

Nelson Appliance Is Expected To Open On May 1

Official opening of the Nelson Appliance Company, formerly the Maytag Artesia Company, is expected to be May 1, it was made known today by L. D. Nelson, the new owner.

parts manager of Cox Motor Company, 303 South First, pending official opening of his business.

Phone Directory For Artesia Has Gone To Press

Artesia's semi-annual edition of the Mountain States Telephone & Telegraph Company directory has gone to press and is due to be released soon.

served by the local exchange, more than twice the number six years ago when Hinde began work here as manager.

A feature of the new directory will be the yellow paged classified advertising section, a change from the old form of the November, 1949, directory, in which that section was interspersed with the regular listings.

Area headquarters of the company is in El Paso. The local exchange has 46 employees.

Second Registrar Is Named For Artesia Voters

Registration of qualified citizens is now being taken in two places in Artesia, with the appointment of Quentin Rodgers of the Mid-Valley Investment Company, 310 West Main Street, as a registrar.

register at Mrs. Wilcox' office any time up to registration day.

Stovall Named District Chairman Of Boy Scouting

T. M. Cramer of Carlsbad, president of the Eastern New Mexico Area Council of the Boy Scouts of America, announced this week the appointment of T. Stovall, Artesia High School principal, as district chairman of the Gateway District of Boy Scouts.

ment.

Stovall has a fine record in scouting over a period of many years, Cramer said. In Fort Sumner he was skipper of the famous Sea Scout Ship S.S.S. Fort Sumner, a Sea Scout group. He has also served as cubmaster and scoutmaster. Since coming to Artesia, he has served as district commissioner.

Stovall succeeds Bert Muncy, Jr., who asked to be relieved in order to carry on other duties. Cramer, in commenting, said that the council was very reluctant to relieve Muncy and only did so on assurance that the work would be carried on.

"I am interested in scouting," Stovall said, "because of its effectiveness in supplementing the home, the church and the school. The boys in our community need scouting. This district leads the council in many ways and it is our desire to keep it at the top, though other districts are now pushing us hard."

iveness in supplementing the home, the church and the school. The boys in our community need scouting. This district leads the council in many ways and it is our desire to keep it at the top, though other districts are now pushing us hard."

SEE US FOR THE LOW COST PERSONAL LOAN YOU NEED

TODAY

ARTESIA INVESTMENT COMPANY

200 BOOKER BUILDING

PHONE 871

CECIL NICKELL CONSTRUCTION COMPANY

CALICHE ROADS OIL FIELD PITS - RESERVOIRS

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Phone 118 P. O. Box 215 Tatum, New Mexico

It's MISS AMERICA for beauty

Just one look will tell you why the '50 Ford is a style show all by itself... why it's the only car in automotive history to twice receive the Fashion Academy's Gold Medal Award as "Fashion Car of the Year" (and two years in a row, at that!)

It's MR. BIG for size

No other car in Ford's field offers so much hip and shoulder room. The '50 Ford is big and feels big. The minute you take this great car out on the road you'll feel its luxurious big car comfort, its effortless "Finger-Tip" steering and its solid roadability. A ten-minute "Test Drive" will convince you that the '50 Ford is truly Mr. Big for spaciousness, for comfort, for performance and for value.



And Champion of its Class for ECONOMY

Here's real evidence of Ford's extraordinary gas economy. In the official AAA supervised Mobilgas Grand Canyon Economy Run, a '50 Ford Six equipped with Overdrive won in its class—the three full-size cars in the low-price field. Low first cost, low operating cost and high resale value mark Ford—V-8 or Six—as the "Big Economy Package" in its field. "Test Drive" is at your Ford Dealer's today.

"TEST DRIVE" IT AT YOUR FORD DEALER'S

ARTESIA AUTO COMPANY

302 WEST MAIN

Artesia, N. M.

KSVP PROGRAM SCHEDULE

1450 ON YOUR DIAL Subject to Change without Notice

You're up to the minute every minute on the happenings in this area. When you're tuned to KSVP 1450, watch the schedule in this paper to be informed of the programs that are coming your way, from your station. Music-Sports-News—Local events day after day KSVP gives you programs created for your enjoyment. You'll agree that for a better and more complete listening, it's KSVP, Artesia.

Table with columns for time slots and program names. Includes sections for Tuesday Afternoon, Wednesday, Thursday, and Friday Morning.

Prices like these prove you can save at SAFEWAY



Check in the lists below, a typical group of items you would buy on a weekend shopping trip. Add the prices. Then compare the total with what you would pay elsewhere. See how Safeway's policy of low prices on all items can save you money. Don't judge savings on "specials" alone. Compare all prices—and we believe you will agree you get more for your money at Safeway.

Price list for various grocery items including Tomatoes, Peas, Beans, Coffee, Milk, and more. Includes 'SHORTENING', 'PEACHES', 'OXYDOL', and 'MILK' categories.

Advertisement for Safeway featuring 'FRESH FRUITS AND VEGETABLES', 'GOVERNMENT-GRADED MEATS', and 'SAVE AT SAFEWAY'. Includes prices for items like Sirloin Steak, Chuck Roast, and Smoked Hams.

SOCIETY

Miss Lucille Keck Becomes Bride Of Loyd A. Bell At Seymour Sunday

In a lovely wedding Saturday morning at Seymour, Texas, Miss Lucille Keck, daughter of Mr. and Mrs. William Keck, became the bride of Loyd A. Bell, son of Rev. and Mrs. Arthur G. Bell of Artesia, with Rev. Bell, pastor of the First Christian Church here, officiating at the single-ring ceremony.

The wedding took place at the home of the bride's sister, Mrs. Don Barker. The bride and bridegroom stood under a bower of bridal wreath which was in the shape of a horseshoe and was flanked on both sides with tall vases containing white gladioli tied with white satin ribbon.

The bride chose for her wedding a blue suit with white accessories. She carried a white Bible, which contained a bookmark to which was pinned a white gardenia, with streamers of white satin ribbon hanging and placed on top of the Bible were two large white gardenias and two orchids.

Miss Mickey Bell of Artesia, sister of the bridegroom, was bridesmaid. She wore a gray suit with white accessories. Her corsage was of white carnations.

Miss Gore Is To Give Violin Recital At High School

Miss Jo Margaret Gore will appear in recital Friday evening, April 21 at the high school auditorium. This recital signifies an achievement which few violin students attain, as it will be conducted in the same manner as any artist concert.

Among the compositions offered will be a sonata by Tartini and the D-major concerto by Mozart, as well as several shorter but exciting violin numbers by some of the greatest composers in this field. These numbers were selected to show Miss Gore's development of tone, technique and style.

Miss Gore has undergone rigorous training for this event and has successfully passed several tests to prove her efficiency. One such test was the memorizing of 12 études from the famous studies by Rudolph Kreutzer and presenting them in an audition. In this test a grade of 90 per cent is required in order to qualify for a private recital. She made a grade of 94 per cent, having successfully passed the above test she has spent some three years in preparation for the coming recital.

Ted R. Best, her instructor, never permits a pupil to appear in private recital unless such tests are met. He said that in his opinion Miss Gore is well qualified to give a delightful evening's entertainment.

She will be accompanied at the piano by Mrs. Myrtle Morris, the Australian pianist, who is well known in Carlsbad and vicinity. The public is invited to attend this concert for which there will be no charge.

Marjorie Rogers Is Wed Easter To Elvie Swift

In a double-ring ceremony at Carlsbad Easter Sunday morning at the home of Rev. Dr. William S. Dando, Presbyterian minister, Miss Marjorie Rogers, daughter of Ivan Rogers of Artesia, became the bride of Elvie Swift, son of Mrs. Edith Swift.

The bride chose for her wedding a gray crepe dress with pink and white accessories. She carried a pink carnation corsage.

Mrs. Howard Lewis, sister of the bridegroom, was the bride's only attendant. She wore a gray dress with red accessories. Her corsage was of red roses.

Vernon Swift, brother of the bridegroom, was his only attendant.

Relatives of both parties were present for the ceremony, as was

Kenneth Keck of Seymour, Texas, brother of the bride, was the bridegroom's only attendant.

Two young nieces of the bride were flower girls.

A reception was held for the immediate families. A large three-tiered wedding cake topped with a miniature bride and bridegroom centered the lace-covered table and was surrounded with spring flowers. After the bride and bridegroom cut the first piece of cake it was served with punch to the guests.

Mr. and Mrs. Bell flew to Seymour, Texas, in an Ercoupe, piloted by Mr. Bell and will spend their honeymoon in Dallas and Fort Worth and will return Wednesday in the plane.

Mrs. Bell is a physical education teacher at Artesia High School.

Mr. Bell works at an airport at Carlsbad.

Mr. and Mrs. Bell will make Artesia their home until school is out and they will then move to Carlsbad.

Rev. and Mrs. Arthur G. Bell and daughter, Mickey Bell, of Artesia drove to Seymour Friday to attend the wedding.

Miss Sweepston Gives Program At Cottonwood Meet

Miss Wynona Sweepston, county demonstration agent, gave an interesting talk on menu planning and food preparation in relation to health and samples of seasonable master menus were distributed at a meeting of the Cottonwood Woman's Club Wednesday afternoon of last week at the home of Mrs. Jess I. Funk.

Mrs. Jack McCaw, president, presided over the business meeting.

Mrs. Orville Gray, Mrs. I. P. Johnson, Mrs. Jack McCaw and Mrs. Ryan attended the district extension club convention held in Portales last week. Mrs. Gray gave an interesting report on the meeting.

Mrs. Orvil Gray will attend the state convention of extension clubs to be held in Silver City May 29-31.

Refreshments of angel food cake and ice cream were served to Mrs. Robert McCaw, Jack McCaw, Tom Terry, Orvil Gray, J. H. Formwall, John H. Pitt, Johnnie Bowman, James Thigpen, J. B. Funk and Morgan and Miss Ruby Alexander and Sweepston, members and Mrs. A. E. Stephens and Mrs. Chester Brundrett of Malaga, guests and Mrs. O. J. Atwood, guest.

Mrs. Glenn Goodwin Honored Wednesday At Pink-Blue Shower

Mrs. Glenn Goodwin was honored with a pink and blue shower Wednesday afternoon of last week at the Uptown Trailer Court, 505 West Chisum with Mrs. Joe Rainey as hostess and Mrs. Buddy Idecker and Mrs. William Bennett as co-hostesses.

Several games and contests were played and favors of Easter bunnies were given. Mrs. Goodwin received many lovely and useful gifts.

Refreshments of fruit salad, cookies and cold drinks were served to Mrs. Linus Davis and son, Lloyd; Mrs. Hank Shanklin and children, Judy, David and Charlene; Mrs. Lloyd Kidd, Mrs. Ode Hill, Mrs. M. R. White, Mrs. Hershel Tolbert and daughter, Patricia; Mrs. Charles Wagner and daughter, Jeanette; Mrs. Clarence Keys, Mrs. Bill Trembley, Jr. and children, Louise and Billy; Mrs. Hub Collier and children, Jonell and Jerry Sue; Mrs. Harold Strand and daughter, Judy Ann and little Billy Bennett.

Johnnie Williams of Artesia.

At 7:30 o'clock that evening, a reception was held at the home of Mr. and Mrs. Joe Trimble for the newlyweds with only the immediate families present.

Mr. and Mrs. Swift are making their home in Artesia.

Social Calendar

Tuesday, April 11
Order of Eastern Star, covered dish supper, 6:30 p. m.; meeting followed by canasta party, Masonic Temple, 7:30 p. m.

Wednesday, April 12
Study Group of the Artesia Woman's Club, at the home of Mrs. Robert Parks.

Artesia Women's Golf Club, free lesson golf course, 1:15 p. m.

Central School Parent-Teacher Association, meeting in the music room, 3:45 p. m.

Artesia Does, meeting and initiation, 7:30 p. m.

Thursday, April 13
St. Paul's Episcopal Guild, meeting at the home of Mrs. Tom Sibley, 2:30 p. m.

Past Noble Grand Club, meeting at the I.O.O.F. Hall, 7:30 p. m.

St. Anthony Altar Society, meeting at the rectory, 7:30 p. m.

Regular square dancing night, Veterans Memorial Building, 8:30 p. m.

Friday, April 14
Artesia Garden Club, meeting at the home of Mrs. Jess I. Funk, Cottonwood, 2:30 p. m.

Theater Employees Give Party Thursday For Ray Bartlett

Ray Bartlett, manager of the Artesia theaters, was given a birthday party at his home Thursday night by theater employees and members of their families.

Games were played during the evening, songs were sung and refreshments were served.

The party was attended by about 30 persons. The employees gave Mr. Bartlett an appropriate gift.

Miss Byler And Mrs. Huggins Are Hostesses At Coffee

Miss Esther Lou Byler and Mrs. James Huggins entertained Monday morning with a "come-as-you-are" coffee at the home of Miss Byler.

The guests were attired in pajamas, Tommy shirts and assorted robes during the coffee, as most of them were still in bed when the hostesses called for them. Eight of the guests brought their babies with them.

Refreshments of doughnuts, brownies and coffee were served.

Adults present were Mrs. Eugene Batie, Bill Bolton, Robert Kincaid, Bill Fleming, Jr., Jack Rowland, Charlie McCasland, Loyd Traylor, John Pipen and Wendell (Windy) Myers.

Read the Ads

Mr. and Mrs. C. C. Helm Are Honored Sunday Observing 50th Anniversary

Mr. and Mrs. C. C. Helm was honored Sunday afternoon at the home of their daughter, Mrs. T. L. Archer, with a party in honor of their 50th wedding anniversary. Hostesses were their daughter and their grandchildren, Mrs. Charles Denton, Mrs. Leland Wittkopp and Miss Teddy Jane Archer. Mr. and Mrs. Helm were married April 10, 1900, at Salina, Kans.

Mrs. D. D. Archer and Miss Teddy Jane Archer presided over the guestbook. The guestbook was the original one used at the wedding of the honored couple and contained the names of those attending.

Mrs. Walter Archer of Oklahoma City, mother of T. L. Archer and his sister, Mrs. J. Grant Howard of Tucson, Ariz., houseguests, were also present for the occasion.

The tables were spread with a lace cloth and the centerpiece was of jonquils and yellow dutch iris with gold spears. The home was decorated throughout with spring flowers.

Mrs. Tom Brown and Mrs. J. C. Jesse presided over the punch-bowl. Punch and cake were served to about 80 guests who called during the afternoon.

The floral decorations were gifts and Mr. and Mrs. Helm received many other useful and beautiful gifts.

After Mr. and Mrs. Helm were seated in their pew at the services at the First Baptist Church Easter morning, Mrs. Helen Henson, organist, began to play the traditional wedding march to everyone's surprise and Sylvia Hale, dressed as a flower girl, carrying a bouquet of flowers, accompanied by her father, J. T. Haile, came from the door of the church and Wanda McDonald and Merwin Morgan stopped at the pew where Mr. and Mrs. Helm were seated and escorted them to the altar. There the group was met by Sylvia, who presented Mr. and Mrs. Helm a bouquet and Mr. Haile then gave an account of their marriage in 1900 and spoke of their long life together.

Miss Reneau And Sgt. Hatchette Exchange Vows

In a double wedding ceremony Saturday, April 1, at Carlsbad with Justice of the Peace E. S. Shattuck officiating, Miss Pitsy Blanche Reneau, daughter of Mr. and Mrs. W. B. Gelwick, became the bride of Sgt. William D. Hatchette of Walker Air Force Base, Roswell.

The party was attended by about 30 persons. The employees gave Mr. Bartlett an appropriate gift.

Miss Frances Louise Bates, daughter of Mrs. Ruth G. Bates of Lake Arthur, became the bride of Cpl. Lee S. Thorson, son of Mr. and Mrs. Lillford Thorson of Devils Lake, N. D.

Mrs. Thorson chose for her wedding a pink suit with white accessories.

Mrs. Hatchette and Mrs. Thorson are students at Artesia High School, and at the close of school will make their homes in Roswell.

Pink-Blue Shower Given In Honor Of Mrs. Donald Hyder

Mrs. Donald Hyder of Loco Hills was honored with a pink and blue shower Thursday afternoon, March 29, at the home of Jewel Heard. Hostesses were Mrs. T. A. Ward and Mrs. L. D. Steele.

Lullabies were played as the guests arrived. Several interesting games were played. One game was unscrambling the names of different baby garments and another game was to try to throw the most safety pins into a fish bowl. Mrs.

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Electrically Operated
Up to 500 R.P.M.
Good Job Guaranteed

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Any 2-axle truck completely LUBRICATED

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Safety of your savings is an important consideration for you—and a principal factor in the operation of our business. To careful management and conservative investment in home mortgage loans and government securities, we add the protection of insurance of savings to \$5,000. Ask about our save-by-mail plan. Dividends Paid at Rate of 3 Per Cent per Annum

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Si, si, si, chico! Riding one of Santa Fe's great trains is certainly the way to see that romantic Southwest of yours. Santa Fe trains are famous for comfort and room to move around... for a wonderful choice of fine Fred Harvey meals... for dependable on-time schedules, regardless of weather... for arriving right downtown.

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The lovely gifts were displayed. Refreshments of individual cakes decorated with pink or blue storks and coffee were served. Plate favors were diaper-folded napkins fastened with tiny gold pins and filled with pink and white mints.

The following guests signed the baby book: Mmes. Norman Krouskop, Harold Hannah, Thurman Davis, Charles Campbell, Raymond Jones, Clement Taylor, Claude Nivens, Jack Whitaker, G. C. Whitefield, Asa Ward, Glenn Brown, and John Hyder, and the hostesses of Loco Hills, and Mrs. Bill Case of Artesia. Those sending gifts were Mmes. B. W. Coffman, Walter Westerman, J. D. Peek, L. D. Richardson, Jack Phillips, A. E. Schafer, Charles Wier, and C. H. Mills of Loco Hills, and Mrs. Mildred Chipman of Artesia.

WE HAVE A WONDERFUL ASSORTMENT of USED CARS

Some of Them Carry the **A-1** Guarantee

COME IN AND SEE THEM!

ARTESIA AUTO COMPANY

"You Will Like the Way We Treat You"

302 WEST MAIN PHONE 52

PALACE DRUG STORE

ON SALE THURSDAY, FRIDAY & SATURDAY

Walgreen Agency DRUG STORE

PAPER NAPKINS 13¢
CHEFLINE-DISPENSER BOX OF 80 (Limit 2)

WITCH HAZEL 24¢
"WORTHMORE", FULL PINT (Limit 1)

MILK OF MAGNESIA 39¢
PHILLIPS

HINKLE PILLS 17¢
"WORTHMORE", BOTTLE 100 (Limit 1)

Oris MOUTH WASH
Full pint 59¢

5¢ COUGH DROPS
POPULAR BRANDS
3 FOR 10¢ (Limit 3)

25¢ TINCTURE OF GREEN SOAP
3-ounce Bottle 17¢ (Limit 2)

27¢ EAGLE (BRAND) COND. MILK
15-ounce Can 23¢ (Limit 2)

Luxury MINT or FRUIT DROPS
Ten flavors 3 for 10¢

Giant PALMOLIVE SHAMPOO
8-ounce Bottle 47¢

Box of 10 TAMPAX TAMPONS
Internal Protection 35¢

Smoothing Antiseptic MEYERS BABY OIL
8-ounce bottle 42¢

TOUGH BEARD!
You get a smooth, effortless shave with... **Pe-De Shave Cream** 4-ounce tube, new 39¢

Flexible 6-Foot 39¢ Automatic Metal Ruler
Press button—it slides back! Only 33¢

Cologne for Her TAHINI or CHAMBLY
1.50
Choice of either enchanting Tahini or elusive Chamblly.

Formula 20 CREAM SHAMPOO
4-oz. jar 89¢
Lanolinized to impart luster to your hair; makes a rich lather.

Lanolinized PERFECTION Hand Cream
3-oz. jar 42¢
Preferred by women the country over—LANOLIZED

Six Shades Leon Lazine LIPSTICK
For... \$1
Never "smears" and does not come off on the teeth.

LOCALS

Judge and Mrs. J. D. Josey and son, Harvey, planned to leave this morning for Albuquerque and Santa Fe. They are expected home late Wednesday.

Mr. and Mrs. Harry Jorren, formerly of Artesia, were here Monday on business. Mr. Jorren has sold his tavern at Hagerman and has purchased an interest in The Western, a tavern, at Bronco, near the Texas state line.

Miss Mary Jo Jacobs, a junior at Park College, Parkville, Mo., has been elected to the Student Council there. She is the daughter of Mr. and Mrs. Fred Jacobs of Artesia.

Mrs. R. E. Warren returned home Friday evening of last week from a three-week visit in Abilene, Texas. She was accompanied home by her mother, Mrs. J. R. Holloway, who is to make an indefinite visit with her daughter.

Mr. and Mrs. W. J. Cluney spent the Easter holidays with their daughter and family in Abilene, Texas.

Mrs. J. Grant Howard of Tucson, Ariz., arrived last week to visit in the homes of her brothers, T. L. and D. D. Archer, and their families. Their mother, Mrs. Walter Archer of Oklahoma City, who has been visiting here, will return with her daughter for a visit.

Roy C. Warren, of Corona, Calif., is returning to his home this week after a two-week visit in the home of his sister, Mrs. G. R. Gray, and Mr. Gray and family.

Mr. and Mrs. J. A. Fallen and small son of Ballinger, Texas, spent the Easter holidays with Mrs. Fallen's mother, Mrs. A. L. Neatherlin; her sister, Mrs. Forrest Lee, and Mr. Lee and family at La'e-wood, and her brother, Raymond Netherlin, and Mrs. Netherlin.

Mrs. Ruth Joss spent the Easter vacation in Lubbock, Texas.

Mrs. R. W. Harper and children, Jake and Jane, of Austin, Texas, arrived Wednesday of last week to visit her sister, Mrs. John Gates, and Mrs. Gates and children. Dr. Harper arrived Saturday and will return with his family Sunday. Dr. and Mrs. Harper are former residents here. Dr. Harper had offices in the Booker Building.

Mrs. Tee Castleberry and children spent the Easter holidays with her parents, Mr. and Mrs. James Nugent, at Eunice.

Frederick Hannah, son of Mr. and Mrs. E. A. Hannah, spent the Easter holidays with his parents. He is a student at the University of New Mexico, Albuquerque.

Raymond Woodside, a student at New Mexico A. & M. College, Las Cruces, spent the Easter holidays with his parents, Mr. and Mrs. G. D. Woodside.

Mrs. W. E. Ragsdale left Saturday morning for Lockney, Texas, to visit her sister, Mrs. Lena Parsons.

PRESBYTERIAN CIRCLE TO SPONSOR SALE

Circle No. 1 of the Presbyterian Women's Association is sponsoring a parcel post sale at 9 o'clock Saturday morning at the Artesia Pharmacy.

Surprise packages have been donated by friends and will be sold at 50 cents each.

NOTICE—Due to my mother's illness I will be unable to do public nursing for an indefinite time. Mrs. R. E. Warren. 29-11p

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307 1/2 West Main
Entrance on Roswell
PHONE 27

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See Us for All Your Building Needs
We Will Try to Help You!

CEMENT ----- \$1.35 per Sack

LIME ----- 85c per Sack

WEST COAST FIR

2x4, 2x6 ----- \$ 5.95 per 100

2x6 ----- \$9.50 per 100

2x4, 2x6 ----- \$10.50 per 100

CORRUGATED IRON

6, 7, 8, 9, 10, 11, 12 ----- \$9.95 per Sq.

STUCCO WIRE

1-36-20 ----- \$8.15

PENNEY'S GIGANTIC AFTER-EASTER

Clearance SALE

Starts Tuesday Morning. Doors Open at 8:30. Come Early So You Will Be Sure of Getting Your Share of These RED HOT Bargains!

MEN'S BETTER QUALITY DRESS SHIRTS
Sanforized Shrunk, Solid Colors, Clip Figure, Whites and Stripes **177**

MEN'S 100% PURE NYLON SOCKS
Pastel Shades with Cable Design A Great Value at **3 PAIRS FOR \$1**

SPECIAL CLEARANCE WOMEN'S BETTER DRESSES
BROKEN SIZES OF THOSE SMART STYLES YOU SAW IN THE EASTER PARADE!
300

LOVELY SHEER NYLON HOSE
54 Gauge, 15 Denier—Buy Several Pairs at This Low Price **\$1**

TWO GROUPS OF CHILDREN'S DRESSES
Buy These at Great Savings! Ideal for Dress, Play or School
1.00 and 1.50

Men's Fine Quality
BROADCLOTH PAJAMAS
Solid Colors Sanforized Shrunk Sizes A to D **2.25**

MEN'S LARGE SIZE WHITE HANDKERCHIEFS
Wide Hems Smooth Finish Stock Up Now and Save **12 FOR 1.00**

MEN'S LONG SLEEVE RAYON SPORT SHIRTS
Solid Colors in Soft Pastel Shades. They Are Hand Washable. Sizes Small, Medium, Large **2.50**

Boys' Blazer Stripe
SLACK SOCKS
Colorful Blazer Stripes in Hard to Wear Out Socks. For Boys, Sizes 7 to 10 1/2 **15c Pair**

Another Shipment of
LOOP RUGS
Size 18x30 Inch Colors to Harmonize with Any Outfit! **88c**

SIZE 18x25 INCH FEATHER PILLOWS
All New Material. Heavy 6 1/5 oz. Ticking A Great Buy at Only **1.00**

EXTRA HEAVY BIRDSEYE DIAPERS
Large 27x27 Inch Size The More You Buy the More You Save!
2.00 DOZEN

Savings in
GIRLS ANKLETS
Plain Cuff Top Carded Cotton Socks. Whites, Darks and Pastel Assortments. Sizes 6 to 10 1/2 **2 PAIR 25c**

MEN'S ARMY TWILL KHAKI

HEAVY WEIGHT PANTS SIZES 29 to 42 2.69

MEDIUM WEIGHT SHIRTS SIZES 14 to 17 2.29

Long Sleeve
SPORT SHIRTS
2.00
Soft Pastels in Fine Combed Cotton. Men's Sizes S, M, L

Men's 10 oz.
CANVAS GLOVES
5 Pair 1.00
Save on These During Our After-Easter Clearance.

Large Size
RECEIVING BLANKETS
33c
White, Pink, Blue. A Great Value Save at Penneys!

Lace Trimmed
SATIN SLIPS
1.50
You Must See These to Appreciate This Great Value!

Women's Knit
RAYON GOWNS
1.50
Lace Top White and Pastels Size 32 to 40

Rayon
HALF SLIPS
1.00
Lace Trimmed White and Pastel Sizes S, M, L

Get That Penney Buying Habit! **J. C. Penney Co.** You Will Save at Penney's!

Apr. 1950



Farmers Continuing To Buy Machinery Demand Backlog, Labor Costs Held as Factors

Although farm operators' net income and their purchases of agricultural machinery were both down in 1949, neither has slipped very far from their peak levels. Realized net income from agriculture in 1949 approximated 14 billion dollars, according to the latest estimate of the bureau of agricultural economics. The bureau reported that no official figure of agricultural machinery purchases in 1949 is yet available, but informed trade and Washington sources expected the total to be down from last year by about the same percentage as farmers' net income. That would indicate a figure of about two to 2.1 billion. In the record year of 1948, purchasers reached 2.4 billion, an all-time high. If 1949 expectations ma-



Typical of the ever-increasing use of farm machinery, is this farmer operating a tractor to break ground in a matter of hours which would have previously required days.

terialize, farm machinery purchases would still be almost four times as large as the 1935-39 average.

Several factors besides high incomes have acted in recent years to help boost purchases of equipment. In some measure they were expected to add strength to the equipment market for some time.

Advocate Want Ads Get Results!

COTTON QUIZ

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Artesia 20-30 To Be Host At Convo May 6-7

Artesia 20-30 Club was reminded of the approaching sub-district convention to be held here May 6-7, in a part of the club's regular weekly meeting held at 7:15 o'clock Friday night in the Masonic building. This will be the first sub-district convention to be held here this year and the second for the area. First was in Carlsbad last January. Within the region are Clovis, Portales, Hobbs, Carlsbad, and Artesia.

Principal speaker on the weekly program was Bob Koonce, manager of the Artesia Chamber of Commerce, who voiced opposition to pressure-group government, protested hyphenate Americans, and made a vigorous advocacy of patriotism. Attendance at the meeting was 18, including four members of the Carlsbad club, Bob Gantice, vice president; Buddy and Jack Tice, and Bob Allen.

This group invited the Artesia club to attend the Carlsbad club's ladies' night program to be held this month, exact date unset.

Loving Girl Is Lone Eddy Student On Western Grad List

Ruth Ingalls of Loving is the lone Eddy County student in a list of 108 candidates for baccalaureate degrees to be conferred at New Mexico Western Colleges, Silver City.

Miss Ingalls is one of the 32 candidates for the degree of bachelor of science in elementary education. She is to graduate in August.

Degrees are to be conferred in both May and August. Men lead women in the graduation list, 67 to 41.

McCarthy's Mr. X?



OWEN J. LATTIMORE, Johns Hopkins university Far Eastern expert, is reported to be the "top secret agent" of the Russians named by Senator Joseph McCarthy (R), Wisconsin. Lattimore, now in Afghanistan with a UN mission, is a former State department associate. His wife and Johns Hopkins associate, hotly deny McCarthy's allegations that Lattimore is "a bad security risk." (International)

Census Of Hotel Guests Here To Be Taken Tonight

Enumeration of hotel guests and other transients tonight will constitute a special project of census enumerators in Artesia, it was announced by Mrs. J. Marjorie Schmid, district supervisor.

The Bureau of the Census, U.S. Department of Commerce, is exerting extra efforts to make the 1950 census of population the most complete ever taken, Mrs. Schmid said. To do this, individual census reports will be placed in the key-

boxes or rooms of every hotel guest in the nation, where the hotel has 50 or more rooms, with at least 20 per cent available for transients. Census takers will be available in the hotel lobbies tonight to assist hotel guests who desire aid in preparing the forms. There will be one enumerator for each 100 rooms of the larger hotels, Mrs. Schmid said.

Guests who are handed the forms or find them in their rooms, are requested by the Census Bureau to fill them in, seal them up with the gummed edge provided for that purpose, and hand them in to the desk or to the census enumerator who will be in the hotel lobby to receive them. The census forms will be turned in to the district supervisor's office, sorted out and sent to Washington. The hotel guest who filled out a questionnaire on T-night will be counted by the Census Bureau in the tabulation for the place where he makes his home and not in the city where the hotel is located.

The Artesia Hotel is the only one qualifying for the special census in Artesia, it was pointed out by Mrs. Charlotte Hardin, crew leader for North Eddy county.

Artesia People See Patty Berg, Famed Golfer, At Carlsbad

Appearance of Patty Berg, red-headed feminine topflight golfer, in a golf clinic and exhibition match on the links of Riverside Country Club, Carlsbad, drew 10 local citizens to the county seat.

The nationally-famous golfer was in Roswell on Saturday following the clinic Friday afternoon in Carlsbad.

In a low-ball match, Berg and Joe Gray, Carlsbad junior champion, defeated O. M. Beard, River side No. 1, and Mrs. Kay Pate, Carlsbad ladies' golf champion, 3-up.

Present from Artesia were Mr. and Mrs. C. L. Withers, Mr. and Mrs. Charles M. Murphy, Mr. and Mrs. Jim Miller, Floyd Springer, Joe Estrada, Billy Bullock, and Bob Bourland.

TITLE ALL BUTIONED UP NOW



DICK BUTTON, holder of men's national figure skating title, bestows a congratulatory kiss on Yvonne Sherman, New York, after her win in national senior ladies' competition in Washington. (International)

NOTICE: NEW LOWER RATES!

\$5,000/\$10,000 Bodily Injury and \$5,000 Property Damage Auto Insurance protection covering all Farm and Ranch, Family Autos, Pickups, and small Trucks \$7.90*
All other private passenger Autos. Also pickups and small trucks used for contractors, carpenters, painters, plastering, plumbing, business and pleasure, etc. \$9.90*

Comprehensive, Fire, Theft and Collision Coverages at comparable low rates, \$5.00 Non-recurring fee at beginning of policy. National Standard form, Non-Assessable Policy. One of the West's largest Auto Insurance Carriers. Accepted by U. S. Government Posts and Leading Lending Agencies.
(*Current, Semi, Annual Rate)

107 South Roselawn Phone 1115
Artesia
CHARLES STROUD, Local Agent

LOOSE LEAF DEVICES AT THE ADVOCATE
Office Supplies at The Advocate

TRUMAN 'WHISTLE STOP' CAMPAIGN OPENS IN MAY

GRAND COULEE DAM DEDICATION MAY 11
CHICAGO STADIUM DEMOCRATIC BALLY MAY 14-15
FIRST TRIP LEAVES WASHINGTON MAY 7
UNIVERSITY OF MISSOURI JUNE 9
ST. LOUIS JUNE 10-11 135TH DIVISION REUNION

THE FIRST MAJOR SPEECH on President Truman's spring and summer "whistle stop" campaign schedule will be at the Grand Coulee dam dedication May 11. Other major dates are indicated. Ten states (shaded) are scheduled for visits by Truman, who declared "I will go into any state where my help is needed."

save....

\$590.00

On a Brand New 1950 Four Door **FRAZER SEDAN**

We Have Terminated Our Dealership in Frazer Cars and Have One Left Which You Can Have at Factory Price. This Car Is Factory Guaranteed. Heater, Overdrive.

We Are Also Going Out of the Used Car Business and Will Close Out the Two We Have Left at a Sacrifice.

Better Come in Today for a Real Saving!

ARTESIA IMPLEMENT & SUPPLY

808 South First Phone 93

Jerry Cole Plans To Attend General Motors Institute

Jerry Cole, 19, son of Mr. and G. Taylor Cole, 408 Grand, will leave soon to attend General Motors Institute dealership training course in Flint, Mich.

The course opens April 17, continues at two-month intervals over a period of two years, with on-the-job work interspersed with classroom training.

Included in the curriculum are accounting, psychology, and business management.

Young Cole is a former New Mexico A. & M. College student, and a 1948 graduate of Artesia High School. His father is the owner of Cole Motor Company, 112 South Second, local Pontiac and Cadillac agency.

GO TO CHURCH SUNDAY.

Robert Bourland INSURANCE

Artesia, Auto Co. PHONE 52

I.O.O.F. LODGE Meets Wednesday, 7:30 P. M. I.O.O.F. Hall, 510 West Main

SHE: "OUR LOCAL TAXES AND OUR INSURANCE PREMIUMS FALL DUE THIS MONTH."

HE: "I'VE ALREADY ARRANGED TO MEET THEM WITH A PERSONAL BANK LOAN. WE CAN REPAY IT IN INSTALMENTS."

Major expenses such as taxes can be met with a Personal Loan. The loan can then be repaid in instalments from income. The loan cost is reasonable, service is prompt.

FIRST NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

BANK PERSONAL LOANS ARE BEST

FASHION FLASH!

A good suit is basic in your wardrobe...
An Automatic Natural Gas Range is basic in your kitchen!

Spring Style Show

Featuring Automatic Natural Gas Ranges

The very latest models!
Nationally known brand!
The most convenient terms!

only \$5 down
only \$5⁷⁹ per month
Delivered and Installed
Liberal trade-in allowance
Terms effective for a limited time

Styled for convenience! Automatic Natural Gas Ranges have these wonderful features:

Simmer speed burners ★ Automatic lighting ★ Insulated ovens
Smokeless broilers ★ Automatic oven heat control

Southern Union Gas Company

"Helping Build New Mexico"

Telephone 1000 505-7 West Main

Dec. 1950

Maljamar Items

(Mrs. Kenneth Shields) Mrs. Woodrow Woods of Lovington spent Wednesday with Mrs. Zealey Edwards. They motored to Artesia for the afternoon. Ed Murry of Hobbs visited the Maljamar Reprising Plant Wednesday.

Proud Actress



HAPPY Olivia de Havilland holds her coveted "Oscar" after she was named the best actress of the year by the Motion Picture Academy of Arts and Sciences in Hollywood. The star was honored for her role in "The Heiress." (International)

ing was held and it was decided to entertain the husbands. Ira Pleasant had a tonsillectomy in Artesia Tuesday of last week and returned home Wednesday. Mrs. Cliff Whitefield and Mrs. Harold Adams were guests of the Maljamar bridge club Wednesday at the home of Mrs. L. J. Kelly. The guests won high scores.

VERMONT'S SURE SIGN OF SPRING

VERMONT'S SURE SIGN OF SPRING



ALTHOUGH SNOW still covers the ground, Carol L. Heinze of Swarthmore, Pa., helps gather sap for the annual sugaring-off party at Middlebury College, Vermont, which presages the coming of warm weather. The sap is carried with the aid of an old-time yoke to a maple grove for boiling. Liquid is poured on the snow before eating. (International)

Mr. and Mrs. John Snow entertained Rev. and Mrs. James Barton Sunday of last week. The Women's Missionary Society met at the church Tuesday afternoon of last week. An Easter lesson was given. Those attending were Mrs. W. W. White, Mrs. W. J. White, Mrs. Kenneth Shields, "Ma" Payne, and Mrs. Herbert C. Hunter.

Mr. and Mrs. Ed Strickland, Jr., went to Vernon recently to get their children who had been visiting their aunt, Mrs. Joe Tarver, during Mrs. Strickland's recovery.

Mrs. C. D. Potts honored her son, Tommy, with a birthday party at her home recently. It was Tommy's sixth birthday. Balloons were given as favors. The children hunted hidden Easter eggs. Ice cream and cake was served to Betty Ann Snow, Gary Ashlock, Johnny and Gary West, Bobby Patterson, Carol Hoover, Joey Hatfield, and Jackie McMurray.

Leo Martin received a message Tuesday of last week that his father was seriously ill in Gorman, Texas. Mr. and Mrs. Martin and family spent several days there.

Mr. and Mrs. Olen Ashlock and

family went to Lake McMillan and spent the day Friday. They took pictures and had a picnic.

Mr. and Mrs. George Miller had as a week end guest her father, Lester Caney of Sircoulomb, Kan. C. C. Ochenrider left Sunday of last week on his week to visit his daughter, Mrs. Harold Van Dolsen at Oklahoma City and had a car accident on the approach. He wrecked his car and he is in the Artesia hospital because of an injured neck.

9, Township 18 South, Range 26 East, N.M.P.M., and commencing the irrigation of 1.8 acres of land described as follows:

Subdivision in SE 1/4 SE 1/4 SE 1/4, Corner of SW 1/4, Section 9, Township 18 S., Range 26 E., Acres .80. Subdivision in SE Corner E 1/2 E 1/4 NE 1/4 SW 1/4, Section 9, Township 18 S., Range 26 E., Acres 1.00.

The acreage to be moved from is to be dried up to the irrigation from any artesian source.

Appropriation of water from all sources combined to be limited at all times to a maximum of 3 acre feet per acre per annum.

Any person, firm, association, corporation, the State of New Mexico or the United States of America, deeming that the granting of the above application will be truly det-

amental to their rights in the waters of said underground source, may protest in writing the State Engineer's granting approval of said application. The protest shall set forth all protestant's reasons why the application should not be approved and shall be accompanied by supporting affidavits and by proof that a copy of the protest has been served upon the applicant. Said protest and proof of service must be filed with the State Engineer within ten (10) days after the date of the last publication of this notice. Unless protested, the application will be taken up for consideration, being on or about the 3rd day of May 1950.

JOHN H. BLISS, State Engineer. 27-31-T-31

IN THE DISTRICT COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

SALVADOR ALANIZ, Plaintiff, vs. THOMAS CRAWFORD (also known as T. G. CRAWFORD), et al., Defendants.

NOTICE OF PENDENCY OF SUIT THE STATE OF NEW MEXICO TO:

THOMAS CRAWFORD (also known as T. G. CRAWFORD), defendant impleaded with the following named defendants against whom substituted services is hereby sought to be obtained, to-wit: THOMAS CRAWFORD (also known as T. G. CRAWFORD); The following named defendant by name, if living, if deceased, his unknown heirs; R. B. KNOWLES; and ALL UNKNOWN CLAIMANTS OF INTEREST IN THE PREMISES ADVERSE TO THE PLAINTIFF.

GREETING: You, and each of you, are hereby notified that an action has been

commenced and is now pending in the District Court of Eddy County, New Mexico, wherein SALVADOR ALANIZ, is PLAINTIFF and you, and each of you, are defendants, said cause being No. 11636 on the Civil Docket of said Court.

That the general objects of said action are to quiet and set at rest the plaintiff's title, in fee simple, to the following described property in Eddy County, New Mexico: Lot 15 in Block 14 of the Forest Hill Addition to the City of Artesia, Eddy County, New Mexico.

subject to a valid Mortgage in favor of the First National Bank

of Artesia and also subject to a Claim of Tax Lien by the School Tax Division of the Bureau of Revenue.

You, and each of you, are further notified that unless you enter your appearance in said cause on or before the 5th day of May, 1950, judgment by default will be rendered in said cause against each of you so failing to appear and plaintiff will apply to the Court for the relief demanded in the Complaint. A. J. LOSEE is attorney for the plaintiff and his office and post office address is Carper Building, Artesia, New Mexico.

WITNESS MY HAND and seal

of the District Court of Eddy County, New Mexico, on this 18th day of March, 1950.

(SEAL) Marguerite E. Waller, Clerk of the District Court, Carlsbad, New Mexico 23-41-T-29

Artesia Lodge No. 28 A. F. & A. M.

Meets Third Thursday Night of Each Month. Visiting members invited to attend these meetings.

Uncle Sam Says

U. S. POST OFFICE



The U. S. Savings Bonds "Independence Drive" opening May 15 will carry a most appropriate theme: "Save for Your Independence." The Liberty Bell, symbolic of political independence, will once more ring out, suggesting that you plan NOW to buy more U. S. Savings Bonds—to better equip yourself for a secure and comfortable future. There are three simple ways to buy Savings Bonds—enroll for the Payroll Saving Plan where you work, if self-employed, the Bond-A-Month Plan at your bank, or cash purchases at your bank or post office.

Advertisement for Southeast Engineering Company, General Surveying, Oil Field, Water Rights, Farm and Ranch, Town Lots, General Engineering and Drafting, 509 West Main St., Artesia, New Mexico, Phone 475.

Advertisement for Peoples State Bank, Member Federal Deposit Insurance Corporation, Capital \$100,000, Surplus and Reserve \$100,000. Includes the word 'PRIDE' and an illustration of a man.

Advertisement for Mary Tanner-Hoagland, Only Bonded Representative in This Territory for ELECTROLUX CLEANERS and Products, 305 South Fifth, Artesia, Phone 1075-M.

NOTICE STATE ENGINEER'S OFFICE Number of Application RA-587 and RA-816-Cons., RA-588 and RA-817-Cons., Santa Fe, N. M., March 24, 1950. Notice is hereby given that on the 20th day of March, 1950, in accordance with Chapter 131 of the Session Laws of 1931, Jose Torres of Artesia, County of Eddy, State of New Mexico, made application to the State Engineer of New Mexico for a permit to change place of use of 5.4 acre feet of artesian water per annum by abandoning the irrigation of 1.8 acres of land described as the South 1.8 acres of the S 1/2 S 1/2 N 1/2 SE 1/4 of Section

Advertisement for Reddy's electric range, featuring cartoon chefs and the slogan 'How about a staff of "MASTER CHEFS" for your kitchen!'. Text describes the range's features: 'Reddy's always ready... whatever the cooking task! Yes, electricity's the most versatile "chef" you can have. Your electric range will boil, stew, fry... bake—all with equal ease. Beautifully clean—no sooty pans to scrub. Efficient—no "pot-watching." So convenient... cool, too! Just set the control, leave the rest to electricity. You'll get "cook-book" results every time... for an electric range gives uniform, even heat... consistently! You're out of the kitchen in no time at all. Add all these features together and you get a sum total of perfection. Next time you visit your dealer... ask to see his display of electric ranges. Remember, it's thrifty. Electric service makes it that way.'

Advertisement for SOUTHWESTERN PUBLIC SERVICE COMPANY, 22 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE.

Large advertisement for Hudson cars, featuring a car illustration and the slogan 'The only real hug-the-road ride is "The New Step-Down Ride"'. Text includes: '... because Hudson has the lowest center of gravity in any car!', 'New, Lower-Priced Pacemaker', 'HUDSON MOST ROOM! BEST RIDE! SAFEST!', and 'MAHONE-SMITH MOTOR CO. 406 North First ARTESIA, N. M.'.

Dec. 1950

Maljamar Items

(Mrs. Kenneth Shields)
Mrs. Woodrow Woods of Lovington spent Wednesday with Mrs. Zealey Edwards. They motored to Artesia for the afternoon.
Ed Murry of Hobbs visited the Maljamar Repricing Plant Wednesday.
Mrs. Son Taylor and Mrs. Oscar Goodman went to El Paso Thursday and returned Friday.
The Kewanee Sewing Club met at the home of Mrs. F. H. Alexander Thursday. Old-time stories were passed on to the members by Mrs. Dru Taylor that were told to her to be true when she was a child. Those attending were Meses, Floyd McCarthy, Ralph McGill, James McMurray, Kenneth Shields, Dru Taylor, M. P. Blakley, and Herbert C. Hunter, and "Ma" Payne.
Mrs. W. M. Panse entertained the Canasta Club. A business meet-

ing was held and it was decided to entertain the husbands.
Ira Pleasant had a tonsillectomy in Artesia Tuesday of last week and returned home Wednesday.
Mrs. Cliff Whitefield and Mrs. Harold Adams were guests of the Maljamar bridge club Wednesday at the home of Mrs. L. J. Kelly. The guests won high scores.
Mr. and Mrs. F. H. Alexander and Larry were dinner guests of Mr. and Mrs. Barney Cockburn of Artesia Sunday evening of last week.
Kenneth Shields was honored with a birthday party Wednesday evening. Canasta was played at the home of Mr. and Mrs. L. J. Kelly. Mr. and Mrs. L. J. Carden and Mrs. Shields were guests.
Mr. and Mrs. H. C. Ellis of Artesia were visitors in Maljamar Wednesday afternoon.
Mrs. E. C. Aken and Davey spent last week visiting her sister, Mrs. T. L. Brandon, and Mr. Brandon of Carlsbad. Mrs. Brandon has been ill and Mrs. Aken stayed with her until she recovered.
Mr. and Mrs. J. W. McNeece of Silverton, were overnight guests of Mr. and Mrs. Herbert C. Hunter. Mrs. McNeece is Mr. Hunter's sister.
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27-31-T-31

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GREETING:
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commenced and is now pending in the District Court of Eddy County, New Mexico, wherein SALVADOR ALANIZ, is PLAINTIFF and you, and each of you, are defendants, said cause being No. 11636 on the Civil Docket of said Court.
That the general objects of said action are to quiet and set at rest the plaintiff's title, in fee simple, to the following described property in Eddy County, New Mexico: Lot 15 in Block 14 of the Forest Hill Addition to the City of Artesia, Eddy County, New Mexico, subject to a valid Mortgage in favor of the First National Bank

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WITNESS MY HAND and seal

of the District Court of Eddy County, New Mexico, on this 18th day of March, 1950.
(SEAL) Marguerite E. Waller, Clerk of the District Court, Carlsbad, New Mexico. 23-4-T-29

Artesia Lodge No. 28 A. F. & A. M.

Meets Third Thursday Night of Each Month. Visiting members invited to attend these meetings.

Proud Actress



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9, Township 18 South, Range 26 East, N.M.P.M., and commencing the irrigation of 1.8 acres of land described as follows:
Subdivision in SE $\frac{1}{4}$ SE $\frac{1}{4}$ SE $\frac{1}{4}$ Corner of SW $\frac{1}{4}$, Section 9, Township 18 S., Range 26 E., Acres .80.
Subdivision in SE Corner E $\frac{1}{2}$ E $\frac{1}{2}$ NE $\frac{1}{4}$ SW $\frac{1}{4}$, Section 9, Township 18 S., Range 26 E., Acres 1.00.
The acreage to be moved from is to be dried up to the irrigation from any artesian source.
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Uncle Sam Says

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PRIDE ...

That's us . . . and that's you!
We're proud of our long list of satisfied depositors — and our depositors are proud of the feeling of security they derive from a steadily growing savings account.

PEOPLES STATE BANK

Member Federal Deposit Insurance Corporation

Capital \$100,000 Surplus and Reserve \$100,000

Mary Tanner-Hoagland
Only Bonded Representative in This Territory for
ELECTROLUX CLEANERS and Products
45 South Fifth Artesia Phone 1075-M

How about a staff of "MASTER CHEFS" for your kitchen!

Reddy's always ready . . . whatever the cooking task!
Yes, electricity's the most versatile "chef" you can have. Your electric range will boil, stew, fry . . . bake—all with equal ease.

Beautifully clean—no sooty pans to scrub. Efficient—no "pot-watching." So convenient . . . cool, too! Just set the control, leave the rest to electricity. You'll get "cook-book" results every time . . . for an electric range gives uniform, even heat . . . consistently! You're out of the kitchen in no time at all.

Add all these features together and you get a sum total of perfection. Next time you visit your dealer . . . ask to see his display of electric ranges. Remember, it's thrifty. Electric service makes it that way.

SOUTHWESTERN PUBLIC SERVICE COMPANY
33 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

THE ONLY real hug-the-road ride is "The New Step-Down Ride"

... because Hudson has the lowest center of gravity in any car!

There's nothing so delightful in all motoring as "The New Step-Down Ride"!
And why?
Consider this—technicians in the industry have known for years that the lower a car can be built, the better it will ride, the more surely it will handle and the safer it will be.
You instantly see that the beautiful new Hudson, thanks to its recessed floor ("step-down" design), is the lowest-built of them all—and this right along with full road clearance and more head and seating room than any other car!
As a result of this low build, you know instinctively that Hudson has the lowest center of gravity in any American automobile! You can just look at this remarkable car and tell that it rides smoother, hugs the road tighter than any you've driven before!
Yes, "The New Step-Down Ride" is a wonderfully safe, hug-the-road way of going that just naturally spoils you for any other car!
Wouldn't you like to try this "New Step-Down Ride" soon?
We cordially invite you to come in, enjoy Hudson's thrilling ride. Try the new no-shift Super-matic Drive*, and the other high-quality features that make "step-down" designed Hudsons leaders in resale value, as shown by Official Used Car Guide Books!
*Optional at extra cost.

NOW... 3 GREAT SERIES • Lower-Priced Pacemaker • Famous Super • Custom Commodore

HUDSON

MOST ROOM! BEST RIDE! SAFEST!

COME IN, TRY THE ONLY REAL HUG-THE-ROAD RIDE

MAHONE-SMITH MOTOR CO.

406 North First ARTESIA, N. M.

LANDSUN

LAST TIMES TODAY
TUESDAY

William Powell
"Dancing in the Dark"

A Delicious Bite of Comedy

WEDNESDAY ONLY

Check Night
\$\$\$\$

Robert Young

"And Baby Makes Three"

Also Basketball Headlines of 1949!

OCOTILLO

LAST TIMES TODAY
TUESDAY

Bing Crosby
"Riding High"

This Is Really Tops in Entertainment!

WED. - THURS.
SPANISH FEATURE

"Guadalajara Pues"

Also Mexican Revue and News

DRIVE-IN

LAST TIMES TODAY
TUESDAY

Henry Fonda

Fred MacMurray

"Trail of the Lonesome Pine"

WED. - THURS.

RITA

HAYWORTH

"COVER GIRL"

spending a week here visiting her parents, Mr. and Mrs. Asa Ward, and family. Mr. Hyder came after her.

Mrs. L. N. Dunham and son and father-in-law, C. N. Dunham, spent last week end in Lubbock, Texas, on business and visiting Mrs. Dunham's sister, Mrs. T. R. Hall, and family.

Guests for dinner Sunday, April 2, in the home of Mr. and Mrs. Earl Smith were Mr. and Mrs. Morris Doughty, Mr. and Mrs. Lloyd Doughty of Loco Hills, and Mr. and Mrs. O. M. Love of Ravia, Okla.

Mrs. Don Adams and daughter, Margo, have moved to Albuquerque to be with Mr. Adams, who is attending the University of New Mexico.

Revival services are being held

at the First Baptist Church through April 16. Evening services begin at 7 o'clock with Rev. Ferris Akins of Howard Payne College, Brownwood, Texas, filling the pulpit and George Owens of Quitaque, Texas, conducting the music program. Easter services were held at the

Sherman Methodist Church Sunday. The district superintendent of the Methodist Church brought the Easter message at 11 o'clock, preceded by an Easter program. A basket dinner was held at the church followed by an Easter egg hunt for the children.

APRIL OPTIMIST

By Alan Mave

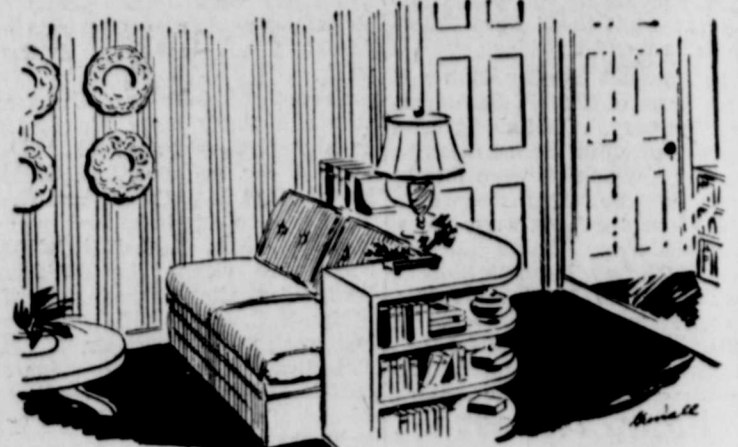


LUKE SEWELL, CINCINNATI REDS MANAGER, MAY NOT APPEAR TO HAVE TOO MUCH TO APPLAUD, BUT ANY GUY WHO WINS A PENNANT WITH THE ST. LOUIS BROWNS IS BOUND TO BE AN OPTIMIST!

NEITHER OF LUKE'S 2 PREDECESSORS AS CINCY MANAGER LASTED 2 FULL SEASONS, BUT SEWELL MAY HAVE A LONG RUN IF HIS PITCHERS LIVE UP TO THEIR POTENTIALITIES AND A FEW ROOKIES COME THROUGH!

YOU... an Interior Decorator

By **BOYD BARNETT**

ENTRANCE ENCHANTMENT

Your front door is the gateway to your hospitality and the space immediately inside it sets the tone for your entire home. Make the most of your entrance hall by having it as friendly and interesting as possible.

If yours is a small home or apartment where your front door opens abruptly into your living room, you can use bookcases to create an arrangement which gives the appearance of a small hallway.

Place them at right angles with the wall as shown in the sketch above. Use whatever height that fits best with your other furnishings. In Modern rooms low ones are preferable. Paint or wallpaper the backs of the bookcases the same as the walls for a built-in effect. The bright book jackets give a cheery entrance note. The tops provide space for lamps and bric-a-brac.

Back the davenport up against the back of the bookcases or fit a flat top desk into the small alcove.

Hang pictures in groups on blank wall opposite. A floor to ceiling mirror here will make your room seem twice as large. If space permits, a narrow console table will find many uses here.

Come in and see us. We have ideas for every room in your home.

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Loco Hills Items

(Mrs. Earl Smith)

Out-of-town relatives here to attend the funeral services for Manuel Kent Doughty on Saturday, April 1, included Mr. and Mrs. George Doughty of Healdton, Okla., his paternal grandparents; Mr. and Mrs. O. M. Love and son, Otis Manuel, of Ravia, Okla., maternal grandparents and uncle; Latha Doughty and daughter, Betty, of Pampa, Texas, uncle and cousin; Mr. and Mrs. Eb Freeman, Roswell, a great-uncle and great-aunt; Mr. and Mrs. Ray Freeman, Roswell, cousin; Mr. and Mrs. Oscar Doughty and children and Mr. and Mrs. George James and baby of Maljamar. A large crowd attended the funeral from Loco Hills, Maljamar, Artesia, and nearby towns.

Mr. and Mrs. Delbert News and family of Gila Bend, Ariz., were

guests Sunday of last week of Mrs. News' sister, Mrs. Edgar Chase, and family.

Bill Case, son-in-law of Mr. and Mrs. Charles Mills, is recuperating from an operation.

Mr. and Mrs. Frank Gattis and family spent the week end in Quitaque, Texas, visiting Mr. Gattis' sister, Mrs. George Owens, and family.

Mr. and Mrs. J. U. Meador of Carlsbad and Mr. and Mrs. R. D. King of Hagerman were guests Sunday of last week of Mr. and Mrs. Charles Wier and Mr. and Mrs. Wesley Meador and family.

Mr. and Mrs. W. R. McClendon and children spent last week end in Eunice as guests of Mrs. McClendon's brother, Loren Bowen, and Mrs. Bowen. Also visiting in the home were a cousin, Paul Bowen, and Mrs. Bowen, of Shawnee, Okla. Mr. and Mrs. McClendon also visited Mr. and Mrs. John Stalling and family, former residents, who were recently transferred from Sandown, Texas, to Eunice.

Frank Collins takes his son, Roy Duard, to Roswell every Tuesday for medical treatment.

Mr. and Mrs. W. Y. West and

Bill Fescemeyer spent Sunday of last week fishing at Red Bluff.

Jim Cook was released from a hospital in Artesia Friday, March 31. He is recuperating at the home of a brother in Texas.

Mrs. J. W. Brasfield and new daughter, Linda Joan, came home from an Artesia hospital Saturday, March 31.

Mrs. Frank Collins, who is recovering from surgery, was able to come home from an Artesia hospital Friday, March 31.

Mrs. Elrey Baker and baby spent a week in Eunice visiting her parents.

Jack Case, Alfred Rutledge, Mrs. E. Baker, and Mrs. Jim Starkey have been on the sick list.

Mrs. C. R. Doughty was released from an Artesia hospital Friday, April 2.

Gutts Sunday, April 2, in the home of Mr. and Mrs. Carl Jones were their son-in-law and daughter, Mr. and Mrs. Harry B. Gilmore of Artesia, and Mr. and Mrs. Fred Gopson and son, Bill, of Hobbs. Mrs. Gipson is a niece of Mrs. Jones.

Mrs. Donald Hyder of Kermit, Texas, left Sunday, April 2, after



1950'S SLEEVELESS COSTUME—News for spring in this sleeveless dress and jacket costume from the collection of a New York designer. Black faille cap-shouldered jacket tops a black dotted beige silk surah sleeveless dress, belted with black faille. (N. Y. Dress Institute Photo)

PLAYTIME FOR MAID



Pretty Elizabeth McGee, 1950 Maid of Cotton, dons a smart cotton play ensemble for her moments of relaxation. Her eye-catching cotton play outfit is designed by Koret of California in Erwin's faded blue denim. She's also wearing denim playshoes. This is one of the cotton fashions in the Cotton Maid's travel wardrobe designed by 30 top American fashionists.

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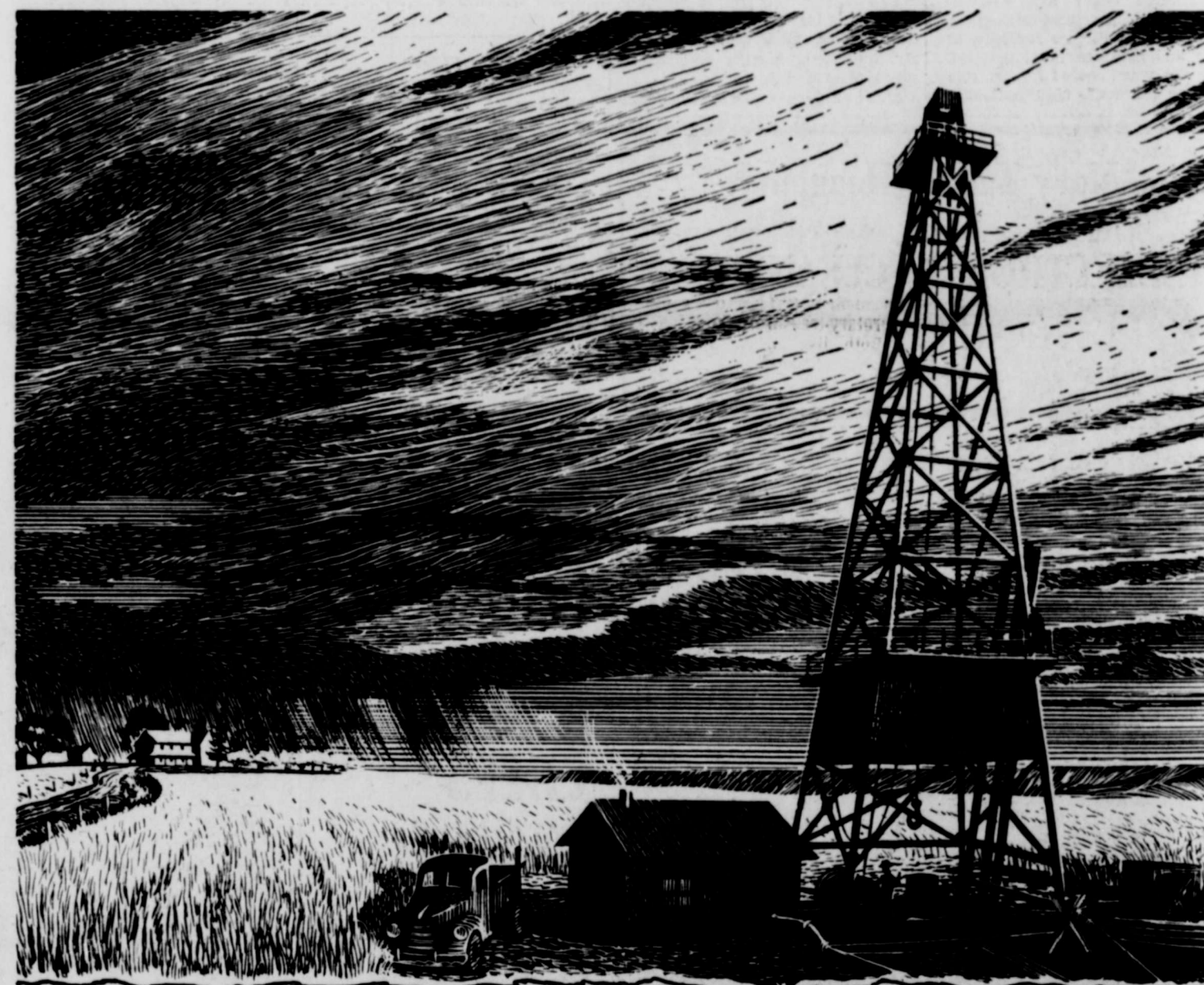


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It would take an oil field of 2,000,000,000 barrels to give the equivalent of resources that are cooperatively pooled in The Equitable Society. And every member of the Society shares in the protection these resources offer.

The financial protection provided by life insurance and annuities is available to your family and every family with foresight enough to plan their future. It's the kind of security your family should not be without.



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Artesia, New Mexico

Phone 794-W

Your State Government

By Thomas J. Mabry
GOVERNOR

"The greatest fault, I should say, is to be conscious of none."
—Thomas Carlyle

As we look about us and see the financial and other serious problems facing our neighboring states of the southwest and Rocky Mountain region, I think we should take courage from the picture of economy and progress our own state presents—and we ought to be excused if we brag a little on New Mexico.

New Mexico, while the fourth largest state in area, is way down

the list in population. Only seven states have a smaller population than our New Mexico. They are Arizona, Delaware, Idaho, Nevada, New Hampshire, Vermont, and Wyoming. This means, considering our small population and great distances between communities, that it is pretty expensive to afford the adequate public services demanded of the people in many fields. For example, in the field of public health, public welfare, highway construction, and particularly in common school education.

The picture recently presented by the economic and tax survey conducted by university experts shows that while the over-all cost of government in all states averages \$118.67 per person that New Mexico gets by with a cost of only \$78.07 per person.

But because this economic picture may thus look good for New Mexico in comparison with other states it does not mean that we should cease our efforts to cut cost of government from the local to the highest state level.

I feel that we have some overlapping and duplicating services in the state which, by a change in



PATCHWORK!

Taking a cue from old-fashioned patchwork quilting, fashion designer Rose Marie Reid whipped up an up-to-the-minute, eye-catching cotton patchwork swim suit.

the law, can result in further saving in government costs.

Let's find out if there be other places we can still further economize. And, now as always, I solicit the support and suggestions of the taxpayer in my endeavor to achieve these further economies. And my successor in office and the

next legislature will likewise need and desire your help just as much.

Without appearing to be bragging too much on our state progress in this connection let's notice briefly what this sparsely settled state of 121,666 square miles has to offer the homemaker, the citizen, the taxpayer, and the industrialist wanting to get away from the congested centers of the East.

We have more than 8000 miles of improved highways of which 5150 miles are paved. We have seven institutions of higher learning with a total enrollment of 10,500 students, housed in plants which cost more than 18 million dollars. We have some 1000 public school buildings and 5500 school teachers of high qualifications. We have a low property tax rate.

We have 74 million acres of

NOAH NUMSKULL.



DEAR NOAH ARE MONEY AND HONEY CLOSELY RELATED? BURGESS BUNN—CHARLOTTE, N.C.

DEAR NOAH TO PRESENT CONCRETE EVIDENCE IN COURT SHOULD YOU CALL IN A LAWYER OR A MASON? FRED MURRAY—REEFSKILL, N.Y.

SEND YOUR ANIMATIONS TO NOAH IN CARE OF THE NEWSPAPER YOU ARE NOW READING

YOU'RE TELLING ME!

By WILLIAM RITT
Central Press Writer

PRINCESS MARGARET, we learn from our agent attached to Buckingham Palace, was seen smoking a ciggie at an official luncheon. The fag, we're sure, must have been one of those king-sized jobs.

If you can stop yawning long enough, listen to this: Science says there is no such thing as spring fever!

A Zulu dancer, visiting Los Angeles, says our traffic is too terrific. Just homesick, no doubt, for the safety of the jungle.

Sometimes we hear something that makes us think the human race may be worth saving, after all! Near Waterbury, Vt., a

600-car traffic jam resulted when the drivers stopped to watch a herd of deer sun themselves on a hillside.

Judging by reports, the fellow who sat down to write that "Wild Goose" song for posterity wasn't on a wild goose chase.

What's this about a Venetian gondolier strike? Sounds like somebody's kicked up another labor row!

A Chicago university professor says that radio and television are just drugs that keep people from thinking. Thank goodness they keep us from thinking of making remarks like that!

grazing land, including more than 13 million acres of wooded lands, three million acres of cultivated lands, of which more than 600,000 acres are under irrigation.

We have several producing oil fields, great reserves of gas which can be used for industrial development, vast amounts of copper ore,

Artesia Story To Be Told In May Magazine

A second publication, "Picturesque New Mexico," will tell the Artesia story to its readers this season.

Two pictures, a 500-word article, and a full page of advertising on Artesia are slated for the May 15 issue of the magazine, which is published in Albuquerque.

Last week the Artesia Chamber of Commerce mentioned the two pages of pictures and a full-page advertisement that are to appear in the June issue of "Around Here in the Southwest in Picture Story."

Names of firms sponsoring the advertisements in "Picturesque New Mexico" were not turned over to the chamber office by the solicitor; however, Bob Koonce, chamber manager, said he would write the publication for this information.

"Picturesque New Mexico" is published in Albuquerque; "Around Here" in El Paso.

ESTERBROOK FOUNTAIN PENS, the ideal student's pen, at \$1.75, your choice of points.

SEEK EARLY TRIAL IN KIDNAP CASE



EARLY TRIAL is sought for Frank LaSalle, 54, shown being searched at Camden, N. J., county jail on arrival from California to face kidnaping charges in case of 15-year-old Sally Horner, who says LaSalle held her prisoner for two years. (International)

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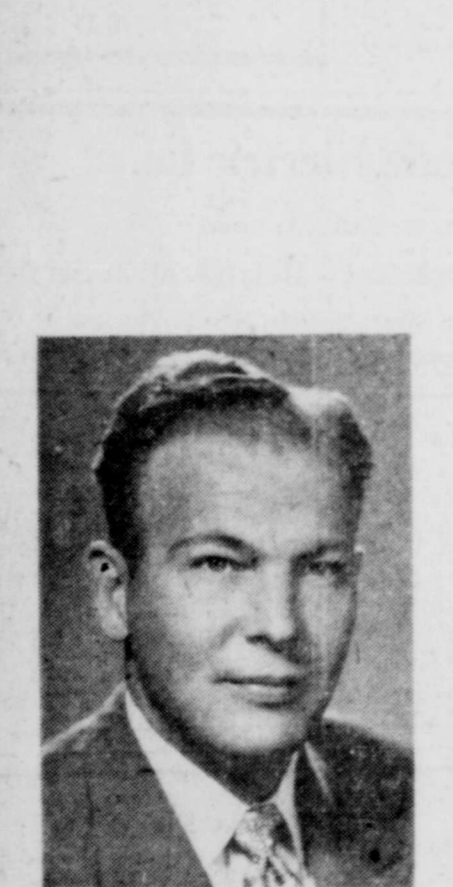
Your Phillips 66 Dealer knows just what to do to prepare your car for warm weather. He'll use dependable Phillips 66 Gear Oils and Greases. And he'll see that your engine gets "Lubri-tection" with Phillips 66 Premium Motor Oil.

Get Phillips 66 Double-Check Service at any station where you see the familiar orange and black Phillips 66 Shield.

GET "Lubri-tection!"
Lubrication plus Engine Protection

Listen to the Rex Allen Show Every Friday Night Over C.B.S. at 9 P.M. Central Standard Time

Meet The Guy Chevrolet Sales Staff



Clyde Gilman
General Sales Manager

Guy Chevrolet Co. first knew Mr. Gilman as district manager with the Chevrolet Division of General Motors Corporation. His territory included the southern half of New Mexico and El Paso, Texas. During 1948 and 1949 he made regular visits in Artesia and at that time Guy Chevrolet Co. was under his supervision. Mr. Guy was very much impressed with the efficient way he handled his job and he liked the way they operated. So Mr. Guy offered him the place of general sales manager over all departments of the organization and he moved to Artesia with his family Aug. 1, 1949.

Mr. and Mrs. Gilman with their son and daughter, reside at 801 Bullock Avenue. He is a member of the Lions Club and Junior Chamber of Commerce.

During World War II he served as an instructor for the U. S. Air Force near Phoenix, Ariz., for three years.

Mr. Gilman tells us that he likes Artesia and plans to be here to see it become the city we all expect. He is a very enthusiastic salesman, for he knows that when selling Chevrolets, Buicks and Oldsmobiles, he is selling the best cars for the money, backed by one of the oldest manufacturers of quality automobiles and the oldest automotive sales and service dealer in Artesia.



Ray Griffin
Truck Specialist

Four years ago, Mr. Griffin came to Artesia from Hobbs, N. M. Ray and Mrs. Griffin have two sons and own their home at 208 South Cowan. He spent three years in the U. S. Navy yards on the West Coast. As an active member in the 20-30 Club and the Elks, he is interested in civic improvements.

Mr. Griffin came to Guy Chevrolet Co. from the Cox Motor Co. April 15. His experience in the automobile business is varied, as he has worked as a salesman in parts, accessories, tires, cars and trucks. Ray has had a lot of experience in trucks and special truck equipment. If you bring your hauling problems to him, he will recommend the size of truck, the kind of body or special equipment that will best suit your needs.

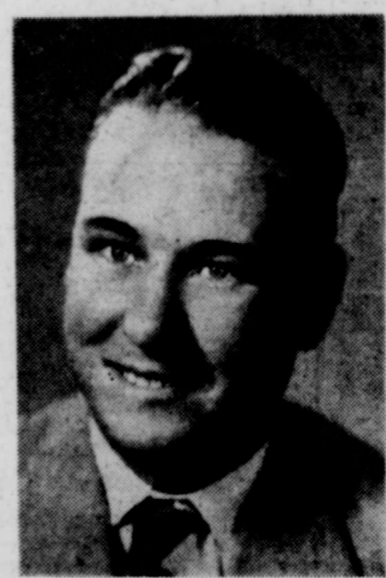


Mr. Clyde Guy, Owner

Mr. Guy has owned and directed the Guy Chevrolet Company since 1926. Mr. and Mrs. Guy have two sons, Joe Lamar and Eddie and own their home at 705 Grand Avenue.

Mr. Guy came to Artesia in 1925 when it was just a small community of about 3000 people. His business has kept pace with the town and has expanded from four employees at its beginning to 36 today. Like other foresighted business men in this area, his faith in Artesia has helped it grow to its present size.

Mr. Guy's able direction and administration of the company's business and policies have made the Guy Chevrolet Company one of the most outstanding automobile dealerships in New Mexico. Through his sound judgment and fair treatment of customers he has given Artesia one of its most substantial business establishments.



James Anderson
Used Car Manager

Mr. Anderson came to Guy Chevrolet from Boyd-Cole Motor Co. the first of this year. He has had several years experience in the automobile business, specializing in used cars. His knowledge of the used car market and of car values enable him to give you top dollar value for your trade in or to recommend the best buy in the OK Used Cars.



Orville "Rooster" Durbin
New Car Manager

"Rooster" doesn't remember living any place other than Artesia, for it was 21 years ago that he came here. Mr. and Mrs. Durbin have a daughter and son. They own their home at 813 South Fifth Street. Orville spent two years in the U. S. Marine Corps in the South. Central and Asiatic Pacific. He is active in the V.F.W., on the board of directors of the 20-30 Club and the Junior Chamber of Commerce.

Mr. Durbin has been engaged in the automobile business for 10 years and all of this time he has been with Guy Chevrolet Co. He has served as service station attendant, parts manager, service manager and new car manager. His grand personality has won for him a host of friends. His wide knowledge of the mechanics and the construction of the new Buicks, Oldsmobiles and Chevrolets is very beneficial in helping you appreciate the comfort, performance and economy offered in these fine cars. He will appreciate the opportunity of helping you select your next new car.

All these men are thoroughly trained in all lines of automobile selling and even though they have specialized in various branches, any one of them can ably assist you in the purchase of any new car, used car or truck.

GUY CHEVROLET CO.

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