

THE ARTESIA ADVOCATE

HELPING TO BUILD A GREATER ARTESIA

VOLUME FORTY-EIGHT

ARTESIA, NEW MEXICO, TUESDAY, JANUARY 23, 1951

NUMBER 7



Many Reasons Are Given For Wanting New County

Lack of representation in Santa Fe was one of the principal reasons given in interviews Monday for wishing to make a new county out of North Eddy County...

especially as it will be a first-class county. We should have representation in Santa Fe. We're getting tired of taxation without representation...

disadvantage. The north and south portions of the present county have a diversity in business and geographically...

C. C. Connor, electric contractor: "I think it's a good deal." Chuck Aston, consulting petroleum geologist: "I'm very much in favor of it. I think it's a good deal, not only from an economic standpoint...

ment as to either not getting it share. And we'd be better neighbors." Bob Bourland, automobile dealer: "I am very much in favor of it. I believe it will increase the volume of business and value of property...

Quentin Rodgers, investments: "I'm for it definitely. We're the only town this size in the state that doesn't have its own county. I think we're missing a lot by not being a county. We've had lots of taxation without representation...

of Dimes 'Disc Jockey' Are to Start Tonight

has been divided into sections for the "Mothers on Polio," to be staged Wednesday next week here in connection with the March of Dimes, it announced Monday, as plans completed for the "disc jockey" program, which will start tonight...

for the North Eddy County chapter of the national foundation, asked that all who will not have otherwise contributed to the March of Dimes prior to the final day of the campaign, Wednesday of next week, or who wish to make further contributions, to remember to light either their porch lights or candles in windows on that night...

POT POURRI

read with considerable interest the series of squibs recently in the Little Argus of The Carlisle Current-Argus about the sign to raise funds to buy a for Frank Kindel, manager of Carlsbad Chamber of Commerce. He had been sporting a cap, hardly the headgear for Southwest—especially for one in business of selling the South- to outsiders...

Vets Hospital Is Highly Praised By Bill Dunnam

Management and operation of the Veterans Administration Hospital at Albuquerque were praised highly by Bill Dunnam of Artesia, national executive committeeman of the Disabled American Veterans, who inspected the institution Thursday...

Duo of Young Texans Arrested In Stolen Car

Two young men from Texas are lodged in the Artesia city jail awaiting the arrival of Texas officers to return them there to face charges in connection with a stolen automobile, which was in their possession when they were picked up at 8:45 o'clock Sunday morning...

March Dimes Ball Tickets Are on Sale

Tickets for the annual March of Dimes ball, to be held from 8 o'clock Friday night, Jan. 26, until midnight in Veterans Memorial Building, are now on sale at six places in downtown Artesia...

Rites Held for Mrs. W. E. Smith Here on Monday

Rites for Mrs. W. E. Smith, who died at 1:30 o'clock Saturday afternoon in Artesia General Hospital, were conducted at 2:30 o'clock yesterday afternoon in First Baptist Church. Rev. S. M. Morgan, pastor, officiated. Burial was in Woodbine Cemetery...

Gateway District Scout Officers Are Installed

Table of organization of the three-officer, four-member staff, six-committee Boy Scouts of America, Gateway District, was made known today by T. Stovall, Artesia High School principal and district chairman, following a district committee installation program held in the Artesia High School cafeteria...

Sign Those Petitions For New County

Names of two other places where signatures may be affixed to petitions asking the legislature to create a new county out of North Eddy with Artesia as the county seat, were announced today by Artesia Chamber of Commerce...

Boyd-Plemmons Well Only New Eddy Producer

Two wells were completed in the Eddy County oil fields the last week, of which one was a producer. Seven new starts were reported. Completions: Boyd-Plemmons, Continental 2, NW NW 27-17-29; old well drilled deeper; total depth 2726 feet; pumped 40 barrels of oil per day, after acid...

Funeral Services Held Here for Mrs. W. M. Lee

Funeral services for Mrs. W. M. Lee, 70, a resident of the Artesia area the last 15 years, who died at 9 o'clock Thursday night in the family home six miles north of Dexter, were held at 1 o'clock Saturday afternoon, Jan. 20, in Paulin Chapel...

Chief Talks to Members School Drivers' Class

Twenty-three members of the Artesia High School drivers' class were addressed Monday morning by Police Chief Earl D. Westfall, who cautioned them to be careful and safe drivers and to obey the traffic regulations and laws...

Stewardess' Heroism Saves Plane Passengers

Stewardess Mary Frances Housley, 24 (inset), who kept leading passengers from the burning wreckage until she died. Her body was found with a dead baby clutched tightly in her arms. Miss Housley's death raised the toll to seven.

Two Thefts From Automobiles Are Reported to Cops

Thefts from automobiles continue, with two more reported to police, one each Friday and Sunday. V. P. Sheldon told police that a pair of black rabbitskin gloves and a 50-foot steel tape were stolen from the glove compartment of his car Friday evening, while he was attending a basketball game in the Artesia High School gymnasium...

Shirley Lee Lunsford Is Born on Sunday

Mr. and Mrs. Cecil Lunsford are the parents of a daughter, Shirley Lee, born Sunday in Artesia General Hospital. She weighed six pounds seven ounces.

RED FLANKING THREAT IS BLUNTED

FAR SOUTH of Wonju (1), main UN holding point, UN forces counter-attacked to drive flanking Reds from Yongwol (2), and another Red force of 400 dressed in U. S. uniforms was spotted from the air at Mungyong (3). For first time UN forces were under attack of planes dropping jellied gasoline-plus rockets and strafing—at Ansong and south of Osan (4), where UN forces have withdrawn (arc). U. S. B-26 bombers shower incendiaries on Suwon (5). Some 20,000 South Korean guerrillas are "holding their own" in fighting around Haeju (6), supported by South Korean naval gunfire (warship symbols) off coast.

Stewardess' Heroism Saves Plane Passengers



FOUR WOMEN AND TWO BABIES are dead as a result of this crash of a National Airlines DC-4 at International airport, Philadelphia, but at least 10 other persons are still alive as the result of the heroism of stewardess Mary Frances Housley, 24 (inset), who kept leading passengers from the burning wreckage until she died. Her body was found with a dead baby clutched tightly in her arms. Miss Housley's death raised the toll to seven. (International Soundphoto)

'Skelt' Williams, Former Artesian, Dies at Lovington

L. S. (Skelt) Williams of Lovington, a former Artesian resident many years, died Saturday evening of last week at his home. He had been in ill health several months. Funeral services were held at 3 o'clock Monday afternoon with burial in Lovington cemetery. Mr. Williams is survived by his wife, the former Phyllis Polk; a son, Larry Williams and a daughter, Barbara, all of Lovington; his mother, Mrs. W. S. Williams; three brothers, Johnny Williams, George Williams and Woodrow Williams; and a sister, Mrs. Charley Martin, all of Artesia. A number of Artesia people attended the funeral services.

FIRE DAMAGES HOUSE AT MORNINGSIDE

An unoccupied house at Morning-side was somewhat damaged by fire about 12:45 o'clock Saturday morning. Firemen did not learn the name of the owner. The floor was badly burned and flames ate a hole in the roof.

FIREMEN ANSWER FALSE ALARM FRIDAY

Firemen were called at 3:15 o'clock Friday afternoon to the Murphy Apartments at 1208 Dallas Avenue, where smoke from an unknown source was noticed coming in a ventilator by an occupant of one of the apartments. There was no fire.

Bar 7 12 49

heard about Protocol, (inset on page six)

SOCIETY.

Mrs. Griffith Holds Instruction School For Star District

Mrs. Hilda Griffith of Carlsbad, district instructor of the Order of the Eastern Star, held a school of instruction Sunday afternoon at the Masonic Temple for this district, which is composed of Hope, Carlsbad, and Artesia.

Each of the chapters took part in the work.

About 100 persons were present for these instructions.

At the close of the meeting light refreshments were served.

News Briefs

Mrs. Lockey Trigg and granddaughter, Shirley Young, left Saturday morning for San Diego, Calif., to visit Mrs. Trigg's sister. They plan to stay about two weeks.

A. E. Early's mother, Mrs. U. S. Pitsenburger of Newkirk, Okla., is visiting here this week. Mr. and Mrs. Early took Mrs. Pitsenburger to Ruidoso, El Paso and into Mexico Sunday. This was her first trip into that section.

Cameron Buchanan, who is employed by the Safeway Store, spent last week in El Paso working for Safeway there.

Mr. and Mrs. J. A. Fairry went to Albuquerque last Friday on business.

Mrs. Clyde Tidwell and son left Saturday for Loveland, Texas, where they will make their home for about four months to be with Mr. Tidwell because of business.

Mr. and Mrs. H. J. Fulton of Carlsbad spent Saturday evening in Artesia visiting friends.

Jack Jordan, a student at the University of New Mexico, Albuquerque, spent the week end at Coll. M. A. home with his mother, Mrs. Harry Jones.

Mrs. Albert Richards and her mother, Harold Bruton, returned home late Monday evening from San Benito, Texas, where they had been visiting their uncle, Will Scanlan, who has been ill.

Junie Russell, a student at Eastern New Mexico University, Portales, arrived home Saturday of last week to visit his parents, Mr. and Mrs. R. N. Russell and brother, Charles. He returned to college Monday afternoon.

Mr. and Mrs. W. T. Haldeman and son Vernon, spent Thursday of last week in El Paso.

Capt. Marshall H. Belshe, who is taking a course at Fort Bliss, Texas, spent the week end here visiting Mrs. Belshe and children. Walter Burch, a student at East-



CHINESE RED—Is this camisole-strapped bare-back dress and jacket of linen-like textured silk —for 1951 resort wear, by a New York designer. Dress fastens with matching color bone buttons, and is designed to wear with or without its narrow belt. Jacket has a short slit in back.

(N. Y. Dress Institute Photo)

December Bond Purchases Drop In New Mexico

Purchases of U.S. Savings Bonds in New Mexico during December totaled \$1,204,965.75. This 20 per cent drop from November's total was nearly all accounted for in "regular" sales of Series F and G, which attract investors of large amounts for the most part. Purchase of Series F's and G's usually vary greatly from month to month, with low totals for December in most years.

Series F Bonds attracted \$579,205.75 during December, third from the lowest total for any month of 1950.

Under the "special offering" of Series F's and G's, \$550,000 was placed in Series G's during December. During the 10-day periods of each month of the last quarter of 1950, banks, savings and building and loan associations, and other institutional investors invested \$1,242,500 in Series G's plus \$188,976 in Series F's.

Residents of Eddy County during December invested \$30,937.50 in Series E's and \$100 in Series G's, for a total of \$31,037.50.

Corresponding figures for November were \$25,500 in E's and \$100 in G's for a total of \$25,600.

MITCHELL IS ELECTED FRATERNITY TREASURER

Edgar D. Mitchell, son of Mr. and Mrs. J. S. (Jay) Mitchell of 609 Dallas, has been elected grand treasurer for the coming year by the Carnegie Institute of Technology chapter of Kappa Sigma social fraternity.

Mitchell, a junior in industrial management at Carnegie, Pittsburgh, Pa., has been active on the campus, where he is a member of Delta Skull honorary and a manager of the football team.

He graduated in 1948 from Artesia High School where he was a member of the Glee Club and the Honor Society, and served on publications, in drama work, and as a class president.

Principal to Meet In Artesia Thursday

Elementary school principals and supervisors from the Artesia sector, Eddy, Lea, and Chaves counties, will gather here for a professional meeting at 6:30 o'clock Thursday night in the home of Mrs. Fletcher Collins' sister and family, Rev. and Mrs. J. Bond Johnson and little son, Jerry, of Italy, Texas, arrived Sunday evening on their way home after spending two weeks at San Diego, Calif. Rev. Johnson is a second lieutenant in the Marine Corps Reserve and was taking a two-week training course at San Diego. After spending Sunday night visiting Mr. and Mrs. Collins and children, they returned to their home Monday.



CUTAWAY SHORT JACKET—In gray-plaided linen is teamed with a slim black linen skirt—a 1951 resort fashion from a New York designer's collection for Monte-Sano and Pruzan. Jacket, lined with black crepe, fastens with gold-rimmed linked buttons. A collarless black wool jersey blouse is worn with the suit.

(N. Y. Dress Institute Photo);

DR. STRYJEWSKI MOVES HIS OFFICE

Dr. C. A. Stryjewski, osteopathic physician and surgeon, moved his office over the week end from 307 West Quay Avenue to 308 West Richardson Avenue.

He had been located at the Quay address since coming to Artesia five years ago to practice.

Mrs. Mark V. Erb of Oklahoma City, Okla., is to leave today for her home at Oklahoma City, after visiting relatives here 10 days. She visited in the homes of her sisters, Mrs. W. H. Ballard, Mrs. Nell Albert and Mrs. Clark Storm and her brother, Emery Carper and their families.

Items of Interest

Mr. and Mrs. Boone Barnett drove to El Paso Monday.

Mrs. J. Anderson Corbin, Jr. and little daughters, Mary Lynn and Lou Ann, spent Friday visiting in Carlsbad.

M. L. Wise, manager of Miley Implement Company, returned Thursday evening of last week from Big Spring, Texas, where he went to attend the funeral service for his grandmother, Mrs. M. L. Musgrove.

M. L. Wise spent the week end in Roswell with his wife and son, Mrs. Charles Hepler and son, Lee, of near Pinon, visited The Artesia Advocate office Saturday afternoon of last week.

Don Carpenter, a student at New Mexico Military Institute, Roswell, spent the week end at home with his parents, Mr. and Mrs. Ray Carpenter.

Mrs. J. J. Clarke, Sr., left Friday of last week for Albuquerque to spend a week with her daughter, Dr. Catherine Clark.

J. B. Muncy, who had been in the Veterans Hospital in Albuquerque about a week, returned home Friday.

C. E. Fletcher spent Saturday in Carlsbad on business.

Mr. and Mrs. Bill Brock of Snyder, Texas, spent the week end visiting Mrs. Brock's parents, Mr. and Mrs. W. M. Gray.

Mr. and Mrs. W. H. Pryor of Clint, Texas, spent the week end visiting their son and family, Mr. and Mrs. Floyd Pryor and two children.

Mrs. Joe Trimble returned home Monday of last week from Tucumcari, where she had been staying with her daughter, Mrs. Bill Sanders and Mr. Sanders. Mr. and Mrs. Sanders are the parents of a daughter, born Jan. 30, in a hospital at Tucumcari.

Mr. and Mrs. Stanley Carper and Mr. and Mrs. Marshall Rowley left Thursday afternoon of last week for El Paso and returned home Friday evening.

Miss Billie Jean Trimble returned home Saturday after being gone about a month and a half. Miss

TARGET POLIO

Join **MARCH OF DIMES** JANUARY 15-31

The use of finger bowls was introduced to America by Thomas Jefferson.

Patronize the Advertisers

HOMEMAKERS' JAMBOREE AT PENNEY'S

CANNON WASH RAGS
Size 12x12 — Heavy Assorted Colors **12 for 1.00**

WOMEN'S RAYON BRIEFS
Colors: White, Blue and Pink
Sizes 5 - 6 - 7 **3 for 1.00**

RAYON KNT GOWNS
SPECIAL PURCHASE
Women's Rayon Knit Gowns — Assorted Colors
Sizes 32 to 40 **1.50 each**
Priced Only **1.50 each**

UNIFORMS
Women's White Broadcloth Uniforms
Excellent Style and Workmanship
Size 12 to 20 **2.66**
While They Last at

POLO SHIRTS
Boys' Raschell Knit Polo Shirts
Sizes Small, Medium and Large **1.00**

ARMY CLOTH KHAKI
Men's Best Quality Army Cloth Pants and Shirts
Pants 29-42 Waist — Shirts 14-17 Neck
A Very Special Buy **3c98 each**
At

WORK SHIRTS
Men's Good Quality Blue Chambray Work Shirts
Sanforized Shrunken
Sizes 14 to 17 **1.17 each**

SAVE
36" BLEACHED CHEESECLOTH
5 yds. **37c**
So many uses around the house! Wonderful, speedy polishing cloths, paint striainers. Easy to handle 5-yard roll. Another Penney-buy!

SAVE
Fully bleached FLOUR SQUARES
5 FOR \$1
For towels, general dusting, polishing! Quick-drying and practically lint-free! Generous size!

WASHABLE RAYON HAWAIIAN PRINTS
ANOTHER THRIFTY BUY FROM PENNEY'S FABRIC CENTER! **79c**

Designed in far-off Hawaii specially for us! Authentic coloring, exciting island prints! A "natural" for men's and boys' sport shirts, wonderful for dresses, blouses. Completely different! Long on wear, because they wash without a worry! 39 inches wide.

It's the
Wise
Bird
Who
Realizes
That . . .

GOOD PRINTING IS NOT EXPENSIVE

... It Costs No More, and Leaves a Much Better Impression With Your Business Associates and Customers.

FOR GOOD PRINTING, CALL NO. 7, OR DROP IN AT THE ARTESIA ADVOCATE

January 23, 1951

Day's Is Friday Chapter

Day was also P.E.O. Friday covered duties of Mrs. N. members present Stromberg were in the gave the of P.E.O. to sign the meeting will afternoon of Mrs. T. H.

East was the first Christian onary program afternoon church. Mrs. Coll was by to visit Mrs. A. C. Storm was business Mrs. J. D. Ruidoso, El Paso and into Mexico first week in El Paso working for safe way there.

le Durbin's Bridge Thursday Durbin about four months to be with Mr. Tidwell because of business.

nce Coll was eredith Jones in Artesia v'siting friends. le Tidwell, Jack Jordan, a student at the mon pie university of New Mexico, Albu- Mmes J. querque, spent the week end at Coll. M. A. home with his mother, Mrs. Harry Jones.

bers and M. Mrs. Albert Richards and her Mrs. Ray brother, Harold Bruton, returned some late Monday evening from an Benito, Texas, where they had been visiting their uncle, Will Scanlan, who has been ill.

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RODEO STATION Western designs

PLAYING CARDS PO-DO Brand

Campho Lysol COLD SORE LOTION 25c

Giant Tub PALMOLIVE Brushless Shave Cream 53c

Pack 6 BLUE JAY CORN PLASTERS 29c

Sore Throat LISTERINE ANTISEPTIC 14-oz. Bottle 79c

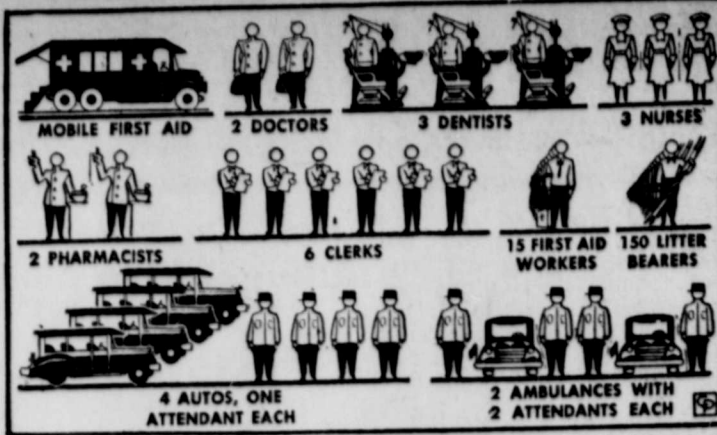
LOAD GEAR TO EVACUATE INCHON AS REDS ADVANCE



WITH NAVAL GUNS shelling the Chinese Communist advance behind them, UN forces load gear in a landing craft in Inchon harbor to evacuate the city. Defense radiophoto. (International Newsphoto)

Drilling at 408. Sinclair Oil & Gas Co., Keel 5, NW SW 18-17-31. Drilling at 2090. Kersey & Co., State 1, NE NW 9-19-29. Drilling at 1590. General American Oil of Texas, Keeley 18-B, NW NW 25-17-29. Drilling at 2585. R. J. Jones, Gates 3, NW NE 22-13-30. Total depth 580; running casing. Malco, Resler & Yates, State 111, NW SW SE 25-18-27. Drilling at 1116. Jones & Watkins, Samwell 1, NW NE 15-19-29. Total depth 2640; shut down for repairs. American Republics Corp., Robinson 30, NE NW 35-17-29. Drilling at 930. Harvey E. Yates, Page & Yates 4, NW NW 8-20-27. Drilling at 487. Lilly M. Yates, Yates 4, SW SE 6-20-27. Total depth 744; testing. George Turner, Turner 2, NW NW 24-20-28. Total depth 837; moving in cable tools. Travis & Featherstone, Travis 5, SW SE 12-17-27. Drilling at 309. Waters & Burlison, Saunders 1, NE SW 13-17-27. Drilling at 312. S. & A. Oil Co., Yates 2, SE SW 16-17-28. Drilling at 79. Gulf Oil Co., Eddy-State 2, NW NW 3-17-29. Drilling at 60. Harold T. Kelly, Quillen, NW NE 12-19-31. Drilling at 2855. Collier & Bassett, Continental-State 1, SE NE 28-20-28. Total depth 607; running casing. American Republics Corp., Robinson 31-B, SE NW 27-17-29. Drilling at 1479.

HERE'S A-BOMB FIRST AID SETUP



NEW MANUAL issued by the Civil Defense administration in Washington recommends the above mobile first aid station organization for caring for victims in event of an atomic bombing. CDA takes as hypothetical example a city with population density of 13,000 per square mile (Cleveland, for example, runs about 12,500). CDA says a Hiroshima-type atom bomb would leave 120,000 casualties in such an area. Defense plans call for concentric rings of first aid stations.

with the spots time in by previous arrangements and script. And we tried to sell the idea to the then two big networks. But each told us the idea was not practical and, in effect, that they didn't need any advice from us. So it gripes us every time we here our idea of nearly a decade and a half being used every day—without any royalty coming in to us for the idea. Again we quote The Penasco Valley News: "The people of the northern

part of Eddy County are not looking for or do we want a fight with the South Eddy Countians over the county division proposition. We have a lot of friends down there and we want to keep them our friends, but nevertheless, Artesia and surrounding territory has grown so fast the past 10 years that we think we are entitled to a new county with Artesia as the county seat. In plain language we think it is about time that we were wearing long pants."

We noticed some copy for an ad the other day, which said: "Hamburgers — Highly Seasoned." Sort of a cross between highly and lightly, we presume.

It has been suggested that we change the caption of our file news column, "As Artesia Grows," which appears each Tuesday, because names in many of the items of the 10 and 20 years ago items are the same as those now seen weekly in our society columns. The suggestion was: "From Bridge to Canasta." Some people just don't read what they see, as witness the fact the phone in a local dentist's office jingled on and off day after day, after we had an ad on the filed page for a well drilled company at Deming, the telephone number of which is the same as that of the Artesia dentist. After all, the Artesia man n't need another driller; he has his own drilling! It just goes to show you how hind times some publications be. It was months ago we reported that haircuts had gone up a buck. And now Collier's has a cartoon showing a cop talking to a barber after a hold-up, with the barber saying, "He has a haircut and a fresh haircut." The background is a sign that reads "Hair cut 75 cents. Shave 50 cents." We know now why the traveling basketball team played here recently the Swedes. Some of them, at least, reported to be "terrible." Some wag tells us that a saxophone is better than an airplane and quicker.—A.L.B. The saxophone is not much 100 years old.

Back Wages of \$9513 Is Paid To Employes

Thirty-nine New Mexico employes paid \$9512.98 in restitution of back wages to 179 employes during the year just past, according to John R. Cartwright, supervisor of the U.S. Department of Labor's Wage and Hour and Public Contracts Divisions for New Mexico. From his office at 413 Federal Building in Albuquerque, Cartwright summarized his figures for 1950 and said that such restitution during the year resulted from federal investigations throughout the state. The payments were restitution for failure to comply with the minimum wage and overtime provisions of the Federal Wage-Hour Law, which applies to employes engaged in interstate commerce or in the production of goods for interstate commerce. Of the \$9512.98 which was paid

during the last year, the highest figure for any single month was for November, when \$2182.80 was paid in restitution, Cartwright said. For the 179 employes to whom restitution was paid over the year, the average amounted to \$53.14. Complaints of alleged violation of the Federal Wage-Hour Law totaled 199 for the year 1950, Cartwright said. All such complaints were taken in each instance, he explained.

Gateway—

(Continued from page one) Jack, C. D. Hopkins, Charlie Gaskins, Orval Kiddie. Advancement — Earl Grabhorn, chairman; Rufus Waltrip, Bill Hawthorne. Finance — S. P. Yates, chairman; G. Taylor Cole, A. R. Wood, Donald Fanning. Leadership training — Don Jensen, chairman; Don Riddle, Kenneth Schrader, Vernon Mills, Lowe Wickersham.

Many Reasons—

(Continued from page one) think it's a mighty good idea. I think it would do us more good than anything that could come to us at the present time. I think it should be named 'Artesia County,' in keeping with the city's name."

Oil Report—

(Continued from page one) Drilling at 2822. Red Lake Oil Co., State 17, SW SE 21-17-28. Total depth 2060; shut down for orders. Martin Yates, Jr., Estate, Featherstone-State 2, SE NW 32-19-27. Total depth 800; lowering 7-inch. George D. Riggs, Welch et al 1, NW SE 5-21-27. Total depth 532; lowering 7-inch. Continental Oil Co., W. B. Thurman 1, NE NE 11-16-27. Drilling at 4603. Allen Hargrave, Bradley 1, NW NW 24-24-26. Drilling at 1920. Beddingfield & Featherstone, Brooks 19, NW NE, 18-17-29.

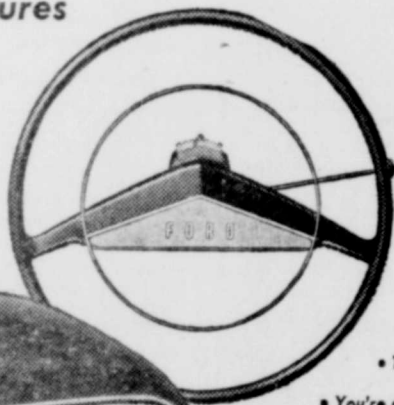
Potpourri—

(Continued from page one) successor to Hadacol? Dean Acheson takes it every day." Every time we hear a local spot interjected into a national program it makes us mad, not because we are against the idea, but for a quite personal reason. A number of years ago we conceived that very idea, that a national live program could have local sponsors, a different one for each station in the network, giving them the advantage of bigger programs than could be staged locally or having to use transcriptions—

You can pay more ... but you can't buy better

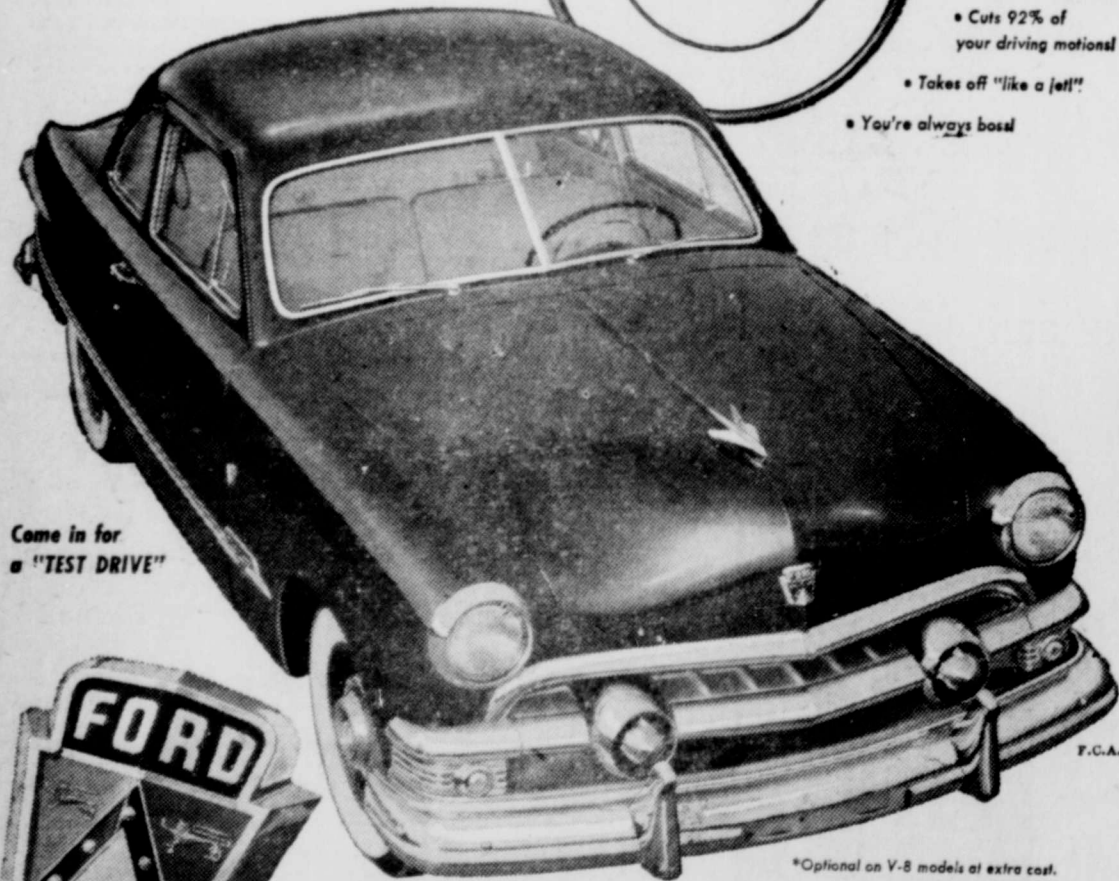
... than the '51 Ford
with new FORDOMATIC* DRIVE
and 43 "Look Ahead" features

Built with an eye to the future, this '51 Ford is the buy for the future ... with 43 new "Look Ahead" features that will keep it looking, acting, and feeling young for years ahead. A few of those long-life features are explained at right.



FORDOMATIC DRIVE

- The newest automatic drive
- The smoothest and most flexible
- Cuts 92% of your driving motions
- Takes off "like a jet!"
- You're always basal



Come in for a "TEST DRIVE"

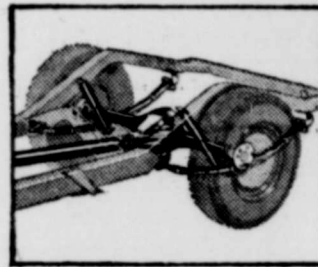
The '51 FORD

ARTESIA AUTO COMPANY

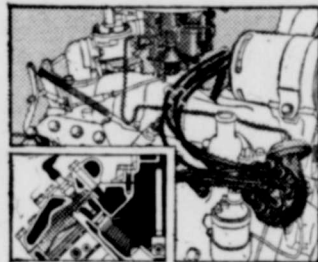
302 West Main

Artesia, New Mexico

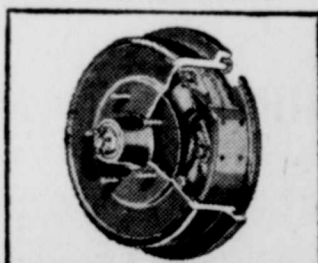
Phone 52



AUTOMATIC RIDE CONTROL
It automatically irons out the bumps with Ford's new Variable-Rate Rear Spring, Suspension new "Torsion Control" Shock Absorbers, and Advanced "Hydra-Coil" Front Springs.



AUTOMATIC MILEAGE MAKER
It's a magic brain that gives you high compression performance with regular gas, better mileage with any gas. New Waterproof Ignition System.



NEW DOUBLE-SEAL KING-SIZE BRAKES
A touch of your toe, and you stop straight and sure. They're double sealed against the weather to prevent moisture-binding, too.



NEW AUTOMATIC POSTURE CONTROL
Front seat moves forward automatically at the touch of a lever. At the same time height and angle are adjusted for correct posture.



NEW "MAGIC LIFT" DECK LID
Just turn the key and the rear deck springs open. No effort required to lift it or close it. And for room, no other low-priced car can match Ford's deep-deck luggage locker.

SAVE UP TO 25%

SAMPLES — ODD SIZES

REMNANT CARPET SALE

You Will Be Floored By These Terrific Values
A Host of Renown Names
in Finer Quality Carpeting!
If You Can Find the Size You Need
You Will Save Up to 25%!
We have a Group of Smaller Pieces,
Suitable for Hall, Dressing Room
or Throw Rugs!

SAVE! SAVE! SAVE!

- Roll Ends
- Odd Sizes
- Floor Soiled
- Samples

SAVE
up to
60%!



VANITY AND BED LAMPS



Values \$5.95 to \$16.50

Sale Price **\$2.95**

ARMSTRONG QUAKER LINOLEUM

Six Foot Widths
Regular Price \$1.55 a Square Yd.
Closing Out at 89c a Sq. Yd.

TABLE LAMPS



Values \$10.95 to \$39.50

Sale Price **\$5.00**

ARMSTRONG LINOWALL

4 1/2 Feet Wide
Regular Price 75c Running Foot
SALE PRICE **59c**


WILLIAMS Furniture Co.

COMPLETE HOME FURNISHERS

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LANDSUN
LAST TIMES TODAY
TUESDAY



The Petty Girl
TECHNICOLOR
CUMMINGS-CAULFIELD
THE 12 GLAMOROUS PETTY GIRLS
Produced by Hal Perlin - Music by Harold Arlen - Lyrics by Betty Combs Foster
Directed by Sidney Franklin

OCOTILLO
LAST TIMES TODAY
TUESDAY

**DESPERATE KIDNAPER
LOOSE IN A
TEEMING
TERMINAL!**

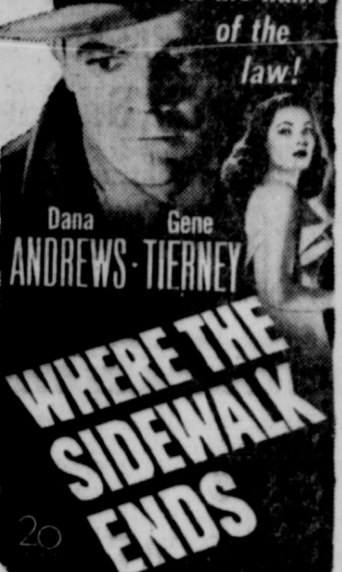


The detective must close in fast if a helpless girl is to be found alive!

UNION STATION
An Experience in Realism!
Starring
WILLIAM HOLDEN
Nancy Olson - Barry Fitzgerald
LYLE BETTGER - JAN STERLING
Produced by Otto Preminger
Screenplay by Sydney Bush
A Paramount Picture

LANDSUN
WED. - THURS.

How far can a police detective go...
in the name of the law!



WHERE THE SIDEWALK ENDS
Dana Andrews - Gene Tierney
with GARY MERRILL - Bert Freed - Tom Tully
Produced and Directed by OTTO PREMINGER
From a Novel by William L. Stuart

—Also Showing—
Latest News Events
Cartoon and Sports

Paul Forister of Hope Wins Western College 'Success' Tag

Paul Howard Forister, son of Mrs. Mary E. Forister of Hope, has been named by students at New Mexico Western College, Silver City, as the male student most likely to succeed.

New Mexico Western students recently held the annual popularity contest electing a half-dozen students whose pictures will go into the 1951 yearbook in May.

Forister is known primarily for his prowess on the varsity cage court but his serious, quiet attitude portrays him as a man who takes all things conscientiously.

In addition to playing basketball he is a member of Blue Key, his dormitory committee, the intramural board, Monogram Club, and student council.

He attended high school at Hope before going to New Mexico Western.

Good counterpart of Forister in the most likely to succeed classification is LaVerne Cloudt, daughter of Mrs. Alta Cloudt, Arenas Valley. LaVerne is the type who does many things and does all things well.

has a brother, Duane, who teaches in Carlsbad. David is president of the student council, 1950 Aqua-Parade co-director, Blue Key vice president, Monogram Club vice president, varsity football and track man.

Betty and Joe
Betty Coed this year is Arnie White, senior from Silver City, who is active in many phases of campus life. She is co-director of the 1951 Aqua-Parade, editor of the Westerner which is the college yearbook, is a member of the Westerners, Cardinal Key, Kappa Delta Pi and many other groups.

Most popular girl at the college is recently wed Mrs. Vinson (Sara Von Tress) Cargile. She is the daughter of Mr. and Mrs. John H. Von Tress.

Mrs. Cargile's native home is in Santa Rita. She attended Hurley High School at New Mexico Western, where she is a junior, her activities have included career conference chairman, 1949-50 homecoming co-chairman, queen of 1950-51 homecoming, membership in student council, W. A. A., Pep Club.

Counterpart of Betty Coed is Joe College, who, this year, is James R. Powell, sophomore from Seminole, Texas. Jim is a speedy half-back on the Mustang football squad.

Homer Borland Is Attending Gamble Meeting

Homer G. Borland, owner of the local Gamble Store, left on Saturday for Denver to attend the 1951 merchandising conference sponsored by Gamble-Skogmo, Inc., at the Shirley Savoy Hotel today and tomorrow. More than 300 Gamble Store managers, dealers, and store personnel are attending from this part of the country.

The Denver meeting is one of seven to be held by the large Gamble organization. Total attendance will exceed 3000.

Heading the list of company officials attending the meetings is Board Chairman B. C. Gamble who addressed the delegates at a banquet last night.

Sales clinics and merchandising conferences are being conducted by the firm's buyers and merchandisers, operational department managers, company officials, and field supervisors. About 100 manufacturers are exhibiting hundreds of merchandise items including major appliances, radios and television receivers; automobile accessories, tires, and batteries; paint and building supplies; furniture, and men's and women's and children's wearing apparel.

Home on the Range CONCERNING NEW MEXICO
By Will Robinson

L. Q. Carman, for the past 15 years superintendent of the fish hatchery at Dexter, having served his time of 30 years, last Sunday night said good-bye to all of the bass, crappie, perch and cat in the home ponds at Lake Van, fed his partridges the last time, and got ready to pay house rent the first time in his married life, during which he has steadily voted the Republican ticket, sat in the amen corner of the Baptist Church, and raised as fine a passel of kids as any man in Chaves County. With a record like that, he is entitled to a real rest. As far as quitting is concerned, nuts as to that.

Notice to Motorists!
HAROLD COCHRAN
Formerly with Artesia Auto Co. is now located at
Faulk Wrecking Co.
806 S. First Phone 562

ARTESIA BUSINESS DIRECTORY
A THUMBNAIL CLASSIFICATION OF EMERGENCY AND IMPORTANT PHONE NUMBERS AND ADDRESSES
Artesia Advocate, 316 W. Main — Call Us — Phone 7

EMERGENCY

Fire	Tell Central
Police (Tell Central or	Phone 198
Red Cross	Phone 328-W
Ambulance	Phone 707

AUTOMOTIVE

Artesia Auto Co., Wrecker Service	Phone 52
COMMERCIAL PRINTING	Artesia Advocate, 316 W. Main — Call Us — Phone 7

KSVP PROGRAM SCHEDULE

1450 ON YOUR DIAL

WEDNESDAY AFTERNOON

12:00 Personality Time	8:05 Weather Report	9:30 The Hidden Truth	5:30 Sky King
12:15 Farm and Market	8:06 Coffee Counter	9:00 Mutual Commentator	5:55 Bobby Benson
12:20 Local News	8:15 Robert Hurleigh and the News	9:15 Mutual News Reel	6:00 Gabriel Heatter
12:25 Rhythm of the Combs	8:30 Dixieland Breakfast Club	9:30 Spanish Program	6:15 Fulton Lewis, Jr.
1:00 National News	9:00 Swap Shop	10:15 World News	6:30 Artesia Schools Report
1:05 Your Favorite Hymn	9:30 Queen for a Day	10:20 Sign Off	6:45 Sports Final
1:00 Poele's Paradise	10:00 News		6:55 Bill Henry
2:00 Certain Call	10:05 Western Request Show		7:00 Local News
2:30 Musical Roundup	10:10 Cedic Foster and the News		7:15 Scott's Jamboree
2:45 Daily Devotional	10:15 Lanchun with Lopez Company		7:30 Rod & Gun Club of the Air
3:00 Trade Winds Tavern	11:15 Tony Fontaine and the News		7:55 Ocean Melodies
3:15 Accent on Melody	12:00 Personality Time		8:00 What America is Playing
3:30 Treasure Chest	12:15 Farm and Market		8:15 I Love a Mystery
3:45 Guest Star	12:30 Local News		8:30 California Caravans
4:00 News	12:35 Savings Bond Program		8:30 Mutual Commentator
4:05 Ladies Choice	12:40 National News		8:45 Mutual News Reel
4:10 Straight Arrow	12:45 Your Favorite Hymn		9:20 Dance Orchestra
5:30 Sky King			9:55 Mutual Reports the News
5:55 Bobby Benson			10:00 Sign Off
6:00 Gabriel Heatter			
6:15 Fulton Lewis, Jr.			
6:30 What America is Playing	1:00 Poele's Paradise		
6:45 Sports Final	2:00 Matinee Melodies		
6:55 Bill Henry	2:30 Musical Roundup		
7:00 Neighborhood News	2:45 Daily Devotional		
7:15 Scott's Jamboree	3:00 Tin Pan Alley		
7:30 Mysterious Traveler	3:15 This Rhythmic Age		
7:40 National Guard Show	3:30 Treasure Chest		
8:15 I Love a Mystery	3:45 Stars on Parade		
8:30 Mutual Commentator	4:00 News		
8:45 Mutual News Reel	4:05 Ladies Choice		
9:30 Dance Orchestra	5:00 Mark Trail		
9:55 Mutual Reports the News	5:05 Gabriel Heatter		
	5:15 Fulton Lewis, Jr.		
	5:30 Meet the Band		
	5:45 Sports Final		
	6:00 Farm and Home Hour		
	6:05 Bill Henry		
	7:00 Local News		
	7:05 Devotional Service		
	7:30 Up-See-Daisee Show		
	7:35 Neighborhood News		
	7:40 Up-See-Daisee Show		
	8:00 News		

THURSDAY

5:55 Sign On	6:00 Farm and Home Hour	7:00 News	7:15 Scott's Jamboree	7:30 Rod & Gun Club of the Air	7:55 Ocean Melodies	8:00 What America is Playing	8:15 I Love a Mystery	8:30 California Caravans	8:30 Mutual Commentator	8:45 Mutual News Reel	9:20 Dance Orchestra	9:55 Mutual Reports the News	10:00 Sign Off
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FRIDAY

5:50 Sign On	6:00 Farm and Home Hour	7:00 News	7:05 Devotional Service	7:20 Up-See-Daisee Club	7:35 Local News	7:40 Up-See-Daisee Club	8:00 News	8:05 Weather Report	8:06 Coffee Counter	8:15 Mutual News Reel	8:30 Dixieland Breakfast Club	8:45 Mutual Reports the News	9:20 Dance Orchestra	9:55 Mutual Reports the News	10:00 Sign Off
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WOODSIDE'S
Late PLUMBER

GOOD HEATING IS DESIRED BY ALL, LET US INSPECT, REPAIR, INSTALL



Woodside Plumbing & Heating Co.
CONTRACTORS - SALES - SERVICE
1014 SOUTH FIRST — PHONE 760-W

SYNTHETIC RUBBER IS TOUGH!



that's why....

SATIN LUMINALL
IS REALLY SCRUBBABLE



only
\$4.75
GALLON
QUART
\$1.40

Here at last is one point that's perfect for walls, ceilings, doors and woodwork in every room, including kitchen and bath. 1 Coat Covers. Dries in 20 minutes without brush or lap marks. No unpleasant odor, fumes, fuss. No primers, sealers, solvents or thinners to buy. It's the easiest point in the World to use—and available in all the choicest colors.

ARTESIA PAINT & GLASS CO.
824 South First Phone 1091

Announcing

THE MON REPOSA DAIRY, INC.

Is Now in a Position to Serve the People of Artesia and Vicinity With Their Delicious, Top-Quality Ice Cream.

If Your Favorite Grocer Does Not Yet Have This Delicious Ice Cream in Stock, Call 1180 and We Will Advise You Where It Can Be Purchased.

MON REPOSA DAIRY PRODUCTS
"AT YOUR DOOR OR FAVORITE GROCERY"
PHONE 1180

REDDY-MADE SUN



... that's your electric clothes dryer. You make your own sun—your own drying day—when you dry your clothes the modern electric way. And that's not all—think of the steps you save, the back breaking job of carrying clothes out to the line that is eliminated when all you do is take the clothes from your automatic washer and place them in the dryer. See the electric clothes dryers displayed at your home town appliance store now. Make every day a perfect drying day with Reddy-Made Sun — an automatic electric clothes dryer.

You've no idea how soft your linens, sheets, cottons and other flat pieces can be until you've dried them electrically. And your towels will be so fluffy, you'll think they're floating in air. Be modern—go electric.

SEE YOUR Electric APPLIANCE DEALER

SOUTHWESTERN PUBLIC SERVICE COMPANY
25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

PLEASURE-PACKED PROGRAM PLANNED FOR FARM FAMILIES



Welcome of a new manager to Artesia and his greetings to farm families, visit of several officials from the Kansas City office and a special motion picture program are combined in a John Deere Day event to be held at 7:30 o'clock Jan. 25, in the Veterans Memorial Building. Melvin Lester Wise, Sr., is the Artesia manager for Miley Implement, John Deere agency. Scene above is from the feature picture.

Agency Head Issues Tickets For Movie Show

A full-length feature picture, "One Happy Family," starring Don DeFore and Marjorie Reynolds, will highlight observance of John Deere Day in Artesia at 7:30 o'clock Thursday night, Jan. 25, in Veterans Memorial Building.

Tickets for the entertainment have already been mailed by Melvin Lester Wise, Sr., new manager here of Miley Implement Company, John Deere distributor, 602 North First, telephone 530-R.

Other persons desiring tickets may obtain them by applying to Manager Wise.

Refreshments will be served at the get-acquainted John Deere movie. The occasion will provide Artesia and vicinity a chance to meet a new Artesia citizen as well as to acquaint themselves with what John Deere farm implements have to offer.

Besides the feature picture there will be "Oddities in Farming," showing unusual machines performing unusual farming operations; "What's New For 1951," on new John Deere implements; "Mike on the Move," and "The All-American Team."

"Mike on the Move" deals with the Deere Model R tractor; "All American Team" with tractors and No. 5 mowers working over the nation on farms that produce champion cattle, hogs, sheep, and horses.

Feature picture has as its theme the story of a small-town family and the things that happen to them when they win the "family of the year" title.

Representatives from the Kansas City office of John Deere will join Manager Wise in greeting farm families of the Artesia vicinity.

Native New Mexican
Manager Wise is native of New Mexico, born in Roswell. He was for years assistant manager of Roswell Implement Company. The family home is 1411 West Seventh in Roswell where Mrs. Wise and their son, Melvin Lester, Jr., will continue to reside until the family finds suitable housing in Artesia.

A World War II veteran, Wise

Western College President Leads Teacher Workshop

Three representatives of New Mexico Western College attended a meeting of the National Commission on Teacher Education and Professional Standards at Phoenix, Ariz., Jan. 19 and 20.

Dr. Haddon W. James, president, was chairman of one of the various workshops active at the meeting, namely, the one labeled accreditation of teacher education. His recorder was Reuben Law, Utah educational authority, and the consultants were Aubrey Douglass, California, and Nell Wilcoxon, Arizona, both specialists in their field.

The other two New Mexico Western representatives who attended were Dr. Nanette Ashby, dean of personnel and professor of English, and Dr. William F. Hall, principal of the college's elementary training school and associate professor of psychology.

Main business accomplished at the Phoenix mass workshop was determination as to which institutions of higher learning should be allowed to train teachers on the basis of curricular programs which satisfy definite standards set by the commission.

was in the army four years, served in the European Theater of Operations, and was in three army branches, ordnance, chemical warfare, and medical department.

Active in veterans affairs he is a past commander of the Roswell post of the American Legion and also was adjutant of the Roswell post of the Veterans of Foreign Wars of the United States of America.

He is a member of the junior chamber of commerce and a Mason.

"I am very well pleased," says Wise, "to be in Artesia for all all places I have been I have found Artesia people most hospitable and cooperative."

Robert Bourland INSURANCE
PHONE 52

R-U-AWARE?



The WHITE WHALE
OF THE EXTREME NORTHERN COASTS, IS SAID TO BE THE ONLY MEMBER OF THE WHALE FAMILY TO MAKE A VOCAL SOUND

PEOPLES STATE BANK
PHONE 500
ARTESIA, N. M.

tend the annual banquet of Artesia Chamber of Commerce. The banquet is set for 7 o'clock Thursday night Feb. 1.

Within three days after the letters were mailed from here on Jan. 13 acceptances were given by Claude Simpson, manager, and Frank Kaufmann, assistant manager, of Roswell Chamber of Commerce.

The Hawaiian name of the Hawaiian trigger fish is a prayer.

NOTICE OF BIDS FOR MOTOR VEHICLES

Sealed bids will be received by the City Clerk of the City of Artesia, New Mexico, at the City Hall until 7:00 P. M. February 14, 1951 for the furnishing of one 2-ton truck and one sedan, with the following specifications:

ITEM I
One 1951 2-ton truck, cab and chassis; 2 speed rear end; wheel-base 160" or more; heater and defroster; dual rear wheels 8.25x20 ten ply; front tires 8.25x20, ten ply and spare tire and wheel 8.25x20 ten ply.

ITEM II
One 1951 light 4-door sedan, equipped with heater and defroster, and spare tire and wheel, 8.25x20 side.

Bid will also show allowable trade in on 1950 Ford 2-door sedan, License No. 746.

Bidder will remove siren, radio equipment, including heavy duty generator and voltage regulator from 1950 Ford sedan and same shall be installed in new car, in operating condition. If generator

and voltage regulator cannot be mounted on new car, new generator and voltage regulator will have to be furnished.

Contact Chief of Police in regard to examining Ford sedan.

The Council reserves the right to refuse or accept any or all bids in the interest of the City.

By Order of the City Council.
CITY OF ARTESIA,
John D. Josey, Jr.,
City Supervisor.
5-21-T-7

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

IN THE MATTER OF THE LAST WILL AND TESTAMENT OF EARL WALTER DIMOCK, Deceased.
No. 1672

NOTICE
Notice is hereby given that on the 10th day of January, 1951, the undersigned was appointed Executor of the Estate of Earl Walter Dimock, Deceased, by the Honorable M. F. Sadler, Judge of the

Probate Court of Eddy County, New Mexico.

THEREFORE, all persons having claims against said estate are hereby notified to file the same with the County Clerk of Eddy County, New Mexico, or the undersigned, within six (6) months from the date of the first publication of this notice, on the 16th day of January, 1951, or the same will be barred by law.

Fred Brainard, Executor.
5-41-T-11

Artesia Credit Bureau

DAILY COMMERCIAL REPORTS
and
CREDIT INFORMATION
Office: 225 Carper Building

Announcing A CHANGE OF LOCATION!

DR. C. A. STRYJEWSKI

Is Now Located at
308 WEST RICHARDSON AVE.

Telephone 601-W

Chaves Men First To Acknowledge Bid To Chamber Banquet

Roswell is first under the wire in accepting an invitation to at-

MacDonald's Farm



LET'S MATCH AND SEE WHO HAS TO HATCH ALL OR NONE.

There's no need to watch to see who has the best farm machinery in this vicinity... it's **JOE MITCHELL & SON** of course. Our stock is complete and our prices as they should be. We can also supply you with the parts and service you might need. Visit us, soon!

JOE MITCHELL & SON.
CASE FARM MACHINERY
SALES - SERVICE

Please remember...

JAN. 25

IS OUR BIG John Deere Day

FREE TO ALL FARMERS AND THEIR FAMILIES

Come early... there's a good time for everyone

See our new entertainment feature picture -

"One Happy Family"

plus -

"ODDITIES IN FARMING"

"WHAT'S NEW IN

JOHN DEERE FARM EQUIPMENT"

and other new pictures both entertaining and educational

MILEY IMPLEMENT COMPANY

VETERAN'S MEMORIAL BUILDING

THURSDAY, JANUARY 25 - 7:30 P. M.

If you don't have tickets or need more, ask us for them - They're Free



COOPERATION does it

Attaining personal and family security is a big job. For most of us, it can only be secured when many people join together with the same purpose in mind. That's the idea of life insurance.

It was the voluntary association of many families that created mutual life insurance. That cooperative endeavor made economic protection available to everyone at costs that are infinitesimal compared to what they would be if a family attempted to create this protection on its own.

For a few dollars a year an average family can assure itself of thousands of dollars worth of rock-solid security, of immeasurable peace of mind, and of financial independence for youngsters and old folks alike.

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317 J. P. White Building

Box 880, Roswell

Phone Roswell

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With the children growing up, there are a lot of extra bills to be met . . . bills that just can't be avoided!

With our timely, Small Personal Loans, you'll be able to pay all outstanding bills and repay us in convenient monthly terms.

PERSONAL LOANS FROM \$3 TO \$500

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