## Ertesia Advocate

## VOLUME FORTY-THREE <br> Artesia Junior Baseball Team Plays <br> Today and Friday in State Tourney <br> DAV Chapter Named For David S. Simons

Rent Provisions Prevailing on June 30 Are Effective Again

We Now Have a Telephone Call 300-R3

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KE DISPLAY SIGNS
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NOTICE OF PENDING SUI
THE STATE OF NEW ME
McCarthy and Harry W. Davis as by name, if living, if deceased
trustees thereof; and its unknown their unknown heirs; J. Hamilto susceessors ando ansigns; Conntinent. ETheir unknown heirs; William C. Hamilton successors and assigns; Continent. EvVers, William C. Ford, also
al and Commercial Trust and Sav- known as W. C. Ford; W. D. Ma
ings Bank, as trustee, a defunct hony; Harris Akin; Charles . Alhert
 NEW MEXICO. IN THE MATTER OF THE ES
TATE OF A. M. ARCHER, DE tice of appointment or administrator.



## To The People Of Artesia

Under date of July 18, 1946, there appeared an ad in The Advocate over the signature of Mrs. Tom W. Heflin, from which we quote: "Misrepresentations have been made by salesmen claim ciation on their sales of monuments." In as much as our business is located in this territory, we immediately asked Mrs. Heflin to follow up with a statement in The Advocate that in making this statement she had no reference to the Maddux Monument Company. We have never failed to contribute liberally to any cemetery where we have had the opportunity to do so. We have no ill feeling toward the Artesia Cemetery Association or Mrs Heflin, but will say that neither the Maddux Monument Company nor any of its representatives have ever made the above statement. We have all we can do attending to our own business, and are selling around five hundred monuments a year. We are territory. We have as fine equipment as money can buy, and can give you twenty-four hour service on your work. We also handle all the leading materials, such as Barre, Clarenden Blue, Regal Blue, Winsboro, National Blue, Rock of Ages, Sienna Pink Tennessee Pink, Egyptian Rose, etc. We have on order a ful car load of National Blue Granite, which we expect to be deliv ered this fall. When you think of monuments, think of Maddux, a name associated with the memorial industry for more than a quarter of a century

## Maddux Monument Company

T. B. MADDUX, Owner

## new New Improved The Consturition

## Dafed Daytons Assure New Tire Value!

 all dayton tires dated from july- 46 are made of a new blend OF IMPROVED SYNTHETICS WITH 5 TIMES MORE NATURAL RUBBER Look for the date . . . know you are buying the lafest . . . therefore, the best Tire chemists know the ultimate in tire construction will be achieved by the perfectBLENDING of SYNTHETCS with NATU. BLENDING of SYNTHETICS with NATURAL RUBBER. Now, as more raw materials
are available, Dayton chemists can approach are available, Dayton chemists can approach
this goal. Consequently, Thorobreds this goal. Consequently, Thorobreds with
this new BLEND of rubber and $*$ Raytex $\underset{\substack{\text { Rires. } \\ \text { tire }}}{\text { Len }}$
Look for the Date! All Dayton Thorobred Dated from July-46 are made with this new mula on the sidewall of all Dayton Tires. Be positive you get all the latest tire improvements $\because$ Buy Dayton Thorobreds.

## Look for the date on. <br> DATING ... b brond now rovico of DDAYTON RUBBER RESEARCH <br> To help guide rou <br> 13 Tandian <br> MAKE A DATE WITH DAYTON AT

## PIOR RUBBER COMPANY

Girl Scouts Return From Successful Summer at Camp in Sacramentos


In Brown, with the New, Toug NEOLITE SOI
4.95

Nurses'
Oxford


Sizes $31 /$ ford, with White Rub
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Moccasin Loafer in Brown
4.95

Peoples Mercantile Co
Where Price and Quality Meet"


The mission of the Army Air Forces in ime is to develop and maintain a military air force capable of immediate, sustained, and expanding application of the doctrine of military air power. It must be geared to work in harmony with the nation's ground and naval services in supporting American foreign policy and maintaining the peace. For this task in national security the Army Air Forces needs the full support of the American people."
lead Sfantz

A grateful nation today salutes the world's most powerful air force whose vast wartime strength now serves as a bright potential for the maintenance of a firm and everlasting peace.
Founded thirty-nine years ago today, the Army Air Forces has come a long way from small and experimental beginnings. Back in 1907 there were only one officer and two enlisted men. There were no airplanes until two years later, when Orville Wright delivered his first military craft. The giant, triumphant force which speeded the end first, the immensity of air power. Many of these pioneering airmen are turning their abilities to the demands of the future.

The air forces that crushed Germany's ability to make war and finished Japan with lifesaving speed, was made up of bombers and fighters whose sole aim was to end the horror of war. Today, in addition to fighters and bombers for defense, the Army Air Forces has begun a mighty research program for the benefit of the world at peace.
Equipped with the latest radar devices, Army Air Forces planes are able to fly into storm zones, chart the course and speed of an approaching hurricane, and rush warning to weather stations in time to avert waste and tragedy.
Experimental jet-propelled planes, with Army fliers at the controls, will pioneer the way to speeds faster than sound.

Improved design, greater engine power, and new flight techniques will open the way to still greater safety in commercial transport. Army bombers will be the first to test and report on innovations which later will be made available to the nation's civil air跬

Side by side with technological progress goes the Air Forces' vital duty of preserving world peace and national security. The nation's safety, in a world where distance now means little, rests with the men who fly. It is to them that we offer our thankswith the promise that we will do our part toward keeping alive the hope for world peace. The future of the Air Forces is the future of the nation.

## We Salute the


on Army Air Force Day August 1st

This Message of Great Public Interest Is Sponsored By:

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hay, hogs, CAtTLE, WOOL AND Artesia, New Mexico

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| : Vombuers |  |
| McCAW HATCHERI |  |
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Just Received Shipment White Enamel Ware | $\begin{array}{l}\text { 10-Quart } \\ \text { Pails . . . . . . 1.19 } \\ \text { 2-Quart } \\ \text { Sauce Pans . . 39¢ }\end{array}$ | $\begin{array}{l}\text { Combinets . . 149 } \\ \text { 1.-Quart } \\ \text { Sauce Pans . . 29 }\end{array}$ |
| :--- | :--- |

Waste Baskets 1.59

| Blue EnamelCups |  |  |
| :---: | :---: | :---: |
|  |  |  |
| 205 | ${ }^{69} 9$ | 69\% |
| Quart |  |  |
| Mason Jars, doz. 90¢ |  |  |


| Galvanized Garbage Cans 2.75 | 12-Quart Milk Pails 696 |
| :---: | :---: |
| $\begin{aligned} & \text { Pure Copper } \\ & \text { Wash Boilers } \\ & \mathbf{7 . 9 9} \end{aligned}$ | -Quart Aluminum Pressure Cooker 19.80 |

FEEDS - SEEDS - FERTILIZER - OIL \& GAS GENERAL HARDWARE



# 39th ANNIVERSARY AAF AIR POWER is PEACE POWER PACE-MAKERSS IN THE AIR 

PEACE-MAKERS EVERYWHERE


PAY TRIBUTE TO THE
WHO KEEP 'EM FLYING

We pay tribute to AAF MEN on ARMY AIR FORCES DAY - Aug. 1

Twenty all-time world's records-in speed, duration, distance, and load-altitude - have just been broken by airmen of the U. S. Army Air Forces.

The significance of these accomplishments should be made known to every citizen of this nation. Our Army Air Forces - an "also ran" in world aviation as recently as 1940-has gained first place by the swift and unprecedented effort of science, industry, and the Armed Forces backed by a determined American public.

The smashing of twenty records-mostly German and Italian-by Superfortresses, helicopters, and jet fighters is not merely a show of strength. It is a symbol
of U. S. Army Air Forces policy now, and in the future ... a symbol of continuing research, continuing invention, continuing development of skilled men to man and service the planes which will command respect everywhere, forever and a day.

These fine planes, and others, may be seen at Army air fields from coast to coast on August 1st, Army Air Forces Day. You are urged to bring yourself up to date in this rapidly changing field . . . to recognize the responsible position of the AAF in safeguarding the future of our country. To know your Army Air Forces is to know security.
"The mission of the Army Air Forces in peacetime is to develop and maintain a military air force capable of immediate, sustained, and expanding application of the doctrine of military air power. It must be geared to work in harmony with the nation's ground and naval services in supporting American foreign policy and maintaining the peace. For this task in national security the Army Air Forces needs the full support of the American people."


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CONDITIONERS
$54.50-65.75-72.75$
Regular Air Conditioning Motors


## Oluestions

and Answers I. about Newspaper Advertising
-

busing merchonaise?
A. Yes. In the well-known standards that have been approved and adopted by a
vertseser- - namely A.B.C. standards.
Q. What is A. B.C
A. A.B.C. stands for Audit Bureau of Circulations, a cooperative assocation of of 2000 .
advertsers, advertsisng agencies and publishers in the United States and Canada.
Q. What is the Burrau's work?
A. To audit the circulation of newspapers and periodicals so that advertisers can buy space on the basis of definite standards and verified facts and figures.
Q. How does A. B. C. accomplish this?
A. The Bureau has a large staff of experienced auditors. These men visit the pub

## of their circulation records. This inform

Q. What do these reports show?
A. A.B.C. reports tell how much circulation newspaper has where this circulation is
how it was obtained, how much people
paid for it, and many other verified facts
that advertisers should know when they buy advertising.
Q. Are all nublications iligible for A. B.C. mem.
A. No. Only those with paid circulation. This is important to advertisers because it is
the best proof of interest and pur
Q. Is this neussaber a me
A. Yes. We are proud of our circulation and we want our advertisers to know just what they get for their money when they advertise in our columns. The audited

## ARTESIA ADVOCATE

| GoodiVOM Newx |  |
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| Smart Kamu $25^{\circ}$ | $25^{\circ}$ - |
|  | 2um MEATS |
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| $\frac{\text { No. } 2 \text { can } 15 ¢}{\text { Corn Meal }}$ |  |
|  | chick rost. |
|  | Plenty Grade A Meats |
| WALKER-HILL Grocery \& Market 115 South Third-South of Penney's |  |
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# AIR POWER is PEACE POWER 

A grateful nation today salutes the world's most powerful air force whose vast wartime strength now serves as a bright potential for the maintenance of a firm and everlasting peace

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the Army Air Forces needs the full support of the the Army Air Forces
American people." lead Stang


The Army Air Forces' new B- 36 bomber. Six pusher engines develop 18,000 total horsepower. Wing-spread, 230 feet. Length, 163 feet.

Portrait of a hurricane, as shown on the radar scope of an Army Air Forces station at Orlovista, Florida. One of the many AAF contributions to weather forecasting.


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## New Mexico Asphalt \& Refining Co.




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For Sale


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| SALE-1938 Series 40 Buick upe. See it at Nash, Wind- | g. Norwood and Boone, |  |  |
| \& Brown lease, or write Box |  |  | S |
| e, |  |  | w. |
| ndem wheels. See at Oasis |  | ent position. Write Mr. D. T., |  |
| imming Pool. 31-1tp |  | Box 427, Artesia. 30-2te-31 | Los |
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|  |  |  | in vicinity of Ar- |
|  | used as regular carryall trailer. |  |  |
| 0. $3 \mathrm{~F}-3 \mathrm{te}-33$ | Blo | film to | Billie Gray, 1007 W . Missouri, phone 716 R. |
| $\begin{aligned} & \text { n house } \\ & \text { i, } \$ 4000 \text {. } \end{aligned}$ | FOR SALE - Barbecued be Southern style, Saturday aft | 704 S. Roselawn ts mailed day a |  |
| 707 Chisum. ${ }^{\text {a }}$ (1-1tp |  |  |  |
|  | you after 4 P. m. any |  | . |
|  | day. Tom Thornton, Sixth | $30-4 \mathrm{p}$ | for return or call $736 . \mathrm{W}$. |
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Spring and Summer Merchandise Priced For Quick Clearance Your Back-to-School Merchandise
Ladies' Coats and Suits

| All Spring and Late |  |
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| have been grouped |  |
| groups, Use our lay- |  |
| \$10.00 \$15 |  |
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In sizes $8-10-12$. Just
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## Time the memory Sunday <br> the mem Sunday through water

water dripped from the bried
pine boards
dugout. My
my age, th
damp rag
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Now, if ever is the time to look ahead; to build ahead for the future.
Here in the Panhandle-Plains-Pecos Valley area we face a bright future; bright with prosperity and bright with the promise of better living for everyone.
In our 22nd year we are in the midst of the greatest expansion program in our history. We're investing 12 million dollars in the future of this area. A new power plant is being built, additions are being made to existing plants.
And everywhere in the area we serve, new power lines are going up, to bring more reliable bring comfort and ease. No wonder then, with this plan for the future that we say, "We're 22 years young ... and a
pioneer in building ahead for the future."


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Demo Delegates Feel Prospect Good for Victory

Rev. Myers Here Again for Revival At Assembly God


Legal Profession-
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profession
great service

Program of Play For Summer Will Close August 9

## NEW HIGHER PAY FOR THE ARMY



VFW to Elect
Night, City Hall

REA Team-


