## OR PLUS VALUE, SHOP DOLLAR DAY THURSDAY

Don't Miss Third Annual Lions Turtle Derby ThursdayOLUME FIFTY

ty Directory
mivass Nears mpletion

## 

| Half-Inch of Rain Soaks Area Saturday Thore than a halltinch of rait Saturday night, drenching oneparched rangelands and pa$\qquad$ west. Eddy county and the arenorth of Artesia were soaked i the rapid rainfall, which turneArtesia streets into rivers. gauges measured . 54 inches ofrain to bring the year's total 5.10 inches. |  |
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|  | Awaits Rodeo |
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| Senior High Band Meeting Is Set For Thursday |  |
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| For Thursday Organization meeting for Senio |  |
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| Mrs. Meryl Story Named to Public Library Post$\qquad$$\qquad$$\qquad$$\qquad$ |  |
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## Sottball To Benefit Show


$\begin{array}{ll}\text { Electric softball team. } & \text { on sale by Kiwanis members. } \\ \text { Managers of the two teams } \\ \text { Kiwanis has for sii ey ears join- } \\ \text { will pitch the first thre ininins }\end{array}$

## Lieutenant Governor Accepts Invitation To V-J Day Rodeo

Society | Marilyn Cox Is |
| :--- |
| Guest of Honor |
| At Bridal Shower |

Miss Mary Ann Boeglin' Charles A. Melton Wed

$\square$
$\square$

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Social Calendar

## 



COTTON CLASSIC-Trim nailor
 Gus loop and button closings th
$-\quad$ often the classic lines.

BARBECUE BEEF
$\qquad$

SANDWICH Bristow \& Daniel Pump Co. North First Street Phone 0180-R6 zip. BURGER MLLK SHAKE | DARICREME |
| :---: |
| $\frac{1}{2}$ GALION |
| 109 |

Erything Served in Paper - No Chance Using Dishes Not Clean! Specials Good Tuesday, Wednesday, Thursday, Friday

## DARI-CREME

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## nows on I2 In

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mobile insurance prote
ALL KINDS
ruin. Call us to
and
general
insurance BYERS Insurance Agency Artesia Hotel Lobby

DARI-CREME SPECIALS c.

## Junior Woman's Club Barbecue Held Friday


 DON COOK

Fr

Crusted Ice Cream Balls


Mr. and Mrs. G. W. Floyd and
childdren, Jimmie, Jan, and Marilyn
隹
visit hind for for Kisters.
venton, Tenn., to

## It's New!

## IT'S HERE!


 $\underset{114 \text { S. Roselawn }}{\text { Smith-Gwynne }} \underset{\text { Phone } 355}{\text { Agency }}$ HONE 325 NOW for home demonstration, FREE

## GAMBLE'S STORE

## Chance of a lifetime!

 BONANAT $/$ L DAYSYes! Truly Dollar Day at Artesia Shoe Store Is The Day You Find Nuggets in Shoe Savings!

- final summer shoe clearance




Odessa Cleans Up Series With 14.4 Artesia Rout


> MeEt you at the natebook shop

CLARK'S

-SHOES



GUY CHEVROLET COMPANY
101 West Main

at CLARK's Shoes-
The Shoes Listed Below Are from Our New Summer Stock and Are SPECIALLY REDUCED IN PRICE
for Dollar Day Only
THURSDAY, AUGUST 6
DONT MISS CLARK'S SUMMER CLEARANCE

| Ladies' |
| :---: | :---: | :---: |
| White Summer |
| SANDALS |


RANCH HANDS RODEO PARADE Type of Entry:

```
Commercial Float
    Organization Float
    Float, Kids Division
    Other
```


## Sponsoring Organization

Person in Charge
Return this Entry Blank to the Chamber of
Commerce before Monday Noon, Aug. 10, 1953.

Herman Herring Nears Completion Of 16-Weeks Training in Missouri


Banks Are Public Service, But Must Make Profit, Too


CANTALOUPES .m. $5^{c}$ LEMONS

## AARON'S GROCERY \& MARKET BIG SPECIALS! <br> Little Store With the





 VEGETABLES TOMATOES in $15^{c}$ SPUDS


BOLOGNA $\quad 3 \mathrm{~mm}$ \$1 LOIN STEAK 2 ma 81 HAUBLRGER $\quad 3 \mathrm{~mm}$ \$1 PORK STEAK 2 mm \$l


DR. J. K. H00DLEE chiropractor Palmer Graduate
Go2 West texas avenue


ANOTHER BRIDGE TO CROSS .
"What financial plans does
the birth of a son suggest?
Planning ahead always helps. You'll want to considet money for education, a start in business or perhaps a
home when he marries. And the first step may well be

- savings account here, built up with regular deposits.

NATIONAL BANK
"Fifty Years Serving the Pecos Valley"
..uns

## FIRST

## WHITE'S




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QUA
BRA
FLUID


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## SCARBROUGH

AUTO SALES

## Located at the

Corner of Richey and North First Where the Truck By-Pass Turns West

BUY • SELL • TRADE

- NEW or USED -

If We Don't Have It, We Will Get It !
Licensed and Bonded
we finance
Garage Service
We Service Our Customers as Well as Our Own
all cars guaranteed
Open 7 Days a Week

Buy a Safe Buy Used Car from Oden's 1951 Dodge Coronet 4-Door, radio, heater
matic transmission. A clean car, See this one at
1949 Red Jeeps
in town!
in town! --, ceanest car
Chevrolet 4-Door Fleetline
Radio and heater
1948 Pontiac Streamliner, 8 Cylinder
1947 Pontiac 8, Streamliner
We Have Many Others - Make Your
$\overline{\text { YES - WE HAVE }}$
New Lincolns - New Mercurys Visit Oden's at 307 North First Eye, Try, and Buy a Safe Buy Used Car Today "What We Say It Is, It Is!"

## ODEN MOTOR COMPANY

| Kyle Clark and T. P. Rogers |
| :--- |
| First |
| Phone 1007 |

## 

Personal Loans
$\$ 100$ to $\$ 500$
ARTESIA
INVESTMENT COMPANY
Carper Building., th and Quay Phone 871

## REAL ESTATE 0 GUIDE   BUY or SELL FROMA MULTITELE LIsTING

KIDDY AGENCY
real estate and insurance 415 West Main

SCHOOL TIME IS HERE:
we are in need of listings on good residentials:
$\qquad$
Room, 2 bedroom at 212 Hermosa Drive. ss,000.
ment, balance like rent, 555 per month,
Coom, 3 bedroom, 2 bath home at 702 Catalina Drive. To app:
orecinte this home, you must see it. Call for an appoint.
ment.
oom, 2 bedroon, double carport, fenced back yard, well loo-
cated.
ment.
mo3 Bult Bullock. owner has lett town. Call for appoint.

## 

WEEKLY TRADE SPECIAL!
 Four room houmse. furnished, 702 West Texas. Total price $\$ 1500$,





Don Teed Salesman Don Jensen
$\xrightarrow{\text { Res. Ph. } 0198 . \text {.j5 }}$ Insurance of All Kinds
Free Rental Service
Currier Abstract Company

## 102 Booker Building

Abtrat of
We tre Abe Companies for LOANS on All Types of Property.

Office Supplies at The Advocate

Arby B. Milton
Transferred to
US from Germany
$\stackrel{\text { Airm }}{ }$

## - KEEP YOUR GARBAGE AREA Clean and Healthful

NoMess


The Now women san holder in mado ofybrap poted don wisite wio
$A$ Cleom Garboge orreo nolphto provent the
breating of insect oadd breding of insectis end

## NoMess

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## NEW Fabrics

 RAYON GABARDINE

36 IN. PERCALE
\% $=$


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REG. 6.90 CHENILLE B E D S P R E A D S Soft and Fluffy - Assorted Colors - only


Don't Miss

## DOLIAR DAY!

at
THE STYE SHOP
RUTH BIGLER, Manager
322 West Main
JACK \& JILL SHOP
see es stalay tor
New Fall Kiddies' Wear
dresses - COATS - suts
For Girls and Boys - Sizes 1 to 12

- summer closeolts -

```
Wool, Cotton, Nylon GIRIS' DRESSES
Wool, Cotton, Nylon Denim, Gingham,
SANDALS and KEDS
```

    Sizes 1 to \(8 \quad\) Polish Cottons
    | Values to $6: 95$ |
| :--- |
| Now | 2.50

SAVINGS - DOLLAR DAY and Every Day!
Many Good Specials and Éxtra Savings on Our
CASH REFUND PLAN
SHOONS FOOD STORE
${ }_{507}$ South Sixth
safe... because it's MCMurrtry


 sole er laading dialers


FOR RENT:
Floor Polishers - Sanders - Edgers Free delivery BRYANT
PAINT \& WALLPAPER CO. 201 $1 / 2$ South Fourth

Phone 107

Bathing Shoes …: 50 e
D OLLAR DAY Special Values!
Assorted Drugs
25 c Value
19c
Mess SLIPPERS
2.98 Value
$\$ 1.98$
Nylon HOSIERY
Regular 98e
Ladies' STEPINS ........... pair 29c
4 Pairs $\qquad$ ... $\$ 1.00$
Plastic APRONS $\qquad$ 89c
G.F. WACKER STORES

325 West Main
Phone 527
DOLLAR DAY SPECIALS! One 8x10 Portrait . $\$ 1.00$

Twelve 3x4 Portraits . . . . . . . $\$ \$ .00$
Eight No. 5 Flash Bulbs . ...... \$1.00
Two Rolls 616 or 116 Film ..... \$1.00
Three Rolls 127 Film ......... $\$ 1.00$
Five Roll 620 or $\mathbf{1 2 0}$ Film . . . . . $\$ 1.00$
LEONE STUDIO
415 West Main
Phone 1649-W
BALDWIN'S
Are Continuing Their Great Mid-Summer
CLEARANCE SALE
Every Day This Week Is DOLLAR DAY

| Still a Good Selection Ladies' | Specially Reduced Curlee |
| :---: | :---: |
| Ready-to-Wear | Sport Co |
| 1/2 Price | Slacks |
| A Big Value! Ladies' | For Men! Freeman |
| Slips and Gowns | Shoes |
| $\text { Reg. to } 4.45$ <br> Now $\qquad$ 1.98 | $\begin{array}{r} 12.95 \text { - Nok } \$ 8.95 \\ .11 .95 \text { - Now } \$ 7.95 \end{array}$ |

Phone 1622

ARTESIA SEWING CENTER DOLLAR DAY SPECIALS!

- for thursday : friday - saturday \$2.98 Will Buy
- 3 yards of 98 c yard Material
$: 1$ Pattern of Your Choice
- 1 Custom Made Belt-Up to $11 / 2$ inch Width

For Dollar Days Only - Western Shirts
Made-to-Order - with Pearl Snaps, $\$ 4.98$

| Announcing - Dorothy Floyd is | Sales Agency for |
| :--- | ---: |
| Associated with the firm, making |  |


| Phone |  |  |  |
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| $1636-W$ | D. | D | 1311 |
| West Ma |  |  |  | tv Spechal - Wed. AND THIRS. oniv!

ROOT BEER
1 Gallon $80^{5}$
Buy a Gallon - Go Home and Listen to TV! SPECIAL - PACKACE ICE CREAM Vanilla - Chocolate - Strawberry Tutti-Fruitti - Orange Sherbet - Lime Sherbet Pint 30ce Quart 60c At Your Home-Owned Dairy Mart ARTESIA IRON WORKS General Welding and Blacksmithing Cotton and Horse Trailers Half Mile North on North First Street

## SPECIAL GROUP

## SPORT SHIRTS

 s. 20 ach 5 tor $^{5} 10$Straw Hats
Summer Slacks Summer Suits $1 / 20 \pi 0$ Short Sleeve Shirts Summer Shoes

## KEYS MEN'S WEAR

116 WEST MAIN

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|  | WEDNESDAY ONLY! |  |  |
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| deral Enc̀roachment Into Schools Warned Against By Taxpayer Group |  |  |  |
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| arning of an impending therat deral enroachment in public <br> by the Taxpayers Association <br> by Mexico. <br> is warning was based on a |  |  |  |
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| is warning was based on a fure recently introduced in ress (Senate Bill 2294), for a |  |  |  |
| allocation of federal funds ublic school construction. |  |  |  |
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BEST BY TASTHE TEST INTHE FABULOUS SOUTHWEST

$\qquad$
BALANCED J-U-S-T RIGHT! NEVER TOO DARKBALANCED J-U-S-T RIGHT! NEVER FILLING--
ALWAYS SATISFYINGBALANCED J-U-S-T RIGHT! IN A SPARKLING NEW DRESS! ENJOY SMOOTH, REFRESHING MITCHELLS,THE BALANCED BREW.
PERFECTLY BALANCED TO YOUR GOOD TASTE ENJOY A FROSTY GLASS NOW!

ASK FOR MITCHELL'S PREMIUM, BEER WITH THE MISSION BELL ON THE LABEL.




## at virtue's DOLLAR DAY

DRESS SHIRTS nens white $\quad 2.00$

$\underset{\text { FREE BLIL }}{\text { SOLNT }}$ PES
HANDKERCHIEFS $\begin{gathered}\text { Larse } \\ \text { White } \\ 12: 1.00\end{gathered}$
SPORT SHIRTS Bors shat steeve 1.00
WORK SOCKS $\begin{gathered}\text { veris bons } \\ \text { or shor }\end{gathered} \mathbf{5}_{5}$ parir 1.00
SPORT SHIRTS Mens stor steve 1.33
TEA TOWELS $\underset{\substack{30,30 \\ \text { Hemmed }}}{3!1.00}$

ANKLETS girls cuffed $\quad 3$ pair 1.00

OXFORDS Bors, sthool, stese 3 3/2 to 6.88
SPORT SHIRTS Boys Long sleve 1.79
PILLOWS
4.00

RAYON PANTIES $\left.\begin{array}{c}\text { Giris or } \\ \text { Latis } \\ 3\end{array}\right\}_{\text {pair } 1.00}$
SCHOOL DRESSES Girs 1.983 .98
COTTON BRAS $\quad$ Jubiliee $\quad 1.00$
CORDUROY
1.29

BLOUSES ${ }^{\text {Girls }}$ Plain or Plaid
NYLON $\begin{gathered}\text { Pubuer or } \\ \text { Baby } \\ \text { Puserer }\end{gathered}$
1.98

RAYON SUITINGS ${ }_{\text {utinch }} \quad$ yard $79^{c}$
RAG RUGS
$69^{e}$
SLIPS ${ }^{\text {Girlss }}$ Nyton

These and Many More Excellent Buys for Thursday and for Those Who Shop Wise

Come In and See
Shop Virtue's for Your
BACK-TO-SCHOOL CLOTHES
Dollar Wise . . . Always the Best Buys

## Virauts

"On the Corner

> Come, enjoy the EOWD
of shopping together
during SAFEWAY'S
shaum our appreation
 conpiay Nofter may for Elerric Hand Miser
 Statray, Ausuat 15



## HOME LOANS!

- TO BUY • TO BUILD • TO REFINANCE
- Prompt, Friendly Service
aisal Fees or Prepayment Penalties"

ARTESS BULIDING \& LOAN ASSOCLATION
113 S. Fourth Street Floor, Carper Building Phone 87

Wise couples find it's always great To share the things they do!
So make a date and bring your mate To Safeway's sale for you!

Cake Mix

Bartlett Pears No. mom in 28c Sliced Pineapple wo. in. $31^{\mathrm{c}}$ Fancy Peas romentin $19^{\mathrm{c}}$ Niblet Corn mat watio $20^{c}$ Gren Paas

Black Tea

Ice Cream

Strawherries
$31^{6}$

## Mrawl/s. - enjor freshest produce

Fit for a king and his queen - fruits and vegetables selected in country
FAMCY PEACHES Hact fremen $13^{6}$
AVOCADOS

Pascal Celery
White Potatoes
New long whites
 Announcement

Safeway will Discontinue the Royal Saxony Silverware Buying Plan on Aug. 15. Take This Opportunity to Complete Your Silverware Set Now While Our Supply Lasts! For Your Convenience in Completing Your Sets of Silver ware, You May Inform Your Safeway Store Manager of Your Needs Within 30 Days after Above Dat and He Will Produce Silverware for You.
 ering wonderfully good foods, planning delicious meals. And men, if you Townhouse $4: \$ 1$ We're staging an all-out Savings Salute to husbands and wives. Come

# FRESH EGGS $-=0$ - 2 

 COCA-COLA or DR PEPPER 5 - =CATSUP 8 … 1Prices Effective Wed nesday thru Saturday

Mr. Mrs. check these meat buys
You can't find better meat values! Only top government grades of beef! Top government grades of lamb and veal too! Each cut guaranteed perfect eating!
CHUCK ROAST 29 SIRLOIN STEAK 39
 Remember! Wednesday! 5\% Cash Discount Day "Your Savings Jingle in Your Pocket"


