











Potpourri—

(Continued from Page One) would be cheaper to mow than to blade, when it is merely a matter of getting rid of the weeds and not one of improving the contour of the barrow ditches.

Here's a clipping from the New Mexico Extension News, "Life of an Editor," which we have been saving for just such a time as this, when we are writing material days ahead of time in order to get away a day or two.

That time has come; we are planning and preparing for our annual two days off to go deer hunting as this is written, but we'll be back on the job when it appears. Here 'tis:

"Getting out this mag is no picnic. If we print jokes, people say we are silly. If we don't they say we are too serious.

"If we stick close to the office all day, we ought to be around hunting material; if we go out and try to hustle, we ought to be on the job in the office.

If we don't print contributions, we don't appreciate genius; and, if we print them, the paper is filled with junk.

"If we clip things from other papers, we're too lazy to write them ourselves; if we don't, we are stuck on our own stuff.

"Now, like as not, some extension guy will say we swiped this from some other magazine, which we did!

And so did we—A.L.B.

Oil Report—

(Continued from Page 1) George Turner, Turner 2, NW NW 24-20-28. Total depth 837; waiting on cement. R. D. Collier, State 3, NW SW 12-17-27. Total depth 350; waiting on cement. Burnham Oil Co., Yates-State 2, SE SW 15-18-28. Drilling at 800. General American Oil of Texas, Keeley 42-C, SE NW 25-17-29. Drilling at 3125. American Republics Corp., Robinson 29, SE NE 27-17-29. Total depth 2920; preparing to acidize. J. W. Jones, State 1, NW SE 18-18-29. Total depth 3040; plugged back to 2981; testing. Sinclair Oil & Gas Co., West 5-B, SE SW 4-17-31. Total depth 3487; testing. C. L. East et al, State 2, NW SE 33-17-29. Drilling at 950. American Republics Corp., Robinson 28-X, SE SW 27-17-29. Drilling at 2450. Beddingfield & Featherstone, Brooks 16, NW NW 19-17-28. Total depth 566; testing. Skelly Oil Co., Dow 20-B, NW NE 21-17-31. Total depth 2227; testing. Miller Bros. Drilling Co., State 2, SW SW 9-19-29. Drilling at 2865. Travis & Featherstone, Travis 3, SE SE 12-17-27. Total depth 457; waiting on cement. G. Kelley Stout, State Dunigan 1, NE NE 12-19-29. Drilling at 502. General American Oil of Texas, Keeley 29-C, SE NW 26-17-29. Drilling at 1784. Weier Drilling Co., Foster 6, SW NE 17-17-31. Drilling at 930.

Crooner Bing Crosby has been adopted by a Nevada Indian tribe, and given a new name which means "man of many songs."

CHIROPRACTIC for NERVOUSNESS. Subluxated (misaligned) vertebrae in the spinal column produce a pressure on the spinal cord and spinal nerves and often are the CAUSE of nervousness. Thru scientific methods the Chiropractor can locate and correct these subluxations. After removing the cause of nervousness, we find many attending disorders will disappear. For Scientific Chiropractic service, consult Kathryn Behnke CHIROPRACTOR 105 SOUTH ROSELAWN PHONES: Office 861 Residence 656-M

CAPTURED CHINESE REDS QUESTIONED IN HAMHUNG



CHINESE COMMUNIST soldiers captured in North Korea are questioned in Hamhung by Lt. M. W. Allen, Spokane, Wash., and Lt. C. O. Grewe, Portland, Ore., as a U. S. soldier stands guard with rifle. The prisoners wear typical padded uniform of the Chinese army. (International Radiophoto)

Assets of Banks in New Mexico Increase 628 Per Cent in 20 Years

In the 20 years from 1929 to 1949, the total assets of New Mexico banks grew from 54.4 to 341.8 million dollars, an increase of 628 per cent. Taking a closer view, Prof. Ralph L. Edgel, University of New Mexico Bureau of Business Research director, has found that state bank resources were 10 times greater in 1949 than in 1933. The latest issue of New Mexico Business says this represents both the rapid development of the state as well as the wholesale cheapening of the dollar. One of the significant developments that has brought widespread bank growth is, according to Edgel, the increased power of the state banks to earn money. Loans, discounts, and investments are essentially the most revenue-producing type of business for banks. During the period 1939-1942, considerably less than 60 per cent of the resources of the state banks were producing earnings while more than 40 per cent was being held as cash or as balances with other banks, and for all practical purposes idle. The university professor has revealed that by the end of 1949,

liquid funds with no place to put cash balances, and the necessity of investing increasing amounts in government securities. Naturally, the interest rates on government securities were lower than when money had been loaned out to individuals. Business loans in New Mexico did not pick up during World War II, primarily because the state was not in the region of large manufacturers of war materials. By the end of 1945, the United States government bonds constituted nearly three-quarters of the total assets—almost half the total assets—of all the banks in New Mexico. This condition, which is in direct contrast with the 200-year-old conception of commercial banking, is therefore the backbone of New Mexico present-day banking system. Small real estate loans and the financing of installment buying have helped somewhat, but essentially the present-day banks of New Mexico have been forced to adapt their age-old methods to a situation forced upon them by the changing times. The title of prime minister of England, although used in 1721, was not recognized until 1905.

READ THE CLASSIFIEDS

Army Reservists May Be Discharged For Dependency

Army enlisted reservists with four or more dependents now under orders to report for active federal service may be discharged upon application, the New Mexico Military District at Albuquerque announced.

The policy parallels the dependency discharge rules recently announced by the Navy. Dependents are defined as children, spouse and parents, but no other relatives. Applications must be supported by affidavits from the reservist and his dependents. Further information may be obtained from the military district, P. O. Box 1689, Albuquerque, or the nearest ORC unit instructor.

Record Cold—

(Continued from Page One) severe because it came on the heels of unseasonably high temperatures earlier in the week.

The Southern Union records showed a high of 89 degrees Wednesday of last week, but with a dip to 24 degrees that night. And every previous day last week the temperature soared to more than 80 degrees.

Since the high temperature for the month of 89 degrees on Wednesday, the daily highs have been 44 on Thursday, 39 on Friday, 61 on Saturday and 72 on Sunday.

Maljamar News

Mrs. G. A. Mann celebrated her birthday Saturday, Nov. 3, with a house party at her home.

Mr. and Mrs. Arch York and Mrs. Fred York of Lovington were dinner guests of Mr. and Mrs. Dru Taylor Thursday.

Mr. and Mrs. A. O. Duckworth spent the week end in Denver City visiting Mr. and Mrs. D. C. Stanhope.

Mr. and Mrs. Bob Cockburn moved recently into the Barney Cockburn Camp southeast of Maljamar.

Mr. and Mrs. J. C. Davis spent Tuesday night of last week with his parents, Mr. and Mrs. W. A. Davis of Eunice. On Wednesday, the group motored to Odessa and visited Mr. and Mrs. Micky Hill.

Mrs. G. A. Mann spent Tuesday of last week visiting her parents.

Mr. and Mrs. Claude Allison of Artesia.

Karen and Dona Sue Mills spent last week visiting their aunt Mrs. Loren Counts and Mr. Counts of Roswell.

Mr. and Mrs. Freeman H. Alexander and Larry and Mr. J. T. Francis spent Sunday of last week visiting Mr. and Mrs. C. S. Johnson of Snyder, Texas.

High scores were won in the Wednesday Bridge Club by Mrs. E. R. Sanderson and Mrs. Freeman H. Alexander. Others attending were Mrs. L. J. Kelly, Mrs. Kenneth Shields, Mrs. E. R. McKinstry, Mrs. Harshaw, Mrs. Cliff Whitefield of Loco Hills and Mrs. Zilmer Glover.

The Kewanee Sewing Club met with Mrs. Gilbert Iverson Thursday afternoon. A turkey, which was made of fruit, as the salad, dark cake and hot apple juice and coffee were served the members. Plans of what could be done in the way of the recreation club parties were discussed for the future. Those attending were Mrs. J. C. Davis, Mrs. Ralph McGill, Mrs. Kenneth Shields, Mrs. Dru Taylor, Mrs. Ira Pleasant and Mrs. Luther Kelley.

The Maljamar Rifle and Pistol Club gave away a 257 Roberts rifle Monday of last week to Dickie Mascheck, small son of Mr. and Mrs. Ted Mascheck of Artesia.

The Women's Missionary Society had a bake sale Wednesday morning at the Maljamar Cafe. The day before the sale, some of the men gave their orders to other men's wives for their favorite cakes and the next morning wives sent baked goods to the sale especially for other men than their husbands. It seemed so much fun, as well as helping the missionary, that it was suggested they have another in the near future.

Mr. and Mrs. Albert W. Golden entertained Rev. and Mrs. C. A. Clark of Artesia and Mr. and Mrs. E. R. McKinstry and Lon at their home with a dinner Wednesday evening.

Mr. and Mrs. Oscar Goodman entertained friends with a dinner party Tuesday of last week at their home.

MOVING? Artesia Transfer & Delivery Co. Nothing Too Small or Too Large 1406 W. Main Phone 1168

home. Candles lighted the table, which was covered with a lace-covered tablecloth and the menu had hints of the Thanksgiving holiday throughout. Those attending were Mr. and Mrs. Zealey Edwards, Mr. and Mrs. John McMurray and Mr. and Mrs. Albert W. Golden. Mr. and Mrs. Weston Mills gave a Kewanee farewell party at their home Monday evening for Mr. and Mrs. Ed Strickland, who have been transferred to Ringwood, Okla. They were to leave Monday. A lovely tablecloth was given Mrs.

Strickland and Mr. Strickland received a pen desk set. They were given by all the Kewanee employees in this area. Those attending were Messrs. and Mmes. James McMurray, Joe Hudson and family, John Leo, Ralph McGill, J. C. Davis, Oscar Doughty, George James, Gilbert Iverson, Walter W. White and Noble Melton and Mrs. John Farmer. Kenneth Dockery motored his wife to the Mayo Clinic at Rochester, Minn. They left Friday morning.

YOU... an Interior Decorator By BOYD BARNETT. PETTICOAT RULE. For the young girls in your household, and the girls who are young in heart, (and what girl or woman isn't?), there's nothing quite like a frilly bedroom. "But the upkeep!" you say. Put that right out of your mind. Your bedroom can look as fluffy as a summer cloud and still be a model of efficiency by using just a little forethought in planning it. Permanent-finish organdy and glazed chintz are as dust repellent as any fabrics you can find and hold their crispness indefinitely. The fluffy white curtains in the room sketched above are permanent-finish organdy, and the ruffles are repeated in the three-tiered valances and bed flounces. The quilted white plastic spread is durable, easily kept immaculate, and is a complimentary contrast to the Mahogany head boards. The seats of the small Mahogany chairs and the slipper chair are upholstered in matching plastic. With all its look of frilly feminine extravagance this room is practical right down to the hem of the last ruffle. Double chests of Mahogany provide storage space so dear to young hearts and are wonderful display places for perfume collections. Whether you are planning a frilly or a tailored bedroom, let us help you with the furnishing and decoration. That's our job. Boyd Barnett FURNITURE 9th at Dallas Phone 423

Livestock Sale Every Monday STARTING AT 1 P. M. All Consignments Must Be Entered Before 10 A. M. Monday Help Create a Market for Your Livestock By Bringing Them to Me YOU BRING THEM! I'LL SELL THEM! Shorty Watkins Artesia Auction Sales Across from Payne Packing Plant North of Artesia COL. DENNIS L. MOSS, Auctioneer

...the key to home comfort. Southern Union Gas Company. for cooking, for water heating, for refrigeration, for house heating, for air conditioning. 505-7 West Main Telephone 1000



# CARLSBAD HERE WE COME!

## Artesia Bulldogs vs. Carlsbad Cavemen at Carlsbad

### Friday Night, November 17

# LET'S GO, BULLDOGS!















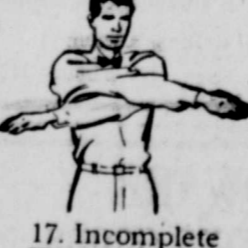









## Be A Grandstand Referee!

# Learn These Official Football Cues

Study the Illustrated Signals Shown Below. They Are Cues to Better Football, This Fall. Study the Accompanying Text; They Are the Cues to Better Buying—Better Living—for Every Season in the Year!



Read The  
—ADVOCATE—  
for the Latest  
in Sports!

 <p><b>1. Offside</b> (Violation of scrimmage or free kick formation)</p> <p>You are never offside when you call at <b>BRAINARD-CORBIN HARDWARE</b> for your hardware and sporting goods needs. "A Dependable Source of Supply Since 1908."</p>	 <p><b>7. Clipping</b></p> <p>Clipping is the one thing you will not find at <b>CLEM &amp; CLEM, Plumbing and Appliances</b>. See us now about your plumbing and home appliance needs.</p>	 <p><b>13. Illegally Passing or Handing Ball Forward</b></p> <p>Pass the ball to <b>GUY CHEVROLET CO.</b> when you are in need of a new or used car. Expert repair service. Visit our service station for gas and oils. Open 24 hours a day.</p>
 <p><b>2. Illegal Position or Procedure</b></p> <p>Proper procedure for better living is thru savings! <b>THE PEOPLES STATE BANK</b> suggests a thrift account for everyone in the family. Drop in today and ask them for complete details.</p>	 <p><b>8. Roughing the Kicker</b></p> <p>All eliminated when you do business with the <b>FIRST NATIONAL BANK</b>. Courtesy and service to the customer is the watchword here.</p>	 <p><b>14. Forward Pass or Kick Catching Interference</b></p> <p>There is no interference with good performance when you use <b>NuMex</b> products. <b>NEW MEXICO ASPHALT &amp; REFINING CO.</b></p>
 <p><b>3. Illegal Motion or Shift</b></p> <p>It is not only entirely legal but you will be entirely safe if you protect yourself and family against all risks by seeing the <b>SOUTHWESTERN REALTY</b> insurance agents, today. All forms of coverage arranged conveniently and at lowest rates. Don't wait, see <b>Len Maddox</b> now.</p>	 <p><b>9. Unsportsmanlike Conduct</b></p> <p>For cleaner conduct, try the <b>LORANG CLEANERS</b>. They get your duds spic and span... they press 'em up just right and in jig time! They offer rapid pick up and delivery service, too. Call them now at 1143.</p>	 <p><b>15. Ineligible Receiver Down Field on Pass</b></p> <p>No one is ineligible for the top-flight home appliances and sewing machines we carry in stock. Drop in today. <b>NELSON APPLIANCE CO.</b></p>
 <p><b>4. Delay of Game</b></p> <p>... There's no delays in the service rendered by the <b>ARTESIA AUTO CO.</b> Complete service and repairs for your car at special low rates, is the basis on which they've built a service that is famous all over the county!</p>	 <p><b>10. Defensive Holding</b></p> <p>Nothing will hold you away from the <b>HART MOTOR CO.</b> for repair service, parts or gas and oil if you give us a trial. Come in today.</p>	 <p><b>16. Ball Illegally Touched, Kicked or Batted</b></p> <p>Read The —ADVOCATE— for the Latest in Sports!</p>
 <p><b>5. Personal Foul</b> (Tripping, hurdling, tackling out of bounds)</p> <p>You will certainly not be fouled up if you make the <b>ARTESIA ALFALFA GROWERS ASSOCIATION</b> your headquarters.</p>	 <p><b>11. Illegal Use of Hands and Arms</b></p> <p>Try using your hands and arms at the <b>YEAGER GROCERY</b> to get yourself some of our quality meats and groceries at the lowest everyday prices. We are located at 201 West Chisum Ave. We are here every day in the week from 6 A. M. to 8 P. M., Sundays included.</p>	 <p><b>17. Incomplete Forward Pass, Penalty Declined, No Play or No Score</b></p> <p>... There's nothing incomplete about the service rendered by the <b>RUSSELL AUTO SUPPLY CO.</b> Complete auto parts and sporting goods.</p>
 <p><b>6. Roughness and Piling On</b></p> <p>They really pile on the service and quality in merchandise at the <b>GUY TIRE &amp; SUPPLY CO.</b> Drop in now!</p>	 <p><b>12. Intentional Grounding</b></p> <p>Come in intentionally to see us about your farm implement needs. We also do rapid and reliable service repairs on your equipment. <b>ARTESIA IMPLEMENT &amp; SUPPLY CO.</b></p>	 <p><b>18. Crawling, Helping the Runner or Interlocked Interference</b></p> <p>Read The —ADVOCATE— for the Latest in Sports!</p>
 <p><b>19. Ball Dead; If Hand Is Moved from Side to Side: Touchback</b></p>	 <p><b>20. Touchdown or Field Goal</b></p> <p>You will always score a touchdown when you buy at <b>NELSON'S FOOD STORE</b>. We are proud of the fact that the best fed families in Artesia trade here.</p>	 <p><b>21. Safety</b></p> <p>Always be safe. Protect yourself and your family from the dangers of unsafe tires. Have your tires checked regularly at the <b>PIOR RUBBER CO.</b> Trade in your old tires for new Safety Thoroughbreds. Call 41.</p>
 <p><b>22. Time-Out</b></p> <p>Is your time out? Have your watch checked, cleaned and repaired at the <b>ARTESIA JEWELRY</b>. Expert craftsmen will put your timepiece in perfect working order, quickly and inexpensively. Check with them, today.</p>	 <p><b>23. First Down</b></p> <p>Read The —ADVOCATE— for the Latest in Sports!</p>	 <p><b>24. Start the Clock or No More Time-Outs Allowed</b></p> <p>No more lagging! Now's the time to see the <b>SOUTHWESTERN REALTORS</b> about that home you've been planning to buy! Their wide listings and low prices insure a home that will interest you. Call Friend now.</p>

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### et Rules Affect Vets Planning Change to New Fields Under GI Bill

Veterans planning to change to new fields of GI Bill study or to apply for courses commonly considered educational or recreational may be affected by new Veterans Administration regulations. The regulations are based on Public Law 610, enacted July 13, 1949, and other things, that law permits veterans to change general fields of training for the first time merely by applying. It also liberates avocational and recreational training restrictions which have been in effect for some time.

According to the new regulations, a veteran who wants to change his GI Bill course or take additional courses must submit an application to the VA regional office handling his records. The VA determines he has not previously changed general fields, it will approve his application, even though it's in a different general field.

But if he desires to make a second change of general fields of study, he will be informed that he must undergo advisement and guidance. VA will use the results of advisement and guidance to determine whether he has need of any additional training for the course. If he is notified of VA's decision within 45 calendar days from the date application is received in the office holding his records, his request for the second change of general fields will be automatically approved.

The new regulations describe that to be done in the case of a veteran who previously changed general fields twice and now wants change a third time.

His request may be approved if he establishes need for a new, intensive course which will prepare him for employment in a general occupation where there is a known shortage of trained workers. The burden of proof rests with him to establish those facts, explained, and a decision will be made on the basis of the evidence of record.

The new change-of-general-field provisions apply to three categories of veterans, VA said: those now in training who want change courses either in the same school or in another school; those who discontinued training and now want to resume it; and those who completed a course and want to take another one.

Today's regulations on avocational and recreational restrictions apply for the most part, similar to regulations which have been in effect.

A veteran wanting to enroll in a course listed by Public Law 610 as being avocational or recreational in character first must establish complete justification to VA that the training "will contribute bona fide use in his present or contemplated business or occupation."

Courses listed include dancing, photography, glider, bartending, personality development, entertainment, music both instrumental

and vocal, public speaking and sports and athletics.

Exempted from the list are courses in applied music, physical education or public speaking, offered by colleges for credit as an integral part of a course leading to an educational objective.

Courses not on the list may be declared avocational or recreational if it is well known that they are commonly taken for those purposes in various areas of the country.

A veteran who desires to enroll in such a course has a choice of submitting either: Complete justification that the training will serve a bona fide use in his present or contemplated business or occupation, or a certificate in the form of an affidavit, supported by corroborating affidavits by two competent disinterested persons, to the effect that the training "will be useful to him in connection with earning a livelihood."

The new regulations emphasize that the law's July 25, 1951, cutoff date for starting GI Bill training still stands. Also still in effect is VA's April 1, 1950, regulation on the deadline, which states that veterans actually must have started and must be pursuing their courses by the July 25, 1951, date if they want to continue afterwards.

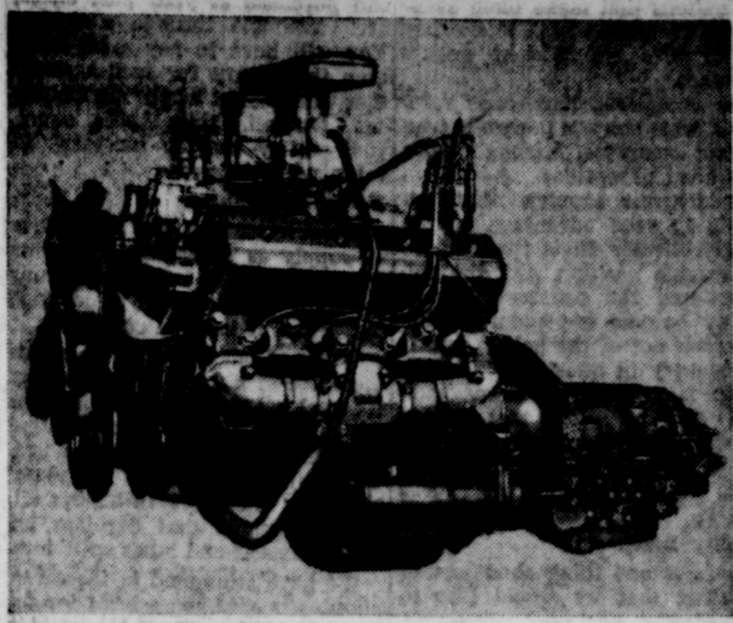
Certain exceptions to the deadline have been allowed. Among them are veterans who interrupt GI Bill training to return to active duty, and teachers who spend their summers taking courses under the GI program.

### Marine Corps War Memorial Campaign Starts

The Marine Corps War Memorial Foundation, Inc., has announced that it is launching a campaign to raise funds to erect the first national tribute in honor of marines.

The foundation, a completely non-profit corporation, consisting of former marines and friends of marines, has undertaken to erect a statue that will, for all time, commemorate that part that the marines have played in the maintenance of national integrity.

The raising of the flag on Mt. Suribachi is, and has been, the most commemorative display of the marines' participation in the con-



Side view of Studebaker's new 8-cylinder, valve-in-head engine which powers the 1951 Commander series. Rated horsepower of the new V-8 engine is 120 at 4000 r.p.m. Taxable horsepower is 36.4. Piston displacement is 232.6 cu. in. Bore and stroke are 3 1/4" and 3 1/4", respectively. Compression ratio as released is 7 to 1.

### New Engine Introduced By Studebaker

Del Smith, owner of Del Smith Motors, 103 North Second, today disclosed what Studebaker believes the most important step taken by the company since the Champion was put on the market more than a decade ago.

It is the introduction of a new Commander series powered by a rugged, compact, V-type, 8-cylinder valve-in-head engine.

The engine has been designed so as to be adaptable for any foreseeable boosts in compression ratios when the general availability of higher octane fuels makes such increases desirable.

Contributions in any amount would be gladly accepted by the foundations from friends of the marines. Foundation headquarters are located at Henderson Hall, Headquarters Marine Corps, Washington, D. C.

### Cows Establish Record Average Of Production

Cows in dairy-herd-improvement associations throughout the nation broke another record in 1949, when they produced an average of 8907 pounds of milk and 359 pounds of butterfat, according to the U.S. Department of Agriculture.

The Bureau of Dairy Industry report shows this is an all-time high production average and represents a substantial increase over the 1948 average of 8675

pounds of milk and 350 pounds of butterfat.

The bureau's report reflects the steady improvement that D H I A members have made in the production level of their herds over many years. Co-operative cow-testing and record-keeping work in 1905. The 239 cows on test that year produced an average of 5430 pounds of milk and 215 pounds of butterfat.

By 1920, the number of cows enrolled had increased to 203,472 and their average production was 62141 pounds of milk and 247 pounds of butterfat.

In 1940, there were 676,141 cows in associations, and they produced an average of 8133 pounds of milk and 331 pounds of butterfat.

The 1949 production average is based on a total of 943,939 cows. New Mexico in 1949 had 1531 cows on test, averaging 7983 pounds of milk and 322 pounds of butterfat.

### R-U-AWARE?



Have you a problem? ... a savings problem? Bring it to the PEOPLES STATE BANK ... drop in to talk it over with your fellow citizens and friends. Our Savings Account, Checking Account and other banking services are for your greater convenience in putting away those extra dollars for an emergency.



### Safer Cough Relief

When new drugs or old fail to stop your cough or chest cold don't delay. Creomulsion contains only safe, helpful, proven ingredients and no narcotics to disturb nature's process. It goes right to the seat of the trouble to aid nature soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please you or drug refund money. Creomulsion has stood the test of many millions of users.

**CREOMULSION**  
relieves Coughs, Chest Colds, Acute Bronchitis

### 'Healthy and Happy' Is New Publication Available to Public

A new Extension Service publication, "Healthy and Happy," has become available to the public. Although primarily written for a guide for a 4-H Club project on health, "Healthy and Happy" stresses points which can be used by any youngster interested in good grooming. The booklet explains in detail how to keep clean and presentable, how to select a suitable diet, how to improve posture, and how to include sleep and

rest properly in the daily routine. A special section on safety encourages "courtesy as a cure for all accidents." And, several "personality pointers" explain the way to secure happiness, which, the booklet says, "is very important to good health." Check sheets on safety and personality are provided to allow the youthful reader to rate himself as others see him.

Author of "Healthy and Happy" is Miss Evelyn Blanchard, former state extension nutritionist, who is now with the Federal Extension Service.

Copies of "Healthy and Happy"

can be obtained free of charge from the Extension Service, New Mexico A & M College, State College.

Louisiana, in 1922, became the first state in the Union to recognize a bird officially. It included a brown pelican on its seal.

**Robert Bourland**  
**INSURANCE**  
PHONE 52

## Do You Know a Telephone Company Stockholder

### When You See One?..

- Of course there's no distinguishing mark about a telephone company stockholder. They're just everyday people—nearly a million of them—living in cities, towns and rural communities all over America. Many of them are telephone employees; over half are women.
- Stockholders are an important part of good telephone service. Their invested savings have helped build the Bell System which serves so many people and gives employment to 600,000 men and women.

The Mountain States Telephone & Telegraph Co.

**Maddux Monument Company**  
Member Monument Builders of America  
ROSWELL, NEW MEXICO  
Carl Maddux — T. B. Maddux — Roy Maddux

**IT'S TIME TO ROUND UP—GOOD MEALS**

**ON THE RANGE**  
THANKSGIVING NOVEMBER 23  
CHRISTMAS DECEMBER 25

The holiday season will soon be here. Good meals will be the order of the day... and, plenty of them. For the best cooking—the most convenient cooking—you can't afford to be without a modern electric range. There's no need for hours and hours of slaving over a hot stove... let Reddy "round up" those holiday meals for you... with clean electric cooking. What's more, Reddy won't quit when the holidays are over. He'll be in there working for you every day... all day.

SEE YOUR *Electric* APPLIANCE DEALER

**SOUTHWESTERN PUBLIC SERVICE COMPANY**  
36 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

# 200,000 freshmen can't be wrong!

We believe that something has happened in 1950 that you should take to heart.

*Ever since this year's Buicks were introduced, their big bulge in sales has come from people who traded other makes of cars for this bounteous beauty.*

The total is more than 200,000.

That's 200,000 "freshmen" added to the roll call of Buick owners—200,000 people who must have sized up the current version of the cars they owned, and decided that Buick offered more thrill, more comfort, more satisfaction for the money.

Beyond that, of course, there were other hundreds of thousands who already owned a Buick and bought a new one this year. But we're speaking here of *new owners* only.

We can name many reasons for this landslide—including Fireball power—an incomparable ride—and Dynaflo Drive.\*

We can remind you that the Buick SPECIAL, SUPER and ROADMASTER just about blanket the range of a car-owner's aspirations—matching prices with many sixes in the lower brackets—matching distinction with the finest in the fine-car field.

We might add that Buick prices are doubly attractive—since their list prices include many features customarily on the "extra" list.

But why try to spell out all the reasons Buick wins in a showdown comparison? The proof of the pudding is in this great car itself. Better come in—look it over—and find out what an unbeatable buy it is.

\*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

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