


## Traffic Accidents

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Still Our Problem


We Can Help You $\mathbf{T}^{\mathrm{H}}$


| lief. They have a perfect right to it, regardless <br> But when we hear the exience and facts. need or use to advertise. we remember the is no about the advertising salesman, who called on a merchant in an extremely small community. The merchant was the only store of his kind. He ex- plained he didn't need any advertiving; he had been in business 50 years; everyone knew him and knew his store and he didn't need to tell them. The advertising man was stopped for only a minute. Located across the street from the store was ant about the building. The merchant explained it was a church. He then asked the merchant how long it had been there. The merchant answered for 50 years. And the advertising man said, "But they still ring the bell every Sunday morning, don't they? <br> And that, of course, was true. <br> Highways, automobiles and fast modes of travel give all of us competition. If we haven't competition in the home town, we have it in the invinn. And people the merchant whey are invited to buy and from the merchant, who keeps them informed, not only on the merchandise he offers, but on prices and service. <br> Just ahead is a buyer's market instead of a seller's market. We all know that. It is rapidly reaching the point where we have to sell instead of just permit people to buy. <br> And we can help you to invite people to trade with you. Help you to tell them what you have to offer to sell; and to tell them you are in a particular line of business. <br> We can help yu keep the business you have and to enjoy more business. We carry your advertising message to almost 10,000 readers and buyers every week with our guaranteed 2155 paid subscribers. <br> We will be glad to assist you in your advertising preparation and to assist you in helping to increase your business through newspaper adver-tising.-O.E.P. <br> That little extra service often means extra sales. And everyone enjoys sales and business. Why not provide the little extra service? <br> Only the dollars, which are spent here continue to circulate here. Those sent to the mail order houses never return. <br> The new business, which will succeed in Artesia, is that business which doesn't exist here now and for which there is a demand. |
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ABSTRACT CORIER
(Bonded and Incorporated)
Phone

## Artesia Credit

 Bureau DALI $\begin{aligned} & \text { REP COMMERERCIAL } \\ & \text { CREDIT } \\ & \text { INFORMATIO }\end{aligned}$ $3071 / 2$ Office West Main Entrance on RoselawnPHONE
37


Louis F. Hamilton, M. D.
Has Moved Into His

## NEW OFFICE

210 S. Roselawn

## ARTESIA BUSINESS DIRECTOR

EMERGENCY and IMPORTA PHONE NUMBERS and ADDRESSES

## Fir

Police, Tell Central, or Call Red Cross

Buttermilk
Limited spppy of
Butter
Delivered to Your Door VALLEY PURE MILK Phone 59-J Artesia, N. M



Plenty Hot, Soft Water - Wet Washes
Open 5A. M. - Six Days A Week
307 North Fourth
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Specializing in
Pasteurized Coffee Cream


Virginia Johnson Becomes Bride Of Clem Schaer Of Amarillo Tuesday Branching Out With New Troops

| Miss Clarice Mogill Is Married To Robert Siegel Of Kansas City |  |
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## GIFT PROBLEM <br> 

Telephone 312 FLOORE floral

## SHOES FOR THE FAMILY

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Peoples Merchantile Co.
Montgomery's Watch Shop ore US. Patotffice

Phone 285

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Moccasin Toe 0xford
With Good Dependable Soles


WATCH REPAIRING


We Now Have Two Watch Makers Guaranteed Repairing With Extra Promptness
ufted-Untufted-Inner-Spring-Cribs, Cot Pads-Bassinets-Any Size EXPERT WORKMANSHIP One Day Service All Work Guaranteed

SAND-MAN BEDDING CO. 210 North Second St.

Mattresses Made To Order

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Silver City, New Mexico
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and Estate Tax Practice and Estate Tax Practice ANNOUNCES change in the location of his office to Rooms 304-06 New Booker Building Telephone 621 AAA ALFALFA MILLING CO. At Espuella, N. M. Artesia, New Mexico

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SUN.-MON.-TUES., FEB. 23-24-25

ad EDWARD ARNOLD - MARRE WILSON. LEON AMES
 Also Latest news events Continuous Show 2:30 to 11:00

Total of 46,015
Vets In State
Lapse Insurance


VALLEY THEATRE


TUE.WED.THUR., FEB. 25-26-27

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obens is contemplating plans
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BOWMAN



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It takes a lighting specialist to say just which bulbs are too big, and which too


Because good lighting is so important you'll want the advice of a Public Service lighting specialist. Call your Public Serv ice Company now for a visit from one of their lighting specialists. Then you'll know that you are doing everything possible to provide good lighting for your family's welfare.

## PUBLIC SERVICE COMPRNT

UNKLE HANK S_E,

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Said a battered old Neep from the West,


| Poppy Sale, n Will Be 1 In March$\qquad$ | wives and girl frien as guests. |
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Notice to Dog Owners 1947 DOG LICENSE TAX Is Now Delinquent
All dog owners should have dogs vaccinated against rabies and apply to City Clerk-By Order City Council

GARDEN TIME


Get Ready Early Take Advantage of the First Warm Day Garden Seeds-Garden Tools

Here For Your Selection


Otis Gin \& Warehouse Co.




BASE CAMP OF TASK FORCE WILLIAWAW IN THE ALEUTLANS-In these bleak surroundings members of a training unit
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Know Your Neighbor Great love story
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Our New Modern Offices Are Located on the Ground Floor.

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A STEADY CAR IS A SAFE CAR


Our men are Wheel Balancing Experts... Bring Your Car in for a SAFETY CHECK
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Every New Passenger Tire
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 We deal in the Finest Cars your money can buy. And that is the Plain Truth on which

OUR REPAIR SERVICE Is Real Service . . . Satisfactory

## COX MOTOR COMPANY

WE'll KEEP YOUR OLD ONE GOING STRONG Ph. 415 301 S. First Artesia,N.M.



Horo's Proof of Extra Mileage in the Tire That ITWUARS PREWAR TIRES


RUBBER CO.
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F.Goodrich Histimenam






Thursday, February 20, 1947
the artesia advocate, artesia, new mexice

Artesia's Pastors Speak

## topar!

## YOU can get NEW

## Firestone <br> De 2lane GHAMPIO:S


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FIRST NATIONAL BANK member federal deposit insurance corp

BORROW HERE . . . INSURE LOCALLY

HOME TOWN NEWS

"We cannot tell a lie! The WOODSIDE PLUMBING \& HEATING COMPANY makes plumbing costs go down." You'll like doing business with us."

## WOODSDE RLUMHNAE

Hopkins Firestone Dealer Store 117 W. Main



ARTESIA MATTRESS C0.
SMITH BROTHERS
Don't Throw That Old Mattress Away Have It Rebuilt
NEW MATTRESSES MADE We Call For and Deliver
301 N. Roselawn-Phone 530-W

We Will Be Prepared March 1st
TO SERVE YOU
With
Ready Mixed Concrete

WE ARE INSTALLING A MODER READY-MIX CONCRETE PLANT HERE And will be ready to deliver MIXED CEMENT
door on March 1st or before. We can take care door on March 1 st or before. We can take
needs in Reedy Mixed Concrete whether
run a small sidewalk, a porch, foundations, run a small sidewalk, a porch,
building, home or structure
We are installing this ready concrete mix because
lieve that Artesia is entitled to this modern delivering mixed cement to the job. We feel sur the future will be even greater than it is today
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Special Consideration Will Be Given All Contractors and Builders

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## Under New Management <br> Comfortable Roomy Booths <br> Tables If You Prefer Them

Well Arranged Menus
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