## The Artesia Advocate 葍 <br> Vets Hall Fire Loss Is $\$ 15,000$

ARTESIA, NEW MEXICO, FRIDAY, JANUARY 13,1950

## $P_{0}^{0 r}$ OURRI

| C. A. Bucknell, who has been hut-ins and taking entertainment lub be formed in Artesia among shut-ins themselves. <br> Then, with the co-operation of he churches and those who can ntertain, programs of various ypes would be taken to all shutns, both those who are permanentonfined to their homes. Bucknell for the last two months been taking a picture projec- to the homes of those shut-ins whose names he has been able to earn, in which he has had good sut he realizes the names of all cannot be learned through the hurches, because some do not beong to a church and therefore no pastor knows they are ill or shut- <br> He suggested that if the idea is worked up, each church would conribute some kind of entertain- ment, singing, instrumental or therwise, to be made available to anembers of the club, for the Bucknell asked that anyone in- erested in the idea, whether a hut-in or someone willing to conribute something towards it, drop |
| :---: |



Drizzle Causes
Two Accidents South Of Artesia

## March Of Dimes Drive To Open Here Monday



Intramural Play In Nine Sports To Start Next Week




Committees For Kiwanis Year Are Announced

Paul Bush, Hail Mutual Manager, Is Charged With Embezzling \$2234

Knife-Fork Challenged To Cast Off Complacency By News Analyst

Sportscast Is Inaugurated Over Station KSVP

Friday, January 13, 1950
The Artesia Advocate


## y Not Halt Them?



|  | Just Empty Promises |
| :---: | :---: |
| proermem deiemed and carried out by those exting | WE Cant keep from wondering and |
| Ereery vear many "hoo checks" sre pased in |  |
| Herter |  |
|  |  |
| of thees individuals are habitual oftenders | Id |
| Sometimes these cheds |  |
| lnd |  |



Gompers Stamp

## Try and Stop Me

By BENNETT CERF
R

YOU'RE TELLING ME!

Then Keep It Good
M
$\square$
us credit. And if we do this-we will always have

$\mathrm{R}^{\text {ICARDD ARMOUR, professor of English at Scripps College, }}$



Coach Cearley's Eunice Cardinals Play Basketball Collegiate Style

Adding Sunshine to the
Sunshine Stat


## InsideWASHINGTON

| U. S. Guided Missiles May | $\begin{array}{l}\text { Work Begun in Florida on } \\ \text { Soon Be Tried Over Atlantic }\end{array}$ |
| :--- | :--- |
| 3,000-Mile Proving 'Ground |  |


ida, largely exterding over the ovecan from Fler, with observation posts
located in A Defated in British-administered Bahama islands.
A Department spotesman said there would probably be be
more than 100 long-range test flights a year. A target date of July 1, 1951, has been fixed as the time the proving ground should
be ready for extensive guided missile tests, although limited tests may be mare before then.
An observer at the launching point on Cape Canaveral will be
and able to watch the take-off of the guided missile. then detect its pas-
sage by means of special observing instruments. The missiles will
ordinarily fly ordinarily fy at much greater altitudes than conventio
and will carry instruments to measure performance.
Extensive precautions will be taken to prevent accidents which
might cause injury or property damage. The entire 3.00 -mile
length of the range will be under visual and radar surveillance durlength of the range will be under visual and radar surveillance dur--
ing tests in order to avoid possible collisions with aircraft or with
ships at sea There will be devices to control the filght of the missile continu-
ously and should these "central devices. fail, the missile will be de.
stroyed in the air before leaving the safe range area, or divorted ousty and shoula airese centreaving the safe range area, or divorted
stroyed in the are
from its course to land at sea. How this will be accomplished is a military secret.
When the missiles land the force of the impact will destroy them
and they will sink to the bottom of the ocean. Howeer, ships will and they will sink to the bottom of the ocean. However, ships wil
be stationed at their termination to observe their fall.
Instruments will be located over the first 500 miles of the course to permit continuous observation of the missiles flight.
Fur obsevation stations, manned by scintists and technical
personnel, will be built on the Grand Bahamas, $\begin{array}{ll}\text { Great Abaco, Eleuthera and Cat islands of the Ba- } & \text { Plan Four } \\ \text { hamas under an arrangement being worked out now } \\ \text { owith the British and Bahama governments. } & \text { Observation }\end{array}$ The new range is necessary berause progress in Stations
suided missiles has outstriped the range of the guided missitits has outstripped the range of the
existign White Sands proving grounds at Alamogordo, N.M. (Army-
Air Force) and the Navy instal' ions at Point Mugu and tnyokern The new proving ground will be a major step in the ace now
underway between the United States and the osviet Union to per-
fect guided missiles against the possibility of future conflict.
heard of a jumper-that's a Levi $\begin{aligned} & \text { New Mexico press by canning a } \\ & \text { jacket she's wearing., } \\ & \text { In my day and time Levis (or oww editor. Bill McNulty. sagaci- } \\ & \text { for seribe of The New Mexican }\end{aligned}$
$\qquad$


PHONE 943 STEVE W. MASON
LOW INTEREST RATE, LONG TERM, FARM, RANCH AND CITY PROPERTY LOANS.
209 Carper Building
Aresia,

FARM AND RANCH SUPPLIES

Field Fence - Barbed Wire
Smooth Black and Galvanized Wire
$1 / 2$ Inch to 2 Inch Galvanized Pipe
Pipe Fittings - Corrugated Roofing 1/2 to 3 Horsepower Pressure Pumps, also Tanks

Black, Green and Red Roll Roofing Brick Siding 15 to 30 lb . Feit

Poultry and Stock Feeds
Morton's Stock Salt - Meat Salt Water Softenir ${ }^{r}$ Salt Sherwin Williams Paints

Artesia Alfalfa Growers Assn.
Feeds - Seeds - Fertilizer - Oil and Gas General Hardware

Office 678 - PHONES - Store 679

## WILL A PROMPT, CONFIDENTIAL, PERSONAL LOAN

 HELP ON HEAVY HOLIDAY BILLS? "WE are your friend in need"
## ARTESIA INVESTMENT COMPANY

## 200 BOOKER BUILDING





in the probate court of EDDY COUNTY, STATE OF NEW MEXICO. IN THE MATTER
OF THE LAST WILL AND TES WILL AND TES
MENT OF DAVID
W. MENUAFAN,
WECEASED.
DE
$\qquad$
Notice
TO WHOM IT MAY CONCERN:
Notice is hereby given to all per sons interested in the Estate of David W. Runyan, deceased, that
an instrument in writing purport
ing to be the tast an instrument in writing purport
ing to be the Last Will and Testa
ment of David W. Runyan, deceas
edt ed, has been filed for probate in
the Probate Court of Eddy County
New Mexico and also filed in said
Court tine verified petition of Joh

same.

## IN THE PROBATE COURT of EDDY COUNTY, STATE OF

BEFORE YOU MAKE ANY DECISION-LET US SHOW YOU THESE BEAUTIFULLY STYLED NEW CARS PLNCII LINE FOR 1950 New..New..New CIIRYSLERS with all-new beauty inside and out!


They're Now On Display . . . Come, see them today! and the solid comfort inside. Again there is room to ars of surprising new beauty . . . with new longer, spare for your head, your hat, your legs, your shoulders. lon lovelier lines . .. stunning new interiors, new Chrysler's kind of beauty is the beauty you really appreciate-because it reflects the sound engineering COX MOTOR COMPANY

Chair-height seats. Again-the Chrysler is designed for easiest handling-for safe vision-for ease of getting in
and out. See it, drive it and you'll agree, it's the smartest, safest, sweetest performing car today.

301 S. First St.

DONT GAMBLE WITH YOUR CAR OR TRUCK!


Play It Safe, Winter Is Here and Your Câr or Truck Needs Attention. Let Us Put It in Shape for the Hard Driving Weather Ahead. Remember, It Costs Less to Make Needed Repairs Today Than to Have a Wreck Later.

## COMPLETE AUT0 REPAIR SERVICE

\author{

- Motors Rebuilt <br> - Wheel Alignment <br> - Body and Fender Repairs <br> - Brake System Overhauled
}


## COX MOTOR CO.

Mrs．Kersey Presides
For First Time At
Mrs．E．J．Foster Is Honored At Farewell Coffee

 Eastern Star Meet

Coffee Honors Mrs．Foster On Thursday Morning
Theater Party Is Of＇Pudgie＇Golden <br> \section*{謁 <br> \section*{謁 <br> <br> 寞品} <br> <br> 寞品}




$\substack{\text { pent } \\ \text { nit } \\ \text { nis } \\ \text { yen } \\ \text { and } \\ \text { and }}$
J．W．Vandiver Is
Honored On Birthda

## 


Teachers－Parents As Partners＇Is
P．T．A．Panel Top

 gards to the house tohmouse can
Tor the March or Cimes
The Clare Tree Maior Pro $\underset{\substack{\text { tions } \\ \text { Wedinesd }}}{\substack{\text { wid }}}$


 Willingham，moderator for the pan
el discussion or
Teachers os
on liam M ．Siegenthaler and Dr ．
Pardue Bunc hrepresented paren and $L$ E．ordges and Mrs．Mar
Lou Carson．he techers．

YOUR EYES ARE IMPORTANT Consult DR．EDWARD STONE optometrist


THOMPSON－PRICE
Quality and Style Combined With Reasonable Prices
Phones 275 and 276

| Use Of Props Is <br> Discussed Tuesday At League Meet Members of Story League we |
| :---: |
| enteraned Tuesay afiem |
| with a clevere study on the use of |
| St memorab |
|  |
| 促 |
|  |
| William M，Sigent |
|  |
|  |
| min |
| ing refersiments to mines．on |
|  |
| ${ }^{\text {sumen，} \text { ，Thad } C \text { cox }}$ ， |
|  |
|  |
|  |
|  |
| Order Of Rainbow |
| itiate |
| etin |

Mrs．Jaws fent
OFFERS EYE FOR HOSPITAL CARE



| Rupture Appliance Specialist，Harry G．Higgins，will give a free demonstration of his＂Guaranteed Rupture Shield＂for men，wo－ men and children，in Carisbad，New Mexico，at Hotel Crawford， on Wednesday，January 18. <br> ovening before，after 7 P．M．I have southwest．Let me prove to you that your rupture can be firmly southwest．Let me prove to you that your rupture can be firmly skillfully fitted and molded to the body according to individual requirements，your rupture troubles are over．DO NOT EXPERI－ MENT LONGER and become a cripple and burden to your fam－ free demonstration：or if unable to see me at this time，write for further appointment，to： <br> HARRY G．HIGGINS <br> 225 South Fifth Street <br> Rupture Appliance Specialist <br> Minneapolis 2，Minn． |
| :---: |
|  |  |

> TATE NO. 25859-RESERVE DISTRICT NO. 11 REPORT OF CONDITION OF PEOPLES STATE BANK

serves of
I，Ceir Waldrep，Exec．Vice President，of the above－named bank，
herey certify that the above statement is true to the best of my knowl－
ed CECIL WALDREP，Viee Pres．，Cashier．
CORECT－Attest：

## J．W．BERRY，

W．W．BATIE，
WILLIEM M．
J．E．TAYLOB
M M．SIE
AYLOR．
ectors．
State of New Mexico，County of Eddryectors．
Sworn to and subscribed before me this 11th day of January， 1950 ．
nd I hereby certify that I am not an officer or director of this My commission expires April 15，1950．


Times
THIS MAP SHows the importance of Formosa, which lies close to the are of American
Stres in the Far East.
Strategic United States installations in that are are located in the defenses in the Far East.
Philippines, Okinawa and Jap


Girl
Scout

## Notes

The Boot That Made Football History
 versity of California and Ohio State football classic in Pasadena's Rose Bowt game January 2 .
With the score tied and less that three minutes of play left. Oits With the score tied and less that three minutes of play left, Ohio's Jimmy Hague kicked a field
goal to give the Ohioans the 17.14 edge, thus avenging heir defeat of 25 years ago by the Golden Bears. All of the play
between the goal posts.

##    Gene Parnell Nam Cottonwood 4-H Cottonwood 4-1 Club President


 ata meeting wed











Conoco Colony

Mrs. Gillespie went for a physical
check-up.
Mr. and Mrs. Joe SwoffordThursday on their honeyofoord ten trip
They plan visiting friends in Tex


|  |  |
| :---: | :---: |
|  |  |
|  |  |

 Broadcloth Prints in Colorful New Patterns, Zipper and
Button Fronts.
1.50

Chambray
Sanforized Lovely Colors.

A Great Buy !
$3_{\text {rat. }} 1.00$

ALL-WOOL BLANKET
SPECIALLY PRICED!
You Get a Full $31 / 2$ Pounds of Pure Wool
7 $\quad$ in that Big $72 \times 90$ Size.
A Truly Lovely Blanket in 6 Lovely Colors
at ONLY $7^{71}$

HEXAGON STORAGE HASSOCK

Big 17-Inch High, Washable Duran Plastic Over Hollow Reinforced Wood Box Foam Rubber Padded.

Four Colors, Green, Chartreuse, Red, Ivory $7^{00}$

Rayon Briefs
String Elastic at Waist Band mad lees 4 Real Vatreal
3 tor 1.00


Women's Suede
Dress, Casuals
Must Go at These
$2.00 \quad 3.00$

Lace Trimmed

## Slips

Fine Quality
Rayon Satin Lace
Trimmed Tops with Suzy-Q, Cocktail and Scalloped Lace 150

Knit Gowns
Run-Resistant Single Bar Rayon Tricot Knit.
Lace and Net
Trimmed Necklines
1.50


## LARDSUN THEATER

$t$ a SUNDAY - MONDAY - TUESDAY
January 15-16-17

## CONCRETE WORK

## - Zorches <br> - Sidewalks <br> 

## CASE <br>  <br> The BIG

Cultivating Tractor
 FAST PLOWING AND DISKING

WE HAVE ALL SIZES IN NEW TRACTORS: Aloo Several Types and Sizes of Used Tractors.

JOE MITCHELL \& SON case farm machinery SALES AND SERVICE

Now "Paleface "HOPES a Braacway bookie.. witha "hoot" hice horse.


SUNDAY - MONDAY - TUESDAY JANUARY 15-16-17

# WWIII 

ducting a den mothers' handicraft
shool in Artesia this week, the
sfirst session of which was held
Monder Monday. seond. session was this
morning and the third and concludmorning and the third and conelud-
ing session will be from $9: 30$ to
11:30 ocilock Thursday morning. Experts in several crafts are on
the training staff and the program


## Not Wanted

SALLY FORREST • KEEFE BRASSELLE - LEO PENN Laca, IDA LUPINO ANSON BOND. ELMER CIIFTON

LANDSUN<br>WEDNESDAY - THURSDA



| urned last week and also to 7 |  |
| :---: | :---: |
|  |  |


$\square$

## "FASHIDNED for every tastePriced for every BUDGET"



GUY CHEVROLET CO.

THE ARTESIA ADVOCATE, ARTESIA, NEW MEXICO


ANNOUNCING!
The Formal Opening
FAMOUS SHOP
310 quay avenue
Saturday, January 14
Patterns, Materials and Sewing Materials
Inez Meisinger - Jean Pitt


B 0 W MAN
LUMBER CO.. INC.
"The Builders' Supply Store" 310 West Texas Phone 123

WEST COAST FIR
$2 \times 4$ and $2 \times 6$ $\qquad$ $\$ 5.95$ per 100

WHITE FIR SHEATHING LUMBER 1x6, 8, 10, 12 $\qquad$ $\$ 7.50$ per 100
SHEET ROCK
$4 \times 83 / 8$-Inch
WOOD SHINGLES

16-Inch No. 1 $\qquad$ per sq. 11.75
$\bar{\square}$

PLYWOOD
$1 / 4-$ Inch, $4 \times 8$ Ft. $\qquad$ 10.50 per 100 $1 / 2$-Inch, $4 \times 8$ Ft. $\qquad$ 17.50 per 100

3/4-Inch, $4 \times 8$ Ft. $\qquad$ 24.00 per 100

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


$|$| at St. Paul's Episcopal Church. |
| :--- |
| ST. ANTHONY CATHOLIC <br> CHURCH |
| Ninth and MIssour1 |

CHURCH
Ninth and missour1
Mass Sunday at $7: 30$ and 9 a.
English sermon.
Mess weekdays, 8 an

| Mass weekdays, $8 \mathrm{a} . \mathrm{m}$ |
| :--- |
| Confessions every |
| S. Saturday, |
| 7:30 to 8 p. $\mathrm{m} .$, and before Mass |
| Junday mornings. |


| sunday mornings. <br> Rev. Francis Geary, pastor. |  |
| :--- | :--- |
| PRIMER IGLESIA <br> BAUTISTA MEXICANA | ha |

a. m.
Evening worship, 7:30 p. m.
Prayer meeting, Wednesday

7:30
$\quad$ p. m. m.
Rev. Donaciano
Bejarano,
Pastor THOMPSON CHAPEL COLORED
METHODIST CHURCB Sunday school, 9:45 a.m.
Morning worship, 11 a.m.
Epworth League, 6:30 p.m. Evening services, 7:30 p.m.
Midweek services, Thursday, 7:30


Look all around it and you'll know it's your BEST' ALL-AROUND BUY!


FIRST... and Finest. . at Lowest Cost!
Take a good, long look! Study every phase and feature Brakes ... and from the greater power and smoothness of this powerful, pace-setting Chevrolet for 1950! And then you'll know it's first and finest at lowest cost! That's true, any way you look at this car, from the of operation of its two outstanding engines and two outstanding drives-the Automatic Power-Team and
the Standard Power-Team-right down to its excepricher beauty of its Body by Fisher to the roomier comtional economy of purchase price, operation and upkeep! fort of its two-tone Fisher interior . . . from the perfect Come in! See this only low-priced car with all these responsiveness of its Center-Point Steering to the major motoring advantages. Look all around it and
positive stopping qualities of its Certi-Safe Hydraulic you'll know it's your best all-around buy! positive stopping qualities of its Certi-Safe Hydraun Chevrolet-and only Chevrolet-brings you all these major advantages at lowest cost-NEW STYLE-
STAR BODIES BY FISHER. NEW TWO-TONE FISHER INTERIORS CENTER-POINT STEERING CURVED WINDSHIELD with PANORAMIC VIIIBILITY - BIGGEST OF ALL LOW-PRICED CARS • EXTRA-
ECONPMICAL TO OWN-OPERATE-MAINTAIN - PROVED CERTI-SAFE HYDRAULIC BRAKES

INTRODUCING CHEVROLET'S EXCLUSIVE NEW
powsinllide


Diplomats Are Not Necessary To Establish International Good Will

| by Leon bert <br> It doesn't take frock-tailed poi. I. rnational good will. All it takes | Knife And Fork- <br> (Continuea mon Page One) |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | the world, he believes. Even though tion, they will all someday look to tion, they will all someday look |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | know they must depend on him. said Bolt. |
|  |  |
|  | Times have changed, he said and The Russians know this. The |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | tion in not the orords greatestpower because of resources, but |
|  |  |
|  | because of technological kitowl. |
|  | the master producer of raw matterials, but dependene on other auntries for so many of these ma. |
|  |  |
|  | terials is seldom pointed out, Bolt said. Neither is it pointed out that |
|  |  |
| Lentary techeol, sitangka, Sulia |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | deserve something of what we |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | Russia can come into power andthere will be no barriers. And he quoted a philosopher, who said,"Do not weep, do not despair, unDo not weep, do not despair, un |
|  |  |
|  |  |
|  | Legion To Hold Meet Here On.Saturday |
|  |  |
|  |  |


|  | Une American Lesion, mas calued | mod | , Ner. |
| :---: | :---: | :---: | :---: |
|  | it the veerrans Memorial Buld | buiding and droentry the fire had. | DR. G. P. RUPPERT |
|  |  | the firemen ued on |  |
| Smol | J. T. Estey, con | nomies ater Frie chie |  |
| Irs | minder tisi intomed int maters |  | Offre Hours: 9.11 and |
| ush | wheter mer | Seaway |  |
| do | Imerican Lestion or $n$ |  |  |
| relations that Americ | For sale Esetrook fountin |  | I. Leo Willia |
|  |  | Clind diner meeting in the hand |  |
| diogs- |  |  |  |

Artesia Cagers-
(Conturuea rrora Page One)
anywhere the inght we played then
in the tournament.)
$\qquad$ cherapists and 37 resident physi-
cians were sent to critical areas
all, including the nurses, at Na
tional Foundation

## Potpourri-




SHOP NOW! At Your Friendly



| Ladies' |
| :---: |
| Rayon Crepe |
| Blouses |
| White - Colors |
| Sizes 32 to 40 |
| $\mathbf{1 . 9 8}$ |



| $\begin{gathered} \text { Boys' } \\ \begin{array}{c} \text { Blazer Stripe } \\ \text { Anklets } \\ 6 \text { pair } 1.00 \end{array} \end{gathered}$ |
| :---: |
|  |
| $\begin{aligned} & \hline \text { Boys } \\ & \text { Combed Cotton } \\ & \text { T-Shirts } \end{aligned}$ $\text { Sizes } 4 \text { to } 12$ |
| 3 for 1.00 |
|  |
| Boys' <br> Slix Briefs <br> Sizes 24 to 34 |
| 3 for 1.00 |
|  |



As 'Whispering Smith' In Film

## 



T
A
$N$
$\mathbf{N}$
S

WE DO ALL KINDS OF METAL WORK<br>SEE US ABOUT YOUR NEEDS. PROMPT, EFFICIENT SERVICE.<br>"RIP" VAN WINKLE, METALSIITH

UNIVERSAL APPLIANCES

## PERKINS \& SON

"Home of Universal Household Appliances"
PLUMBING AND SHEET METAL SHOP

## NEW PIYMOUTH CAR ON DISPLAY AT LOCAL DEALERS

New Plymouth Special DeLuxe Four-Door Sedan




The 1950 Plymouth car, with important styling changes and improvements for safety and riding comfort, will be on display here Jan. 12,13 and 14 , local dealer announced today.

There are new lines in the silhouette which give the new Plymouth a longer, lower, more streamlined appearance. The changes are readily apparent whether viewed from front, rear or side.

The new Plymouths may be seen here at Cox Motor Company, 301 South First Street, Artesia and the Hart Motor Company, 207 West Texas Avenue, Artesia, N. M.

Rear fenders, which are bolted on for economical removal in case repairs are necessary, have been restyled and lengthened. A larger rear window on club coupes and four-door sedans, slightly greater over-all width, and alterations on the rear deck provide a longer, heavier, road
hugging appearance for all models. The grille has been simplied and made more massive. It con hugging appearance for all models. The grile has been simplied and made more massive. to con the center. Above the grille the Plymouth nameplate appears in larger block letters and a bigger more colorful medallion has been placed over the nameplate.
Described as "Packed with value and reaty to prove it"" the new Plymouth was character-
as ized by D.
the public."
"When we speak of ralue," Eddins said, "we mean that we have combined beauty with, nsible styling, that we have achieved big-car performance with small-car economy and that the mechanical excellence of which we have atways been proud has maintained its high level."

The front and rear tread have been increased, a factor which increases stability, eases tire
ding stress on curves and enhances the car's eneral appearance. Thirty-two pe cent larger loading stress on curves and enhances the car's general appearance. Thirty-two pg cent arger
than on previous models, the new rear window increases visibility and its lines bर id into the car's new streamlining motif. The window is set in a newly designed locking rubber $>$. 1 .

There are larger bumpers on both front and rear. In addition to providing greater protec-
for the grille, rear deck and fenders, the bumpers add materially to the general appearance tion for the gritl,
of massiveness.

The theme of simplicity which has been carried out in the medallion and name plate on the front has been continued in the ornamentation of the rear deck. The block-letter name plate, the license plate light ornament, the license plate recess and the T-shaped luggage compartment Thandle are styled to accent the car's low, sleek lines. Combination tail lights and stop lights are theach rear fender.
The redesigned instrument panel provides new backgrounds of transparent gunmetal on spun aluminum for the gauge dials, speedometer, radio dial and clock. The gunmetal finish is also used on the radio grille screen. There are larger rotary switch knobs which are easier to operate.

Features for performance, comfort and safety which were previously introduced in the Pb mouth line have been retained. The car has characteristic interior roominess, ample head and leg room and wide, deep chair-height seats. The six-cylinder, 97 -horsepower engine has a 7 to 1 compression ratio. The combination ignition and starter switch, automatic electric choke, supercuskion tires, safe-guard hydraulic brakes and safety-rim wheels are among the "high-priced
car" features contained in the new Plymouth

The new Plymouth line includes nine automobiles in the Special DeLuxe and DeLuxe groups. Special DeLuxe models are the four-door sedan, the club coupe, the station wagon and the con-
vertitble club coupe. The DeLuxe group consists of the four-dor vertitble club coupe. The DeLuxe group consists of the four-door sedan, club coupe, two-door
sedan, three-passenger coupe and the all-metal Suburban. The cars are available in sedan, three-passenger coupe and the ail-metal Suburban. The cars are available in nine colors.
In addition, there are special colors available for the Suburban, the station wagon and the con vertible elub coupe.


HART MOTOR CO.
COX MOTOR CO.
207 West Texas
Phone 237
303 South First Phone 841

Classified For Sale
 INETAN BLINDS We guaran-


## Holsum Is Better Bread

 roR SALE One living room suitewith new slip covers walnut
tesk; gnew beige twist weave rug
and pad; deluye Bendivi, solid birch

 onsorle War II veterans, no de.





 nounted, equipment in operating
ondition, excellent for water well
FOR SALE-1949
$\square$
$\square$ Holsum Is Better Bread Holsum Is Better Bread Wanted


Because Many Dealers Were Unable to Supply the Demand for Certified Lamps Within the Time Specified on Your Certificates (Jan. 2) We Have Now Made All Certificates valid UNTIL APRIL 2, 1950! Take Yours to Your Dealer Now for a Bonus in Beauty and Better Sight.

## Cutified ooessit MEAN 1 MORE EXPENSIVE LAMP

 at Your Favorite Certified Lamp Dealer

SOUTHWESTERN
PUBL/C SERVICE
Redeem Your Certificates

4- Daler

## $I$ m means a Beter Lamp

Be Sure to Start Your Chicks this Year on NEW PURINA STARTENA CHECKER-ETTS

F. L. WILSON Feed \& Farm Supply Store Baby Chicks Sherwin Williams Paints
P. Second 111 S. Second Phone 24

 But it hasn't any mind;
It wanders through the darkness
With its headight on behind.
Squelch Supreme. .
ITm so-0- sorriee I quite for "Im so.-o sorriee I quite for
got your party the othe evening.
"oh, weren't you there?" got Love is like long underwear-
it keeps you warm, but it binds a $\begin{aligned} & \text { ECONOMY MOVE WILL SAVE } \\ & \text { EUS } \$ 300 \text { MILLION A YEAR }\end{aligned}$ Washington (AFPS) - An an Free vigh
nual saving of more than 3 vol
million will be realized by million will be realized by the
Defense Department as a result
of an economy cutback in civilian of an econony cutback in civilian
employment within the Armed
Forces. Forces. The Defense Department reeentThe Defense Department recent-
Armyounced that January 1 , the
Army Navy and Air Force had Army, Navy and Air Force ha
dismissed 149,000 civilian employ
ees, which is more than the 135
Ooo oon dismissals ordered by Secre-
tary of Defense Louis A. Johnson The army aceounted Ior me extra
 Armed Forces will have an over-
all total of 75,000 civilian em-
ployees.

## LEARN NEWS OF JACOBSON RELEASE



JOY IS EVIDENT on faces of Mrs. Florence Jacobson and har daugh,
ters in Chicago at news of Israel Jacobson's release by Reds in
 in Hungary was held 12 days, said he was questioned repeatedly for
spells or 20 hours. Duughters of Jacobson and his 3 -year-old wite
are Margo, 8 , and Helen, 6 .
(International Soundphoto)


## BEST WISHES <br> and CONGRATULATIONS

INEZ MEISINGER

AND
Jeav Pitt
On the Opening
of the

## FAMOUS SHOP

310 Quay Avenue

We Proudly Announce
That We Installed the
Special Custom-Built Woodwork.

## B. G. ROBINSON

BUILDER
1118 South First

## EXPERT

## TRUCK REPAIRS!

If Your Business Depends on a Truck, You Must Keep It in TopNotch Operating Condition. Winter Plays Havoc with Motor Vehicles. At the First Sign of Trouble Drive Your Truck in Here. Save Time and Money. Our Expert Mechanics Will Locate the Disorder and Repair It in the Shortest Time at a Reasonable Cost to You. Don't Wait until You Have to be Hauled. Drive in Today!

## GUY CHEVROLET COMPANY

Service Department

the artesin advocate, artesia, new mexico Income Tax Procedure For Farmers
And Ranchers Is Relatively Simple



## "NOW" BALDWINS SEMI-ANNUAL

 CLEARENCE SALE
## STARTING FRIDAY, JANUARY 13

the money-saving event that our customers look forward to you will Save plenty during this sale and you will have the satISFACTION OF KNOWING THAT YOU ARE BUYING "THE BEST," WE ARE CLLS.
ING OUT ALL FALL AND WINTER MERCHANDISE COME EARLY FOR BEST ING OUT ALL
SELECTIONS!


COATS
From America's best manufacturers. Correct in style, right in price and best materials. $100 \%$ All Wool of course! Values from $\$ 24.75$ to $\$ 67.50$ to Close Out at exactly
$1 / 2$ PRICE


## DRESSES

A wide selection of regular sizes, half sizes and Junior sizes. Style and materials that you can wear right into Spring. From such well known manufacturers as Marcy Lee, Marlene, Klafter \& Sobel, Carole King and J. Brock. Values from $\$ 10.95$ to $\$ 39.75$
Now $1 / 2$ Price

Childrens and Misses COATS
Sizes 6 to 16 All Wool Material Wide Range of Styles and Colors 10:75 to 24.75 NOW JUST

## $1 / 2$ Price



Regular 4.75
NOW
2.98

66x76 Double Blankets
2.25

Only Four Cases of These Blankets to Sell,
So Don't Be Late!


MENS WEAR CURLEESUITS

Two Pants Fall and Winter Suits Most of Them You Can Wear the Year 'Round! Reg. $\$ 67.50$ Suits
$\underset{\substack{\text { NOW } \\ \text { ONLY }} 4.50}{ }$
COME EARLY FOR BEST SELECTIONS BALDWINS

ARTESIA, NEW MEXICO

## Loco Hills Items





## "IT HAPPENS EVERY DAY"



"THE KEY TO BETTER VALUES"






## 



TUNE IN! IIITIELIIG vin

## Commens: stock, total par $\$ 200,000.00$

 - Mance enas yurer dowas Proudy sponsonco

## Southwestern

Public Service Co.
Mondays, 8:30 P. M.

KSVP


YELLOW


| RAYON KNIT PANTIES |  |
| :---: | :---: |
| F4, Women's and Children's |  |
|  | $\begin{gathered} \frac{2 g}{\substack{\text { values }}} \quad \mathbf{2 4} \end{gathered}$ |
|  | do motatima |

Women's Bags
 $\underset{\substack{\text { cerarace } \\ \text { cetane }}}{ }$ Embroidered Styles chludrens PANTIES 38





