





Owner after owner...Year after year—says

# "IT'S DODGE FOR DEPENDABILITY"



**MORE MILEAGE LONGER CAR LIFE**  
**DODGE OWNERS TESTIFY**

**"NOW DRIVING MY FIFTH DODGE!"**

"My big 1951 Dodge is more than living up to the Dodge reputation for dependability, ruggedness and low cost of maintenance. It's the fifth dependable Dodge I've owned."

—says Geo. A. Hughes, Grosse Pointe Farms, Michigan

**"I'VE PUT THE EQUIVALENT OF FOUR YEARS' DRIVING ON MY '50 DODGE!"**

"As a salesman, my 1950 Dodge is always on the go. I figure the equivalent of four years of average driving on it—without spending any appreciable amount of money for repairs."

—says Harry H. Hurst, Houston, Texas

Specifications and equipment subject to change without notice

There's a safe, rigid, all-steel body, rubber-mounted to eliminate rattle and squeak.

**New Safer, Smoother Ride**

Dodge Oriflow Shock Absorbers "float" you over roads that stop other cars, cushion vital chassis parts against road shocks... make them last years longer.

Take 5 minutes to check Dodge dependability in long life, extra comfort and safety, low-cost maintenance and gas economy. Come in today for the complete Dodge story.

**1951 Dependable DODGE**

*Drive It Five Minutes And You'll Drive It For Years*

You could pay up to \$1,000 more and still not get all the extra room, riding comfort and rugged dependability of Dodge

TAKE THE WORD OF OWNERS who know Dodge value and dependability from actual experience. "No repairs in four years' driving" — After driving another make less than a year, I'm back with Dodge again... "Driven my Dodge 100,000 miles and it's still going strong." These are not unusual comments in letters we receive from Dodge owners coast-to-coast. Dodge dependability starts with a rugged frame, a "Get-Away" engine "speed-proofed" to resist wear, designed to be a miser on gas.

### Green Receives 20-Year Southern Union Award



ARTHUR J. GREEN

Arthur J. Green of Carlsbad, who for the last eight years has served as transmission superintendent for Southern Union Gas Company's Southeast New Mexico district, which includes Artesia, recently received that company's award for 20 consecutive years of service.

Announcement of the award to the veteran employee came from E. C. Reddy, Carlsbad, Southern Union's Southeast New Mexico district manager, who said Green is the 17th Southern Unionite to attain a record of 20 years of continuous service.

Green was employed by Southern Union as night watchman in Albuquerque on May 1, 1931, but soon was transferred as fieldman to the Kutz Canyon area, where the company has extensive holdings. He remained in that area, holding practically every job connected with the gas company's operations, until moving to Carlsbad as district transmission superintendent.

Termed a "key employe" by Reddy, Green has been instrumental in carrying out many special construction projects for Southern Union. He had an important role in the installation and operation of the company's first compressor

### Here and There

George Weippary of Artesia, a member of the Engineers' Club at Eastern New Mexico University, Portales, was one of 16 members who made a tour of the Texas Panhandle last week end, inspecting power plants of the Southwestern Public Service Company.

station, located at Kutz Canyon, and supervised construction of a compressor station on Southern Union's main line near Artesia. For the last several months, Green has been doing special work for the company in Arizona.

In announcing the award to Green, Reddy said, "Green's career with Southern Union parallels those of many of the company's top ranking employes. Without exception, the organization's key personnel have long and brilliant records of employment in the natural gas industry and with the company. In many instances, men who joined the ranks of Southern

Union as laborers have risen to hold high managerial and supervisory positions.

"We are proud of employes like

Green who have devoted years to helping the company build its reputation for fine service in every community in which it operates." iron.

## Cook where it's Cooler



## In an All-Electric Kitchen

... and start to build your all-electric kitchen by installing an electric range now.

Electric cooking is cool — coolest of all cooking methods. You look fresh, crisp, neat, cool — almost like you have been cooking inside an ice block — when you cook the modern electric way. It's the pan-hugging heat of electric cooking that keeps you and your kitchen cool — the pan-hugging heat that goes right into the cooking job to be done.

Cook where it's cooler. Cook where it's cleaner, too. Cook in an all-electric kitchen. See your local electric appliance dealer and see the modern electric ranges he displays. Start to build your all-electric kitchen now.

SEE YOUR Electric APPLIANCE DEALER

SOUTHWESTERN

# PUBLIC SERVICE COMPANY

26 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

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Speaking of power... making friends is often only a matter of paying one's way. Money in your pocket may make the world friendlier to you... and the best way to have spending money is to save through a savings account at the PEOPLES STATE BANK. We also extend greetings to the Mothers of this vicinity.



### HART MOTOR COMPANY

WEST TEXAS AVENUE

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## Today's BETTER BUY in Life Insurance . . .

- The Mutual Life is the oldest American mutual life insurance company. 1951 marks its 108th year of continuous operation.
- The Mutual Life has paid out, or accumulated for payment, nearly \$1,000,000,000 more than it has received from its policy holders. Approximately 60% of the total has been paid to living policyholders and 40% to beneficiaries.
- The Mutual Life has paid out \$1,154,270,425 in dividends to policyholders... provided for payment of \$20,100,588 in dividends for 1951, an increase of 20% over the 1950 figure.
- Mutual Life's surplus in relation to liabilities is one of the highest in the life insurance business. Additional special surplus reserves of more than \$11,000,000 furnish additional safety margins against the future.
- Insurance in force at the beginning of 1951 totaled \$4,418,624,930 on 1,364,325 policies, a gain of \$103,100,000 over the previous year.
- One of the few American companies (in all industries) with assets over \$2,000,000,000. Total assets at the beginning of 1951—\$2,143,298,689.

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We aim to give you—and always deliver—more "run" for the money you spend on truck repairs, because we know that maintenance costs are mighty important to your profit picture, too.

At our shop you get honest estimates and quality workmanship—by mechanics who know and understand all kinds of truck troubles.

What's more, the service is fast! And the work's done *right* by men with real truck experience, men who represent the world's largest exclusive manufacturer of commercial vehicles.

And the prices? Just try us—see if our service department doesn't give you the *best-running truck for the money you spend!*

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