for winter service. Let us figure with you on a new bat
tery. Genuine Chevrolet parts and accessories RUSSELL PARTS SERVICE

## er

## The Three Great MILESTONES

in man's progress are; the invention of the wheel, the art of making fire and the invention of the alphabet. It has often been said that the history of the wheel is the history of civilization.

Something New
HOW A WOMAN LOST 20 POUNDS OF FAT

Lost Her Prominent Hips - Double Chin - Slug gishness.
Gained Physical Vigor-A Shape-
ly Figure.
 water in the morning-in 3 weeks
get on the scales and note how
many pounds of fat have vanished.
motice also that you have gain-

## STATIONERY

Styles in stationery for individual use change . . . just as dress styles change We have recently-received a shipment of Hamermill Bond Stationery Cabinets in laid and ripple finish, secretary size. Ereh cabinet consists of 100 letter heads and 100 envelopes, with your name and address printed for only-
\$2.50
Artesia Advocate
Phone 7

Although the wheel must have been invented at the very dawn of civilization, even within the past fifty years many executives of electric light companies ridiculed the idea of electri power turning the wheels of transportation.

In 1887 Mr. Frank J. Sprague built the first electric street car line in the United StatesThe Richmond, Va., Fassenger Railway. It was successful and marks a major epoch in
the history of transportation. Almost im the history of transportation. Almost im-
mediately the electrification of street railways spread like a disease over the whole country.

Today electric power is the prime mover for practically all urban and interurban rail transportation.

## Southwestern PUELIE SERVIFE Company






We Have Recently Received a Shipment of NEW CHEVROLETS

## and <br> GENUINE CHEVROLET PARTS

Direct from the Factory
We are prepared to serve the needs of the Chevrolet owners. See the new model Chev rolet on our show room floor

## Guy Chevrolet Co.

AT LOWREY-KEYES AUTO CO Phone 291


## Misses Bertha and Velma Rich- ards were guests at the Medcalf ards were gues home Sunday.

The Bunting brothers are cov-
oring their building in Hope with
new tin roof.
Mrs. Billy Ballard returned the
Mrs. Billy Ballard returned the
ast of the wek from a week's
isit in El Paso with friends.
The Coates brothers of the
Coates Bros. Garage are remodel-
ing the front of their building. A baby boy was born to Mr.
ad Mrs. Joe Young at their home
Monday morning at $7: 00$ oclock I. J. Fowler of Kansas City,
Missouri visited his mother, Mrs.
Thurman here several days last raw what ratu


The Remie Scout
will help every member of your family


## Lowest Prices in History!

For all home writing. A sturdy, thoroughly practical type writer in every way. Made in the same factory, by the san workmen, and with the same care as Remington office models Standard 4-row keyboard.


The Artesia Advocate
Printing, Office Equipment and Supplies.


AN EDITOR DISLIKES
THE DEPRESSION



## Dad Says--


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actol

Mrandpap may never find ou to the house instead | to the house |
| :--- |
| on the corner | prediciment today. They are

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ratitive home. Modernize tractive home. Modernize for
homes. New homes for ord

Kemp Lumber Comp

Phone 1

$\qquad$

Here are the official records of the State Auditor

A Reduction of Nearly Six Million Dollars in Expenditur of YOUR Money
A Dollar SAVED for you is a Dol EARNED for you---a Dollar left in

You put a good business man in the Governor's Office---Keep Him There!

## Shoppers Bargains

riday xtober 21, 1932

Friday and Saturday
spectal Low prices on gas
Stoves and Heaters

1 fer Seed Gas Stoves and Heaters at Extra Low Prices

McClay Furniture Store
Your Home Should Come First

- To be on Sale at ARTESIA Stores $\$$


Special Trade in
Friday and Sat.
Get our trade-in prices this week on a set of new tires for safe winter driving. Bring your tire troubles to us for satisfactory service.

Washing-Greasing
Pior Service Station Phone 41
Guaranteed Vulcanizing

Saturday
October 22, 1932

1929
Ford tudor sedan
$\$ 135.00$
fRIDAY and saturday only
Have you ridden in the New Ford


Artesia Auto Co. Phone 52

## J.C.PENNEYCO.

327 Main Street
Up Goes One Side!
FELTS
With Fashion's New Tilt!
\$1.69
Brims for street and sports close-fitting hats for more dressy oc-
casions! And at THIS you can have one for every outfit

## Specials

Friday and Saturday
on cinvamon buns, doughnuts and peanut brittle
Watch our windows every week-end for tasty pastries...If its new in pastries

## CITY BAKERY

Bread, Pastries, Cakes and Delicious Home Made Candies.

MAJESTIC THEATRE
SATURDAY, OCTOBER 22 TIM McCOY
"THE texas cyclone"
Universal News Reel-Cartoon-Comedy Shows at 2:30-7:00-9:00

SUNDAY-MONDAY, OCTOBER 23-24 MYSTERY AND COMEDY
"13th Guest"
News-Cartoon-Beauty Secrets
Matinee Sunday 2:30-Nites 7:15

## ATTENTION HUNTERS

We are headquarters for Guns, Amunition, Red Coats, Red Caps, Red Vests, and all other supplies Let us furnish the Groceries for your trip.

Joyce-Pruit Co.
A complete Department Store

## When

You want to give mother a a rest, try the Southern Club for tasty foods in variety, prepared by women cooks. Something new and tempting is on our menu every day and we still serve those special Sunday dinners ... and good coffee too, prepared the new way.
Southern Club Cafe Plate Lunches Regular Meals

| Plate |
| :---: |
| $\underset{\text { Lunches }}{\text { Short }} \underset{\text { Orders }}{\text { Ren }}$ |

## POLITICAL SPECIAL

FRIDAY AND SATURDAY
Guaranteed not to turn or tarnish your political faith, Choice corn fed beef at the following prices:
Steaks, any cut, 15 -------15c
Roast, any cut, th-------10c
Rib Stew, tb --------------7
Hamburger and Chili
Meat 1 b ----------------10c
City Market

CONFESSIONS OF A KYANIZER


Abter our visit to the Joneses, when they bragged aboue the "hand-rubbed finishes" on their woodwork, I
got several cans of Kyanize Celoid Finish and painted
our walls and wodwork The night say anything for arty, When she came back she didn't just looked around. I could
tell she was pleased, though. And I knew she wid
Wind BIG JO LUMBERCO

## OUR GREASING SERVICE

During the first eleven days of this month we greased 62 cars, And t
keep us busy at the convenient location, Corner Roselawn and Main.
Howell Gage--Artesia Auto Filling Station

HUNDRED ATTEND THE C. OF C. LUNCHEON



STOCKMEN MAY NOW GET FEDERAL LOANS




## COLD WEATHER

 Phone 291

Lowrey-Keyes Auto Company
Wrecker Service

FACTS CONCERNNG AMENDMENT NO. 1


## Seligman Assailed-

## REPUBLI

EDD
COUN 1
TICKE

typewriters


notes made Bank of Santa Fe

LOSE NO TIME THESE COLD MORNINGS


phillips petroleum co.
V. D. BOLTON, Agent

