

THE ARTESIA ADVOCATE RGHURCHEST

## WITH WHICH ON APRIL 2 2f, 1941 , WAS CoMBINED The Artesia Enterprise <br> 

## MATIONAL CDITORIAL $1942 *$ ASSQCIATIQN

ChURCH


Sands of Time



HEL THE

DELBERT SWINDLE
of Artesia Pharmacy Is the
FULLER BRUSH MAN

## LAYING MASH <br> manyamas

Sirengih, Slamina, Power... STANTONS



Artesia Alfalfa Growers Assn.

The paper shortage does not seem to have affected Washington
officials who like to aim and fire 10,000 word charges against ect ofticials. Christian Science Monitor.
other.
them girdles.-Concrete (Wash.) Herald.

HELP WIN THE WAR

Back the Attack With War Bonds


OUR ENTIRE SATURDAY SALES GO FOR WAR BONDS

ki Destroyer Boys Relate Anecdotes of jian Experience While Home on Leave
cers cared if they wed the TNT,
they neid the officers went along
fishing too
 Arab sympathizers in Africa, af
ter most of the Gean at Fair
$\qquad$
$\qquad$


war effort. For good service:

1. Please answer calls promptly.
2. Avoid long conversations.
time between so others calls to make the line.
thow
Back the attack-with War Bonds


# Thursday, September 23, 1943 <br> Societu 

the artesia advocate, artesia, new mexico

Miss Billie Sue Barnett, Bride-Elect, Rebekahs Honor Complimented at Miscellaneous Shower Mrs. Duncan at


How You'll Look
This Fall
Slim Silhouette
Sleek Head
Permanent Waves

- Machine
- Machineless

FOR $100 \%$ BEAUTY Call 100

Vogue Beauty Shop
Phone 100
114 S. Roselawn
Select Your Betty Rose Coat Now


While We Hav
a Variety of
Styles and

Tailored Styles
$\$ 19.50$
$\$ 27.50$
$\stackrel{\substack{\text { Fur } \\ \text { Trimmed } \\ \$ 44.50}}{\star}$

PEOPLES MERCANTILE CO.
Phone 73




ABC Stylan Serge : ABC Pampa Prints

## ABC

| ABC | ABC |  |
| :---: | :---: | :---: |
| BLendtyme SUITING | ABC <br> Chintz | ABC <br> SANFORIZED chavibral |
|  |  | 8 |
| School Dreses |  | Stripe Desigis |
| Yd. 59 c | Yd. 59c | Yd. 6\% |

PEOPLES MERCANTILE CO
Phone 73

## ublic Dance at Legion Hut Saturday, Oct. 2, Benefit AW VS

## millis mata tan



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$\qquad$
$\qquad$
 Okla., where I have been studyThe dream wave which is so light, a head of 60 tiight down to the seal ..No protectors or
spacers used... Especially effective on every
the cold permanent wave
Let us peachibe your Pemanent needs-
Liberty Beauty Shop
Phone 226



AT PENNEY'S

## Ofovill find thimgs your really neea!!

 needs. All along the line, we've made service our
keynote and usefulness our aim. We're concentrating one things that you and your household and your Yes, you'll find clothes
Yes, you li find clothes and home furnishings you You'll find, too, that Penney quality and Penney values are more important to you today than ever. Now that things must last longer and wear better-
now that all of us are spending less on wardrobes and now that all of us are spending less on wardrobes and
more on War Bonds-Penney quality is vitally immore on War Bonds-Penney quality is vically im
portant. And Penney values, too, take on new meaning in At Penney's you pay only for honest value-not
for unseen "extras." Our prices are not stretched to cor unseen extras." Our prices are not stretched to
cover such expenses as charge accounts, home deliveries, imposing store fronts or showy fixtures. You pay only for what you get. And what you get
aenney's is the best the market affords! FENNEY

## PENNEY'S

Retice in Comfort


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& \text { oft, warm flannelelte for sur sug } \\
& \text { winter comfort. Beted. Pleating } \\
& \text { edre }
\end{aligned}
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& \text { FLANNELETTE } \\
& \text { Eayorites for Warmth }
\end{aligned}
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& \text { Favorites for Warmth, } \\
& \text { NOW Favored for Style, } \\
& \text { Too! }
\end{aligned}
$$

BOYS' PAJAMAS MEN'S PAJAMAS $\$ 2.00$
Warm, comfortable, soft-
and in the season's best
striped patterns!
striped patterns
Full, roomy sizes in surplice
coat or slipover style, coat or slipover style, bo
with drawstring trousers.
$\$ 1.03$
Protect your boy's health-
make SURE he's warm make SURE he's warm at
night with flannelette! Full, roomy sizes, too, that all night long! Surplice coat or slipover
model with drawstring pants.

HIGH SCHOOL AUDITORIUM
Thursday Night, Sept. 23 - 8:00 o'cloch
 Band Concert AND Bond Rally 37 OF AMERICA'S FINEST MUSICIANS IN A TWO HOUR CONCERT DOZENS
Of Fine Items Donated by the Merchants of Artesia will Be Auctioned Off to the Highest Bidder for Bonds
ENTIRE NET PROCEEDS WILL BE AUCTIONED OFF TO HIGHEST BOND BIDDER Admission 10c and 25 c
******0+**000***: Ration Book Census Shows New

[^0]ARTESIA REALTY COMPANY
Real Estate and Insurance

FOR QUICK RESULTS - LIST WITH US
$\begin{array}{lll}\text { O. J. Carson } \\ & 104 \text { W. Main St. - Phone } 580 & \text { J. B. Muncy }\end{array}$

## OCOTILLO THEATRE

Sun. - Mon. - Tues., Sept. 26-27-28
PRE-VUE SAT. NTE AT 11:00


Sheep Are to Have Importal Place at Fair

## bUSINESS DIRECTO

Theral Clasification
EMERGENCY and IMPORTANT PHONE NUMBERS and ADDRESSEs EMERGENCY
Fire -...-...-.-.-.-al Red Cross INSURANCE
Pete L. Loving, General Insurance, 301 Wash. Ph aUtomotive

## FEEDS

 ed, Flour, Coal, Seeds SHOE REPAIRING hop, Expert Repairing 108 S COMMERCIAL PRINTING
## IMPORTANT

THE WAR has placed a heavy call on our facilities and manpower. Therefore, in order to give our customers the best service possible, we find it necessary to organize our numerous service calls in advance of the usual fall rush.

Customers whose furnaces have been turned off for the sumb
mer should apply immediately to have these furnaces lighted mef should apply immediatel
before the first cold spell.
First Presbyterian Church Fourth and Grand
Schedule of Services
Beginning as of Sunday, Sept. 5
Sunday School
9:45 a. m.
Morning Worship
$10: 50 \mathrm{a} . \mathrm{m}$
$7: 00 \mathrm{p} . \mathrm{m}$ Christian Endeavor ------ 7:00 p.m

The Church Welcomes You


Deer Folks: Harp Is Asked to Compose (Gerese
More CopperWire Is Now
Made Available
mexic

| Noxious Weeds <br> Controlled by <br> Winter Method |
| :--- |



by liberty barber shop

## Conoco Service Station

 * NUMBER 1 *First and Main - Opposite Artesia Hotel
Under New Management


## coxaco

conoco gasoline and oil
Washing and Greasing Tire Repairing Lubrication Service

## PAUL COBBLE DON CHAPII

MAKE THE FOODS NEEDED FOR GOOD NUTRITIO EXTRA DELICIOUS WITH NOURISHING

and
The Finest Display of Cattle, Sheep, Swine, Horses, Poultry, Farm and Garden Products Ever Assembled in New Mexico

DON'T MISS VICTORY HALL
Eight Greet Days
Sept. 26 thru Oct. 3
albuguerque

## NUCOA

Artes
Artesi
Pet

Cent

It'll cost you an extra ${ }^{\$ 100}$ Bond


## TO LOOK HIM IN THE EYE!

HE'S AN AMERICAN SOLDIER.
Some day, if God is with him, he'll come home. And when he does, you'll get the biggest thrill of your life if you can look him squarely in the eye and say, "I couldn't help you fight--but I did everything in my power to help you win!"
There's only one way you can say that... honestly say it. And that is to help him win now ... when he needs all the help you can give him.
Today's particular job for you is to scrape together
every dollar you can-and buy an extra $\$ 100$ worth of War Bonds! That's your job in the 3rd War Loan!
It's not enough to buy your regular amount of Bonds. It has to be more. It has to be an extra buy -a little more pressure for the shoulder that's against the wheel.


Remember this-you aren't giving your money. You're lending it to the government for a while. And you're making the best investment in the world.

## WORLD'S SAFEST INVESTMENTS

 Choses the security that Ats your requirements United States War Savings Bonds-series " E ": Gives you back $\$ 4$ for every $\$ 3$ when the bond matures. held to maturity. Denominations: $\$ 25, \$ 50, \$ 100$, $\$ 500$, $\$ 1000$. Redemption: Any time 60 days after issue date. Price: $75 \%$ of maturity value.$21 / 2 \%$ Treasury Bonds of 1964-1969: Readily marketable, acceptable as bank collateral, redeemable as par and accrued interest for the purpose of satisfying Federal estate taxes. Dated September 15, 1943;
due December 15, 1969. Denominations: $\$ 500$, $\$ 1000, \$ 5000, \$ 10,000, \$ 100,000$, and $\$ 1,000,000$, Price: Par and accrued interest.
Other securities: Series "C" Savings Notes; $7 / 8 \%$ Certificates of Indebtedness: $2 \%$ Treasury Boods of
1951-1953; United States Saviogs Boads series "E", United States Saviags Bonds series " $G$."

## Carter's Cafe

## back the attack...WITH WAR BONDS

## Southern Union Gas Co

 First National Bank Artesia Alfalfa Growers Assn. Pete L. Loving, Insurance Toggery Shop Artesia Auto Co. L. P. Evans Store Central Valley Electric Coop Big Jo Lumber Co. Southwestern Public Service Co.Palace Drug Store
Brainard-Corbin Hardware Co. McClay Furniture Store Carper Drilling Co.
Valley Produce Co., Roswell Artesia Pharmacy Batie's Food Store
Ocotillo and Valley Theaters Baldwin's
Mann Drug Co.
Rideout's Home \& Auto Supply

Production Engineering J. C. Penney \& Co. Guy Chevrolet Co. E. B. Bullock Berry \& Dexter Artesia Hotel Hill Lines, Inc.
Artesia Laundry \& Cleaners Marie's Dress Shop
Ross Baking Co.
atinental Agent

## Classified

 Penney Sells 400 Per Cent of Bond Quota in JulyL. B. Feather Urges Rotarians to Get Behind War Loan L. B. Feather, chairman of
North Eddy County War Savy


For Sale


## 



| Bond Is Good |
| :--- |
| As Movie Pass |
| Here Monday |



Beacon Earns-
$\qquad$

J. C. Floore-




[^0]:    Pix Rhapsody : Mexico Population to Be 509,962

