

Billie Joe Lewis Loses Way In Dust Storm While Trying To Get Home

A belated announcement was made last week of a near tragic accident which occurred in the Haganman pasture on the night of March 27th when Billie Joe Lewis, nine-year-old son of Mr. and Mrs. Joe Lewis lost his way while returning from school. The lad lost his way while returning from the Lower Cottonwood school, about three miles east of the Haganman ranch house. Due to the dust the night was extremely dark and after the lad had ridden into the Haganman pasture, he became frightened and lost his way and began to ride in circles. He soon grew tired and decided to spend the night out and removing his saddle from his pony had used the saddle blanket as a covering while he held to one rein of his bridle, keeping the pony near him.

When Billie failed to come in at 6:00 o'clock in the afternoon, Mr. Lewis started down the school trail in search of him, but the search ended unsuccessfully at the house of a neighbor. After the neighbor joined the search without results, Mr. Lewis started to town with Mrs. Lewis for help. To add

to the difficulties Mr. Lewis first had to borrow some gasoline to make the trip into Artesia on and after starting the lights of his car went out. Mr. Lewis drove the car in the dark as best he could, while Mrs. Lewis held a lantern. When Mr. and Mrs. Lewis reached Artesia, a searching party was organized by Preston Dunn, consisting of six or seven autos. When reaching the Haganman ranch the cars were spread over the school trail about fifty yards apart and the search started; and after traveling three miles in this fashion the lad was found about 9:45 o'clock, frightened at the appearance of the searchers, but standing up well under the ordeal. He only missed a day in school and was back at his desk Friday morning.

BREAKS ARM

Laнора Etherington, daughter of Mr. and Mrs. L. E. Etherington, had the misfortune to break her right arm when she fell from a trapeze at the school grounds Tuesday morning.

Penasco Items

Austin Reeves and family were Alamogordo visitors over the week-end.

Mr. and Mrs. R. E. Bates were business visitors in Cloudercroft Saturday.

Mr. and Mrs. Willard Griffin visited with Fred Griffin and family Sunday.

Lonnie Reeves was in Artesia over the week-end as a guest of Robert Gage.

Mr. Culbertson of Cox Canyon was at Elk Sunday looking for a saw mill site.

Thursday Boyd and Agnes Ann Williams and Browning Mulcock were Hope visitors.

J. W. Harwell and son Ernest were business visitors at Snyder, Texas, over the week-end.

Miss Edna Page spent the week-end at St. Mary's hospital with her nephew, Robert Earl Collins.

Mrs. A. Arrington and son William and Jack Reed drove to the San Andres to visit Mr. Arrington Friday.

Dr. John Clarke, Jr., and mother, Mrs. J. J. Clarke, Miss Maurine

VETS FORM ORGANIZATION AT CARLSBAD SATURDAY

Veterans of foreign wars organized the Col. E. de P. Bujac Post No. 3277 at Carlsbad Saturday night. Organization of the post was perfected at the Crawford hotel with Cash Austin of Farmington, department commander of Veterans of Foreign Wars, officiating.

Lewis and Mr. and Mrs. Lynn Buford visited at the Boyd Williams home Sunday.

Charles M. Martin, county superintendent of schools, visited the Elk and Penasco schools Wednesday and Thursday of last week. While at Elk Mr. Martin was a guest in the Boyd Williams home.

Mrs. Tom Runyan entertained with a turkey dinner Saturday. Those present were: Mrs. Irvin Martin and children and Edsil and Edmund Runyan of Artesia, Miss Edna Davis and the host and hostess.

Bernard Cleve was host to the Elk school children Friday afternoon in celebration of his twelfth birthday. The afternoon was spent in playing games and hunting Easter eggs. Bernard and Madie Reeves found eighteen eggs each.

Typewriter Ribbons—The Advocate

Hope Items

Frances Johnson, Reporter

Virgil Henry returned Sunday night from Elida where he spent the week-end visiting Dawres Rieger.

Mrs. J. H. Bridgman returned Monday from the St. Francis hospital in Carlsbad where she had spent two days recuperating from a case of bronchitis.

John Rowland of Atoka spent several days in town this week attending to business with Raymond Buckner, manager of Mr. Rowland's store here.

J. E. Martin and F. C. McGonagle of Hobbs spent a short time in Hope Wednesday attending to business. Mr. Martin is the owner of a tract of land here.

Mr. and Mrs. Pete Jackson of Hot Springs spent the week-end here visiting her parents, Mr. and Mrs. Will Keller. From here they will go to Hagerman where they will make their home.

Mr. and Mrs. H. B. Elmendorf returned Wednesday from the St. Mary's hospital in Roswell where they spent a week recuperating from an automobile accident. They are still unable to be around much.

Ernest Landreth left Wednesday for his home in Odessa, Texas, after having spent several days here as the guest of Babs Mellard and Mrs. Billie Ballard at the home of their father, R. T. Mellard.

A number of the young people of the M. E. church motored to Artesia Sunday afternoon where they attended the fifth Sunday meeting of the Pecos valley union of the Young People of the M. E. church, South.

George Trimble came down from Roswell Thursday to bring his mother, Mrs. Luther Trimble, who is staying with her sister, Mrs. Bonnie Altman, while she is recuperating from a serious case of bronchitis.

Mr. and Mrs. Will Keller entertained at their home with a farewell dinner Sunday evening, honor-

ing Mr. and Mrs. J. H. Bridgman, who intend to leave soon for their former home in Tennessee and other points in the east. About fifty guests were present.

SUBSCRIBE TO THE ADVOCATE

Tractor for Sale in Good Condition Dr. Loucks Garage

Stormy Weather



Do Your Errands by

TELEPHONE

Bids Wanted

Send or bring your bid on the Nazarene Church property at the corner of Eighth and Missouri Streets.

Make Us a Bid!

HERE'S WHY MOTORISTS IN THIS TOWN ARE FLOCKING TO US!



as low as \$665* 4.40 x 21



NOW YOU DON'T NEED TO BUY LOW MILEAGE TIRES

Goodrich Cavaliers give extra mileage because they're double-cured

• Maybe you've wondered why there is a steady stream of customers in and out of this store all day. The answer is simple. They've discovered that they can't be cheated out of mileage when they buy Goodrich Cavaliers because these tires are "double-cured."

Tough All the Way Through

Goodrich Cavaliers are tough all the way through. They're double-cured to multiply your tire mileage and stand up longer in hard service. Yet think of it! You can get these genuine Goodrich Cavaliers today at a price as low as you'd pay for "single-cured" tires.

*Prices subject to change without notice and to any governmental tax or levy.

NOW'S YOUR CHANCE AT THESE PRICES

\$665 4.40 x 21	\$705 4.50 x 20	\$735 4.50 x 21
\$775 4.75 x 19	\$830 5.00 x 19	\$925 5.25 x 18

Goodrich DOUBLE-CURED Cavaliers

STATE OIL SERVICE

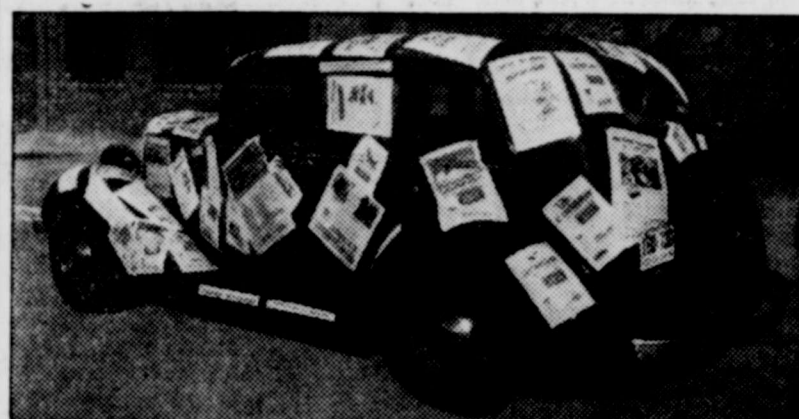
Steve Lanning

Malco Distributor Wholesale—Phone 333—Retail

Batteries Accessories Tires-Tubes

Greasing Soft Water Washing

Continental Oil Co., Inaugurates A Novel Advertising Campaign



One of the most unusual and dramatic ways ever conceived to exploit the use of newspaper advertising has been adopted by the Continental Oil Company. A novel contest has been inaugurated whereby during the coming spring months cars and trucks will be seen on the streets and highways of some forty states plastered in hodge-podge compelling fashion with reprints of Continental's newspaper advertisements.

In addition to the circulation of ten million that Continental Oil Company gets for its advertising by using 1,363 daily and weekly newspapers, Continental's advertisements through this unique stunt will do double duty this spring.

The unique appearance of Continental cars and trucks not only serves to call attention to the Conoco campaign now running in newspapers, but also reminds Conoco salesmen of the tremendous

number of car owners who read about Conoco products throughout the year in their newspapers.

It is estimated that more than 3,000 cars and trucks will participate in the stunt. Aside from these company-owned and operated vehicles, it is expected that a good percentage of the 22,000 Conoco dealers will likewise participate.

Continental is one of the country's largest users of newspaper advertising and gives this medium a large share of the credit in achieving an increase of 60.4% in sales of Conoco Germ Processed Motor Oil since April, 1934.

Continental this year is celebrating its sixtieth anniversary. It began operations in Ogden, Utah, in 1875. From a small distributor of kerosene and lubricants long before the advent of the motor car it has grown into one of the nation's leading oil companies.

WARM MONTHS ARE COMING

WITH the approach of the warm Spring and Summer Months, the question of refrigeration is uppermost in the minds of most good housewives. Those who are not at present owners of electric refrigerators, yearn for the efficiency, economy, and convenience attendant with the use of the modern electric refrigerators which insure temperatures below fifty degrees on the hottest summer days, which is the government's recommendation for food preservation.

The new models with many new and desirable features are now on display by the various dealers.

BETTER LIGHT BETTER SIGHT

Southwestern PUBLIC SERVICE Company

Penney's Spring Parade SHOES for the Whole Family

You don't want to miss pure silk HOSE Full fashioned, too—at only

44c



Be smart and save on stockings! Chiffons with silk picot top, service-weights with mercerized top and sole to make them wear longer! Both good quality, 42 gauge pure silk — in a range of smart new-season shades, and sizes 8½ to 10½! They'll go fast! Better get here early!



Begin spring right in Oxfords Sparkling all-white calf! \$1.98

It's not too early to think about your Easter ensemble! This smart white tie was designed with Easter in mind. simply styled, with tiny perforations for its only trim!



Spring styles in women's Celeste Shoes "Sbicca" constructed sole! \$2.98

This marvelous new process means footwear with the comfort and lightness of "turned" soles for only \$2.98. This 4-eye-tie is black kid with gray underlay and stitching!



Girls' new stitchdown Oxfords In 2-tone combinations! 98c

Sturdy smoked elk uppers (that wear so long) with brown side leather saddle trim is an old favorite! But the style is NEW! Double sole, compo outsole & heel 12-2, 8½-11½ BUYS!



Favorites! These sturdy Men's Oxfords Blucher Style! Comfort! \$1.98

Fashioned from selected leather! Tough leather soles and rubber heels. Perforated toe caps, novelty stitched quarters! Sizes 6 to 11 A man's shoe!

PENNEY'S J. C. PENNEY COMPANY, Incorporated

FISHING SEASON

We have tackle and fishing equipment, fishing hats and lotion for sun burn.

We also have for your convenience 1935 fishing licenses . . . a digest of the 1935 fishing laws furnished with each license sold.



Phone 1 **PALACE DRUG STORE** Phone 1

Snow, Dust, Frost Hit As Plans Are Made For Control

KANSAS CITY—As mid-western farmers and government agencies laid heroic plans Saturday to combat the menace of dust, the weather changed its tactics and also dished up snow, rain and freezing temperatures to a wide area.

Four states were hit by the renewed dust storms.

In Kansas, where the state and government plan to begin jointly a giant furrowing scheme to control drifting soil, there was snow, forecast of rain, and frost and dust.

Snow fell over the northwest plains states and rain fell to the south of Kansas City, but Kansas, Oklahoma, New Mexico and Texas suffered again under the lash of another dust storm as plans went forward for the vast dust control program.

One death, attributed to dust storms, was reported Saturday from Lincoln, Nebraska, where Paul W. Jones, traveling salesman, died of "dust pneumonia."

The renewed attack of dust unnerved virtually an entire CCC camp near Dodge City, Kansas, and the boys, contending their health was endangered, asked transfer to a "dustless" area.

With a quarter of a million dollars relief fund to work with, Dean Harry Umberger of Kansas State College has organized farmers in affected areas for a listing program of between 2,500,000 and 3,000,000 acres of land that has been damaged by the dust storms.

Umberger was directed to set the program into operation as soon as possible after Gov. Alf M. Landon received a message from the office of Harry L. Hopkins, federal emergency administrator, that \$250,000 had been allotted for the harrowing program.

Agricultural officials estimated that more than 20,000 tractors and approximately 75,000 horse and mule teams are available in the dust suffering area for listing work.

The relief funds will be used to purchase oil and fuel for the tractors and feed for teams used in the fight against the ravaging winds.

Sponsors of the listing program believe that by throwing up ridges in the fields that have been blowing, picking up of soil by winds will be minimized.

It is estimated that approximately 9,848,000 of western Kansas land has been affected by wind blowing. Of this amount, only about 25 or 30 per cent will require full listing.

COURT REFUSES RECOVERY ACT TESTING CASE MONDAY

WASHINGTON—With NRA already under heavy fire in congress, the government Monday sought and obtained supreme court permission to avert an immediate test of the constitutionality of the hub of the recovery plan.

The court granted a motion by the justice department to dismiss its appeal in the Belcher lumber code case, while a move was under way in the senate to get a decision in the case as a guide to congress in enacting legislation to extend the Blue Eagle's life.

For Proper Development

and good health—Health authorities say each child should consume at least a quart of milk daily, while the adult should drink at least a pint.

The grade A label on our milk insures its purity.

City Dairy

Helbert & Tillerson, Props.

The Great Southwestern Music Festival Opens At Roswell April 11



FRED C. FINK

Conductor of high school orchestra, Colorado Springs, Colorado, will conduct the Great Southwestern High School Orchestra rehearsals next week until Joseph E. Maddy, general musical director for the music festival reaches Roswell from the Southern Music Supervisors conference at New Orleans, Louisiana.



OTTO ZOELLER

Conductor of high school band, San Antonio, Texas, will bring twenty-one San Antonio high school band and orchestra members to the Great Southwestern Music Festival to be held at Roswell next week and will conduct the band rehearsals until Joseph E. Maddy reaches Roswell from New Orleans.

High school band and orchestra rehearsals will open next Tuesday at the Roswell junior high school 7:30 p. m. and the high school chorus, Wednesday, 7:30 p. m. at junior high school auditorium. Junior high school orchestra-band-chorus rehearsals will open Thursday at Roswell Methodist church, South, 8:30 a. m.

The string choir-pipe organ rehearsals will open Thursday with Jerome Zoeller of San Antonio, Texas, conducting the string choir and R. A. A. Chase of Clovis for

the pipe organ. Next Thursday at 3:00 p. m. and 8:00 p. m. high school band programs at Junior high auditorium.

Friday, Junior orchestra-band-chorus program at 10:30 a. m. at M. E. church, South. String choir-pipe organ program, place to be announced later. High school band program, 1:30 p. m. at Junior high auditorium. High school orchestra-chorus program 3:00 and 8:00 p. m. at Junior high auditorium. Saturday, 10:30 a. m., visit thru the Carlsbad Caverns.

State Income Tax Due On April 15

SANTA FE—The attention of New Mexico taxpayers may now be devoted to the state income tax, due April 15.

An auditor, cashier and stenographer have been added to the staff of L. D. Sparks, in charge of its collection, Sparks said Monday.

Sparks said greater returns from the tax are expected this year since the offset allowed by virtue of a property tax will prevail only for the first one-third of this year. This year the tax paid may be considered an offset only for one-third of the taxable period reported and taxes paid on income property may be used as an offset for only a third of the year—under the same conditions as previously, which is that only 20 per cent of the taxes paid on income property might have been deducted.

The rate on incomes up to \$10,000 is one per cent, two per cent on incomes up to \$20,000; from that figure to \$100,000 three per cent, and over \$100,000 four per cent.

Exemptions are in odd sums this year, because of a change in the law by the legislature, Sparks said. Where the old law was \$1000 for single persons and \$1500 for married persons, the new law is \$1500 for single persons and \$2500 for married. Due to the four months lapse, however, the old law applies to a third of last year's income, thus a single person has an exemption of \$1,333.33, and a married person \$2,166.67.

COUNTERFEIT \$20.00 BILLS

The county sheriff's department and federal officers have issued a warning to business men of this section not to accept \$20.00 bills too quickly. A man is said to have passed several of these counterfeit bills in Clovis recently.

EVANS BUILDING REMODELED

The interior of the L. P. Evans building on Main street has been remodeled to accommodate a hardware display room. A display room has been made adjoining the office on the north and all items of hardware will be segregated and placed in the new quarters.

KEENEY HERE

Waite J. Keeney of Santa Fe, state manager of the reemployment bureau, spent several days in the valley last week inspecting the workings of this reemployment district.

CARBON PAPER—The Advocate

WANTED—Clean Cotton Rags at The Advocate

FINE STOCK OF CAR PARTS
Dr. Loucks Garage

CACTUS THEATRE CARLSBAD, NEW MEXICO

CONTINUOUS SHOWS STARTING AT 1:00

CARY GRANT MYRNA LOY

"WINGS IN THE DARK"

OUR GANG COMEDY AND PARAMOUNT NEWS
FRIDAY AND SATURDAY

GINGER ROGERS FRED ASTAIRE

"THE GAY DIVORCEE"

COLOR CARTOON AND PARAMOUNT NEWS
SUNDAY AND MONDAY

CARTOON GILBERT ROLAND IN COMEDY

"MYSTERY WOMAN"

TUESDAY

GUY KIBEE ALINE McMAHON

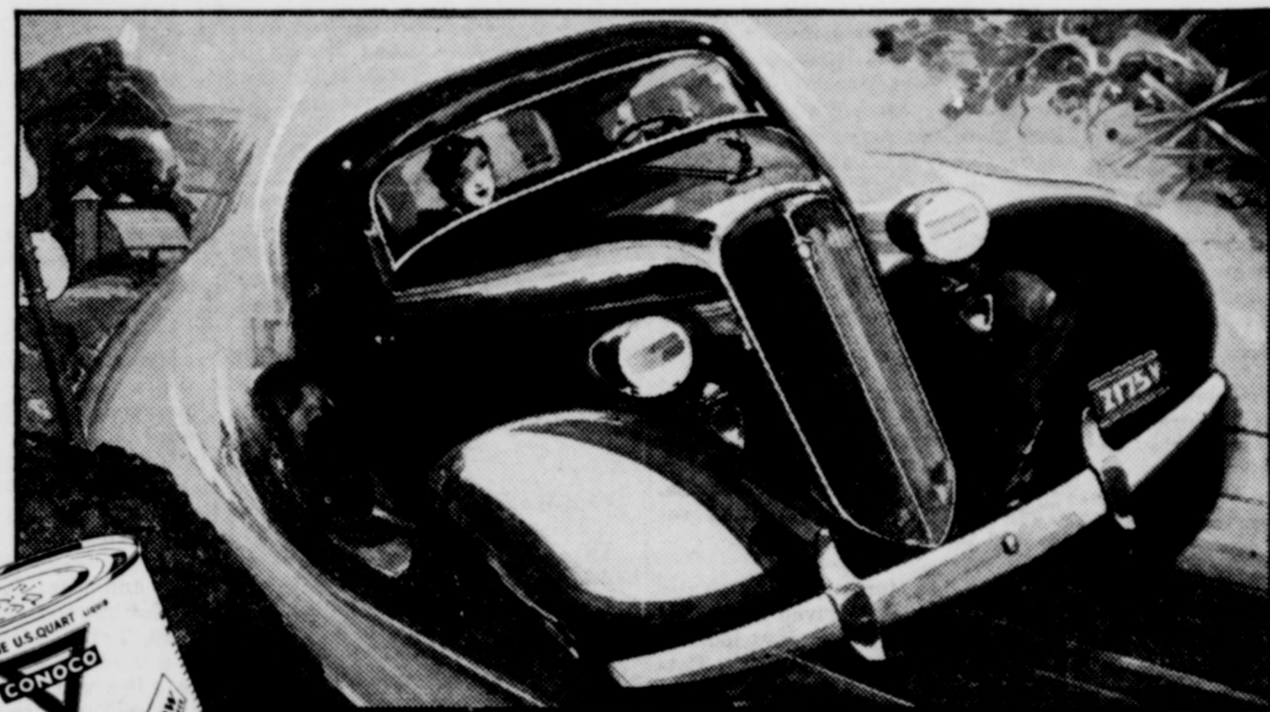
"WHILE THE PATIENT SLEEPS"

CARTOON—COMEDY

WEDNESDAY—THURSDAY

The First "Alloyed Oil"

—for better lubrication of today's high-speed, alloy-steel motors!



YOUR MOTOR is built of parts made of special alloy metals. Car manufacturers and metallurgists worked together to produce metal alloys strong and durable enough to withstand the greatly increased pressures and temperatures of the modern motor.

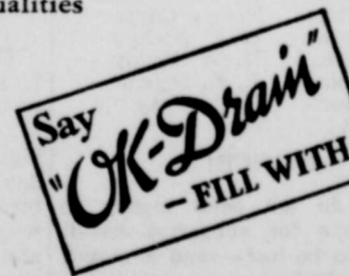
Oils, too, must withstand these pressures and temperatures and they must have extra oiliness and film strength to do it. Yet oils generally have no more oiliness and film strength than they had ten years ago. And many new refining methods now used to make oils free from carbon and sludge have lowered instead of increased oiliness and film strength!

Continental, pioneering as it has pio-

neered for 60 years, has developed the first alloyed oil—Conoco Germ Processed Motor Oil! It is custom-made for high-speed, alloy-steel motors. It has 2 to 4 times the film strength of straight mineral oil, as tests on the Timken machine have proved! It has more oiliness than any oil has naturally. It penetrates and combines with metal surfaces, forming a permanent lubricating film—the "Hidden Quart". It is a pure, clean oil, free from carbon and sludge troubles. It gives extraordinary mileage as well as motor protection, as proved by the Indianapolis Destruction Test.

Say "O.K.—Drain"—fill with Conoco Germ Processed Motor Oil and you will have the finest lubrication you can buy!

CONTINENTAL OIL COMPANY • Est. 1875



CONOCO GERM PROCESSED MOTOR OIL



They took a planned trip and enjoyed it—



"The Conoco Travel Bureau at Denver sent a complete free plan for our trip—marked road maps of every state and

... travel booklets and hotel and camp directories. They also sent excellent information on where to fish."

"We stopped at Conoco stations along our way for many helpful, free services. You can apply at any Conoco station for such a plan for your motor trip."

They'll be saying how lucky you are!

A new Roper Gas Range in your kitchen is too good to be overlooked by friends and guests. You'll find yourself showing it to them proudly, and you'll hear them saying how lucky you are to have such a modern, convenient range. And you can have it on the easiest terms! Let us tell you.

Pecos Valley Gas Co.

Artesia, N. M.—Phone 50



