## - ARTESIA ADVOCATE

ARTESIA, NEW MEXICO, THURSDAY, SEPTEMBER 17, 1925

ARTESIA FIRE BOYS THE AIRPLANE "MISS AWAIT THE CALL OF ARTESIA" EXPECTED
THE FIRE W HISTLE TO FURNISH THRILLS THE FESTIVAL QUEEN
CONTEST WILL CLOSE
SATURDAY EV E NOS CONTEST WILL CLOSE
SATURDAYEVENING



OLD LAND MARK TORN DOWN TO MAXE WAY for modern blogs.
dobe Building at Rear o Cunningham Bros. Bar steaders in Early Days of Artesia.


Set For Coming fival Next dk 23-25


NUMBER 39

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Artesia Advocate
The Pecos Valley News and The Artesia American
Martin and Blocker, Publishe
w. C. Martin, Editor
published every thursday Entered as second-class matter at the
postoflice in Artesia, New Mexico, unpostotice in Artesia, New Mexico, un
dest the act of Congress of March 3 ,
1879.

THURSDAY, SEPTEMBER 17, 1925


Six Months (In New Mexicu)
Three Months (In New Mex One Mear (Out of New Mex.)
Siz Months (Out Mer Siz Months (Out of New Mex.). $\$ 2.00$ No subscription taken for less than three montus

 event of this kind, shows more than
anything else the publie spirit of two hours, then eat like a
Turk. north doing is certainly worth doing
Then 1 I. grease the wagon and put
worth
right. For this reason we take this oceasion to urge for the last time Throw a jug of water in the old
the cooperation of all of the farmers,
business men and oil men who ex- Hitch up the mules, slip down the pusiness men and ol men who ex-
pect to partich up the mules, slip down the coming
event.
lane,
Must people who are proned to criticize Cows on the rampage, hogs in the
the efforts of those who are trying
to put the Festival over. An event
 community, the activities of the the pense,
town and community will reflect in in Rhoda gets, stradde the barb-wire
a measure on the public spirit of tene,
each individual citizen. It is is just Joints all aching, muscles in a jerk.
as easy to pull for the better the each individual citizen. It is just Joints all aching, muscles in a jer
as easto pull for the better things
as it is to spend the time in idle Let's put the spirit of animosity
aside and pull for the biggest and
best Alfalfa Festival ever staged in Artesia. There is no reason why
can not be done.
THE COTTON SEASON
 cotton season will be in full swing.
The crop this year seems to be ing up fairly well now. Indications
are that the price will be stable, but
and are that the price will be stable, but
this is a condition which can change The present outlook is very favor-
able for the best crop since cotton
made its appearance in the Valley
several years ago If no unt several years ago. If no unforseen
calamity occurs, this year's crop
shoukl put many of the farmers on easy street.
The financial condition of the Valley, which should be far in advance
of any previous year enjoyed, will
no doubt be reflected in the bank statements soon. The steady growth
of the agricultura interests of the
Valley is very gratifying and indicates that the interest of the farmer
has been advanced along with the
development of other resources killing the farmers friend When an Iowa farmer complained
that the pheasants were eating his
corn, the game department killed two of the birds, examined two of their
crops and found 200 cutworms crops and found 200 cutworms-and
no corn. Almost without exception,
when cases they scientists investigate such
farmer owe hise result. The crop to the feathered police that keep down the bugs,
insects and worms. With continuing
slaughter slaughter of every form of bird life,
the insect loss will be heavier and
farm work harder. train an army of riflemen in a com-
paratively short time, but it couldn't in a century restore the bird armies
that are the farmers' allies in rais-
ing food to

## Buying shares of doar

 People are learni a few years ago.解 ing inve ments and handing out ing invegnents and hattheir hard earned money.
Nation
lass of investments of the better modern science, and in a great a na-
tion like ours with enormous sions of newly created wealth it is
very important that very important that those who buy
securities know what they are get-



mal, and prices are above normal.
They will find themeseves with
plenty of money this fall and the
slicker stock salesman will be on

banking or investment houses, and
inillions of dollars will be saved from
loss.

## AMERICAN HOMES ARE STANDARD OF COMFORT

 It hs been said that the Unitedtates has no distinctive type of art

mimort which is distinctly American
namely, the age of electrical conven-

work

## Before

 Baking
## THE EDDY COUNTY

 ABSTRACT CO.Reliable Abstracts Prompt Service We A
We Are Bonded
Let us do your abstra Let us do your abstract
work


Car Lot Prices

## $-\mathrm{ON}-$

sheet metal CORRUGATED IRON sewer tile PLUMBING SUPPLIES bath room fittures heavy hardware fairbanks-morse engines JOHN DEERE IMPLEMENTS oIL WELL SUPPLIES columbian steel tanks
L. P. EVANS

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PROMPT and
Efficient service Guaranty Abstact \& Title Co.
Carlsbad, N. M. "Reliable Abstracters" BONDED

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City Bakery


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KANSAS CITY, MISSOUR
Phone: Harrison 9136

Artesia Steam aund
HOWARD WHITSON, Manager located just north of santa fe deppot For careful and prompt service, phond
96 and let us call for your laundry. FAMILY FLAT WORK and ROUGH DRY 8e A POUND.

Nothing too dirty or too delicate. ONE DAY SERVICE <br> \title{
elcome to the <br> \title{
elcome to the stival Visitors
} stival Visitors
}

STANDARDSTORE NEWS



## Coll and Williams

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WE ARE NO PIKERS

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Patrons say we have caused Plumbing Prices to drop from

## 25 เ。 35 。

here in Artesia, if this is what is wanted show us your appreciation by giving us your business. WE ARE OLD TIMERS HERE, PRACTICAL AND RELIABLE
Pecos Valley Plumbing and Heating Co.
F. J. LUKINS, Sales Manager

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192,368 Orders Already Received
The inceased populatity of he inproved Pood dan has already become an established fact.
Since the announcement of these cars, 192,368 ondens have been placed with Authorized
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Place your order now to insure pre ferred postrion on the dealer's delivery list. Enjoy Ford car this Fall and Winter.
Fored
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EL PASO, TEXAS ABSOLUTELY FIREPROOF In the Heart of Everything

Room Without Bath $\$ 1.00$ and Up Room with Shower Bath $\$ 1.50$ Single $\$ 2.50$ Double
Room with Tub Bath $\$ 2.00$ to $\$ 3.00$
ELEVATOR SERVICE NIGHT AND DAY
W. M. McCOY, Proprietor

# Welcome Festival Visitor 

COTTON CONSUMPTION INCREASES ${ }_{\text {LIN }} 192$


We Want Your Trade－We Will Treat You Right

## Sanitary Grocery

FREE DELIVERY
JOHN SIMONS，Proprietor

## PHONE


$\qquad$
No Stinginess，no depriva－ timon needed－－－this way！
There is a plan，for you，that simply means buying success．We＇re here to help you find it．
Today the business of saving money $y$ of achieving financial
suttees－is on a more practical，a more efficient basis than ever
before．
No more need it be looked on as a dreary，monotonous pro－
gram of deprivation，tininginess and gouging self－denial－with
benefits，withed ant
There is，for every man and woman，some wise，practical
plan of saving that fits in perfectly，congenially with eryday living．In such a plan for you，there is is nothing irksome，
grinding． And benefits are almost immediate．You feel，once you
have started this wise course，a surprising growth in confidence， in power back of all your effort．You find yourself quickly ac
 There is nothing vague about this help．It is as real and
tangible as physical well－being．You feel it－are conscious of Here you have expert and friendly assistance in doing that－
 can and will
Practical 1 idea
talk it over
MAKE OUR BANK YOUR BANK
THE FIRST NATIONAL BANK
THERE IS NO SUBSTITUTE FOR SAFETY＂

## ！！WELCOME ！！ festival

We Carry a complete line of High Grade Watches，Wrist Watches， Diamonds，Pearls，Glassware and other High Grade Jewelry．
＂LET SID SHOW YOU FIRST＂
MOGUL JEWELRY COMPANY At the Mann Drug Co．



## Artesia Auto Co. Welcomes You

 The Home of 立mad Products


By selecting your fall apparel early in the season, you not only derive more fashionable service, but your choice is made from greater assortments. Our stocks are now at their best. Coats, Dresses and Millinery are particularly interesting. You will rejoice in the ample opportunity the variety affords you in choosing the styles most becoming at prices you like.

## Coat Fashions for Fall and Winter

Coat buying heads the calendar this month. Cool fall days will soon be here. The newest coats are already here-new sil-houttes-new materials-new trimmings. Coats are smartest, however, when showing a lavish use of fur; you will see deep fur collars, wide cuffs and generous bandings of various furs and in the finer garments collars, cuffs and bandings of rich furs. Prices
$\$ 12.50$ TO s65

The Newest Fall Modes in Dresses at Moderate Prices

Advance styles for Fall 1925, especially suitable for the tailored women or with cluster for business wear. Fashioned of Satin, Canton and in self and contrasting colors. In tan, black, navy, fawn and the new colors. Many new fall models in the new flair effects are shown in Crepe Satin, Satin Canton and Canton Crepe in the preferred fall shades of black, pansy, navy, cocoa, etc., cleverly trimmed.
Ranging in price from.-
$\$ 12^{50}$ to $\$ 377^{50}$
FALL MILLINERY
Smart turns of the mode, desirable colors, the new trims. WE INVITE YOUR INSPECTION

## PEOPLES'MERCANTILE C0.

Telephone 108-F-11

## Welcome to Artesia

 Festival VisitorsHeadquarters for All Kinds of Building Material Kemp Lumber Co.



Boiler Explosion on Steamer Fatal to Many

killing abour
Hve steam.
Picture Hat for $\mathrm{F}_{2}$


Sither, alver band in ana ors siver aen to be popular this tall.
Hats for Small Women, Also for Fat Sisters


## Floral Trimmings

milan has a molne hat
milan has a moire ribbon crownt reand
in the mame tone and a spreading fan arrangement of life-sized poding
placed over the upturned revers at
back of the crown
beck of the crown and brim.
broand-rimmed hat of fine hir in dee
and light mauve tones is trry in
and light mave tones is trimmed with
astingle velvet poppy, very large and
inoe petalled and made
vot shatiling from pale orchitd to rich pansy purple. T


Wring Diagram of the Two Tube Rentex Recelver

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| :--- | :--- |
| on |
| on |
| to |
| man | $\square$

WE MAKE OUR OWN PASTRY
CITY CAFL
EAT AT THE CITY CAFE Extra Special Sunday Din

AT A MODERATE PRICE Bring The Family
WE SERVE FRESH FISH SEVEN DA We cater to parties and banquets-let us
your next party Mr. and Mrs. Ernest Nieh
Mr. and


Better-BUICK owo areMasters of the Roa Once you have driven the Then you will realinefy
75 horsepower, 75 -mile. that the Better Buif 75 horsepower, 75 -mile
an-hour Better Buick; Once you have wheeled Once you have wheeled
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tough hill-in high geargaining speed all the way;
Once you have observed Once you have observed
the way it assumes the lead in traffic;
lise checked Once you have checked its economical gasoline
consumption against your consumption ag
friends' carsthat the Better Buif
with its 75 horsepoys
Valve.in. Head with its 75 horsepow
Valve-in.Head engil
gives you power gives you power-pper
and inexpensive
formance formance like no
car you have known The best way to dine The best way to dinece
how very much hthe Be
Buick has added to Buick has added to
pleasure of driving is pleasure of driving
drive a Better Buick
have one waiting f have one waiting for
telephone call. BUICK MOTOR COMPANY, FLINT, MIC N Standard Six
2pars
R.I.PARIS

AR'TESIA, N. M.

## Festival Visitors

ited to inspect our line of home furnishings-w the seok of nationaly ynann

Globe-Wernicke Filing<br>Cabinets

Armstrong's Linoleums Hoosier Cabinets
Sealy Mattresses
McClay Furniture Store

# ARTESIA ADVOCATE 

All Kinds of Job Printing on Short Notice-Phone 7

## Welcome Visitors

Make our station your headquarters for gas and oil during the Alfalfa Festival.
Here is a special for all next week on the famous KELLY SPRINGFIELD TIRES
30x3 Tire
7.75
$30 \times 31 / 2$ Cord Tire.-......
$32 \times 4$ Oversize Cord Tire
$33 \times 4$ Oversize Cord Tire
$\$ 10.00$
$\$ 20.00$
$32 \times 41 / 2$ Oversize Cord Tire
$\$ 20.75$
$34 \times 41 / 2$ Oversize Cord Tire
$\$ 25.95$
33x5 Oversize Cord Tire_-
IF ITS TIRES SEE PIOR

\section*{Pior's Service Station <br> VULCANIZING THAT PAYS

\section*{Day and Night Service

## Day and Night Service <br> artesia <br> PHONE 41 <br> 

## FERRIMAN \& SON <br> SPECIAL <br> Saturday, the 19" Only

Profits Absolutely Sacrificed on These Articles

## Ladies Silk and Wool Dresses

- Priced Reduced to Sell at
$\$ 8.82, \$ 9.82, \$ 10.82, \$ 15.85, \$ 16.85$ $\$ 19.85, \$ 23.85$


## Ginghams

All boc Peter Pan Gingham at a yard $\mathbf{4 4 c}$
All 50 C Ginghams, 35 c or 3 yds for
$\$ 1.00$
All Toile Du Nord, regular 35c values
25c
18c
$\frac{18}{\text { Our entire stock of Outing Flannels }} \mathbf{\$ 1 . 0 0}$
CHILDREN'S SCHOOL AND DRESS
$20{ }^{\text {perent }}$ piscount

Men's Department Our Regular $\$ 2.25$ Overalls at-.... $\$ \mathbf{\$ 1 . 8 7}$ Your choie of our regular $\$ 200$ Hawk Brand
Bue or Express Stripe Overall at- $\$ 1.57$
men's sio.jo genuine
Gabberdine Riding Pants
$\$ 8.75$
ALL MEN'S AND boys suits at $33_{3}^{1} \stackrel{\circ}{\circ}$ Discount

COTTON PICKERS' SACKS at reasonable 10 \% Discount On Dozen Lots
THESE PRICES GOOD FOR SATURDAY ONLY
FERRIMAN \& SON festival visitors make your headquarters here




