$=\mathrm{E}$ The Artesia advocate
Artesia's Most Complete News Reporting


Artesians to Take Part In Big MOD Telethon

## City Council Prepares Two Bond Issues To Finance Long-Delayed Reservoir

School Board Prepares Bond Issue


## Fans Hurry to Sell 600 Ball Tickets

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| State Police Arrest Nine |  | A $9,5000 \mathrm{Fet}$ |
| Boys for Dynamite Theft |  |  |
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|  | THE SEASON TICKET SALE |  |
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Baby a Day Is Born At Hospital During 1953

Truck in Wreck Owned By Driver

Responsibility of Fathers
In Education Reviewed
By Central School PTA Panel

Mrs．K．J．Williams Takes Office as Does President

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## Marshall Robnets Mrs．Tom Franklin Installed To Make Home In Lovington <br> As Noble Grand of Rebekahs





CHRISTMAS SAVINGS CLUB WILL PAY SANTAS EXPENSES


Join Our Christmas Club Today ．．．only 50c Each Week Will Start You Off to a Merrier Christmas in 1954．Play It Smart！

START the SAVING HABIT，TODAY

## FIRST NATIONAL BANK

Fifty Years Serving the Pecos Valley

STYLE DIVIDEND
3 New Body Styles ．．． 28 models
Ford offers you three brand new body styles in its line of
newly created models．There＇s a new tranpparent－roofed
 modes in all，for each of Fordst 14 boyly styles sise avariable
with the new $Y$－block $V-8$ or the new 1 －block Six engine． New Astra－Dial Control Panel It＇s designed both for beauty and practicality．The speed．
ometer is placed high outhe panel where you can upickly
spot the figures almost without taking your eyes of the road．

It＇s the Dividends that make it Worth More


No CAR in the low－price field has ever offered so many＂Worth More＂ established Ford as the＂Worth More＂car，you now get a host of brand new dividends．These include a choice or two new deep－block engines．．．．
the most modern engines in the industry．You also get Ford＇s new Ball－Joint the most modern engines in the industry．You also get Ford＇s new Ball－goint
Front Suspension ．beautiful new interiors ．．and styling that will make
your heart beat faster． And，remember，Ford also makes available to you all the optional power
assists．．．features you might expect to find only in the costliest cars． If you have not yet seen the new Ford models for 1954，come in and inspect
them today．Then Test Drive a 54 Ford ．．and once you do，youll want

More than ever ．．．THE STAMDARD for THE AMERICAM ROAD
S4 FORD

Lake Arthur Teachers Wed In Ceremony in EI Paso
Carper Tells Rotary of Trip
PENNEY'S
SENSATIONAL SAVINGS ALL OVER THE STORE
(CA

Billie Dee White 1s Honored on Ninth Birthday

## FREE! FREE!

DURING OUR FABRICS SALE
ONE YARD OF ANY FABRIC FREE WITH EACH TWO YARDS BOUGHT!

Every Third Yard Is Yours for Free!
Choose from Large Selection WOOLENS - COTTONS - CORDUROYS and Other Fabrics

NEEDLECRAFT SHOP
ROSWELL, NEW MEXICO 109 East.Third

| ONE YARD <br> FREE! | ONE YARD <br> FREE: |
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STARTS FRIDAY MORNING at 8:30

Spun Rayon in size 70x90". Color Ivory. Come in and get that extra special cloth at this low, low price!

quilt lined gabardine surcoat 5.00 Clearance! - Sturdy, duurable rayon acetate, nylon, sheen gabardine!

Water repellent, spot and grease reseistant

- Hidden knit wristers

Roomy two-way Pockets!

- Sizes 40 to 46.


MENS SWEAT SHIRTS 1.00

Good heavyweight, with nylon reinforced neck to retain shape and add wear. Ideal for the cold days ahead. Sizes small, medium, large. Gray only!

Boys' Blue Denim
SHIRTS

### 1.33

Just the Shirt those boys like for school. Warm and sturdy, of course sanforized. Sizes 8 to 16 .

## BABY DIAPERS

### 2.88 poe

Dress Shoes
3.00

Clearance!
Several styles in most sizes. Suedes and smooth leathers. Come in and save plenty!
REUNANTS!
Large
Assortment!
Come Early!
1/2 Price
REMNANTS!

Cavemen Shove Artesia Season Record Into Hole Travelers Drop Two More With Stinging 69-53 Vietory in Tuesday Contest Road Games, One in Overtime


Now
990 KSVP $\begin{aligned} & \text { Now } \\ & 990\end{aligned}$

saturday night two events are
scheduled on the basketball
court. At $6: 30 \mathrm{p}$. m. Arteskibsal .
team will play the Lake Arthur

Four-Fifths of U.S. Land Used


how much could you save with HALF ABANK? Not much. Yet some peo-
ple take a chance on balf. insurance just to save a few dollars-and end up with notbing because of Build your balance of security with up-to date
protection. Call us today Kiddy Agency Insurance - Real Estat 415 W. Main Phone
here it is, folks! THe big value event YOU HAVE BEEN WAITING FOR!

## ITS <br> BALDWIN'S BIG ANNUAL

STARTING FRIDAY, January 15-8:30 am


GIRLS' COATS Sizes 6 to 16

MENS FURNISHINGS CURLEE SUITS $\$ 52.50$ Suits Now $\$ 3.95$ $\$ 45.00$ Suits Now $\$ 29.95$
CURLEE SPORT COATS AND TOPCOATS \$29.50 Sport Coats \$19.75 \$24.50 Sport Coats \$17.95 $\$ 45.00$ Topeoats Now $\$ 32.50$

| LADIES' SLIPS |  | MENS JACKETS |  |
| :---: | :---: | :---: | :---: |
| Ladies ' Gloves |  | MENS PAJAMAS |  |
| LIDIES ${ }^{\text {c }}$ BLOLSES |  | MEN'S SPORT SHIRT |  |
| LADIES SWEATERS |  | MENS | RN SHIRTS |
| LADIES' SIIRTS |  | MENS SLACKS |  |
| turse are a few of the nationally advertised ttens of wearing apparel that you can save many dollars on at baldwins COME EARLY FOR THESE AND MANY OTHER UNLISTED ITEMS AT |  |  |  |
|  | BALDWIN'S |  |  |

H Counil


EVERY FRIDAY IS BARGAIN NIGHT-9c-20c-25e OCOTILLO THEATER

FRIDAY AND SATURDAY - JANUARY 15 AND 16
 st President ork on Book





## uest Speaker

 Speak atlrary Baptist


## One look settles it-

## Buy of the year is BUICK

$W^{\text {E knew them for great automo- }}$ ment waw them But it turns out we have a far bigger Buicks than we ever figured.
Folks in a steady stream come into our showroom, look over these glam orous new beauties, and tell us-with signed orders-that Buick's really the beautiful buy, hands down.
It's the biggest new-car excitement in a long, long time-and you ought to take a look at it, firsthand.
a look at it it frrsthand.

Because one look at the sensational new styling of these breath-taking Buicks shows them to be the freshest new automobiles in years.
One look into the modern interiors and through that spectacular new back-swept windshield - firms the conviction.
One look at the new V8 power story, the new ride story, the new handlingease story - practically wraps up the

And then, one look at the prices-one
eye-opening experience with the


## GUYCHFVROLET COMPANY

DOLBLE HORROR SHOW!
two big horror pictures for the price of one:
$=$


SEE $E_{i}^{i t}$ enatle its deadilest




 | William W. Enoch, Mrs. Jack Call, |
| :---: | :---: |
| Mrs. Harry Finley, Mrs. Harmon | \(\begin{aligned} \& Mrs, Raymond Wray. <br>

\& Patients Discharged- <br>
\& Ban. 11 - Mrs. Ada\end{aligned}\)

## LANDSUN THEATER

SATURDAY - SUNDAY - MONDAY


CHARLES DRAKE - JIMMY HUNT - JIM ARNESS
Nximomemine

## OCOTLLLO THEATER




Soil Conservation Awards Planned at Annual Meeting
hottest values to be brought on the American automotive market in 1954 - clinches Buick as the buy of the
ear.
Come in and see for yourself - the sooner, the smarter.
when better automobiles are built buick will build them

Next Knife-Fork Speaker Is Authority on Far East Crisis

Latrsbad





Dunnam Seeks Whereabouts of Elmer Woods
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Benny Bennett
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$\$ 130,000$ Bond-


## QUALITY

GET BOTH ENDS of the BARGAIN- Shopping Here!

# STEAK 

 BEEF roon l. s c chock bezeRIB SIRLOIN<br>$49^{\circ}$<br>53

saUsage

LOW PRICES! FRESH GROUND 2 me $63^{5}$

Glover's-Pure Pork For the meal-of-the-week... every week.; choose
your meat at the H \& J FOOD BASKETS! What
ever the kind or cut you favor - beef, lamb or pory

- you can be sure that it will be at its tenderest, tas
tiest, juiciest bes because all our meats are TOp QUALITY grades - aged right, cut right, trimmed Although ALL our meats are Sunday-Best for flavor they are low-priced for everyday thrift.

LONGHORN
${ }^{\prime}$ CHESSE

## $47^{c}$

CHUCK
.-sack 78 ROAST 35
FROM U. S. CHOICE BEEF

## SHORTENING GREEN BEANS CORN rellis - whole kernel golden vacuum pack. 12 oz Tin <br> \author{ - 

}NUCOA OLEO SALAD WAFERS
armours vegerole
gardenside Cut -303 Tin Your Choice
${ }_{11 \mathrm{l} \text { ctn }}$ 29f $^{5}$ LIGHT BULBS ${ }^{\text {Pemn }}$



## FRESHER...s it's SOLD the DAYIT ARRIVES!

Campfire
CARROTS

TAMALES

Yma Sumac Has Fabulous Range

## H. in matr, sumoris is, ism




##  <br> Nuwa Widest

 range of power!
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## A better deal for the man

## at the wheel

Dodge "Job-Rated" trucks save time and effort . . offer a better deal in low operating and upkeep costs . . . and are priced As your Dodge bring you these outstanding new trucks and to back them with dependable service and continued interest in their good performance. You can count on us for a
better deal for the man at the wheel.

See the all-new
DODCE
"Ibb-Fated "TRUCKS' hart motor co.
LDOK HOW MAIV Wals You CAII EIUOY BEEF RT LISS THAN 50: 18 . at SAFFWarl
 SaRM ROAST 2en RIB STEAK ${ }^{\circ}$ GROUND BEEF


Potato Chips | Red Seal |
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| 5 oz pkg |


$25^{\circ}$ BEEF LIVER29$29^{\circ}$

Airway Coffee
 Ice Cream

Pork Roast

| Loin Cut |
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| 199 |

Pork Sausage
Peyton's
Del Norte
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45
Longhorn Chees Full Cream
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546

Smoked Hams

Fresh Fryers Dreand and in 49:

Sliced Bacon Morrells
Yorkshire

65



59c Peanut Butter


Potted Meat Beauty Soap Fab or Tide




APPLES 122.

 CABBAGE Grem, ifin tead . CABBAGE yellow onows Extra fine quality${ }^{5} 5^{6}$
CARROTS ..... 10
RUSSETT POTATOES ..... 43

BANANAS ..... 1212

TOMATOES
BEET SUGAR nay Dawn No. 300 tin hoo pag

Cherub Milk 1212. ${ }^{2}$ Shortening

Family Flour 87c $\begin{gathered}\text { Showboat Rice } \\ \text { Long grain }\end{gathered}$
${ }^{\text {mom }} \mathbf{4} 87$

## TOMATO JUICE <br> Sun

$12 \frac{1}{2}$

Salad Oi
Mayday finest quality
bu $37^{\text {c }} \underset{\text { American Beauty }}{\text { Elbani }}$
$38^{\mathrm{c}}$
$37^{\mathrm{c}}$ Elbo Macaroni 39



$\underset{\text { Suranaa }}{\text { Pane Flour }}$
${ }_{0}$ oz pkg 33c Green Beans
3c $\underset{\substack{\text { Green Beans } \\ \text { Rosede cut }}}{\substack{\text { cent }}}$
$21^{\mathrm{c}}$
$\underset{\text { Sleepy Hollow }}{\text { Waffle Syp }} \quad 24$ oz bu $4^{c} \mathrm{c} \underset{\text { Sunnydawn }}{\text { Tomato Juice }}$
$\underset{\text { Empress-lasty }}{\text { Aple Jelly }} \quad 20$ oz jar $27^{c}{ }^{\text {P }} \underset{\text { Westrair }}{\text { Prune Juice }} \quad 24$ oz

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29 \mathrm{c}
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2002
Friday, Saturday and Monday Right Reserved to Limit Quantities:

Remember:
Every Wednesday Is $5 \%$ Cash Discount Day!
Shop Safeway and Save!

The Artesia Advocate




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Program Deserves
More Than Reaction


Republicans Plan Full Slate of Legislative Candidates in Every County for 1954 Primary

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ity-which will promote the well-being of the
whole nation."
Nation's Business magazine reports in Nation's Business magazine reports in
its January issue the CCC has on hand some The nation for a decade past has lavishly encouraged its farmers to grow more, and
still more. That need is now at an end in
some some crop production

Accident Warning $\mathbf{F}^{\circ}$

Wiss Thigpen Winner



Garlsbad Regional GOLDEN GLOVES TOURNAMENT Wed., Thurs., Fri., Feb. 3,4,5

All Boys 16 Years of Age or Older Who Are Interested, Are Urged to Register, Nò Entry Blanks at carlsbad elks lodge Canal and Fox Streets

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COX MOTOR CO. • 303 S. FIRST


## BOXING!

## 295 <br>  <br> Never before in any car! -50 h.p. plus Power Flite



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Lost and Found



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Low Down Payment - Balance Like Rent
Two bedroon avd dev-le10 ward ave.




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 rooms with 5 bedrooms, located on 4 acres, 2 miles West
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