# This Is Artesia arefully, and if you're partying make that last one for the road, The Artesia Advocate 

 nother year with a record of nohial traffic collisions-don't no

Year 1954 Eventful One for Artesia, Topped By Valley Flood, Water Well Meter Plan


Despite Improvement, State Kills 369 in Year on Roads

alley Flood Top 1954 State News

Woman Killed in Partying Session In Private Home

Like Any Good Husband Mechem Helps in Moving
Contractor Wins Initial Round

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## As Governor

Shows Slight 1954 Increase


Health, Welfare
Defense Units
Report Progress

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Seasonal Drop in Employment Seen For Artesia Area

Cole to Attend Simms Inaugural Rites Saturday

City's Pressing Needs for More Services Told Joint Councils (

Miss Jean Niekolds Becomes Bride Wedneslay Of Jerry Simmons in Methodit Chureh Service Miss Haynes Is
Honored Tuesday
At Bridal Event


## 

The Friendy Pank
PEOPLES STATE BANK
Member Feteral Deposit tururane Copoporation


## Personal Mention

 Before Making Resolutions. View Problems> Mrs. Carder Is
Hostess to
Fellow Workers




Santen Se
Santee Seeks
Four-Minute Traek Mile

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College Basketball


Unique Free Advertising Offer Presented to Kids
In a spirit of holiday fun, the Artesia Advocate is
offering a unique free advertising service for the bright
young people who make up the school population of the
Artesia area.
The Advocate staff feels that the active use of ad-
vertising by these youngsters which will allow them to
create, write, and put into actual use their own personal
advertisement, will be valuable experience and profit-
able, too
There are no strings attached to this free offer, ex-
cept that each ad must be an independent and personal
venture into advertising and selling on the part of a pupil
in some school in Artesia.
Advertising is about to go into its biggest year in
American business history, a history in whicit advertis-
ing has continuously played an increasinglimportant
role in the development of the Amercan way of life and
the highest standard of living ever achieved anywhere in
the world.
The young peopie of Artesia will now have an op-
portunity to actively participate in one of the simplest
and most effective forms of doing business in their com-
munity. Full detaisls are given in the Advocate's adver-
tisement on Page 5 .
=
Arkansas-Georgia Game to Be Crucially Close; Rose Bowl Teams' Starters Not Yet Chosen


## Sugar Bowl





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 Shrine Game
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# Varsity Edges Huffing, Puffing Ariesia Alumni 70-62 in Spirited MOD Game 

Final Period Push By Alums Not Enough Enter Texas Hall of Fame


## Rose Bowl

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Babe Zaharias, Sammy Baugh

| the world | ball and football - but known primarily as the leading woman golfer. |
| :---: | :---: |

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Tournament Championships Scattered Aeross U.S.

## As Holiday Classics End

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Whitfield Is Named Winner Of Sullivan Memorial Honor
sports roundup1954 Memories Of Sports Top Off Big Year

| Paul's News Stand Hunting and Fishing Lic113 South Roselawn Read a Magazine TodayIce Cream and Drinks |
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HAPPY NEW YEAR!


We Say "Thanks for Your Patronage," and We Hope We May Continue Serving You! Charles Weir Service Station Loco Hills

Resolution Offered Those Who Are Protecting Hearts

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Reds Could
Give Allies

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Office Supplies at The Advocate

| 7 | Now |
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| 990 |  |$\quad$ KSVP | Now |
| :--- |
| 990 |

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Now you know!
misurace problems WE WISH A HAPPY

PROSPEROUS
NEH YEAR
TO ETERYONE!
Don Jensen
realtor


Contral Valley Electric Co-Op, Inc.





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Use The Advocate

## Ulate aak

 Classified Rates




## THE CISCO KID



MICKEY MOUSE


MANDRAKE THE MAGICIAN
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