OFFICIAL PUBLICATION FOR EDDY COUNTY COMMISSIONERS' COURT

Continental Files Applica-
Cion to Stop at Roswell, Carlsbad, Hobbs Be tween Albuquerque and El Paso.

NEED GRADE 'A' PORT Organizations Seek Ac-
tion in Buying or Leastion in Buying or Leas
ing Land Near Town.


Unequal School
Taxes Explained
To Young Demos To Young Demos Well Opens Up


Business Men to
Ask County for
Isk County for
Field Road Aid
Are Snowbound On Way Here to Boyce Funeral


THE ARTESIA ADVOCATE


Roger W. Babson, internationally known economic prognosti-
cator, looking forward to 1939, said:
"I advise stepping up advertising budgets and sales quotas by at
least 15 per cent. In reaching 1939's good markets, advertising man.
agers should not forget that newspaper coverage is still the best and
cheapest medium.".
Mr. Babson did not qualify his statement, but it is presumed he
Mr. Babson did not qualify his statement, but it is presumed he
had in mind both the local aud national markets for a man of his
training

training, experience and farsightedness realizes ehe ultate narket
is not reached until the purchaser in a local store is contacted.
It is apeculiar thing about advertising -that is, good, judicious,
thoughtfully planned advertising- that neither the advertiser nor the

quate to accomplish the final purpose - increased profits,
Recently we read of two brothers, paint merchants, who opened

as their pocketbook would stand.
They appropriated a definite
They appropriated a definite percentage of their gross each
month to newspaper advertising-and began to grow.
Soon they had to move, because their shop was to small. That
made for greater overhead and cut their profits. It looked as though
made for greater overhead and cut cheir
they would have to retrench for awhile.
But did they curtail their newspaper
centage of gross allocated to that item?
They did not!
Perhaps you noticed we said, "that item," and not "that expense."
Just stick around.
And so they grew-and grew-and grew-and became the lead
ing paint merchants for many miles around.
Still today they appropriate the same generous percentage of
their budget to newspapperadv
Now who paid the bill?
Of course,
prices in fair competition with their fellow paint merchants, whom
they were surpassing in volume.
Then who did pay the bill?
Pheir
their ads.
It tak
budgets his time to include planning, iust as he takes time to pho
his purchases,
advertising.
"There is no doubt in my mind but that advertising in The Ad-
vocate built up our business," he admitted; although he declined to
$\square$
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$\square$
$\qquad$
A national magazine recently ran a series of articles which
showed how the stimulating effect of advertising has created an ever-
growing market for prepared breakfast foods, more palatable than

## the old $h$ leading to

## leading safety raan tising er

through inass a market and competition, leading to low-priced shaves of advertising and showed that resulting increased business cut the
prices of products, rather than that advertising added to the selling so it is locally. Judicious, well planned newspaper advertising its and give the citizens of the community the advantage of better
living.

## FAT FOR THE FUTURE

We've had ten years of hard times in this country. Yet, at the
of it, we're still the most prosperous nation in the world.
One little set of figures is all that is needed to prove that. Sixty-
four million Americans-more than half of the total population-
four million Americans-more than half of the total population-
own $\$ 110,000,000,000$ worth of life insurance. No country in the
world even approximates that, either on a total or a per capita basis.
This money is accumulating against the future to provide for
age, for sickness, for business reverses, for educating children yet
ge, for sickness, for business reverses, for educating children yet
There it is $\$ 110,000,000,000$ worth, and it's growing every
TING TROUBLES-Phone 7
RESULTS

## $\underset{\text { METHODIST CHURCH }}{\text { Corner First and Grand }}$

 Sunday school meets at $9: 45$Sunday morning with classes for every age group.
Morning worship at 11 o'clock.
Good music and sermen.
Senior Epworth League meets
each Sunday evening at $6: 30$.
Young people between the ages of





$\qquad$

## 9:45 a. m., $\overline{\text { Bible school. }}$ 10:50 a. m., morning worship.

$\square$



doubted that, both it existing finance
el
and facility will be supplemented
New Mexico wit Health Act as a firm foundation
for full time health service
of the people all of service for a time, is $i$
strong positio strong position to bespeak every
advantage offered.
As time goes on and As time goes on and as condi-
tions and finances permit, con-
struction upon our basic foundation shuculd enanole improvement $\begin{aligned} & \text { and } \\ & \text { shon } \\ & \text { amplification of the service given }\end{aligned}$ amplification of the service given
to the people by the health depart-
ments of New Mexico which ments of New Mexico which should
make our state the model for al
others which have not had the fore



More Christmas


"What a guy! He stops me to ask what time it is, and because my




$$
\begin{aligned}
& \text { sight to enact such a well consid- } \\
& \text { ered base upon which to build the } \\
& \text { monument of future progress. } \\
& \hline
\end{aligned}
$$

## Barnyard FERTILIZER

100 lbs . 10c
E. B. Bullock

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(2ne


Thursday, January 12, 1939.

 Members of the Fun Lovers Club
net in special called session last






4
$\left\{\begin{array}{l}1 \\ \end{array}\right.$
at woods home



$\qquad$
be a week from today.
Mrs. Reod Bed Brainard, president.

$\square$

This Week's Hardware Lesson-


## 

|  |  |
| :---: | :---: |
|  | 4 |
| Continuing with Bigger and Betfer Values |  |
| REUNANTS <br> Of Cotton Table Damask, assorted length pieces - all 64inches wide. $\qquad$ | Another Sensational Saving! LUNCH <br> CLOTHS <br> anc <br> Festive brightness in part linen to add a colorful note to your table! At an amazingly low price! Made in America! In the practical $52 \times 52$-inch size! Come early! They'll sell fast! |
| PRISCILLA <br> CURTAINS <br> 49c <br> Choice of white, yellow, green or rose colors. |  |
| KNITTED <br> Ironing Board Pad and Slip-on Cover 49 c <br> Pad has pockets which slips on board. Cover hooks on. Fits all standard pointed boards. | PILLOW CASES <br> DISH CLOTHS <br> Unbleached with bright checks and borders. $17 \times 17$ inches.  <br> Did You Ever See Such a Buy in Your Life? <br> TERRY TOWELS <br> №m 7 . <br> At this remarkably low price you'll want to lay in a supply! Soft absorbent terry with striped centers and neat borders in attractive colors. In a size the whole family will like. |
| PART LINEN CRASH: T0WELING $\underset{\text { yds. }}{5} .33 c$ <br> You'll want yards and yards at this price! It's unbleached, with colored borders. 17 inches wide. |  |

7c


## \$1.19 up to $\$ 6.00$

## dRESS SHOES




TOWELING 5. 33c

You'll want yards and yards at
this price! It's unbleached, with

 Breeder-Feeder Association

## good <br> 

 Mra. Virginin Turn

Sacramento a few days liast week
Marke
Girftín Mark Griffin
night with Adam Donaghe. Saturd Mr. and Mrs. Jack Vickers of
Sacramento visited on the Penasc


MOTOR COMPANY

OWNERS

I will be in Artesia at the City Hall from Tues day, January 10th to Saturday, January 14th inclusive, to assist property owners in rendering their taxes.

Avoid the 25\% Penalty by making your Tax Renditions before February 1st.

RICHARD H. WESTAWAY
Deputy Assessor

## GREAT NEW WINTER GAME...



## HERE-TRY IT

## scence- the sesience of "streamilind" "rading, aceord.

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$\qquad$ with Conooon Bronzz:z:z: Fill your tank today at IMileage-right that's... Merchant's Mileage Your


