



1949's Looney Larceny Parade
Why Use Cash?
A Checking Account Is Convenient Eliminates Carrying Large Sums of Cash Visit Us Today It Take Just a Few Minutes open a Personal Checking Account. PEOPLES STATE BANK


Cops and Robbers Share Gay Year With Zany Antics

Key Dates Of 1949
ferruary 8
Hungarian communist court se
tences Josef Cardinal Mindszen


SEARS ROEBLCK \& CO.
ORDER OFFICE
109 South Roselawn
Phone 593
Artesia, New Mexico

## SEARS 1950 MID-WINTER SALE!

More Than 3000 Prices Cut!
Big Saving on Every Page of Our Catalog!

## SHOP AT SEARS AND SAVE!

Phone Your Order In or Bring It to Our Office.

Save! Save! Save! On Family Wearables,
Home Furnishings, Hundreds of Other Items!

"Satisfaction Guaranteed or Your Money Back"

SEARS

## DONT GAMBLE

## WITH YOUR

CAR OR TRUCK!


Play It Safe, Winter Is Here and Your Car or Truck Needs Attention. Let Us Put It in Shape for the Hard Driving Weather Ahead. Remember, It Costs Less to Make Needed Repairs Today Than to Have a Wreck Later.

## COMPLETE AUTO REPAIR SERVICE

\author{

- Motors Rebuilt <br> - Wheel Alignment <br> - Body and Fender Repairs - Brake System Overhauled
}


## COX MOTOR CO.

CHRYSLER - PLYMOUTH - GMC TRUCKS
301 South First
Phone 841

Lotomens paqe
Jean Green Succeeds Virginia Green As Worthy Advisor Of Rainbow Girls




KSVP PROGRAM SCHEDULE

## 1450 ON Your Dot



## FURNITURE <br> UPHOLSTERING BY EXPERTS

The Hardcastle Upholstering Company, Roswell for Twenty Years a Leader in Upholstering Furniture in This Vicinity, has Opened a Shop in Artesia, under the Management of Mr. D. E. Conboy.

We Carry a Complete Line of Material, in the Latest Styles, to Choose From.

Call Us Today for a Free Estimate.

Free Pickup and Delivery Service.

## HARDCASTLE UPHOLTTERING CO.

4071/2 West Main
Phone 479-W


Ness (Kan.) High School and Kan.
sas State Mrs. Hugh Parry over the holidays sas State College, Manhattan. Prior
to her marriage she was employed
were Mrs. Parry's brother, Milton
Graham and his friend, Miss Pegy
 by the Seward County Broadcast-
Brocke, of Phoenix, Ariz, and Mrs.
ing Company, radio station KscB,
ing in Liberal, as woman's editor, traf
fic manager and community
fi.
rector.
daund Mrs.
Field, fic manager and community di- daughter Barbara of Randoiph
rector.
Mield, Button attended Ban Antonio, Texas.
Fiem. and Mrs. John Gilmer, of Mr. Button attended
High Scemon
School, Omaha, Neb., and $\begin{gathered}\text { Mr. and Mrs. John Gilmer, of } \\ \text { Temple, Texas, } \\ \text { have }\end{gathered}$ High Sichol, Omaha, Neb, and Temple, Texas, have returned
the University of Omaha. He is a
mome atter visiting six weeks in
member of Alpha Sigma Lambda the home of their nephew, Hugh member of Alpha Sigma Lambda
fraternity He home of their nep newh in rew, Hugh
nine years.
 eymoon in traveling from Liberal
Cobble. He has been stationed at
to Amarillo, Dallas and Fort
Worth, Texas, and into Mexico.

being trasse, Abred | Worth, Texas, and into Mexico. $\begin{array}{l}\text { being transferred to Paris, France. } \\ \text { They returned to Artesia Sunday } \\ \text { Sergeant Cobble plans to leave }\end{array}$ |
| :--- | They returned to artesia Sunday

and are at home at 501 South Se.
cond Street. and are at home at sol south Se-
cond Street.
R10 was a patient at Atresia General
Hospital from Friday to Sunday ill from a badd cold and threatened
Calvin Terpening left Monday from pneumonia.
fopler, pastor of
for St. Louis, Mo., where he is at.
tending College of Mortuary
Re Church of the Nazarene, left for St. Louis, Mo., where he is at. Rev. John W. Eppler, pastor of
tending College of Mortuary the Curch of the Nazarene, left Science after spending the Craist. Sunday night for Kansas City to
mas holidays with his mother, attend a superintendents' conferMrs. Hester Terpening. mother, attenc. He planned to be gone about
Guests in the home of Mr. and a week.


## greetings from chicaco:

We Are in Chicago This Week Attending the Mid-Winter Furniture Market.

The Purpose of Our Trip Here Is to Bring Back the Latest in Furniture, Lamps and Accessories, to Help Make Your Home More Liveable and Enjoyable.

The Store Is Now Open with Our Faithful Staff of Employes on Hand to Offer Their Usual Courteous Service and Assistance.

Cordially,
ANNE AND TOM WILLIAMS.

## WIULAMS Squane

401 West Main

Phone 2




## THE <br> SPORTSMAN

Men's and
Boy's Shop
CLEARANCE SALE

Nunn Bush Shoes Reduced! Reg. 15.95 and 16.95 Now
12.97

All Wool Shirts For Men in Plaids Reg. 6.95 and 7.95 SALE - NOW 3.97

Boys' Flannel Long Sleeve SHIRTS
Reduced! Reg. 1.95
NOW 97 ${ }^{6}$
Little Boys'
Corduroy Suits Reg. 8.95 and 9.95 SALE PRICED 4.95 and 5.95

Men's
gabardine
Western Suits
Pants and Jackets
Complete Suit
ONLY 22.97
Men's
Dress Shirts
Soiled White and Fanes
Values to 2.95
NOW 1.57
THE
SPORTSMAN
"The Little Shop for Big Values"

326 MAIN STREET Artesia, N. M.

## VISIT OUR SHOWROOM FOR NEW IDEAS IN FURNITURE

Mr. Boyd Barnett Is Now in Chicago, World's Largest Furniture Market, on a Buying Trip.

Shipments Showing the New Fashion Trends, Finer Workmanship and Skilled Styling are Arriving Daily. 1
We Cordially Invite You to Call and See These Modern Groups and Pieces That Combine Beauty and Comfort.

## BoydBannety

812 West Dallas
Phone 625

## Out AheadAgain for 1950



New Power and New Features in Light and Medium Duty Models New "Weight-Saving" Diesel Tractors - New Middle-Weight Six-Wheelers


COX GMC MOTOR CO.
301 South First
Artesia, New Mexico


If You Have Not Already Seen the Big,
Beautiful, Brand New
CHEVROLET FOR 1950
Which Is Now on Display at Our Showroom, Come in Today for a First-Hand Look at the New Value Leader.

## GUY CHEVROLET COMPANY

101 West Main

No. 1 of a SERIES-"REMINISCING WITH SOUTHERN U."
$\mathbf{N}_{\mathrm{o}}$ mater what yor aree
hances are that you remember your first lovable puppy. You will recall, too, his faithfulness and his friendship.

Faithfulness and friendship are two requisites or a successful relationship whether in regard to a puppy's love for its master.... or a company's relationhip with its customers.

Southern Union has endeavored to serve you faithfully and in a friend!y manner since its inception. And, now, we renew that pledge and our pledge to help build our community with you at all times.

## REMEMBER YOUR

1 st Puppy?



## NEW PLYMOUTH CAR ON DISPLAY AT LOCAL DEALERS

New Plymouth Special DeLuxe Four-Door Sedan



The Plymouth Special DeLuxe four-door sedan, one of nine new models, is shown above
he car contains important styling changes and improvements for safety and comfort. Its high The ear contains important styling changes and improvements for safety and comfort. Its high

The 1950 Plymouth car, with important styling changes and improvements for safety and riding comfort, will be on display here Jan. 12,13 and 14 , local dealer announced today.

There are new lines in the silhouette which give the new Plymouth a longer, lower, more streamlined appearance. The changes are readily apparent whether viewed from front, rear or side.

The new Plymouths may be seen here at Cox Motor Company, 301 South First Street, Artesia and the Hart Motor Company, 207 West Texas Avenue, Artesia, N. M.

Rear fenders, which are holted on for economical removal in case repairs are necessary have been restyled and lengthened. A larger rear window on club coupes and four-door sedans, slightly greater over-all width, and alterations on the rear deck provide a longer, heavier, road hugging appearance for all models. The grille has been simplied and made more massive. It consists of two large horizontal bars with a curved-down top member and a single vertical bar at
the center. Above the grille the Plymouth name late nnnears in larger block letters and a bigger the center. Above the grille the Plymouth name late annear.
more colorful medallion has been placed over the nameplate.

Described as "Packed with value and rea'ly to prove it," the new Plymouth was character zed by D. S. Eddins, president of Plymouth, as "The greatest car value we have ever offere the public."
"When we speak of value," Eddins said, "we mean that we have combined beauty with sens-
ble styling, that we have achieved big-car performance with small-car economy and that the ible styling, that we have achieved big-car performance with small-car economy and that th
mechanical excellence of which we have always been proud has maintained its high level."

The front and rear tread have been increased, a factor which increases stability, eases tire loading stress on curves and enhances the car's genersl appearance. Thirty-two percent larger
than on previous models, the new rear window increases visibility and its lines blend into the than on previous models, the new rear window increases visibility and its lines blend into
car's new streamlining motif. The window is set in a newly designed locking rubber seal.

There are larger bumpers on both front and rear. In addition to providing greater protection for the grill
of massiveness.

The theme of simplicity which has been carried out in the medallion and name plate on the front has been continued in the ornamentation of the rear deck. The block-letter name plate, the license plate light ornament, the license plate recess and the T-shaped luggage compartment handle are styled to accent
set into each rear fender.

The redesigned instrument panel provides new backgrounds of transparent gunmetal on spun aluminum for the gauge dials, speedometer, radio dial and clock. The gunmetal finish is
also used on the radio grille screen. There are larger rotary switch knobs which are easier to also used on the radio grille screen. There are larger rotary switch knobs which are easier to perate.

Features for performance, comfort and safety which were previously introduced in the Plymouth line have been retained. The car has characteristic interior roominess, ample head and leg room and wide, deep chair-height seats. The six-cylinder, 97 -horsepower engine has a 7 to 1
compression ratio. The combination ignition and starter switch, automatic electric choke, supercompression ratio. The combination ignition and starter switch, automatic electric choke, super-
cushion tires, safe-guard hydraulic brakes and safety-rim wheels are among the "high-priced cushion tires, safe-guard hydraulic brakes a
car" features contained in the new Plymouth.

The new Plymouth line includes nine automobiles in the Special DeLuxe and DeLuxe groups Special DeLuxe models are the four-door sedan, the club coupe, the station wagon and the con vertitble club coupe. The DeLuxe group consists of the four-door sedan, club coupe, two-door sedan, three-passenger coupe and the all-metal Suburban. The cars are available in nine colors
In addition, there are special colors available for the Suburban, the station wagon and the conIn addition, there
vertible club coupe

HART MOTOR CO.
COX MOTOR CO.



Brainard-Corbin Hardware Co.

## "A Dependable Source of Supply Since 1908"



This Year, Too ELECTRICITY WILL BE YOUR BIGGEST BARGAIN!
 will be low-cost electric service. While prices on most every day items were on the upgrade all around you, your Public Service Company continued to bring you dependable electric service at the lowest cost possible.
Just think! All the services you use today for electrical living would have cost nearly twice as much only a few years ago. True, you are using more electricity today than you were then, but the good living and many comforts that are yours electrically in this year 1950 are still the most economical item in your budget. Low-cost . . . dependable . . . electric service makes it that way!

