



WINTER WHEAT AND
RYE CROP ARELIGHTER

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## Advertising

Isn't magic. There is no element of the black art about it. In its best and highest form it is plain talk, sane talk - selling talk.

Its results are in proportion to the merit of the subject advertised and with the ABILITY with which the advertising is done.

Consult us . . . We shall be glad to help.

The Messenger
e messenger, hagerman, new mexico
$\qquad$ WAS ADOPTEDIN 1900 $\qquad$

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Suppose you could buy natural gas service "over the counter" like you purchase meats and vegetables. With such a daily opportunity to compare its cost with other values on your shopping list you would find that PECOS VAL-
LEY GAS CO. SERVICE is actually the least expensive item in your cost of living.

Sixteen and a half cents will not go far in providing hodaily gas bill throughout the year the average daily gas bill throughout the year, the Pecos Valley Gas Co System. From boiling a kettle of water to heating an entire house this inexpensive convenience is always on tapsame quality service to every household, at the same price for the same quantity

THE PECOS VALLEY GAS CO.
PHONE 50


The first time you use Conoco Germ Processed Motor Oil, a pine 102 quart will ling to, penectrate and combine wich metal surfaces
and stay up in your motror. This "hidden quart" newer draius a aceay! Because of this, Germ Processed Oil gives you sure protection ar all times that no other oil can give.
Atmofl balf of all your motor wear occurs while starting. The
ven afeer yourt car seands idice for weeks... and gives safe motorrisation while you're starting. It stays up in cylinders to form 2
strong piston seal, which makes starting easier and quicker. Other oils drxion away, leaving parss unlubricated. The "hidden quart" has saved hundreds of motorists cossly repair bills by protecting motors
when thru accident crankcases were emptied miles from town. Only Germ Processed Oil gives you the exrra benefits of the
"hidden quart"....for only Germ Processed Oil has penetrative hiden quar .....for only Germ Processed Oil has penetrative

From the first fill oo, you'll always have that "hidden quarr"... worth its weight in gold! Fill now with Conoco Germ Proceued
Motor Oil at any station displaying the Conoco Red Triangle. CONOCO Gen proctssi MOTOR OIL

# East Grand Plains, Lake Arthur, 

 Hagerman, Dexter, Cottonwood, Artesia, Dayton, Lakewood, Hope, Oilfield, Elk, Mayhill, Pinon, WeedWe sincerely trust that you will find it convenient to attend the Eastern New Mexico Fair in Roswell October 7, 8, 9, 10 and that you will enjoy your stay while here. We hope too that you will make friendships of value to you. Stop in at the Roswell merchants and firms whose names appear on this page. We are sure that this invitation to get acquainted with us will prove of benefit. Let's make October 7, $8,9,10$ a memorable occasion--a complete week of fun and frivolity. The business men and merchants, whose names appear below have done their bit to foster a feeling of genuine hospitality.
purdy furniture store
J. C. PENNEY CO.

SOUHWESTERN publC service co.

## Ball owhite

moutain states telephone and telegraph co. KIPLING'S CONFECTIONERY buSy bee cafe
MeNALLY HALL MOTOR CO. Rex Kemp lumber co. yucca theatre huff Jewelry co. First national bank alconi electrical service WESTERN AUTO SUPPLY OWL DRUG CO., INC. E. T. AMMONETT SADDLERY

BANKHEAD HOTEL
LYNCH HAT WORKS , GREENWADE CO. plumbing, heating, gas fitting WELTER GROCERY CO. daniel paint \& glass co. gessert sanders abstract co. ROSWELL COFFEE CO. CUMMINS GARAGE

MABIE LOWREY HARDWARE CO. DUSTIN'S SPORTING GOODS STORE PRICE \& CO.
ROSWELL TYPEWRITER EXCHANGE ROSWELL VARIETY STORE ROSWELL HARDWARE CO
COCA-COLA BOTTLING CO. PECOS VALLEY LUMBER CO.

## ly Experiences in the World War

bY GENERAL JOHN J. PERSHING

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Page Five

## Electricity

A vital necessity for efficiency in all modern day business, is the cheapest of all other forms of power.

That's what makes it so popular in every phase of modern day business or more important yet, to every modern home.

Electricity is Cheap- Use more of it
$\underset{\$ 235,227}{\text { MEXICO }}$ IN ROYALTIES

Southwestern FHEL/E EARVIFE Company

## Unemployed Men Unemployed Money Cost Something to Keep!

> Money or capital, and work or energy of men, are inseparable in the business world. Either without the other can do nothing. As men work, and as money works, profits accrue not only to the workman and his money, but to many others. Idle dollars have no place in business. A business borrows money because it will earn more than its cost, otherwise it is not a desirable loan for any bank to make. Banks are wholesalers of credit, at small profit margin; those who borrow it make a profit on its use, through increase of business facilities. If banks merely keep money for depositors, they must cover the service with a charge which pays cost and a profit. Yet a substantial part of deposits must be kept to meet every depositor's need with liquid reserves.

Credit has become the most important factor in the business world; it represents money, which can only
work through the brains and skill of men who make
use of it

## Regional Clearing House No. 3

## New Mexico Bankers Association

BEING COMPOSED OF THE FOLLOWING BANKS FIRst national bank
Roswell, New Mexico
CARLSBAD NATIONAL BANK


Hagerman, New Mexico
LEA COUTT STATE BANK
Lovington, New Mexico
Lovington, New Mexico
BANK OF
Roswoll



Note the Model Young Man above . . . they always stand

## CFE. MODEL



Values only Goodyear offers


LEGAL BLANKS--THE MESSENGER SEE OUR ENGRAVING SAMPLES-Messenger



## Enjoy

The Attractions of ew Mexico's

## Theatre

Friday and Saturday JOHN GILBERT "The Phantom Of Paris"
Sunday and Monday
$\underset{\text { MOLLY }}{\text { MARIE DRESSLER }}$ "Politics"
Tuesday
LORETTA YOUNG
"3 Girls Lost" Wednesday-Thursday

PHILLIP HOMES
"Confessions of a Co-Ed"
Yucca Theatre

