High Divers Herald Swimming Season

mmer Recreation Program
pens. Monday, Teacher Added

City to Honor War Dead on Memorial Day



| be asked to indicate the method hey prefer for paying fees for the program. | Lay Speakers |
| :---: | :---: |
| Pay by Course- $\begin{gathered}\text { Smith has stat that payment }\end{gathered}$ | To Address SCS |
|  | Farmers and ranchers in the |
|  |  |
| bring 10 cents a day to | will converge on Arrssia this ater- noon to take up SCS probems rang- |
| y |  |
| ve |  |
|  |  |
| ing the admission price. | will hear lay and professional |
|  | ers on cons |
|  |  |
|  |  |
|  |  |
| tt, and Miss McCormick are Red | $\begin{aligned} & \text { will start at } 1 \mathrm{p} . \mathrm{m} \text {. today and } \\ & \text { (Continued on Page Eight) } \end{aligned}$ |



Salespeople Given Fair Warning to Be on Their Toes-Next Week Is Courtesy Week in Artesia



| ane | , imore |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
|  |  | momed |
|  |  |  |
|  |  |  |
| 边 | Stand |  |
|  |  | manemem |
| Som |  |  |
| and |  |  |
|  |  | med cares strem |
| Rain! | Funeral for Art | tesian |
| Renem! | In Auto Wreck | to Be Sunday |
| \%er |  |  |
|  |  |  |
| 20.em | rre |  |
| Storn hars muxisus file |  |  |
| Wenesay |  | dmm |
| mam | dreer fineral Home Cars- |  |
|  |  |  |
|  |  |  |
|  | St |  |
| or |  | estara yere mim |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | and |
|  |  |  |
|  |  |  |

## Grads Optimistic For Future



Outstanding Values, Big Variety Await
Driveway
North Eddy Shoppers On Dollar Day

$$
\begin{aligned}
& \text { Entrances } \\
& \text { Ruled Out }
\end{aligned}
$$

|  |  |  |
| :---: | :---: | :---: |
| of merchandise await the shopping public inArtesia's retail trade area next Thursday, | throughout the region. Initial mailings of |  |
|  |  |  |
| the city's first Dollar Day, according to a survey by the Artesia Advocate among par- | C of C Mgr. Paul W. Scott. |  |
|  | is "Courtesy Week," which features a contest to choose the most courteous retail and serv- |  |
| survey by the Artesia Advocate among participating merchants. <br> Advance copy for special advertising in |  | Day- High Low |
| the next issue of the Advocate, which will be distributed Wednesday, indicate Artesia merchants are fully cooperating in plans for the |  |  |
|  |  |  |
|  |  |  |
| Dollar Day.Most merchants are offering values forthe shopping public well beyond the expecta- |  |  |
|  |  |  |
|  |  |  |
| tions of the Chamber of Commerce, which is coordinating the program. <br> Promotion of the Dollar Day has been coordinated to blanket North Eddy county, |  |  |
|  |  |  |
|  |  |  |
| More than 2,000 extra copies of next Wednesday's Artesia Advocate with advertisements carrying the news of hundreds of shopping bargains will be distributed in rural |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

$\square$
Mrs. K. R. Jones Jon Solt Guest To Be Installed At Party, Leares As Auxiliary Head

Poppy Day Fund

Falls Below Previous Years


Eastern Star
History Studied By Past Matrons


Lakewood News
Beta Sigma Phi Chapter Review Program Book

First Christian Church Honors Graduate Members Features Play

Emmanuel Baptist Circle Shows Big Member Increase

First Christian
Church to Hold Bible School



Driving crosscountry?
Staying at home?
Printed Voile Cool..pretty..practic
s1895
JUSTIN McCARTHY designs a simp shi waist dress with jewel buttons and jewe
at neckline and belt in that coolest of sheer cotton voile. Whether your plans traveling or just a summer of keeping home-this is your dress. Luggage, b

IN MEMORIUM
We Will Be Closed Saturday, Memorial Day, May 30

THOMPSON - PRICE
PHONE 275



Fridy, May 29, 1953
the artesia advocate, artesta, new metio

## CRCLE B DRIVE IN LANDSUN OCOTILLO

FRIDAY - SATURDAY


George Ferriman
Io Complete Work
In Trust Course

## RANCH HANDS RODEO

Clouderoft, New Mexico
Friday, Saturday and Sunday, June 5, 6 and 7 at 2 P. M.
ENTRANCE FEES

|  |  |
| :--- | :--- |
| Brone Riding ENTRANCE FEES |  |
| Bull Riding | $\$ 10.00$ |
| Bareback Riding | $\$ 10.00$ |
| Double Mugging |  |
| Calf Roping |  |
| Ladies Cloverleaf Race |  |

Calf Roping
Ladies Cloverleaf Rac
$39^{6}$
Large 9-Inch
Assorted 7-Inch
49.

COODNE B MERY

S700.00 CASH PRIZES - ENTRANCE FEE ADDED
Free Dinner at Rodeo Grounds, Friday, 12 Noon

$$
\text { Books Close } 9 \text { A. M.. Friday, June } 5
$$ Sponsored by Cloudcroft Roping Club

Rodeo Headquarters, Carl Hanson's Bar Dancing June 4,5 and 6 Skyline Bar buster prather, arena Director

Five Generations Reunited


San Angelo Colts Give 5-2 Licking to Artesia Drillers

Histery of Bath Given Rotarians

## ARMSTRONG TIRES

TRADE and SAVE


18 MOWTHS UNCONDITIONAL ROAD HAZARD GUARANTEES
6.70x15 Armstrong

| Unconditional Road Hazard Guarantee |
| :--- |
| Plus Tax and Old Tire |

PIOR RUBBER CO


FLAVOR
Yes...crackers Supreme in flavor

Booker 0ilfield Service Displays New Cruiser Lnit

First Baptist Men Construct New Buildings

COMING SOON:
"The Cisco Kid" on TV Channel 8


In Southwestland more people drink PRICE'S MILK

than any othen brand!

Price's products are sold at your favorite food tore - or call 905 for on TV Channel 8
 ECONOMY Soil-cement pavement is low
cost because:(1) about 85 per
cent of the required material cent of the required material
is usually local soil al ready on the street and (2) it is easy
and fast to build. Economy
is importan is important to
Whether your local street is
now dirt, gravel or stone is now dirt, gravel or stone,
can be transformed inte strong, long-lasting pavecement streets can be built and used under a wide
range of weather condition DURABILITY
The durability of soil-cement
for local streets
for local streets has bee
proved by years of all
weather service at low-main
tenance expense. Thousand of miles of dependable soit in use in the United States. PORTLAND CEMEN ASSOCIATION





SAFETY CHECKED QUALITY USED CARS

1949 PLYMOUTH SPECIAL Deluxe 1950 CHEVROLET STYLELINE plastic seat covers, original fin| plastic seat covers, original fin- |
| :--- |
| ish, very good tires |

1948 WILLYS PANEL, good rubber heater. Here's your huntin' an fishin car, even sleep in it! At
a price you can afford 1949 DODGE CORONET 4-Door Sedan, Gyromatic, radio, heat er, seat covers and attractive
light gray finish

> Deluxe 4 -door Sedan, radio, eeater. pood rubber. one own heater, good rubber, one owner
car. A real buy! ----- $\$ 1195$
1949 PLYMOUTH 2-DOOR Deluxe, light green finish, radio, heater and new seat covers $\$ 965$ 50 MERCURY CLUB COUPE Radio, heater and overdrive nearly new tires, very attrac-
tive two-tone finish

Styles and Year Models from Which

ymortory: Aactory
ARTESIA Deater ruchs

KIDDY AGENCY
real estate and insurance
115 West Main Phone 914
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
REAL ESTATE GUIDE
 Yarmss, Ranches and Buast
nesses
Listines
Exchanged



Currier Abstract Company 102 Booker Building
Abstracts of Title, Title Insurance, Loans We Are Agents for Major Life Insurance Companies for LOANS on All Types of Property.

HARVEY JONES AGENCY
House, 3 years old, good location, 709 Runyan,

proceessiont. sell, practically new, immediate

ARTESIA INVESTMENT CO.
Carper Building
Phone 871 real estate insurance Hearty Greetings! Come By and Visit Us!
Dwellings
Businesses
Farms
Ranches
shivgron-Low Down Payment, Priced right $\$ 5825$.
Have Some Good Business and Income Property

## Phone 1066



Phone Phone
1065

OPEN HOLSE
SUNDAY, MAY 31, 1953
2 to 5 P. M. - at 1116 Washington


free rental service


Office Supplies at The Advocate


