# our－Day Ranchhands＇Rodeo Slated To Open Thursday Night 



## ～

re August 23

Only One Can Be Ranchhands＇Rodeo Queen



ONE OF THESE eight Ranchhands＇Rodeo queen contestants will be crowned Thurs
day night at the opening performance of the four－day rodeo as queen．Left to right
are Johnnie Hubbard，Alvaree Teel，Sally Sears．Vera Holcomb，Barbara Roger，


Auto Races to
Start at 2：30
On Thursday

## Simplified Plan to Re－Register Cars，Trucks Outlined Here



Three of Four Well Completions Are Producers

Library Move Scheduled for
Completion By End of Week


Two Juveniles
Are Involved in
Minor Accident

## Minor Accident

Unknown Stabber
Sends Visitor to Artesia Hospital

Publicity Across State Will Pull Throngs to Four－Day Event




$\xrightarrow[\text { Martha McCarter }]{\text { mie artrsil advocate }}$ Becomes Bride of West Virginian

|  |
| :---: |
|  |  |
|  |  |

First Methodist Women Discuss
World Federation


Miss Billie Hemler Becomes Bride Of Doug Lynn in Saturday Rites


## QSOCIETY

Miss Burch Is Married to Reese Booker on Sunday



connies
TAP DANCING SCHOOL

UNITED VETERANS CLLB Wed. and Sat. 10 to 11 A.

POLIOSTRIKESAGAII
We Write a Policy Covering 85,000.00

LOVING INSURANCE AGENO Booker Builing

## FRANKLINS

ARTESIA'S SMARTEST LADIES SHOP
JUST ARRIVED!

Wonderful new farbrics in Autumn's favorite
colors-tailored to fit you and your budget
perfectly! You'll find the all around dress-
vour wardrobe basic here! Junior \& Miseses sizes.

- gay plaids
- Gabardines
- crisp checks - flannels

ethodist Vacation Bible School oses With Special Ceremony















 ant hree seses and wet
neta Johnson to ed Jerry Brown August 31


## James Gresset

 Assigned to Georgia Base







urch Women's ecutive Board udies Program

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## uaghter Born

, Dewey Loyds

 Sols. Remsinber. REGISTER RER YOUR FREI



|  |  |
| :---: | :---: |
| DENTN |  |

Neatherlin, his brother, Raymond
Neatherlin of Artesia, and his sis.
Nen, Mrs. Forrest
te of Lakewood.


## STRETCH YOUR DOLLARS FARTHER AT PENNEY'S!

## : 1 actaro-scheol


woven plaid gingham with two surprise pockets tucked under the collar. Practical deep tones of navy or green brightened with one line of pique from top to bottom. Sizes 7 to 14.


## SHOP AND SAVE!


...to fit him perfectlv!


Penney's suray BLUE JEANS

* Penney's ieans are pre-
cision-cut over scien-
tifically graduated pat-
terns
body to fit his.
$\star$ Made of long-wearing 8 -ounce denim!
ڤ Sanforized Can't shrink out of fit!
$\star$ Triple orange stitched throughout!
$\star$ Copper rivets at poinis of strain!
$\star$ Bar tacked for greater strength!
» Heavy duty rust resistant zippers!
NEW LOW PRICE - STOCK UP NOW:
SHOP NOW! NEW STOCKS! COMPLITE SIZES!
- USE OUR LAY-A-WAY PLAN -

Page Four
THE ARTESIA ADVOCATE SPORTS

State Golf Tourney Is Set For Albuquerque August 25

Briner Joins Bauman as Top Swatters in Longhorn League

Drillers Shove 14 Runs Across to

Sixteen－Inning Eagle Game StillEnds in 6－6 Stalemate

Carlsbad Takes
Option to Buy
Longhorn Club
Carsboat asestan linterss



Down Sweetwater




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Sweetwater Turns
Tables to Down
Drillers By ${ }^{3-4}$

Ross Sewi
Yor Quick，Keliable Sewing Ma－
chine Repairs．All work guaran－
teed．Your old treadle converted
to a modern portable or console
our specialty．FREE ESTIMATES．
 SPREDY S\％COXMOTOR CO．


## SPECIAL THIS WEEK

## TRUCKS

1946 WHITE，new rubber， 30 forward speeds． 1949 DODGE，19－Ft．Platform，Tandem Axle． 1948 GMC，2－Ton
1950 CHEVROLET， 2 －Ton Tracto
USED CARS－
1949 CHRYSLER NEW YORKER 4－Door Sedan，radio， heater and seat covers．One owner car，we sold this car
new．Original paint，rubber good．YOU MUST SEE THIS CAR TO APPRECIATE ITS VALUE！
 nomitren sem：



Shortage of Lime Cuts Alfalfa Yield Liming Acid Soils Is Must for Good Legumes





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#  

Clearlivion Ho collision


Take a Look

Tomorrow:

PEOPLES STATE BANK


LET US FIGURE WITH YOU!

| - Flooring West Coast Fir | - Fence Posts Steel |
| :---: | :---: |
|  |  |
| - Sheathing <br> $1 \times 12$ | - Sheep Wire 10-35-141/2 Size |
|  |  |
| - $2 \times 4$ s 8 Ft . Lengths | - Plyboard ${ }^{4 \times 8}-15-\quad 28 \frac{1}{2} 6$ |
| 100 Fl . $\quad 7.25$ | ${ }^{\text {and }}$ |

COVE TO BOWMANS TODAY!
BOWMAN LUMBER COMPANY


WELL, it's almost that easy with Wonderful-
 Artesia


The probate court
of eddy county OF EDDY CONTY,
STATE OF NEW MEXICO
THE MATTER OF
 terest of each respeective claimant
thereto or therein, and the persons entitled to distribution thereof.
NEIL $B$. 822 S. 1st Phone 1091

## LET'S GET ACQUANTED

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WITNESS
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$\qquad$ arefree kntanOF COURSE IT'S ELECTRIC!
 leave no unfinished cooking task behind, for she has an automatic electric range. When she returns from a pleasant afternoon, she'll have a delicioos dinner ready for her family-right on time, too Of course, it's electric.

## PUBLIC SFRVICE



Rev. Roland Brown, Noted Churchman, to Preach Here

## OTCE IMTAI:

 such a VALUE as this: A genuine cother5-PIECE
DINETTE

Three of Four-


of agriculture study to estimate calves 14 per cent, mik 12 per whole) could come from feed

LANDSUN
WEDNESDAY - THURSDAY


## -REWARD-

ur regular dealers are authorized to pay you 4 e er bottle and $4 \boldsymbol{c}$ per shell or $\$ 1$ per case for 7 oz . ission bottles and 7-Up bottles. DO NOT take our bottles to a dealer that does not handle 7-Up nd Mission because we only service stores that andle our products.
ince new Mission and 7 -Up bottles cost us $51 / 4 \mathrm{e}$ ch and shells cost us 90 c to $\$ 1.03$ each, it is necesfor us to change from the $2 \boldsymbol{c}$ deposit custom the past.
e are losing thousands of dollars from lost and roken bottles, a loss, which we cannot continue to sorb along with other high operating costs. e are also losing hundreds of cases that people re taking into adjoining territories and neighborgit towns where the deposit is now $\$ 1$ per case and profit of 50c per case can be made by transportthe bottles to Texas towns or Kenna, Elida tales, Clovis, Albuquerque and also to towns in Western part of New Mexico.
will appreciate your cooperation in keeping ur bottles in this territory and returning them to ur dealers as promptly as possible. Your assistnce will save us needless loss and help us give you

MISSION 7.UP BOTTLERS, Inc.
Roswell, New Mexico

## CIRCLE B

WED. . THURS.
BUCK A CAR NIGHTS
FARRFLUNG ADVENTURE!
TOWERNG SPECTACLE!






 net on Wednesday after- Patronize the advkrtisers CH5: Personal finance co.


$\mathbf{S S V P}$
$\square$ - PROGRAM SCHEDLLE - $\square$


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THERE is a host of things that endear a
ReADMASTER to anyone who loves to There's the might of its Fireball 8 Engine most powerful ever put in a Buick.
There's the thrift of its Airpower carburetor - a four-barrel automatic that literally brings ncreased power right out of thin air. There's its hushed and luxurious silen $J e$ - its poised and level ride that cost a million dollars to develop-and the infinite smoothness of it
But the thing that has brought the most cheers for this big and obedient beauty is Buick's ver sion of Power Steering.
Gone is the tug of turning, parking. maneuver ing in small space.
Power Steering takes over the effort of turn ing the front wheels-makes it a one-hand operation.
Do you have to learn to drive all over again if you have this new Buick feature?

You definitely do not. On the open road, you have that same sure sense of command that you can loosen your grip, and the front wheels right themselves just as they do on every Buick. But you'll notice this: When you suddenly hit loose dirt or sand-or a stretch of rough roadPower Steering smoothly goes into action wheel easier and driving safer.
Wouldn't you like to try out this newest wonder -on a Roadmaster or a Super? You say the word, and we'll do the rest.
Equipment, accessories, trim and models are subject to change
uritbout notice. *Optional at extra cost on Roadmaster and

ARTESAA WMUHAN: MINNEAPOLIS-MOLINE THum MACHINERY Sales Z Souvice


## ARTESIA'S GREAT V.J DAY RANCH HANDS <br>  <br> - CALF ROPING <br> - BRONC RIDING <br> - BRAHMA BUIL RIDING <br> - bareback riding -LOTSA FUN!DOUBLE MUGGING -LOTSA RIDING! -

Welcome, Ranch Hands!
Home of Famous TONY LAMA Cowboy Boots

ARTESIA SHOE STORE
Petrolelm products
Phillips " 66 "
THE MOTOR PORT
$\stackrel{\text { Phone 730 }}{302 \text { South First }}$
Atlas Tires Atlas Batteries
W. C. "BILL" WHITE

CHEVRONSTATION
200 South First
Phone 500

Crosley Refrigerators Necchi Sewing Machines
Maytag Washers
NELSON APPLIANCE CO., Inc.

WELCOME COWHANDS!

## THOMPSON-PRICE

"FOR BETTER USED CARS"
See L. E. Francis
Dunn's Garage
522 West Main Phone 64

- MILLWORK
- insulation
- EAGLE-PICHER PAINT

WILLAMS LUMBER co.
Building and Repair Materials
West of Artesia Phone 1105-W

## national bank

CAPITAL AND SURPLUS:

## ONE AND ONE-HALF MILLION

Pennzoil
and D-X Oils
U.S.
Batteries
Malco Gas \&Oil Distributor

$$
100 \text { West Quay }
$$

Phone 573

RANCHHANDS' HEADQUARTERS FOR GOOD FOOD

Nelson's Food Store
601 West Main
Phone 76

| HUDSON |
| :---: |
| Mahone Motor Co. |
| Sales and Service |
| welcome To artesia! |
| J.C.PENNEY CO. |


| Ditto Paint \& Body Shop |
| :---: |
| Phone 631-w |
| " We Take Up Where |
| Mother Nature Left Off" |
| La Vaughn Beauty Salon |


| Blocker's Gift Shop |
| :---: |
| Phone 11777-w |
| West Main |
| Rome To FRIENDS! |
| Doss Garage |

"Mighty Good Coffee"
AMERICAN CAFE
110 West Main

Phone 668-W
114 West Main
P

WELCOME RANCH HANDS!
John A. Mathis, Mgr.
"Union Life"
Phone 938
"HELPING BUILD
THE GREAT SOUTHWEST"
SOUTHERN UNION GAS CO.

| MOBIL OIL AND GAS Madron's Service Station |  |
| :---: | :---: |
| Woodside <br> PLUMBING \& HEATING CO. <br> 1014 South First <br> Phone 760-W |  |
|  |  |
| Doc Louck <br> "Your Handy Electrician" |  |
|  |  |
| H\&H Garage |  |
| 1206 South First | Phone 250-W |

F. L. Wilson Feed \& Supply

Ranch Feeds - Farm Supplies
111 South Second
Phone 24

Pee Wee Says-"O.K. SERVICE"
HAR'TS RADIATOR SHOP
313 South First


RODEO
HANDS-
We'll Be Glad
to Have You
Come in
to See Us!
COX MOTOR CO.
Chrysler - Plymouth - GMC Trucks

Congratulations to the ARTESIA ROPING CLUB
Mills Radiator \& Upholstering 805 South First Phone 15

For a Good Night's Rest-
Away from the Noises of Main Street.
King's Rest Courts
South on First Street
Phone 1073-W

LET 'ER BUCK-COWBOY!
Artesia Chemical Co.
North First
Phone 869-J
'RECK 'EM COWHANDS WE FIX 'EM!

Faulk's Salvage \& Garage 806 South First

RIDE 'EM AND ROPE 'EM COWBOY
IVAN ROGERS GARACE
1300 West Main
Phone 675-W
"WE GOT IT!"
SANDER'S OFFICE SUPPLY
419 West Main

# FOUR BIG DAYS AUG. 14-15-16-17 RANCH HANDS - 415 <br> - CHUCK WAGON SUPPER ---THURSDAY <br> - 3 BIG NIGHTS -..DANCING <br> - BUIL WHIP ARIIST - FLLMING HOOP RIDER 

## -SPONSORED BY ARTESIA ROPING CLUB -



## PEOPLES

STATE BANK
"The Rancher's Friend"

Goodyear Tires and Batteries Admiral Refrigerators

GUYTIRE \& SIPPLYCO.
happy landing to you BRONC RIDERS!
Artesia Implement \& Supply
808 South First Phone 93
"For Your Ranch Convenience" CORTEZ GAS CO.

Butane and Propane
Phone 848

WE HAUL EM:
Loyd Downey
TRUCKING CONTRACTOR
102 East Missouri
Phone 328-w
"REMEMBERWITH FLOWERS"
Floore floral co.
106 South Tenth Phone 312

HI! BUD!
REPUBLIC SUPPLY CO.
315 North First
Phone 652

SMART APPAREL for Women ARTESIA'S NEWEST SHOP

## FRANKLIN'S

"Modern Magic in Animal Nutrition" Feed "El Ranch" Feeds E. B. Bullock \& Sons Phone 86
"WHERE FRIENDS MEET" Artesia Recreation Hall 318 West Main

| "Phillips" Service Station |  |
| :---: | :---: |
| 202 North First | Phone 370 |

CAUDLE OIL CO.
405 North First

Hotel Charles
Mr. and Mrs. J. E. Shortt, Owners

| $\substack{\text { Mr. and Mrs. J. E. Shortt, Owners } \\ \text { Phone } 359 \\ \hline}$ |
| :---: |


| Guy's Cleaners |  |
| :--- | :--- |
| 220 West Main |  |

THE DEXIE GAFE
welcomes you!
309 South First "BAR-B-CUE"
Allied Supply Co. ${ }_{\text {East Main }}$
Del Smith Motor Co.
"STUDEBAKER"

ARTESIA INVESTMENT CO.
RANCH HANDS-
If You Don't Win Prize Money-See Us !
Money Loaned on Easy Monthly Payment Plan 303 West Main

Phone 871

| Thr |
| :--- |
| Seiberling <br> Spo <br> 110 North |
| IV |
| East Main |

Phone 68
TWO CONVENIENT LOCATIONS
ARTESIA FLORAL CO.
406 West Main
702 South Roselawn

| Smittys Garage <br> on south FIRST |
| :---: |
| The Toggery Shop <br> "Ladies Ready-to-Wear" |
| "Your Sporting Goods Store" |
| Russell Auto Supply Co. |
| Phone 77 |

ARTESIA FURNTURE CO.
203 West Main
Phone 517
"RIDE 'EM AND ROPE 'EM
"BEST BARBECUE IN TOWN" HITCHIN' POST
On Highway 83 - West on Main

- CHEVROLET
- BUICK
- OLDSHOBILE
sales and service PHONE 291


## GUY CHEVROLET CO.

Firestone
DELCO
TIRES
batteries
Crawford's Texaco
115 South First
Phone 205

America's Finest and Best Home Freezer
THE STATE DISTRIBUTORS
"Your Saving Center"
502 West Main
Phone 491

## cowboys

"We Have Good Bunks!"
GARDEN COURTS
816 South First
Phone 581-J
"FOR GOOD THINGS TO EAT" HI-WAY CAFE

ON SOUTH FIRST
david c. saikis
TELEPHONES Post Office Box 96 Day 623 - Night 622

INDEPENDENT SUPPLY CO.

New and Used Water Welt and Oil Well Pipe
Artesia, New Mexico


## NATIONAL EDITORIAL



## yon sinasin

Artesia Ranchhands' Rodeo
WITH A PARADE, auto racing, chuck wagon supper, and Thursday, Aug. 14, as it opens for the first of four perform-
ances here. It is probably one of the few rodeos that does not seek
appoval of the American Rodeo association. That approval
would permit professionals to appear would permit profesionals to appear. Artesia Roping club bona fide working ranchhands.
IT was for the ranchhands that rodeos were originally
created, way back when. Fev rodeos otoday are designed for
the ranchhands, and fewer still are advertised as such We
The ranchhands, and fewer still are advertised as such. We
think the idea to return Artesia's rodeo to the ranchhands
 Commerce urges businesses to close their doors that as many
people an posble may ye free to attend pre-rde attractions
as well as be able to fininh household chores in time to attend the opening performance.
We trust that hope will not be let down. A careful program, fast moving and ecmplete. heas been prepared to atrract
crowd. We think everyone will want to attend at least one
performanee, and probably more than one.

## Thirteenth Street

WHILE CITY OFFICLALS are content to wait until slowa proposal to make Thireenth street an altemenate route and
therefore subject tederal or state aid thotorists are daily
risking blown tires and broken springs and axies by using the
road
It is one of the most important streets in the city-or
was until it became sof oull of curk holes many motorists are
afraid to use it. Northwards it is the main road to the bell park. Southward from Main street it provides the shortest,
most convenient route to many, many homes.
 ary street maintenane would call for fliling in in teast the
 day-by-day. We are sure the city has received many com-
plaints.
While we're waiting for slow-grinding bureaucrati

National Guard Camp
$\mathrm{T}^{\mathrm{H}}$
m antiaircraft sunns and wirctemo pted machine guns incluting eight big new GMC 6 by 6 trucks equipped with outfit,
Centre
Crine
into one of the best. The A potentia
nal payroll t
hip. Young men who face military service might do well

Future Farmers Top Again
AST SPRING WE devoted space in these columns to com-
mend young men in Artesia Senior high school voca
ional agriculture department for the fine job they and the
eader. Truman Short, have done in their Future Farmers
$\qquad$

And now at the state FFA convention they've done
again. Three boys received the highest award possible in FF as a team in parliamentary procedure, another boy wins to award for farm mechanics, one is elected to state office an That's a lot of honors to be won by one school. Again mighty proud of those young men, and wish
and honors in their national convention work.


What Other Editors Are Saying
Fon control
om the many years the big government planners
on the need for bild, muti-purposed dame on the
claim thet the will provide tiond contro, power
production and land reclamation all in one pretty
And, besides, it can be done without socializin
he electric power industry of the country.
Current-Argus.


The big-dam boosters have not been stopped
by the hundreds of millions of dollars which each
doin costs, nor by the faet that many engineers have
pointed out that it it sometimes folly to try to com.
bine foold control

$\qquad$

$\qquad$
$\qquad$


ARMY SOLVES FLYING SAUCERS MYSTERY -- MAYBE



 senucer mystery, fust that what happens
for vorious lighte soen trom the ground.

## $$
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As Art
wenty years ago
(From The Advocate files
for Aus. 11, 1932)
A good quality of mountain let.
tue trom mate Mayhil section is
pein marketed in Artesia this
week.
of Arestat etiterens.




day anternoen, Extio wingtid madt her

ten yeoms ago
Crom The Advocate files

com
Mile
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 A. P. Mahone. orresident of the
Artesia Rotary club, D. I. Clowe,
serectary, and Rev. I. L. Morgat. Artesia Rotary, club, D. I. Clowe
serectary. and Rev. I. L. Morgan
represented the club at the annual represented the club at the annual
district assembly at Las Cruces on
Monday and Tues district assembly at
Monday and Tuesday.
Members of the Artesia Garden
club and their families enjoyed a pienic supper last Thursday eve
ning at Morris Field. ning at Morris Field
Mrs. Earl Darst and son, Leon,
returned last week from a two Cottonwood News

and W. A Brown attended the bus
drivers school and convention at
Silver City last Monday, returnit
Silver City last Monday, returning
Wednesday night The three men
will be sehool bus drivers again

## will be school bus drivers again in the coming year.

 Mr, andf Mrs. Jesse Funk leftTuessay anternoon for EI Paso,
Ehere Mr. Funk underwent an eye Tuesday afternoon for El Paso,
where Mr. Funk underwent an eye
operation. Marie Bjermeland secured a 4.H
lamb through Mr. Beck last week lamb through Mr. Beck last week
and has named it Bily. Three other
4 H lambs were delivered the same day in the Artesia vicinity.
Miss Marjorie Howell Eddy Mounty home demonstration agent,
met with the Cottonwood Womens met with the Cottonwood women's
Extension clut Thursday at the
home of Mrs. James Thigpen in home of Mrs. James Thigpen in
Upper Cottonwood. Miss Howell discussed good pos
ture and grooming. and demon
strated corrective exercises. strated corrective exercises.
It was announced that a reve o
dresses made according to stayline dresses made according to stayline
stitching will be scheduled for September. A business meeting
conducted by Mre. Johnnie Bow man, president, heard a report that
23 garments have been made by club members. In addition, 450
pounds of beef have been frozen as well as 300 pounds of pork, 88
chickens, 30 quarts of fruit. Sixty.
five quarts of fruit have bee canned and 14 pints of preserves
were made.
The September meeting is to be The September meeting is to be
held in the home of Mrs. B. E.
Green. Each member is to bring
her ideas of home-made Christmas her iseas or mome made Christma Funk, Mrs. Don Menefee and Mrs.
Glenn Menefee and son, all of Cot
tonwood.
Mrs. Thigpen served refresh. ments to the following members
Mrs. B. E. Green, Mrs. Jack Mc
Caw, Mrs. Areh Horton, Mrs. Orva Gray, Mrs. Johnnie Bowman, and
Mrs. Ray Zumwalt.

## Hagerman News

Mrs. Fiorence Loudon of Glen
dale. Calif., is visiting at the home
of her uncle. Harry Cowan. Mrs. Loudon will, be remembered by by
her Hagerman friends at Florence
Mrs. Horace Freeman led the in spiring yearbook lesson, "Partners
in Obedience." She was assisted by Mrs. Raynan Cumpten, Mrs. Byron
Oglesby. Mrs. Spurgeon Wiggins Oglesby. Mrs. Spurgeon Wiggins
and Mrs. . Margaret Parker, each of
whom discussed various phases of whom discussed various phases of
the subject.
The hostess, Mrs. Graham, The hostess, Mrs. Graham,
served salad. ritz wafers and punch
to Mesdames Tom Uterback,
guest, and the following members: guest, and the Tom Utlerback, a
Mrs. Raynal Compembers: Mrs. Raynal Cumpsten, Horace
Freeman, A, D. Menoud, Bron
Oglesby, Dacus Parker, Spurgeon


Lacky you-y

## Try and Stop Me'



 asolutely sickeningngly, that living in Manhattus arplathe in tell you. When this man got oir Cly, somewhere up
Canada, his blue tropical worsted was crease
Canada, his blue tropical worsted was creas
a thousand dirferent ppaces and the coler
necktee had soked through onto the colar
white shirt -not from the cool plane, but from
whe
white shirt-not from the cool plane but tron
wonderful New York he had left behind him
"Tm sorry." the seond man sald as he
the auto away from the little airfeld and
magn
as ho
Our
medit
that
rackin
meditatively: this guy is crazy. Our man slept under two blanket
mat nis meatradely: this guy is crazy. Our man slept under two blanket
that tiggt. In the morning he got up and trudged
racking up nacking up \& spectacular he got up and trudged around a golf courre


WHAT HE CAME BACK TO was a city where about nine out



Our man, who has been in Chicago in July and Washing

spere in happe world. As he sits now, writing this, he would like
ditioned bart but he juse cream cones or the pheasures of the heart. He has been beelted natiten
dit
knosked
posible.
OUR MAN DISCOVERED that living in 2 Manhatian apartm used to say proudly to disisinterested souls. "Any time of night of day. he araperies hung motionless and the sheets of his bed greed
soaked up the wirmth of his bity
 sain. He was toasted, dirtied by the omnipresent sont in the
and ceposited at night into his domicile a melted, disheveled, brokk
Teck. Well, our $n$
of whet ail irs ago and 1 could pickup my marbles and able, sizzzing, rancid, wonderful city.

## YOUR GREATEST CONTRIBUTION TO HIGHWAY SAFETY IS COURTESY!

- Give Proper Hand Signals - Dim Headlights
- Do Not Speed
- Protect Pedestrians - Drive Safely


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

Guy's Cleaners
Russell Auto Supply Co.
Currier Abstract Co.

## Woodies Pie Co.

Carper Drilling Co. Central Valley Electric Coop, Inc.

## Johnson's Dairy

Del Smith Motors
3-Men Tire \& Supply Co.

Williams Lumber Co.

## Artesia Hotel

Driller Cafe
Peoples State Bank
Artesia Hotel Coffee Shop Southwestern Public Service Co.

First National Bank
Hill Lines, Inc
Hart Motor Co.

Joe Mitchell \& Son
Boyd Barnett Furniture
Artesia Implement \& Supply Co.



For Long, Safe Mileage Reg. 1460

## at Lower Cost <br> Tinctiol CHAMPIONS

SIZE 6.00 16 EXCHANGE

Safe, Long Wearing Reg. ${ }^{9} 930$ Firestome
NEW TREADS

APPLIED ON GUARANTEED TIRE BODIES OR ON YOUR OWN tires SIZE 6.OO X 16 EXCHANGE EASY WEEKLY, DAYMENTS-LOW AS 7ESPER WEEK THE ALLOWANCE FOR YOUR OLD TARES WILL MAKE THE DOWN PAYMENT

