$\square$

LAKE ARTHUR SCHOOL
$\square$ SCHOOL GROUNDS NOW to Lea $\qquad$
$\qquad$
ict The $\qquad$ Week
$= \pm=$

Neighbor Finds Stricken Workmen Unload Material Man In Back Yard-Had For Tile Building - The $\begin{array}{ll}\text { Worked Until } 5 \text { O'clock } & \begin{array}{l}\text { Plant Is Expected To Be } \\ \text { Ready For Operation In }\end{array} \\ \text { Yesterday-Funeral Will }\end{array}$ Yesterday-Funeral
Be Held Tomorrow.
Sweeney, State
d For 1,000 Bar-
$\qquad$ 60 Days.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
CHAMBER COMMERCE MEMBERSHIP BIGGEST IN HISTORY OF BOOY
$\qquad$
$\square$
$\square$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ lot and expects to dispose of them
to the local stockmen.
CARLSBAD PIONEER DEAD $\qquad$

$\qquad$
$\qquad$
BEN JaFFA ROSWELL
BANKER IS FOUND DEAD
ON MONDAY MORNING
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$


ARTESIA ADVOCATE
The Pecos Valley News and
The Artesia American



INSIDE INFORMATION

Resolution of Respect and Obituaries 5 cents per line.
Cards of Thanks, Not to Exceed 10 Lines, 50 Cents,
$\qquad$



## How Ford Methods Cut Cost of DISTRIBUTION

Lower profits in selling save you at least

## $\$ 50$ to $\$ 75$ in addition to the many

 savings in manufacturingTWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical trans portation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost - frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.
For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EvERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how mach is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.
In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least $\$ 50$ to $\$ 75$ to every purchaser in addition to the still greater savings made possible by economies in manufacturing. Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.

The profit margin on the Ford car has always
been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from $25 \%$ to nearly $50 \%$, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed fourwheel brakes.
If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

These are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than $35 \%$ of all cars sold today are Model A Fords.




## GS THAT NEVER HAPPEN



ST AT AUTO $\begin{gathered}\text { LAKE AR'THUR ITEMS }\end{gathered}$
POINTS GOOD

ham's at Lovington Sunday.
W. E. Blanchard of East Grand
Plains was in town Tuesday meet-
ing old friends and attending to bus-
iness.
ind
lit
bit has been announced that Lake


Yes! They're Genuine GODDFYEAR

## Pathfinder Lifetime Guaranteed Supertwist Cord Tires

 and we're seling them at Catalog House Prices!| balloon | high pressure |  |
| :---: | :---: | :---: |
| 29x4.75 . . $\$ 8.35$ | $32 \times 41 / 2$ | . \$23.70 |
| Tube . . . \$1.65 | Tube | . \$2.10 |
| 28x4.75 . . $\$ 8.20$ | 30x5 | \$22.80 |
| Tube . . . $\$ 1.65$ | Tube | . \$2.10 |
| These are On Your Wheel Prices and You Get Our Helpful Year Round Service Too! |  |  |
| Ford and Chevrolet SPECIALS | 30x31/2 $\quad \$ 7.90$ |  |
|  | 29x4.40 | \$6.30 |
|  | - Facto | ry Fir |

## LOWREY-KEYES AUTO CO

aUthorized chrysler and whippet sales \& service
Goodyear Tire Service


 The commentw, whated and grieved a week ago Sunday to learn
of the death of little Evanola Foster,
the three year old of the death of little Evanola Foster,
the three year old daughter of Mr.
and Mrs. Charley Foster. Her death the three year old daughter of Mr.
and Mrs. Charley Foster. Her death
was due to diphtheria. Funeral ser. was due to diphtheria. Funeral ser-
vices were held the following day, vices were held the following day,
Rev. Z. B. Moon, of Artesia, officiat-
ing. Burial was made in the Lake ing. Burial was made in the Lake
Arthur cemetery. Silas: "Say, Hiram, did it give you
headache when you learned to ride a headache when you learned to ride
horseback?

## Coming To

## Doctor Craig

$\underset{\text { In Internal Medicine }}{\text { SPECIALIST }}$

DOES NOT OPERATE
Will be at Hardwick Hotel Monday, Feb. 2

ONE DAY ONLY
No Charge for Consultation
JOB PRINTING AT THE ADVOCATE

## NOTICE!

 According to his method of treat-ment he does not ment he does not operate for chronic
appendicitis, gall stones he stomach, tonsils or adenoids.
He has to his credit He has to his credit wonderful re-
sults in diseases of the stomach, liver, bowels, blood, skine neromes. heart,
kidney, bladder, bed-wetting, catarrh, kidney, bladder, bed-wetting, catarrh,
lungs rheumatism scatica, leg ulcers, langs, rheumatism scatica, leg
rectal and prostate ailments.
If you have be If you have been ailing. for any
Ingth of time and do not better, do not fail to call, as improper
neasures rather than disease are very ften the cause of your long standing
touble. Remember above date, that con-
sultation will be free and that his reatment is different.
Married women must be accomMarried women must be accom-
panied by their husbands.
taboratory at 4221 West Third
Street, Los Angeles, California.

It is the wish of the Chamber of Commerce Directors to employ a local man as a fuli time manager, provided a man with suitable qualifications can be secured.
Anyone interested please direct your application to J. S. Ward. Manager. All applicastate salary wanted

Artesia Chamber of Commerce

It's
CHRYSLER-

## a/ways Chrysler-for PERFORMANCE!



LOWREY-KEYES AUTO CO. Artesia, N. M.

# MAJESTIC SUNDAY AND MONDAY, FEB. 16 and 

 "MURDER ON THE ROOF"The sensational mystery that ran in Liberty Magazine. The intrigues of the notorious woven into a dramatic mystery story of tremendous power.

Shows at $2: 30-7: 15-8: 45$



BRIDGE THE DISTANCE

$|$| from one city to another by |
| :--- |
| telephone. Long Distanceo |
| station to station day rates |
| were again reduced January |
| 1, 1930. Evening and night |
| rates not reduced. |

## REvent <br> The Mose blue tire Pennant <br> The Most Tire at the Least Cost Pior Service Station

BRINGING THE OLD HOME UP TO DATE


That dear old house with its tender associations "ain't what she used to be." Years take their toll. But yet you hate to abandon it. The answer is, let the Kemp Lumber Company bring the old home up to date. We can do it. Re-roofing, painting, installation of modern fixtures and remodeling will Kemp Lumber Co



