Clovis, Portales
Cage Teams Visit
City This Weekend

The Artesia Advocate
Artesia's Most Complete News Reporting

Sign Petitions
Now for School
Bond Elections

LUME FIFTY-0ns
f CSlates CSlates
lidays, Sales ining Plan

## 



## Strict Law <br> Enforcement Scout Policy



DUMBO COMBO slated as part of Valentine Vanities
show next week includes, left to right, Wibur Ahlvers,
Jack Knorr, and Don Knorr, who set something of a
Lou Siegenthaler Leads Valentine Princesses


| Motorists Find Warnings | New Building | $\underline{\mathbf{x}}$ |
| :---: | :---: | :---: |
| Weren'i Kidding | Set for Near |  |
|  | Future on Main | $\bigcirc$ |
|  |  | Bond Sioners |

Charles E. Latchems Vacation in Mexico After Wedding in John Runvan Home Monday Eve


State Woman's District President of Legion Club Officers Auxiliary Pays Official Visit
Visit Artesia


$5=4 n$
Polly Lorarn Elected Head Of Hairdressers
 Other officers elected were Thel
ma Gelwick, vice-president; Vesta Goodlett, secretary; Boots Hansor,
treasurer: and Mable Baker, histo The program of the evening was
very interesting report of clinic beld in Hobbs Sunday, Jan
31, given by Virginia Austin an
Thelma Gelvick

## rangement of white candles. Guests present were Miss

 yan, Mr. Latchem, Mre Mrs. Raymon
## CLARK'S ---SHOES

FOR SPRING 1954

## alentine <br> velest <br> CALFSKIN colors <br> Aniline Wood Tones <br> - Avoasoto Green <br> - Polished Pine <br> 13.95



Be Sure to See
"Valentine vanities of 1954"
High School Auditorium, Wednesday and Thursday, Feb. 10 and 11
A Ticket to Attend This Superb Musical Will Be Given Free
With the Purchase of Each Pair of Valentine dress shoes!

The Pecos Valley Walks on
CLARK'S
-Shoes

## FORESIGHT!

The Officers of This Bank Are Happy When New Businesses Establish in Artesia or Old Ones Re-Model and En-large-It Is a Good Sign of Prosperity and Stability of the Community.


## WE CONGRATULATE

Lewis Gillespie and Rex Wheatley on the 0 pening of

## GILLESPIE FOOD STORE

Artesia's Newest Food Market
FIRST NATIONAL BANK
Fifty Years Serving the Pecos Valley Member F.D.I.C


## Bulldogs Romp to Easy Victory Over Hope, 51-38



Of Leco Hills

## toreceing a berfect rating on the 1953 football season, ac School Activities Assn. <br> The rating is made on the basis of reports on the school <br> by football officials and other schools. <br> It covers school and spectator sportsmanship, physical facilities for football, cooperation of school officials and press and other key points <br> and other key points. Other schools receiving the perfeet 3.0 rating were Raton and Tucumeari. and Tucumcari. <br> Carlsbad, Clovis and Hobbs received 2.9, Roswell 2.8 in Artesia's district of the AA conference. In district 1, Albu querque and Las Cruces recevied 2.9, and Farmington, High querque and Las Cruces recevied 2.9, and Farmington, High land, Santa Fe, and St. Mary's land, Santa Fe, and St. Mary's 2.7. <br> CADILLAC mar'54



## Drillers Have

 Top Financing, Lanning Report|  |  |
| :---: | :---: |
|  |  |
| league if fans Ioliow hrough whe |  |
|  |  |
|  | As yet the Drillers haven |
| mass meeting Tuesday night. |  |
| meeting the Drillers have sign- |  |
|  |  |
| ed a contract with New Mexico |  |
| ing $\$ 10,000$ in advertising and box seat purchases to swell the |  |
|  |  |
| Driller coffers. ${ }^{\text {Pref }}$ That, on top of more than $\$ 20$, |  |
|  |  |
| 000 worth of box seats sold in the recent season ticket campaign, is brightening Driller finances con |  |
|  |  |
| Bulldogs Face |  |
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|  |  |
| Clovis, Rams | dull |
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| Over Weekend |  |
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ON DISPLAY TODAY FRIDAY, FEBRUARY 5, 1954

See America's
MOST LUXURIOLS CAR COLE MOTOR CO.


Russell Ṣtover Candies


PALACEDRUG

> The new "Standard of the World" is now on
display in our showroom. It is not just a new display in our showroom. It is not just a ne
model, but a wholly restyled and re-engineered Cadillac-new from its more massive grille to its more distinctive rear deck. It is lower and longer in silhouette
more modern and graceful in its body lines ... and with greater majesty and dignity in ... and with greater majesty and dignity in to influence the design of motor cars for years to come. Matching this greater exterior beauty are
Cadillac's luxurious new interiors-more genCadillac's luxurious new interiors-more gen-
erously proportioned and more beautifully
appointed than ever before ... and executed
in a dazzling array of gorgeous new fabrics
and leathers.
And, what is even more remarkable, this
wonderful new Cadillac is as thrilling to drive
as it is to seel
A great new 230 -horsepower engine has
added new power and pesponsiveness. A
vastly improved Hydra-Matic Drive provides
even greater emoothness and flexibility.
Advanced Cadillac Power Sterering, now
standard equipment on every model, brings
with it a whole new concept of steering and
handling ease. And new Cadillac Power

. . and as Thrilling to Drive as to See


## LANDSUN THEATER

y Scouters
n Training
ouac at Base
Uraining charrman: John Sparks, iN THE MATTER


| Exploger trainng leader. |
| :--- |
| $\begin{array}{l}\text { Graveside Rites } \\ \text { Held for Son }\end{array}$ | Of Garners


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cemetery. Paulin Funeral Hom
was in charge of arrangements.
Mark Carl died Wednesday
Artesia Gerreal hospital.
Evangelisteral Robert A. Waller Church of

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SAVE TO
UP
U0 auto - truck - fire insurance
HARVEY JONES AGENCY

120 South Roselawn

INSURE! BE SURE!

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truck -

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minn inu

R. RALPH HUNT

Examination-Glasses - Visual Training 03 West Main enings by appointment

OCOTLLLO THEATER



## Onuit the 54 Chaweolet gives you all these features

 at lowest prices!

$\begin{array}{ll}\text { Luxurious New Modern-Mode Interiors. Richer fab- } & \begin{array}{l}\text { New Low Pew Price on } \\ \text { control. Power Steering. Available on all models. }\end{array} \text { Gives fingertip }\end{array}$




Cole Motor Company to Unveil New Cadillac for 1954Today
 day announ
for 1994.
"The The fres
and complet
sineering of


FEBRUARY ONLY!


THESE ARE NOT SECONDS:

- Top Quality - Top Mileage - Top Safety 18 Month Unconditional Guarantee NEW WHITE SIDEWALL CURB GUARD less than black tire prices!


## sIZE

$\begin{array}{llll}6.70 \times 15 & 82560 & 827.70 & \$ 1709\end{array}$
$\begin{array}{llll}7.10 \times 15 & 25.05 & 30.70 & 19.99\end{array}$

| $7.60 \times 15$ | 27.10 | 21.99 |
| :--- | :--- | :--- |



## 6 6 <br> Rhino-Flex ITBESS

PIOR RUbBER C0.

[^1]Phone 41

FRYERS $45^{\circ}$ OLEO23 $3^{\circ}$

## Aroceries


mmanuel Baptist Church arks Third Anniversary
are you expecting...
your baby chicks soon? $\mathrm{T}_{\text {bee }}$
 We couldn't make a better suggestion but that
utry nutritious Ful-Q.Pep Chick Starter. Your baby chicks need oatmeal-rich Ful-O-Pep
wouth the added nutritional strength that means strong bones and sound bodies. Get your upply now; two lbs. of Ful.O-Pep Chick Starter
per bird is all you need. Come in and see us soon

| Social Calendar | Extension Clubs Study Jewelry |  |
| :---: | :---: | :---: |
|  | Making Program | Mreme |
|  | Edady county eetension clubs |  |
| 为 |  | John Ther wes ent firs Preve |
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| tives in El Paso, Truth |  |  |

MeCAW HATCHERY \& POCLTRY FARM ${ }^{2}$ med crand
 - baby CHICKS -

HATCHES EVERY TUESDAY AND FRIDAY

Listen to "Man on the Farm" KSVP Every Saturday Noon

| Sheriff's Possette | Hospital Record |
| :---: | :---: |
| Feted By Posse |  |
| At Breakfast |  |
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| ed atier the breatast Ti |  |
| woted to tate parat in the the |  |
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| Pr | and |
| Comer Fay Gibon Rude p | Feob 4-Mrs. Jack Price, H |
|  |  |
| Abbie Terry, Quinn Dunn, and |  |
|  |  |
| And Mrs. J. A. Clayton, Jr., of Okla homa City, sisters of Mary Jane | ${ }_{\text {Fei }}^{\text {Fei }}$ |
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## dairy oueen

912 WEST MAIN
REOPENS friday-february 5 free cones saturday

FROM 2:00 T0 5:00 P. M.
Store Hours until March 15, 195: 11:00 A.M. to 20 P.M.

Now. 12-bottle carton

Eisenhower to Head Legion's 'Back to God' Program Sunday

Little League to Expand To Eight Uniformed Teams
Lumberame
ed president of
suceeding Car
been president
the league
tw was electel sec
Glen Clem
president, succ Plans were
minor league tit However.
he expanded

Phillip Hinkle Recovers From Burn Acecident

Hornet Quint
Tips Carlsbad
Juniors 28-21

Enchilada, Plate Mrs. Greer Given Supper Slated As MOD Benefit

## WE GUARANTEE

Smith Assigned
To Traffic
Control School

Pint-Blue Event
$\square$


YOU WILL IMPROVE ANY PIE WITH KITCHEN CRAFT at.purbos FLOUR yom SAFEWAY STORE



$\left|\begin{array}{l}\text { Vegas tounn si1.3. Por rales s. } 15.70, \\ \text { Roswell } \$ 13.21, \text { santa } \\ \text { Se }\end{array}\right|$
Proposed CastorNew
These SAFEWAY values will be...
 "The Best Produce in Town"
avocados ..... Stions
LETTUCE TOMATOES Ripe, firm slicers GRAPEFRUIT White full flavored__ 8 ib ba CABBAGE Medium Size heads POTATOES U. S. No. 1 McClures_-.- 10 lb bag APPLES

Washington Red Delicious
BEET SUGAR ..... ㄴun
theme
Dalewood
lb. pkg.

| Whole Apricots | 190 | ${ }_{\text {Peanut Butter }}$ |  |
| :---: | :---: | :---: | :---: |
| $\underset{\substack{\text { Freestone Peaches } \\ \text { sues } \\ \text { coid }}}{\text { coid }}$ | in 39 c | Salad Dressing |  |
| Pineapple Juice | 37 |  |  |
| Orange Juice | 39c |  |  |
| Green Peas | 22 | $\underset{\substack{\text { Granulated Soap } \\ \text { White suasic }}}{\text { a }}$ |  |
| Mexic | $2{ }^{\text {c }}$ | $\underset{\substack{\text { che } \\ \text { Whiteach Masie }}}{\text { Wlater }}$ |  |
|  |  |  |  |
|  | $\underset{\text { Spic cicener }}{\&} \operatorname{Span}_{16 \text { oz pks }} \mathbf{2 5}^{\mathrm{c}}$ <br> Rinso Detergent 30c |  | Is $5 \%$ Cash Discount Day |
|  | Rinso Detergent 30 c |  | $\begin{aligned} & \text { Discount Day } \\ & \text { on All Food Purchases } \\ & \text { of } \$ 2.00 \text { or More! } \end{aligned}$ |
| Lunch Tongue ${ }_{\text {or tin }} 42^{\text {c }}$ | c ${ }_{\text {Now }}^{\text {Nowdered }}$ | Milk 39c | "Shop Safeway and Save" |

Round Steak $=69^{\circ}$ Chuck Roast ${ }^{-5}$ =39

|  | ${ }_{10} 63{ }^{\text {c }}$ | Pork Roast |
| :---: | :---: | :---: |
| T-Bone Steak | ${ }_{10} 63{ }^{\text {c }}$ |  |
| Arm Roast | ${ }_{10} 59 \mathrm{c}$ | Sliced Bacon |
| Fresh Fryer | ${ }_{16} 47^{\text {c }}$ | Pork Sauasage |

 Sets Bond Election Date


Mrs. Byron Oglesby, Editor
Funeral Rites Held Wednesday for Hagerman Girl Killed in Wreck;Two Seriously Injured

istrict Judge George Harris f Roswell Seeks Re-Election

ailway Express - Take Orders or CARE Aid

First Good Look at Daughter


Cecilia Poarch
Of Tor Cto
Ser offer

Given Rest in
Tokyo Center

## Two Artesians At Fort Bliss

## PAY-

By the Month


INSURANCE
Use Our NEW Easy payment plan on one or more policies. Why pay the hard way DON'T DELAY-SEE US TODAY!

## SOUTHWESTERN REALTY CO.

 315 West Quay

YOU NEED TO RESTOCK YOUR PANTRY! ITS DOLLARS TO CENTS YOU WILL SAVE PLENTY OF MUNEY. PRICES EFFECTIIE THREE BIG DAYS FRIDAY, SATURDAY AND MONDAY!


# MUSIC! MUSIC! Hear Ye, Artesia "SWEETHEARTS ON PARADE" 

YOU WILL BE SORRY IF YOU MISS VALENTINE VANITIES of'54 PRESENTED BY



ARTESIA HIGH SCHOOL "SERENADERS"



ARTESIA HIGH SCHOOL BAND


[^2]TWO BIG NICHTS OF SUPERB MUSICAL ENTERTAINMENT
8 P. M. HIGH SCHOOL AUDITORIUM MUSIC AS YOU LIKE IT: CLassical to swing

## - PROCRAM -

1. Bulldog Concert Band
2. "The Dumbo Combo," Novelty Pantomime Team
3. High School Chorus
4. "The Racketeers," Trio
5. "The Serenaders," 18-Piece Dance Band
6. "The Waltz You Saved for Me," Dance Act
7. "P.S.: I Love You," Alvis Morton, Vocalist
8. Ballet Dance, Gretchen Petty, Soloist
9. "Skeletons from the Closet," Black Light

Dance
10. Twirling Novelty in Black Light, Aliene Ellinger
11. Parisian Can-Can Dance
12. Presentation of Valentine Princess and
 Her Court

Tickets Now on Sale
Adults 50e
Students 35e

## - WE ARE MUSIC LOVERS -

Clark's Shoes
Aaron's Grocery \& Market Peoples State Bank Safeway Stores C. M. (Check) Berry Ivan Rogers Garage Price's Creameries Jim's Drive-In Guy Cherrolet Co. Artesia Laundry \& Cleaners G. F. Wacker Stores Cliff's Cafeteria First National Bank Artesia Hotel Goodner's Bakery Payne Packing Co. Cox Motor Co. Johnson's Dairy Thompson's Gulf Station Artesia Auto Co. State Distributors Cole Motor Co.
Yeager Grocery
Mon Reposa Dairy Honey's Donut Shop Thompson-Price E. B. Bullock \& Sons Sander's Office Supply Harvey Jones Agency The Artesia Advocate

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Fravisix wesw
and

## GILLESPIE FOOD STORE AND MARKET

## FRIDAY \& SATURDAY - FEBRUARY 5-6

recently purchased and completely renovated the building formerly
Boyd Barnett Furniture on West Dallas and have installed the stures obtainable for the display of Fresh and Cured Meats, and Vegetables and Frozen Poultry, Fish, Vegetables and Pasure low Display Islands that make shopping for food a pleaswide, spacious aisles insure plenty of room to make your selecill stock at all times a full line of the Finest of Canned and Fresh oods as well as a most complete selection of Fresh, Cured and Delicatessen Meats. We are here to better serve you

SERVED FREE: HCG ene glover's all meat wieners MEAD'S HOT TOAST

FREE!
30 Baskets of Food Will Be Awarded friday and saturday GLOVER AUCTION SALES
glover packing co. will have auction sales of their meat products throughout the day
 STEAM $\begin{aligned} & \text { Round, LoIN, T-BONE } \\ & \text { Payne's Finest Baby Beef }\end{aligned}$ GROUND BEEF WIENER ${ }^{\text {cioverrs }}$ Al vet
 CALF LIVER $-20^{\circ}$ Pandes or cliorers all meat BOLOGNA. 29

Paynes 1 li. rolls SAUSAGE 149
and Cured

SPECIALS
During OPENING SALE:
$49^{\circ}$ $39^{\circ}$ 39 45

## 


CHIL ${ }^{\text {sum }}$
COOKIES ${ }^{\text {man }}$
CRACKERS ${ }^{-1 / t i m}-33^{\circ}$ CRACKERS ${ }^{\prime *}={ }^{2}={ }^{2}$ LIPTON'S TEA :...... 32 CATSUP wanter wew $18^{6}$ GREEN BEANS ": $29^{\circ}$ DO'G FOOD $\quad 4^{\prime \prime}=25^{\circ}$


|  |
| :---: |
|  |  |CAKE ICINGand 29

CAKE MIXBiSCUITS ${ }^{2}$
TOMATO JUICE ..... $25^{\circ}$
PECCHE ..... 25
PiNeAPPIIE ..... $29^{\circ}$

[^4]FRESH FRUTTS AND VEGETABLES

ORANGES 10 Ida. bonded Pussets, 10 lb plastichas potatoes ... 49 IETUCE GR. ONIONS 5 RADİISHES . 10 BANVNLS 12

DAIRY FOODS Grayson
OLEO EGGS


[^0]:    NE Wo You Need a New Fence? Call-
    Ol North Firs

    > irst Service Phone 1457 Artesia, N.
    arry a Complete Supply of Stock and Materials for All Types of
    CHAIN LOCK FENCING
    Fencing for Every Need-Residential, School,

[^1]:    421 West Main

[^2]:    ARTESIA HIGH SCHOOL CHORUS

[^3]:    Nelson's Super Market

[^4]:    30 A. М. TO 6:30 P. M.

