# Artesia Advocate 


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Fromin Roswell, And Artesia
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nin Tried At Fall TermNo Grand Jury-Mur-
der Trial Fren Is Moved Up Week.
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RURAL SChools get SIICE FEDERAL MONEY

PEEST IN THE ISTERN AREA MMGG LIVELIER
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 kulf is Fractured hen
Lad Falls Beneath The
Wheel Condition Is
Said To Be Grave At
Late Report.

GOOD RANS FALLAT HIRST OF THE WEEK

Gins Agree To Reduce Ginning At Meet Tues.
-
J. WALTERS INJURED IN FALL FROM AUTO FENDER LAST NIGHT

Fig ht to refund roswell will , Meet Flowers and
fumig banden chate mar.
 Feature The Trades Day

## Number Entries Expected

 To Be Made In Events Of Flower Show-Canso Scheduled. On Last Friday.

FIVE MEMEERS HOBBS
SCHOOL BOARD IN BAD



PINON RANCHER IS THROWN OFF HORSE







THE ARTESIA ADVOCATE
THE PECOS YALLEY NEWS And THE ARTESIA AMERICAN
MARTIN \& RLOCKER, Publishers
w, C. MARTIN, Editor


The fact that cotton acreage reduction bills and no cotton bills
proposed and passed by several southern state legisistatures failed to
stimulate the coston market materially is somewhat discouraging proposed and passed by several southern state legislatures failed to
stimulate the cotton market materially is somewhat discouraging
to the coton growers as well as others in the community dependent to the coton growers as well as others in the community dependent
on the cotton industry. It indicates conclusively that unless some
uniform plan of acreage reduction is adopted the cotton farmer can uniform plan of acreage reduction is adopted the cotton farmer ca
expect little or no immediate benefits. What the cotton farmer needs to do is to make a voluntary r
duction in acreage another year notwithstanding the fact that it conceded to be an almost impossible task. It can be done howeve
if every farmer is willing to if every farmer is willing to lay selfishness aside. The idea th
New Mexico ought to be left alone to grow her little patch cowton is just as bad as the east Texas farmer, who thinks he woula
starve to death if he were to fail to plant his entire forty acres starve to death if he were to fail to plant his entire forty acre
in cotton. Ideas such as these have made it next to impossible
regulate production of a farm crop. They are conceived in sel regulate production of a farm crop. They are conceived in sel
ishness and will make the cotton grower an easy prey of the pol
tician, unless legislative regulation works differently in this par ticular case than the ordinary one.
A good many people thot the farm board would offer
miraculous cure for the farmers ills, but instead the board

Keve Minc TAXEs Down The West Texas Chamber of Commerce has about faced on the
proposition of public expenditures and has declared istelf against
a further increase in the tax rate. Folks are finding out that one
must pay the fiddler if one is to enjoy the music. This fact was a further increase in the tax rate. Foiks are finding out that one
must pay the fiddler if one is to enjoy the music. This fact was
overlooked while times were good and everyone had a little money. overlooked while times were good and everyone had a little money.
Public improvements cost money. They must be paid in taxes, but
taxes can not be cut and countr, state and federal governments can not retrench in hard times as private business does.
Now about one out of every ten persons is supported by the government. If the ratio increases in the next ten years as it
has in the past ten, half of the people will be supporting the other
half. Just let the federal government have a little more leway haif. Just let tee federal government have a little more leeway
and establish a few more bureaus and commissions and a few more
loards to bust the farmers, we will have reached this sorry state o affairs lo
"Nobody reads the paper" is the answer we get occasionally
from a man when he is asked to advertiee from a man when he is asked to advertise. And other men live
in the town year after year without subscribing for the paper.
"There's nothing in it," they say. But let one of these men get into trouble with the law or sat. But sot scandal of threaten his peace published about it. At a time like that he knows that "everybody reads the paper. It reminds us of the editor of a paper "that
nobody reads' who put a notice in his paper advising the business man who had been kissing his stenographer to immediately dis
charge her or his name would be published in the next issue. Twenty-four hours later 20 stenographers were looking for
and the editor found out that "somebody did read his paper."-Rio Grande Farm

## THEY ASK a VIICE

New Mexico's delegation to the American Legion convention at
Detroit voted unanimously for the successful resolution asking congress to re-submit the prohibition question to the people.
The delegation is to be congratulated for having the courage of its conviction, which was and is that prohibition has become
sad mess.and that something should be done about it. These New Mexico Legionnaires will probably be criticized by
drys and dry organizations. Please recall that these men were de

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 to say.

A number of delinquent tax collectors over the state are going
after the fellows, who have evaded the personal propetty after the fellows, who have evaded the personal property tax in th
years passed. Despite the fact that the county funds are low a
the present time and badly needed the collectors the present time and badly needed, the collectors have chosen
rather inopportune season for collection rather inopportune season for collections at this particular time
for its hard times with the individual as well as the county. The
pay as you go system will pay as you go system will operate much smoother, once it is start
ed.

And the democrats have finally oked the two-bit notary fee
connected with the sale of auto license and the road debenture connected with the sale of auto license and the road debenture
used to finance the highways. Now that the two parties agreed on these two issues, it ought to cut at least thirty minutes
from the average from the average political speech in 1932 .
With as much food stuff as we now have access to before the
close of the growing season, there is no privation this winter among ninety per cent of the families now
living in our midst.


## "I Like To

 Bank Here"Five words spoken by one of our cuspolicy on which this bank is founded. policy on which this bank is founded.
We'd like to carve them in stone as a lasting expression of our greatest aim.

By providing ample resources-ample facilities for service in every depart-ment-ample experience and, above all, a real, personal interest in each customer's problems, we are trying to make every, customer say, "I like to
bank here". bank here!"
You'll say it, we believe, after you've made our bank YOUR bank.

## THE FIRST NATIONAL BANK <br> "There Is No Substitute For Safety"

Serving Eddy County 27 Years
Strong :-: Conservative :-: Accomodating ARTESIA, NEW MEXICO

JOB PRINTING AT THE ADVOCATE



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Our
Clean and An ideal Two Delive

Artesia
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The Eddy Abstract Arlsbad,

Reliable A | Prompt |
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## GEOLOGI Map of $W y$

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ASTERN NEW MEXICO'S



East Grand Plains, Lake Arthur, Hagerman, Dexter, Cottonwood, Artesia, Dayton, Lakewood, Hope, Oilfield, Elk, Mayhill, Pinon, Weed

We 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 furntiure store
J. C. PENNEY C0.
sounwestrex publc service co.
sale ©White
moutain states telephone and telegraph co.
KIPling's confectionery buSY bee cafe MeNALLY HALL MOTOR CO. buck sales and seryice KEMP LUMBER CO. yUCCA THEATRE huff Jewelry co. Fisst vational bank falconi electrical service WESTERN AUTO SUPPLY HIT-19 WEST ALCOND STRET owl DRUG CO., inc.

BANKHEAD HOTEL
LYNCH HAT WORKS solthwests hegest hatters greenwade co. plumginge heativg, 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 (Roswelus le to si store) ROSWELL HARDWARE CO. coca-cola bottling co. pecos valley lumber co.

fifed How Joan Was
Won Over on Over年

the artesia advocate, artesia, new mexico

##  <br> on brake relining, valve grinding and mechanical greasing on all cars <br> Official Testing Station for Brakes, Lights and Steering Gear <br> Jackson-Bolton Chevrolet Co.

## Some Interesting Thoughts On Advertising

Were presented by William Allen White, famous newspaper editor, in an address to a convention of Kansas newspaper publishers.
"When manufacturers began to advertise automobiles," said Mr. White, "the modern social revolution began. The advertising columns planted a divine discontent with the horse and buggy, and we began reaching out after the better things of life.
"It doesn't make any difference what men say about 80 per cent of the wealth being in the hands of 10 per cent of the people.
That is bookkeeping. The fact is that we have distributed everything that is made among the people of this continent, and our ways of life have been changed in the distribution. We think differently. We are different.
"A whole class has come up that once was the under-privileged and now is the militant middle class, and all because they've read, not the news, but the advertising. And every night father and mother and the children read the advertising, and the adway, God knows how, under normal conditions they get the ad-
vertised articles. I don't know how the revolution has occurred or how we have saved money, yet we have; we have put more money in the bank than any people ever saved before at any
other time in history, and all because of advertising. It has been a great thing.
"Twenty years ago I was interested in the Rooseveltian theory that if you gave men a better environment they would be better men. And we tried to make government an agency of human Bryan. and the Wilson thoory after Roosevelt that covernment should be an agency of human welfare and that there should be a legal enactment to make some sort of an adjustment. Well, we don't do that any more. We are distributing things thru commerce, thru industry and thru advertising much better than we could ever have done thru using government as an agency of human welfare. That has been the great economic revolution.
"We now all live about alike. In my office there is no very same kind of breakfast food and live in about the same kind of houses. But, when I was a boy, the boss in Eldorado used to have a fringe-topped surrey, and I used to walk and watch him ride, and there was a vast gap between me and the boss But all that is changed now. Every man connected with my newspaper has an automobile-most of them better ones than I have. We have distributed these good things among all our people, and we have distributed them thru advertising."-Farm Im
plement News. plement News.
and


## My Experiences in the World War

BY GENERAL JOHN J．PERSHING


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Ice Hours at 0 7 a．m．to 6 p． Use more Ice during the fal
winter months．Ice will preser food at this time the same as summer months．

## Southweste PUELIE SER Company

－AT－
C．A．P． ORCHARD

FULL SUPP
Of Garden and Field Seeds for your family budget．Fresh car of high gra

E．B．BULLOC

Feed，Flour，Coal and Seed
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THERE＇S MAYY A BIGGER DOLLAR＇S WC IN MOTORING VIA＂STANDARD
 OF ABYSSINIA, WITH A POPULATION OF 65,000 HAŚ NO FIRE DEPARTMENT $\sim A S$ THE PENALTY FOR STARTING A FIRE IS DEATH. THE PEOPLE ARE VERY CAREFUL


ABG POLICE DOG.STANOS (Q THE CASH REGISTER WRE OF AL GREGOR, AT CIEK, ARIZ, WHILE TR IS ABSENT -


## 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 othing. As men work, and as money works, profits acerue Idle dollars have no place in business. A business borrows money because it will earn more than its cost, otherwise it is ot a desirable loan for any bank to make.
Banks are wholesalers of credit, at small profit margin; hose who borrow it make a profit on its use, through increase business facilities.
If banks merely keep money for depositors, they must cover substantial part of deposits must be kept to meet every a ositor'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
se of it.

## Regional Clearing House No. 3

## New Mexico Bankers Association

BEING COMPOSED OF THE FOLLOWING BANKS:
FIRST NATIONAL BANK
Roswell, New Mexico

ARLSBAD NATONAL BANK FIRST NATIONAL BANK
Artesia, New Mexico
CITIZENS STATE BANK

FIRST NATION
Hagerman, New Mexico Lovington, New Mexico BANK OF COMMERCE
Roswell, New Mexico
IRST NATIONAL BANK

## IF YOU ARE HEARING A FUNNY SOUND

If there's an unusual sound in your motor, or it seems to "eat" the gas, or your brakes have lost their grip, feel free to consult us. We charge nothing for a "diagnosis" and there's no obligation . . . and perhaps a slight adjustment will make everything "hunki-dori."

## We are an official brake testing station.

Ford ARTESIA AUTO CO.
Phone 52

SATUROAY OCT. 10 TO BE EOOY COO DAY EASTERN N. M. FAIR

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## THRIFTY BUYERS

Are Taking Advantage of Such "OUTSTANDING VALUES"

$f$
Here are two designs in sterling silver that are certinly "Outstanding alues." One pattern is a faithful reproduction of Genuine Early Ameriann hand-wrought siver. The other design is a French conception that
poseseses that artistry of design that insures a destiny of favor.

## NOW




## Your Ship Comes In

 Never has dame fortune been so munificient!Vow lovely solid silver tableware is offered at un the Ireamed of prices
You have alveys wanted to set your table with
 How Iong this apportutuin, will preveril is a question. Buy now is our sincerere sugesexion ans a giverer
miths will not guarante these prices or any length of time.

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STERLING SILVER ASTONISHINGLY CLOSE TO THE PRICE OF GOOD PLATED SILVER.

## HUFF'S JEWELRY STORE

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## RED STA

 PERFECT PROCES FLOURThere is a difference . judge it for yo COMPARE THE FINISHED BAKED PRODUCI

## LOWEST PRICES IN 17 YEARS

48 tbs Red Star Flour
48 bss Red Star Flour
24 ibs Red Star Flour
12 tbs Red Star Flour
24 tbs Red Star Meal 10 tbs Red Star Meal
Red Star Flour is not made as a "price" flour, but at the abo is as economical, and much more satisfactory to use tha flours, at any price.
Our Guarantee: We guarantee that you can bake the fines and pastry, the best of bread and rolls, from Red Star Flo short that Red Star will please you as well or better for any ayired for the same amount of home baking, because Red St quired for
more liquid.

We have a limited supply of Red Star Shopping Bags and We have a limited supply of Red Star Shopping Bags and
Caps . . . while they last they will be given free with the sale o Products.

ASK FOR A RED STAR RECIPE BOOK
Featured and Sold Exclusively for over 17 years by

## Yayce-Pruit 8



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[^0]:    ROSWELL, NEW MEXICO

[^1]:    NOTICE-There has been no very recent reduction in our regular Gorham Sterling Silver pat terns. We do not expect any reduction. We expect a higher price shortly.

