



GOOD HUNTING TO ARTESIANS

AND ALL OUR NEIGHBORS.
SHOOT STRAIGHT - - - OBSERVE THE RULES
OF GOOD SPORTSMANSHIP AND SAFETY

Once again the Hunting Season is with us. The good old international sport which dates back to time immemorial.

Initially, of course, the killing of game was a necessary part of the business of living and filling one's stomach rather than the sport which it has become today.

Residents of Artesia and the surrounding country are extremely fortunate in their proximity to a hunting ground of generous proportions abounding with many kinds of game, so hunters enjoy yourselves but remember the rules of the game. Remember to be cautious and careful of the lives and property of others as well as your own.

SHOOT STRAIGHT WITH THE RULES AS WELL AS THE GUN



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

- Artesia Hotel
- Southern Union Gas Company
- The Steak House
- Independent Supply Company
- 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

- 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
- Teague Nu-Mex Service
- Boyd Barnett
- Johnson's Dairy
- Fugate Saw Mill
- Culligan Soft Water Service
- Sperry Oil Sales
- Artesia Farmers Gin Company
- Burl Sears, Mutual Life of N. Y.
- The Artesia Compress
- Jim's Drive-Inn, No. 1 and 2
- Pecos Valley Machine Shop
- Burch Petroleum Company

LIVE AND PROSPER WITH US IN AMAZING ARTESIA

Special MIDNITE SHOW
11:30 P.M.
TICKETS AT 7 - DOORS AT 11:00 - 50c ADMISSION.
Now and SIZZLING SHE SHOULD SAID 'NO!'
How Bad Can a Good Girl Get?

Ocotillo Theater, Sat. Nite, Oct. 20

LANDSUN
WED. - THURS.
POSITIVELY ONE OF THE BEST Horse Racing Stories of All Time!
DASHING NEW PEAKS OF THRILLS!
Blue Blood
CINECOLOR

CIRCLE-B
WED. - THURS.
BUCK A CAR NITES! TWO BIG FEATURES!
Frank Lloyd's FURY at SEA
FRANCHOT TONE JOHN CARROLL Walter BRENNAN CAROL BRUCE

Home on the Range
(Continued from Page 8)
The acre is not too high this year, but the drought, but the quality is better. Everybody did their best. For instance the Camp Fire netted \$124.64 for the street sweepers. Even the kiddies helped with a pet show that netted \$45, meaning a whole lot to the youngsters.

As You Were
First Run! Never Before Shown in Artesia!
A Great New Comedy of Life in the U. S. Army!

saddle as boss of Albuquerque, intends to do something about the constantly-increasing drain upon the natural gas of the state.
Along with many other empire builders he noted the lower pressure last week at the top of the fair crowds, and means to see that the interests of the people are protected.
This can only fully be done by clamping down on the over-sale of gas from the New Mexico fields, turning down such orders of last week or ten days which would have called for multiplied millions of cubic feet to go out as rapidly as the connections can be made.
Of course there should come along a higher tax on the sale of gas to outside users, but maybe protection against over-sale is all

What a Wonderful Story the Price Tag Tells!



WE'D like you to come in and hear a wonderful story.
First of all, it's the story of a great car—a car whose name is respected and admired everywhere in America. We are sure that the word "Pontiac" means something distinct and different from any other name in the motor car world.
The word Pontiac means a good solid citizen—a thoroughly good car—a beautiful car—a car with a reputation for delivering years and years and years of driving pleasure.
But there's another important part of this story you should hear: *It's the wonderful story of Pontiac's price!*
For this great car, desirable as it is, is one of the lowest priced automobiles in America—just one step above the very lowest.
Come in, get our deal—a wonderful story all the way around!

America's Lowest-Priced Straight Eight
Lowest-Priced Car with GM Hydra-Matic Drive (Optional at extra cost)
Your Choice of Silver Streak Engines—Straight Eight or Six
The Most Beautiful Thing on Wheels
Unsteeled Body by Fisher



Dollar for Dollar you can't beat a Pontiac
COLE MOTOR COMPANY
112 SOUTH SECOND
ARTESIA, NEW MEXICO

ards for newspapers would go into the scrap heap, but what of that? If the Courtneys want to bet that they are not crazy it is some more of their business.

Bank Personal Loans are Best
FIRST NATIONAL BANK
MEMBER FEDERAL DEPOSIT INSURANCE CORP.

There is still the estimate that 6 per cent of the local news caught by the present papers, which may or may not be true. All reporters would be "locals" and concern would buy local news, no matter by whom written, or what about paying cash for the same without obligation to anybody or anything.

WEST COAST FIR
2x4 KILN DRIED 12⁵⁰ PER HUNDRED SQ. FT.
2x6 KILN DRIED 12⁵⁰ PER HUNDRED SQ. FT.

Bowman Lumber Co.



(INCORPORATED)
THE BUILDERS' SUPPLY STORE
310 West Texas Avenue
ARTESIA, NEW MEXICO



COULD YOU STOP?
Illustration of a person running.

Gifts & Greetings for You—through WELCOME WAGON
from Your Friendly Business Neighbors and Civic and Social Welfare Leaders

"PLUMBING SPECIALS"
CLOSE COUPLED **COMMODORE**
With White Seat **34.95**
1/2 INCH GALVANIZED PIPE 15¢ FT.
3/4 INCH GALVANIZED PIPE 17 1/2¢ FT.
1 INCH GALVANIZED PIPE 24¢ FT.
1 1/4 INCH GALVANIZED PIPE 30¢ FT.

2'8"x6'8"
DOOR WITH GLASS 11.95
PLASTER 1.40
FIBERED OR UNFIBERED

WALL PAINT
TEXOLITE 3.35 GAL.
1 GALLON OF PASTE MAKES 1 1/2 GALLONS OF PAINT
ATLAS
A Superior Paint Thinner BLENDED OIL
1.98 Gallon
NUWAY WEATHERSTRIP
1 ROLL WEATHERSTRIPS A DOOR
Roll 1.00

1/4 INCH PLYBOARD 15¢ SQ. FT.
3/4 INCH PLYBOARD 33 1/2¢ SQ. FT.

Galvanized Corrugated Iron
ROOFING
Sq. 11.95

West Coast Kiln Dried
1/4 IN. FIR FLOORING
11.75 per 100 Sq. Ft.

On the occasion of The Birth of a Baby Sixteenth Birthdays Engagement Announcements Change of residence Arrivals of Newcomers to City
Phone 971-J
(No cost or obligation)

NOW...

A welcome menu change! It isn't a white bread, it isn't a wheat bread, it isn't a rye bread . . . it's Roman Meal Bread. Guaranteed to contain genuine Roman Meal, a combination of fine cereal grains, blended to perfection for new distinctive eating quality.

A COMPLETELY DIFFERENT DARK BREAD



Holsum

CERTIFICATE
This certifies that Roman Meal Bread is baked in strict accordance with the specified method exclusive with Roman Meal Bread using genuine Roman Meal, and is protected from infringement of its distinctive taste and nutritional qualities.
Bakers of Holsum Bread

ROMAN MEAL BREAD

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