$-\quad-$
The Superior ManSlow in Words, Earnest in Conduct


HELPING TO BUILD A GREATER ARTESIA

Idemans on Vacation Tour
Land of Custer and Sioux
Bn ine ime of sear wimen
Colorful Choir Team Will Sing In City Tonight

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Batles Slated During the Week



QSOCIETY
Rebekah Lodge Installs Leaders

Social Caiendar
El Paso Couple Marry Saturday In Local Church $\qquad$
THE ARTESLA ADVOCATE, ARTESLA, NEW MEXICO

| Alpha Nu Names | Baptist Youth | Neus Briefs | Frgas | Oil Association |
| :---: | :---: | :---: | :---: | :---: |
| Unit Chairmen | Camp Attended | Hrrand and emerer crier me | Willys Agent | On |
|  | By 16 Artesians | Boak | Bot Fergueo has oblained | ${ }_{\text {mose }}^{\text {mes }}$ |
|  |  | Nrsa Nell Alloer reumed home |  | of the twenty eeond |
| Nout | Youth Camp in the Marano Moum |  | Texato serive Station tormerly | ${ }_{\text {a }}^{\text {soiata }}$ |
|  | aine |  | Itio operen for busines londuy | comm |
| r | tesid |  |  |  |
|  |  | $\begin{aligned} & \text { Nexter } \\ & \text { enver } \end{aligned}$ | full line of parts and accessories | atronize the adve |

Anna Lou Cox at the
Modernistic Beauty Shop


MODERNISTIC BEAUTY SHOP
409 West Main

## IT'S So Casy PERSONALLOAN

ITSS EASY TO GET A LOAN HERE! "As easy as talling

## Stop Wishing-and Drder Dne ... You'll make a wise buy:


 Hac and so many thousanss wilh Pontiac is a thoroughly good car, built to give you years of dependsweetheart on the road-eager,

Pontiac is distinctively beautiful -and its reputation for goodness And don't forget that Pontiac is pry low priced-and we can
promise you a deal that will quickly convince you that you'll nd order one. Drop in top wishin

(7)

Dollar for Dollar you cant beat a Pontiac

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LET THE
HART
MOTOR COMPANY

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et more enjoyment from summer driving knowing your car is in A-1 shape! From 'neath the hood, to 'neath chassis, let us check your car for top performance and peak operation. It pays to prevent trouble ahead of time! For protection and economy, take care of your car now


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DODEE•PLVMOUTH

vatay, July 10, 1951

| al Delegate- | $\begin{array}{c}\text { Artesia Praised- } \\ \text { (Contunuee rom rage one) }\end{array}$ |
| :--- | :--- |




## Newspaper Started

 By Sunday School chool. publications first issue
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dase no name eut a contest is under.
has
way to


 and Gine White as pressmen. First Presbyterian Church is at
402 WWest Grand. Rev. Ralph L .
$\qquad$
Signs to Indicate Potash Mine Road Where are the potash mines?
That has been a question asked That nas been a question asked
the state highwy department
mant


$\qquad$
$\begin{aligned} & \text { department, to Bob Koonce, man } \\ & \text { ger or the chamber of commerc }\end{aligned}$



 | Saturday to Mr. and Mrs. Ysable |
| :--- |
| Loyn |
| Mr. and Mrs. Edward G. Bivens |

 weighed five younds nine ounces.
phylis. Ann, and duagter, was
born to

Twenty-Thirty Club to Install Officers Thursday The 20.30 club will hold installa-
tion seremonies for officers elected
 Stficers there will be
SERVICE SERVICE SERVICE SERVICE SERVICE SERVICE SERVICE

## 

CHRYSLER-PLYMOUTH OWNERS


BLY $\mathbf{0 N}$ EASY BUDGET TERMS!

This Makes Sense
Coming! In Person! One Night Only Big Hillbilly Show and Dance KWKH, Louisiana Hayride, Shreveport, La. Tennessee Barn Dance .. Show - Dance TUESDAY, JULY 1 American Legion Hall artesia, new mexico JohNNY JoHNSON-His Smokey Mounfaineers JERRY, PEGGY-Carolina sushtine Girls Hear these ititle Tennessee Sweethearts sing: JOE-The Wrangler and His Accordian
OBY SNEEZIEWEED-Bam Dance Comedian JIMMY-"Take It Away" and His steel Guitar $41 / 2$ Hours Music, Show and Dance One Admission include Show and Dance (Tax leluded) Adults $\mathbf{5 1 . 0 0}$ EVERYONE INVITED - DON'T MISS I


Roswell Twice Beats Artesia Legionet Nine Roswell skunked Artesia 141 in
Thursdyys Legion game played on he Eagles Field. In the s
urday at
at In Thurscore of 3.1 . Roswell was the winsdining gatcher, Baidree
and Campanella the losing poott In Saturday's game. Vigil was
he winning pitcher, Rainbolt the
 Rocket Music Doesn't Charm Mighty Umpires Sohe Longhorn League umpires
don't sem to be great musi
overs, es four members of the Ro overs, as four members of the Ro
well Reckets can testify.
The four, catcher Sis. Sop Souza, and pitchers Grimes

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repocked ond adiustad repocked ond ofiusted
spection with int fesid system in-
sif 4. Aneded
 bothery connection:
HOT WEATE HOT WEATRER is rough on your cert Give
brouk by brin
servico Now


## NOW ONLY $\$ 5.2$

Artesia Auto Co
"Your Friendily Ford Dealer" W, Main Phone

Champion Cowhoys to Battle Southwest's Worst Outlaw Horses at United Veterans Rodeo

and



 Duke City Fans
To See Baseball
Clown Thursday






## alt Bi memanim de Aerial Shov

 To Mark Opening Of Ruidoso Port

Am

 <br> \section*{Artesia's Newest <br> \section*{Artesia's Newest <br> <br> Dealership for <br> <br> Dealership for <br> <br> WILLYS-OVERLAND} <br> <br> WILLYS-OVERLAND}
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PHONE 205
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Ruidoso when the Ruidoso (

ek them at

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Veterans Defeat Area Champs, 10-5

 GUIDE
5


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| Two bedrom Home, at 1011 |
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We Are Agents for Major Life Insurance Companies for LOANS on All Types of Property.

## ACT NOW!... For best choice of model and color

| $\mathbf{W}_{\text {car }}^{\text {Hr }}$ warr a minute longert We've got the | big new D |
| :---: | :---: |
| Dodge ready and waiting. Come in and drive | your present car. And for |
| Youll gat the deal of the year $\ldots$ on the car | a week your can start right in erioying all |
| of the year. The growing popularity of this |  |
| great new Dodge surpass | \$1,000 more for a car and still not get all the |
|  | extra room ... driving tase, ... famous depend- |
| sill out to make it easy for you to own | mee in now for a grand deal on |
| Your Dodge dealer is Trensportation | headquarters . . . COME IN TOD |

## HART MOTOR COMPANY

TELEPHONE 23?


Office Supplies at The Advocate



## OIL PRODUCTION IS ANOTHER MAJOR INDUSTRY IN THIS THRIVING SECTION

Hundreds of producing oil wells in the Aresia area pour Black Gold into America's comnercial and industrial life, and contribute materally to the general economy of this entire section of New Mexico.

No story anywhere, fact or fiction can surpass the truth regarding oil and gas production from the fabulous Permian Basin of Eastern New

Mexico and West Texas. These facts and figures show that: The Permian Basin's known producing area is now in excess of $\mathbf{8 6 , 6 0 0}$ square miles, with an estimated oil reserve of $9,068,700,000$ barrels.

With a background such as the above, the Oil Industry in Artesia can move only in one direc-
tion-FORW ARD. Already of tremendous importance, the Petroleum Industry will continue to contribute more and more to the general development and sound economy of Artesia.

Geographical location-combined with fine transportation facilities-place Artesia in an enviable position to serve and benefit from the development of the entire Petroleum Industry.

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

| Southern Union Gas Company | Artesia Hotel |
| :--- | :--- |
| The Steak House | Payne Packing Company |
| Independent Supply Company | New Mexico Asphalt \& Refining Co. |
| Brown Pipe \& Supply | Food Mart, Inc. |
| Guy Tire \& Supply Company | Cole Motor Company |
| Guy Chevrolet Company | Artesia Chemical Company |
| Joe Mitchell \& Son | Cox Motor Company |
| Williams Lumber Company | Hart Motor Company |
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| Peoples State Bank | Clem Appliance |
| Artesia Implement \& Supply Company | Hazel Flying Service |
| Artesia Auto Company | Dowell Service Station |
| Del Smith Motors | Artesia Alfalfa Growers Association |
| First National Bank | Bowman Service Station |
|  | Wilson Feed \& Farm Supply |
|  | Artesia Hotel Coffee Shop |

## Page Eight <br> The Artesia Advocate

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 avern A.B.C.-Audit Bureau of Circulations
FACTS as a measure of Advertising Value

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## Do You Pay Your Bills?

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## should be contant.

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## ALONE AT LAST!



What Other Editors Are Saying
grass roots opinio


## As Artesia Grows

## twenty years ace

 (From The Advocate files for Site of the new plant of the Mal busy scene yesterday morningwhen about 25 to 30 workmen gathered to start construction or
he plant. Materials are arriving a the plant. Materials are arriving as
eeeded according to M. E. Biasi uperintenden
The revival meeting which was
conducted at the First Baptist conducted at /the First Baptist
Church during the past two weeks,
closed with baptismal services last closed with baptismal se
Sunday. Eight baptisms
ceived into the church.
Artesia Rotary Club began its
new year Tuesday with the new
president, George Frisch in the new year Tuesday with the new
president, George Frisch in the
chair. The program for the day was Mr. and Mrs. Rex Wheatley to their daughter, Joan, up to the
Girriscout amp in Bear Canyon on
Ge Fourth. Richard Wheatley, who the Fourth. Richard Wheatley, who
returned from California last week
and little Barbara accompanied and
them.
Mrs. Skeit Williams entertained
score of little people last Monday a score or for her littte son, Low.
afternoon
rey, whose birthday anniversary rey, whose birth.
occurred that day.
Mr. and Mrs. Ike Keller gave a
$\begin{gathered}\text { pieniic supper on the porch of their } \\ \text { home yesterday } \\ \text { honoring } \\ \text { Miss }\end{gathered}$ hoome yesterday honoring Miss
Reva Knoeder who is visiting here
Ren The Second $-0-1$
Bridge Club was en-
ertained at a one oclock luncheon tertained at a one oclock luncheon
Tuesday at the home of Mrs. Jeff
Hightower. Last Sunday evening the United
Young Peoppes' meeting was held
in the Presbyterian Church with nthe Presbyterian Church with
Thelma McCaw, president in
harge.
ten tears ago
$\qquad$ Two and a half inches of rain
fell on Sunday and the city was plunge into darkness as wind
whips into trees, and some build-
carper Drilling Company will
tart soon to build a fine office uilding at the corner of Fourth
nd Quay, it was announced this morning. The building will cost
about $\$ 75,000$ and will be the finest in Artesia.
The School Musician, a national
publication, in a recent number sted Ann Crouch of Artesia as a first division winner in baton
twirling in the Texas district, as
in the United States were given. in the U Uited States were given.
winners in all school music contest

Emery Carper, mayor of Artesia,
Wednesday designated Albert Rich
Wednescay designated Albert Rient,
ards chief of the fire department,
as fire defense coordinator tor the city and directed him to establish a
fire auxiliary corps to function
under his immediate supervision.

Mrs. Leland Price was hostess to
he Hi.L Luncheon Club at The Corral Tuesday. Mrs. Joe Holyfield and Clemmie
uting guests.
Mrs. Roger Dorand was hostess
the Abnormis Sapiens Bridge to the Abnormis Sapiens Briage
Club on Tuesday evening. Mrs. Raymond Bartlett and Mrs.
oe Nunn were hostesses at a beau filly appointed shower compli
nenting Mrs. Oscar Pearson at the menting Mrs. Oscar Pearso aening.
Bartett home Tuesday even
After the guests had assembled After the guests had assembted
Mrs. W. H. Ballard, impersonating
Mer Madam Stork arrived with a tiny
red.headed baby in a basket draped in blue and decorated
of pink hollyhocks.
Mr. and
Mrs.
ere hosts at a family dinner Sun. were hosts ats
day evening.
The Atoka Woman's Club met
Tuesday afternoon at the home of
Mrs. Paul Zeleny.
W. E. Kerr, superintendent
the Artesia schools, taught a course
in shol finance at New Mexico
State Teachers College in Silve
City als week.
Five
From Eddy On UNM Honor Rolls of 1950-51


 Nome




munisixio
Roilly did ot the Twentieth Century way-by specializing.
he got out of the Army-he was overseas three years with
Divition as a platoon sergeant and had all the brushes withDivivicon as a platoon sergeant and had all the brushes with de
wants for the rest of his life he tried to natreout something
that notoody else was doing. He fnally hit on it. Ho becarne

$\qquad$

PAUL SEES THE MOVIE AND RADIO STARS with their
down-when they are swearing at their sweethearts or telling

 Most of his buminess comes from word of mouth. Paul is
these guyg who knows everything-where to get a good sult in
York, what is the best hour to hit El Moroco, how to cure
over, etc. His cebrity elients don't take long to find this out, so when get back Hollywood or whatever olner dreamland they
they P . they pass his name along to other VIPS
I wonder, though, it Paul doesn't real
dayy, to be so ambitious. The poor guy doesn't know that the das
the Horatio Alger success stories are over. He tuit Judy Gariand around and buying new limousines, and acquin summer home down in the Rockaways and, all in all, eating hig
the hog. I guess you might describe him, in these ambition.lesg the hog. 1 guess you might describe him, in these ambittlo
as something of a freak. Oh, well--let the guy dream on.

## Try and Stop Me By BENNETT CERF



|  |  |
| :---: | :---: |
|  | are guilty of the heinous crim |
| Walkerville, Ontario, d |  |
| tion men | An object which weighs: |
| T |  |
|  | pounds on earth woonld we three pounds on the |
|  | science item. Good place to bill meat. |
|  | The Sahara dosent is 3,000 mile |
| nave just mistaken the dist |  |
|  | - As thet govornor of Not |
|  | "Tros olong time botwoen drink |
|  | a cavern alled with food |
|  |  |
|  | ak for six years, has finally et ed to the surface. In view |
| ing | caped to the surface. In view today's threatening headines, wim |
|  |  |
| clowns of "banal bourgsois hu |  |



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Disabled veterans recently sepa-
rated from service may be eligible
for a new type of government ior a new type of government life
insurance as a result of a law espe.
cially enacted for their benefit clally enacted for their benefit
veterans administration announced
today. The present Congress authorized
this insurance by Public Law 23 to






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Groups Refilife insurance. Groups Refined
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 SEMI-LUSTRE


Artesia Alfalfa Growers Association Oil. Feeds. Seeds PHONES:

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 $\frac{\text { Prairie State }}{\text { dame of suen inerumere. }}$ Town Auto Center Of United States



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## MARVELOUS MOTORISSS NEW SERVEL

It's bigger inside ... smaller outside!事总 MORE... useable refrigeration space in the same kitchen area! A now, stim exterior is the secret of Servel's extra-roomy interior
Now a big, 11.5 -cubic-foot Servel oceupies the same floor space as the old eight-foot model. With Servel, you have storage space MORE Th • years of perfect performance! Servel, the GAS rofrigerator, hos no moving pots in tis freezing systomi No ports to make noiso, wear out whon roplaceme
might be diffeult to obtoin. It stoys silent, lasts years Inger


MORE $\therefore$ convenient new features! 70-pound freezer compartment! Special "Odds and Ends" basket! Giont fresh foods compartment!

- Quick-Change edjustable shelves:


## Couther ${ }^{\text {Cin }}$ Union Gias Crombanm cromparmy

