YOLUME THIRTY-EIGHT

## State Referendum Assures Gateway Bowl Game




Artesia Bulldogs Down Portales Rams 13 to 7 Eriday Evening for Second Straight Victory




## Societu

Mrs. Helton Gives Book Review At P.E.O. Guest Day Program


Mrs. Kissinger Is Monsered at Bridal
Shower on Friday Mrrs. Irvi
Tery
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when they comp
ward
marisiagser.
Nichioge last w
Nicholson, with
the Martin home
A gold and white color schen was carried out in deocrations and
in the smal
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In che smal
sages. which
gues.
The


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J. S. Wo
Muncy,
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L. Nichol

\section*{| Leorge |
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| $\begin{array}{l}\text { ward } \\ \text { lie Roge } \\ \text { Rogers, } \\ \text { Rog }\end{array}$ | <br>  <br> }



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BPW Elects Mrs.

## Johns President

Third District


P
Parent




Don't Wait | Government restrictions pro- |
| :--- |
| hibit the meat proces sued |




Christmas Gifts Jensen \& Son

JEWELERS



## VALLEY THEATER <br> SUNDAY-MONDAY-TUESDAY, NOV. 16-17-18 <br> WILLIAM <br> $\mathrm{E}_{\mathrm{X}}$ <br> 

Prices Only 11c and 30c

$\qquad$
Jealousy an' envy are th' in-
growin' toe-nails in any idol's feet
of clay!
Trouble is, most fellers ain
slowed down none

## Happiness it's produced.

## Revenge is sweet - like cheap

SANTA FE System
The Santa Fe System carload-
were 23,348, compared with 21,413
ceived from conneetions. We-
8,959 , compared with 7,276 for the
same week in 1940. The total
cars moved were 32,307 , compared
with 28,689 for the same week
1940. The Santa Fe handled a
total of 32,240 cars during the pre ceding week of this year.

Soms-The Advocate.

Lake J. Frazier
123 West 4 th St
Roswell, New Mexico,
Ancillary Administrato


Crubes Serial Number 030570(b)
embracing the said described tracts
of land
ATWOOD \& MALLNE are the
Atorneys for Plaintiffs and their


## We Regret That We Can Furnish Our Friend

## No Prestone Due to Priorities

But we are fortunate in being able to furnish them an oil which will guarantee them safe operation of their automobiles.
see pritle It's Conoco Nth see pirtle CONOCO SERVICE STATION
Opposite Artesia Hotel
J. B. Pirtle, Lessee-Operator

the air underneath gets hotter than hotcha. And
then you want the sort of oil economy that took
first place for Conoco N $t$ th in the sensational Death
Valley Death-Test. Along with five other great quality
brands, Conoco Nth showed how long it could stand
brands, Conoco N ${ }^{\text {th }}$ showed how long it could stand
heat and speed. Each of six identical everyday cars got
ne strict 5 -quart fill of some competing brand tes drop,
All six brands were run alike, without one addithed
till each oil and engine gave out. The Certified Results:
till each oil and engine gave out. The Certified Results:
The 5 -quart fill in Car No. 2 gave out when


## nemmatweatury CONOCO



Directory Closes November 29
The Mountain States Tel. \& Tel. Co.

New Jelephone Directory りs Going to Press
If you want a telephone or if you need any changes
tell us now.
For additional listings (which help folks or you more eady) or advertising

| $\begin{array}{c}\text { Cottonwood Items } \\ \text { (Orack) }\end{array}$ | $\begin{array}{c}\text { Provide Limited } \\ \text { Quail Season in }\end{array}$ |
| :---: | :---: |
| $\begin{array}{c}\text { Nov. } 18 \text { Deadline }\end{array}$ |  | (Ora Buck)

$\begin{aligned} & \text { pats. Monroe Howard of } \\ & \text { pale was in Roswell Monday. } \\ & \text { Miss } \\ & \text { Tommy Terry of Cotto }\end{aligned}$ Miss Tommo Terry on of Cotton-
Woon was out of chool two days
last week because of illness. last week because of illness.
 out
Mr. and
and
and
and
 visiting his sister, Mrs. Charles.
Buck, and Mr. Muck and chilren.
The small baby of Mr. and Mrs.
 proved.
Mrs. Glenn O'Bannon and daugh
ter, Miss Mary Frances, and Mr.
end
 colt. and Mrs. Floyd Sessum of
conwood have announced the
arrival of an der arrival of of have hater, ourced Sun-
day.
beth.
bhe has been named Eliza-
 companied to El Paso last week
end by her cosin, Mrs. Hepd
White of Carsbad, going for Miss
Whe White of Carlsbad, going for M
Mary Frances
been attending schonon thewo there.

 Cottonnood gym. Miss Margaret
Laness pupils also oave e rhythm Mmber that was good.


 urer; Mrs. Ray Zumwalt, program
chaiman, and Mrs. Charrie Buck. chairman, and Mrs. Charrie Buck,
reporter.
Edisy County home Phylis Whis
Homstration
 were made for a Christmas party
with ant exchane of sitis at the
home of Mrs Too Terty at the
Deembe meet
 P. Johnson, Mrs. Gr. Giden, Mrs.
Ciyde caldwell, Mrs. James This.
pen, Mrs. Bill
(ind the hostess.

## Lakewood Items

W. C. Bates shipped out several
cars of cattle from Lakewood stock
pens
Mrst Mrs. Irvin Martin and Mrs. Paul
Terrysisited in takewood a while
Sunday afternoon.


## Quail Season in Seven Counties

For Employers To Get Credit

$$
\star
$$



## How to Make Your Tires LAST LONGER!

If you need Tires, now is a good time to buy them-because tires put on in cold weather actually give up to $20 \%$ more miles of tread wear than tires put on in hot weather.
This is a time for all of us to use rubber wisely. To help you get all the mileage out of the tires that are on your car now, we offer the following proved ways to make your tires last longer with safety:

Tires wear out $62 \%$ faster at 70 miles an hour than at 50 . A wheel $1 / 2$-inch out of line drags a tire 87 feet sideways in every mile. Check tire pressure every week; too little pressure breaks down sidewalls and causes tires to wear uneven on outside ribs. Too much pressure wears out center of tread. Reverse the direction of the tires every 2,000 or 3,000 miles. At the same time, check your tires for cuts and bruises. This
is good economy and may prevent a serious accident.
For added safety and economy, when buying new tires, replace with new innertubes. They prolong the life of your tires and give you greater safety and mileage by maintaining a more even air pressure and by doing this you can have your tires regrooved and recapped, thereby giving thousands of extra miles.

Have your tires recapped by a competent dealer if they are good enough. A good recapped tire will give you thousands of miles of additional service and will give you the same assurance against skidding as a new tire.

We are installing a modern, new recapping plant to handle all popular size tires; something new in this section of the country.
Watch for further announcements. We invite everyone to come by and inspect this new plant. We will be glad to explain any

## Pior Rubber Company


ammerng92 Ponifiac Sixes ano Eighits*


SURPRISINGLY ADVANCED


FERGUSON MOTOR COMPANY
212 N. First Street

Artesia, New Mexico

Farmers Are Urged by Wayne to Plant Pure Cotton Seed in 1941


Warden Barker Looks for Good Waterfowl Year

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# Every indication is
this fall, according to 
tainly there is plenty of wat
all wet weather lakes brimfu
ing in in great numbers," he
The wate
Decer
limit is eaen arternoon. The bag
gate, of which not more than three
either or both, may be redheads or
buffleheads, The bag limit
it on both d
five per day.
The warden
waterfowl,
state law
Coctand all guns must be mlugged
three shots. Rifles and pistois of
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reports from the field indicate
that ducks are already here in
warden sa
son we have bad for waterfowl sea
ing team made it sixteen straigh
games in the Carlsbad league Sun
tal
furniture man from Levelland
Clay Furniture Store fore of Mc
Mrs. Stevenson plan to make an
```


## GOVERNMENT

LOAN COTTON
See Us For Information

Artesia Alfalfa Growers Assn.

Egg and Butter |government's and state board's the better off they will be finan- $\left\lvert\, \begin{gathered}\text { Mrs } s \text {. P. Yates plans to leave } \\ \text { Mr. and Mrs. Edward Runyan }\end{gathered}\right.$

Production for Higher Pror
call for increased production of cially.
these commodities, Cockerill see
Thus it ${ }^{14}$
it is from this East New Mexico ports, "that farmers in in New Mee-
area "that we dairy belt area "that we should Now Moxico for ines, dairy bert can profitably re-
spond to the call of the secretary she her
ingler.
Hen
er parents, Mr. and Mrs. C. s.
parents, Mr. and Mrs. C. s.
$\overline{\text { and }} \overline{\text { Mrs. Hollis } \mathrm{W}}$ Barkey, where Mr. Runyan is
stationed. stationed They spent several
days visiting his parents, Mres. days visiting his parents, $\mathrm{Mr}_{\text {gren }}^{\text {and }}$
Mrs. Tom Runyan, on the Runydn ranch, and other relatives.
Mr. and Mrs. Hollis Watson and
family, Fred Cole and William Lin-
family, Fred Cole and William Lin-
ell attended the Roswell-Carsbad
ootball game in Carisbad Friday Typewriters for Rent-The Ad
football game in Carisbad Friday voce
evening.

Blue Goose Helpy Self Laundry
STEAM SOFT WATER
811 South First, on Highway 285, South of Skillet WE do finish-wet wash-rough dry JACK MOORE, Mgr.

Phone 760

## Starts Saturday, November 15

 FRETo the purchaser of each new Roper Gas Range will be givenabsolutely FREE— Fourteen-Piece Set of crystal-clear PYRFX COOKING WARE valued at $\$ 9.25$ and consisting of:


You can cook, serve and store in the same smart dish. PYREX WEAR makes it easier to be a better cook!
Roper (P) Gas RANGE

- $20 \%$ Down Payment
- 18 Months To Pay
- Generous Trade-in Allowance For Your Old Stove


## FRE

To the purchaser of ench new Automatik Gas-Mred $W_{\text {ater }}$ Heater will be given - aboolutely FREB - a HEALTH-O-METER Bathroom Scale valued at $\$ 5.95$. Doctors, nurses, ineurance companies-in fact all those Only through deily weighing is an individoel wemed of Only through daily weighing is an indived lead to mone losses or gains that might, if unnoticed, lead to mone serious defects and menace ooe's bealth. The use of an accurate, personal scale in your home is tis bert: :for guard against loss of health and loss of beauty resulte-= from indifference to weight charges. HEALTH-OMETERS, the original personal scatin, constructed for long, accurate service, are a retiante imtere in bealth and figure fitnem.

## Buy Now for Thanksgiving

Gas-Fired Water Heaters give you plenty of HOT water instantly. There is no waiting for the water to heat when you own one of thees new model gas-fired water heaters. Dishwashing becomes $\alpha$ pleasure instead of a burden. Trade your old water beater during this sale.

- 15\% Down Payment
- 18 Months To Pay
- Generous Trade-in Allowance For Your Old Water Heater

Rưd and Othixs Nationahly Advertismd Autometic Gas-Fibid Whter Heaters





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