

With Artesia just \$200 short of its 1955 Red Cross campaign quota of \$4,500, city residents who have not done so should mail their checks today!

THE ARTESIA ADVOCATE

Artesia's First Newspaper—Founded in 1903

Fair today, tonight and Tuesday. Windy afternoons, slightly cooler today and tonight.

VOLUME FIFTY-TWO

FULL LEASED ASSOCIATED PRESS WIRE

ARTESIA, NEW MEXICO, MONDAY, APRIL 4, 1955

PRICE FIVE CENTS

NUMBER 66

New \$200,000 Artesia Motel Completion Set

Construction work on the new \$200,000 Travelers Motel will be completed in June, partners H. A. Campbell and George Akins announced today.

Experiment Farm May Bring New Valley Crops

By EDD ROUTT There may be truck farms in the Pecos Valley someday. Great fields of carrots, beans and tomatoes.

Appropriate two-year financing This week clearing operations had removed mosquito from about 100 acres of the land and backers of the program were hoping work on the farm's physical plant would be started by July 1.

Crops like alfalfa, cotton, grain sorghums and small grains; and development of new crops to include vegetables. Stroup emphasized that the association does not want work in the Pecos Valley to duplicate State College projects.

Concert Group Signs Thibault, Sinfonietta

Community Concert workers went over the 1954 level-in-membership sales this season, reporting 750 compared to 720 last season.

Wilson Planning More Cuts in Army Strength

Advocate Slates Start of Sunday Issue on May 1

Publication of a long-planned Sunday issue of the Artesia Advocate will begin May 1. It will feature an outstanding 8-page colored comic supplement not duplicated by any other newspaper circulating in Artesia.

Million-Man Army Program Is Revealed

WASHINGTON (AP)—Secretary of Defense Wilson disclosed today he is sticking to the plan for a further cut in Army manpower strength.

Howard Sammons Judged as Top FFA Mechanic

Howard Sammons of Artesia junior high is the top young farm mechanic in New Mexico.

Artesia Junior High Vocalists Win Top Place

First division ratings were won by two Artesia Junior high vocal ensembles and six soloists in weekend competition at the district music festival vocal section in Clovis.

Red Cross Just \$200 From 1955 Campaign Quota

North Eddy county Red Cross needs only \$200 more to complete its 1955 campaign.

Second Contract For New Phone Co-op Approved

Washington approval for a \$184,847.83 contract to build 363 miles of lines for the Penasco Telephone Co-op has been received.

Chamber Invites Three Convention Groups to City

Artesia Chamber of Commerce has invited the New Mexico State Singing convention to hold its meeting here next spring.

Fierce Storms Hurling Snow At Great Plains

A fierce blizzard hurled eastward across the Great Plains today, plummeting temperatures 20 degrees. The Northeast also lay in the grip of another surprise snowstorm.

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Midnight Dial Conversion Takes Only Two Minutes

For two minutes at midnight Saturday Artesia was without any telephone service.

Texan Arrested In Suspicion Of Auto Theft

David Sinclair, 31, was arrested here Sunday and turned over to county authorities on suspicion of auto theft.

Impaled Matador Pulls Self Free From Bull's Horn

CIUDAD ACUNA, Mex. (AP)—A matador impaled on the horns jerked himself free and killed the bull in top style yesterday.

Carper Elected To Southwest Savings-Loan

NEW ORLEANS (Special)—Emery Carper of Artesia, N. M., has been elected a director of the Southwestern Savings and Loan league in final sessions of the group's annual conference.

Presbyterian Cantata Planned Thursday Night

The Easter season cantata of the First Presbyterian church will be presented at 7:15 p. m. Thursday.

Blair Seeking Top College Offices

Hunt Zumwalk and Gary Blair of Artesia are candidates for president and vice president, respectively, of the Associate Students at East New Mexico university.

Cecil Waldrep's Father Dead

The death of the father of Cecil Waldrep of Artesia has been reported in Melvin, Texas, it was learned here Monday.

Hospital Record

Saturday Admissions—Ector Hernandez, G. O. Parkham, Route 1; Charles A. McNeil, 611 W. Dallas.

Spring Tour Is Cancelled By Camera Club

Camera club held its regular meeting Thursday evening in Senior high audio-visual room.

STATEWIDE MEETING CALLED

SANTA FE (AP)—Gov. John F. Simms has announced a statewide safety meeting May 14 in Albuquerque.

New Mexico Traffic Toll

By The Associated Press Today's 1955 Traffic Toll 70 Last year's on April 4: 109

Undergoes Surgery

ROSS SEARS, widely-known Artesia banker, underwent major surgery this morning in a Dallas hospital.



SUPERVISOR of dial telephone conversion was C. P. Rainey, New Mexico conversion chief for Mountain States Telephone & Telegraph.



THESE LADIES, plus five not shown, have been promoting baseball right and left by selling season tickets. The present score is 200 down and 400 to go. The goal must be reached by April 1. Pictured left to right are Mrs. Ralph Rogers, Mrs. Charles Currier, Mrs. H. R. Paton, Mrs. Clyde Guy and Mrs. J. C. Hefley. Not shown, but participating in the work are Mrs. T.C. Williams, Mrs. Bill Keys, Mrs. A.P. Malone, Mrs. Harry Gilmore and Mrs. June Waters.

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Let's Play Baseball—

With The Ladies!

AH, SEZ YOU! Mrs. Charles Currier looks like she's in the middle of a big rubarb, but actually she's scolding Artesia folks who haven't bought season tickets to NuMexer games.



MRS. T. C. WILLIAMS and Mrs. Guy pose as a couple of veteran sluggers. You can tell they're veterans because they've got that casual look.

Wanna buy a season ticket to NuMexer games?

Any lady on this page and four who weren't available for photographs will be glad to take your order.

They're going all over — and the shots on this page are solid proof of this — to boost the home club.

A season ticket costs \$35.70 and a box for the season costs \$71.40. Not to be outdone by furniture and appliance salesmen, the ladies say you can make a \$10 down payment and pay the balance \$5 per month.

Children aged 7-12 can get season tickets for \$7.14 and youngsters 13-18 can get them for \$14.28.

Dial these ladies for tickets: Mrs. Ralph Rogers—SH 6-3015, Mrs. R. Paton—SH 6-2684, Mrs. Clyde Guy Charles Currier—SH 6-4384, Mrs. H. 2601, Mrs. Bill Keys—SH 6-3784, Mrs. —SH 6-2643, Mrs. J. C. Hefley—SH 6-4616, Mrs. T. C. Williams—SH 6-A. P. Mahone—SH 6-4482, Mrs. Harry Gilmore—SH 6-2972, Mrs. June Waters—SH 6-6982.

And the ladies remind buyers to "have the check ready when you get the ticket!"

Here's why the 1955 season sale is so important:

Important revenues available to the NuMexer ballclub in 1954 are either missing, decreased, or undependable this year.

The weather plays an important role in baseball financing. Last summer the NuMexers lost only one game because of bad weather. This year, as in other years, it could be different. You can't bank money on the weather. When doubleheaders are held to make up games, the gate is seldom higher than for a single game.

Then again, Artesia was in a dandy, season-long race last summer for the pennant and a first division slot. It was tied with Carlsbad and Roswell, which generated a keen Pecos Valley rivalry within the Longhorn league. That helped attendance.

Both playoffs in which Artesia appeared went the full count, boosting income from that source. You can't bank on it happening again.

Malco Refineries' appropriation for advertising via the NuMexers has been cut to \$4,500 from \$9,100. The 50 club, which produced \$7,100 last year, no longer is living. It started three years ago to guarantee baseball \$10,000 a year for three years to put it on its feet. It has fulfilled its function.

Artesia had a highly successful year last year—everything fell together properly to give the NuMexers a good year, both on the field and in the front office.

It's up to the fans—600 of them—to give Artesia as good a financial season this year.



MRS. H. R. PATON looks as if she's going to . . . well, we don't know what. But she's selling a lot of tickets, anyway.



BATTER UP! Mrs. J. C. Hefley, club secretary, steps to plate with a broom. Doubtlessly she "cleaned" the plate.



PLAY BALL! Mrs. Clyde Guy strikes the catcher's pose. What she'd really like to catch is some help in selling season tickets.



MRS. T. C. WILLIAMS, making like a first baseman, looks like she just nabbed a high, wild one.



MRS. RALPH ROGERS winding up. Said one wag: This is a windup?

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