y-Mile Pipeline Will Feed
Mexico Asphalt, Refining
${ }_{5 i}$ Pipe Line Company Starts Work lendorf Has Contract for $\$ 130,000$
official publication for eddy county

ARTESIA, NEW MEXICO, THURSDAY, JUNE 22, 1944

## B-17's To Land At Airport Dedication

 Passed Monday

Phenominal Rise Continues at First National Bank Here



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| :---: |
|  |  |
|  |  |

Lt. B. A. Elsner, Husband of Local Girl, Is Wounded


## Will Be Held Saturday in Connection With War Bond Rally for North Eddy County

Roswell Army Air Field Band Will Play at Sale Downtown At 10 and at New Artesia Field at 2 Governor Dempsey Has Been Invited to Take Part in Two-Purpose Blowout
$\qquad$
$\qquad$

| Death Comes to <br> James S. Reno <br> Sunday Morning | Legal Voters May <br> Register Now in <br> Artesia Any Day |
| :--- | :--- |






THE ARTESIA ADVOCA





## AFTER ALL, HONESTY DOES PAY

The other day a young woman, whose husband soon is to be in-
ducted, and who has some small children, approached the head of
one of the biggest businesses in Artesia, seeking a job after her hus-
band leaves.
She immediately laid her cards on the table and told the busi-
nessman that she is inexperienced and knows practically nothing
about business, but that she is willing to learn.
That same businessman has hired young women in the past
who claimed to have considerable experience, but whose attack of
their new jobs soon gave them away.
The latter kind have not lasted long, for no one cares to train
people who pretend to know what they are doing but don't. In fact,
that kind usually does not learn well, for there always is the bold
people whin usually does not learn well, for there always is the bold
that kront, which must be kept up, while trying to put across the bluff.
But the young mother, inexperienced in busines matters, is at
the top of the list for employment in that big business.
his valuable time in teaching the young woman.
"Even you and I had to learn once upon a tme," he told us.
ITE SALUTE YOU, COMRADE
The present and future members of the Artesia American Legion
post owe to one of its members an undying debt of gratitude for his
efforts, the results of which will take concrete form after the war.
S. O. Pottorf, one of the newest members he came here only
a few years ago-worked hard and long to provide a new building
for the veterans of World Wars I and II and went out and sold the
proposition to the citizens of this community.
Through his efforts the post now owns War Savings Bonds up
in the thousands, to be applied to the building when it is possible to
erect it-after the war.
Of course, he could not have accomplished the job without the
generous gifts, both in land and cash, of others, but it required
someone to keep the project before the public and to solicit for the
future.
Pottorff and his family have moved to Texas, but the fruit of his
labors for the American Legion remain here.
And over the years, when peace again has come and the vet.
erans, of the two great wars enjoy the building for which he strug.
gled, the name of SS . O. Pottorff long will be remembered.

THIS SHRINKING WORLD OF OURS
The diminishing size of the world was demonstrated this week
by a local boy, who had lunch at his foreign station more than 3,000
miles away and was at home in Artesia the evening of the next day,
a matter of an hour or two before his leave started officially.
After the war, we won't think anything of

## "THE COPS ARE LOUSY"

Sheriff Fred Hill, Artesia's Chief of Police Kelley Stout, and
ever they take
linquents. By the
wandering on the
be conter
be contacted, the lawe enforecrs are castigated by irate, alleged par-
ents. Yet, when an accident occurs, such as the one on the Artesia-
Carlslad highway early Sunday morning. June 4, in which two were
killed and seven youths were injured, the comment is heard, "The
cops are lousy, What were they doing?" The job of law enforcement
cops are lousy. What were they doing?" The job of law enforcement
is just too much for the police to handle sans adult assistance. The
cops aren't lousy, merely unable to cope with the problem of juvenile

## supervision without parental help and understanding.

for a complete recreation program for Eddy County, juvenile and
adult alike, could be made than accidents such as occured on last Sunday morning. Parents must help the cops.-Eddy County News,

The Denver woman who says she's been married seven times,
the Detroit gal who admits she's been wed fifteen times, bring the thought that men
Albuquerque Journal.


## Sands of Time <br> Fifteen years ago (From The Advecate Files for June 20, 1929.)






|  |
| :---: |
|  |



SHE WON'T STOP by shouting Whoa!


Guy Cherrolet Co.



Sgt. Betty Jo Bainard Becomes Bride Of Lieutenant William Clinton White In Beautiful Home Ceremony Tuesda

| Herinat younger | -5andiforn |
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|  | $\xrightarrow{\text { MoNDAY }}$ Past Matiter |
|  | Past Matron's Club, Mrs. Mar- thas mith Hope, hostess, covered dish luncheon. |
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 white
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gardenias.
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reared in













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Immediately
att Liemeenantely whiter the and $h$ tot return todasasy. Sand werdere
$\qquad$ heis is being transearred from Gee
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fi,

## ENRICHED FOR

 BETTER NUTRITION
## Betsy BREAD

Try Our Variety of BREADS and PASTRIES ROSS BAKING CO.


A New Quota Of Dressings At Red Cross






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Billy Albert Laying Linoleum PHONE 557


June 25 Through July 9 Each Evening at 8
CHURCH OF THE NAZARENE Artesia, N. Mex. Jessie Miller, Minister you are welcome


Purrey Blankets
In a Variety of Good, Warm Only 5.95

## KENWOOD

blankets
$100 \%$ VIRGIN WOOL
The Blanket Supreme
Only 16.50

Rose - Green - Peach - Blue

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Rayon - $25 \%$ Cotton - 10 Warm, Rich Colors $72 \times 84$ Only 6.50

Heavy All-White
Sheet Blankets Only 1.95


American Woolen Mills
100\% W ool Blankets
Rose - Gold - Green - Pink Blue Green - Pínk
12.50

5\% Part-Wool Blankets In Variety of bar plaids 3.95 to 5.95

PEOPLES MERCANTILE CO.
Phone 73

## 等模 NEWS OF OUR MEN and WOMEN IN UNIFORM



Church Activities Cristian Guild
Members of the Young Wom.
of

************** Dr. and Mrr. D. M. Scheberg DIVORCE IS GRANTED

dorce is granted
** $\% * * * * * * * * \%$ trip. They intended to be gone un- vorse from Luther Perry, both co-

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Mr and Mion Ruar
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## R. G. Gooden Vegetable Farm



 put before him toporit make eration, and moderation hat sense to waste food jest to be never hurt anybody. In fact, you find moderation
Now out comes an etiquette
and tolerance go hand in hand uthority who says it's enquette ashion to take only what you' going to eat-and finish it up reedocause "Food Fights for
As Doc Mitchell says, "Most

De Mave

## PTENNEY'S

Good Blanhets Save Fuel and Money!



## "No Time for Love" ${ }^{1}$ MITCHELL LEISEN PRovection

## OCOTILLO THEATRE

SUN.-MON.-TUES., JUNE 25-26-27



VALLEY THEATER

SUN.-MON.-TUES., JUNE 25-26-27 | the heirship of said decedent, the |
| :--- |
| interest of each respective claim- |
| $\begin{array}{l}\text { Davis, the petitioner. } \\ \text { Witness }\end{array}$ |
| my hand and | ant thereto or therein and the of said Court this 31 st day of May,

persons entited to the distribution 1944. thereof and also to deterrine the the
amount, if any, of suceessin taxes
due the State of New Mexico.


## THE WAR ISN'T OVER

 but...Things are easing up-'specially for folks who have been needing gas service
$\begin{array}{llll}* & \& & \text { \& }\end{array}$

Heretofore, government restrictions prohibited the laying of service lines except under certain conditions.

Today, however, these restrictions have been relaxed and your Gas Company may now handle any new service not requiring more than 350 feet of pipe, and many requiring more than that amount.

It is our sincere wish to provide needed gas service whenever and wherever possible under existing reguiations. For further information regarding a gas extension to your home or busiǹess, contact our office at once.

## South erng Union Cas Sompang <br> "Helping Build New Mexico" <br> Telephone 50



I hate to syy"Too little! Tou Poont how hown there trees mom domemes hece 'em rolition wis tirionsentionseder

gUY CHEVROLET CO.

DOW'T RETIRE that smoothy-RENEW it GODDTYEA EXTRA-MILEAGE RECAPM

- Save ALL that precious pre-war rubber left in your present tires. Bring them to TIRE SERVICE HEADQUARTERS for a safe, sound recap.
Our tire experts use Goodyear methods and Goodyear materials to give you the longest, safest run for your money and add extra months of "good going" to the useful life of your tires.

6.50


##  <br> STOP, TRUCKERS-STOP! <br>   old tires are the sarap pile Goodrear  thousumds $m$. pertomana <br> 

* AN OFFICIAL TIRE INSPECTION STATI

GUY CHEVROLETTO

## TELEPHONE 291

TUNE IN! Walter Pidgeon in "The Star
Story." Sunday Evening, C. B. S. Netm


## YOUR INVASION!



FROM General Bradley, leading the Invasion ground forces, right through every rank, American men now face a brutal, desperate, able enemy. For this invasion has only begun - before our fighters lies a hard and bloody task, one that demands all their courage, backed by all your faith in their ultimate victory.
That faith will be tested many times in this invasion-in grim struggles, set backs, possibly even temporary defeats. It will be up to you to remember that early victories usually only mean more
savage opposition from a foe made more bitter, more ruthless as the shadow of his doom grows larger - up to you to keep that faith in days and nights of gloom as well as in hours of triumph.
There is littie that you can do to show that you realize what they must face, perhaps for many months. But one thing you can do-back the attack with every dollar you can spare! Let the Bonds you buy in this greatest of Drives be the measure of your belief in their ultimate victory!


## BUY YOUR INVASION BONDS TODAY!

This is an official U. S. Treasury advertisement-prepared under auspices of Treasury Department and War Advertising Council
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Kemp Lumber Company

Rural Poncer Lines in State Reach 2,500




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 birrower the New Mexico REA
eromed, heon ranized as farm ne is $a$ private uti: hard to believe




 EASY Doess it




 toor Painitift upon the the dite divorad
 ance in this action prior to July
27, 1944, Plaintiff will apply to by default. Neil B. Watson, whos
address is Carper Building, Artesia tiff.
WITNESS my hand and the seal
of said Court this 13th day of June, 1944.
(SEAL)

$\qquad$ Has a Complee stock of

$\qquad$ Don't maste Feed on
WORMY PIGS 7 reat ent with CHEK-R-PIGTABS


Wilson\& Anderson Purina Chows-Sherwin-Williams ios s. Firat


## Reddy Kelowatt

## ELECTRICITY

the biggest bargain in your wartime budget

Statatitics are tricky things to toss around
$\qquad$ ell. That figure means merely that some 3 out of位

Obviously, also, the electric figure applies only to
homes that have electric eervice But werage of all of those homes, it is a tact- and perhaps surprising to many people.
Most families own more electric appliances now than they yid in 1929.Over the yearr, as they used more elec tricty, they earned

So-though vour bill today may beas much as it was in $1929-0$ oren more, soutre mprobably geting twice as much for what you pay. And remember that the price of electricity has stased down while most other prices are
coinn up.


## Southwestern <br> FUELIE EERVICE Company




