

THE ARTESIA ADVOCATE
THE PECos valley news and the artssia american
Mrs. C. r. blocker, Publisher
A. L. bert, Editor



## GOOD YEAR AHEAD, EVEN IF IT COMES Although we are quite optimistic by nature, we are keeping our

 Although we are quite optimistic by nature, we are keeping ourtongue in our cheek as we wish you a Happy New Year.
Business will be splendid in 1941; we have said that many time and have discounted the slight slump, of recent weeks.
That is our personal belief, but we also have advance informa That is our personal belief, but we also have advance informa
tion that Roger W. Babson in his annual prediction will say that 1941
will be the best year since 1929 "war And that last crack is the point!
Week by week and day by day we are being drawn closer to the or of war, something whing
If we get past April, we believe we will be safe, for by that time
the actual invasion of England will have clicked or been repulsed, it will have been calle
of the United States
the United States.
we are not. Nor do we want war. We hope that the Allied nations
will be able to put down for will be able to put down for all time the threat of totalitarianism as a
world policy. We hope that our friends can win will be able to put down for all time the threat of totalitarianism as a
world policy. We hope that our friends can win the battle without our World policy. We hope that our friends can win the battle without our
armed help. We hope early this year to see a great shift in the des.
tinies of the totalitarian governments-for the worse.
We also hope that we will not be drawn into the war by way of carrying supplies to the Allies- but that is a great threat.
History is in the making. The last year and a half have seen some of the mightiest history written since the dawn of civilization.
The coming year probably will be an even greater chapter. Whether The coming year probably will be an even greater chapter. Whether
the United States will play a large part in that story remains to be
seen. But, as Babson will say, war or no war, 1941 will be a great year
or business in the United States. And even if war does come, most or business in the United States. And even if war does come, mot of us will be able to go about our customary occupations in a more or
less tranquil manner, without threat of invasion or major destruction.
There may be acts of sabotage, of course, but most of the Americans will go right ahead as usual, except that they will be mighty busy in Even if war does come, we will know that we are in it in the pres-
ervation of humanity and that we will be in the right ervation of humanity and that we will be in the right.
So no matter what does come, keep a stiff upper lip, continue to show that real American grin,
A Happy New Year!
$\qquad$ earn of Nature's secrets comes to us as a dividend from Civilization frc. Civilizetion, Inc.--Robert
from Cornia, in Rotarian Magazine.

## U. .'S. Weather Bureau spends $\$ 5,000,000$ annually to tell y

 More would have voted for the split session of the legislature, if they'd figured it could be splitaway.-Albuquerque Journal.

## If you don't believe in the saying, "A man should put love in

Fix Flats. -Chicago Tribune.

## Tugipy

## May the New Year Bring You Joy

We are looking to 1941 to be a year of fine achievements. We hope it brings you the fullest share of bright prospects and substantial prosperity and happiness.

## Thomas \& Flint, Inc.

Malco Products-Goodrich Tires-Super Service Lubricants Marathon Edurance Oil (Product of Ohio Oil Co.)

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## CHURCH OF CHRIST 7 th and Grand th and Gra

 SAINT PAULS EPISCOPALCHUCH
Rev. F. B. Howden, Jr., Rector
Sunday services at Saint Paul's


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Guy Chevrolet Co., Inc. New $\begin{gathered}\text { Arteicicico }\end{gathered}$


WE WISH YOU
A HAPPY NEW YEAR
You have become familiar with our service and products through the past years we have served this community. We wish to express our thanks for your past patronage and to solicit your continued good will during 1941.

Programs and Gift Exchanges Mark Week in the Social Whirl


## WORLD NEWS BRIEF $\bar{F}^{\text {m }}$ FORM

|  |
| :---: |

Mattress Making Program Is Under Way in the State



Artesia Alfalfa ; Growers Assn.


King's Jewelry

## C A S H

$\$ 5.00$ to $\$ 50.00$
To Steadily Employed People

- no Co-signers
- No SECURITY
- no delay


## Your Signature Only

LOCAL FINANCE CO.
2101/2 W. Broadway-Hobbs, N. Mex
Loans Handled by Mail


 Rio Grande Pueblo Indian leaders,
he had been called to Washington
often, and he proudly boasted he Clevela
Six cars of New Mexico pinto
beans have been bought by the Surplus Marketing Administration,
and two more were scheduled to be and two more were scheduled to be

loaded and shipped, Charles \begin{tabular}{l|l}
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 car, have been made in the Estan-
cia Valley, Kennedy said.

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$$Evo de Concini, Tucson attorn

announced the Newalpitt Corn
ation of Pittsburg

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& \$ 7,000,000 \text { transaction int invoring } \\
& \text { the purchase of manganese mines } \\
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reports said, involved the sale of
the Florida manganese properties
in Luna County.

PHOTO FAX-


That's how the photography of the CRILE STU-
DIO stands out over that DIO stands out over that
of any other studio in Artesia. The most modern studio in New Mexico.

Chits

PRICE ADJUSTMENT
of Milk and Milk Products
Because of an increase in the cost of feeds, labor and other ex
penses, the following prices will be in effect on and after penses, the
Jan. 1, 1941:

| Quarts, Grade |  |
| :---: | :---: |
| Pints, Grade A |  |
| $1 / 2$ Pints, Grade | c |
| Quarts, Buttermilk | 0c |
| Quarts, Table Crea | 5 |
| $1 / 2$ Pints, Table Crea | 12c |
| Quarts, Whipping Crean | 5 |
| 1/2 Pints, Whipping Crea | 18c |
| Gallons, Skim Milk | 20c |
| Quarts, Chocolate Milk | 12c |
| $1 / 2$ Pints, Chocolate Milk | c |
| Cottage Cheese, 1 Lb . | 20c |
| Cottage Cheese, 8 Oz . |  |

Leslie Martin Dairy
 FOR SALE AT Bryan Williams $\begin{aligned} & \text { tion } \\ & \text { E., } 10 \text { Acres; }\end{aligned}$



 in 1940 have
$\$ 365,000,000$.
Prunes and grapefruit are in-
teresting flavor foils. Try them teresting flavor foils. Try them
served together in cocktails, sauce
es, puddings or pie combinations.
Use equal Use equal portions.
Zippers have been manufacture
commercially since 1913 but unt commercially since 1913 but unt
several years ago were used onl One person out of every four to
teployed in the United States to-
day depends employed in the United States to-
day depends for his job upon one
or another of fourteen industries
unknown in 1870.

NOTICE
STATE ENGINEER'S OFFICE
poration deeming that the or cor-
ing of the above application will
ing of truly detrimental to their
brights in the wat




 ADVERTISEMENT FOR BIDS $\begin{array}{r}\text { New Mexico may } \\ \text { THE CTY OF ARTESIA, } \\ \text { NEW MEXICO }\end{array}$ Sealed bids will be received at $\begin{aligned} & \text { By Emery Carper, Mayor } \\ & \text { the city hall of the City of Atresia, } \\ & \text { Eddy County New Mexico, for }\end{aligned}$ T. H. Ragsdale

## Unber of Application RA-1915 Artesia sewage disposal project First Publicain. December

## Notice is hereby given that on the 25th day of November, 1940 , in accordance with Chapter 131 of

## the Session Laws of 1931, Roy D. Angell and J. H. Angell of Lake- wod, County of Eddy, State of New Mexico made application to the State Engineer of New Mex-

## Joyous ${ }^{5 R E E T I N E S}$

For a Happy New Year
We wish to thank our many friends for their business during 1940 and to solicit your continued good will during 1941.

ROSS BAKING CO.
The Bakers of Betsy Ann Bread

## Guy Chevrolet Co. OFFICIAL

Steering Gear, Brake and Light
Testing Station

## Permit No. 1085

New Stickers Are Due By Law Jan. 1, 1941

| Date |
| :--- | :--- |
| License No. |
| Owner |
| Inspected By |
| Station |
| Make of Vehicle |
| J. ©. Garcia |
| Motor vehicle commissioner |

Drive in and get your New Mexico State Steering Gear, Brake and Light Certificate from the Guy Chevrolet Company Service Department. All new equipment used to insure safer driving. New certificates due Jan. 1.

## Guy Chevrolet Co.

Chevrolet-Buick-Oldsmobile
Open 24 Hotres

## Watch the Old Year Out-The New Year In!

AT OUR 15TH ANNUAL NEW YEAR'S EVE FROLIC TUESDAY, DEC. 31ST, AT 10:30 P. M.

## 

## VALLEY THEATER

Gene Autry "MELODY RANCH"
Autry's First Big Special- $\$ 500,000.00$ Worth
of Musical Western


Price's Pasteurized Milk and Milk Products

##   <br> Quarts, Grade Pints, Grade A <br> $1 / 2$ Pints, Grade A. <br> Quarts, Table Cream <br> Quarts, Whipping Cream <br> Quarts, Whipping Cream Gallons, Skim Milk_ Quarts, Buttermilk Quarts, Chocolate Milk $1 / 2$ Pints, Chocolate Milk Cottage Cheese, 1 Lb . <br> 


 EDEW MEXICO
CHESTER A. STARR,
Plaintiff,
VS.
CHARLES ROGERS et al,
Defendants.
NO. 7389
SUMMONS AND NOTICE OF
PENDENCY OF SUIT poration, its succecsompans or, a assings, cor-
Illinois, Producing and Refining
Company, a corporation mpany, a corporation, Refining sue-
ansons or assigns; H. J. Hequr
n, if living, if der an, if living, if deceased, Hager- the un
nown heirs of H . J. Hagerman
ceceased. Emat

May Peace Be Ours
For 1941
DRS. EDWARD AND GLENN STONE
arles rogers, Jwvir

## NO LEADING LDW-PRICE CAR MATCHES THE '4I FORD'S BIGNESS':

In BODY LENGTH! . . or SPRINGBASE! . . or total SEATING WIDTH! . . or total DOOR WIDTH! . or KNEE-and-LEGROOM!. . or FRONT-SEAT HEADROOM! . . or BIGNESS OF WINDSHIELD!

"MEASURING STICK"! Ithen ABout Tut NEW Foro's Biness
G.

NEW! EJECTOR PUMP Lucensasa effelielicr AMP REDUCES COST OF PUMPIME WATER


121 S. Roselawn

## CONTEST RULES

1-For the first baby born in the Artesia trade area and the first bride
and bridegroom married in 1941, a number of attractive and useful
prizes are listed on this page, as gifts from Artesia and bridegroom married in 1941, a number of attractive and useful
prizes are listed on this page, as gifts from Artesia business house
For the purpose of this contest, the Artesia trade area is define
 must live in this area. Either the bride or bridegroom or both must re-
side in the Artesia trade area, in which the marriage ceremony must be
performed
wise the officiating elergyman or public official must confirm the day,
bour and minute of a marriage in order for it to count
 3-Contestants must be registered at The Advocate office by 12 o'clock
noon, Saturday, Jan. 4, 194t, in order to compete, provided one each
entry entry has been made in the baby and bride and bridegroom divisions. In hat case, the contest for the division affected will be extended until 12
'ciock noon Saturday, Jan. 11. Winners. will be announced in the first
the issue after the contest can be closed. 4 Merchants will not award prizer

The Advocate will give A Year's Subscription to the Bride
a child's birth is necessary in order to make him or her eligible. Like-
We Will Give to First Baby of 1941
One Dollar in Cash
Phone 44
NOBBY CLEANERS

We Will Give $\$ 2.50$ in Cash to the First Bride and Bridegroom of 1941 MALCO REFINERIES, INC.

Artesia Laundry and Cleaners THE FIRST BABY OF 1941
$\$ 2.50$ in Laundry Service
TH:SI BABY OF 1 OI

We Will Give
THE FIRST BABY of 1941 \$2
In Merchandise
J. C. PENNEY CO.

We Will Give
The First Bride and Groom of 1941
$\$ 2.50$ in Merchandise and the
FIRST BABY of 1941
\$2 in Merchandise
McCLAY FURNITURE CO.


## Classified

FOR SALE










FOR RENT


 For RMT-Modem anatment


 For RevT 3 romem modern fur waterer and
Dallas FOR RENT-Two modern new


## miscellaneous






## Flying H Items



 Cara Curitisand sons, Ivan and
 Mr. and Mr. Jamime Poes we

 Mr. and Mrs, W.R. Joy and chin.

 Hutray man and chididen.

## Mr and Mrs. Leond Curtis and



 DAUGHTER BORN TO
MR. AND MRS. WATSON
Mr. and Mrs. Neil B. Watson are
the parents of a daughter, Martha
Ann, born at $6: 45$ or the parents of a daughter, Marth
Ann, born at $6: 45$
morning at Artesia Memorial Mos Ho
pital.
Mr. Watson is city attorney
Artesia.

New Mexico's Christmas Stocking Bulged This Year, a Review of 1940 Discloses


## Saving and Having

Save and you will have. of course, this is "old stuff."
You have hd can so easily be proved, we treat it lightly, knowing it will work anytime we try it and we are always going to do that
-just a little later on. Yes, we are really going to save, sometime.

While getting ready to start, life is slipping by. Be-

- $\begin{aligned} & \text { we realize it, old Father Time and Mother Nature tell }\end{aligned}$ us our productive days are over. What then?
ings in early life. The easiest, quickest and surest way to do this is to have a bank account and systematically build Use our Service to bring you Safety, Security and
Satisfaction. Then you can say, "I am glad I did," instead


## First National Bank

$\begin{array}{lc}\text { H. G. Watson, President } & \text { Fred Cole, Asst. Cashier } \\ \text { S. O. Pottorff, Vice Pres. } & \text { W. M. Linell, Asst. Cashier } \\ \text { L. B. Feather, Cashier } & \text { R. Floore, Asst. Cashier }\end{array}$

SATISFACTION SECURITY

## Hagerman Messenger liten..



## \%

WE welcome this opportunity to our friends and patrons a very hap successful New Year! And thanks fo. past patronage.

## Best wishes from

## Ellis Implement

Joe Ellis
OFFICERS COMPLIMENT
BOY WHO FINDS GUNS
Local officers today compliment-
ed Willam Gordon, about 12,
young son of Carl Gordon, for re-
porting to them this morning the
finding of some guns


## WHAT A BARS

Through special arrangements with the magazine publishers we offer America's finest with our newspaper-at prices that simply cannot be duplicated elsewhere Look over
this long list of favorites and make YOUR selection today!


This Newspaper, 1 Year, and Hay Magazine Listed

THIS OFFER
IS FULLY
GUARANTEED





## Belle Isle Cos Cases...s Our Wizard\% Sheets

 Terry Wash Cloths. Featherproof Ticking Cotton Blankets..... Tailored Net Panel Arbor Cretonnes, yd.......Dish Cloths...... Unbl. Sheeting, 81 ".-.....16e
Flour Sack Squares 3our Sack Squares,_....5c
$36^{\prime \prime}$ Outing Flannel, yd. 10 c
$36^{\prime \prime}$ Ramona Cloth, 36 Rama Cloth, yd.-. 15 c
$46^{\prime \prime}$, New Oileloth, yd...- 29 c
$36^{\prime \prime}$. Sturdy Chever 36 " Sturdy Cheviot, yd. 17e
Cotton Towling Cotton Towling …......15e
Mattress Covers_--.-. 81.25 Fine Down Pillows.-.-.- 81.25
$21 / 2-1 \mathrm{~b}$. Cotton $21 / 2-1 \mathrm{lb}$. Cotton Batt.......39
Chenille Bath Mat Chenille Bath Mat_......49 c
Smart Cretonnes, yd.... Smart Cretonnes, yd.-..19e
Drapery Damasks, yd.-. 49 e Drapery Damasks, yd.....45c
Rondo Prints
Damask Lench Set Damask Lunch Set_-... 81.69

ck Report
report on the Kan-
et for the last day
e and total 2,300

## Hagerman Messenger Items

By J. E. Wimberly

good to cho Gehman was held on Monday af- Evans.
 ck pigs 5.75 down. thur Shaw, pastor of the Hager-
bear Olathe, Kan., where he at-
3.500; total
meth
 lings and heifers
$t$ mostly
Roswell district, assisted in the $t$ mostly steady;
ad bulls in limitsteady; vealers aspropriate hymns were sung
ly; sitoce
lot ly; stockers and as a duet by Mrs. Ramon Wel-
veral loads good borne and Mr. E. A. Paddock. $\begin{array}{ll}\text { early 11.00-12.25; } & \text { After the reading of the Scripture } \\ \text { and prayers, the Rev. Mr. Shaw } \\ \text { rd to } & \text { twenty years ago. A daughter, } \\ \text { Lethassed away at the age of }\end{array}$ ear to 13.00 and
rate
lorado fed heif-
spoke words of comfort and conlorado fed heif- spoke words of comfort and con- 4 years, and he is survived by an-
ltcher cows 6.00- solation to the bereaved ones and
other daughter, Alta, Mrs. Aubrey
othe

 | 11.50 verers |  |
| :--- | :--- | :--- |
| 11.00- | few loads |
| friend whom he had deeply appre- | well as oth |
| ciated as a fellow church worker, |  |

and total 4,000; , who had served in many capaci-
rucked-in native ties in the church; as a member of
 best held above urer, Sunday school superintend- had as their guests Friday at a de-
 r Month he deceased and the esteem in in stry, and daughter, Mrs. Winlis
she

she | ak during the ly flowers covered the casket and ter, Bess Lee of Hoisington, Kan. |
| :--- |
| under review | average size of The remains were taken to The gila monster is the only

average numaver
A per bank was
e renewal was Oamily lot and were accompanied $\begin{aligned} & \text { Oert Southwest. }\end{aligned}$
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$\begin{gathered}\text { ns made per } \\ \text { e average new } \\ \text { for } \$ 2,405 .\end{gathered}$
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## It Takes Vitality

 IN ALL SPORTSMembers of Teams Eat Lots of Bread

And It's Surprising How Many Local Athletes Call for BETSY ANN BREAD

It's Delicious, as Well as Full of Vitality
ROSS BAKING CO


[^0]:    Phone 333

