





### Hope Items

Frances Johnson, Reporter

Irene Nabors spent Sunday afternoon in Carlsbad visiting her parents, Mr. and Mrs. W. W. Lock.

Mr. and Mrs. Will Santo of Artesia spent Sunday in Hope visiting relatives.

Mrs. Mable Bunting and Mrs. Billie Ballard spent Friday in Artesia shopping and visiting friends.

Mr. and Mrs. Robert Parks motored to Roswell Saturday where they spent the day shopping and visiting friends.

Mrs. N. L. Johnson spent several days the first of the week as the guest of Mr. and Mrs. John Prude at Bullice ranch.

Mr. and Mrs. Charley Buck and baby of Cottonwood spent Sunday in Hope visiting her parents, Mr. and Mrs. Ed Payne.

H. D. Padgett of Washington, D. C., spent two days in Hope this week attending to business on the Hope irrigation readjustment project.

Mrs. A. J. Cox returned to her home in Artesia Sunday after having spent several weeks here visiting her daughter and son-in-law, Mr. and Mrs. L. P. Glasscock.

Mrs. Mamie Schrier returned Saturday evening from Capitan where she has been the past two weeks visiting her son and daughter-in-law, Mr. and Mrs. Ernest Schrier.

Ivy Payne, student of the Eastern New Mexico Junior College, of Portales, spent several days here the latter part of the week visiting his parents, Mr. and Mrs. Ed Payne, and friends.

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

Mr. and Mrs. Elmer Schrier of Capitan motored down Saturday and will spend the week-end here visiting relatives and friends. Mr. Schrier returned to Capitan Sunday evening. Mrs. Schrier remaining here for a visit with her parents, Mr. and Mrs. Ed Payne.

Mrs. Bonnie Altman, who has been working with the FERA in Eddy county for the past eight months, was transferred to the last of the week to Lea county where she holds the same position. Mrs. Altman left Monday for Lovington and will make her home there this winter.

Mrs. J. V. Alexander and son Joe of Portales spent several days here the latter part of the week visiting their daughter and sister, Mrs. Lloyd Crockett, and friends. Mrs. Crockett and children returned to Portales Sunday with her mother and brother and will spend a week there visiting.

The A. D. club collected the dying embers of a Hallowe'en fire the evening of November 1. Their night's work was to capture the murderer of Spooky Speak-easy, which occurred at Bobby's party the evening before. They followed the trail where the clues led, they found, not the murderer, they found the dead.

Mr. and Mrs. H. B. Elmendorf returned from Las Cruces where Mrs. Elmendorf has been visiting her mother, Mrs. C. S. Hobbs, for the past month, and where Mr. Elmendorf spent a week attending to business on the Hope irrigation readjustment project. They left again Friday for Albuquerque and points in the northern part of the state where Mr. Elmendorf will continue business on the project.

The young adult class of the M. E. church was entertained at the home of Mr. and Mrs. Dick Carson Thursday evening with a Hallowe'en party. The house was decorated in the Hallowe'en colors of orange and black with spooky rooms, jack-o-lanterns and goblins. Refreshments of pop corn, pumpkin pie and hot chocolate were served to the guests. Guests were Mr. and Mrs. Earl Brooks, Mr. and Mrs. Virgil Craig, Mr. and Mrs. Will Scoggin, Mr. and Mrs. Hilary White, Jr., Mr. and Mrs. Irvin Cox, Mr. and Mrs. Charley Cole, Mr. and Mrs. Andy Teel, Mr. and Mrs. Oliver Scoggin, Mr. and Mrs. Hanson Fite, Mrs. Irvin Wathen, Mrs. Bob Means, Mrs. Charley Barley,



EVERY TIME HE STARTS OUT—

### Penasco Items

Miss Madie Reeves, Reporter

Mr. and Mrs. Bernard Cleve went to Roswell Monday.

Mrs. Arthur Milton of Sydney, Texas, is visiting with Mr. and Mrs. J. W. Harwell.

Mr. and Mrs. Cliff Longbotham and daughter Virginia were Roswell and Artesia visitors Friday.

The Elk school had a Hallowe'en party at the Elk school house Saturday night. Every one present had an enjoyable time.

Miss Virginia Ann Longbotham of Hope visited her parents, Mr. and Mrs. Cliff Longbotham, from Tuesday till Monday because her teachers went to teachers' meeting.

Mr. and Mrs. A. B. McGuire and Mr. and Mrs. W. S. Hoggsett of Artesia, Mr. and Mrs. Starchman of Roswell visited in the Austin Reeves home over the week-end.

### Tropics Too Hot To Develop Humus In Soil of Farm Land

In the tropics most of the soils are almost purely mineral and have hardly any humus or organic matter in them in spite of the rank vegetation that grows from them, and which, of course, is returned to the surface of the soil as the plants die. In a hot climate humus cannot accumulate, because the heat keeps the humus-destroying organisms continuously alive.

When the temperature of the soil averages more than about 75° F., humus destruction equals or exceeds the growth of new green material. Even in temperate climates, Dr. Charles Thom of the United States Department of Agriculture points out, there is little or no accumulation of humus or organic matter in cultivated fields, because cultivation, also, favors the humus-destroying organisms. It is in forests and prairies—and in pastures and meadows that resemble prairies—that humus accumulates, because lower temperatures and lack of tillage favor the accumulation of humus.

It is principally by modifying tillage methods to favor the helpful humus that farmers can conserve the organic matter in their soils. The task of the research workers in microbiology is to find out more definitely what organisms are desirable and how their activity can be promoted by modifying farming methods.

### Advocate Want Ads Get Results

Mrs. Ernest Scoggin, Mrs. Bill Glasscock, Mrs. Ray McGrew and Mr. and Mrs. Merle Ogle.

Mr. and Mrs. Bonnie Altman entertained at their home Thursday evening with a Hallowe'en party for their niece, Bobby Wood. The living room and dining room were attractively decorated with Hallowe'en colors of black and orange paper, jack-o-lanterns and the walls were decorated with silhouettes of witches, ghosts, black cats and goblins. Refreshments of fruit salad, cheese sandwiches, and hot chocolate were served to the guests. Those invited were Margaret Buckner, Roberta Chambers, Odessa Traylor, Maxine Bunting, Bill Ward, Dorth Scoggin, Emelene Crockett, Hoyt Keller, Nash Bumgardner, Ernest Traylor, Eugene Chambers, Garland Alcorn, Scott Bumgardner, Hoyt Traylor, Louis Scoggin, J. C. Reed and Jessie Buckner.

Typewriters for rent—The Advocate.

### Oil Wildcat Near Seminole Is Being Closely Watched

Some very interesting developments are being noticed in the territory immediately east of Lea county just across the Texas-New Mexico state line, where some very favorable indications have been encountered recently. These not only include Andrews county, where considerable development has already been done, but has recently extended to Gaines and Yoakum counties in the Lone Star State.

Near the town of Seminole, a test is being drilled which gives promise of being on the oil structure. It is located in the northeast corner of section 228, block G. W. T. Railway survey, about three miles northwest of Seminole. Drilling operations have been suspended recently on account of the loss of 17 joints of drill stem in the hole. This was recovered the first of the week and drilling was resumed at 2610 feet. This test is running considerably higher than the Means producer in Andrews county to the southeast. The anhydrite was topped last week at 1970 feet.

In Yoakum county the Red Davidson and Honolua Oil Company No. 1 Bennett continues the center of attraction. After running the casing the well flowed 175 barrels in two hours after having been drilled one foot into the pay. It has been shut down and no one now knows when the well will be opened up for production or testing. Two law suits affecting the title to the land have been filed, one of them last week, so that it may be months before the title is fully determined by the courts.

This well is in section 678, block D, John H. Gibson survey, Yoakum county, being about 16 miles from Seagraves and 12 miles from Plains.

Scattered royalties and lease buyings around this test are reported during the past week. One of the latest to be reported was the lease of three tracts of 160 acres each by the Waples-Platter Company of Fort Worth, to a substantial independent Fort Worth independent oil company.

It is reported that the Marathon Oil Company, holder of a small lot of acreage in the Seminole sector, recently closed the purchase of a spread of royalty in the favored area, paying more than \$60 an acre for 160 royalty acres.

### LOCALS

Virgil Craig, Hope farmer, was trading in town Saturday.

Mattie Shannon of Dallas, Texas, visited with the E. J. Foster family Monday.

Mrs. Harry Jernigan has spent the past week here visiting relatives and friends.

W. E. Ragsdale has been confined to his home this week with an attack of rheumatism.

Miss Mary Egbert of Carlsbad visited at the home of her sister, Mrs. Howard Whitson, over the week-end.

Mrs. P. G. Woodruff returned Saturday from a fortnight's visit to the home of her parents in Clinton, Oklahoma.

Mr. and Mrs. Clarence Bowers and Mr. and Mrs. Lonnie Byres of Canyon, Texas, are visiting at the E. J. Foster home this week.

Mr. and Mrs. Skelt Williams and family of Lovington spent the week-end here visiting her parents, Mr. and Mrs. Tex Polk.

Joe H. Patterson of Oklahoma City, Oklahoma, arrived the first of the week to spend a short time here looking after property interests.

Mr. and Mrs. A. J. Basel of San Angelo, Texas, are spending a few days here visiting friends and looking after property interests on the Cottonwood.

Clarence Crockett, son of Mr. and Mrs. Will Crockett, underwent an operation for appendicitis at the St. Mary's hospital in Roswell Friday night.

Mrs. Richard Rockwell, who was a patient at the St. Francis hospital in Carlsbad for several weeks, following an accident in which he sustained a broken shoulder, underwent an operation last week and is reported some better.

Mr. and Mrs. C. H. Bolton and daughter, Janice, of Harrogate, Tennessee, arrived Monday for a visit with his brother, V. D. Bolton and Mrs. Bolton and family.

Mrs. C. W. Gann of the Cottonwood community entered the St. Francis hospital at Carlsbad as a patient Monday and expects to undergo a major operation shortly.

Mr. and Mrs. J. E. Robertson and son James of Santa Fe spent a few days here visiting Mrs. Robertson's sister, Mrs. R. L. Paris and Mr. Paris and family last week.

Curley Williams, Dick Vandagriff, John Vandagriff, Sid Cox, et al., are the lucky hunters. They have spent the past week congratulating themselves on their luck in having a game warden to act as a guide on the hunting grounds.

### HARP HEADS MATH GROUP OF N. M. E. A.

ALBUQUERQUE—E. L. Harp, Jr., of Roswell, and son of Mr. and Mrs. E. L. Harp of Artesia, was elected president of the mathematics section of the New Mexico Educational association at its meeting at Albuquerque Friday in connection with the N. M. E. A. convention. Miss Olive Whitehill of Deming was named vice-president, and Everett Eynod of Gallup, secretary-treasurer.

### FIRST HOLC SUIT IN NEW MEXICO

New Mexico's first Home Owners Loan Corporation foreclosure suit in New Mexico was started on its way through the courts at Albuquerque Saturday.

The suit, naming Mrs. Rhoda Richardson as the defendant, alleges she has failed and refused to make payments on the mortgage, and further alleges she violated HOLC regulations when she failed to re-occupy the house as a home after it was saved from private foreclosure proceedings.

<b>OCOTILLO</b> <i>ALWAYS COOL AND COMFORTABLE</i>	
FRI. NOV. 8	BARGAIN DAY 5c — 10c — 16c <b>JOE E. BROWN</b> "SIX DAY BIKE RIDER"
SAT. NOV. 9	<b>BUCK JONES</b> "STONE OF SILVER CREEK" Comedy—Cartoon—Novelty
SUN. MON. NOV. 10-11	<b>MAY ROBSON</b> In the Season's Smartest Comedy Drama <b>"3 KIDS AND A QUEEN"</b>

Bill Mount, who has been a patient in the Masonic hospital in El Paso, Texas, for several weeks, following an accident in which he sustained a broken shoulder, underwent an operation last week and is reported some better.

**Constipation**  
*If constipation causes you Gas, Indigestion, Headaches, Bad Sleep, Irritable Nerves, get quick relief with ADLERIKA. Thorough in action yet so truly gentle and safe.*  
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**Dependable**—Scientifically made by baking powder SPECIALISTS to produce best results.

**KC BAKING POWDER**  
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25 ounces for 25c  
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A full 10 ounce can for 10c  
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Yes, our Grade A Milk will give your children pep and vigor to withstand fall and winter ills and supplies the proper nourishment for an active life.

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**GAS**  
Floor Furnace

Wouldn't you like to be sure of all winter, all weather comfort—without fuss or bother, without any dust or ashes or fuel to attend to? Gas Heat meets every home heating need. Perhaps a Floor Furnace would be ideal for your house. Drop in, let's talk it over.

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ARTESIA, NEW MEXICO

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than the Super-Safety Brakes of the 1936 Ford V-8

**FORD PERMANENT WHEELBASE**

Radius rods [1] brace the front axle like a pair of giant arms. Radius rods and Torque-tube [2] give triple bracing to the rear axle. This means that the front and rear axles of a Ford car are always held equi-distant—in perfect alignment. On this permanent wheelbase any braking system now in common use could be used. Only with this Ford-type wheelbase, can mechanical, Super-Safety brakes be used to the fullest advantage.

**4 INDEPENDENT BRAKE-ROADS**

Four brake-rods [3] of strong, tempered steel link the pressure of your foot on the pedal with the four big brake-drums on the wheels. They do this positively, surely, under all road conditions. Note especially that no one Ford brake has to depend on the other three. Failure of one—practically impossible—would still leave you three perfectly-operating brakes.

Tear out this chart and check it with the car you are driving now.

NO other car in America has the same basic design as the Ford V-8. Because of this design, the Ford could use any type of braking system now in common use. (Diagram at left shows why.)

With the whole field to choose from, Ford stands by mechanically-operated Super-Safety brakes as safest, surest, and most positive for the Ford V-8.

This is the type braking system used on many of America's costliest cars and most racing cars. Because of unique chassis design, Ford can use it to better effect than any other car built today.

All in all, no safer brakes are made than you get with the 1936 Ford V-8. Drive it today—and see for yourself.

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**Ford V-8**  
for 1936  
**\$510**

AND UP, F. O. B. DETROIT. Standard accessories group including bumpers and spare tire extra. Easy terms through Universal Credit Company.  
FORD RANGER REVUE. KOA, MONDAYS, 8:30 TO 9:00 P. M.

## ARTESIA AUTO CO.

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# Social Activities

## ARTESIA WOMAN'S CLUB PROGRAM OF INTEREST

The first meeting of the Artesia Woman's club for the month of November was held at the club house Wednesday afternoon, with a large attendance.

The session opened with Mrs. I. L. Spratt presiding. Mrs. T. S. Cox, of the welfare committee, again made the appeal for old sheets, pillow cases and clean rags which are to be used in emergency cases and returned to the welfare department for further use.

Mrs. Spratt urged that every chairman of a committee begin work with other members of her committee in making plans for raising finances. She expects every committee to help in raising funds this year.

Women of the club were asked to cooperate in the Red Cross Roll Call which will be made in our community soon. There were 128 disasters in our nation last year in which 37 states were visited including our own.

Mrs. G. U. McCrary and Mrs. Spratt, delegates of the local club at the state convention last month in Santa Fe, each gave interesting reports.

Mrs. Doris Deter Welborne of Hagerman and Miss Elaine Frazier of Lake Arthur with Miss Frances Welborne of Hagerman at the piano, rendered a beautiful violin duet.

Mrs. Martin Yates, Jr., and Mrs. N. M. Baird were the speakers of the afternoon. Mrs. Yates spoke on "Oriental Rugs and How to Know Them." The program was covered and draped in orientals of many different kinds, several of which were the property of Mrs. Yates. She had a thorough knowledge of her subject and presented it in an interesting manner. Mrs. Baird spoke on "Principal Periods of Furniture Design Since Twelfth Century." Her subject was equally as interesting and well presented.

## FORTNIGHTLY BRIDGE CLUB WITH MRS. ATKESON

Mrs. J. B. Atkeson entertained members of the Fortnightly Bridge club at her home Tuesday afternoon. This is the beginning of the new year for this club. The secretary, Mrs. John Lanning, read out the high and low score list for this past club year. High: Mmes. C. R. Blocker, John Lanning, Henry Caudle, Frank Seale, Hollis Watson, Albert Richards. Low: Mmes. Charlie Martin, B. D. Clarke, William Linell, C. R. Baldwin, J. B. Atkeson, Lewis Story and Landis Feather.

Mrs. Lewis Story was elected president of the club for next year and Mrs. Charlie Martin, secretary and treasurer.

A delicious one o'clock luncheon was served by the hostess in two courses and followed by five games of contract in which Mrs. Lewis Story held high score. Mrs. F. G. Hartell was the only substituting guest on this occasion.

The hostess very proudly displayed a beautiful Christmas cactus which held a mass of blossoms and was indeed a thing of beauty.

## LOCAL PEOPLE ATTEND CHRISTIAN CONVENTION

An all-day and evening session of the Christian church convention was held in Roswell Monday. The Rev. Dobbs, a presiding officer, and Mrs. Howland, secretary of the United Christian Missionary Society of the Christian church of the Rocky Mountain division, both of Denver, were in attendance. There were also a return missionary from the African Congo and one from Mexico who were both interesting speakers.

The Christian church ladies of the hostess city served a banquet at 6:30 in the evening, laying covers for about 150. "The Every Man Campaign" was an interesting feature of the evening session.

Among those attending from the local church were: Mr. and Mrs. Walter Graham, Mr. and Mrs. C. O. Brown, the Rev. and Mrs. Thomas S. Massie, Mrs. Will Ballard, Mrs. Albert Richards, Mrs. Ben Dunn and Owen Campbell.

## MRS. WELCH ENTERTAINS BRIDGE OF THE MONTH

Mrs. Van P. Welch entertained members of the Bridge of the Month at the Artesia hotel, Friday afternoon.

Following luncheon, games of contract were played in which Mrs. Carl Bildstone received the high score prize and Mrs. Bigler and the hostess tied for the second high prize.

Mrs. John Lanning and Mrs. Alton Partee were substituting guests. Members present not already mentioned were: Mmes. Howard Whitson, Herman Terry and Henry Caudle.

## Social Calendar

TELEPHONE 99

### FRIDAY

Past Noble Grand club meets with Mrs. Walter Douglas at 7:30 p. m.

H 2 O Bridge club meets with Mrs. J. B. Atkeson at 2:00 p. m.

Viernes Bridge club meets with Mrs. Joe Foster at 2:00 p. m.

### MONDAY

The American Legion Auxiliary meets at the hut at 2:00 p. m.

### TUESDAY

The Chevie Six Bridge club meets with Mr. and Mrs. Stanley Blocker in Carlsbad at 7:30 p. m.

The First Afterson Bridge club meets with Mrs. Helen M. Bowers at 2:15 p. m.

### WEDNESDAY

Book club meets with Mrs. F. G. Hartell at 2:00 p. m.

### GRAHAM-FIELDS

Miss Ruth Graham, only daughter of Mr. and Mrs. Walter Graham of this city, became the bride of Marion Stuart Fields of El Paso, Texas, in a beautiful and simple home wedding, Monday morning at eight o'clock.

Preceding the ceremony, Mrs. G. U. McCrary at the piano, played "Melody of Love." The bridal party entered to the strains of "Lohengrin's Bridal Chorus," taking their places before an arch of white chrysanthemum daisies between adjoining rooms. The impressive ring ceremony was read by the Rev. Thomas S. Massie, pastor of the First Christian church.

The bride was attractively gowned in blue velvet with silver accessories. Miss Mary Corbin, bridesmaid, wore black velvet with matching accessories. The groom and James Graham, brother of the bride, as best man, wore the conventional black.

Wedding guests included only a few close friends of the family, Mr. and Mrs. I. C. Keller, Mrs. C. Bert Smith, Mrs. Thomas Massie, Mrs. Bob Corbin and Mrs. G. U. McCrary.

Mrs. Fields was practically reared in this community, coming here with her parents eighteen years ago. She received her education in the public schools of this city and spent nine months in nurse's training at the Masonic hospital in El Paso. Mr. Fields, known to several in this locality, is an employee of the Borden Company, in the retail department, in El Paso.

Shortly after the ceremony the newlyweds left for their home in El Paso. They are located at 1014 Myrtle Avenue.

## MRS. C. E. MANN ENTERTAINS P. E. O.

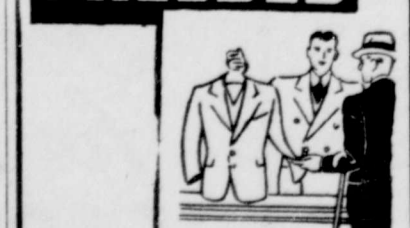
Mrs. C. E. Mann entertained the P. E. O.'s at her home Friday afternoon.

Mrs. H. A. Stroup, program leader, led a round table discussion on "Modern Italy." The lively discussion proved to be instructive as well as interesting.

Mrs. Mann was assisted by her daughter, Mrs. Fred Cole, in serving a delicious light refreshment course at the conclusion of the meeting.

Expert watch repairing, carefully done. Satisfaction guaranteed. Paul A. Otts, jeweler. 42-tfc

## CLEANED AND PRESSED



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## EPWORTH LEAGUE HALLOWEEN PARTY

Miss Juanita Richards and Lynn Shelton were responsible for the lovely Halloween entertainment of the Epworth League members at the Methodist church last Thursday evening.

Guests were received and taken for a walk along spook avenues, which took them up stairs around the church and through the basement. Weird noises, and dry tumble weed paths with ghosts appearing most unexpectedly, gave many a shock and thrill.

Appropriate games were played in the Sunday school rooms after which Halloween refreshments were served. There were about sixteen league members each costumed for the occasion who enjoyed this lovely entertainment.

## SURPRISE BIRTHDAY PARTY FOR MRS. BISHOP

Mrs. B. A. Bishop, president of the Baptist W. M. U., was completely surprised by members of the organization when they entertained with a tea party, honoring her on her birthday last Thursday afternoon.

At the close of the regular mission program at the church, a partition was removed to find that the Sunday school room had been turned into a party room, with strains of "Happy Birthday," floating through the air. There was a birthday cake and gifts for the honoree who was most overcome with gratitude. Mrs. C. E. Mann and Mrs. J. C. Floore presided at the attractive tea table, serving birthday cake and a cup of tea to each guest.

## MRS. THELBERT FRENCH COMPLIMENTED MONDAY

Mrs. Thelbert French was complimented again Monday afternoon when Mrs. John McCann and Mrs. Reed Brainard entertained very informally with a shower for her at the home of Mrs. McCann.

The invited guest list included Mmes. George Frisch, Roger Durand, A. P. Mahone, P. V. Morris, W. S. French, I. C. Keller, W. S. Williams, John Williams, T. S. Cox, Jerry Jernigan, E. R. Bullock, W. C. Thompson, A. C. Douglas and H. A. Stroup.

Mrs. French received many lovely gifts daintily wrapped and tied with pink and blue ribbons. At the close of a social hour a Halloween refreshment plate was served by the hostesses.

## ATTEND BAPTIST BROTHERHOOD MEETING

Five members of the local Baptist Brotherhood association attended the Baptist Brotherhood meeting at Hagerman Tuesday evening. The program was presented by the Roswell Baptist Brotherhood members. Fred Cole of Artesia, president of the Pecos Valley Baptist Brotherhood, made a brief address on the program. Attending from here were: Messrs. J. H. Myers, B. A. Bishop, W. C. Baldwin, the Rev. P. G. Woodruff and Fred Cole. A banquet was served by the Hagerman Baptist ladies preceding the program. About fifty men were present.

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

## MRS. COMPARY ENTERTAINS CLUB

Mrs. Andy Compary was hostess to members of the Viernes Bridge club at her home Friday afternoon.

At the conclusion of the games of contract, Mrs. Joe Foster was presented high score prize, Mrs. Boone Barnett second high and Mrs. John Brown, a substituting guest, consolation prize. Mrs. W. H. Barker was the only other substituting guest.

A delicious light refreshment plate was served by the hostess after the games.

## MIERCOLES CLUB WITH MRS. ATTEBERY

Miercoles Bridge club members were entertained by Mrs. J. R. Attebery at her home Friday afternoon.

At the close of the session of contract, Mrs. Lloyd Simon was awarded the high score prize. Delicious refreshments were served in one course by the hostess. Mrs. J. R. Williams was the only substituting guest.

## CONTRACT STUDY BRIDGE CLUB

The Contract Study club was entertained at the Artesia hotel Tuesday by Mrs. Raymond Bartlett.

Following the delicious luncheon games of contract were played in which Mrs. Herman Terry made high score. Substituting guests were Mrs. Carl Bildstone, Mrs. Frank Smith and Mrs. Terry.

## GOVERNOR TO WASHINGTON

Governor Clyde Tingley went to Washington this week to confer with officials regarding the final negotiations for the purchase of a site for the Conchas dam.

Box Stationery—ARTESIAN Bond—Advocate.

**YOUR Social Success**

Depends a great deal on your personality and your personality in turn depends on your personal appearance.

The modern woman has learned that a well-equipped beauty shop can add to her attractiveness.

**Artesia Beauty Service**

"For Ladies Who Care"  
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**One Pair of Eyes**

is all you will ever have.  
Are you caring for them as they deserve?  
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**Have a Convertible Permanent Wave**

Know the joy of being able to "do anything" with your hair... Be prepared for every occasion of the holiday season with a head full of permanent foundation curls!

CHARACTER HAIR CUT—SOFT WATER SHAMPOO  
CONTOUR FINGER WAVE—COMPLETE RESTYLING

**\$3.00, \$4.00 and \$5.00**

We Have Others—  
**2 for \$5.00**

Any service absolutely free if not fully pleased!

We have secured the services of Vergie Harbet, an artist in hairdressing.

Appointments Promptly Filled

**The Modernistic Beauty Shop**

107 South Roselawn Phone 34

# DRESS UP

**IN FALL'S SMART WEARABLES**

## Smart Fall Dresses

In All Wool Rabbit Hair Fabrics... Guaranteed not to sag. In Brown, Blue, Wine and Black. Sizes 14 to 20. Made by Georgiana.

**Only \$3.95**

## Silk Dresses

For Sports Wear and Real Dressy Styles in the season's smartest styles and colors from the fashion centers of Los Angeles and New York. We make special feature prices of—

**\$6.90 \$8.95**  
**\$12.50 \$16.75**

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*There's a World of Smartness in New Swagger Line Suits*

## Swagger Suits

Just received a few very outstanding numbers in Swagger. See these smart styles and make your selection now, as these Suits will not last long priced at—

**\$12.50 and \$16.75**

★

A Slender Silhouette... the Poise of a Queen... are yours in a

## Richly Furred Coat

**\$19.50 to \$29.50**

## Sport Style Tailored Coats

In all colors, styles and sizes up to 42. Every Coat on the rack priced very low for quality coats that are priced and styled right.

**\$12.50 \$16.75**

**Save Time and Money. Visit Our Shoe Department First!**

This Store Will Be Closed All Day Armistice Day, Monday, November 11th.

# Peoples Mercantile Co.

"Where Price and Quality Meet"  
PHONE 73

**Classified**

TERMS:—A rate of ten cents per line will be charged for Classified Ads for the first insertion and five cents per line thereafter. No ad accepted for less than 50¢. An average of 5 words ordinarily constitute a line. Charges will be based on this average. Cash must accompany all ads sent by letter, otherwise they will not be inserted.

**FOR SALE**

FOR SALE: Methodist church parsonage property consisting of three lots, residence and double garage. Located corner Fifth and Richardson. See Dr. Stroup. 15-tfc

Cash or terms, 20 acres, 4 miles west of Dayton, level, rich land, \$7.50 cash. Terms, \$10 per acre. Mineral rights. Address E. Bacchus, LeFors, Texas, Box 534. 43-3tp

Best equipped, best paying, lowest overhead meat market in west Texas, priced to sell. Will trade for clear property. It's a real money-maker. Box 1382, Vernon, Texas. Phone 558. 44-4tp

Good improved 160, 15 in alfalfa, 100 cultivated. 6-inch well, bargain price. Also 160 good, smooth land, best shallow water near Artesia, \$10 per acre. See D. D. Sullivan. 45-3tp

**FOR RENT**

FOR RENT: 6-room furnished house or two apartments. Apply at 611 Richardson. 42-tfc

FOR RENT: Modern furnished reconditioned six-room house, vacant November 1st. Mrs. R. L. Paris, Phone 260. 43-2tc

FOR RENT: Furnished room, connecting bath, close in. Phone 99. 14-tf

FOR RENT: 63 acres, flowing 6-inch well, 4-room house 49 acres cotton, 14 acres other crops. 3/4 miles west Espuella. Cash rent. Make offer. Lora P. Grundmeier, Waverly, Missouri. 45-2tp

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

IN THE MATTER OF THE ESTATE OF MARY LOUISE TOWES, DECEASED. NO. 769.

**NOTICE**

Notice is hereby given that the undersigned was on the 24th day of October, 1935, appointed Administrator of the Estate of Mary Louise Towes, Deceased, by the Honorable P. J. McCall, Probate Judge of Eddy County, New Mexico.

Therefore all persons having claims against said estate are hereby notified to file the same with the County Clerk of Eddy County, New Mexico, within one year from date of said appointment as provided by law, or the same will be barred.

TOM W. HEFLIN, Administrator. 44-4t

**NOTICE**

STATE ENGINEER'S OFFICE

Number of application RA-1299. Santa Fe, N. M., October 29, 1935.

Notice is hereby given that on the 25th day of October, 1935, in accordance with Chapter 131 of the Session Laws of 1931, H. L. Muncy of Artesia, County of Eddy, State of New Mexico, made application to the State Engineer of New Mexico for a permit to appropriate the underground shallow ground water of the Roswell Artesian Basin to the extent of 1200 gallons of water per minute by the drilling of a 12 inch well approximately 175 feet in depth, at a point in the NW corner of the N 1/2 SW 1/4 Section 17, T. 16 S., R. 26 E., N. M. P. M., for the purpose of irrigating 80 acres of land described as the N 1/2 SW 1/4 of said Section 17; the waters so used are to be produced by means of a pumping plant.

Any person, association or corporation deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source may file a complete sworn statement of their objections substantiated by affidavits with the State Engineer and file proof of service of a copy thereof upon the applicant with the State Engineer on or before the 9th day of December, 1935, the date set for the State Engineer to take this application up for final consideration unless protested.

THOMAS M. McCLURE, State Engineer. 45-3t

**WEEMS FUNERAL HELD**

Funeral services for Carl Weems, 29, of Clouderoft, killed Monday in an automobile accident, were held at Alamogordo Tuesday. Weems, the son of Mrs. Frank Weems, and a pioneer ranch family of the Sacramento mountains, was killed when his truck went into a ditch in James canyon.

**TYPEWRITERS**

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

**The HEADLINES Say:**

**NEW AND OLD IN MILADY'S HAIRDRESS**—These four models illustrate the change in milady's coiffure. Can you pick out the models of today and those of yesterday?



**WOODROW WILSON SAYRE**, son of Francis B. Sayre, Assistant Secretary of State, in uniform of the St. Albans Football Team. He is also a grandson of the late President Woodrow Wilson.



**LAWSON LITTLE WINS AGAIN**—Miss Dorothy Hurd, 18-years old of Chicago, Ill., whose engagement to the British and American Amateur Golf Champion, has just been announced.

**CAMPUS WALLFLOWER ELIMINATED**—Wallflower is an old fashioned term especially with California Co-eds at Occidental College where a Date Bureau has been set up in the campus post-office. Registration costs ten cents but a date with a specified person costs twenty.

**Few More Hunters Get Their Buck**

Successful deer hunters returning from the hills the past week were not so numerous as those who came in the previous week. The forest near High Rolls and Mountain Park, appears to be a heavy favorite spot over other areas in the Sacramento mountains. A checking station near High Rolls has checked out approximately 250 bucks, killed in that section since the opening of the season. Saturday an official at the station stated that 220 bucks had been carried past this point.

Bill Bartlett returned Saturday with a nice buck. Other hunters reported in with a buck were: Roscoe Knowles, Fred Knowles, Freddie Knowles and J. W. Kennedy. Returning earlier were W. S. E. Brack and Tom F. Sexton, J. R. Attebery, Henry Monroe and Dr. C. L. Womack.

With the deer season now in full swing, the aggregate kill is expected to exceed that of 1934 and the human fatalities probably will be fewer than last year. At the present writing upland game birds and waterfowl hunters lead their deer-seeking brethren in the number of deaths and accidental injuries. However, this is not considered unusual, for hunters, like race-horses, are skittish at the start of the season.

Some states require hunters to wear red caps and coats, but every individual must save his own skin and at the same time protect the other fellow.

In the famous big-game districts of Wyoming there were no reported fatalities last year, but one hunter was killed there this fall. About 3,800 elk, 3,000 deer, 1,200 antelope and 100 moose were killed there in 1934. The season differs in Wyoming counties, but this year the earliest opening date was September 15 and the latest closing date is November 15.

Concerning hunting conditions on the Big Horn, The Sheridan Press says: "The largest herd of elk and deer in recent years are falling before an army of about 2,000 hunters bent upon acquiring meat, trophies and sporting thrills."

Although more than 3,000 deer were killed in New Mexico last year, there were no fatalities and only three injured. The season in this state this year is October 25-November 15.

Five thousand deer were killed in Arizona last year and a similar number is expected to be taken this year during the open

**Quakes Caused By A Shifting Earth**

WASHINGTON — The earthquake that rumbled across the eastern states early Friday was blamed by a Coast and Geodetic Survey expert on the earth shifting its surface load—disturbance "of the isostatic balance."

The principle as explained Friday by Major William Bowie, authority on geology, is that the earth is composed of two materials, the first a solid crust about sixty miles thick which floats on top of the second, a dense plastic material which forms the core of the earth and supports the crust much as water supports a floating iceberg.

"With erosion going on constantly and soil being carried from mountains and highlands to the sea a vast weight of soil is carried from one part of the earth's crust to another, thus distributing the isostatic balance of it," Major Bowie declared.

"As the load is piled on the crust it will at first yield elastically," he added. "No doubt there is some plastic movement of the crust, but at times the weight becomes greater than the elastic limit

of the rock and then a sudden break or snap occurs.

"An earthquake is really a train of waves that go out from the place where the break occurs, just as a person with a baseball bat feels a stinging of his hands if he hits a ball a little away from the center of the bat."

The reverse process also is true, Major Bowie declared, when the heavy load of soil sinks down into the plastic material underneath. "This displaces the plastic material and forces it out at weak spots in the crust, much as a toy balloon will bulge if your finger is pushed into one side of it," he said.

Then, when a portion of the earth's crust has been trimmed away by erosion, it becomes lighter and "the sub crustal material moves upward into crustal space to balance the material forced down into it. Sometimes the movement upward is so great that the rock snaps instead of becoming distorted to relieve the stress. When this breaking occurs, we have an earthquake."

There was no connection between the tremor felt over the

**KANSAS CITY LIVESTOCK**

KANSAS CITY—Cattle close 7500, calves 1700, fed steers 9.00 up steady. Yearling steers 10.90, few head 11.75, short feds 7.00-8.50, mixed yearlings 10.00; beef cows 4.25-5.25, cutter grades 3.25-4.00, bulls top 5.00, vealers 8.00-9.50, stockers 8.00.

Sheep 5,000, top range lambs 10.00, native lambs 9.50-9.75, top natives 9.85.

Hogs 2,500, slow, top 8.95, sows 7.75-8.10.

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

eastern half of the country and the more intense one at Helena, Montana, he said. The Helena shake was intense within a ten-mile radius of the city, while the eastern tremor was of moderate intensity over an area of several thousand square miles.

Admitting frankly that scientists have much to learn about earthquake behavior, Capt. Heck declared, however, that his "guess" was that there would be no second tremor covering such a large area as the original shock.

**MILLER DIES AT CARLSBAD**

Fred Miller, 64, of Carlsbad, a former resident of Roswell, died yesterday morning at his present home, after an illness extending over the past month.

Mr. Miller came to Roswell in 1878 and resided here until about four years ago, when he purchased a sheep ranch near Carlsbad, and has since made his home there.

SUBSCRIBE FOR THE ADVOCATE



Unusual Bargains in  
Lovely Silk Crepe  
**PANTIES**  
**49¢**

Quality that will please you and styles you'll love! Tailored nicely — or elaborately trimmed with dainty laces. Choose several!

Women's Leather Sole  
**KID D'ORSAYS**  
Comfortable!  
Dressy!  
**98¢ Pr.**

The turn leather sole makes them a smart comfort for around the house. Of soft kid leather with saten lining.

Women Always Like  
**Gowns & Pajamas**  
Of Silk Crepe  
**\$1.98**

Shirtmaker and lacy styles in blue and tea rose. Full cut and well made. Dainty gifts! 15, 16 and 17.



3-Thread Chiffons!  
**Ringless Gaymode Silk Hose**  
**79¢ pair**

Pure silk! Full fashioned! They're CRYSTAL CLEAR! Exquisite for dressy outfits, yet sturdy. New shades. 8 1/2-10 1/2.

**PENNEY'S**

**NOTICE of SALE**

Of Real Property On Which Taxes Are Delinquent To Satisfy The Lien For Taxes, Penalties, Interest And Costs Due

State of New Mexico, County of Eddy

**TO WHOM IT MAY CONCERN:**

Notice is hereby given that on the first Monday in December, being the 2nd day of said month, 1935, at the front door of the courthouse in Carlsbad, Eddy County, New Mexico, commencing at the hour of 10:00 a. m., and continuing from day to day for a period of five days, unless all property delinquent for taxes shall sooner be sold, the undersigned County Treasurer by virtue of the power vested in me by law will offer for sale and sell at public vendue to the highest bidder for cash the lands and lots or parts of lots on which taxes are delinquent for the year 1934, as shown by the tax rolls of said county for said year, or so much thereof as may be necessary to realize the amount of taxes, penalties, interest and costs, unless same be paid before the sale.

Witness my hand this the 1st day of November, 1935.

**Joe Johns,**  
County Treasurer, Eddy County, New Mexico.

**Noticia de Venta**

De Propiedad En Que Tasaciones Se Han Tardado Para Satisfacer Las Obligaciones De Tasaciones, Pena Pecuniaria, Intereses Y Costa Que Se Deben

Estado de Nuevo Mexico, Condado de Eddy

**A EL QUE LE INTERESA:**

Noticia se da que en el primer Lunes de Diciembre siendo el dia dos del mes antedicho del ano 1935 en la puerta de adelante de la casa de corte en Carlsbad, Condado de Eddy, Nuevo Mexico, comencaran a las 10:00 de la manana y continuaran desde dia en dia por cinco dias, si no todas las propiedades delincuentes por tasaciones se venderan antes, el tesoro abajo firmado del condado en virtud del poder establecido por la ley, ofrecera para venta y se vendera al publico venduta a el que ofreca mas dinero al contado el terreno y lotes o partes de lotes en que tasaciones estan tardas por el ano 1934, como ensenado por la lista de tasaciones del contado antedicho por el ano antedicho, a tan mucho de esto como sea necesario para que ganen la cantidad de tasaciones, pena, intereses y costas si no pagan lo mismo antes de la venta.

Atestado ante mi este, el primer dia de Noviembre de 1935.

**Joe Johns,**  
Tesorero del Condado de Eddy, Nuevo Mexico.

dates, October 16-November 15.

More than 20,000 deer fell in California in 1934 and there were 17 accidents, seven fatal and 10 non-fatal. Returns this year are incomplete.

Sportsman say that mountain lions, which annually kill more deer than hunters do, have taken their usual toll in the western country, but that the deer supply is larger than for several years.

Three more hunters have returned with a buck each. They are Howard Stroup, Lewis Story and Dick Vandagriff.

Clocks repaired. Satisfaction guaranteed. Paul A. Otts, jeweler. 42-tfc

**YES SIR**

A Cylinder Reborring Job with our new Van Norman machine is probably just what your car needs.

If it's a motor tune-up for winter driving, we can do that too.

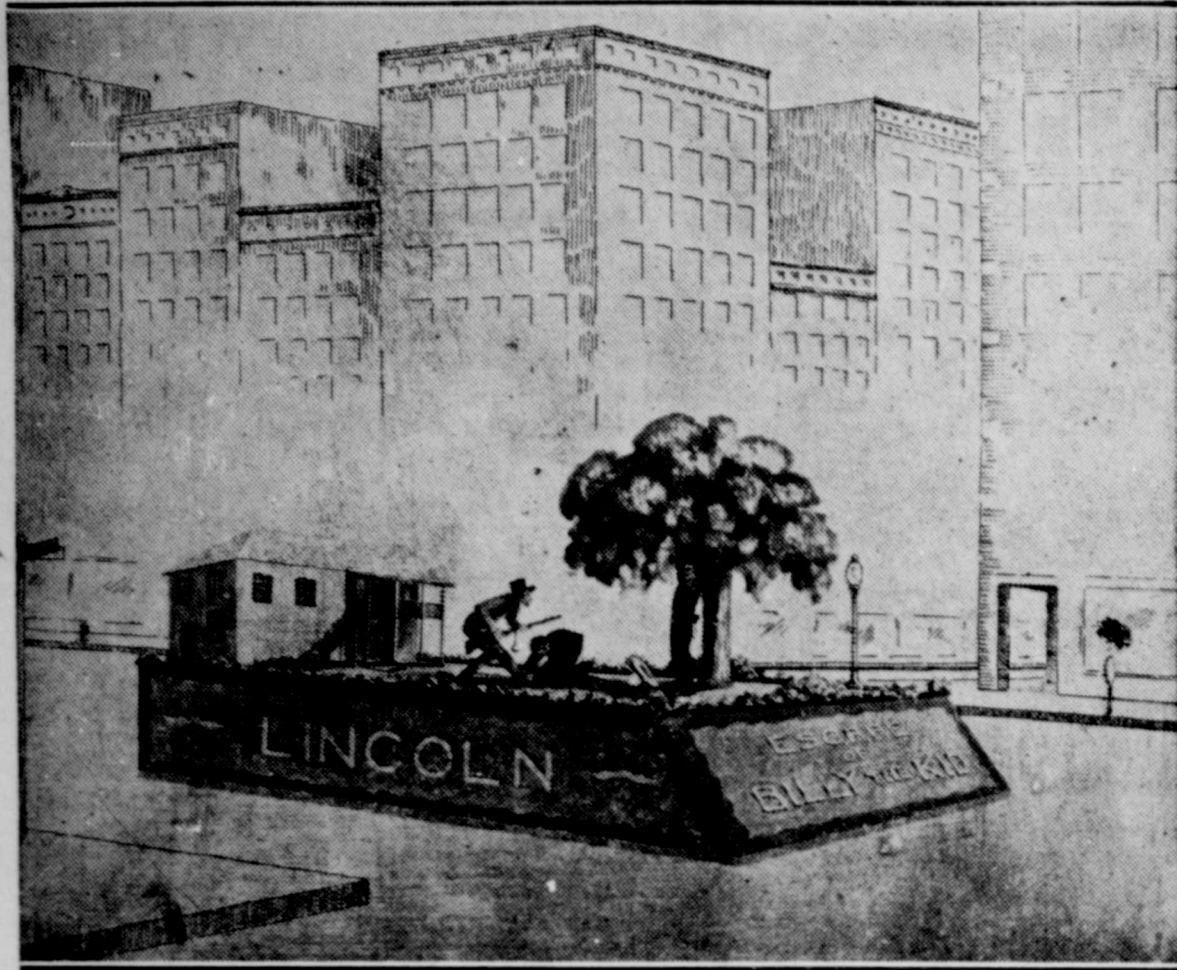
**DR. LOUCKS GARAGE**  
Fone 65

**RINGWORM**

If the first bottle of BROWN'S LOTION fails to kill the Ringworm within three days go to your druggist and get your money back.

60c and \$1.00.  
For sale at **MANN DRUG CO.**

### BILLY THE KID MAY LIVE AGAIN



This is an artist's conception of what Lincoln, New Mexico, could depict in its float to be entered in the Sun Carnival to be held in El Paso New Year's Day. The Sun

Parade, to be known as the Historical Pageant, will show historical events in the area participating in the Sun Carnival. The float, as drawn by the artist, shows the

Escape of Billy the Kid from the Lincoln Court House. The young desperado killed two men in making his escape and cheated the gallows by a few hours.

### The Churches

**CHRISTIAN SCIENCE SOCIETY**  
613 West Main St.

10:15 a. m. Sunday school.  
11:00 a. m. Sunday services.  
"Adam and Fallen Man" is the subject of the lesson-sermon which will be read in all Churches and Societies of Christ, Scientist, on Sunday, November 10th.

The golden text is: "Lord, who shall abide in thy tabernacle? who shall dwell in thy holy hill? He that walketh uprightly, and worketh righteousness, and speaketh the truth in his heart." (Ps. 15:1-2)  
Among the citations which comprise the lesson-sermon is one following from the Bible:

"All scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness." (II Tim. 3:16)

The lesson-sermon also includes the following passage from the Christian Science text book:

"Christian Science separates error from truth, and breathes thru the sacred pages the spiritual sense of life, substance, and intelligence. In this science, we discover man in the image and likeness of God. We see that man has never lost his spiritual estate and his eternal harmony."

**CHURCH OF CHRIST**  
Corner 7th and Grand Aves.

Our Fall meeting begins November 10 and will continue ten days. Reserve the time and attend every service.

Regular services Sunday.  
Bible school at 10 a. m.  
Preaching 11:00 a. m. and 7:00 p. m.  
Young People's class 6:15 p. m.  
Prayer meeting Wednesday 7:00 p. m.  
Ladies Bible class Thursday 2:30 p. m.

ALLEN E. JOHNSON,  
Minister.

**FIRST CHRISTIAN CHURCH**

Announcements for the week: Thursday—

All-day meeting of the Women's association at the home of Mrs. Jeff Hightower. Men of the church are invited to the luncheon.

7:00 Choir rehearsal at the church.

Sunday—

9:45 Sunday school.  
11:00 Morning worship and Communion. Sermon: "Looking Toward Higher Levels."

6:15 Young people's meeting.  
7:30 Evening service. "Contributions of Non-Christian Religions, No. II." These discussions of non-christian religions are preliminary to our new Sunday evening series of services: "Toward a Better Understanding of the Religious Bodies of the United States."

Following the third Sunday evening on non-christian religions, three sessions will be given to a consideration of Jews and Catholics, and then several weeks on the major protestant bodies, beginning with those represented in our own community. Everyone is cordially invited to attend these studies.

Monday—

7:30 Meeting of the church board.

Wednesday—

7:00 Bible study.

THOMAS MASSIE, Pastor.

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

—The Advocate.

### BATTLE RELIC FOUND

A piece of brass, fashioned into the letter U. S. was uncovered recently by Ralph E. Bates of Elk, above the Boyd Williams ranch. Old timers are of the opinion that the relic was lost by a soldier of the Battle of the Penasco under Capt. Stanton, fought in that area in about 1870. Two or three soldiers are known to have been buried in that general area and the brass was probably from some soldier's uniform.

### HALLOWE'EN PASSES QUIETLY THIS YEAR

The Halloween season passed quietly this year, with little or no unusual disturbance reported. Aside from soaping the windows of the business houses, there was no property damage of any consequence.

### CAVERN VISITORS MORE THIS YEAR

The present year continues to maintain a consistent lead over corresponding periods of other years in the number of visitors to Carlsbad Caverns. In October 6,115 people saw the Caverns from forty-six states, the District of Columbia, and seventeen foreign countries. The October 1935 visitors registered an increase of 697 people over the same month in 1934.

### STATE RELIEF GETS \$100,000

WASHINGTON—Relief allotments to states for November, announced by Relief Administrator Harry Hopkins Friday included New Mexico, allotted \$100,000.

Woodstock Typewriters for sale at The Advocate.

### To Let 4 Hiway Projects Nov. 8th

SANTA FE—The following are the projects to be awarded by the state highway commission at its November 8 letting, it was announced Saturday:

Grading, minor drainage structures, one concrete and steel bridge, miscellaneous construction, approximately 4.469 miles on U. S. Highway 85 between Hot Springs and Socorro, Sierra county.

Grading, minor drainage structures and two course surfacing, approximately 11.836 miles, U. S. Highway 285 between Vaughn and Roswell, Guadalupe county.

Grading, minor drainage structures, triple concrete box culvert and miscellaneous construction, approximately 9.277 miles U. S. Highway 285 between Vaughn and Roswell, Guadalupe county.

Grading, minor drainage structures, one course surfacing and miscellaneous construction approximately 12.079 miles state highway 16 between Carlsbad and Hobbs, Lea county.

### IPA MEETING AT DALLAS

Mr. and Mrs. C. J. Dexter, Mrs. Hugh Burch, Mrs. J. K. Wallingford, Miss Phoebe Welch and Van S. Welch left Saturday morning for Dallas, Texas, where Messrs. Dexter and Welch attended the sixth annual session of the Independent Petroleum Association at Dallas on November 4 and 5. The ladies expected to visit in Fort Worth and Dallas during the convention session.

W. A. Wunsch of State College, secretary of the state cotton control board and former Eddy county agent, visited briefly here Tuesday en route to Portales, where he met with the Roosevelt county cotton board. He will hold a similar meeting in Eddy county Friday.

Typewriters for rent—Advocate.

### Chaves County District Court Term Is Set On Monday At Roswell

Judge James B. McGhee set the civil and criminal docket for the fall term of the Chaves county district court Monday at Roswell and closed the April session of court.

Criminal cases are to be heard from November 18 to 21, inclusive, according to dates set and the civil docket was set for November 22 to December 2, inclusive.

Arraigned and entering pleas of not guilty in the district court were: Zephareno Garcia, A. L. Hammer and Florencio Villescias, all charged with assault with a deadly weapon; Mortie Cobble, charged with grand larceny, and Sabino Rameriz, who changed his plea from not guilty to guilty on a charge of larceny from a dwelling.

Because of an affidavit of disqualification being filed against District Judge James B. McGhee, the case of the State vs. Howard Eppers, charged with operating a motor vehicle while intoxicated, Judge McGhee will not try the case but it will be heard at a later date by Judge Harry L. Patton of Clovis, it was stated.

### ROSWELL YOUTH SHOT

Jack Crosby, aged 16, son of Mr. and Mrs. Harold Crosby, was critically wounded last Thursday while rabbit hunting, when his gun accidentally discharged. The youth was trying to strike a rabbit with the butt of his gun, the gun discharged and the bullet entered his stomach. Early reports said his condition was serious.

### WHEATLEY HONORED

LOS ANGELES—(Special to The Advocate)—Dick Wheatley, Artesia youth, was recently honored by selection to membership in Phi Beta Kappa, national honorary scholarship society at Occidental College, California.

Dick also has two sisters, both of Artesia, now enrolled at Occidental College. He received his key to the honor fraternity as a reward for maintaining a grade point average of 2.70 for three years at Occidental.

The Phi Beta Kappa chapter at Occidental is one of six in California and one of the first to be chartered in the state.

Typewriters for rent—Advocate.

for safe—sure—convenient

## MARRIAGE HYGIENE

AT YOUR DRUGGIST'S

Write for Free Copy

Intimate Facts for Married Women

LARRE LABORATORIES, INC.

DENVER, COLO.

MANN DRUG CO.

Artesia, N. M.

For First Class

## Plumbing and Tin Work

Call Us.

### Rideout Plumbing and Tin Shop

Phone 3

## DEPENDABLE SERVICE

In Machine Repairs and Electric Welding

### Pecos Valley Garage and Machine Shop

Phone 35

## Undersized Lamps May Save Penneys . . .

But They Make **YOUNG EYES BALK!**

If good lamp bulbs cost five dollars apiece, there might be reason for using them sparingly. But when good light is so cheap, give young eyes all they need!

Nature never intended eyes to focus on objects less than fifteen feet away. That is why good light is so important whenever close work must be done.

Look at your boy's reading lamp now. Test it with your own eyes. A 60-watt Mazda bulb costs no more than a 40. A small price to pay for helping to keep your child's eyes normal.

**Southwestern PUBLIC SERVICE Company**

# 8 1/2 chilly hours since he parked BUT NO CHANCE OF DAMAGE... HIS ENGINE stays oiled

Today you can use a winter oil which builds itself right into the "innards" of your engine. That is, a certain portion of Conoco Germ Processed Oil really forms a BOND with metals, and stays on continuous duty where all the worst friction used to come.

This uncanny action, created by the patented Conoco Germ Process, automatically wipes out the costliest winter wear . . .

"Dry," unlubricated, wracking starts? . . . Not with the oil that's Germ Processed to stay up on the job every minute, every hour, every day that you park—"whatever the weather" . . . Not when Germ Processed Oil has become

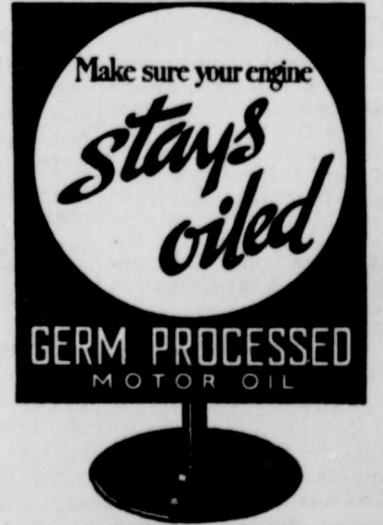
a part of all metal surfaces . . . Not with the Hidden Quart, which has enabled many an engine to run with the crankcase absolutely empty—in verified show-down tests.

And this same patented Germ Process means extra protection not only for the conventional babbitt bearings, but for the newest bearings—whether copper-lead, high-lead or cadmium-alloy. Germ Processing also creates the high-durability oil film . . . hence a light, free-flowing winter oil that's tougher too, for the toughest going of all the year. You and your Conoco man can make this whole Winter "act gentle" to your motor, beginning today. Drive in.

CONTINENTAL OIL COMPANY • Established 1875



## CONOCO GERM PROCESSED MOTOR OIL



A short run to this sign—a long run for your money

Your correct grade always available—including 10W or 20W



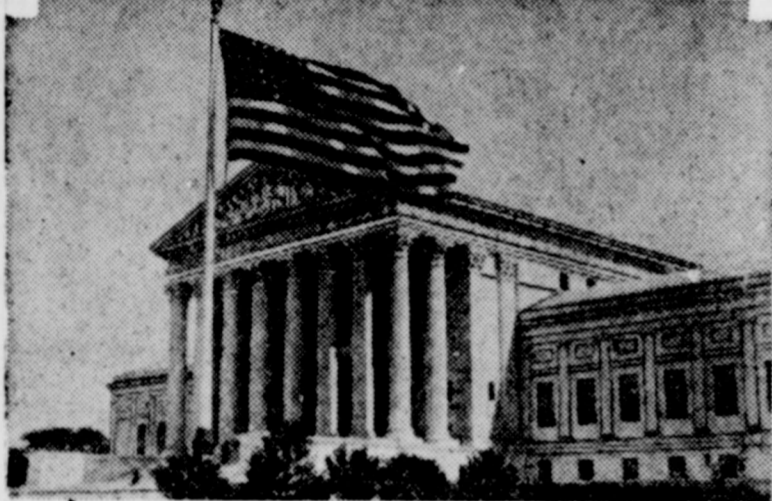




# The HEADLINES Say:



"IDEALS" OF FAMOUS ARTISTS—These girls were created from the imaginations of three noted illustrators. The Bradshaw Crandall girl (left) is pert, smart and self-reliant. The W. T. Benda girl (center), exotic and poised. The McClelland Barclay girl, vibrant, wholesome, full of the joy of living. Which most nearly approaches your ideal?



OUR BEAUTIFUL NEW SUPREME COURT BUILDING — The U. S. flag run up for the first time, when the court convened for its Autumn term.



TINTAGEL, owned by the well known Chicago merchant prince, Marshall Field, winning the Futurity at Belmont Park. Worth \$20,000, this famous stake is America's most valuable turf classic. (Photo C. C. Cook.)



THIS LADY is one of Vienna's famous artists' models. Pretty Nifty!



REPRESENTS US IN WAR AREA — Cornelius Van H. Engert, U. S. Charge d'Affaires in Addis Ababa, is in one of the "spotlight" posts of the Foreign Service.

## New Chevrolet Prices Lowered

DETROIT—The Chevrolet Motor Company announced that, effective with the introduction of its new passenger car models Saturday, prices of three of its six Master de luxe models will be reduced below the levels of the 1935 prices, the other prices in this line remaining unchanged. Master de luxe models will be available with either conventional spring suspension or with knee-action at slight additional cost.

Prices of the two lines are as follows: Master de luxe—Coach, \$580; sedan, \$640; town sedan, \$605; sport sedan, \$665; business coupe, \$560; sport coupe, \$590.

Standard—Coach, \$510; coupe, \$495; sedan, \$575; town sedan,

## Pior Rubber Company Installs A New Water Softener At Station

B. F. Pior of the Pior Rubber Co., announced this week the installation of a water softener at his station on west Main street, to be used in servicing all cars. An abundance of soft water, both for the car radiator and the washing of all cars will be available at all times. The new softener now in operation was installed at an expense of \$175.00.

TYPEWRITERS New Woodstocks, Coronas, and Remingtons, Rebuilt in all other makes at The Advocate.

\$535; sport sedan, \$600; sedan delivery, \$535.

NOTICE TO MY PATRONS Will be out of my office from October 29 to November 10. Dr. J. J. Clarke, Jr.

## PARDUE FOUND DEAD

J. M. Pardue, aged 84, a pioneer resident of Carlsbad, was found dead on October 30th, at his home in Carlsbad. His death was believed to have been due to heart failure. He was evidently taking a violet ray treatment when he died as his back was badly burned from the rays of light directed at his back.

## CARLSBAD AIRPORT TO BE IMPROVED

The Carlsbad airport is among the 250 airports over the United States to be approved for improvements. The sum of \$3,796 has been allotted Carlsbad, pending the final approval of the WPA.

## CARLSBAD RESIDENT DEAD

R. J. Toffelmire, aged 69 years, a pioneer resident of Carlsbad, died Saturday. The cause of Mr. Toffelmire's death was not learned here. He had followed his profession a building contractor for a number of years and was well known in the Carlsbad section.

A widow and two daughters, Mrs. Aud E. Lusk and Mrs. Ray Powers of Carlsbad, well-known over Eddy county, and three sons, Joe C. Toffelmire and Robert A. Toffelmire of Chicago, Illinois, and Harold Toffelmire of Alice, Texas, survive him.

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

Woodstock Typewriters for sale at The Advocate.

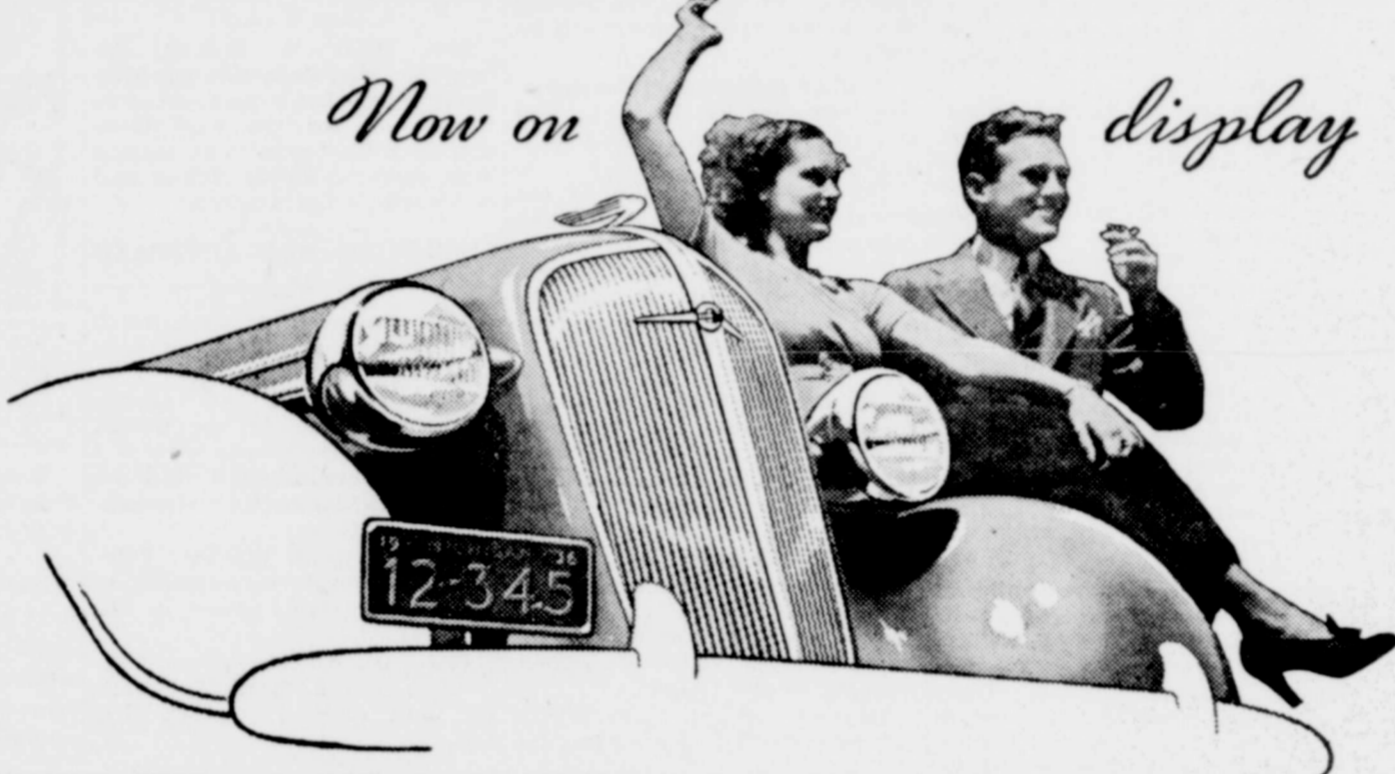


240 PREMIUM Eggs in every bag of LAYENA and now enriched with PUR-A-TENE

YOUR flock will lay from 240 to 260 premium eggs on one bag of Layena, the control feed with mash and scratch, in the same bag. And now it's enriched with PUR-A-TENE for healthy hens and heavier laying.

WILSON & ANDERSON All Kinds of Feeds Phone 24

Bad Weather? Let the telephone run your errands You can have one for a few cents a day.



# THE NEW CHEVROLET FOR 1936

## The only complete low-priced car

### Health Column

Conducted by Dr. J. R. Earp, Director, New Mexico Bureau of Public Health.

#### Conquest of Syphilis

At the recent meeting in Milwaukee of the American Public Health Association a crowded audience of health officers listened with something like amazement while Dr. Einar Rietz, health officer of Stockholm, described the successful Swedish campaign for the conquest of syphilis since the year 1919. Said Dr. W. W. Johnston, health officer of New Mexico's fifth district: It was worth coming to Milwaukee if only to hear this one paper.

Since 1919 syphilis has decreased in Sweden from 6,000 new cases in a year to about 400. One quarter of the remaining annual infections are acquired by Swedish sailors in foreign ports. The population of Sweden is about the same as that of upstate New York where there are at present some 11,000 new cases of syphilis each year.

Sweden does not offer free treatment of sickness to its citizens except those suffering from venereal disease and the insane. Every person infected with syphilis must be treated until there is no danger of infectious relapse. Many prefer to be treated by their own doctor. In those cases all drugs are supplied free by the state. This is generally interpreted as a three year period. Hospitalization is provided where needed. All girls under eighteen are taken into hospitals to avoid associations which might be detrimental to them. The transmission of a venereal disease to another person in Sweden is a penal offense involving punishment up to the class of "forced labor." Diligent search is made for the source of every infection.

The late manifestations of syphilis—heart disease, aneurism, syphilitic insanity and so on—are becoming so rare that it is difficult to find cases with which to instruct the Swedish medical students. If syphilis can be conquered in Sweden why not also in the United States?

WANTED—Clean Cotton Rags at The Advocate.

### THE STATE OF MY CHOICE

The poem, "The State of My Choice," composed by Guy Smith, an Artesia boy, has received praise from many local people. We are reproducing it because we believe it is an outstanding piece of literary work:

When you're lauding dear old Texas And the many states we know; While praising all the others, Don't forget New Mexico. Out here where life is so happy, The air so balmy and light; Where the sun shines in the daytime And the moon and stars at night.

Out in the plains of lost romances, Under New Mexico's full moon; It's a tourists' paradise When the desert is in bloom. O the land of golden sunshine, Most beautiful state I know; Where the sagebrush and the yucca And the curly mesquite grow.

Oh the plains and the peerless mountains; Oh the sunset's golden glow; Oh the vales and hidden canyons Of this charming land I know. Oh the lure and the enchantment Of New Mexico's fair land; Here we choose to live forever In God's paradise so grand. —Guy Smith, Artesia, N. M.

Enjoy the Comforts and Luxuries of a MODERN CITY CUT RATE DRUG STORE at your DOOR!

Our Mail Order Department places this immense departmentized Cut Rate Drug Store at your very door. Postage is very nominal. We are able to mail liquids in any quantity.

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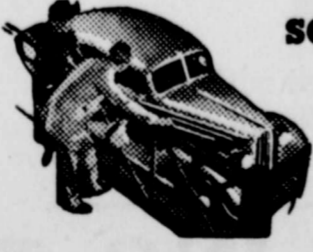
WARNER DRUG CO., INC. El Paso, Texas

If a charge account would prove a convenience furnish references.



NEW PERFECTED HYDRAULIC BRAKES the safest and smoothest ever developed

IMPROVED GLIDING KNEE-ACTION RIDE\* the smoothest, safest ride of all



SOLID STEEL one-piece TURRET TOP a crown of beauty, a fortress of safety

THE Chevrolet Motor Company climaxes a quarter-century of quality manufacture by presenting Chevrolet for 1936—the only complete low-priced car.

This new Chevrolet is the only car that brings you all these good things at lowest cost. The only lower-priced car with New Perfected Hydraulic Brakes. The only lower-priced car with the Improved Gliding Knee-Action Ride\*. The only lower-priced car with beautiful New Body by Fisher—new high-compression valve-in-head engine—solid steel Turret Top, and many other improvements which give smarter, smoother, safer and more economical motoring.

See and ride in the only complete low-priced car—today!

CHEVROLET MOTOR CO., DETROIT, MICH. Compare Chevrolet's low delivered price and the new greatly reduced G.M.A.C. 6 per cent time payment plan—the lowest financing cost in G.M.A.C. history. A General Motors Value.

NO DRAFT VENTILATION ON NEW BODIES BY FISHER the most beautiful and comfortable bodies ever created for a low-priced car



HIGH-COMPRESSION VALVE-IN-HEAD ENGINE giving even better performance with even less gas and oil

SHOCKPROOF STEERING\* making driving easier and safer than ever before



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Ford Tudor Sedan, '34 Model In Good Condition..... **\$425**      One Model A Ford Pickup, Good Shape..... **\$85**

## ARTESIA AUTO CO.

Phone 52

"Watch the Fords Go By"



"Watch the Fords Go By"

Artesia, N. M.

# INTERNATIONAL TRUCKS

## SALES AND SERVICE

### E. A. Hannah . . . . . City Garage

### NOPHN Discuss Health Problems

The northern division of the N. O. P. H. N. advisory committee held their monthly meeting at Central school Tuesday afternoon. Mrs. Frank Wilson, chairman, presided.

Miss Agnes Covalt, public health nurse in Eddy county, who has been appointed chairman of rural Eddy county Tuberculosis Seal sale, talked on the problems of tuberculosis throughout the county and on the seal sale.

Mrs. Ann Kinder, Artesia school nurse, told how the sale had been conducted in Artesia in former years and how the proceeds had been used. Supt. W. E. Kerr of Artesia schools told of a hot lunch project for which Artesia has applied.

Mrs. Kinder, who has just completed the hearing and the vision tests in the schools, reported a number of parents had taken their children to have their eyes examined by a physician, and a large number of pupils had been fitted with glasses. An unusual record was found in junior high. A class of thirty-six was given the vision test and none were defective and none wore glasses.

### WE THANK YOU

The following have renewed their subscription to The Advocate the past week:

Lloyd Simon      I. P. Murphy  
J. E. Simon      W. S. Boggs  
O. S. Matteson    T. F. Wilson  
D. I. Clowe      John Dunn  
Mrs. D. Swift

Mrs. E. B. Morton  
George Needham  
Mrs. C. W. Williams  
H. J. Grundemier  
W. R. Hornbaker  
Mrs. Mary Griffith

**NOTICE!**  
Please do not send money in an envelope for subscriptions—it is liable to be lost—send a money order or check.

To Reduce Our  
**EXCESS WOOLEN STOCK**

We Offer You This  
**DRASTIC PRICE CUT**

OF **\$5.00**

ON ANY DE LUXE  
**QUALITY**  
All Wool  
**SUIT** WITH  
EXTRA  
PANTS

"Made To Your Measure"

**DON'T WAIT** —You may have to pay much higher prices later—

Over Two Hundred Fabrics To Select From

**SCOTCH**  
Woolen Mills  
YOUR LOCAL DEALER



### Final Allotment Is Made for Eddy Co. Cotton Growers

The supplementary allotment of tax exemption certificates has arrived at the office of the county agent and any person who has a contract showing that he had cotton in the base period of 1928 to 1932 will receive a portion of this allotment. This allotment amounting to approximately two per cent of the total lint production, is the final allotment for Eddy county in 1935. Producers may receive these certificates at any time in the county agent's office in Carlsbad or at Artesia on Saturday, November 9th, where A. N. Vance, assistant in cotton adjustment, will distribute certificates at the office of H. A. Denton.

At this time the assistant in cotton adjustment will be in a position to make transfers of tax exemption certificates between producers in the county. All persons in the vicinity of Artesia desiring to purchase certificates may do so at the office of H. A. Denton on Saturday, November 9th. Tax exemption certificates may be sold and transferred by the producers at the county agent's office in Carlsbad every day of the week except Saturdays and Sundays. The assistant in cotton adjustment will be in Artesia every Saturday and certificates may be sold on that day.

The producers who are selling cotton should be very careful about having correct information on their cotton sale certificates upon which the government payment. These certificates must be made out in the name of the producer exactly as the tax exemption certificates were issued. Any person who is not issued tax exemption certificates will be notified to receive any adjustment payment. He also must insert on the cotton sale certificate the number of the Bankhead application covering the cotton described by the cotton sale certificate. These certificates must be submitted to the office of the county agent before November 15, covering cotton which was sold prior to November 1st. All sale certificates covering cotton sold in November must be in the office of the county agent within seven days after the date of sale. There will be no exceptions to this ruling and the producers are warned to submit their sale certificates immediately after the sale.

Information has been received from the state office that all certificates which were submitted to the national pool in 1934, and all certificates which were surrendered to Washington to be exchanged for certificates in 1934 form, will be returned to the office of the county agent in the near future. When these certificates arrive the county agent will immediately notify all persons who have certificates in this lot.

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**World's Champion Horse Shoe Pitcher Gives An Exhibition Here Tuesday**

Ted Allen of Alhambra, California, world champion horse shoe pitcher, gave a really convincing demonstration of his ability as a slinger of horse shoes, Tuesday evening at the Central school auditorium before a small audience. Mr. Allen, en route home from New York, is making several stops along the way and his appearance here was sponsored by the local recreational committee.

The world's champion rung the peg at a distance of forty feet with almost a monotonous regularity, using a regulation two and a half pound shoe. With the aid of an assistant he stuck three pegs in the box and rung a peg as directed. He also rung the peg with the peg hidden from his view. He ignited the torpedoes and put them out again with his flinging. His most daring trick was knocking a cigar out of his assistant's mouth with his shoe and at the same time ringing the peg, and the next most daring trick was knocking a paper sack from the head of his assistant and at the same time attempting to ring the peg.

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

Clocks repaired. Satisfaction guaranteed. Paul A. Otts, jeweler. 42-tfc

### Italy and England Seek A Settlement

Mussolini and Great Britain, Paris diplomatic circles said yesterday, have settled their differences in the Mediterranean.

As a result, Premier Pierre Laval, of France, renewed his efforts for a peace settlement to end the Italian invasion in East Africa—a settlement acceptable to the League of Nations and Ethiopia, as well as to Il Duce.

The basis of settlement, apparently, was this: Mussolini will reduce his Fascist forces in Libya, bordering Egypt on the west, to normal strength. In return, the British fleet in the Mediterranean will be reduced.

Another condition of the settlement, as reported in Paris, was an end to the anti-British propaganda in Italy.

This was insisted upon by the British to end the anti-British demonstrations current in Italy. The Paris reports further said Mussolini assured Britain he would respect interests in the Mediterranean area.

**Terms Said Made**  
The settlement of differences—designed to allay the tenseness between Italy and England, arising from England's leadership in the League's sanctions war against Italy—has been in the making for several days. It began in Geneva last week when Sir Samuel Hoare, the British foreign minister, conferred with Baron Pompeo Aloisi, Mussolini's delegate to the League.

Tuesday night, Il Duce conferred with Sir Eric Drummond, the

### 170 HOMES IN HELENA DESTROYED

HELENA, MONT.—One hundred seventy homes in quake-shaken Helena are damaged too badly for occupancy, E. S. Transue, Red Cross worker said yesterday after a survey of the city.

These residences, he said, normally housed more than 700 persons.

An additional 900 houses of the 2,500 in the city, Transue said, had suffered some damage during the month of tremors but were inhabitable.

Each night the number of refugees housed in shelters showed a decrease, Transue reported, as more and more persons returned to their homes or made arrangements for living quarters elsewhere.

Mrs. Helen M. Bowers, her daughter, Miss Katherine, and Miss Emily Woods, are home again after vacationing for the past three months in California. Two months were spent at Santa Monica and one month in Los Angeles.

**ENGRAVING—THE ADVOCATE**

British Ambassador, after which the defense council met in London.

The withdrawal of Libyan troops and some of the British ships, the Paris reports said, will not come, however, until after the British parliamentary elections, November 14.

The incumbent, Stanley Baldwin, government is regarded as certain to retain power in the elections.

One Paris official said: "It is only a question of waiting until after the British elections."

### IT'S TRUE!



**WILLIAM POWELL**  
OBTAINED HIS FIRST SCREEN ROLE IN "WHEN NIGHTFALL WAS IN FLOWERS," WHEN ANOTHER ACTOR, CHOSEN FOR THE ROLE, WAS HIT IN THE EYE BY A PIECE OF METAL!



**LEO the Night Lion**  
S. S. M. / S. O. U. R.  
BILL POWELL SAYS THAT WHEN HE RETIRES, HE WILL TRAVEL ABOUT THE WORLD!

**SAMUEL HINDS, A LAWYER IN REAL LIFE, IS FAMOUS FOR LEGAL ROLES ON SCREEN. IS ASSISTANT SECY OF WAR in "RENDEZVOUS."**

Marlin Traylor returned home Tuesday from a visit with relatives in and near Dallas, Texas.

Lon Meadows of Deming drove over with Mrs. Meadows and their small son the latter part of last week and left them for a week or two visit with her parents, Mr. and Mrs. R. O. Cowan.

### By Wiley Padan

**LIONEL ATWILL SPEAKS ENGLISH, FRENCH and GERMAN, HAS EIGHT DOGS and DRIVES FOUR CARS!**



**Mickey Rooney, 13, SPEAKS FOUR LANGUAGES INCLUDING JAPANESE! HE IS A JUNIOR TENNIS CHAMP!**



**ROSALIND RUSSELL**  
DAUGHTER OF A PROMINENT NEW ENGLAND FAMILY, STUDIED FOR A THEOLOGICAL CAREER BUT, WITH A WOMAN'S PREFERENTIAL, SHE WENT ON THE STAGE, FIRST WITH A TENT SHOW AND LATER IN BROADWAY'S LEADING THEATRES!

Miss Elsie Palmateer, one of the teachers at Central school, had the misfortune to fall and break two bones of her right wrist while in attendance at the Educational association in Albuquerque last week.

**WANTED—Clean Cotton Rags at The Advocate.**  
SUBSCRIBE FOR THE ADVOCATE

### THIRTEEN BIRTHS FOR MONTH OF OCTOBER

Thirteen births and seven deaths were recorded during the month of October by S. E. Ferree, sub-registrar for the Cottonwood, Atoka and Artesia districts. Births were recorded to: Mr. and Mrs. Felix Marcus, daughter; Mr. and Mrs. C. L. Brazelton, daughter; Mr. and Mrs. V. M. Crutchfield, son; Mr. and Mrs. George H. Alien, son; Mr. and Mrs. C. C. Standard, daughter; Mr. and Mrs. G. D. Woodside, son; Mr. and Mrs. M. L. Fanning, daughter; Mr. and Mrs. L. L. Fine, son; Mr. and Mrs. Willie M. Bentley, son; Mr. and Mrs. S. A. Weise, son; Mr. and Mrs. W. D. Adam, son; Mr. and Mrs. F. Palacia, daughter; Mr. and Mrs. Leland Price, son.

Mrs. I. C. Dixon and little daughter Mary left Friday for a week or ten days visit with her sister and family who live in Deming.

Expert watch repairing, carefully done. Satisfaction guaranteed. Paul A. Otts, jeweler. 42-tfc

**For Sale**

75-acre farm, has 1 artesian well and third interest in another well. Four miles south of Artesia. Cash price \$7,500 and well worth the money.

SEE  
**Gilbert and Collins**  
or  
**E. P. Malone**



**WE HAVE INVESTED \$175.00**

For the Best and Newest

**WATER SOFTENER**

TO ENABLE US TO GIVE YOU

**BETTER SERVICE**

When you bring you car here to have it washed or serviced in any way we will use nothing but

**Soft Water**

Have your Radiator Drained, Flushed and Serviced with ANTI-FREEZE and Refill with SOFT WATER for Winter Driving. We have Eveready Prestone, Zerone, Alcohol.



**SEIBERLING TIRES**

Why take a chance on worn, smooth tires in frozen or wet, slippery weather? One slick tire can cause a wreck or loss of life. You can buy First-Grade Seiberlings at these low prices:—

4.50 x 21	\$ 5.80
4.75 x 19	5.95
5.00 x 19 6-ply	7.38
5.50 x 20 6-ply	8.80
6.00 x 18 6-ply	9.80
6.00 x 21 6-ply	10.59
5.50 x 17	9.45
6.00 x 16	10.50

**Pior Rubber Co.**

Complete Tire Service      SERVICE STATION      Artesia, New Mexico

**COMPLETE SERVICE SPECIAL**

1. Drain, flush and refill crank case with correct grade summer oil.
2. Complete chassis lubrication.
3. Spray springs.
4. Drain, flush and refill transmission with new grease.
5. Drain, flush and refill differential with new grease.
6. Clean and inspect spark plugs.
7. Check battery and terminal cables.
8. Check radiator and inspect cooling system.

YOUR PRICE **\$245** Regular price **\$425**

**Squeaky Springs**

All Ford cars more or less are bothered with springs squeaking. We have just installed a high-pressure gun and special prepared oil for squeaky cars. We have the cure. We guarantee to take the squeaks out and keep them out, or no pay.