Voluntary Cut
In Gas Rates
Is Announced


Reduces Rates In All
Communities It Serves-Reduction Effective On October 20th.

1937 Artesia Highschool Bulldog Squad


unters Will Take
To Hills In Large
Numbers By Mond


Preliminary for Construction of Hospital Starts
orkmen Began Cleaning Building Site Grounds Yesterday-Plans Are
Changed So City Is Assured of Finishing Plant.

Tests In Eddy Co. Jump Back Local Spotlight

$\qquad$

Local REA To Let | Pecos Valley Episcopal |
| :--- | :--- |
| Play Products Co | Contract for LinesPower Plant Soon

 ried out. The letter calls attention
to the fact that there are no house
numbers and street numbers in the
greater part of the proposed dis.
trict and that no mail receptacles


THE ARTESIA ADVOCATE
the pecos vallegy news and the artesia amerioan
MARTIN $A$ RLockrr, Publishen
W. c. MARTIN, Editor



Aside from the drawback of making you appear "countrified"
when you get in the crowd (and this is because of your surroundings)
there is really a compensation in living where you have plenty of
ellow room. Arthur Coleman, writing in the current issue of Hol.
land's magazine, says few states surpass New Mexico in per capita

support a dense population, and that's fortunate because it is one of
our most delightful states for living. Yet he says "It's natural re
sources are tremendous. That's what I mean by per capita opportun-
str. sources are tremene
ity.". He cites the fact that long before the turn of the century, New
Mexico's industrial per capita exceeded those of several older states
and that since 1900 the value of its agriculture has more than quad-
 as much in wages and turn out products worth three times as much
as in 1900 . Moreover, he says it's manufacturing production in 1935
was approximately the 1929 peak.
Locally we believe conditions have improved much faster. The Locally we believeconditions have improved much faster.
farming industry has expanded with approximately 6,000 acres more
in cultivation than last year. Oil fields dot the eastern section of
Eddy county and seven or eight major pools have already been unEddy county and seven or eight major pools have already been un
covered in Lea county. Potash has been developed extensively in
southeastern Eddy county. Here the oil fields are served by four re southeastern Eddy county. Here the oil fields are served by four re
fineries. Both rural and urban population has increased because o
expansion in oil and farming. Yet we still have lots of elbow room with open country on all sides of us.
CROP CONTROL MEASURES


Chislings



## Filed for Record

|  |
| :---: |
|  |  |


"Joseph, it appears,
knows a good thing knows a good thing
when he sees it!"

He really isn't rubber necking at that Nudist colony at all-he's trott

## Big Jo Lumber Co

## To make arrangements

 for financing and building his new home. We dont know which lassi but we'll show him how to build the house.



CET READY big gane the We have your favorite brands in whiskies, beers, wines, to-
baccos, candies.
After you make your selections, we will gladly pack your pur-

THE SMOKE HOUSE
Phone 97 OF Course we Deliver


Artesia Lodge No. 28

| Meets Third Thursday Night of Each Month Visiting members invited to attend these meetings. |
| :---: |
| Woodmen of the World <br> Meetings each <br> Thursday night at 7:30 <br> Visitors invited <br> L. B. FEATHER, Financial Sec'y. |
| Professional Cards |
| GILBERT and COLLINS |
| Real Estate, Insurance Rentals and Abstracts. Artesia, New Mexico |
| H. A. STROUP, M. D. physiclan and surgeon X-RAY LABORATORY Office at 113 South Roselawn Office 67-PHONES-Res. 217 |
| E. A. METZGER, M. D. MEDICINE and SURGERY Office Phone 300 | Office Phone 300 Residence Phone 301

Res in Womack Building

| Hemphill \& Maxwell |
| :--- |
| Dr.C.H. Hemphill Dr. R.T. Maxwell |
| Physicians \& Surgeons |
| Hours 8:00 to 12:00; $1: 00$ to 5:00; |
| 7:00 to 8:00 |

DR. J. J. CLARKE
DR. L. R. CLARKE DENTISTS
Office Clarke Building Phone 81
DR. LURA L. HINSHAW osteopath
First St. and Missouri Ave. PHONE 71
R. M. HENSON
GENERAL ACCOUNTING
INCME TAX
Located upstairs in old First
National Bank biutling
Artesia, N. M.

## QUICK WAY LINES <br> Motor <br> Transportation <br> Anywhere, Anytime Bonded and Insured <br> Prtesia Phones: $86-$ Roswell 28

The Eddy County Abstract Co.

Reliable Abstracts Prompt Service Prices Right We Are Bonded LET US DO YOUR
ABSTRACT WORE

SOCIAI SECURITY


10 employees or less No. so-10 Outfit Consists of: Poseonnol Record Sheote Parsonnol Record Shoots
Employoes Earning Sheo All Necessayy
Information for Information for
Social Security Records

Artesia Advocate

National Automobile Fatality Chart
 hold services


PURDY FURNITURE CO.


## OCOTILLO Saturday-Sunday-Monday <br> JANET GAYNOR - FREDRIC MARCH "A STAR IS BORN"

all in natural color
Show Saturday and Sunday 2:30-11:00

V ALLEY Sunday-Monday-Tuesday
ZANE GREY'S
"WESTERN GOLD"
Comedy "SUPER SNOOPERS"
Continuous Show Every Day, 2:30 to 11:00

| Senate Committee | Dist. Conferences |  |
| :---: | :---: | :---: |
| Holds A Potash | Of Home Agents |  |
| Hearing Friday |  |  |
|  |  | HALLOWE'EN |
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| Southeatern Edyy county |  |  |
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| Chavez and Carl Hatch properties of the United |  |  |
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| tant fact | Oetober 20.28, |  |
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|  | susocrizas for the novocat |  |

WASHINGTON-The AAA made in the cotton crop goal for next year.
Approving the 1938 agricultural
conservation progra Wallace fixed its "goal", so far
cotton is concerned at cotton is concerned at 27,000, ,000
$29,000,000$ acres. The goal previous ly had been placed at $29,000,000$ to
$31,000,000$ acres. 31,000,000 acres.
Officials of the Agricultural Ad-
justment Administration said the change was decided upon because
of the unusually large cotton crop
this this year.
The goal is to be divided by areas
and individual farms, and growers
required to limit their plantings to required to limit their plantings to
theer share of it in order to qualify
for government benefit payments

 There are more than one hun-
dred communities in this area that

should | ve $\begin{array}{l}\text { dred communities in this area that } \\ \text { should have scouting and cubbing. } \\ \text { We are serving thirty-five com- }\end{array}$ |
| :--- | We are serv

munities now.
Nome
There is a territory
40,00 oquare miles in our
with only two paid men.
Scouting is voluntary attended a council and and conducte
camp this spring and summer Six hundred sixteen scouts an
laders were mobilized for a thre leaders were mobilized for a three
day period at Camp-O-Ral last
April, this being the largeat April, this being the largest num-
ber of scouts ever molilized in New Mexico, at one time and place
We now have a We now have a functioning sen
ior program with two Sea scout
ships and three explorer patrols. This council had fifty-nine scouta
and seven leaders atten the Na-
tional Jamboree in Washington, D tional Jamboree in Washington, D
C. .ast summer. Ours was one o
the largest the largest council delegatio
America on a population basis.
The cost of The cost of scouting in th
council is about $\$ 5.00$ per boy fo
one year. The cost per inmate


New, secona-nana and factory

rebuilts in portables and standards
See us before you buy-Artesia
Advocate.


FOOTBALL
ARTESIA
FT. SUMNER
 THE BULLDOGS NEED YOUR SUPPORT-LET'S WIN THIS GAME


# Due to the Increased Use of Natural Gas The Pecos Valley Gas Co. ANNOUNCES THAT 

 GAS RATES 燕 REDDCED!The New Rate Applies To All Gas Consumed Since October 20th, And Will Apply To November Bills Mailed Out December 1st. This Voluntary Reduction Will Further Assure You Of Being Able To Heat Your Home and Business With Clean Dependable Gas During The Coming Winter Months.


Buy Your Gas Heating and Cooking Equipment From These Artesia Merchants The New Low Rate Makes Their Gas Equipment More Valuable Than Ever To You ... SEE THEM

## McCLAY FURNITURE STORE

A. G. A.* Approved Temco and and Hearth-Glo Natural Gas Space Heaters.
Chambers Natural Gas Range. Odin Beauty Range.
L. P. EVANS SHOP
A. G. A.* Approved Lowson \& Humphrey Natural Gas Space Heaters.

## BRAINARD CORBIN HARDWARE COMPANY

A. G. A.* Approved Reznor Natural Gas Circulators and Space Heaters.
White Star Natural Gas Ranges

PECOS VALLEY GAS COMPANY
A. G. A.* Approved Natural Gas Circulators and Space Heaters.

Payne Floor Furnaces
Roper Natural Gas Ranges


RomuRHESI
 The meeting is still in progress and. will continue until
night. We appreciate
ence and cooperation. ence and cooperation.
Sunday
Bible school for all at 10 a. m. mol for all ages meets
Preaching, 11:00 a. m. and 7:30
p. m.
Communion, 11:50 A. M.

 Christian science sociex "Everlasting Punishment" is
subject of the lesson-sermon wh subject of the lesson-sermon which
will be read in all soceities and
churches of Christ, Scientist, on
Sund The Golden Text Lord, and teachest
law."-(Ps. $94: 12$ ). Among the citations which com-
prise the lesson-sermon
lowing lowing from the Bible: ${ }^{\text {a }}$, Let fot- us
search and try our ways, and turn again the Lord."- (Lam. 3:40).
The lesson-sermon also includes
the the following passage from the
Christian Science textbook: "To
cause suffering as the result cause
sin,
Ever
 herndon to preach
 .

young people will be in Roswell at-
tending the fifth Sunday meeting Your presence Sunday morning
will be appreciated. Visitors are
always welcome at the Methodist always
church.

## FIRST CHRISTIAN CHURCH

 Announcements for the week:Sunday
9:45-Church school, Our scho is growing in numbers. and interes
Come and be with us.
is ing communion and preaching. Se expected Places." This is a mew wew discussion group.
nend it is being entered into with a great deal
of enthusiasm. Every man who is
onterested in disus. interested in discussing or hearing
discussed some of the vital moral
issues of the day is cordially in-
vited to be present 7:30- Monday.

7:00-Choir reheerarsal.
Thomas L. Massie, M
TYPEWRITERS $\$ 20.00$ to $\$ 102.50$ Artesia Advocate

## Hope Items





$$
\begin{aligned}
& \text { RADIO } \\
& \text { SEASON }
\end{aligned}
$$

IS HERE
Get your set ready for
fall
A tune up may help you get
that hard station. Service on all makes and aerials put up.
Technician with fifteen years
experience experience.

PARKER RADIO and SOUND Service
ell Auto Supp
Phone 77

FEED PRICES ARE LOWER
We have a full stock of all kinds of feeds
E. B. BULLOCK

PHONE 86-Feed, Flour, Coal and Seeds-PHONE 86


##  CHEVROLET!"

You'll be ahead in style-beauty smartness - with this bigger-looking, better-looking low-priced carl "You'll be ahead with a Cherrolet!" That's the
enthusiastic verdict of more and more people enthusiastic verdict of more and more people
as they see, drive and compare the new 1938 as they see, drive and compare the new 1938
cars. And we believe it will be your verdict, too, when you consider all the exclusive extra values
this beautiful new Chevrolet brings to you. You'll be ahead in style-comfort-safety. And you'll also be ahead in all-round economy, or Chevrolet's famous Valve-in-Head Engine mum of upkeep. See your nearest Cherridealer today for a thorough demonstration of Chevrolet superiority.


| Styiling as different as it is beautiful, for this bigger- looking, better-tooking lowpriced cor. | MODERN-MODE STYIING |
| :---: | :---: |
| Smooth-powortul-patilive modem travel brok oivno maximum motoring protaction. | PERFECTED hYORAULIC BRAKES |
|  | GENUINE <br> KNEE-ACTION* |
| (WITH SAFETY OLASS ALI AROUND) Larger Interiors-lighter, brighter colors-and Unisteel construction, making sofoty. | ALL-SILENT ALL-STEEL BODIES |
| Giving the most efficient combination of power, econ omy and dependability. | VALVE-IN-HEAD ENGINE |
| Giving protection ogolinat drowding, ond osusing eoch posisenger indivicuvaliy con. trolled ventilition. | FISHER NO DRAFT VENTILATION |



## General News Briefs

Carlsbad Irrigation district and $L$ a. Fossion, sof the nationtent altestence board held in Austin, Texas Friday
and Saturday. Beeman, Keith E and Saturday. A total of
tions were on
A total of
tions were on
mont office at
More persons
$\underset{\substack{\mathrm{Mo} \\ \text { er } \\ \text { er }}}{\substack{\text { n }}}$
The Rev. A. G. Tozer, pastor
the Firist Presbyterian curch
Santa Fe and former Carlsbad pa
or was named
New Mexico Pres
Roswell last week

WPA sprang a surprise Sat
day at Washington by ordering
George Horace
to fame as its
was sixty-nine years of age.
President Roosevelt wrote
gressional leaders Saturday gram should be by covered farm
cent by additional rece cent by additional reeeeipts
new taxes. This suggestion
farmers to efmers
efrocessin
pron安


| Shortage of Cotton Pickers Is Hampering Harvest Operations | Classiffed | COTTON |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | FOR SALE | Marketing cotton is a specialized business these days. To secure the top price all the time is our aim and desire. We want to help market this cotton crop to the very best advantage. Selling in large quantities and knowing what is what in grades and staples assists in getting the |  |  |
| mber of |  |  |  |  |
|  |  | and knowing what is what in grades and staples assists in getting the price. Let us have your cotton to market. 20,000 bales is our aim this year. |  |  |
| year Numbers of eoton filads it |  | this year. |  |  |
|  |  | Artesia Alfalfa Growers Assn. |  |  |
| Of piekerich hes mid paseed | (latio (They are evting caree) | Local Ginnings | Safety Measures(Continued from page one) |  |
|  | (e) |  |  |  |
|  |  |  |  |  |
|  | R. LL Parie. ${ }^{\text {a }}$ |  |  |  |
| Op to | FOR RENT |  |  |  |
| ing serenty five cents without | (ersem |  |  | DANCE |
|  | d | been ginned since the last report for a season's total of 6,496 bales, compared with 7,184 bales at the |  |  |
| Texas bet thy year eoded ereo |  |  |  | ARTESIA HOTEL Roof garden |
| and in some oranit |  |  |  |  |
|  |  |  |  |  |
| market down, but in k | atem. | $\begin{aligned} & \text { Association gin, Artesia } \\ & \text { Farmers gin, Artesia } \\ & \text { Association gin, Atoka } \\ & \text { Total_- } \\ & \end{aligned}$ |  | October 30th Music by |
|  | miscellaneous |  |  |  |
| Tests in Eddy- |  |  |  | El Paso Suing Band |
|  |  |  | DR. LOUCKS | Admission $\$ 1.50$ |
|  |  |  | $\underset{\text { FoNE 65 }}{\text { GARAGE }}$ | A Good Time For Everyone |

## Light-Conditioned Living Rooms Are Kind To Eyes

## THE SPOTLIGHT IS



ON YOUR NECK!
Nothing so marks a woman's age as her throat line
The revival of " 1900 " fashions with a "half-high" or very low neck line, demands a smooth firm throat.

CHARLES of the RITZ THROAT FIRMING CREAM
 -
3.50 jar for 1.00 sizes, $\$ 5.00$ and $\$ 10.00$ ONE WEEK ONLY BEGINNING NOVEMBER 1 d


Light conditioning is the new outgrowth of the store of knowledge on light an eesight that scientists have been gathering in their laboratories. It's the term hey apply to the providing of the right amount and right kind of lighting wherever eyes are used in work or play.
Yon can say, in other words, that your home is light-conditioned when you have applied all the tested and proved scientific principlea of good lighting.

One of these principles is that every easy chair in a living room should have it own I. E. S. lamp, or an I. E. S. lamp so close by that two locations are well
I. E. S.

BETTER SIGHT LAMPS

SEE YOUR FAVORITE DEALER OR THE

## Southwestern UELIF EEFVIFE Company

