## ARTESIA ADVOCAIE

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BANK DEPOSITS EASILY PASS THE ONE MILLION MARK ON LAST CALL

$$
\begin{aligned}
& \text { Comparison With the Same } \\
& \text { Period in the Year 1924 } \\
& \text { Shows Deposits to Have } \\
& \text { Gained More Than One } \\
& \text { Hundred Per Cent. }
\end{aligned}
$$

## I GINNINGS

1556 BALES


## $\xrightarrow{\text { Rit }}$ <br> \section*{Thaol}


A WOMANS' EXCHANGE ESTABLISHED BY MRS. MARY ABBOTT MON.





and Main streets-The three Ros- million, Lloyd Lee and Bill Prest-
ards.
lise
lin.
In the bareback riding contest
SEVEN BIRTHS, T WO KIWANIS CLUb HELD
DEATHS IN SEPT. SAYS DISTRICT MEETING AT SUB REGISTER FERREE ROSWELL MON. \& TUES.

Nine births and two deaths
recorded by sub-register S . E. Fe
ree, for the month of September.
Births registered fort



 Pass $\$ 50,000$ During Week Good Progress Made by the Volunteer Salesmen Who
Expect to Reach $\$ 75,000$ Within the Next Few Days.

ARTESIA HIGH IS EASY VICTOR IN GAME WITH tularosa saturday






Now is the Time
to see about buying that New Heater. We have a full line to select from, priced right

Joyce-Pruit Co.
Don't Take Time
to plaster your house, use gen uine Sheetrock Plaster Board. If you will try it out, I believe you will find that that two men can apply Sheetrock Plaster board to three rooms while two ed plaster to one room.
Come to our yard and see the Sheetrock already applied to our walls.
Big Jo Lumber Co.

| Finley's Dairy <br> Sweet Milk and Crea <br> two deliveries da | A. C. Crozier |
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|  | Oil Leases Royalties |
|  | Oil Leases Royaties |
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|  | WELLDRILLERS and FARMERS Hemaountrise for gion |
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Why Gum-Dipping is so Important to Car Owners

GUM-DIPPING-the Firestone extra
by impregnating and insulating every fiber
Thith rubber.
This exclusive method is carried out in special Gum-Dipping plants, after which
the cords are put through the usual calendering process.
By this method, added strength and flexibility are imparted to the cords, makable and enduring over rough roads.
Save money-buy Gum-Dipped
Balloons now-while prices are low. $\square$

Real Service Station West Main Street

Phone 98
ATM

## THE CITIZENS STATE BANK

at artesia, in the state of new mexico, at the close of RESOURCES
Loans and discounts....it.
U. S. Government Securities:

 Net amount due from Banks and Bankers.-.....-
Checks on other banks in same town as reporting Cash Items Coin and Currency

LIABilities



## Supertwist The Real Discovery

The most important advance in the tire industry since the first cord tire appeared is Supertwist. Goodyear's remarkable new cord fabric that gives the balloon tire high-pressure strength with lowpressure buoyance.
Only Goodyear Tires are built with Supertwist. Remember that, and then consider the low prices we are asking for Goodyear Balloons. You'll see the extra value

## Lanning Service Station

East of Track PHONE 179

## \$1 SPECIALS $\$ 1$ SATURDAY and MONDAY MILLINERY

$\$ 1.00-$ Reduction on all Ladies' Hats $\$ 1.00$ Ladies' all Thread Silk Hose Ladies' Bloomers, $\$ 1.25$ Value_------------- $\$ 1.00$ Ladies' House Dresses $\$ 1.10$ 32 -in Gingham, 35c Grade, 4 yds $\$ 1.00$ 36-in Outing Flannel, 4 yds

 Men's Leather Palm Gauntlet Gloves, 3 pr--.-.-.-\$1.00 Men's Dress Shirts Sold for
(With Every Shirt Bought at Regular Price) (With Every Shirt Bought at Regular Price)
SEE OUR WINDOW FOR OTHER SPECIALS We Haven't Room Here to Mention

## Mize Variety Store <br> Artesia, New Mexico



## Bank of Comm of Roswell roswell, new mexico

 at the close of business, mo SEPTEMBER 28, 1925.
## Resource

Loans and Discounts
Bonds, Securities, etc
U. S. Bond

Premium on Bonds
Real Estate
Furniture and Fixtures
Cash and Sight Exchange total

Liabilities
Capital Stock
Undivided Profits
Deposits
Re-discounts
TOTAL
The above statements is correct.
B. S. JAFFA, C

OFFICERS
J. WHITE, President
M. W. hodges, Active Vice-Presiden
B. Boell.ner, Vice-Presiden
B. S. JAFFA, Cashier
W. S. HODGES, Ass't. Cashier

DIRECTORS

| J. P. White | R. E. Levers |
| :---: | :---: |
| M. W. HODGES | B. S. JAFFA |
|  | s. J. Blythe |



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BUICK MOTOR COMPANY, FLINT, MIC theBetterBUICK R.L. PARI

ARTESIA, N. M

# AN INVESTMENT WITH TWO DIVIDENDS ARTESIA NEW HOTEL STOCK 

We have organized as a stock selling campaign executive committee, under the auspices of the Chamber of Commerce, for the profit of the entire community, to raise $\$ 140,000$ with which to construct in Artesia a high grade new hotel to be run for profit. To secure this sum we are selling on behalf of the Artesia Hotel Company, a concern to be organized under the laws of New Mexico, 8 per cent cumulative, non-assessable, preferred ico, 8 per cent cumulative, non-assessable, preferred stock at $\$ 100$ per share. With each two shares of pre-
ferred stock a subscriber may purchase one share of ferred stock a subscriber may purchase one share of
common for $\$ 1$. The common stock will serve as a common for $\$ 1$. The common stock will serve as a
means of dividing the profits above the 8 per cent paid means of dividing the profits above the 8 per cent paid
on the preferred stock. Twenty months time is allowon the preferred stock. Twen
ed to pay for a subscription.

ABOUT THE FINANCIAL PLAN
Investing money is putting your capital where it will produce a return called interest or dividends. The financial plan of this hotel is right. The investment will be safe and the earning power will be assured. The hotel will be located where the property will increase in hotel will be located where the property will increase in
value, where the depreciation will be at a minimum. The value, where the depreciation will be at a minimum. The
men back of the enterprise are men you can trust to men back of the enterprise are men you can trust to
insure the right kind of organization and good management.

By non-assessable is meant that the large stockholders buy on the same basis as the small stockholders, and that an assessment cannot be made against their stock later for improvements or for any other purpose. The stock will earn and pay 8 per cent from the start as Mr. Day has given an insured lease that guarantees that income.

By cumulative is meant that if 8 per cent is not paid on the stock in one year that the company will owe the stockholders that money and will be legally bound to pay a larger percentage in succeeding years until the 8 per cent promised is paid for the entire time. The stock is cumulative from January 1st, 1928.

## THE HOTEL BUSINESS

Over $\$ 235,000,000$ was invested in new hotel construction in 1923. In 1924 this sum jumped to over $\$ 600,000,000$. This year it is estimated that a total of $\$ 1,000,000,000$ will be invested in new hotels. The hotei business of the United States, for capital invested, now stands sixth from the top. This should not only prove the popularity of hotels, but it should prove to the reasonable, thinking people of Artesia that hotel men are not philanthropists-that they put money into hotels to make money. Hotels by the hundreds throughout the United States are paying handsome dividends. One company running twenty-four hotels averaged in 1924, company running twenty-four hotels averaged in 1924,
20.9 per cent net profit from each of its hotels. Any 20.9 per cent net profit from each of its hotels. Any
number of similar cases can be cited. Community finumber of similar cases can be cited. Community ficause of the united support secured from the local peocause of the united support secured from the local peo-
ple on account of their being stockholders. Hundreds ple on account of their being stockholders. Hundreds
of cities throughout the United States have secured, or of cities throughout the United States have secured, or
are securing, hotels to cater to visitors in order to get are securing, hotels to cater to visitors in order to get
some of the millions of dollars spent annually by them. some of the millions of dollars spent annually by them.
We claim for the Artesia new hotel that there will be two dividends.

1. Security FIRST DIVIDEND 1. Security. As a basis of security for the invest-
ent the Artesia new hotel property itself will reprement the Artesia new hotel property itself will repre-
sent land, a hotel building, furnishings, equipment, imsent land, a hotel building,
provements, all in Artesia.
rovements, all in Artesia.
2. Increased Valuation. An outstanding factor in increasing the safety of the investment will be the increased valuation of the site and the property for blocks around the location of the hotel, not to mention the increased value to property in the city anywhere. This is more true in the case of Artesia perhaps than of many other places. The gain in profit to the hotel and to Artesia because of the increase in real estate values, car-not be underestimated.
3. The Property. The construction of the hotel and the improvements will be most substantial and permanent, thereby insuring the investment against immediate depreciation. The lease with the operator provides that he must pay taxes, insurance and upkeep up to $\$ 2500$, thus further safeguarding the investment.
4. Earnings. Safety of an investment is not enough. It must have earning power. That Artesia's new hotel will have. We are selling 8 per cent preferred stock that is cumulative and non-assessable. A guaranteed lease promises 8 per cent dividends. An extensive seed lease promises 8 per cent dividends. An extensive
survey by The Hockenbury System Inc., hotel specialists survey by The Hockenbury System Inc., hotel specialists
of Harrisbury, Pennsylvania, has satisfied us that patof Harrisbury, Pennsylvania, has satisfied us
ronage is waiting for this hotel to be opened.
5. Assured Income. The best guarantee of any investment is that its capital be invested in substantial business property which has earning power that assured an adequate income. These fundamentals this hotel has. 6. Operator. The hotel is to be leased to Harry Day, a thoroughly capable and responsible operator on a basis that will pay the taxes, insurance and upkeep on the property up to $\$ 2500$ and pay the 8 per cent dividend on the preferred stock, with a possible additional division of net profits which can be paid as dividends on the common stock.
6. Location. To have the largest possible appeal and draw the most guests this hotel will be located at Main and First Streets.
7. We Buy. As proof that we believe in this undertaking we are not only giving our time free to it, but we invested heavily in stock.
8. Men Back of it. After the hotel is financed, while it is being built and throughout its operation we expect to interest ourselves in the management of the property for the interest of the stockholders. We do not expect personally to manage the hotel, but we do expect to leave no stone unturned in seeing that the right kind of operator is secured and then seeing to it that he fulfills his contract.

## SECOND DIVIDEND

1. Indirect Earnings. The direct dividend of 8 per cent on the preferred stock and the good prospects of an additional dividend on the common stock possibly, equaling the dividend on the preferred stock, will not be the only dividend this hotel will earn for Artesia residients. only dividend this hotel will earn for Artesia residents.
2. Favorable Advertising. The city will receive favorable advertising from the hotel, because a high class, well managed hotel is everywhere acknowledged class, well managed hotel is everywhere acknowlecged
to be a city's best single advertisement. That is because to be a city's best single advertisement. That is because
a hotel is to a visitor what your home is to you; this a hotel is to a visitor what your home is to
hotel will be the host to our city's newcomers.
hotel will be the host to our city's newcomers.
3. New Residents. The Chamber of Commerce 3. New Residents. The Chamber of Commerce
brings people here and our excellent business opportunities helps to keep them here; but there is a class of people who will come here for health and rest and stay longer when this hotel is built
4. Trade for Merchants. The winter guests and oil men that this hotel will bring here, will each spend a minimum of $\$ 10$ a day with local merchants, according to survey figures given out by the Chamber of Commerce of the United States and the National Association of Convention Bureaus.
5. New Money. When the new hotel is opened it will bring here new money that will be left here to stimulate local business. Without new capital we are only "swapping dollars" with each other.
6. Increased Wealth. With this hotel visitors to our city will be induced to stay longer than otherwise, thus increasing greatly our chance of making them permanent residents. New homes will be built, increasing employment, increasing our population and our per capita or wealth.
7. A Social Center. The Artesia new hotel will be a social, civic and convention center in addition to being helpful to the community in personal and business ways. helpful to the community in personal and business ways.
It will also increase our opportunities for hospitality and It will also
recreation.

## AN OPPORTUNITY

We respectfully urge every business man and every citizen, to consider thoroughly and fairly and seriously the merits of the Artesia new hotel steck as an invest ment. Money invested in this hotel is not a gift. With in the next few days the people of this community are going to finance this hotel by purchasing enough stock to guarantee a building fund, so Artesia will be advertised throughout the country as a city that is awake and thriving. Think over the matter of buying stock-but think fast. Then act! Subscribe for stock now.



| AD |  |
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| Depanturnet of the the Interior N . s . <br> Mexicoe Ausuat 25,1925 . |  |
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| New Mexico. $\qquad$ <br> Mexico, John Fanning, of Dayton, <br> New Mexico, Grant Knepple, of Lakewood, New Mexico. (SIGNED) <br> NEMECIA ASCARATE, |  |
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## LIGHTING

1 to 11 KW
11 to 25 KW 26 to 50 KW 51 to 100 K
All Excess

MINIMUM BILL $\$ 1.50$
Cooking Rate"
5 cents net, minimum bill $\$ 3.00$ "Power"
C and D Contracts
PUBLIC UTILITIES ENGINEERING CO.


Ward's Insurance Agency
WORKMANS' COMPENSATION
Artesia, N.
SURETY BONDS

We Are Ready For
$\qquad$
$\qquad$ hardware. We are jobbers for this
territory for Certainteed Roofing.

Roberts \& Olver

| Winter Coal E. B. BULLOCK | Auto Repairs AND SUPPLIES |
| :---: | :---: |
| SILVER MOON BEST MUSIC AND BEST FLOOR IN <br> Dancing |  |
| Tuesday, Thursday and Saturday | Pecos Valley Garage and |
|  | Machine Shop <br> TELEPHONE 35 |

Items of Social Dr. Mceabe artesia's county health dept. P. o. receipts show Interest In and comes from denver pupils at carisbad over that last year Around Artesia

