# Artesia Advocate $=2$ 

TWENTY-SEVEN

 60 Days
tions Add Much To Sector-The
No. 1 May Open roduction
 FEATURE ADDITIONS
TO NEW FRIGIDARE

| tre |
| :---: |
|  |  |

Primary Date To Be Set At MeetHere0n NextTuesday

Central Committee Fixes No Definite Date But Sets Limit Of May 24 Harkey Resolution May Cause Lively Scrap.

OF P. V. GAS CO, ARE ELECTED AT MEETING
and
OFFICERS DIRECTORS
OF P, V. GAS CO. ARE
ELECTED AT MEETNG

LAKE ARTHUR WINS THE GIRLS HIS: BASKET BALL
TOURNEY SATURDAY


MANN ANNOUNCES FOR RE-ELECTION A
COMMISSIONER DIST.

$$
\begin{aligned}
& \text { We are authorized this week } \\
& \text { announce the name of C. E. Mann o } \\
& \text { Artesia as eandidate for re-lection }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Mr. Mann, a pioneer resident o } \\
& \text { this section, netds no introduction } \\
& \text { the voters of this district. His pre } \\
& \text { the vous experienee in the office of com } \\
& \text { viousione has enabled him to rende } \\
& \text { misione } \\
& \text { a distinct service to Eddy county }
\end{aligned}
$$

$$
\begin{aligned}
& \text { present al } \\
& \text { has been } \\
& \text { ing the } \\
& \text { seeking th } \\
& \text { iness affa } \\
& \text { felt that } \\
& \text { personal } \\
& \text { of commis } \\
& \text { at the sol } \\
& \text { in passin } \\
& \text { credit tha } \\
& \text { tesia com }
\end{aligned}
$$

## ARTESIA ADVOCATE

The Pecos Valley News and The Artesia American


NO SUBSCRIPTION ACCEPTED F
THREE MONTHS
Resolution of Respect and Obituaries 5 cents per line.
Cards of Thanks, Not to Exceed 10 Lines, 50 Cents, Over 10 Lines at 5 Cents Per Line. Display Adver
tising Rates or Application.
$\qquad$


## MAJESTIC . .- SATURDAY, MARCH 15 MAJESTIC .- SUNDAY, MARCH

Clive Brook in "RETURN OF SHERLOCK HOLMES"
A Great Mystery, Detective Story
Also two excellent all talking comedies-a great show for the whole family
Matinee at 2:30-Night at 7:15 and 9:00
Here's the very peak of musical comedy- a Fot movietone comedy, ried life, also colored song romance "Road to Mandalay," two reel talliit edy and cartoon.

## Whocial? Hettivities <br> 





# THINK DF YoUR Automobile in Terms <br> <br> of Tomorindw 

 <br> <br> of Tomorindw}

## Ultimate cost is as important as first cost in the purchase of an automobile

WTHEN you purchase an automobile you are making an investment of a considerable amount of money. It is essential, therefore, that you give careful thought to the best selection and know what you are getting for your automobile dollars.
The first cost is important because it may mean an immediate, satisfactory saving. Of equal importance is the ultimate cost after thousands of miles of service. This ultimate cost is the true measure of automobile value.

THE first cost of the new Ford is unusually low not only because of economies in manufacturing, but because the same principles that inspire these savings are extended to every other step that means greater service to the public. It is easy to see that economies in production would be of little value if they were sacrificed later through high charges for distribution, selling, financing and accessories.

The Ford dealer, therefore, does business on the same low-profit margin as the Ford Motor Company. His discount or commission is twenty-five to fifty per cent lower than that of any other automobile dealer. You gain because he makes a small profit on many sales instead of a large profit on fewer sales.

The difference in selling cost, combined with the low charges for financing and accessories, amounts to at least $\$ 50$ to $\$ 75$ on each car. This is as important as economies in production in keeping down the price you pay for the new Ford.
THE low ultimate cost of the new Ford is the result of sound design, quality of material and unusual care in manufacturing. Friction and wear are reduced by the accuracy with which each part is made and assembled.

These factors combine to decrease the cost of operation and add months and years to the useful life of the car. The good performance and low yearly depreciation of the new Ford are indicative of the enduring quality built into it at the factory.
Service charges are on the same fair, economical basis as the making and selling of the car and replacement parts are always available at low prices through all Ford dealers. In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost.

Think in terms of tomorrow, therefore, when you purchase an automobile. For tomorrow will reveal its true worth.

| Roadster, $\mathbf{\$ 4 3 5}$ | Phaeton, $\mathbf{\$ 4 4 0}$ | Tudor Sedan, $\mathbf{\$ 5 0 0}$ | Coupe, \$500 | Sport Coupe, \$530 |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Two-window Fordor Sedan, $\mathbf{\$ 6 0 0}$ | Three-window Fordor Sedan, $\mathbf{\$ 6 2 5}$ | Cabriolet, \$645 | Town Sedan, \$670 |  |

All prices f. o. b. Detroit
FORI MOTOR COMPANY


POLITICAL
ANNOUNCEMENTS
F. NICHOLSON WILL EXPLORE THE FOUR CORNER COUNTRY SOON
RATES


## Strictly Cash with Copy <br>  <br>  <br>  <br> 






$\qquad$

H. R. RoDGERs
$\qquad$

| CLOSED FOR REPAIRS |
| :--- |
| The board of county commissioners |
| at their regular meeting Monday |
| closed temporarily the Lake Anthur |
| bridge across the Pecos river because |

bridge across the Pecos river because
county engineers had classed this
bridge as being unsafe for use. Repairs are to be made immediate-
Iy and the bridge is to be put back
into condition where it may be used,
it was said Tuesday. Heavy hauling over the bridge
during the past few months has made
it temporarily unsafe, according to Superintendent W. E. Kerr, declar- and transacting regular busines $\begin{gathered}\text { Aside from paying the current bill }\end{gathered}$ ed a half holiday at the high school matters the county commissioner
Monday and the students and faculty did no other business Monday.-Ros
cooperating spent several hours in well Record. NEW MEXICO trees on the ground were white
washed and the fence painted. The
students also showed a commendable spirit in assisting to obliterate a
number of signs painted over town
by ambitious class members. A numby ambitious class members. A num- prominent in educational and Masone
ber of class signs were painted in
circles in New Mexico, was buried some rather conspicious places sev-
eral weeks ago and because of their
unsightly appearance, it was decided
unsightly appearance, it was decided
to make a concerted effort for their
removal.
Calling Caras, 100 for $\$ 1.75$, on best
grade paneled or plain stock.-The
Advocat.
 understand.
like to give him the cheering word
ind that Ive longed at theering word
the to hear; that Ive longed at times to hear;
like to give him the warm hand-
clasp when never a friend seems clasp when never a friend seems
near.
learned my knowledge by sheer
hard work. pass it on
the fellow who'll take my place ne Will he see all the sad mistakes I've
made and note all the battles lost?
Will he ever guess of the tears they
caused or the heartaches which
they cost? they cost?
he gaze through the failures and
fruitless toil to the underlying plan, And catch a glimpse of the real in-
tent of the vanquished man? I dare to hope he may pause some
day as he toils as I have wrought gains some strength for his
weary task from the battles
which I have fought. which I have fought. the battles
But I've only the task itself to leave But I've only the task itself to leave
with the cares for him to face,
And never a cheering word may
speak to the fellow who'll take speak to the
my place.
And my prayer today is that all the
dreams may-be realized by you. dreams may be realized by you.
And we'll meet some day in the great
unknown-out in the realm of d we'll meet some day in the great
unnown-out in the realm of
space; You'll know my clasp as I take your
hand and gaze in your tired face.
Then all failures will be tion en all failures will be suxcess in
the light of the new-found dawn, the light of the new--found dawn,
I'm drinking your health, old chap,
who'll take my place when I am who'll take my place
gone.-Bindery Talk.

 LAW ENFORCEMENT called as pastor of the First Chris-
tian church in Artesia, is devoting
next Sunday evening's service to a next Sunday evening's service to a
program in the interest of law enforcement.
Mr. Emerson will represent the Ten
Million Prohibition club, largest naMillion Prohibition club, largest na-
titonal organization of its kind, for
which he has been lecturing during which he has been lecturing during
the past year throughout the middle
west. This club, organized for the pur-
pose of combating the organized 'wet'
forces, is putting over a national pose or is putting over a nationa
forces, is
campaign for the strengthening and
enforcement of the prohibition laws enforcement of the prohibition laws
One important feature of the pro
gram is a petition to congress which gram is a petition to congress which
will make for more effective enforce ment.
The lecture which Mr. Emerson wil
give is most emphatically not a tem perance lecture, but one which deal
with an old problem in an entirely new and different manner.
The Ten. Million Prohibition clui
Ts backed by men of national promi is backed by men of national promi
nence in civic and religious affairs
and its program should be of interes to all dry citizens rega
or church affiliation. Typewrite
Advocate.

| double bue |
| :--- |
| The Most Tire ant the Least Cost |
| Pior Service Station |

Advocate.


Wholesome Meats
Whether or not your Meats appetizing depends in a large more important is the way they are kept. We have the best equ ment in the way of sanitary frigeration that money can b Visit our market and inspect methods of cutting and prese ing meats. You can always
Walter Douglass At Peoples Mercantile Co. Grocery

ADVOCATE WANT ADS GETR
1930TS BIGGENT BARGAINS ${ }^{\text {in }}$ price thin

600DFTEAR Pathfind
Many of our customers save money axi,
wonderful service using these fine quality wonderful service using these fine guality?
low-priced Goodyears. Real bergains
moner's worth possible throurh Goodyry muge output, more than
America Big Dversize Cords
$30 \times 5$
$\$ 22$

Full Oversize Balloom
$31 \times 5$ 1-4 . \$10.2

LOWREY-KEYES AUTO CO
Chrysler and Plymouth Sales and Service

## A CARLOAD OF MONARCH CANNED FOODS

For people who want the best there is in the can.
Large Cans Monarch Peaches (large halves) each

Forget your car
has tires
Here, too!More people Tires Gocdyear any other kind Phone 291 $\xrightarrow[\text { Quick Ser }]{\text { Service }}$ Double Eagles now. Trading now, you get MORE for your new smooth-worn tires in exchange for new Double Eagles or All-Weathers. With much slippery driving weather
still to come, you can enjoy complete safety and still your Goodyears will b
like new when Summer arrives. Fre appraisal-no obligation. Drive in.








REGULAR MEETING OF Forty to take part $\operatorname{CSOCLITION~MEMBERS~}{ }^{\text {T. Fort well known }}$ CHAMBER COMMERCE TOURNAMENT SOon AND ROTARIANS HAVE DIES SUNDAY P. M. largely attended


## LADIES-- <br> Do Your Feet Hurt



SANTA FE EXTENSION
TRAIN TO STOP HERE APRIL 7TH AT 5 Pi M. You are a lucky individual if your tow
hurt, especially at this season of the year
Enna Jettick Shoes, the shoes made aching feet, and they are stylish too, no different widths you have an expensive foot" PRICED $\$ 5.00$ and $\$ 6.00$ the $P$ Tune in your radio any Sunday even BIG REMNANT SALE We are going to offer for sale Satu the greatest assortments of Rem
consisting of Silks, Woolens, consisting of Silks, Woolens,
Goods, Etc., at prices that will

We Give Gold Bond Trading

Joyce-Pruit C


## FREE!

WITH EACH BOX OF FIANCEE OR KARESS FACE POWDER


A $\$ 1.00$ Purse Flacon of Karess or Fiancee Perfume FREE

Only a limited number for distribution
GET YOURS TODAY
The McAdoo Drug Co.

