ligious Census To Be Taken
Community Starting Monday

## VOLUME FORTY-FOUR

National Guard Unit Enlists Four
More Recruits

## Trio Chest Is <br> Far Behind In <br> Opening Day





Stop-Go Traffic
Lights Planned At Three Crossings
oe and Latham Win Big-Buck
; Mrs. Carder Kills Smallest


## $\qquad$ <br> 

## Artesia Advocate



Moore Reviews Activities Of Chamber For Year At Luncheon

Bus Accident Fund Passes $\$ 5000$ Tuesday


Telephone Rates To Be Increased,
 Exchange Upped By 420 New Lines

Door Of Artesia
Postoffice Will
Be 0 pen Until 9


## The Artesia Advocate




Politics Or Justice
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## City Planning

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|  Dayton (Otio) Preen. |  |
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| - "And what," querict dharey, the head wait. |  |
| Used car lot prices are putting lots of folk: back on their feet.-Pathinder. |  |
|  | Bureau |
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As Artesia
Grows



Numbers And Names
$\square$

What!

Dinosaur Fossils From New Mexico's
Jungle Days Are Found Upstate

 Savings Bonds


## Bobby Barley Wins 4-H Honor



Order Now for Chistmas Have Us Make Innerspring Mattresses

## Artesia Mattress Co.

Mile West on Hope Highway Phone 396-J5
A History of the Baby From the
Very First Day
Beautifully Bound-A Gift of Taste
LOG-0-LIFE
A Gift For The Baby
THE ADVOCATE


CLARENCE E. FISCHBECK
$\qquad$
Engineering-Surveys-Maps-Estimates. Reports
zalid White Prints-Photo Copies-Oil Well Locatio

## ARTESIA ABSTRACT COMPANY

 Rap ipixagroonre
## ARTESIA BUSINESS DIRECTOR:

EMERGENCY and IMPORTANT PHONE NUMBERS and ADDRESSES

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mal man Discussed OFFLE



Start off right by having the right mortgage plan Forethought is much less expensive than hindsight We are experienced mortgage lenders and will be happy to suggest a plan to meet your personal needs. As a first step, come in and have a talk.
IRST NATIONAL BANK member federal deposit insurance corp

3ORROW HERE
PASTEURIZED MILK

Use More Milk Because Milk Is the Perfect Food

We are prepared to
deliver to your home every morning or to increase your present order of milk.
Ask for Valley Pure Milk at your favorite grocer's.

Our dairy products are pasteurized as added protection to your health as recommended by the


State Health Department
VALLEY PURE MILK
Phone 59-J
Artesia, N. M.





 ance or informing the people of
their
this progrsam.

Farm Briefs
Eddy County Abent



Sewing Machine and Furniture
REPAIRING
H. W. Wallis

301 N. Roselawn

## AMMUNITION

in stock now
Still Receiving Shipments
Come in and Place Your Order
MAYES AND CO
601 South Second
Phone 102

## - Thanktrul Amorica



Thanksgiving Day is our counury s puplic recogniuon of the power has no counterpart in other lands.

On this day the people of our country, led by the government itself, c:.press their humble and heartfelt thanks to God for His protecting care and the abundance of His provisions for our comfort and welfare.

The day itself is a wholesome influence in American life. It means a great deal when the people of a great nation lay aside their material concerns and gather in family groups to express gratitude for divine providence.

The Thanksgiving dinner may be a feast of delicacies or an unpretentious meal of simple fare. But those who partake of it should do so with thankful hearts and understanding minds.
"Let everything that hath breath praise the Lord," sang the Psalmist. And in thousands of churches and millions of American homes this Thanksgiving Day, grateful people will bow in humble recognition of God's matchless goodness.

This series of ads, published under the auspices of the Artesia Ministerial Alliance, is sponsored by the folloving individuals and business establishments:

Kemp Lumber Company

## Yeager Brothers Grocery

## E. B. Bullock

Bolton Oil Company
Carter's Cafe

Mann Drug Company

## Artesia Abstract Company

New Mexico Asphalt \& Refining Co.
Southwestern Public Service Company
Artesia Shoe Store

Nelson-Pounds Food Store Southern Union Gas Company Central Valley Electric Coop. Inc. Currier Abstract Co. Big Jo Lumber Co. of Artesia

cal


Buying?
Start off right by having the right mortgage plan Forethought is much less expensive than hindsight. We are experienced mortgage lenders and will be happy to suggest a plan to meet your personal needs.

RST NATIONAL BANK member federal deposit insurance corp.

BORROW HERE INSURE LOCALLY

## PASTEURIZED MILK

Use More Milk Because Milk Is the Porfeet Food

We are prepared to deliver to your home every morning or to increase your present order of milk.

Ask for Valley Pure Milk at your favorite grocer's.

## Our dairy products

 are pasteurized as added protection to your health as recommended by theState Health Department
VALLEY PURE MILK
Phone 59-J
Artesia, N. M.
Drink It for Health give it to the baby On Sale at
NELSON-POUNDS 601 W. Main $\quad$ STORE $\underset{\text { Phone } 76}{ }$ Produced
A. C. Eush, Distributed by
Earsbad

the artesin advocate, artesia, new mexico
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SUN.-MON.-TUES., NOV. 30-DEC. 1-2


Latest News Events
Musical "PARIS IN SPRING"
Venison Should
Be Cooked With
Heat Cut Doun
为 Cul Doven


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\text { A U T } 0 \text { L OAN S }
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You Can Borrow Money on Your Car
Finance the Purchase of a Car
Motor Finance Company 119 South Third Street Phone 235.J.


OCOTILLO THEATER


Shows Sunday 2:30-4:30-6:30-8:30 Monday and Tuesday 7:00 and 9:00


 on



## EVERYONE

Is Talking About And You Will Be Too -When You See the New

## BENDIX AUTOMATIC DRYER

Say Good-Bye to Work Eliminate Weather Worries drying clothes is no problem For the Modern Housewife
 controls. In no time at all the clothes are completely
dry and ready for putting away.
So Easy to Install-So Easy to Operate

The Dryer Will Easily Fit into
Your Kitchen or Laundry
The dimensions: 31 inches wide, 36 inches high and 25 inches deep See It Now at

Mann-Kaiser Electric Co.


THE ARTESIA ADVOCATE
Cririmene can
Cot your order in now for your Personalized Christmas
greeting cards. Large te lection of decorative and phain patternas now in stock. Don't delay! Stop in today
place your order and bo as place your order and bo ar-
sured of recelving the card you wint
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Ready-Mixed Spray Is Recommended For
Dormant Fruit Trees Ready-mixed spray materials
are recommended for dormant are recommended for dorman
fruit trees, according to L.
Gibs, state extension horticultur Oil emulsion and concentrate
lime-sulphur can be purchased in
gallon cans carrying
 gallons of diluted mixture is need.
ed for each tree.
ene cost of subscribe to the ADVocati et ior each tree .
these materials wank we from
5 to 10 cents a tree for the ooil
emulsion spray and from 12 to 25 emulsion spray and from 12 to 25
cents for the lime sulphur spray. Those Great STOP FEEDING RATS,
ADVISES USDA A good way to increase the sup-
ply of grains availiable for human
food is to stop feeding so much lood is to rats greeding so muce
of it to rails, and
other insect pests, ways the U.S.
Departsent other insect pests, says the U.S.
Department of Agriculture. And
a good place to start preventing
such losses is on the farms, where FEDERAL TRUCKS Are Now Available
On Short Notice BUSH-SAUNDER 414 ss.c.c.c.c. Canyon-C
cent of the wheat, and 94 per ceed
of the oats are normally stored of the oats are normally storeed
According to USDA insects ceuse the loss of it imates
5 per cent of stored 5 per cent of stored grain lemy


In Which Group Are You...
GROUP I? - or - GROUP II? Men who intend to build Men who have quit worr old-age security for them- ing obout what the future oid-age security for them-
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To Join Group II, do as members of the Woodmen of
the World are doing-build future securty for your the World dare doing-bulld future securtty for your seif and your loved ones by monthly, quarrerily, sema
annual or annual payments on sate, sound, legal reserve Woodmen life insurance protection. Enjoy too, the "plus" benefits of Woodcraft's fratornal and
social activities.

WOODMEN of the WORLD Life Insurance Society OMAHA, NEBRASKA
J. E. KEITH

Field Representative
1206 Merchant Ave.
Artesia, N. M.



Let Us
Frame His or Her
Favorite Picture

Wide Variety of Moulding
To Choose From
Cut and Fitted to the Individual Picture

Artesia Paint \& Class Co. 824 S. First


Students Present Program At Two Club Meetings

Mrs. Richards Has Close View Of Mountain Lion Ins athert Bichards aid In Edy Oil Fields



## CLOU LOWPIIESS SROLF  <br> 

Your Drug Store in the Carper Building

## W A NTED To Buy

- Used Furniture
- Hardware, Tools or Anything of Value
- Stoves of Every Description Gas, Wood, Coal, Oil, Any Kind
SANDMAN BEDDING CO.
Dffice Supplies at The Advocate



## He's Looking into Your Future

The scientist in the agricultural laboratory is as uly a pioneer as our grandfathers who fought heir way westward to the rich farmlands and the uture ... seeing greater things! His findings, put 0 use by practical livestock men and farmers, are esulting in thriftier, faster-gaining cattle and ambs, grazing the Great Plains . . . higher yield-
ng crops enriching the Corn Belt . . . new imngunity from disease for your livesto oneering a better and more abundant life uthrough new markets for abundant life for
oved products for you to
ovell Miracles like hybrid to sell.
Miracles like hybrid corn seldom happen by
ance. Into its development went more than years of patient research. It cost federal and
ate governments about ten million dollars. Eximents on individual farms cost unknown ounts. But last year alone hybrid corn added
re than $\$ 750,000,000$ to farm income. Thanks research, we now have such chemicals as DDT.
emists searching for an insecticide to protect is potent bug killer. Already, DDT has found esk producers many extra millions through e herds. One ranch reports an extra ton of beef or every pound of DDT used. What a return on a
alf-dollar investment! There are similar thrilling stories being written
every phase of agriculture. Many of the new velopments come from colleges and experiment tations (largely financed by taxes paid by indiiduals and business) or from laboratories sup-
ported by private industry. From them you get


From the Editor's Notebook

 Ameria, we are thankfulutwat wecan adado dour effortst to thoes of the hard worring farm
ranch families who produco our food.


 be looking for you




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## Size of Business

A farm business should be large enous to pay operating costs, interest on the xample, shouid have at least 18 cows per man; a pou try farm, 1,500 layers; a market-garden farm, 10 acres; a potato farm, 40 acres; and an apple farm, 20 acres.
Doing more business with the same capital investment is one way to lower costs and higher profits. With the larger business, the operator can spend more
of his time at productive work. For example, workers of his time at productive work. For example, workers
on a dairy farm with 9 to 10 cows per man will be just as busy as on a farm with 15 to 18 cows per man. -The gross sales and net income on the larger opera-
tion will be much higher because more of the time is tion will be much higher because more of the time is
used in producing milk. Reducing costs per unit puts used iarm operator in a stronger competitive position. If more crop land cannot be bought, perhaps it can be rented. Another plan is to check means by whic crop production on present acreage can be increased winter cover crops; higher yielding varieties; double cropping; drainage and terracing.
Another step toward efficiency is to install modern per hour. Overhead costs per unit of product can be per hour. Overhead wash machine is used profitably for as many hours as possible.

SWIFT \& COMPANY
 UNION STOCK YARDS
CHICAGO 9, ILLNOOIS

Thursday, November 27, 1947
Students Present Program At Two Club Meetings

Mrs. Richards Has Close View Of Mountain Lion

Jones And Wills Complete Wells In Eddy Oil Fields


WANTED To Buy

- Used Furniture
- Hardware, Tools or Anything of Value
- Stoves of Every Description Gas, Wood, Coal, Oil, Any Kind SANDMAN BEDDING CO. ffice Supplies at The Advocate


He's Looking

## into Your Future

he scientist in the agricultural laboratory is as eir a pioneer as our grandfathers who fought to the rich farmlands and the road ranges of the west. He's looking into your ture . . . seeing greater things! His findings, pu
une by practical livestock men and farmers, are ulting in thriftier, faster-gaining cattle and crops enriching the Plains . . . higher yield crops enriching the Corn Belt. heering a better and more abundant. life for u through new markets for abour output, imoved products for you to orell.
Miracles like hybrid corn sel
Miracles like hybrid corn seldom happen by years of patient researchent It cost federeal and
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There are similar thri
every phase of agriculture. Many of the new velopments come from colleges and experiment
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## From the

 Editor's Notebook




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## -Size of Business

A farm business ehould be large enough
to pay operating costs, interest on the nvestment, and family, living expenses example, should have at leest 18 cows per man; a poultry farm, 1,500 layers; a market-garden farm, 10 acres; a potato farm, 40 acres; and an apple farm, 20 acceses.
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Another step toward efficiency
Another step toward effriciency.
equipment to install modern equipment which enables one person to produce more
per hour. Overhead costs per unit of product can be per hour. Overhead costs per unit of product can be
lowered when each machine is used profitably for as many hours as possible.

SWIFT \& COMPANY \} NUTRITION IS OUR BUSINESS - AND YOURS UNION STOCK YARDS

of Section 23, Township 16
South. Range 26 East, N.M.
P.M. P.M.
Tract 9: All that part of
 the SE1/4 of Section 22, each of you, as prayed for in said Township 16 South, Range 26
East, N.M.P.M., lying East of $\begin{gathered}\text { The name of the plaintiff's a } \\ \text { torney }\end{gathered}$ East, N.M.P.M., lying East of
The Drainage Canal, save and
except all oill, gas and other is John E. Cochran, Jr.
whose Post Office Address is Box
128, Artesia, New Mexie. except all oil, gas and other
mineras, in, under, and that
may be produced from said $\begin{gathered}\text { 128, Artesia, New Mexico. } \\ \text { of the Diss my nand and the seal }\end{gathered}$

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everybody wants one

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SPROUSE REITZ CO.



Brings better living to your living room
There's added charm and loveliness ... better living in a well-lighted living room.
Use the room for reading, studying, sewing, relaxing-good lighting means added comfort, better eyesight.

For guests, there's an added welcome in cheery lighting; there's added pleasure in being enter tained in a well-lighted home.

Now, you can have the lighting in every room of your home checked, absolutely free. Just call or write your nearest Public Service office for a visit from a lighting specialist. There is, of course, no obligation.

I'LL COME TO YOUR HOME OR PLACE OF BUSINESS

Public Sorvice Compony lighting

ton

## BIG DANCE

CURLY and his western gang Returning-Starting Friday LOU HATCH And His Orchestra Floor Show Saturday Gary's Colonial Club
Four Miles Sonth on Carlsbad Highway

## NO MAJOR REPAIRS

 IN 8 YEARS!

COX MOTOR COMPANY
301 S. First
Phone 415

$\qquad$


Up Against a Wall?
You'll love it $\ldots$ when it's
decorated with our at-decorativedy-patterned wallpaper ... room-flattering, vashable, color-fast. See Us For Storage MAYES \& CO.

Phone 102
601 South Second


Cottonzood Items






| CRANBERRYY SALCE <br> ${ }^{15}$ onecan $1^{\text {b }}$ |
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Karo Syrup . . . . ${ }^{\text {sin }} 5$

Edwards Coffee . . . ${ }^{\text {In }}$



We Wish to Extend Thanksgiving Greetings To the People of Artesia And to Our Many Frie
KEY FURNITURE COMPANY "Your Key to Better Furniture Buys" 412 Texas Phone 241-J


Safeway Stores Will Be Closed Thanksgiving Thursday, Nov. 27
rices Effective wedned
Friday, Saturday
Hare are representative values to be found in every section of Safeway Stores. We invite you to compare all Safeway shelf prices-everyday low prices-with those you may have been pay-
ing elsewhere. See how much you can save at Safeway.

Typical Savings

| nulated ${ }^{\text {10.1b. bag }}$ |  |
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| ure Cane Sugar |  |
| ${ }^{\text {Kitchen }}$, Craft ${ }^{\text {a }}$ 25-1b. bag |  |
| ${ }^{\text {Mammy }}$ White ${ }^{\text {Lou }}$ Corn Meal ${ }^{5 / 50 . b^{\text {bag }}}$ |  |
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| Pancake Flour |  |
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| Black Pepper . . . . . $14{ }^{\text {schillings }}$ |  |
| Seedless Raisins . . . 20 d |  |
| Sunsweet Prunes. .495 |  |
|  |  |
| Watermaid Rice . . . 526 |  |
| Salad Dressing . . . . 536 |  |
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Check These Values

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| Fruit Cocktail | $24$ |
| Halves |  |
| De Luxe Quallity |  |
| Libby Plums . . . . 265 |  |
|  |  |
| Tomatoes . . . . . . . 14¢ |  |
| White Kernel, Vacuum Packed |  |
| Golden Corn . . . . . 19¢ |  |
| Cut Green Beans . . . 12¢ |  |
|  |  |
| Mountain Pass Brand in chili sauce, No. 2 can <br> Pinto Beans <br> . . .. 156 |  |
| Chili Con Carne . . ${ }^{\text {Eaban }}$ 28¢ |  |
|  |  |
| Libby Kraut . . . . . . 156 |  |
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| Tomato Juice . . . . . $10 ¢$ |  |
| ${ }^{\text {Catalina }}$ Apple Butter . . . . . 319 |  |
| Red Hill Catsup |  |
| $\xrightarrow{\text { Hishaway halves }}$ Peaches in Syrup . . $.25 \%$ |  |
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## FRESH FRUITS \& VEGETABLES

## CRANBERRIES Fancy ${ }^{\text {Forthwest }}$ APPLES. <br> lb. 336 <br> lb. 146

CELLERY
LETETTUCE
Portares Grown M Naty end Tasty
ORANGES
BRUSSELS SPROUTS . . 1 lb . cello pkg 336
FANCY BELL PEPPERS

## PARSNIPS

GRAPEFRUTT
.lb. 95
lb. 336
lb. 126
lb. $15 ¢$
lb. 10 ¢
8 lb . bag 426

You get more for your money at
SFPETSN:
lb. 59 f
lb. 69 s
FRTA A Eviscratacd PHICKENENS D.
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ROmen, Exiserated oven Ready No Want
lb. 756
BABY BEEF ROAST
lb. 436
PORK ROAST
lb. 53 F

lb. 89 f

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TURKEY HENS
TURKEY TOMS .
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|  | YD-COLE MOTOR CO. Your Pontiac Dealer S. Second-Phone 154 |
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|  | 413 W . Main |
| FOR SALE-1941 11/2-ton Dodge pick-up truck with 1945 motor, truck. Anyone interested see H. o. Miller, 1111 Richardson.$\qquad$ 47-2te-48 | GET YOUR RADIO SERVICES |
|  | HAVE PROSPECTIVE purchasers Ior two or three-bedroom house priced reasonably Donald Teed |
|  |  |
| $\overline{\text { FOR SALE-Fort Worth spudder }}$ with International truck, ready to go to work. John Boren, Rose lawn Barver Shop, or phoneafter 6 o'cloch. | Notice |
|  |  |
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| FOR SALE-100 fryers and hens See Andy Frederick, three milesnorth on highway and first house neart. |  |
|  | Found |
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Thandsggiving Dinner
Espesially for You!


Make it a real celebration Thanksgiving Day: Dine out! Try our specially prepared ThanksThe Artesia Hotel Coffee Shop numveme


Your Best Medium of Advertising
With a Guaranteed Circulation (Which Means More Than 8009 Readers)

## MEMBER OF

##  The Artesia Advocate

- New Mexico's Only Weekly Newspaper Member of ABC
- Only Advertising Medium in Eddy County Giving Guaranteed Circulation
- Only Newspaper in the World That Cares a Hoot About Artesia

Phone No. 7 for Fuller Information and for Help in Preparing Your Advertising



Selling Of Cull Livestock Now Pays Two Ways


Medicated Poultry Mash Is Effective


MERIT FEEDS
POULTRY SUPPLIES
McCaw Hatchery


## 

F. L. WILSON Feed \& Farm Supply Store Sherwin-Williams Paints Purina Chows - Baby Chick 111 S. Second

sANTA fE SYSTEM LINES.



Let Your Livestock Show You Fresh Mixed Feeds Are Better


## .



 ..... 



JOE MITCHELL \& SON ISE FARM MACHINERY Sales - Service Firestone Implement Tires and Tubes

ALLRED MACHINE SHOP Both at

Phone 174-11

## ANTI-FREEZE

Gallon 1.80


## Hills Items $\left|\begin{array}{c}\text { ing the singing, } \\ \text { hold } \\ \text { ices } \\ \text { mornaing and } \\ \text { and } \\ \text { evening serv- }\end{array}\right|$ Basketeers Plan ices Mrs. . . J. Carter and son, Ros. Win In Opener

 Over Hope Five Coton" Marsh








- HeW
that's faster, cleaner.. easier to cook with... fully automatic?


Southernay Union Cus tompany
 "Helping Build New Mexico"

Coach Kenneth Lance Considers Bull pups' Season Successful
 by Ed Murdock



ty, they put on a good airshow, the first quartereund and took a pass from ary science Award who will have
with Ronald Dublin tossing, and
Dubtin for the second.


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## The B ule of dates. will be Afte doss' Decen Thur




## Artesia Bulldogs

## VS.

## Santa Rosa

## Game Starts at 2 p. m.

This Page Sponsored By These Artesia Bulldog Supporters:

McClay Furniture Store
L. P. Evans Store

Simons Food Store 507 S. Sixth St.

Artesia Auto Co.

Carper Drilling Co.
The Patio
o. J. Carson

REA
Central Valley Electric Coop, Ine.
Artesia Alfalfa Growers Assn.

Woodie's Tasty Pies Wood \& Underwood Pie Co.

DeMars Studio
704 S. Roselamn
Pete L. Loving Ageney
Mid-West Stores

Jim L. Ferguson
Russell Auto Supply Co. Industrial Machine Supply \& Motor Works Union Supply Co.

