

VOLUME FORTY-SIX Dies On Tuesday It Home Here

'Straw Hat Day' To Be Observed
Here Saturday

Many Entries Require Eliminations For Amateur Contest Friday Night

S. O. Higgins Is
Recovering From
Revolver Shot

Seven Schools Are Entered In District Meet

$\square$

Prizes And Rules For Yard-Garden Beautification Contest Announced


Hopes For Deep Oil Again Fade As Kewanee Wildcat Test Is Plugged
High School P.T.A. To Have Parents'
Night Wednesday

and


SOCiETY
Does Initiate 10 Last Thursday At Central School
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## tended

Homemaker Has All-Day Meet On Last Thursday
$\qquad$ hume of Min
$\qquad$ C. Bin The Dilute van merit in quizzing

Miss Patricia Watson Becomes Bride On Sunday Afternoon Of Eugene Batie In Double-Ring Ceremony




Millions of air bubbles breathe with every step in i Foamtreads' "bubblesoles." They're advertised in all your favorite magazines, now try these wonder: ful new shoes and find dew joy in "bubble-walking."

## Thompson-Price Co.

Quality and Style Combined With Reasonable Prices Phones 275 and 276
'Christ The Answer

White $\sin v$. E Neo
The orb val mat vow
or wa N. Cen or this ers my be a lar gee


RADIATORS

## wholesale " metal

 STAR RADIATOR SALES \& SERVICE


Wake up Fresh as Spring Air . GET MORE REST EVERY SLEEPING HOUR Treat yourself to the "best in rest" . . . enjoy a good night every night-on Spring-Air "Controlled Coosfort" innerspring mattress and box spring-the same 000 fine hotels. Come good hospitals and more than and full size, in beautiful floral or striped tickinges


## WILLIAMS Furniture lo:

 COMPLETE HOME FURNISHER 401 West Main
## SELLING OUT!

At About Cost, Many Items on Hand

## RAYONS <br> 60c

Sheers, Crepes, Surah, Spuns, Faille, Shantung, Jersey, Strutter and Others - Values to $\$ 2.00$ Yard!
Single Cord $\quad$ Reg. 1.49 yd . 98 c
Double Cord

- Washing and Greasing
- Gas and Oil
- Tire Repairs
-Wrecker Service
Mechanic on Duty for Emergency Repairs
TRY OUR SERVICE!
L. E. Francis, 0 wner



When men and women went wrohg THEY WERT TO

JOHN PAYNE GAIL ROSSELL STERLING HAYDEN GEORGE way Hayes dick foran Mary Beth Hughes H. B. Warner - Bobby Ellis Directed by Lewis R. Foster
Bused on a stoy by 1 Rebert Bren and
ands Atrater . Screenplay br Lexis R Forter


## LANDSUN THEATER

thersday-friday-stitirday, april 21-22-23



OCOTILLO THEATER
SUN.-MON.-TLES. APRIL 24-25-26


## LANDSUN THEATER

Sunday - Monday - Tuesday
ipril 24-25-26


## CHURCHES <br> 1. PAULS Chapel, IICOPAL  lion, Sundass, Litany, Retith Rev. Edward A. Heffiner, Vicar <br>  <br> Six Weeks lias Appliance Sale Now In Propress

## Convenient Terms

## Liberal Trade-In Allowances Valuable Premiums

Gas Ranges
$\star$ Liberal trade-in allowance on old range $\star 8$-piece Club Aluminum "Dream Kitchen" utensil set, $\$ 27.85$ value, absolutely FREE $\star 21$ months to pay $-15 \%$ down payment

## Gas Water Heaters

$\star$ Only $\$ 2.50$ down-36 months to pay
$\star$ Payments as low as $\$ 2.60$ per month
$\star$ Cannon "Heritage" Towel Ensemble FREE $\$ 13.65$ value. Includes 4 bath towels 4 face towels-4 wash cloths
$\star$ Liberal trade-in allowance on old water heater

## Servel Gas hefrigeraturs

* 21 months to pay - $15 \%$ down payment $\star$ Liberal trade-in allowance on ice box or mechanical refrigerator




## A COMPLETE BANKING SERVICE

Bank on us $\ldots$. bank with us, and all your financial transactions will be taken care of. 1. Open a checking account - minimum balance or special - and
pay by check. The pay by check. The best receipt of all! 2. Save here! All accounts up to $\$ 5,000$ government insured. 3. For convenience, bank by mail same as our teller's window!
Come in today. We like to serve you

## Peoples State Bank

## TRANSPORTATION



America's Biggest Sellers. Greatest Servers
You'll share the record-high regard that America holds for these Advance-Design Chevrolet trucks. You'll share it the instant you drive them. For then and there you'll discover the deep-down durable quality, the outstanding performance and the able quality, the outstanding performance and the keep and the lowest list prices in the entire
CHEVROLET TRUCKS Guy Chevrolet Company

Artesia Elks Are Urged To Greet

## Pf <br>  <br>   "Jamborette"- <br> 

Driling
R. L. Harris
36-16.3.
Driling at
Flynn, We


\section*{Bulldogs- <br>  <br>  <br> Final- <br> 

## When Your Flock Needs Medicine -

"Dependable as an old friend"
 plete iniof oin poultiy medir cines, vaccines, disisinectatis,
and other products for poul-
try. Test-proven, safe, relia-
 ble. Controlled
quality. When you
need douliry med-
icines, ask for $D r$. ineed pouiry med-
icines, ask for Dr.
Salsbury's. McCAW HATCHERY


| ddie Guy Mitchell Honored On His irthday With Party Idde Guy Mitchell was honored | Baptist Church At Maljamar <br> To Be Dedicated $\qquad$ <br> of Elida is pastor, will be dedicated Sunday, with an all-day program $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ <br> High- |
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$1.98-4.98$

## Quthonyis

## OPEN HOUSE!

## ATTENTION SPORTS FANS!



Brainard-Corbin Hardware Co. 327 West Main

Phone 103

## ves. That E Ripht E.erer De

We Invite Our Friends and Visitors to See Our Modern Service Department

> For noror ruve.up ce the word Fmous sun




voltage mgiviton tist

warren g. Carter, Manager Service Department

## COX MOTOR COMPANY

CHRYSLER - PLYMOUTH - GMC TRUCKS


SAVE $\overline{\text { at BATIES }}$ SAVE SAVE at BATIES SAVE SAVE $\overline{\text { at BATIES }}$ SAVE SAVE at BATIES SAVE

Thursday, April 21, 1949
THE ARTESIA ADVOCATE, ARTESIA, NEW MEXICO

Enroll In Frozen Foods Program

## New Mexico 4-Hers will, a take part in the 1949 national frozen foods



THE SPORTSMAN
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The Most Leantiful Thing on Wheels:



But Pontiac's real beauty cannot be fully appreciated is beautifully enginered, too to to give you a completely is bountifully enginerere,t too-to give you a completely
different kind of automobile performance that simply six- or eight-cylinder, is a sweetheart for power.
Remember, too, Pontiac is the lowest-priced car in the world offering the case of Hydra-Matic Take a long look at the next new Pontiac you see-then come in and give the car a really thorough exami-
nation. That's the way really to appreciate why people
are calling Pontiac" themost beautiful thing on wheels."

## BOYD-COLE MOTOR COMPANY

112 South Second Street
Artesia, New Mexico


New Type Sharpener Usable in Fields Will Sharpen Mower Blade While on Bar


The black tip of this new type
nower blade sharpener is made The black tip of this new type
mower blade sharpener is made
of carboloy cemented acrade.
hardest metal commereilily avail.
ble. Mower blades can be shard

 the pooket. The te tip which satel doe
the actual sharpenting is made bide metal whileh cemented 18
attached
curely to the steel shark


## Maljamar News

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## CASE

FARM IMPLEVENTS

## and MaCHINERY

We Have on the Floor Now:

- Hay Balers
- Side Delivery Rakes
- SC and VAC Tractors and Implements
- Manure Spreaders
- Judson Lime Spreaders
- Butler Stock Tanks and Grain Bins - Continental Post Hole Diggers
- Bailing Wire
- Meyer Ditchers

Come to Us for You
FARM IMPLEMENT NEEDS
JOE MITCHELL \& SON CASE FARM MACHINERY

Tirestone Imnlement Tires and Taben


GARDEN HOSE!
50 FEET - ALL PLASTIC:


Treat It Rough . . . 'cause Its Tough: Our Tuff-Ply Garden Hose Can Take It MID-WEST AUTO SUPPLY 330 West Main


ANNOUNCING!
A NEW KIND OF PAINT . . . TO MATCH ANY COLOR 1322 cemen ถacs

824 South Firs


Quentin Rodgers this question: The other evening, my car was
 on the car's finish. Is this covered
under a Personal Property Floater? inder a Personal Property Floater:
On any insurance or loan prob-Mid-Valley nvestment Co., In Investment Co., Inc Phone 525

COLORS IN ALL FINISHES AND ALL PAINT SIZES ARTESIA PAINT \& GLASS CO

## Phone 369-W

 1.322
# Saturday is STRAW HAT DAY in Artesia Get in Step With Spring April 23 

Make Yours
A Smárt, New Straw from One of These Sellers of

Finer Clothes for Men

Proclamation by the Mayor:

WHEREAS, it is the custom in this great land of ours for the men in the different communities to consign
their 10-gallon sombreros and other felt hats to the moth balls for the warmer months and to don straw hats on a designated day each spring, and, WHEREAS, the dandelions are in full bloom and the tumbleweeds are starting to take the countryside again, making us all feel that spring is here to stay
and it is time to blossom forth with new straw finery, and it is time to blossom forth with new straw inery,
Now, THEREFORE, I, Oren C. Roberts, Mayor of NOW, THEREFORE, I, Oren C. Roberts, May,
the City of Artesia, proclaim Saturday, April 23, 1949, as STRAW HAT DAY in Artesia, and ask that the men of the community enter into the spirit of the occasion and sport their new summer headgear and sky pieces.

OREN C. ROBERTS Mayor of Artesia.


The STETSON Tropics
This fine Panalite lets fresh breezes blow in to cool your torrid pate. The Tropics' brisk, flattering lines make it a worthy
member of the famous Stetson family. and of your hat wardrobe

## BALDWINS

311 West Main
$\qquad$

LIGHT AS A FEATHER

## MALLORY



The HUB Clothiers

305 West Main
Phone 595-J

## STRAWS



## THOMPSON-PRICE

Quality and Style Combined With Reasonable Prices

Phones 275 and 276



## 

 COME TAKE THE BARGAINRIDE OF YOURLIFE Cón Carav values built for you: \& COTTON CASUALS KBUTCHER RAYONS* RAYON BEMBERGS
* CASH-AND-CARRY VALUES!
Yes...at this one low, low price you can
find your trim, off-towork cottons or
rayons...your out-to-a-party soft, pretty
rayon sheers, too! Good examples...lear
cotton pique print. ...crisp-textured em.
broidered rayon...Bemberg rayon. $12-20$.


Boys' Sport Shirts Short sleeves, sanfor-
ized. Sizes 4 to 16. Pastel plaids.

### 1.00

Men's Heavy Weight Army Cloth
Khaki Pants
Sanforized shrunk, full cut, heavy pockets. Sizes 29 to 42.

### 2.50



SEE WHY YOUR DOLLARS BUY MOREAT PENNEY'S!


## CHENILLE SPREADS

Penney's is an old hand at tracking down BIG VALUES $\ldots$ then tagging them at a price to make the town sit up and take notice! We searched, shopped, compared antil we found the BEST SPREAD BUY for your 87.77 ! Closelystitched chenille with big flower basket design. White, colors, FULL double size ... $90^{\prime \prime} \times 105^{\prime \prime}$.

## CaC savincs for Yout

Bemberg SHEERS
New summer prints in washable rayon Bemberg. Pastels, jewe
colors even white grounds. They are washable as your own hands
3id
88c yard
PAY CASH • CARRY IT • YOU SAVE!
NEWS AT PENNEY'S FOR ALL SEW-AT-HOMES!


EYELETFABRIC
Eyelet embroidery is fashion's latest splash! And Penney's has bolt after bolt in deliPRICED at just $\$ 1.00$ yard Use in dozens of PRICED at just 81.00 yard. Use in dozens of ways ... for suit blouses, collars and cuffs, nech rrimmings to wear right now. Think ahead to
summer! White and pastels.
summer! White and pastels.
C\& Cmeans savings for you!

## EVERY PAIR

ABSOLUTELY PERFECT!
STYLES, PRINTS, SIZES ESPECIALLY FOR YOU!


COTTON HOUSEDRESSES
Penney's picked poplins and 80 sq. percales for these dresses ... fabrics that can take dozens of tubbings, more wear than perhaps any other frock you own! Your favorite style . . . button-to-the-waist classics, coat styles, zipper fronts trimmed. Choose from stripes,
C. Cmens savines for you:


Men's Moccasin SHOES Step into a pair .s. solid domfort! Brown ellk-finished leather up-onal instep strap. White elk-finished upper, composition soles.
pers, tough cormposition soles. Quality constructiont $6-11$, C-D.

## $\$ 5.00$



Men's White
Dress Shirts
Made of Pima Cotton for more wear, better Craft collar.

### 3.00

Women's Cotton Crepe Gowns Cool, crinkle Crepe with tiny cap
34 to 48 .

### 1.50

Girls'
Cotton
Dresses
Sizes 3 to 6x Pastel co ors, full skirts in pe
1.00

Sheer Cottons
Soft finish, washable colors, all patterns
neat designs, ideal for 3 dds. for $\$ 1$ Men's
Knit Briefs
Combed ototon, fall cit allelastic waist breat
3 for $\$ 1$
Athletic Shirts

Full length, roomy arm holes

3 for \$1
Work Shirts
Imagine! Just $\$ 1$ for blue chambray work cut, made to our standards, with dress type collar. Sanforized*!
$\$ 1.00$

PAY CASH•CARRY IT: YOU SAVE! PAY CASH•CARRY IT • YOU SAVE!



