Ceologist Sounds Warning On Region's Water Supply

Forest Fire Destroys
Home in Mavhill Sector


## First Baptist

 Vacation School Attended By 260

# The Artesia Advocate 

volume forty-eight artesia, new mexico, tuesday, june 5 , 1951


OSOCIETY
Christian Church Pastor and Wif Celebrate Silver Anniversary

| served their silver wedding niversary with an open hous day evening of last week partor of the First Chürch. <br> Guests were present fron tesia, Carlsbad and Alamogor so their son, Laughter, Nikki Lynn of Worth, and their daughter. Blair Thompson and Mr. Tho of Artesia. <br> The rooms were decorated garden flowers. <br> The refreshment table was with a handmade lace cloth centered with a bouquet of menats and roses and white in erystal holders. <br> Mrs. Albert Richards an Clark Storm presided ove punch bowls Mrs. Nathan kely in ijo Storm played wedding during the evening <br> Others assisting during the ing were Mrs. Britton Coll, Nevil Muncy, Mrs. Lee Frane Mrs J W Jones Mrs. J. W. Jones. <br> Among the numerous gift filled with silver dollars pr by members of the church. Cake and punch was serve 75 guests. |
| :---: |
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Beta Sigma Phi Chapters Form City Council



## TENG.I. LOANS AVAILABLE (0NLY TEN)

Papers and Credit Report Must Be in

## BEFORE JUNE 30

APPLY IMMEDIATELY
If you are in the Market for a Direct 4\% GI Loan
Contact
CLYDECHAMPION
1010 Missouri Avenue
Phone 768-R

PEO Chapter Hears Reports On Convention


THUMBNAIL CLASSIFICATION O
EMERGENCY AND IMPORTA rtesia Advocate, 316 W. Main - Call U EMERGENCY
Fire
Police (Tell Central or
Red Cross
Ambulance
AUTOMOTIVE
Artesia Auto Co., Wrecker Service
COMMERCIAL PRINTI COMMERCIAL PRINTING
artesia Advocate, 316 W . Main - Call Us - Phon

We are forced to ask for higher telephone rates - On Tuesday, May 29, we filed an application with the State Corporation Commission for an increase in telephone rates.

- Because practically everyone is a telephone user, we want everyone to know why increased telephone rates are necessary.

Higher rates won't buy additional plant - but they will make continued expansion possible

The money you poy for monthly telephone service is not used for exponsion, but oniy
to corry on the doily operations of the business.
But-these higher rater will make it possible to secure needed dollaris from people with money to invest with money to invest, and with these dollors we con continue to provide the expanded The increases requested will amopie of New Moxico wont and neec.
The increases requested will amount to not more than $5 ¢$ a day on main residence
telephoness, not more than $14 f$ a day on business phones -ond the increase will be telephones, not more than 14e a day on business phones-and the increase will be
much less for most people.

> In the last decade New Mexice has had the highest rate of telephone growth of any state in the nation! We're proud of the big iob already done.
> If we are to fulfill our obligation of providing the best possible service to the people of this state, our rates must be adequato. We are asking for ne more and no loss than is necessary to koop the business on a sound financial fopting.


## SPORTS <br> ON THE HOME FRONT

Sooner Making Longhorn Survey Of New Mexico School Athletics

|  |  | to encourage the summer sports program and has consequently lib－ eralized，to some extent，eligibili－ |  |
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## Have You Had Your ＂RIDE＂For The SEASON？

## IF NOT，JUST RELAX，THERE＇S ALWAYS SOMEONE COMING THROUGH TOWN TO TAKE YOU！

LET＇S EXAVINE A FEW FACTS： WHY Bahy Contests，Child Photogenic Contests or Photo Con
tests in the First Place？Are They Really to Determine Which
．
 It＇s Simply a Money－Making Scheme，Racket or Angle．
What Will Yout the Parent．Derive By Particicipating in a Con test of This Kind？Nothing．That You Don＇t Pay for in Full Measure．REMEMBER－the
Likely You Are to Get Stuck

703 WEST MAIN

Likely You Are to Set its．

## GABLE STUDIO <br> GABLE STUDIO <br> WILL PHOTOGRAPH YOU OR YOUR CHILD ABSOLUTELY FREE．．．． Pictures When I，Arrive，There is Pro

People Just Don＇t Get Something for Nothing！If You Do Get a Photo for 50 Cents，It Will Probably Be Worth Just About That

CHECK AND DOUBLE CHECK All Photo Offers．．．Some times Cleverly Worded Phrases Suggest One Thing and MEaN Another

REMEMBER THIS：
In Dealing With an Itinerant Photographer：（1）An Order Six Pictures，Any Size，Will Probably Cost MORE Than The Would from a Local Firm，With No Guarantee of Quality What soever；（2）An Offer of a Free Picture Is Just a Stepping Stone to Selling You a Large Order；（3）If You Are Displeased With You Selling You a Large Order；（3）If You Are Displeased With You
Pictures When They Arrive，There Is Probably Very Little You
（Just as We Have Been Doing Ever Since We Opened for Business in Artesia Back in 1946）

Buy－Sell－Rent－Trade－Help
Business Opportunities 6 －For Rent
品药

Drilling Report





## A GOOD DEAL

 for your money.
## 7 Ford Deluxe Tudor

Ford Deluxe Tudor
Radio, heater, sun visor

Freezing System of Every Servel Sold by Southern Union Guaranteed Ten Years

## Eating Is Necessary, Also Mighty Pleasant



## KOMAC Colorizer PAINTS <br>  <br> 

 1,377 colors



Funeral Service
For Artesia Youth
Conducted in Ohio


## IIN 1950 EDDY COUNTY PRODUCED NEARLY 60,000 BALES-.. 80 PER CENT FROM THE ARTESIA AREA!

Last year Eddy County alone produced almost 60,000 bales of vitally important cotton. Approximately 80 per cent of this huge production came from the Amazing Artesia Area - one of the world's greatest cotton producing areas.


Not only does the Artesia Area produce large quantities of cotton, but other vitally important crops in alfalfa, grains and other row crops. Facilities for the handling of these agricultural products here are the most modern.

Not too many years ago, cotton was an experiment in this area. But with the coming of modern irrigation facilites cotton farming developed rapdly. With the development and extension of modern irrigation, farme developed rapidly. With the development necessary.

With Artesia's high, dry climate, long growing season and improved varieties of cotton, this area has become one of the greatest cotton producing areas in the country. Cotton grown here is of exceptional grade and standard, uniform quality, which commands a premium price on the world's market.

THIS ADVERTISENENT IS ONE OF A SERIES PUBLISHED IN THE PUBLIC INTEREST BY THE FOLLOWING

Southern Union Gas Company
The Steak House
Independent Supply Company
Artesia Transfer \& Storage Company
Brown Pipe \& Supply
Guy Tire \& Supply Company
Guy Chevrolet Company
Joe Mitchell \& Son
Williams Lumber Company
Southwestern Public Service Company
Peoples State Bank
Artesia Implement \& Supply Company
Artesia Auto Company
Del Smith Motors
First National Bank

## Artesia Hotel

Payne Packing Company
New Mexico Asphalt \& Refining Co.
Food Mart, Inc.
Cole Motor Company
Artesia Chemical Company
Cox Motor Company
Hart Motor Company
Clem \& Clem Plumbing
Clem Appliance
Hazel Flying Service
Dowell Service Station
Artesia Alfalfa Growers Association
Bowman Service Station
Wilson Feed \& Farm Supply
Artesia Hotel Coffee Shop

Artesia Wool Co-op
Cranford's Gulf Service
Artesia Gas \& Appliance
Teague Nu-Mex Service
Boyd Barnett
Johnson's Dairy
Fugate Saw Mill
Paulin Funeral Home
Culligan Soft Water Service
Sperry Oil Sales
Artesia Farmers Gin Company
Burl Sears
The Artesia Compress
Jim's Drive-Inn, No. 1 and 2
Pecos Valley Machine Shop
Burch Petroleum Company

The Artesia Advocate

| ORVILLE R PRIESTLEX, PublicherVERNON E RRYAN. General Misneser Edward B. Emerson, News Editior |  |
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| This newspaper is a member of the Audit Bureau of Circulation. Ask for a copy of our latest A.B.C. report giving audited facts and figures about our circulation. <br> A.B.C.-Audit Bureau of Circulations FACTS as a measure of Advertising Value |  |
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| NEWSPAPER Adverions Reorentat: <br>  <br>  |  |
| subscription rates, payable in advance <br>  <br> One Yoert (Outaide Artate |  |
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Far Greater Need
ThERE WAS COVSIDERABLE discussions during the meeting of
leges and a definite movement to permit high schools to set up two
more yeass of education under their own programs This would prae
tically amount to the establishment of a junior college in the high
surveys made in
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Have Obligation, To
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What Other Editors Are Saying


The longest stretch of straigh
railway belongs to the Transcon
tenental railway in Australia. .
runs in a dead straight line fo
328 miles.

| Natural gas first was used a |
| :--- |
| a fuel commercially in Pitsbburgh |
| in 1882. |

COMMUNIST OFFENSIVE YIELDS NEARLY 10,000 POWs

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photographer ITwin Tress.

## Home on the Range

 Concerning new mexicoby will Robinson.

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Mr Nam Mak



They were part and parcel of
hopefuls picked out by Paramount, dubb ticipating students and band mem-
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church has passed the $\$ 100,000$.
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Mrs. Cora M. Holland has re-
tired from here long.time work
a school teacher at silver City
Who has had the fith grade and Who has had the fifth grade and
has been principal at the Central
building for several years. Supt.
G. W. Stout gave Mrs. Holland a strong batch of of prizes in an ana strong batch of prizes in an-
nouncing her retirment under the
statute of limitations.


## $\underset{\substack{\text { most } \\ \text { remark }}}{\mathrm{H}^{\mathrm{UM}}}$

When
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himself gratuated in 1922. Both
were honor graduates,

## State Corporation Commission Ingram Pickett is in Carlsba

listening to the critics of the South
vestern Phone people, who wan

## 

sand years we wait for a
Jewish home

## Try and Stop Me

By BENNETT CERF-


She's Ready Cause
She's Got Reddy
tht ben aemex'


FIRST NATIONAL BANK member yederal deposit insurance corp. BANK PERSONAL LOANS ARE EEST
$\qquad$
the moran company appoint GATES \& McCAW QUONSET DEALERS for Chaves and Eddy County
JOHN GATES
Phone 358-J


Chryser's new FirePower engine has
rocked the automobile business right $\begin{aligned} & \text { Firepoer takes any regular grade gaso-, } \\ & \text { line you care to buy } . . \text { and adds its }\end{aligned}$ rocked the automobile business right Quietly, behind all the laboratory talk of "engines of tomorrow" . . . Chrysler has built a revolutionary engine for you to drive today!
It can give you $\mathbf{1 8 0}$ horsepower, to surpass any other engine in any other c It develops its power in its own new kind of way!
But you don't have to "baby" it or give it fancy quality gasoline to $g$

that 180 horsepower performance! | line you care to buy. $\begin{array}{l}\text { and adds its } \\ \text { own new } \\ \text { mechahical octanes } \\ \text { to to the }\end{array}$ |
| :--- | power-giving octanes of the gaseline itself. The result is something new and startling in responsiveness ... and in safety, too. You get quicker and smoother con-

trol of when and how you move than trol of when and how y
you have ever felt before.

It's the engine of tomorrow ... on the road for you today ... and your Chrysler dealer invites you now to try it, in the
ever arover

Chrysler FirePower〉
Finest engine ever put in an automobiles COX MOTOR COMPANY


