VOLUME THIRTY
Decision Is
woods and atwood IN WASHINGTON TO
ATTEND OLI MEETNG Rendered In

- Number Of Tax Suits

 | $\begin{array}{l}\text { or Seligman at the oil conference. } \\ \text { Col. Woodd and Atwod took a } \\ \text { plane at Amarillo, Texas for Pitts- }\end{array}$ | bad Hospital Tuesday- |
| :--- | :--- |
| Funeral Services To Be |  | Funeral Services To Be

Held At Hope This Afternoon.


EASTERN STAR MEET CLOSES AT ROSWELI SATURDAY EVENING


FIRE DESTROYS THE RESIDENCE OCCUPIED BY A. MARTIN FAMILY



## Cent Is Expected.

medical aid. The limb was badly
swollen, but Dr. H. A. Stroup,
the attending physician believes
that he will be able to save it.
SHIPPED 124 CALVES
w Being Prepared Under New Plan -But No Prospect For Immediate Opening Of Bank At This Time

OIL OPERATORS ASK
SECRETARY ICKES FOR
FEDERAL CONTROL


 $=$

MA.JESTIC THEATVER
GUNDAY, MONDAY, TUES.--APRIL 2, 3, 4
CHEVALIER--MCDONALD "LOVE ME TONITE" New Songs--New Jokes--New Dances

Social Calendar
PACHE PARTI


Classified
 FOR SALE


## MISCELLANEOUS <br>  <br> LOCALS $\begin{aligned} & \text { Dr. Shields of Weed underwent } \\ & \text { a major operation at El Paso this } \\ & \text { past week. }\end{aligned}$ Mr. and Mrs. H. J. Bradley of

First christian church


TYPEWRITERS

## rebuilts in portables and standory See us before you buy. Artesia



## Peoples Mercantile Co.

Dry Goods Department

\title{

Eastern New Mexico and West

\section*{Texas Ready for the

## Texas Ready for the Decentralization of Business

} Decentralization of Business}
}

The people of this county learned from their recent experiences, which made it necessary to declare a nation-wide bank holiday, that it is a waste of time to discuss the merits and demerits of the unit bank, the branch bank, the group bank, the big bank and the little bank. As a result of the events of the past few weeks the public knows that the big bank and the socalled liquid bank is in the same class as the frozen asset bank when the people generally decide to keep their own money and start a run on the banks. Neither the size of the bank nor diversification of investment, nor the two combined, can keep the banks open when minions of depositors decide to keep their banker and the depositor realize that the policy of the bankers banker and the depositor realize that the policy of the bankers who as a rule never deposited anything but checks, could get the amount of his deposit in currency on demand, is all wrong. The bank holiday has made both the banker and the depositor realize that money is intended to be used solely as a medium of exchange and as such must not under any circumstances be hoarded. The public fully realizes today that all banking, like all business transactions, must be bottomed wholly upon the confidence of the public in the soundness of the banking system and business methods.

## BANKS SOUND

According to the best information available at this time, out of approximately 6,891 Federal Reserve Member Banks in the United States, 5,342 were re-opened prior to March 25th, or about 77 per cent.

In Texas there are approximately 529 Federal Reserve Member Banks and 516 opened prior to March 25 th, or about 95 per cent, which was 18 per cent higher than the general average of the Federal Reserve Member Banks in the United States.

There were approximately 12,432 non-member banks operating in the United States before the bank holiday and approximately 10,570 re-opened prior to March 25 th, or about 85 per, cent; although some of the non-member banks were under re-
strictions. While in Texas there were approximately 535 nonmember banks and 534 re-opened, although some were under restrictions, prior to March 25 th, or approximately 100 per cent.

In towns supplied by the Plains Division of the Texas Utilities Company with electric service, out of 18 Federal Reserve Member Banks 18 have re-opened, or 100 per cent.

In the Plains Division of the Texas Utilities Company there were 23 non-member banks operating before the bank holiday and 21 re-opened prior to March 21st, 16 without restrictions and 5 under certain restrictions. The two banks that have not re-opened, will, according to reports at this date, be re-opened within the next few days.

In the towns supplied with electric service by the Southwestern Public Service Company located in the Panhandle of West Texas, out of 7 Federal Reserve Member Banks 6 have been re-opened. There were 7 non-member banks operated in the territory supplied with electric service by the Southwestern Public Service Company before the bank holiday and 7 have reopened or 100 per cent.

Out of 6 Federal Reserve Member Banks and 2 non-member banks operated in towns supplied with electric service by the Southwesern Public Service Company in Chaves and Eddy counties, New Mexico and by the New Mexico Curry and Roosevelt Counties, New Mexico, 7 have reopened.

According to the most reliable information obtainable the banks operated in Eastern New Mexico and West Texas,
above referred to, have all shown substantial increases in deposits since the bank holiday. The average increase in deposits since the holiday in the above banks is conservatively estimated to be approximately 5 per cent.

The above comparison of the banking conditions in the towns in Eastern New Mexico supplied with electric service by Souhwestern Public Service Company and New Mexico Utilities Company, and in the towns located in West Texas with electric service by the Southwesern Public Service Company and Texas Utilities Company, clearly shows that the banking and business conditions in Eastern New Mexico and West Texas are
as sound as can be found in any section in the United States.

THE WORLD IS IN THE THROES OF A NEW BIRTH
We hear on every hand the statement that "The world today is in the throes of a new birth." The economist, the statesman and the business man in every walk of life is occupied in studying and discussing the several factors that can be identified as those most likely to determine the character of he change that is going to take place. It is generally conceded that the trend toward decentralization in our business structure is by far the most important factor.

DECENTRALIZATION MADE POSSIBLE BY DEVELOP. MENT AND USE OF ELECTRIC POWER

According to the economist "The use of electric energy is about to reverse in certain fundamental respects this whole century of evolution toward centralization and concentration." All congested centers are suffering from the movement, which is now world-wide, to abandon the large city as a manufacturing center. The modern factory, in the opinion of the present day economist, will move as rapidly as possible, under existing conditions, from the large cities to the smaller communities where an adequate and dependable supply of high line electric power can be made available for manufacturing purposes at reasonable rates.

EASTERN NEW MEXICO AND WEST TEXAS READY FOR THE CHANGE

Eastern New Mexico and West Texas offer the finest agricultural opportunities, the best transportation facilities, and the most advantageous power service to the modern factory seeking a new location, in order to meet changing conditions, that can be found in he United States. The above analysis of the banking conditions of the country discloses the fact that the banks of Eastern New Mexico and West Texas are as sound as the banks in any section of the United States and the Eastern New Mexico and West Texas Banks are today in a position to provide adequate banking racilies to meet an the require-

## CONFIDENCE AND COURAGE ARE CHIEF ASSETS

Confidence, courage and co-operation are far more important during the troublous period of readjustment through which the country is now passing than all of the gold and other tangible assets in this country. The hope of Eastern New Mexthis and West Texas today the courage of the citizenship of whenever ne ossary, and the wirrifices for the No outside forces can arrest the development of Eastern New Mexico and West Texas as long as the spirit of the people of this territory to DO lives.

Southwestern



NEW MEXICO COTTON makes long lint

MANY BANKS WILL be REOPENED SOON


## We Serve Enchiladas EVERY SATURDAY NIGHT

THEY ARE THE BEST IN THE STATE.... WE ALSO SERVE light lunches and drinks
MEET YOUR FRIENDS HERE when in carlsbad
the sweet shop

Carbsad, Nev Mexice

## Let's Go

 Fishin'Don't just think about it. Go! The spring sun is warming up sun is warming up
the waters and the "big babies" are galavantin' around in search of bait. Fishing is good at the lake and in the river. Don't take chances on coming back empty handed when fishing equipme
in price.

We can outfit the fisherman completely. Come see.

Joyce-Pruit
Company

## Different In <br> Things Look

## COLD BLACK TYPE

"I HEAR," said the friend, "that you have just made $\$ 50,000$ in the insurance business.'
"Right-except for one or two slight particulars. It was real estate-not insurance. It was $\$ 75,000$, not $\$ 50,000$. And I didn't make it-I lost it!
Has is ever happened to you that something you've told an acquaintance comes back, after many days, so distorted that you hardly recognize it? The spoken word so changes and color much that we say, that by the time it passes many lips only the
skeleton of truth remains.

But how different it is with the printed word! That is why you can trust the advertisements. Had you thought of it that way Becarse the manufacturer and merchant are compelled to be accurate in type, you know that the quality of soap, ginger ale, cathing, butter or furniture you buy is as standardized as the IT HAS TO BE!
Read the advertisements. Read them carefully, critically. Read them for profit! Rea
and the advertiser!

The Artesia Advocate


HERE＇S THE SEASON＇S PRIZE FISH STORY

IS ABOLISHED TUES．

FINANGES HANDICAP


## BOY SCOUT WORK

 $\pm=4.2$

## 10c

The Same Dime You Spend for a Shine

－Will cook 10 good dinners for 3 people．
－Will heat enough water for 10 baths．
－Will make 230 cups of coffee．
－Will heat enough water for 100 shaves．

In times of adverse business conditions， many industries can reduce expenses to offset losses in volume of business．Your gas com－ It must continue to supply the best possible gas service in bad times as well as good．

We have reduced expenses wherever pos－ sible without impairing your service．In spite of these conditions，where can you spend a dime and get more than in gas service？

Our gas service is quality at low price

## Pecos Valley Gas Co．

