





# STANDARD STORE NEWS

## ADDIES

COME IN BEFORE IT IS TOO LATE AND BUY  
AND CARRY HOME THAT \$2.50  
WORTH OF GROCERIES SO YOU WILL GET

# Free!

Three boxes cookies and a tablet

STANDARD STORE

YOURS FOR BUSINESS

Phone 15

Free Delivery

ARTESIA, NEW MEXICO

INCREASE IN  
RATES

### HOPE ITEMS

(Noel L. Johnson, Reporter)

Charles Hardin, wife and baby are in from the ranch.

Tom Runyan has been down for a few days from Trail's End.

Ed Watts, wife and the boys are spending a few days in town from Dunken.

Theo Murphy and wife and Mrs. N. F. Richards are home from a visit to Spur, Texas.

Walter Coates and L. O. Miller are busy with the Rodeo and expect a good crowd 1st, 2nd and 3rd.

Why not buy a few acres of oil lease while buying is good at Hope. Noel L. Johnson, Hope, N. M. Itcor.

Mrs. Langbatham has purchased the old two story frame house in the northwest part of town and will make it her home.

Several young ladies went to the dam near Hope Sunday afternoon and went in bathing. One of them had the misfortune to dive into a rock. They called Dr. Puckett, who dressed the scalp wound which looked bad but was not serious.

The Seidler Drilling Co., on F. E. Fite farm, have been very busy fixing all details with reference to drilling day and night, and are now going down as fast as they can. The rig and equipment are of the best and it is safe to say that a real well will be put down as fast as possible. Come and see it.

### Not Particular

"I suppose," said the kindly financier, looking through his pocket-book for a new note, "you would rather have clean money?"  
"Oh, that's all right, sir," said the taxi-driver. "I don't care how you made your money."

### Liquid Measure

Teacher—Johnny, what is it called when four persons are singing?  
Johnny—A quartet.  
Teacher—And William, what is it when two persons are singing?  
Willie (after brief hesitation)—A pintet.

ly those east of the Santa Fe main line, who in our judgment should by all means be included if such group is formed.

As stated in previous letters, also at the conference held in Santa Fe on August 21st, this commission is at the service of shippers of New Mexico in the hearing and we will appreciate any advice or suggestion offered.

## Our Schools

Thursday night the student body of A. H. S. gathered at the Hardwick hotel to welcome the Pecos visitors and also to advertise the football game. Led by the cheer leaders they made their way down the "Main Drag" in time with their famous lock-step A-A-A-H-S. They formed a circle by the Bartlett Concert Band and if yells mean pep—A. H. S. certainly has the pep. Then the snake dance proceeded to the carnival grounds where all sorts of cheers were given. Much approval was shown by the bystanders and their interest was evidently aroused for many of them came to the game next day and saw the glorious victory 31 to 0 of A. H. S. For a full account of the game read the write-up on the first page of the Advocate.

The lunches served by Miss Morgan's home economics class are becoming more popular every day. There will be a greater demand for them, however, during cold weather. These lunches have proved to be very appetizing and are served at exceedingly reasonable prices.

Through the kindness of the school board, school was dismissed for the Festival Friday. On Wednesday and Thursday mornings, it was dismissed at eleven o'clock in order that the pupils could see the parade. The students of A. H. S. wish to thank the school board for their kindness and consideration during the Festival.

Thirty-two girls answered Coach Mehrens' call for basket ball material last Tuesday. Basket ball practice will begin next Monday afternoon and will be held as a regular class period. One third of a credit will be given those who deserve it.

The girls' debating club met again Monday morning. After a short business meeting, the club discussed debating. For the next six weeks the club will take up the study of debate and prepare themselves for the year's work.

The boys' debating club was organized by Miss Severson Tuesday morning. Robert Rogers was elected president, Norman Bullock, secretary-treasurer, Ernest Fleming social chairman, and John DeArcy, reporter.

### Who Wouldn't?

"I wish I had enough money to marry on."  
She (shyly)—What would you do?  
He (quickly)—Travel.

### COTTONWOOD ITEMS

Mrs. Walter Hill is reported to be very ill.

Mr. Blair, from California, is visiting his cousin, Jack Dougherty.

Mr. and Mrs. Archie Hill spent Sunday in Lake Arthur.

Little Bernice Bailey, who had such a bad foot made an unusually rapid recovery.

Messrs. Oscar and Clarence Pearson spent Monday and Tuesday in Dexter, looking after their well drilling interests.

Lulu Wilson spent Sunday with her brother, Woodrow, who was kicked by a mule. Mrs. Wilson spent Monday with him.

Mrs. Mattie Higgins, of Carlsbad spent the week of the Alfalfa Festival with her niece and nephew, Mr. and Mrs. Noah Buck.

Mr. and Mrs. Roy Vermillion and August Nelson will attend the Hope Rodeo, where Mr. Vermillion will enter the riding contests.

J. G. Hedgecoxe is in Roswell staying with Mrs. Rabb, while taking chiropractic treatments for his rheumatism. Mr. Hedgecoxe's recovery seems rather slow.

Cottonwood was well represented at the Alfalfa Festival. There were many exhibits from Cottonwood both at the Alfalfa Palace and among the Womans' exhibits.

Advocate want ads get results.

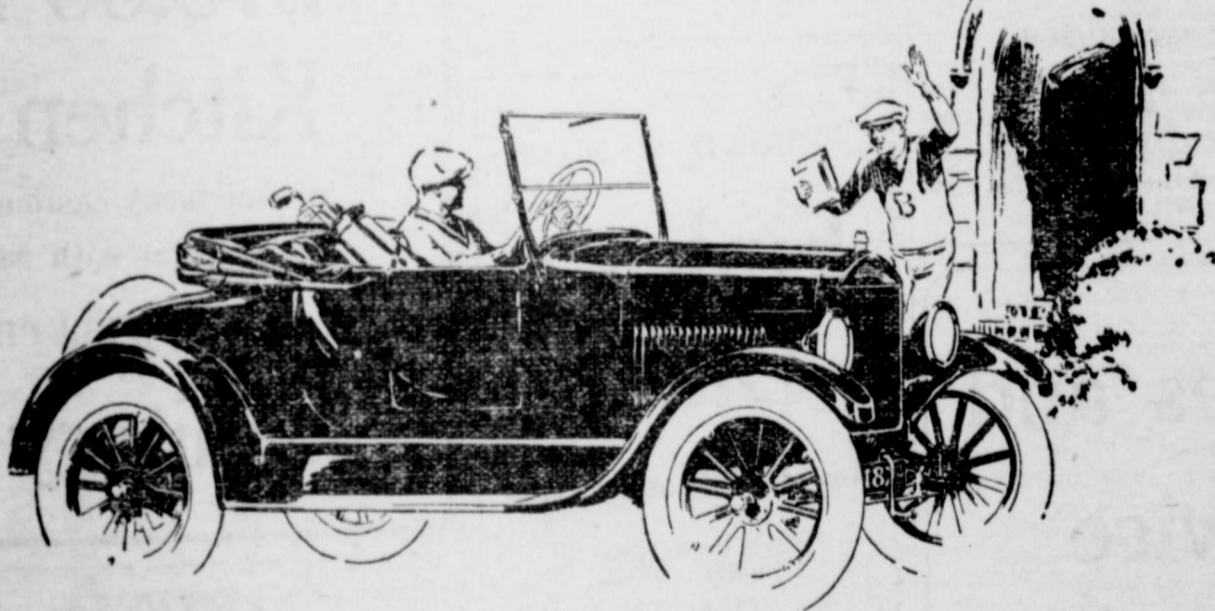
### WHY HE FAINTED

A young wife went into a grocer's shop and said: "I bought three or four hams here a month or so ago, and they were fine. Have you any more of them?"  
"Yes, ma'am," replied the grocer: "there are ten of those hams hanging up there now."  
"Well, if they're off the same pig I'll take three of them."—Tit-Bits.

### WILSON TRANSFER CO.

SERVICE CAR  
OUT OF TOWN HAULING  
ANY TIME  
ANY WHERE  
Phone 20  
ROSWELL LAUNDRY AGENCY

BEAUTY • COMFORT • CONVENIENCE • UTILITY



## Good Looks as Well as Good Service

The improved Ford Runabout, with its all-steel stream-line body, is an unusually good-looking car.

It hangs low to the ground, and the body has been lengthened and re-designed for greater comfort and convenience.

The gas tank under the cowl is filled from the outside, and the weather-proof storm curtains open with both doors.

Under the sweeping rear deck is an unusually large compartment designed for convenience in carrying luggage.

Standard equipment includes four cord tires, nicked head-lamp rims and windshield wiper.

The price remains the same \$260, and you can buy on the Ford Weekly Purchase Plan.

FORD MOTOR COMPANY, DETROIT, MICH.

RUNABOUT  
\$260

F. O. B. DETROIT

TOURING CAR \$290

COUPE 520

TUDOR SEDAN 580

FORDOR SEDAN 660

Demountable Rims and Starter Extra on Open Cars

Clued Cars in Colors



NO INCREASE IN PRICES

# C. W. Bartlett Sons' Co.

## ELECTRICAL CONTRACTORS

House and Store Wiring, Electric Fans, Motors, Fixtures, Farm Light and Power Plants installed and repaired.

Fifteen years experience by bonded and licensed electrician.

ALL WORK GUARANTEED—PRICES RIGHT

Office at the

## Majestic Airdome

Phone 33—Res. Phone 187

Mays Coffe Shop  
Olney, Texas

Little Mays Cafe  
802 La Mar  
Wichita, Falls, Tex.

## MAY'S COFFEE SHOP

ARTESIA, NEW MEXICO

FOR WELL PREPARED FOOD—QUALITY PLUS SERVICE  
Best Coffee—Pure Cream

TRY US

WE ARE NO PIKERS

Social Stationery to Order—Phone No. 7

# Plumbing and Heating

Patrons say we have caused Plumbing Prices to drop from

## 25 to 35%

here in Artesia, if this is what is wanted show us your appreciation by giving us your business.  
WE ARE OLD TIMERS HERE, PRACTICAL AND RELIABLE

## Pecos Valley Plumbing and Heating Co.

F. J. LUKINS, Sales Manager  
West Main St.—Artesia, New Mexico

TELL US YOUR PRINTING TROUBLES—PHONE 7

# Hotel McCoy

EL PASO, TEXAS

ABSOLUTELY FIREPROOF

In the Heart of Everything

Room Without Bath \$1.00 and Up  
Room with Shower Bath \$1.50 Single  
\$2.50 Double  
Room with Tub Bath \$2.00 to \$3.00

ELEVATOR SERVICE NIGHT AND DAY

W. M. McCOY, Proprietor

## HEAVY OIL ROYALTIES PAID TO THE TEXAS UNIVERSITY IN AUGUST

AUSTIN, Texas.—A check for \$122,587.90 from the Texon Oil Company, operating on University of Texas land, was received at Land Commissioner J. T. Robison's office last week. This brings the total royalties for August to \$236,278.01, the largest single production for one month although it is short \$5,792.85 of July royalties.

The July royalties of \$243,000 were obtained through the adjustment of prices, which caused the Texon Company to pay an additional \$22,000.

During August one lease on university land produced oil worth \$1,250,962.96, the royalty on which amounted to \$156,370.37. The lease consists of 10,240 acres and is in Reagan county.

About \$200,000 of the university oil royalties is in the permanent fund and the remainder is in state depositories drawing 2 per cent interest, it was reported. Interest from the permanent fund will go into the available fund, it is expected, which would provide a large sum annually.

### Avoid Tight-Fitting Clothes to Appear Slender, Is Advice

AN UNWRITTEN law still holds in England that a man, having once made his choice of a tailor, never changes. He often inherits this choice from his father and grandfather, and it is not unusual for the same tailoring firm to serve a family for several generations.

This hard and fast rule, according to Edgar B. Born, Fashion Director of the Born Tailors Guild of Chicago, would not suit Americans, but in principle it has its advantages. The wise man selects a tailor he knows to be reputable and competent and always goes to him. In this way, the tailor comes to know his likes, dislikes, and individual requirements for fitting. He decides in advance what general type of suit he wishes and about how much he can pay, and then spends plenty of time in choosing the style and material.

A man must understand his own strong points and shortcomings and never allow himself to be carried away by a style that is not meant for his particular type. The man who would look slimmer must avoid tight-fitting clothes. The bottom of his coat fronts must be square cut and not rounded, to give an effect of height. The thin man will appear less lean looking if the lines of his suits are not too severely cut.

Quality can be fairly well gauged by the price and the word of the tailor. In novelty clothes, it is that feature for which one pays, and not necessarily for quality, but in plain materials, price is a reliable guide. No reputable tailor nowadays hesitates to admit that a cloth is only part wool. However, "all wool" does not necessarily mean "pure wool." Woolen goods known as shoddy is made from used cloth reweaved and does not have the wearing qualities of unused or virgin wool.

The pattern and color of the cloth should be selected on the same general principles as the style. Extremes are to be avoided for long wearing.

Gloves, supposed to be of comparatively recent origin, were not unknown to the early Romans, says the Born Tailors Guild. They were considered most effeminate, however, and their legitimate use was almost confined to the olive pickers who wore them to keep from bruising the tender olives. Less worthy were the gluttons who wore them at dinner parties in order that they might eat more of the hot foods than their neighbors with un-protected fingers.



TRY A GUN

"Madame," said the dignified gentleman, "your dog bit me on the ankle."  
"He did?" cried the lady. "Oh, I must send for the doctor!"  
"Oh, I assure you it isn't as bad as—"  
"You're the third person he's bitten today," broke in the lady. "I just know he isn't feeling quite well."  
—Legion Weekly.

**Wisdom of the People**  
"A little nonsense now and then is relished by the best of men."  
"Undoubtedly," answered Senator Sorghum. "The only trouble is that when you put a little nonsense into your talk it's liable to prove the only part that some of your auditors take seriously."  
—Washington Star.

Advocate want ads get results.

## Selecting Blouse for Stout Woman

### Garment Matching Skirt Is More Becoming Than White Waist.

No woman of large proportions and avoirdupois should ever wear a white waist and separate skirt at all if she can help it. Such an ensemble breaks the long line of her figure and makes her look broader than ever. A blouse which matches her skirt is much more becoming to her than a white waist. Then, too, light colors always tend to make a person look larger than dark, solid colors.

But, of course, says a fashion writer in the Kansas City Star, a dark waist does not always fill the needs of one's wardrobe. One may prefer a white waist because she wants something that will wash oftener; there is, too, a certain fresh charm about the cool crispness of a nicely laundered blouse and neatly pressed skirt, and it is always ready.

There are, too, a number of points in the selection of a waist which, if the shopper will observe, will help her to avoid emphasizing her largeness.

Tucks and bands which go across or "round and round" should not be worn. On the other hand, lines which run up and down are an aid in giving a long effect.

It is important, too, that the length of the waist be such as to give the wearer a long line rather than to emphasize the broad effect. Care must be taken, however, that it is not so long as to make the body appear of in-artistic proportions. Don't, if you are stout, wear a waist that fastens in the back.

The collar is another thing that must be chosen carefully. The small, flat collar is usually the best choice, while a Peter Pan collar or an unfinished neckline always calls attention to the size of the neck. In front, a tuxedo or a V-effect may be good.

A waist that is elaborately trimmed in front always serves to increase the impression of stoutness. Frills, except perhaps the long, soft ones, must be avoided by the large woman. A plain vestee may be becoming, provided it reaches to the waistline, and if its width is not more than one-third of the whole front.

A kimono sleeve is less becoming than one that is set in, as the plain shoulder line tends to make a person look larger. Tucks which go up and down may help to break this broad line.

Some women think that by wearing a set-in sleeve that is "skin tight" they may camouflage the too solid flesh. This is a mistake, for besides looking like a toad that is about to burst through its skin the strain does cause the seam to give way, and the garment is not very serviceable. The sleeve should be full enough to ease over the bulging flesh and to avoid all appearance of skin-tightness. A very short sleeve does not look well on a fat arm.

### A Difficult Case

Sleeping Beauty—If you think me pretty my hundred-year beauty sleep will not have been in vain.  
Prince Charming—Say, if it took a century to make your face what it is now you'd better turn over and take another nap.

### Viewed Tolerantly

"I like the springtime."  
"Why?"  
"Well, you see, I don't care for work at any time, but it is only in the spring that that attitude gets any sympathy."

**Good Groceries and Prompt Service**

The STAR GROCERY—Phone 48  
Free Delivery to Any Part of the City  
J. S. SHARP, Prop.

**The Hotel Dayton**  
Announces  
**A GRAND DANCE**  
Friday, October 2  
Good Orchestra Good Floor

**Announcement**

We take pleasure in announcing that Mr. Aubrey Watson has purchased an interest in the McClay Furniture and Undertaking establishment, effective October 1st.

It will be our pleasure to serve you in selecting your household needs. We are expecting a car of furniture next week, which will include the latest styles of the new furniture. We will then have the most complete stock of furniture ever shown in Artesia.

VISIT OUR STORE, IT WILL PAY YOU  
**McClay-Watson Furniture Company**  
"Everything for the Home"

## AT THE CHURCHES

**CHRISTIAN SCIENCE SOCIETY**  
807 W. Main St.  
Sunday service at 11:00 a. m.  
Wednesday service at 7:30 p. m.  
The public is cordially invited to attend these services.  
Subject for October 4, "Unreality."

**ST. ANTHONY'S CATHOLIC CHURCH**  
Corner Ninth and Missouri Sts.  
Services the first and third Sunday of the month.  
Masses: 7:30 a. m. (English sermon); 9:30 a. m. (Spanish sermon).

**PRESBYTERIAN CHURCH**  
Corner Grand and Fourth Streets.  
Rev. L. B. Jones, Pastor.  
Sunday school at 9:45 a. m. V. L. Gates is general superintendent. Every member of the church is urged to enroll in the Sunday school. We had 106 last Sunday. We have classes for all. If you do not attend Sunday school, come and join us.

Preaching services at 11 a. m. The communion will be observed at the morning hour. The pastor will preach and urges every member of the church to attend.  
Christian Endeavor will meet at 6:30 p. m. You are invited to join and take part with our young people.  
Midweek service on Wednesday evening at 7:30 p. m.  
The public is cordially invited to attend all services.

**METHODIST CHURCH**  
Sunday school at 9:45 a. m. M. A. Brown, superintendent. Promotion Day last Sunday was a great success. The attendance continues to grow.  
Preaching service at 1:00 a. m. This is our regular communion Sunday.  
Epworth League meets at 6:30 p. m.  
Evening Services at 7:30 p. m. Mid week prayer meeting each Wednesday at 7:30 p. m.  
As this is to be the last Sunday before Annual Conference we desire to have a large attendance at all our services.  
Strangers and visitors extended an urgent and cordial invitation to attend our services.  
JAMES H. WALKER, Pastor.

**CHURCH OF THE NAZARENE**  
Corner 8th and Missouri  
The Church of the Nazarene has an open door to all. We invite you to come and worship with us at any and all of our services. We feel that our message is especially suited to the needs of the people and our purpose is to be a help to you spiritually.  
Sunday school at 9:45 with C. J. Wilde superintendent. Bro. Wilde is one of the finest young men to be found anywhere and he will prove a great blessing to your children.  
Praying, Sunday at 11:00 a. m. Young Peoples Society at 6:30 p. m.  
Evangelistic service at 7:30 p. m. Prayer meeting Thursday evening at 7:30. Do not miss the prayer meeting as this is the peoples service and you will have part in it. "And they overcame him by the blood of the Lamb and by the word of their testimony." "Come thou with us and we will do thee good."  
L. M. MAY, Pastor.

**BAPTIST CHURCH**  
Sunday was a great day at the Baptist church. Eighteen men were present in the Bible class. The state Mission program was well given and the offering for state Missions was \$61.50.

## HEADS U. OF CHICAGO



Max Mason, just elected president of the University of Chicago. He was born in Madison, Wis., forty-eight years ago, graduated from the University of Wisconsin and has been a professor of mathematics in that institution. During the war he invented the hydrophone for detecting and locating submarines.

**Both Toilers**  
The farmer and the sailor toil  
Alike to some degree,  
For where the former tills the soil  
The latter plows the sea.

**Bird Life**  
"Never lived in the suburbs before?"  
"Never."  
"You'll enjoy the bird life on the place. This is a house for the bluebirds. And yesterday I saw a cuckoo on the lot."  
"Good. I'll hang out an old clock."

Woodstock typewriters for sale—Advocate Office.

We also had a fine service Sunday evening with six additions to the church.  
If you like to attend church where everybody is friendly and the old time gospel is preached we invite you to come and worship with us.  
Sunday school, 9:45 a. m.  
Praying service at 11:00 a. m. B. Y. P. U. each meet at 6:30 p. m.  
Praying hour 7:30 p. m.  
Prayer meeting each Wednesday at 7:30 p. m.  
There will be a senior B. Y. P. U. party at the pastor's home Thursday evening at 7:30. All members and prospective members of the B. Y. P. U. are cordially invited to attend this party.  
L. R. SIMMONS, Pastor.

**ST PAUL'S MISSION**  
Sunday, October 4th.  
Bible class and Sunday school, 6:30 p. m.  
Evening prayer and sermon, 7:30 p. m.  
F. A. THOROLD ELLER, Priest-in-charge.

PHONE 108-F-11  
**Finley's Dairy**  
Sweet Milk and Cream  
It's Really Good  
TWO DELIVERIES DAILY

A Full and Complete Line of  
**School Supplies**  
See our Special on  
**Stationery**  
33c per pound

**Mann Drug Comp**  
"Between the Banks"

**ARTESIA ADVOCATE**  
All Kinds of Job Printing on Short Notice—P

EACH WEEK We Gain N  
SATISFIED CUSTOMER  
**WHY?**  
WE TRY TO LIVE UP TO OUR NAME

We fill orders complete. We send out nothing but the best. We give good service and deliver promptly. Our prices are right. We always have an assortment of  
**FRESH FRUITS AND VEGETABLES**  
WE ARE GOING TO GIVE A  
**\$75.00 Hoosier Kitchen Cabinet**  
to some lucky customer on Christmas Eve.  
One ticket with each dollar purchase.  
TELEPHONE 97  
**Sanitary Grocery**  
**ARTESIA ADVOCATE**  
WANT ADS GET RESULTS—TRY ONE

**Announcement**

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VISIT OUR STORE, IT WILL PAY YOU  
**McClay-Watson Furniture Company**  
"Everything for the Home"

**LOCALS**

... was in town from ...

... of Lake Arthur, was ...

... and Mrs. C. B. John- ...

... Brooks returned last ...

... living north of town, ...

... Gibson, of Carlsbad, ...

... Reno was operated ...

... Mrs. J. F. Lukins and ...

... Mrs. M. M. Miller were ...

... returned last week ...

... families are enjoying ...

... and family and ...

... wife and ...

... Commissioner E. B. ...

... W. Cheesman, from ...

... is seriously ill with ...

... Mrs. J. F. Bauslin came ...

... (Tennessee) Alexander was ...

... and family, who ...

... White, of Roswell passed ...

... Ray and wife passed ...

... Picking Sacks at Al- ...

... FRANCQUI

... has ...

... hold ...

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... one of the four ...

... vice governor of the ...

... de Belgique.

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**CARL MAGEE JR. KILLED IN AN AIRPLANE WRECK**

An account of the death of Carl Magee, Jr., when he met his untimely end by a fall from an airplane is contained in the New Mexico Tribune of Monday. Carl, Jr., has visited Artesia in times passed and enjoyed the acquaintance of a number of Artesia operators, who were saddened by the news of the accident, which took away his life so quickly.

The account follows: Carl C. Magee, Jr., 28, son of the editor of the New Mexico State Tribune, was instantly killed Saturday evening near Tulsa, Oklahoma, when the airplane in which he was riding crashed to the ground.

Dick Phillips, 30, piloting the plane, was also instantly killed. Phillips was a commercial aviator from Tulsa.

Witnesses who saw the accident said the plane went into a nose dive high in the air and failed to straighten out. The plane was wrecked.

Carl C. Magee, Jr., was secretary of the Noble Oil and Gas company and for some time had been taking aviation lessons with the view to piloting his own plane. It was intended to use the plane on various trips throughout the country for his company.

Both passengers in the plane were dead when ambulances arrived to take them from the scene. It is believed death was instantaneous.

Surviving Carl C. Jr., are the widow, Mrs. Margaret Magee and Barbara, five year old daughter; the parents, Mr. and Mrs. Carl C. Magee, of Albuquerque, and a sister and brother, Gertrude and Ted.

Mrs. Magee and small daughter were in Fargo, N. D., visiting her mother, Mrs. Myrtle Gleason Cole, at the time of the accident. She started immediately for Tulsa and will meet Mr. and Mrs. Carl Magee at Kansas City.

Phillips had been flying for nine years and did plane duty over the lines in the world war. The tragedy Saturday was his first serious accident, his friends at Tulsa stated. He was unmarried and is survived by his parents who live in Springfield, Missouri.

The plane fell in a bend of Mingo creek, five miles from Tulsa, near Broken Arrow. Crashing through a clump of trees the wings were torn from the fuselage and the motor was wrenched from the ship, falling to a spot several feet away from the framework of the plane.

"Frozen controls" are blamed by officers of the Phillips-Bowman field for the accident. By this is meant that when the engine of the machine failed, the controls in some manner became ineffective, preventing the righting of the plane as it dived toward earth. The ship was a dual-control plane.

Carl C. Magee, Jr., was born in Carroll, Iowa, November 19, 1898. He attended high school at Tulsa, Oklahoma, for two years and for two years was a student at Kemper Military Institute, Booneville, Missouri. As a student at Kemper he established a two year scholarship record that had not been equaled during a 78 year period of the school's existence.

Woodstock typewriters for sale—Advocate Office.

**DAYTON ITEMS**

A new twenty-four foot sign now adorns the roof of the Hotel Dayton.

"Shorty" Le Velle, recently of the firm of Darling & Ullum, has leased the Rambo garage.

Clarence Kissinger went to Roswell Sunday to visit friends. He was accompanied by Horace Blackburn.

The new plant of the Sullivan Refinery Incorporation of New Mexico, located in Dayton, began operations Tuesday.

The Illinois 55,000 barrel tank was completed this week and the crew will begin work on a similar tank sometime this week.

Ralph W. Saylor, of Long Beach, California, who has been a guest at Hotel Dayton, left this week with a party of friends to make an overland trip to Florida.

Phil Darling, of the firm of Darling & Ullum has purchased a new Chevrolet truck, which he expects to use for the transportation of fuel oil from here to the field.

Miss Cheschire, daughter of Mr. Cheschire, editor of the Dayton Derrick, who is in Albuquerque serving on the grand jury, arrived here Monday from her home in Tiban, New Mexico. She brought with her a friend, Miss Miller.

The Messer Bros. have contracted to drill a deep test on a 10,000 acre block south and west of Dayton. The work is being done for a new company in this field. It is an incorporated company of Kansas and bids fair to make the field on this side of the river, surpass the other proven area.

**Saved!**  
Alf (shipwrecked)—'Ow far would yer say land was, Bill?  
Bill—Mile an' 'arf, I reckon. 'Ow far can yer swim?  
Alf—I can only manage a mile, Bill.  
Bill—Then we'll just do it between us. I can swim 'arf a mile.—Goblins.

Woodstock typewriters for sale—Advocate Office.

**The Sunset Truck Line**  
El Paso and Artesia  
With two more new trucks added to our equipment we now offer you the best truck service in the southwest.  
**Artesia Headquarters**  
DUNN'S GARAGE  
Phone 64  
**El Paso Headquarters**  
1125 TEXAS STREET  
Phone M 296

**SPRAINS**  
This soothing, healing, penetrating remedy takes all of the smarting pain out of sprains, cuts, cuts, sprains, etc., and quickly heals the injury. Get a 50c or 75c bottle at druggists today.  
**HUNT'S LIGHTNING OIL**  
MANN DRUG CO., ARTESIA, N. M.

Buy Cotton Picking Sacks at Alfalfa Association for \$1.50 and save money. 9-17-41-41

Woodstock typewriters for sale—Advocate Office.

**M. D. HARDCASTLE**  
SAND AND GRAVEL  
Let me figure your hauling  
Leave orders at Muncy Service Station or phone 4F11  
ARTESIA, N. M.

**M. H. HUNTER**  
Civil Engineer  
Special attention to  
Oil & Gas Permit Surveys  
ROS WELL, NEW MEXICO  
Phone 211

**WRIGLEYS**  
AFTER EVERY MEAL  
THE FLAVOR LASTS  
Probably one reason for the popularity of WRIGLEYS is that it lasts so long and returns such great dividends for so small an outlay. It keeps teeth clean, breath sweet, appetite keen, digestion good. Fresh and full-flavored always in its wax-wrapped package.  
WRIGLEYS PK CHWERS SWEET TALK TO PLEAS  
F 112

**WELL DRILLERS and FARMERS**  
HEADQUARTERS FOR GOOD  
**BLACKSMITHING**  
HORSESHOEING AND WOODWORK  
ALL WORK CASH  
**OHNEMUS & SON**  
At Richard's Blacksmith Shop

**BLACK IS MOURNFUL**

Try making a black mark on the calendar every week when you fail to make a Savings Deposit  
—AND—  
then resolve to keep the calendar from looking mournful.  
**THE FIRST NATIONAL BANK**  
"THERE IS NO SUBSTITUTE FOR SAFETY"

**ARTESIA ADVOCATE**  
WANT ADS GET RESULTS—TRY ONE

**Firestone**  
Double the Mileage at Half the Cost  
Only a few years ago a 32 x 4 cord tire listed over \$50.00. Today, you can buy the highest quality 32 x 4 tire—a Firestone Gum-Dipped Cord—for about \$26.00.  
Last spring crude rubber cost tire makers around 40 cents a pound. Today, it is over 90 cents a pound.  
It was not so long ago that 7,500 miles represented the average life of a cord tire, while today, 15,000 miles—and more—is only the usual performance for a Firestone Gum-Dipped Cord.  
Due to large, concentrated production, specialized machinery and simplified factory methods, together with economical distribution, Firestone is able to keep tire prices low—no matter where the price of crude rubber goes.  
And, because of special Firestone processes, chief among which is Gum-Dipping, motorists are today getting thousands of extra miles by using Gum-Dipped Cords.  
Gum-Dipping is an exclusive method used by Firestone. It is an extra process, carried out in special Gum-Dipping plants, after which the cords are put through the usual calendaring machines. Gum-Dipping insulates and impregnates every fiber of every cord with rubber, and practically eliminates internal friction and heat, and builds strength and endurance into the tire.  
In the day-in and day-out service of taxicabs, buses and trucks—on the cars of hundreds of thousands of motorists everywhere—Gum-Dipped Cords are giving unheard-of mileage, dependability and satisfaction.  
Get ready for the coming months of slippery pavements and bad roads. Assure yourself of greater safety, comfort and economy by equipping now with Firestone Full-Size Gum-Dipped Balloons.  
**THE MARK OF QUALITY**  
MOST MILES PER DOLLAR  
**32x4 . . . \$26.95**  
**Real Service Station**  
West Main Street Phone 98  
AMERICANS SHOULD PRODUCE THEIR OWN RUBBER . . . *W. S. Firestone*

**1,018,322**  
**Busy Americans**  
crowded Buick Showrooms  
at the first showing of  
the Better Buick  
have You seen  
**The Better BUICK**  
**R. L. PARIS**  
ARTESIA, N. M.



Francqui, one of the four ...







READY FOR RAIN

"I never had much use," said Musk Ox, "for the people who forget their umbrellas and who say to some one else: 'Oh, I forgot to bring an umbrella with me. I wonder if you have one to lend me.'"



Mr. Musk Ox Was Satisfied.

to lend them umbrellas or even raincoats," continued Mr. Musk Ox. "They would have none left for themselves—and besides—what has puzzled me always has been to find out how they could forget their umbrellas."

DRILLING SUMMARY OF LOWER PECOS OIL FIELD

(From Southwestern Oil Review) Pecos County. Tom Adams Oil Co., Devlin No. 1, sec. 3, block 213, Devlin ranch, to finish cleaning hole.

Western Development Co., Macey No. 2, center of sec. 27, blk. 10, location. Tools on way.

Upton County. Big Mesa Oil Co., number 1, sec. 17, blk. 3, University. set 8-inch casing. Drilling.

Midland County. National Exploration Co., Jones No. 1, sec. 9, blk. 41, drilling at 3180 feet.

Crane County. Texas Development Co., Cowden No. 1, sec. 63, blk. 7, CCSDRG Ry. survey, drilling at 2784 feet.

Culberson County. California Oil Co., Watkins Estate No. 1, school lands, sec. 18, blk. 91, fishing for bit at 935 feet.

Hudspeth County. Boole Oil Association, Gardner No. 1, sec. 11, blk. 48, school lands, 1,540 feet, standing.

Reeves County. Dixie Land, I. J. Bell No. 1, sec. 20, blk. 2, H. and G. N. Ry. survey, set well packer at 2,450 feet.

World Oil Co., No. 1, sec. 31, blk. 57, school lands, moving material. Bank houses built.

INSIDE DOPE



"Say, why's the doc pumping out that fellow he thinks poisoned himself?" "Trying to get the inside dope on his case."

Mournful, Indeed Teacher—What did Longfellow mean when he wrote: "Tell me not in mournful numbers?"

LAKEWOOD ITEMS

Mrs. Grant Knepple attended the Festival in Artesia Friday. Jewel Ross visited with Roma Cass and attended the Festival Friday.

M. Lee were shopping in Artesia Friday and taking in the Festival.

Mr. and Mrs. J. H. Angel made a flying trip to Vaughn Saturday, returning Sunday. They went to see Mr. Angel's father, who is helpless from paralysis.

AN APPRECIATION

Benjamin Franklin said: "If you want a job done go yourself, if not, send." The Artesia park board are in position to dispute this now.

Very gratefully. ARTESIA PARK BOARD Woodstock typewriters for sale—Advocate Office.

THE SAFEST POLICY TO PUR

—means to keep on keeping an eye on your eyes, which are changing, and weakening, without warning. Statistics prove fully 70 per cent of us are pursuing a "blind" policy regarding our eyes.

EDWARD STONE, Optometrist Artesia

A. C. Crozier

Oil Leases Royal REAR CITIZENS STATE BANK

Coll and William

OIL LEASES BOUGHT AND SOLD ATTRACTIVE RESIDENCES FOR SALE CABINS ON RUIDOSO FOR SALE OR LEASE Telephone 222

Upson Board

Texaco Roof Lowe Brothers Paints All Quality Products, Nationally Advertised Backed by the Manufacturer AND

Kemp Lumber Co

PHONE 14 Quality Building Materials

CITY CAFE

EAT AT THE CITY CAFE Extra Special Sunday Dinner AT A MODERATE PRICE Bring The Family WE SERVE FRESH FISH SEVEN DAYS IN THE WEEK We cater to parties and banquets—let us your next party Mr. and Mrs. Ernest Niehoff, Props.

ARTESIA ADVOCATE

All Kinds of Job Printing on Short Notice

GOODYEAR

TIRES offer you the best value for your money.

That is the reason we handle Goodyear exclusively. Try our Tire Service—we go anywhere in town.

Lanning Service Station

Telephone 179

Now is the Time

to see about buying that New Heater. We have a full line to select from, priced right :: :: ::

Joyce-Pruit Co.

If It's Hardware We Have It.

First Class Shines

Midway Shining Parlor North Side Main Street

Good Groceries? We've Got 'em

FRESH CAR GREAT WEST FLOUR AND CORN MEAL JUST RECEIVED

Welton's Grocery

Advertisement for Artesia Battery Co. featuring a battery and the text: member Willard Battery men \$16.50 This is it—13-Plate Rubber Case Fits Ford, Chevrolet, Overland, Maxwell, Star, and others. ARTESIA BATTERY CO. member Willard Battery men



# Artesia's GREATEST NEED!

Everyone in Artesia is losing money and prestige by our town not having a modern new hotel.

Every day, in many ways, the need for a new hotel grows greater and greater. Let's put Artesia under the microscope! Not literally, of course, but let's take a look at the things that go to make ours a desirable community.

First of all, it is well located geographically or we wouldn't have a town.

Artesia could just now be well named the "City of Opportunity. What Artesia of the future will be depends on what Artesia does now. She has a population that is loyal, enthusiastic and one who loves its home town.

Artesia is the most convenient market in the Pecos Valley for future development in agriculture that will astonish the country as soon as sufficient water is brought to moisten the ground and the right crops are planted. It is the center of a great oil district that promises to be without a parallel in the United States; has splendid railroad transportation facilities and is on good highways.

We have good schools, splendid churches, up-to-date banks, progressive stores and there are other opportunities for commercial and industrial development when backed by ability, capital and good organization, all of which come from vision, community enterprise and public spirit—three qualities which people of this community have if they will only use them.

We have all these to draw people, but we lack the first essential upon which development is based.

**A HOME FOR VISITORS—A NEW, MODERN HOTEL! THAT IS OUR GREATEST NEED!**

Can you imagine what happens any day when visitors are unable to get the kind of hotel accommodations here that they are willing to pay for?

Day after day throughout the year oil men, commercial salesmen, automobile tourists, and travelers on other kinds of business and pleasure, who are accustomed to modern hotel conveniences in our sister

cities, are compelled to go to private homes or go to other communities to get the hotel accommodations they would have paid good money for and preferred to have secured in Artesia—but we have no modern hotel to keep them in.

And what is the reaction? Do these visitors go away well pleased with their reception in Artesia? Do they boost for Artesia? Or do they leave with a "grouch," and the impression that the community hasn't sufficient civic pride and business enterprise to provide adequate, modern hotel accommodations for those who have come here to transact business among us?

And WHO loses?

A new, thoroughly modern hotel will do more than any other single thing to promote greater community growth, wealth and prosperity.

Some smaller conventions can be attracted that will mean thousands of dollars annually, not to mention the social, educational, civic and other values.

Tourists will come out of their way to go through Artesia en route to the Carlsbad Caverns, when we get this new hotel. They will come out of their way to visit us.

Our visitors will go away favorably impressed and much pleased with their visit to Artesia if we keep them in a good, modern hotel.

Realty values will be enhanced and a general improvement of every interest will follow the erection of this hotel. It will stimulate other building.

Artesia needs a new modern hotel. The city must have it if business is to keep up and get better. If we are to have a bigger, better Artesia! If we are to get new capital here and keep what we have.

To meet this need—to get this new hotel—public spirited citizens have formed a volunteer sales organization to secure subscriptions for stock for a building fund.

Success depends upon your action, and your personal support—your work and your subscription.

It isn't what it will cost to build this hotel, it's what it will cost us if we don't.

**BOOST AND PREPARE TO BUY STOCK!**

## Stock Selling Campaign Committee

DR. CHESTER RUSSELL, Chairman

FRANK DONAHUE, Secretary

C. E. MANN, Treasurer

E. B. BULLOCK, Vice-Chairman

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Brown, Otis H.  
Brainard, G. R.  
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Clark, Dr. J. J.  
Cunningham, Carl  
Clowe, D. Ivan  
Danciger, M. O.  
Dunn, R. W.

Evans, L. P.  
Ferriman, M. H.  
Frisch, Geo.  
Gilbert, W. S.  
Higgins, E. C.  
Dunn, Preston

Hornbaker, W. R.  
Jackson, J. H.  
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Lanning, S. A.  
McClay, Owen

Martin, W. C.  
Moon, Z. B.  
Pior, B. F.  
Ragsdale, W. E.  
Robertson, W. E.  
Baish, M. E.

Smith, C. Bert  
Samuelson, Oscar  
Skeen, Dr. M. P.  
Simmons, Rev. L. R.  
Story, Louis

Stroup, Dr. H. A.  
Welton, Geo. W.  
Wheatley, Rex  
Yates, Martin, Jr.  
Young, R. V.



## LARGE STILL CAPTURED NEAR CARLSBAD BY OFFICERS LAST WEEK

A bit of detective work was required last week to get a still which local officers have been looking for for some time. Sheriff Shattuck had been watching for a hiding place for whiskey that evidently was coming from down the highway south of Carlsbad, and on last Thursday afternoon hid himself near the spot where the cache of liquor was believed to be. While he waited and watched, C. M. Briningstool, accompanied by Ed. Riley, road workman, came from the location of the cache with a gallon of whiskey, putting it in the contractor's car. They were placed under arrest by Sheriff Shattuck, Briningstool for sale and possession and the latter for possession.

Riley made \$500 bet before Justice Richards, who set Briningstool's bond for the same amount.

On Saturday, Sheriff Shattuck had Federal Enforcement Officer Ament, of Artesia, come down and together they went to Briningstool's place in Lea county for a search. As they neared this place, it is alleged Briningstool's two brothers saw them and loaded the still and paraphernalia onto a wagon and took it across a fence onto another place. The wagon was trailed to the spot where the stuff had been hidden, and there they found four barrels of mash, a steel gas barrel still, including a two-inch iron pipe condenser, which were brought in.

Briningstool and his two brothers were then charged by the federal officer with manufacture and bonds set at \$1,200 each to appear before the federal grand jury. None of them have yet made bond.

The recent Mexican independence celebration here caused little work for the local officers first efforts to cut out any disturbance or bootlegging by that element proving successful.

Deputy Ben Roten and Night-watchman McKinney arrested Miguel (Mike) Martinez for selling whiskey during the celebration. This is Mike's third offense, and Judge Brice indicated on his last sentence that the third would go hard with him, if he again violated the law. Mike seems out of luck this time. On his jail sentence, he was recently released because of efforts in stopping a jail break.

### COMPULSORY LAW

Section 1203. Children between the ages of six and sixteen years, both inclusive, shall attend public schools of the state for as many weeks as the public schools in the district in which such children reside shall be in session, except that children actually attending private or denominational schools maintaining courses of instruction approved by the State Board of Education, those physically or mentally unfit or incompetent and those residing more than three miles from public school houses and to whom no free public means of conveyance to and from school are furnished shall be exempt from the provisions of this Act. The governing authorities of private and denominational schools shall monthly report to the governing authorities of the public schools wherein such private and denominational schools are situated, the children enrolled in such private and denominational schools who fail to attend the same.

Section 1210. Parents, guardians and persons having control of children subject to the provisions of this Act are hereby made responsible for the public school attendance of such children, and any parent, guardian or person aforesaid who shall violate any of the provisions of this chapter, after any school authority shall have given public notice of the substance of the provisions of this Act, upon conviction, shall be fined not less than five dollars nor more than one hundred dollars or imprisoned in the county jail for not less than five nor more than ninety days, and in addition to the penalty aforesaid any parent, guardian or person having control of children subject to the provisions of this Act who shall violate the provisions hereof shall be subject to the writ of mandamus issued out of the district court of the county, at the instance and in the name of county or municipal boards of education or county or city superintendents of schools, without consent of the Attorney General. Justices of the peace shall also have jurisdiction in prosecutions under this section.

### TEACHERS ASSOCIATION

The New Mexico State Teachers Association will be held in Albuquerque November 5-6-7, 1925. Dr. C. Duncan Yocum, department of education, the University of Pennsylvania and Dr. Jesse Newton, superintendent Denver schools, also president of the department of superintendent of the N. E. A., are to be the principal speakers at the association.

### Logical

"But," protested Reginald, "don't you cook much more for dinner than we can use, dearie?"  
"Of course," returned the young wife. "Of course, I do, silly! If I didn't, how could I economize by making left-over dishes?"

### Fifty-Fifty

Dorcas—I notice you don't always use the broad "a" in pronouncing the word half.  
Philippa—I know it. Haf the time I saw hawf and hawf the time I say haf.

See our samples of Engraving—Artesia Advocate.

## LAKWOOD ITEMS

(Mrs. M. C. Lee, Reporter)

Received too late for publication last week.

Forrest Lee made a business trip to Artesia Monday.

Judge Dauron made a business call in Carlsbad Tuesday.

Dwight Lee and wife, of Loving, visited home folks Sunday.

Mrs. Lydia House visited Monday with her parents at their ranch, northeast of Lakewood.

Tom Hellyer, who is drilling an oil well east of Carlsbad, visited home folks the latter part of the week.

Edna Millman, who is attending high school in Carlsbad, spent Saturday and Sunday with her sister, Mrs. Tom Hellyer.

A dance was given at the W. L. McDonald place Saturday night. There was a large attendance and every one seemed to have a good time.

Lakewood has not been on the map for some time, but may wake up in the near future as there are some wells going down west of town to test out that part of the country for oil.

Our school opened the 7th inst with Miss Howell as primary teacher and Miss Jenkins as principal. Both rooms are full and not all pupils in the district attending yet. Both teachers come well recommended from Springer, New Mexico, and an excellent school is anticipated.

Wes Knowles, wife and little daughters visited relatives and friends in Lakewood a few weeks ago. They went from Guyman, Oklahoma to the gulf where Mr. Knowles has a brother, then across Texas here, when they reach home they will have traveled about 2500 miles. Mr. Knowles, who has a position in the power and light plant at Guyman, was taking a thirty day vacation.

### DISEASES REPORTED FOR WEEK ENDING SEPT. 9, 1925

- Cancer—Bernalillo 1.
- Chickenpox—Luna 1, Santa Fe 1.
- Diphtheria—Sandoval 1.
- Gonorrhea—Chaves 1, Rio Arriba 1.
- Hookworm—Union 1.
- Mumps—Colfax 1, Dona Ana 3.
- Pneumonia—McKinley 1, Union 1.
- Rabies in Dogs—Chaves 1.
- Scarlet Fever—San Miguel 2.
- Syphilis—Taos 1.
- Tuberculosis—Bernalillo 4, Grant 21, Lincoln 16, Luna 1.
- Typhoid—Bernalillo 1, Chaves 2, Eddy 1, Dona Ana 6, Lincoln 3, San Juan 3, Santa Fe 2, Socorro 1, Taos 1, Union 1.
- Whooping Cough—Chaves 7, Bernalillo 3, Colfax 1, De Baca 2, Grant 2, McKinley 1.

## PICKED UP ABOUT TOWN

Bert Smith wants to know why some people are so much like onion sets—little but loud.

How many of you have noticed that all taxes look mighty high to the fellow who is short.

Prisoners at Sing Sing penitentiary have taken to writing poetry. That's going from bad to verse.

Possibly the reason that some men argue home isn't what it used to be is because they don't spend enough time there.

Jack Scuderi says there are a few fellows around town who get nervous if someone approaches them from behind, as though they were afraid somebody might slap them on the hip.

We overheard Fred Cole say that he doesn't know what the women mean when they refer to "a perfect 36," but he does know that they're learning too fast to use a perfect 44.

Our friend Sy Edgerton is quite a philosopher. He says it's better to learn from a paying teller that you have no money coming to you than it is to learn it from a fortune teller.

Minnie Young says he is satisfied now the world hasn't changed any. He recently saw a fellow eat four boxes of sardines and a pound of crackers and then ask for a piece of cheese for an appetizer.

## BILL LEE FAILS TO MAKE BOND IN THE CHAVES CO. COURT

Bill Lea, charged with unlawfully taking a minor from her home, was given a preliminary hearing before Judge Smith Lea yesterday and was bound over to await the action of the grand jury, his bond being set in the sum of \$2000. Lee failed to make this bond and was returned to the county jail—Roswell Record, September 19th.  
Lee, it will be remembered, was captured east of Artesia in the sand hills sometime ago and has been held in the Chaves county jail at Roswell since his arrest here.

### SMOKEHOUSE BARBER SHOP

for good service  
Ladies Hair Cuts given special attention.  
Shine Stand in Connection

## Oilfield Electric Co.

IN ARTESIA SUPPLY COMPANY'S STORE  
We repair Moon and Pyle National Generators

FOR SALE—Moon Generator excellent condition, guarantee same—\$120.00  
J. A. LEE, Manager

NOW is the time to lay in a supply of

## Winter Coa

You can take advantage of car load prices by buying now.

E. B. BULLOCK

## SILVER MOON

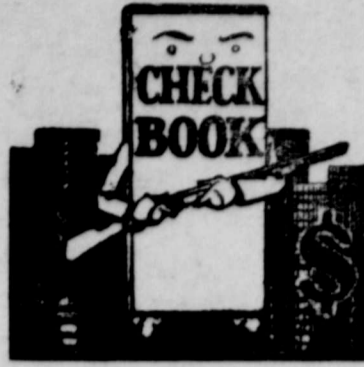
BEST MUSIC AND BEST FLOOR IN NEW MEXICO

## Dancing

Tuesday, Thursday and Saturday

This dance is under police protection and the management guarantees order. Your wives and daughters will be respected at all times in this pavilion.

EVERYBODY COME AND HAVE A GOOD TIME



## A CHECK

VERSUS

## Dirty Money

The life of a Treasury Dollar Bill is said to be eight months, and toward the end it becomes soiled, torn and beragged—dirty money. How much better, instead of handing over a number of such bills at all stages of decay, to pay with a single crisp, fresh check made to order for the occasion and drawn on a checking account at the Citizens State Bank.

A Checking Account at this Bank will Dignify Your Financial Transactions.

## Citizens State Bank

The Bank of Personal Service  
Main and Third Street—Artesia, New Mexico  
E. A. CAHOON, President  
REX WHEATLEY, Vice President  
C. E. MANN, Cashier

## Ward's Insurance Agency

WORKMANS' COMPENSATION  
GENERAL INSURANCE  
SURETY BONDS

Artesia, N. M.

Telephone 173

## We Are Ready For

BUSINESS and can give you 24-hour SERVICE on building materials. We specialize on rig timbers and builders hardware. We are jobbers for this territory for Certainteed Roofing.

## Roberts & Olver

## Auto Repairs AND SUPPLIES

Fisk Red Top Tires  
United States Royal Cords  
Oxy-Acetylene Welding  
Machine Work of All Kinds

## Pecos Valley Garage and Machine Shop

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