reprinted on page our in today＇s
rresia Advocate．Can you find

\author{

# This Is Artesia Artesia has greatly changed in denced by four aerial photographs <br> <br> The Artesia advocate 

 <br> Artesin＇s First Newspaper－Founded in 1903}

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Kiwanis－Backed
Boy Scout Unit Gives Program



Minimum Profit Bill Becomes Hot Potato in Legislature


Bill Backers Proclaim Aid
To State＇s Small Merchants

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Recommends Hot Lunches， More Rooms

Artesia Palomino Champion Hare at E！Paso Show

[^0]Homemakers of First Baptist Church Meet

| rodars rusingss mirror- |
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| Turning Hearts to Dollars |
| Goal for U.S. Merchants |

## Personal Mention


$\qquad$
Eleven Attend Presbyterian
Women's Cirel

District Officer Visits Auxiliary Of Local VFW

| Veterans of Foreign Wars held their regular monthly meeting on Thrsday evening at the Veterans Building. Mrs Herbert Mathis! president of the auxiliary gresided over the business meeting A donation of $\$ 10$ was approved for the Cancer Fund. Mrs. Mathis then presented Mrs. Ethel Wood, Carlsbad, president of District No. 7, V. F. W. Auxiliary, who was making her official visit to Artesia. <br> Mrs. Wood spoke on the aims and purposes of he organization the changes in the national the next district meeting to be held in the spring at Carlsbad. <br> Out of town guests for the meet ing was Mrs. Julia Wailes, mem iliary and Senior vice commander of the Carlsbad D. A. V. Auxiliary, ing at this time. Mrs. Mathis pre sented Mirs. Wood with a coffee cookies were served to the mem. bers present by the committee: and Mrs. Trent C . Schmitz. |
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Give Mary Faulk
Lead in Tourney
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LaVaughan Beauty Salon
Wishes to Announce that Aliene Cless
Has Joined Their Staff,
Gladys Vaughan Virginia Austin
6 West Main
Phone 818


Increases in High School
Marriages Plague Educators
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Marriages Plague Educators


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BENDIX WASHERS

## $\$ 119.95$

BENDIX DRYERS
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CLEM APPLIANCES
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ELECTED TO BASEBALL'S HALL OF FAME


Gola Improves on Perfection in Leading LaSalle
From Behind to $72-67$ Vietory Over Manhattan

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Longhorn League Directors Face Finding President

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Excellent Snow
Conditions Set For Ski Event

## GRAND OPENING A \& W DRIVE-IN

## SATURDAY, FEBRUARY 12, 1955

bring the entire family - you'll all have fun

FREE ROOT BEER
10 Oz Mug
Saturday, Feb. 12 Only

free balloons
for the
KIDDIES
Saturday, Feb. 12 Only
ARTESIA'S NEWEST AND FINEST DRIVE-INN WILL FEATURE

## A\& W ROOT BEER

 5́-10 Ounce Mug - 10¢-Jumbo Mugthe Nation's leading draft Root Beer dispensed from sterilized all-stainless steel equipment - pre carbonated to enhance the matchless flavor of its wholesome all-natural ingredientsserved in pre-chilled sparkling clean glass mugs.
Car Service - take home Serving Mead's Fine Bread!

Hot Dogs Hamburgers
Potato
Chips
French
Fries

Floats
Whips Coke and
Orange
Ice
Cream
OPEN 11 A. M. to 11 P.M. - SUNDAY THRU SATURDAY
Come in and try our fast and courteous service Mr. and Mrs. Ronald Boice, Owners-Mgrs.

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VIEW TO SOUTHEAST of early 1930 Artesia shows num－down street is Joyce－Pruit Co．，later Brown Mercantile．At
ber of vacant lots in area now thickly populated．Large bottom left is Kemp Lumber Co．＇s wooden building，now re－



RELATIVELY SPARSE development of Artesia of 1930s is
well as business district．Just below center of photo finery stands by


[^1] files．Hotel Artesia is in foreground at lower center，and to and surrounding residential area now occupies farm land
its right．Santa Fe railway station．Business area is only three left of upper central portion of photo． les．Hotel

## Photogaphs of Early Artesia Show Growth

The face of Artesia has greatly changed in the past 20 to 2 y years，
as witness four photographs taken as witness four photographs taken
from the files of the Artesia Ad－
vocate and reproduced here to day．
Looking at Artesia from the four
points of the compass，a flying Looking at Artesia from the four
points of the compass，a flying
photographer portrayed the Ar－ photographer portrayed the Ar－
tessia of the early $133 \mathrm{~s}^{\text {s．a a a }}$ ary
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six．block business district along w． six．－block business district along $W$ ．
Main of 1955 Artesia the big Car－
per and Booker office buildings．
and development of First street ward business offices．then only
Hotel Artesia was Hotel Artesia was then only
three to four years old it went up
in 1929 ，and NuMex refinery ha in 1929 and NuMex refinery had
not yet added its spectacular tow not yet added its spectacular tow
er to the Artesia landscape．Con er tinental refinery is easily distin
guished on one picture guished on one picture．
Another photograph shows the Another photograph shows the
Methodist college，located at Nint
and Centre，then far on the out and Centre，then far on the out－
skirts of the city in an area now completely enclosed by residentenal
development．The college for a development．The college for
while served as the high schoo while served as the high school
building while a new high sehool
was being erected then was was being erected，then was torn
down for lack of adequate enroll－ ment．
Yet many of the buildings in the early 1930 photographs stand to
day，including that oceupied by the

> Artesia Advocate．Then a bitg
building on the landscape and still mportant to Artesia＇s business which then housed People＇s Mer－ cantile Co，a firm of the big gen． eral store type of old that handled
everything from foods through dry goods 10 minor items of hardware．
Even in the downtown area， Even in the downtown area，
these photos disclose，there were these photos disclose，there were
many vacant lots yet undeveloped
by business and residents． Yet Artesia then was only 30
years removed from its founding as a town in the barren desert，
housed in a few ramshackle housed in a few ramshackle build
ings with big false fronts．It had begun to feel the prosperity being
brought on by founding of the oil brought on by founding of the oil
industry with discovery of black industry with discovery
gold 10 years before．


LOOKING SOUTHWEST across Artesia of early 1930s，day，and residential area to southwest uncrowded．At uppe Hotel Artesia，then only four or five years old，is in fore－－left of photo is Methodist college at Center and Ninth，late
ground at bottom of photo．Picture shows business dis－
razed．Central school，now hemmed in by residential area trict relatively lightly developed compared to Artesia of to－is near outskirts of city at left of center of residen

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Lonely Lighthouse's Spell
Fascinates Writing Tender

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# SPEAKING 0 F RESULTS.......... 

THIS CLASSIFIED AD
IN THE ARTESIA ADVOCATE SOLD
$\$ 700.00$

## 29. LIVESTOCK

FOR SALE-Pigs and hogs, healthy and vaccinated. P. O. Box 18. or Phone 65, Roswell, N. M.

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The merger agreement contained,
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Fagan's Coneco Station 102 NORTH FIRST


For Best Results
Use The Advocate

# What adk 



## WHODOES IT?

The Firms listed below under This New Classified Section are prepared to meet your every need!
Lumber, Paint, Cement

Classified Rates
y's Used Car Lot Phone 291 or 659.j
Help You Solve Your
SED CAR PROBLEM!


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## 卦

| STOP: FOR SALE! <br> New and Used Sewing Machines and Vacuum Cleaners Electric Portables $\$ 49.50$ up WILSON \& DAUGHTEB 107 S. Roselawn 57 -tfe |
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WANTED:
SALES BOY
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Coung, aggressive, automobile
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\text { Sewing Machine Center } \\
\text { Sales and Service for All Makes } \\
\text { Kirby Vacuum Cleaners }
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## Guy Chevrolet Used Cars <br> orth of Artesia Hotel ${ }^{107}$ NRTM ${ }^{\text {Phone }} 291$ <br> (1)

PLAN FOR THAT TRIP IN ADVANCE: en it is so hot on the outside, but yet so cool on
the inside of this 1953 Chrysler 4-Door New Yorkers Deluxe, air conditioned, power steer ing, power brakes, beautiful two-tone blue and many other famous Chrysler accessories Come in today! Don't delay …-...... \$2340 Chevrolet 2-Door, dark blue, radio, heater ing THIS IS IT! ONLY Chevrolet 2 -Ton Truck, speed axle, heater and turn signals. Ready to do that big job with such ease! Only
ENTINE ENTINE!" I will serve that little woman in your life, so you won't have to be late because you'll never have to wait! Come in today-I'm
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In Spare Time By, ANE EDD


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BIG SISTER


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THE CISCO KID


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| $\begin{array}{l}\text { Connor Electric Co. } \\ \text { 707 W. Missouri Ph. } 281 \\ \text { Eleetrical Contracting }\end{array}$ | New and Used Furniture |
| :--- | ---: |
| Furniture Mart-We Trade |  | Motor Rewinding and $\quad$ Furniture and Appliances

## Automotive Repairs

Special on Valve Jobs
Cars, Trucks and Tractors
WHODOESIT?


## Page Eight <br> SUNDAY, 60 T0 THE CHURCH OF YOUR CHOICE

 emmanuel baptist church church of the nazarene West on Hope HighwaySunday Schoo $10 \mathrm{a} . \mathrm{m}$.
Preaching 12 m

 V. Elmer McGuffin, Pastor.
$\underset{\substack{\text { first presbyterlan } \\ \text { CHURC }}}{ }$


Calvary missionary
baptist chirch




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| Fourth and Chisum day school 9:45 a. m |  |
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| Highway 83, 35 Miles East Artesia Training Union 6 . Training Union $6 \mathrm{p} . \mathrm{m}$. Evening worship $7 \mathrm{p} . \mathrm{m}$. | Sunday School, $10 \mathrm{a} . \mathrm{m}$. e Sunday, Kenny Campbell, supe tendent. |
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| Evening worship $7: 30 \mathrm{p} . \mathrm{m}$. Wednesday services $7: 30 \mathrm{p} . \mathrm{m}$. | yethodist church |
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| Sunday School $10 \mathrm{a} . \mathrm{m}$. Preaching Service 11 a . <br> Training Union 7:30 p. m. <br> Evening Service $8: 30 \mathrm{p} . \mathrm{m}$. Prayer meeting Wednesday $7: 30$ | ce 2 m W |
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|  | W. M. Irvin, Pastor |
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| Cleveland Street <br> Sunday School 9:45 a. m. Preaching Services $11 \mathrm{a} . \mathrm{m}$ Evening Service 7 o'clock Prayer service, Tuesday $7 \mathrm{p} . \mathrm{m}$ M. E. O'Neill, Pasto | first christan church |
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| st. anthony catholic church |  |
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| English sermon. |  |
| CContessions every Saturday 4 to |  |
| $5: 30 \mathrm{p} . \mathrm{m}, 7$ to 8 p . m. and before Mass Sunday mornings |  |
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## I. C. LIVINGSTON

THE FIRST NATIONAL BANK HART MOTOR COMPANY

RK INN GROCERY

CAMPBELL CONSTRUCTION CO.
WESTERN TRANSPORT, Inc.
HOMSLEY LUMBER COMPANY
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## ATOKA PET SHOP

PAYNE PACKING COMPANY
HOTEL ARTESIA
MALCO GAS \& OIL DISTRIBUTOR
$\qquad$
peoples state bank

H\& $\&$ Food B.SKERTS
FLOYD ISON LUMBER CO.
PAULIN FUNERAL HOME
LAREZ GROCERY \& LAUNDRY
ROLAND RICH WOOLLEY

FAT" AARON GROCERY \& MARKET
GUY CHEVROLET COMPANY

BUZBEE FLOOR COVERING
LEONE STUDIO
SOUTHARD GROCERY \& STATION HR. AND MRS. ROBERT L. ROGERS

## SNOW WHITE LAUNDRY

HILL PLUMBING SERVICE
YEAGER BROS. GROCERY
HANNA'S GARAGE \& SERVICE STATION

This Feature Is Published With the Hope that MORE PEOPE GO TO CHURCH. It Is Paid for by Firms 100 Per Cent Interested in This Community.



[^0]:    Cerebral Palsy
    Discussion Set
    At Elks Club

[^1]:    CLOSE－UP OF business district，looking toward northwest blocks deep，compared to six of today，and entire First stre

