
THE MESSENGE
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NEW MEXIGO
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TELEPHONE 17
E. P. REAVIS, Managing Editor

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SUBSCRIPTION RATES, PAYABLE IN ADVANCE One Year Six Months
Three Months
no subscription accepted for less than $\frac{\text { THREE MONTHS }}{\text { Resolutions of Respect and Obituaries } \dot{5} \text { cents per lin }}$ Resolutions of Respect and Obituaries 5 cents per line.
Cards of Thanks, not to exceed 10 lines, 50 cents, Over 10 lines at 5 cents per line.
rates on application.

 Suppose some measures are passed that will enable
the farmers to make something on their farms, then there will be a rush back to the farms and the first
thing you know there will be such an overproduction
that no method on earth will enable the farmers to get good prices for their products.


 At we have said beore farm relief lies dhiefly with


the double road tax
 we can finish, our primary road system. I I refer to the
bad roads tax." "In December or January of each year the New
Mexican motorist pays a good roads tax to his county Mexican motorist pays a good roads tax to his county
treasurer when he pays for his license fee., he went on
to explain. "With every gallon of gasoline he buys he pays another good roads tax. For these he gets value
received. Every time he has to bump along over a received. Every time he has to bump along over a
bad road increasing depreciation on his car, increasing
operating cost and losing valuable time he pays a operating cost,
bad road tax."
Some motorists pay out more on a single trip for
pull-outs extra gasoline, repairs, chains, cleaning the puil-outs extra gasoline, repairs, chains, cleaning the
car, getting their clothes cleaned and other expenses
than they do for a year's license fee or a year's gas "Building good roads now means eliminating this one is the quickest and surest scheme that can be one is the quickest and surest scheme that can be
offered. It offers no field for argument to say that
the motorists of this state will pay back to themselves the motorists of this state will pay back to themselves
in savings of the bad road tax (which is inescapable
except in one way) in one year except in one way) in one year than the entire interest
charge on debentures for a like time. And beside escaping this tax they have the toad left when that
year is over and several more like it. "The quicker we build good, smooth roads, preferably
with an oil or hard surfacing, the sooner we abolish whe bad roads tax. A major offensive against this

The Town Doctor Says
MANY TOWNS ARE LIKE SOME MERCHANTS They spend much time and money trying to attract
m business when they are not getting all there is to tout of the business they already have.
There is, in the dvertising business, what is called There is, in the dvertising business, what is called
"Golden Triangle" of every mercantile establish ent. It is that space in front of the store where peo-
who pass can see the store entrance and the winlows. It it the vital point in every retail business; f
no merchant can sell his wares (excluding mail order no merchant can sell his wares (excluding mail order
and telephone orders) unless the people come into the
tore. The advertising to reach the area so named is hat is called "Point of Purchase" advertising. Its purpose is to stop the passerby, which is the one big
reason for show windows and window displays. Through reason ori show windews and window displays. Through
this medium the merchant attempts to attract attention,
then create a desire to ener he store. American people
buy by eye - what the eye doesn't see, the heart doesn't ny by eye-what the eye doesn't see, the heart doesn' Towns are exactly like stores in this general re-
pect. If a town got all of the business from the trafspect. If a town got all of the business from the traf-
fic it aready has, it it ten to one that it would never
have to spend any money for additional business. But have to spend any money for additional business. But
as long as there are towns, and the people in them re-
main human, they will probably continue to go out main human, they will probably continue to go out
after more customers when they have not got all there
is to be had from the traffic they already have. Let us take automobile traffic as one angle of re-
venue or business for a town. Every strange autovenue or business for a town. Every strange auto-
mobile that passes through your city is worth a goodly
sum - much more than most people think-but you must sum-much more than most people think-but you must
stop the car and get the passengers out of it, if you are
going to get their business. Twenty per cent of those people who tour by motor car are in the market for or
can be sold a new location. Every motorist can be
made to be the cause for more motorists coming to your town. An analyzation of this means of town
come shows many surprising facts, chief of which
first can be had from it.
One morning a few years ago I left Chicago very
early for points east. To save time and avoid traffic early for points east. To save time and avoid traffic
I took a back road, but much to my chagrin I en
countered a freight train whose engineer evidently had no place to go and was in no hurry to get there. The
half hour that I was delayed I have never regretted,
for while waiting there I saw that which to me was, is for while waiting there I saw that which to me was,
and always will be a picture in life of wonderful s Just inside the fence from where I sat parked la
nificance he mornings sunshine. The morning was warm and and
he flies were more numerous. Around the calf were many goslings, one of which was some five feet away
lazily sunning himself with eyes half lazily sunning himself with eyes half open, but
casionally rousing sufficiently to pick of a fly th
came unsuspectingly close enough. Another little f low had settled himself directly adjacent to and up
against that which soon would be someone's veal steak,
against that which soon would be someone's veal steak,
and was fast asleep. Had the calf moved, one little
duck would have been no more. Two other little downy ones with much vim and quacking endurance were chas-
ing their fool legs off trying to run down, overtake and devour elusive insects that were far too clever for them
-But- here was another little duck standing at that portion of the reclining calf's anatomy where swish of
tail and toss of head failed to disturb him, picking
hundreds of flies off the calf's back-in other words, hundreds of flies off the calf's back-in other words,
taking advantage of an opportunity.
$7=5$
Your town is one of those durks.
OUR. PROBLEM
R. J. Edwards, Editor of the Denton, (Texas) Rec

That we are often reaching out for something new
cities, communities and individuels are prone to reach
or the shadow and drop the substance that is and theirs. How many cities, in their mad race for fac-
tories, for new people, for fresh enterprises, neglect the
ones that are right in their midst and thus

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                            The greatest asset of the soothwest is agriculture
```

                            and livestock and in the possibilities of those two in-
    dustries we have a basis for untold and unrivaled pros
perity. We are apt to, and in many cases do, fail to
striving our every effort to develop what we have in
some industrial estabome other community or country
some industrial establishment that might prove
doubtful asset.
We neglect
We neglect the development of our lands while we
chase the chimera called industry. Any city in
country which has a home owner on every fifty country which has a home owner on every fifty acres
of land has an asset that factories can hardly equal. About livestock and agriculture, many of us are o realize that it is the problem of every man w
ives in a country, be he urban or rural. Our proble is greater development of the soil, things that grow
out of the soil and allied industries. THE NECESSARY EVIL

Taxes are a necessary evil. We must have courts,
, part of society.
omplaint; that for his tax dollar the taxpayer has no eturn. But no matter how true this may be, it is no Modern business is remarkable chiefly because,
hough sounder economic practices and greater hough sounder economic practices and greater ef-
iciency, it has been able to give more for less mone Government has failed to keep step.
Only public protest and public andards of government routine to action can raise the andards of government routine to a high state of
ficiency and economy. There is too little sound in modern government.
Preliminary experiments conducted in Arizona show er day. 58 jack rabits will pounds of green alfalfa oughage as a cow.
Census estimates the farm population
the past twenty years.

INSIDE INFORMATION

 Waxed floors should be surept


 longe and look better if rubed oe


 Lavoring aded to. mimk will mate
 thats are both nouribhing and pop-



 occur. Tight lids are of course es
sential to render the chest an ef
ficient protector against moths.

For strawberry shortaake, make
your usual bisuit dough, slightly
richer than for buscuits, One-third

 asily. Prepare the strawberries least an hour before they are wanted
select the most attractive berries fo
the top sprinkle with sugar and set aside. Cut up some of the others
mash a few to make the juice run sprinkle with sugar and let stand
Butter the short cake while hot
spread with berries, and add whipped anilla, just at serving time. Public school area SANTA FEE-Twenty-five tracts o
public school land were leased a
public auction here least week for
total price of $\$ 7,506$, B. F. Pankey, public auction here least week for
total price of $\$ 7,50$, B. F. Pankey,
land commissioner, announced.
Mr. Pankey, stated that three Mr. Panke, stated that three
these tracts brought $\$ 5.15$ per acr COTTON SEED CRUSHED WASHINGTON, D. C.-The census
bureau announced Friday that cotton
seed crushed from August 1 to
March 31 totaled 4959.365 . seed crushed from August 1 to
March 31 totaled 4,959, tob tons com-
pared with $4,351,494$ for the same
period in 1928 and cotton seed on period at he mills on Matrech 31 tota
hand at
ed 386,986 ocmpared with 255,924
$\qquad$
Five Minutes from Juarez.Old Mexico © Cordiâl Welcome Hwaits You at
Hussiminin
"On the Plaza"
${ }^{3} 00$ EL PASO P P TEXAS THA

To the Public
We take pleasure in an-
nouncing that we have recently
nouncing that we have recently
installed in our repair shop a
Lisle Cup Wheel Valve re-fac-
ing machine, and
ing machine, and a complete
set of valve re-seating cutters
and are now fully equipped to
B. \& B. Garage

DEXTER, N. M.

Tamburgers, ...FOR...
go to the Cafes, whili and
Blue Front with the
BEN'S PIG STAND
for WAD WA ADS
READ WA reswles
"Buick getaway, por and speed surp any car I have ev driven!" Mr.RRR. Roon

More than 130,000 men and wom proved for themselves the thrilling performance to which this owner the new Buick!
A similar thrill awaits you! Come, tal BUICK MOTOR COMPANY, FLINT,
They got behind wheel the facts $r$, and bought BUI

## 

nasanatay
MCNALLY-HALL MOTOR
ROSWELL, NEW MEXIC0

## When better automobiles are built, Buick will

## Groceries <br> AND <br> Meats

We are still selling quality meats at the lowest price possible to sell the you to come here when in need of any
We also handle groceries and money if you trade with us. Make headquarters for "eats.
LAWING'S MARI
Bowen Building-Hagerman,
JOB PRINTING AT THE MES

There is one thing that money cann is the good will of the public. We striv and fair treatment to merit your good

SUNSHINE OIL STATIO
Hagerman, New Mexico GASOLINE, OILS AND FUEL

# Go On The <br> Page-Way-Stage 

Three Trips Each W Daily

Roswell Station Pickwick Stage D Hagerman Station at Teed's Confe Artesia Station at Cunningham's Ba Carlsbad Station at Weaver's Servic

Page-way-stage-wa
"The Quickest Way"


y mea
mell
of any
ofn
and IAR HE MES

## Wey cant

 our goo STATI Mexicoach W

Way"


COTTONWOOD ITEMS
Ed Watson of Albuquerque, spent
last week end at the home of his
brother, W. A. Watson and family Mr, and Mrs. Roy Vermillion who
have been living in Lake Arthur Mre and Mrs. Roy Vermilion who
$\begin{aligned} & \text { have been living in Lake Arthur } \\ & \text { have now moved to the Dave Harper } \\ & \text { farm. }\end{aligned}$


The Misses Watson gave a dinner
Sunday honoring the birthday of


$$
\begin{aligned}
& \text { Family Tree a Gallows } \\
& \text { The British college of arms sa; }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Family Tree Gallows } \\
& \text { The British college of arms says } \\
& \text { that fewer persons these days are } \\
& \text { tractng thetr ancestry. They nave }
\end{aligned}
$$

$$
\begin{aligned}
& \text { that fewer persons these days are } \\
& \text { tractng thelr ancestry. They have } \\
& \text { probably learned from the experienee } \\
& \text { of others that when it gets back to }
\end{aligned}
$$

$$
\begin{aligned}
& \text { of others that when it gets back to } \\
& \text { a certann distance it. isn't so hot. } \\
& \text { Phlladelphla Inquirer. }
\end{aligned}
$$

$$
\frac{\text { Phlladelphla Inquirer. }}{\text { turning horses on pasture regularly }}
$$




## She Was Tressady's

 GirlBy MARTHA M. WILLIAMS
$\mathrm{T}^{\mathrm{HE}} \mathrm{glll}$ was an smmer of an



 Hes was shrevily hanasomeno-no


















Your boy may ride behind mae you fach
take the pup. We want quick fustice
-and plent. "I see you gettin" Justice when my
mob gits here they won't be long and be d-d to to ye, the mann cried,
snatching up the child and making a
ahteld of to
Ahleld of him.
Allison, scrambing to saddle, gave
the hunting ballo,
the hunting hallo, thrice repeated.
His hieart leapeda is was echoed, the
keen note undervoiced by galloping
hoofs, and shrill sweet cries of com-
Ing.
Drooping his thild the hiobo tried to
run-he found himself headed off by
run-he found himself headed off by
a mounted pair-Tressady and Trese-
sady's girl were luckily coming out by
and
sad's girl were luckily coming out by
the back road, Instead of the front,
and heard the cry.
Margot took the chlld and the pup
Margot took the child and the pup
under her protection-her father and
Allison rounded up the mob and herd-


Hack to Three Ways, there to fin
Margot rumning her sewing machin
t top speed making new clothes for
The waif thrust so suddenly upon he
hands. He had been bathed, clipped
anointed on scars and brulses, the
ant to bed, where he west
$\qquad$
as
ransfigured and The puppy, equapier than his
some time master, lay snug at M
sHe'll think he's in heaven-1f dogs
"How about ti," Allison said smllin
know about th," Allison said smlling
down at the small beast.
"And hell keep on thinking so,"
Margot sald, over her shoulder.
Margot sald, over her shoulder. "I
am going to keep my findings for
Black Mammy to play with
dienge she gion
im too grownup."
"See here! I think I need the
see here! 1 think I need then土
ever so mueh worse," Allison inter
rupted. "A lone bachelor with a big
rupted. "A lone bachelor with a big
house, and nobody in it. Isn't that a
cuse of real destitution ${ }^{\text {" }}$

# Don't Say Tires--Say Goodyear 

More miles-greater satisfaction in Goodyear than any Tire on the market. We have a complete stock; a size for every car.


## SERVICE

Our Service Station is everything that the word service implies. Try our battery service!

If we please you, tell others, if not-tell us.
We invite criticism.

## Herbst \& Wortman <br> \author{ Phone 22-Dexter, N. M. 

}
## Spring and Summer Dress Goods

Ladies should see our line of beautiful Spring and Summer Dress Goods, then they would be sure to buy one or more patterns to add to their wardmer dress goods, and anything the lady needs for her summer outfit.

Summer Shoes for the Whole Family
In fact we can supply the needs of the whole family wearing apparel.

## GROCERIES

Full stock-quality goods-prices right-nuff sed.

## H. Deck's Store

"Where Your Money Buys More" DEXTER, N. M.

## The Modern Home



The modern home is Electrically equipped. Now that summer is near, you should make your kitchen as cool and pleasant as your living room. Let u install an Electric Range in your home on easy payments and modernize your home.

## Southwestern <br> PMILIT ETVVIFS <br> Company

THE HIWAY PROGRAM HOWOLI CONSERVGTION INCLUDES BULLDING OF POLICY WILL AID IN 400 MILES OF ROAD CURBING SPECULLTION


Warm Days Are Coming and LIGHT LUNCHES
Are Appetizing and Healthier!
Our Nour Electric Sandwich. Tanater is in operation and the
Tuna Fish, Lettuce enan Tomato Goose Liver, Ham,


## TEED'S CONFECTIONERY

Hagerman, N. M.

MAIZE SEED, SUDAN SEED, hegari seed, kaffir seed, CANE SEED, COTTON SEED
E. B. BULLOCK

Feet. Flour. Coal and Secels artesla, x. . .

## Howdy Folks!

The Wichita Boosters
Maling their SILVER ANNVERSARY Good will
7:52 A. M. April 25th
150 business men
Are coming to get better acquainted and extend the glad hand to you.

AMERICAN LEGION BAND
Come Out and Listen to Some of the Best Band
Music You Ever Heard.
This is the band that won the National American SOUVENIRS
Lots of Souvenirs for the Children and Grown-ups. FAMOUS QUARTET
Hear the American Legion Quartet sing popular and catchy songs.

Be on Hand to Meet this Train Load of Good Fellows Representing

The Wichita Chamber of Commerce
"The Air Capital"
WICHITA, KANSAS


Here'sFeedforch $\mathbf{W}^{\text {Hoser}}$
 your chicks
perchick
che
 $\underset{\substack{\text { gen milk, } \\ \text { malk } \\ \text { make } \\ \text { we }}}{\substack{\text { and }}}$



LUMBER

It Will Pay Y

TO FIGURE WITH THE

Triangle Lumber
Dexter, New Mexico
Paint

## A Young Man His Referenc

A young man who appied for a He got the job.

The best prizes in the business wo tiose
is a characterer builder.

THE FIRST NATIONAL
Hagerman, New Mexico

When You Have a Wreck--Call Us

We will repair your car body, replace
DANIEL PAINT \& GLAS


Paneled Gable Ends Add to Attractiveness of This Design


Roof Is Important for Looks and Protection
In genera, the eoof is the firs part

 apeearace, so tar as walls and trimy


 a roonng material that ls either abso
lutely
freproot or at least extremely There are several types of freproot

 | los fibers unted with portland cement |
| :--- |
| dinder terrific hydraulic pressure, meet | the demand for hireproor miternich

but they have torer radratages wile
commend them to all home owners Some of the oustanading advantages
ree duratillty. Astestos has endurea
 The dome of the Roman Pantheon of cement, and sood authority tesetil
 crumbing, the root of astestos silin
giess will stil be bas good as when firis
lald.


 tor shlingles, economy beglins with thy
fratst cost and never ends
Possessing none of the Irritating characteristices
of inflammable roofing, a roof of asbes count the amount he would have
 than innammable roofng materials. Cenvenencence is 8 third polnt. it is
 Job is one of reroofng, the oid thit
 and as as matation agar thinst neew reop


s.cossist of Iving room, dining











 $\begin{aligned} & \text { durability ecenomy end benty in } \\ & \text { roofs of thelr homes. } \\ & \text { Little Finish Needed }\end{aligned}$ Little Finish Needed
on Building Hardware






## 

## Home Comes First

##  <br> the church or borloo nuene nuence them.

Pine Trademarked

 take tis place among known mater inils
A macthine has been Invented to trade

## mark the lumber.



THINGS THAT NEVER H APPEN








 If such an ingredient is used, some
soda is required.
ho ove one thrity.
to that you have only begun

 "Yes, it is a lock of my husbands s t thing,", One afternoon a a eustormer "Bet, bour his hair is is gone."
"Bes."
"Yes. "What do you think of the two -Well, the more I think of it, the
more pleased
them cean be electect. A tram was given a piece of pie
on conition hat he saw some wod
He took boite of the pie and said
to the






| tie to buthering and shressing |
| :--- |
| trom 33 to 52 per eent. |

that steamshtip aiter vertisment promises



$\xrightarrow{\frac{\text { Brathe }}{\text { Doeply }}}$
 etter nerves, better energlies and bet.
ter healith, so when you resolve to take

joo are forming a reasoution that to
going to mean a great deal to your
health.
Messenger Want Ads pay.

SIX HUNDRED BOY SCOUTS ATTEND
JAMBOREE FRIDAY








CHARLES WAKEFIELD CAD A famous composer and pianist will appear in R
UNIVERSITY OF NEW MEXICO CHORI SATURDAY, APRIL 27th, LEA AU N. M. M. I.
"THE FATHER OF WATER This wih be one of the outstanding musical prog
Mexico for the year and the admission charges
placed in rench of all music lovers TICKETS ON SALE AT JOYCE-PRUIT Mail Orders Promptly Dispatched


## Outstanding <br>  <br> While we feature Fashion Park-Americas Fin est Make-we also offer you a line of wonderfu values at $\$ 25, \$ 30$ and $\$ 35$. <br> We'll enjoy showing you. <br> We want you to always feel free to make our <br> store your headquarters. <br> CEE•MODEL <br> ED WILLIAMS

## E25 LOCALS ${ }^{6}$

 Jay. Jewll Daris was in Roswell Tues. Surday. D. A. Marra was in Arteita


 Mro and $\overline{\text { sras. } \mathrm{E} \text { V. S. Sweat were }}$


R. W. Curry was a business












 tination where Mr. Campbell will be
employed in a box factory.
John Mitchell has been awarded the
eontraet of \&rading the rond
of town leading to the oil fields, and
contract of grading the road
of town leading to the oil fields,
has aiready
gone to work.
Mrs. W. P. Woodmas has return-
ed from Roswell, where she has been for medical
very
much




## at THE CHURCHES

presbyterian church


great deal of satisfacbeen woven into this splendid brand of sheets and sheeting.
$8 / 4$ bleached and $9 / 4$ un-
bleached sheeting, yard, 39 c $9 / 4$ bleached and $10 / 4$ un-
bleached sheeting, yard, 43 c Tubing, 42 inch, yard. 27 c Sizes Before Hemmed $72 \times 90$ sheets, each ... $\$ 1.10$
$72 \times 99$ sheets, each $\quad \$ 1.19$ $81 \times 90$ sheets, each ... $\$ 1.19$ 81x99 sheets, each .... $\$ 1.29$ Pillow cases, size $42 \times 36$,
each Pillow cases, size $45 \times 36$,
each

Fast
"Ramon"

## Pure Silk Hosi

In Three Favored Weights'
sinime ineite
${ }^{\$ 1.49}$

Nuat ny yey Want | OUT OF COTM |  |
| :--- | :--- | :--- |
| $\begin{array}{l}\text { A number of men spent yesterday } \\ \text { seining parts of the Cottonwood creek }\end{array}$ | COUNT FIVE WOI |

##  <br> R. <br> farm gar gare were Eaker ed up ed or farm yards same d- six six or were ma me

## six or seven. hundred peounts of fish were removed from the creek in this

\section*{| Minimum Charge |
| :--- |
| Subsequent runs, |
| Ads over 5 lines |
| Ads over 5 lines |}

## EPWORTH SENIOR LEAGUE Follow the crowd Sunday evening it will lead to the Epworth Senio



$1 / 2$ miles west
oom and
idence; $\$ 10$
-Verna West.
Song No. 15-League.
Prayer-Mrs. E. T. Swisher.
Talks:
"Test to Apply"-Alyce William-
son.
"We Are Social Beings"-Kenneth
 "What Does A Girl Despise Worst
In A Boy"-Marguerite Watford.
"What Does A Boy Despise Worst
In A Girl"-Campell Burrell.
Song No. 179-League.
Eeveryone is invited, come and

## POSTPONED TO MAY 26 On account of a number of speak-

$$
\underset{\text { Frator; } 50 \mathrm{lb}}{\text { FOR SALE }}
$$

$$
\begin{aligned}
& \text { having already made other arrange- } \\
& \text { ments for the day, the Lovinto } \\
& \text { Barbeaue will he, }
\end{aligned}
$$

$$
\begin{aligned}
& \text { erator; } 50 \\
& \text { or terms. } \\
& \text { New Mexico. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { FOR SALE-If } \\
& \text { feed hay, If }
\end{aligned}
$$

$$
\begin{aligned}
& \text { feed hay, It } \\
& \text { on hand at } \\
& \text { Loyde Harshey, }
\end{aligned}
$$

$$
\xlongequal[\text { ORDER CEOSING }]{\text { sPI }}
$$



