

Motor Vehicle
Inspection Tags
Due January 31

THE ARTESIA ADVOCATE

Artesia's Most Complete News Reporting

Artesia, Vicinity
Population Climbs
Over 11,000 Mark

VOLUME FIFTY-ONE

ARTESIA, NEW MEXICO, FRIDAY JANUARY 1, 1954

NUMBER 1



EASTERN NEW MEXICO university choir will present another in its annual concert series in Artesia with an appearance here at 2 p. m. Tuesday. Under the direction of Robert E. Page, assistant professor in music, the choir

will be giving in Artesia the second of a series which will take it on a tour of nine Eastern New Mexico and Texas cities.

End of Cotton Season, Retail Slump Increases Unemployment

Artesia Public Library One of 20 In U. S. to Receive Special Grant

Artesia Public Library is one of 20 in the United States to receive a grant for adult education work, Mrs. Donald Knorr, librarian, announced Thursday.

The \$1,000 grant will finance the library's workshop for program chairmen, designed to improve the quality of programs given before civic, church, and other groups.

Artesia's library is the only public library in the Southwest to receive the grant, awarded by the American Library Assn.'s office for adult education.

The 20 grants total \$77,975 and were issued to "stimulate the initiation and development of adult education services to adult and young adult community groups."

The grants were made from a \$100,000 grant to ALA from the Fund for Adult Education, an independent organization established by the Ford Foundation.

Mrs. Knorr said Artesia's fund will be used to coordinate information known by program chairmen of various adult organizations, and to encourage programs on world affairs, political and economic affairs, as well as general improvement of programs.

"We have more than 70 adult organizations active in Artesia," the librarian pointed out. "Nearly all have open places in their activities for a program. This offers an exceptional opportunity for adult education."

After the adult education plan has been placed in operation, a series of community discussion forums will be held to discuss ideas developed in the programs, Mrs. Knorr said.

Club presidents in mid-January will receive a bulletin from the library outlining the program in greater detail.

Road Project Is Expected To Ease Load

Rising unemployment in North Eddy county has followed closing of cotton gins, Carl Foster, manager of the New Mexico state employment service's Artesia office, announced Thursday.

In addition, retail trade is experiencing a seasonal slump in business, Foster said.

"These two factors will cause economic conditions to remain down for the next 30 days," Foster said.

A ROAD CONSTRUCTION JOB at a contract price of \$141,000 is scheduled to begin in the near future, he pointed out, and will absorb some of the area's job seekers.

The project referred to is the 10-mile Eddy-Chaves county line road project, for which a contract was let last week.

The sharp rise in unemployment has caused the count of registered job seekers in the Artesia employment office to rise to 216, Foster said.

It is an increase of more than 70 over Foster's last monthly report. Unemployment has come largely in the service, semi-skilled, and unskilled occupations, the manager said.

CURRENTLY 62 UNEMPLOYED are filing for unemployment compensation. Five of the 62 are filing for veterans' readjustment assistance.

"Farming activities are slow at present with the cotton harvest practically completed," Foster said.

Principal activities on farms, he added, will be confined to stalk cutting, irrigating, and general land preparation for the next season's crop.

Homogenized Milk Prices Are Cut Cent Per Quart

Homogenized milk prices were cut a cent a quart for the third time in 1953 this week by three dairies serving Artesia.

Unlike two previous milk cuts this year, however, the price cut applies strictly to homogenized milk, according to Jay Scroggin, manager of Price's Creameries here.

Other milk and milk products were not cut.

The price cut becomes effective with deliveries Saturday, Jan. 2.

The cut was made, Scroggin said, because milk had become more plentiful in the Artesia area.

General cuts in all dairy products were put into effect by the dairies on Feb. 16 and June 1 this year.

The Feb. 16 price cuts cancelled an increase of one cent a quart on milk which was put into effect in Oct. 16.

Such prices two cents a quart under October 1952 on homogenized milk and a cent less on other milk.



WESLEY H. Lane, ship's serviceman second class, USN, son of Mr. and Mrs. John D. Lane of Lake Arthur, is assigned to the "S" division of the destroyer USS Theodore E. Chandler, operating out of San Diego, Calif. The ship is engaged in training exercises which are designed to keep the ship at a peak of fighting ability.

Business Climbs in '53

Artesia showed continued steady growth in almost every field except private construction, a survey Thursday by The Artesia Advocate has disclosed.

While the city was ringing up steady increases in nearly every department indicative of growth, private building skidded 39 per cent under 1952.

Postal receipts in 1953 were up 6 per cent over 1952, and a check of utilities showed increases.

Gas meter installations were up to 3,100 as 1953 ended, compared to 2,998 in 1952.

Telephone installations rose to 3,356 in 1953, compared to 3,200 for 1952.

Electric meters rose from 3,575 in 1952 to an approximate 3,725 as 1953 ended.

ACCORDING TO ADVOCATE figuring, the city's population within the city limits and the area immediately adjacent to the city has climbed nearly 1,000 over 1952's to 11,203.

The formula calls for adding together installations by all utilities, dividing by the number of utilities (in this case three), and multiplying by 3.3, the average number of persons served by each installation.

Figures for city water installations are not yet available and will not be until well after the first of the year.

Postal receipts for Dec. 30 this year were \$91,693.22, compared to \$86,479.32 for the same date in 1952.

Webb, Artiago Cars Collide

Cars driven by W. L. Webb, 1012 S. Roselawn, and Ray Artiago, 603 W. Adams, collided at 12:05 p. m. Wednesday on Main Street.

Police said Webb's car had pulled in to stop behind a third car when Artiago attempted to pass on the right and collided with Webb's car, knocking it into the third vehicle.

Artesia Weather

Day	High	Low
Monday	46	17
Tuesday	51	25
Wednesday	52	20

School Questionnaires Prepared

Parents of Artesia school children, graduates from Artesia Senior high school, and employers of high school students and graduates will be polled in the next month on their views and suggestions for the school.

Mrs. C. P. Bunch, school board member and chairman of the board's survey committee on curriculum, said Thursday five questionnaires have been prepared for circulation.

The questionnaires will be explained to leaders of civic groups invited to attend a special meeting from 7 to 8 p. m. Monday evening. The leaders will in turn pass information about the questionnaires to members.

The questionnaires include those for parents of elementary students, junior high students, Senior high students, graduates, and employers of students and graduates.

Purpose of the questionnaires, Mrs. Bunch said, is to learn public views about the curriculum of the schools and about the results the schools are getting.

The questionnaires offer those answering an opportunity to express any dissatisfaction with the schools the writer may have.

Setting up the questionnaires were three committees, Mrs. B. R. Gorman heads that for the high school, assisted by F. L. Green, Miss Juanita Denton, Clark Storm, Miss Willa Green, a student, and George O. Teel.

William Trenfield is chairman of Junior high panel. Members are Mrs. A. D. Shaw, Rev. R. L. Willingham, Don Riddle, and Mrs. John Clarke.

Mrs. S. P. Yates headed the elementary panel, assisted by Mrs. John C. Baca, Arvil Reynolds, Mrs. Stacy Stalcup, and George White.

Mrs. Bunch as chairman of the school board's curriculum survey committee is ex-officio member of all committees.

Arrangements are being made for reprinting of the questionnaire in the Artesia Advocate so that those who would not get a questionnaire through other channels may clip them out, fill them in, and return them to the schools.

Law Can Make Cities Heaven For Drunk Drivers, Judge Says

No more driving, while intoxicated (DWI) cases are being handled in Artesia city court, John Ellicott, city police judge and justice of peace, said this week.

None have been handled since the announcement by Dist. Judge C. Roy Anderson on Dec. 8 that in his opinion the state's new motor vehicle code takes away from cities the right to try DWI cases in their own courts.

"There's no sense in going ahead with city court trials. Anyone with any sense would appeal it to district court," Judge Ellicott said.

Police Chief Frank Powell said Thursday no cases of DWI have arisen since the district judge's ruling.

However, he said Artesia police officers will "cite DWI cases right into district court."

Judge Ellicott said cases of DWI handled by city police officers will be cited into his justice of peace court.

First offenders who plead guilty will be fined the \$100 penalty provided by the new state law, and driver's license will be revoked for one year, also provided by the law.

If the driver charged with DWI pleads not guilty, however, the case will be automatically bound over to district court, Judge Ellicott said.

Commenting on the law, Judge Ellicott said, "I do not think it was the intent of the legislature to take away city jurisdiction over cases of DWI within the city limits."

Judge Ellicott said it is possible for New Mexico's cities to "become a haven for drunk drivers."

"Cities aren't going to stand for losing the revenue they've had coming in from DWI convictions," the judge said.

"So instead of citing a drunk driver for DWI, they'll cite him for reckless driving, which in most cases, carries just as high a monetary fine but no license revocation," the judge added.

"I estimate that 80 per cent of the DWI cases in New Mexico are picked up in cities," he continued.

"City police can file for DWI in justice of peace court, but I personally believe they'll file on other charges where the city will get the revenue."

Minor Damage Done in Auto Wreck Wednesday

A collision involving two automobiles at 8 a. m. Thursday resulted in severe damage to both vehicles but no injury to the drivers.

Cars driven by J. B. "Buster" Mulcock, 801 Texas, and Hefty E. Harless, both of Artesia, collided at the Texas-Sixth intersection.

Neither car was driveable following the accident. The front of Mulcock's car and the side of Harless' car were heavily damaged.

Funeral Service To Be Sunday

Linda Nelle Gates, 11, daughter of Mr. and Mrs. Wallace Gates, died at 11 a. m. Wednesday at Southwestern Polio Respiratory Center, in Houston, Texas.

Services will be in Artesia at 4 p. m. Sunday in First Methodist church with Rev. Ralph O'Dell in charge, assisted by Rev. R. L. Willingham. Paulin Funeral Home is in charge of arrangements.

Grandparents are Mr. and Mrs. V. L. Gates, Artesia and Mr. and Mrs. Edgar Russell of Rawling, Wyo., who will be here for the funeral.

Linda is survived by one brother, Rusty.

Linda Nelle was born in Artesia July 3, 1942.

Parents have requested that flowers be omitted and friends make donations to the polio fund, through Fred Cole, treasurer.

Artesia Places 10 Musicians On All-State

Ten Artesia school bandmen have been chosen by the New Mexico music educators audition committee to participate in the All-Band and Orchestra Clinic, to be held on the campus of New Mexico A&M college, Las Cruces, Jan. 28, 29 and 30.

The select group will be composed of 180 top instrumental musicians in the state, all of whom played for the audition committee in Hobbs earlier in the fall.

Representing Artesia in the All-State Band will be Barbara Rogers, Donald Kiddy and Nancy Long, clarinets; Buddy McQuay, bass clarinet; Phil Kranz, tenor saxophone; Sammy Laughlin, cornet; Roy Whittington, baritone; Bobbie Jo Hanson, drums; Stanley Rogers, bass; and Paul Turner, a junior high bandman, trombone.

The All-State Band, Orchestra, and Chorus Clinic is sponsored by the New Mexico Music Educators association each year as a means of stimulating music within the state, to read and perform new music materials just published and give students an opportunity of performing under the direction of some of the top music educators of the state.

(Continued on page six)

Funeral Is Held For Lake Arthur Man, S. W. Haven

Funeral services for Stewart W. Haven, 57, longtime Lake Arthur resident who died Dec. 27, were held in Lake Arthur Methodist church Wednesday afternoon.

Services were conducted by Rev. C. A. Clark of Artesia, pastor of the church. Burial was in the Hagerman cemetery, with military rites conducted by the American Legion.

He is survived by two brothers, John W. Haven and Ross M. Haven both of Lake Arthur.

Born at Brighton, Wis., May 1, 1896, he came to New Mexico with his parents in 1906.

He spent 15 months in World War I, four of them on the front lines.

Returning from the war, he became a citizen of Lake Arthur, where he lived until his death.

No Sponsor Is Found for Twelfth Night

As of Thursday noon, there was no interested sponsor to stage the city's Twelfth Night celebration.

Civic clubs contacted for sponsorship have turned it down because of an apparent lack of public interest.

The event was inaugurated in 1950 and was held the next two years. Falling Jan. 6 every year, Twelfth Night features the burning of Christmas trees and was originated to mark the end of the Christmas-New Year's holidays.

Crouch, Gomez Autos Collide Intersection

Cars driven by James E. Crouch and Frank Gomez, both of Artesia, collided at the Main-Second intersection at 5:20 p. m. Tuesday.

Police said Crouch was making a left turn when Gomez' car hit it.

Gomez' car was not in the center of the street in making the turn, a police report said.

Polio Victim's Funeral Service To Be Sunday

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Grandparents are Mr. and Mrs. V. L. Gates, Artesia and Mr. and Mrs. Edgar Russell of Rawling, Wyo., who will be here for the funeral.

Linda is survived by one brother, Rusty.

Linda Nelle was born in Artesia July 3, 1942.

Parents have requested that flowers be omitted and friends make donations to the polio fund, through Fred Cole, treasurer.

Engagement of Alice Martin To Bobby Morgan Announced

At a party Tuesday evening, Mr. and Mrs. Charles R. Martin announced the engagement and approaching marriage of their daughter, Alice Ray, to Bobby Neil Morgan...



MISS ALICE RAY MARTIN

New Eastern Star Officers Installed in Ceremonies

Installation of officers in Artesia Chapter of the Order of Eastern Star was the occasion of a special meeting Tuesday evening at Masonic Temple...

J. M. Jacksons Entertained At Dowell Home

Sunday, Dec. 27, the J. M. Jackson family enjoyed a holiday dinner at the home of Mr. and Mrs. Reid Dowell...

Sam Hunters of Hope Given Fiftieth Anniversary Party

Mr. and Mrs. Lyle Hunter and daughters, Joan and Joyce, Hope, were hosts at a surprise barbecue honoring Mr. and Mrs. Sam Hunter on their 50th wedding anniversary...

and Mrs. A. P. Edwards, a niece of Lubbock, Texas and Houston Spikes, a nephew, of Amarillo. Mr. Hunter's relatives present were Miss Rose Nelson, niece of Wink, Texas...

Sylvia Knoll Becomes Bride Of William Luce Saturday

Mr. and Mrs. Glynn Knoll of Bowie, Ariz., announce the marriage of their daughter Sylvia to William Luce, son of Mr. and Mrs. W. S. Luce...



MRS. WILLIAM LUCE



MRS. B. G. BLOODWORTH

Mary Lee Taylor Becomes Bride of Jerry Bloodworth

Miss Mary Lee Taylor, daughter of Mrs. Millie Taylor, 102 W. Missouri, became the bride of Jerry Bloodworth, son of Mr. and Mrs. William P. Bloodworth...

lor, wore a navy blue suit with red accessories. Mrs. Williams wore a gray frill dress with a black velvet hat and black accessories.

W. J. Cluneys To Attend Wedding Rites

Mr. and Mrs. W. J. Cluney left today for Big Spring, Texas, to attend the wedding of their daughter, Mary Alice, to Eugene R. Anderson of Big Spring.

The bride is a junior in Artesia high school. She is a member of Allied Youth club and Future Teachers of America. She is a native of Tulsa, Okla., attended school three years at Hagerman and entered Artesia school in the fall.

Thirty-Five From Class of '52 Hold First Banquet Reunion

Thirty-five members of Artesia Senior high school class of 1952 met this week for their first reunion since graduation. The occasion was a banquet at the Artesian Room of Mac's Drive-In, Tuesday night.

Mitchell Hairston, Charlene Roberts, Jo Ann Walker Gray, Bruce Caskey, John L. Green, Bob Schulze, Vernon Crow, Robert Blair, Cecilia Alaniz, Ella Nunez, Felipe Guerrero, Bill Matthee, Bob Boyd, Theibert Watts, Al Bach.

Mrs. Powell Is Given Pink-Blue Party Wednesday

Mrs. Charles Powell was honored with a blue and pink shower Wednesday evening at the home of Mrs. Pug Garner with Mrs. Sonny Garner and Mrs. Pug Garner as hostesses.

Youths Leaving Artesia Given Farewell Party

Marshall Martin, who is moving to Crockett, Texas, and James Whittington, who is moving to Portales, were honored with a farewell party and dance by several friends at the Artesia Woman's club Tuesday evening.

Mrs. Dillard Is Given Surprise Birthday Coffee

Mrs. Paul Dillard was honored with a surprise coffee Tuesday, Dec. 22 in honor of her birthday anniversary at the home of Mrs. D. D. Archer.

Personal Mention

Pic David Dillard arrived last week on 30-day leave to visit his parents, Mr. and Mrs. Dillard. He has been stationed Fort George Meade, Md. He reports to Camp Kilmer, N. J. sail for Far East command, plans to visit in Dallas before porting to Camp Kilmer.

After officers installed to work with them were Mrs. Earl Cox, associate matron; Earle McDorman, associate patron; Mrs. R. M. Stinnett, secretary; Mrs. W. S. Hogsett, treasurer; Mrs. Helen Henson, conductress; Mrs. George Akins, associate conductress; Mrs. Louie Burch, organist; Mrs. Leo Hicks, chaplain; Mrs. Chester Mayes, marshal; Mrs. F. A. Houston, Adah; Mrs. Chipman, Esther; Mrs. B. A. DeMars, Martha; Mrs. Earle McDorman, Electa; Mrs. J. B. Blansett, warder; Rufus Waltrip, sentinel.

Births

Artesia General Hospital: Dec. 31 to Mr. and Mrs. Abraham Trop, son, Harvey Stewart, 6 pounds.

J. L. Briscoes Give Son Party Wednesday Night

Mr. and Mrs. J. L. Briscoe honored their son, James, who is home for the holidays, from the University of New Mexico, Albuquerque, with a turkey dinner and party Wednesday evening.

Personal Mention

Carol and Thurman Ray Northam, children of Mr. and Mrs. T. N. Northam, were Roswell visitors Tuesday. They went with their uncle Aubrey Northam and family from Maljamar.

Now 990 KSPV Now 990 Program Log Subject to Change Without Notice. Friday, P. M. 12:00 Farm and Market News. 12:10 Midday News. 12:25 A Little Bit of Music. 12:30 Neighborhood News. 12:35 Noonday Forum. 12:50 Siesta Time. 12:55 Eddy Arnold News. 1:00 Everett Hollie News. 1:15 Platter Palace. 2:00 Basketball Talking. 2:15 Tours in Tempo. 2:30 Welcome Ranch. 3:00 Adventure in Listening. 3:25 News. 3:30 Wonderful City. 4:00 Adventures in Listening. 4:30 Cafe Time. 4:45 Jim's Western Shindig. 5:00 Bobby Benson. 5:30 Wild Bill Hickok. 6:00 Gabriel Heatter. 6:15 Perry Como. 6:30 Fulton Lewis, Jr. 6:45 Neighborhood News. 7:00 Bill Henry. 7:05 Hazy Wimer. 7:15 Hankhouse Serenade. 7:25 Organ Portraits. 7:30 Take a Number. 7:35 Time of Fate. 8:00 The Great Day Show. 9:00 Mutual News. 9:15 Mutual Newsweek. 9:30 The Three Stars. 9:45 Skyway Reporter. 9:55 Sleepwalker's Parade. 11:00 Sign Off. SATURDAY A. M. 5:55 Sign On. 6:00 Sunrise News. 6:05 Synopsed Clock. 6:15 News. 6:30 County Agent. 6:45 Mitchell Farm Report. 6:55 Bandstand. 7:00 News. 7:05 Up See Daisee Show. 7:15 Neighborhood News. 7:40 State News Digest. 7:45 Up See Daisee Show. 8:00 Uncle Hazy Show and News. 8:15 Rhyme and Reason. 8:30 News. 8:35 Today's Top Tune. 8:40 Coffee Concert. 9:00 Story Time. 9:25 U.S. Navy Band. 9:30 News. 9:35 Farm Quiz. 10:00 AAUV Book Quiz.

BUICK The Beautiful Buy FOR '54 Entirely New From Top to Tires The Most Beautiful Buick in 51 Years ON DISPLAY FRIDAY, JANUARY 8 GUY CHEVROLET CO. Artesia, N. M.

TIME TO JOIN THE CHRISTMAS CLUB Make your Christmas dreams come true next year! Have that extra cash you need for Christmas giving... or to take that trip back home. It's so easy. Just start now by joining our Christmas Club Savings Plan. It's like an extra payday just before the Holidays... Come in today and join our Christmas Saving Club. As little as 50 cents each week will make you a member. Your savings are yours for early shopping. Start your savings today. FIRST NATIONAL BANK Member of F.D.I.C. Fifty Years Serving the Pecos Valley

Kennet... Spends... Leave i... Kenneth L... on of Mr... ived Dec... leave visit... Boons. Dickson ar... corea on De... second tr... He has bee... lagship Log... or transpo... Dickson ha... many po... siatic... ong and S... He has the... owing ribt... Korean, U... Nations, Na... Defense... China Servic... Dickson's... he has ser... in 1951. He... basketball t... the Photogra... After grad... Dickson jo... 1951, and... Diego, Calif... training at... was assigned... from there... where his sh... from Seattle... He has ser... 1 1/2 years to... Dickson is... and Mrs. R... Artesia. Hospi... Artesia Gene... Patients d... Dec. 28, M... Dec. 29, W... Jack Crow, C... Brock, W... Hyles, Floyd... Dec. 30, A... rrell, Gary... Lama, Steph... Mrs. O. H... C. D. Potts, R... Dec. 31, J... Thomas Fre... Lynn Caldwell... Mrs. M. M. B... ham. Patients d... Dec. 28, M... Dec. 29, W... Guy Stevens... and baby an... and baby... Dec. 30, J... Dec. 31, A... Coll, Janet F... Gary Sherrel... C. Horner a... Social... Monday, Jan... American... Legion, Vete... ing, covered... meeting... Rebekah L... day supper, 7:30 p. m... Willing W... class of Emr... meeting in t... ward Wallis, Tuesday, Jan... Atoka We... in the home... 2 p. m. Artesia St... Shrine of... Temple, cov... 9 p. m., meeti... Friendship... Baptist chu... home of Mrs... 12:30 p. m... Alpha Las... Sigma Phi... of Mrs. Cha... Person... Mr. and... Dallas spen... Monday wit... Mrs. Glen S... Guests for... of the home... Baldeman... Vance Hall... Clyde Tidw... Mrs. F. L. G... and Mrs. V... Feb. 6. Mr. and... Thursd... and the Su... and the Su... F. F. Whi... ended the... same New...

Kenneth Dickson Spends 30-Day Leave in City

Kenneth Leon Dickson, B.M.S.N., son of Mrs. Edward J. Boans, arrived Dec. 28 to spend a 30-day leave visiting his mother and Mr. Boans.

Dickson arrived at Seattle from Korea on Dec. 23. He had been in Korea for six months, and this was his second trip.

He has been assigned to the USS Tagship Logan which was used for transporting prisoners of war. Dickson has been in many points in the Pacific waters including Honolulu, Hawaii, and the Philippines.

He has the following ribbons: Korean, United Nations, National Defense and China Service.

Dickson attended all 12 years of his schooling here in Artesia. He graduated in 1951. He was manager of the basketball team and belonged to the Photography club.

After graduating he worked for a short time for REA. Dickson joined the Navy June 8, 1951, and took his basic at San Diego, Calif. He received special training at Oakland, Calif., and was assigned to his ship. He went from there to Seattle, Wash., where his ship was commissioned.

From Seattle he was sent to Korea. He has served 2 1/2 years and has 1 1/2 years to serve.

Dickson is the grandson of Mr. and Mrs. R. L. Malone and a nephew of Mrs. John J. Stevens of Artesia.



Personal Mention

Erma Williams returned this week from Pembroke, Ky., where she had been visiting relatives.

Out-of-town guests in the home of Mrs. Mittie Hamill were her son and daughter-in-law, Mr. and Mrs. H. A. Hamill, Jr. and two sons of Liberal, Kan. and son-in-law and daughter, Mr. and Mrs. Leonard Henderson and son of Borger, Texas.

Mr. and Mrs. C. R. Baldwin and daughter Bernie, spent Christmas Day in Lamesa, Texas, with his parents, Mr. and Mrs. C. Baldwin, Mr. and Mrs. Albert Richards left Wednesday noon for El Paso on a business trip.

Mr. and Mrs. Joe L. Berrian

and daughters Barbara and Geraldine, return to their home at Sand Springs, Okla., after spending the holidays with Mrs. Berrian's parents, Mr. and Mrs. A. J. Smith.

John A. Mathis Sr., left Tuesday for Dallas and Little Rock, Ark.

Guests in the home of Mr. and Mrs. John A. Mathis Jr., for the holidays were Mr. and Mrs. Jack C. Smith and son Jackie of El Paso and Capt. and Mrs. H. V. Mathis and family of Roswell and Johnny Mathis of Las Cruces. Mrs. Smith is a sister of Mrs. Mathis and her mother, Mrs. E. J. Ratliff returned home with her Sunday

for a visit and Jackie remained and will return home Friday.

Miss Nancy Davidson of Las Vegas was a house guest from Monday through Thursday of Mrs. Jane Jordan and sons Jack, Kirk and Larry, at 508 S. Sixth. Miss Davidson is a student at Albuquerque at the University of New Mexico.

Mrs. Ada Donaldson and daughter, Celia of Paris, Texas, spent Christmas here with Mrs. E. G. Hubbard and family at 912 W. Washington. Mrs. Donaldson is Mrs. Hubbard's mother and Celia is Mrs. Hubbard's sister.

Mr. and Mrs. Bill Bloodworth, their son Jerry and Miss Mary Lee Taylor, spent the Christmas holidays in Oklahoma. They visited Mrs. Bloodworth's sister, Mrs.

Byron Hunt and family at Fredrick; Mrs. Bloodworth's nephew and wife, Mr. and Mrs. Harold Hunt at Snyder; Mrs. Bloodworth's mother, Mrs. Norma Hasty at Grandfield; Mrs. Bloodworth's sister and husband, Mr. and Mrs. Bill Hill at Loveland and relatives and friends at Lubbock and Brownfield, Texas.

F. L. Wilson is a patient in Artesia General Hospital and is very ill.

Lt. and Mrs. A. A. Webster, Jr., and son, left Thursday for Fort Leonard Wood, Mo. Lt. Webster will be a basic training officer, engineer replacement center.

Mrs. A. A. Webster, Sr., and son, Charles, of Fort Worth, are spending the holidays with daughter and sister, Mrs. J. A. Fairley and Mr.

Fairley, and son and brother, Lt. Webster, Jr., wife and baby.

Mr. and Mrs. Millard Long and sons spent Christmas with Mrs. Long's sister, Mr. and Mrs. W. C. Mayhew and Mr. and Mrs. G. H. Hall at Bovine, Texas, returned by way of Portales and visited their daughter, Mrs. Roy Harris.

Mr. and Mrs. Justin Bradbury and daughter, Karen, spent Christmas with relatives in Tucson, Ariz., and returned home Sunday.

Mr. and Mrs. C. P. Bonham, who have been in Ada, Okla. for the past three months, returned to the home of their daughter, Mrs. H. H. Matthews last Monday.

Mrs. Matthews went by bus to Oklahoma to drive her parents here. Mr. and Mrs. Bonham lived for years at Old Loco. They expect to

locate here.

Mr. and Mrs. "Husky" Goodner and sons Danny and Dewey, spent Christmas and several days at Amarillo, Texas, attending a family reunion. This was held at the home of her parents, Mr. and Mrs. Joe Willard. Also attending from Artesia was Mrs. Goodner's sister, Mrs. J. O. Bratcher and family.

A brother of the ladies, J. E. Willard and family also were present. The Willards are former Artesia residents where he operated a farm. Another sister, Mrs. Elwood Eddy and family of San Antonio, Texas, and three aunts and uncles and one cousin and their families, all from Muleshoe, Texas, were present.

Mr. and Mrs. G. C. Maupin, Mr. and Mrs. H. B. Maupin, Mr. and

Mrs. James H. Maupin and children, Jamie and Dennis spent Christmas with Mr. and Mrs. Wade Maupin at Alamogordo. The host is a son of Mr. and Mrs. G. C. Maupin. Mr. and Mrs. H. B. Maupin went on to Post, Texas, to visit her parents, Mr. and Mrs. C. J. Cummin for a few days.

Mr. and Mrs. Roy Hall, Mr. and Mrs. Dewey Donovan and children, Suzann and Tommy and Maynard Hall left this morning for El Paso to attend the parade. Mrs. Maynard Hall and children who had been visiting her family in Hinson will meet the group and they will return home that evening.

Mr. and Mrs. L. E. Vandiver of Loco Hills left Thursday for Dallas to attend the Cotton Bowl football game.

PENNEY'S ALWAYS FIRST QUALITY!

JANUARY WHITE GOODS!

YOU SAVE MORE IN '54

Home-tested for over half a century!

PENNEY'S OWN NATION-WIDE MUSLIN SHEETS

NEW LOW PRICE

There's no proving ground for quality like the home... no better expert than the homemaker! For 3 generations homemakers have discovered that Nation-Wide muslin sheets are a wonderful investment... a long-range saving! Subject them to heavy use, they take it! Put them thru repeated launderings, they stand up to it! They're close-woven in a balanced thread count for uniform strength, durably tape-selvaged to resist tears, smoothly finished for comfortable sleeping. Yet just compare... see how little you pay for these time-tested fine quality sheets. Stock up now!

1.66 81"x99"

72x108" 1.66
81x108" 1.77
42x36" cases 42c

PENNEY'S PENCALES® combed-yarn percale sheets!

Take a look at that price! Amazing but that's all it costs to own one of America's top quality percale sheets! Pencales are made of select long-staple cotton, combed to eliminate short strands, woven into a high-count that combines silky lightweight texture with money-saving stamina! First quality... top quality... yours now at wonderful savings!

2.49 81"x108"

72x108" . . . 2.29 42x38 1/2" cases . . . 55c

NEW LOW PRICES!

PENNEY QUALITY IS YOUR GREATEST SAVING!

JUMBO SIZED! THIRSTY! CANNON TOWELS

Bath Towel 22x44" **66¢**

Good quality terry by famous Cannon... made into big, beautiful towels that drink up every drop... dry you in a flash. Towels that add color to your bathroom. Sun Gold, Lightning, Pink, others.

Face Towel 16x26" 36c
Wash Cloth 12x12" 14c



NEW SELECTION! PENNEY'S RONDO® PERCALES

39¢ yd.

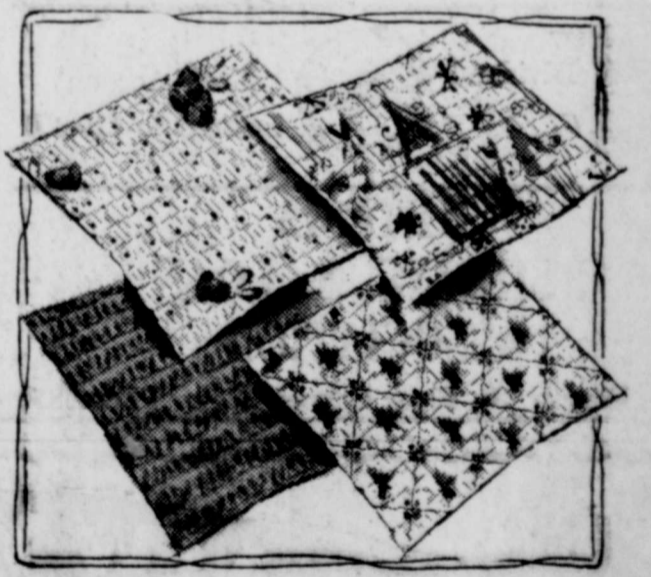
Discover what Rondo® can do to make your Spring wardrobe (and the whole family's) bigger, more beautiful! They're a unanimous choice for home decorating, too! All in clear, sharp imaginative prints in lots of high fashion shades. 35 to 36 in.



DAILY PRINTED EMBOSSED COTTON PUCKER

69¢ yd.

Printed cotton pucker with an Everglaze® finish... designed for crease resistance! Stays fresh and clear longer, gives you more wearings between washings... and it's machine washable in lukewarm water! See it in dainty or bold florals... some colorful prints with coordinated designs, too! 35 to 36 inches wide.

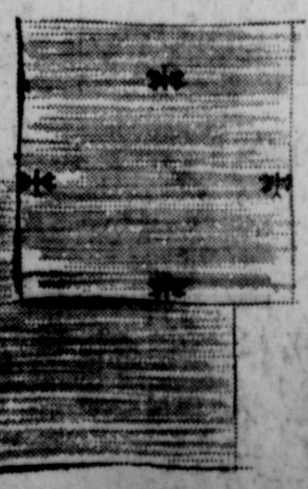


USE PENNEY'S LAYAWAY!

SANFORIZED* MISTY-TONED BROADCLOTH

59¢ yd.

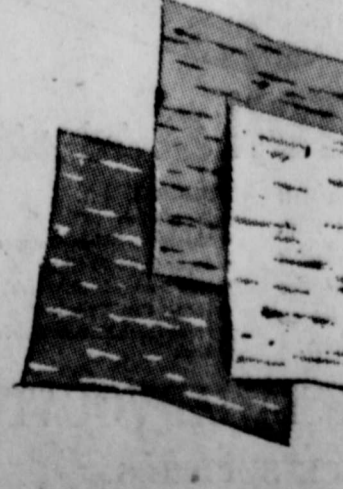
Misty-toned broadcloth comes in good-looking prints and solids; is smart, practical and an excellent value at Penney's price! Sanforized for permanent fit, too! Mix and match the solids and prints for trim blouse and skirt combinations, gay shorts and shirts! 35 to 36 in. wide.



RAYON AND ACETATE WITH A TWEEDY NUB!

59¢ yd.

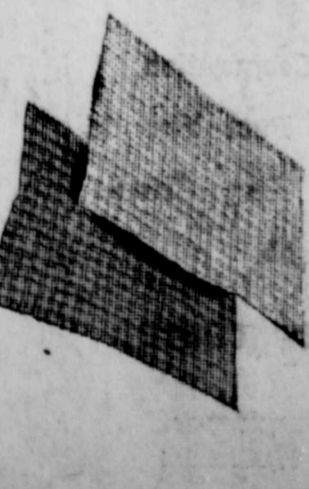
Passport for a perfectly "turned out" look this spring and summer... Penney's crease-resistant tweedy nub, a rayon and acetate fabric that is tops for dresses, skirts, sportswear, even home decorations! Wide selection of hand washable colors! 38 inches wide.



NEW! EVERGLAZE* EMBOSSED CHAMBRAY

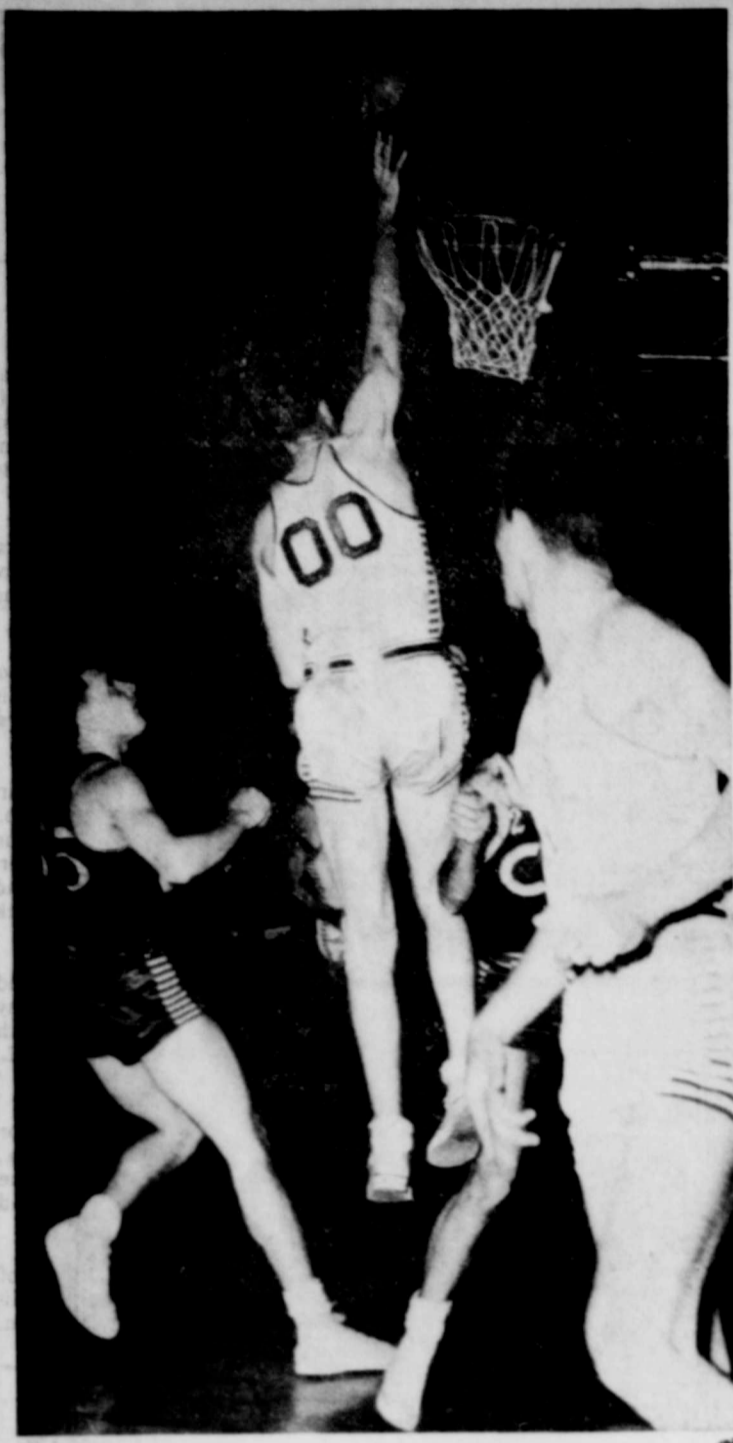
79¢ yd.

A really new fabric idea that is easy-to-sew... gives wonderfully long wear, too! Everglaze* embossed cotton chambray is wrinkle resistant... ideal for dresses, skirts, teen clothes, curtains and bedspreads. See it now in pink, sand, aqua and other shades at Penney's! 36 inches wide.

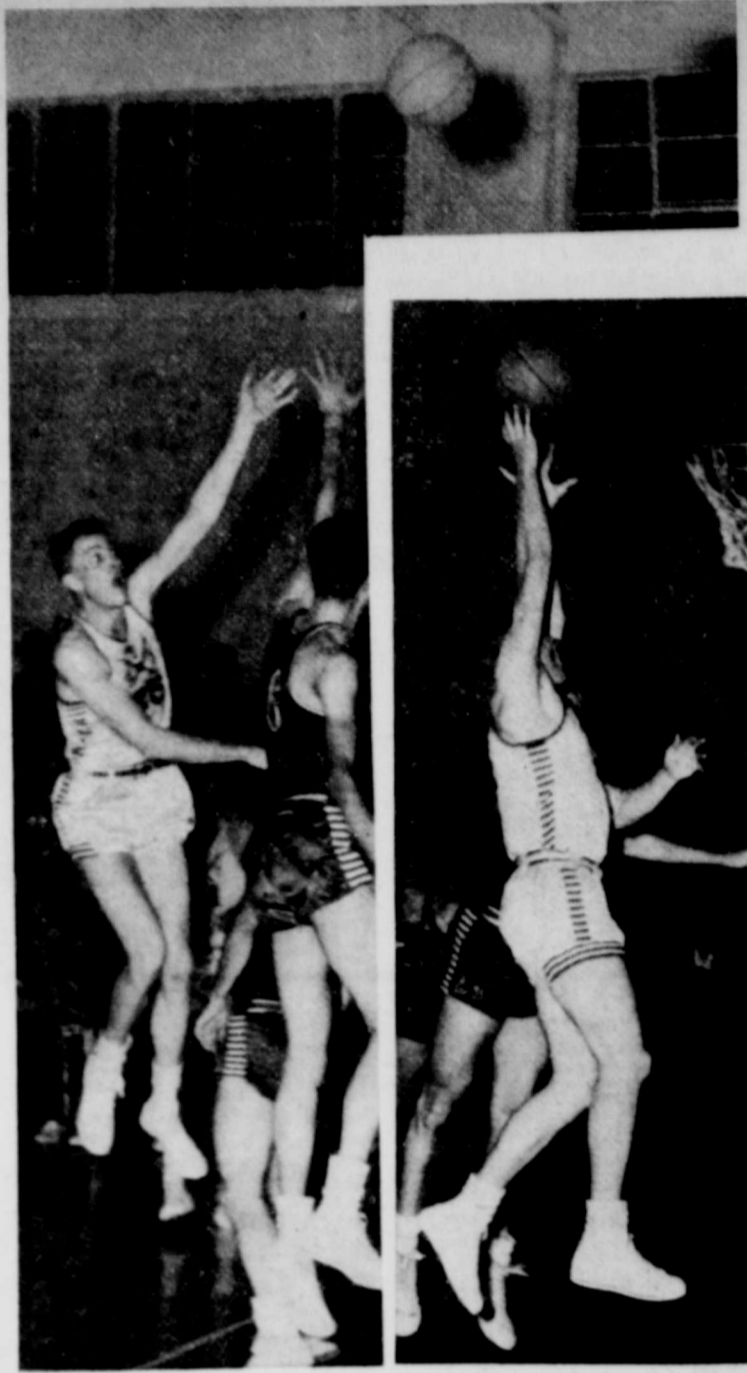


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Joe Freeman
110 South Roselawn
Phone 685



DON HEATHINGTON goes high for lay-up shot in game against Denver Bankers Monday night, captured 79-64 by the Travelers. Heathington missed this one as basket's direction indicates. Bill Lea is in foreground.



DON HOLT took a try at distant shot Monday night against Bankers, made this one from farther out in court than he usually shoots. (Advocate Photo)

DON HASKINS, who was hot for Monday's game against Bankers, goes in for hook shot. Foul was called on Denver player in background. (Advocate Photo)

Travelers Easily Down Oklahoma College 109-65

CVE Travelers had a glorified shooting practice Thursday night in downing Oklahoma Southwestern 109-65 to rack up their 14th straight win of the current season. While the Bulldogs of Southwestern were dead game throughout the contest, lack of experience and height left them hopelessly outclassed before the Travelers.

It was a rewarding shooting practice for CVE, which racked up a sensational 49 per cent in its field shooting. From the free throw line, the Travelers tossed in 74 per cent of their attempts.

CVE made its points on 46 field goals and 17 free throws. Southwestern scored on 24 field goals, 17 free throws.

The Travelers shoved to an easy 26-6 first quarter advantage, piled it to 49-20 at the half, easily withstood a brief 21-point Oklahoma rally in the third quarter to hold a 76-41 edge as the final period began.

Don Heathington turned in one of his best floor shooting performances for the Travelers this season, scoring 29 points, 24 of them on field goals, five on free throws. **Jerral Chesney of Southwestern** was second high man in the game, leading his team with 20 points.

Don Holt and Bill Lea tied at 18 apiece for second place for the Travelers, and Don Haskins was close behind with 17.

For the Travelers, Thursday night's game was the last home event scheduled until Jan. 23, when the Travelers meet Sandia Air Force Base here.

Jan. 2 the Travelers are scheduled to meet Biggs Air Force Base at El Paso. Jan. 5 and 6 they play Ada Oilers in Houston.

Bullpups Are Knocked From Tournament

Artesia Senior high school's B team was knocked from the B team tournament at Hobbs in its first game Thursday.

Andrews, Texas, handed the Artesia team a 57-44 defeat to eliminate the Bullpups from further competition.

Lawmaking Cost To Rise High In Next Session

The cost of lawmaking is due to increase sharply in New Mexico. It will probably come to more than \$2,500 a day for the next session of the state legislature, to convene a little over a year hence.

Expenses of the 1953 session averaged over \$1,600 a day, Sundays and all, the Taxpayers Association of New Mexico reported this week.

But the 86 members of the legislature were then receiving only \$10 per day each. Their per diem increase to \$20 daily, subsequently approved, will hike the cost of the next session by a flat \$860 a day, the taxpayer report pointed out.

Total cost of the 60-day session this year was around \$160,000. The \$10-a-day raise will automatically up the cost of the next session—a little over a year hence—by \$51,600, the raise having been approved by the people by vote this fall.

The Congo region of Africa has a race of dwarf elephants only one half the normal size of such elephants.

The gold and scarlet of New Mexico's state flag were the colors of royal Spain, of which New Mexico was a province for more than 200 years.

Public Welfare Costs NM Over \$16 Million Year

Public welfare funds are now being expended in New Mexico at the rate of more than \$16 million a year.

Less than 40 per cent of the total monthly disbursement is presently going for old age assistance and around 30 per cent for aid to dependent children, the Taxpayers Association of New Mexico reported today.

Administrative costs of the state welfare department are running about 8 per cent of the over-all expenditure, according to the latest complete monthly figures of the department, for October.

Total welfare costs in New Mexico amounted to more than \$1,396,000 for the month, with approximately 70 per cent of the direct assistance funds furnished by the federal government.

Slightly less than \$100,000 was spent during the month for the operation of the state welfare department institutions—State Tuberculosis Sanatorium, at Socorro, \$40,000; Fort Stanton hospital in Lincoln county, almost \$34,000; Meadows Home for the Aged, near Las Vegas, \$17,000; and El Mirador Home for the Aged, north of Espanola, \$8,700.

The report showed that aid to the disabled totaled over \$75,000 for the month; aid and services to the blind, more than \$20,000; medical care for the indigent, over \$34,000; and special state services for children, \$31,000.

A total of almost 37,000 persons received direct assistance from the welfare department during the month, in the total amount of over \$1 million.

Public school expenditures in New Mexico have risen to \$329 per pupil per year—30 cents per classroom hour—having doubled in cost within eight years, according to the Taxpayers Association of New Mexico.

Virtually all juvenile delinquency cases brought to court in New Mexico occur in counties with the larger cities. Some 66 per cent of such cases originate in Bernalillo county, of which Albuquerque is the seat, and 11 per cent in Santa Fe county.

About 2,000 standard radio stations are now in operation in this country.

IDENTIFIES ZILBAUER AS KILLER



WALKING INTO the hearing in Los Angeles for Anthony Zilbauer (left), accused of shooting to death her boy friend, Andrew Kmiec, Dolly Ann McCormick gives Zilbauer a sidelong look but Zilbauer stares straight at his young wife, Geraldine. In rear is District Attorney S. Ernest Roll. Zilbauer answered Kmiec's used car ad Nov. 21 and, said Dolly Ann, went for a trout ride with Kmiec and her and killed Kmiec on a lonely road. She leaped out and escaped. (International Soundphoto)

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FIRE! FIRE!

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Get more protection for the same premium dollar you are now paying. Let me prove it to you.

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120 SOUTH ROSELAWN
Artesia, New Mexico

FIRE INSURANCE EXCHANGE

BUS DEPOT CAFE

116 SOUTH SIXTH

Formerly Roy's Cafe at the Bus Station
Now Under New Management of

Mrs. Bertha Lee



ENJOY A 'YUMMY' GOOD DINNER!

HOME COOKED MEALS SHORT ORDERS HOT BISCUITS and
At Reasonable Prices STEAKS and CHOPS HOME MADE PIES

Merchant's Lunches
85c

Short Plates
50c

Hearty Lunches Packed — Ready to Go

For Good Food, Cooked Right, Visit the Bus Depot Cafe, Today!

Open Hours: 5:30 A. M. to 8:00 P. M.

Highly Important School Intelligence, Aptitude Tests Explained to Rotary By School Official

Testing of student aptitudes and intelligence plays an unpublicized but highly important role in teaching and guidance in Artesia Public Schools, George White, Artesia Public Schools elementary supervisor, told Artesia Rotarians Tuesday.

"We define curriculum as experiences or activities concerning students," White told club members.

"It is natural," he continued, "that the testing program and the curriculum should go hand in hand in helping students to do better work, whether in or out of school."

TWO MAIN FEATURES of the program are intelligence tests and achievement tests, the curriculum supervisor said.

Tests are given students periodically through their school career, spaced for the first, third, sixth, ninth, and 11th grades.

"With these statistics," White said, "school officials and parents are better prepared to advise the student as to which career to pursue in life."

In January, White noted, a questionnaire will be sent to all parents for study and answering, giving them an opportunity to express their views and wishes on school curriculum.

White told Rotarians the attitude of parents toward the school and school administration is highly important in the success of a school program.

ALTHOUGH PARENTS DIS-agree with school policies, it is better that criticism of the school not be expressed in front of school students, White said.

Examples of kindergarten aptitude tests were shown to the audience and the testing process explained in detail.

White told his Rotary audience a new curriculum for the 1954-55 school year is being studied and will be prepared in January. Curriculum plans now in operation are to be revised to conform with changes in housing facilities and the increased enrollment of the schools in the past few years.

White concluded with an appeal that Rotarians with children in school visit the schools and examine their children's aptitude tests.

Visiting Rotarians were Jeff Atwood and Clifford Smith of Roswell. Guests were W. Leslie Martin, Artesia, and Bill Armstrong, Roswell.

Program for next Tuesday is in charge of T. E. Brown, Sr., program chairman for the year.

Personal Mention

Guests in the home of Mr. and Mrs. B. Newton for Christmas were children and families, Mr. and Mrs. Kenneth Newton, Las Cruces; Mr. and Mrs. W. D. Loyd and baby, Hobbs; and Mr. and Mrs. Norman Monroe and baby, Maljorman.

Recent guests in the home of Mr. and Mrs. B. Newton were...

Mr. and Mrs. B. Newton were Newton's sister, Mr. and Mrs. Earl Burrows and family of Tipton, Okla., and niece, C. W. Anderson and family of Roswell.

Bennie and Junior Newton are in Las Cruces visiting their brother, Kenneth Newton and Mrs. Newton. Mr. and Mrs. B. Newton went on Friday to Las Cruces in order to bring the boys home.

Mr. and Mrs. A. J. Martz returned to their home in Denver, Colo., Thursday after spending the holidays with their son, George Martz and family.

Guests in the home of Mr. and Mrs. William G. Trenfield for the holidays were her parents, Mr. Mrs. Henry L. Debusk and her sister, Mr. and Mrs. L. B. Holly, all of Lubbock.

Mr. and Mrs. H. R. Paton spent Christmas in Abilene, Texas, visiting in the home of Mrs. Paton's brother, Floyd Gentry and family.

2-C James E. Crouch of the U. S. Navy arrived home last week on 30-day leave to visit his parents, Mr. and Mrs. E. M. Crouch. He has been in the Korean area.

Guests in the home of Mr. and Mrs. Orville Durbin for the holidays were Mrs. Durbin's parents, Mr. and Mrs. W. I. Owens, and sister, Mr. and Mrs. Jack Dalrymple, all of Fort Worth. On Saturday Mr. and Mrs. Durbin and Mr. and Mrs. Dalrymple went to Ruidoso on a sight-seeing trip.

Current federal spending amounts to \$1,500 per family annually.

HAPPY NEW YEAR

To the People of Artesia
We Thank You—

For Your Cooperation
During the Past Year in
Helping to Keep Crime
At a Low Ebb.

Artesia Police Department

FRANK POWELL
Chief of Police

... TRY IT FOR FEATURES
COMPARE IT FOR VALUE



NEW REMINGTON Quiet-riter

It's beautiful! It's compact! It has more new features than ever before. The printwork is superb. It operates with ease and speed. Come in, let us show you these Quiet-riters.

- EXCLUSIVES**
- Miracle Tab
 - Simplified Ribbon Changer
 - Super Strength Frame
 - New beauty in printwork
 - Larger sized Cylinder
 - Free! Touch Method Instruction Book

THE ARTESIA ADVOCATE
OFFICE SUPPLIES
Artesia, New Mexico

Be Sure to See

THE NEW 1954 GMC TRUCKS

ON DISPLAY

WEDNESDAY, JANUARY 6

More Power and Economy

—Per Dollar Invested

COX MOTOR CO.

301 South First

Phone 841

Post Office Commended for Top Handling of Big Christmas Mail



DAY BEFORE Christmas, Artesia post office had this big flood of Christmas mail, outgoing and incoming, and had fewer employees than last year to handle it. (Photo by Gable)



DAY AFTER Christmas, mail had all been cleared from post office, except for few packages from which addresses had been lost in transit or which had burst open. (Advocate Photo)

Artesia post office swiftly recovered from the heaviest holiday mailings in the history of the post office.

It had to handle the big flood of Christmas mail with fewer personnel than in previous years.

Under broad national and state authority, county programs are being developed and operated in line with the following general policies:

(1)—The program is to help achieve additional conservation on the land. Funds are to be used to achieve this goal most effectively.

(2)—County programs are to encourage maximum conservation with emphasis on practices on which Federal cost-sharing is most needed.

(3)—They are to encourage those conservation practices which will result in the most enduring conservation benefits practicable.

(4)—Conservation costs will be shared with a farmer or rancher only where he requests it before the conservation work is begun, and then only after he has satisfactorily performed the conservation practices.

(5)—Conservation costs are to be shared only on practices which it is believed that farmers would not carry out to the needed extent otherwise. In general, practices which have become a part of regular farming operations on a particular farm or ranch are not eligible for cost-sharing.

(6)—Rates of cost-sharing in a county or state are to be the minimum required for substantial increases of needed conservation.

(7)—Farmers and ranchers are expected to assume responsibility for the upkeep and maintenance of conservation practices for which costs are shared under the 1954 program. Cost-sharing is for the initial establishment of such practices.

The agricultural experiment station of New Mexico A&M college has released the results of a study on the nutritive values of some of the foods which are common in the diets of Spanish-speaking people of New Mexico. Facts of the study are contained in Agricultural Experiment Station Bulletin No. 379, available at the county extension service offices or from the experiment station at State College.

How did the PO do it?

"We can attribute much of it to early mailings and other cooperative services by the public in general and the manner in which the department has handled transportation facilities, including all terminal service," Postmaster Jess Truett said this week.

"IT IS OBVIOUS THE MAILS have been kept moving from the time it was deposited at mailing offices to its destination.

"One of the most important reasons was the window clerk receiving mail for dispatch.

"He is selected for aptness, speed, sound judgment and diplomacy. They have knowledge as to what parcels should be accepted for most speedy delivery in good condition.

"In advising patrons to repack parcels, utmost diplomacy is used in advising the mailer in his best interest.

"Parcels properly prepared and accurately addressed seldom encounter loss or damage. Parcels that come apart while in the process of transportation require much time on the part of many employees to assemble and tie them back together sufficiently for continued transportation."

POSTMASTER TRUETT SAID the Artesia post office force has commented that the public should be heartily thanked for the excellent cooperation given this year.

Without exception, the postmaster said, parcels presented to the Artesia office for mailing this year were better prepared for safe transportation and delivery than ever before.

"The general public followed departmental instructions in every way possible," the postmaster said. "Perhaps the biggest bouquet the mailing public could receive is the postmaster's report that no claim for damage or loss of parcels mailed at the Artesia office has been received."

Solid cartons, well-cushioned contents, securely tied and accurately addressed, is the secret of getting good holiday mail service, Postmaster Truett said.

University Reprints 450-Page Guidebook to State, Covering History, Giving 26 Tours

A 450-page book, "Guide to the Colorful State of New Mexico," a publication that has been out of print since 1949, is again on the newsstands and in the bookstores.

Published originally in 1940 the Guide was compiled by the Workers of the Writers' Program of the works progress administration and has since been considered the authoritative source of information on the state.

The new edition, revised to date by Joseph Miller and edited by Henry G. Alsberg, was published only last week by Hastings House of New York. It is being distributed by the University of New Mexico Press in the state.

The book was sponsored by the Coronado Cuarto Centennial Commission and the University of New Mexico.

BESIDES THE GENERAL INFORMATION on such items as hunting and fishing spots, game laws, national parks, transportation facilities, national monuments, and recreational areas, the guide contains an invaluable calendar of events scheduled for each month of the year.

Part I of the guide takes up full general discussions of the state's history, the land, the archaeology, Indians, agriculture, industry, commerce, labor, folklore, religion, education facilities, literature, music, architecture and New Mexican art.

Part II, entitled A City, A Capital, and an Art Center, gives full treatment to Albuquerque, Santa Fe and Taos. Then follows a guide for 26 tours of the state calling for travel on most every federal and

state highway. Albuquerque (Al-boo-kur-keh) is listed at an altitude of 4,950 feet with an estimated 1953 population of 128,000.

SANTA FE—"LA VILLA REAL de la Santa Fe de San Francisco"—is described as a city over which four flags; those of Spain, Mexico, the Confederacy, and the United States, have flown.

The guide states that children on the streets of Santa Fe still chatter in Spanish and families still hear old Conquistador names like Delgado, Otero, Ortiz and Sena.

Taos (rhymes with house), is according to the guide, three towns: the Spanish town, the Indian Pueblo, and the Indian farm-

ing center. The main scenic spots, the public buildings, the educational facilities of all three cities take up almost 100 pages of the new guide. The last 200 pages of the guide are a veritable Baedeker for newcomers as well as oldtimers who want to see the interlands of New Mexico.

THE 18 MAIN TOURS OUTLINED, together with the eight side trips, take the curious traveler into every village and hamlet of the state, no matter how remote.

The tours run through Raton, Folsom, Cimarron, Moriarty, Willard, Corona, Santa Cruz, Chimayo, Clayton, Tucumcari, Santa Rosa, Gallup, Acoma Grants.

Roswell, Portales, Shiprock, Chama, Espanola, Socorro, Magdalena, Cuba, Hondo, Lordsburg, Deming, Silver City, Artesia, Carlsbad, Lovington, Hobbs, Glenwood, Hurley, and literally dozens of larger and smaller cities of the state.

If you want to know when the

Indian dancers of every New Mexico tribe hold their dances—here's your book.

IF YOU HAVE EVER WONDERED why New Mexicans have their own type of language you can find that a bronc-peeler is a cowboy who tames wild horses.

Newcomers must read it because some day they might run onto a "hill-nutty" and not know who he is.

Answer: he's an eccentric miner or prospector.

Sampson AFB, N. Y. (AFPS)—The 3000th flight of airmen to undergo indoctrination processing was received here Dec. 8. More than 165,000 men have been processed since Sampson was opened as an Air Force basic military training center in December 1950. The base was a naval training installation during WWII.

READ THE ADS

Reorganization Of USDA Not To Change ACP

U. S. department of agriculture emphasizes that the recently announced reorganization of the department has not changed the already announced 1954 agricultural conservation program.

Requests for carrying out cost-sharing practices under this program will still be submitted to and reviewed by local agricultural stabilization and conservation (formerly PMA) committees.

The 1954 program is being adapted to local needs through the teamwork of representatives of the soil conservation service, extension service, forest service, farmers home administration, officials of soil conservation districts, county, and community farmer-committees.

Our Best Wishes

WE WISH FOR YOU A Happy New Year

our best wishes

To Our Many Friends

Yeager Bros.
"Kirk and Bill"

HAPPY NEW YEAR

George's Automotive Electric Service
811 1/2 South First

Southard Grocery
Robert L. Rogers

HAPPY NEW YEAR!

Reasner Decorating Co.
Phone 1030

BEST WISHES FOR... 1954

May the New Year See you forward a carload 1954 for you and yours!

Bond Ice Co.

1954 HAPPY NEW YEAR!

Pior Rubber Co.

happy new year 1954

To all our customers!

Sperry Oil Sales

'54 BEST WISHES

For The best year of your life!

Varsity Grocery and Lunch

HAPPY NEW YEAR

Leone Studio
Portraits and Kodak Finishing
415 West Main

Best Wishes FOR THE NEW YEAR

To all our many friends!

Simons Food Store

all the best for '54

Park Motel
"The Childress"

SUCCESS IN 1954

Dixie Cafe
Bob and Ellen Jewell

A WORLD OF BEST WISHES

Driller and American Cafes
Bill and Tommy Thomas

for the best year of your life!

'54

Rock Motel
J. W. Simms

1954

will be, we hope, the happiest year of your life!

Jack's Trading Post
106 South Third

A TOAST

May the coming year be the happiest of many to come!

Lukes Garage
Hermosa Drive

Happy New Year 1954 1954

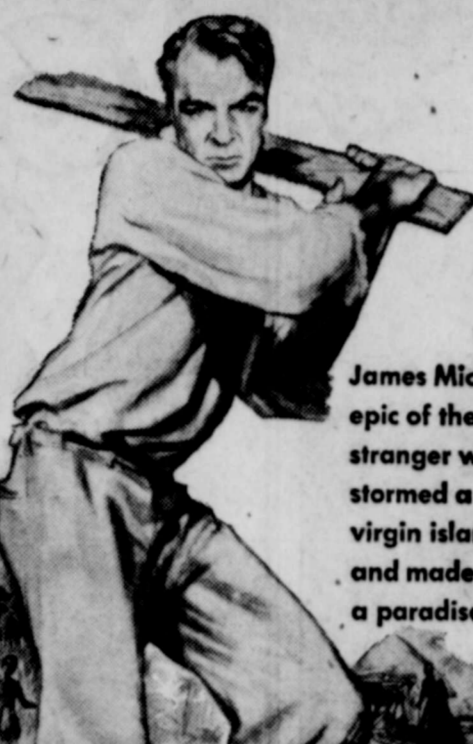
Sam Sanders CONTRACTOR

LANDSUN THEATER

SATURDAY — SUNDAY — MONDAY

JANUARY 2-3-4

The great South Pacific adventure!



James Michener's epic of the stranger who stormed a virgin island... and made it a paradise!



Gary COOPER Return to Paradise

Technicolor with BARRY JONES · ROBERTA HAYNES · JOHN HUDSON
MARK ROBSON · THERON WARTH

Also News, Cartoon and Sports

OCOTILLO THEATER

SUNDAY — MONDAY — TUESDAY



TWO GREAT STARS IN THE ONE GREAT LOVE STORY OF AFRICA!

20th Century-Fox presents
SUSAN HAYWARD
and
ROBERT MITCHUM
in
WHITE WITCH DOCTOR
Technicolor

The lush and untamed spectacle in all its seething fury... Filmed amidst the mysteries of the Congo itself!

WALTER SLEZAK · OTTO LANG · HENRY HATHAWAY · IVAN GOFF and BEN ROBERTS

COMING SOON!

Marlyn Monroe — Jane Russell

"Gentlemen Prefer Blondes"

OCOTILLO

FRIDAY - SATURDAY

JOHN DEREK
and
WANDA HENDRIX
in
"Sea of Lost Ships"

Also Showing
Cartoon, Musical
and Sports



ALBERT SHADOWITZ, 38, engineer and former Aberdeen, Md., proving grounds employee, tells the Senate investigations subcommittee in New York that on personal advice of Dr. Albert Einstein he will not cooperate with the committee in the matter of whether he is a Communist. He volunteered the statement, however, that he never engaged in espionage or discussed classified work with any unauthorized person. Senator Joseph McCarthy (R), Wisconsin, said he would seek a contempt citation. (International)

The Utterbacks left Hagerman early Christmas morning for Texaco, and returned home Sunday.

Mr. and Mrs. W. E. Utterback had as guests on Christmas day their son and family, Mr. and Mrs. Tom Utterback and children of Albuquerque.

Wesley Menefee, son of Mr. and Mrs. Howard Menefee of Hagerman is enjoying his vacation from college at Las Cruces, here with his family. He will return to college Jan. 4.

The percentage of federal funds expended in public welfare programs of the various states averages 47 per cent—but varies from 72 per cent in Alabama and 70 per cent in Arkansas down to 33 per cent in Connecticut and New York. New Mexico receives some 61 per cent of its welfare funds through federal aid. Colorado receives 37 per cent; Arizona, 55 per cent; and Texas, 64 per cent.

Cellophane was first made in 1924.

City Devastated



MAP LOCATES Vicksburg, Miss., where a tornado killed 30, injured more than 300 persons.

A year's residence within the state is required for divorce purposes in New Mexico.



Joe Dell's House
Protects your
FIRE INSURANCE BILL!

Joe's house has very few fire hazards—and it's protected by a Mutual policy. And because we insure only good "risks" like Joe's house, our losses are very low. That lets us charge you much lower premiums than if we insured risky property. Want to know exactly how much lower? Come in, or phone.

Kiddy Agency

Insurance - Real Estate
415 W. Main Phone 914

Hagerman

By MRS. BYRON OGLESBY
Baptist church of Hagerman presented a cantata Wednesday evening at the church, entitled, "The Christ Child."

Taking part in the program were Rev. Scott New, Ruthie Evans, Vedder Brown, Kenneth Jennings, George Dodson, Loretta and Joyce Harrison, Mike and Pat New, Conie Shipman, Janie Ford, Lana Langenegger, Mary Evans, Alexis White, Raymond Williams, Judy Ables, John Sparks, Jeannie Langenegger, Darlene Harrison, Tommy Britt, Ann Wyman.

Also Johnny Barnett, Jerry Newsome, Judy Boggs, David Wyman, Susan White, Kay Barnett, Bonnie Williams, Mattie Lou Sparks, Caroline Barnett, Bennie Dennis, Barbara White, Shirley Gabbert, Lynn New, Shirley Newsome, Katie Hodges.

Mr. and Mrs. Amos Hampton and children, Kay, and Claudette, who came in from the School for the Visually Handicapped in Alamo, to spend the holidays, had as guests Christmas Day, Mr. and Mrs. H. S. Cavett and children, Lena and Richard of Lubbock. Mrs. Cavett formerly of Hagerman, will be remembered as Joan Smith, Mrs. Hampton's sister.

Lions club of Hagerman held its annual Christmas party and gift exchange Dec. 22 in the undercroft of the Methodist church. Those attending were visitors Mr. and Mrs. Leonard George and members and their wives, Mr. and Mrs. Bob Cummings, Mr. and Mrs. Henry Dillard, Mr. and Mrs. Alex White, Mr. and Mrs. Hillard Watson, Mr. and

Mrs. Raynal Cumpsten, Mr. and Mrs. Ernest Utterback, Mr. and Mrs. Harry Boggs, Mr. and Mrs. Amos Hampton, Mr. and Mrs. Horace Freeman, Mr. and Mrs. Ab Ackerman, Mr. and Mrs. Robert West, Mr. and Mrs. Wayne Graham, Mr. and Mrs. Bennie Waggoner of Roswell, Mr. and Mrs. Tom Bledsoe, and Mr. and Mrs. Howard Menefee.

Mr. and Mrs. A. E. Watford had as dinner guests Christmas, Mr. and Mrs. John Watford and baby son, Billy, of Boulder, Colo., Spurgeon Watford of State College, and Mrs. Flora West of Hagerman. Mr. and Mrs. John Watford had little Billy christened in the Methodist church Sunday, Dec. 27, and they returned to their home in Boulder Monday.

Mr. and Mrs. Robert Coons and children had as dinner guests on Christmas, the Rev. G. H. Woolf family.

Mr. and Mrs. J. W. Wiggins entertained Christmas Eve with a dinner and Christmas tree gift exchange at their home. Present were Mr. and Mrs. Spurgeon Wiggins and Jimmy Ray Routson, Mrs. Ruth Strixner, Mr. and Mrs. Max Wiggins and family, and the hosts, Mr. and Mrs. J. W. Wiggins.

Mr. and Mrs. Spurgeon Wiggins and Jimmy Ray Routson drove to Clovis Friday morning to spend Christmas with Mrs. Wiggins' parents, Mr. and Mrs. S. L. Growden.

Mr. and Mrs. A. L. Ackerman entertained with a Christmas dinner. Present were Mrs. Carrie Nelson of Roswell, Mrs. Ackerman's mother, and Mr. and Mrs. G. R. Hubert and son, Raymond, of Roswell.

S. A. 'Corky' Andrus and children spent Christmas in Lovington visiting his sister and her husband, Mr. and Mrs. Dean Goff.

Mrs. Louise rown and children had as guests for Christmas dinner, Mr. and Mrs. Jack Casebonne of Hagerman, Mr. and Mrs. George Casebonne and family of Hope, and Mr. and Mrs. Felix Cahape, Sr., of Hope.

Mr. and Mrs. Vencil Barnett and children attended the dinner and family reunion Christmas Day held at the home of Mrs. Barnett's mother, Mrs. Lottie Barnett, Roswell.

Mr. and Mrs. Pete Casebonne had as dinner guests on Christmas Mrs. Fred Disque and daughter, Jeannine of Albuquerque, Mr. and Mrs. Jim Lazenby and children of Carlsbad, Mr. and Mrs. Johnny Casabonne and family of Hope and Mr. John Casabonne of Wyoming.

Mr. and Mrs. Raynal Cumpsten and daughter, Peggy, had as guests for Christmas dinner Mrs. Cumpsten's uncle and family, Mr. and Mrs. H. O. Rabb and son, Jim, of Newport Beach, Calif.; her grandparents, Mrs. T. M. Rabb and daughter, Florrie, both of Roswell; her aunt and husband, Mr. and

Mrs. Earl Hedgecoxe of Roswell; and Miss Imogene Johnson of Lovington and formerly of Hagerman. Peggy has returned to Lovington to spend several days with Miss Johnson.

Mrs. Jeanette Michelet had as dinner guests Christmas her daughters and their families, Mr. and Mrs. Jim Langenegger and daughter, Verna Jean, and Mr. and Mrs. Roy Choats and son, Michael.

A family dinner was held at the home of Mr. and Mrs. W. M. Tulk and children Christmas day. Those present were Mr. and Mrs. J. W. Tulk of Caprock, Mr. and Mrs. J. W. Langenegger, Mr. and Mrs. Dryke Bealer, Mr. and Mrs. June Tulk of Caprock, Mr. and Mrs. Dub Hardin, and Mr. and Mrs. Kenneth Richardson and their families.

Mr. and Mrs. Jack Sweat entered into a Christmas dinner at their home Friday. Those present included Mr. and Mrs. Van Sweatt and daughter, Mariene, Ignacio, Colo.; Mrs. Ethel Woodmas, Santa Ana, Calif.; Billy Jack Sweatt, State College; Richard Sweatt who is in the service stationed at Biloxi, Miss.; and Mr. and Mrs. Max Wiggins and children, Janie and Jackson, Hagerman.

Mr. and Mrs. Stanley Utterback spent the Christmas holidays with Mrs. Utterback's parents and brother, Mr. and Mrs. J. R. Hadley, and Mr. and Mrs. John R. Hadley and family, respectively, all of Texaco.

BUICK

The Beautiful Buy

FOR '54

Entirely New

From Top to Tires

The Most Beautiful

Buick in 51 Years

ON DISPLAY

FRIDAY, JANUARY 8

GUY CHEVROLET CO.

Artesia, N. M.



TO SWELL PEOPLE!

May the future hold a wealth of happiness and prosperity for all!

Patterson Welding Works

W. E. (Pat) Patterson

Courage, Young Man...

1953 IS ONLY A REMEMBRANCE OF THINGS PAST. WE'RE ALL WITH YOU IN WORKING AND HOPING FOR A HAPPY YEAR TO COME.

FIRST NATIONAL BANK

Fifty Years Serving Artesia and the Pecos Valley
Member of Federal Deposit Insurance Corporation

Next Few Months Favorable Time to Buy Real Estate

Now and the next few months will be a favorable time to buy a house, particularly an existing structure, Charles B. Shattuck, Los Angeles, president of the National Association of Real Estate Boards, said today on the basis of the 56th semi-annual survey of the real estate market by NAREB.

during the last six months by private industry's giant production at the rate of more than a million homes a year," he added.

"This trend, plus the recent signs of loosening up of the mortgage market with some lowering of interest rates and of down payments, creates an advantageous situation for the home seeker.

Four of every five real estate boards in the 259 communities in 44 states reporting in the survey listed prices of existing houses as lower than six months ago. Estimates of sales at 5 to 15 per cent less than six months ago were quoted. One reporter summed up the situation effectively that used dwellings are "currently bringing in what they are worth in relation to the value of the present dollar."

"NEW SINGLE-FAMILY homes, too, continue to be a good buy, with prices remaining fairly constant, compared with six months ago, reflecting the uniform pattern of material and labor costs," Shattuck said. "More than two-thirds of the communities reported price tags the same as six months ago, while a fifth listed

Traveler Returns



ACTOR Clark Gable, back in the U. S. after almost two years' absence, waves from airliner at a New York airport on arrival from London. (International)

QUEEN, DUKE VISIT CANAL ZONE



QUEEN ELIZABETH and her husband, the Duke of Edinburgh, leave the liner Gothic at Cristobal, in the Canal zone, for a visit to U. S.-controlled soA. (International Radiophoto)

some reduction in prices. "Difficulty in securing loans retarded sales of residential property in many communities during the last six months, according to comments volunteered by reporting real estate boards. Demand for single-family structures continued to be strong, but the tightened mortgage money market impeded purchases.

"Market activity, although still at a high level, was slowed by higher down payments, rising interest rates, and the lower ratio of loan to sales price. It was also adversely affected by the widespread shortage of funds for loans insured by the federal housing administration and guaranteed by the veterans administration."

The number of transfers of single-family new residential property is lower than it was six months ago. One half of the boards reported a smaller number of transfers. One in three described the market as the same, while 16 per cent said it was higher.

FOR SINGLE-FAMILY EXISTING homes, market activity has slackened in three of five communities, compared with six months ago. It is the same in about one-fourth, and higher in only 12 per cent. In addition to the tight mortgage situation, unrealistic asking prices contributed in some degree also to retarded sales.

Open Highways Invitation To Fatalities

The broad, open, "safe" highway yields the beckoning hand of death, according to Charles P. Dunwiddie, director of the traffic section of the governor's traffic safety co-ordinating committee.

"New Mexico abounds in open highways with clear vision for miles ahead," said Dunwiddie, continuing, "and it is on these very highways that a large portion of our traffic fatalities take place."

The director added that the drivers tend to be too sure of the safety factor on these roadways and thus throw caution to the winds. Once caution and thoughtfulness have been discarded, tragedy moves in to take their place.

"It is for this reason," said Dunwiddie, "that the severity rate for traffic accidents in New Mexico is so high." In 1952, the national ac-

"In spite of the high level of residential construction, few cities reported vacancy rates that suggest an over-supply of habitable rental units," Mr. Shattuck said. "This indicates a favorable situation for large-scale production of new housing in 1954."

cident figures show that 0.762 per cent of all accidents involved a fatality. In New Mexico, 3,234 per cent of all reported accidents involved a death.

Dunwiddie said that the New Mexico severity rate is 324 per cent higher than the national average. He cautioned all drivers to keep this in mind when they get the urge to exceed speed laws and ignore other safety practices.

An optimist is a man who sits in the back row and winks at the chorus.



ALLOVER - EMBROIDERED EVENING SHEATH - Of pink peau de soie, comes from a New York winter collection. The skirt fans out low in back. Iridescent sequins and pearl drops are combined for the embroidery.

New Year Greetings



1954

...And our declaration of faith and friendship to the community and its people.

Roland Rich Woolley

J. L. Briscoe, Superintendent

Office Supplies at The Advocate



"May the Spirit of the Young 1954 Touch You with Its Blessings of Renewed Hope and Vigor"

PEOPLES STATE BANK

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a wish...
for your
**Happiest
New Year**

And a future of
undimmed peace
and success.

1954

ARTESIA LAUNDRY & CLEANERS

"Sanitone" Cleaning Service

Quality Laundry Service

115 North Fourth

Phone 11

Joyous New Year

May the happy bells that ring at midnight find true echoes in your hearts.

1954

ARTESIA LOCKER PLANT

Sie and Elva Hogsett

Juan H. Lopez Juan Lopez Pancho Cota
Jay Dahl Jerry Hinkle Juaneta Swafford Al Betancourt
Thirteenth and Richardson Artesia

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