VOLUME THIRTY-SEVEN
ARTESIA, NEW MEXICO, THURSDAY, NOVEMBER $14,1940$.

## Red Cross Roll <br> Call Starts Off Well This Year

Auxiliary Members to Be at Bank, Postoffice on<br>Woman's Club Ladies Organize for Drive


Artesia Band Will
Perform on Cavemen
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| and twiring suad this week |
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## Petticoat Fever <br> Is Well Presented <br> By Little Theater



Bishop Howden Is Dead, Victim Heart Attack on Tuesday

First Sign Up
For Inactive National Guard

Phillips, Mitchell, Mays to Go to Camp in January, Instead of Draft-Plan Train Here for Present
arm and Range
Programs Must Be ctices under both the farm and sergeant and a private of the
ge programs must be completed Carssad unit were here Tuesday

Traditional Foes Cavemen, Bulldogs, Will Meet Friday

Looks Like Big Game Story by Successful List






Mrs. Powell, Valley Pioneer, Dies Last





THE ARTESIA ADVOCATE
the pecos valley news and the artesia amerlean
$\frac{\text { MRS. C. R. BLOCKER, Publisher }}{\text { A. L. BERT. Editor }}$

CHURCHES
 are held at the following hours:
The church school service, 5
p. m.
Evening prayer and sermon, 7:30
p. m.
Visitors are always welcome at
Saint Paul's.
FIRST BAPTIST chURCH
Corner of Grand and Roselawn

## WORLD NEWS BRIEF ${ }^{\text {- }}-\mathbf{F O R M}$



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| ary, recognizes the good such an event does for good sportsman <br> p in New Mexiso. <br> There is the selfish standpoint too, but that is secondary. That v more dollars will be spent in Artesia because of the game is of far simportance than the good will such an event will foster. <br> The Gateway Bowl proves nothing except which of the contestin <br> ms is victor and which is vanquished in a regulation grid encoun- <br> ; it establishes no championship, other than the arbitrary Gatewa <br> wl title for the season. <br> But it does bring together two teams from different sections state in a sporting event, which otherwise would not be staged. <br> ows fans from the two sections together in the same stadium. <br> The idea for the annual event grew from the intersectional po <br> son college football games, which have become so popular in th <br> ious "bowl" encounters the last few years. If college teams can d <br> t, local sports fans thought, why cannot we match two of the strong ms of New Mexico? <br> And just like that it was done last year! <br> The first Gateway Bowl game was a success from every stand <br> int. It paid its own way. The contending teams were satisfied and <br> re well paid for coming. <br> The second annual event should be bigger than that of last year local fans feel it now is established and that fans from all of New xico are looking forward to the Gateway Bowl game here. <br> They believe more out-of-town fans will be attracted than were in <br> 39. They believe, although the annual game cannot be called a tra <br> ion in its second year, that it is clinched for Artesia and will be ne a tradition. <br> The choice of Hobbs to represent Southeast New Mexico this yea the classic and Clayton High School to represent outstate New Mex was made carefully. Perhaps there might be two teams rated high at the end of the season, but there probably could be no better tched teams selected. <br> Choice had to be made before the contenders for the Gateway wl title of 1940 had completed their schedules, so either may mee Artesia Nov. 29 with fight in their blood for the honor which sure will come by winning such an event. |  |
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Artesia Lodge No. 28


PETE L. LOVING

S. W. GILBERT

Real Estate, Insurance
Rentals and Abstracts
R. M. HENSON
nd Floor Smith B1d
Public Aceuntan
Phone 355
Dr.D.M.Schneberg DENTIST

| 319 Quay St. | Phone 410 |
| :---: | :---: |
| Artesia | Credit | Bureau REPORTS REPORTS AND credit information office

3071/2 West Main
chance on Rosela
Phone 37
"Leto's" for the Gums
 bottle of "LeFOS" fohs to en
MANN DRUG CO.

Used Tires
$\$ 1.00$ and $\mathbf{U p}$ Cars Washed and
Greased
Heavy PIOR RUBBER CO.
|

## NEW! FAIRBANKS - MORSE MCREASES EFFICIENCY

 AND REDUCES COST

GUARANTY ABSTRACT \& TITLE CO.


The Tragedy of a Common Cold!


Success is passing him by; promotions go to more dependable men,
this is the tragedy of uncertain health. Wasted time and lowered efficiency are the penalties of frequent colds.
Many colds CAN be prevented. A physician's prescription for med-
icine rich in vitamins can break the grip of cold infection Build cine rich in vitamins can break the grip of cold infection. Build up your
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PALACE DRUG STORE
WHERE DUALITY MuITACCURACY PREVAII


## 

Artesia Alfalfa Growers Assn.

ELPASO, TEXAS


Bulldogs Drop Game Friday to Portales Rams | Kerr Will Lead |
| :---: |
| Discussion at | After Having Won Five Previous Grid Frays Visitors Take Fray 20 to 6

on Morris Field, as Fog
Rolls 0 ver Stands. (By Leon Bert)





## 

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But It's
Not Necessary to Wait for Thanksgiving
Make It Sunday Dinner ARTESIA HOTEL COFFEE SHOP
Quality Food Every Day At
Predominating Prices
MEXICAN FOOD EVERY FRIDAY


Eddy to Furnish Nine Men in First Call This Month

## State Motorists

Pay Half Million Extra in Taxes
$\qquad$






> Checking Up Time

This is she time oro year when it is well to check up
and see just where we stand with referenece to lo last year, determine what our present situation is and lay our plans
for another year. Farmer, rancher, builder, merchant, oil operator, everybody fits into our economic system and the
composite condition of all reflects the state of progress
and prosperity of the country as a whole.
kind since checking time last year. Range and fang konditions have been favorable in the main, prices are good and, as indicated by the continued growth and volume of
business of this bank, business of this bank, the majority of people in Artesia's
trade territory are making progress in their respective and varied undertakings.
$\qquad$

Filed for Record


| Siliz | Blocker of Malaga went to Farm- |  |
| :---: | :---: | :---: |
| 为 | inten Friay to visit Mrs, Cash |  |
| Dist. Two 59; Sierra 52; So- | Hightower and sister of Mrs. |  |
| ro 58; Taos 59; Torrance 88; ion 61; Valencia 152. | Blocker. They returned |  |

## All Right-why DO we buy Automobiles?



D
They step up mileage as much as
Doesn't the big kick come from be
They even make driving easier, since There's only one place in the world that you'll have less need for shif you can get such things-from

But with enough power, you can
that flashing action-and economy
Our Fireball design and Com-
pound Carburetion let us
standard high gear that has the
standard high gear that has the same
economical result as so-called gas
"Best Buick Yet"
GUY CHEVROLET CO., Inc.
ARTESIA,

- when better automobiles are built buick will build them

For State-National-Foreign-News
Read the

## J O URNAL

In Artesia By Carrier Delivery

## ALBUQUERQUE JOURNAL





## 

## JACKETS

For Winter Comfort

"Jeffrey Lynn" Model

In Suede and Capeskin Coats-Smartly Styled

## Only $\$ 16.75$



## Suede Jackets <br> In Button and Zipper Fronts for Lasting Warmth <br> $\$ 4.95$ to $\$ 7.90$

## All-Wool Mackinaws

In beautiful plaid color combinations. The ideal jacket for col

weather. We have these full-length Mackinaws priced from-

## $\$ 4.95$ to $\$ 9.90$



## THOMAS \& FLINT, INC.

ANNOUNCE

## State Oil Service Co.

MALCO PRODUCTS

Wholesale and Retail

In This Area
-And Will Be-

## Pleased toServe You

We do not sell jewelry valued at $\$ 100$ for $\$ 15$
Buy Christmas Gifts Early
We have many gift suggestions in watches,
jewerry and novelties, which we suggest you
Savings Plan
JENSEN \& SON
watch repairing
artesia, n. mex

The World's News Seen Through
THE CHRISTIAN SCIENCE MONIOR


Figure the Price
Figure the Features-Figure the Saings AND YOUULL BUY C CHEVROLET!


Guy
Chevrolet Co, Inc artein Artesia
New Mexico


| win |  |
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| Suit Yourself, Just for a Change! <br> Much in the tone of "how to win pan. Bake in hot oven ( 450 degrees | Volunteers Are <br> To Receive Some <br> Job Protection | Eddy Girls Are to <br> Receive Medals in 4-H Club Contests |
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| coffee (chilled); add the frozen mixture to fill glasses. Serve | training by their local be | Bronchitis |



Man Works 8 Hours. Car's Cold 8 Hours Plus. Whistle blows...Starter hums...Engine purrs

## How Winter OIL-PLATING maintains needed lubricant in advance - for Safe Quick Starts

 Here's a short easy Quiz that can save you .... as close-fitting as other protective platharsh starting wear all Winter... When you park, does all the lubricant drain down sooner if the cylinders slant like the sides of the letter $V$, or if they're straight up like the letter $I$Answer: All the lubricant DOES NOT drain down for hours-days-weeks-in any type of car engine that's oll-PLATED by changing to Conoco Germ Processed oil for Winter.

Processed into this patented oil is the magnet-like ability to keep inner engine ing on your car... and just as drainproof! Then before you can even get near you wing engine is already plated against the worst Winter wear. And out goes the dread of the starting period. Do you ever read or hear of any Winter help that's more positive? Change today then-simply, quickly, economically-to this patented Germ Processed oil that oIL plates, warding off excess wear to keep up mileage.
Your Mileage Merchant's Conoco station has it for you. Continental Oil Company

## Conoco

OIL-PLATES YOUR ENGINE



# Super Value Days Roper Gas Range Sale Starts Saturday November 16 

## Buy Now For Thanksgiving



Endangering Your Children's Sight


With Incorrect, Inadequate LICHTING

[^0]
## Classified

Oil Activity- Looks Like-

FOR SALE
FOR SALE-One safe. Artesia

FOR SALE-Registered spaniel pups, 3 months old.
age for Christmas gifts.
Irby, 314 Lakeside Drive, OR SALE-Nice FOR SALE-Dandy Dod West Texas.
FOR SALE-Gas range,
er, good condition, must sel
Phone 7 .
FOR RENT
FOR RENT- Sleeping
gentleman. 405 Grand -FO

West Grand. phone 229 ,
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way. Under

## FOR REN joining Street.

FOR REN
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$\qquad$ First Sign Up-

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strayed -
$\qquad$ Apples and Turkey


Mercantile Co.


[^0]:    2 Of course, any parent wouldn't deliberately deprive their children of anything necessary to their health . . . but many mothers and fathery are unknowingly exposing their family's eyes to strain and perhaps permanent injury with poor lighting.
    Have your dealer, or us, check the lights in your home. Modern lighting is inexpensive and no longer a luxury . . it's a necessity.

    ## SEE YOUR DEALER OR

    Southwestern FUELIF SERVIFE Company

