WHAT A SKYSCRAPER RESTS ON

lasroom Teachers' Art
orkshops Lots of Fun


Six New Directors Elected by Artesia $C$ of C Membership



## Net

Classic
Leisual

James Brown to Wed Deana Conner In Tyler, Texas, December 24


Annual Christmas Party Held By Cottonwood Women's Club

Cottonwood 4-H Gets Records

Christian Church Women's Board Has Business Meet Executive board of Christian
Women's Fellowship met with Mrs
C. Bert Smith on Thursday morn Bert Smith on Thursday morn
The meeting was opened by Mrs a. P. Ivers, president, with a pray
or and followed by a business ses- ut in the decorations.
Mrs. Smith served coffee cake. sweet rolls and coffee to Mmes.
Albert Richards, I. C. Kidd, C. V.

Husbands @ma tad I overs (0) and boyfriends **** and fathers g and sons 5 will appreciate

## STETSON

git t certificates for Qquristen Happy the man who trad o.
 stocking. ... complete with
miniature hat and box.
Hell love you for letting him pick his favorite color and
style when he proudly redeem style when he proudly redeems
his certificate. For a personal gift... give a Stetson Gi
Certificate $\$ 10$ to $\$ 20$.


THOMPSON-PRICE PHONE 275

CLARK'S
-Shoes
raver
Prices Effective

ORANGE JUICECHERUB MIL - -
 SWEET PEAS 7 100 $310^{\circ} \mid$ GR. ONIONS $-3^{3} 10^{\circ}$ 10 ORANGES $10^{\circ}$
Wednesday Is 5\% Cash Discount Day

SAFeWAY

YES, FOLKS! WE ARE HAPPY TO ANNOUNCE THAT WE HAVE MOVED TO OUR NEW HONE AT

## 502 WEST TEXAS STREET

## JUST NORTH OF THE POST OFFICE BUILDING

In Order to Have More Parking Area and New Drive-In Window for the Convenience of Our Many Customers.

## FULL LINE OF <br> LIQUORS - WINES <br> AND

## COLD BEVERAGES

NEW DEPARTMENT FEATURES

- Christmas Gift Decanters
- Bar Accessories
- Bar Snacks

Everything for Your Christmas Party!


Be Sure to See the New Hand Painted Mural on Our Walls!

# THE LIQUOR STORE 

Clemmy and Jerry Marshall



THE ARTESIA ADVOCATE, ARTESIA, NEW MEXICO
Pace Five

## CHRISTMAS CLUB SAVINGS NEWS FOR 1954 <br>  <br> The right answer to your <br> after-Christmas budget problems

FIRST NATIONAL BANK
WE ARE MEMBERS OF F.D.I.C.

General Public Is Urged
To Report Game Violations


ITS THE LAW!
The Latest Highway Regulations Require That "Before Your Brake and Light Stickers May Be Issued Your Windshield and Car Window Glass Shall Be Free of Breaks and Foggy Conditions.
See Us Today for New Car Glass and Be Safe!
ARTESIA
PAINT \& GLASS CO.
Phone log

PEOPLES STATE BANK Member of Federal Deposit Insurance C
Deposits to $\$ 10,000$ Guaranteed


 Cor a Merry
NOXT Christmas
CHRISTMAS
CLUB

Christmas Club Savings Nake Shopping a Snap Why squeeze Christmas Shopping money out of your regular budget when you can provide for those Holiday expenses by joining the Christmas Club. You save . . . and, you'll have a merrier Christmas next year!
Come in today and let us give you full information. Join our 1954 Club today.
$\square$
Choose the Plan That Fits You Best



## Looking for a real deal?


$\mathbf{W}_{\text {the Buick pictured here to make }}^{\text {E feature the deliver }}$ a point about the big trade-in allownces we re giving today.
The price you pay for the car itself the local delivered price-is the first thing to look for when you're bargainhunting.
It's this figure less what you get on your trade-in that determines your realcost-the dollar difference youpay. That means-keep your eye on the dollar difference. The more car it buys, the better deal you make.
So with our low delivered price and
the high trade-in allowances we're giving right now-we think we have a whale of a buy for you.
And when you check into things, we believe you'll discover this:
You get more room and power for your money in this Buick than in any other car on the market
You get hundreds of po̊unds more automobile here - more strength in the brawnier frame, more durability in the heavier chassis, more safety in the thicker structural members-than in a long list of cars at this Buick's price or higher.

Now's the time to save money!

Today's local delivered price of the buick special
${ }^{5} 2534^{37}$

You also get a lot more in a Buick that the specifications don't show more fun, more thrill, more comfort, more pride and pleasure
But why waste another day - with time growing shorter, winter coming closer, and your present car getting older? If you're looking for a real automobile at a real buy in a real deal

## THE GREATEST


arry beadle
Bulldog Cagers
Play First Season ${ }_{\text {Travelers }}$ Game Tonight Easily Down Potash Five


Beadle, Johnson Campanella Chosen for AP All-State Team

$\qquad$ $=5$
$54=$



ROY JOHNSON
Travelers Will Play TWC Quintet Here Thursday Night

Next home basketball game to be played by the
CVE Travelers of Artesia is scheduled for Thursday CVE Travelers of Artesia is scheduled for Thursday
night against Texas Western college of E1 Paso. night against Texas Western college of El Paso.
Game time is 8 p . m . Admission for the contest is 75 cents for adults. It will be played in Junior/high school gymnasium.
The TWC quintet is in its first year of coaching
under George McCarty, New Mexico A\&M cage coach for many years of success in national collegiate basket-
ball competition. ball competition.


上 = w $-5=$ Highland; Delbert Goodwin, Farm ington.
Centers - Lee Barnes, Hobbs;
Charles Canfield, Roswell; Gene
Fox, Abbuuerque.
Backs Gary Sloan, Hobbs; Charles Canfield, Roswell; Gene
Oox. Albuquerque.
Backs - Gary Sloan, Hobbs;
uane Perry, Clovis Max Webb.


LOUIS CAMPANELLA ${ }^{\text {-Photo by G }}$

| Superintendent |  |
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DON GWYNNE
NAMED AGENT FOR State Farm Insurance
 This carefully selected
trained insurance agent will
happy to advise and assist happy to advise and assist
in selecting the insurance tection you need. Why have him visit you so secure his valuable assist
on your needs of Life, Auto Fire insurance. No obli

| STATE FARM |
| :---: |
| INSURNCE |
| COMPANIES |
| Bloomington, |
| Illinois |

DON GWYNNE AGENCY
114 South Roselawn Phone

guests like the most!
always have on hand beth kinds of old Sumy y prokBlend ${ }_{\text {mad }}$ Straight Holidays call for extra hospi-
tality-so serve Old Suny tality - so serve Old Sunn
Brook, both the Blend and Straight!

FLORAL ARRANGEMENTS Gay Potted Plants Merry Christma for You! See Our Unusual Selection of Gift titems!
Select Now and Have Them ered Christmas

Artesia Floral C PHONE 291

## Watch for a wonderful surprise!

## NEW CHEVROLET FRRDAY, DEC. 18


guy chevrolet company


## KIDDY AGENCY

REAL ESTATE AND INSURANCE

## 15 West Main

It Is Not Too Late to Buy for Christmas! We have a good selection with low down

806 CATALINA-Beautiful threebedroom home, Zee Adattion, new, attractive, good neighborhood and a home you will like! Wall to wall carpet, carport and plenty of storage ald cabinets. $\mathbf{8 1}, 000$.
702 Catalina-Three-bedroom, two tile baths, walled back yard, extra large rooms and storage, $\mathbf{\$ 1 7 , 3 0 0}$.
1304 SANDIA-Three bedroom Ranch St
ptorage and beltutiful yard. $\mathbf{s 1 3}, 150$
 CALL US TODAY!

New 1954 Mercuries on Floor Thursday at Oden Motor Here


Business News-
Laundry Installs New Washers; Russell to Open

## 

FREE GIFT WRAPPING



放
PUBLIC SERVICE

[^0]

(Mexico Leads All Other States During
Decade for Increases in Income, UNM Says
CHRISTMAS SHOPPING

CHRISTMAS SHOPPING-IS FUN!
But Not WhenYou Have toGo Homeand Cook!
OUR.-.

OFFEE SHOP IS A SHOPPERS PARADISE-rompt, Courteous Service-with Delicious, Pipingmof Food and You May Enjoy Your Favorite Cocktail,fine or Beer with Your Meal.
ARTESIA HOTELCOFFEE SHOP AND LOUNGE


## Arizona, C

 -IS FUN!But Not When You Have to Co Home and Cook! or beer with Your Meal.
,

MASTER PLUMBERS
WE SERVICE:
Your Best Buy! me RHEEM


- 6

The Artesia Advocate
 highways but maintaining them with this
sum of money collected every day. A part
of the federal tax levy comes back to the of the federal tax levy comes back to the
state in federal grants.
However, if we could collect the sum

## $\omega$

 $5=$You Can Find It Here


## Discussion 66 Lets

 Everyone Take Part|  |
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$\$ 100,000$ Per Day

## $A^{\prime}$

Isn't Is for Holiday? $W^{E}$
tHIS
Koshare Indians Stoutly Defend Rendition
Of Sacred Zuni Religious, Ceremonial Dances



## ew mexico edtrors are saying- Difficult to Increase Domestic Demand When People Using All Products Possible

coffer talk-
Post Office Confirms Suspicion Holiday Activity Is Little Down


## THOUGHTS IN PRINT

Over 2.000 Different Makes
Of Autos Made Since 1895





[^0]:    COMPANY

