ETWENTY-THREE
Illy Test
 aCounty Watched dy Now
 Concealed Liqour is Lo cated After an Extended Search. The heaviest beer haul of the sea
son was made Monday at Dayton a
a result of a visit of Federal Officer a result of a visit of Federal Office
Howard Beacham, of Alamogord
and


Baze Starts in Treating Plant and Spreads to the Boiler House-Efforts of Employees and Firemen of Little Avail





MOODY GETS BIG LEAD COTTON FORECAST FOR
OVER OPPONENTS IN COMINGSEASONPLLCED
TEX. GOVERNOR'S RACE AT 15,368,000 BALES
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SURPLUS IN THE STATE TREASURY NOW READY FOR COMMON SCHOOLS




Spare the Ice and Spoil the Food

According to Uncle Sam, many families spend one-third of their incomes for food.
Now, as just a matter of plain housekeeping mathematics:
Is it worth while to invest the few cents in ice that will protect the value of all that food? The answer being so unopen to argument, we wonder how any family can practise the false "economy" of food risked to spoilage. Food left in a room-on a window shelf-left over night in anything but well iced refrigerator can very easily spoil. That's why ice is needed every day in the year-and we're here to serve you.

## Southwestern PUBLIC SERVICE Company ROSWELL-ARTESIA-CARLSBAD

## A Cool Kitchen

IN THE SUMMER TIME
That's just what NESCO means. Nesco gives an even heat, permitting you to do your choicest baking with the least worry-ASK US.

## JOYCE-PRUIT COMPANY

Hardware Department

# Try Our Service AND 

QUALITY GROCERIES
Roselawn Grocery
PHONE 15
In the Heart of the Town"

## OF COURSE

THE RAINY DAY THAT'S FAR AWAY day" we all know must come to us.
This day may seem far away, but it will reach us much


> A. L. Allinger, Representative NEW YORK LIFE INSURANCE

## Are You PREPARED?

Are you building a CASH RESERVE which will provide an income or enable you to grasp your opportunity when it arrives? If not, why not?

Your money deposited with us will earn interest; when opportunity comes and you are ready to apply it to other uses, we can assist you with experience and reliable counsel.

## Citizens State Bank

"The Bank of Personal Service"
C. E. MANN, Cashier


,


## This week we have received an extra large

## Frying Chickens

and can supply you with practically any size
fryer you may wish.
Let us send you a sack of the Pride of the Rockies Flour or the American Beauty for your next cake.

## WILSON \& ANDERSON

Distributors of the Famous Purina Feeds Country Produce Bought and Sold
Phone 24
Phone 24

ADVOCATE WANT ADS GET RESULTS

# THE OVERLAND <br> Whippet IS HERE 

America's Finest Light Car

On Display at Pecos Valley

Garage and Machine Shop
ARTESIA OVERLAND CO.

ADVOCATE WANT ADS GET RESULTS

## There are Many Reasons

Why Amalie is Popular
The outstanding reason however is the
fact that Amalie is 100 per cent Pure Pennsylvania.

## Amalie Oil

$100 \%$ Pure Pennsylvania
Thousands of cars are scrapped in this state every year because the owners did not lubricate with AMALIE will show you what a difference there is in oils.
Lowrey-Keyes Auto Co.

WEATHER AND CROP report for period ENDING JULY TWENTY

THE CHURCHES
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THE BOOY OF MISSING SOCIAL ITEMS OF MINOR IS FOUND NEAR INTEREST IN AND
PETAGA BECENTLY AROUND ARTESIA PETAGA RECENTLY AROUND ARTESIA


Monday, August 2nd
Ат $3: 00$ Р. м. ат тне MAJESTIC THEATRE


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LOWREY-KEYES AUTO CO QUALITY AT LOW C0

#  

A friend in need is a friend indeed. You need home town stores. You must have them. What would life be like if you couldn't say, "Oh, never mind I'll go down to Blank's store and get another?

What if you had to wait for the occasional peddler to arrive? Think of the inconvenience-the actual suffering that would mean.

But, the home merchant cannot live on the crumbs from the local business table. He cannot exist on them let alone maintaining a store that is an asset to the town.

Be fair. Concentrate your buying at your home stores. Help your merchants to give you the quality prices and assortments in merchandise that you want. Business-all of your business is needed by your home merchants to register the progress necessary to keep your home stores abreast of the times.

Purchases from peddlers build nothing for further buying advantages for you. Buy where your purchases build for greater shopping accomodations and advantages.

## Spend your money at home.

Few people realize that no capable merchant depends on a high profit from each article sold for the returns from his business.

He wants only a small profit per article, but the sale of many articles. That is the safe profit, for it saves money for his trade, reduces his costs, and creates a loyal body of customers.

The greater volume of business you give your local merchants the lower the price at which they can afford to sell you merchandise.

Remember the peddler must get a high profit per article sold. There is a definite limit to the number of calls he can make, and he cannot afford to sell at less profits than will give him good returns on the average day's business.

Your stores, however, can do many times the business they are doing and at no greater cost. The more business you give them the more they can do for you in giving quality merchandise and service at money saving prices.

## Artesia Chamber of Commerce



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John M. Jackson, administrato
THE STATE OF NEW MEXICO:
To Mary D. Gardner, John W,
Ramey, Salle Haan, Livie Kenney,
Fannie Berry, Charles Ramey, George
Ramey Ma,

COTTONWOOD ITEMS
finlims or frer or NEW MEXICO'S 1926 THE RUBBER SITUATION guy ice mor School census shows in america as seen DECREASE OVER 1925 BYHARVEY S.FIRESTONE



## BEECHER ROWAN

 OIL LeASESP. O. BOX 262

ARTESIA. NEW MEXICO
OFFICE PHONE 45, RESIDENCE 244

## DR. JAMES E. MCABE CHIROPRACTOR <br> CONSULTATION AND SPPINAL ANALYSIS BETWEEN THE HOURS OF <br> EVENINGS AND SUNDAYS BY APPOINTMENT NEXT DOOR TO POST OFFICE-PHONE 31

## Fresh Barbecue DAILY <br> COOKED TO YOUR LIKING

 CORN FED BEEF(the best money ean buy)

Call on us for your Grocery and

## TheCityMarket

CONNER \& CONNER, Props.
Phones 37 and 38
FREE DELIVERY

## WAN'TED

to list your oil acreage near the Maljamar No. 1
If you have acreage to sell in this territory communicate with
M. W. EVANS
oll leases and royalties artesia, new mexico

Social Stationery to Order- Phone No.
To the Oil Field Operators

Our shop is completely equipped to handle machine work of all kinds.

## OIL FIELD WORK

Oxygen-Acetylene Welding

## AUT0 REPAIRS

American Auto Springs for all make of cars

Pecos Valley Garage and Machine Shop

## Come To

|  | \$1.25 |
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| \$4.00 |  |
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## "Our Store"

nicholson

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Saturday

LAST WEEK OF OUR CLEARANCE SALE

## "Opportunites for big Savings"

We have added many extra specials to our

## "July Clearance Sale"

THIS LAST WEEK

You are cordially invited to visit our ready-to-wear department. New dresses in the latest modes and colors.

## Peoples Mercantile Company

The House that Saves You Money




The Date
Tickets will be given on all accounts paid before

4:30 P. M. Saturday, July 31

The Store of Personal Service

