# The artesia Advocate <br> EIPING TO BUILD A GREATER ARTESIA 

## LUME FORTY-SEVEN

w Post Office Boxes To Arrive eb. 20, Ready For Use About March 1

Four Producing
Wells Completed In County Fields


Go-To-Church
Campaign Is Launched Here

Is Potentially Hottest Ever


Attempt Will Be Made To Maintain Phone Service If Strike Is Called

| Income Tax | Fire Destroys |
| :--- | :--- |
| Assistance | Dunken Store, |
| To Be Given | Old Landmark |

Estimated 74
Wildcat Wells
Drilled In 1949

Dr. Willoughby, Hagerman, Dies Monday Night

## Belshe Succeeds

White As Guard
Commander Here
Dealership Interes
To Partner, Cole


Annual Farm Bureau Will Be Saturday


## Notice:

THE
SEARS ROEBLCK ORDER OFFICE

Next Door to New Post Office

We Invite You to Come In and See Our New Location

## CSOCiETY.

'Slack Party' Held

## Members of B B entertained witt Tuesday evenin



READY-MIX CONCRETE

## $\$ 15.00$ per Yard

Delivered within City Limits
Sand, Crushed Rock, Fill Dirt Atlas Cinder-Concrete Blocks

READY-MIX CONCRETE CO.
Walter Nutgent, Contractor
210 East Mosley
"STRENGTHEN LIBERTY"


PEOPLES STATE BANK
$\qquad$


| Plans Are Made |
| :--- |
| To Reorganize |
| Business Women |



WANTED
Sexton
for Cemetery Mrs. Effie Wingfield

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    soe Wet Richarcson
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Phone 25R



## ANNOUNCEMENT!

I Have Recently Sold My Partnership Interest in the Boyd-Cole Motor Co. to G. Taylor Cole. The Business

Will Now Be Conducted as the

## COLE MOTOR CO.

I Wish to Express My Deepest Appreciation to My Many Friends
for Their Patronage
During the Time I Was a Partner in the Above Concern.
It Is My Earnest Desire that You Continue to Give Yar Good will and Patronaze to the COLE MOTOR COMPANY.

Tom Boyd.


New Insecticides Are Recommended


Dr. Crouch To Take
Post-Grad Course
In Major Surgery


ARTESIA ABSTRACT COMPANY

A BLSINESS OF YOUR OW N:
A Well-Supplied Business Will Make You
Money with Only a Small Investment .
After a
to the
in whic
chandis
a most
Stock will consist of Hardware, Housewares
Auto Supplies, Appliances. If interested, answer immediately and our rep
you with all particulars
Address Replies to:
"OPPORTUNITY" This Paper.

 Mmoms nitur

## SERVEL

REFRIGERATORS 20

Artesia Gas \& Appliance Company

Make Valentine's Day Something Special



Listen to Our Program over KSVP Wednesday, 1 P. M.
ROSS STUDIO
109 South Roselawn
F. L. WILSON $\underset{\text { Supply }}{\text { Suicks }}$
$\underset{\substack{\text { Feede } \\ \text { Sher }}}{\substack{\text { Fen }}}$
Store
Sherwin:Winuams Paints

DISCOUNT



Feed \& Farm


Brentwoods* in
Cotton Broadeloth
SMART NEW DRESSES.
SAME LOW, LOW PRICE
2.79
at realy good quality broadcloth, careful construction, mean they'd be buys at this price even if they were perfectly plain ... and with
 [
seve.war
FLOOR
LAMPS
add beauty
TO YOUR HOME
7.77

## CRAFTSUAN BRIEFS

Men's Craftsman Knit Briefs Heavy Strong Elastic Waist.

## 2 for 1.00

SWEAT SHIRTS
Men's Silver Grey Heavy Sweat Shirts. Get Yours Now to Finish Out the Winter:

### 1.00

KNIT UNDERSHIRTS
Mers Snit Unierstirts
Extra Long - Well Made - All Sizes 34 to 46

## 3 for $\mathbf{1 . 0 0}$ CANVAS GLOVES

Men's 10 Oounce Full Cut, Knit Wrist Canvas Gloves. Buy These by the Dozen.

$$
2 \text { for }
$$

CHENILLE SPREADS
White and Decorated Colors
6.66

RAYON PANELS
Assorted Colors Are Washable!

### 1.00

## RAYON HALF-SLIPS

Lace Trimmed - All Elastic Waist White and Pastel - Small, Medium, Large

Just Phone 550
For City Cab And Prompt Service


Auto Supply
General Electric

| Appliances |  |
| :---: | :---: |
| 330 Main | Iain Phone |
|  |  |
| TEXACOSERVICE STATION |  |
| Cecil Mitchell washing - greasing accessories |  |
|  |  |
| 115 South First |  |
|  |  |
| CITY CAB <br> PHONE |  |
|  |  |
| 550 <br> 24-HOUR SERVICE <br> 205 North First Street <br> Cecil Smith |  |
|  |  |
|  |  |
|  |  |

TEXACO
SERVICE STATION
Ceeil Mitchell
washing - greasing accessories 15 South First

## CITY CAB

PHONE
550
24-HOUR SERVICE Cecil Smith
Mid-West

Appliances

\section*{| $\xrightarrow[\text { Steaks }]{\text { special Lunches }}$ DINNERS Sundays Chicken and Turkey Dipners DIXIE BAR-B-Q Bob and Ellen Jewell |
| :---: | <br>  <br> Barbecuis}

## Colon Therapy

Dr. Esther Seale
Former Instructor
Office Hours: $9: 12,2.6$
Colleze of Chiropractic
Phone 375, 521 West M

## Tin $W$

Wilburn Floor Covering Co.
Linoleum
uth Third St.


## 

 - Venetian Blinds11



## NEW MEXICO

ASPHALT AND REFINING CO.

## ARTESIA $\begin{gathered}\text { susiness and } \\ \text { proofssional } \\ \text { REVIEW }\end{gathered}$

Sweet Dreams Chinese Dishes


CULLIGAN soft water SERVICE


Artesia Laundry
Cleaners Serves
Here 25 Years
5. Third Phone 54. W Ray $F$. Lewis, tre MIGs.

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ARTESIA
LaUNDRY
cleaners

| 115 Sorth Fourth |
| :---: |
| Prove it |

## IW

THE MINT BAR

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## Cummins

 hoUse of time Wedding Rings Stones Mounted

Artesia Electric Co.
Electrical Contracting - Refrigeration Service



| City Animal Hospital boarding - grooming Ranchers Supplies and Vaccines Vorth Virginia, Roswell, N. M. |  |
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| mex |  |
| snow white | mann |
|  | REXA |
| Moneay until sturriay Noon | RUG |
| we | Phone |
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Williams Lumber Co.
Lumber and All Kinds Building Material
Oil Field Timimers $\begin{aligned} & \text { Tuatity at a Fair Miren } \\ & \text { Mrice }\end{aligned}$
Quality at a Fair Price! Phone os.s.l
"Landscaping Our Specialty" CALLAWAY NURSERY

## NUMEX

REGULAR

The Artesia Advocate Jaycees For Artesia? A



\$428,000? IT'S ONLY MONEY




## YOU'RE TELLING ME!



Money Talk



About 109 Million Dollars T

## Adult Education

## THE RECE

## curtailed whe induatries an





COME IN. GET YOUR LOAN OUR EASY WAY! A LOW RATE OF INTEREST AND EVERY TRANSACTION IN STRICTEST CONFIDENCE. ARTESIA INVESTMENT COMPANY

PHONE 871
200 BOOKER BUILDING




| place wille Mrrs. Sanson was at a neighborthod movie. (International) |
| :--- |



Chevrolet alone
in the low-price field gives you highest dollar value... famous Fisher Body . . . lower cost motoring!

FIRST.
and Finest . . . at Lowest Cost!

## 


$\begin{array}{llll}\text { Her's your buy for } 1950 \ldots \text { for } \\ \text { and with a highly improved, more } & \text { Chevrolef-and Chevrolet olone-brings you all these advantages at lowest costl } \\ \text { and the things you want in a motor } \\ \text { powerful Valve-in-Head engine }\end{array}$
 car at lowest cost, the new
Fisher! It's It's the one and only low-priced
car that offers you a choice of autocar that offers you a choice of auto-
matic or standard drive . . . with the thrilling new Powerglide Automatic Transmission and new 105 h.p. Valve-in-Head Engine
finest automatic drive results. Mesh Transmission for finest ard drive results-at lowest cost.
Moreover, it's the one and only
low-priced car that brings you all
the other features listed here.
Come in today; see the sensa-
tional new Chevrolets for 1950 -
tional new Chevrolets for 1950;
and place your order for this car and place your order for this car
that is first and finest at lowest cost!

## Guy Chevrolet Company

## 101 West Main

## NOTICE

T0
PROPERTY OWNERS

I Will Be in Artesia at the City Hall the Week of Monday, Feb. 13 to Saturday, Feb. 18, inclusive, to Assist Property Owners in Rendering Their Taxes.

## Richard H. Westaway

Assessor of Eddy County

Patronize 0ur Advertisers


## Classified

For Sale
Holsum ls Better Bread E. A. HANNAH Agency Real Estate - Home Loans Holsum Is Better Bread


Holsum Is Better Bread


## 

Holsum Is Better Bread

$\qquad$

 FOR SALE-App rieties, oranges,
cans, beans and $p$
 FOR SALE- 120 geese, priced
sell. Pat B. Watts. Box Holsum Is Better Bread

| Dr. Kathryn Behnke <br> Palmer Graduate Chiropractor <br> 105 South Roselawn, Artesia <br> Office Phone 861 <br> Evening and Emergency 656-M <br> Office Hours: Daily except Wed. <br> 9:30 to 12:30; 1:30 to 5:30 <br> Listen to Radio Station KSWS <br> Tues. and Fri., 3:15 P. M. <br> for Chiropractic Health Message |
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This Warranty Tag Is Your Assurance of the Best Values in Used Cars.

Come In and See This List of Special Buys Today 1950 Buick 2-Door
1949 Plymouth 4-Door Special Deluxe 1949 Chevrolet 4-Door Fleetline Deluxe 1948 Plymouth 4-Door Sedan Special Deluxe 1947 Chevrolet Aero Sedan 1946 Chevrolet Club Coupe, very good condition.

## Remember

These Red Warranty Tags
Ire Your Best Protection!

## GUY CHEVROLET COMPANY

"Home of OK Used Cars"
101 WEST MAIN
PHONE 291


## IS A TELEPHONE STRIKE JUSTIFIED

HOW DO THESE PRESENT WAGES LOOK TO YOL?

H0W DO THESE WORKING CONDITIONS LOOK TO YOU?
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$\qquad$
$\qquad$
$\qquad$ Eabruove stue

The Mountain States Telephone \& Telegraph Co.


Dreams Come True If You Have Faith in the Future and


Allan K. Richardson Glenn Booker Sam Sanders Artesia Building and Loan Association

201 $1 / 2$ South Fourth


Phone 870


It's Easy to Own a 1950 Servel Gas Refrigerator Only ${ }^{5} 5$ down Payments as low as

| New! 'o strowo QUICK-CHANGE INTERIOR <br> EVERY NEW CONVENIENCE <br> Two Devi-Action Fresh- eners for fresh fruits, and vegetables, | permonth <br> for a big, roomy 6-foot Servel Gas <br> Refrigerator (Model BN-600B) DELIVERED AND INSTALLED <br> In a refrigerator, it's the freezing system only a few cents' worth of fuel a day <br> In a refrigerator, it's the freezing system that measures valse. Only a fervel hen a cents' worth of fuel a day Thus, Servel, the Gas Refrigerotor, profreezing system with no motor, no ma- vides double economy - long life chinery, not a single moving part. That's why Servel stays silent, lasts songet. The minimum repairs and small operating thiny, dependable iet of fame that. oper- costs. See the 1950 Servel at Southern tiny, depend'se iet on flame that.oper- ates Servel's freezing system requires Union Gus Company. <br> Model BN-600 <br> Fervel <br> Every Servel Gas Refriyerefor purchased The GAS Reffigerator from Southern Union guaranteed for ten years. |
| :---: | :---: |



FIRST NATIONAL BANK BANK PERSONAL LOANS ARE BEST

## INTRODUCTORY GET ACQUAINTED

## SALE

## THE ARTESIA SHOE STORE

NOW UNDER NEW OWNERSHIPOFFERS A CLOSE-OUT OF FOOTWEAR at a great savings To you!

## ALL WOMEN'S SHOES ONE-HALF OFF

 All MEN'S SHOES ONE-THIRD OFF ALL CHILDREN'S SHOES ONE-FOURTH OFFWhile They Last. LADIES NYLON HOSIERY, 51 Gauge, 15 Denier,

LADIES PURSES, Many Colors $1 / 3$ OFF:
EVERY SHOE IN STOCK 0N SALE, Nothing Withheld!
We Must Have Room for Several Huge Shipments of New Spring Merchandise!

## Artesia Shoe Store

14 West main

Political Announcements
(The following hav
nounced their candida
city offices, subject to
ennial Altesia muncipa
tion on Tuesday, April RATES:
State Offices
District Offices
District Offices
Cunnty Offices
Senator
Senator and Re
Proate Judge
Surveyor
Probate Ju
Surveyor
County
Precinct Surveyor
County Commiss
Precinec Offices
The following heir announcen
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For County Con aetion of the Democra
For County Commisi
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Artesiasia Poliee Judge:
J. D. JoSEY,
J. J. D. JoSEY,
Artesia. NOTICE OF SALE NoTicE
erty, to-wit:
Wilson Mogul Hoist
w/ Clutch and
and H Hill $\&$ Foster
Cathead Complete
and Hill \& F
Cathead Comp
100 Internation
EF -

 JL-1335 Engine. P
9181, Engine No.

giftur


Sport or Dress
Men's Socks



for Gifts!




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