

# PECOS VALLEY NEWS

A Newspaper for the Homeseekers and the Homebuilders of the Middle Valley

VOLUME 9

ARTESIA, EDDY COUNTY, NEW MEXICO, THURSDAY, OCTOBER 8, 1914.

Mrs. A. C. Badler

672-5632

NUMBER 4

## The Official Newspaper

This issue of The News has been designated the official paper of the Annual Alfalfa Festival, by the Board of Managers and contains the official prize list and the calander of attractions for the biggest show ever given in the Pecos Valley. To carry out the official idea as far as possible The News this week is printed in green on white, the Artesia colors.

### ANOTHER CARNIVAL

**Allman's Great American Shows Will Exhibit Five Days During the Festival.**

L. P. Evans, chairman of the committee on concessions, booked the Allman Great American Shows for the Alfalfa Festival Sunday night. This is the largest carnival company in the world, and the tour of the southwest rans, Amarillo, Albuquerque, Artesia and Roswell, the four best towns in this section of the country. Evans has been on the trail of Allman's for some weeks, but it was not until Saturday, when in Roswell, that he was able to see the advance man and obtain from him a promise to come to Artesia and look the situation over. Sunday evening, John P. Martin, chief advance man and Al G. Campbell, manager, arrived in Artesia, and sometime before Monday morning Martin signed the contract to show in Artesia. This man Campbell for years managed the Campbell Brothers shows. He is a Campbell himself, as one might gather from his name. The outfit has shown several times in Artesia, always drew gigantic crowds, and it was the record for business made by the circus which eventually decided Campbell to bring the Allman carnival to Artesia for the Festival.

The greatest feature of the Allman shows is the motordome, which requires two freight cars to carry. It stands over twenty feet high, and is the largest motordome used by a traveling company. Briefly stated, a motordome is a circular track, almost perpendicular, inside of which fool motorcyclists risk their lives at sixty miles an hour. As the machines speed up they run higher on the track, and stand almost parallel with the ground.

The Allman shows come highly recommended. "Mozelle," the show beautiful, is one of the finest attractions carried by any traveling

company. It is a musical comedy company, featuring "Mozelle," the star and nine chorus girls. The "Society Circus" is another feature attraction. Sahara, the horse that goes to bed, and Maxine, the mule that saves the baby, are features.

"That Girl" is a spectacular electrical exhibition. "The Circus Side Shows" features an unusually good line of freaks, oddities and curiosities. There is five other big shows with the company, making a total of nine shows, besides the numerous concessions, the three-abreast Carryalls, the Eli Feris wheel, and four big free attractions, one of which is a dare-devil loop-the-gap on a bicycle, one of the most dangerous and death-defying feats ever attempted. This will positively be shown at the Alfalfa Festival if the operator is not killed before the show reaches here.

The Allman people carry a magnificent twenty-piece band which gives two big concerts daily. Some idea of the size of the entire aggregation may be gained from a contract made with manager Smith of the light company, for five days service for 600 one-hundred watt tungsten lights.

### Evans and Smith to Roswell.

L. P. Evans and W. G. Smith left yesterday morning for Roswell in the Smith car to distribute advertisement matter for the Alfalfa Festival and to make final arrangements with the two carnival companies for their locations on the streets of Artesia during the fair. Allman's advance man is in Roswell, closing up with the Roswell fair, which will be played the week after the Alfalfa Festival. The National Amusement company is filling in this week at Hagerman, waiting for the Festival. At a meeting Tuesday night the Artesia council turned the streets over to the Festival committee to use as is deemed fit for the location of shows and concessions.

## Light up for the Carnival

National Madza electric lamps give three times the light.

Nothing will add more to your decorations.

Prices are low.

**Solomons 5, 10 & 25c Store**

## THE FIRST FESTIVAL

**Celebration of 1907 Was a Tame, But Expensive Affair--No Exhibits or Shows.**

The celebration of the first Annual Alfalfa Festival, held June 21 and 22 of 1907, was a very tame affair compared with the elaborate entertainment which will be afforded to visitors at this Festival. There were no shows, no concessions, no exhibits of products, and the Festival was held at a most impossible time of the year. But it was well advertised and well attended, and although the amusements were few, they were expensive. It cost over \$1,000 to give that Festival, a sum out of all comparison to what the extensive entertainment will cost this year.

The Artesia Concert Band, headed by O. J. Adams, was a leading feature. Speaking was also in evidence. James D. Whelan, the editor of the Advocate, delivered the address of welcome to the visitors, and Will Robinson, of the Register-Tribune, now of the Morning News, was the orator of the day. After the mental feast the crowd adjourned to a place in the north part of town, somewhere near the old Highsmith residence, and partook of an old fashioned barbecue. Wilmer Keap had sat up all the night before throwing gravel on the beat and mutton, and was so tired the first day of the Festival that he could not enjoy the doings.

Among the sports of the day was a tournament race, won by C. E. Mann, with Tom Logan a close second. Uncle Charley received a \$15 pair of spurs for his work. Wiley Hill who was later sent to jail on a mixed up charge of everything from seduction to horse-stealing, should have won the bronk busting but tried to play the grandstand at the last minute, and was thrown and dragged. Jim Brown won first prize, a handsome \$85 saddle. Barney Hall won the sack race, prize \$5. Eller and Robe won the three legged race prize, \$5, and also the wheelbarrow race, prize, \$5. I. D. Miller took the 100 yard dash, prize, \$5.

The afternoon of the second day was taken up with horse race on a track constructed for the occasion east of town. Speaking of the crowd, the News said, "It was here that we obtained some idea of the attendance. The entire section, seemed covered with vehicles, horseback riders and people on foot." Note that no mention is made of autos. E. A. Clayton's horse won the gentleman's driving race, with Gayle Talbot's horse second. Bill Bond drove Talbot's horse, and Talbot refused to recognize Bill on the street for weeks afterward. Clayton got a \$50 set of harness for a prize. Charley Davis who was a partner in the real estate business with John Price, won the saddle horse race, prize, \$50. The running race was won by the Bass horse from Carlsbad, Blue-Eyed Johnny, the purse being \$200.

Dancing occupied the nights at the Logau & Dyer building, which is now the Yellow House second-hand store. There was also a traveling moving picture show in

## Fall Weather Necessities For SATURDAY SPECIAL, Oct. 10

One gallon of Wapco Cane Syrup.....45c  
One-half gallon Wapco Cane Syrup.....25c  
One-half gallon White Swan Cane Syrup.....25c  
One-half gallon Sunshine Corn Syrup.....25c  
One-half gallon Sorghum and Corn Syrup.....25c

### NOTICE OUR CASH FEED PRICES

100lbs. Corn.....\$1.85  
100lbs. Corn Chop.....1.90  
100lbs. Maize.....1.55

## Joyce - Pruit Company

When in Doubt Call 46

the same building, operated with gas. The gas wouldn't work the second night, and the manager offered their money back to all who wanted to leave, while those who would stay were assured of a treat when he got the machine to working. When the rush for the ticket office was over, the dance hall next door was full, and there were four people left at the show, three of whom had passes.

Artesia and Roswell played ball both days, Roswell winning the first game with a score of 4 to 0, and Artesia taking the second, 8 to 2. Among the players mentioned were Gallegos, who was killed in a saloon row in Ft. Worth while playing professional base ball, and Mac Osborn, who went from Artesia to an Oklahoma league.

Another feature was the ladies riding contest, prize, a \$25 saddle, which was won by Miss Ella Hyatt, who is now Mrs. R. C. Dublin. The News report of the Festival notes that all business houses were profusely decorated.

Issues of the News about that time contained an advertisement for the First National Bank, offering \$100 in cash prizes for the best products grown that year. This was the only list of prizes offered for products, and had no connection with the Festival. The merchants assessments to meet the expenses ran from \$25 to \$50 each.

### Artesia Beat Again.

The Artesia football team went up against the Military kids at Roswell Saturday and the score is somewhat in doubt, some claiming it was 32 to 0 and others that it was 36 to 0. Artesia certainly has a nifty bunch of boys on the football team, for the Military institute is generally conceded to be the fastest bunch in the southwest.

Everybody reads the News.

## STATE FAIR VERDICT

**Telegram From Secretary of the State Fair Association Boosts for Allman's Shows.**

The following telegram was received Tuesday by L. P. Evans from secretary Thos. W. Binkert, of the New Mexico State Fair Association. It explains itself. The Allman's Shows mentioned in the telegram are now playing the State Fair week at Albuquerque, and is one of the companies which has been booked for the Alfalfa Festival:

Albuquerque, N. M.,  
October 6, 1914.  
Secretary Fair Association,  
Artesia, N. M.

We have Allman Bros. Carnival Company here at our fair this week. Their shows are clean and up-to-date. Their free acts and band are the best we have ever had here. We recommend them as a high class amusement company.

Thos. W. BINKERT, Sec'y.

### From The Woman's Club.

Don't fail to see the beautiful lace collars on display in the window of the Pecos Valley Drug Co. This lace is the work of Mrs. Frank Barlow and the entire collection is her gift to the wavy-and-means committee, to be used in second prizes for the Children's Fair. We are afraid every one will try for a second rather than first prize. First prize children's parade, \$5.00. Second, beautiful story book. Third, a box of choice apples.

Evans sells all sizes new and second-hand pipe and pipe fitting.

## First National Bank

With ample capital, modern equipment and a genuine desire to render helpful financial service, we are in a position to give the people of this town and community the best there is in banking.

Your interest will grow if you have financial headquarters and we invite you to feel at home with us.

**ABSOLUTE SAFETY**  
Is the best thing we have to offer

# FESTIVAL PRIZE LISTS

Live stock and produce must be on grounds by noon on the 14th.

All prizes will be awarded before noon on the 15th. Following is the list of prizes offered by the Chamber of Commerce for the best displays, etc., during the carnival to be held in Artesia on the 14, 15, 16 of October, 1914.

### PARADE.

First prize for best flower decorated vehicle in the parade, \$10.00.  
(By Woman's Club.)

First prize for best decorated automobile in the parade, 50 gal. of gasoline.

First prize for best decorated buggy or surry in the parade, 5 gal. of lubricating oil.

First prize for comic surry, 2 1/2 gallons of lubricating oil.

Vehicle carrying largest number of people from outside the city limits, 2 1/2 gallons of lubricating oil.

First prize for best saddle horse and rider, (with lady rider,) ribbon and paper notice.

First prize for best saddle horse and rider, (gentle,) ribbon and one year subscription to the Pecos Valley News.

(No stables permitted in the parade.)

First prize for best driving team, mares or gelding, ribbon and one year subscription to the Pecos Valley News.

First prize for best decorated shetland pony, riding or driving, 5 gal. of gasoline.

First prize for best head of alfalfa hay, \$5.00.

First prize for biggest head of alfalfa, \$5.00.

CIVIC DECORATION.

First prize for best window display, ribbon and paper notice.

First prize for best outside decoration, ribbon and paper notice.

First prize for best kept farm, by owner, one year subscription to the Pecos Valley News and ribbon.

First prize for best kept farm, by renter, one year subscription to the Pecos Valley News and ribbon, by October 10th 1914.)

First prize for best draft stallion, any breed, registered, blue ribbon.

First prize for best draft stallion, any breed, registered, red ribbon.

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For second best milch, etc. red ribbon.

For second best span of milch, etc. red ribbon.

For second best span of milch, etc. red ribbon.

For second best Jersey cow, red ribbon.

For second best Jersey heifer under two years, \$1.00 and blue ribbon.

For second best Jersey heifer, etc. red ribbon.

For second best Jersey bull, red ribbon.

For second best Jersey bull, red ribbon.

For second best Jersey cow, red ribbon.

For second best Jersey heifer under two years, \$1.00 and blue ribbon.

For second best Jersey heifer, etc. red ribbon.

For second best Jersey bull, red ribbon.

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For second best Jersey heifer under two years, \$1.00 and blue ribbon.

For second best Jersey heifer, etc. red ribbon.

For second best Jersey bull, red ribbon.

Best pen of Bananas, any variety, \$1 cash.

Best pen of Ganes, any variety, \$1 cash.

Best pen of Cochin, \$1 cash.

Best pen of Brahmas, \$1 cash.

Best pen of Langshans, \$1 cash.

Best pen of Leghorns, \$1 cash.

Best pen of Minorcas, \$1 cash.

Best pen of other variety of Mediterranean class, \$1 cash.

Best pen of Wyandottes, \$1 cash.

Best pen of Rhode Island Reds, \$1 cash.

Best pen of Plymouth Rocks, \$1 cash.

Best pen of Wyandottes, \$1 cash.

Best pen of Rhode Island Reds, \$1 cash.

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Best pen of Rhode Island Reds, \$1 cash.

Best pen of Plymouth Rocks, \$1 cash.

GENERAL EXHIBITS. C. BERT SMITH, Chairman. All exhibits must be in Exhibition Hall, old Mansions Hotel by noon, October 14.

First prize for best case of 24 lbs. honey, \$1.

First prize for best 1 1/2 lb. honey, ribbon, 50c.

First prize for best one lb. honey, ribbon, 50c.

DOMESTIC SCIENCE.

1st prize for best loaf of bread, ribbon.

1st prize for best loaf of cake, ribbon.

1st prize for best display of canned fruit, \$2.

1st prize for best display of preserves and jellies, \$2.

GRAIN AND HAY.

1st prize for best one dozen ears of white Indian corn, 50c.

1st prize for best one dozen ears of yellow Indian corn, 50c.

1st prize for best one dozen ears of pearl corn, \$1.

1st prize for best one dozen ears of sweet corn, 50c.

1st prize for best one dozen heads of kafir, 50c.

1st prize for best one dozen heads of tenerita, 50c.

1st prize for best one dozen heads of minize, white, 50c.

1st prize for best one dozen heads of minize, red, 50c.

1st prize for best one dozen stalks of sorghum, 50c.

1st prize for best 1 1/2 bu. of oats, 50c.

1st prize for best 1 1/2 bu. of barley, 50c.

1st prize for best 5 lbs. of alfalfa seed, 50c.

1st prize for best 20 lbs. of millet seed, 50c.

1st prize for best 20 lbs. of alfalfa seed, 50c.

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## The Pearl Scarfpin

It Proved a Dead Giveaway.

By WILLARD BLAKEMAN

Jack Herkimer was a very pleasant fellow. He was popular with both men and women. Flaxen haired, blue eyed, a boyish face on a massive figure, good natured, careless of everything except the feelings of others, he drew about him so many friends that he found it difficult to avoid distressing them from an inability to accept and return all the favors they lavished upon him.

One day Jack was sitting in a street car when a young lady got in. She sat for a few moments oblivious to the fact that persons are not expected to ride in street cars for nothing, then made a dive for her portmanteau, supposed to be contained in the bag she carried. There was a succession of dives, each more spasmodic than the last; then she arose and started to leave the car without stopping it.

Jack interposed. "Pardon me," he said, placing himself in front of her, lifting his hat and smiling benignly. "If you are without change for your fare I will pay it for you. There is no need to get off."

He held in his hand a quantity of large change and picked out a nickel from among the coins. The young lady, apparently reassured, refrained from her attempt to commit suicide for the want of 5 cents and sat down. But she was still too flustered to thank Jack for the loan. The conductor received the fare, passed on, and the young lady sat trying to regain her equanimity. Presently a thought struck her all of a sudden. It was that it behooved her to make some arrangement for the payment of the debt. She was a young woman and had not the experience adequate to the occasion.

"How am I to—to get it back to you?" she asked Jack.

"There's no need to get it back to me at all," he replied, with that winning smile of his. "But if you insist upon doing so?" He hesitated. He would have liked to add, "I'll call for it if you'll give me your address," but it occurred to him that if the young lady did not consider this taking an advantage of her youth, there were doubtless members of her family who would, so he finished the sentence by giving his own address, at the same time begging her not to take the trouble to return so small an amount.

By this time the girl had so far recovered her composure as to say, "Thank you very much." She would have liked to return Jack's smile, for it was enticing, but she was only sixteen years old and had been brought up to give no encouragement to a stranger.

Jack, who was feasting his eyes on her beauty, peered beyond the top of her head and had intended to leave the car. When the girl arose to alight she was apparently in doubt whether or not it would be proper for her to nod an adieu to the handsome young fellow who had befriended her. She decided in the negative, and Jack, who was about to go out before her in order to hand her off the step, sat still. The episode was ended, but left a very pleasant sensation in the young man's breast.

That night when Jack went to sleep he was paying the girl's fare again and again and assuring her that a nickel was of no consequence and she must not think of returning it to him.

The next day Jack received an envelope addressed in a man's handwriting containing a bit of paper and postage stamps to the amount of 5 cents. On the paper within in the same hand as the address was the word "Thanks." Evidently the girl's father or brother had taken the matter of her hands. Jack felt sorry. He had hoped to receive from the young lady something that would have given him the semblance of an excuse to take another step toward an acquaintance. This return of his loan by one other than the creditor herself ended the matter. And in a week Jack, who had bouquets of smiles thrown at him from pretty girls, forgot all about it.

One day a little box addressed in a feminine hand, came for Mr. Herkimer by post. Jack was the recipient of so many favors from young ladies that he naturally supposed it to be from some girl with whom he was "spoons." He did not recognize the handwriting, but quite often his favorites who wished to conceal their identity had addressed him through an amanuensis and he thought nothing of it. Opening the box, he found nestling in cotton a

scarfpin set with a single pearl.

Jack ran over all the girls to whom he had recently made love—that is, all he could remember—with a view to getting a clew as to the sender. He formed an opinion that she was one of three, but he could not tell which one. He would await developments, being well aware that no woman was likely to so favor him without in due time getting credit for her gift. Whenever he met a suspect he would put out feelers with a view to testing her as to whether she had sent the scarfpin. But week after week passed and there was

no clew. Jack wore his pearl ornament for several years, studying the face of every woman who fixed her eyes upon it, hoping for a betrayal, but found no one who gave any indication whatever that she had bestowed the favor.

One September day Jack, who had gone to Europe with the American summer holiday, was in a compartment of a railway carriage in Germany on his way to Hamburg when an elderly man handed a lady into the car, then got in himself. The girl was a beauty, and it seemed to Jack that he had seen her before. It was some time before the gentleman got his hand baggage stowed away in the racks and the lady had settled herself in her seat. Then she looked about among her fellow passengers. Jack from the time he had received the mysterious scarfpin had never worn any other. He saw the girl's eyes hovering upon him and finally light on the ornament. Immediately the blood left her cheeks, then rushed back a crimson flood.

There was no more doubt in Jack's mind that the young lady was the donor of the scarfpin than that she was present before him. But who was she? Certainly not one with whom he had been on intimate terms. He was quite young enough to remember faces, especially of those with whom he had an acquaintance. But no racking of his brain served to bring forth the identity of this lady who had sent him an anonymous gift. And yet something had passed between them, for he was sure he had seen her before. The train was an express and connected. As soon as it was well under way the conductor came through for tickets, and the first person he approached in the compartment was the young lady in question, who referred him to the gentleman who accompanied her.

If it were not for suggestion our world would be a very dull one. Seeing the girl ask for her ticket brought back to Jack Herkimer a picture of her when, three years younger, she had started to leave a street car in America for lack of fare. The middle was solved. He sent her a picture for what she doubtless considered a favor of importance, sending the reward anonymously.

Jack was a man of quick resource. What he would do flashed upon his brain with electric rapidity. He began to fumble in his pockets for his ticket—that is, in every pocket except where it was. The conductor stood before him, waiting. Jack continued the search until, pretending that the ticket was not forthcoming, he said to the conductor in the only language he knew, English: "I've lost my pocketbook, with my money and my ticket as well."

Naturally, every eye in the compartment was turned to the unfortunate man, and Jack's included. She was not the unsophisticated creature she had been when Jack had paid her fare, and it did not take long for her to become aware that he was enacting this scene for her benefit. To conceal a smile she turned her face to the window.

"You are an American, are you not, sir?" said the young lady's companion.

"I am."

"If you will tell me what you require I will be happy to oblige you."

"I need only my fare to Bremen, where I will take steamer for home."

"In that case the matter is simple. I will call on the Crown Princess tomorrow morning."

"I go by the same steamer. I have the documents by which to obtain all I need from the purser."

The gentleman paid Jack's fare. Jack asked for his name and address and was given a card bearing the name of Farnsworth. Then the passengers, having lost all interest in the matter, settled down to their various ways of passing the time. There was one person who, not being deceived by this audacious imposture, continued to look through the window at the scenery as though she would not lose any of it for a fortune. At last she turned, but carefully abstained from meeting the gaze of the unfortunate man who had lost his valuables.

Americans abroad came at once to a friendly footing. Jack Herkimer was profuse in his thanks to Mr. Farnsworth and, taking a seat opposite him, talked about everything he could think of, expatiating especially on that confidence those born under the stars and stripes have in one another, and so ingratiated himself into the favor of the old gentleman that the latter at last said, "Permit me to introduce you to my daughter, Mr."

"Herkimer, I am John Herkimer of Troy, N. Y."

That was the trying moment of Miss

# The Quality Grocery



It is in season, we have it. The better class of goods, so hard to obtain when you want them, are always in stock at this store.

## Howell's Good Bread

Is known throughout the Valley. It is the best and cleanest bread made anywhere. Price is the same.

# E. S. HOWELL

Farnsworth's life. She felt a great impulse to fix her eyes on Jack's scarfpin, and Jack threw open his coat that she might get a good view of it. A half vexed, half amused smile played over her features like a fitful breeze among flowers. Jack gave no outward sign of ever having met her before, but there was a happy triumph within that was as plain to Miss Farnsworth as it was unobscurable to the others present.

As soon as the steamer was reached Jack, after a pretended visit to the purser, paid his indebtedness and tipped the head steward to put him at table beside the Farnsworths. After such adventures with a young lady and a week's voyage ahead of them it would be absurd to suppose that the principal actors would cross the Atlantic ocean without a love affair. Indeed, the gift of the scarfpin made it plain to Jack that a conquest had been made long before, and he found love-making dead easy. Fortunately he had found a girl he wanted and, as he expressed it, "wanted her bad." An engagement occurred on the steamer, and the wedding followed in due course of time.

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"Herkimer, I am John Herkimer of Troy, N. Y."

That was the trying moment of Miss

## For Breakfast



### Brookfield Sausage

It comes to you sealed in one-pound cartons, and no other sausage can equal its delicious flavor. The price is

25c per pound

## Sealshipt Oysters

The only real sea-flavored Oysters. They are packed so that no ice or water can touch them from the time they leave the ocean until they are sent to your home. They always have the real sea-flavor. We have the exclusive agency in Artesia for

## SEALSHIPT OYSTERS

# The City Market

LINELL & HUDSON

TELEPHONE 37

## MONEY TO LOAN

On Farm and City Property

## Fire Insurance

## A. C. KEINATH

Artesia, New Mexico

Rear room 1st National Bank Bldg

## W. J. RAND

Real Estate and Insurance

Fire, Life, Accident and Health

Gilbert & Collins Bldg, Artesia, N. M.



## The Store That Has Kept Pace With the Development of the Valley

**F**ROM the time this store was first opened for business it has used its best resources to keep pace with the rapid development of Artesia and the Middle Pecos Valley. It has endeavored to be one step ahead, rather than to follow one step in the rear of the town and country. The present great mercantile establishment is ample proof that we have been, in a measure, successful. In the pursuance of a progressive policy; in rounding out our plan to build a business which would meet every demand of a new and growing country, we have steadily improved upon the original store until Artesia can boast of the largest and most complete department store in the Pecos Valley, and one of the largest in the entire Southwest.

**W**HAT is true of the Artesia store also applies to every link in the chain of Joyce Fruit stores up and down this Pecos Valley. Liberal in their dealings with customers, and backed by the greatest purchasing and distributing organization in New Mexico, the Joyce Fruit stores have become factors in the progress and development of every community in which they are located, and as a great company, in the development of the whole Pecos Valley. ¶ It has been a source of profit and satisfaction to others, and will be to you, to trade at this store.

# Joyce Fruit Company

“EVERYTHING”



# Here from the Beginning of Artesia

AND HERE TO STAY

We are the exclusive agents for  
**The Bonita Farm Silo**

the best ever made. Call and see it while at the Festival.

# The Kemp Lumber Company

## For Hardware

We offer you the largest and best selected line of hardware in the middle valley. Everything you may need in this line is carried in stock at all times. Call and see our store when in Artesia for the Festival. We can fit you up for your hunting trip.

**BRAINARD-CORBIN  
HDW. CO.**

### Church of Christ.

Brother J. W. Dunn will conduct another meeting in Artesia, beginning Sunday, October 18th and continuing for about two weeks. Since leaving Artesia in July, brother Dunn has established two churches in eastern New Mexico, and has also conducted successful meetings with other churches. As a bible scholar, brother Dunn has few equals. We cordially invite you to hear him. Services held at Corrington College.

W. H. BRASLEY.  
W. M. DAUGHERITY  
S. E. RAY.

There is a new daughter at the home of Councilman and Mrs. S. S. Ward, the young lady having arrived Monday of this week.

### From the Woman's Club.

The Childrens Fair will be held in conjunction with the Alfalfa Festival, in the Mansion House, opposite the Freeman building, October 14, 15, and 16.

No exhibits will be received after Tuesday, October 13th.

Ladies of the Civic Department will receive exhibits and assist in arrangements all day Tuesday.

There will be a display of drawings, the work of children, and exhibits are solicited.

All needlework, drawing, cooking or produce must be the work of children under 16 years of age.

Those having articles for display if possible, report to the right department soon. See them in person or drop a card.

Agriculture—Mrs. Barlow and Mrs. Kemp.

Needlework—Mrs. Bert Smith and Mrs. Bader.

Cooking—Mrs. Bader and Mrs. Hadley.

Parade—Mrs. Daugherity and Mrs. Shouse.

A new department has been added for drawing. Drawings and paintings are solicited for this department. Prizes will be given.

All prizes are mentioned in another column of this issue.

### Card of Thanks.

There was never a quicker response to the call of battle than there was in Artesia when the friends and neighbors of George Frisk, were called upon to fight the common enemy of us all. The call to arms came September 11th at the accidental discharge of a gun.

Not a business man of the town, not a day laborer or farmer but were ready to assist their old friend whom they loved and honored.

The Masonic fraternity banded together as one man in their efforts to assist in the fight for their brother's life. The women friends of the family anticipated every need. For eleven days the battle raged and every man fit into the groove made for him.

Dr. Inman, the attending physician, went far beyond his duty in his efforts to conquer. His assistants, Drs. Baker and Skeen were untiring in their efforts. The skill and tact of the trained nurse, Mrs. Vallye-Owens, were tried in the balance and found not wanting.

When the battle was over and the victory won by our common enemy, the surrender was beautiful. And all that remained were beautiful flowers in abundance and the peace and quiet of our loved one, the sorrowing friends and the bereavement of their wife and daughter.

EVA M. FRISK.  
BERNICE FRISK.

## ROSWELL IS COMING

**Manager Crile of Roswell Fair  
Contracts for Special Train  
to Artesia.**

W. F. Hollomon came from Roswell, tonight and said that Manager Crile, of the Roswell Fair assured him that our neighbors on the north would be here in full force, next Thursday, the second day of the Alfalfa Festival. Manager Crile has chartered a special train which will be run from Roswell Thursday morning with a goodly bunch of Roswell boosters on board, and the crowd will be added to at every station along the line.

There is no need of special from the south, as the regular train comes from that way in the morning, giving people from the south end of the valley all day in Artesia.

### Smith is Honored.

C. Bert Smith, who has long been prominent in Odd Fellow work in New Mexico, was honored by the Grand Lodge this year by being elected Noble Grand of that body at the meeting in Albuquerque this week. As Noble Grand Mr. Smith is head of the lodge in this state, and has been given the highest honor that could be bestowed by the Odd Fellows of New Mexico.

The delegates to the Grand Lodge, from Artesia, were C. Bert Smith, Jack Hastie and R. A. Eaton.

The ladies of the Industrial Society of the Presbyterian church will hold their annual Bazaar on the afternoon of Saturday, December 12th.

On account of the Alfalfa Festival our first club meeting will be held Tuesday, October 20th.

Barn for Rent.—Close in. Good shade and water. Gayle Talbot.

## Laundry Talk

Phone 254, or leave bundle at Smokehouse for the "Biggest, Busiest and Best" plant.

**Roswell Laundry Co.**

## LOOK OUT

For your winter coal  
See **E. B. BULLOCK**  
Feed, Flour, Coal and Seeds

## Everything in Pipe and Pipe-Fittings



We will buy anything you have to sell. We will sell you anything you want to buy. We specialize on all kinds of well supplies, such as pumps, pipe, casing, fittings and well machines. We keep on hand a very complete line of second-pipe and supplies.

**L. P. EVANS**

## Clean, New and Thrilling Features

All Festival Week, at the  
**MAJESTIC THEATRE**  
 SPECIAL PHOTOPLAYS, NEW ILLUSTRATED SONGS,  
 AND DRAMATIC SOLOS BY HIGH CLASS SOPRANO  
 VOCALIST.

Free souvenirs to every child during the Festival.

Next Saturday Night, October 10th,

A grand program including the beautiful waltz song, "Dawn of Love", from the New Opera, "The Fire Fly", sung by Miss Ida Hoyt Chamberlarn, Dramatic Soprano.

### PECOS VALLEY NEWS

Entered at the postoffice at Artesia New Mexico as second-class matter

Published weekly by  
 THE NEWKIRK PRINTING COMPANY  
 FRANK NEWKIRK, Editor

\$1.50 a year, payable in advance

#### Artesia.

This is the greatest little town in the world.

In it live the men who own a hundred thousand cattle and fifty thousand choice sheep.

Its banks are liberal, sound and responsible.

Its merchants are accomodating and friendly.

Its farmers are modern and progressive.

Its schools are models and are known throughout the southwest. Its people are moral and industrious.

Its officers are competent and careful.

Its trade territory covers 10,000 square miles of irrigated land and wealthy cattle and sheep ranges.

Its location is unsurpassed. Its climate is incomparable.

Its soil is richer than the valley of the Nile.

Its fruits take first prizes at World's fairs.

Its alfalfa if known wherever there are cattle to feed.

Its garden truck commands the highest prices.

Its poultry produce is sought for in the nearby cities.

Its artesian wells are the marvel of the world.

Its electric plant is opening up a new empire through shallow water pumping plants.

It is Artesia, the only town in the world that features the Annual Alfalfa Festival, the country fair without a peer anywhere.

#### Free Rest Room.

The Woman's Club is fitting up a rest room in the Freeman building. This room is on the first floor, west side, on the side street.

Easy chairs, reading matter, mirrors, toilet articles, lavatory, etc., will be supplied.

There will be attendants. We wish you to know there is no charge whatever for the use of this room and its conveniences. Make this your headquarters during the Festival.

#### Farewell Party.

The ladies of the Cemetery Association Entertained for Mrs. Jno. T. Lowery Tuesday afternoon at the home of Mrs. J. B. Atkeson. This was in the nature of a farewell to Mrs. Lowery who leaves Artesia this week to make her home elsewhere. Mrs. Lowery has been a faithful, untiring worker in the association since its beginning and the loss of her help will be felt beyond measure. The invited guests were the associate members of the association.

#### Flower Show.

The flower show will be held in the Freeman building in the store-room occupied by the Mercantile company. This is an admirable location and the best arranged room in the town for the show, affording ample space for the display of flowers and the arrangement of the foreign booths. Remember that the ladies will serve lunch, cafeteria style, with delicacies from the nation of your choice served by beautiful girls in the nation costume of their countries.

A prize of ten dollars will be given for the best flower decorated vehicle taking part in the big parade.

Following is a list of cash prizes to be given for flowers:

Roses—Finest single specimen, \$1.00.

Dahlias—Finest single specimen, \$1.00.

Chrysanthemums—Finest single specimen, \$1.00.

Roses—Finest collection, \$2.00.

Dahlias—Finest collection, \$2.00.

Chrysanthemums—Finest collection, \$2.00.

Best general display of flowers, \$5.00.

Second best general display of flowers, \$2.50.

The Missionary Federation of Artesia, composed of the Missionary Societies of the several churches, request all Christian people of Artesia to join earnestly in prayer every morning at nine o'clock, for the restoration of peace among the warring nations, and that our own NATION be preserved in peace.

"And I say unto you, that if two of you shall agree on earth as touching anything that they shall ask, it shall be done for them of my Father, which is in heaven."

## JOHN C. KEYS HERE

Head of Light and Power Company is well Pleased With Outlook for the Pecos Valley.

John C. Keys, president of the Pecos Valley Gas and Electric Co. of New Mexico, arrived in Artesia yesterday evening on a trip of inspection. Mr. Keys is head of a large number of electric companies throughout the southwest, and at present has his headquarters at Lawton, Oklahoma, where he owns the light plant, ice plant and a steam laundry. After an inspection of the plant and the experiment farm here, Mr. Keys expressed himself as well pleased with the business in the middle valley, and looks forward to a large increase of business for his company next year as the farmers become accustomed to the use of electricity in pumping water for their farms. Al Keys who was formerly manager of the plant here and who is now in charge of the Lawton office, will make the inspection of the plants in the future. Arthur is now manager of the Keys' plant at Quanah, Texas.

#### Candy Free.

The Woman's Club will furnish candy free to every child under 15 years of age, who makes an exhibit of its own production at the Children's Fair this autumn.

Exhibits are solicited; any kind of fruit, vegetables, grain or flowers; also canned fruit, vegetables, jelly, bread, cake, quilts, sewing and fancy work—produced by children.

All first prizes will be \$1 coin. Second prizes announced later.

Prizes given on the following:

Best loaf of bread.

Best loaf cake.

Best apple jelly.

Best plain sewing.

Best half dozen buttonholes.

Best embroidery.

Best Crochet.

Tallest stock of corn.

Best table beet.

Best plate of tomatoes.

Best cushaw squash.

Best pumpkin.

Best vegetable garden.

Best stock anna.

Best vase dahlias.

Best vase zennias.

Best chrysanthemums.

Now is the time to get busy if you want a prize or a package of fine candy.

A prize of \$5.00 was voted by the Woman's Club for the best feature in the children's division of the big parade of the annual Alfalfa Festival. A second and third prize to be announced later.

A prize of \$1.00 was also voted for the best general exhibit at the fair. Decoration, arrangement and features of the exhibit to be points considered.

Those who have exhibits or who will assist in any way, please report to the department.

Mrs. Frank Barlow, agriculture; Mrs. C. Bert Smith, needlework; Mrs. Geo. Bader, cooking; Mrs. Walter Daugherty, parade.

#### Methodist Church.

The pastor will bring his farewell message to the church Sunday morning and desires to have all members and friends present. Good music by the choir assisted by other local talent. Everybody welcome. Break your rule and come to church Sunday.

ELLIS SMITH, Pastor.

Buckles—the painter.

## You Can Bank

What you save by making all your purchases from us; it will be a nice Bank Account at the end of a year.

Our goods are priced 5 per cent to 50 per cent lower than goods sold on a credit basis.

## We Welcome You

to our store during the Festival; we extend you a personal invitation to allow us the pleasure of showing our wares. Don't fail to take advantage of the privileges of our rest room.

DEPARTMENT

## Ragsdale's

STORE

## Clear Stock Drugs

And three quarter Sections. Land all well located in Oklahoma. Trade for land.

C. E. Stocks  
 Lakewood N. M.

## 1915 Model Maxwell 25

A Car of Comfort  
 Style and Economy

We have just received the new models with Gray-Davis Starter, electric lights and many other improvements.

Price Fully Equipped \$795  
 See

## Cummins' Garage

Distributors, Roswell, N. M.

## The Hardwick

Artesia's Greatest Hotel

We are making special preparations, but not special prices, for the Festival. The regular rates continue.

# 280 ACRES

Blaine county, Oklahoma

100 acres under cultivation, of which 50 is alfalfa land. Balance of farm is fine pasture. Mortgage \$3,000, long time at seven per cent.

PRICE \$30 PER ACRE

**G. M. Brown**

Artesia Abstract Co.

## WE HAVE THEM BOTH

Gentle livery teams and a safe speedy auto. Also pleasant rooms at the Pecos Valley Rooming House.

**H. Crouch, Proprietor**  
**THE STONE BARN**

# JERSEY BULL

We have for service one of the best Jersey bulls ever brought to the Pecos Valley. He will make the season at Rosedale and herd owners are invited to call and see him. Fee for service, \$2.00.

# CONN & OWENS

## ALVIN SILVER PLATE

The most beautiful high-grade silver plate on the market. We are receiving some fine designs in this plate, which will be sold at the usual moderate prices asked for Alvin plate.

### STERLING WARE

There is also a fine line of Sterling ware awaiting your inspection. Special designs or articles will be ordered.

**C. E. MANN DRUG CO.**

# Back in the game

Will haul anything, anywhere anytime for anybody

**J. T. PRICE, the hauler**

## BROOKLYN TABERNACLE

BIBLE STUDY ON TWO PASSOVER MEMORIALS.

Mark 11:12-25—Oct. 11.  
"As oft as ye eat this bread, and drink the cup, ye do proclaim the Lord's death till He come."—1 Corinthians 11:26.

THE subject of today's lesson is one of the most interesting features of Jesus' ministry. He knew that the Apostles did not realize that this was to be His last supper with them. Although He had intimated the nearness of His death, they had found it impossible to comprehend that any such disaster could be near. Jesus, however, with full consciousness of what it meant, was longing for the consummation of His work.

St. Peter and St. John were the two sent to make ready the Passover, in the evening of the same day. Jesus with the entire Twelve met to celebrate the Passover Supper. Everything, we may be sure, was in exact conformity with the requirements; for Jesus and His Apostles were bound by the Jewish Law—the New Dispensation not having been ushered in. Kingdom Honors Desired.

The Apostles, believing that very soon Jesus would be enthroned as King, could think of little else but the degree of honor which they would have in the Kingdom. Perceiving their mental attitude, Jesus said to them, "The kings of the Gentiles exercise lordship over them; but ye shall not be so; but he that will be the greatest amongst you, let him be as the younger; and he that is chief, as he that doth serve."

There were new standards, difficult still difficult for Jesus' followers to comprehend. The One who will be chief in the Kingdom will be the One who was the chief Servant in the flesh—the Lord Jesus Himself. The Master intimates that the same principle holds respecting all His followers.

The disciples had made no arrangements for feet-washing, none wishing to assume the role of servant in that sandy country. By way of rebuke Jesus arose from the table and performed this menial service for His disciples, telling them the import of the lesson and intimating that no matter how humble a service they could render each other, they should gladly perform it.

As the supper proceeded, Jesus grew heavy-hearted and said, "One of you Twelve, eating with Me as a member of My family, is plotting My betrayal." There may have been a double object in this statement: first, it would show that Jesus was fully aware of the pre-meditated betrayal; second, He may have meant it as a final reproof to Judas. At very best a traitor's course is dishonorable, but doubly so when the traitor accepts the hospitality of the one against whom he is plotting.

Consternation spread amongst the disciples. Even Judas joined in the general inquiry, "Is it I?" St. John was next to Jesus, and St. Peter beckoned him to ask who was meant. The inquiry was probably whispered, heard by Jesus only. Our Lord's whispered reply was, "The one to whom I give a sop." Presently He handed Judas a sop, a mark of special interest. St. Peter and St. John thus knew the affair. Apparently Judas soon withdrew, the record being that "Satan entered into him." The spirit of the Evil One got complete control while he weighed and balanced the matter of selling his best friend for thirty pieces of silver. It is therefore probable that Judas was not present when Jesus instituted the Memorial Supper.

Signification of the Memorial. The Memorial which Jesus instituted is separate and distinct from the Passover. As Jesus explained its meaning, the Apostles did not comprehend its significance. But after the Pentecostal enlightenment the Holy Spirit enabled them to understand. Now we may see the import of Jesus' words, "This is My body, broken for you."

We perceive that Passover Supper He could not have turned into a Memorial. The bread and the wine were turned into His actual body and blood; for He still had His body and blood. Therefore He must have meant, This bread represents My body, which will be broken for you tomorrow; and this wine represents My blood, which will be shed for you tomorrow. My life is given up. Neither should we think that Jesus meant that special virtue would re-



Disciples Wash Upper Soles



Passover Supper

# General Merchandise

Our stock is complete in all lines, in Groceries, Dry Goods, Notions, etc. Our prices, when Quality is considered, are the lowest in Artesia.

**W. B. POOLE**

suit to the disciples from eating that bread and drinking that literal cup. We should properly look far beyond and see that He meant this: Only as by faith you partake of the merits secured by My death can you have the great blessing provided for you as My disciples.

The Apostles firmly believed that Jesus' death was for their sins and constituted the basis of their acceptance with the Heavenly Father. They realized that only as they appropriated the life of Christ would they be recipients of the promised blessings.

### Candy Free.

The Woman's Club will furnish candy free to every child under 15 years of age, who makes an exhibit of its own production at the Children's Fair this autumn.

Exhibits are solicited; any kind of fruit, vegetables, grain or flowers; also canned fruit, vegetables, jelly, bread, cake, quilts, sewing and fancy work—produced by children.

All first prizes will be \$1 coin. Second prizes announced later.

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  - Best plain sewing.
  - Best half dozen buttonholes.
  - Best embroidery.
  - Best Crochet.
  - Tallest stock of corn.
  - Best table beet.
  - Best plate of tomatoes.
  - Best cushaw squash.
  - Best pumpkin.
  - Best vegetable garden.
  - Best stock canna.
  - Best vase dahlias.
  - Best vase zennias.
  - Best chrysanthemums.

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Mrs. Frank Barlow, agriculture; Mrs. C. Bert Smith, needlework; Mrs. Geo. Bader, cooking; Mrs. Walter Daugherty, parade.

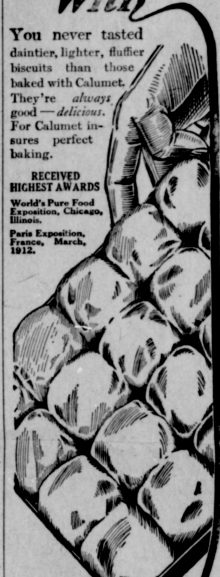
Walter M. Daugherty, Fire Insurance. Losses paid to date, \$16,200.00. Advt.

# Better Biscuits Baked

With

You never tasted daintier, lighter, fluffier biscuits than those baked with Calumet. They're always good—delicious. For Calumet insures perfect baking.

RECEIVED HIGHEST AWARDS  
World's Pure Food Exposition, Chicago, Illinois.  
Paris Exposition, France, March, 1912.



Do not save money when you buy cheap or big-name baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives best results. Calumet is far superior to sour milk and soda.

Evans sells all sizes new and second-hand pipe and pipe fitting.

# First State Bank OF ARTESIA

Successor to the Bank of Dayton

Capital stock \$15,000.00

Make Our Bank Your Bank

# Highest Form of Irrigation

Electricity does away with the uncertainty. The flow of streams, high at one time of the year, and low at another; the disgust sometimes engendered by the use of water from community ditches, and all the troubles which fall to the lot of the average irrigator are done away with when electric power is used for irrigation.

## YOU CLOSE THE SWITCH

### WE DO THE REST

No engine to start, no river flow to estimate, no officials to ask permission from; for all you do is close the switch and get out into the fields and handle the water. When you are through, your expenses stop. And all those little conveniences which make life better and happier for your family are at your command when the power line goes past your door.

# Pecos Valley Gas & Electric Co.

ARTESIA, N. M.

## CAN'T HOLD THEM

**Jack Hastie Says Town Will be Overrun with Big Shows in the Allman Shows.**

Jack Hastie returned from Albuquerque today, where he has been attending the New Mexico State Fair. He visited the great Allman's Carnival while in Albuquerque, and gives a glowing description of the size and merit of the company which is coming to Artesia next week. "I don't see where you will put them," said Jack tonight, when asked what he thought of Allman's. "They have an outfit that will cover the entire business section of Artesia and run off into the residence section. The town won't hold them. It is by far the largest carnival outfit I have ever seen, and it is as good as it is big. Every attraction they have is worth the money, and the concessions simply fill the grounds."

That one feature of the Festival is worth a long, long trip to see.

### J. T. Smith Hurt.

J. T. Smith, who came to the valley a few months ago from Missouri, was seriously injured in a runaway accident in the mountains near Weed, this afternoon. He was with D. J. Jones, looking after some cattle in the hills when the accident occurred. The family was notified by telephone, and Mr. Smith's son left tonight for Weed with an ice wagon as an ambulance in which he will bring his father home. The exact extent of Mr. Smith's injuries were not reported.

Phone 254 for laundry work.

### Our Show.

It is both meet and proper that every citizen of Roswell who can do so should attend the Alfalfa Festival at Artesia this week. This annual show is one of the very best in the southwest anywhere, and a very liberal education in the resources and possibilities of the great irrigated slope. A better advertisement for the Artesia country and Artesia itself, could not be devised, and whatever helps Artesia helps Roswell. Besides that, the people of Artesia are ever liberal patrons of our big shows, and the spirit of fair play requires a positive recognition of the Festival. The facts are generally recognized and will be proven out by the large number of Roswell people who will be there at least one day this week.—Roswell Morning News.

### Happy Hour Club.

The Happy Hour Club met in regular session October 7th, with Mesdames Montgomery and Snyder at the home of Mrs. Snyder with twenty-one members and three visitors present. At this meeting the annual election of officers was held and the following officers were elected: President, Mrs. Rogers; vice-president, Mrs. Brownlee; secretary, Mrs. Speck; treasurer, Mrs. Montgomery; reporter, Mrs. Snyder.

Dainty refreshments were served, after which the meeting adjourned to meet October 21st with Mesdames Hersey and Rogers, at the Rogers' home.

J. B. Harper returned this afternoon from a hunting trip to the mountains, arriving ahead of the rest of his party by catching an auto near Hope. He reports one deer killed, and he got that one.

### Notice of Pending Suit.

No. 2061.

In the District Court of Eddy County, New Mexico.

R. B. Kishbaugh, Plaintiff, vs.

A. S. Knott, Annie L. Knott, T. M. McHose, W. W. Brown, J. N. Gilliland and J. E. White, Defendants.

To the above named defendants, W. W. Brown, J. N. Gilliland and J. E. White, —

This is to notify you and each of you that the above named plaintiff has instituted suit against you and each of the other above named defendants in the District Court of Eddy county, New Mexico, wherein he seeks to recover judgment against each and every one of the above named defendants in the sum of ONE HUNDRED SEVENTYFIVE (175.00) DOLLARS with interest, costs and attorneys fees as provided in a certain promissory note given to him by the defendants A. S. Knott and Annie L. Knott on the 23rd day of April, 1912 and assumed by the other defendants and also to foreclose a certain mortgage deed given on the said 23rd day of April, 1912; to secure the payment of the said promissory note and by the terms of which the said A. S. Knott and Annie L. Knott conveyed to the plaintiff the following described real estate in Eddy county, New Mexico, to wit:

Beginning at the southwest corner of block sixteen (16) of Pairview Addition addition to the town of Artesia, Eddy county, New Mexico; thence north 209 feet; thence east 209 feet; thence south 209 feet; thence west 209 feet to the place of beginning, except 69 2-3 feet off the east side of the above described tract. And also a 2-3 interest in and to a certain water right from the Robert well, which said water right was conveyed by Sallie Robert to M. S. Johnson and recorded in Book 24 at page 255 of the Deed Records of Eddy county, New Mexico, and which said mortgage deed to the plaintiff is recorded in Book 12 at page 249 of the Mortgage Records of Eddy county, New Mexico.

And you and each of you are hereby notified that unless you appear and enter or cause to be entered your said appearance of record in said cause with the clerk of the District Court of Eddy county, New Mexico, at Carlsbad on or before the twentieth day of November,

1914, default will be taken against you and judgment rendered granting the relief sought, as set out above and in plaintiff's complaint.

Wm. B. Pistole is the attorney for the above named plaintiff and his business address is Artesia, New Mexico.

Witness my hand and the seal of the District Court of Eddy county, New Mexico, this seventh day of October, 1914.

A. R. O'Quinn, Clerk of District Court of Eddy county, New Mexico.  
October 8th-October 29th, 1914.

### Doll Parade.

How many little girls under nine years of age will help to make this part of the parade the very best of all? Decorate your doll's carriage just any way that you think is pretty. Then dress Dolly in her most beautiful clothes; and yourself in your prettiest things. Now you are ready to go in the parade.

Somebody will get a first prize, and somebody a second prize. I wonder if it will be you.

All children under sixteen are invited to participate in the children's parade.

Prizes—three of them will be given for the best things in this part of the parade.

Now, put on your thinking cap and see if you can't originate and present the funniest, the most interesting, or the most beautiful feature of all

### Methodist Church.

The pastor will bring his farewell message to the church Sunday morning and desires to have all members and friends present. Good music by the choir assisted by other local talent. Everybody welcome. Break your rule and come to church Sunday.

ELLIS SMITH, Pastor.

Buckles—the painter.



### EXCURSIONS

Account Live Stock and Product Exposition, Roswell and return, \$1.70. October 18th to 24th inclusive. Limit for return, October 26th 1914. Account State Fair, Dallas, Texas, and return, \$21.70. October 15th to 29th inclusive. Limit for return, November 3rd, 1914. Account Meeting of Grand Masonic Bodies, Albuquerque and return, \$20.22. October 1st to 22nd inclusive. Limit for return, October 26th, 1914.

C. O. BROWN, Local Agent.

## DR. W. C. DOSS State Veterinary Inspector

Office Phone 21. Res. 105F12  
ARTESIA. : : : N. M.

## Poultry and Eggs WANTED

For which I will pay

THE HIGHEST  
MARKET PRICE

**Joe Goodale**  
Pecos Valley Poultry  
Ranch  
Artesia, N. M.



# FIFTH Annual Alfalfa Festival

and Flower Show  
Artesia, New Mexico  
October 14, 15, 16



## Programme

October 14th	October 15th	October 16th
<b>MORNING</b> 9:00. Exhibit hall opens. 9:30 to 12. Horse racing. 10:00. Flower show opens.	<b>MORNING</b> 9:00. Exhibit hall opens. 10:00. Flower Show opens. 10:00. Football game, Roswell vs. Artesia.	<b>MORNING</b> 9:00. Exhibit hall opens. 10:00. Goat roping. Broncho busting. Calf branding.
<b>AFTERNOON</b> 1:00. Band Concert. 1:30. Carnival Shows open. 2:00. Goat roping. Broncho busting. Calf branding.	<b>AFTERNOON</b> 1:00. Flower parade, decorated floats, autos and buggies. (Moving pictures will be taken of this feature.) 2:30. Base ball Artesia vs. N. M. I. 2:30. Band concert at Carnival grounds on Main street. Shows open all afternoon.	<b>AFTERNOON</b> 1:00. Band Concert. Carnival shows open with free acts in open air, including the famous Loop-the-Gap. 2:30. Goat roping. Broncho busting. Calf branding.
<b>NIGHT</b> 7:00. Band Concert. 7:30. Carnival shows open.	<b>NIGHT</b> 7:00. Band concerts and free attractions at Carnival grounds. 7:30. All shows open.	<b>NIGHT</b> 7:00. Band Concert. 7:30. All shows open.

The Greatest Exhibit of the Products  
of the Middle Pecos Valley  
**Two Great Carnivals**

14 Big Shows, 40 Concessions, Three-abreast Merry-go-round, Two Ferris Wheels, Motordrome

**FOUR FREE ACTS DAILY.**

Including Dare-devil Dan in the most spectacular feat of the year, Looping the Gap—Free band concerts—Wire-walking and other attractions

### "Oh, You Beautiful Doll!"

Little girls under nine years of age are invited to assist with this new feature of the childrens division of the Alfalfa Pageant.

A first prize, also a second will be given to the most charming "little mothers" and their prettily decorated dolls and carriages.

For this new idea, which promises to give a most beautiful addition to our parade, the committee wishes to thank Mr. Read Ver-trees.

All prizes are mentioned in another column of this issue.

When you are down town stop and see the first prize for the Doll Parade, displayed in the Criterion window. Then go over and take another look at those beautiful lace collars in the Pecos Valley drug store window. These collars are to be given as prizes in the Children's Fair.

### From Artesia Pulpits.

The prime test of conversion is found in real service.

Not how loud you pray, but how much you mean it.

The professing Christian whose tobacco bill is larger than his gospel bill needs to go to the mourners' bench.

The evidence of a man's conversion is in his changed life and habits. "But I feel in my soul that I am converted," says one. Never mind, the world don't care a fig how you feel; it wants to know how you act at the testing time.

There is not much saving value in a religion of "don't's." Christianity is a positive thing, and the Christian is a doer.

"My husband is a good man, he has no bad habits," says Mrs. Morality. Neither has a dead man. The goodness that counts in the long run is the good-for-something kind.

When Christians act like they pray the Devil is soon on the run.

Modern infidelity is largely of the "cheap John" type. It is not the product of brains and scholarship. There never was a time when Christians could so confidently hold up their heads among real scholars as now.

### From the Woman's Club.

The Childrens Fair will be held in conjunction with the Alfalfa Festival, in the Mansion House, opposite the Freeman building, October 14, 15, and 16.

No exhibits will be received after Tuesday, October 13th.

Ladies of the Civic Department will receive exhibits and assist in arrangements all day Tuesday.

There will be a display of drawings, the work of children, and exhibits are solicited.

All needlework, drawing, cooking or produce must be the work of children under 16 years of age.

Those having articles for display if possible, report to the right department soon. See them in person or drop a card.

Articulate—Mrs. Barlow and Mrs. Kemp.

Needlework—Mrs. Bert Smith and Mrs. Bader.

Cooking—Mrs. Bader and Mrs. Hadley.

Parade—Mrs. Daugherity and Mrs. Shouse.

### For Sale.

Healthy young sows, that will find their litters this fall. Two miles south, one mile east.

E. S. GARRET.

Dr. C. F. Helmig has returned from his vacation, which he spent in northern New Mexico.

Phone 254 for laundry work.

# GET



# HIM!

## The Festival Week is Kodak Time

If you have't a machine, buy an Eastman now and be ready to "catch" your share of the fun and excitement at the Fair. If you have a Kodak, remember we handle all Kodak supplies

The Fountain at the Rexall Store  
FOR YOUR REFRESHMENT

## THE PECOS VALLEY DRUG CO.

### Plains Wants Roads.

The latest issue of LeRoy Lancaster's paper, the Lovington Leader, goes into the matter of the road bonds, as they affect the plains country, in a thorough manner. Lancaster says that most of the people on the plains disapprove of the bonds because they expect to have a new county, and because the plains already have good roads. They are willing to vote for the bonds if they may be assured that part of the money will be spent in improving the roads to the plains. Lancaster is right about that matter. It may be sometime before the plains people get their new county, and at any rate, when they do, they must shoulder their proportion of the Eddy county indebtedness. Their greatest need is a well improved road into Artesia, so they may get their freight home with the least possible haul. The claim for a good road from Artesia to the plains is a just one, and the road board should give it careful consideration.

### For Sale.

One upright Everet piano, oak finish, in good condition. Cheap. E. I. Allen. (3)

Wait for the Minstrels—Given by the Woman's Guild in November.

J. H. Jackson is in Kansas City this week undergoing an operation.

J. Allison, nephew of P. G. Klopenstien, who was operated on for appendicitis last week, is rapidly recovering and in a comparatively short time will be able to be out again. Mr. Allison has just arrived from Kansas City. The doctors say he is recovering much more rapidly than the average patient, although the disease had reached an advance stage when the operation was performed.

Mrs. A. M. Thomas returned this week from Albuquerque, where she has been attending the state Sunday School meeting.

H. M. Carle, who has been sick at his home in the west part of town with typhoid fever, is gaining a little and seems to be on the road to recovery.

Evans pays cash for old auto tires, rubber boots, shoes, etc.

## Come to Artesia's Annual Alfalfa Festival and make our store your headquarters

We bid you welcome to Artesia, we invite you to make this popular store your headquarters during your visit. We want you to feel free to say and mean,

### "Meet me at the Criterion"

Welcome to Artesia's Annual Alfalfa Festival and welcome to

## THE CRITERION

Rest room across the street

### New Mexico Magazine.

The Posters, of Las Cruces have just issued the first number of their new publication, the New Mexico Magazine. It is a good one, and bids fair to increase as its worth becomes recognized throughout the state. The first issue was devoted mainly to the Rio Grande Valley, and contained a great deal of reliable information concerning that favored section.

The Woman's Guild will hold their annual Christmas sale, the first Saturday in December.

Joe Anderson was down from Roswell Saturday, on business.

A. C. Keinath returned from his trip to Oregon, this afternoon. Alf Coll, O. M. Trotter and L. G. Hadley returned last week from a hunting trip in the Sacramento. They brought back a fine buck.

Buckles—the painter.

## The Artesia Dairy

W. E. Mitchell Prop.

Rich sweet milk and cream. Ask the many satisfied customers who have patronized us for years.

On the road early and late.

Artesia : : : : N. M.

**THE NEW ZEIGER** EUROPEAN PLAN  
EL PASO, TEXAS  
RATES \$1.00 AND UP  
Caters particularly to Mining and Cattlemen and their families.  
Ladies' dining room will seat one hundred persons—Buffet for men will seat sixty persons. Eleven private dining rooms for banquets and private dinners, will seat ninety persons.  
THIS IS THE BIGGEST LITTLE HOTEL ON THE OVERLAND TRAIL