



IVAN HERBERT, principal of Park school, stands beside control console of the school's public address system. Through this panel, radio programs or recorded programs can be beamed to each room, facilitating the problem of all-school assemblies. (Advocate Photo)

MEET THE PRINCIPALS—

Family of New Principal Very Much School-Minded

Ivan A. Herbert, principal of Park school, has a family which is very interested in Artesia schools. Mrs. Herbert teaches the fifth grade at Roselawn, daughter Marjorie is a sophomore in high school.

daughter Marie is in the seventh grade at Junior high, and son James is in the third grade at Central.

Legion Women Name Heads of Committees

The American Legion and Auxiliary, Clarence Keppie unit 41, held a covered-dish supper at Veterans Memorial building, Tuesday evening. Following the supper both organizations held a covered-dish supper.

Mrs. K. R. Jones, president, completed her chairman appointments for the year by naming Mrs. W. A. Dunnam, music; Mrs. D. M. Walter, poppy; Mrs. H. B. Gilmore, national security; Mrs. Ralph Rogers, community service; Mrs. John Lively, child welfare; Mrs. J. B. Hicks, Pan-American; Mrs. J. B. Mulecock, Girls' State; Mrs. Earl Darst, membership; Mrs. John Simons, Jr., trophies and awards; other committee chairmen had been named at an earlier meeting.

A report on the state convention held in Hobbs was given by Mrs. H. B. Gilmore. A report on the school of instruction held in Albuquerque was given by Mrs. Jack Whitaker.

It was voted to give \$10 to the emergency March of Dimes; \$5 to the city dusting project; and \$5 for a CARE package to be sent to Korea. Two subscriptions were ordered for the Star magazine. One issue will be placed in the public library and one in the high school library.

Mrs. J. L. Briscoe, rehabilitation chairman, is making plans for the Christmas Veterans Gift Shop, and announced gifts may be brought to the meeting in October.

The auxiliary plans to help the Legion members with the ticket sale for a show which will be held Sept. 22 at the high school.

It was announced district 6 meeting will be held Saturday, Sept. 25, in Lovington at the Methodist church. Delegates elected were Mrs. K. R. Jones, Mrs. Jack Whitaker, Mrs. R. E. Warren, Mrs. J. L. Briscoe, Mrs. H. B. Gilmore, Mrs. D. M. Walter, Mrs. J. B. Mulecock, Mrs. Earl Darst, Mrs. C. R. Baldwin, Mrs. Ralph Rogers, Mrs. Albert Richards, Mrs. E. A. Hannah, Mrs. M. A. Waters, Jr., Mrs. Leo Hicks, Mrs. E. J. Ratliff, Mrs. John A. Mathis, Jr., and Mrs. H. J. Whitaker. Mrs. H. R. Paton will be a delegates-at-large.

Alternates elected were Mrs. G. P. Ivers, Mrs. F. E. Painter, Mrs. Jack CSlem, Mrs. John Savoie, Mrs.

Artesia Women Aid in Meet On Methodist Missionaries

Mrs. Harold Young of Odessa, Tex., called to order the district missionary education seminar for the Woman's Society of Christian Service Tuesday morning in the First Methodist church in Roswell. Mrs. C. P. Bunch of Artesia, district president, conducted a short business meeting. A zone was organized for the northern section of the Pecos district.

Chrysanthemums and gladioli in tall white baskets decorated the speakers' platform. Mrs. Young gave a short meditation, then reported on the book, "Man, God and the City," which will be the one used in the home mission study conducted by the local societies of the W. S. C. S. during the year.

She was followed by Mrs. George Pixler of Carlsbad who presented "India, Pakistan and Ceylon," a foreign mission study. "Christianity and Wealth," the textbook to be used in the course, "That They May

Have Life," was presented by Mrs. C. W. Bynum of Carlsbad.

Mrs. J. H. Williford of Odessa, discussed the textbook, "The Master Callet for Thee," and other supplementary materials to be used in the study, "Jesus' Teachings About Woman."

The four speakers had spent a week at Mount Sequoyah near Fayetteville, Ark., during the past summer, were well prepared and presented the program in a charming manner.

At noon the group gathered in the dining room to enjoy an hour of visiting and to eat a lovely dinner served at long tables decorated with arrangements of fall flowers.

Attending from Artesia were Mrs. Ira Dixon, Mrs. Reed Brainard, Mrs. Robert Yeats, Mrs. Owen Haynes, Mrs. C. P. Bunch, Mrs. Bill Conner, Mrs. Jane Jordan and Mrs. Jean Stone.

State Conference Of DAR Slated Here in October

Mary Griggs chapter of Daughters of American Revolution met Friday evening in the home of Mrs. Paul Francis.

The meeting opened in ritualistic form with Miss Alma Sue Felix, regent, in charge.

Members discussed plans for the state conference to be held here Sept. 30, Oct. 1 and 2, appointed chairman, and elected delegates.

Mrs. R. L. Collins and Mrs. K. J. Williams are the delegates, and Mrs. W. I. Trembley, Jr., and Mrs. Paul Francis, alternates, also pages. A fellowship tea will be held Sept. 30 with Mrs. R. L. Collins, chairman.

Chairmen appointed were Mrs. John Knorr, luncheon; Mrs. T. L. Archer, chairman for the afternoon tea; Mrs. John E. Cochran, Jr., banquet; Mrs. W. I. Trembley, Jr., refreshment; Mrs. Tom Donnelly, transportation; Mrs. Harold Kersey, publicity and schedule; Mrs. D. M. Schneberg, music; and Mrs. Hugh Kiddy, flower chairman.

Headquarters will be at the Artesia hotel.

Refreshments of Cokes, cookies, mints and nuts were served.

Those present were Mrs. R. L. Collins, Mrs. Tom Donnelly, Mrs. Harold Kersey, Mrs. Hugh Kiddy, Mrs. John Knorr, Mrs. Nina McCarter, Mrs. D. M. Schneberg, Mrs. W. I. Trembley, Jr., Mrs. Cecil Waldrep, Mrs. K. J. Williams, Mrs. Francis and Miss Alma Sue Felix.

Social Calendar

Wednesday Sept. 8—Central School Parent-Teachers Assn. first fall meeting in school gym, nursery provided for small children, 7:30 p. m.

Group 4 of Christian Women Fellowship of First Christian church meeting at the home of Mrs. Clifford Chenoweth, 1009 S. 11th street, with Mrs. Burl Chenoweth as leader 7:30 p. m.

Thursday, Sept. 9—Groups of Christian Women Fellowship of First Christian church, meetings at 2:30 p. m. as follows:

Group 1 at the home of Mrs. Frank Thomas, 408 S. Seventh street with Mrs. Curtis Bolton, leader.

Group 2 at the home of Mrs. G. P. Ivers, 1104 Hermosa drive with Miss Cora Rogers, leader.

Group 3 at the home of Mrs. C. V. Miller, 805 S. Fifth street, leader Mrs. Joe Walker.

Great Books discussion at city library, 7:30 p. m.

Prayer groups of Women's Society of Christian Service of First Methodist church will meet with Mrs. F. L. Bays, 210 W. Grand, Mrs. J. B. Miller, 1105 Merchant, Mrs. Ray Fagan, 1304 S. Eighth street.

Hustlers class of First Methodist church, covered-dish supper at Fellowship Hall, hosts and hostesses Mr. and Mrs. A. W. Harral, and Mr. and Mrs. Bill Conner. Please bring own plates and silverware.

OKAYS BUILDING LEASE SANTA FE — The state welfare department has authority to contract to lease a new building, Atty. Gen. Richard Robinson has told Dist. Atty. C. C. Chase, Jr., of Las Cruces.

NEW FALL MATERIALS! For Back-to-School Needs MAC'S FABRIC SHOP Sewing and Alterations 406 W. Main Phone 328-W

NEW RIFLE FREE! With the Purchase of Each New Amana or Westinghouse HOME FREEZER MIDWEST AUTO SUPPLY 330 West Main Phone 525

For Custom Sewing and Ironing CALL 1123-NW

Personal Mention

Mr. and Mrs. B. V. Durham spent the Labor Day holidays in Mineral Wells Texas, visiting relatives and friends.

Carl Lane, Leon Darst, Bruce Caskey, Clarence Smith, and Jerry Simmons were in Las Cruces on business Tuesday.

Mrs. W. H. Potter and Faye Corbin spent last week-end in Lubbock, Texas, visiting Miss Peggy Springer, a former Artesian. Miss Springer is assistant pro at Hillcrest Country club and also works in the pro shop.

Ray Carter of Durango, Colo., formerly of Artesia, and son Junior, and grandson, Allen Ray of Tucson—were visiting Artesia Monday and Tuesday. They were on their way to Abilene, Texas, to visit Mr. Carter's mother.

Mrs. C. C. Carter of Carthage, Mo., arrived this week to visit her daughter, Mrs. Ivan Rogers. Charles Rohde, son of Mrs. Rogers who had been attending summer ROTC camp at Riverside, Calif., and then to Carthage to visit his grandmother, accompanied her to Artesia.

Charles Rohde, son of Mrs. Ivan Rogers, will leave Sunday for Albuquerque to enroll at the University of New Mexico where he will be a senior this year. He also is cadet colonel of the ROTC Air Force at the university.

Mr. and Mrs. Tom Donnelly's week-end guests were Mr. and Mrs. O. A. Badwick of Big Spring, Texas.

Guests over the week-end in the home of Mr. and Mrs. Neville Muncy were his nephew and family, Mr. and Mrs. Delbert Muncy and son, Ted, and daughter, Verolais of Seminole, Texas.

Edward Patterson, son of Mr. and Mrs. W. E. Patterson, enrolled in New Mexico Military Institute, in Roswell, Tuesday.

Mr. and Mrs. J. D. Smith took

General Memorial hospital in Las Cruces, but lived only 32 hours. Death was due to an injury received at birth. J. H. Brown, Jr., is better known here as Buster Brown.

Doris Branch Cox, Billy Bob Goodlet Are Wed In Double Ring Ceremony at Baptist Church

Mrs. Doris Branch Cox became the bride of Billy Bob Goodlett at 7 p. m. Friday at the First Baptist church with Rev. S. M. Morgan officiating at the double-ring ceremony.

The bride is the daughter of Mr. and Mrs. A. A. Branch, 102 E. Missouri, and the bridegroom is the son of Mrs. Vesta Goodlett of 322 W. Main st.

The bride was given in marriage by her father. She wore a rose beige dress of lace over taffeta fashioned with a full ballerina length skirt and an overjacket of the lace. Her accessories were brown velvet.

She carried a white Bible topped by a Symbidium orchid in shades of bronze accented with pink and gold. The markers in the Bible were also gold.

She wore an old coin in her shoe for good luck, was borrowed from her brother, Larry Branch. Miss Mary Jean Oglevie was maid of honor. She wore a pink lace dress over pink taffeta and navy accessories. Her corsage was of pink elf roses and was pinned to a navy envelop bag.

Allen White was best man, and Jewel Roach and Danny Fuller were ushers.

Charles Cox played the traditional wedding music.

Mrs. Branch chose for her daughter's wedding a winter white dress with black accessories. Her corsage was miniature garnet roses.

Mrs. Goodlett, mother of the bridegroom, wore an aqua and black dress with aqua accessories. Her corsage was white carnations.

Mrs. S. F. Foster, grandmother of the bride, wore a blue and white print crepe dress. Her corsage was red and white carnations.

A reception was held in the educational building following the ceremony. Punch and cake were served from a lace covered table over pink satin. The punch bowl was crystal entwined with pink gladioli flowerlets and fern. Pink tapers burned in the branched crystal holders. The white wedding cake was decorated with pink roses.

Mrs. Raymond Williams was in charge of the bride's book. Mrs. J. C. Carter presided at the punch bowl, and Mrs. Eunice McGuire served the cake.

Following a short wedding trip to Ruidoso the couple will be at home at 201 E. Grand.

Out-of-town guests were Mrs.



MR. AND MRS. BILLY BOB GOODLETT

Photo by Gable Studios

Roberts' Nursery Will Keep Your Children by Day or Week "Over the Weekend" (with arrangements) 507 W. Grand Phone 347-W

"Just a simple twist of the wrist washes and dries our clothes!" says: MRS. WARREN M. BARTON 1814 Boyd St. • Borger, Texas

Advertisement for Reddy Kilowatt appliances. Includes text: "My husband is a mechanic, and has dirty, greasy clothes every day. And, of course, Janna Lynn, my five-months-old daughter, has to have clothes washed every day." "It's so easy with an automatic washer and a dryer—especially the dryer. I can come home from work, and throw the dirty clothes in the washer, and then dry them that very evening, ready to be worn the next day." Features images of a woman washing clothes and a baby. Includes logo for Southwestern Public Service Company and address: SEE YOUR REDDY KILOWATT APPLIANCE DEALER.

Series Close September 12 Artesia Golf Tourney

According to the schedule, first matches will be completed by Sept. 26, and the next two by Oct. 2. Finals will be run-off on Sept. 3. All the matches will be 18-hole contests and excellent trophies will be awarded the winner, runner-up, and consolation in each flight and to the medalist.

World of Football Mourns 'Pop' Warner's Death

ALTO, Calif. (AP)—The football world mourned today the death of Glenn Warner, "Pop," the old gray wizard of the game.

Remnant Races

Table with columns for race dates, locations, and results. Includes entries for W. L. G.B. To Play, W. L. G.B. To Play, and W. L. G.B. To Play.

Sports Car Race Slated Sunday At Fort Sumner

FORT SUMNER, (AP)—Sports car enthusiasts put final touches on their gleaming, high-powered autos this week—readying them for the Fort Sumner New Mexico sports car races Sept. 12.

Paul's News Stand

Hunting and Fishing Licenses 113 South Roselawn Read a Magazine Today! Ice Cream and Drinks

Advertisement for Mac's Artesian Room and Quick Service Drive In. Features images of steaks and a sign that says "DINE OUT TONIGHT!".

Despite Hand Injury, DiMaggio Hurls NuMexers to 4-2 Win, Evens Series

Quarterback Club Fetes Bulldogs, Coaches Tonight

Quarterback club will host the 1954 Bulldogs and Artesia Senior high coaching staff at a pre-season football banquet scheduled for 6:30 tonight at Senior high cafeteria.

Injuries, Faltering Players Killed Brooklyn Flag Hopes

BROOKLYN (AP)—Now that the Brooklyn Dodgers have all but given up any hope of winning the National league pennant, the time has come to ask two questions: 1—What caused the downfall of a club that was virtually conceded the flag before the start of the season?

Despite Injuries, Williams Certain To Win AL Title

NEW YORK, (AP)—Ted Williams probably will win the American league batting championship this season, despite his injury-interrupted start and the prospect he will hit fewer than 400 times.

Longshorts Came Home

WILMINGTON, Del. (AP)—Owena Castle, a 50 to 1 choice, and Mighty Billy, combined for a \$1,318.90 daily double at Brandywine Raceway last night.

ARTESIA ADVOCATE SPORTS

Jackson's Two Homers Set Carlsbad Over Roswell 7-2

CARLSBAD (AP)—Like Jackson got revenge for the "goat" role he played the previous night by slamming two home runs and leading Carlsbad to a 7-2 victory over Roswell in a Longhorn league playoff game here Tuesday night.

Table showing baseball statistics for Roswell players: Alvarez, Day, Greer, Bauman, Stacey, Bell, White, Hechaverra, Oliva, Cossio.

Table showing baseball statistics for Carlsbad players: Diappa, Hardy, E. Osorio, Jackson, Gholson, Hechaverra, P. Osorio, Henderson, Stack, Weaver.

Texas League Begins Pennant Battle Tonight

By THE ASSOCIATED PRESS The Texas league starts deciding the pennant tonight. Fort Worth will be at Shreveport and Oklahoma City at Houston in opening games of the Shaughnessy playoff.

Middlecoff Easily Is Top Favorite In Odessa Tourney

ODESSA, Texas (AP)—Cary Middlecoff of Memphis, Tenn., star of the PGA tournament trail, was the favorite today as top golfers moved into Odessa for the \$7,500 pro-amateur.

Minor League Ball Scores

By The Associated Press Arizona-Texas League Mexicali 8, Phoenix 5 Tucson 26, Nogales 11 Bisbee-Douglas 8, Cananea 8, tie, called darkness.

DOUBLE PAYS \$1,000.60 LINCOLN, R. L. (AP)—Apprentice Jack Kurtz, Muncie, Ind., hit his peak yesterday by riding both ends of a \$1,000.60 daily double at Lincoln Downs.

Game Artesia Hurler Goes Five Innings With Injury

Bart DiMaggio, pitching one of his top games of the season despite a severely injured pitching hand, hurled a tight, six-hit game to pace the Artesia NuMexers to a 4-2 win over Midland here Tuesday night.

The Artesia win evened the post-season Longhorn league playoff schedule 1-1 between the two clubs, which move on to Midland Wednesday night for three more games. Friday night will be skipped because of a football game at Midland.

New Record for Stolen Bases Is Marked in WT-NM

By The Associated Press Outfielder Ozzie Walker of Abilene set a new West Texas-New Mexico league record in stolen bases Tuesday night when he pilfered his 68th of the year.

Table showing stolen bases records for various players: Walker, Smartt, Howard, Dobkowski, Economides, Sullivan, Gallardo, Goodell, Diaz, Herron.

Table showing batting averages for various players: Pampa, Clovis, Amarillo, Abilene, Albuquerque, Plainview, Lubbock.

St. Mary's Grid Team Schedules Opener Friday

ALBUQUERQUE (AP)—The St. Mary varsity football squad will open its 1954 season eight days earlier than originally scheduled with a non-conference game at Fort Sumner Friday night.

Andrews to Meet Unknown Boxer In Match Tonight

CHICAGO (AP)—Paul Andrews of Buffalo, N. Y., with an eye on light heavyweight champion Archie Moore's crown, meets unknown Bobby Hughes tonight in a nationally televised 10-round bout at Chicago Stadium.

Champion New York Yanks Go West With Faint Chance of Catching Up in American League

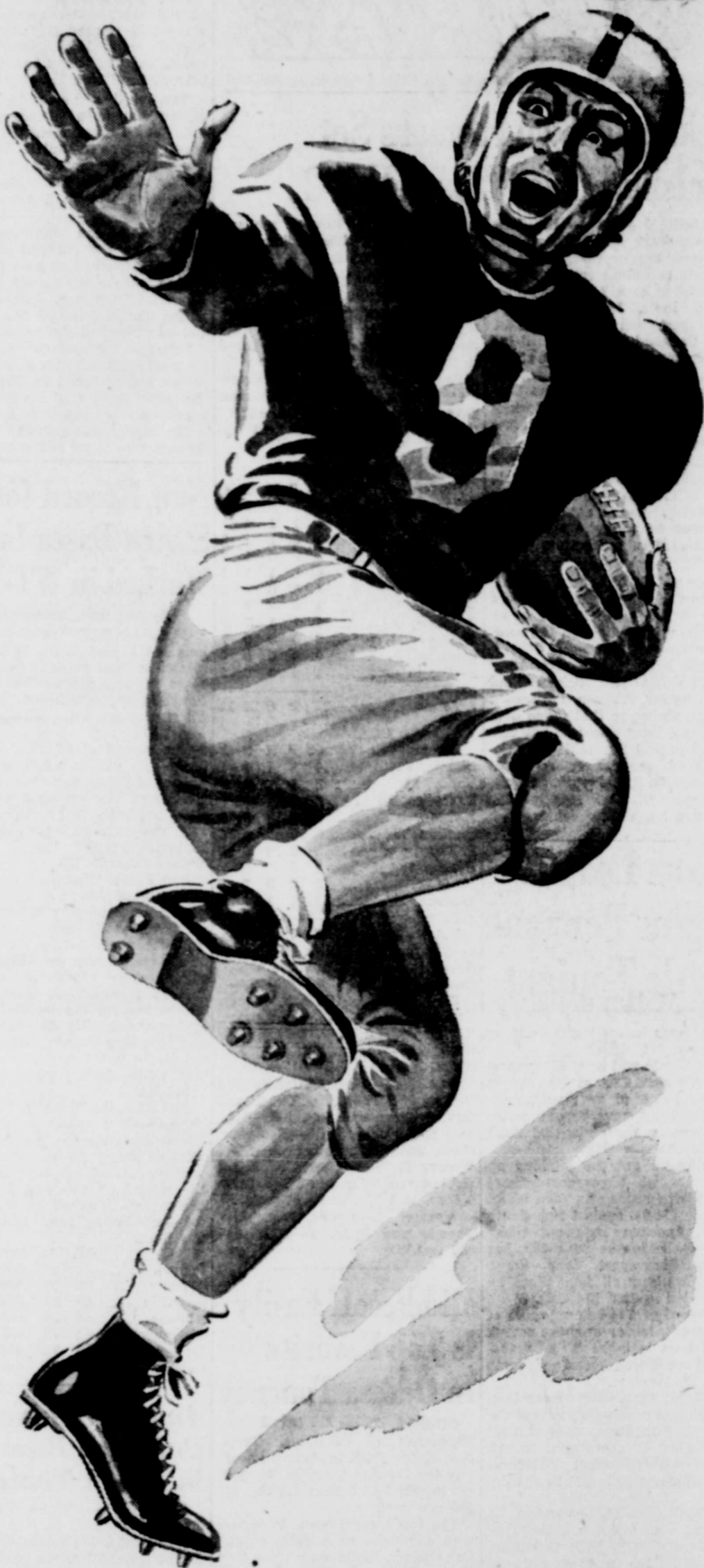
Stand, is set for Sunday when the Yankee caravan reaches Cleveland for a double header. The Yankees can't be eliminated positively until after that engagement.

Manager Stengel is gambling right at the start with Tommy Byrne tonight in Baltimore, which according to American league geography is West. A wild man in his previous stints in the majors, Byrne was bought from Seattle last week in a desperation move.

Advertisement for Benjamin Moore paints. Features a woman painting a wall and two paint cans labeled 'Satin Imperio' and 'Sani-Flat'.

7. E. Johnson Lumber Co. 1408 WEST MAIN PHONE 822 "JUST LUMBERING ALONG"

IT'S Kick-off TIME



DELAY OF GAME



OFFSIDE



ILLEGAL MOTION OR SHIFT



BALL DEAD; IF HAND IS MOVED FROM SIDE TO SIDE TOUCHBACK



INELIGIBLE RECEIVER DOWN FIELD ON PASS



CRAWLING, HELPING THE RUNNER OR INTERLOCKED INTERFERENCE



INTENTIONAL GROUNDING



BALL ILLEGALLY TOUCHED, KICKED OR BATTED



CLIPPING



ILLEGALLY PASSING OR HANDING BALL FORWARD



FORWARD PASS OR KICK CATCHING INTERFERENCE



ROUGHNESS AND PILING ON



PERSONAL FOUL

1954 BULLDOG SCHEDULE

Sept. 10—Lovington	Here
Sept. 17—Alamogordo	Here
Sept. 24—Portales	Here
Oct. 1—Albuquerque	There
Oct. 8—Clovis	Here
Oct. 15—Kermit	There
Oct. 22—N.M.M.I.	Here
Oct. 29—Open	
Nov. 5—Carlsbad	There
Nov. 12—Roswell	Here
Nov. 19—Hobbs	There

"B" TEAM

Sept. 18—Alamogordo	Here
Sept. 25—Carlsbad	Here
Sept. 30—Roswell	There
Oct. 9—Hobbs	There
Oct. 16—Roswell	Here
Oct. 23—N.M.M.I.	Here
Oct. 30—Open	
Nov. 6—Hobbs	Here
Nov. 11—Carlsbad	There

IF YOU LOVE IT

OPENING ARTS

LOVE IT

7:30 FRIDAY

<p>"Just Across the Stadium Fence" Is That Super NuMex Gasoline and All Brands of Oil Come by after the Game</p> <p>West Side Service 1301 West Main Phone 915</p>	<p>Artesia Alfalfa Growers Association</p>	<p>First National Bank "Serving the Pecos Valley Over Fifty Years" Member F.D.I.C.</p>	<p>Guy Hill Chevrolet Plumbing CHEVROLET For Better P... BUICK —Ca... OLDSMOBILE 1307 West C... 101 West... Phone 1...</p>
<p>Cox Motor Co. Tops in Automotive Service Crysler - Plymouth - GMC 361 1/2 First Phone 841</p>	<p>CLARK'S Shoes "The Pecos Valley Walks on Clark's Shoes" 207 W. Main Phone 1489</p>	<p>Midway Truck Service Cummins Diesel Sales & Service Complete Truck Service 204 N. First Phone 930</p>	<p>Bryant Paint & Wallpaper Play Fair With Linell Tradin... Exclusive Furniture - A... McMurtry Paint... 201 1/2 S. Fourth... N. First</p>
<p>Homsley Lumber Co. "We Are Bulldog Boosters" West of Artesia on Hope Hiway Phone 1033</p>	<p>Hanna's Garage, Service Station Standard Oil Products Atlas Tires and Batteries Hope Highway</p>	<p>Roland O Rich Woolley L</p>	<p>Fagan Conoco Cream, Shakes, Stop at t... Conoco Gas... First and Main... W. Main P...</p>
<p>"Hold That Line, Bulldogs" Carper Drilling Co., Inc.</p>	<p>"We Are Backing You All the Way" Patterson Welding Works East Main Phone 214</p>	<p>"We Are Backing You, Bulldogs" Kincaid & Watson Drilling Co. Carper Building</p>	<p>M... "Before-Break... Johnson Construction Northwest of A... S. 13th</p>
<p>"Better Luck This Year, Bulldogs" C. H. "Claude" Berry 321 W. Grand Phone 1258</p>	<p>"Be a Winner, Bulldogs" Burch Petroleum Co. Gulf Oil Products 405 N. First Phone 3</p>	<p>The Artesia Advocate</p>	<p>"Good Food... South Grocery Mr. and Mrs. R... Atoka</p>
<p>G. F. Wacker Variety Store "For Your School Needs" 318 W. Main Phone 527</p>	<p>Thompson-Price "Bulldog Boosters" Phone 275</p>	<p>Leone Studio 24-Hour Photo Service See Us for Cameras 415 W. Main Phone 1649-W</p>	<p>Nelson Appliance "Where Quality Is a... 412 W. Main Phone 491</p>
<p>Marshall & Son Grocery and Station See Us Early, Late Sundays and Holidays North First Phone 0180-R2</p>	<p>Russell-Clark Motors, Inc. "Your Mercury Dealer" 103 N. Second Phone 1007</p>	<p>F. L. Wilson Feed & Farm Supplies 111 S. Second Phone 24</p>	<p>Allied Pan's News Oilfield... Phone... 113 South Ros...</p>

FOOTBALL

IT'S ALL TIME, FOLKS --- AND AGAIN ARTESIA HAS A GREAT TEAM! THE BOYS ON OUR TEAM NEED YOUR SUPPORT!

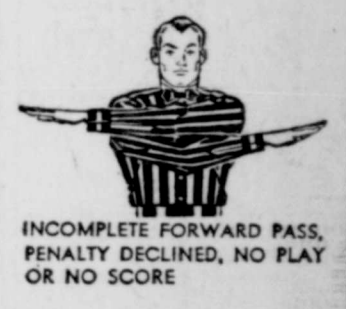
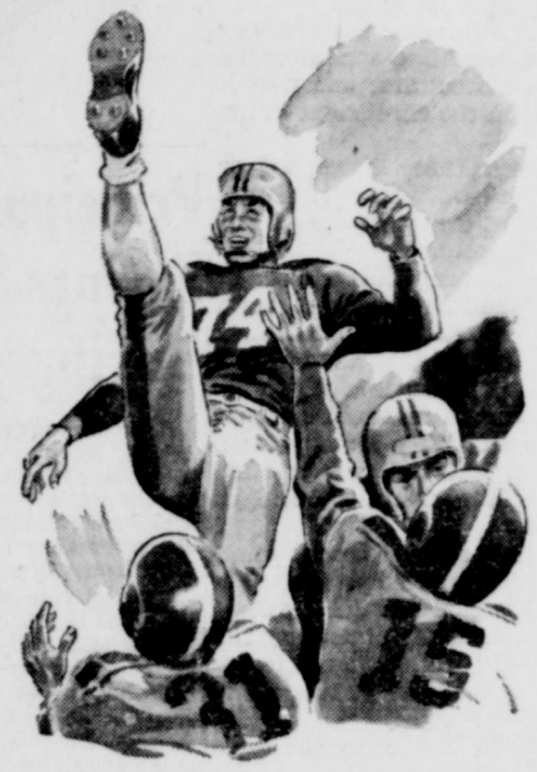
BEING GAME OF THE SEASON

ARTESIA BULLDOGS

VS.

VIGTON WILDCATS

DAYLIGHT - SEPTEMBER 10 - MORRIS FIELD



Guy Chevrolet For Better Plumbing —Call Us— 1307 West Chisum Phone 1650	Peoples State Bank "Your Friendly Bank" Member F.D.I.C.	Mac's Drive-In "You Are Always a Winner When You Come to Mac's to Eat" South First at Centre	Artesia Auto Company "Your Friendly Ford Dealer Since 1939" 302 West Main Phone 52	Hit 'em Hard Bulldogs! Millard Long Agency Real Estate - Insurance "Sign of Service" 324 West Main Phone 998-W	Loyd Downey TRUCKING CONTRACTOR Phone 1011-J	Robert E. McKee, Inc. General Contractor Dealer for Walker-Neer Drilling Rigs
Hill Plumbing Service "Play Fair With Yourself" Linell Trading Post Furniture - Army Surplus 11 N. First Phone 845	Payne Packing Co. "Payne's Finest" Wholesale Meats Fresh and Cured Beef and Pork	Wilson Welding-Machine Shop "We Are Backing You All the Way!" 1210 S. First Phone 489	The Motor Port Phillips "66" Gas and Oil For Courteous, Prompt Service 302 S. First Phone 730	Artesia Recreation Hall "Where Friends Meet" 318 West Main	Roselawn Radio and TV Service "Everything Musical" 106 S. Roselawn Phone 42-W	Mark Walters Building Contractor GI and FHA Homes 609 W. Missouri Phone 1321
For Your Cream, Shakes, Sandwiches Stop at the Wing Ding 111 W. Main Phone 1636-W	Buzbee Floor Covering "We Are Backing You 100%" 910 S. First Phone 631-J	Jim's Park Inn "Quality Plus Service" 1302 W. Main Phone 92-J	Simons Food Store "Large Enough to Have What You Want, Small Enough to Be Friendly" 507 S. Sixth Phone 62-J	Artesia Iron Works General Blacksmithing and Welding Half Mile North City Limits on North First	"Good Luck This Year, Bulldogs" Reasner Decorating Company 201 Richardson Phone 1030	Artesia Transfer & Storage Agents for Aero, Mayflower Transit Company Local and Long Distance Moving 1406 W. Main Phone 1168
"Fair Play" Campbell Construction Co. 113th Phone 566	"Best Wishes to the Team" Buffalo Oil Company	Complete Line of Sporting Goods Russell Auto Supply Co. 332 W. Main Phone 77	"We Are Hoping You Are All Stars" Atoka Pet Shop Ed and Irene Kissinger 5 Mi. South, 1 Mi. East Artesia Phone 081-J2	"We Are All for the Bulldogs" Geo. Beadle Trucking 1114 S. First Phone 250-J	Oilfield Pits — Reservoirs Caliche Roads C. M. "Chuck" Berry 709 Clayton Phone 1241 Artesia, New Mexico	Feed - Flour - Coal - Seeds E. B. Bullock & Son 105 S. First Phone 86
"Play Fair and Kick Your Troubles" to Rogers Garage 111 W. Main Phone 675	"Bulldogs, We Are for You All the Way" Kaiser Electric Co. 1102 W. Quay Phone 1096	"Everybody Root for the Team" Woodies Pie Co. 909 S. Second Phone 703-R	"Complete Auto Electric Service and Parts" George's Automotive Electric Service Rear 811 S. First Phone 455-J	"Fight 'em Bulldogs" New and Used Furniture Key Furniture Co. 412 W. Texas Phone 877	Yeager Grocery Open Seven Days a Week! 201 West Chisum	Guy's Cleaners "The One Good Cleaner" 318 W. Main Phone 345
State Furniture Distributors Fifth at Main Phone 491-W	Joe Mitchell & Son J. I. Case Farm Machinery 1001 S. First Phone 1133	Johnson's Laundry "We Give Your Clothes Our Personal Attention" 912 W. Missouri Phone 624-W	Varsity Lunch and Grocery School Lunches and Supplies Groceries and Meats One Block South Junior High	The Dairy Queen "The Home of the Cone with the Curl on Top" 912 West Main	Thompson Gulf Service That Good Gulf Gas and Oil 210 South First	Central Valley Electric Co-Op, Inc. "Owned By Those We Serve" 115 W. Quay Phone 8
Paul's News Stand Open Seven Days a Week 113 South Roselawn	SAFEWAY STORE	GAMBLE'S Coronado Television and Appliances 314 W. Main Phone 325	Sanitary Barber Shop "Courtesy, Service, and Appreciation" John Boren, Leo Hicks, Props. 310 West Main	"Fat" Aaron Grocery and Market Fine Foods and Free Delivery 712 W. Dallas Phone 1010	Hart Motor Co. Dodge - Plymouth Dodge "Job-Rated" Trucks 207 W. Texas Phone 237	WIN, LOSE OR DRAW! WE ARE FOR THE TEAM!

Narcotics, Liquor Take Toll as Terror of Teen 'Pachuco' Hoodlums Sweep Across United States

By HERBERT D. WILHOIT

LOS ANGELES, (AP)—The tattooed mark of the Pachuco has swept across the nation as a symbol of modern-day youthful hoodlumism.

Its common form is a cross with a sort of halo of dots, made with a pin or knife and ink on the web between the thumb and forefinger, or on the arm or chest. It puzzles and worries civil and military authorities in many areas, but in Los Angeles it is old stuff, considered virtually passe.

Is it smart-aleck feeding of the young ego, naive copy-cat activity or a sinister secret terrorist organization?

A Los Angeles authority. Police Lt. Richard D. Whitley of the juvenile detail and former commander of the gang detail established in 1948, said today he has no evidence of any national organization of Pachucos.

ON THE CONTRARY, HE SAID, the youthful gangs of this and other large cities in which there may be Pachuco members have no formal organization; no officers, dues, bylaws or rules. The fellow who is the toughest and talks the best is the leader, the "organ-ization" is confined to tight geographical or neighborhood boundaries.

The Pachuco tattoo has appeared recently on 30 airmen at Chanute Air Force Base, Ill.; in Kansas City; in Des Moines, Iowa, where police called it "juvenile copy-cat stuff"; at Lackland AFB, Tex.; at Sampson AFB, Buffalo, N. Y.; on five AWOL men at Lockbourne AFB, Ohio; in Columbus and the Ohio State Penitentiary; at Ft. Campbell, Ky., and nearby Clarksville, Tenn.; on civilians in Omaha, Neb., Chicago and New York; and on two former bar girls in vice-ridden Phenix City, Ala.

LT. WHITLEY, WHO FLEW TO Chanute to advise the military on the Pachuco problem, said:

"I am convinced that this recent spread is simply a symbol of unsocial youth. One boy hears about it, or sees the mark on somebody else in jail or in the military guardhouse, and thinks it would be a good idea to have his own mark to boast about. Chances are many haven't the slightest idea what 'Pachuco' means.

"We know what it means but it's impossible to translate accurately. We heard it as long ago as 1941 and it came into usage in 1943 in the riot-fights between zoot-suiters and servicemen in Los Angeles.

"The term Pachuco came to the coast from the El Paso, Tex., border country during the war. It's a Mexican slang expression originally applied in derogatory meaning to the 'zooties'—the smart-alecks, toughs, hoodlums or whatever you wish to call them, of Mexican descent who wore long coats, peg-top, ankle-tight pants, duck-tail haircuts and thick-soled shoes.

"BUT NOW IT HAS LOST that significance. It has been adopted, or applied to, youngsters who are, or think they are, toughs of all grades. But we find it no longer applies only to Mexican-Americans. The kids recently involved show no pattern of nationality or race. It's simply become a symbol associated with the very widespread youthful gang problem.

"In fact, the viciousness today—the knives, beer can openers used as slashing weapons, saps, billies, switch-knives, palm saps and guns, the wanton cutting, beating or shooting of victims without reason—go far beyond the original zoot-suit or Pachuco troubles where



MRS. CLARE BOOthe LUCE, United States Ambassador to Italy, is shown on her arrival in New York from Rome where she attended the funeral of Dr. Alcide de Gasperi, the former Italian Premier.

just plain fists frequently were the only weapon."

WHITLEY SAID ONE CAUCASIAN youth at Chanute had a "code of Pachuco," rules including no "ratting" on fellow members, no cooperation with authorities, helping each other. He said that was the only instance he had ever encountered of such a "code" and he is convinced it was "just one kid's bright idea."

Liquor figures in probably 90 per cent of the Pachuco trouble, he said, and narcotics, mostly marijuana, to a lesser degree.

Read the Classifieds.

VANISHING ICEMAN

OKLAHOMA CITY (AP)—Ever wonder what is becoming of the iceman.

J. D. Owens, 23, Wichita, Kan., who owned an ice company at Wichita, took a cue from declining ice sales in his rural deliveries. A check showed his customers were buying refrigerators.

As a result, Owens enrolled in a refrigeration and air conditioning course at Oklahoma A&M Tech here. When he completes the course, Owens plans to return to Wichita and open a new business for himself.

OUTDOORS—Tackle Box Should Be Kept Orderly

By DION HENDERSON
AP Newsfeatures

If the old man ever evers at you because maybe you carry a few extra items in your puse—like some old buttons or a couple of recipes—just ask him about his tackle box.

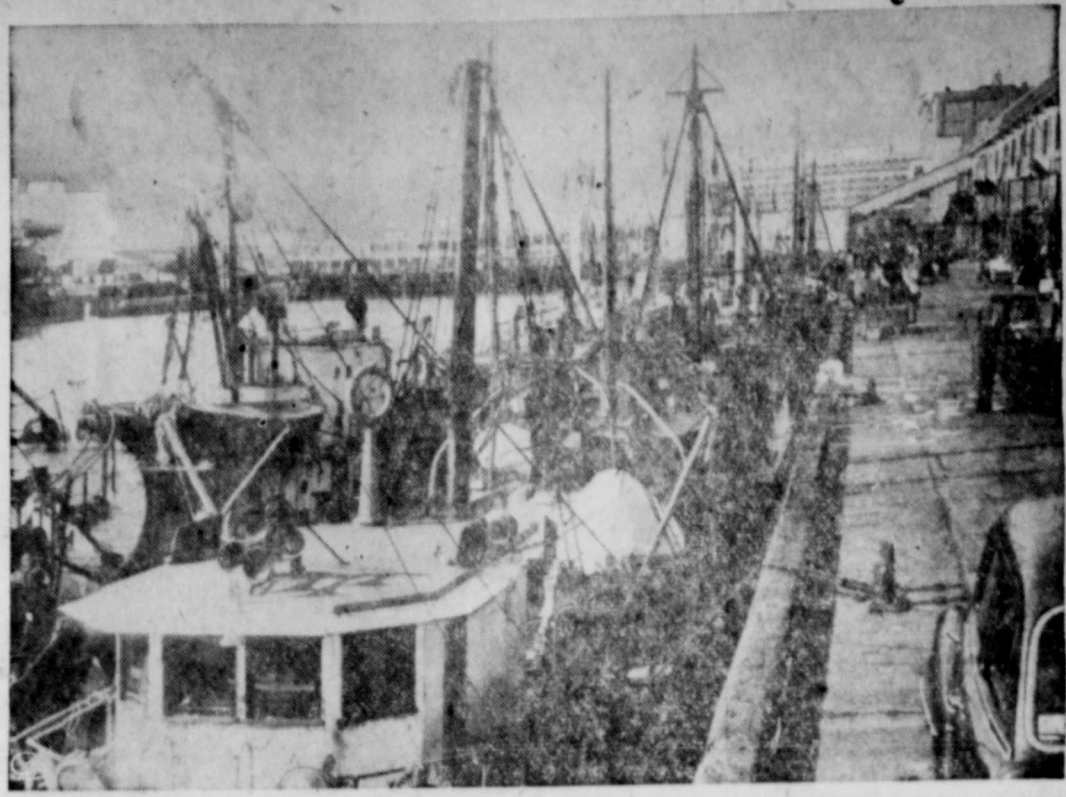
The more he prides himself on his fishing skill, the quicker that counter-attack will shut him up. A properly equipped fishing tackle box is designed to serve its owner's needs. Mostly this means during a few hours afloat, but some experts could operate out of theirs during a sojourn on the moon.

The best tackle boxes are very light, but don't let that fool you. They hold a ton of stuff. A ton seems to be the average estimate of necessary tackle box equipment, particularly after you have carried it in one hand while carrying one end of a canoe on a 9-mile portage in the other.

These tackle boxes try to distract you with their pretty lures arranged in neat compartments of trays that spring up when you open the box. But beneath those trays is a bottomless maw, wherein every fisherman hoards his most valued possessions.

He must have spare reels, and spare parts for reels, and tools to install them. He must have lubricants, and line dressing and spare lines and leaders. He must have a gadget to recover hooks, and a stone to resharpen them, a stringer to confine any fish he may catch and a scale and rule to weigh and measure them. Then he must have tools to clean them. He must have

BOSTON FISHING FLEET TIED UP IN WORK STOPPAGE



BOSTON'S FAMED fishing fleet is shown tied up at the fish pier during work stoppage. Crews blame low wages on low price of fish, and blame that on Canadian imports. Some 800 fish processors in 39 plants depend on fish from these boats. (International Soundphoto)

a depth gauge and a water thermometer and a kit to patch boots. If he has sense as well as experience, he will have a razor blade and long-nosed pliers to take drastic action in case a wayward cast hooks his neighbor's—or his own car. He must have, in the same ominous connection, a mirror and a first aid kit. Then too, he must have a waterproof container of matches, and a compass.

If he seeks the larger game fish, he will have a deadly weapon down there, too—something like a black jack, or if he is in a state that permits it, a pistol. After all, a man who expects to come in direct and violent contact with anything as heedless of human fingers as a muskel-lunge needs something on his side in addition to logic.

These items are in addition to about 49 lures of various sizes and hues. The figure is not an idle one, it is about what the average man can keep track of without stabbing himself every time he reaches for the box.

And these items are the things he must have, or run the risk of being under-equipped. They are the minimum. The maximum is what he can carry.

PURELY PITIFUL
GAFFNEY, S. C. (AP)—There are 20 categories of prizes in a beard growing contest for Gaffney's sesquicentennial anniversary celebration. The final classification: "Most pitifully scraggly beard."

MISS YOUR ADVOCATE? PHONE 7

Portable TV Set Aimed At Passionate

By CYNTHIA LOWRY
AP Newsfeatures Writer

It was bound to come, of course, and it has: the portable television set.

As things look now, it is only a matter of time until there just won't be any place in the world where old movies and quiz shows will not only fill the air but also interrupt the scenery.

Things got kind of desperate even with non-portable television. I knew until a couple of months ago, of a little valley surrounded by high mountains on all sides from which the television pictures are thrown, and it was a pleasant refuge for one who had taken just about as many "funny" panels and girl singers and byo dancers as the system could absorb without violent reaction.

Last time I fled to this spot, however, civilization had moved in. Right in the middle of the old

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apple orchard there reared, 150 feet into the sky and looking as charming as an oil rig, a tower on which appeared the ubiquitous antenna. The agony shows, the kiddies' hours and the cowboys were in possession.

But now there's the so-called "portable TV," designed so that the passionate viewer can have his picture indoors or out, in any room he chooses. At the moment, this piece of equipment requires an electric outlet, so there's still a chance to flee into the deep woods for surcease.

However, somebody's going to get up something that doesn't require wiring, and then into the automobile, onto the beach will go the lady wrestlers, the baseball players and the masters of ceremonies.

I believe some farsighted com-

OTT'S SCRAP BOOK By R. J. SCOTT

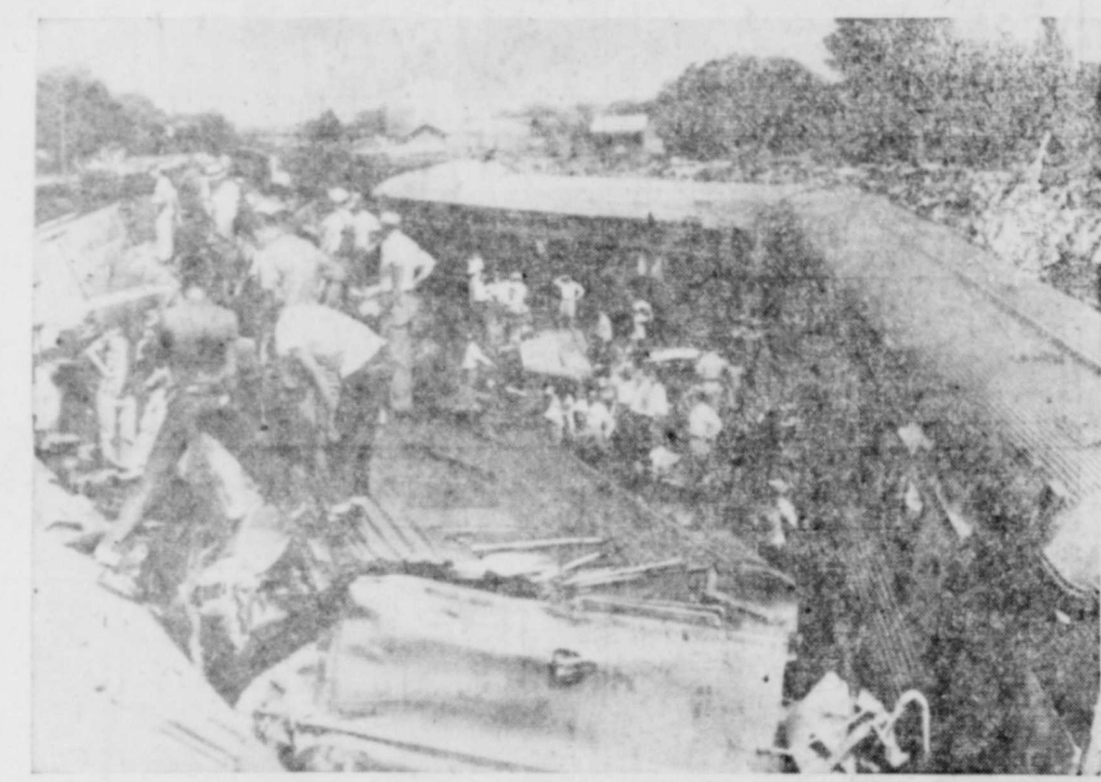


HOUSE BUILT AROUND AN OLD 40-FOOT FISHING BOAT BY JERRY TURNER OF WANCELA, NORTH CAROLINA.

MAKARO KAYSURA WAS CONSIDERED THE GREATEST WOMAN BILLIARDS PLAYER IN THE WORLD (1905-1940)

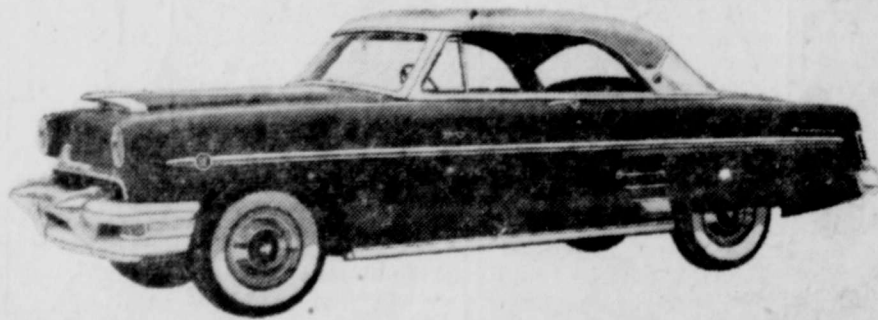
WHAT IS THE MEASUREMENT OF A GREAT ARMADILLO FOUND IN SOUTH AMERICA? FOUR FEET FROM HEAD TO THE END OF HIS TAIL.

SANTA FE 'CHIEF' DERAILED; FOUR DEAD



RESCUE WORKERS climb over, under and in wreckage of the Santa Fe streamliner, "The Chief," derailed at Lomax, Ill., on a Chicago to Los Angeles trip. At least four persons were killed and more than 50 injured. "The Chief" was running 20 minutes behind schedule. (International Soundphoto)

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