# The Artesia Advocate 

Monthly Citywide Bargain Days Start First Thursday In September

## HELPING TO BUILD A GREATER ARTESIA

## $\mathrm{P}^{0}$ <br> OURRI



Sunday Is Freak Fire Day In Artesia, Where Impossible Happens


Two Downpours Over Week End Deluge Artesia

| Sedan Rescues |
| :--- | :--- |
| Ser |
| Scared Artesia |
| Boy From Storm |



Confused Youth
From Mexico Visit Artesia


Dusting Project Of 20-30 Club Is Still Badly In Need Of Funds

First Christian
Youth Spend Week In Sandias

Ill Of Three Oil Wells Completed Are Producers


Dorothy Lorang Is To Marry New Jersey Man

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 Norma Lee Essex Is Married To George Kaiser

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Mise Jose sees, s.eet on tere Social Calendar



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## MOCCASINS

For Real Summer Comfort Red, Blue, Tan, White
$\$ 2.98$


WE GIVE "S.\&H." GREEN STAMPS

Miss Margie Jones Becomes Bride Of Richard McGuire, Albuquerque


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for the
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We Have Hand Made Imported MEXICAN BOOTS!

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THE SPORTSMAN


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Quality Food Served at Moderate Prices
in the Most Pleasant, Modernistic, Air Cooled Surroundings.

STEAKS, CHICKEN AND SPANISH FOODS as You Like Them!<br>Special Attention to Parties.<br>Call 1164<br>Cliff Plattor, Prop.


 Betrothal Of Hattye Ruth Cole Is Told at Ten
Mr. and Mrs. Fred Cole hax
ounved the engagement of
guvetr, Hatye Ruth to
sucue Grititin of Chicago.
 ine, Wis.
Formal Pormal announcement






THIFRE OFF! BIGGEST TRUCK
ECOHOOW RUU EIER LUUICHED!


## ARTESIA AUTO COMPANY

302 WEST MAIN

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## CONGRATULATIONS

AND
BEST WISHES
T0
CLIFF PLATTOR
AND
CLIFF'S CAFFEERIA

We Are Proud of Our Part in

Building the Beautiful
New Restaurant
EASLEY \& BETTS
CONTRACTORS
Phone 1051

## LIMITED TIME SPECIAL!

save up to $38 \frac{1}{2} \%$ on
HIIRM MIMEMSTHIS BF:LITI PIIRS
MADE-TO-USE-TOGETHER! ONE YOU BUY... ONE IS COMPIMENTARY

100 WHITE MAGNOLIA COLOGNE WITH IT, YOU GET you save $33^{1} 3^{2}$
roupex 100
"Water liey" cleansing cream
"HERBAL" SKIN LOTION
YOU SAYE $33^{\frac{1}{3}} \%$ en min 1.5


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SILK SHEEN CREAM SHAMPOO
WITH IT, YOU GET
HEADUNER

 WITH IT, YOU GET
"HERBAL" EXTRAIT
YOU SAVE $331 / 3 \%$
IRBYDRUGCO.
210 Ward Building, Artesia


KEMP Lumber Companm
Phone 1



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Miscellaneous

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| $\begin{array}{l}\text { MONEY To LOAN On Artesia } \\ \text { real estate, low interest, quick } \\ \text { service, small monthly payments, }\end{array}$ |


 Artesia representative, A. Hannath Sout
Third, phone $352 \cdot \mathbf{W}$. 547 te KILL Your FLIES-Fly electro
cutors.
Lindane
concentrate
DDT, Methoxychlor. MeCaw Hatch

 | Lawn Mowers repaired and sharp. |
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Fire| Red Cross |
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| Ambulance |

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AND BEST WISHES

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What Other Editors Are Saying
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one is dumfounded

## Orunken Driver:

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## Too Many Nails

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$\qquad$ movie business for new mexico


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YOU'RE TELLING ME!
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## Farm Briefs



Statistics show men don't live
as long as women, but there's a
compensation. There's more old
A Harvard psychologist Rought
a pigeoo to play the piano. Hunt
and peck sysem, no doubt.

## lingerie What gling for

Even with ail the
tanding in the world.
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Try and Stop Me by bennett cerf



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