

For Big Values, Shop Dollar Day Thursday In Artesia

THE ARTESIA ADVOCATE

Artesia's Most Complete News Reporting

Join the 1954
March of Dimes—
Prevent Polio

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VOLUME FIFTY-ONE

ARTESIA, NEW MEXICO, TUESDAY JANUARY 5, 1954

NUMBER 2

Mrs. Currier, Losee to Head March of Dimes

With the theme, "Research Will Win," the North Eddy county chapter of the National Foundation for Infantile Paralysis this week-end kicked off its 1954 March of Dimes campaign.

Heading the drive are A. J. "Jerry" Losee, Artesia attorney and president of the chapter, and Mrs. Charles E. Currier, who directed last year's campaign.

"In the foreseeable future," Losee pointed out, "a vaccine will be developed giving immunization against poliomyelitis."

"THERE HAVE BEEN ANNOUNCEMENTS a vaccine now being developed will be tried on children in 100 counties in the U. S. A half million children will receive the vaccine, another half million plain glucose as a control group."

"In other words, enough progress has been made for human tests of a vaccine."

"This research work is tremendously expensive. Just the cost of administering the vaccine will be large."

"We are near licking polio, if we can follow through with our contributions on this last stretch."

Losee pointed out that the bulk of March of Dimes funds—almost 70 cents in every dollar—has been used to help the stricken.

That has not always left enough for research.

THUS IN 1954 THE NATIONAL foundation will spend \$26½ million in March of Dimes funds for polio prevention, adding 50 per cent to the overall cost of national foundation operations.

In 1954 the national foundation will also use a maximum amount of gamma globulin, a limited and temporary protection against polio.

Cost for GG will be \$5½ million. The national foundation reports it is fighting polio on four fronts—polio research, costing \$20½ million; polio patient aid, costing \$174 million; professional education, costing \$16.2 million; and polio prevention, costing \$26½ million.

Already coin containers, shaped this year in the form of a test tube, have been spread throughout Artesia, Losee said.

Delegates Leave For National Co-op Meeting

A group of Artesia delegates to the annual National Rural Electric Cooperative Assn. convention scheduled Jan. 11-14 at Miami, Fla., will leave the city this week.

The group includes Paul L. Frost, manager of Central Valley Co-op; William Siegenthaler, co-op attorney; Mr. and Mrs. George O. Toal, Mr. and Mrs. H. L. Green, Mr. and Mrs. Donald Fanning, Mr. and Mrs. A. W. Langenogger, and Mr. and Mrs. Jay Taylor, directors.

Mr. and Mrs. Bryan Runyan of Artesia will represent Otero County Co-op at the convention.

Frost is on the education committee of the national association, representing New Mexico, Texas, and Arizona, while Siegenthaler represents the legislation committee of the association for the three states.

Bank Deposits Up \$900,000

Bank deposits in Artesia were up nearly \$900,000 in 1953 over the total for 1952, the city's two banks said Monday.

Total increase was \$889,264.32. First National reported an increase of \$588,934.92, while Peoples State reported \$300,329.40.

Total deposits at Peoples State amount to \$2,789,577.49 as of Dec. 31, 1953, compared to \$2,489,348.09 a year ago.

At First National bank deposits Dec. 31 are \$11,709,362.20, compared to \$11,120,427.28 a year ago.

Relief Is Evident on faces of these two American returnees from Russia as they shake hands in U. S. sector of Berlin. At left is Leland Towers, 29, a merchant seaman from San Francisco who said he sneaked into Russia from Finland in 1951 and was arrested five minutes later. He admitted having been a card-carrying Communist party member, but said he is "disillusioned now" and "everything is bad in Russia." He got a three-year prison sentence for "breaking into the Soviet Union." At right is U. S. Army Pvt. Homer Cox, 33, Oklahoma City, Okla., who disappeared in 1949. He said he was dragged in the British sector of Berlin and woke up in an East Berlin jail. He said he spent 17 months in a slave camp in far north. (International Soundphoto)

Auto Work Is Great Books' Next Program

Auto's "Meno" will be discussed in Great Books discussion group at 7:30 p. m. Thursday in Artesia Public Library.

Mrs. Earl Bigler and Mrs. Ed will lead the discussion.

Proposed Changes in Hunting, Fishing Seasons Up for GPA Review Thursday

Proposed changes in hunting and fishing seasons will be discussed by the North Eddy County Game Protective Assn. when it meets Thursday night.

Pres. Ormond Loving said the association had been requested to recommend changes in the season's dates by the state department of game and fish.

The meeting is scheduled for 7:30 p. m. in Senior high school audio-visual room.

Also scheduled are two films, one in color, from the state game department. One covers forest fire fighting, the other lion hunting.

Loving said there has been a great deal of discussion over the proposed changes recently, especially deer season. Many North Eddy county sportsmen contend the season has come too early in the fall for best hunting results and for the convenience of hunters.

The request by the state game department has been seen as an indication that seasons will be changed. However, the actual change is pending results of meetings similar to that scheduled in Artesia Thursday night.

Holiday Auto Crash Takes Lives Of Two Men; Funerals Held

Funeral services were held in Artesia Monday for two well-known local men killed in a holiday automobile accident near Anson, Texas.

They were Lamar H. Johnson, 43, and Samuel G. Giles, 41, both of Artesia.

They were returning from a holiday visit in Mississippi with relatives when the accident occurred at 10:30 p. m. Friday near Anson.

Eight others involved in the accident were hospitalized with minor injuries.

The second of three cars involved was driven by Mrs. Roy M.

Whitehead, 18, Hobbs. She and her husband escaped serious injury.

GILES FUNERAL IS HELD MONDAY MORNING

Funeral services for Samuel G. Giles were conducted by Rev. S. M. Morgan at Paulin Funeral Home chapel at 10 a. m. Monday.

Burial was in Woodbine cemetery.

He is survived by his parents, three sisters, Miss Helen Giles, Jackson, Miss; Mrs. Dorabell Norvell, Woodville, Miss.; Mrs. Mary Johnson, Artesia; two sons, Charles C. Giles and Michael H. Giles, both of Artesia; and four brothers, J. O. Giles, Birmingham, Ala.; W. H. Giles, Jackson, Miss.; and J. T. Giles, Jr., and O. N. Giles, both of Artesia.

Funeral services were held at 2 p. m. Monday from the First Methodist church for Lamar H. Johnson.

Services were conducted by Rev. R. L. Willingham and Rev. S. M. Morgan.

Burial was in Woodbine cemetery. Pallbearers were Tommy Frink, Carl Everett, Jack McCaw, Bill Johnson, Charles Johnson, and George Johnson.

Honorary bearers were M. C. Livingston, C. D. Hopkins, G. Taylor Cole, James Anderson, H. A. Campbell, J. W. Berry, L. A. Scott, Boone Jones, Bud Aaron, Neville Muncy, C. Hogsett, Dewitt Hodges, and Clyde Guy.

Mr. Johnson was born Feb. 1, 1910 in Mississippi, the son of Mr. and Mrs. Robert Johnson.

Dec. 24, 1935, he married the former Mary Frances Giles at Decatur, Miss. He moved to Artesia about 18 years ago.

He is survived by his mother, now living in Portales, N. M.; his wife, a daughter, Charlene; two sons, Jerry Wayne and Wilbur Hailey Johnson; three sisters, Ruth Strebeck, Portales; Blanche Glenn, Decatur; Grace Duke, Newton, Miss.; and seven brothers, Elby and Bill, Akron, Ohio; Herbert, Decatur; Robert, Hickory, Miss.; Wallace, Dearborn, Mich.; Raynor, Wilmington, Del.; and Isham, U. S. Air Force.

On the last day of tour, Friday, Jan. 8, the students will present programs at the Midland, Texas, high school at 9 a. m. (CST), the Andrews, Texas, high school at 11 a. m. (CST), and the Jal high school at 1 p. m.

ENMU 50-Voice Choir Slates Annual Concert Here Today

Eastern New Mexico university choir today will present its annual concert in Artesia at 2 p. m. in Senior high school auditorium. The public is invited.

Artesia ENMU students in the choir include Gary Blair, Anna Marie Doak, Jeff Floyd, and Charles Waitrip.

Director of the ENMU 50-voice choir for the third season is Robert E. Page, assistant professor in music and director of choirs.

An outstanding music director, Page conducted the Albuquerque Symphony Orchestra and a 100-voice chorus in a Christmas performance of Handel's "Messiah" presented in Albuquerque, Santa Fe and Portales this year.

Page holds a bachelor of arts degree from Abilene Christian college, a master of music degree from Indiana university, and has done further study at the University of Texas.

Since coming to ENMU from Odessa college in 1951, Page has

been the music director of the Annual Summer Session Opera-Drama Workshop. Productions he has directed include Gilbert and Sullivan's light opera, "The Mikado"; Kurt Weill's "Down in the Valley" and Franz Lehár's "The Merry Widow."

Page, a tenor, has sung professionally with the San Diego Light Opera Assn.

Opening the present tour was a program at the Roswell high school this morning.

An evening concert will be given at the Carlsbad Church of Christ tonight.

Programs on Wednesday, Jan. 6, will be at the Carlsbad high school at 8:45 a. m., the Eunice high school at 2 p. m., and the Hobbs Church of Christ at 8 p. m.

Another program in Hobbs will be given at the high school at 9 a. m., Thursday, Jan. 7. The choir will be at Odessa, Texas, high school at 1:35 p. m. (CST) and will give an evening concert at the First Methodist church, Midland, Texas, at 8 (CST).

Artesia Weather

Day—	High	Low
Thursday	54	17
Friday	64	23
Saturday	64	21
Sunday	70	26

GLAD TO BE OUT OF RUSSIA



RELIEF IS EVIDENT on faces of these two American returnees from Russia as they shake hands in U. S. sector of Berlin. At left is Leland Towers, 29, a merchant seaman from San Francisco who said he sneaked into Russia from Finland in 1951 and was arrested five minutes later. He admitted having been a card-carrying Communist party member, but said he is "disillusioned now" and "everything is bad in Russia." He got a three-year prison sentence for "breaking into the Soviet Union." At right is U. S. Army Pvt. Homer Cox, 33, Oklahoma City, Okla., who disappeared in 1949. He said he was dragged in the British sector of Berlin and woke up in an East Berlin jail. He said he spent 17 months in a slave camp in far north. (International Soundphoto)

Hospital Still Waits for First Baby of 1954

As of Monday noon, Artesia General hospital was still waiting for its first baby of 1954.

Only one child was reported delivered in Artesia New Year's Day last Friday.

It was Raul Rosales Jr., 8-pound son of Mr. and Mrs. Raul Rosales, Sr., of Dexter. The baby was delivered at the office of Dr. Ralph Earhart.

Last baby born in 1953 was Harvey Stewart Trop, 6-pound son of Mr. and Mrs. Abraham Trop, born at 8 a. m. Dec. 31 at Artesia General hospital.

Rice Enters Not Guilty Plea in Death of Boy

Floyd L. Rice, 52, formerly of Artesia and leasee of the Rice Hotel, 111 W. Main, has pleaded not guilty to charges of unlawfully killing an 8-year-old boy and illegally signing a death certificate.

The charges were filed against Rice, who had been practicing medicine for about a month in Tatum, after John Cardwell, 8, son of Mr. and Mrs. Leonard L. Cardwell of Tatum, died last Tuesday afternoon en route to Lovington clinic from Tatum.

The boy was reported as being delirious with high fever. A Coroner's jury said the boy died by excessively high fever of unknown origin.

THE JURY WAS TOLD RICE listed himself as an N.D. (naturopathic doctor).

He said he studied at Vanderbilt university, later graduating from the Naturopath College of Physicians and Surgeons at Nashville, Tenn.

Medical doctors testifying at an inquest said the high fever did not indicate the disease which caused the boy's death, since it had not progressed sufficiently for definite diagnosis.

The boy was reported well last Sunday, becoming ill after breakfast Monday. He had a little rash on his hips and Rice diagnosed the disease as measles. After the boy's temperature climbed to 103 or 104, Rice was called back.

THE RASH WAS GONE TUESDAY. He was given two pink pills two hours apart, which medical doctors believed to be aspirin, and a shot said to have been penicillin.

Testimony by medical doctors indicated that what was not done for the boy rather than medicine administered more likely caused his death.

Rice was reported to have pleaded guilty Dec. 13, 1937, to a narcotic charge in Chickasha, Okla.

He was being investigated by an Oklahoma state senate investigating committee when he left Oklahoma early in 1953. He was also being sued by the Oklahoma state board of medical examiners for practicing medicine illegally.

Rice admitted before the investigating committee he had been convicted of two federal offenses. He served more than three years in a federal prison in Oklahoma for sale of heroin and also served a sentence for theft from the mails.

Late Christmas Seal Checks Still Coming

Late contributions to the Christmas Seal campaign are still coming in. Mrs. Ray Bartlett, chairman of the North Eddy county Tuberculosis Assn., has reported.

Mrs. Bartlett urged Christmas Seal recipients who have not already done so to return their checks for seals as soon as possible. Money from the seal sale finances X-ray chest examinations and other preventive measures, as well as contributions to the Fort Stanton hospital.

Minor Damage Done in Auto Wreck Sunday

Only minor damage was done Sunday afternoon when cars driven by Adolph Gomez, Jr., of Lake Arthur and Shirley Gossell, south-east of Artesia, collided at the Roselawn-Texas intersection.

Police said Miss Gossell was going west on Texas and had stopped at a sign, then started. Her car was hit in the intersection by Gomez, which slid 36 feet before hitting it.

Fire QUICKLY QUELLED

Fire at the home of Mrs. Jessie Cunningham, N. Eighth and Champ Clark, was quickly extinguished by volunteer firemen after a call at 4:58 p. m. Monday. Damage was confined to foundation of the three-room house.

COUNCIL TO MEET

Next regular session of Artesia city council is scheduled for next Wednesday, January 13, in City Hall. Meeting begins at 7:30 p. m.

Mass Meeting on Driller Future Set Next Tuesday

RETIRED



BARON DONMACK stands at attention in Los Angeles as U. S. Marine Maj. John Maher reads the order retiring him, a veteran of more than 50 parades in six years of mascot duty. The 147-pound Great Dane was turned over to Lt. George W. Meyer, to be taken to Virginia to live. (International Soundphoto)

Exceptionally Quiet Holiday Reported By Police Officers

One of the quietest New Year's on record was reported by Artesia area police this weekend.

State Patrolman Donald Bonine of Artesia reported patrolling Artesia area roads until 3 a. m. New Year's Day.

During the lengthy patrol, Bonine stopped only two cars, both for driving with only one headlight. Citations for failure to have a driver's license were given drivers of both cars.

Bonine said he and Deputy Sheriff Oscar Lusk patrolled the highway south of Artesia and an estimated 250 to 300 cars passed their patrol car.

None were speeding and apparently none were driving while intoxicated.

Patrolman Bonine reported entering one bar and finding no one unruly or obstreperous.

City police made no arrests New Year's Eve, although Chief of Police Frank Powell patrolled the city until early in the morning.

Parties were generally quiet, whether public or private, police said, and traffic was decidedly more orderly than in previous years.

Chambers, County Commission Agree On Two Roads

Harmonious agreement among representatives of the Artesia and Carlsbad chambers of commerce and the county commission over two proposed road projects was achieved in a meeting at Carlsbad Monday morning, Paul Scott, Artesia C of C manager, has reported.

Scott said no formal motions were made, but the three groups were in agreement on the two projects, which previously had been the object of frequent arguments.

The proposals call for construction of a road from Southwest Potash to Halfway, and from Southwest Potash to highway 83 east of Artesia.

Attending from Artesia were Stanley Carper, C of C president; T. E. Brown, Sr., highway committee chairman; and Scott.

Carlsbad representatives were Horace Hubert, road chairman; Frank Kindel, manager; and Louis Whitworth, secretary.

Writers' Workshop to Stress Sale of Work By Authors

Organization meeting of an Artesia writers' club dedicated to give its members a boost in producing saleable fiction and non-fiction is slated for 7:30 tonight at Artesia Public Library.

Backers of the club are Mrs. Rufus Waitrip, a teacher and author who has sold children's fiction, and Norris Jackson of the Artesia Advocate, who has sold a large amount of non-fiction.

Idea for the club came following a recent meeting of Mrs. Waitrip and Jackson at a journalism conference at Senior high school.

Plans call for organizing the club on a workshop basis devoted to a practical discussion of writing on a commercial scale.

Jackson said Monday "we especially want local people who have actually written for sale, or who have been members of writers' clubs, or attended writing workshops, to attend tonight."

The workshop will be formed on an informal basis, emphasizing subject matter and marketing, the organizers said.

There are a great many people who have wanted to write but who have no idea how to get started, they pointed out.

The workshop will be designed to assist those people, from preparation of manuscripts to the highly important business of appropriate marketing.

Yes or No Decision Up To Ball Fans

A long-awaited mass meeting on professional baseball's future in Artesia has been scheduled for 7:30 p. m. next Tuesday night, S. A. Lanning, president of the Artesia Drillers, said Monday.

It will be held at Veterans Memorial building and is to be pegged on public participation.

Lanning said the meeting, which was to have been held in December, has been postponed until he and other baseball club officers could explore the possibilities of sponsorship by a large business.

"We have found no sponsor," Lanning said.

ASKED HIS PERSONAL views on whether the city will or will not have baseball in 1954, Lanning said "I'd hate to see us not have it."

On the other hand, he pointed out, television has made tremendous inroads among the 600 or 700 fans who loyally supported baseball since its inauguration three years ago in Artesia.

"We are going to keep talking next Tuesday night," the president said, "until we can get a definite yes or no on baseball in 1954."

Lanning said there is still plenty of time to organize a ball club for 1954.

"Last year at this time we didn't have anything. It was all built after the first of the year," Lanning said.

HE ALSO POINTED OUT there is no assurance the Longhorn league will be an eight-team loop in 1954.

Neither Odessa or Artesia have signed, Lanning said, and expectations that El Paso would sign have not materialized.

"Maybe some fan can come up with an idea we have not yet thought of," Lanning said. "If so we're anxious to hear it. Believe me, I want baseball more than anything. But we've got to face what we're up against."

Lanning said "we learned a lot this last season on cutting corners, on how we can have a more efficient operation. We know that in another season we can save a lot of money, a lot more even than we did in 1953."

Financially, he added, "Artesia is second only to Carlsbad as far as coming out of the 1953 season is concerned."

ON THE OTHER HAND, LANNING said, "There is no use butting our heads against a stone wall another year."

Asked if any manager was in (Continued on Page Eight)

Funeral Services Slated Today for Clarence C. Helm

Funeral services for Clarence Carson Helm, 85, of Artesia will be held at 2:30 today in First Baptist church of Artesia.

A resident of Artesia for the past eight years, Mr. Helm died on Sunday morning at Artesia General hospital. He had been ill since Christmas Day.

Rev. S. M. Morgan will officiate. Deacons of the church will serve as pallbearers.

Mr. Helm lived with his daughter, Mrs. T. L. Archer, since coming to Artesia.

He was a deacon of the First Baptist church.

Before retiring, he was a farmer and dairyman throughout his life.

He is survived by three children, including Mrs. Archer, Mrs. Melvin Johnson, El Reno, Okla.; Carlson Helm, Louisville, Ky.; nine grandchildren, including Mrs. Charles Denton and Mrs. Leland Wittkopp of Artesia, and Mrs. Jerry Goldstein of Espanola, who is here for the funeral. Six great-grandchildren also survive.

He was born Aug. 15, 1868, at Bowling Green, Ky., the son of Mr. and Mrs. Thomas C. Helm.

April 10, 1901, he married Laura Luthi at Salina, Kansas. Mrs. Helm died in 1951. Four children, three of whom survive, were born to the couple.



MR. AND MRS. ALTON BRATCHER

Alton Bratchers to Make Home Here After Wedding

Miss Ruth Faulk, daughter of Mr. and Mrs. S. T. Faulk, became the bride of Alton B. Bratcher, son of Mr. and Mrs. T. J. Bratcher, in a double ring ceremony recently held in First Baptist church of Artesia.

Rev. S. M. Morgan performed the ceremony Dec. 20.

Rev. V. Elmer McGuffin sang, accompanied by Miss Beverly Boteler, who also played traditional music.

The bride, given in marriage by her father, wore a gown of shimmering white slipper satin and chantilly lace, fashioned with

molded bodice of lace. White illusion matching her veil was shirred into the sweetheart neckline. The dress, fashioned with long-pointed sleeves, had a pointed insert of chantilly lace and bouffant skirt widened into a chapel length train. She carried a crescent bouquet of white roses on a white Bible.

Miss Arlene Faulk, maid of honor, wore a gown of pink net over taffeta. Bridesmaids were Mrs. Byron Rogers and Miss Betty Thorpe, who wore identical ballerina-length dresses of ice blue taffeta.

Miss Carolyn Nelson and Miss

Bobby Marshes Make Home in Lubbock, Texas

A December wedding which took place in the home of Mr. and Mrs. Elbert Callis, 410 S. Elm, Carlsbad, united in marriage their daughter, Mary Ann and Bobby D. Marsh, son of Mr. and Mrs. Mark Marsh, 326 N. Roselawn, Artesia.

The Rev. Fay Hinton of Calvary Baptist church read the ceremony. White chrysanthemums and Christmas greens provided a background against which vows were said and a series of tall white candles were used for illumination.

Carrying a white Bible, the bride chose an ice blue faille suit with rhinestone trim set off by a corsage of red rosebuds.

The couple are at home in Lubbock, Texas, after a short wedding trip. The bride is a graduate of Carlsbad High school where she is a member of the Future Homemakers of America and the Future Business Leaders of America organizations. Mr. Marsh attended Artesia schools and is now employed at the Texas Automatic Sprinkler Co., in Lubbock.

Hospital Record

Patients Admitted—
Jan. 1—David Ellis Martin, and Johnny Wier, Loco Hills.

Jan. 2—Mrs. Jack Thompson, Mrs. C. A. Clark, Lloyd McCullough, Mrs. V. L. Gates, Gayla Savoy.

Jan. 3—Curlee Applin, H. E. Hope, John Grbac and Frances Spahr.

Jan. 4—W. H. Hale.
Patients Discharged—
Jan. 1—Mrs. C. N. Lyles, Floydada, Texas; Mrs. O. H. Goodman, Maljamar; Dennis Hughes, and Gayle Ann Cuthbertson.

Jan. 2—Mrs. Bob Ferguson and baby, Phillip Brinson, Lloyd McCullough, and Frank Coulter, Jr.
Jan. 3—Selah Brock, Tony Rascon, Jr., Mrs. Jack Crow, Gayle Savoy, Mrs. E. J. Ashby, Mrs. Jack Thompson, and David Ellis Martin.
Jan. 4—John Needham, C. D. Potts and Mrs. Abraham Trop and baby.

Miss Roberts Is Engaged to Wed Carlsbad Man

The engagement of Miss Nora Roberts and Donald R. Johnson of Carlsbad was announced Saturday at a party held in the home of the bride-elect's mother, Mrs. Cogie Roberts, Artesia.

The wedding will take place in Artesia this spring. The prospective bridegroom is the son of Mr. and Mrs. R. M. Johnson, 614 N. Mesquite, Carlsbad.

Miss Roberts is a graduate of Artesia high school and attended Eastern New Mexico university in Portales where she was a member of Kappa Delta Alpha sorority. Her major was business and she is at present employed by the Stearns-Roger Manufacturing Co. Mr. Johnson is a graduate of Carlsbad high school and is at present a junior student at New Mexico Institute of Mining and Technology in Socorro. He is studying metallurgical engineering and is a member of the American Society of Metals and a student associate of the AIME.

Mr. and Mrs. Asa Ward of Loco Hills received word from their son, Jack, that he has been promoted to staff sergeant. Jack has been in Tokyo for sometime. He is with the U. S. Air Force and has served 16 months.

Anita O'Hagan were candlelighters. Their ballerina-length dresses were identical to the bridesmaids'.

Best man was Curtis Teel. Ushers were Glenn Bratcher, Byron Rogers, Don Calvert, and Connie Snow of Albuquerque.

Gary Dodd was ring bearer and Loretta Faulk flower girl.

Mrs. Faulk wore a suit of light grey with navy blue accessories. Mrs. Bratcher wore a suit of light grey with winter white accessories. A reception followed the ceremony at the bride's home. Mrs. H. W. Smith served cake and Mrs. C. Nelson punch.

Out-of-town guests were Mr. and Mrs. Winford Smith, Kenneth and Neilan, Plainview, Texas; Mr. and Mrs. M. L. Edmondson and son, of Hart, Texas; Mr. and Mrs. Lynn Bratcher and children, Muleshoe, Texas; Mr. and Mrs. Charles Bratcher, Muleshoe, Texas; Mr. and Mrs. H. U. Bratcher and children, Tucuman; Mr. and Mrs. B. V. Bratcher, Lovington; and Mr. and Mrs. R. E. Bratcher, Muleshoe.

The couple are at home at 604 1/2 W. Grand.

Personal Mention

Robert Floyd and his wife from Roswell and Jeff Floyd from Portales plan to be here today to visit their parents, Mr. and Mrs. R. W. Floyd. Purpose of the visit is to help the father celebrate his birthday. Jeff is singing in the Eastern New Mexico choir Tuesday and will remain over and his brother is stationed at Roswell in the Air Force in radar department. He reentered service about a month ago.



Joe Freeman
110 South Roselawn
Phone 685



MISS JO MARGARET GORE

Engagement of Miss Gore, Albuquerque Man Announced

Mr. and Mrs. Edward Thomas Gore, 404 S. Second, announces the engagement of their daughter, Jo Margaret, to John Adam Farris, son of Mr. and Mrs. Marshall Elmer Farris, 1800 Las Lomas Road, N.E. Albuquerque. No date has been set.

Both Miss Gore and Mr. Farris are senior students at University of New Mexico.

Miss Gore plays the violin in the Albuquerque Civic Symphony Orchestra, and is a member of Sigma Alpha Iota, national professional music fraternity.

Mr. Farris is in Phi Kappa Phi, national scholastic honorary society, Sigma Tau, national engineering honorary, American Society of Mechanical Engineers, and has been listed in Who's Who in American Colleges and Universities for 1954. He is in the Air Force ROTC.

It is probable the couple will live in New York City after the wedding.

Mr. and Mrs. Melburn Graham and family from Morganville, California, left Monday for their home after spending two weeks here visiting his parents. Mr. and Mrs. J. E. Graham and his brother, J. E. at 816 S. Second and another brother, Marlon and family at Carlsbad

MARIE MONTGOMERY Style Tap Dancing

Ballet and Toe
ACCORDION
and
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Phone 1393

Social Calendar

Tuesday, Jan. 5—
Atoka Woman's club, meeting at the home of Mrs. John Rowland, 2 p. m.
Artesia Story League, meeting at the home of Mrs. M. A. Corbin, Jr., 806 W. Richardson, 2:30 p. m.
Artesia Shrine No. 2 White Shrine of Jerusalem, Masonic Temple, covered dish supper, 6:30 p. m. meeting, 7:30 p. m.
Friendship class of Emmanuel Baptist church, meeting in the home of Mrs. Harry Hillge, 311 N. 12th, 7 p. m.
Alpha Nu chapter Epsilon Sigma Alpha, meeting in the home of Mrs. Lowe Wickersham, 701 W. Grand, 7:30 p. m.
Alpha Lambda chapter of Beta Sigma Phi, meeting in the home of Mrs. Bill Hart, 8 p. m.
Thursday, Jan. 7—

Executive board CWF of First Christian church, meeting in home of Mrs. L. C. Kidd, 1307 Yucca, a. m.
Cottonwood Women's club, meeting in the home of Mrs. H. Parker, Sr., 2:30 p. m.
Presbyterian Women's Association, meeting in parish hall, program leader Mrs. James Hill, 2:30 p. m.
Prayer retreat Methodist parish, age 2 p. m. WSCS meeting in Fellowship hall, 2:30 p. m.
St. Anthony Altar society, meeting in rectory, 7:30 p. m.
Friday, Jan. 8—
Cottonwood 4-H club, meeting Cottonwood school, 2:45 p. m.
Artesia Garden club, meeting the home of Mrs. Carl Lewis, Carper drive, program discussion on new plants, 2:30 p. m.

BUICK

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100 Sq. Ft. per Roll — Special This Week

Per Roll **\$3.25**

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Each Only **35¢**

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HOT ROLLS

49c



New in Ford's station wagon line is this 1954 Customline Ranch Wagon with all-steel body and two doors. It will carry six in passenger car comfort or, with stowaway seat easily folded into the floor, it has almost 30 square feet of usable load space. Customline Ranch Wagons offer choice of 10 single or 3 two-tone body colors and 3 smart woven plastic upholstery which harmonize with body colors. Overhead insulation deadens sound and heavy ribbed linoleum covers load space. Available either with new 130-h.p. Y-block V-8 engine or new 115-h.p. I-block Six.

New 1954 Fords Go on Display In Artesia With New Features

The 1954 Ford passenger cars, to be introduced to the public in Artesia at Artesia Auto Co. show-rooms Wednesday, will feature the following Ford exclusives in the high volume field:

"An entirely new 130-h.p. Y-block V-8 engine with overhead valves.

"A new 115-h.p. I-block Mileage Maker Six engine, noted for economy.

"New ball-joint front suspension which Ford engineers call the greatest advance in front suspension in 20 years.

"The Skyliner—an entirely new hardtop model with tinted, transparent plastic roof over the driving compartment.

"A smart new Ford Sunliner convertible with an unusual transparent plastic panel inserted in the top over the front seat to provide overhead visibility.

"Four new power-operated driving assists: Power brakes, power steering, 4-way power seat, power-lift windows.

"Fordomatic transmission.

"The two new Ford engines for 1954—the Y-block V-8 and the I-block Mileage Maker Six—were designed expressly to lead their respective fields and have been under development for the past six years." L. D. Crusoe, vice-president, Ford Motor Company and general manager of Ford Division, said.

It always has been Ford's policy to design and build engines that set the pace for years ahead. Ford

two new engines that are as far ahead in their fields as the original V-8 was in its day. They represent the greatest power advances since the original Ford V-8. And they have the benefit of Ford "know-how" gained in building more than 16 million V-8 engines during the past 22 years." L. W. Smead, Ford Division general sales manager, pointed out that Ford's new overhead valve Y-block V-8 engine, with its deep-

THESE PARITY CHANGES IN VIEW



WHEAT per bushel: \$2.44 to \$2.06, down 15.6 pct.



RICE per hundredweight: \$5.10 to \$5.30, up 3.9 pct.



CORN per bushel: \$1.77 to \$1.58, down 10.7 pct.

block construction, is of modern, short-stroke, low-friction, high-compression design. It has a compression ratio of 7.2 to 1 and is smoother, quieter and gives more responsive power with greater economy and longer life than last year's engine. It rates 130 horsepower over the 1953 L-head V-8.

The new I-block 115-h.p. Mileage Maker Six also is a completely modern high-compression, low-friction engine. It rates 14 horsepower more than the 1953 Ford Six and, like the Y-block V-8, it is an "over-square" engine—that is the diameter of the cylinder is greater than the stroke of the piston.

According to Smead, the new ball-joint suspension makes the 1954 Ford the most comfortable and easiest handling Ford ever built. Exclusive to Ford in the high volume field, the ball-joint suspension replaces the older type king-pin suspension. This new system permits up and down movement of the front wheels through the ball-joints as the wheels travel over

rough spots or directional movement as wheels turn right or left in steering.

Scientists fear that Glacier National Park in Montana may be glacierless 50 years from now unless there is a big change of climate. The giant glaciers are gradually melting.



Accidents don't just happen They are CAUSED!

New Mexico's 10 million acres of state-owned land produces some \$16 million in revenue each year for public schools and various state institutions, reports the Taxpayers Associations of New Mexico. More than \$7 million of that annual total goes into permanent funds, the income of which is available for current use.



NAVY GETS NEW RESEARCH CHIEF

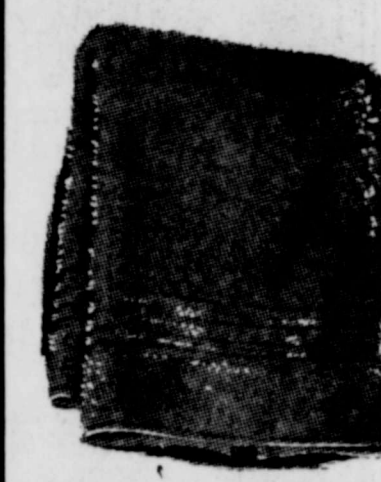


THE RETIRING chief of U. S. Navy research, Rear Adm. Calvin M. Bolster (left), congratulates his successor, Rear Adm. Frederick R. Furth, in Washington as Mrs. Furth looks on. Furth was promoted from captain during the ceremony. (International)

PENNEY'S DOLLAR DAYS

SENSATIONAL SAVINGS IN EVERY DEPARTMENT!

THURSDAY! THURSDAY!



Decorative — delightfully soft and absorbent — sturdy enough to take the tuggings and tubbings of years. Priced by thrifty Penney's for good savings! Gold, Lightening Pink, others.

Towel 15x25 inches 27c
Cloth 12x12 inches 2 for 27c



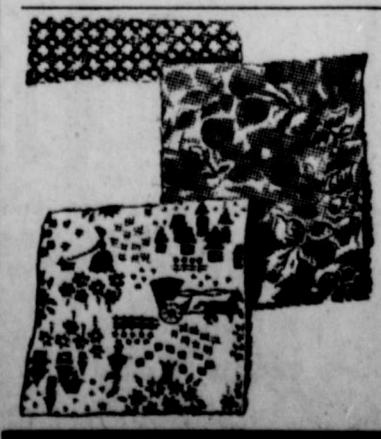
WAVY CHENILLE SPREADS WITH BANDED EDGE \$5 full or twin size

Chenille — close-tufted and low-cut takes on the look of velvet in these wavy line spreads! And note the rounded corners, the banded edge-row! At \$5 it's just unbelievable! Get yours now in white, pastels, brilliants, and deep tones.



SOFT PASTEL RECEIVING BLANKETS White Goods Special! 3/\$1

Three cotton blankets, all in the same color, wrapped in protective ploidin and all ready to make a welcome layette gift! Size 26x34 inches — with stitched edges — in pink, blue, white, mint, lilac, or yellow. A real Penney value!



80 SQUARE PERCALES 29¢ yd.

BIG VALUE! CANNON'S GAY TERRY TOWELS Bath Size 20x40 Inches 44¢

NEW NYLON PANELS RESIST SUN! 1.77 each

Specially finished nylon for longer lasting beauty! No worry over deteriorating effects from strong sun! Tailored with hemmed, beaded tops. 1 1/4 inch side hems, 8 inch bottom hems. At Penney's in sheer ivory.



SANFORIZED COTTON FLANNEL SPORT SHIRTS Special! 1.00

Sizes 2 to 16. You'll want several of these thrifty, versatile, bright plaid sport shirts. They are soft, warm and full cut for maximum comfort. Big assortment now, but hurry—they won't last!

Highly absorbent medium weight sweat shirt . . . just received! It features the more expensive details including set in shoulders and a V inset. For action-free sports-wear this is a real Penney value . . . the quantity is limited, so hurry!



GOOD SEWING LENGTHS . . . NOW ONLY 1¢ AN INCH

Quality fabrics, unbelievably low priced — from some of the most outstanding mills in America! Sport denims, plisse prints, embossed cottons, butcher weave rayons, fine broadcloth! . . . ready to be sewn into fresh spring dresses, aprons, decorative home furnishings! 36 to 45 inches wide.

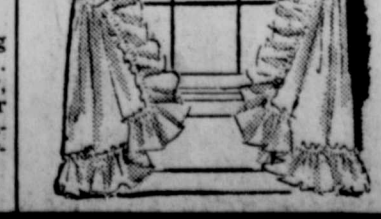


MEN'S COTTON FLEECE LINED SWEAT SHIRTS Special! 1.00 Small, Medium, Large

Perfect Penney quality, value! Full fashioned nylons for skin-smooth fit, clear, even coloring, long wear; leg-slimming dark seams. Jubilee, taupe brown! Gala . . . neutral beige. Sizes 8 1/2 to 11.

Work Shirts Men's Blue Chambray sizes 14 1/2 to 17 1.00

Men's Work Sox White, Random, Gray, sizes 10 to 13 4 prs. 1.00



SUN-RESISTANT! NEW NYLON CURTAINS 4.77 Pair 86 Inches Wide 81 or 90 Inches Long



FOAM RUBBER IRONING BOARD SET 2.00

Your iron zips right over buttons, zippers, embroidery . . . thanks to 'give' of foam rubber! Steam evaporates faster via porous waffle weave topping. Sanforized cover; elastic bound.



STOCK UP BUYS! FULL-FASHIONED NYLON VALUE Special 58¢ Pair 51 gauge, 15 denier

Perfect Penney quality, value! Full fashioned nylons for skin-smooth fit, clear, even coloring, long wear; leg-slimming dark seams. Jubilee, taupe brown! Gala . . . neutral beige. Sizes 8 1/2 to 11.

Work Shirts Men's Blue Chambray sizes 14 1/2 to 17 1.00

Men's Work Sox White, Random, Gray, sizes 10 to 13 4 prs. 1.00

SUN-RESISTANT! NEW NYLON CURTAINS 4.77 Pair 86 Inches Wide 81 or 90 Inches Long

Dish Cloths Leno Dish Cloths Generous Size 3 for 20¢

Muslins Belle Isle quality Bleached or unbleached 25¢ yard

Diapers Heavy Birdseye quality Size 27x27 Package of 6 for 1.00

Mattress Pads Heavy Quilted Cotton Pads 3.00 full size 2.00 twin size

Table Cloths Printed Dubby Cotton Size 52x52 1.33 Size 52x70 1.88

Honor Muslin Excellent quality Bleached or unbleached Muslins 29¢ yard

Canvas Gloves 12 oz. knit wrist Canvas Gloves 25¢ pair

watch out for drivers who don't watch out for you!



Dear Editor:

The letters start. Then from all over the free world come such comments as these from readers of THE CHRISTIAN SCIENCE MONITOR, an international daily newspaper:

"The Monitor is most reading for straight-thinking people. . ."

"I returned to school after a lapse of 18 years. I will get my degree from the college, but my education comes from the Monitor. . ."

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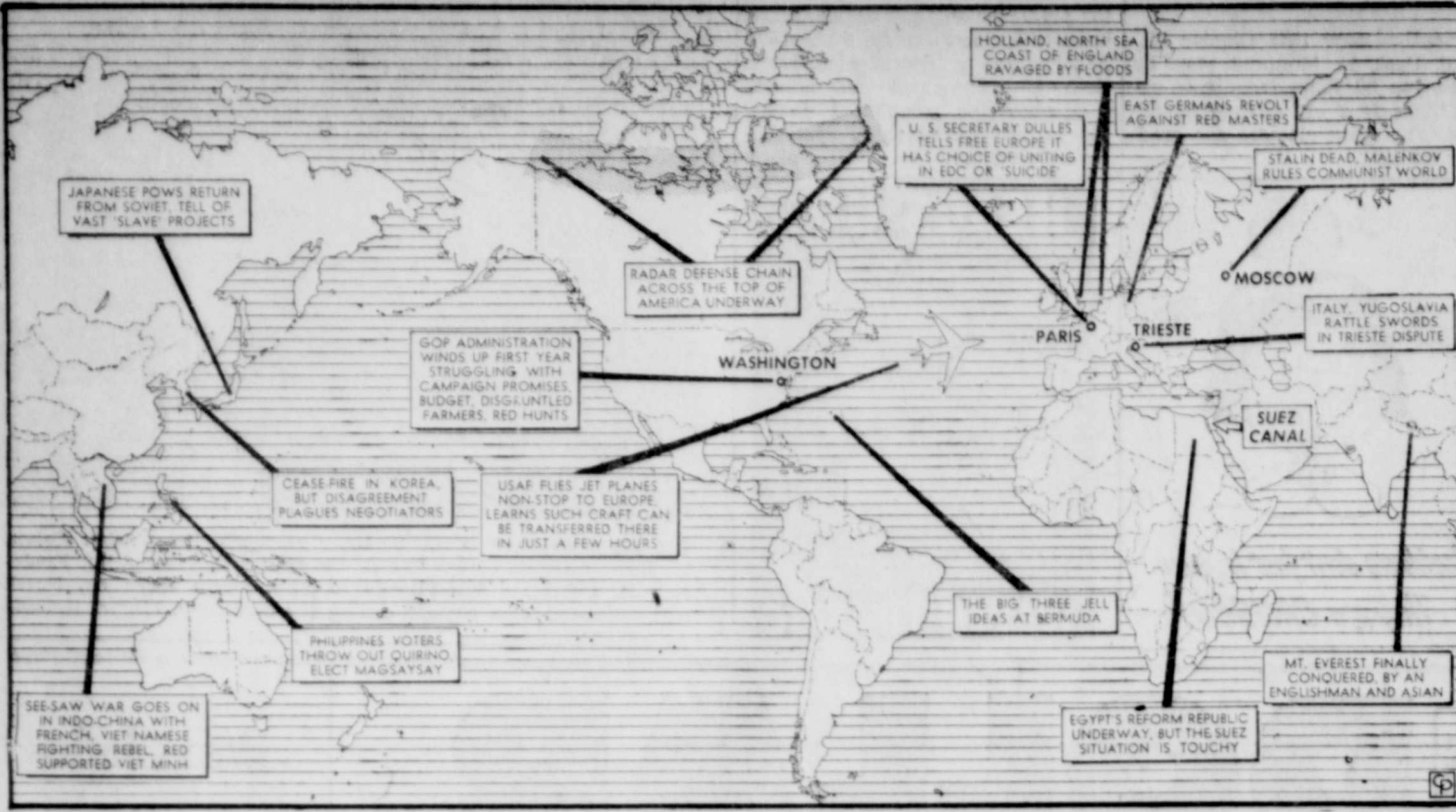
The Christian Science Monitor, One, Norway St., Boston 11, Mass., U. S. A. Please send me an introductory subscription to The Christian Science Monitor — 3 months. I enclose \$3.00.

(name) _____ (address) _____ (city) _____ (state) _____ (zip) _____

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.

IMPORTANT NEWS EVENTS OF 1953



Booklet Gives Help in Selection Of Clothing and Fabrics

Consumers need more buying guides for clothing and fabrics, says Miss Rhea Boyles, extension clothing specialist at New Mexico State College.

Conoco Tips By C. R. QUALLS



But Herman, the service station man said you should have chains this winter.

That's stretching it a bit, but actually you can't over-emphasize SAFETY. Get your car ready for the season ahead. We're ready to help you... so drive in.

Curt Qualls
Conoco Service
First and Main Phone 1232

In "Textiles of Today," a new extension booklet, Miss Boyles explains the characteristics, limitations and important uses of natural fibers and man-made fibers. She also lists other types of fabrics, popular fabric weaves, and terms pertaining to the structure of fabrics. The information in her booklet will be invaluable to the homemaker who is looking for additional helpful facts that will assist her in making wise choices of clothing and fabrics. Homemakers may obtain a copy of Miss Boyles' "Textiles of Today" by writing to the Extension Service, State College, New Mexico.

Australians ate 202 pounds of meat each in 1952. This was 27 pounds less than the average for 1936-39.

READ THE CLASSIFIED ADS



Kenneth Mitchell Nears End of Air Force Basic



KENNETH W. MITCHELL
Kenneth W. Mitchell, 23, son of Mr. and Mrs. J. E. Mitchell, Hope highway, Artesia, is completing his Air Force basic military training course at Lackland Air Force Base, the "Gateway to the Air Force." Lackland, situated near San Antonio, is the site of Air Force basic military training for men and women, headquarters of the Human Resource Research Center,

and home of the USAF Officer Military School. His basic military training is preparing him for entrance into Air Force technical training and for assignment in specialized work. The course includes a scientific evaluation of his aptitude and inclination for following a particular vocation and career.

The nation's sheep raisers are going to spend millions to sell their products. By 1956 or 1957, they expect to spend up to a million and a half yearly to promote consumption of wool products and of lamb. Under plans now being considered, the present advertising budget could be increased by 10 times, in the opinion of the National Wool Growers Assn.

Economic activity in 1953 will shatter all previous records, the federal reserve board predicts. But if current high levels of output are to be continued in 1954, renewed expansion in consumer and business demands will be necessary, the Board said.

Golden rule for safety with all farm machinery is: NEVER TRY TO CLEAN, OIL, OR ADJUST A FARM MACHINE WHEN IT IS RUNNING.

Feed represents more than 60 per cent of the cost of a broiler. USDA experts have determined that, through proper feeding, growers could save up to five cents a pound or 15 cents per bird. This

could mean \$150 saved in every lot of 1,000 birds.

Eighty-four per cent for the New Mexico peanut growers voting in the Dec. 15 referendum approved the use of marketing quotas for the peanut crop to be produced in 1954, 1955, and 1956. A total of 94.3 per cent of the farmers

throughout the United States approved the continuation of the quotas.

San Francisco's Golden Gate bridge rests on the world's largest supports. They are half of an average city block in size.

Read the Classifieds.

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.

YOUR SAVINGS CAN'T BE SAFER... ACCOUNTS INSURED UP TO...

10 THOUSAND DOLLARS

All Savings Received By January 10 Will Earn Dividends for the Full Six Months on June 30

Current Dividend Rate **3 1/2 %** Per Annum

ARTESIA BUILDING & LOAN ASSOCIATION
113 S. Fourth St. Floor Carper Bldg. Phone 870

LET'S FACE IT, FOLKS! ...I'LL BE BACK AGAIN NEXT YEAR!

Why Worry Next December? Join Our CHRISTMAS SAVINGS CLUB PLAN

AS LITTLE AS 50c A WEEK WILL START YOU OFF TO A MERRY CHRISTMAS IN 1954!

SAVE THE CHRISTMAS CLUB WAY

FIRST NATIONAL BANK

Member of F.D.I.C. Fifty Years Serving the Pecos Valley

7 DAYS

SAVE AT SAFEWAY

Wednesday and Thursday January 6 and 7

Cheese Longhorn 2 lbs. \$1	Chum Salmon Gold Cove Tall Tin 3 for \$1	Potatoes U. S. No. 1 Russet 3 10 lb. Bags \$1
Ground Beef Fresh and Lean 3 lbs. \$1	Orange Juice Bel Air 6 oz. Tin 8 for \$1	Apples Wash. Delicious 8 lbs. \$1
Stew Meat Boneless, Lean 2 lbs. \$1	Tomato Soup Campbell's No. 1 Tin 10 for \$1	Oranges Balls o' Juice 3 5 lb. Bags \$1
Towels Fingertip Set of Six (Thursday Only) Each \$1	Cherub Milk Tall Tin 10 for \$1	Towels Cannon Bath Large Size (Thursday Only) 3 for \$1
	Silk Tissue Roll 20 for \$1	

Every Wednesday Is 5% Cash Discount Day!

SAFEWAY

Prices Effective Wednesday and Thursday ONLY!

The Reporter Says...

VIOLATION OF FBI FILES: "Mr. Brownell has, it seems to me, not only shattered an established precedent and a great tradition of the Department of Justice; he has violated his duty to the American people. Heretofore the Attorney General has not publicly condemned persons under investigation whom he may later have to prosecute. It is not considered appropriate that he should even comment on any pending case. His duty is clearly not to reveal secret information about persons who have not been brought to trial."—Former Attorney General Francis Biddle.

RELIGIOUS NOVELS: "Our American novels seem to reflect two tendencies in national attitudes toward religion: Some are religious but not serious, and others are serious but not religious. Many popular novels, of the Lloyd Douglas type, show the genial, efficient, Rotarian attitude toward religion (it's a good thing) which is also evident in our articles claiming that 'God Is My Senior Partner,' our moral crusades in politics, and the advertising campaigns that admonish us to 'Take Someone to Church This Sunday'—'You'll Both Be Richer For It.' Serious American novels, on the other hand, reflect the skittishness toward religion of the native American intellectual, who seems not so much to reject as simply to avoid questions of faith and worship."—William Lee Miller.

THE PHILIPPINES NEW PRESIDENT: "Agrarian and other economic reforms will be (Ramon) Maguayay's most difficult problem. His natural sympathy for the little man, his own peasant origin, and the lessons he learned as Defense Secretary about rural poverty and its relations to Communism have made Maguayay keenly aware of the need for improving the living standards of the rural masses. In this sphere he can expect to meet with opposition from those members of his own party who belong to the well-to-do landowning Filipino upper crust and are by nature bitterly opposed to any measures that might weaken their dominant social and economic position."—Tillman Durdin.

Excerpts from THE REPORTER MAGAZINE, 220 East 42nd St., New York.

1953—Quite a Year



START TAKING THE DRUDGERY OUT OF YOUR FIGURE WORK NOW!



Now you can save time... cut operating costs... do away completely with the drudgery of mental figuring—all for just a few dollars down and the balance in easy monthly payments.

The Artesia Advocate OFFICE SUPPLIES PHONE 7

When Bostonians Say 'President,' They Speak of Harvard, Not U.S.

THERE'S NO ONE QUITE like a Bostonian. John P. Marquand writes in Holiday: "It is reported that Mr. Justice Holmes once made the observation that Bostonians, even in times of national crisis, when referring to the President, do not mean the president of the United States, but the president of Harvard. Then, of course, there is the story of the Boston lady, who, on returning from a trip to California, was asked what route she followed, and answered that she went by way of Dedham. There is also one about another Boston lady, who corrected a stranger who spoke of the state of Iowa, saying gently, 'In Boston we call it Ohio.'" All these anecdotes are known to almost every citizen, and one could add dozens more to the collection, but the one which I still like best concerns one of Boston's senior diplomats, who was absent for a long period of time on a tour of duty in the Orient. "If he does not come home soon," one of his relatives is reported to have said, "he will get completely out of touch with Milton" (not the poet, of course, but Boston's famous suburb).

I STOOD ON FIRDAUST ST. in Teheran early in August watching a group of Iranian youths painting "Yankee Go Home" on a garden wall. One of them turned to me smilingly and said, "Where you come from? America?" I nodded, and he remarked, "Ah, America, a wonderful country."—Stella Margold in the Reporter.

THE WALL STREET JOURNAL tells what the automobile has done to public transportation since the war: "The American car population has risen from 28 million in 1946 to over 44 million today. Total passengers carried by buses, subways, trolleys and elevated trains, meanwhile, fell from a peak of 23 billion in 1946 to 15 billion last year. The American Transit Association figures the average American took 115 transit rides a year right after the war, only 61.6 last year."

WHAT'S A SPORTS CAR? Roger Butterfield tells a few things that it isn't in the Saturday Evening Post: "There are at least 50,000 sports-car owners in the United States today, scores of sportscar clubs, a dozen top-notch annual sports-car races, drawing crowds of up to 100,000 or more, and a sales-and-service industry that runs to many millions of dollars a year. The sports-car idea has strongly affected the designs of many new cars, and all major American manufacturers are now making or testing "sports" models. Yet no one so far has ever defined a sports car in precise terms and it is doubtful if anyone can. There are several things that a sports car is not, however. It is not primarily a racing car. It is not a stock car souped up for extra speed. It is not a hot-rod. Nor is it any ultra-streamlined job, no matter how glamorous or expensive. A true sports car, say the purists, is one that is designed for maximum performance and safety on the road and not for anything else. San Francisco, Calif., was founded by Juan de Anza, who served as governor of New Mexico from 1778 to 1786. Primitive peoples, considered caves as passages to the underworld and as the home of dead heroes. There are an estimated 13,200,000 persons in the United States who get migraine headaches. The Bayeux Tapestry, 231 feet long, records the conquest of England by the Normans in 1066. In bird migrations, the male birds each summer quarter before the females. The Bermuda islands are the oldest self-governing colony in the British empire."

Now 990 **KSVP** **Now 990**
Program Log Subject to Change Without Notice

TUESDAY P. M.	9:00 Ladies Fair	THURSDAY	5:30 Sky King
1:00 Everett Hollis News	9:25 News	5:55 News	5:55 News
1:15 Platter Palace	9:30 Queen for a Day	6:00 Sunrise News	6:00 Gabriel Heatter
2:00 Bankhouse Talking	9:45 Queen for a Day	6:05 Synopsized Clock	6:15 Titas Moody
2:15 Tours in Tempo	10:00 Curt Massey	6:35 Mitchell Farm Report	6:20 Bonnie Ann and Her Boys
2:30 Welcome Ranch	10:15 Capitol Commentary	6:45 Gabriel Heatter	6:30 Fulton Lewis, Jr.
3:00 Adventure in Listening	10:20 Musical Cookbook	6:55 Gabriel Heatter	6:45 Neighborhood News
3:25 News	10:30 The Past in Review	7:00 Robert Hurligh	7:00 Bill Henry
3:30 Wonderful City	10:45 Artesia School Program	7:15 Up See Daisee Show	7:05 Harry Wismer
4:00 Adventures in Listening	11:00 Cedric Foster	7:30 Neighborhood News	7:15 Bankhouse Serenade
4:30 Coke Time	11:15 Morning Devotional	7:35 Organ Portraits	7:25 Organ Portraits
4:45 Jim's Western Shindig	11:30 Showcase of Music	7:45 Up See Daisee Show	7:30 Official Detective
5:00 Sergeant Preston News	12:00 Farm and Market News	8:00 Uncle Hazy Show	8:00 Nightmares—Peter Lorre
5:30 Sky King	12:10 Middy News	8:15 Swap Shop	8:15 My Little Margie
6:00 Gabriel Heatter	12:25 A Little Bit of Music	8:30 Today's Mystery	8:30 Mutual News
6:15 Titas Moody	12:30 Neighborhood News	8:45 Queen for a Day	8:35 Mutual Newsweek
6:20 Bonnie Lou and Her Boys	12:35 Noon Day Forum	8:55 Crosby Classics	9:30 The Three Suns
6:30 Fulton Lewis, Jr.	12:50 Siesta Time	9:00 Ladies Fair	9:15 Skyway Reporter
6:45 Neighborhood News	1:00 Everett Hollis News	9:25 News	10:00 Sleepwalker's Parade
7:00 Bill Henry	1:15 Platter Palace	9:30 Queen for a Day	11:00 Sign Off
7:05 Harry Wismer	2:00 Bankhouse Talking	9:45 Queen for a Day	FRIDAY A. M.
7:15 Bankhouse Serenade	2:15 Tours in Tempo	10:15 Capitol Commentary	5:59 Sign On
7:25 Organ Portraits	2:30 Welcome Ranch	10:20 Musical Cookbook	6:00 Sunrise News
7:30 That Hammer Guy	2:45 Hymns for the Valley	10:30 The Past in Review	6:05 Synopsized Clock
8:00 High Adventure	3:00 Adventures in Listening	10:45 Plan with Ann	6:45 Gabriel Heatter
8:30 State of the Nation	3:25 News	11:15 Hall of Records	6:55 Gabriel Heatter
9:00 Mutual News	3:30 Wonderful City	11:30 Showcase of Music	7:00 Robert Hurligh
9:30 The Three Suns	4:00 Adventures in Listening	11:45 Hymns for the Valley	7:15 Church of Christ Devotional
9:45 Skyway Reporter	4:15 Jim's Western Shindig	12:00 Farm and Market News	7:30 Up See Daisee Show
10:00 Sleepwalker's Parade	4:30 Sign Off	12:10 Middy News	7:35 Neighborhood News
10:00 Sign Off	WEDNESDAY	12:25 A Little Bit of Music	7:40 State News Digest
5:59 Sign On	5:00 Bobby Bonnan	12:30 Neighborhood News	8:00 Uncle Hazy Show and News
6:00 Sunrise News	5:05 News	12:35 Noonday Forum	8:15 Swap Shop
6:05 Synopsized Clock	6:00 Gabriel Heatter	12:50 Siesta Time	8:30 Today's Top Tune
6:15 Perry Como	6:15 Perry Como	1:00 Everett Hollis News	8:35 Crosby Classics
6:30 Fulton Lewis, Jr.	6:45 Neighborhood News	1:15 Platter Palace	8:45 Coffee Concert
6:45 Gabriel Heatter	7:00 Bill Henry	2:00 Bankhouse Talking	9:00 Ladies Fair
7:00 Robert Hurligh	7:05 Harry Wismer	2:15 Tours in Tempo	9:25 News
7:15 Church of Christ Devotional	7:15 Bankhouse Serenade	2:30 Welcome Ranch	9:30 Queen for a Day
7:30 Up See Daisee Show	7:25 Organ Portraits	2:45 Hymns for the Valley	10:00 Curt Massey
7:35 Neighborhood News	7:30 Uncle Hazy Show and News	3:00 Adventures in Listening	10:15 Capitol Commentary
7:40 State News Digest	7:45 Up See Daisee Show	3:25 News	10:20 Musical Cookbook
7:45 Up See Daisee Show	8:00 Mutual News	3:30 Wonderful City	10:30 The Past in Review
8:00 Uncle Hazy Show and News	8:15 Mutual Newsweek	4:00 Adventures in Listening	10:45 Artesia School Program
8:15 Swap Shop	8:30 Today's Top Tune	4:15 Jim's Western Shindig	11:00 Morning Devotional
8:35 Crosby Classics	8:45 Coffee Concert	10:00 Sleepwalker's Parade	11:30 Showcase of Music
8:45 Coffee Concert	11:00 Sign Off	11:00 Sign Off	11:45 Hymns for the Valley

SAVINGS ACCOUNTS!

New Current Dividend **3 1/2%** Each Account Insured to \$10,000

ARTESIA BUILDING & LOAN ASSOCIATION
113 S. Fourth St. Floor Carper Bldg. Phone 870

Luce Cash Grocery and Service
Formerly Walker's Grocery on North First

Vegetable Juice
V-8, 12 oz. Can **10 for \$1**

Pork and Beans
Campfire, 15 1/2 oz. **8 for \$1**

No. 1 **Potatoes**
25 lbs. **90¢**

Chase's **Chocolate Covered Cherries**
2 boxes **\$1**

Pure Pork **Sausage**
3 lbs. **\$1**

U. S. Choice Calf **Sirloin Steak**
lb. **49¢**

Fresh **Barbecue Made Daily**
lb. **69¢**

Prices Effective **Thursday, Friday and Saturday**

Open 7 A. M. to 7 P. M.
Seven Days a Week
1504 North First
Phone 1667-R

MINNIE-MO. MERVY.

ARTESIA IMPLEMENT & SUPPLY CO.
SEE US NOW FOR **BARGAINS IN USED TRACTORS**
Completely Reconditioned and Guaranteed!
LARGE SELECTION!
COMING SOON!
New Minneapolis-Moline HEAVY DUTY **TUMBLEBUG PLOW**
See It, Before You Buy!

ARTESIA IMPLEMENT & SUPPLY CO.
Phone 93-810 S. FIRST ST. ARTESIA, NEW MEXICO

Loose Leaf Devices at The Advocate

HEY, FOLKS! HERE'S A SHOE SALE THAT IS DIFFERENT!

LOTS OF SAVINGS! LOTS OF FUN!

Artesia Shoe Store's Big **JANUARY CLEARANCE**

SALE!

SALE STARTS **WEDNESDAY, JANUARY 6**
Buy 'em By the Inch and Save!

MEN'S and WOMEN'S HIGH QUALITY DRESS SHOES 40c PER INCH
• FROM HEEL TO TOE—BOTTOM MEASURE •

CHILDREN'S SHOES 25c PER INCH

ONE ODD LOT GROUP 10c PER INCH

HANDBAGS 1/2 PRICE — Men's and Women's GLOVES \$2.99

ARTESIA SHOE STORE

114 West Main TOMMY BROWNLEE Phone 668-W

Travelers Down Biggs, Face Tougher NIBL Opponents on Road

Tall Gary Bergen Can't Join Travelers During Current Season, Returns to Utah

Gary Bergen, 6-foot 10-inch Kansas and Utah State basketball player who was to join the CVE Travelers recently, can't make it this year, Mgr. Paul L. Frost has announced.

The week-end after he arrived in Artesia, Bergen was called back to Utah to straighten out a mix-up in his credits. The lanky ballplayer found out he had to do some more school work or risk losing all his credit

for the past two years, according to the story received here.

"We don't want to interfere with any boy's college education," Frost said. "We want Bergen to finish up his school. Perhaps he can join us at a later date."

Bergen was completely unprepared for his call-back to Utah, where he had transferred with his coach from Kansas State. He had been given a big build-up in the Advocate and had been listed in the Traveler program book.

The "easy" part of their schedule over, CVE Travelers of Artesia this week get into the heart of their season schedule.

The opposition, compared to the relatively soft opponents which have helped the Travelers rack up 15 straight wins, will begin to be sprinkled liberally with National Industrial Basketball League opponents.

Saturday night the Travelers knocked the Biggs Air Force Base team at El Paso 93-62 to end their soft schedule.

CVE easily went to a victory after building a 39-39 halftime lead.

Dee Nutt was high man with 19 points.

Tonight the Travelers face the Ada Oilers in Houston in an NIBL contest, then return Wednesday against the same team in a non-league game.

Friday the Travelers will be in Bartlesville, Okla., to face the always-excellent Phillips 66ers in a league contest.

Then the Artesia NIBL representatives travel to Peoria, Ill., where they play a league game against the Caterpillars Sunday, Jan. 10, and a non-league game the 12th.

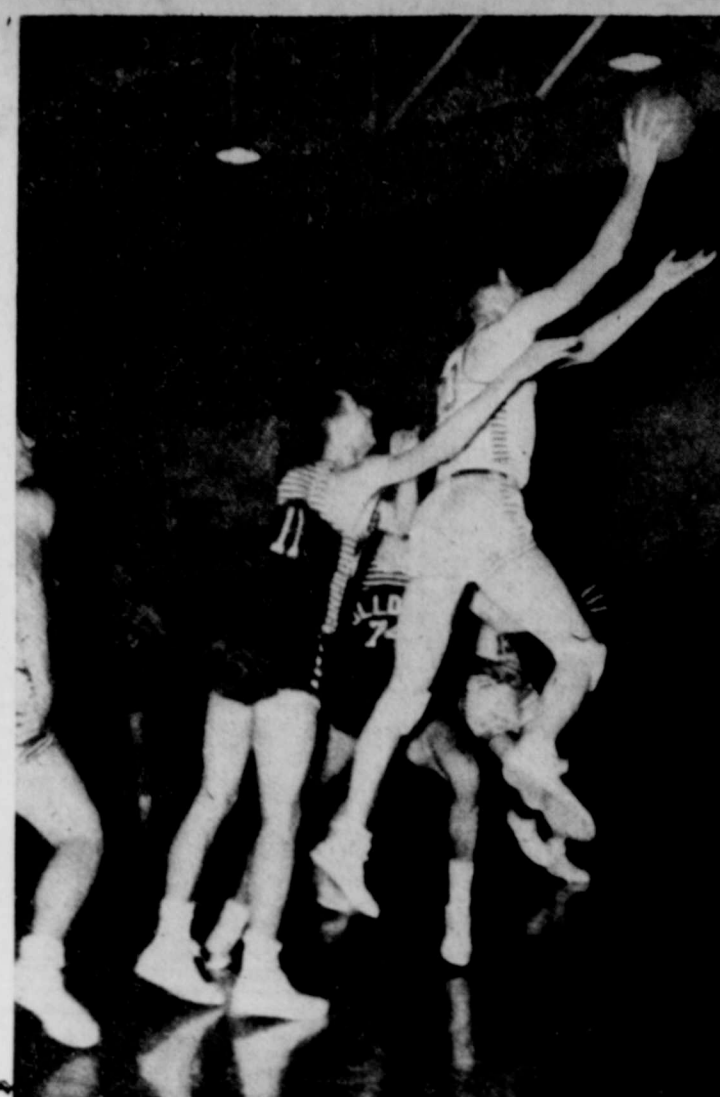
Jan. 13 they play Allen-Bradley in Milwaukee and Jan. 15 Good-year at Akron, Ohio.

The trip is expected to tell how good the Travelers are going to show up in this year's NIBL competition.

Already this season Travelers have won three league games, two of them over the Ada Oilers of Houston and one over the Central Bankers of Denver, both by sizeable margins.

The team will return home for a game Jan. 23 against Sandia Air Force Base.

Casualties during the Civil war amounted to 525,000 Union and Confederate deaths.



DON HEATHINGTON, right, sinks another lay-up which contributed to CVE Travelers 109-65 win over Southwest Oklahoma State Thursday night. Dwayne Stewart, left, waits for follow-up. (Advocate Photo)



DON HOLT LETS loose long one in last Thursday night's Traveler game with Oklahoma Central, which turned out to be one long shooting practice for the hustling CVE team. Bill Lea, right, waits for rebound. (Advocate Photo)

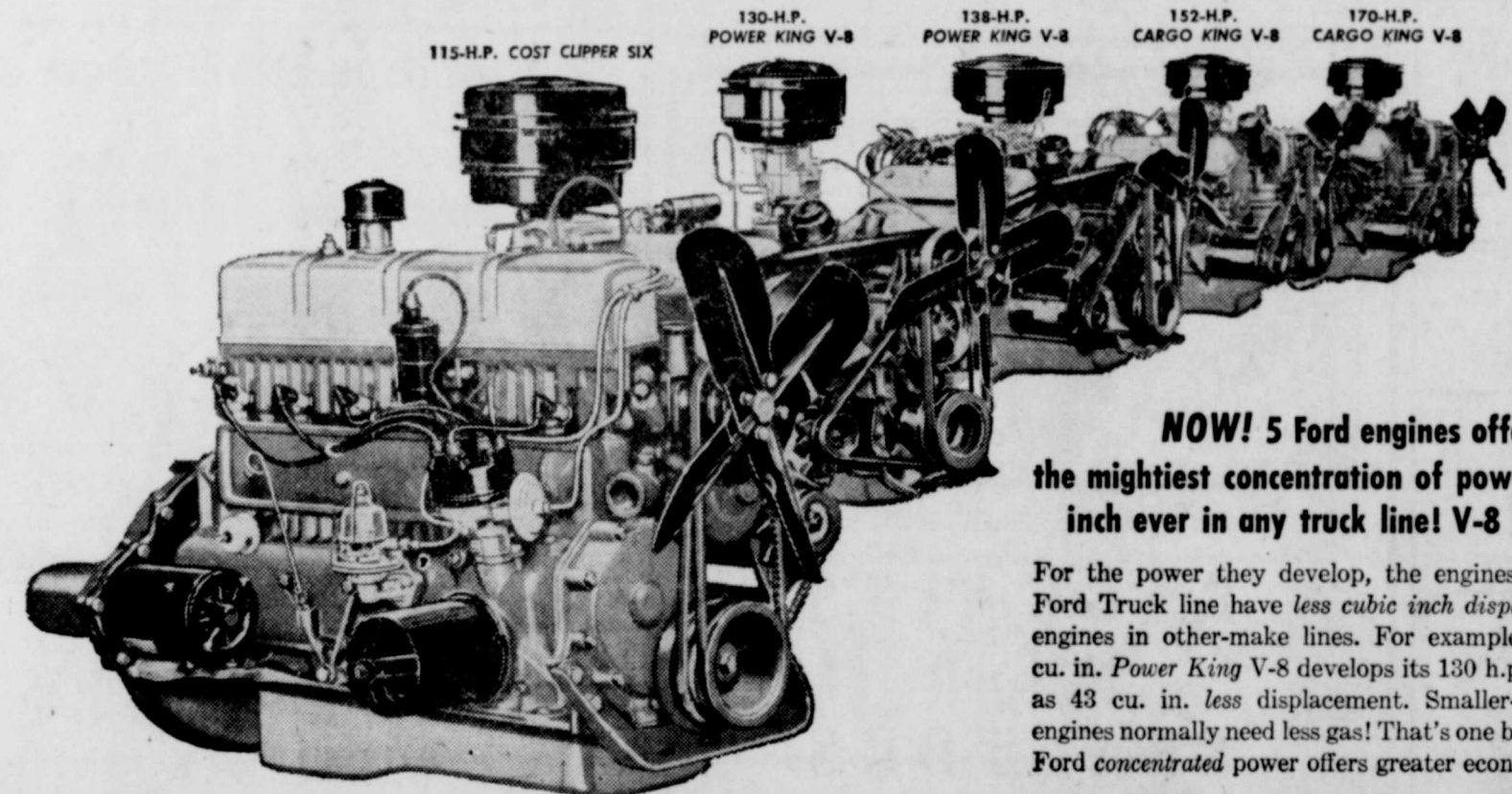


THE EYES HAVE IT after Dwayne Stewart, left, lets go jump shot in game Thursday night against Southwest Oklahoma State. Three teammates—Don Holt, Bill Lea, and Don Heathington, follow ball, which leaped beyond camera range. (Advocate Photo)

Office Supplies at The Advocate

Announcing for '54 NEW FORD TRUCKS

With *TRIPLE ECONOMY!*



NOW! 5 Ford engines offer the mightiest concentration of power per cubic inch ever in any truck line! V-8 and SIX!

For the power they develop, the engines in the 1954 Ford Truck line have less cubic inch displacement than engines in other-make lines. For example, Ford's 239 cu. in. Power King V-8 develops its 130 h.p. on as much as 43 cu. in. less displacement. Smaller-displacement engines normally need less gas! That's one big reason why Ford concentrated power offers greater economy!

Ford takes the lead in ALL 3 vital factors that make for lower-cost trucking!

1. Now, only in Ford Trucks—gas-saving, LOW-FRICTION, high-compression, overhead-valve, deep-block engines in all truck models! 115- to 170-h.p.!
2. New Driverized Cabs, Master-Guide Power Steering, Power Brakes, Fordomatic Drive for faster control!
3. New greater capacity! New Factory-Built "6-wheelers," gross up to 48% more!

See them *WEDNESDAY!*

FORD TRIPLE ECONOMY TRUCKS

F.C.A. MORE TRUCK FOR YOUR MONEY!

ARTESIA AUTO COMPANY

302 WEST MAIN "Your Friendly FORD Dealer Since 1939" PHONE 52



New Ford F-900 Six Jos, G.V.W. 27,000 lbs., G.C.W. 55,000 lbs

Raid Seen Against Game Funds By Politicians

A National Wildlife Federation official today called upon "all conservation-minded citizens" to help sportsmen's organizations fight off "attempted raids by politicians upon funds dedicated to conservation."

"With some 31 million American sportsmen paying more than \$70 million annually for state hunting and fishing licenses," said Charles H. Callison, the Federation's conservation director, "wildlife administration has become big business."

"It's not surprising that some politicians get itchy fingers," he declared, "when they behold all that money going to game and fish departments. They forget this money is in a special category. It doesn't come from taxes; it comes from licenses created to finance a conservation program and voluntarily purchased by hunters and fishermen."

Latest attempted raid, Callison said, occurred in Oklahoma. There the legislature voted to divert \$100,000 from game funds to pur-

chase from the City of Davis a recreational tract known as Turner Falls Park. As the area has little or no value to wildlife, the Oklahoma Outdoor Council, a National Wildlife Federation affiliate, is prepared to fight the diversion in the courts if necessary.

Bulldog Cagers Take to Road

Artesia Senior high's basketball team take to the road this week in an effort to improve their luck in the 1953-54 cage wars.

Thursday night the Bulldogs play Alamogordo at Alamogordo and Friday play at Los Alamos.

Saturday night the opposition will be Belen, also an away game.

Next return game for the Bulldogs is scheduled Tuesday, Jan. 12, when varsity and B games will be played against Carlsbad.

The Colorado Wildlife Federation recently sounded a warning to Gov. Dan Thornton that sportsmen would fight any attempted raid upon that state's three and one-half million game fund reserve. Gov. Thornton had called for a study of cash reserves within various Colorado departments to see if such funds should be diverted to other uses.

"A favorite kind of attempted raid," Callison said, "is for politicians to swap free hunting and fish licenses for the votes of some special group, such as all citizens over 60 years of age. Only this year conservationists in at least four states, Nevada, New Mexico, California and Michigan, had to fight off such bills."

New York, New Jersey, Pennsylvania, Illinois, Ohio and Michigan produce more than half of the manufactured products of the United States.

BENNIES BOOT SHOP

Headquarters for Western Wear

SPECIALS FOR DOLLAR DAY!

Large Selection

WESTERN SHIRTS

Many Styles and Materials

4.95 5.95 6.95

Big Selection COWBOY BOOTS

19.95

Women's Beaded MOCCASINS

2.98 and 3.95

Men's WESTERN STYLE HATS

10.00 and 12.50

LEE "RIDER" PANTS

3.75 and 3.95

411 West Main

Phone 1042-J



Save Time! Save Money! Save Energy!

READ and USE WANT ADS THESE HELPFUL



Classified Rates

(Minimum charge five lines) First Insertion 15c per line Subsequent insertions 10c per line

Business Opportunities

FOR SALE—Grocery, cafe and filling station, doing good business.

Help Wanted

HOUSEWIVES—Address advertising postcards. Must have good handwriting.

Service Engineer

Nationally known industrial water conditioning concern seeks personable, wide-awake field service engineer for New Mexico-West Texas territory.

Opportunity Knocks

If you are between 25 and 45, ambitious, of good habits and character and own a car, you may qualify as our representative.

Man or Woman Own Your Own Business

A new item. First time offered. Start in spare time, if satisfied then work full time.

Wanted—Beauty operator, good working conditions.

Home Loans!

To Buy • To Build • To Refinance

Rest Haven Convalescent Home

For the elderly, 907 W. Main St. Artesia, N. M. Phone 1725.

Read the Ads

Services Offered

House Moving! See ERVIN PORTER

Phone 5-6820 Carlsbad, N. M. 98-tfc

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE. 83-tfc

"Elinor Convalescent Home," plus nursing care for elderly, crippled or senile people.

IF YOU WANT TO DRINK, that is your business.

IF YOU WANT TO STOP, that is our business.

ELECTROLUX Sales - Service - Supplies

VENETIAN BLINDS - We guarantee perfect fit.

Real Estate For Sale

FOR SALE—Equity in two-bedroom house, 1105 W. Centre.

FOR SALE—Six-room tile construction house with bath and garage on 3 acres.

FOR SALE—Two-bedroom apartment, furnished, with private bath.

FOR SALE—Three-room, nicely furnished apartment with utilities paid.

FOR SALE—Clean, modern, spacious apartments, Vaswood addition.

FOR SALE—Woven wire and steel posts. See at Artesia Alfalfa Growers Association.

FOR SALE—Sewing machines, \$15 and up.

FOR SALE—Small furnished houses, \$50 per month.

FOR SALE—Three-room house and bath, well located.

FOR SALE—Two-bedroom home, 75 x 140 feet corner lot.

FOR SALE—Three-room house and bath, well located.

FOR SALE—Two-bedroom home, 75 x 140 feet corner lot.

FOR SALE—Three-room house and bath, well located.

FOR SALE—Two-bedroom house, half block Hermosa school.

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Help Wanted

EARN EXTRA CASH doing assembly work at home.

LADIES, earn extra cash by addressing advertising postals at home.

Situations Wanted

WANTED—Position as typist or bookkeeper and typist.

For Rent

FOR RENT—Furnished apartments and trailer houses \$5 per week.

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE.

FOR RENT—Modern, unfurnished one and two-bedroom apartments.

FOR RENT—Two small furnished apartments. See at 1010 West Missouri.

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE.

FOR RENT—Small, furnished house, close in, private shower.

FOR RENT—Two-bedroom apartment, furnished, with private bath.

FOR RENT—Three-room, nicely furnished apartment with utilities paid.

FOR RENT—Clean, modern, spacious apartments, Vaswood addition.

FOR RENT—Woven wire and steel posts. See at Artesia Alfalfa Growers Association.

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FOR RENT—Two-bedroom home, 75 x 140 feet corner lot.

Miscellaneous

Public Farm Sale, Thurs., Jan. 7

17 Miles South of Artesia or 3/4 Miles West Seven Rivers Bridge

Douglas Fugate, Owner Cumpsten & Long, Auctioneers

For Rent

FOR RENT—Six room modern unfurnished house, two miles east.

FOR RENT—Large four-room apartment, modern, furnished.

FOR RENT—Unfurnished apartment, modern and close in.

Wanted

WE PAY CASH for used furniture

Miscellaneous For Sale

PIANOS AND ORGANS

Before buying a piano, see us.

FOR SALE—PANSIES AND STOCKS in 2-inch bands.

FOR SALE—Several good trailer houses.

FOR SALE—Complete TV antenna, you install it.

FOR SALE—Woven wire and steel posts.

FOR SALE—Sewing machines, \$15 and up.

Kirby Vacuum with attachments, polisher and handy butler.

Read the Ads

JOHNSTON TURBINE PUMPS

Complete Pump Sales and Service

Bristow Pump Co.

North First Street

Phone 0180-R6

N. H. Bristow, Phone 786-W

Artesia, N. M.

Speedy

COX MOTOR CO.

WELL THE NEXT TIME YOU DREAM THAT DREAM YOU CALLED

COX MOTOR CO. BECAUSE THEIR FAST REPAIR SERVICE WILL FIX ANY TROUBLE IN A JIFFY.

We Give S&H GREEN STAMPS on Used Cars Only!

1948 CHEVROLET Fleetline 4-Door Sedan, radio, heater, seat covers and directional signals.

1949 MERCURY 4-Door Sedan, radio, heater and overdrive.

1951 CHEVROLET Powerglide, 4-Door Sedan, radio, heater and new seat covers.

1953 DODGE 2-Ton Truck, very low mileage.

1952 DODGE 1/2-ton Pickup Truck, almost new.

1944 CHEVROLET 1 1/2-ton Truck, long wheelbase stake body.

COX MOTOR CO. Chrysler • Plymouth • GMC Trucks

301 SOUTH FIRST • ARTESIA • Phone 841

Miscellaneous

FREE! FREE! You buy winch, bed and tires, I give you truck.

SAVE UP TO 50% On all your automotive needs, tires and tubes, seat covers, batteries, motor oil, parts, accessories.

Used Cars and Trucks

FREE! FREE! You buy winch, bed and tires, I give you truck.

Automotive Supplies

SAVE UP TO 50% On all your automotive needs, tires and tubes, seat covers, batteries, motor oil, parts, accessories.

Farm Machinery

FOR SALE—Cheap, complete set of farming equipment to handle 80 or 100 acre farm.

Public Notice

IN THE DISTRICT COURT IN AND FOR EDDY COUNTY, STATE OF NEW MEXICO

EDITH I. McLEOD, Plaintiff, vs. DEAN K. McLEOD Defendant.

NOTICE OF PENDING SUIT STATE OF NEW MEXICO, to Dean K. McLeod, GREETING:

You will take notice that there has been filed in the District Court of Eddy County, New Mexico, a civil action numbered 14200 on the docket of said Court, wherein Edith I. McLeod is plaintiff and you, Dean K. McLeod, are the defendant.

NOTICE OF BIDS FOR FURNISHING OF WATER PIPE

Sealed bids will be received by the City Clerk of the City of Artesia, New Mexico, at the City Hall until 5:00 P. M., January 13, 1954, for the furnishing of water pipe.

5210 feet (minimum carload) of 4 inch asbestos cement pressure pipe with couplings.

Bidder shall state delivery date and all bids shall be f.o.b. Artesia, New Mexico.

All bids shall be marked, "Bids to be let January 13, 1954, and the City Council reserves the right to reject or accept and/or all bids in the best interest of the City."

BY THE ORDER OF THE CITY COUNCIL, CITY OF ARTESIA, NEW MEXICO.

Meet Cycology and you'll form an acquaintance you'll want to continue!!

Cycology sez:

"THE MAN WHO'S TOO BUSY TO MAKE FRIENDS IS SELDOM TOO BUSY TO NEED THEM. WITHOUT BRAGGING, I THINK I'LL PROVE TO BE JUST ABOUT AS INTERESTING AND ENTERTAINING A FRIEND AS YOU'VE MET IN A YEAR OF YESTERDAYS. I'LL BE SEEING YOU IN THE ADS RUN BY

E. B. BULLOCK & SONS

FEED, FLOUR, COAL AND SEEDS

105 South First Phone 86

Miscellaneous

and that unless you appear, answer or defend herein on or before the 16th day of February, 1954, the plaintiff will apply to the Court for relief prayed for in her complaint filed herein and judgment will be entered against you in said cause.

The plaintiff's attorneys are ARCHER & DILLARD, whose office address is Booker Building, Artesia, New Mexico.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, this, the 31st day of December, A.D. 1953.

(SEAL) Marguerite E. Waller, Clerk of the District Court.

The world has about 97 cities with more than half a million inhabitants.

REAL ESTATE GUIDE

Farms, Ranches and Businesses Listings Exchanged with the ROSWELL and CARLSBAD Multiple Listing Bureau.

BUY OR SELL FROM A MULTIPLE LISTING BUREAU MEMBER

CURRIER ABSTRACT CO.

102 Booker Building Phone 470

Abstracts of Title, Title Insurance, Loans

We are Agents for Major Life Insurance Companies for LOANS on All Types of Property.

Southwestern REALTY CO.

INSURANCE AND REAL ESTATE

OFFICE 315 QUAY AVENUE

If you want a home of your own, look over the lovely two-bedroom home with garage at 516 Garst St.

Tracts of land three miles south of Artesia, facing the Carlsbad highway.

Nice, well-located city lot, 73x124 feet, paved, all utilities and sewer.

These and many other values in homes, farms, ranches and businesses are available through our office.

"WHETHER YOU RENT OR BUY, YOU PAY FOR THE PLACE YOU OCCUPY!" See us Today!

Don Teed Res. Ph. 889-J

FREE Rental Service

Don Jensen Res. Ph. 756

KIDDY AGENCY

REAL ESTATE AND INSURANCE

415 West Main Phone 914

Make Your New Year's Resolution to Stop Paying Rent and Buy Your Home Today!

806 CATALINA—Beautiful three-bedroom home, Zee Addition, new, attractive, good neighborhood and a home you will like!

702 CATALINA—Three-bedroom, two tile baths, walled back yard, extra large rooms and storage, \$17,300.

1304 SANDIA—Three-bedroom Ranch Style, plenty of closets, storage and beautiful yard, \$18,500.

We have Farms, Ranches, Business Property and other listings

CALL US TODAY!

Office Supplies at The Advocate

KILLED HIS PARENTS, IS CHARGE



HEAD BANDAGED, Harlow Fraden, 20, is questioned by New York Assistant District Attorney Irwin Goldsmith after his arrest with a friend, Dennis Wepman, in the cyanide murder Aug. 21 of Fraden's parents, Dr. and Mrs. William Fraden.

W. D. Fowler, City Supervisor.

The world has about 97 cities with more than half a million inhabitants.

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CALL US TODAY!

Office Supplies at The Advocate

Game Department Pleas Carp Be Eliminated From Streams

Don't throw that carp back in the water—eat it, use it for fertilizer, or throw it away—but don't let it get back into the lake or stream!

That's the plea being made to New Mexico fishermen these days by Roy Barker, director of fisheries of the department of game and fish. Because the carp is not generally favored as a table fish, crowds out game fish, and because its habit of rooting around on the bottom of streams causes silt to settle on egg beds, reducing the hatch of other fish species, the carp has developed a reputation of one of New Mexico's most unpopular fish.

The flesh of the carp is white and sweet, but the numerous bones make it difficult to eat. There are, however, a few people who swear by the carp's edibility and talk of various methods of preparation that make the eating of a bony carp less hazardous.

In fact, the carp has been popular as a source of food in Europe and Asia for centuries. It was from Germany that the U. S. Fish and Wildlife Service obtained the first carp which were stocked in Maryland in 1873.

In food-carcass China, the carp is actually cultivated. When river waters are diverted to rice fields for irrigation purposes, the carp are allowed to swim in and are left on the flooded fields until spring. By that time, they have grown large and fat and are highly prized by Chinese epicures.

Recently the carp was introduced in Palestine as a source of food and carp farms are springing up all over the land.

In this country the carp has developed into the No. 1 headache for fish management biologists. The carp is difficult to poison without eradicating desirable fish species and wholesale trapping of them seems to be the only practical way of controlling them.

supported sports and entertainment already. We have competition and we should consider it."

SO FAR AS CAN BE LEARNED, there have been no efforts made yet to collect through public subscription some \$12,000 which the club owes from its first year of operation.

The sum includes an \$8,000 note which, directors of Artesia Baseball club have said, must be paid this year.

Chilly Cat Is Warmed Up in Family Store

Billy Whitecloud, a four-year-old Albuquerque boy, can't figure out why his mother raised such a fuss because he tried to "warm up" the family cat by shoving him into the kitchen oven to join the roasting turkey.

The boy was left in the house Christmas day with "Tide" the cat while the rest of the Philip Whitecloud family was out in the yard admiring the new bike which belonged to older brother Timmy. When the parents entered the house they found the oven rattling! Startled, Whitecloud opened the door and a weak-kneed cat staggered out, with tongue hanging—but feeling O. K. nonetheless. "The cat was cold," Billy explained.

One of the game department officials stated today that certainly this is an indication that Billy has game of New Mexico at heart, and about 1974 after training and concentrating his efforts on the proper management of "wildlife" it looks as though he might have a great future in the management and care of game.

Ring-Tailed Cat On Transformers Is Bassaris

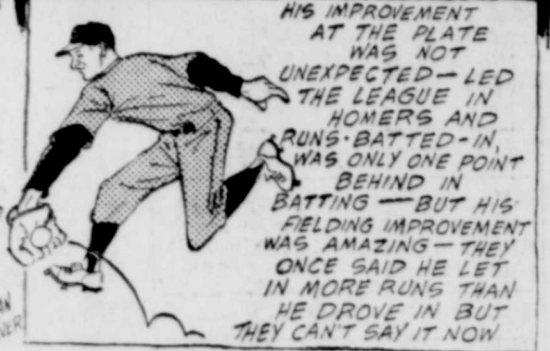
A picture of a ring-tailed cat which had leaped onto a transformer of a Central Valley Electric Corp. was published in the "Southwest REA News" and was identified as a civet cat.

Just for the sake of the record, says the state game department, few animals that are so little known have acquired so many names. Modern Mexicans frequently have used the Aztec title "caco-

POPULAR CHOICE - - - - - By Alan Maver



AL ROSEN, OF THE CLEVELAND INDIANS, THE 4TH CLEVELANDER TO WIN THE MOST VALUABLE PLAYER AWARD AND ONLY THE 4TH IN THE HISTORY OF SUCH AWARDS TO WIN BY UNANIMOUS CHOICE



HIS IMPROVEMENT AT THE PLATE WAS NOT UNEXPECTED—LED THE LEAGUE IN HOMERS AND RUNS-BATTED-IN, WAS ONLY ONE POINT BEHIND IN BATTING—BUT HIS FELDING IMPROVEMENT WAS AMAZING—HE ONCE SAID HE LET IN MORE RUNS THAN HE DROVE IN BUT THEY CAN'T SAY IT NOW

mixture" altho in Baja California "babisuri" is preferred.

"Civet cat," a term often used in the Southwest, should be discarded. Our ringtail is a very different animal than the civet in the old world. "Bassaris" is better, because it comes from the Greek word for "little fox."

The scientific title that we use today "Bassariscus astutus" means "clever little fox." Other common names arise from the bicolored tail—coon cat, ban-tailed cat, and ring-tail.

To the last "cat" is also frequently added, altho the animal is not at all closely related to our "tabby" originally from Europe and Africa.

Ringtails eat a great deal of meat but they also like fruits and vegetables and lover sweets. Ring tails climb easily and hunt in the trees as well as on the ground. They enjoy lizards and any small rodents available such as mice, woodrats, chipmunks, ground squirrels, and perhaps even a pocket

gopher surprised while cutting down forage.

"The ringtail caught in short-circuiting the transformers at the substation must have been looking for nuts or fruit in this strange looking mechanism of the modern world," stated a game department spokesman.



Hunting, Fishing \$6 Billion Annual Business

That hunting and fishing is truly big business, again is shown in figures released by the U. S. department of commerce following exhaustive research on the subject. According to the report, hunters and anglers in the United States spent \$6 billion during 1952. Basis for these figures was the nearly 19 million fishing licenses and 12 1/2 million hunting licenses issued by the 48 states last year.

The report shows the average license buyer spending slightly over \$300 a year for his sport. The purchase of clothing, licenses, ammunition, guns, tackle, dogs, dog food, camera, films, special equipment lodges, and hundreds of other items chargeable only to his sport were included in the average cost. A comparative figure shows the \$6 billion total to be 136 per cent more than the sales of all household appliances, television sets, and radio sets combined. It is 50 per cent greater than the annual sales of all drugstores!

A recent survey authorized by

the state game commission is now going forward in the study of the economic aspects and evaluation of the state's fish and wildlife resources. Figures and facts from this study along with those made nationally should cause citizens in all fields to give wildlife more consideration than is now accorded this source of a six billion dollar industry—truly big business!

The Manx language is spoken on the Isle of Man.



7 ESCAPED CZECHS TOUR U. S.



THE SEVEN CZECHS who fled their Communist governed country in a home made tank are shown with Cardinal Spellman in New York. They are in the U. S. on a six-month visitors visa and will tour the nation to help the Radio Free Europe fund drive. From left: Vaglav Krejcirik, 42, and Walter Nora, 35, both of whom deserted the Czech army; Joseph Pisarek, 24, who helped to build the "tank"; Spellman; Vaglav Uhlik, 32, and wife Margaret, 30, with children Vaglav, Jr., 6, and Eva, 4. Uhlik engineered the escape. (International Soundphoto)

State to Get 190 Chukar Partridges

Sam Lamb, wildlife restoration supervisor for the New Mexico department of game and fish, announced today that 190 chukar partridges from Turkey will arrive in Albuquerque by airline this week.

Lamb stated that this is the fourth year of the program of shipping chukar partridges from Turkey. Over 500 birds have been received up to date, not including the 190 to arrive this week.

The chukars have been held in New York for a quarantine period, and then flown here to be placed in the State Game Farm acclimation and released in selected areas this spring.

This is a cooperative program between the fish and wildlife service, Wildlife Management Insti-

tute, and the state game department. Lamb stated that the department is doing everything it can to find a bird to take over some of the dry and rocky range areas of New Mexico which are typical of the range of the Turkish chukar. Some of the area is not adapted to the prairie chicken nor to the pheasant and the chukar partridge is expected to fill this gap between these fine game birds.

Personal Mention

Mr. and Mrs. Lewis Bradford and children spent the holidays in Texarkana, Ark., at the home of her grandmother, Mrs. Matt Johnson. A family reunion with about 30 relatives present was held. Four generations of women were represented and a picture taken of them.

Public employees now comprise more than 10 per cent of all employed persons in the United States.

Yes or No—

(Continued from page one) mind for the 1954 Drillers—if a team does materialize out of discussions—Lanning said "we have several applications and I do not think that will be any problem." Lanning stressed he does not consider it too late to get a baseball organization going for the 1954 season, if a way can be found to make baseball go.

"There are people who will deny television is going to hurt us," Lanning said. "Yet we can see it has already hurt other types of public-

ANTHONY'S DOLLAR DAY!

Boys and Girls
SOCKS
SIZES 4 to 10 1/2

5 \$ 1
Pr.

NYLON PANELS 1¹⁹
Full 81" length, White and Pastels

DOUBLE BLANKET 3⁹⁸
5% Wool

THROW RUGS 77¢
Size 18x30, While they last!

BARGAIN TABLE
VALUES UP TO \$3.98

Includes: MEN'S SHIRTS
• LADIES BLOUSES • SLIPS
• PURSES • HOSE • PANELS
• PLASTIC DRAPES • LADIES HATS
• SHOES • MANY, MANY OTHER
GREAT VALUES ----- ONLY

\$ 1

Boy's Corduroy
SHIRTS 1⁹⁸
Regular \$2.98 Values

NYLON HOSE 59¢
51 and 60 Gauge

Boys Gabardine
JACKETS 3⁰⁰
Reg. 4.98 Values, Limited Group

ALL WOOL
BLANKETS
Limited Supply
Regular 7.90 Values

\$ 6

Boy's Corduroy
JACKETS
Regular \$6.90 Values

\$ 5

ENTIRE STOCK WINTER DRESSES

Regular Values Up to \$6.90!	Regular Values Up to \$8.90!	Regular Values Up to \$10.90
\$ 3	\$ 4	\$ 6

MEN'S SUITS AND TOPCOATS

One and Two Pant Suits — Single and Double Breasted

Regular Values Up to \$45.00

Regular Values from \$14.95 to \$35.00

\$ 25 **\$ 10**

Cannon
TOWELS
Large Size

2 \$ 1
for

Men's \$2.98 Flannel
SHIRTS

2 \$ 3
for

Men's Sport
JACKETS
Values Up to \$9.90

\$ 5

Entire Stock Ladies
SHOES
Winter Styles Only
Values Up to \$8.90

\$ 3

Table Full of Cotton
FABRICS
Values to 89c Yd.

2 1
Yds.

Ladies Rayon
PANTIES
SIZES 5, 6, 7, 8, 9

2 \$ 1
Pair

Ladies Better
BRAS
Manufacturer's Close Out

2 \$ 1
for

Lace Dinner
CLOTHS
SIZES 72"x90"

\$ 3

Business to Feel Even Greater Competition In 1954

THE ARTESIA ADVOCATE

SECOND SECTION

JANUARY 5, 1954

ARTESIA, NEW MEXICO

By J. Z. ROWE
Extension Economist
New Mexico A. & M. College
Business may feel the nip of
competition even greater in 1954
than it has this year.

Agriculture has already experienced readjustments from an abnormal demand situation, and during 1954, it appears that business will have to make increasing readjustments.

This does not mean that a depression is expected, but merely a return to a competitive economy in which good merchandising, good quality, fair treatment, and realistic pricing will have to be watched. Barring unexpected changes in the world situation and the psychology of the public, demands on the economy in 1954 will be slightly under those of this year.

What are some of the factors which point at this time toward a lower total demand?

Expenditures of the federal government, including defense activities, for the 1953-54 fiscal year are expected to be lower than they were in the 1952-53 fiscal year. They may be about \$2.5 billion less if international developments do not get worse.

There may be an offsetting effect of this federal expenditure reduction by the states and local governments. The demands for schools, roads and other services by state and local governments have not declined. The ability of state and local governments to continue their expenditures over the next few years will be a big factor in the overall economic picture.

If the local governments can fill the gap left by reduced federal spending, the total effect of governmental demand from all sources will not be decreased.

It appears that the total private investment in plant and equipment for next year will be lower than has been for 1953. As a matter

of fact, capital outlays estimated to be made in the last quarter of 1953 will be down 5 per cent from those in the third quarter. In the past seven years, the fourth quarter has always exceeded the third quarter in amount expended for capital outlays. This estimate may prove to be incorrect, but there are some factors giving strength to at least some lower level of private expenditure for capital equipment.

One of those factors is that much of the expansion for military equipment needs has passed over the hump and will slacken unless some new outbreak threatens. Another important point to keep in mind is that over the past several years, our economy has been enlarging and improving its productive capacity at rather rapid rates. The capacity that has been built up can supply us with our consumer needs at present and a sizeable portion of military demands except in cases of a much severer emergency.

This does not mean to imply that capital expansion will not continue at a good rate; however, it does appear that extreme accelerated expansion is drawing to a close.

Several segments of the economy are continuing their modernization and capital expansion program. These segments include many of our public utilities and possibly some of the chemical and electrical groups.

Many industries may continue some modernization and improvement in order to reduce costs of production and to effect other

economies which will prepare them to meet increasing competition. Business depreciation reserves and retained earnings probably can provide some means for expansion by businesses, should they desire to expand.

Notable softness has been noticed in the durable goods industries, particularly steel. The consumer goods industries have held up fairly well. Business inventories seem to be in a rather sensitive position. It appears that sizeable portions of the current production are going into inventory accumulation, although still not at alarming rates. If sales should ease markedly, business will cut back on inventory accumulation and the effects will be felt all back through the productive system.

The consumer is an all important person in this economic picture if we assume that no new international tensions will increase government demands for goods and services. His income has held up, averaged 7 per cent above the disposable income the first three quarters of 1952. He is still saving in large amounts and has considerable assets to draw upon if he wishes. The income tax reduction coming up the first of this year will provide him with additional spending power.

However, the social security increase planned to go into effect at the same time will cut into this additional income. There has been some comment in the press that some Congressmen wish to defer the increase in social security payments. Even if this is so, it will be a

month or so before this can be done since Congress does not convene until after the first of the year.

Social security taxes will lessen the effect of any unemployment that may develop as readjustments take place, but large numbers of workers getting social security are not a very good psychological bolster for continued high activity, although it will keep national income up and will be an additional cushion.

In summary, government demand for goods and services is expected to be down slightly, private capital expenditure for plant and equipment is expected to be down slightly and construction of private non-farm as well as farm construction is expected to be less next year by a small amount.

These are all minus factors. On the other hand, state and local governments may keep their demands high and fill in the gap of reduced federal government expenditures. However, it doesn't appear likely that they would be able to offset both the federal expenditure decline and the decline in private investment.

Just about even with the board and difficult to predict are national income and how the consumer will spend or save. Tax relief will tend to keep incomes near their current levels and wage rates will tend to remain high. Current export prospects indicate that no great boost can be derived from this source under our present tariff structure. Agricultural income will remain around the present level.

For business, this means that inventory accumulation should be watched and efficiencies should be implemented all along the line. The consumer will have money to spend. The job will be to get him to spend rather than to save. He will have to be lured. Selling will have to be aggressive. Competition is back and the customer is in the driver's seat. Unless war clouds become blacker, this situation appears to be on the horizon for some time to come.

Fifteen daily newspapers and some 50 weeklies and semi-weeklies are published in New Mexico, plus a score of other periodicals.

New Mexico expends \$700,000 a year for new textbooks for public school pupils.

Vic Vet says

ONE IMPORTANT FACT POST-KOREA VETS SHOULD NOT FORGET - THE NON-DISABLED HAVE ONLY 120 DAYS AFTER DISCHARGE TO APPLY FOR GI LIFE INSURANCE. AFTER THAT, THE PRIVILEGE IS GONE.



For full information contact your nearest VETERANS ADMINISTRATION office

Oscar C. Cole Was Pioneer Hope Resident

Oscar C. Cole, who died in Ajo, Ariz., Dec. 20, and who is survived by relatives at Artesia and Hope, was highly active in Pima county, Ariz., political activities, according to the Ajo Copper News.

Mr. Cole was Pima county legislator from the Ajo district and was serving his fourth term in the Arizona house of representatives. He was born Oct. 29, 1886, at San Saba, Texas, and as a small child was taken in a covered wagon to homestead at Hope.

A younger brother, Charles Cole, still lives at Hope. Mr. Cole is also survived by a sister, Mrs. Mary Neatherlin of Artesia.

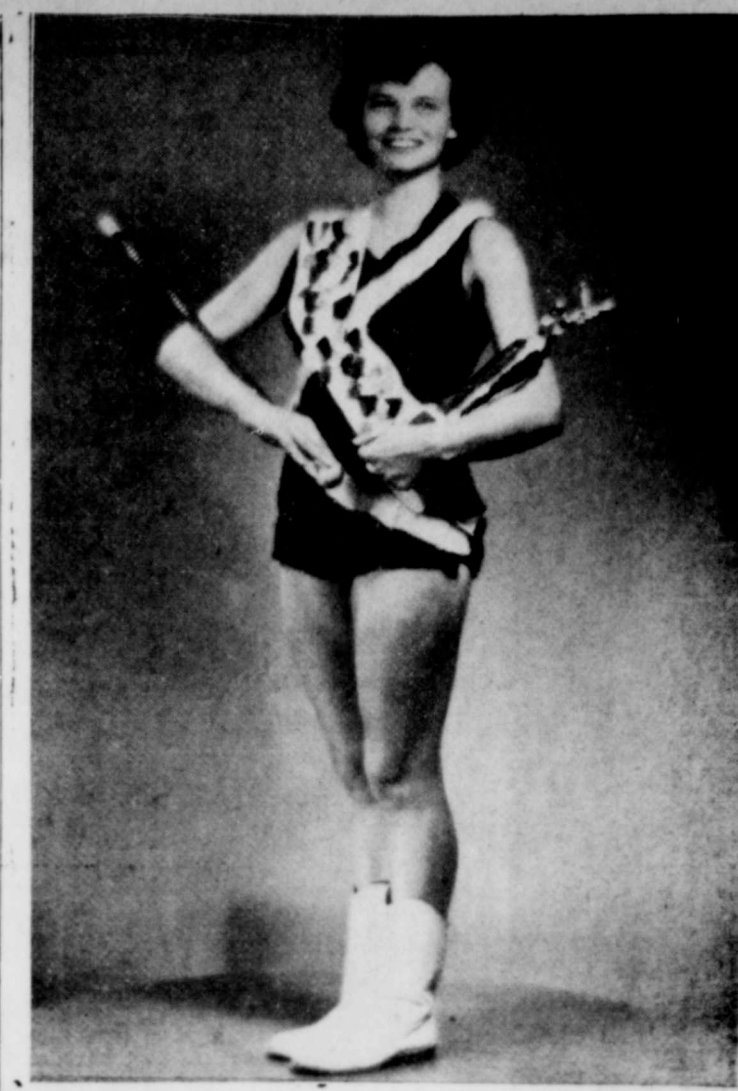
Mr. Cole aided in the early forming of Arizona and was among the men who marched with the governor to the state house in Phoenix for ceremonies dedicating Arizona as a state in 1912.

He was a veteran of the first world war and active in veterans affairs.

Siamese Survivor



SURVIVOR of a Siamese twin operation is shown in London following an operation to separate her from her twin sister. The other twin died two hours after. Beside the bed is the twin's Nigerian mother, Mrs. Veronica Davis, 25. Twin's name is Wariboko, meaning "She who brings her parents greatness." (International)



ALIENE ELLINGER

Enrollment for Twirling Class Is Scheduled This Saturday

Miss Aliene Ellinger, head majorette of Artesia high school band, will begin enrolling students in baton twirling classes this coming Saturday, Jan. 9, at 9 a. m. in the high school auditorium.

Aliene, a graduating senior, has been twirling and entering twirling competition since she was a very small child. Last spring she received a Division I in the highly competitive Tri-State Music Festival at Enid, Okla.

Only recently she was judged twirling champion of Eastern New Mexico at a twirling contest held on the campus of Eastern New Mexico university at Portales.

The twirling classes will be conducted in small groups so that a maximum amount of individual attention may be given the students. All levels on instruction, from beginning to advanced stages will be given.

Students or parents who are unable to attend the enrollment meeting Saturday morning may contact Aliene at her home phone, 305.

DR. RALPH HUNT

-: Optometrist :-

Examination - Glasses - Visual Training

MONDAY THROUGH SATURDAY

EVENINGS BY APPOINTMENT

703 West Main Artesia Phone 81-J

SEE THE **NEW Ford 1954** FOR
ON DISPLAY WEDNESDAY, JAN. 6



NEVER BEFORE DID YOUR CAR DOLLAR BRING YOU SO MUCH FINE CAR BEAUTY!
IT IS A MATCH IN STYLE FOR ANY CAR AT ANY PRICE!

FORD EXCLUSIVE FEATURES:

- Entirely New 130 H.P. Y-Block V-8 Engine
- New 115 H.P. Mileage Maker Six Engine
- New Ball-Joint Front Suspension
- Power Brakes and Power Steering
- Four-Way Power Seat and Power Lift Windows
- Fordomatic Transmission

WORTH MORE when you buy it,

WORTH MORE when you sell it!

SEE THE NEW FORD WEDNESDAY, JANUARY 6

ARTESIA AUTO CO.

302 West Main

"Your Friendly Ford Dealer Since 1939"

Phone 52

WE'RE HAPPY, FOLKS!

Clarence and Grace Key

Are Glad to Announce

That They Are Now Back

in Their Old Location

at

412 W. TEXAS AVE.

North of the Fire Station

THE

KEY FURNITURE

Has Long Been Known

for Courteous and Helpful Service

to Its Customers.

You Are Cordially Invited
to Visit Key's Today for

LOW, LOW PRICES

ON

QUALITY FURNITURE

Clarence Says, "He Is Very Glad to Be Back Home Again!"



412 West Texas

Clarence and Grace Key

Phone 877

LANDSUN THEATER

TUESDAY — WEDNESDAY — THURSDAY, JAN. 5 - 6 - 7

THE PERFECT PICTURE FOR ALL THE FAMILY!



Welcome, Lili!

What happens to Lili is the happiest thing that ever happened on the screen!

It's very seldom that I will give my personal guarantee that every one will enjoy a picture, but, so sure am I, that this "Lili" will please every one, young, teenagers and oldsters, that I will personally guarantee "Lili" will please you or your money will be cheerfully refunded!

It's one of the few pictures which has everything to please and nothing to offend.

YOU'LL FALL IN LOVE WITH

"LILI"

RAY BARTLETT, Manager

M-G-M presents "LILI" starring LESLIE CARON MEL FERRER • JEAN PIERRE AUMONT • with ZSA ZSA GABOR • RUDY KASZNAR • Screen Play by HELEN DEUTSCH • Based on a Story by PAUL GALLICO Directed by CHARLES WALTERS • Produced by EDWIN K. KNOFF

Color by Technicolor

Hagerman

By MRS. BYRON OGLESBY

A joint installation service was held Monday evening, Dec. 23, for Masons and Order of Eastern Star of Hagerman. Preceding the public installation, a turkey dinner was enjoyed by members at City Hall. Masonic Hall was decorated with arrangements of gladiolus, roses and snapdragons. On the program for the evening, Richard Atwater sang two songs, "Jesus, Hold My Hand," and "You'll Never Walk Alone." Betty Watford presented a violin solo, both being accompanied at the piano by Mrs. Bobby Templeton.

Serving as installing master for the Masons was John Garner. Raynal Cumpsten was installing marshal, and Jack Langenegger, installing chaplain.

Those being installed for the en-

gular term are Richard Lang, worshipful master; Harold Hanson, senior warden; R. W. Cumpsten, junior warden; R. A. Welborne, secretary; John Garner, treasurer; Jack Langenegger, chaplain; Howard Menefee, senior deacon; A. D. Menoud, junior deacon; C. G. Mason, marshal; W. J. Graham, senior steward; Clifford Helms, junior steward; Raynal Cumpsten, tyler. Serving as the installing officer for the Order of Eastern Star was Mrs. Howard Templeton with the following officers being installed: John and Jewel Garner, worthy patron and worthy matron; Jack and Byrdie Menoud, associate worthy patron and associate worthy patron; Mrs. C. O. Holloway, secretary; Mrs. Ernest Utterback, treasurer; Mrs. Ramon Welborne, conductress; and Mrs. Howard Menefee, associate conductress.

There was a large attendance.

The A. L. Tisler family who recently sold their farm to the Johnson family of Dexter, wishes to express to the Hagerman community a word of appreciation for their kind and friendly neighborliness for the past four years. The Tisler family has moved to Roswell.

Mr. and Mrs. John Hockley were hosts to a turkey dinner Christmas Day, having as their guests Mr. and Mrs. Travis Boykin and daughter, Aletha, and sons, Harold and Lemay, all of Carlsbad, Mr. and Mrs. Leroy Boykin and daughter, Johnnie, Mr. and Mrs. Ivis Boykin and daughter, Kay, all of Artesia, and Mr. and Mrs. Jim Hatchett of Albuquerque.

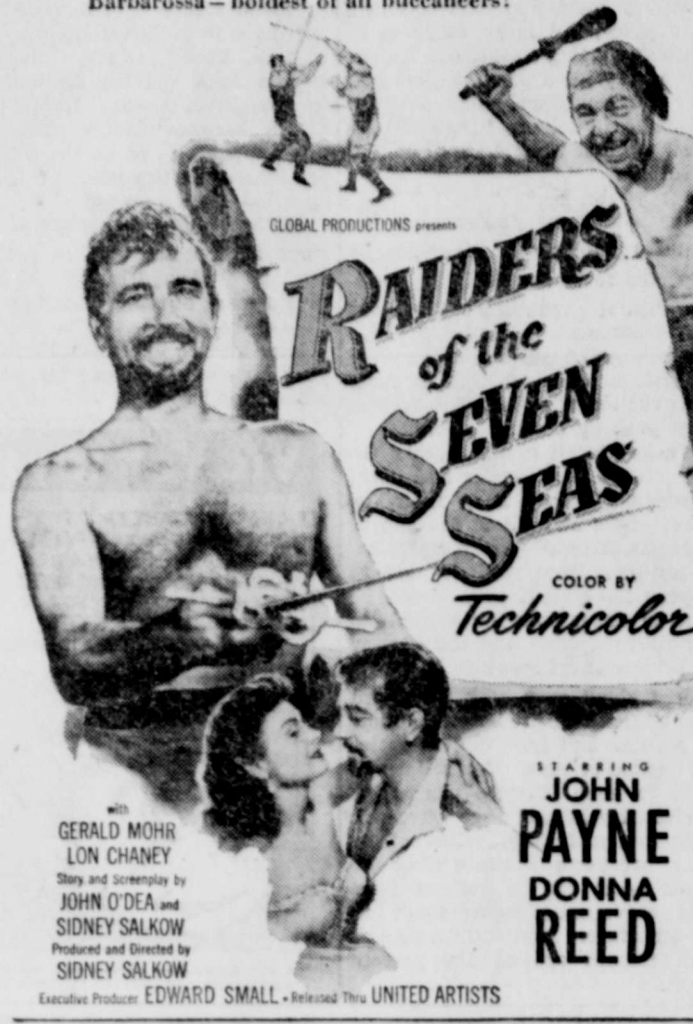
Raynal Cumpsten of Hagerman has accepted a position with Gen-

OCOTILLO THEATER

THURSDAY — FRIDAY — SATURDAY

HE HELD THE WORLD AT SWORDPOINT!

No ocean was free—no land too far—no woman safe... from the fabulous Barbarossa—boldest of all buccaneers!



with GERALD MOHR LON CHANEY Story and screenplay by JOHN O'DEA and SIDNEY SALKOW Produced and Directed by SIDNEY SALKOW Executive Producer: EDWARD SMALL - Revised The UNITED ARTISTS

STARRING JOHN PAYNE DONNA REED

BARGAIN DAY FRIDAY 9c - 20c - 25c

Free Publications For Farmers Are Listed By A&M

Here is a list of recent publications of the agricultural experiment station and extension service of New Mexico A&M college. If you would like a free copy of any of the bulletins or circulars write to the Department of Information, School of Agriculture and Home Economics, New Mexico A&M college, State College, N. M.

"Nutritive Values of Some New Mexico Foods," Bulletin 379, by Edith Lantz, experiment station home economist.

"The Relation of Vitamin C to the Condition of the Gums of New Mexico School Children in Selected Areas," Bulletin 380, by Edith Lantz.

"Fertilizer Consumption Trends in New Mexico," Bulletin 1086, by H. E. Dregne, experiment station agronomist.

"Livestock in the Organization of Eastern New Mexico Dry-Land Farms," Bulletin 1087, by Morris Evans, associate agricultural economist, New Mexico experiment station.

"Randomization of Fleeces and Sample Numbers for the Determination of Clean Fleeces Yield in Scoured Wool," Bulletin 1089, by William D. McFadden, assistant in agricultural economics, and P. E. Neale, animal husbandman, New Mexico experiment station.

"Nonfat Dry Milk Solids Improve Tortillas," Bulletin 1085, by Edith Lantz.

"Let's Control Livestock Pests," Circular 228, by R. C. Dobson, extension entomologist, and Ivan Watson, extension animal husbandman.



Accidents Are Often Caused By Broken or Blurred Car Window Glass

Motorists Notice!

You Have Until January 31 to Get Your WINDSHIELD STICKER!

The Latest Highway Department Regulations Require that Your Car GLASS Be FREE of Obstructing Breaks, Cracks or Blurs!

WE ARE GLASS EXPERTS!

Let Us Replace Your Old, Unsafe Windshields or Door Glass — See Us Today!

Artesia Paint and Glass Company

824 South First Phone 1091 Artesia, New Mexico

See America's Most Exciting New Car Today The Completely New Star Chief Pontiac!



World's Finest Union of Luxury and Low Cost

Here is the real news behind Pontiac's completely new Star Chief line—and the real reason why it is so important that you see and drive this magnificent car soon. At a cost just above the lowest, you can now acquire the biggest and most powerful Pontiac ever built. And with this dramatic size and performance comes distinction of contour and interior richness that make the Star Chief the peer of any car for beauty. Come in and drive it for plentiful proof that Pontiac represents the world's finest union of luxury and low cost.

LOOK AT PONTIAC'S SCORE FOR 1954

- Biggest Pontiac Ever Built—214 inches Long
- Magnificent New Beauty, Inside and Out
- New Custom-Styled Interiors—New Colors
- Most Powerful Pontiac Ever Built
- New Roadability and Driving Ease
- Increased Cross-Country Luggage Room

Dollar for Dollar you can't beat a

PONTIAC

DUAL-RANGE HYDRA-MATIC DRIVE* and more powerful engines set new standards for thrifty performance. Extra-economical cruising or quick traffic response is yours at a finger-lick. *Optional at extra cost.

COMPLETE POWER CONTROLS—power steering, power brakes, electric window lifts. Comfort-Control driver's seat and Dual-Range Hydra-Matic are optional equipment for 1954 at extra cost.

THE PONTIAC CHIEFTAIN, General Motors lowest priced eight, is even mightier and more beautiful for 1954—far and away the finest car ever offered in Pontiac's low price range.



COLE MOTOR COMPANY

112 SOUTH SECOND

PHONE 154

SAVE BY THE 10TH Earn from the 1st

For 6 Months Profits Next June 30. MAKE the MOVE TOWARD SAVING... NOW! OPEN YOUR SAVINGS ACCOUNT! Money placed by the 10th starts you earning at our generous rate, from the first of the month. Save as much or as little as you wish! Be sure you have the Security of Strong Financial Reserves... When you need it!

New Current Dividend **3 1/2%** Each Account Insured to \$10,000

ARTESIA BUILDING & LOAN ASSOCIATION

113 S. Fourth St. Floor Carper Bldg. Phone 870

"Fat" AARON GROCERY and MARKET

712 W. DALLAS PHONE 1010

Specials Good Wednesday, Thursday Friday and Saturday

Tomato Sauce Calsun **12/5**

Sugar Peas Monarch No. 303 Can **4/5**

Chili Austex plain No. 300 Can **2/89**

Peaches Heart's Delight or Hunt's 2 1/2 Can **4/5**

Cocoa Hersheys 1/2 lb. **4/5**

Potatoes No. 1 Reds 10 lbs. **39**

Oranges Ariz. Navel Large **13**

Radishes Bunch **5**

Green Onions Bunch **5**

MEATS

Hamburger 3 lbs. for **5**

Beef Roast Choice Pound **46**

Bologna Payne's All meat **3 lbs.**

Wieners Payne's Bulk **3 lbs.**

Cheese Longhorn 2 lbs. for **5**

Stew Meat Boneless 2 lbs. for **5**

Liver Beef 5 lbs. for **5**

A New Year Is Here It's Time to Stop and take Stock of Ourselves —Also of the Future! Here Is Hoping Each and Everyone Will Prosper Greatly in 1954 Let Us Help—By Serving You!

AARON'S

712 Dallas Phone 1010

Try and Stop Me

By BENNETT CERF

JENKINS came home from an office party clutching at lamp-posts, but determined to conceal his condition from his long-suffering wife. He even offered to take her to a neighborhood movie. The newsreel was on when they arrived, and the first shot they caught was a closeup of a pair of Siamese twins. He hiccupped discreetly, and observed, "Fine—fine looking girl, isn't she?"



Ben Cole, of Indianapolis, tells about a senator who once sent a long quotation over to the pages of nearby DePaul University, and requested the authority's name. For hours the savants poured through books without making the slightest headway. . . . "There just doesn't seem to be any record of that quotation," they admitted finally. "That's fine," was the senator's unexpected response. "I wrote the darn thing myself. Just wanted to be sure nobody had said it before me."

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SPECIAL MESSAGE

TO: Those Eligible under the Drouth Program.
SUBJECT: Secret for Successful Operation.

- The easiest — best — most economical and fastest way for you to get your Drouth Feed in a form ready to feed is to—
- Ask Your County Committee for MIXED FEED CERTIFICATES
- No Delay—Feed is already made up and on the floor.
- You are Protected . . . Feed is registered—bagged and tagged.
- Get your certificates from your County Drouth Committee—Contact your El Rancho Dealer—or the mill—and either pick your feed up or arrange for delivery to your barn.



EL RANCHO DROUTH CUBES—Cattle or sheep size — no roughage or filler added. A strict concentrate.

EL RANCHO DROUTH DAIRY FEED—Designed for proper nutrition for Milk Production.

This New Plan DOES Work . . .

EL RANCHO MILLING CO.
Phone 4124 Clovis, New Mexico

Office Supplies at The Advocate

START PLANTING THE SEEDS NOW!



Join Our 1954 CHRISTMAS SAVINGS CLUB

You'll never miss the small amount you set aside each week for your Christmas Club account, but it will look mighty good when you receive that check in 1954. Better join today!

Be Prepared Next December with a CHRISTMAS SAVINGS CLUB PLAN

From the Friendly Bank

PEOPLES STATE BANK

Member of Federal Deposit Insurance Corporation
Deposits to \$10,000 Guaranteed!

SHOWS SPOT WHERE REDS BURIED HIM ALIVE



M/SGT. CAREY WEINEL of Hickman Falls, Mo., points to an enlarged photo of a trench in which he was buried alive by the Communists at Taejon, South Korea. He said the enemy shot a group of 60 Americans and that he feigned death and thus escaped a death bullet. Weinel is shown testifying before a Senate investigating subcommittee in Washington. (International)

Frozen Orange Juice Is High In Food Value

Commercial production of frozen concentrated orange juice passed 40 million gallons in 1952, and is still climbing, providing a market for millions of boxes of fruit each year or almost half of the entire U. S. crop.

From 25 million gallons in the 1946 season, production increased to 2.4 million gallons in 1948, 25 million in 1950, and about 44 million in 1952.

The basic process for producing this popular product was developed in 1944 in Winter Haven, Fla., in cooperative research by the Florida Citrus Commission and the bureau of agricultural and industrial chemistry.

Frozen concentrated orange juice is made by evaporating fresh orange juice at temperatures of 60 to 80 degrees F. to a concentration of about 60 per cent solids, adding fresh juice to reduce the solids to about 42 per cent, and freezing.

During recent years, similar processes have been applied to the production of other frozen concentrated juices, including grape, pineapple, apple and tomato as well as to the production of frozen concentrated coffee.

Migrating birds usually remain within 3,000 feet of the ground.

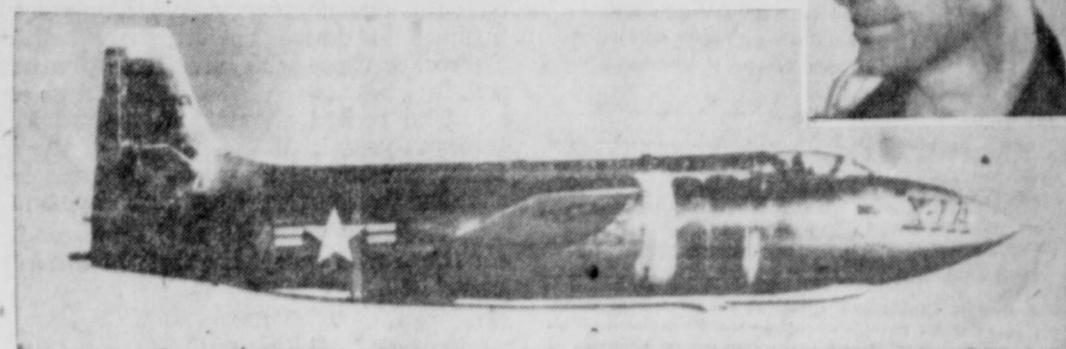
Carpet makers are becoming increasingly worried over the amount of imports flowing in from abroad. For the first nine months of 1953, imports nearly doubled those of the same period of last year. Indications are that the "imported" label on carpets is attract-

ing customers in the same way it does on apparel goods. Lower prices complete the one-two punch against domestic producers.

Some 300 acres are planted in fall lettuce near Las Cruces each year.

'BETWEEN 1,600, 1,700 MILES PER HOUR'

BELOW IS AN X-1A rocket plane and at right is Maj. Charles Yeager, who flew an X-1A "between 1,600 and 1,700 miles an hour," a new record, said a U. S. Air Force announcement, at Edwards Air Force base, Calif. The speed was achieved in a dive. The plane, built by Bell Aircraft, is one of five such, two of which have crashed. Yeager first won the fastest flight title in 1947. (International Soundphoto)



JACK & JILL SHOP

JANUARY CLEARANCE SALE

SALE STARTS THURSDAY, JANUARY 7.

PRICES DRASTICALLY REDUCED!

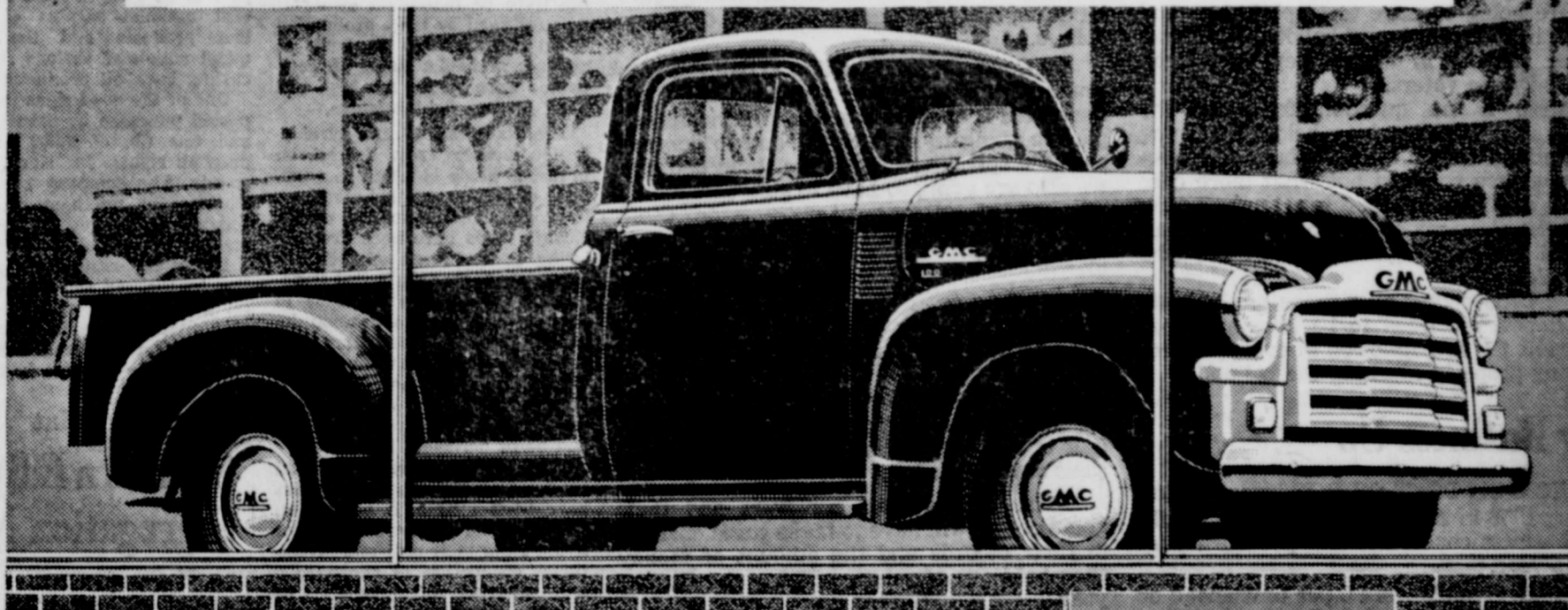
on Quality Kiddies Clothing!

All Sale Items Will Be "RED TAGGED"

503 WEST MAIN — ARTESIA

Presenting the mighty aristocrat
of light-duty trucks—

the 1954 GMC



GMC's HUSKY NEW STANDARD PICKUP, powered with 125-horsepower engine—most powerful standard six in the field. A de luxe model with chrome grille and trim, two-tone exterior paint and cab rear corner windows is available at extra cost.



Here is the most extraordinary light-duty truck ever built.

It has the smart styling of a fine passenger car to give its owners distinction and prestige.

A sweeping grille of modern design—a panoramic one-piece windshield—two-tone interiors with harmonizing upholstery—these are some of the luxury features that will make you proud to be seen in it.

But its practical side—its capacity for work—is even more exceptional.

It hasn't just more power than any truck in its class. It has a whopping 125-horsepower engine—more powerful than many trucks with a two-ton rating.

The Pickup—one of 19 models—has a box that holds up to 11 more cubic feet than last year's capacious model. Its tail gate is grain-tight—and sand-tight.

The dials on its handsome instrument panel are clustered. They can be read at one swift glance through the open top-half of a smart tri-spoke wheel.

And—a truck feature pioneered by GMC—it offers the driversaving, moneysaving advantages of Truck Hydra-Matic Drive®.

One final and surprising point. The price of the GMC, value for value, is unsurpassed anywhere on the truck market.

That's the story. The next move is yours. Come in and see "the world's most modern truck." And—make it soon. *Optional at extra cost.

Get a modern truck!

COX MOTOR CO.

301 SOUTH FIRST

ON DISPLAY WEDNESDAY, JANUARY 6

PHONE 841

You'll do better on a used truck with your GMC dealer

The Artesia Advocate

PUBLISHED BY ADVOCATE PUBLISHING CO.
 Established August 29, 1908
 The Dayton Informer The Artesia American
 The Pecos Valley News The Artesia Enterprise

This newspaper is a member of the Audit Bureau of Circulations. Ask for a copy of our latest A.B.C. report giving audited facts and figures about our circulation. A.B.C.—Audit Bureau of Circulations FACTS as a measure of Advertising Value

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One Year (In Artesia Trade Territory)	\$3.50
One Year (For Artesia Man or Woman in Armed Forces, Anywhere)	\$3.50
One Year (Outside Artesia Trade Territory but Within New Mexico)	\$4.00
One Year (Outside State)	\$4.50

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ORVILLE E. PRIESTLEY, Publisher
 VERNON E. BRYAN, General Manager
 DAVID H. RODWELL, Editor

Resolutions of Respect, Obituaries, Cards of Thanks, Reading Notices and Classified Advertising, 15 cents per line for first insertion, 10 cents per line for subsequent insertions. Display advertising rates on application.

Check Does Not Mark Ballot

IF THE ATTORNEY general's ruling concerning the marking of ballots in New Mexico elections is followed here in the future, there will probably be a lot of ballots which are not counted.

The attorney general has recently ruled that marking a ballot with one or more check-marks makes the entire ballot invalid in New Mexico elections.

Only the prescribed mark of "X" is legal on ballots in this state, Atty. Gen. Richard H. Robinson has informed Secretary of State Beatrice B. Roach.

The opinion is based on the recent unanimous ruling by the Supreme Court of New Mexico.

In its ruling on the marking of ballots, the state's highest court held that a check-mark comprised an "identifying mark" of the sort specifically prohibited by law. As a result of this ruling, it has been pointed out the "intention of the voter" principle could no longer be legally applied in the counting of voters.

The state law, it was pointed out, has always been clear in requiring the use of X-marks on ballots. Many voters have used check-marks particularly in the circle for straight party votes at the top of the ballot in general elections.

Hereafter, election officers who count votes bearing one or more check-marks will be in specific violation of the law and liable to penalties, under the court ruling and the attorney general's opinion.

Where voting machines are used no concern needs to be voiced concerning the marking of the ballots since that is automatic. However, it does appear that election officials are going to have to employ care and caution in the counting of ballots and checking in the manner in which they have been marked by the voters.

There is no question following the probes and investigations held concerning our elections and all of the unfavorable publicity we have received but what more care must be employed in the future in the handling of the elections as well as counting ballots and checking registration of those who cast ballots.

We believe that all citizens of the state want honest elections to be held and that they want the law followed in every respect including properly marking the ballots.

City Business Up

FIGURES ON POST OFFICE business during 1953 in Artesia reflect the generally good business conditions that prevailed during the year.

Postal receipts were 6 per cent ahead of 1952, and most economists figure that those figures are a fairly accurate guide to business level.

Building in Artesia was down during 1953, a whopping 39 per cent under 1952, but then 1952 in Artesia was an exceptional year, filled-out with the construction of the 120-unit American Builders project.

Nationally, economists are indicating a slightly lower volume of business in 1954, and under the close linking of the national economy today, it is inevitable that Artesia will feel it.

The new year will see the actual return of the buyers' market, which began to show itself in 1953. No longer can industry and retail outlets wait for the customer to come in. We are going to have to get out and sell. Many of us have forgotten how to do that in

THIS LAND OF ENCHANTMENT

Tired of Talking, Pleading, State Police Open Warfare on Drivers Causing Road Death Rate

TIRE OF PLEAS AND hard talk, State Police Chief Joe Roach says its high time to crack down on the reason behind New Mexico's disgraceful, horrible road death toll.

That reason is the driver.

"We are declaring open warfare against those drivers who persist in despoiling our records and highways with such wanton disregard for human life and property," Chief Roach said.

The chief said airplanes, more radar, unmarked police cars, and plainclothes officers will be used in the crackdown.

WHILE ARTESIA AND MOST other cities chalked up increases in business in 1953, The Carlsbad

the past 13 years of crisis, of shortages, of waiting for the product-starved consumer to "come in."

Most Artesia merchants in 1953 began to adopt aggressive selling tactics again. The "tightening-up" of money which was frequently commented on made competition for the consumer's dollars higher.

There are those who shake their heads over this development, who can only see that business is down, however small that is. There are those who have forgotten how to sell.

The record shows Artesia had a good business year in 1953—not one of the sometimes sensational increases we have had in the past, but nevertheless a good year.

The new year will also be a good year for those who accept the facts of life in business.

\$1,700 for Everyone

EVERY MAN, WOMAN and child in America owes approximately \$1,700 if we were to try to collect the federal debt.

The nation has now overspent during the past few years their income some 260 billion dollars. Part of this was spent for war, preparations for war, for defense and to aid others to defend themselves.

How much of this or how much of the other monies we spent were wasted on one will ever know.

But most Americans do know that unless the wild spending spree comes to an end, sooner or later there will have to be a limit on our spending except in emergencies.

We know that good citizens—those able to live on their incomes and to meet their obligations and their responsibilities—have to budget what they have coming in.

Most branches of our government can only budget their revenues and they cannot exceed these. If their income is not as great as the sums budgeted, then the expenditures have to be cut back.

And although it was believed that the Congress of the United States should be wise enough not to continue to exceed its income that has not proven to be the case.

So today we find this tremendous national debt and from all indications we will again appropriate more funds than we have money.

The day and time will come when this has to be halted. The day and time is coming when Congress cannot continue to appropriate what it does not have and when it cannot continue to assess more and more taxes to carry out some of the wild schemes we have tried in the past 20 years.

But as a nation we have saddled ourselves with a public debt which probably cannot be retired within the span of this generation or the next. Already we are burdened with taxes which were not even imagined a quarter of a century ago. Even now we are faced with the prospect of still more acute inflation, not of 50-cent dollars but of 5-cent dollars.

If Congress is not willing to halt the continual spending of money which we do not have then it appears that the American people are going to have to act and to demand that the spending spree come to an end and we also are going to have to stop demanding that the federal government provide those things which our local governments should be furnishing.

Saving and Increase

THERE WAS A SLIGHT reduction in withholding taxes for federal income but a half of one percent increase in old age pensions starting Jan. 1.

This means that employers and their bookkeepers will have to make these changes in their records and the amount of money they hold out of salaries during the coming year.

The reduction in the withholding tax for income is set and there will be no change during the year in this but it is possible that Congress may make a change in the one-half of a per cent in the old age pension fund. The law setting up social security calls for an automatic increase from 1½ per cent now deducted to 2 per cent as of Jan. 1, 1954.

The belief has been voiced that Congress will postpone this increase until a later date as they did regarding the increases in the past.

But until that change is made the employer has no choice but to make the deduction provided for by law. In most instances, however, the employer's reduction in income taxes will more than off-set the increase in the old-age pension tax.

CRACKDOWN

Three surprised young men, given prison terms, pointed out to District Judge John R. Brand that they were under 21 years old. Therefore, they believed, they should be given a tap on the wrist as punishment.

But Judge Brand has inaugurated a new and stricter justice for young hoodlums. In his court Monday, Judge Brand handed out prison terms to five criminals under 21 years of age. In only one instance did he suspend the prison sentence.

The three who pleaded for molly-coddling because of their tender years had been guilty of one of the worst crimes of all—crime against person. They beat up a man to steal from him. Crime against property is bad business, but crime against person is worse. It is in beatings or stabblings or shootings for the purpose of robbery that murder occurs. Instead of asking for treatment with kid gloves, those three boys who appealed to Judge Brand should have been thanking Providence that the victim of their beating did not die.

In another case where the "boy" was put away with a one-to-two-year sentence, he had gone out night after night to break into other people's property. He was on one-time offender. He was not entitled to another chance. He had his chance, after the first and second burglaries, to reform. Another chance now would be another chance to commit further crimes.

LITTLE JACK HORNER



NEW MEXICO EDITORS ARE SAYING—

Navajos Are in for Better Days as Result Of \$3 Million Offer for Oil, Gas Leases

BETTER DAYS FOR NAVAJOS

Another indication that the Navajo Indians may soon be as wealthy as some of their brethren once were in Oklahoma after the discovery of oil on their lands is seen in the offer of nearly three million dollars for a large number of oil and gas leases in San Juan county in this state and in Arizona.

This lease income will become only a small percentage of what the Navajos may eventually have from the 12½ per cent royalty to the tribe or individual owner if it is followed by large production of oil and gas from the lands as appears probable. Major oil companies were among the high and chief bidders for the leases.

The Navajos also are developing an income from leases on uranium which is found in abundant quantities on their lands.

These mineral resources on the Navajo lands have been accumulating and now are of such sizeable amount that the Tribal Council has employed a manager to handle them and to develop industries on the reservation that will give employment to the Indians. The funds, we trust, will be put to better use than in the case of the Oklahoma Indians and be of permanent benefit.

Better days are certainly ahead for the Navajos who for years have been unable to sustain an economy and decent standard of living from their old and traditional occupation of sheep raising, weaving of blankets, or jewelry handicraft. — Albuquerque Journal.

THE OIL BUSINESS

Long-range prospects for oil production in Eddy county appear to be good in spite of a current national surplus of petroleum products and the subsequent action of various states in cutting back oil production.

One of the good signs is the reported purchase by Stanolind Oil and Gas Co. of 3,000 acres of deep oil rights in North Eddy county. The company refused to disclose the purchase price, but reliable estimates placed the amount at around \$400,000.

Heavy expenditures in exploration by Richard and Bass in deep oil drilling east of Carlsbad is also another case in point. This firm drilled one well below 16,000 feet, the deepest in the history of oil exploration in New Mexico. It now has two of its four wildcats producing.

Such occurrences are good evidence that the oil business in Eddy county will be around for a long and prosperous time. — Carlsbad Current-Argus.

HUNTING LICENSES

In turning loose a 17-year-old hunter who killed a man near Silver City in the deer hunting season just ended, Dist. Judge A. W. Marshall pointed out the shortcomings of New Mexico's law governing hunting licenses.

Even a blind man, said Judge Marshall, now can buy a hunting license in our state. The judge suggested that the Legislature pass a law prohibiting sale of licenses to persons under 21 or one preventing them from hunting unless accompanied by an adult.

The Legislature can go further than that. New Mexico laws are strict and precise in dealing with drunken drivers. Why not have severe penalties for tipsy hunters? Loaded hunters are as dangerous as loaded guns.—Hobbs Daily Sun-News.

Thoughts in Print

Southern Editor Believes Racial Segregation No Longer Practical

A SOUTHERN EDITOR looks at segregation. Ralph McGill of the Atlanta Constitution writes:

There are those who insist that segregation protects the "integrity" of both races. There are others who believe, with deep sincerity, Negroes are "better off" under it. Conceivably this might be argued with some logic. It does not matter.

The world, in the throes of a social revolution which began with the coming of the industrial revolution, and which was tremendously accelerated by two great world wars, has moved on. Segregation by law no longer fits today's world.

THOSE SILVER PINE CONES at Christmas time are explained in Iron or Men:

There is an interesting German legend which explains the origin of the pine cone, widely used at Christmas time. This tells of a poor woman climbing a mountain to pick up pine cones for fuel. She was approached by an elf who told her to "take only the cones under this tree." The woman picked up the cones indicated and when she arrived home she found that they had all turned to pure silver. Thus, the silver pine cone which we know today.

THEODORE ROOSEVELT said it first. The Wall Street Journal tells how the White House got its name:

It is to Theodore Roosevelt, he of the always colorful vocabulary, that we owe the term used to designate the residence of the President of the United States. Until he became our Chief Executive the house on Pennsylvania avenue, like those of the governors of most of our states,

COFFEE TALK—

This Going to Be Year Separating Men From Boys in Business Houses

THIS IS THE YEAR, ONE Artesia retailer said this weekend, which in business is going to separate the men from the boys.

In other words, the marginal businesses which have joined with the others to sit and wait for business to come in but who cannot promote themselves in a buyers' market, are going to have to watch themselves.

Most Artesia business was up for 1953 as a whole, according to all general indications and a spot sampling of some local businesses.

Some, however, reported business down.

AT LEAST ONE MORE candidate is expected to run in the sheriff's race. That is, the Democratic nomination for Eddy county sheriff.

Conceivably, this time Artesia could elect a sheriff. If there are four candidates in the Carlsbad area, the vote there might be so effectively split as to allow an Artesia candidate to come out ahead.

The campaign of Oscar Lusk is being well-backed from some source, apparently as a move to split votes away from Fred Hill to prevent just that from happening.

TOM JOHNSON, ARTESIA lumber dealer recently appointed to the city council, figures he has really arrived.

He has received a new variation on the Spanish prisoner letters from Mexico.

The kicker: \$400,000 in a United States bank, which will

be the prize if Johnson will go into Mexico and aid in the release of the prisoner.

SPORTS FARE IS GOING to be mighty slim for local fans a little while to come.

The CVE Travelers don't have another game until Jan. 23. The basketball Bulldogs are on the road until Jan. 12.

THOSE WHO WERE LATE trying to get their drivers' licenses have a break.

For the next day or two, licenses will be sold at City Hall without requiring road tests for drivers with expired licenses. The sale will continue until the state motor vehicle bureau orders otherwise.

WHILE ARTESIA'S CONSTRUCTION dropped during 1953 so did that in plenty of other cities, according to year end editions of papers coming into the office.

At Carlsbad it was down a million, from \$5,092,025 in 1952. Roswell building hit a new high, well over the \$6 million mark, but bank deposits went down.

ACCORDING TO THE U. S. weather bureau's predictions for the first two weeks of January Southeastern New Mexico is a fringe area, hanging between a prediction for "near normal" as "below normal" as far as temperature goes.

Moisture-wise, the area is in belt for which moderate precipitation predicted.

Claimant for Old Age Assistance From Welfare Need Not Be Destitute

(EDITOR'S NOTE: This is the second in a series of articles covering the operations of New Mexico's big department of public welfare.)

Public assistance, as administered by the department of public welfare, is provided for by law only where need can be shown. There is a widespread misunderstanding of the program providing assistance for the aged. This program is in no sense a pension.

Payments are made to the aged only when and if other resources for their support are unavailable.

This does not mean, however, that the claimant for old age assistance must be entirely destitute or without resources of any nature. There are definite limitations placed upon such resources, however.

While the rules may be broadly stated in this brief article, those people believing themselves eligible for assistance under the program should contact the county director of the state department of public welfare for information covering their specific cases.

An applicant for old age assistance may own his own home with an equity up to \$4,000. Generally speaking, if the applicant's equity on his home exceeds \$4,000, he would be ineligible to receive assistance.

MANY PEOPLE WHO APPLY also own property in addition to their home, either in lots of acreage. In instances where such surplus property does not produce any type of income, and where the property is valued at less than \$500, the applicant may still be eligible for assistance.

If such property, such as agricultural or rental, produces at least 10 per cent of a person's

needs, he may own this property up to the equivalent of one year living requirements and a maximum of \$2,500.

In addition to a discussion of real property, each person making application for old age assistance will be expected to discuss other possible resources, such as income from relatives, valuable personal effects, lodgers and boarders, or contributions from other sources.

In its investigation into each application, the county office will also inquire into whether a person is receiving social security benefits, railroad retirement benefits, pension benefits of any type from an employer, and in addition, there will be a discussion of life insurance which may be held by the applicant.

UNDER THE REGULATIONS a person may have life insurance with a cash surrender value up to \$150 for one person or \$200 for two people. Any insurance resources larger than this amount would make a person ineligible to receive assistance. An applicant is also allowed to have cash savings of \$150 for one person or \$200 for two people.

An investigation is also made by the county office into other possible means of support for applicants. Since there are many sons of older people who are present in military service, the possibility of allotments from such children will be looked into. Applicants for old age assistance are expected to give their county director full information when making their application, in order to expedite the necessary processing of the request and final decision as to eligibility.

TODAYS Menu

Zesty Food Benefits Fall Days

By ALICE DENHOFF

CREAMED ham and eggs on toasted corn bread is a zesty dish indeed, good for Sunday breakfast or brunch, a delicious supper special, not to mention lively luncheon fare. It also provides a nice way of using the left-over tidbits from a boiled or baked ham.

Creamed Ham and Eggs

For 6 good servings, melt ½ tsp. butter; stir in 2 tsp. flour. Add 1 c. boiling water, stirring to keep smooth. Cook until sauce begins to thicken, then add 1 c. evaporated milk. Continue cooking until sauce is thickened. Add 2 c. diced, baked or boiled ham and 4 diced, hard-cooked eggs, mixing lightly to prevent eggs from crumbling. (Salt may be added, but usually the ham is salty enough to take care of the sauce.) Serve on squares of corn bread which have been split, toasted and buttered while piping hot.

Hot Corn Bread

To prepare the corn bread, pour ½ c. boiling water over 1 c. corn meal, stirring to blend well. Let cool. Corn meal should absorb all the water and still be

mealy. Beat in 1 egg yolk, ¼ tsp. salt, ¼ c. each evaporated milk and water. Fold in one beaten egg white and tsp. melted butter. Pour into well-buttered, shallow baking pan. Bake at 425° F. until brown, or about 15 minutes.

Chicken Croquettes

Chicken croquettes with a mushroom sauce, simple to make and deliciously tender to eat, make a nice dish for about this time of year when something a little more substantial than a salad is in order for lunch or supper.

To prepare 2 large or 4 small croquettes, mix ½ c. finely ground chicken and 2 tsp. lemon juice into ½ can condensed cream of mushroom soup. Set in refrigerator to chill. Then shape into cylinders, balls or cutlets. To make the dipping mixture, cover the croquettes with bread or cracker crumbs, then dip into one egg beaten with 2 tsp. water. Dip in crumbs again. Fry in hot deep fat (365-385° F.) for 2-4 minutes or until browned.

To prepare the sauce, mix 3 tsp. milk into ½ c. condensed cream of mushroom soup. Heat and serve with croquettes.

(Copyright, 1952, King Features Syndicate, Inc.)



Designed as a versatile light duty truck which also takes the family to town in comfort, this sturdy new 1954 Ford F-100 Series pickup offers a choice of Ford's completely new 130-horsepower overhead valve Power King V-8 or the new 115-h.p. OHV Cost Clipper 6-cylinder engine. Its smart new grille and "driverized" cab are combined with 45 cu. ft. of unobstructed loadspace—all-bolted construction pickup box for superior strength and longer life. Fully automatic Fordomatic transmission, I-Rest tinted glass and vacuum-boosted power brakes are available at extra cost.

Five Lines of 1954 Ford Trucks on Display Wednesday

Ford's 1954 line of trucks, powered by five new ultra-modern short-stroke, low-friction, high-economy truck engines and featuring the first tandem axle unit ever built by Ford, will go on display at Artesia Auto Co., Wednesday, Jan. 6.

The five truck lines, including 24 series, and more than 220 models, range from 4,000 pounds to 40,000 pounds rated gross vehicle weight.

Local Doctor Discusses Cause of Kidney Trouble

The proper functioning of the kidneys is essential to the maintenance of normality in the body as the kidneys are continually on the job discharging broken down elements from the body. The kidneys are made up of many minute cells and these cells are under the control of the nervous system. The nervous system has its origin in the brain and nerve impulses are carried to all parts of the body, including the cells of the kidneys, via the spinal cord, spinal nerves and numerous nerve trunks. If the nerve impulses do not reach the kidneys, waste products are retained in the body and actually poison the body.

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Frank C. Cross, YES MANAGER
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Personal Mention

Mr. and Mrs. Charles Bruce and daughter, Becky, returned home Saturday after spending the Christmas holidays with relatives in Amarillo and Vega, Texas.

G. W. O'Bannon, student at the University of Missouri, Columbia, Mo., returned Saturday after spending the holidays at home with his parents, Mr. and Mrs. Glenn O'Bannon on Cottonwood.

Mr. and Mrs. Douglas O'Bannon and children, Charlotte and Richard of Mountain View Ranch, Cowles, visited their parents, Mr. and Mrs. Glenn O'Bannon and friends, Mr. and Mrs. O'Bannon and Mr. and Mrs. Vestal Yeats of

uses for truck transportation, with each new use requiring a special combination of engine, chassis and body. Consequently Ford's line has been expanded in 1954 to include the greatest range of trucks we ever have offered, all powered by the most modern line of truck engines on the market.



Artesia spent part of the holidays at Biloxi, Miss., visiting Mr. and Mrs. Oscar Bayer, and attended the Sugar Bowl game at New Orleans.

Tommy Price, U. S. Marine, stationed in the Philippine Islands,

has reported receiving the Advocate regularly. He writes he enjoys the home paper with news of the folks back home. His address is PFC. J. T. Price, 1364459, U.S.N.S.M.B. Navy No 3002, c/o Fleet Postmaster, San Francisco, Calif.

.. 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

The New CHEVROLET For 1954

Distinctive Trim '54 Car Feature



Fresh, bright color harmonies and a liberal use of newly developed fabrics add the distinction of 1954 Chevrolet passenger cars. Luxurious trim is especially true of the Bel Air (above) which this year adds an eight-passenger station wagon to the four-door, two-door, convertible and sport coupe models previously available.

GUY CHEVROLET COMPANY

101 West Main Phone 294

DON'T MISS CLARK'S GREAT SHOE

CLEARANCE JANUARY

OUR BIGGEST SALE OF THE YEAR!

SALE STARTS WEDNESDAY MORNING JAN. 6 BIG REDUCTIONS! BIG SAVING!

These Shoes Are From Our Regular Stock of Fine Shoes — Nationally Advertised Brands VALENTINE, VOGUE, FORTUNET, DATEBOOK, STORYBOOK AND JARMAN. We Must Make Space for the Arrival of New Spring Styles.

Valentine Dress Pumps
Broken Sizes
Regular \$13.95
\$7.99

Vogue Suede Dress Shoes
Medium Heel
Regular \$9.95
\$2.99

VOGUE Suede and Leather Dress Shoes
Navy, Black, Black Patent and Brown
Regular \$9.95
\$5.99

Claussner Nylons
60 Gauge 15 Denier
\$1.50 Values
\$1.00

Fortunet Casuals
Suedes and Leather Wedgies and Flats
Regular \$9.95
\$3.99

Datebook Flats
Suedes and Leathers
Regular \$6.95
\$3.99

Ladies Handbag
Clearance! Red, Navy, Brown and Black Patent
Values to \$4.98
\$1.99

Men's High Quality Jarman Dress Oxfords
Regular \$11.95
\$6.99

Girl's Storybook
For Dress or School
Sizes 8 1/2 to 3
Regular \$5.95
\$3.99

Men's Oxords
For Sport or Dress
Regular \$8.95
\$4.99

Men's 8-Inch Safety Toe Work Shoes
Regular \$12.95
\$8.99

Boy's Lug Sole Oxfords
Sizes 8 1/2 to 3
Regular \$5.95
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Free Prizes for Kiddies!

Boy's Sturdy School Shoes
Sizes 3 to 6
Regular \$7.95
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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.

Rich Part of New Mexico's Colorful History Under Spaniards Is Told in Two New Books

The spirit of the conquistadores rides again the Southwestern desert sands with the publication of two more volumes in the Coronado Series by the University of New Mexico Press.

Onate, Colonizer of New Mexico, two volumes of documents translated from material preserved in the famous Archives of the Indies in Spain.

The same two authors, Drs. George P. Hammond and Agapito Key, brought out the first volume

in the Coronado Series and have now collaborated on the latest printed works of the collection.

DR. HAMMOND IS DIRECTOR of the Bancroft Library and professor of Spanish at Indiana University. Their first book in the Series was entitled, "Narratives of the Coronado Expedition" and was published in 1940 for the fourth Centennial of the famous explorer's trip through the Southwest.

The Onate documents make an invaluable addition to the history of early New Mexico. Don Juan de Onate was named governor and captain general of New Mexico in 1595 and was entrusted with the mission to establish a Spanish colony in the region north of Mexico.

Onate recruited an army of soldiers and colonists and, after costly delays, arrived in New Mexico in 1598. His job was to explore the

WALLS COLLAPSE, FALL IN ON CHICAGO FIREMEN



FIREMEN BATTLE a night time hotel fire in Chicago in which at least one fireman was killed and 22 others were injured when the roof, front and side walls collapsed. Several firemen were buried in the debris and feared dead.

tion by Hammond and Rey, First Expedition of Vargas into New Mexico, J. Manuel Espinosa; and the Plains Indians and New Mexico, Alfred Barnaby Thomas—all published in 1940.

"The Pueblo Revolt of 1680, Charles W. Hackett, two volumes in 1943; The Benavides Memorial of 1643, Frederick Webb Hodge, Hammon and Dey, 1945.

Pfefferkorn's Description of Sonora, translated by Theodore E. Treutlein and Coronado on the Turquoise Trail, Dr. Herbert Bolton, both in 1949, and the latest two volumes on Onate by Hammond and Rey.

THE TWO VOLUMES YET TO be published are: New Spain after the latter part of the seventeenth century, Coronado and New Mexico in the 17th century, the second book by Dr. France V. Scholes, academic vice-president of the University of New Mexico.

Review critics of several national magazines have termed the Coronado Series a major contribution to the culture and history of the southwestern part of the United States and the republic of Mexico.

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

IN THE MATTER OF THE ESTATE OF OREN C. ROBERTS, No. 1925 DECEASED.

NOTICE TO CREDITORS
The undersigned Mrs. Oren C. Roberts has qualified as administrator of the estate of Oren C. Roberts, deceased.

All persons having claims against said decedent are hereby notified to present the same, as provided by law, within six (6) months from the first publication of this Notice, on the 22nd day of December, 1953, or the same will be barred.

MRS. OREN C. ROBERTS, Administrator. 102-41-T-4

READ THE ADS

With farming chores lighter this month as compared with heavy summer work, now is a good time to do some of that repair work you've been waiting to do for so long. The National Safety Council and the United States Department of Agriculture remind you: When ever you work in your workshop use all hand tools with caution and care. Use the right tool for the job and don't use tools that are worn or dull.

BUS DEPOT CAFE
116 South Sixth
Formerly Roy's Cafe
Now Under New Management of
Mrs. Bertha Lee
Home Cooked MEALS,
SHORT ORDERS, STEAKS and CHOPS, HOT BISCUITS and 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 P. M.

EARN Extra Dollars ON YOUR SAVINGS

OVER \$23,500.00

in EARNINGS JUST PAID TO OUR SAVERS

Without ANY EFFORT on your part... the money you save with us earns extra income for you every six months. Save regularly for financial security. Open your safe, profitable savings account now!

Funds Received by Jan. 10 earn from Jan. 1

INSURED New Current Dividend **3 1/2%** Per Annum

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SAVE with "5 year rates" on fire insurance with easy ANNUAL payments

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land, find its treasures and found new homes.

After first locating at San Juan de los Caballeros, he finally settled at Santa Fe for headquarters, a generation before the landing of the Pilgrims at Plymouth Rock.

URGED ON BY HIS OFFICIAL mission and his own adventurous nature, Onate traveled up and down the Rio Grande where Indian chiefs swore allegiance to the new powers, both King and God.

While missionaries were establishing churches and the colonists were building homes Onate's soldiers crushed revolts among the Acomas and Jumanos with such severity that it was not until 1680 that there was another serious uprising in the territory.

With affairs peaceful on the Rio Grande, Onate and his captains explored as far east as Quivira (Kansas) and as far west as the

Gulf of California.

Drs. Hammond and Rey have provided in the two Onate books the most complete record of early exploration and settlement in New Mexico that has yet been compiled.

Some parts of documents have been published before in widely scattered journals and books but the larger part of the two books was gathered from significant new documents.

This the Coronado Series, originally scheduled as a major publishing job of 12 huge volumes, is now within two books of completion.

Of the 10 books published thus far by the UNM press, seven are permanently out of print and are collectors' items. Mann said that some of the rare volumes are selling for as much as \$30 now.

The volumes to date include: Narratives of the Coronado Expedi-

Looking for something special in YOUR next range?

✓ Completely automatic cooking
✓ Streamlined beauty
✓ Faster, easier cooking
✓ Superior performance
✓ Special convenient features
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See the modern GAS Ranges First!

Today's GAS ranges have everything you've dreamed of for faster, easier, more convenient cooking... and they cost much less, feature for feature! See the modern GAS ranges soon!

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More women COOK with GAS than all other fuels combined! It's FASTER... BETTER... CHEAPER! It's MODERN!

now on display... New '54 DODGE in 3 Great Series



ROYAL V-8

Most elegant, most exciting luxury car in its price field! Color-harmonized interiors and distinctive Jacquard fabrics match luxury of most costly cars. Record-breaking 150-h.p. Red Ram V-8 engine, Power-Flite Drive and Power Steering.

CORONET V-8 and 6

More massive length, more flashing style, highlight the new elegance of the Coronet Series in both V-8 and 6. Lustrous Jacquard fabrics. Coronet line includes widest choice of smart station wagons ever presented.

MEADOWBROOK V-8 and 6

All the time-honored dependability, roominess, riding comfort and solid goodness of Dodge—at prices below many models in the lowest price field. Red Ram V-8 engine, winner over all eights in Mobilgas Economy Run—or stepped-up Dodge "Six."

Elegance in Action dependable NEW '54 DODGE

ROAD TEST THE GREAT NEW '54 DODGE TODAY!

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