VOLUME THIRTY-NINE.
City Dads Don't Know Whether Airport Picture Rosy Or Drab:

## Mrs. Taylor, Who Died on Coast, Is Buried Here




Head of State ODT Committee

| fense |
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## Boy Scouts Plan

District Water
Four Completions In Fields of Eddy County This Week


Fred Brainard Is Head of Group Deterrined
to Send Artesia's own
Candidate to United
States Senate


Formal Opening Pharmacy to Be Here Saturday

War Bond, Stamp Sales Must Step Up, Feather Says

| Guardsmen Hov To Shoot Rifle | $\begin{aligned} & \text { Ior } \\ & \text { war } \end{aligned}$ | Has Fatal Accident on Saturday--Death Comes As Mrs. Hamill Is On Way to His Bedside by Airplane. |
| :---: | :---: | :---: |
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| IN M |  |  |
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| or pany members fired for reocord |  | e |
| course on the new range northeast |  |  |
|  |  |  |
|  |  |  |
| The average for Company 8 was 74 per cent, the score sheets show- |  |  |
|  |  |  |
|  |  |  |
| cualified as expert riflemen were First Sgt. Marshall Rowley, Sgt. |  |  |
| M. T. Carder and Cpl. Frank E.Smith. |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| ald Butts, J. B. Wallace, Gene Roberts, L. E. Evans, R. F. Miller, D.M. Chapin, Phillip Kranz, Cliff |  |  |
|  |  |  |
| Iarksmen: Mess Sgt. H. D. |  |  |
| htry, Cpl. Owen Haynes, |  | from McClay Chapel at 3 \% |
| Dave Saikin and Pvts. Paul Chip- Sales Must Step |  |  |
|  |  |  |
|  |  |  |
| Formal Opening |  |  |
|  |  |  |
| Pharmacy to Be |  |  |
|  |  |  |
|  |  |  |
| the store will have its formal re- |  |  |
| opening Saturday, after having been through a repair period caus- |  |  |
|  |  |  |
|  |  |  |

Grid Schedule Is Curtailed, Leaving Only Seven Games

Army or Navy

## Has Fatal Accident on Saturday--Death Come As Mrs. Hamill Is On Airplane.

RRIVE IN MORNING

Funeral to Be
McClay Chapel a
e's Lieutenant,

## Lions Plan For Army Dance and

 Eniertainment Sunday Morning at Camp Lee, Va.,From Burns

## WHATS WHAT NEW MEXICO News Briefs of the "Sunshine State" Gleaned From State" Gleaned From Many Sources


 at Dexter and requests by the gov--
athich were described as of very
erne ernors of both pueblos, a one-year $\begin{aligned} & \text { which wee dity } \\ & \text { good quality }\end{aligned}$俍
 Thenmber of cars. The soldier visit- viee Company, at the suggestion cool, he explained to the regiment- third accident within twa week The management of the Portales Attendance at the White, Sands ors were 3,558, compared with 3,-- of the Raton Kiwanis Club, will be al surgeon he had been holding a there involving unruly horses.

\section*{SAFEWAY Homemden' Guide <br> 

The Office of Price Administra-
tion has designated twenty-six new tion
communities as defense rent communities as derense renta
areas, including Alamogordo in
Otero county. Landlords in the the
areas were given sixty days
dial areas were given sixty days in
which to reduce rents to levels pre vailing last March
New Mexico bank deposits total-
ed $\$ 18,386,000$ last June 30 , an in-
crease of approximately ed $\$ 18,386,000$ last June 30 , an in-
crease of appoximatel $\$ 200,000$
over the Dec. 31 call report.
Bank Examer Bank Examiner Woodlan P. Saun-
ders announced.
Loans, he said, showed only a " "negligible" gain
during the six months, but investments in government securities in-
creased almost $\$ 1,000,000$, indicat ing, he added, that "the banks are
(irivivg to do their part in the war
effort." Distribution of major defense
contracts and allocations in New Mexico from Junce, 1940 , through
April, , 942 , has reached a total fig ure of $\$ 86,824,000$, according to a
report just issued by the United report just issued by the Unite
States Information Service, office
of Government Reports. The ex penditures are broken down as fol-
lows: pens: Army, Navy, and Maritime
lowmission, $\$ 80,742,000 ;$ Depart ment of Commerce, Civil Aeronau-
tics Authority, $\$ 1,692,000 ;$ Fed
 from spoiling your vacation


| Later, he found that he had lost the |
| :--- | :--- |
| sugar rationing books. | Charlton said local boards had re-

ceived 1,072 registration cards
from youths outside the Add results of the war: Tony
Maryol was fined $\$ 5$ for parking
his bicycle on the sidewalk in Alhis bicycle
buquerque. A phenomenon, which puzzled
residents of Ruidoso, was set down
as a meteorite. Residents told of
a ser as a meteorite. Residents told of
a strange flash of light-at firist
believed lightning -which streaked
areoss the sky on the afternoon of
July 22 without any aterclap of
thunder. This was accompanied,
they said, by "a swishing or whis
 store. Buy the major part of your gro-
ceries early in the week. Then, in between ceries early in the week. Then, in between
times, you'll only need to buy the most times, you
perishable foods.
Be leisurely. Shop early in the day when Be leisurely. Shop early in the day when
stores are less crowded-you are less Pe forthed c . Plion is better. Be forehanded. Plan foods that can be
prepared in advance. Meat loaves, casseprepared in dedvance. Meat loaves, casseare good examples.
Be cool. Do your heavy cooking in the cool of the morning, or even the night be-
fore if possible. Be smart. Purposely plan meat leftovers Be smarr. Purposely plan meat letovers
every so often for easy second-day cook-
ing. Roasts, fried chicken, baked ham, for ing. Roasts, fried chicken, baked ham, for
instance.
And here's a menu that shows you what And here's a menu that shows you what
we mean by advance preparation and
tasty $e$ ting

VACATION MENU
Baked Ham Loaf-Served Hot or Cold
(Mix and mold meat in adoance; keep in reed head of the building committee,
and Mrs. R. L. Boyce of Ruidoso treasurer. The possibility that some un-The possibility that some un-
known person had met death in a cave eleven years ago was exploded
when State Police mers announced that examinations proved a recently-discovered skele-
ton was that of
bones bond were found in a cave in 1931 hunting le
the same place.
frigerator until ready to bake.)
Scalloped Noodles
(Cook noo lles; combine with hot cream sauce;
keep in refrigerator until time to bakee dot
with buttered crumbs and brown in oven.) Buttered Freshly-Cooked Peas (Shell and cook just before serving)
Sliced Tomato. Graperuit Section, and Avocado Ring Salad
French Dressing (Keep scalded tomatoes in refrigerator ready
to peel; propare salad at the lest) Heated Rolls Buter Heated Rolls
Fresh Peaches and Cream (Slice fruit just before serving) Oatmeal Cookies Baked in an ambitious moment)
Coffee, Milk, or Iced Ten Coffee, Milk, or Iced Tea More about vacation fun Read the article, "V is for Vacations, Too,"
in this week's Family Circle. It's about in New Mexico had hhown that "in
such instances duplicate servin are required and may not be cur the passenger service now render-
fund collection campaign for Ruidoso is under way. M. M. C. Mar-
tin of Fort Stanton has been namGraham, who dabbles in geology,
described the find as a meteorite. It weighed eleven ounces.
The defense transportation di-
rector's request for elimination of rector's request for elimination of
duplication in bus and rail services
was met by the New Mexico Corporation Commission with the statement that any further curtail-
ment in this state would cause "serious local dislocations and incon-
veniences." veniences. Commission Chair-
man Don Casados tation Director Joseph B. Eastman that the state's present passenger
service, "both morale, vacations, and more fun at home
with cooking worries eliminated. Out every



| How to keep cooking from spoiling your vacation | * beveraces * Enw COFFEE ........ 1 lb .27 c |
| :---: | :---: |
|  |  |
|  | OVALTINE $\ldots 1 \mathrm{lb} . \operatorname{tin} 65 \mathrm{c}$ |
|  | COCOA, Hersheys . 1 lb .17 c |
|  | KOOL-AID . . . . 3 for 10c |
| the | COCOAMALT . . 8 oz. 23c |
|  | COFFEE 1 lb pkc 21c |
| Plon menus shead ot time. Allow pleaty | COFFEE .... 1 lb . pkg. 21c |
| of ariety induding ateo fods. youd dont |  |
|  |  |
| (iun! shopping lists w |  |
| ing lists | GRAPE JUICE . . . at. 44c |


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| TOE |  |
| SPINACH, No. 2 tin . |  |
| SPINACH, No. 2 tin |  |
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| Highwa All |  |
| KRAUT JUICE |  |
| TOMATO JUICE 2 for 19 c |  |
|  |  |
| LBBY's shlu whole |  |

SAFEWAY
CUARANTEED MEATS


#### Abstract

. SALAD DRESSING .at. 42c SALADD DRESSING .at. 36c Sandwich Spread . 16 oz . 26c Sandwich Spread . . . qt. 32c MAYONNAISE. 16 oz 29c SALAD DRESSING .pt. 24c ALAD DRESSING .pt. 27c DRESSING .pt. 20


## PEMMY SAVERS *

ERACKERS, 2 lb. box . . 15c
Keen Shortening … ${ }^{8}$ \$1.47
swass down
CAKE FLOUR $\ldots . . . . .25 c$
25
$\underset{\text { KTICHEN KRAFT }}{\text { FLOUR, }} 48$ lb. . . . . . . $\$ 1.83$ MUSTARD, at. . . . . . . . . 9c SHORTENING, 3 lb . tin. 59c SNOW DRFT
SHORTENING, $3 \mathrm{lb} . \operatorname{tin} .69 \mathrm{c}$ PICKLES, at. 1 ......... 16c SPAGHETTI, 5 c pkg. . . . 3c WHPLE HASE SACE, No. 2 tin 12c

## * Householo meeds *

WAX PAPER, 125 foot . 17c
 LYE ALAMO . . ....... . 8c WHITE MAGIC ....... 10c WASHING Compound
BORAX, large box $\ldots$.
15c WOAP CHIPS, $\mathbf{2}^{1 / 2} 1 \mathrm{lb}$. box 21c ${ }^{\text {GOOD DALUE }}$ 29c SWAP, Giant Bar ....... 10c MATCHES 19c KERR MASO
FRUIT JARS, reg., doz. 78c


Why don't you get your "big" order on a weekday too? Not only will you have more time to play
on weekends, but youlll be able to shop on weekends, but you'tl be able to shop
more leisurely it you get your big grocery order on a weekday. And then, on Sat
day, just fill in what you need for weekend. Safeway's specially low adver-
tised prices, you know, are now good
SAFEWAY
Prices Effective Aug. 7 to Aug. 13
and Santa Ana Indians with addi-
tional food resources, almost 3,000


Artesia Junior Woman's Club Has A Membership Tea on Wednesday

|  | Social Calenda |
| :---: | :---: |
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| About fifty called | DA |
| - off teer and prosestive emem |  |
| Kers smith, , tate charman | Sentice |
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| chind yice | He First Chrisitian Cuurch, all day |
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| with a bovere |  |
|  | FRID |
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|  | OVAT |
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|  | TUESDAY |
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| and mines which hiso oarried out |  |
| 隹 | Christian w |
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| Were made by members, of the |  |
|  | First Christian |
|  |  |
|  | Atoka Woman's Club Enjoys Lawn Party |
| hyllis Vosburg and |  |
| Ralph Gurley Are | Cluemeers oir th |
| Married in Carlsbad | were |
| Miss Phyllis Voaurgz daughter | any evening. Mrs. Pai |
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| The bride wore a white stree |  |
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| carations. Witiessit |  |
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| Wisoth the bride and | ma |
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| class of 41 and |  |
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| $1 \mathrm{C}$ |  |
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## Home Nursing Is Considered Of Much Value

| Methodist All-Family Church Supper Will Be Friday Evenin |
| :---: |
|  |




##   rraung <br> 


$\qquad$
$\qquad$


Mrs. Hart Entertains
$\square$



 Church Activities
$\qquad$
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$\qquad$
$\qquad$


Phone 34 For Appointment

| IN |
| :---: |
| SoLid |
| COLORS |



## $\qquad$ <br> e summer in Arkansas with his other. They have been ill of



SHIRTS
and
SLACKS
Separate
Match


## Peoples Mercantile Co.

WHERE PRICE AND QUALITY MEET


# AND FORMAL REOPENING 

## Starting Saturday, August 8

## COVE IN AND SHOP

Refresh Yourself at Our Fountain



## FOUNTAIN SPECIALS

## EVERY DAY

Quart Ready Pak Vanilla Cream Pint Ready Pak Vanilla Cream Quart Any Fruit Ice Cream Pint Any Fruit Ice Cream


RUBBER SYRINGES SLIGHTLY WATER $40 \%$ Off Retail Prices
ARTESIA PHARMACY

## OCOTILLO

SUN.-MON.-TUES., AUG. 9-10-11
PRE-VUE
SATURDAY NITE AT $11: 00$

! Pix Rhapsody










ROBERSONS BUY PROPERTY

## 选 <br> 뱌람눌

at 609 D. Dillas Dannenbaum hesidence the latter part of last week. Colorados coal reserve could sup
ply the nation for 00 years, , it
estimated. There is a total
more than four hundred billig
short tons under hung an acre The famous "Bottomless Pit"
Carisbad Caverns is 700 feet dee Notice STATE ENGINEER'S OFFICE Santa Fe, N. M., July 25, 1942
Number of Application RA-1343-E

Notice is hereby given that
the 16 th day of July, 1942, in the 16th day
cordance with
Session Law
Session Laws of 1931, R. J.
ston of Artesia, Eddy County,
Sexico
Mexico, made mapplication to to
State Engineer of New Mexic
Sermit to Change
Well RA-1343, located in
SE14 SW1/4 of Section 11, Tow
ship 19 South, Range 26 East,
File RA-1462, being located in the , Township 18 South, Range 26
 Government has set up regulations whereby we must obtain special permission from the War Production Board before we may lay lines to the property of new customers. Ordinarily it takes at least thirty days to obtain approval for these new extensions from the WPB.

Your Gas Company, like all other Americans, is anxious to cooperate with the Government in its all-out effort to win the war and at the same time to continue to render top-notch service to its customers. Therefore, if you are anticipating the need for a gas-line extension to your premises, may we suggest that you contact our Local Office far enough in advance for us to apply for approval by the WPB and to assure you of Gas Service by the time you need it if at all possible.

New Mexica Eastern Gas Company

## WAR CIMMES FIIST

The weight of war on the telephone lines grows heavier every day. We can't build new lines and switchboards to carry the load because copper, aluminum, rubber and other materials needed for telephone equipment are vital war materials as well. What facilities we have must serve as fully as possible.
Telephone subscribers themselves hold a great part of the answer. Here are some ways in which you can cooperate:

1
Limit long distance uage to necessary calls and be as brief as possible. The the Mississippi River, are especially busy, and calls to these areas should the Miss made unless they are very important or relate to the war eflior If your call is delayed please do not ask the operator for reports un2 less necessary. Such requests tie up switchboards.

- Please do not call "Information" until you have referred to the telephone directory. Other calls such as for "time of day" should be avoided

4. We cannot always give you the type of equipment you desire. In some service. Considerate no new local service, and in ine service is neighborly and particularly helpful at this time.

5
Long telephone conversations not only tie up the two lines that are con lines. Please use the service moderately. A long unnecessary conversa tion may delay a call essential to the war effor.

We are confident of your continuing cooperation in this emergency.

the mountain states telephone and telegraph company




Avoid Down Town Crowds
Plenty of Parking Space CASH AND CARRY PRICES

THE CORRAL
DRIVE-IN GRO. \& MKT. J. L. WaLker, Mgr. Tenth and Richardson

LOOSE LEAF DEVICES AT THE ADVOCATE


This is Total War

## $\mathrm{E}_{\text {There man, woman and child is in this war. }}^{\mathrm{VERY}}$ as in past was. Instead, our whole now is "front" and we are all "fighters" in the sense that our individual efforts are closely linked to ultimate victory. There are many ways to help: in civilian defense, by supporting war organizations, by helping pay for the war, by doing the best we can in our daily work. his bank welcomes the chance to help

## FIRST NATIONAL BANK

## Fred Cole, Asst. Cashier H. G. Watson, Pres. S. O. Pottorff, v. Pres. M. Linell, Asst. Cashier L. B. Feather, Cashier


 (engthening car life at minimum cost

FERGUSON MOTOR COMPANY
212 North First Street Artesia, New Mexico

Loco Hills Items War Cuts Caverns Visitors In July （Mra．Emmitt Goodrich）Below Same Month of Last Year
 went to Eis Prase fueedy．Threat to Cotton
 Mr and Mra，Frank silier made abu．
Mr．and Mrs．Pat Mathews and
son left Friday to make their home son left Frid
Mr．and Mrs．Clyde
and daughter，Elinore，
and daughter
to Artesia．
George Brigner and sister，Miss
Elizabeth Brigner，moved to Caris－
Elizabeth Brig．
Mr．and Mrs．Earl Charlesworth
Tex．，Saturday．
The Rev．W．
dinner guest of
Golden Sunday．
Kate Thargard
a week－end guest
Frank Marshall．
Mr．and Mrs．Pat Evans and son，
Tommy，of Carisbad have moved
back to Loco Hills．
Mr．and Mrs．G．WW
Mis Brenice Rogers
in Carlsbad Friday．
Mr．and Mrs．Frank
ited Mr．and Mrs．K．G．
son，Glen David，Mond
Mr．and Mrs． $\bar{O}$ ．H．Stewart
as their guests
Mrs．E．A．Patton of Artesia
J．Ers．Emmitt Goodrich and s
Chuck
Monday iston spen
Mr．and Mrs．Leroy Cranford
Mrs．Ma
made a
Monday．
Mr．and Mrs．Sohn Jackson had
as their guests for the week end
Mr．and Mrs．George Aikens of
Carisbad．
Mr．and Mrs．G．W．Walker had
as their Sunday dinner guests，the Selective Service to
Rev．Mr．
Carisbad． Mrs．Charles Phelps has return－$\quad$ Rate of 10 Per Cent $^{\text {at }}$
ed home
was unde
hospital．

## Tom O＇Donnell an

Goodrich went
day．They re
day morning．

## $\underset{\text { Mr．and Mrs．K．G．}}{\text { Aston and }}$

## Om O＇Donnell．

## Jean Johnson in Artesia Friday and Saturday．




## doso

## Mrs．K．G．Miller a David，and Jo Louis were the guests of Lucus of Roswell in urday and Sunday．

## Mr．and Mrs family had as

family had as their g
ice cream supper Sund
Mr．and Mrs．Reynold
bad and Mr．ad
Mr．and Mrs．Claude Mathews
and children，Betty，Lola and Billy，

## went to Albuquerque Saturday to visit her father，Jack Kenendy， who is ill．They returned home

Monday．

## Mr．and Mrs．J．B．Mulcock and hildren，Georgia Gale and Buddy．

parents Friday to visit Mr
and to attend a ranch
at Nogales Sunday．
Mr．and Mrs．J．L．Briscoe and Pulliam．Jarolyn Huck Juckie Strand，Christin


Signal Corps Is Asking Radio Men To Train at Pay


PRICES GOOD SATURDAY AND MONDAY，AUGUST 8 and 10

| Mixed Vegetables 29e |  | $\mid{ }^{\text {ExpIoded }}$ RICE，per pkg．．．10c ${ }^{\text {c }}$ |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 46－oze cans <br> GRAPERUUT <br> JUICE <br> $\mathbf{1 7 c}$ <br> Limit 5 cans | No． 2 cans | ASSORTEDFLAVORSK00L－AID5 For19C19C |  |  |
|  | Tomatoes |  |  |  |
|  | 3 For |  |  |  |
|  | 27 |  |  |  |
| Salad Dressing，pt．23c |  | BEANS，No． 2 can 29c |  | KIX ．．．13c |
| le William |  |  |  |  |
| Pure Concord | 1402．ca | ork\＆ | Rich Whip | 群 |
| Grape Juice | JUICE | No． 1 Can | $\underset{\substack{\text { MiLk } \\ \text { Tall }}}{\text { mid }}$ | $\begin{aligned} & \text { ARMOURS } \\ & \text { TREET } \end{aligned}$ |
| $\begin{aligned} & \text { Full Quart } \\ & \mathbf{2 7 7} \end{aligned}$ | 25c | 5 c | ${ }^{\text {Tall }}$ | 335 |
|  |  |  |  | Peas， |
|  |  | Peas， 2 for $2 x$ |  |  |
| K．B．Assorted <br> Preserves 1 $1 / 2 \mathrm{ll}$ ．Jar 33c |  |  |  |  | SUNRAY <br> Crackers <br> 2 lb ．Box <br> 19c | Bright |
|  | Blackb | COFI |  |  |  |  |
|  |  | $\begin{gathered} 1 \mathrm{lb.Jar} \\ 20 p \end{gathered}$ |  |  |  |  |
|  | 25c |  |  |  |  |  |
|  |  | （ |  |  |  |
|  |  | Noodles ．．． 9 c |  |  |  |  |
| Old Time <br> PEACHES <br> In Syrup <br> No． $2 / 2$ Cans <br> 17C |  |  |  | red chest Green Beans No． 2 Cans 11c | Heart Delight <br> SPINACH <br> No． 2 Can 2 For <br> 25c | Uncle Williams Whole Kernel |
|  | BUT | COR |  |  |  |  |
|  | 25 | －${ }^{2} \mathrm{Fror}$ |  |  |  |  |
|  | 25c | 25 |  |  |  |  |
| Meat Values |  |  |  | Hominy ．．． 3 c |  |
| Bologna，2 lbs．．．．．35c |  | PEAS，No． 2 can ．．．19c |  | PEAS，2 for 25e |  |
|  |  | 1 lb ．Celo．Pkg． Macaroni Spaghetti 15c | TOMATO <br> CATSUP <br> 14－oz．Bottle $9 c$ |  |  |
| STEAK <br> Family Style <br> lb．29c | BACON |  |  |  |  |
|  | SQUARES |  |  |  |  |
|  | lb．20c |  |  |  |  |
| Hamburger， 2 lbs．35c |  | STEAK SAUCE ．．23c |  | ciek frenes cuamber |  |
|  |  |  | PerfectionCHILLEDCHLIS12－oz．Jar19C | WILSoNs |  |
|  |  | Shortening |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | gar ．．10c |  |  |  |
| N円ワ 090 |  |  |  |  |  |
| Phone 61 |  |  |  | ATIE，Sole |  | rtesia，N．M． |

Little Known Facts and Sidelights on Oil Industry

Tune-Up Time"Tune the car and trim the con
sumption" is becoming sumption is becoming a popular
siogan as American motorists
to
slogan American motorists seek Battle Against Winter-
to save gasoline to serve defense
Hower,
 to be attuned to the idea of using nethr sizeable towns and cities of
a little less gasoline during the
war
 Pumping the tires every week
to the recommended pressaredness for winter weather
justing the brakes to eliminate
Rock salt is a simple and efficien
material for ice removal and an ai draging, tuning the motiminate to
doterial for io re removala and an aid
greatest efficiency, and greasing
every movety on streets in winter. The
salt acts both as an abrasive and every moving part every 1,000 alt acts both as an abrasive and
miles are obvious means to the anical-the tough crystals
serving to prevent skidding the
 ful, is holding the car on the tepen on ice and freeing the pavement. The
road to critical speea of runs off into sewers

 many things which get the of the gy. spreader attached to to highway de
Driving at an even rate of speed trucks being sufficient
Dhan whatever it may be up to 40 per,
operating as much as possible in high gear, moving slowly into red
traffic lights instead of racing up hase-wielders at service stations and breaking down, and turning ists are discovering, and it isn't
off the motor when parking-all
confined to dress. $\begin{array}{ll}\text { contribute to fuel economy. } & \begin{array}{l}\text { A lot of it comes from charm, } \\ \text { Automotive Economics- }\end{array} \\ \text { porst and academic degrees. }\end{array}$
 gasoline consumption puts no par- degree. Her station crew wears
ticular hardship upon the average tailored outfits-navy blue wool
motorist. Normally, he uses 653 . motorist. Normally, he uses 653 jackets for cool days and bue
gallons of fuel a year. At 15 miles shantung culottes trimmed A 10 per cent cut means saving
65.3 gallons, consuming 587 , and hair do's are out, also high heels. travelling only 8,565 miles, or ar and 1,29 The girls fill tanks, tires and
miles less per year. That figures $\$ 100$ a month and a six and a and a for out to curtailing travel by about hour day.
100 miles a month, 25 miles a week,
or three and a half miles a day.
If the motorist shortens just one CAVERNS BATS SPEED If the motorist shortens just one
week end trip by 100 miles, he has
saved his full 10 per cent, plus UP FLIGHT BY HOUR




Don't be a lightwaster. Make sure that lamp shades, bulbs and reflectors are kept clean. You may not think bulbs are dusty, but sometimes wiping with

## Southwestern pislit sarvice Company

RAFS Private
Has Same Serial
Number as in ' 18
E. B. BULLOCK FLOUR, FEED, COAL AND SEED
ALFALFA HAY, HOGS, CATTLE

## Don't be a

 "Lightwaster" !!!

## Bring It t

Once-a-Week Club AND KEEP IT ROLLING
Conoco Service Station No. 1 Opposite Artesia Hotel-Phone 91 YOUR MILEAGE MERCHANT, J. T. LEBOW

## $\mathbb{N}^{*}$



MAN: Here she is ... what'll you give me for her? DE ALER: Sounds like she just breathed her last. We MAN: Why, it's got only 30,000 miles. and look . it's the eame make, model and year as that gray TED and runs like new. Good for another 30,000 miles. Its owner thok very thousand miles.

MAN: I always thought that was the bunk.
DEALER: Well, you've got a pile of junk there to prove
MAN: All right . . all right . . $\mathrm{T}^{\prime} \mathrm{m}$ wrong. Tell you what. In ilive you three hundred cash and my car for DEALER: It's a deal. He used Conoco Nth oil. That's and the oil clean.
MAN: Oh, now I remember reading about that oil and the synthetics they use. Brother, Ill use nothing but
Conoco $\mathrm{N}^{t h}$ from now on!

Do you want to add life to your car? Do you want oil economy? See Your Conoco Mileaǵe Merchant to
nd get Conoco Nth. Continental Oil Company

\%
FOR THE DURATION of your car..
Don't depend on hurried stops for gasoline to
have your tires and car checked. Join my owes A-WEEK CLUS, Chboose one day each week to
bring in your car. I will properly check your tires, oil, radiator, and battery. I will report anyything that
appears to need attention. I will keep a careful record and appears to need attention. I will keep a careful record and
remind you when greasing and oil change are needed. I help
and car lifi at the least
possible cost and trouble. Oout Marage Mionainurit


Classified

|  |
| :---: |

FOR SALE


$\qquad$
at Motor Port. Wesley Sperry.
sotre W ayne Truett


\section*{| FRED HILL |
| :--- |
| Artesia |
| DWIGHT LEE |
| $\begin{array}{c}\text { Carlsbad }\end{array}$ |}

R. A. (RUDE) WILCOX
Carlsbad
$\qquad$ For County Superintendent
MRS. R. .n. THOMAS
C.arlsbad F. R. ZUMWALT



Clarke Club-


## $$
\begin{aligned} & \text { a eivic-minded resident of Artesia } \\ & \text { was pointed out at the meeting and } \\ & \text { the great support he has reeeved } \\ & \text { over the state in his race to suc- } \\ & \text { ceed Senator Carl Hatch was dis- } \\ & \text { cussed. } \end{aligned}
$$

## E.

## …

bons from the meetering took peti-
been working hard since. No con
certed local effort had been
previously.
War production of the U. S.,
England and Russia now exceeds
production by the Axis.

## War Bonds-

## Football-




A lot has been written about advertising.

A lot of speeches have been made about it.

But the whole fact in a nutshell is - advertising is simply a time-saver.

It saves time for the man or woman who wants to buy something -and for the store or firm with something to sell.

And, like most time savers, it's a money-saver too.

## THE <br> ARTESIA ADVOCATE

## WHAT IS ADVERTISING, ANYWAY?

