## Peoples State To Open New Quarters Saturday

##  <br> Is Merged With <br> Southern Union

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|  | mean oua gev-2in |
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|  |  |
| $\begin{aligned} & \text { ill hold open house to the public } \\ & \text { rom } 10 \text { to } 4 \text { o'clock Saturday and } \\ & \text { nvited everyone to attend and in- } \end{aligned}$ |  |
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Ballyhoo Trips To Be Aug. 6 And 8
For Spreading Of Celebration News

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Artesia Water Levels Dropping Dangerously Throughout Basin

L. E. McGonagill Bound Over On Forgery Charge

## Better Get Ready for 'Western Week'

| VOLUME FORTY-SIX | ARTESIA, NEW MEXICO, THURSDAY, JULY 21, 1949 |
| :--- | :--- |



| Coach Tinson treated his |
| :---: |
|  |  |
|  |  |

Floating Down The River
Jack Frost Tells About Trip



Mrs. C. P. Bunch Is Mr., Mrs. Shields conored Tuesday At tolk-Blue Shower





MR. AND MRS. shieldis

Pink-Blue Shower Honors Mrs. Jenkins Monday Afternoon




## Martins Are June Newlyweds







## P-LOCALS:



## lent Friday to spend several days tended the weding of Miss Georg in the northern part of the state iana Griswald of Roswell to Ralph Hough Hunt of Carlsher




rett.
Mr. and Mrs. Ernest MeGonigal
and son, Ernest Mr. and Mrs. Ernest McGoni
and son, Ernest M Mconigal , Ir.
Lakewood were in Artesia Frid
 er visiting Mod home last week C family returned home last week
Emery, Jim Gilbert of Vietoria,
from El Paso where they had spent
two weeks visiting.

 | Ton |
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 Mr. and Mrs. J. W. Jackson and Texas. Mrs. Yeakley and children
son Randy, of Portales arrived Fri. Fremained for a longer visit, but
dit son randy, or Portales arrived Fri- remained for a longer visit, but
day for a wisit with Mr. Jackson's the other guests returned thome
parents, Mr. and Mrs. J. D. Jack- Monday.
 Enid, Okla, arrived last Thursday
to visit their son-in-law and daugh.
liam the funeral of Second Lt. Wil.

## SINCERE <br> CONGRATULATIONS

 AND BEST WISHES
## to the

PEOPLES STATE BANK of artesia

## BEACH BARTON MOTORS

studebaker cars and trucks Sales and Service

## 





to return to their home Saturday
They are to the Ban Fuchs and their son in
theech Bonanza
2

## THOMPSON-PRICE

Quality and Style Combined with
Phones 275 and 276

## It's so easy to sew

with INDIAN HEAD
make- $\quad \begin{aligned} & \text { easy to cut and sew, you can run up a pair } \\ & \text { of curtains or a new dress for Susie in a flasil }\end{aligned}$ children's clothes At this thrifty price you can decorate a whole Sports clothes $\begin{array}{ll}\text { curtains } & \begin{array}{l}\text { expertly dyed, colors stay bright through } \\ \text { washing after washing. There's only one India } \\ \text { Heable linens! }\end{array} \\ \text { Head-look for the name an the selvage. }\end{array}$ is permanent finish, Sanforized-and so


OC O T I L L O
FRI. - sAT.
Jimmy Wakely
"Gun Law
Justice"
Serial - Cartoon

Comedy $|$| sun. - Mon. . TuEs. |
| :---: |
| One of the Best |
| This Month! |
| "He Walked- |
| By Night" |
| wed. - THURS. |
| William Bendix |
| Dennis oKeefe |
| "The |
| Cover-Up" |

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LKATHRYN BEHNKE
Wher Graduate Chiropractor z-LEAY - neURocalometer 00 Toms, Daily Except Wednesday

Phone 672. J



41 Per Cent of Land In U.S in Herbacs Grass Top Resource
Cattlemen Assert

Many Youth Fail To Register For Selective Service


## TOR AND SAFETY TESTS

THE CAR OWNER'S GUIDE TO

- Economy - Satisfaction
- cars are engineered to such high peaks of perfection that thes in their operation are slow to make themselves known. ves of operating efficiency causes poor performance and econWhore the owner is aware of the change. Some accidents, all by motorists who are unaware of their car's unsafe oper. Don't let this happen to you! Let us perform the motor $s$ libed below.
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Company
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Phone 470
state of New Mexico and he quoted
the senter sentor directys
that will say personally, general.
thet LONG DISTANCE Moving Agents Allied Van Lines, Inc Luther Transfer
Jay T. Joplin
Artesia agent Phone 240 or 153 .
$\qquad$

## NOTICE

We Are Now Changing Our Menu EVERY DAY!

Noon Lunch
75e
Special 60 Clock Dinner with Choice of Meats. Give Us a Trial!
american cafe
110 West Main Street
Phone 122

## "Breeze" It's always a brceaster!

 $\mathbf{S H U C K}$ off that coat, good sir-and loosen that tie. Call to mind the coolest, pleasantest spot within acouple of hundred miles-and let's go find comfort. Here's the big broad seat that will carry you there in sofa-like ease. At your toe is the treadle that In your hand is a wheel, neat and tidy, friendly and obedient. And that's to a whole new experience.

Set it once-and you can forget it. Until you park or back up, you won't need to touch it again. Find
a comfortable spot for your clutch-foot too-that's a comfortable spot for your clutch-foot too - that's
just going along for the ride-and smoothly feed gas. No jar, no jerk, no sudden lurch. Just one smooth of direct-geared harshness! silky and forever free Traffic slides by, no longer a headache. Open roads BUICK alone has all these features: silksmooth ornariow




power at your command. Cares fall away with the
dust-clouds of your going, and you've forgotten the You know now why scores of thousands wouldn't be without the sweet luxury of Dynaflow Drive or the velvet power of Roadmaster. You know why the Buick ride sets the standard for the in-
dustry - above all, why Buick's $\mathrm{F}_{\text {or it isn't just what the price tags say nor what }}$ a demonstration shows that makes Buick such a
satisfying investment. It's in the way a car It's in the way a car grows on you when it's planned
to please in many ways, and not just to please in many ways, and not just through a
single feature. $\mathrm{I}_{\mathrm{n}}$ such a car, any trip's "a breeze." How about breezing around to your Buick dealer to see how
quickly you can get a ROADMASTER?
sEs and hear olsen and jomvson's finemale
FEN-FOR.ANL

## BuICK <br> Boadmaster

## Guy Chevrolet Co.



## Thences, Juty 21, 194,

## Talking Blood-

V.J Day Parade Entry Blanh



## Saturday-

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Worth-

## 

READ THE ADS
ON DISPLAY!
frooln and Mercury
we New Show Room at WUYH FIRST STREET Thelt, New Mexico MI. VAUCHN
be Poprecentative for FOROR CO--EDDY CO. -Mencury. Dealer -r 810 for Demonstration tow Used Car Trade-Ins! doUnir before Trading Mine Automobile

## Mail-



## 




there's something new in artesia! something new
The Same Fine Quality


Dairy Products
now available in two modern, convenient new containers


SANITARY, HANDY

Price's Protected Products Sold at Your Dealer's in Both Square Glass and Paper Containers. Home Delivered in Square Glass Bottles Only.

## Sucess

"First in Quality and Purity for More than 43 Years" there's something new in artesia! something new


SPARKLING CONVENIENCE in this handy new square glass bottle. It
saves you space in your refrigerator - is easier to handle, gives you better pouring
control. This sanitary glass botle is another control. This sanitary glass botwe isunother
of the latest dairy industry measures de of the latest dairy industry measures
vised for your convenience and health.

CREAMERIES, Inc. vs, s.



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| ler. Royce Sunrow, 505 W . $28-2 t \mathrm{p}-29$ | FOR SALE-Have good buys in farms, residences and businesses. |  |
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| Holsum Is Better Bread |  | \% |
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|  | $\frac{\text { pointment. }}{\text { FOR SALE-One folding bed. In - }}$ |  |
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| Holsum 1s Better Bread | FOR SALE-One folding bed. In- quire at El Rancho Drive Inn. | - NWMMNO |
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|  | For SLEE-199 Buick Road |  |
| Reste-God wed MCIM hay |  |  |
| B |  | Enriched for More Healthful Eating: Delivered Fresh Daily to Your Grocer. |
|  |  | $\underset{\text { Bakers of SUPER LOAF }}{\text { ROSS BAKING COMPANY }}$ |
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| $\begin{aligned} & \hline \text { FURNITURE is our business. We } \\ & \text { buy, we sell, we trade, we pay } \\ & \text { cash. Artesia Furniture Co., 203-5 } \\ & \text { West Main, phone } 517 . \end{aligned}$ |  | $\xrightarrow{\text { n }}$ |
| Holsu |  |  |
|  | Pe,ll/l tats my way |  |
|  | BANKLOANS |  |
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|  |  | POWERIZE YOUR FARM FACTORY |
|  |  | A farm equipped with the MM Univemal U Crator rates |
| HANNAR AEVEY |  | tory. With 40 HP . on the drauthar you are ready for eficient hiegh production, extra ecomomy, and ease ofhandinn providided by the balascoed weigit and power of hanaling proviadthe Mosel $U$. |
|  | "I first borrowed at the bank to pay for a correspondence school course. The bank was so friendly and helpful that I decided |  |
| JOHN SIMONS, JR. <br> York Life Insurance <br> souri | was so friendly and helpful that I decided to borrow there again whenever I need more financial help. |  |
| LE-1946 | YOU need money. If so, we invite to apply for a loan. | crankshaft . . . patented adjustable heat manifold . . . 5 speed transmission and extra large capacity lubrication |
| $\begin{aligned} & \text { like new, metal propellor, cruises } \\ & 120 \mathrm{mph} \text {, } \$ 1600 \text {. See Cliff Long. } \\ & \text { botham, Artesia, phone } 404 \text {. } \\ & 27-4 \text { tp- } 30 \end{aligned}$ | ST NATIONAL BANK |  |
| PICNIC CHESTS-Portable refrig <br>  | menesk femenal derosit msurance corr. | Artesia Implement \& Supply Co. |
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## 2nsm, 3 动 $\mathrm{n}, 180$

Gge, Poultry To
ehentiful In leat Few Months

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thie artesia advocate, artesia, new mexico


Office Supplies at The Advocate
Who Said Hot Weather?


## SOME REAL BUYS!

| 1940 Chevrolet Coupe ....... $\$ 495$ <br> A Bargain! |  |
| :---: | :---: |
| 1941 Buick Sedan $\qquad$ $\$ 725$ <br> See This One-It's Special! |  |
| 1948 Dodge 1-ton Pickup .... $\$ 1295$ <br> Like New: | 1\% |
| 1940 GMC Panel . .............. \$ $\$ 95$ <br> Ready to Go-Special! |  |
| 1946 Ford 1-ton Pickup ...... \$940 <br> In Perfect Condition-New Motor! |  |
| We Finance Major Overhaul Jobs |  |
| HART MOTOR CO. OODGEE-PLYMOUTH | Virtuer <br> Corner Third and Main Artesia, new mexice |








Wherever men respect freedom, ease, and virile looks, you'll find them wearing the WestwardDobbs handsome interpretation of the free and reezy life. Lightweight and fine textured Westward maintains its distinctive style leadership wherever men get together-be it out where the Weest begins, or on Park Avenue, New York.

A cool new idea.......


* Youll wear it everywherel This trim-fiting pullover has the comfort and convenience of a basque. . . . the
crisp look and feel of a sport shirt. Pastels, and patterns with contrasting knit waistbands.
Small, medium,

beat the heat! WITH The New Clear-Vue AIR CONDITIONER


Uses Ony 9 Inches Window Space at Bottom of Window ! Does Not Interfere with Venetian Blinds or Drapes
We Furnish All Tubing and Fittings and Install Cooler at No Extra Charge: Other Standard Type Coolers Also in Stock Easy Pay Plan Available SEE THEM NOW AT

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BEFORE YOU DO YOUR FOOD SHOPPING-

# AMighty Good QUESTION TO ASK <br> \section*{WHERE CAN I} 

## CHEESE

Wilson's American

## Batie's

SUPER MARKET

This Weeks Feature
BACON 41c Tortillas 14* Wieners 39 Fryers man mixn 55c Steak $73^{\circ}$ Sirlain Steat $83^{\circ}$
T-Bone Steaks ${ }^{4, \text { s.emen }} 7$ 79c
Bologa $35^{5}$ Nam
Jumbo
${ }_{4}{ }^{3} 5^{\circ}$
Pienics
$55^{\circ}$

## WHY PAY MORE?

## GRAPE JUCE <br> Church's <br> Pints

| CANTALOUPES |
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## THE NEW BUILDING

Which Has Been Constructed For Your Convenience
Will Be Ready for Occupancy
Saturday, July 23

## We Cordially Invite You

 To Come and Inspect OUR BANK'S NEW QUARTERSSaturday, July 23 , From 10 a. m. to $4 \mathrm{p} . \mathrm{m}$.

## Peoples State Bank

Artesia, New Mexico

## CONGRATULATIONS

TO THE
Officers and Stockholders
OF THE

# PEOPLLES STATE BANK 

Of Artesia
On The Completion Of Your Beautiful New Home

We Are Happy for the Part We Have Had In Its Construction

Tom W.Heflin
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F. L. WILSON Feed \& Farm Supply Store


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HOMORESK-
 Heating Apy Appliances

## now

## By PLOTNER 

TM NOT LYING! THE DANCES OFF JANE:MY FOL KS BORROWED MY
CAR AGAIN TONIGHT CHIS BYERY DAY

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ness within its hallowed walls-
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perience eculdn't you be a litte
more specific the SUBSCRIBE TO THE ADVocate

## RACES

Quarter Horse Track - Carlsbad Across from Air Base SUNDAY, JULY 24-2P.M.

## Featuring:

Sunshine of Carlsbad
Lady Johannah of Carlsbad

Tommy Bob of Las Cruces
Texas Red of Phoenix
Little Joe of Carlsbad

## VALLEY LUMBER C0.

CLEAN-OUT SALE!
1-Inch Sheathing Lumber
4,6 and 9-Foot Lengths $\$ 50$ per Thousand

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4 beaters
Cinculators (including Panelray heaters) Conversion burners
Radiators
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Boilers
1 Prices - Convenient Terms 10\% discount ly $10 \%$ down payment 3 years to pay monthly payment October 1, 1949

All epplionces approved by the Aluricen Gas Associanion
all eppliances fully automatic
All appliances products of nationally funewn menufecturers

ALSO PURSE RACES OPEN TO THE WORLD Admission: $\$ 1.00$


There Isn't a Service Your Car Requires Which We Aren't Staffed and Equipped to Provide. Come In for a Check-Lp Today!

DROP IN AND LET US EXPLAIN OUR G.M.A.C. BUDGET PLAN. $\mathbf{2 0 \%}$ Down, the Balance from 3 to 12 Months to Pay!

PONTIAC SALES AND SERVICE


Better Methode Slectric Progran Teaches 4-H'ers


 einempay chorese are worked out From Cottonseed

 sents a goudd-filled medal of honor. U. D. Department of Agriculture
The state winner is given an edu- Southern Regional Research Le
 Cue Congress in Chicago and to way to make the cotton plant no
he six top ranking members in the only yield cotton, but also a ne
oion $\$ 300$ scholarships are award. synthetic fiber. ed The county in New Mexico
which reports the most outstand -
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pinto fib Tommy Mullins of Portales was er for making new fabrics with
one of the 1948 national winners.
new qualities
They report that the new sy having first qualified for state and
Roosevelt County honors. Delores thetic retoont that the new syn
Theed textile, while nat Bombach of Dona Ana and Dandra
Seais of Curry
medals. urally yellow or light orange ecolor,
takes dye well, feels soft to the
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They say, however that thew
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They say, however, that the new
fiber will not compete with the
country's chief textile material.
coutto They predict it will find
vuoramer

## CUARANTEED SERVICE

 On All Makes of CARS AND TRUCKSJe Scientific Sun Motor Analysis!
Barton Motors GAKER CARS AND TRUCKS Sales and Service

Phone 201

## HEARTIEST

## COMGRATULATIONS

 to the
## pIES State bank

of Artesia
IFIR BEAUTIRUL NEW HOME

## Amenning:

thaterus or orfice hours:
(ane 5 P. M.

TCOMPANY



## congratulations

to the
PEOPLES STATE BANK
on their beautiful new home
Mid-Valley Investment Co., Inc. 310 West Main

Phone 97
Artesia, New Mexico

Office Supplies at The Advocate


Sincere

## CONGRATULATIONS

to the

## PEOPLES STATE BANK

FOR THE BIG STEP FORWARD!

WE SUPPLIED THE VENETIAN BLINDS

We Have Secured the Artesia Agency and are Now Featuring the

## KIRBY VACULM CLLEANER

Call Us Today for a Demonstration of This Super Cleaner that Does Everything You Can Ask of It

## BILLY ALBERT \& CO.

## WOODS APARTMENTS



TWELFTH AND MAIN STREETS
OPEN HOUSE DATE SOON
LOSEE \& COMPANY-GENERAL CONTRACTORS

Electric Wiring<br>ASHTON ELECTRIC CO.

Artesía, New Mexico

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Plumbing
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Tile Work
NEFF TILE \& MARBLE CO.
Roswell, New Mexico

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WILSON PLASTERING CO.
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Artesia, New Mexico

## The

## tesia Hotel Coffee Shop

## Is Now

## UNDER NEW MANAGEMENT!

erating under the poliey of popular prices for the best food bhay. A trial will convince you!

It's a pleasure to dine out. The whole family loves to eat in a really fine restaurant-especially Mother.
Treat them all to our luscious, appetizing food - may we suggest one of our special K. C. Steaks -served in the finest manner?

## EAT HERE TONICHT!

## Daily and Sunday Hours: 5 A. M. to 10 P. M. Closed 2 to 5 P. M. Daily <br> Coffee Shop



## SHEET METAL WORK

 of
## ALL KINDS

- Central Heating Systems
- Payne Heating Systems Business and Residence

Office Supplies at The Advocate

## Help the

Football Mothers Club Support Our Football Team Patronize Mother's Bake Sale at Nelson's Food Store, Saturday, July 23

All Proceeds Go to the
Artesia High School Football Team

- Duct Work, all branches
- Galvanized Tanks

We now have the equipment and staff to take care of all your sheet metal work needs-see us today:

## PERKINS \& SONS

plumbing and heating
413 West Main Street

## ANNOUNCING

A New Chef at the

EL RANCHO
DINNER for Two ...Is Alwavs a Treat Here!

Bring your best girl and enjoy our taste-thrilling foods and splendid service. Try our Mexican Dinners, Fried Chicken or Special K. C. Steaks. They are served as you like them and at prices you can afford to pay. We are open from 8 A . M. to Midnight every day in the week. Curb service from 9:30 A. M. to 12 P. M. Come out soon and really enjoy your favorite dishes prepared to your taste.

## El Rancho

