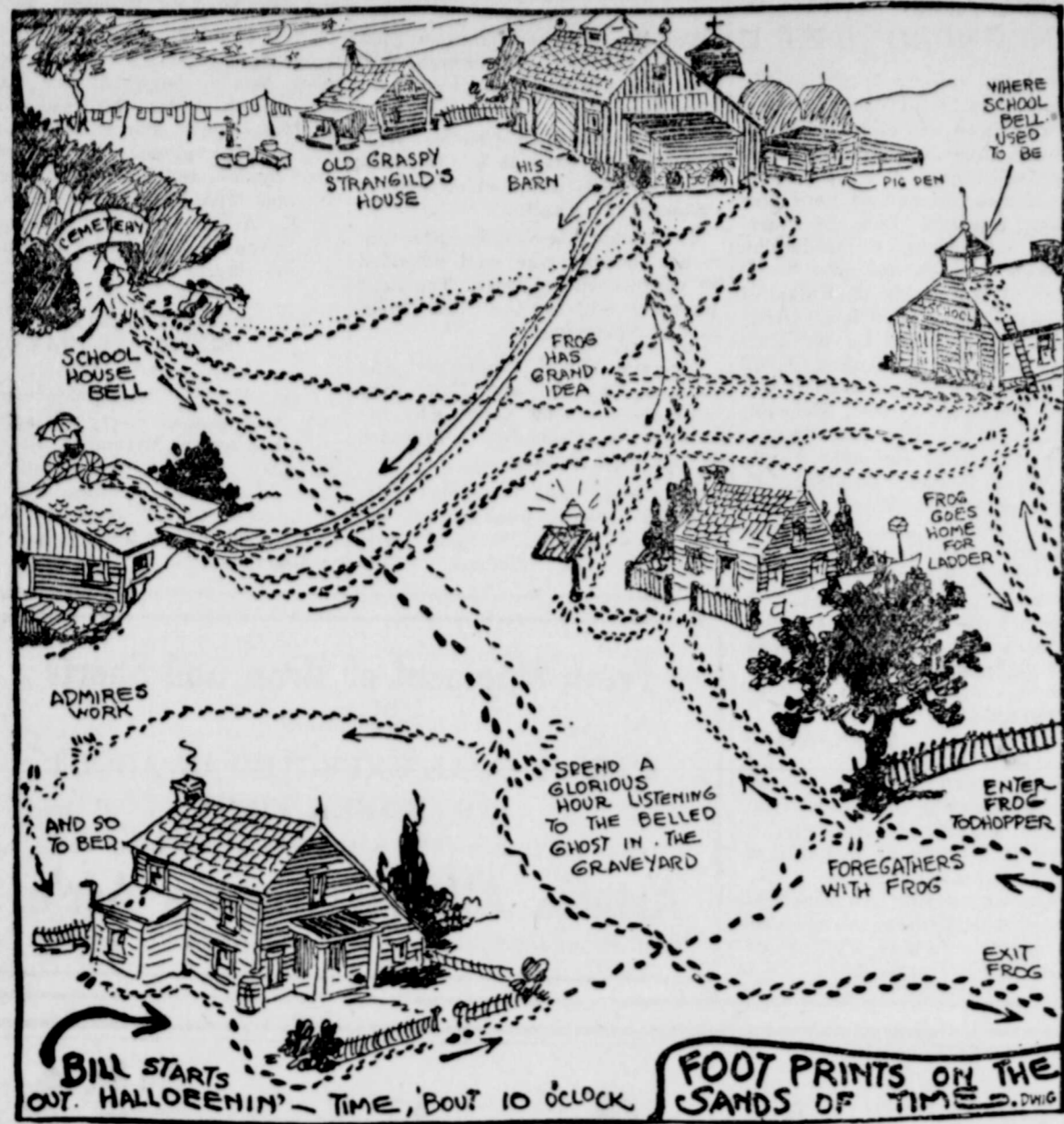


SCHOOL DAYS

By DWIG



LOCALS

Walter Coates of Hope was trading in town Saturday.

A son was born to Mr. and Mrs. C. H. Smith of Pinon here on the 19th.

C. R. Coffin, Hope rancher, was attending to business matters here Saturday.

Dr. and Mrs. C. L. Womack returned Monday from a visit to El Paso, Texas.

Mr. and Mrs. J. W. Blevens of Artesia report the birth of a son on the 19th.

Frank Donahue of Roswell, former resident of Artesia, was a business visitor here Monday.

Joe H. Patterson of Oklahoma City spent a short time here last week looking after property interests.

F. G. Irvin, Mr. Hurst and son Dick Hurst all of Elk were attending to business matters here Monday.

Mrs. Ernest Hall underwent an operation for appendicitis at the St. Mary's hospital in Roswell, Thursday.

Judge and Mrs. N. C. Doering of the Cottonwood were visiting friends and attending to business matters here Saturday.

Dan Beckett of Vaughn, former resident of Artesia, spent a few days here this past week attending to business matters.

Mr. and Mrs. Ben Dunn and children spent the week end at Portales visiting her mother Mrs. Thigpen and her sister Mrs. Gladys Vaughn and family.

William Dooley returned the first of the week from the Hot Springs section, where he spent several days looking after the interests of the Ranger Mines, Inc.

Neal Schuster returned Sunday from Green City, Missouri, where he accompanied the body of his father, the late W. H. Schuster, for burial about two weeks previous.

Mr. and Mrs. C. R. Blocker were among the local people to attend the funeral services for Harold E. Crosby, late Chaves county treasurer, held at Roswell Sunday afternoon.

Miss Lillian Phelps, who has made Artesia her home for about a year and held the position of secretary to Col. A. T. Woods, left for her former home in San Antonio last Saturday.

Howell Gage, Eddy county deputy sheriff and former resident of Artesia, who was threatened with an attack of appendicitis last week was able to resume his duties Saturday.

Mr. and Mrs. J. M. Reeves and family left Tuesday for Hobart, Oklahoma, where they expect to make their home. Mr. Reeves has farmed on the Bun Muncy farm east of town for the past two years.

Mr. and Mrs. A. C. Kimbrough and son Dick, former residents of Artesia, made a brief visit here Tuesday from their Lea county ranch, while en route to the Prude ranch where they expect to spend a few days hunting deer.

Lewis Means of Las Cruces, and a former resident of this section, stopped here to shake hands with friends Saturday. Mr. Means was en route to Carlsbad to join Mrs. Means who was in attendance at the annual Methodist church conference which was in session there.

Boyd Williams of Elk was attending to business matters here Monday. Mr. Williams says that he still has flowers blooming around his place. A killing frost usually occurs in this vicinity around the 8th to 10th of October, but this year the Elk section still has delightful fall weather.

Loose Leaf Binders, special ruling and stock forms—The Advocate

THE COTTON GRADE AND STAPLE REPORT

Cotton classed this week from Arizona, New Mexico, California and Texas, district 1, showed an increase in the proportion of strict middling extra white; a slight decrease in good middling, and a sharp increase in spotted cotton, and longer increased very markedly over the previous week. With the exception of California, the proportion classed as 1-1/8 inches and longer was more than double that of last week.

For New Mexico, the proportion of cotton strict middling and better was only slightly less than last week, the percentage being 87.8 and 92.0 respectively. Good middling fell off sharply but strict middling increased. Spotted cotton increased from 7.3 to 10.3 this week. The proportion of cotton classed as 1-1/8 inches and longer increased from 11.2 per cent to 24.9 per cent. To date 94 per cent has been classed as strict middling and better and about 95 per cent as 1 inch and longer.

GIRL SWIMS CHANNEL

SAN FRANCISCO, Calif.—The government's chant that Alcatraz Island, in San Francisco bay, is to be made the permanent abiding place of desperate criminals because it is escape proof, was shown not to be escape proof by a 17-year-old girl, weighing only 112 pounds—Miss Babe Scott.

The girl swam from the island to the mainland in 47 minutes. A flood tide created currents more difficult to master than usual. But Babe said: "I could jump in and swim right back."

Alcatraz was designated recently as a federal prison for hardened criminals. It has been a military prison since the Civil war. No prisoner has escaped by swimming.

Babe is the daughter of Staff Sergeant George Scott, stationed at Alcatraz.

PRISONERS TO PEN

Several prisoners, who were sentenced in the Eddy county district court sometime ago, were taken to the state penitentiary at Santa Fe the first of the week by Sheriff W. L. McDonald.

3 REASONS WHY NEW GOODYEAR'S ARE A WISE BUY NOW!

- 1 Safety and protection on slippery roads of fall and winter.
- 2 Cool roads cause less wear. Tires will still be almost new next spring.
- 3 Buy at today's low prices.

More Reasons! Goodyear Center Traction tread stops you quicker. Goodyear Superswift Cord body gives more mileage. Come in, we can show you why!

| Size | Price |
|---------|--------|
| 4.40-21 | \$5.55 |
| 4.50-20 | 6.00 |
| 4.50-21 | 6.30 |
| 4.75-19 | 6.70 |
| 5.00-19 | 7.20 |
| 5.00-20 | 7.45 |
| 5.25-18 | 8.10 |
| 5.50-19 | 9.40 |

GOOD YEAR

Guy Chevrolet Co.
Phone 291 Artesia, N. M.

C C C CAMP NOTES

The U. S. Geological Survey has a party of men in the Capitan mountains making a topographical survey of that section. When they complete that area they will transfer to the western part of the state. Practically all the other portions of the Lincoln forest have been covered by the topographical party.

Orders are that the Mayhill C. C. C. camp is to be occupied November 15, by men from Taos.

Camp Stephen B. Elkins (Sacramento camp) is already on the grounds at High Rolls, occupying tents until the camp buildings are completed. In answer to a wire stating that the new buildings were not ready, came the laconic answer from Washington "Move." The commander moved the camp at once.

The camp at La Luz Canyon above the old Springer place will be occupied November 1, by men from the Santa Fe forest.

Work programs for the several C. C. C. groups on the Lincoln forest have been outlined by the forest officials and will be turned over to the superintendents of the camps in due time. The work will include erosion control, roads and trails, fences, etc.

ATTEND OLD TIMER'S PARADE

Mr. and Mrs. William Ballard, Mr. and Mrs. Charley Ballard, Dave Runyan, John Runyan, S. S. Ward, from this section, and A. D. Hill from the Cottonwood were among the old timers to participate in the old timers parade at the Eastern New Mexico Fair at Roswell Friday.

Typewriter Ribbons—The Advocate

WORLD ROVER TO TELL ABOUT MISSION ADVENTURES

Captain H. W. Macdonald, traveling missionary, is welcome in courts of foreign potentates, armed only with a smile. Capt. Macdonald has traveled about the world for 35 years, has lived naked in jungles and has served in royal palaces. This man who claims cousinship with Ramsay Macdonald of England, is now in Artesia and has filled several speaking engagements and will speak in the First Baptist church next Sunday at both morning and evening services.

According to Macdonald, he has visited every country in the world except Tibet and Afghanistan, he has traveled with and for missionaries, but always "on his own." He wears the red ribbon of the order of Leopold and the star of India, and has been decorated by the king of Belgium.

His audiences will hear thrilling stories of adventures of Baptist missionaries from Adoniram Judson to present day developments. He will give the inside story of the home life of the missionaries and their consecrated lives. An unusual treatment of missions is that treatment from a material standpoint as well as the spiritual.

This speaker has spoken to large audiences in the largest colleges, universities and churches of the south. The public is cordially invited to hear him next Sunday 11 a. m. and 7:30 p. m.

ROSWELL MAN HEADS ABSTRACTORS

Lyman A. Sanders of Roswell was named president of the New Mexico Title Association at the annual meeting of the association in Albuquerque Saturday. The national NRA code was adopted with reservations. About twenty-five abstractors were present.

HOPE ITEMS

Miss Frances Johnson, Reporter

Myrlon Guess of Pinon spent Sunday and Monday in Hope visiting friends.

Pat Riley of Carlsbad and Lucille Morriss of Artesia spent Sunday in Hope visiting friends and relatives.

J. B. Tedford and J. Custer of Childress, Texas, spent several days in Hope last week buying horses and mules.

Mr. and Mrs. Marvin Lytle of Lubbock, Texas, were house guests of Mrs. W. W. Lock at her home here two days last week.

D. E. Brownlie of El Paso and formerly of Hope spent one day last week in Hope visiting friends and attending to business.

Mrs. N. L. Johnson was ill the first part of the week at the home of her daughter, Mrs. Richard Attebery in Artesia.

Mr. and Mrs. Bonnie Altman returned last week from El Paso where they spent several days visiting Mr. Altman's mother Mrs. C. B. Altman.

Mr. and Mrs. C. E. Perkins of Santa Fe spent Sunday in Hope attending to business. Mr. Perkins is the state engineer and will be in Hope for a while.

Betty Richardson spent the week end in Roswell visiting her sister, Mable Richardson. She was accompanied home Sunday afternoon by Reginald Howard of Tatum.

Thomas Coffin and Martha Clancy returned the latter part of the week from El Paso where Mr. Coffin has been under the treatment of a specialist in Hotel Dieu there.

Alma Lane spent the week end in Lake Arthur visiting her parents, Mr. and Mrs. A. G. Lane. Miss Lane attended the annual conference of the Methodist church in Carlsbad Saturday.

Word has been received here that a baby girl, Patricia Loran, was born to Mr. and Mrs. Charles Black at Fort Worth. Mrs. Black is a daughter of Mr. and Mrs. E. R. Newbill of Hope.

Mrs. Leland Miller and Charley Hardin motored to Deming the latter part of the week and visited Mr. Miller and J. D. Miller. From there they went to Coolidge Dam, Arizona, where they spent a few days attending to business.

Mr. and Mrs. D. G. Wilkins returned Thursday from Lake Arthur where they have been several days with Mr. Wilkins' aunt Mrs. Knolls. Mr. Wilkins has been under medical treatment while in Lake Arthur and was unable to teach school here last week.

Supt. and Mrs. Irvin P. Murphy and small daughter, Johiphene, returned Sunday from Roswell where they were guests during the Eastern New Mexico Fair of Mr. and Mrs. Walter Harrison and Vella Mae Savage. Mr. and Mrs. Murphy entered their daughter in the baby show the first evening of the fair.

Mrs. D. Swift left Wednesday for Carlsbad where she spent a few days visiting her daughter, Mrs. Ed Bryant, before going on to El Paso where she took the train for Canoga Park, California, where she will spend the next two months visiting her daughter Mrs. Harold Merhens and her daughter and son-in-law Mr. and Mrs. Cal Beckett and family.

Advocate Want Ads Get Results

OGDEN ELECTED

J. R. Ogden, prominent Carlsbad project farmer and exhibitor at the Eastern New Mexico Fair at Roswell, was elected president of the New Mexico Crop Improvement Association, at its annual session ending at Roswell Thursday.

MORRISON APPOINTED

A. M. Morrison of Carlsbad last week received notice of his appointment as automobile license distributor for south Eddy county, succeeding E. V. Albritton. Morrison was formerly employed as an engineer with the New Mexico highway department.

WORLD'S FAIR EGG LAYING CONTEST



BRING US YOUR CREAM
WILSON & ANDERSON
PHONE 24

Abolish Slavery In The Home

There are a number of electrical appliances made expressly to lighten the labor of the housewife. They are health insurance and a worth while investment. Let your dealer show them to you.

Southwestern PUBLIC SERVICE Company

A FULL STOCK OF LEGAL AND OIL BLANKS

MAIL ORDERS SOLICITED AND PROMPTLY FILLED!

THE ARTESIA ADVOCATE
Artesia, New Mexico

Prize Bull From President's Farm

One of the prize bulls from the Roosevelt farm at Warm Springs Ga., is shown by Mrs. Louise Watkins at the Southeastern Live Stock fair at Atlanta.

LEGAL ADVERTISEMENTS

035582
NOTICE FOR PUBLICATION

Department of the Interior, U. S. Land Office at Las Cruces, New Mexico, October 6, 1933.

Notice is hereby given that William P. Horner, of Artesia, New Mexico, who, on November 12th, 1928, made Homestead Application, No. 035582 for W 1/2 NW 1/4, SW 1/4 Section 28 and S 1/2 Section 29, Township 17-S, Range 25-E, N. M. P. Meridian, has filed notice of intention to make three year Proof, to establish claim to the land above described, before S. W. Gilbert, U. S. Commissioner at Artesia, New Mexico, on the 16th day of November, 1933. Claimant names as witnesses: Jesse T. Collins, of Artesia, New Mexico, Stephen S. Ward, of Artesia, New Mexico, J. W. Jackson, of Artesia, New Mexico, Hagen G. McCaw, of Artesia, New Mexico.

V. B. MAY, Register.

IN THE DISTRICT COURT OF EDDY COUNTY, STATE OF NEW MEXICO

THE FIRST NATIONAL BANK OF ARTESIA, NEW MEXICO, Plaintiff,

vs. R. T. COPELAND, Executor of the Estate of E. M. WILLIAMS, deceased, LEATA FEAZELL, JAMES CALLISON, ANNIE LUSHER, SAM FREEMAN, LENNA VANDEVENTER, HARDIN WRIGHT, MALISSA PLATTNER, MAY BRAUN, HAZEL BRAUN, R. T. COPELAND, SAMUEL WILLIAMS, GEORGE DAMERON, WILL WRIGHT, MORRIS WRIGHT, ELLA TURNER, THOMAS WILLIAMS, MINNIE JOHNSON, E. M. WILLIAMS, C. C. WILLIAMS, T. J. COPELAND, ANNIE CALLAHAN, SARAH WRIGHT, SUSAN DYSART, PAULINE BANNING, ELLEN WILLIAMS, MINNIE COPELAND, GEORGE WILLIAMS, and all unknown heirs of E. M. Williams, deceased, and all unknown persons claiming any right, title or interest in the hereinafter described premises, Defendants. No. 5641.

NOTICE OF PENDENCY OF THE ABOVE ENTITLED AND NUMBERED CAUSE

STATE OF NEW MEXICO: To the defendants, R. T. Copeland, Executor of the Estate of E. M. Williams, deceased, Leata Feazell, James Callison, Annie Lusher, Sam Freeman, Lenna Vandeventer, Hardin Wright, Malissa Plattner, May Braun, Hazel Braun, R. T. Copeland, Samuel Williams, George Dameron, Will Wright, Morris Wright, Ella Turner, Thomas Williams, Minnie Johnson, E. M. Williams, C. C. Williams, T. J. Copeland, Annie Callahan, Sarah Wright, Susan Dysart, Pauline Banning, Ellen Williams, Minnie Copeland, George Williams, and all unknown heirs of E. M. Williams, deceased, and all unknown persons claiming any right, title or interest in the hereinafter described premises, named in the above entitled and numbered cause, GREETING:

You, and each of you, the defendants above named are hereby notified that the above named plaintiff, the First National Bank of Artesia, New Mexico, has filed its complaint in the above styled court against the above named defendants, said action being No. 5641 on the Civil Docket of the District Court of Eddy County, New Mexico, and that the general object and purpose of said suit is to obtain a decree quieting the title to the N 1/2 of the NW 1/4 and the N 1/2 of the S 1/2 of the NW 1/4 of Section 21 in Twp. 17 S, Range 26 E, N M P M, except the railroad right-of-way and that part of said described lands, if any, west of the Santa Fe railroad. Plaintiff claims title and seeks to have its title to the above described premises quieted and set at rest.

You, the said defendants and each of you are further notified that unless you enter your appearance and plead in said cause at the court house in Carlsbad, Eddy County, New Mexico, on or before the 12th day of December, 1933, plaintiff will take judgment by default against you and the relief prayed for in plaintiff's complaint filed herein will be granted by the court.

You are further notified that G. U. McCrary of Artesia, New Mexico, is plaintiff's attorney in the above entitled cause. Witness my hand and seal of said court on this 18th day of October, 1933. RUTH S. MANNING, County Clerk. 42-44 (SEAL)

TYPEWRITERS

New, second hand and factory rebuilt in portables and standards—See us before you buy. Artesia Advocate.

Flyer Gets His Sixth Gold Star



Now the air mail veterans wear insignia, just like veteran railroaders and here Miss Kay Hanson is stitching the sixth gold service star on the sleeve of Edmund "Mike" Matucha, United Air Lines pilot on the Chicago-Kansas City-Dallas run, to signify he has had 6,000 hours of flying with the company, which awards a star for each 1,000 hours of flying time with the company. Matucha piloted the first mail plane between Chicago and Kansas City May 12, 1929.

FUN AND FACTS

Paul A. Otts, city clerk, says he likes to read this column. An Advocate scoop immediately got on Mr. Otts' trail to see if something interesting could not be dug up on his existence. Otts, a jeweler by trade, also has a liking for politics. After his return from the World War, during which time he suffered a disability, he was taught the jeweler's trade. Discarding the trade temporarily, Otts thought he would like to be county treasurer over in Texas. For six months he made an active campaign, tacking his campaign platform on every telephone pole and kissing all of the babies. In the United States the school doors are always open to parents and other interested citizens. During American Education Week the public is asked to help plan the objectives of education and appraise its results.

Leaving Texas he first moved to Roswell with his family and later to Artesia where he plied his trade for several years before being elected city clerk. Just now he is wrestling with the Lane liquor law to determine what is legal and what is not. Probably Otts could give the author of the Lane law some good pointers. He may be called before the state legislature if the law is amended.

Edward Stone, familiarly known to many as just plain "Ed", is getting quite a reputation for making folks see better. In England before coming to America, he studied to be an optician and a watch maker and has pursued this profession continuously along with watch making. He has equipped one of the most complete optical parlors to be found in this section.

As a side line he raises rabbits and goats on his farm west of town and is thinking of installing a lighting system in the rabbit hutches, so strangers can see what sort of a rabbit they are getting. The last time a friend unceremoniously took a rabbit, he accidentally took the wrong sex due to darkness and had to return it. Mr. Stone wants to avoid this embarrassment in the future.

BAPTIST TO CALL PASTOR

The annual call of a pastor will be an event in the monthly business session of the Baptist church the first Wednesday night in November. It is the custom of the local Baptist church to call its pastor annually and all members of the congregation are urged to be present when this important item is to be considered. It will also be decided at this meeting whether to invite the State Baptist convention to Artesia for 1934.

STATE ILLITERACY

According to the 1930 census figures New Mexico with a population of 423,317 has 41,845 illiterate people. Eddy county, with a population of 15,842 had 1,282 illiterates.

URGES REDUCTION OF EXPENSES

Governor A. W. Hockenbush last week sent out a letter to all state officials, heads of departments, institutions and boards, urging the reduction of expenses of all public service. Governor Hockenbush laid special stress on the elimination of one item, that of traveling expenses connected with unnecessary trips, inside or outside of the state.

Calling Cards, 100 for \$1.75, on best grade paneled or plain stock.—The Advocate.

EDUCATIONAL WEEK NOVEMBER 6 TO 12

The thirteenth annual observance of American Education Week will be held November 6-12. This annual celebration is observed in thousands of communities throughout the nation. Its purpose is to focus the attention of the people upon the needs, aims, and achievements of their schools, and to encourage the participation of all citizens in plans to improve education. The schools belong to the people. In some foreign countries, parents can not attend the schools and observe their children at work without special permits which are frequently hard to obtain. In the United States the school doors are always open to parents and other interested citizens. During American Education Week the public is asked to help plan the objectives of education and appraise its results.

The invitation to visit the schools is especially extended during Education Week. People are urged to participate in decisions regarding the aims and results of education. What is taught to the children in our schools soon greatly affects American life. All our educational institutions help mold the future. Shaping the future is as important a privilege in a democracy as is control of the present. Popular government can not long endure where today is of great concern and tomorrow is left to take care of itself. Popular control of the future is an American right and opportunity. American Education Week was created to make that opportunity available.

Visit your schools during American Education Week, November 6-12.

TYPEWRITERS

Portables and Standards \$20.00 to \$102.50 Artesia Advocate

BANKERS LEAVE CODE SERVICE CHARGE UP TO DISTRICT'S DECISION

SANTA FE—Concluding its session late Saturday, the executive committee of the New Mexico Bankers association decided to submit to the five districts of the association, for adoption of rejection, the NRA banking code and service charges.

The NRA code includes hours of employees. The service charges were abandoned after the bank moratorium last March.

After the districts have discussed the proposals, the executive committee will meet here at a date to be fixed later.

NEW TRIAL FOR WELCH

Gifford I. Welch, convicted of second degree murder in connection with the death of Rufe Dunnahoo on August 2, 1931, has been granted a new trial by the state supreme court, it was learned last week.

The decision of the district court was reversed for an error in unduly limiting the appellant's defense of excusable homicide. Welch is under a sentence of from 40 to 90 years in the state penitentiary.

WITHDRAWAL OF RESTRICTIONS EXPECTED

Early withdrawal of restrictions placed on the First State Bank at Lovington about three weeks ago by the state banking department, are expected soon, it was announced at Lovington last week.

LAST CUTTING OF HAY

Many hay growers have finished the last cutting of alfalfa hay. The last cutting, usually classed as a clipping has been much better this year due to the late fall. Both the quantity and quality of the recent cutting is good.

ARTESIA DAIRY PHONE 219. Insignia of Quality. 10 People Out Of Every 100 Have Stomach Ulcer. Acidity, indigestion, heartburn, sour stomach often lead to ulcers. Don't ruin your stomach. Counteract these conditions with Dr. Emil's Adia Tablets. Palace Drug Store.

Conoco Bronze Gasoline gives instant starting in the coldest weather—and extra mileage, power and anti-knock all the time. Also Conoco Germ Processed Paraffin Base Motor Oil is a real winter protection. At Red Triangle Stations.

CONOCO GAS A 100% HOME PRODUCT FROM HIGH GRADE NEW MEXICO REFINERIES SUPPORTING MEXICO CRUDE A NEW MEXICO PAYROLL

JACK DEMPSEY AT CARLSBAD IN PERSON

Jack Dempsey, former heavy-weight world champion boxer, is scheduled to appear in person at the Carlsbad Armory as a referee of a wrestling match, Friday, October 27th. The wrestling match, staged under the auspices of the Carlsbad American Legion is said to be an exceptionally interesting one. In the main event, the best two out of three falls, Pete Brown (Francisco Aguayo) will meet the Masked Marvel, a light heavy-weight who has never been beaten. In the semi-final event, one fall on a thirty minute time limit, Pat Walker will meet Eddy Brown, potash mine matman.

Reservations may be made at the Texas cafe in Carlsbad. Ringside is \$2.50, general admission \$1.10, tax included.

Winter Is Not Far Away!

How's Your Heat?

We have a select stock of Gas Radiant and Circulating Heaters. Get our prices.

Joyce-Pruit Company Hardware Department

5 Points of Satisfaction have put

Pontiac First

in sales of all cars in its price range!

(First 8 months of 1933)

PONTIAC ECONOMY STRAIGHT EIGHT. 1. ITS STRAIGHT EIGHT ENGINE develops 77 horsepower—and 78 smooth, effortless, actual miles per hour. 2. ITS FISHER BODY AND CONTROLLED NO DRAFT VENTILATION assure occupants superior safety and comfort—plus fresh air circulation to the extent each desires, unaffected by rain or snow. 3. ITS UP-TO-THE-MINUTE STYLE is thrillingly smart—gives you the satisfaction of knowing that your car will be modern and handsome in appearance for many years to come. 4. ITS AMPLE SIZE AND WEIGHT mean greater safety, steadier roadability. The 4-door Sedan weighs 3265 pounds at the curb. 5. ITS PROVED FUEL ECONOMY provides eight-cylinder performance at low operating cost. AS LOW AS \$585. A GENERAL MOTORS VALUE

GET ALL FIVE!

Join in the swing to Pontiac and you, too, can enjoy these modern motoring advantages. Why not have a car that is big and roomy—gracefully streamlined? Why not have the power for smooth, effortless performance—hour after hour—at any speed you want to drive? Why not enjoy Fisher Body comfort and safety—refreshing Fisher Ventilation controlled to the individual desires of driver and passengers? All these are yours in a Pontiac, at prices that are acceptably low. Don't take our word alone. Drive it and judge for yourself. AS LOW AS \$585. A GENERAL MOTORS VALUE

Guy Chevrolet Co.

PHONE 291

ARTESIA, NEW MEXICO

What The NRA Means To You



A Fair Question



The Consumer

The welfare of the consumer is directly concerned with bringing to pass great mass consumption and greater purchasing power for the individual. The welfare of the individual is so interwoven with the welfare of the nation that the two are inseparable. To consider the problem otherwise would be to take a selfish view of our national welfare.

It is logical to believe that greater consumption of cotton goods for instance will create a better price for the farmer's cotton, a greater consumption of beef will bring a better price for cattle and likewise a greater consumption of oil will bring better crude oil prices.

Producer and Seller

Without cooperation of the producer, seller and the consumer, the NRA can not measure up to its full purpose. The producer and seller is expected to aid in the restoration of normal employment for the nation by shortening working hours for the employee and by adding more employees to the payroll if possible—The real purpose of the NRA is to place employment on the shoulders of industry, give the needy an opportunity to earn a living by efforts of the individual and take the idle out of the bread line.

This problem is not solely one of the merchant or business man, but one of the consumer as well. Restoration of normal times means a greater buying power for the nation and a return of better financial conditions.

The merchant or business man can not assume the responsibilities incidental to aiding employment without support from the public. He must have a fair operating profit.

A Pledge To The National Recovery Program

The following firms and individuals, wishing to aid in the president's re-employment program, have signed the NRA pledge and have agreed to abide by the provisions of their respective business code. The signers have faith in the recovery program and are willing to give the NRA a fair trial.



SOUTHWESTERN PUBLIC SERVICE CO.
 BRAINARD-CORBIN HARDWARE CO.
 SANITARY GROCERY & MARKET
 BISHOP SERVICE STATION
 SANITARY BARBER SHOP
 KEMP LUMBER COMPANY
 MRS. FOLKNER'S CAFE
 GUY CHEVROLET CO.
 GRAYBURG OIL CO.
 BY HUGH BURCH
 VALLEY MARKET
 J. C. PENNEY CO.
 THE MYERS CO.
 S. E. FERREE

ARTESIA ALFALFA GROWERS ASSOCIATION
 ARTESIA HOTEL AND COFFEE SHOP
 FLYNN, WELCH & YATES, INC.
 PHILLIPS PETROLEUM CO.
 WHOLESALE AND RETAIL
 RUSSELL PARTS SERVICE
 MALCO REFINERIES, INC.
 DR. LOUCK'S GARAGE
 WEST END GROCERY
 BIG JO LUMBER CO.
 SAFEWAY STORE
 MANN DRUG CO.
 CITY BAKERY
 C. J. DEXTER

WESTERN DRILLING & ENGINEERING CO., INC.
 ARTESIA LAUNDRY AND CLEANERS
 McCLAY FURNITURE STORE
 PEOPLES MERCANTILE CO.
 CONTINENTAL REFINERY
 PECOS VALLEY GAS CO.
 CONTINENTAL OIL CO.
 E. N. BIGLER, AGENT
 GILBERT & COLLINS
 NOBBY CLEANERS
 JOYCE-PRUIT CO.
 ARTESIA DAIRY
 E. C. HIGGINS
 L. P. EVANS
 JIM BERRY

