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Prepared an ordinance calling for a bond election to be voted on at the city election April 6. It will put to the voters the question as to whether or not the city shall issue \$139,000 in bonds for construction of a two-billion gallon reservoir.

Two Break-Ins Monday Night Are Reported

Two more break-ins into Artesia homes were reported to police this week.

Both took place the night of Jan. 25, Monday.

Continental Oil Co., 311 N. First reported intruders broke in and took \$15 in a bank sack in a drawer. Thieves had torn a screen off window, broken a hole in the top of the window, then unlocked and raised the window to enter.

Burnsworth-Coll, 505 E. Main, reported a breaking and entering of the same night, but details as possible thefts were not learned.

Record in '53  
IRON LUNGS IN USE  
Join the  
MARCH OF DIMES  
January 7 to 31

# THE ARTESIA ADVOCATE

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Jan 2-31

VOLUME FIFTY-ONE

ARTESIA, NEW MEXICO, FRIDAY JANUARY 29, 1954

NUMBER 9

## Council Indicates Favor for City Cigarette Tax

Recommendations Artesia adopt a city cigarette tax to finance a full recreation program were presented to city council Wednesday night.

The recommendation came from the council's park and recreation committee, headed by councilman George Ferriman. If it is adopted, the city will levy a cent-a-pack tax on all cigarettes sold in the city. Ferriman estimated revenue at between \$1,500 and \$2,000 a month.

Ferriman said he had received "very favorable" reports from six New Mexico cities which have adopted the tax. Public reaction has been favorable to the tax, Ferriman said.

Lovevinton is now collecting \$1,000 a month from the tax, he said. The council deferred until its next meeting Feb. 10 adopting an ordinance which would put the tax into effect, and Mayor J. L. Gascose indicated the council would be ready to hear any objections to the proposal at that meeting.

FERRIMAN SAID THE FIRST object the tax should be called on to finance is construction of a municipal swimming pool in the city's North Side.

Councilmen seemed generally to favor the tax and were in agreement on the No. 1 priority for the swimming pool.

The council briefly discussed possible formation of a recreation program committee composed of school and civic club representatives to draw up a full recreation program.

In other action Wednesday night the city council:

Heard a report the city planning commission has tentatively approved the Barnett addition to the city. It lies between Hermosa and Runyan and Thirteenth and Twentieth streets.

Approved purchase of additional equipment for installation of traffic-actuated traffic signal at Thirteenth and Main. The additional equipment totals \$171.

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MARY HORNER



BETTY BURCH



JEANELLE BLACKBURN



LOU ANN SIEGENTHALER

## Mayshark Urges City Capitalize On Cavern Trade

Artesia has an excellent opportunity to take advantage of tourist trade going to Carlsbad from the north, C. B. "Duke" Mayshark, state tourist bureau director, told Artesia Rotarians Tuesday noon and the Chamber of Commerce board of directors Tuesday afternoon.

Mayshark also stressed a need for more quality hotels and due ranches in New Mexico.

"It is a tremendous job to put over New Mexico as a place to spend a vacation, rather than just a stopping point on the way to Old Mexico or California," Mayshark said.

He noted the bureau was started in 1935 with a budget of \$25,000. Steady increases have brought the budget up to \$260,000 for 1954.

Pointing out New Mexico is not as widely known as other states, Mayshark said Canada spends "millions of dollars a year" and states such as Colorado, Arizona and California hundreds of thousands of dollars to attract tourists.

Tourist spending is a \$10 billion annual business, he said. The state needs advertising to put its attractions as a vacationing spot before the tourist public, he declared.

The state highway department, of which the tourist bureau is a part, has authorized \$200,000 for the 1954 New Mexico tourist advertising budget. The tourist advertising campaign will go into Life, Look, National Geographic, Saturday Evening Post, American Holiday and Colliers magazines. All ads are to be in color.

Carlsbad Caverns, Mayshark said "are the greatest single tourist attraction in the state."

Stickers are necessary for all motor vehicles.

Smith said a large number of vehicles have not yet been inspected for current stickers.

State police will begin Monday to issue summons for motorists who have no current inspection sticker on their vehicle.

The state patrolman also observed the inspection program has generally met wide acceptance on the part of the motoring public.

"We have a few who gripe over it," Smith said, "and some motorists who think if they get turned down at one place they can get the sticker at another."

"But by and large, the motoring public likes to know their cars are safe when they go out on the road."

Motorists found driving vehicles without current inspection stickers after Monday will be cited into justice of peace court.

(Continued on Page Six)

## Bobbie Freeman Is Early Contest Lead

Miss Bobbie Freeman, daughter of Mr. and Mrs. Joe C. Freeman, forged into an early lead in the Valentine Princess Contest being conducted at the high school. She is a member of the junior class.

The contest among eight outstanding girls of Senior high school, is arousing high interest and enthusiasm, as the date for the Valentine Vanities of 1954 approaches.

The stage show, consisting of 12 acts, will be climaxed with crowning of the Valentine Princess of 1954. The show is to be presented Wednesday and Thursday evening, Feb. 10 and 11, by the band, chorus, and girls of the physical education department. Curtain time will be 8 p. m.

Besides the concert band and chorus, Artesians will hear for the first time the newly-organized, 18-piece dance band, "The Serenaders," who will play for all novelty and dance acts.

Five top dancers from the freshman class include Gretchen Petty, Nancy Booker, Betty Fairry, Gayla Morgan and Rosemary Hutson—doing an authentic Parisian can can dance, in gay costumes. There are several other dance acts.

Also featured on the 12-act show will be the Dumbo Combo, hilarious pantomime team—a trio of top notch entertainers, Don Knorr, Jack Knorr and Wilbur Ahlvers.

Early reports show that tickets are already going fast and the show promises to be a sell-out both nights.

Ballots may be obtained for the Valentine Princess contest by purchasing tickets for the show. The contest will close at 5 p. m. Feb. 8.

Balloting is being done through ticket sales.

Stubs on every adult ticket are worth 10 votes for the candidate the buyer favors. Stubs on student tickets are worth five votes.

Tickets, being sold by band, chorus and girls physical education classes, are priced at 50 cents for adults, 25 cents for students.

(Continued on Page Six)

## 'Deal' Is Closed Giving Artesia Direct Operation of Ball Team

### Whirlwind List of Events Tonight Ends Highly Successful March of Dimes

A whirlwind round of events tonight climaxes the month-long Artesia March of Dimes campaign, which has been more successful than any other ever held here.

On tonight's agenda are: —From 5 to 8 p. m., a chicken pie supper at the Odd Fellows hall, sponsored by Rebekah. All proceeds go to the March of Dimes. Prices are \$1.25 for adults, 85 cents for children.

—Mothers March on Polio, from 7 to 8 p. m., tonight.

—Radio auction of items ranging from the absurd to the prized beginning at 7:15 p. m. over radio station KSPV.

MRS. G. P. IVERS, chairman of the mother's march, has announced a fire siren will herald the start of the march at 7 p. m. tonight. Artesias who want to give to the March of Dimes should turn on their porch lights.

Mrs. Ivers has requested that residents who do not wish to donate do not turn on their porch lights, as the signal will mean a fruitless trip for the mothers making the drive.

Mrs. C. E. Currier, co-chairman with A. J. Losee of the 1954 campaign, said the radio auction features choice items.

There is for instance a black, mother of pearl toilet seat to be sold to the highest bidder.

A pair of round-trip plane tickets to El Paso also are to go to the highest bidder.

Also up for auction are rose bushes, a whole passel of cakes, and a number of dinners offered by Artesia dining rooms.

While the March of Dimes formally concludes this week end, several events are scheduled for next week.

They include a benefit basketball game between Artesia high school faculty men and a dance under Elks club sponsorship featuring a Walker Air Force Base band, which made a hit over the recent KSW-TV March of Dimes telethon.

Suspect Is Held For Investigation Into Break-Ins

Artesia police are holding for investigation a suspect believed to have committed a wave of break-ins which have covered the city over the past month.

The suspect gives his name as Edward Zulkoski, 23, of Butte, Mont.

Chief of Police Frank Powell says the suspect neither admits nor denies the break-ins.

He admitted to Chief Powell he is wanted in Spokane, Wash., for parole violation.

Chief Powell said a telephone conversation with the sheriff in Spokane confirms that part of Zulkoski's story.

The prisoner has steadily refused to discuss the break-ins for four days.

He was arrested on suspicion by city police. Zulkoski admitted he has been in Artesia for the past month, and has worked for only one week since being here.

## Boy Scouts to Elect Officials Saturday

Artesia Boy Scouts go to the polls tomorrow to elect seven officers from mayor through assistant fire chief to guide the city when the Scouts take over for a day Feb. 6.

The polling place will be the fire station on N. Fifth. The polls will be open from 9 a. m. to 3 p. m. Any Scout who has a current registration may vote.

Two "political parties" have been formed for the election—the Apache and Navajo parties.

Heading the slates are Bill Cox, an Apache candidate, and Jim Syferd, Navajo candidate, as contestants for the mayor's position.

Filing out the Apache slate are Johnny Clark, troop 295, police chief; Able Florez, troop 79, police captain; Larry Kennedy, troop 27, fire chief; James Powell, troop 295, assistant fire chief; Wayne Karr, troop 8, police judge; and Lester Kiddy, troop 8, city clerk.

On the Navajo slate are Allen Murdock, troop 28, police chief; Marvin Gale, troop 82, police captain; Kent Gwynne, troop 28, fire chief; Benny Sanders, troop 82, assistant fire chief; Tillman Walters, troop 28, police chief; and Don Ivers, troop 27, city clerk.

Scouts are also electing two city councilmen from each troop. All Scouts in uniform will serve as police officers during the day-long reign of Scouts over city affairs next Saturday.

City officials are planning work sessions with the Scouts to teach them actual processes of city government during the day. Scouts, for instance, on the city council will hold an actual council session, passing on city business.

Artesia Students Sweep New Mexico Essay Contest

Artesia Senior and Junior high school students have swept five of the top six places in a state wide conservation essay contest on protecting waters from pollution.

Only first place in the junior high division failed to come to Artesia.

The local winners of the state contest are Marsall Martin, first; Tom Mabley, second and Mary Ann Goodson, third in Senior high division and Carol Zeigler, second and Don Ivers, third, in junior high division.

All five essays have been forwarded for judging in national competition.

The contest is sponsored by the Artesia chapter of the New Mexico Game Protective association, the state association and the National Wildlife Federation.

Reports on the national judging will be given in March.

Archer Denies New Campaign Technique

D. D. Archer, the Artesia attorney who is seeking election as district judge for Eddy county today discounted rumors he is a "Texas candidate."

Archer has been accused of being a "Texas candidate" by the Carlsbad Current Argus, which thinks a publicity release on Archer's candidacy ran in the El Paso (Texas, that is) Times before it appeared in his hometown paper, The Artesia Advocate.

"They're nearly as factless as they are tactless," Archer said. Archer's announcement appeared in The Artesia Advocate for Dec. 26, 1953, in a page one story.

## League Plans Eight-Team Operation

Professional baseball is assured in Artesia for 1954, Steve Lanning, president of Artesia Baseball Club, Inc., said Thursday night.

"We are going to run the club ourselves, just as we did last year and just as we have ever since professional baseball started in Artesia," Lanning said.

The Driller president said "we consummated a deal Thursday that assures us of baseball."

Lanning said nature of the deal is not yet ready for publication. It does not, however, involve Artesia being a farm team or under the operation of a higher classification club.

Reliable sources said Thursday new financial backing for the Drillers is believed to have been signed up.

Meanwhile, Lanning added "we are right back where we were with our ticket campaign, our need for money, and our obligation to pay off the debts of past years. We're going ahead with it."

Earlier this week Lanning said baseball was assured in Artesia in 1954 but he did not then disclose the nature of its operation—by league or under local operation.

The chain of events which led to the off-again, on-again baseball picture in Artesia began Monday night when Artesia decided that, while it was in good financial shape compared to other teams, the Longhorn league was too risky to lead a team.

That decision was given by Lanning to the Longhorn league directors meeting in Odessa Tuesday.

The directors refused to accept the withdrawal and gave Artesia the alternative of either preparing within 15 days to field its own team or face the league stepping in, taking over the baseball option under league territorial rights and placing an operator in Artesia to run the Artesia Drillers as a league club.

Lanning returned from the meeting saying Artesia would have baseball. He did not disclose the method of operation. He attributed his statement to Artesia's having

(Continued on Page 4)

## Mutual Concert Launches 1954-55 Member Campaign

Artesia Mutual Concert association today began its early membership campaign for the 1954-55 season.

Explaining the early timing for the drive, Mrs. E. E. Kinney, membership chairman, said "in order to bring talent such as we saw last night at the Yma Sumac concert, we need a sale of all available memberships."

"The association," she added, "is deeply grateful for the complete subscription to the 1953-54 campaign, which enabled us to bring Yma Sumac to Artesia."

"If we repeat the 1953 subscription," she added, "we will be rewarded again with renowned quality of entertainment."

Mrs. Kinney pointed out the 1954-55 concert talent lists include the Dallas Symphony Orchestra and the outstanding De Paul male chorus. Local facilities will accommodate either concert.

The campaign is to formally open Feb. 22 and continue to Feb. 27. However, renewal applications are now being accepted.

New applications for remaining available memberships will be honored in the order they are received, Mrs. Kinney said.

Mutual Concert association completed its third year in Artesia last night with the Yma Sumac concert.

## Hunt Zumwalt Begins Whirlwind FFA Duties

Hunt Zumwalt of Artesia, New Mexico's first Future Farmer of America to be elected to a national FFA office, this week began a whirlwind officer training course and good will tour.

Hunt is required to give 200 days to his job as national FFA secretary during the year he holds office.

Meeting in Akron, Ohio, with other national FFA officers last week-end, Hunt joined in a round of speeches before civic groups before departing for Washington.

An officer training program is scheduled in Washington from Jan. 26 to Feb. 3. Today and tomorrow he and other FFA officers meet with the national board of directors.

Feb. 3 Hunt starts his good will tour of the United States with the other five national officers, flying from Washington to Baltimore, Wilmington, Del., and New York City, where the group stops for four days.

From there the officers go back to Washington, then rapidly swing to Louisville, Ky., Atlanta, Ga., Birmingham, Ala., Houston, Phoenix, Los Angeles, San Francisco, Salt Lake City, and Denver.

Hunt plans to return to Artesia Feb. 21. Whether or not



HUNT ZUMWALT

he will then resume school at Eastern New Mexico university, where he is a sophomore, is still undecided. Hunt expects to receive instructions on his future duties during the current tour.

He was elected national FFA secretary after being given the American Farmer degree last fall during the national FFA convention.

He is the son of Mr. and Mrs. F. Ray Zumwalt of Artesia and grandson of Dr. and Mrs. O. E. Puckett of Carlsbad, and Mr. and Mrs. A. B. Zumwalt of Artesia.

Hunt takes into his job as a national FFA officer an outstanding background as an individual in school work, especially vocational agriculture.

He is also an ordained minister in the Church of Christ and a member of the madrigal singers of ENMU. University officials report he is a straight A student.

Hunt's parents moved to a farm when Hunt was small, and he traces his love for farming from that. He spent the first nine years of his life in the Cottonwood community, where his father was principal of the Cottonwood school.

(Continued on page six)



### Mrs. John Frost Elected Head Of Girl Scout Association

Mrs. John Frost was elected president of the Girl Scout association to succeed Mrs. Duane Sams at the annual Gift Scout association banquet held at Old American dining room Monday evening.

Other new officers elected were Mrs. John Smith, vice president; Mrs. Raymond Cavin, secretary; Mrs. Raymond Lamb, finance chairman; Mrs. Tom Howard, publicity chairman; Mrs. Bob Hanson, organization chairman; Mrs. Don Knorr, nominating committee chairman and Mrs. Jerry Curtis, registrar.

Officers having another year in office are Mrs. Richard Gill, camp chairman; Mrs. C. E. Geiser, training chairman and Mrs. Wayne Adkins, treasurer.

New members of the nominating committee are Mrs. Ralph Petty and Mrs. Ed Bryan with Mrs. Ted Maschek and Mrs. Ralph Gray as holdover members.

The program for the evening was staged by members of Troop 6

and Troop 20. Troop 6 performed several singing games entitled "Hansel and Gretel," "Here We Go Round the Mountain Two by Two," and "Jump Jim Crow."

Troop 20 presented a skit entitled "Ah" which they had planned and performed for the troop dramatic badge.

During the business session, following the program, plans were discussed for further work on the Red Feather drive which fell short of making it quota.

Girl Scout area President Mrs. C. P. Bunch brought an area report to the group from the area finance chairman who suggested central financing in order to bring better scouting to more girls in each area.

The report also suggested local Girl Scout groups be represented according to the number of Girl Scouts in each locale and be elected by the local association. During group discussions of this problem the advantages and disadvantages of this system of financing were pointed out.

### Past Matrons Vote \$10 Gift To Polio Drive

Past Matrons club of the Order of Eastern Star, at a meeting Monday voted to donate \$10 to the March of Dimes.

This meeting featured a covered dish dinner held in the home of Mrs. Alf Coll.

Previous to the afternoon business meeting a memorial service was held by Mrs. Reed Brainard in memory of Mrs. Jeff Hightower. She read Scriptures from Proverbs 30:10-31.

Mrs. Arba Green read a tribute in memory of Mrs. Hightower.

Mrs. Hightower was a member of the Christian church 70 years and was organizer of the Christian church in Portales and joined the Order of Eastern Star chapter in Portales over 30 years ago and became one of its earliest matrons.

Mrs. Brainard closed the memorial service with prayer.

Mrs. Harold Kersey, president, conducted the business meeting.

Mrs. J. M. Story gave a short talk on the first meeting of Past Matrons organized at the home of Mrs. R. G. Knoedler, now of Clovis who was present as an honored guest.

Mrs. Jess Funk was in charge of the program and gave an interesting talk entitled "This Is the Mother."

Present were Meses. Tex Polk, Reed Brainard, Owen Hensley, Arba Green, Harold Kersey, Louise Earl Darst, P. V. Morris, Maude

### Sorority Donates \$35 to Girl Scout Troop

Members of Alpha Alpha chapter of Beta Sigma Phi voted to donate \$35 to the Girl Scout troop sponsored by the chapter at a meeting Tuesday evening held in the home of Mrs. Wallace Beck with Mrs. W. G. Brittain as co-hostess.

It was announced the Valentine dance would be held Feb. 13.

The program was given by Mrs. John Simons Jr., who discussed parliamentary procedure and conducted a quiz on the topic.

The next meeting will be Tuesday, Feb. 9, in the home of Mrs. Roy Richardson, 1006 Runyan, with architecture as the topic.

Those present were Meses. John Daugherty, Herman Ford, Robert Garner, H. L. Gracey, Huck Kenney, Roy Richardson, John Simons Jr., Ralph Vandewart, W. C. White, Bob Williams, Troy Harris, Joe Howell, Bill Felton, Jim Frank, W. G. Brittain and Wallace Beck.

Burch, Robert Cole, J. M. Story, Condrey, J. C. Floore, Calvin Dunn, Jess Funk, John Rowland, I. P. Glasscock and Bryant Williams of Hope and Miss Ina Coie, members and Mrs. Knoedler of Clovis, a guest.

The next meeting will be Monday, Feb. 22 and will be covered dish dinner in the home of Mrs. Bryant Williams at Hope with Mrs. Robert Cole as co-hostess.

### Four Eight-Forty Members Attend Hagerman Meeting

Four members of Eddy County Salon No. 304, 8-40 attended a meeting Friday, Jan. 22, in Hagerman.

The luncheon was served in the Legion Hut by members of American Legion auxiliary. The business meeting was held in the home of Mrs. Jeanette Mitchelet, le petite chapeau.

A report was given by Mrs. Louis Hammond of Roswell on the Christmas party at Fort Stanton hospital.

Mrs. D. M. Walter gave a report on the birthday shower for Mrs. Ann Owens of San Francisco, national chapeau.

Attending from Artesia were Mrs. Earl Darst, Mrs. Raymond Bartlett, Mrs. Albert Richards and Mrs. D. M. Walter and three from Carlsbad and eight from Roswell.

The next meeting will be held in the home of Mrs. Jane Bujac at Carlsbad.

### Estill Guest Speaker Before Sorority Group

Milford Estill was guest speaker at a meeting of Xi chapter of Delta Kappa Gamma Thursday evening, Jan. 21 in the home economics rooms.

Mrs. Hagin McCaw, president, conducted the business meeting.

Miss Lois Nethery, program chairman, presented Mr. Estill, who showed a number of interesting slides of his travels in Europe and talked to the group on religion and world peace.

At the close of the program, the hostesses, Mrs. Nina McCarter, Mrs. Rufus Stinnett and Mrs. Leota Williams served refreshment of hot cider and cookies.

### Fortnightly Bridge Club Holds Meeting

Mrs. Charlie Martin was hostess to members of the Fortnightly Bridge club for a 1 o'clock luncheon Tuesday at Artesia Country club.

Those present were Meses. Dave Bunting, F. C. Hart, R. M. McDonald, Glenn Booker, Grady Booker, Hollis G. Watson, William Linell, C. R. Blocker, Albert Richards, John Lanning, C. R. Baldwin and Charlie Martin.

**CARD OF THANKS**

We wish to thank all the good friends who were so kind and loving at the time of the passing of our loved one—Cunningham and Johnson families. 9-1c

### North Eddy County 4-H Gives Adults Achievement Day Award

North Eddy County Achievement Day was held in the Cottonwood school gymnasium Saturday, Jan. 23. Miss Norma Jo Thigpen, president of Eddy County 4-H Council, was presiding officer.

H. Floyd Davis, Artesia high school teacher was key speaker. He gave an interesting talk on the importance of conserving natural resources and the part 4-H members play in this job.

Kenneth Aldridge, chosen as honorary 4-H club member in Eddy county for 1953, was presented a plaque in appreciation for his services in connection with the Eddy County 4-H and FFA Livestock Show and Sale.

Mr. and Mrs. Jess Schoolcraft of Lakewood were presented pens for being chosen outstanding 4-H leaders in Eddy county.

The following leaders were given the silver 4-H Cloverleaf awards for five years of continuous service in 4-H leadership: Mrs. James Thigpen, Cottonwood 4-H club; Mrs. Orval Gray, Cottonwood 4-H club and Mr. and Mrs. Bob Barley, Hope 4-H club.

Mrs. R. L. House of Lakewood will receive a gold cloverleaf award for 10 years of continuous service.

Year pins, contest winning medals and other awards were presented 4-H boys and girls in the following clubs, Atoka, Artesia, Lakewood, Cottonwood and Hope.

Following the achievement program, a covered dish supper was served in the cafeteria.

Recreation session followed the supper. Many games were played and an enjoyable evening spent.

There was an attendance of 115 persons for the occasion.

Richard Marek, county agent, Miss Marjorie Howell, home agent; Mrs. Elsie Clark, assistant home agent and Jack Wallace, assistant county agent were present for the meeting and program.

### DeMolay Mothers Organize to Aid Social Activities

Mothers of boys who belong to the Order of De Molay met at Masonic Temple Monday night to organize a De Molay Mothers club.

Purpose of the club will be to create interest among boys in De Molay, to get new members, and to help boys with social activities.

Mrs. W. S. Simmons is president; Mrs. Wesley Sperry, vice-president; Mrs. Thad Cox, secretary-treasurer, and Mrs. Leroy Crawford, publicity. Committees will be appointed later.

Fourteen mothers were present for this meeting.

Next meeting will be held the third Monday in Feb. which is Feb. 15, at 7:30 p. m. at the Masonic Temple. All mothers of De Molay boys are urged to attend.

### Presbyterian Men Entertained By Toastmasters

Toastmasters club presented an actual meeting of the organization as the program for Presbyterian Men's meeting Tuesday night.

Lou Baker conducted the program as toastmaster for the evening. J. L. Briscoe served as topicmaster.

Speakers were Ben Caudle on "Smile," Hugh Kiddy, "Know Your Fellow Man," and Wallace Beck, "The First Anniversary of the Sunka Coffee."

Critics for the speakers were G. Taylor Cole, Vernon Bryan, and Howard Stroup.

Clarence Key was over-all evaluator and Ott Strook timer.

Presbyterian men served an oyster stew and baked beans for the dinner preceding the program.

Rev. Ralph O'Dell, pastor of the church, installed new officers of the men's group. They are Fred Stowe, president, and Bev Graham, secretary-treasurer. David Rodwell, vice-president, was not present for the ceremony.

Mr. and Mrs. Reece Booker and daughter, Pamela, of Albuquerque will arrive today to visit his parents, Mr. and Mrs. Glenn Booker, and her parents. Mr. and Mrs. Louie Burch. Reece will not return to the University of New Mexico, but has accepted a position with his father and he and his family will make their home in Lovington.

### Personal Mention

Bob McQuay, son of Mr. and Mrs. R. F. McQuay, is home for semester vacation from Eastern New Mexico university. He will return to ENMU at Portales Monday.

Johnny Mathis, a student at New Mexico A&M college, Las Cruces, arrived home Wednesday to spend several days with his parents, Mr. and Mrs. John A. Mathis, Jr.

Wade Green, a student at New Mexico A&M college, arrived home Thursday to visit his parents, Mr. and Mrs. H. L. Green, between semesters.

Miss Wanda Hampton returned the last of the week from a four-day visit at Dallas, to visit her father, Charles Hampton. Her brother, Donnie, went with her to go to a Dallas school.

Mr. and Mrs. Harvey Jones entertained with a steak dinner for their son, Billy, on his 16th birthday, Thursday, Jan. 21. After the dinner guests and hosts enjoyed a line party at the theater. Those attending were Marshall Martin, Kay Hubbard and Beverly Boteler.

J. H. Boteler, on the Hope highway, is reported to be much improved. He suffered a stroke just before Christmas that left him partially paralyzed on the left side. He is able to be up part of the time now.

Mrs. Jennie Burdick spent 10 days here visiting her two daughters, Mrs. Jerry Robinson, 807 W. Dallas and Mrs. G. Kelly Stout 604 W. Grand, and their families. Mrs. Burdick left Saturday for her home in Mooreland, Okla.

Mr. and Mrs. W. S. Luce returned Tuesday after spending week visiting relatives. They lived in Hollis, Okla., with his Frank and family; in Safford, Okla. with her step-brother, Charles White and wife, and in Wellington, Texas, with Mrs. Luce's brothers, Sidney and Richard and their families.

Mr. and Mrs. Clarence Wade to visit in the home of his and Mrs. George Henderson and Henderson. This is the first time in 40 years that Mrs. Henderson has seen her nephew.

Duane Sams, James L. Allen and Emil P. Bach attended first 1954 director's meeting of the Game, Protective Ass'n's Truth or Consequences Saturday, Jan. 23. They reported a meeting and quite a lot accomplished concerning fishing hunting in New Mexico.

Mr. and Mrs. Kenneth New and sons, Junior and Bennie, and Mr. and Mrs. W. D. Loyd will be in the morning for Las Cruces attend graduation exercises son and brother, Kenneth S. New. He will receive his B. S. degree from New Mexico A&M college. On Feb. 15 he will report Fort Hood for duty.

Mr. and Mrs. Emery Carper, spending a month in San Diego and are attending the golf tournament.

More than one-third of all money raised in the 1954 March of Dimes will be used to buy gamma globulin and carry out field tests aimed at testing a trial vaccine against polio.

**ODEN MOTOR CO.**  
103 NORTH SECOND STREET  
ANNOUNCES—

Beginning Monday, Feb. 1  
**HUGH BARRON**

Formerly with Guy Chevrolet Company for the past five years, will be employed in Oden's Shop. Mr. Barron is well known in Artesia as a Top Rate Mechanic. Oden Motor Company is cordially extending an invitation to all of Mr. Barron's friends and customers to visit the shop for any type of car repairs, minor or major, for any make of car. Our motto is "To Give You Satisfaction!"

Visit Oden's Today for  
**BETTER CAR BUYS**

NEW MERCURYS      NEW LINCOLNS  
"The Car Built for Modern Living on Wheels"

YES!      We Have a Few  
Exceptionally Good Buys in  
**"SAFE BUY USED CARS"**

For Better Service and Better Buys, See  
**ODEN MOTOR CO.**  
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J. A. Owen      Kyle Clark

**New...a**  
**12-bottle carton**

**12 Bottle Carton 50¢**  
Plus Deposit

Easy to carry. A double supply in one handy package.

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### Mariners to Give Square Dancing Lessons Tonight

Mariners club will meet in parish hall at Presbyterian church at 8 p. m. tonight. Refreshments will be served and everyone is invited to attend.

As a money raising project the club will offer instruction in square dancing. Ross Johnson, president, urges everyone to come out and enjoy the fun.

At the last meeting of the Mariners, held Friday, Jan. 22, members decided to sell all kinds of square dancing cards and to organize a square dance club as means to raise money for their project.

This is to help support and cool a child, and includes sending him to a seminary college if so desired. Meeting was held at the home of Mr. and Mrs. Louis Oster, 603 North Sixth.

Ten couples were represented and enjoyed light refreshments.

At its widest point, the island of Bermuda is less than two miles across.

### Patti Runyan Is Guest of Honor At Bridal Shower

Mrs. H. R. Paton and Mrs. Bryan Runyan entertained at a bridal shower Monday afternoon and evening at the Paton home on Mann Avenue for Miss Patti Runyan, who will be married to Charles Latchem Feb. 1.

Epsilon Sigma Alpha sorority sisters of the bride-elect and Miss Marilyn Runyan, daughter of the co-hostess, assisted.

The hostesses presented the honoree a corsage of yellow rose buds. Mrs. John Runyan and Mrs. Dora Polk, mother and grandmother of the bride-to-be, and those assisting, were favored with corsages.

The guests, on arrival, were greeted by hostesses and the honoree guest. They entered the den and signed a yellow linen luncheon cloth, presented to Miss Runyan from her sorority sisters.

Yellow jonquils attractively decorated the spacious living room where the guests assembled. After each guest wrote her favorite recipe for the bride-elect, the doors to the dining room were opened, revealing a dining table laden with

a profusion of gifts for the bride-to-be.

The table, covered with an Italian linen cut-work cloth, was accentuated by two miniature blue satin umbrellas suspended from the chandelier. Little blue and white wedding bells, interspersed with white satin bows adorned the umbrellas.

After the honored guest opened her many gifts, dainty cakes, nuts, mints and coffee were served to a host of friends and relatives from Hope, Artesia and the surrounding community.

### Altrusa Club Sets Program For Spring

Members of Artesia Altrusa club discussed programs for the spring months at a meeting Monday noon held at Cliff's cafeteria.

Jan. 25—Mrs. A. L. Seals, Jr., Charlotte Derrick, and Mrs. Lee Minyard, Farmington.

Jan. 26—Mrs. Prince Poe, and Mrs. Eldon Baker, Loco Hills.

Jan. 27—Mrs. Rosendo Gonzales, Lake Arthur, Mrs. Jim Parmer, Mrs. Roy Bell, and Mrs. Bartolo Juarez.

Patients Discharged: Jan. 25—Sandra Bradford, Joyce Coll, Mrs. Don Tennyson and baby, Mrs. B. C. Hudson and baby, James Patterson, Charlotte Derrick, and Rafael Diaz.

Jan. 26—Trudy Lee Greenwood, Mrs. W. G. Lyda and baby, and Kim Jeter Lake Arthur.

Jan. 27—Mrs. Ed Prather, Pinon, Mrs. E. L. Seals, Jr., and baby, Ronald Winder, Flying H; Mrs. Rosendo Gonzales, and Mrs. Jim Parmer.

Jan. 28—Bobby Harper.

### J. F. Cranford Funeral Service Held in Floyd

Funeral services were held for J. F. Cranford, 78, father of Leroy Cranford of Artesia, at the Methodist church, Floyd, at 2:30 p. m. Monday.

Last rites were conducted by Rev. Ernest Wheeler. Burial was in the Floyd cemetery.

### Hospital Record

ARTESIA GENERAL HOSPITAL. Patients Admitted: Jan. 25—Mr. and Mrs. A. L. Seals, Jr., son, Michael Stephen, 3:40 a. m., weight 7 pounds.

Jan. 25—Mr. and Mrs. Gayle Richardson, daughter, Cynthia Ruthe, 9:37 a. m., weight 6 pounds 2 1/2 ounces.

Jan. 25—Mr. and Mrs. W. J. Cauble, daughter, Gwendalo Joy, 4:42 p. m., weight 7 pounds 8 1/2 ounces.

Jan. 28—Mr. and Mrs. Bartolo Juarez, daughter, 12:45 a. m., weight 8 pounds, 1 ounce.

### Births

ARTESIA GENERAL HOSPITAL. Jan. 25—to Mr. and Mrs. A. L. Seals, Jr., son, Michael Stephen, 3:40 a. m., weight 7 pounds.

Jan. 25—to Mr. and Mrs. Gayle Richardson, daughter, Cynthia Ruthe, 9:37 a. m., weight 6 pounds 2 1/2 ounces.

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Jan. 28—to Mr. and Mrs. Bartolo Juarez, daughter, 12:45 a. m., weight 8 pounds, 1 ounce.

### Social Calendar

Friday, Jan. 29  
Executive board of Clarence Kepple unit 41, American Legion Auxiliary, meeting at the home of Mrs. Lillian Bigler, 4 p. m.  
Mariners club, meeting at Presbyterian parish hall, 7:30 p. m.  
Monday, Feb. 1  
American Legion Auxiliary, Veterans Memorial building, covered-dish supper, 6:30 p. m., meeting 7:30 p. m.  
Rebekah lodge, IOOF hall, birthday supper, 6:30 p. m., meeting 7:30 p. m.  
Tuesday, Feb. 2  
Atoka Woman's club, covered-dish dinner and meeting at the home of Mrs. Alvin Payne.  
Artesia Story League meeting with husbands as guests at the home of Mrs. Thad Cox, 7 p. m.  
Alpha Lambda chapter of Beta Sigma Phi, meeting in the home of Mrs. Jerry Marshall, 8 p. m.

### Civil War Book Reviewed as Study Program

Mrs. Louis F. Hamilton gave a book report on the book entitled, "Lady of Arlington," by Harnett Kane, at a meeting of the study group of Artesia Woman's club on Wednesday morning in the home of Mrs. Carl Lewis.

Mrs. R. E. Glaze, chairman, presided.

"Lady of Arlington," is a story based on the life of Mrs. Robert E. Lee with the setting of civil war times. In this story is told how the childhood home, Arlington, of Mrs. Robert E. Lee, was closed and occupied by Union forces, and later was used as burial place for the Union dead.

Hostess served hot cinnamon rolls and coffee to Mmes. M. C. Livingston, H. T. Gissler, C. R. Bloecker, E. Jeffers, Bryan Runyan, John Rowland, F. L. Bays, Robert Cole, L. F. Hamilton, B. A. DeMars, S. M. Laughlin, and Felix Cahape of Hope, and Mrs. Ray Fagan, a guest.

Mrs. B. A. DeMars, president of the Artesia Woman's club would in the Floyd cemetery.

Mr. Cranford died, after a lingering illness, at his home in Portales last Sunday.

Mr. Cranford was a prominent early day settler of Roosevelt County. This pioneer moved his family there in 1906 from Hunt county, Texas, to homestead a farm until about 12 years ago when he retired and moved to Portales.

Mr. Cranford married Etta Davenport in October 1898. To the couple were born nine children. Two of the children, Velma and Douglas, preceded the father in death.

He joined the Methodist church when he was 12 years old. He is survived by his wife and seven children. Two sons, Otis of Pasadena and Grady of Conago Park, Calif., were at his bedside before he died. Children attending the funeral were Leroy of Artesia, Mrs. Louis (Lottie) Poer of Slaton, Tex., Mrs. Charlie (Mavis) Buswell, Mrs. Mildred Cranford and Mrs. Mike (Onaida) Hall, all of Portales, and their families.

### Mrs. Galloway Initiated Into Eastern Star

Mildred Galloway was initiated into Eastern Star at a regular meeting held Tuesday evening in Masonic Temple, with Mrs. Lena Riddle, worthy matron, and her newly-elected officers of the year in charge.

During the meeting the altar was draped in memory of Foy Andrews, grand marshal of New Mexico, who was killed Jan. 6,

### Mrs. O. R. Gable Elected Sorority Valentine Girl

Mrs. O. R. Gable, Jr., was elected Valentine girl at a meeting of Xi Iota chapter of Beta, Sigma Phi Tuesday evening.

The meeting was held in the home of Mrs. Cecil Waldrep and each member brought her favorite dish for a covered dish supper.

The menu consisted of shrimp cocktail, chicken spaghetti, creamed green beans, frozen avocado salad, tossed green salad, relish plate, lemon pie, rolls and coffee.

Mrs. O. R. Gable, Jr., presided over the business meeting. Mrs. Charles Bullock was elected to replace Mrs. Lloyd Dorand as record-while target shooting.

Following the meeting light refreshments were served.

### Local Taxpayers To Get Income Tax Assistance

Artesians can have help in preparing their federal income tax and other taxes.

A representative for the internal revenue service will be in Artesia from Monday, Feb. 1, through Friday, Feb. 19, to assist and advise taxpayers in filing their 1953 tax returns.

The agent will be in City Hall.

READ THE ADS

**THIS TAG ON A USED CAR TELLS YOU—you can buy with NEW-CAR CONFIDENCE!**

**6 ways better**

- Thoroughly Inspected
- Reconditioned for Safety
- Reconditioned for Performance
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Artesia General Hospital Births and Social Calendar details.

**WATCH FOR FORMAL OPENING**

**ARTESIA'S NEWEST FOOD STORE**

**GILLISPIE FOOD STORE**

812 WEST DALLAS

● New Stock ● New Equipment

Formerly Chisum Street Grocery

Lewis Gillispie — Owners — Rex Wheatley

Let these 5 motorists tell you why thousands are switching to

**New Conoco Super Gasoline with TCP**

The Greatest Gasoline Development in 31 Years

- "Since I started using Conoco Super with TCP, the difference in my Nash has been astounding. It runs like a new car. No 'knocking' or 'pinging.' And man, you should see me take the hills!"  
Richard Palmquist, Deputy Sheriff, 3943 N. 40th St., Omaha, Nebraska
- "When I switched to Conoco Super with TCP, my man asked me: 'What have you been doing to the car? It runs like new! We get 3 miles more to the gallon, and acceleration is just wonderful!'"  
Mrs. Katherine Szarkowski, Housewife, 4616 4th Street, Hammond, Indiana
- "Since I started using Conoco Super with TCP my Pontiac runs as though it had new spark plugs and points. When I'm on trips I carry an extra 15 gallons with me. I don't want to run out!"  
Wilford G. Dick, Owner, Dick's Window Washing Co., 1302 N. 1/2, Galveston, Texas
- "Ordinarily, I change plugs every 10,000 miles. But since using Conoco Super with TCP, I've driven 14,000 miles and the plugs are perfect. And I'm getting almost 3 miles more a gallon!"  
Howard J. Ford, Roofing Salesman, 1621 47th St., Des Moines, Iowa
- "Using Conoco Super with TCP, I'm getting two miles more to the gallon. And I'm getting 100% increase in all-around performance. You get the best out of your car using Conoco Super!"  
Ben E. Waggoner, Bank Executive, 3820 S. Cherokee St., Englewood, Colo.

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The trademark, TCP, is your guarantee that you are getting the full benefits of the greatest gasoline development in 31 years. Only the Shell Oil Company, and its authorized licensee, the Continental Oil Company, have full knowledge on the proper use of TCP. Only Conoco Super Gasoline and Shell Premium Gasoline have TCP.

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Millions have proved it—now prove it in your car

**NEW CONOCO Super GASOLINE WITH TCP**

WE SELL! MASTER PLUMBERS WE SERVICE!

**PLUMBING PROBLEMS!**

Correct Those "Little" Plumbing Troubles Before They "Grow" Big and Costly!

**CALL CLEM'S DAY OR NIGHT!**

Being Master Plumbers—  
Our Can't-Be-Beat Plumbing Experts  
Can Bring any Plumbing Problem Into Line Before It Becomes Too Expensive!  
Don't Wait — Call Today!

• No Job Too Large — No Job Too Small •

**CLEM & CLEM**

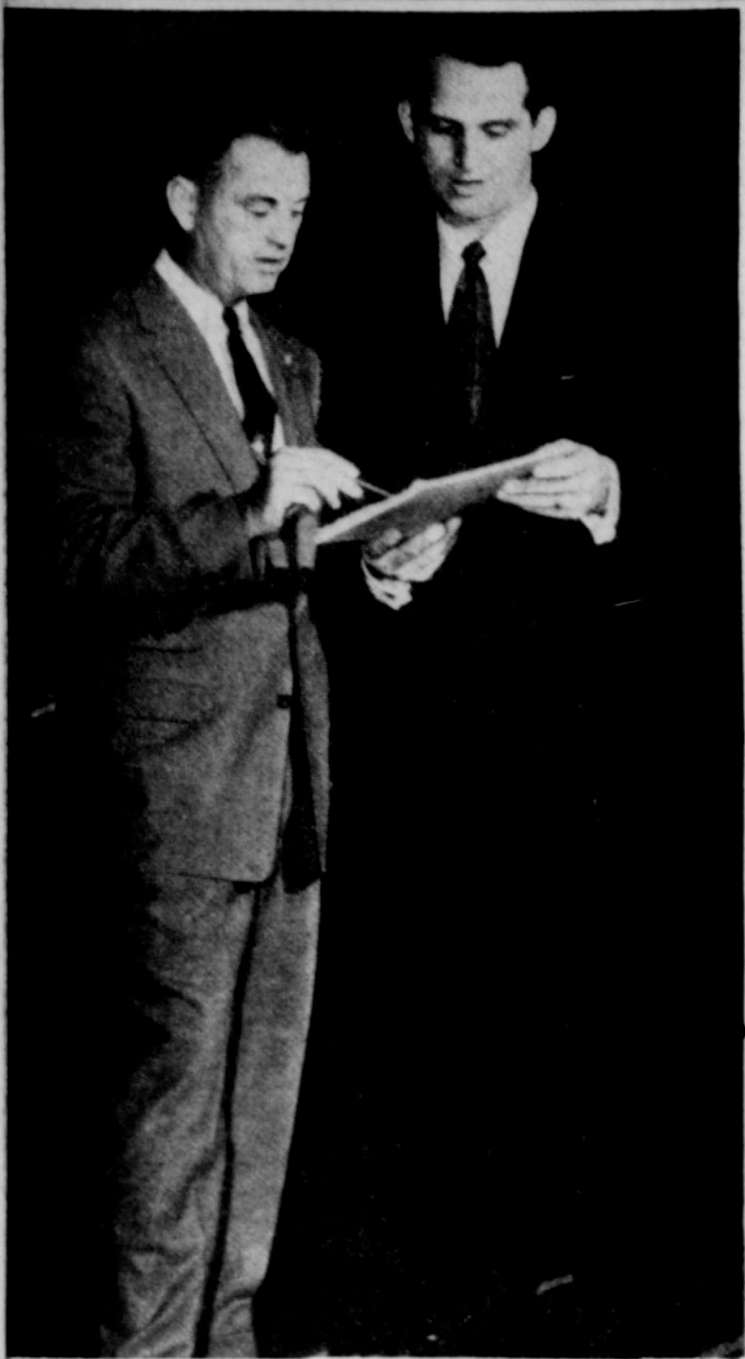
MASTER PLUMBERS

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518 WEST MAIN WE GUARANTEE!



# Bulldogs Down Hagerman Travelers Come from Behind to Down Duke



THE NEXT FEW games on a long, perilous schedule commands the attention of Coach Bud Browning (left) and Assistant Coach Gerald Tucker of the Phillips 66 basketball team.

Artesia Bulldogs rallied in the final half Tuesday night to down the Hagerman varsity in a tight, low-scoring game, 40-35.

The game was nip and tuck throughout the first three quarters with neither team being able to sustain a sizeable margin.

The first quarter of play passed almost scoreless with Hagerman taking the nod on a low 4-3 score. The end of the first half showed Hagerman still on the long end of the score, leading 17-13.

The Artesia quint edged past Hagerman during the third period to lead for the first time at the end of a quarter during the game. The period closed showing the Bulldogs leading Hagerman 25-24.

Both teams scored more points during the last quarter than they had been able to in the three previous periods. The Bulldogs put on 15 points during the period to Hagerman's 11, to end the game with a five-point margin, 40-35.

Larry Beadle took scoring honors with five field goals and three charity tosses for a total of 13. Sanders was second with eight points.

Beadles topped the scoring for Hagerman with 11, followed by Jennings with 10.

Artesia	FG	FT	PF	TP
Shupp	1	2	2	4
Sanders	3	2	5	8
Golden	1	4	4	6
Lane	1	0	4	2
Beadle	5	3	1	13
Gressett	1	2	2	4
Cranford	1	1	1	3
Totals	13	14	19	40
Hagerman	FG	FT	PF	TP
Bicasoe	3	5	0	11
Meneice	1	0	3	2
Jennings	3	4	4	10
Ackerman	2	2	4	6
Parker	0	3	1	3
Mendoza	1	1	2	3
Totals	10	15	14	35

race between the high school classes to determine which class can achieve the highest percentage average of members attending during the remainder of the home scheduled games.

The contest will begin Saturday night when the Bulldogs meet Tularosa in the local gym. Registration booths will be provided for students so they may register by classes as they enter.

The contest will close Feb. 16 when the winning class will be awarded an attendance trophy. The winning class will also be the guests at an all-school costume ball to be held later in the year under the supervision of the high school Student Council.

The assembly was turned over to cheer leaders, who led the student body in yells. Next on the program was a short skit entitled, "The Marriage of Victory to Artesia," under the supervision of cheer leaders.

Coaches Verlon Davis and Walt Bynum introduced varsity and B team players and gave short talks relating to school spirit.

Guest speaker at the assembly was Bill Keys, local sportscaster, who announces every home basketball game. His speech was on backing the team, both by the school and the town. He declared that although the team this year might not be of state championship caliber, it is certainly a hustling ball club, the most necessary factor to winning games.

Following the speakers, the cheer leaders conducted a contest between classes to see who could out-yell the others.

CVE Travelers came from behind to down the powerful Golden Dukes of Santa Maria, Calif. Wednesday night in an NIBL contest, 78-68.

Santa Maria led at end of the first period 19-14, but CVE closed the gap to a tie at halftime, 34-34.

The Travelers showed a one-point lead after the nip-tuck third quarter, but poured it on in closing minutes of the final period while holding the Golden Dukes scoreless for three minutes.

As the fourth quarter opened with CVE leading 52-51, Don Holt sank one from the floor to edge CVE ahead 54-51. Santa Maria

## Bulldog Cagers Face Hobbs, Tularosa

Artesia basketball Bulldogs will journey to Hobbs today where they meet the Hobbs Eagles in both A and B games this evening.

They will tangle before returning for a game with the Tularosa varsity in the local gym Saturday night.

The Bulldogs, although losing by a slight margin to Eunice last Friday night, and being downed by a strong Capitan quint Saturday, scored a win over Hagerman Tuesday night and are out to chalk up 60th coming games in their win column.

Lady Luck has seemed to be riding the Artesia squad on the down grade during the past few weeks. Riddle, who injured his foot in a home accident, will not be able to play any more this season and Moore, who was injured in the Highlands game, has seen limited action during the last few games.

The Bulldogs, while having excellent scorers on the team, have had difficulty hitting their stride during crucial games, which resulted in a few of their losses.

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quickly countered with a field goal by Ken Milo, but Dwayne Stewart swished a long throw for the Travelers.

Omer Meeker popped in another from the floor, but Santa Maria failed to follow through. The Travelers scored three times on two-pointers by Holt, Don Heathington and Stewart before Madison Stanford could put the Dukes back in the scoring game.

With 5½ minutes to go, the Travelers led 64-58. The Travelers poured in 14 more points in the 5½ minutes while holding the Golden Dukes to 10.

High point man for the game was Don Holt, who scored 26

points on nine field goals and eight free throws before fouling out three minutes after the fourth quarter began.

Ken Milo led Santa Maria with 19 on eight field goals and three free throws.

The Traveler shot ahead of Santa Maria on shooting percentages, although a slow start and inability to find the bucket in the first period obviously hurt the Artesians.

From the floor, Artesia scored 23 of 71 attempts for 39.4 per cent, against 36.7 per cent for the Golden Dukes, who made 25 out of 68 attempts.

32 free throw attempts, against 54.5 per cent for the Golden Dukes on 18 out of 33 attempts.

The game gave the Travelers a 3 won, 5 lost NIBL season record to date, the Golden Dukes a 5-5 record in league competition.

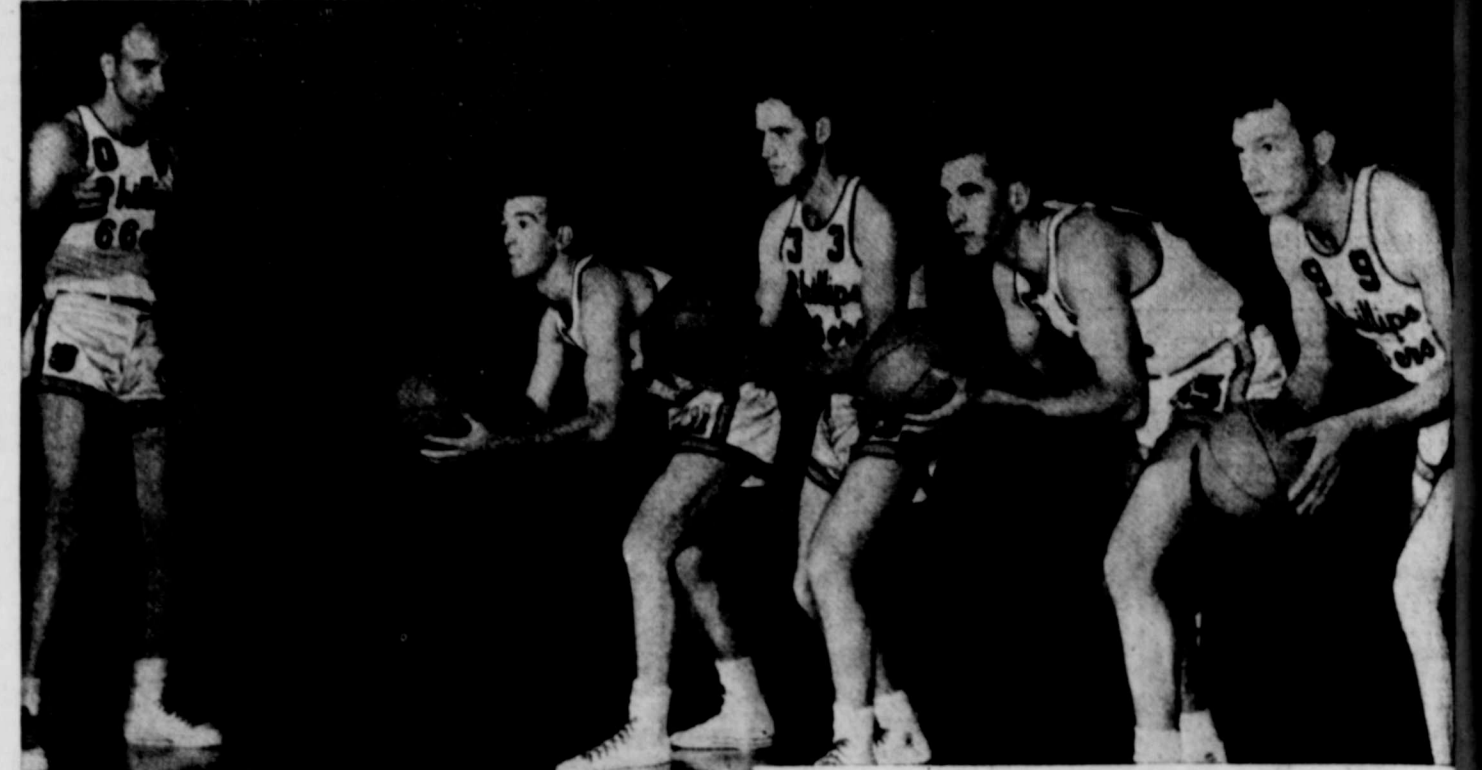
The box score:

CVE (78)	FG	FT	PF	TP
Heathington	6	3	4	15
Nutt	3	1	2	7
Haskins	5	0	2	10
Hess	0	1	0	1
Stewart	2	1	3	5
Holt	9	8	5	26
Smith	1	4	0	6
Lea	2	4	3	8
Totals	28	22	19	78

Santa Maria (68) FG FT TP Meeker 3 1 3 Sugrue 4 3 8 Stanford 4 7 3 Milo 1 2 3 Sims 1 2 3 Daley 2 2 2 Nearman 3 0 3 Totals 25 18 31

Score by periods: Travelers 14 34 78 Santa Maria 19 34 68

There are more than 100 lbs. in the Shetlands and only about a quarter of these are inhabiting the food staple in Tibet flour made from roast barley ed with butter.



BOB LIKENS (left), veteran Phillips 66 guard, holds the race on four Phillips speedsters as they get ready to race down the court. Left to right Jewell McDowell (5 ft. 10 in.), Scotty Steagall (5 ft. 11 in.), D. L. Miller (6 ft. 1 in.) and Bobby Wallace (5 ft. 11 in.)

## High School Outlines Contest To Promote Basketball Games

In a special pep assembly held in Senior high school Wednesday, plans were outlined for a contest to boost attendance during home basketball games.

Wray Shildneck, student body president, related plans proposed during a meeting of the coaching staff with cheerleaders, student council representatives and class officers.

The contest is to be based on a

## CVE, Phillips Tangle Monday

The highly-popular, always-strong Phillips 66ers bring an undefeated NIBL basketball record into Artesia Monday night in what will undoubtedly be the best game of the season as far as sports fans are concerned.

The 66ers defeated Artesia's CVE Travelers at Bartlesville 77-62 on the Travelers' recent, ill-fated road trip.

But defeat came only after the Travelers led for the first two periods.

Weariness, illness, and injury

suffered on the road by the Travelers will not be present Monday night, however, to affect the outcome.

With the Travelers having home court advantage, Mgr. Paul L. Frost looks for the contest to be the most tightly-fought, past or future, of the season.

CVE will take a 3 won, 5 lost record into Monday night's game with the 66ers. Game time will be 8 p. m. in Junior high school gym. Frost said a few reserved seats for the

game, priced at \$1.50, are still available at CVE headquarters, Quay and Second.

Coaching the 66ers are Bud Browning, head Olympic coach in 1948 and a coach of teams which won five national AAU championships and the 1948 Olympic playoffs.

Under his direction Phillips teams have 227 games, lost 20. He is considered one of the top teachers of fast-break offense. His assistant is Gerald Tucker, on first coaching assignment.



YOU GREW closer to the basket than we did" seems to be the thought of the three Phillips 66 "shorties" on the right (Jewell McDowell Bobby Wallace and Scotty Steagall, front to back) as they offer the basketballs to the "tree-toppers" on the left (Bobby Speight, Bob Preece and Chuck Darling, front to rear). The 66ers on the right average 5' 10½", while the trio on left averages 6' 7½".

## League Plans—

(Continued from Page One)

ing won "certain concessions" at the league meeting, including strict policing of player salary limits, which are set at \$4,200 but which every club has violated, Lanning said.

Thus, as of today at least, the Longhorn league shapes up with school and the town. He declared that although the team this year might not be of state championship caliber, it is certainly a hustling ball club, the most necessary factor to winning games.

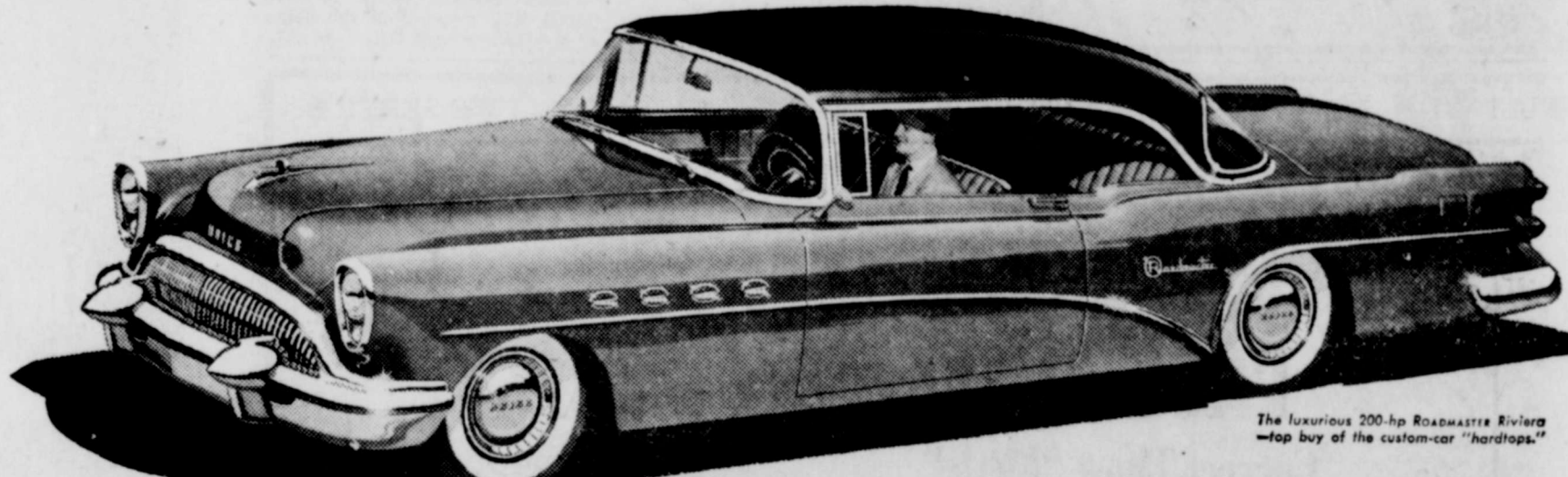
Following the speakers, the cheer leaders conducted a contest between classes to see who could out-yell the others.

Artesia, Roswell, Carlsbad, Midland, San Angelo, Odessa, Big Spring and Wichita Falls.

It has also been learned franchises are still be held open for El Paso and Sweetwater. That action came after a league spokesman said he understood the Arizona-Texas league might fold despite that league's refusal to allow El Paso's withdrawal.

Already, however, a professional schedule maker has been retained by the league and instructed to draw up a schedule for an eight-team league.

"Seing eye" dogs, being color blind, do not wate traffic signals, but are trained to cross the streets when the traffic stops.



The luxurious 200-hp Roadmaster Riviera—top buy of the custom-car "hardtops."

## It looks like the biggest hit in BUICK history!

WE'VE had more than a fair share of success in this business—but this beats all!

From the day we opened our doors to show the new 1954 Buicks, we've been kept hopping by people, questions and orders.

It seems that folks have been hoping for a really big change in the new cars—and Buick's got what they want, right across the board.

Buick's got it in style—in the sleek, swift, low and glamorous look of the sports cars, but with the room and comfort of Buick size and breadth.

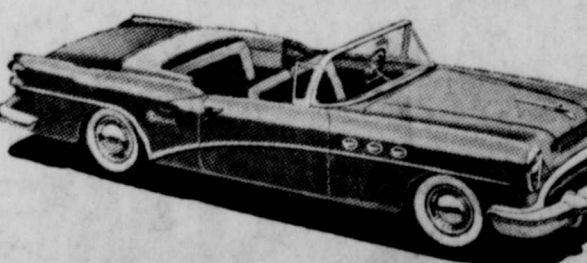
Buick's got it in power—in high-compression V8 engines all stepped up to new horsepower highs and boosted to new economy with Power-Head Pistons.

Buick's got it in ride comfort, too, and handling ease, and visibility—and a whole

new list of features as up to the minute as the very look of these great cars.

But—why don't you come see what all the excitement is about?

Then you'll discover that what's helping to make the '54 Buicks the biggest hit in our history are the prices we're quoting—prices that buy more Buick beauty and power and thrill and sheer automobile than smart money ever bought before.



**BUICK**  
the beautiful buy

MILTON BERLE  
STARS FOR BUICK  
See the  
Buick-Berle Show  
Tuesday Evenings

LOOKS LIKE A MILLION, RIDES LIKE A MILLION, yet this gorgeous 1954 Buick Special Convertible—V8 powered to a record high—delivers luxury for just a few dollars more than similar models of the "low-price three."

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

## GUY CHEVROLET COMPANY

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# LANDSUN THEATER

SATURDAY — SUNDAY — MONDAY — JAN. 30 - 31 - FEB. 1

### OUT OF TEXAS' BRAVEST HOUR... CAME THE MAN THEY CALLED "THE COWARD"!

From the Alamo's flaming ruins he walked alone... with a price on his life... a curse on his name... and a pledge in his heart for revenge!

Universal International presents  
**GLENN FORD  
JULIA ADAMS  
CHILL WILLS**

Technicolor  
**THE MAN FROM THE ALAMO**



Also News, Cartoon and Sports

# OCOTILLO THEATER

FRIDAY AND SATURDAY, JAN. 29 - 30

**Stops You...  
Shocks You...  
HOLDS YOU**

**LIKE A  
GOLD-  
DIGGIN'  
WOMAN!**



**EDWARD G.  
ROBINSON  
PAULETTE  
GODDARD**  
**Vice Squad**

M. T. STEVENS-PORTER HALL  
Adam Williams - Edward Blinn - Jay Adler - Joan Viles  
Produced by JULIUS V. LEVY and ARTHUR GARSONER  
Written by ARNOLD LASKER - Directed by LAWRENCE ROMAN  
Revised by UNITED ARTISTS

# OCOTILLO THEATER

SUN. - MON. - TUES. - JAN. 31 - FEB. 1 - 2

*Never Wittier - Never Warmer - Never Funnier*

**CLIFTON  
WEBB**



**Mr. Scoutmaster**

EDMUND  
GWENN  
GEORGE Foghorn WINSLOW

News — Cartoon — Musical

## Calderon Given Second Basic Training Course

Cpl. Elavterio V. Calderon, son of Mrs. Arcadia V. Calderon, 709 Logan St., Artesia, will remain in the Antiaircraft Artillery Replacement Training Center at Fort Bliss for his second eight-weeks cycle of basic training.

Having recently completed his first eight weeks of training in fundamental infantry subjects, he will now take up the skills of anti-aircraft artillery.

During this second phase of basic training he will be expertly schooled in the firing of light and

The session studied a fertilizer program in conjunction with New Mexico A&M's experimental station and extension service.

Marek said the meeting was held in connection with a county fertilizer program to be supervised by the agriculture service department of A&M and the federal bureau of plant industries.

medium anti-aircraft artillery weapons at low-flying and high altitude targets on the 1 1/2 million acre Fort Bliss ranges. He will also be familiarized with the various electronic equipment used by the AAA RTC.

Pvt. Calderon will graduate at a formal parade and retreat ceremony and then be eligible for assignment in a permanent anti-aircraft artillery unit.

## REQUEST FOR BIDS

The Board of County Commissioners will accept bids until 10 o'clock A. M., February 4, for two dump trucks, specifications for trucks as follows:

Two ton-and-one-half or two-ton Dump Trucks with 154-inch wheelbase, five-speed transmission, two-speed axle, 7-8 1/4 x 20 10-ply tires each, flat dump body seven feet eleven inches by twelve feet with twin cylinder lifts mounted in truck frame.

The Board of County Commissioners reserve the right to reject any or all bids.

BOARD OF COUNTY COMMISSIONERS,  
By Mrs. R. A. Wilcox, Clerk.  
7-21-F-9

## Artesia Band, Chorus Members Travel to All-State Clinic

Artesia Senior high school band of choral students are attending the 10th annual All-State and Chorus Clinic of the New Mexico Music Educators association.

The event is being held on the campus of New Mexico A&M college, Las Cruces.

Band students chosen for all-state are Barbara Rogers, Don Eddy, Nancy Long, Sam Laughlin, Bill Kranz, Bobbie Jo Hanson.

## Mrs. Gilmore Is Elected to Head Women Golfers

Mrs. Harry B. Gilmore was elected president of Women's Golf Club at a meeting Wednesday at Artesia Country club.

Preceding the meeting the group enjoyed luncheon.

Other officers elected to serve with Mrs. Gilmore were Mrs. Bill Keys, vice president; Dr. Kathryn Behnke, secretary; Mrs. Floyd Springer, treasurer; and Mrs. Charles Johnson, Mrs. Ross Sears, Mrs. A. W. Herral, and Mrs. Harry Jones, executive board.

Mrs. Nora B. Clayton was awarded the first prize in the ringer tournament just concluded, and Mrs. H. D. Dunn and Mrs. Erma Williams were tied for second.

The club voted a donation to the March of Dimes.

Mrs. Jack Armstrong received the attendance prize.

Following the luncheon, golf and cards were enjoyed during the afternoon.

Mrs. Jams Welch is the retiring president of the club.

## Nursing Course To Start at Santa Fe School

St. Vincent School of Practical Nursing, will begin its next, one-year course in practical nursing Monday, Feb. 8.

Interested parties may write the school at 210 E. Palace Avenue, Santa Fe, for further information.

## MARIE MONTGOMERY Style Tap Dancing

Ballet and Toe  
**ACCORDION  
and  
ORGAN**  
Organ in Home.  
Practice Schedule Arranged  
for Students  
803 Bullock  
Phone 1393

## Magazine Story Tells of Local Fly-Tying Firm

"It's a long way from Artesia to the trout waters around Taos of Chama, or the fishing country in Colorado. But flies tied in Artesia are being used all over the Southwest by fishermen who are as finicky about their lures as the fish are about what they'll bite on."

This is the opening paragraph of an article by Bob Koonce of Artesia, on the fly-tying business of the Sportsman Co. of Artesia, founded by Floyd Embree and Wayne Paulin.

The article is illustrated with photos showing various types of flies and a picture of Paulin tying a streamer fly.

READ THE ADS

## Bradley Completes Leader's Course At Fort Bliss

Pvt. Elbie L. Bradley, son of Mrs. O. B. Bradley, 908 Adams, Artesia, has successfully completed the leaders' course in the Antiaircraft Artillery Replacement Training Center at Fort Bliss, Texas.

His graduation ceremonies complete, Private Bradley has been retained at Fort Bliss for further assignment.

The leaders' course is the most advanced training program in the Fort Bliss AAA RTC. Students are selected on the basis of high scholastic aptitudes, leadership abilities and above average physical stamina.

A formal parade and retreat ceremony marked the graduation exercises for the eight-week course.

## Local Farmers Discuss New Fertilizer Plan

A group of Artesians attended an Eastern New Mexico meeting on fertilizer problems held in Roswell Tuesday.

They are Owen Roberts, Willard Bradshaw, Tom Yeager, and Bill Eyer, who accompanied County Agent Richard Marek, to the meeting.

**We Could Save Money Without A Plumbing Code**

Perhaps some costs could be saved on plumbing if our plumbing code were abandoned. We also could save a whole lot of money by going all the way and reducing our plumbing equipment to a mere privy, but no sensible person would want to do that.

The arguments in favor of doing away with plumbing codes on the basis of saving money are simply not logical. Few people would advocate elimination of police and fire departments or repealing of all laws on handling of milk and other foods. Not many citizens would support the idea of indiscriminate passing out of prescriptions and drugs by any unqualified person who wanted to try his hand at those professions. All these measures would show an initial reduction of expense, but where would health and security standards go?

Your qualified plumbing contractor installs his work according to the plumbing code in this community. The code outlines minimum standards of design which are intended to provide safe, pure drinking water and prompt, safe removal of waste water and sewage. The code provides for protective devices on hot water heaters to eliminate explosion hazards. Your qualified plumbing contractor is licensed which gives you some information on his ability. His work is checked by a plumbing inspector to be certain all of the safety features of your code have been included in your job. Eliminating these protections you now enjoy under a plumbing code would certainly be false economy. When you need plumbing work, call your qualified plumbing contractor—the man who sells, installs, services and guarantees.

**"Your Satisfaction Is Our Guarantee"**

**712 ARTESIA PLUMBING & HEATING 712**  
CHISUM PHONE

**DEDICATED TO  
PROGRESS...**

**PLEDGED TO A  
BETTER TOMORROW**

Progress — by its very nature — is an ever-forward development, constantly fed and sustained by individual, corporate and community energy and initiative. This Bank has been — will always be — dedicated to the mainspring of American greatness — PROGRESS. If you have a financial problem that concerns you or your family, your firm or your community — come in and talk it over.

*We'll help you plan — progressively!*

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

**"Fat" AARON**

**GROCERY and MARKET**  
712 W. DALLAS  
PHONE 1010  
Specials for Friday, Saturday and Monday

**Oleo**  
Pound 21¢

**Sugar**  
5 Pounds 49¢

**Toilet Tissue**  
Silk 2 for 13¢

**Cake Mix**  
Pillbury's Devil's Food 35¢

**Pineapple Juice**  
Monarch 46 oz. tin 35¢

**Kleenex**  
200 count Each 2 for 27¢

**Baby Food**  
All 10c 3 for 25¢

**VEGETABLES**

**Lemons**  
Pound 15¢

**Bananas**  
2 lbs. 25¢

**Potatoes**  
Red 25 lb. Bag 69¢

**Green Onions**  
Bunch 5¢

**Avocados**  
Large size Each 19¢

**Squash**  
Yellow banana Pound 19¢

**Grapefruit**  
Pound 9¢

**— MEATS —**

**Pork Roast**  
Lean Pound 55¢

**Ground Steak**  
Pound 59¢

**Pork Steak**  
Lean Pound 59¢

**Hamburger**  
3 lbs. 1.00

**Rib Steak**  
Choice Beef Pound 59¢

**Beef Roast**  
Choice Pound 39¢

**LOWEST PRICES IN TOWN!**  
A Story with a Moral:  
Don't be took  
While you look  
For Bargains here and there;  
At Aaron's you'll find  
Just anytime  
The deal is always fair.  
If you have a good credit rating, your credit is good here!

**AARON'S**  
712 Dallas Phone 1010











# The Artesia Advocate

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

SUBSCRIPTION RATES, PAYABLE IN ADVANCE  
 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

Published every Tuesday and Friday at 516 West Main Street, Artesia, New Mexico. Entered as second-class matter at the Post Office in Artesia, New Mexico, under the act of Congress of March 3, 1879.  
 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.

## 100,000 Didn't Care

THE RECORDS disclose that during 1952 a total of 340,000 people in New Mexico were qualified to vote but that only 240,000 of these 340,000 took the trouble to go to the polls and cast their ballots.

The records probably will show there are more than 340,000 people registered to cast votes in the elections during the year and after the year is over chances are they will show that 100,000 of these did not take the trouble to go to the polls and vote.

The candidates seeking nominations or election to office will devote their attention to the 240,000 who voted and spend little time with the 100,000, who failed to vote. Yet the fact remains that most of the candidates could win an election in the state if they could just secure the ballots of the non-voters.

It is difficult to understand how so many people refuse or neglect to vote. It is understandable why some do not vote because of illness and being out of the state, but we all know that the majority of the 100,000 registered voters who did not cast their ballots were indifferent and did not concern themselves about the outcome of the election.

That individual who refuses to vote when the opportunity presents itself, in our opinion, has denied himself the right to criticize the kind of government we have.

## Talk for Parents

JUVENILE JUDGE J. D. Josey had some good words for parents as he and law enforcement officers of Artesia, the sheriff's department, and state police toured North Eddy county schools this week.

Judge Josey pointed out "The children of this day are getting the physical and mental training."

But still more, they need "more moral and spiritual interest," the judge pointed out. "Your deeds and the examples you set for your children make a deep and lasting impression on your child," Judge Josey affirms.

To fill that spiritual and moral vacuum, this seasoned juvenile officer of 13 years experience urges parents to regularly take children to the church of their choice, to "give them a chance to get the love of God in their

## THIS LAND OF ENCHANTMENT—

# Woman of House, Children Reach for Front Door—Auto Crashes Into Home, Sweet Home

JUST AS THE WOMAN OF the house was entering home, sweet home with her two children in Alamogordo the other day, a car crashed into the living room.

Mrs. Richard Huggman was putting her hand on the door knob when the crash came, yanking the door from her hand.

The car, operated by Elza White of Mayhill, went out of control when he temporarily "blacked out."

Mrs. Huffman and her children were treated for shock, cuts, and bruises.

White was cited for driving without a license.

NEW MEXICO'S PER CAPITA income is climbing, but it's still 20 per cent under the national average.

Average income in the state is \$1,331 a year, which is \$306 under the national average of \$1,637 a person.

But there are still 15 other states which rank below New

Mexico in per capita income.

INFORMED REPUBLICANS say the GOP fight to unseat Sen. Dennis Chavez may be stopped as a bargaining point in pushing through Pres. Eisenhower's program.

An "informed source" in Republican circles says that while investigation is still going on in the Hurley-Chavez dispute resulting after the 1952 election, the case will never hit the Senate floor if its consideration would interfere with the President's legislative program.

THE NEW EDITOR OF THE Alamogordo News is puzzled as to why the town doesn't have stop-and-go lights at busy intersections.

"Even without them," he notes, "drivers are very courteous and we're surprised more accidents haven't occurred."

SEN. DENNIS CHAVEZ SAYS firmly he believes "fair play and

justice" demands that the office of governor go to someone who is not an Albuquerque resident.

The senator prefers a candidate from eastern New Mexico or anywhere else—just so he's not from Albuquerque.

But, adds the senator, he has not expressed an opinion "either for or against any candidate."

STATE SCHOOL SUPT. TOM Willey says he's real strong for teaching the three Rs, but the teaching can be modernized and extended.

"The three Rs are now more fundamental than ever and, I believe, better taught than ever. Yet in my contact with school men of the state and the nation I frequently hear talk of putting even more emphasis on the three Rs. I encourage this thinking wherever I can, yet I wonder—do the three Rs go far enough? I don't think so."

souls, that they might have the spiritual strength to resist evil, when and wherever it appears."

## Boy Scout Goal

ARTESIA, HEART OF THE Gateway district in Boy Scouting, has a big challenge before it: Increasing by nearly 13 per cent the boys in Scouting.

Vernon Mills, newly-installed district chairman, pointed out during the annual district banquet Tuesday night, the Conquistador council has set a goal of "5,400 in '54." To do that, Artesia must increase by 13 per cent the highest number of boys it ever had enrolled in Scouting.

That was 427, reached a few years ago. Today there are 333 boys in Scouting in the Gateway district of North Eddy county.

To meet the goal the district must interest 147 more boys in Scouting. We have the boys available, for only 22 per cent of boys eligible for Scouting are now actually in Scouting.

## Mental Recession

UP AND DOWN Main Street are to be heard those types who insist "they're covering it up in Washington but this is nothing else than a good, old-fashioned depression."

That talk is pure poppycock.

Top economists agree the nation's business will drop little more than 5 per cent in 1954.

If that is so, 1954 would be the second highest year on record as far as national prosperity is concerned.

We are in a year of readjustment, to be sure. Artesia's top business leaders feel this city is luckier than most, for it will be less affected by that readjustment.

They're unanimous in agreeing the nation's economy couldn't continue going the way it was—something would have to give.

Talk of depression can be contagious. It can create a mental depression of very real proportions. It can create that hesitancy and doubt in key decisions which rob the economy, locally or nationally, of its vitality.

It would be a tragedy to talk ourselves into a recession when we in fact face on a dollar-and-cents basis, the second highest year in national prosperity on record.

## Raiding Park

THE NATIONAL PARKS Assn., an independent, non-profit organization, reports a program by Interior Secretary Douglas McKay recommending the destruction of the scenic heart of Dinosaur National Monument on the Utah-Colorado border.

It would be destroyed through construction of the proposed Echo Park Dam.

That is contrary to national policy in effect since formation of the National Park Service in 1916, says the National Parks Assn.

It is all the more inexcusable because competent engineers of national reputation have said there are alternative sites available that will answer the needs for the dam just as well.

The New York Times notes in an editorial "Secretary McKay has approved plans to construct a giant dam that would destroy one of the West's great scenic preserves."

If Echo Park Dam is ever built, the Times notes, Congress might as well build one to flood out Glacier National Park and another to wreck a chunk of the Grand Canyon.



## NEW MEXICO EDITOR ARE SAYING—

# Voting Machine Foul-Up 'Another Example' Of Way Legislators Don't See Consequences

ANOTHER FOULUP Voting machine troubles have made the headlines again. Not only in Roswell, but in Albuquerque and other cities.

It seems that state law forbids the use of voting machines in two elections when the elections are less than 30 days apart. The reason is that machines must be "cleared" for 30 days in advance of any election.

Roswell will have a city election on April 6, and the primary comes up on May 4.

Voters will miss using the machines in both elections by only two days.

It's just another example of where a law was enacted without

proper consideration of possible consequences. It would be just as well for the machines to have been cleared 15 days before election.

The current trouble of whether city police courts have the right to try drunken driving cases is another example where the law was enacted. And it takes a long time to change a law after it is enacted.

A little more thought in Santa Fe by the legislature on the possible side effects of legislation might be in order. — Roswell Record.

COSTLY HAMBURGER A Texas editor, has figured out that a hamburger from that prize-winning steer at the Chicago International exposition would cost \$9. The Texas school girl who won out over hundreds of competitors was paid \$20,100 for the steer. The meat from that steer if sold by the pound would run like this: T-bone steak, \$225; rib roast, \$64; beef stew, \$44; and the lowly hamburger, \$36. We're not placing an order. — Albuquerque Journal.

CARLSBAD HAS A CONTEST developing in its mayoralty election coming up.

Lloyd C. Garrett, former mayor of Carlsbad, now says he'll run, opposing young Adair Gossett, jewelry store operator.

Garrett served as mayor from 1946 to 1950.

## COFFEE TALK—

# Baseball Shenanigans Forcefully Put Big Limelight on Artesia

ONE THING ABOUT THE ON-again, off-again baseball developments of the past few days—Artesia was certainly in the news.

It is probable that condition will continue for the next few days at least.

Meanwhile, hometown speculation over the baseball picture continues with renewed vigor.

Even when baseball was carried out, patted in the face with a spade, and presumably left to push up daisies, the reports of its death were greatly exaggerated, as Mark Twain once said after reading a story saying he was read.

To the question, how could the Longhorn League actually take over the Artesia franchise, there is a ready answer. The league could declare Artesia's franchise null and void, and exercising its territorial rights, send in a manager to organize baseball in Artesia under league auspices.

The league would be completely responsible for the team, but not the previous debts of the Artesia club. It would be responsible for any debts incurred in its own operation.

League operation from several standpoints would not be satisfactory. Primary reason is the lack of hometown spirit so essential to ball club success, financial and otherwise. That kind of baseball simply would not attract the following earned by a ball club built through hometown sweat, blood, and tears.

It is still possible the Artesia Drillers might, through arrangements made by Artesia, become a farm club for some of the top minors.

As of now, it looks as though Artesia is going to have baseball one way or another in 1954.

THIS CORNER ASKED gram Pickett, the corporate commissioner who reports stands seven feet tall, if he really seven feet tall, or is he really something less than seven feet tall as the Pecos Valley Sun's Santa Fe correspondent legs.

Pickett would give no straight forward answer. "We shall have to contest," Pickett said, "to determine whether or not I am seven feet tall."

PERHAPS THE MOST INTERESTING part of the Advocate's journey at the press convention next to listening to Mr. Vernon Bryan discuss circulation problems in a panel session, was trip through Potash Corporation of America's mine.

After being fitted with safety helmets and miner's lamps, a party of 20 was whisked 10 feet under the ground. There newsfolk boarded electric "jeeps" which went zooming along underground railroad, much to those little motor cars rail repair crews use.

While the actual mining, style, as shown the newspaper people was all very interesting, the undercutting, drilling, blasting, loading, lifting to the surface—that little railroad was most fascinating part of all. Sprays for miles underground has its own complicated control system, switches, locomotive, main line locomotive. We are going back to the mine one of these days. Our excuse is a feature story, but the reason will be to ride that road.

THE TYPE OF FOLKS campaign being expounded by Leroy Wise of Hobbs, candidate for the Democratic nomination for governor, is shown in his latest press release.

That says, in part, "Wise said he feels his biggest asset for taking on the governor's job is that he's worked hard for every cent he's got, and he's earned it here in New Mexico."

Wise is reportedly a man without a surplus of formal education who speaks ungrammatically. Some feel he speaks so in an exaggerated way, making a virtue of what might be a liability by another man.

Wise's latest press release also notes "So far, Wise has spent more time talking over the state's problems on his trips to the various counties than he has in the usual sort of campaigning."

His headquarters, however, have stuck close enough to the usual type of campaigning to send out more press releases than have come from the headquarters of any other announced candidates.

ARTESIA IS STILL LEADING Carlsbad in another field of civic enterprise—this time the March of Dimes.

While Carlsbad, as is to be expected, gave more actual money in 1953 than did Artesia, Artesia gave more on a per capita basis. In 1953 Artesia gave 35 cents per capita to the March of Dimes, Carlsbad 20 cents.

In 1952 Artesia gave 26 cents per capita, Carlsbad 20.

W. E. RAGSDALE SENDS IN this tribute to the memory of C. E. Mann:

My friend has gone, the kind of a friend to appreciate, kind, sympathetic, just and considerate. He got a deal of pleasure in getting me cornered in his store before strangers and telling them of my hot temper and the many

## IT'S A NEAT TRICK!

### When You Join Our 1954 CHRISTMAS SAVINGS CLUB

PLAY IT SMART THIS YEAR AND YOU WILL HAVE THE CASH FOR ALL YOUR CHRISTMAS BUYS AND IT WILL ONLY TAKE 50 CENTS OR MORE A WEEK! JOIN TODAY!

# FIRST NATIONAL BANK

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

## Local Doctor Discusses Danger Of Home Accidents

The National Safety Council tells us that home accidents are the cause of most frequent temporary disabilities. Of home accidents, falls predominate.

A fall that results in disability and loss of work will affect a family's balance, strain the framework, and perhaps even the spinal column. When a load the spinal column becomes misaligned and puts abnormal pressure upon the spinal nerves, many abnormal conditions in the body, as every gland, organ, tissue cell of the body is supplied with the nerve force to maintain function. Any interference pressing the various parts from the full quota of nerve energy destroys the normal function that part.

If you have had a fall, accident or strain you should see a Chiropractor without delay. Longer the nerve pressure remains the more damage will be done.

It is not true to say "we are doing everything possible" unless Chiropractic is included.

For further information Chiropractic, consult Dr. Karl Behnke, Palmer Graduate Chiropractor, 408 W. Richardson, 861.

Ross RECONDITIONED

# SINGER

Round Bobbin \$24.95

Modernized and Electrified by Ross Sewing Machine Experts

**FREE HOME DEMONSTRATION** Phone 948

This Machine is As Advertised!

Buy a Ross Reconditioned Singer Today, That Has Been Completely Renewed by Ross Parts.

Five-Year Parts Guarantee  
This Machine Is Now For Sale  
Call 948, Mail Card or Visit the

## ROSS SEWING MACHINE SERVICE

501 West Main Artesia, New Mexico

## FIGHT INFANTILE PARALYSIS

CECIL WALDREP ANNOUNCES AUTO LOAN SERVICE

Now Available at BANK RATES for LIFE — FIRE — CASUALTY

See CECIL WALDREP INSURANCE SERVICE

119 South Third Phone 1005

Friday, January 29, 1954

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# Save Time! Save Money! Save Energy! READ and USE THESE HELPFUL WANT ADS

**PHONE 7**  
**Classified Rates**  
 (Minimum charge five lines)  
 First Insertion ..... 15c per line  
 Subsequent insertions 10c per line

**SPACE RATE**  
 (consecutive insertions)  
 One Issue ..... \$1.20 per inch  
 Two Issues ..... \$1.10 per inch  
 Three Issues ..... \$1.00 per inch  
 Four Issues ..... 90c per inch

The Artesia Advocate is not responsible for errors appearing in classified advertisements after first publication of the advertisement.

**Business Opportunities**  
 FOR SALE—Grocery, care and filling station, doing good business. Charles L. Williams at Williams Grocery & Cafe, Loco Hills, N. M. 7-tfc

**Business Opportunities**  
 Established grocery store location, with living apartment. Phone 7. 4-tfc

**Services Offered**  
**LOANS**  
 Farm, Ranch, City Property  
**STEVE MASON**  
 Room 103, Carper Bldg., Artesia 78-tfc

**MOVING!**  
**STORAGE!**  
 Household moving, across the state. Across nation. Agent Allied Lines, Southern New Mexico Carhouse, Carlsbad, N. M. Phone 2191. 53-tfc

**HOME LOANS!**  
 • To Buy • To Build • To Refinance  
**Artesia Building and Loan Association**  
 Street Floor Carper Bldg. 87-tfc

**REST HAVEN CONVALESCENT HOME**  
 For the elderly, 907 W. Main St. Artesia, N. M. Phone 1725. Operated by Mr. and Mrs. F. M. Diller. 89-tfc

**General Sewing, alterations, custom tailored dresses, ladies and children's squaw dresses, Western blouses, buttonholes, covered belts, neckties.** Mrs. Bill Martin, 605 W. Dallas, phone 1172-J. 4-8p-11

**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

**Elmer Convalescent Home**  
 "A home away from home," plus nursing care for elderly, crippled or senile people, operated by Mr. & Mrs. N. G. Whitney, 1002 S. Roselawn, phone 67 52-tfc

**PHOTOSTATS**  
 Pick Up and Delivery  
 Phone 475 or 938 807 Bullock  
**SOUTHEAST ENGINEERING CO.**  
 5-7c-12

**VENETIAN BLINDS** — We guarantee perfect fit. Key Furniture Co., 412 W. Texas, phone 877. 1-tfc

**ELECTROLUX**  
 Sales - Service - Supplies  
**LEE M. SPALDING**  
 Phone 1500 2-tfc

Baby sitting in my home, day or night, fenced back yard. Phone 691c-14

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

**Real Estate For Sale**  
 FOR SALE OR TRADE for desirable income property, my home 904 Bullock. Reasonable down payment will buy this home. Phone 311 or 460-W. W. Leslie Martin. 2-8c-9

**5—Real Estate For Sale**  
 FOR SALE—Six-room tile construction house with bath and garage on 8 acres, central heating, pressure pump, three miles south. Ray Broocke, Box 1283. 90-tfc

**FOR SALE OR TRADE**—Two-bedroom home and garage. Send offer to Jobey McPherson, 633 E. Sixth St., Roswell, N. M. 71-tfc

**FOR SALE**—Small movable houses two bedrooms. West of Park Inn Grocery. See R. A. Homsley, call 1033. 43-tfc

**FOR SALE**—Three-bedroom house with adjoining lot, storage building on rear of lot, paved patio, barbecue pit, swing and teeter-totter for children and garden plot. Will sell for equity. Will trade for similar property in Clovis. Will accept late model car or pickup as part of down payment of equity. FHA loan on property. See at 1402 Yucca or call 1555. 3-tfc

**FOR SALE**—Three-bedroom house furnished or unfurnished. 1010 W. Dallas. 6-4p-9

**FOR SALE**—Trade equity in two-bedroom home in northeast Albuquerque for Artesia home or lots. Lee M. Spalding, phone 1500. 6-tfc

**FOR SALE**—Three-bedroom home and new garage on 75-ft. frontage, corner lot, blacktop streets, close in. Priced reasonably. Jesse F. Cook, 206 W. Washington. 7-tfc

**FOR SALE** — Seven-room house with two lots, each 98x187 ft., paving paid. Price \$8500. J. W. Sharp, 1009 Hermosa. 7-tfc

**FOR SALE** — Four-room house, one and one-half acres ground, 20th St., well, gas, electricity. See Mrs. Gray at Mac's Drive-In. 8-2c-9

**FOR SALE**—Two-bedroom house located at 813 S. Fifth St. phone 840. 9-3c-11

**6—For Rent**  
**New Duplex Apartments**  
 Two- and three-bedroom unfurnished duplexes, brand new, with stove, refrigerator, Venetian blinds and closed garage, as well as a variety of color schemes. \$76 and \$86 a month.  
**Casa Bonita, Inc.**  
 913 S. Eleventh St. Artesia, N. M. 50-tfc

**FOR RENT** — Furnished apartments and trailer houses \$5 per week and up, utilities paid. Nice, clean, close in. 406 N. Fifth St. 69-tfc

**FOR RENT**—One bedroom duplex unfurnished, in Vaswood Addition. Phone 30. 5-tfc

**FOR RENT** — Small, furnished apartment over Modernistic Beauty Shop, suitable for one or two, all bills paid. Mrs. R. M. McDonald, 802 W. Quay or phone 101. 8-tfc

**FOR RENT**—Three-room furnished apartment, utilities paid. Inquire 908 Ray or phone 1017-J. 8-tfc

**FOR RENT**—Modern three-room house, 406 S. 13th St. Apply at 1307 W. Grand. 9-2p-10

**FOR RENT**—Three-room furnished apartment, water paid, also small furnished cabin with utilities paid. See at 902 W. Washington. 9-tfc

**FOR RENT**—Nice three-room furnished apartment, air conditioned, utilities paid. Inquire in person, 1018 S. First. 62-tfc

**FOR RENT**—One bedroom, furnished house. Call at 112 Watson. 5-tfc

**FOR RENT** — Small furnished apartment, utilities paid. Inquire 506 W. Dallas. 6-tfc

**FOR RENT**—Three-room, nicely furnished apartment with utilities paid. Inquire at 202 W. Texas. 104-tfc

**FOR RENT**—Modern, unfurnished one and two-bedroom apartments, 12th and Main. Phone 439. 96-tfc

**FOR RENT**—Three-room furnished apartment, private bath, private entrance, good neighborhood, Roper range, Westinghouse refrigerator, no pets. 611 W. Dallas. 6-tfc

**FOR RENT**—Two-room furnished duplex, clean and comfortable, bills paid. Couple only or will rent as bedroom. Inquire 509 W. Centre, or call 1625. 6-tfc

**FOR RENT**—Filling station, major products, five pumps, doing good business. Inventory. Phone 1252 or write Box 685, Artesia, N. M. 7-3c-8

**FOR RENT** — Three-room house, modern, unfurnished. Inquire at 203 North Eighth. 7-tfc

**FOR RENT**—Clean, modern, spacious apartments, Vaswood addition, 1, 2 and 3 bedrooms, furnished and unfurnished, closets and storage rooms, stove, refrigerator, washer and water furnished, air conditioned. Inquire 1501 W. Yucca, Vaswood, phone 1326. 39-tfc

**FOR RENT**—Furnished two-bedroom apartment, private bath. Inquire 412 W. Grand, or phone 1075-J. 8-2c-9

**FOR RENT**—Small, furnished apartment, 308 W. Dallas. 8-tfc

**FOR RENT**—Two nice bedrooms with bath between gentlemen only. 711 W. Richardson. 8-4c-11

**FOR RENT**—Three-room furnished apartment, bills paid, 301 W. Richardson, phone 437-M. 8-2c-9

**6A—Wanted**  
 WE PAY CASH for used furniture Key Furniture, 412 W. Texas, phone 877. 1-tfc

**WANTED**—Old, obsolete Sharps, Winchester rifles, also old Colt revolvers. F. E. Sandlin, 809 W. Washington, Artesia. 9-5p-13

**Miscellaneous For Sale**  
 FOR SALE—Woven wire and steel posts. See at Artesia Alfalfa Growers Association, East Main St. 87-tfc

**PIANOS AND ORGANS**  
 Before buying a piano, see us. We usually have a very good stock of used pianos and always the finest in new pianos. Hammond Organs.  
**JENKINS MUSIC COMPANY**  
 111 W. Third Phone 4027 Roswell, N. M. 91-tfc

**FOR SALE**—10-inch table saw, power emery grinder, belt sander, work bench, saw horses and other shop needs. Jesse F. Cook, 206 W. Washington. 7-tfc

**When in Need of MONUMENTS**  
 See **IRA J. CLARK,**  
 Woodbine Cemetery 7-3p-9

**STOP!** FOR SALE—Sewing machines \$15 and up. We repair all makes of vacuum cleaners and sewing machines. Wilson & Daughter, 107 S. Roselawn. 8-tfc

**FOR SALE**—Furniture, like new, one bedroom, one living room suite, five radiant gas heaters, large Dearborn gas heater with thermostat. See at 1411 Hank, Apt. B after 4:30 p. m. 8-2c-9

**FOR SALE** — Complete TV antenna, you install it \$18.95. Roselawn Radio Service, 106 S. Roselawn Ave., phone 42-W. 32-tfc

**FOR SALE**—Upright piano, in good condition, for only \$125. See at 206 W. Washington. 7-tfc

**FOR SALE**—Geese. Contact John Yates at 895. 7-tfc

**7—Miscellaneous For Sale**  
 Established 37 years in the Pecos Valley. Thousands of satisfied customers. The best pianos and organs for this dry climate. Baldwin Acrosonic, Gulbransen and Wurliizer. A new supply of reconditioned used pianos. Rent or buy. **GINSBURG MUSIC COMPANY**  
 205 N. Main Phone 10 Roswell, N. M. 3-9c-12

**FOR FEED LOT MANURE**  
 Call Keeton Cattle Co. Collect 4-1473 Lubbock, Texas Trucks loaded in 30 minutes! 3-10p-12

**10—Used Cars and Trucks**  
 FREE! FREE! You buy winch, bed and tires, I give you truck. \$400 up. K. J. Williams, phone 1112. 97-tfc

**FOR SALE**—Unusual car value, 1951 Ford V-8 Tudor Deluxe, actual mileage 11,892, new car performance, \$1100. Call 861-W after 5:30 p. m. or see Ralph L. Gray. 5-tfc

**FOR SALE**—1952 Chevrolet suburban 8-passenger station wagon radio, heater, directional lights, 6-ply tires, perfect condition. Uplown Trailer Court on North Fifth Street. 9-1p

More than 3,000 persons, including participants in the Mother's March, are expected to pitch in to make the 1954 March of Dimes a success.

**10A—Automotive Supplies**  
 SAVE UP TO 50%  
 On all your automotive needs, tires and tubes, seat covers, batteries, motor oil, parts, accessories.  
**WHITE AUTO STORE**  
 407 W. Main Phone 1042-W 68-tfc

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

**14—Blacksmithing**  
 Blacksmithing, welding, disc-rolling and general repair E. W. Ditto Blacksmith Shop, S. First. 5-10c-14

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

**15—Public Notice**  
 IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.  
 IN THE MATTER OF THE ESTATE OF LILLIAN M. WHITE, DECEASED.  
 NOTICE OF HEARING TO DETERMINE HEIRSHIP THE STATE OF NEW MEXICO TO: JESSIE M. WHITE; all unknown heirs of LILLIAN M. WHITE, deceased, and all unknown persons claiming any lien upon or right, title or interest in, or to the estate of said decedent, GREETINGS:  
 No. 1957  
 9-4-F-15

**15—Public Notice**  
 Notice is hereby given that Jesse M. White has filed a petition to determine the heirship of Lillian M. White, who has been dead for more than six years, and the Probate Judge has set the 13th day of March 1954 at the hour of 10 o'clock A. M. at the Court Room of the Probate Court in Carlsbad, New Mexico as the day, time and place for hearing and determining the heirs of said decedent, the interest of each respective claimant thereto or therein and the persons entitled to the distribution thereof.  
 The property described in the petition is as follows:  
 E 1/2 Section 3, Township 16 South, Range 26 East, N.M.P.M., Eddy County, New Mexico.  
 A. J. LOSEE is attorney for petitioner and his office address is Carper Building, Artesia, New Mexico.  
 WITNESS my hand and seal of said Court this 27th day of January, 1954.  
 (SEAL) Mrs. R. A. Wilcox, Clerk of the Probate Court. 9-4-F-15

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### Business Notes

#### NEW MILLARD LONG AGENCY IS OPENED

Millard Long Agency is a new business at 324 W. Main, owned and operated by Mr. and Mrs. Millard Long.

The business handles real estate, auction sales, and notary work.

Long has been in the real estate and auction business for about 10 years. He has held sales over New Mexico and West Texas.

#### KEY FURNITURE ADDS ANTIQUES TO LINE

Show windows in Key Furniture Store are attracting attention for their arrangement of antiques, a new line for the firm to handle.

#### HIRED AS CLERK

Mrs. Opal Roberts has been employed as clerk at the Style Dress Shop.

#### NEW H & J CLERK

New clerk at the H&J No. 2 is B. V. Souder, who with his wife have moved here from Carlsbad. They live at 817 S. Third.

#### BUY WEST SIDE SERVICE STATION

West Side Service Station has been purchased and is under the management of A. A. Branch, who has lived in and around Artesia since 1941.

Interior of the service station has been re-arranged and new fixtures added. Branch has bought a complete line of accessories.

Employed by Branch as station attendant is "Hack" Eason, former operator of the station in 1951.

#### FENCE COMPANY NEWEST BUSINESS

New business at 710 N. First, New Mexico Fence Co. has Clyde Stephens as manager and his brother, James, as field superintendent.

The company carries a complete stock of material for all types of chain-link fencing. They are fully approved for FHA loan.

Both men started in the fence business with Cyclone Fence Co., Clyde in 1937 and James in 1941.

Clyde, who is a native Texan, worked for several companies, then started for himself three years ago at Vernon, Texas.

He has done lots of work in New Mexico. He built, among others, the fairground fence at Roswell and the security fence at Alamogordo.

Clyde has moved his family to 910 W. Main. His wife, Jewel and four children.

James has a family at Tacoma, Wash., who will move here soon. He and his wife Delores, have three children.

MISS ZELPHA BENTLEY OF Westfield, N. J., writes that her journalism class is comparing weekly newspapers and would appreciate some Advocates.

We immediately wrote Miss Bentley a letter, along with the requested back issues, to assure her this newspaper is a twice-weekly sheet which prints more local news in a week than any weekly and more than most of the state's dailies.

Nevertheless, the outcome of Miss Belphe Bentley's comparison is eagerly awaited.

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

IN THE MATTER OF THE LAST WILL AND TESTAMENT OF T. H. McCOMBS, DECEASED, AND THE LAST WILL AND TESTAMENT OF SARAH ETTA McCOMBS, DECEASED, UNDER JOINT ADMINISTRATION.

NOTICE OF ORDER ADMITTING WILLS OF T. H. McCOMBS, DECEASED, AND SARAH ETTA McCOMBS, DECEASED, TO PROBATE UNDER JOINT ADMINISTRATION AND APPOINTING ANCILLARY ADMINISTRATOR WITH THE WILLS ANNEXED.

NOTICE IS HEREBY GIVEN that, by Order dated November 23, 1953, entered in the Probate Court of Eddy County, New Mexico in the above styled and numbered cause, the Last Will and Testament of T. H. McCombs, deceased, and the Last Will and Testament of Sarah Etta McCombs, deceased, were admitted to probate in ancillary proceedings and under a joint administration.

NOTICE IS FURTHER GIVEN that, in said Order, Jim L. Ferguson was appointed Ancillary Administrator With The Wills Annexed, of the estates of T. H. McCombs, deceased, and Sarah Etta McCombs, deceased, and has qualified as such. The address of the Ancillary Administrator With the Wills Annexed is—

Jim L. Ferguson, Attorney at Law, c/o Neil B. Watson, Artesia, New Mexico.

ANY PERSON having any matter to present to the Court with reference to the probating of said Wills or administration of said estates must present the same within six (6) months from the 8th day of January, 1954, the date of first publication of this Notice.

JIM L. FERGUSON, 3-4-F-9

YOU CAN WIN \$15,000. in PRIZES

as the Outstanding HOMEMAKER OF THE YEAR

ENTER THE "Mrs. America" CONTEST

Official Entry Blank

in the FEBRUARY ISSUE OF Better Living MAGAZINE

ON SALE NOW at the CHECKOUT COUNTER

## SOME LADY WILL BE SELECTED AS "MRS. ARTESIA" TO COMPETE IN THE STATE FINALLS. THIS COULD BE YOU! ENTER TODAY!

<b>FRYERS</b>	FRESH DRESSED	Not Frozen LB.	<b>42¢</b>
		LEAN GROUND 3 LBS.	<b>85¢</b>

SHORT RIBS Fine for Stew ..... lb. **15¢**

CHUCK ROAST From Choice Grade Beef ..... lb. **37¢**

ARM ROAST From Choice Grade Beef ..... lb. **45¢**

INSIST ON FRESH MEAT FROM A CLOSED MEAT COUNTER

**SAVE MONEY**

**Hand-Over-Fist**

ALL BRANDS WIENERS

1 lb. Cello **49¢**

It Stands to Reason — More Low Prices Mean More Savings for You! You Won't Get Rich on Any One Item—But You Will Save Pennies Hand-Over-Fist and They Add Up Quickly to Mighty Big Savings!

<b>STRAWBERRY JAM</b>	MARY ELLEN'S A Cup to a Cup 30 Oz. Jar	<b>59¢</b>
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<b>STRAWBERRIES</b>	MADRONE Fresh Frozen 10 oz. Tin 4 for	<b>99¢</b>
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<b>F A B</b>	GIANT SIZE ONLY	<b>69¢</b>	<b>VELVEETA</b>	KRAFT'S 2 lb. Loaf	<b>99¢</b>
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<b>KIM DOG FOOD</b>	3	REGULAR TINS	<b>19¢</b>
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GOLD MEDAL FLOUR 25 lb. Bag **2.33**

CHILI WITH BEANS Van Camp's... 300 tin **21¢**

LIFEBUOY HAND SOAP Reg. Bar 3 FOR **25¢**

LUX TOILET SOAP bath bars 2 FOR **23¢**

BREEZE New All Purpose Giant Box **65¢**

VANILLA WAFERS Nabisco 9 1/2 oz. cello bag **25¢**

RITZ CRACKERS Richer, Crisper 1 lb. box **38¢**

NUCO OLEO Colored quarters 1 lb ctn **31¢**

CANNED MILK Armour's Tall tin 2 FOR **25¢**

PRICES EFFECTIVE

FRIDAY, SATURDAY AND ONDAY

YOUR MONEY STAYS AT HOME

WHEN YOU TRADE HERE!

**Farm-Fresh Produce**

WHY PAY MORE?

<b>TOMATOES</b>	FRESH SLICERS	Carton	<b>18¢</b>
<b>GRAPEFRUIT</b>	FLORIDA WHITE	5 lb. Bag	<b>29¢</b>
<b>GREEN ONIONS</b>	FARM FRESH	2 bchs	<b>9¢</b>
<b>AVOCADOS</b>	KING OF SALADS	2 for	<b>27¢</b>

**H and J Food Basket**

EVERY DAY LOW PRICES

NO PARKING HEADACHES HERE

13TH & MAIN PHONE 1340

1008 So. FIRST PHONE 1060

### RUPTURE

Rupture Appliance Specialist, Harry G. Higgins, will give a free demonstration of his "Guaranteed Rupture Shield" for men, women and children, in

Carlsbad, N. M., at Hotel Crawford on Friday, Feb. 5 from 9 A. M. to 2 P. M.

I have fitted thousands of satisfied customers in the Midwest and Southwest. Let me prove to you that your rupture can be firmly held in complete comfort without belts, buckles or straps. When skillfully fitted and molded to the body according to individual requirements, your rupture troubles are over. DO NOT EXPERIMENT LONGER, an become a cripple and burden to your family. If you want the complete relief you can obtain, come in for free demonstration:

HARRY G. HIGGINS

Rupture Appliance Specialist

225 South Fifth Street Minneapolis 2, Minn.

**This is Living in NEW MEXICO**

ENJOY IT

Yesteryear this was the land of primitive man, of raiding Apache, of lonely prospector and hardy pioneer. Today it's a land of romance and color, of cattle and mines and ghost towns, of wilderness areas and great solitudes and vast distances... it's a land of strange and different things, where each day can be more memorable than the day before. Your Chamber of Commerce will assist you in arranging to see and do the things you enjoy doing most!

and... while you are enjoying New Mexico's limitless attractions...

Enjoy BEER TOO

Remember... these symbols go hand in hand

New Mexico Division UNITED STATES BREWERS FOUNDATION 16-17-18 Wright Building Albuquerque, New Mexico

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