

THE MESSENGER

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 Three Months75c

NO SUBSCRIPTION ACCEPTED FOR LESS THAN THREE MONTHS

Resolutions of Respect, Obituaries, Cards of Thanks, Reading Notices, and Classified Advertising, 8 cents per line for first insertion, 5 cents per line for subsequent insertions. Display advertising rates on application

HAROLD DYE, Managing Editor

AGAIN THE ADVERTISING QUESTION

Every Hagerman merchant should read with interest the account in this week's issue of The Messenger in regard to "big time" advertising by large concerns, as related by Miss Amelia Hedges of the Hoyt Advertising Agency. If advertising doesn't pay, why then do some concerns spend from a half million to a million dollars annually for this service? Surely the success of these large corporations speaks eloquently of the power of well directed advertising. The advertised article is the selling item every time.

It is interesting to pick up an issue of the Saturday Evening Post and to read the advertisements which range from eight to twenty four thousand dollars an ad per week. Immediately the thought strikes one that the named article must be worth the glowing phrases with which it is painted, or it could never pay for such an advertisement.

The same holds true of local advertising. The merchants of Hagerman are losing out because they will not advertise.

HOT WEATHER VERSUS POLITICS

Soon the date of the democratic state convention will be set and a start will be made in state politics now that the republicans have named, September 22nd as their convention date. Survivors of the state wide primaries of other states sorter feel like the sunshine state is passing a real opportunity in not having more politics in hot weather. Sand, hot weather and watermelons make a good combination, according to many ex-Texans in our midst. Candidates do not appreciate the campaign unless they can sweat a little, wade a few deep sand fields and grass burr patches.

Lea county having polled 723 votes for the democratic candidate for governor two years ago, will be allowed seven votes in the 1930 democratic state convention. The county threatens to put out a straight republican ticket for county officers, and to get into the game with Seth Alston for an important state office.

Unemployment in New Mexico is placed at 1.3 per cent in the national unemployment count, which is lower than most states.

OUR PART IN THE WORLD'S FAIR

Considerable editorial comment is going the rounds over the state in regard to the advisability of New Mexico participating in the World's Fair to be held in Chicago in 1933. The World's Fair will be held on the Lake Front in Chicago between the months of May and November 1933, running for 155 days. The fair management anticipates an attendance of 55,000,000 people. The cost to New Mexico of such a participation would range between \$35,000 and \$50,000.

No means are provided to raise this sum, except by special session of the state legislature and the service bureau of the state highway department, has endeavored through the state press to obtain the public reaction to such a suggestion. Frankly we are not in a position to give the local opinion on such an undertaking. Thirty-five to fifty thousand dollars seems to be a large sum to saddle off on the tax payers at this particular time, although conditions could change for the better or worse before the appropriation would be necessary. We certainly would not favor some fool tax on the consumer as a means of raising the necessary funds. If New Mexico goes into the fair with an exhibit, we would favor a good one, even though it costs more money. If an undertaking of this sort is worth attempting, it is worth doing well.

It has been our experience that the mind of the fair visitor is more or less hazy after viewing so many things, rather like a reader trying to wade through a 100 page daily newspaper. It is only the outstanding fair features that impress the mind of the visitors. All of which means that New Mexico's exhibit would necessarily have to be easily accessible and something to make an impression on the ordinary person that visited the fair.

A TRIP MAY DO YOU GOOD

If you are a resident of the Pecos valley and are dissatisfied with the general outlook, a little jaunt over in some of the neighboring states may do you good, not that it will bring you pleasure, but may give you an insight into how some of our neighbors are faring. West Texas generally would be mighty glad to gather a half crop this year. It will be an exception, rather than the rule where this is done. Some sections won't gather a third of a crop. Some places farmers are facing a third crop failure, a few a fourth.

Farmers in such unfortunate circumstances have little or nothing to look forward to. They almost have to be optimists to live. Thoughts about a new auto, new furniture, or a new home are out of the question. People of the drought stricken area are concerned principally with getting enough to eat and wear.

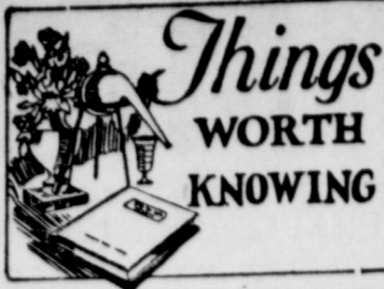
Every section of the country has its draw backs of course, but in this particular area, only an act of providence can keep a hard working man from raising a crop. Farmers who start a crop in the irrigated section can work with the assurance that their labors will not be entirely lost, unless it is through flood or hail.

UNADULTERATED BUNKUM

The craze for tree sitting, chimney sitting, and various other endurance fads has gone about far enough. We are getting awfully tired of reading how little Willie stayed up in a shelter on top of a tree for 480 hours and how Tommy Poor Fish remained in the desert sun atop a nice sticky cactus tree.

The fools are not the children, but the parents who seem to crave more publicity for the family album. If the newspapers had paid no attention to the human flies, the flag pole sitters and other endurance cranks there would never have been the great deluge of pure out and out publicity hunters that we now have seeking space in the newspapers.

Endurance flights perhaps have some value, but flag pole and tree tests will never advance man one bit. They just go to prove that people do love unadulterated "bunkum."—Raton Gazette.



Store cement in a dry place. If exposed to dampness it soon becomes lumpy or even a solid mass. Don't store cement on the ground. Build a raised platform and keep it away from the sides of the shelter.

A lighted match, cigarette, or cigar thrown from an airplane or other aircraft may set fire to a forest, grain field, or buildings. If you travel by this modern means of transportation, be careful not to throw out any burning material.

Wrapping apples in oiled paper wrappers or packing them in shredded oiled paper protects them from the scald disease. When shredded paper is used it is important that it be well distributed throughout the package. Apples scald less when packed in boxes, baskets or ventilated barrels than when packed in the usual tight barrels.

Be more careful in making silage from legume crops than from non-leguminous crops, says the U. S. Department of Agriculture. Legumes have a lower sugar content from which the acids necessary in preserving silage are developed. All the legumes may be ensiled successfully if mixed with a crop containing much sugar, such as corn or a sorghum; or they may be ensiled alone if not too succulent when cut.

The pullets in the poultry flock should get a good growing ration in late summer and early fall so they will be in laying condition by October, or at the latest by the first part of November. If the pullets start laying too early, however, reduce the amount of protein in the ration. It may also be advisable to omit milk from the ration. Pullets that begin to lay too early—4 to 5 months of age—are inclined to lay very small eggs; or they may lay a few eggs and then go into a molt.

"Culling the lowest producers from the dairy herd not only raises the average production per cow, but also increases the cash income over the cost of feed per cow," says O. E. Reed, chief of the U. S. Bureau of Dairy Industry. "Figures in the bureau indicate that culling the lowest-producing 1 per cent of the dairy cows in this country would not lower the milk and butterfat production as much as 1 per cent, but only 1-5 of 1 per cent; and that culling the lowest-producing 10 per cent would lower milk and butterfat production only 5 per cent."

If you have a house or room for rent, try a stessenger want ad.

For Sale
 Rubber Stamps
 Seals, Etc.
 The Messenger

DR. G. W. GRISWOLD
 Practice limited diseases
 Surgery
 Eye—Ear—Nose
 and Throat
 GLASSES FITTED
 Office 2nd floor White Bldg.
 Res. 403—Phones—Office 404
 Roswell, New Mexico

DR. EDWARD STONE
 Optometrist
 Artesia, N. M.
 Located East Half J. S. Ward's Office

High-Grade Photographs
 Views, Kodaks and Finishing
 Mail your films direct to us and get the New Border Prints. Same price as the ordinary print but much nicer and larger.
 WE PAY POSTAGE BACK
Rodden's Studio
 213 North Main
 Phone 1342J Roswell

LUMBER

HAR

It Will Pay You

TO FIGURE WITH THE

Triangle Lumber Co

Dexter, New Mexico

PAINT

MESSENGER WANT ADS GET RE

Fresh Roasted Coffee

Wholesale and Retail
 GUARANTEED HIGH QUALITY PURE COFFEE

U. S. Blend SUNSHINE

FOR SALE BY LOCAL MERCHANTS

The grind is important, come in and let us show you this coffee over with you and show you this coffee

ROSWELL COFFEE COMPANY

DAN C. SAVAGE, Proprietor

414½ N. MAIN STREET

ROSWELL

JOB PRINTING AT THE MESSENGER

BIG REDUCTIONS

in

KELVINATOR Electric Refrigerator

The first cut in price this season—But a real one!

It will pay you to investigate... the Kelvinator.

An opportunity worth anyone's consideration...

MABIE-LOWREY HARDWARE CO.

"WHERE MOST PEOPLE TRADE"

Roswell, N. M.

JOB PRINTING AT THE MESSENGER

WHEN YOU ARE IN ROSWELL, TRY

Hot Plate Lunch

Served from 11:30 to 12:30

Toasted Sandwiches are served at all hours

Ask for Kipling's Ice Cream at Teed's Confectionery and the McAdoo Drug Store.

KIPLING'S CONFECTIONERY,

ROSWELL, NEW MEXICO

JUST KIDS—Against Big Odds!

By Ad Carter



DEXTER-PEDEN-PIOR

PECOS VALLEY ORCHESTRA

Program will be at Artesia next Monday, August 25th, 8:00 p. m., at Central School Auditorium and Thursday, August 28th, 8:00 p. m., at Roswell First Baptist Church. Programs are free.
Public invited.

THINGS THAT NEVER HAPPEN

By GENE BYRNES



CHAVES CO. BUDGET IS APPROVED BY STATE TAX COMMISSION TUE.

Chaves county received \$75,900 for general purposes; \$7,340 for county health; \$770 special health; \$25,000 sinking; \$620 appraisal; \$1,900 artesian wells.

Following are the budgets for towns, with the total allowances for general purposes listed, and second the amount to be raised by taxes:

Artesia	\$18,045; \$5,645.
Las Cruces	\$33,370; \$11,950.
Melrose	\$2,380; \$1,055.
Ft. Sumner	\$3,980; \$2,455.
Maxwell	\$1,510; \$686.
Cimarron	\$1,875; \$885.
Hagerman	\$1,595; \$1,200.
Lake Arthur	\$530; \$335.
Dexter	\$805; \$655.

None of the budgets showed the actual expense for this year.

HOW TO COOK BEANS USING HARD WATER

A desirable cooked bean should have a pleasing flavor, a good texture, a good color, and remain whole unless a mashed bean is preferred, says Mary L. Greenwood of the New Mexico Agricultural College. When hard water is used in cooking beans, it should be boiled ten or fifteen minutes before using, which destroys some of the hardness. The following methods of cooking, using in each instance 2 cups of beans, 5 cups of water, 1/4 to 1/2 teaspoon of soda (where soda is used) and two teaspoons of salt, may serve as guides in cooking pinto beans in hard water.

- Method 1—Beans soaked in soda water, no draining. Wash the beans. Dissolve the soda in hot water. Soak the beans in soda water from 10 to 14 hours. Boil gently in the same water until the beans are tender. Add salt during the last half-hour of cooking.
 - Method 2—Beans soaked, no soda, no draining. Wash the beans and soak 10 to 14 hours in hot water. Boil gently in the same water until the beans are tender. Add salt during last half hour of cooking.
 - Method 3—Beans not soaked, no soda, no draining. Wash the beans, add the water and boil gently until tender. Add salt during the last half hour of cooking.
 - Method 4—Beans not soaked, soda, no draining. Wash the beans, add the soda and the water and boil gently until tender. Add salt during last half hour of cooking.
- Main Points To Remember**
Boil the water before using it. Use as small amount of water as possible, keeping the beans covered. Use a kettle with a close fitting lid to prevent evaporation.
Use soda if a more tender skin is desired.
Use hot water in soaking.
Measure soda carefully when soda water is not drained (methods 1 and 4).

POLITICIANS TO RECALL MCGEE

New Mexico politicians who always love a sporting proposition are suggesting the recall of Carl McGee from Oklahoma in case Judge Reed Holloman actually does fling his hat into the ring for governor. Just now, it might not be a hard matter to borrow McGee. He recently made a bad guess up in Oklahoma and got his candidate for governor badly chewed up by "Alfalfa Bill" Murray. A short vacation might do him good, and it is a cinch that his presence in New Mexico would add a lot to the gaiety of what is up to now a rather stupid campaign.

If you have a house or room for rent, try a Messenger want ad.

Out of Town Dailies Don't Scratch the Surface

Of the rich Dexter and Hagerman Market. To cover it you MUST use the Home Paper—

The Messenger

(Alone in its field)

COTTONWOOD ITEMS

(Miss Alma Bradley, Reporter)

Messrs. A. D. Hill and Gene Woods and son, Hayes Woods motored to Roswell Tuesday.

Frank and Cornelius Styles of the Diamond A ranch were visitors at the R. Huff home Sunday.

Mrs. R. R. Calvert and Mrs. H. A. Frederick of Lomita, California, spent last week end at the home of Mrs. Glenn O'Bannon.

Mr. and Mrs. M. K. Funk left for Ft. Worth, Texas last week where they will visit relatives and attend to property interests.

Lee Buck and grandsons, Marian, Gene and Frank Petty are enjoying a nice visit in Corpus Christi, Texas, with friends and relatives.

A. D. Hill and Harold Garner left yesterday morning with the Artesia football squad and will train with the Artesia boys at Ruidoso for a ten day period.

Mr. and Mrs. John Norris and children returned from a trip to Terre Haute, Indiana, Sunday, where they visited Mrs. Norris' mother. They also visited relatives in Chicago, Illinois and Oklahoma City before returning home.

POPULATION OF NEW MEXICO OFFICIALLY 427,216

WASHINGTON, D. C.—State population summaries for New Mexico, Montana and Idaho were announced Monday by the census bureau as follows:
New Mexico, 427,216, an increase of 66,866 or 18.6 per cent.
Montana 536,332, a decrease of 12,557 or 2.3 per cent.
Idaho 445,837, an increase of 13,971 or 3.2 per cent.

HYACINTHS FOR WINTER

Few bulbs for house flowers are so nearly foolproof as the hyacinth, say horticulturists of the U. S. Department of Agriculture. With good sound stocks, hyacinths blossom if planted with ordinary care. By planting the Dutch prepared or Dutch Roman varieties it is possible to enjoy hyacinth blooms from late December until the end of the outdoor blossoming season. Pot the

bulbs in late August, put them in a moist, shady place and keep them as cool as possible for two or three months. When the pots are full of roots and the top growth is 1 to 3 inches high, move the pots into subdued light in a cool cellar until "greening" is well under way. Hyacinths are fairly hardy under the difficult conditions often encountered in rooms where temperatures vary widely and frequently.

Fruit and Vegetable Growers

We are prepared to manufacture and deliver in large or small lots any vegetable or fruit box used in this territory.

WE SOLICIT YOUR ORDERS AND INQUIRIES

The Geo. E. Breece Lumber Co.

Alamogordo, New Mexico

Reduced Summer Tourist Rates
5 or more in party \$2 Each

Tourist come in as you are!
Circulating Ice Water Ceiling Fan in Every Room

Coffee Shop cooled with Water Warmed Air
Only Hotel in El Paso using Soft Water

HOTEL HUSSMANN
On the Plaza
EL PASO, TEXAS

HARRY L. HUSSMANN, PRESIDENT
JOE B. PARR, MGR. & OWNER

Home of the El Paso Club . . . 6 cents and 6 minutes to Juarez, Mexico

LABORATORY MAINTAINED AT STATE COLLEGE

RECEIVES—New Mexico is between five and ten thousand annually by maintaining materials testing laboratory to a study of the highway testing laboratory at State College, which was made.

Approximately 10,000 tests are made by the laboratory on materials which are submitted in New Mexico's tests would cost neighborhood of \$25,000 if a commercial testing laboratory testing on all materials for federal aid high-roads demanded by the government. The saving to the state is more than the sum indicated, because of the state against the unsatisfactory materials into the construction of dollars worth of New Mexico.

The laboratory was founded and placed at State College it is used not only for materials but also as a student laboratory, between 15 and 25 students annually are present there. In the first six months of its existence the laboratory 4,000 tests and immediately its benefit to the

MAKE SAVINGS PLANS ON PERMANENT BASIS

By S. W. Straus, President American Society for Thrift.

There are few persons who have not at some time shown themselves able to save money. The trouble has been that a considerable portion of these persons have been unwilling to continue these thrifty practices.

Savings must be continuous. The person who pinches and saves every possible penny for a short time and then gives up and quits, will never reach the goal of independence or success. It is well to have in mind the matter of moderation. Saving a reasonable amount regularly gives increasing stabilization and strength. There is such a thing as being carried away by enthusiasm. The miser is an example of this.

Goethe observed that, "enthusiasm is of the greatest value, when we are not carried away with it." This can be applied to saving money as well as to everything else in life.

Being thrifty does not mean that we must be an extremist in the matter of saving money or in giving up beneficial pleasures. Cultivate moderation. Do not save to the point of being a miser nor to the exclusion of the various uplifting elements that have a rightful place in our lives.

On the other hand, we must use moderation in the matter of pleasure and out of our earnings make sure that we are providing for the lean days that are sure to come.

Plan your savings along sensible lines.

Adjust them to your income and to the conditions of life as they surround you.

Do not try to save too much because it is far better to put away money systematically and persistently than to save intensively for a while and then give it up.

Even in thrift there is harm in over-enthusiasm.

HOW FAR THEY WALK

Postman on foot walk an average of 170,000 miles each day in delivering mail to more than 20,000,000 persons in the nation's fifteen largest cities, according to the Post Office Department.

Each foot carrier walks an average of about 12 miles a day, it was pointed out, and delivers mail to about 1,500 persons. This 12 miles may be covered in one strip, or several, depending upon the length of the route, it was explained. On a 12-mile route, the postman makes but one trip a day; on a 6-mile route, two trips; on a 4-mile route, three trips; on a 3-mile route, four, and on a 2-mile route, six trips.

Each of the postmen, however, walks about 12 miles regardless of the length of his route.

Official postal laws state that a foot carrier may not carry more than 50 pounds of mail in his sack on any single trip.

"Gracious," said the doctor, "how did you get these awful bruises on your shins. Are you a hockey player?"

"Oh, no; I just led back my wife's weak suit."

Messenger want Ads pay.

More People Ride on Goodyear Tires than on any other kind

WHEN you read a tire advertisement that almost sweeps aside your judgment with its enthusiasm:
SAY TO YOURSELF:
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

When you face a sales argument that sounds good but you have no means of testing:
SAY TO YOURSELF:
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

When you are tempted to fall for a mileage guarantee, a special discount, a long trade-in, tire insurance, or anything else but intrinsic tire goodness:
SAY TO YOURSELF:
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Then just for variety, ask yourself "WHY?" Why is it true that: "More People Ride On Goodyear Tires Than On Any Other Kind?" In answer to that question is the only tire fact you really need to know, to be sure of getting the finest tire values money can buy! And we'll prove WHY

Wortman's Super Service

HOME OWNED AND HOME OPERATED
DEXTER, N. M.—PHONE 22

