

A PLACE OF REFINEMENT, OF SERVICE AND QUALITY—
THE SWEET SHOP

A Good Place To Meet Your Friends.
SUNDAES That are Satisfying
Drinks That are JUST RIGHT

WE MAKE OUR OWN COUNTER CANDIES
WE MAKE OUR OWN ICE CREAM.

At Your Service

HARRY McKIM—Owners—FRANK KINDEL

Bon Bons and Box Candies—McDONALD'S, JOHNSON'S, WHITMAN'S

R. M. THORNE
Furniture

THE PIONEER FURNITURE STORE OF EDDY COUNTY

STRANGERS to the City invited to make our place a resting place, and ask us questions about our city and county. We have been in the Valley nineteen years in the furniture business and know conditions.

"OLD TIMERS" KNOW our reputation for High Grade Furniture, Stoves, Floor Coverings and Window Shades.

AT YOUR SERVICE

Quality
Our Motto.

PHOTOGRAPHS

(MOSS STUDIO—James Bldg.)

CAMERA SHOP

(KODAK SHOP—W. Fox St.)

All Work Guaranteed

Mr. and Mrs. FRED E. MOSS

Phone 33.

MAKE MONEY

By Having

SHOES REPAIRED

We do the kind of work you should demand.

Boots ordered to measure.

Army Russett Shoes.

RIGGS' BOOT SHOP

JOHN G. RIGGS, Prop.

WILL PURDY
Furniture

HOUSEHOLD GOODS OF QUALITY AND SERVICE—
GUNN SECTIONAL BOOK CASES AND OFFICE FURNITURE
HOOSIER KITCHEN CABINETS

PATHE PHONOGRAPHS AND RECORDS

SIMMONS METAL BEDS AND SPRINGS

HOOVER AND WESTERN ELECTRIC VACUUM SWEEPERS

ELECTRIC WASHING MACHINES AND IRONS

THE FAMOUS GARLAND STOVES AND RANGES

Your Credit Is Good!

The Kind of Service You Expect.

The Well Dressed Man Must Call Often on
His Cleaner

ONE'S APPEARANCE IS HIS GREAT ASSET.

WE ARE HERE TO GIVE YOU THAT ASSET.

TO DO IT RIGHT—IN THE QUICKEST TIME.

We have the only STEAM PRESS IN CARLSBAD.

IN EVERY DEPARTMENT—ALL WORK GUARANTEED.

Exclusive agents for
ED. V. PRICE TAILORING CO.—"Who's Your Tailor?"

RALPH THE CLEANER

Ground floor, James Bldg.

THE BOSTON STORE

THE PLACE WHERE PEOPLE TRADE TO THEIR ADVANTAGE

Our business has doubled over each year since we started. Acquaint yourself with our method of doing business and you'll have the answer why.

WE FEATURE

Peters and Hamilton Brown Shoes, E. & W. Shirts for Men; Waists for Ladies, Wilson Nelsons Suits for Men.

TO STRANGERS: Come in and get acquainted.

WERTHEIM'S—THE BOSTON STORE

The Oldest National Bank in Eddy County

OFFICERS AND DIRECTORS

J. F. Joyce, President Clarence Bell, Cashier

F. G. Tracy and C. F. Joyce, Vice-Presidents

F. G. Snow, Asst. Cashier L. S. Crawford J. G. Lucas

SERVICE
SAFETY
SATISFACTION

Our officers know the county; have helped in its development; they are always pleased to give you the benefit of all these years of experience.

MAKE OUR BANK—YOUR BANK

THE FIRST NATIONAL BANK

**THE GUARANTY
ABSTRACT &
TITLE CO.**

(By N. O. Shanks)

It has been said that "if a man can do abstract business in Eddy county, New Mexico, he can do it anywhere"; and after one realizes the many different kinds of transfers; the water rights, and water appropriations that come up in a majority of the abstracts in the sale of lands in the irrigation districts to cross the abstractor, calling for care and patience, and real abstract ability, one is fully convinced that the fellow that made the remark was just about right.

Abstracting in Eddy county is rather peculiar in many respects. Take for instance: in the early days when the water rights were first established in the Penasco valley, numbers were not used; then those rights were split and sold back and forth; and then after several years it was thought best to have numbers. Now tracing all that out is a hard job for the abstractor, but Eddy county is particularly favored by having the Guaranty Abstract and Title Company to do this.

The Guaranty Abstract & Title Company was started in August, 1916, by T. F. Blackmore and C. O. Swickard, without a dollar's worth of business; the business has doubled itself every year since that date, and the year 1920 promises to more than double 1919.

Mrs. N. B. McCord, who had been stenographer for the firm for three years, and a painstaking and valuable one too, last October bought the Blackmore half interest, and is now a full partner in the business with Mr. Swickard. Mrs. McCord knows every phase of the business and by long and careful training has the qualifications to step in as one controlling the destinies of this growing abstract business.

Mr. Swickard came to Carlsbad some fourteen years since; having come for his health, it was several years before he attempted to go into any kind of business, but now and then, being an expert accountant, and having had years of business experience of various kinds "filled in" when anyone in the business world wanted to take a vacation. He did this for several years, and in that time was making a reputation for himself as an accurate and dependable business man, which has been a distinct asset to the Guaranty Abstract & Title Company. He has worked in practically every store in the city at odd times to "help out".

Early in the business this company adopted the business slogan: "Reliable Abstractors." Ask any lawyer in the city and he will tell you that this business slogan covers the reputation of the company; this company is regarded by the leading examiners as transcribing the most complete abstract of any in Eddy county. The company prides itself on its abstracts—not skeletons; they believe their client is entitled to the complete records and while it may take a bit more time to prepare it, the abstractor's work is not finished until this is done.

Besides abstracts, which is the feature of this company's business, the office has the agency of fire insurance companies, and do a nice business with the following well known fire insurance companies: The Phoenix, the British Underwriters, the Mercantile Fire and Marine and the Hudson Insurance Company of New York.

Most people now living in Eddy county know the reputation of the Guaranty Abstract & Title Company, which is responsible for their big business gains, but to the outsider who might read this paper and at times desire abstract work of any kind, the Guaranty Abstract and Title Company has the most complete abstract books in the county; they will give you an abstract in every sense of the word; this is a good, reliable company to connect with.

—THE GROWING BANK—GROW WITH US—
A BANK YOU CAN DEPEND ON!

You can always depend on this bank. It maintains a friendly business relationship with its customers through careful and conscientious attention to their interests, whether large or small.

THE STATE NATIONAL BANK

OFFICERS AND DIRECTORS:

G. M. Cooke, President W. A. Craig, Cashier
Tom Rusyan, Vice-Pres.
F. F. Doepp, W. R. Fenton, H. C. Kerr
J. G. Ussary L. A. Swigart C. E. Brice

Established as a National Bank for Seventeen Years

THE NATIONAL BANK OF CARLSBAD

ALWAYS READY, WILLING AND ABLE TO ASSIST IN EVERY LEGITIMATE BUSINESS ENTERPRISE

E. HENDRICKS, Chairman of the Board
J. N. LIVINGSTON, President J. A. LUSK, Vice-President
T. C. HORNE, Vice-President SAM J. LUSK, Asst. Cashier
FRANCIS H. RYAN, Cashier.



Lights—Power—Water—Telephones

ARE YOU GOING TO BUILD?

WE ADVISE YOU NOT TO DELAY

Those Who Know are placing their orders now for future delivery.

More than \$100,000 building campaign here has started; Carlsbad must have more homes; more rental houses; more business houses. . . . TALK TO US ABOUT BUILDING MATERIALS.

THE GROVES LUMBER COMPANY

R. E. WILKINSON, Proprietor.

SOUTHERN AUTO COMPANY

J. D. HUDGINS, Manager.

(AUTHORIZED FORD AGENCY)

Genuine Ford Parts and Service

SIXTY PER CENT of the AUTOS in county are FORDS
NINETY PER CENT of the TRUCKS are FORDS.
NINETY PER CENT of the TRACTORS are FORDS.
—And all work done at this Garage is done by FORD Experts and authorized FORD machinery, and only genuine FORD parts are used.

Better Book Order for That FORD Car Now.

CARLSBAD CAFE

WONG WY, Proprietor

("Chicken")

210-212 Fox Street

SHORT ORDERS

AT ALL HOURS

Regular Dinner, 40c.

Quality-Service-Satisfaction

W. G. BROWN

Star Planing Mill

CABINET WORK

BODIES FOR FORDS

SCREENS

GENERAL BLACKSMITHING

All Work Guaranteed.

Just east of the Southern Auto Co.

JEWELRY OF QUALITY

H. A. Gragg
JEWELER

Stone Setting and Manufacturing
Repair Work of All Kinds
Strangers always given our best attention.
All Work Guaranteed.

Guaranty Abstract and Title Company

RELIABLE ABSTRACTERS

Abstracts and Insurance

At Your Service Promptly