## Artesia Advocate

## War Bride And Babies ck For Native Land

Of Prayer' Is To Be In Artesia 0n Friday

Rainfall Of 1.20 Inches Brings Needed Moistur

Public Is Let $\ln$ On Great Work Of AA


Presbyterians Plan \$150,000 Church And Community Service Center



-


Mrs. Roy Seelinger, Legion Auxiliary State President, Visits Local Unit
$\square$ Youngsters Give Mozart Concert Sunday Afternoon
$\qquad$
$\qquad$
 $\qquad$


Shover Honors Mrs. Shipley At Surprise Party
$\qquad$


Ann Briggs And Edward J. Boans Wed Saturday

Vous Exchanged By Miss Hartley And Henry Ward
$\underset{\substack{\text { Miss } \\ \text { ter of } \\ \text { Henry }}}{\substack{ \\\hline}}$
$\qquad$
$\square$ Baptist Church in Lovington.
L. W. Hardeastle officiated.
The bride chose a blue suit wi
dark blue accessories for her we
State President Of AL Auxiliary Visits In Valley
$\qquad$
can Legion Auxiliary, spent all After serving four years in the
last week in the Pecos Valley vis-
Irrmy
Ine was discharged as
$\qquad$
$\qquad$
$\qquad$
fare chairman, and Mrs. C.
Baldwwin, president of the Arte
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ part of the state with a dinner
and business meeting in Roswell
Tuesday evening COLORADO APPLES Several varieties, by pou
bushel, at 110 Richardson.
Bailey, phone 239 . Bailey, phone 239.
the artesia advocate, artesia, new mexico


HOWDY,FOLKS!


WE'RE BACK In Your Paper Again
Watch Next Week's Paper For a More Definite Date Of the Opening of ARTESIA'S Newest and Most Modern Store

Thompson - Price Co.



## REDDY' ALWAYS READY


when you have ADEQUATE WIRING

When you have Adequate Wiring there's no question about install-
 electric range, refrigerator, dishwasher, other wondeful ele te
$\qquad$ now, while you're planning on an all wiring checked.

| Adequate |
| :--- |
| Wiring MEANS: |
| 1. ENOUGH CIRCUITS for serv. |
| ing efficiently and safely all the |
| appliances you have. |
| 2. Lerving ENOUGH WIRE for |
| needs. your present and future |
| ENOUGH OUTLETS AND |
| 3. SWITCHES for convenient |
| living. |

## PUBLIC SERVICE COMPANY

mony to Congress on long-range mulation and operation of action
policy to indiate that agriculture programs, has proven to be a most
pot last has a a chance of developing flexible and efficient way of mot
apermanet policy that will mak . bitizing agricultural resources and bringing them to bear on any and IN TAE THE MATTER OF THE ES-
OF A. M. TARBET, DE s

wn or Garden manured everett holt
CLEANS Your Motor as it LUBRICATIG, usd keeps it clean
 NEW CHEVROLET ADVANCE-DESIGII TRUCKS

ONIY ADVANCE-DESIGN TRUCKS FOR 1948 HAVE All THESE NEW AND FINER FEATURES:

## New Chevrolet 4-Speed Synchro-Mesh Truck $\begin{gathered}\text { New Improved Chevrolet } \\ \text { Valve-in-Head Engine }\end{gathered}$ <br>  <br> Here's the world's most economiceol en-

 FOR '48気greatest features and biggest values! Here is advan
$\qquad$

$\qquad$
mep sowedr


TANDY'S LAUNDRY

Painting Season Soon Here Start Planning Now for Your Painting Needs Artesia Paint \& Glass Co. 824 S. First Phone 369-W

Office Supplies at The Advocate SPARKY passemte or MANN-KAISER EIECTRIC.


I honestly believe the reason she entertains so much is to show off the beautiful Phile appliances she bought at MANN-KAISER ELECTRIC COMPANY

loose leaf devices at the advocate

Trusted Bull Is
Sometimes Cause
Of Bad Accidents


You Will Lasso YOUR MAN Every Time ROSS' SUPER

## ROSS BAKIN

501 W. Main-Main Stree

$\qquad$ y Netting, Stucco Mesh, oil, Turpentine

## Heaters

 Great Americanses Shingles, Squar Plumbing Fixtures

Based On Current Dividend and Market Price sectal Amplatict Aulable

HOLLEY, DAYTON \& GERNON M. holley, Jr. A. Clark fleehart

Twelve girls from New Mexico approval of the state regent.
have previousty been awarded
All expenses of the pill have previously been awarded $\begin{aligned} & \text { All expenses of the pilgrim } \\ & \text { this trip, having had the privilege ally selected will be paid. } \\ & \text { of visiting the nation's capital and }\end{aligned}$ 隹


## PATACE DRNG artisya niew mixaco



> CHFTETIT
> pulling power when it counts, you can count on Advance-Design Chevrolet trucks to grades! For here is the premiu massive strength and durability and the power of Chevrolet's Load-Master truck
ngine. Here is the engine that develops greater pulling power over a wide range of low engine speeds; that does more work per unit of gasoline consumed than any other type of gasoline engine f its kind! Here are trucks of Advance-Design built for the / دad-powered for the pull!

E US FOR. A CHEVROLET TRUCK TO MEET YOUR REQUIREMENTS
 -NHLIL SEnctict. COMPANY

4


Your share, ${ }^{5} 1,782,472,718$

LAKE POINT BANK

Neroducts liveatock and your dairy and poultry feed millions of families in America and in many ung and firmers of America received in 1047 anc hirts billion dollars, a new high. Out of that amount, $\$ 1,782,472,718$ came to you vela you cold to us. Of every dollar that we took in tome the of our products, we paid to you an wnoese of 79.3 for your products.
Topecther we are doing a big, vital job of helping out the other. Since we are in this together an
dependent upon each other, we feel thet dependent upon each other, we feel that you ha an interest in knowing how we have handled oor of telling you. It shows you how we handled, in 1947, our business of processing and marketing. It shows how much money we took in, where it went to, and what services we
our 1\& profit per dollar of sales.

## HOW SWIFT'S DOLLAR WAS DIVIDED



How We EARN Our Profi


Most people cant' go to for
hem. We have been doing this big,
Here are the servicit
to earn its small profit
te earn its small profit:

1) We buy livestock and many other products th
farmers and ranchers raise; farmete them.
tribut We process, brand, and perform all the many
2 necessary operations
market and consumption
2) We utilize all by-products. Every part that can
be used is processed and sold in various forms. The be used is processed and sold in various forms. The
income from this source increases the price of live-
stock to producers, decreases the cost of meat to consumers.
3) Our research finds new uses and new markets for farmers' and ranchers' products.
4) Our Martha LLogan experimental kitchens tes
foods under home conditions, so that Swift prod 5) Our Martha Logan experimental kitchens test
foods under home gonditions, so that Swift prod
ucts may give consumers the greatest possible satis. ucts may give consumers the greateol
faction and value per dollar. 6) We pay transportation charges on our finished
products, delivering them to dealers in all parts of the products, delivering them to dealers in in all parts of the ket instead of a limited local market for the product
of livestock producers. of livestock producers.
5) We provide employment and a livelihood-good
wages, good working conditions and security-for Wages, good working conditions and security-for
73,000 people who work for
owit \& Company. Our earning
Conservation of 0 ur Land Resources

## H. H. Kildee, Dean of Agricult



During recent years we have become increasingly
conscious of the importance of conserving our land resources. Accordingly, we have initiated conserva
tion programs and practices which are sound an log programs and practices which are sound action was and is urgently needed, not
logen for the cul alone for the current generation, but as an of the the pro
to generations yet unborn. As one result co the
grams adoped grams adopted, much land (which because of io
character and slope was being destroyed by erosion
has been turned back to grass. Thus, expanding live character turned back was to grass. Thus, expanding live
has been turn
stock production has become an increaingly impor stock production has become an increasingly impor
tant part of the program of conserving our natura
resources. Continual sale of crops off a farm or ranch results
in serious loss of plant food. But the maintenance of plant food elements in the soil is urgently needed if
our crop land is to continue to provide adequate
ount our crop land is to continue to provide adequate
quantities of human food. Livestock farming is help-
ing accomplish this. For when land is used for grazqua accomplish this. For when land is used for graz
ing, rather than for crops, soil erosion ceases and the

## Swift \& Company

Nutrition is our business - and your
Mminvel lutheran

pal merming sat st. Pauts Episco
pramer tiesia
Aatitisa mexiciana


Prayer meetiong, Wedmesday
7.30 om m.
Revonaciano
Soco muls mpirist civich

therman memorial
Sundaysteld Communty
hukch of carsis
Bible sutud, $102, \mathrm{~m}$


3 nimes
70
7
P. mobert . Waller, Evangelist
$\xrightarrow{\text { time frims Presbtrenan }}$


sotice to the publicNTIF PROBATE COURT OF said estate are noturied to thile theEDDY county, state of same with the county cier do
COATES, DFECEASEDLSS
Notice of if ifpointurnt
of ADMINTSTALTORT

| R. B. Coates, |
| :--- |
| Administrator |

nistrator of the espatat tice
$6.4 \mathrm{t} \cdot$
raw wo im it ..... fe. Lano
Cuoses!

therefore, all persons hav.
Norick en herby ziven that

I CAN'T STEAL FLAVOR FROM that bottle

neris

FORL SERVICE IS ALWAYS MEAR

and saves you money 4 ways

## 3. memo

GENUINE FORD

ese
os

like no place
hike HOME


We Ford dealer know Fordd best! ARTESIA AUTO CO. $\underset{302 \text { w. Main }}{\text { ART }}$


Phone 52

Plastic Eyes, Ears, Noses, For Vets Being Fabricated At Fort Logan

Set up by the Veterans Adminis Southern Union


## 



State Commander-
为

## Deadlines Must-

## 



## Work With-

Announcing.

## "EL RANCHO

PETE GRESHAM

CHOICE STEAKS - FRIED CHICKEN SPANISH FOODS

## SPECIAL SUNDAY DINNERS

private parties and clubs To Resere the Dining koom

EL RANCHO
1008 S. First-On Carlsbad Highway


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



Ofricials Have-


Colonial Tea Is $\underset{\text { Mathis Is High On }}{\text { Production List }}$ Given At Opening iven At Opening His Insurance Comp Of Art Exhibit


## No Woodman Need Sleep in An Unmarked Grave

or its own. Through its National Service Fund, the Society offers to provide free a beautiful. enduring
bronze marker for the graves of all deceased mem bers not marked by other memorials.
This is another "protection plus" service the Wood
men of the World furnishes its members, along with safe. sound, legal reserve life insurance protection and the benefits they derive from the fraternal Call the local Woodmen representative. Let
him give you the tacts about Woodmen
insurance protection and traternal benefits.

WOODMEN of the WORLD Life Insurance Society MAHA. NEBRASKA

## KING'S JEMELR shows you how to win her heart



KING'S JEWELRY
307 W. Main J. I. CHANDLER, Owner



And while you're waiting
for that beautiful new Chrysler, we'll
keep your old car acting and looking
young! We use factory-approved
maintenance methods $\ldots$ time-saving
maintenance methocs....time-saving
toons...expert mechanics. A check-up
no
toow ...expert mechanics.. check-up
now
later, and prevent costly broaldowns
protet the trade in vaiue


COX MOTOR COMPANY


|  | purpose of maxing neecessery im of the constitution and laws of |
| :---: | :---: |
| M. vasbinder |  |
| Painting | Seetion 2 That to provide for previsons of |
| Paperhanging |  |
| Decorating |  |
| ensed Contractor |  |
| ${ }^{12} \mathbf{w}$ w Main Phone 7asw |  |

Exciting New 1948 PHILCO
Radios \& Radio-phonographs


RADIO-PHONOGRAPH

Amazing New Way to Play Records FAMOUS PHILCO "1201"
'750

powerful "360" portable

For House Heating

## 1ts Automatic

## GAS has got it

d office with natural gas, cleaning work and makes living more enioy Aus dern gas heating appliances allow

$\qquad$ daily needs. Use natural gas, the all-purpose fuel, for house and for cooking, for refrigeration, for water heating SOUTHERA UNION
IN NEW MEXICO
and for air conditioning
Southern Unionctas HELPING BUILD NEW MEXICO



 dazzling
show.
A.

given | given |
| :--- |
| gh in |
| efit |
| efin |
| Scho |
| sho |
| come |
| con |
| A |
| Aric |
| Fre |
| othe |
| por |
| for |




## Lots For Sale

 N. 8th, 9th, 10th St. BARGAINS
## F. C. Bates

$\underset{209 \mathrm{~W} \text {. Chisum-Phone } 467 \cdot \mathrm{~W}}{\text { Army Surplus Store }}$
Farm and Ranch
LOANS

 apprass tees
WALTER R. RYAN po. Box 1 Les Roswell, N. . .

ng Sisters, Greatest Show, ns With Better And Bigger For All-Star Performance


cks, since PIOR RUBBER COMPANY ined that set of Kelly Springfield Tires on ol' school bus, we'll NEVER get to miss school!"

## PIOR RUBEGE CO 421 WESTMANHITNE

Give Her the Real VALENTINE

## LOVE GIFT

R 00 S
Sweetheart
CEDAR CHEST

What more exciting gift than a Sweetheart Hope Chest the gift that makes dreams come true. 49.95 to 69.50

Here is a romantic love gift that she will cherish for years, while it keeps her precious treasures safe. Choose a chest for your "one and only" from our grand selection.

## BoydBarnsth

Ninth and Dallas
Phone 625 Credit Terms to Meet Your Needs



Has pledged a one-third reduction in Baby
Chicks until Jan. 31 and a 7 per cent recuec tion thereafter
We Are Only Hatching Chicks for Orders We Have Booked
Place Your Order Now McCAW HATCHERY

|  |
| :---: |


| JUDSON SPREADERS |  |
| :---: | :---: |
| Steel Stock Tanks and Grain Bins |  |
| JOE MITCHELL \& SON case farm machinery Sales - Service Firestone Implement Tires and Tubes |  |
|  | - |
| HLLREI | MACHINE SHOP |
| 1001 S. First | Phone 174.W |

JUDSON SPREADERS
teel Stock Tanks and Grain Bins JOE MITCHELL \& SON serm machinery Sales
Firestone Implement Tires and Tubes


Atomic Energy | Atomic Energy |
| :--- |
| To Aid Farmers, |
| Martin Says |

## 

Corn Is Preserved
In New Field Method In New Field Method



## Restless

 Coughing Nights
## The Heart of Our Store

## PRESCRIPTION

DEPARTMENT


Three Registered Pharmacists at You Service E Each Thangna Peresmanal Interest and Pride

We Have Filled More than 162,000 Prescriptions there must be a reason!

MANN DRUG CO.
One-Day Service on Mail Orders

