
he artesia advocate, artesia, new mexic


Drive Safely!


Guy Chevrolet Co.



THE ARTESIA ADVOCATE

the pecos valley news and the artesia huerican WITH WHICH ON APRIL 26 , 1941, WAS COMBINED The Artesia Enterprise

##  <br> 

WHY ADVERTISE W AR BOND SALES? During the last week, when we have solicited advertising in
regard to the Fifth War Loan, and in the past when we have invited
stores to advertise War Bonds, the majority of those approached
have reeponded in the spiriti in which they have been approched.
We always point out that the Treasury Department urges all newspapers to run a series of advertisements, which must be under-
written by business interests. The government believes that if a
commodity for sale is worthy of news columns, it also is worthy of paid advertising, with which we heartily agree.
The fact that the government does not see fit to pay for that
advertising is beside the point, even though millions of dollars are
spent for some things which seem less essential and of not so much spent
importance in the war effort.
Benson's, a women's apparel store in Meriden, Conn., recently
devoted a whole page to the sale of War Bonds, under the caption, devoted a whole page to the sale of War Bonds, under the caption,
"Why Should Benson's Publish This Advertisement?"
It is a good question and its answer is applicable in Artesia in
more than one way, in that it explains why it is well to spend money more than one way, in that it explains why it is well to spend money
for such advertising, as well as why the public should be urged to
buy War Bonds. The text of the ad: After all, the business of this store is to sell women's appare,
and the advertising which we do, as a legitimate expense of ou
business, should be designed to induce business, should be designed to induce its readers to buy from our
store. to buy the merchandise which we have to sell.
Patriotism? Our interest in victory? Our pride in our nation?
And the need we feel to do all we can to speed the success of the nation's arms? If that were the reason for the advertisement, then
why not use the money to buy more United States Bonds ourselves instead of spending it to urge YOU to buy them?
No, there is a deper reason, a profoundly important reason
why we feel that our store should seek to induce its customers and
all who may read this advertisement to buy War Bonds. It's a reaso all who may read this advertisement to buy War Bonds. It's a reason
that is vital to Meriden, and to the whole nation.
When a bank, or a large business house invests its securities of the government, money for the immediate needs of the
war is, of course, made available. When an individual, on the other more happens. It works like this:
Meriden now has a weekly industrial payroll of over $\$ 700,000$;
by far the highest in the city's history. This money, and more like
it all over the nation, is bidding for the limitited supplies of merchan-
dise which stores like ours have on hand to sell. Such a condition
tends to force prices to rise... heads us all straight for inflation.
Every payroll dollar that goes into War Bonds is taken out of
circulation for the time being, and no longer bids for merchandise,
no longer exerts the inflationary pressure. Instead, it becomes a a
future source of spending, and hence is an insurance against defla-
tion and depression.
That is why we publish this advertisement! It's our business,
your business, the business of every man and woman in America, not
only to help win the war, but to help save the country from a disas-
trous crash after the war! That's why we urge you to buy only what
you absolutely need at our store, and to put all the rest into War
Bonds!

## 



\section*{| C. A. Clark, Pastor. |
| :---: |
| LUTHERAN SERVICES |}



## P

Prs. E. A. Paton, 511 W. Dallas,
Pastor, Mrs. Jessie Miller, 901

$$
\begin{aligned}
& \text { Evening worship } \begin{array}{l}
\text {, }: 30 \text { p. m. } \\
\text { Woman's } \\
\text { Wociety } \\
\text { Service, } \\
\text { first Thursday at }
\end{array} \text { Thristian }
\end{aligned}
$$

$$
\begin{aligned}
& \text { pent, } \\
& \text { official board, first Tuesday } \\
& \text { oach month, } 7: 30 \text { p. } m \text {. } \\
& \text { Wesleyan Service Guild, first }
\end{aligned}
$$

DESERTION OF ROME MAY BACKFIRE-WE HOPE:



| Every second and fourth Sun- <br> day, 8 p. m., Artesia Woman's |
| :---: |
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$$
\begin{aligned}
& \text { FIRST METHODIST CHURCH } \\
& \text { Sunday schoool, } 9: 45 \text { a. m. Fred } \\
& \text { Jacobs, geheral superintendent. } \\
& \text { Morning worship, } 10: 50 \mathrm{a} \text { a. m. } \\
& \text { Evening worship, } 7: 30 \mathrm{p} . \mathrm{m} \text {. }
\end{aligned}
$$

LAKE ARTHUR-COTTONWOO
METHODIST CHURCHES
Cottonwood
Sunday school, 10 a. m. eachWorship service, $11 \mathrm{a} . \mathrm{m} . \mathrm{sec}$
ond and fourth Sundays.
Ladies' Aid, third Thursday.

SHERMAN MEMORIAL
CHURCH
(Oifield Community)
Sunday school at 10 o'clock.
Prayer meeting and choir prac-
ice, $80^{\circ}$ cloek Wednesday evening.
Ernest Thompson,Mass
likewise seemed to have difficulty in finding the proper words to
describe what he saw. But his selection was effective, even thoughIT'S BETTER TO SEE 'EM ANYW AY
Although we are not a rabid fan, we are just as much interested
in softball as anyone else, and we believe we have some readers who
think news of the local games is more important than other news,"V" STANDS FOR FIFTH, AS WELL AS VICTORY
Many months ago, use of a "V" to designate victory and the
determination of the subjected peoples of Europe not to give upuntil victory is attained sprang up amnong various nationalities.
Later it was adopted by citizens of the United States.
We wonder how many people recall that the Fifth Liberty Loan
the fifth bond effort which presaged victory, and the Roman "When one sings his own praise his music is bad.-Carlsbad

| Mrs. M. M. Alexander of Chatanooga, Tenn., is here to spend the summer with her daughter and son-in-law, Mrs. H. C. Bidwell and Mr. Bidwell. |
| :---: |
| Mr. and Mrs. Paul English have received the announcement of the birth of a granddaughter, Patri cia Eileen, born May 25 to their son, Lt. Paul B. English, Jr., and Mrs. English in Fort Worth, Tex |
| Mr. and Mrs. Tom Edward Bullock and their two children, Tom my and Kathryn Ann, of Wichita Falls, Tex., are here visiting the parents of Mr. Bullock, Mr. an |




After a German Bombing


Wesle
SPERR



# IT'S TEAMWORK THAT DOES II 



The 5th War Loan STARTS NEXT WEEK!

WHEREVER your invasion forces are fighting-at sea, in the air, on the ground-they're working together for victory. They know that they must depend on each other, for only by coordinated teamwork will they win through to final victory in the earliest possible time.

The Fifth War Loan starts next week. It's going to take teamwork-a lot of it-to put this drive over the top. For we've got a job to do. As the tempo of invasion rises every one of us must mobilize for support of our fighting men. In every city, town and hamlet men and women like

yourself have banded together as War Bond Volunteer Workers, giving their time to taking your subscriptions for Bonds. Sup port them. Give them the kind of teamwork our boys are giving to each other on the fighting fronts!
When your Volunteer Worker calls, double your War Bond subscription. It's their job to help raise $\$ 16$ billions of money for victory during this Fifth drive, $\$ 6$ billions from individuals like yourself. Make up your mind to welcome your Victory Volunteer with a friendly smile and an open checkbook-remembering that it's teamwork that does it!

## Back the Attack!- BUY MORE THAN BEFORE



This Message Sponsored by the Undersigned in the Interest of the Fifth War Loan-

First National Bank
Western Auto Supply Co.
C. J. Dexter

Murchison \& Closuit, Inc.
The Hub Clothiers
Jensen \& Son
Russell Auto Supply Co.
Toggery Shop
Artesia Auto Co.
Guy Chevrolet Co.

Peoples Mercantile Co. Carper Drilling Co. Malco Refineries, Inc. Safeway Stores Jackson Food Stores Artesia Pharmacy Mid-West Auto Supply Pete L. Loving Agency Big Jo Lumber Co.
Palace Drug Store

Central Valley Electric Coop., Inc. Brainard-Corbin Hardware Co. Pecos Valley Produce Co., Roswell Southwestern Public Service Co.
Artesia Alfalfa Growers Assn.
Rideout Home \& Auto Supply
T. C. Williams, Public Accountant Ocotillo and Valley Theaters
Artesia Plumbing \& Heating
Kemp Lumber Company

Captain Clarke Marries Texas Girl In Beautiful Home Ceremony at Wichita Falls on Friday Morning

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| Thedore Beck of | THURSDAY (TODAY) |
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$|$| Lotie Bradford Is |
| :--- |
| Married in Roswell |
| To Pvt. Thornton |





Mrs. Thorpe to
Head 200th-BRO For Second Year

## A Challenge to American Women

 W AC's Are Needed




Assembly to Be Instituted for Rainbow Girls

| $\begin{aligned} & \text { Thorpe, Mrs. Virgil Millsaps, and } \\ & \text { Mrs. George King, has announced } \end{aligned}$ |  |
| :---: | :---: |
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|  |  | other day General Marshall told |
| :---: | :---: | :---: |
| Uted in Artesia Weatesady, | Friday at Lanning Home |  |
| serrice it ha |  |  |
| Sen adisery ber |  |  |
| ress Laura Becker of |  |  |
| or New Mexico, is |  |  |
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|  | y blue and pink color sch |  |
| S. | Hightower | W. C. T. U. Meet At Clark Home |
| $\xrightarrow{\text { Mras, M. W. Evans was joined by }}$ | Hosprita | $\mathrm{w}^{\mathrm{Am}} \mathrm{C}$. imp . U . |
|  |  | , |
| the two left Wednesday for Fort Worth, Tex., to visit relatives in |  |  |
| Okhahoma and go on to Attica, |  |  |
|  | rought |  |
|  |  |  |





How Big a Share of Victory Will You Buy? ENJOY SUMMER IN
IBOR

 ISPHERE | cularly Brazil, where its cultiva |
| :--- | :--- |
| tion extended from north to south |
| and developed in an extraordinary |


 commodity. This
tern Hemispere
the Wesponsible for 60 percent of
tuemispher's pro-
duction of 90 percent of the coffee
dotal
total. While onld's of both the coffee e
he coffee market. $\begin{aligned} & \text { dutal. While on only four of the of the } \\ & \text { twenty-one Americar republics are } \\ & \text { tuaction, however. } \\ & \text { coffee importers; Argentina, Chile, }\end{aligned}$

 In the beginning
Ide of an infusion
ru, El Sal Salvador,
and only later United States.


 | in New York for |
| :--- | :--- | :--- |
| settlers, |
| paying | \(\begin{aligned} \& bear a good crop until about t <br>

\& sixt year. Coffee is a hand-pick- <br>
\& ed crop and the picking season\end{aligned}\)
 in the Western baskets or bags slung over their
in the eighteenth shoulders, walk up and down be

## weys


ike lots of scuffing! ather uppers with
ear-through soles.
$\left\lvert\, \begin{aligned} & \text { tween the rown picking the berries } \\ & \text { trom the trees } \\ & \text { OVer-ripe berries } \\ & \text { Locals }\end{aligned}\right.$
 baskets are full they are emptied er Mamie Sue Roberts, is here to go ho to San Francisco to wor
 the beans dried either by sun or enant Pedersen, is now stationed $\begin{aligned} & \text { enter, Miss Rosemary Murphy, are } \\ & \text { artificially. They are then graded } \\ & \text { at Fort Benning, Ga. }\end{aligned}$
visiting their daughter and sister,
Mrs.
 stage they are known as green
coffee and the work of the planter
conared by the Inter-Amerial and Econ
prent cols over. The green coffee is then
is
packed in heavy sacks, transported
to the nearestee, was signe seaport in the representatives of of
ing to the nearest seaport and shipped
to the coffee-drinking regions of the world. More than any other basic sta-
ple, perhaps, coffee has suffere ple, perhaps, coffee has suffered
the ups the ups and downs of economic
upheavals. To help stabilize its $\begin{aligned} & \text { ducers and consumers both in and } \\ & \text { out of the Western Hemisphere. }\end{aligned}$ $\begin{aligned} & \text { price, great quantities of this pro- } \\ & \text { duet were sometimes destroyed. }\end{aligned}$
tage and suar and the shipping shor-

 gether in Bogota, Colombia, at the
first ooffee conferenee. The Pan
Amer of commodities among which
Amerne
manent $\left|\begin{array}{ll}\text { Amanent agency inaugurated in in } \\ \text { mater } \\ \text { 1937, had as its principal object }\end{array}\right| \begin{aligned} & \text { drink is once more ration-free } \\ & \text { does not mean that its producers }\end{aligned}$ the putting in practice of the the
agreements taken at the Bogota face to the war. They are are, how-
arer and following coffee conferences.
Finally, on Nov. 28, 1940, the In-
ter future which the Inter- $\begin{aligned} & \text { Ineri- } \\ & \text { can }\end{aligned}$
Coffee Agreement assures

## America -Thisisiti!



He's doing his part : : : We must do our part! For him the terrifying grand cli- For us, too, the terrifying grand max of the war is at hand. The supreme military risk-
bound to be bloody, costly, in American lives.
Our boys know this. They don't have to read the heart-rending what is expected of them. They are in it.
But they are not flinching . . . not holding back.
They will see the grim venture through to the bitter, victorious

And if, for your boy, or some boy you know, the price of Victory is death, you can be absolutely cer-
tain that he made the supreme sacrifice courageously ... for the cause of Freedom. .

Don'l let them down! Do your part-as they ere doing theirs. Dig down, America-dig down deep! Whive there is stin! ime. This is

And tere 5 mone rean tor beyn wran bond in the

2. Wor Boond are the beve
4. Wor Bonds wilh halp win the Poo


\section*{Back the Athack/-BUY MORE THAN BEFORE!

## southerfiduion Geas <br> rompany

Telephone 50

## WELDING <br> electricacetileve <br> Repair and Conserve <br> Your <br> Automotive <br> Equipment <br> 

New GE Electric Welder
300 to 375 Ampiers
ARTESIA AUTO CO.
JOB PRINTING AT THE ADVOCATE This supreme, desperate call for American dollars -16 billions of them - is to enable our fighting men to carry through the grim, bloody assault to a successful conNot just American dollars - but the dollars in your pocket-in your savings account.
You must buy War Bonds-now! At least twice as much as you already buying Bonds on a payroll savings plan, buy EXTRA Bonds during this Drive.
Your Government is counting on you. Your boy, and your neighbor's boy, are counting on you... just as you are counting on them
 nsi

## E!

## E!

For Sports or Leisure! MEN'S OXFORDS Good-looking moccasin toe
blucher types with fine leather uppers in Antique Russet.


Extended Operation of 'Priority Referral' in This Area Explained


Mrs. John Buck, who unt.
urgerwent
surgery in a Roswell hospital re cently is home and doing nineely.
Second Lt . John R . Cummins, Second Lt. John R. Crmmins,
son of Mr. and Mrs. Ernest L.
Cummins of Lake Arthur, is now



# Coffee 

HILLS - FOLGERS SHILLINGS-ADMIRATION Pound $33^{c}$

|  | $\begin{aligned} & \text { Eacel } \\ & 7^{c} \end{aligned}$ |  |  | $\begin{aligned} & \hline \hline \text { PEPPERS } \\ & \text { Pomed } \\ & 236 \end{aligned}$ | $\begin{aligned} & \text { BEETS } \\ & \substack{\text { momed } \\ \hline \\ \hline} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Sausage | comery soudd | 33c |  |  |
|  | Hams | $\xrightarrow{\text { Halto or Mole }}$ Pound | 35c | KIX. |  |
|  | Steak | ${ }_{\substack{\text { Round } \\ \text { Pound }}}^{\text {Red }}$ | 41c | whea | ........ 10 |
|  | Weiners | Pomd | 30c | Post b | .......es. 12 |
|  | Bacon | $\begin{aligned} & \hline \hline \text { Wilson Slab, No } \\ & \text { Sliced Pour } \end{aligned}$ | 31c | кrum | ${ }^{100}$ |
|  | Beef |  | 26c | EGGS |  |
| NE JUCE .........2ereme |  |  |  | TEA | $\cdots$ |
|  | Cheese |  | 37c | COCOA | (10c |
| 23e | Beef | $\begin{aligned} & \text { Short Ribs } \\ & \text { Pound } \end{aligned}$ | 19c | hinds |  |
| 0 Juce ...... | Roast | ${ }_{\substack{\text { Chend } \\ \text { Pomad }}}^{\text {Com }}$ | 26c | WAx | 10, |
| ${ }_{\text {ETS }}$.............. 13 c | Bologna |  | 27c | Matc | $\cdots$ |
| Crackers | Bologna |  |  | Fruit | il |


| OATS | Cream of | MILK |
| :---: | :---: | :---: |
| rag | Wheat |  |
| кER | Large box | 3 LG. cans |
| 21c | 21c | 27c |


iting for the Command, "Forward!"

## RACTIO

 RACOMay Travel Picks Up in Carlsbad Caverns, With 10,968 Registering





Summer Heat?
Cool Your Car With a
Firestone Car Cooler
Self Operating - Efficient Installed in 3 Minutes - No Holes to Drill

## $\$ 8.95$

RUSSELL AUTO SUPPLY CO.
323 W. Main
Phone 77


## ITTETTIOI PITRIOTS with IPPEIITES!

## America Must Have

Twenty-Two Million Victory Gardens in 1944
Blue points descended in value this spring because of the energetic work of 1943 Victory Gardeners who produced eight million tons of food, but those points will rise again unless you and $21,999,999$ other gardeners reserve an hour a day tood supply will increase by one-fourth.
To help you with this important contribution to the war effort, Southern Union has purchased for all of its customers the VEGETABLE GARDEN GUIDE edited by the Garden Editors of Better Homes $\mathcal{E}$ Gardens Magazine.

This is no puny pamphle. It is $9 / 4$ inches wide, $121 / 2$ inches
deep and contains 28 full-color pages on the following
important subiects:

- How to plan and plant your Vegetable Garden
- Readying your soil
- How to stretch your Vegetable Garden
- How to plant for storoge
- How to reosair tools


## SUG HAZEL

## ANTED TO BUY.....

## Business In Artesia

## WILL PAY CASH

For Desirable Money-Making Business
In Reply, State What You Have, Location and Price
modern living quarters are also desired
T. W. A., Care of Artesia Advocate
Thursday, June 8, 1944

## For Sale

|  |  |
| :---: | :---: |
| FOR SALE - Marglobe tomato plants now ready yor tranoplanting, some potted plants to spareing, some <br> O. E. Nickey, $382-J 1.20-1 t p-21-$ tf | Emery |
|  |  |
| por sale country home <br> The one you have often dreamed about 10 minutes from city hall. New dwetheng, food ling, four rion, rooms immediate possession. Prices reasonable: torms if desired E. A. Hannah Agency, 511 W. Main, phone 21 tite |  |
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| LAND FOR SALE OR LEASE all clear, between Artesia and Hope, N. M. for sale or lease for grazing or oil. If you know this land and are interested, make uad property in good town. L. A. McOklas |  |
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| SALE-One John Deere pick. | Loca |
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| hay press with motor and elivery rake: four horse- |  |
| wn movers, one 9 g.foot dump |  |
| der, will make good |  |
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| chinery in A-1 condition, No. |  |
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| orchard, $\$ 35,000$. Will consider par payment producing oil royalty ment. Good man running place Box 1171, Roswell, N. Mex.$\qquad$ |  |
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| FOR SALE - 00 -acre oil lease in Sooth Maljamar field, near pro- duction Information Box 12 , A-tesia, phone $768-$ R. <br> 23-1tp |  |
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| FOR SALE-Trailer bouse at 1007 Dallas, $7.00 \times 15$ rubber, in goodcondition.23 tp condition. |  |
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| FOR SALE-OId, established gen eral merchandise store at Lov. Snyder, owner, Loving. $23-3 t-25$$\qquad$ |  |
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| POR SALE - John Deere pickup hay press on rubber with motor condition. Will make $\$ 100$ per day, no priority or purchase certificate required. Allen \& Jordan 9001 -F11, P. O. Box 392.23 -2tc-24 |  |
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|  tourist camp and grocery store, at $\underset{\substack{\text { bargain. Reasons } \\ \text { Frank Barton. } \\ \text { for selling } \\ 23-1 t p-1 f}}{\text { Red }}$ Frank Barton. |  |
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| FOR SALE-Three-piece bedroom suite, furniture. Thomas Adams, at 1006 West Grand. |  |
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| FOR SALE-Six-room house, ond of Highway 88 . See Verna Neal at Carter's Cafe any time between 2 and 10 p . m . |  |
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| FOR SALE - Four-room house see John Boyce 1201 Washing-ton.$23-2$ tp- 24 23-2tp-24 |  |
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| rooms and bath. Would consider taking car in deal. Hee owner at1207 Grand. C. G. Howard. $23-1$ tp |  |
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|  |  |
| FOR SALE - Coleman gasoline $\begin{aligned} & \text { range, late model. } 909 \mathrm{~S} \\ & \text { ond St, }\end{aligned}$ Sec-$23-1$ tp |  |
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| tress, new three-quarter mattress and cot, rug, kitchen table and chairs, and quilts, etc. 204 S. Sixth-phone 371-W.$23-1$ tp | For |
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| sheets for sale by The Artesia Advocate. |  |
| For Rent |  |
| FOR RENT - Small apartment suitable for couple. O. £. Gable, |  |
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| Miscellane |  |
|  |  |
| MONEY TO LOAN-Ample funds for home loans on Artesia or suburban property. You'll like this simple, low-cost, home furnishing it to you. E. A. Hannah, real estate, insurance, and loans. 1-tfc |  |
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|  |  |
|  |  |
|  |  |
| Make that old mower do -Have me fix it for you to use riotic and don't leave it itile Shorty's Fix-It Shop, 103 s. Third |  |
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