

THE HUB
ARTESIA'S
NEW STORE

SATURDAY
OCT. 11th
Don't Forget
The Date

GRAND OPENING

SALE!

THE HUB
ARTESIA'S
NEW STORE

SATURDAY
OCT. 11th
Don't Forget
The Date

We came to Artesia to make friends and patrons and we want to get acquainted with all the good people of Artesia and this surrounding territory. We will appreciate your patronage and want you to come to our store to get acquainted anyway. We're here to stay. Let's get together! Right in the heart of the fall season and with constantly rising prices we are giving you seasonable brand new merchandise at the lowest prices possible just to get acquainted with you. **READ EVERY SPECIAL ON THIS PAGE AND GET OUR CIRCULAR.**



New Fall Dresses
In All Fall Shades and Styles

Bought to Retail
Up to \$8.95
Our Get Acquainted
Sale Price

\$3.95



Ladies' Coats
*Camel's Hair, Sport
Materials, in Latest Styles*

**10%
Discount**

Get Acquainted
Price



Ladies' Silk Dresses
Of the Highest Quality

*Newest Colors and Styles
A Limited Number Only and
Bought to Retail at \$10.95.
Just to Get Acquainted
On Sale for*

\$6.95

DRESSES

We Carry

- Classy Jean
- Justine

We Carry

Gabardine Dress
Shirts and Sport Coats

Made By

GLOVER

Children's Boots

Brownbilt

\$3.45 Values
Sale Price **\$2.69**

Men's Sweat Shirts

For Work or Sport

On Sale
Only **59c**

Men's Heavy

Grey Work Socks

On Sale
Pair Only **9c**

Gabardine Jackets

For Men, Cotton

Dark Colors
Sale Price **\$1.98**

Pullover Sweaters

For Boys

Get Acquainted
Price **59c**

We Sell

MARCY LEE

Slack Suits

Boys' Trench Coats

For Fall Days

Get Acquainted
Price **\$1.39**

BOYS'
Melton Jackets
Heavy Weight

Get Acquainted
Price **\$1.39**

Boys' Wool Jackets

For Blustery Weather

Get Acquainted
Price **\$1.98**

HOUSE COATS

For Juniors

\$2.98

Sizes 11 to 17

We Carry

FRIEDMAN-SHELBY
Dress and Work Shoes
for
Men and Children



Leather & Pigskin

JACKETS

Get Acquainted Price

\$5.95



One Lot
MEN'S HATS

\$1.00

Others Low Priced

CHILDREN'S SHOES
Endicott-Johnson
Leather and Composition Soles



\$1.49

Men's and Boys'
COVERT PANTS

89c

And Up



Polo Shirts
FOR MEN

69c



JUSTIN
Dress Shoes

Get Acquainted
Price **\$5.00**

THE HUB

Outfitters for the Family
Next to King's Jewelry—Artesia, N. M.

WORK BOOTS

\$3.95

Don't forget, hunting
season is nearly here.





MAN FROM TEXAS—Among newest of lawgivers in nation's capital is Senator Lee O'Daniel of Texas, former governor of the Lone Star State, whose campaigns are widely remembered for hill-billy bands and choraling of "Pass the Biscuits, Pappy." Pictures above show some of his activities in Washington. Upper left, he and Mrs. O'Daniel have breakfast on roof of their hotel. Washington Monument and circular Jefferson Memorial in

background. Lower left, at his desk in the Senate chamber he gets an errand done by Pageboy Jimmy Carmack of Virginia. Upper right, since he owns a 750-acre farm in Texas, he likes to visit the Agriculture Department's experimental farm at Beltsville, Md. Here he makes friends with a farm cat. Lower right, still in Texas garb he shows he knows the underworkings of a cow. Pictures cover an average working day and Sunday.

Old West Lives in New Mexico, Tourist Bureau Story Relates

The salty tang of the Old West lives yet in New Mexico, where the click of high-heeled boots is still heard even in the metropolitan areas and the wide-brimmed sombrero retains its popularity as the headgear of the range, a story prepared by New Mexico State Tourist Bureau relates.

New Mexico is today one of the big stockraising states of the West, and lingering is the true flavor of the cattle trail days when roaring six-shooters meted out swift justice and the bawling herds of the cattle barons—Goodnight, Loving, Stinson and Chisum — laid the foundation of a great industry.

Some historians hold that Francisco Vasquez Coronado was the father of the livestock industry in New Mexico. When the mighty Spanish conquistador brought his legions into the Southwest in 1540, he brought with him great herds of cattle, sheep, horses and swine for food and transportation.

Whether stragglers from his livestock laid the groundwork for New Mexico's great basic industry remains a matter of conjecture, but it is an accepted fact that the Indians of the Southwest had never seen these animals before the coming of the Spaniards, and that Coronado brought the first into the Southwest.

The nomadic Indian tribes were quick to realize the value of the horse for transportation. From poor tribes, dependent upon foot travel to follow game for food, the plains Indians evolved into fierce hunters and warriors on horseback; lords of a domain so vast that the explorers who followed the first Spaniards feared to trek out onto the plains country.

New Mexico's great range country, lush with buffalo grass, proved an ideal feeding ground for livestock, but it was not until after the middle decades of the nineteenth century that the grazing lands felt the full load of thundering herds on the march from the East, and the South.

Looking to the West in search of new ranges and to avoid the squeeze of civilization which threatened to crowd them out, the cattle barons of Texas began moving their great herds into New Mexico about 1850. Spurring the movement to the West were the prices the government was offering for cattle on the hoof with which to feed the Indians then incarcerated on the reservations under U. S. Army supervision.

Drawn by this magnet, Charles Goodnight, at 31 an "old hand" with a trail herd, and Oliver Loving, twenty-three years his senior, began simultaneous drives toward New Mexico from the southern plains of Texas in 1866. Goodnight

and Loving met with their herds near Weatherford, Tex., formed a partnership and consolidated their cattle holdings.

Picking up the old Overland Mail Route, which was also known as the Butterfield Trail—winding across the plains and mountain country from Fort Smith, Ark., into Texas, across Southern New Mexico and the Rockies into California — Goodnight and Loving started west with their bawling freight on the hoof.

The cattle trail blazers followed the Overland Trail as far west as Horsehead Crossing on the Pecos River, then they turned the noses of the livestock northward up the east bank of the Pecos to the present Texas-New Mexico line. Here they forded the river at Pope's Crossing, and continued up the stream toward their first goal—Bosque Redondo, where the government was begging for fresh beef to feed the Mescalero Apaches and Navajos.

But many of the Apaches still roamed the country, swooping down from their strongholds in the Guadalupe Mountains to raid some outlying settlement, a wagon train or stage coach, then disappearing like wraiths into the hills again. To avoid any such depredations to their herds, Goodnight and Loving moved across to the east bank of the river, making the ford near Carlsbad as they continued northward.

Up the Pecos past the present site of Artesia swept the thundering herd, the heavily-armed cowboys galloping along side with one eye for strays, the other cocked for an Indian ambush. Comanche Springs and Bosque Grande were marked down as stopping places before the cattle roared out on to the prairies around Fort Sumner, where the reservation at Bosque Redondo teemed with Indians. Here Goodnight and Loving realized their first cash from their long trek, finding immediate market for their steers.

The cattlemen retained their breeder stock from the herd and resumed the trail again to fulfill the second goal of their long journey, new ranges. Northward up the east bank of the Pecos they traveled, swinging around the base of the Rockies to Las Vegas, where they connected with the old Santa Fe Trail and went straight north

to Raton Pass.

While Goodnight and Loving had experienced little trouble with the Indians, they were forced to do some "horse trading" with Uncle Dick Wooten, who then operated a toll road over Raton Pass. But Wooten, himself a frontiersman of no little note, stuck to his price of 10 cents a head, and only after payment did the herd move northward again, across the plains of Colorado and eventually into Wyoming.

But Goodnight never forgot Wooten and his toll charges, and the next year the young Texan, bringing another herd up the same trail, veered eastward at Raton and after two days' travel found his own pass, the Trinchera, which was used exclusively by himself and other cattlemen during the next ten years. Goodnight held that the Trinchera was an even better route through the mountains than Wooten's toll road.

Goodnight was a comparatively young man when he began his partnership with Loving, who settled down to ranching soon after the first trail was blazed. The younger of the famous partnership had ridden bareback to Texas from Illinois when he was 9 years old. He was established in the cattle business in the Lone Star State before he was 20, and four years later he was guide for the Texas Rangers. He later established the famous JA ranch in West Texas, and at 45 he dominated 20,000,000 acres of range land, and at the time of his death was recognized as an outstanding authority on livestock.

Other cattlemen followed, took to the trails. John Chisum established his famous Jinglebob outfit at South Springs, N. Mex., eventually earning for himself the title of "Cattle King of the Pecos." About the same time Jim Stinson, who later became manager of the New Mexico Land and Cattle Company, came into the Estancia Valley.

The cattle trails had been well established by the time Stinson moved toward the West. He followed a trail out of West Texas, entering New Mexico in the vicinity of the salt lake near Portales, now the heart of a rich shallow-water irrigation belt.

Across the rolling plains Stinson moved to the West, skirting the Mescalero Ridge on the north, then swinging into old Fort Sumner. Here he forded the Pecos, and followed a route to the West that is now U. S. Highway 60 to Vaughn,

then northwest to the pasture lands of the Estancia Valley.

Where Stinson's trail ended, a longer cattle route to Arizona swung southwest, probably through Abo Pass in the Manzano Mountains, then south to Saborro. Here the herds forded the Rio Grande, then cut west to Magdalena, which today ranks as one of the great cattle producing districts in the Southwest. Skirting the San Mateo Mountains, the trail pushed westward across the San Augustin plains, around the north end of the Mogollon Mountains, down Apache Creek to Reserve, N. Mex., and thence to Arizona.

The Pecos Valley on New Mexico's eastern slope caught the first influx of the cattle barons from the east. By 1875 John Chisum had an estimated 80,000 head of cattle on the range, and was competing with cattlemen who had moved into the Lincoln Valley to the west for the lucrative trade on the Mescalero Apache Indian reservation in Southern New Mexico. With the cattle herds had come the rough-and-tumble cowboys and desperados, many of them fugitives from justice.

As the rivalry between the Pecos and Lincoln Valleys grew, rustling and range troubles developed. With the slaying of a Lincoln Valley cattleman the seething caldron reached the boiling point, and the bloodiest range feud in the history of the West blazed in its full fury in 1879. For the ensuing eighteen months the Lincoln County War raged, giving birth to such desperados as "Billy the Kid."

The range wars and the trail are history now, but the cattle industry in New Mexico today is valued in excess of \$56,000,000 annually. Cowboys no longer shoot it out, and many of the ranches have enlarged their scope to entertain guests during the travel season. Here the visitor may actually enjoy the life of the range, the tang of the cattle industry as it goes on day by day.

In a tribute to the pioneer cattlemen who blazed the first trail herds into New Mexico, the New Mexico Tourist Bureau has prepared for distribution this year a full-color map showing the routes of the frontiersmen dating from Coronado's time down to the journeys of Goodnight, Loving, Chisum and Stinson done 300 years later.

In 1905 the number of automobiles produced in the United States was 24,550; in 1939 the production was 2,975,165.

Loco Hills Items

(Mrs. E. C. Abston)

Mrs. H. H. Cummings of the Yates lease was ill last week.

K. G. Miller and son, Glenn David, went to Roswell Saturday.

Cora Lee Boggs of Artesia was a guest of Laverne Rogers Tuesday night.

Mr. and Mrs. Bob Hudson spent Monday night with Mrs. Harry English.

Jewel Heard left Monday with friends of Artesia to go antelope hunting.

Harry English was called to Pennsylvania Tuesday because of the serious illness of his mother.

Mr. and Mrs. Bob Hudson, Mr. and Mrs. Harry English and Charlie Byers made a trip to Roswell Monday.

Mr. and Mrs. Emmett Goodrich and son, J. E., of the Franklin camp made a trip to Roswell Sunday afternoon.

Mr. and Mrs. Earl Young of California are visiting Jewel Heard and Mrs. Grace Rhodes at the Grayburg camp.

Mr. and Mrs. E. C. Abston of the Franklin camp accompanied Mr. and Mrs. Earle McDorman of Artesia to Roswell Sunday.

Mrs. J. E. Goodrich and Mrs. E. C. Abston were guests at the Viernes Bridge Club luncheon Friday at the home of Mrs. Henry

Oliver in Artesia.

Sixty-three persons were present at the Sherman Memorial Sunday school Sunday. The Rev. Mr. Anderson was in charge of the services Sunday night.

Mrs. J. E. Goodrich, Mrs. E. C. Abston and Mrs. D. A. Carson spent last Tuesday afternoon playing bridge with Mrs. Clifford Lloyd at the Yates lease.

Mr. and Mrs. Don Maudsley of the Grayburg camp returned Tuesday from a trip to Pueblo, Colo., where they visited Mr. Maudsley's parents, Mr. and Mrs. C. E. Maudsley.

Mr. and Mrs. Gilbert Walker, Mr. and Mrs. O. C. Rogers and family; Vera Evans and Mrs. Bob Corbin attended the night service at the First Baptist Church in Artesia Sunday.

Mr. and Mrs. J. B. Mulcock and children, Buddy and Georgia, were waterbound in the mountains at the home of Mrs. Mulcock's parents, Mr. and Mrs. Boyd Williams, north of Hope and were unable to return home until last Thursday.

Mrs. O. C. Rogers was hostess to the Women's Missionary Circle of the oil field Tuesday afternoon at her home at the Franklin camp. After Bible study and the business meeting, refreshments were served to Mrs. Bob Corbin, Mrs. Bud Biggs, Mrs. William Wise and Mrs. J. L. Briscoe. The next meeting will be Tuesday afternoon, Oct. 21, with Mrs. Biggs at the W. K. Royalty lease. All the women of this community are invited to attend.

Of the five largest cities in the United States, according to the 1940 census, New York City gained in population 449,813, Chicago 8,118, Detroit 47,887, Los Angeles 258,744, while Philadelphia, the third largest, lost 15,875 in the period 1930-1940.

The Empire of Japan has an area of about 190,000 square miles, or about the same as the combined areas of Colorado and Idaho.



FEAST YOUR FASHION LOVING EYES on this dream-dress with "sunburst" custom-pleated skirt showing characteristic Gay Gibson passion for detail. Blue, Rose, Toast, Alpaca (55% rayon—45% wool). 9-15.

Gay Gibsons are exclusive in Artesia with us

\$3.95 to \$14.95

Brown Mercantile Co.

Successor to Joyce-Pruit

Artesia Advocate Want-Ads



The pulling power of a want-ad in The ARTESIA ADVOCATE has amazed most people who have resorted to these very columns to sell sundry household goods. A house advertised for rent in last week's paper drew seventeen responses and was rented before the edition was many hours old. Getting rid of furniture or other things need never be a problem as long as there are ARTESIA ADVOCATE Want-Ads.

DOORBELL RINGING—EASY STYLE

There's nothing mysterious about the way advertising works. It's like the salesmen who go from house to house looking for customers. Advertising does the same job on a larger scale. It's quicker—reaches more people—at a lower cost per call. In other words, it's a time saver, which means it's a money saver as well.

THE ARTESIA ADVOCATE

THE PRESENT OF KING'S

FIT FOR A QUEEN

Use Your Credit at

KING'S JEWELRY

Main at Roselawn Artesia, N. Mex.

WORLD NEWS

BRIEF FORM

From Near and Far, Some Timely, Some of Human Interest

Here's why Joe likes carrots: Carrots, says Joe Passero of Oklahoma City, got him into the Navy...

There's a special reason why Rothville, Mo., school children think the defense program is fine. Priorities prevented a factory from completing their school bus on time...

This is the case of the fisherman, rather than the fish, that got away. John V. McAuliffe reported that he beat a hasty retreat to shore when a fish as big as himself started toward him while surf fishing near Charleston, S. C.

At Hollidaysburg, Pa., 8-year-old Kenneth Snyder, admiring some gold fish, scooped up one in his hand and puckered his lips in a kiss of affection for his finny friend...

Soldiers at Winnfield, La., were impressed by the generosity of school children who provided them with showers, cold drinks, shoe shines and even let them ride ponies...

Los Angeles ladies willing to wear girdles, copper stockings and batteries need have no fear of mice. A contraption exhibited at the inventors' congress was rigged up so the mouse gets a shock if he brushes against the copper-mesh hose...

An accident to a mail pouch started a treasure hunt along the Baltimore & Ohio Railroad track. The pouch, carrying an estimated \$5,000 in bills and silver sent by registered mail to Switzerland County, Indiana, banks, was thrown off at the station...

J. H. Googe of Savannah, Ga., went into his back yard, dug up \$600 in small coins from beneath a pecan tree, hauled it to a bank and bought eight Defense Bonds...

the money in a dime bank twenty years ago.

Joe Miller of Gresham, Ore., won the jellymaking contest at the Multnomah County Pomona Grange. Mrs. Miller was a close second.

At Sweet Springs, Mo., Justice of Peace Chiswell didn't hear the honking from behind and he kept right on driving. But Sheriff Charles Irvine wanted him—a case had to be tried right away...

Stanley J. Spoehr of Hershey, Pa., who mixes a little practical joking with his gardening hobby, wired gourds on the branches of his plum tree and sat back to see how his neighbors reacted...

Add problems of law enforcement in Indianapolis: Policeman Norval Bennett saw a young Negro he'd been shadowing sell a half-pint of whisky to two men. He walked up and said, "You men are under arrest..."

Clamor for a change in the size of Colorado's new plastic sales tax tokens arose when the bright red pieces began dropping into pin ball machines, music boxes and pay telephones...

Glenn Kessler and Lillian Kirkpatrick planned to be married two weeks ago at Fort Wayne, Ind. The bride caught influenza and the ceremony was postponed...

Mrs. Frank Beyerley, teacher at Centerville School, Devon, Kan., spends all her time crocheting, but there aren't any complaints. There aren't any pupils, either...

At Fort Huachuca, Ariz., the First Battalion, 368th Infantry, didn't need a bugler to wake up. Just before time for reveille a deer wandered into camp and nuzzled a man at the end of a long row of sleeping soldiers...

Emmett Brennan, 34, got into the patrol wagon placidly enough when Minneapolis police rounded up nine drunks. He got to thinking it over and couldn't figure why he had been jailed...

Bills Planned to Increase Pay of Men in Service

The 9,000 young men from New Mexico who either have been called to training under the Selective Service, or who have voluntarily enlisted, are concerned directly in the two bills that are now before Congress...

One of the bills, that by Senator Downey of California, would provide for a general increase of \$30 a month, with the proviso that the raise would be paid in regular monthly installments after discharge...

The other bill, by Senator Johnson of Colorado, calls for a blanket increase of 25 per cent for all enlisted men except officers, effective at once...

Army pay now starts at \$21 a month and climbs to \$30 at four months, unless the individual shows himself to be inefficient. The non-commissioned officers run now all the way from \$54 for corporals to \$126 for first sergeants...

A conference will be held shortly to agree upon the form most acceptable at this time. It is probable that one or the other will be selected...

THE SANTA FE SYSTEM CARLOADINGS FOR WEEK

The Santa Fe System carloadings for the week ending Oct. 4 were 22,526 compared with 22,034 for the same week in 1940. Received from connections were 9,595, compared with 7,322 for the same week in 1940...

Mrs. W. E. Kerr, Miss Fannie Woodruff, Miss Anna Howarth, Miss Erlene Ienshart, Miss Ethel Warthen and Miss Gertrude Finley spent the week end in El Paso...

already crowded wagon. Brennan was acquitted.

Pvt. John W. Sandberg went to Fort Riley, Kan., a fingerprint man from the FBI. The Army immediately put him to work on a system of classifying horses' hooves...

A big bus filled with soldiers caught fire en route from Fayetteville, N. C., to Fort Bragg. The driver snatched an extinguisher and began playing a stream of chemicals on the fire and smoke...

Apples, yes, but diamond wrist watches, no. Miss Lucy Holmes of Kansas City accepted a 7-year-old pupil's gift of a be-jeweled time-piece and promptly called his mother...

SUBSCRIBE FOR THE ADVOCATE



IT'S NO FUN to drive with POOR LIGHTS

Don't put up with dim, misadjusted lights—when you can enjoy driving with bright, properly focused lights—it costs no more in battery power. Our new Bear Head-light Tester is a scientific instrument that quickly tells how strong your bulbs are...

You'll be amazed at the difference a few simple adjustments can make in your headlights. This new tester gives an accurate test—no guesswork. It checks and double checks all adjustments. We guarantee this service. Stop in for a free check-up today.

Identify our shop by this Happy Bear sign.

Guy Chevrolet Co. Chevrolet—Buick—Oldsmobile OPEN 24 HOURS

Bulldogs, in Lethargy, Are Romped on 37 to 7 By the Institute Colts at Roswell Saturday

(By Leon Bert)

The Bulldogs of Artesia High School looked on, apparently uninterested, as the New Mexico Military Institute Colts ran six touchdowns and converted one extra point over them to win 37 to 7 and make their Saturday morning clash on the Institute field at Roswell resemble a runaway truck meet more than a football game...

The Artesia gridders, with no more fight than a bunch of fugitives from a graveyard, made fans wonder if they were actually seeing the same great team that battled the Roswell Coyotes right to the closing gun and came back to play the Hobbs Eagles off their feet, or just some rank imitation of that powerhouse eleven...

The Colts breezed to two touchdowns in the opening period with two more pay-off trips coming before the first half ended. The Cadets rolled to easy scores, one each in the third and fourth periods while the lone tally of the Black and Orange came as a result of a lucky break in the final quarter...

Coach Clark Storm's highly pepped-up ball club knocked out a score on straight power plays through the Artesia line without ever letting the Bulldogs have their hands on the ball after the Bulldogs kicked off to the Colts' 35-yard stripe. Capin, Institute fullback, crashed over right tackle from the Artesia one-yard line on fourth down in the first two minutes of play after two quickly executed first downs had set up the score...

After a Cadet broke through the Bulldog line to block and recover R. D. Wright's fourth down kick on the Artesia seven-yard line late in the same period, Wysley, Colt halfback, went over into pay dirt for the second Institute touchdown. Wright, Bulldog fullback, was slow in getting off the punt and it was blocked. The place kick try for

extra point was no good.

More power and plenty of fight set up the third tally and it was Capin carrying again on the scoring play, a line plunge through the middle of the floundering Bulldog line from the five-yard line, midway in the second stanza. Again the try for conversion after touchdown was no good.

Wright's high kicking average for the season was attacked again late in the second quarter when the Cadets again charged through the Artesia line to block the fullback's punt, which was slow in getting away. The ball was covered by a Colt on the Bulldog 24-yard line.

After driving to a first down on the Artesia 10-yard stripe, a pass play, Capin to Hayes, scored as the flip was taken in the end zone. Wysley's place kick try for the extra point was unsuccessful.

Artesia opened up its passing attack after the half and drove to the Institute 24-yard line before the aerial offensive bogged down and the Bulldogs were forced to relinquish the ball at that point after first down yardage could not be picked up.

Wysley stole the show as far as brilliant running is concerned on the next play, when the Colt halfback galloped through the complete Artesia team for a touchdown with a pretty 75-yard run. Capin missed the extra point again.

Wright finally got away a kick and it brought about the one and only Artesia score. The fullback quick kicked from the Colt 45-yard stripe on third down and the punt went into the Institute end zone where Capin, Cadet safety man, let the piskin get away from him and Gene Grayson, Black and Orange center, and James Manley, rough left guard for the locals, recovered the ball in the end zone for the tally. LeRoy Harmon, Bulldog end, kicked the point.

Ohio Bucks For Sale Delaines and Rambouilletts Located at Brooks Craig's barn, Roswell. Inspection invited. NICK VANDERVORT Wilmington, Ohio

A long pass by Capin to Talbot, Colt end, completed from the 50-yard stripe down to the Artesia 18-yard line, set up the final Institute touchdown, and another pass with the same two lads on the slinging and receiving ends carried it to the six-inch line, from where it was powerhoused over. A pass play failed on the attempt at conversion.

The Black and Orange unleashed a late, desperate passing attack that carried the ball down to the Cadet 35-yard line, where Thompson, Colt halfback, intercepted Wright's first down pass as the game ended.

If there was an outstanding game played for the Bulldogs Saturday, it was turned in by Dallas McCasland, little 125-pound reserve quarterback and brother of "Big Willie" McCasland, outstanding blocking back for the locals last fall. McCasland made several jarring tackles and played good defensive ball when he was in there.

SUBSCRIBE FOR THE ADVOCATE

Advertisement for Guy Chevrolet Co. featuring "GIVING AWAY Used Cars" and "Come in today!"

The evil eye and the lucky hunchback in St. Paul's day. American archeologists' chance discovery of three remarkable mosaics throws new light on two of our oldest superstitions. One of the many interesting and informative features in The American Weekly, the magazine distributed with next week's Los Angeles Examiner. 41-1tx

The National Museum at Washington has more than 5,000,000 insect specimens on file.

Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION for Coughs, Chest Colds, Bronchitis

Advertisement for Hilton Hotels featuring "FROM THE GULF TO THE GOLDEN GATE" and listing locations in Texas and New Mexico.

Large advertisement for Oldsmobile B-44, featuring a car image, text "NOW ON DISPLAY!", "BETTER LOOKING BETTER LASTING BETTER BUILT THAN ANY OLDSMOBILE IN 4-4 YEARS!", and "HYDRA-MATIC DRIVE" details.

Advertisement for the Corona typewriter, featuring a typewriter image, text "For School CORONA", "\$69.50 EASY TERMS", and "THE ARTESIA ADVOCATE".

Ocotillo Theater
SUNDAY - MONDAY - TUESDAY
OCTOBER 12-13-14

HERE COMES MR. JORDAN

ROBERT MONTGOMERY
A Columbia Picture

A picture different from anything ever screened before!

Valley Theater
SUNDAY - MONDAY - TUESDAY
OCTOBER 12-13-14

BILLY CONN
JEAN PARKER
in
"PITTSBURGH KID"

**New Mexico Javelinas, Wily Fellows,
Live as Did Ancestors Years Ago**

(By Will Robinson)

Many people who think that they know their New Mexico have sniffed derisively at the statement by the government that there are 20,000 javelinas, peccaries, wild hogs, or whatever you want to call them in New Mexico, extreme West Texas and Arizona. It would be interesting to know just how the estimate was arrived at, but it probably was too low at that.

Many people who have lived in New Mexico all their lives never saw a javelina, or if they did merely supposed that they were razor-back hogs, the descendants of a few who escaped from the pens of the followers after Onate. Generally they are not seen. Their gray hides are perfect camouflage, and they can smell a man a mile off.

Nobody ever thinks of shooting one if they are seen. If identified correctly, they wouldn't be considered as real game animals. You can eat the meat of a young javelina, but there isn't much of it, and as soon as they get old enough to vote, their flesh is tough and musky.

That isn't the reason they have been spared by the coyotes, wolves and pumas. There isn't a fiercer fighter for his weight in the world. If you see what you think is an isolated one, and pick a fuss with him, all of his kinfolk come a-running, and proceed to get you unless you have luck enough to climb a tree, after which you are sure of staying there a couple of days before the prehistoric hogs, for that is what they are, get tired and mosey off.

The Indians, who generally ate everything on four feet, never had any craving for javelina. If there were quite a bunch of them, they might knock one over, depending upon having enough men to kill all of the hogs. The tusks were nice for necklaces.

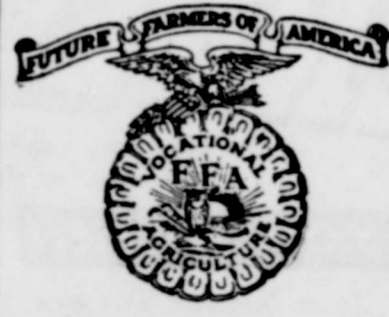
That is the only way to stop a scrimmage once it gets started. The javelina doesn't bother you unless you bother him, or some of his folks.

Where are they found? Well, most anywhere in the south half of the state, along the foothills, sometimes almost to timber line, in the mesquite or junipers. They eat anything that they find. Often they find a deer carcass, and the whole gang stays right there until the carrion is gone. They consume grass, lots of it, pinons quite a bit, grubs, or anything that has juice to it.

For their own safety, they generally stick around others of their kind, though not close enough to have arguments. If one of them squeals for help, they come a running, as their ancestors did way back in the pleistocene age.

There is no such thing as a regular home for the javelinas. You

may see several of them one year, and pass years and years before any more are visible. For example, one of the largest groups seen was in the sandhills east of Carlsbad, back in the early nineties. For no apparent reason they took out of there one year, and for a couple of decades were not seen except by an occasional cowboy working way back in the sandhills. No wonder there may be 20,000 New Mexico razorbacks, way back in the brush of the area named.



(By Raymond Jones)

The Artesia F.F.A. chapter elected officers for the coming year at the last regular meeting. The officers elected were as follows: J. R. Haughtaling, president; Virgil Monthie, vice president; Harold Haughtaling, secretary; C. H. Taylor, treasurer; Raymond Jones, reporter, and Bill Grissett, watch-dog.

A committee was appointed to draw up a set of rules and regulations to be discussed and accepted or amended during the next regular meeting, which is held on each Tuesday.

The F.F.A. program of work has not been completed for the coming year, and the chapter would like to offer its services in helping promote any civic or rural activity being conducted or being organized in this community.

The second year agriculture class capped their cockerels Wednesday of last week. These capons are to be used for the annual F.F.A. home economics banquet.

The agriculture I class boasts of nine more members with the farm boys in majority.

Mr. and Mrs. H. L. DeBerry of Wilson, Okla., returned to their home Wednesday of last week after visiting in the home of their daughter, Mrs. Boone Barnett, and Mr. Barnett and children the last three weeks.

Much Out of Little

A few chopped figs, some grated lemon rind (about 1/2 teaspoonful) and slivers of toasted almonds give extra fling to confectioner's or boiled white icing spread on white or yellow cake. In fact it makes quite a dessert out of a plain cake.

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

IN THE MATTER OF THE LAST WILL AND TESTAMENT AND ESTATE OF ELIZABETH BARTLETT, DECEASED.
No. 982

NOTICE OF HEARING OF THE FINAL ACCOUNT AND REPORT OF RAYMOND O. BARTLETT, ANCILLARY EXECUTOR OF THE ABOVE ENTITLED AND NUMBERED MATTER.

STATE OF NEW MEXICO TO: C. W. Bartlett, 3684 Third Avenue, Los Angeles, California; H. D. Bartlett, 3660 Third Avenue, Los Angeles, California; Raymond O. Bartlett, Artesia, New Mexico; Viola Bartlett Leonard, and all unknown persons claiming any lien upon or right, title or interest in or to the estate of said Decedent, and to whom it may concern:

Notice is hereby given that Raymond O. Bartlett, Ancillary Executor of the Last Will and Testament and Estate of Elizabeth Bartlett, Deceased, has filed his Final Account and Report in the above entitled matter, and the Probate Judge of said County has fixed the 7th day of November, 1941, at the hour of 2 o'clock P. M. in the office of said Probate Judge in Carlsbad, Eddy County, New Mexico, as the time and place for hearing objections, if any there be, to said Final Account and Report; and that said Probate Court will at said time and place proceed to examine and inquire into said Final Account and Report and, if found to be correct, will approve the same and discharge said Ancillary Executor, and will also proceed to interpret the Last Will and Testament of said Decedent and determine the heirship of said Decedent and the ownership of her estate and the person or persons entitled to the distribution thereof as provided by law; that anyone who has any objections to said Final Account and Report shall file the same with the County Clerk of Eddy County, New Mexico, on or before said date of final hearing.

G. U. McCrary, whose Post Office address is Artesia, New Mexico, is attorney for above estate.

SIGNED AND DATED THIS 8th day of September, 1941.
ETHEL M. HIGSHSMITH,
County Clerk.
By Virginia L. Lucas, Deputy.
(SEAL) 37-61-42

NOTICE OF SUIT
No. 7658

STATE OF NEW MEXICO
COUNTY OF EDDY
IN THE DISTRICT COURT

Roscoe Wilson, Plaintiff, versus E. F. Hardwick, et al, Defendants, pleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: The Unknown heirs of Gustenia R. Hardwick, deceased, the following named defendants by name, if living, if deceased, their Unknown Heirs: H. G. Kaufman, also known as H. G. Kauffman and Harry G. Kauffman, and Alice B. Kauffman, also known as Alice B. Kauffman, his wife, and Mrs. Anna Armstrong and All Unknown Claimants of Interests in the Premises hereinafter described adverse to the plaintiff, Defendants.

IN THE DISTRICT COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

IN THE MATTER OF THE LAST WILL AND TESTAMENT AND ESTATE OF E. C. HIGGINS, DECEASED.
No. 7622

NOTICE

STATE OF NEW MEXICO TO: Mary Lorena Higgins, Artesia, New Mexico; W. F. Higgins, Talmo, Georgia; Mrs. Julia Maddox, Hoschton, Georgia; Flora May Edwards, Auburn, Georgia; S. O. Higgins, Artesia, Eddy County, New Mexico; Eula Higgins, Bremen, Georgia; Early Curtis Higgins, East Point, Georgia; Samuel Otis Higgins, Bremen, Georgia; James Vernon Higgins, Bremen, Georgia; Mrs. Mary Higgins Smith, 401 South-east 6th Street, Fort Lauderdale, Florida; the known devisees and legatee and heirs of E. C. Higgins, Deceased, and all unknown heirs of E. C. Higgins, Deceased, and all unknown persons claiming any lien upon or right, title or interest in and to the estate of said decedent, greetings:

Notice is hereby given that Mary Lorena Higgins, Executrix of the Last Will and Testament and Estate of E. C. Higgins, Deceased, has filed her petition as executrix of said will and estate, praying that the heirship of said decedent, and their several interests in said estate, be judicially determined and decreed by the District Court of Eddy County, New Mexico; that Honorable Judge James B. McGhee, District Judge of Eddy County, New Mexico, has fixed the 17th day of November, 1941 at the hour of 2:00 P. M. of said date at the courtroom of said Court in the city of Carlsbad, Eddy County, New Mexico, as the day, time and place for hearing objections, if any there be, to said petition and the granting of the relief therein prayed for.

WHEREFORE, any person or persons wishing to object to the granting of said petition adjudicating the heirship of said decedent and the determination of the several interests of the above named parties in and to the above mentioned estate are hereby notified to file their objections or answers, if any, with the District Clerk of Eddy County, New Mexico, on or before the date set for said hearing; and that on the day named the District Court of said county shall proceed to determine the heirship of said decedent, the ownership of said estate, and the interest of each respective devisee, legatee, and heir-at-law and claimant therein, and the persons entitled to the distribution thereof.

G. U. McCrary, whose post office is Artesia, New Mexico is attorney for above estate.

SIGNED AND DATED THIS 8th day of September, 1941.
ETHEL M. HIGSHSMITH,
County Clerk.
By Virginia L. Lucas, Deputy.
(SEAL)

upon or right, title or interest in and to the estate of said decedent, greetings:

Notice is hereby given that Mary Lorena Higgins, Executrix of the Last Will and Testament and Estate of E. C. Higgins, Deceased, has filed her petition as executrix of said will and estate, praying that the heirship of said decedent, and their several interests in said estate, be judicially determined and decreed by the District Court of Eddy County, New Mexico; that Honorable Judge James B. McGhee, District Judge of Eddy County, New Mexico, has fixed the 17th day of November, 1941 at the hour of 2:00 P. M. of said date at the courtroom of said Court in the city of Carlsbad, Eddy County, New Mexico, as the day, time and place for hearing objections, if any there be, to said petition and the granting of the relief therein prayed for.

WHEREFORE, any person or persons wishing to object to the granting of said petition adjudicating the heirship of said decedent and the determination of the several interests of the above named parties in and to the above mentioned estate are hereby notified to file their objections or answers, if any, with the District Clerk of Eddy County, New Mexico, on or before the date set for said hearing; and that on the day named the District Court of said county shall proceed to determine the heirship of said decedent, the ownership of said estate, and the interest of each respective devisee, legatee, and heir-at-law and claimant therein, and the persons entitled to the distribution thereof.

G. U. McCrary, whose post office is Artesia, New Mexico is attorney for above estate.

SIGNED AND DATED THIS 8th day of September, 1941.
ETHEL M. HIGSHSMITH,
County Clerk.
By Virginia L. Lucas, Deputy.
(SEAL)

STATE OF NEW MEXICO
COUNTY OF EDDY
IN THE DISTRICT COURT

THE STATE OF NEW MEXICO TO: The Above Named Defendants:
You, and each of you, are hereby notified that plaintiff has filed his complaint against you in the above entitled and numbered cause in the Office of the Clerk of the District Court of Eddy County, New Mexico, wherein plaintiff seeks to quiet title against the claims of the defendants named and referred to in the above entitled and numbered cause, to the following described lands and real estate situated in Eddy County, New Mexico, to-wit:
Lots One, Three, Five, Seven, Nine, Eleven, Thirteen, Fifteen, Six, Eight, Ten, Twelve, Fourteen, Sixteen (1, 3, 5, 7, 9, 11, 13, 15, 6, 8, 10, 12, 14, 16) Block Seventeen (17); Forest Hill Addition to the Town (now City) of Artesia as the same appears on the recorded plat thereof in the office of the County Clerk, Eddy County, New Mexico and plaintiff prays that Plaintiff's

but is for the purposes already set forth. Applicant already has rights to use of waters involved under File RA-1343.

Any person, association or corporation deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source may file a complete sworn statement of their objections substantiated by affidavits with the State Engineer and file proof of service of a copy thereof upon the applicant with the State Engineer within ten days after the date of the last publication of this notice. The date set for the State Engineer to take this application for final consideration unless protested is the 27th day of October, 1941.
THOMAS M. McCLURE,
State Engineer.
41-3tc-43

Kabobs for Campfires
Kabobs are fine for campfire cooking. String up slices of onions, tomatoes, mushrooms and beef cubes on stout wooden sticks or marshmallow toasters. Dip in melted butter and seasonings or your preferred barbecue sauce and toast until done.



LOWE BROTHERS HIGH STANDARD HOUSE PAINT costs less per square foot of surface painted and outlasts ordinary paints—both of these merits are due to its high quality. Some low-grade paints analyzed by recognized laboratories were found to contain 63% of water and other evaporating liquids. This left only 37% of film-forming solids to protect the surface. Low Brothers High Standard Liquid Paint contains 90% of protective film-forming solids. Be sure of better results and more pleasing effects before you paint. Come in and see Low Brothers Pictorial Color Chart showing actual painted reproductions of new and modern color schemes.

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"Home Building Service"
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Expresses Its Greatest Thanks for
THE PUBLIC INTEREST
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The Beautiful **FORD** New 1942 Now on Lower Wider Chassis

Your Choice of
6 Cylinder ◀ 90 H.P. ▶ 8 Cylinder

ARTESIA AUTO CO.
Artesia, New Mexico Phone 52

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W. B. Linell, Asst. Cashier
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Morningside News

(Nina Tice) Colita Youtsey had the flu last week, but is better now. Mrs. Ford returned from Texas Sunday with her son, Carl Ford. Mr. and Mrs. Venable and family moved to Morningside Sunday. Mr. and Mrs. Henry Herron moved to Lubbock last Thursday. Mrs. C. D. Winters and family moved in the Mirfield house Sunday. Colita Youtsey visited her grandparents Saturday evening in Artesia. Mrs. Gordon has gone to Missouri with her daughter, Mrs. Mark Pavette. Mrs. Lucky has returned home from Maljamar, where she was working. Mr. and Mrs. Roy Vanzant and George Mann and family visited Mrs. Murphy Sunday. Mr. and Mrs. J. E. Smith and Mr. Smith's mother have moved to Morningside from west of town. Mrs. Roy Tice missed work one day because of a bone felon on her thumb. It is much better now. Ernest Hodges and family came home last week after a two-week visit with relatives near Hico, Tex. The Youtsey family has moved in the Miles house. Mr. Miles and family were in California at the time of last report. Word has been received that little Harry Price is to be operated on. He is the son of Mrs. Mac Price and grandson of Mrs. T. R. Tice of Morningside. Mrs. W. L. Hipp, the former Miss Emily Tice, who has been visiting her mother, Mrs. T. R. Tice, of Morningside will join her husband in Oakland, Calif. Word has been received by Mrs. Roy Tice that Johnnie Raymond, son of Mrs. Carl Christianson, whose home is in Morningside, was badly burned last week, when he accidentally sat on a camp stove. Mr. Christianson and family are at Granger, Wash.

Lakewood Items

(Mrs. M. C. Cole) (Delayed last week by flood) Buster Mitchell motored across the lake from the dam Tuesday, Sept. 30, the first time he had gotten his mail for two weeks. Mr. and Mrs. John Heard and baby and Will Smith came in from Texarkana, Tex., Saturday, Sept. 27. They had been working there three months. Mr. and Mrs. R. C. Bowman, cousins of E. H. Bowman, came in Saturday, Sept. 27, from Arizona and visited until Sunday with the Earl and Dude Bowman families. The Boy Scouts gave a pie supper Friday night, Sept. 26, but because of the condition of the roads there was not a very large crowd. However, the pies sold well, and netted the boys quite a neat sum.

Cottonwood Items

(Ore Buck) Jim Elliott was a business visitor in Roswell last Thursday. Mr. and Mrs. Monroe Howard were transacting business in Carlsbad last Thursday. Mrs. Lonnie Dillihunt of Artesia spent several days last week visiting her mother, Mrs. Jim Elliott. Mr. and Mrs. Roy Fry and Mrs. Fry's mother of Upper Cottonwood transacted business in Carlsbad one day last week. Mr. and Mrs. John Buck and Mr. and Mrs. Jimmie Buck of this place were business visitors in Carlsbad last Thursday. Tince and Luis Powell of the Sacramento Mountains visited a short time Monday with their brother, Clint Powell. They were on their way to Roswell with a truckload of wool. They reported lots of rain in the mountains and things badly washed and torn up. The fourth quarterly conference of the Cottonwood and Lake Ar-

Special Women's Program to Be On 'Ranch Day'

Farm and ranch women will be given an opportunity to hear what their voices sound like to other people during the special program arranged for them by the Extension Service for "Ranch Day," Monday, Oct. 13, according to Mrs. Helen D. Crandall. From 2 to 3 o'clock that afternoon will be devoted to making recordings of different groups who are present on the campus at State College. These records can be played on the ordinary phonograph and will be given to the women making them to take back to their homes. Other attractions on the program are a talk by Dr. C. P. Tyre, professor of modern languages, who has traveled extensively in South America, on the life, culture and customs of Latin Americans. Mrs. S. J. Bardens, Jr., who has spent a number of years in China, will give some interesting sidelights on the manners and customs of Chinese women. At a chuck wagon dinner, to be held on the campus, the usual menu will be served and the meal will be enlivened by cowboy music furnished by members of the 4-H Alumni Association, who are students on the campus. After the dinner, students of the music department will entertain the guests. A tour of the campus has been arranged to begin around 3 o'clock and visitors will be shown the home economics building, the home management house, furniture making department, nutrition laboratory and engineering building. The tour will end at Rhodes Hall, where those attending will be given an opportunity to inspect the new girls' dormitory. A large attendance of farm and ranch women is expected and every effort is being made to make the program both entertaining and educational. There are more than 41,000,000 telephones in the world. day, Sept. 24, from Arkansas City, Kan., where she had been for three weeks taking treatments. She is very much improved. Mrs. Troyce Heard and two children of Amarillo came home with Mrs. Heard and visited until Sunday with the Heard family and Mr. and Mrs. Taylor Ross and family. Mrs. B. Heard returned Wednesday, Sept. 24, from Arkansas City, Kan., where she had been for three weeks taking treatments. She is very much improved. Mrs. Troyce Heard and two children of Amarillo came home with Mrs. Heard and visited until Sunday with the Heard family and Mr. and Mrs. Taylor Ross and family.

Filed for Record

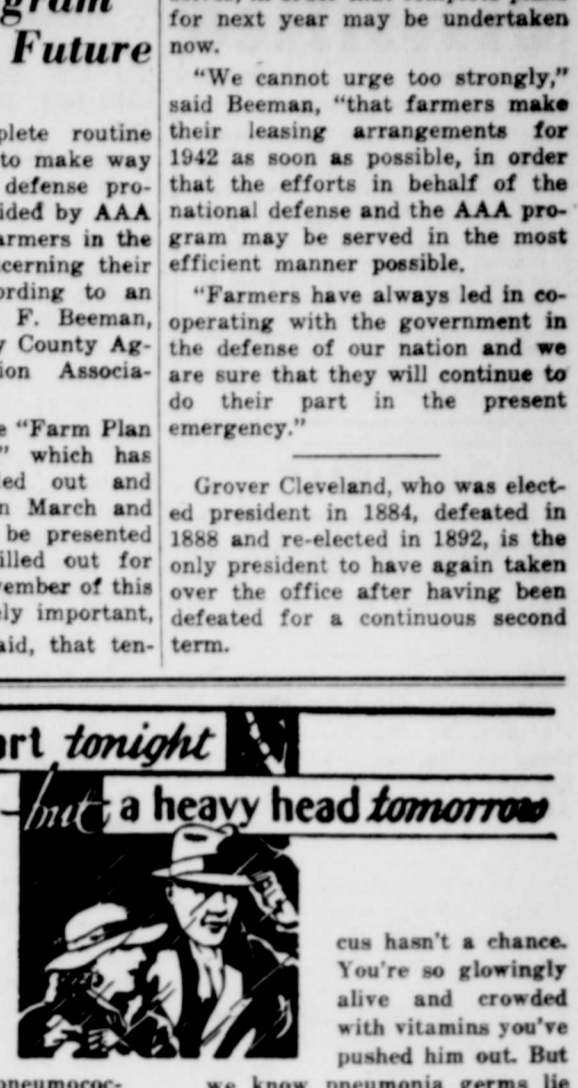
WARRANTY DEEDS—Hubert Hutchins et ux, to Raymond Martinez, lot 9, blk. 10, Greene's Western Addn. to Carlsbad. S. F. Williams et ux, to J. R. Reynolds et ux, to L. D. Poor, lot 7, Valley View Heights Addn., Carlsbad. W. E. Helyer et ux, to Clyde C. Schrock, N½SE¼SW¼NW¼ sec. 20-22-27. BILLS OF SALE—Southwestern Public Service Co. to City of Carlsbad, water works system and equipment, etc. DISTRICT COURT—No. 7654. Ella Mae Ross vs. Robert E. Ross. Divorce. No. 7655. Roy Ansley vs. H. E. Ansley. Claim for compensation. No. 7656. Joe Flynt vs. Thelma O. Flynt. Divorce. No. 7657. Judson Boyd, Sr., vs. State Mutual Ins. Co. Suit on hail insurance policy. No. 7658. Roscoe Wilson vs. E. F. Hardwick et al. Various property, to quiet title. No. 7659. O. L. Knight vs. W. R. Richardson et al. Claim for compensation. No. 7660. Louise Witterman Previsch vs. Johnny William Previsch. Divorce. No. 7661. Roxie Cleo Cookston vs. J. F. Cookston. Divorce. No. 7662. J. G. Gibson vs. Jack Harris. Appeal from Justice Court. The present membership of the United States Congress is, from a party standpoint, divided as follows: In the House there are 162 Republicans, 267 Democrats, and 6 Independents. The Senate has 28 Republicans, 66 Democrats and 2 Independents. Cyclones, hailstorms, strokes of lightning and storms at sea are "Acts of God" in a legal sense. Alice Cooper, lots 1 and 2, blk. "F," Rio Vista Addn., \$10. L. B. Blair et ux, to L. D. Poor, lot 9, blk. 8, Valley View Heights, \$10. Susan Biting Hicks, et al, to L. A. Swigart, lot 10, blk. 19, First Addn. to Carlsbad. L. B. Blair to L. D. Poor, lot 9, blk. 7, Valley View Heights Addn., Carlsbad. W. E. Helyer et ux, to Clyde C. Schrock, N½SE¼SW¼NW¼ sec. 20-22-27. BILLS OF SALE—Southwestern Public Service Co. to City of Carlsbad, water works system and equipment, etc. DISTRICT COURT—No. 7654. Ella Mae Ross vs. Robert E. Ross. Divorce. No. 7655. Roy Ansley vs. H. E. Ansley. Claim for compensation. No. 7656. Joe Flynt vs. Thelma O. Flynt. Divorce. No. 7657. Judson Boyd, Sr., vs. State Mutual Ins. Co. Suit on hail insurance policy. No. 7658. Roscoe Wilson vs. E. F. Hardwick et al. Various property, to quiet title. No. 7659. O. L. Knight vs. W. R. Richardson et al. Claim for compensation. No. 7660. Louise Witterman Previsch vs. Johnny William Previsch. Divorce. No. 7661. Roxie Cleo Cookston vs. J. F. Cookston. Divorce. No. 7662. J. G. Gibson vs. Jack Harris. Appeal from Justice Court. The present membership of the United States Congress is, from a party standpoint, divided as follows: In the House there are 162 Republicans, 267 Democrats, and 6 Independents. The Senate has 28 Republicans, 66 Democrats and 2 Independents. Cyclones, hailstorms, strokes of lightning and storms at sea are "Acts of God" in a legal sense.

Will Complete Farm Program In Near Future

In order to complete routine farm program work to make way for special national defense projects, it has been decided by AAA officials to contact farmers in the very near future concerning their plans for 1942, according to an announcement by C. F. Beeman, chairman of the Eddy County Agricultural Conservation Association. This means that the "Farm Plan and Estimate Sheet" which has previously been filled out and signed by farmers in March and April will this year be presented to farmers to be filled out for 1942, probably in November of this year. It is extremely important, therefore, Beeman said, that tenants and landlords make the necessary arrangements between themselves, in order that complete plans for next year may be undertaken now. "We cannot urge too strongly," said Beeman, "that farmers make their leasing arrangements for 1942 as soon as possible, in order that the efforts in behalf of the national defense and the AAA program may be served in the most efficient manner possible. "Farmers have always led in cooperating with the government in the defense of our nation and we are sure that they will continue to do their part in the present emergency." Grover Cleveland, who was elected president in 1884, defeated in 1888 and re-elected in 1892, is the only president to have again taken over the office after having been defeated for a continuous second term.

A light heart tonight

but a heavy head tomorrow You don't care if skies are blue if your sweetheart walks with you, or if rain should soak you through, you'd think that romantic, too. Probably the little pneumococcus hasn't a chance. You're so glowingly alive and crowded with vitamins you've pushed him out. But we know pneumonia germs lie latent in most of us. If wet feet induce colds we're going to see our physician about it. PALACE DRUG STORE Artesia, N. M. Phone No. 1. WHERE QUALITY AND ACCURACY PREVAIL



Wondering about the 1942 cars? Here is Buick's superb solution to the problems posed by making our national defense, as it should be, industrial America's No. 1 job. BUICK BUILDS FOR DEFENSE. It was no time to duck or dodge the facts. So we didn't try. Instead we said—these being the materials critical in the defense program, we'll do our planning for 1942 with that foremost in mind. Not merely for an "acceptable" car—certainly not for any "ersatz" number. We had to have a real and representative Buick. One we could be proud of. One able enough, active enough, durable enough to serve till annual new models are the rule again. We resolved on a 1942 automobile of such merit as could carry the Buick reputation without fault until other new Buicks, however far off, could come along to refresh it. Now we're announcing those 1942 cars. Why waste words telling you how good they are! You can't put language in the gas tank and learn either how many or how enjoyable are the miles you'll get per gallon. There's a better answer—you drive these cars themselves. Come on, do that! Put your own yardstick on their quality. It would be a shame, for you and for us, to have you miss the dreadnaught Buick we've built to stand up successfully to the toughest job in years. No other car has ALL THIS FOR YOU IN 'FORTY-TWO. FIREBALL STRAIGHT-EIGHT VALVE-IN-HEAD ENGINE * COMPOUND CARBURETION (standard on most models) * OIL-CUSHIONED CRANKSHAFT PINS AND JOURNALS * STURDI-LITE CONNECTING RODS * STEPPON PARKING BRAKE * BROADRIM WHEELS * FULLY ADJUSTABLE STEERING POST * BODY BY FISHER * WEATHERWARDEN VENTILATOR (accessory) "BETTER BUY BUICK" EXEMPLAR OF GENERAL MOTORS VALUE. Guy Chevrolet Co., Inc. Artesia, New Mexico.

BARBED WIRE Always Needed. Sheffield Barbed Wire Co. Artesia Alfalfa Growers Assn. We have the Sheffield Barbed Wire Sheffield



THE TELEPHONE HOUR (Popular Bell System Radio Program) now can be heard EVERY MONDAY NIGHT at 10 P.M. instead of 5 P.M. NBC RED NETWORK. For the convenience of thousands of listeners to this Monday Night program, it will now be broadcast at the more desirable hour of 10 p.m. MUSIC by the BELL SYMPHONIC ORCHESTRA and a CHORUS OF 14 VOICES. The following is a complete list of the NBC Red Network stations over which "THE TELEPHONE HOUR" may be heard in this area: ARIZONA—PHOENIX KTVB, TUCSON KVOA, YUMA KTYM, SAFFORD KGLV. COLORADO—DENVER KOA. IDAHO—BOISE KIDO, POCATELLO KSEI, TWIN FALLS KTFI. MONTANA—BILLINGS KOHL, BUTTE KGB, HELENA KPPA, BOZEMAN KBBM. NEW MEXICO—ALBUQUERQUE KOB. TEXAS—EL PASO KFSM. UTAH—SALT LAKE CITY KDTX. The Mountain States Tel. & Tel. Company

