

Cites Some Interesting PVGas Co. Making Figures to Show That Extension To The America Greatest, Best Jal-El Paso Line Nation on Earth-West
Has Fighting Spirit.


## $T \substack{\text { of } \\ \text { so } \\ \text { Un }}$

## - <br> 

lion peopple inply the Uisty-five moldil-
carry life ing the State Discussing some of the prob-
lems facing us today we said one

Mrs. M. A. Johnson Dies Thursday At Age of Ninety Two
Age of Ninety TWO

## Eddy County Farm News

## Cotton Reduction 25 Percent Base Period


${ }^{\text {Dave Bryant Dead }}$ ACTIVITY IS Fune ral Services
In El Paso Sat day
SPREADING TO WESTERN
of Leven Loctions

December 14th
First Basketball
Game of Season


Now.
The basketball season will open
Friday, December 14th, with Ar-








the artesia advocate, artesia, new mexico

## Social Activities

## ALL-DAY SESSION OF ZONE MEETING IS HELD HERE ON TUESDAY

Social Calendar




ERMA OOO TACIL NNNN BBB


Artesia Alfalfa Growers Ass'n.
FOR HER

Trim Trilored Slip-ons. $\$ 1.98$ to $\$ 3.49$

Hand Bags


Grain Leather Fabrics $\$ 1.00$ to $\$ 2.95$

Compacts
Complete and
Large Assortment of Styles 59c to $\$ 1.00$

Handkerchiefs


10c
Hand Made. 35e to $\$ 1.00$

## CIFTS $\mathbf{U}=$ FOR ALL

We wish to thank the public for the response given us since we opened business on December 1st. Before going into business we felt that a strictly home owned firm such as ours would be welcomed and we didn't miss our guess.
Remember that we appreciate your business and will give it careful and satisfactory attention.
We have not decided on a trade name as yet, but just call Peoples Mercantile Company or come and see us and you will get prompt and efficient service.

Wheatley, Price and Thompson Successors to
Peoples Mercantile Co. DRY GOODS GROCERY DEPT. Phone 73 Phone 275

FOR HIM
Belt Sets


In Brown 89c to $\$ 1.49$

Gloves


Leathers. Brown and Black $\$ 1.29$ to $\$ 1.95$

Williams
Toilet
Sets
98e
Billfold
Sets
59c to 98e

# ANNOUNCING- <br> DOी COMTR $\begin{aligned} & \text { OUTSTANDING SAVINGS EVENT FOR ARTESIA IN OUR } \\ & \text { BIG MONEY SAVING- }\end{aligned}$ 

STARTING FRIDAY DECEMBER 7th LASTING THROUGH DECEMBER

# -DECEMBER <br> SALE 

Right in the heart of the season we bring you an unusual opportunity to save on good, high quality merchandise . . the kind you like to buy and at prices that cost you no more than the other kind. A store full of brand new merchandise. UNDER PRICED FOR QUICK SALE! No junk-no bankrupt stock or shelf worn goods-it's all new-right from the leading manufacturers of America and every article in the store is backed up by our unconditional guarantee of "SATISFACTION OR YOUR MONEY BACK"一that's just what we mean-if you are not satisfied with any purchase made at our store at any time just bring it back-your money cheerfully refunded. You can't lose and the savings are big. COME EARLY for the best selections.


## NEW FALL HATS





69c
ONE LOT OF E \& w
Dress Shirts Dress Shirts a quality that most stores sel
for 25 c ... NOW ONLY $50 \%$ wool . . Now oNLY-

## 171/2C

Buy your requirements at the
lowest price you have seen in
lowest price
many a day.

House
Durable suede fabric uppers
Durable suede fabrie uppers
with comfortable padded sole with comfortable padded sole.
Pretty shades of blue and red. Now oNLY-

|  | Foxcroft Sheets <br> Our very best quality, regular |
| :---: | :---: |
| Sheets $81 \times 90$ full size bleached, NOW ONLY | 89C |
|  | Brown Domestic <br> A full yard wide cloth . . . here's a good buy at this low price . . . NOW ONLY- |
| Pillow Cases <br> 42x36 bleached, NOW ONLY- |  |
| 11C | 8 |

REMEMBER FoLKS-this is a real opportunity to save. REMEMBER FOLKS-this is a real opportunity to save.
Weremaking this the outstanding sales event of the whole
seasen. W We the season. We have had a wonderful business in Artesia and
for which we thank each and every one of you-but now the
time hes time has come for us to redecee our stock and make room for
the coming season ${ }^{\text {and }}$ WEVE MADE PRICES THAT WILL the coming season- WEVE MADE PRICES THAT WILL
MOE HE GOODS AND "YOU WONT BE DISAPPOINT. $\xrightarrow{\text { ED"... COME EARLY for best selections. }}$

## SHOE

VALUES
for the
Whole Family
A complete stock of BROWN B at "ClOSE OUT PRICES

ALL MARKED DOWN
SOLID COLOR BROADCLOTH
Pretty pastel shades, full yard wide... Now onty-
$121 / 2$ c yd



Dress Shirts
Fast color $\ldots$ full cut $\ldots$ pretty
new poaterns, sizes 6 new patterns, sizes 6 to $14 \ldots$
NOW-

## 49c

## Men's Work Shoes

 Solid leather BROWNBILT mork shoes.... soft elk uppers.and long wearing chrome leather soles, guaranteed to wear.

## $\$ 1.89$

## STARTING

 FRIDAY, DEC. 7th LASTING THROUGH DECEMBEREvery article guaranteed exactly as represented.

## 39c

B DRY GOODS

READY-TO-WEAR
MEN'S FURNISHINGS
CURLEE CLOTHES
FOR MEN
They're brand new 1934 fall styles.
Fine quality imported and American Fine quality imported and American
worsteds . . tailored to the exacting standard of Curlee workmanship. $\$ 27.50$ Suits now_---- $\$ 22.50$ $\$ 29.75$ Suits now_----\$24.75
H. Miller Suits $100 \%$ Pure Wool Fabrics \$16.75 Suits now_----\$13.75 \$19.75 Suits now_----\$16.75


Tailored by Curle, California weights and LaNsDown novelty woolens, the best of the new styles, 82.50 Coat-

Now $\$ 19.75$

TOPCOAT,-RAINCOAT COMBINATION
A good looking DUPONT fabric in
tan and oxford gray ... SPECIALOnly $\$ 3.69$

## LEATHER JACKETS

Good quality suede leather jackets in good looking $\tan$ color ... strictly first quality and a real value . . . regular $\$ 4.95$ coats-

Now $\$ 3.95$



CHRISTIAN SCIENCE SOCIETY
613 W , Main Street


Tuberculosis Tests For Eddy Cattle Is Started Monday



## DON'T BE MISLEAD

Our Christmas Gift line is not the most complete we have ever shown in Artesia. Won't take you long-look it over-glad to have you come in.

Phone 1 PALACE DRUG STORE Phone 1

## NATIONS PEANUT CROP IS ESTIMATED 1,050,000,000 BUSHELS <br> Santa Fe to Give Low Round Trip Fares Over Xmas

$\square$

$\square$





## For Christmas-

This newspaper by special arrangement with NEW MEXICO MAGAZINE the State Magazine of national interest, now offers you both The Artesia Advocate and the magazine for a full year for the amazingly low price of $\$ 2.50-$ $\$ 3.50$ out of New Mexico. (The actual produc tion cost of NEW MEXICO MAGAZINE alone is $\$ 4.80$ ).
Could you make to friends or relatives a more splendid gift for Christmas-a whole year of reading entertainment.
This offer expires January 1, 1935-thereafter the magazine alone will cost $\$ 2.50$
you may see a sample copy of new mexico
Act now; no such opportunity will come again. DO IT TODAY!

## Artesia Advocate


$\qquad$ making a holiday
tives in California.
$\square$


Misses, Linna MeCaw, Merril
Bradey, Jean Macdonald and Mary
How $w$ Bander
major operation at the St. Franci
hospital in Carlsbad and is re
Mr and Mrs. Howard Williamhad as their guests for an wild
turkey dinner Sunday, Mr. and
Mrs. Lewis Story
Mr. and Mrs. Frank Smith took
her father and sisten who are visit-
her father and sister who are visith
ing here from Tulsas, hhough the
Carlsbad Caverns Thanksgiving
$\square$


Your Deposit May Give Some Man A Job!

$$
\begin{aligned}
& \text { reparrs. } \\
& \text { The deposit you made today, together with } \\
& \text { handed other }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Mo }
\end{aligned}
$$More pery envelopes will be opened in our stores.

Back taxes may be paid. Mortgat interest to
Bat

Bank credit is not only the life blood of business,
but alaso the greatesest promoter ore ocomunititusiness, thrifty, like ours.

## First National Bank

Artesia, N. M.
Satisfaction

SEND US YOUR
SUEDE and LEATHER JACKETS

We work the oil back into the coats and touch up the color when necessary, leaving no light streaks or spots.

## Artesia Laundry and Cleaners

Phone 11

We Can Fix It Late Type Electric Welding and Machine Work

## Pecos Valley Garage and Machine Shop

ALL KINDS OF JOB PRINTING-PHONE 7


We Can andDo!
This Macbine Shows Why this New Oil Cuts Motor Wear and Saves You Money!
 In the demonstration pictured below, the film strength and oiliness of every well known motor oil in $A$ merica drop of Germ Essence.
Demonstrations before at least two hundred thousand motor-minded men have proved that "Any oil would be beter oil if Germ Processed"" But there is only one oil made by the patented Germ Processs-New and 1 mproved strength in your cart It saves you money by giving greater motor protection and lower oil consumption. It grease you the comfortable feeling that you know your
car is protected by the safest, finest motor oil madel


1


 2


3


Prop of Gefm Beence


TO CAR OWNERS OF ARTESIA


 conoco men of artesia


GERM PROCESSED


CONTINENTAL OLL COMPANY-Establisbed 1875





Replace that Broken Glass and add
numetal
WEATHER STRIPS

Try Plastic Sele around all openings Keep out the cold and dust and save on your fuel bills.

Kemp Lumber
Company
Phone 14

ORDER YOUR COAL for Winter. Don't let the first cold snap catch your coal bin empty.

Feed, Flour, Coal and Seed—Phone 86
E. B. BULLOCK


## Congratulations

We congratulate the Artesia community on the fact that George Price, Rex Wheatley and W. C. Thompson have definitely and permanently identified themselves with the Artesia trade territory through the acquisition of the Artesia store of the Peoples Mercantile Co. These men we know to be public spirit$d$ and we feel gratified that they are with us to stay.
We congratulate George Price, Rex Wheatley and W. C. Thompson on the fact that the opportunity has presented itself where these men have become a part of the substantial business life of the community and who will have a part in the present welfare and future development of this trade area. We wish them continued success.

Brainard-Corbin Hdw. Co.
> V. D. Bolton, Agent Artesia Hotel Keller Motor Co.
S. W. Public Service Co.
J. C. Penney Co.

McClay Furniture Store Sanitary Grocery City Bakery City of Artesia Oasis Cafe Kemp Lumber Co.

Big Jo Lumber Co. L. P. Evans
E. B. Bullock

Artesia Auto Co.
Artesia Advocate
Star Grocery

## FORD LABORATORY TEST SET

The Ford Laboratory Test Set provides a definite means for testing Fords for every condition that can effect engine or electrical
system performance. We have just received one of these New Laboratory Test Sets and can give your Ford V-8 a thoroug test, for the small labor charge of $\mathbf{\$ 2 . 5 0}$. Bring your car in and let us give it this proper tune-up.

## AR'TESIA AU'TOCO.

Phone 52
8
Artesia, N. M.

## A Gigantic Public W orks Program May Be Launched



BOY FACT SURVEY IS UNDERWAY
HERE-COUNTY SCOUT RALLY TO BE HELD HERE SATURDAY MORN.

Classified
$\qquad$

