

When youngsters from Artesia churches' young people contact you Saturday night, give generously to the United Nations International Children Emergency Fund, providing milk for youngsters the world over.

# THE ARTESIA ADVOCATE

Artesia's First Newspaper—Founded in 1903

Partly cloudy and cool this afternoon tonight and Thursday. Low tonight 40, high Thursday. High yesterday 65, low last night 41 at radio station KSPV, official U.S. weather station.

VOLUME FIFTY-ONE

FULL LEASED ASSOCIATED PRESS WIRE

ARTESIA, NEW MEXICO, WEDNESDAY, OCTOBER 27, 1954

PRICE FIVE CENTS

NUMBER 148

## Entire Clovis Football Team Suspended

SPORTS BULLETIN

ALBUQUERQUE — A Clovis high school has been suspended from the New Mexico High School Activities Assn. for the remainder of the football season.

The executive council of the NMHSAA today suspended the Clovis school "effectively immediately" for "knowingly and willingly" playing an ineligible player during the early part of the 1954 football season.

The executive council also appointed a committee of three to thoroughly investigate the athletic situation at Clovis high school.

Executive Secretary U. G. "Montgomery" Dwight Nichols of Las Vegas, and Calloway Tauler of Artesia have been designated as the three-man committee to investigate Clovis.

The committee to investigate the athletic situation at Clovis high school is to be paid back a six per cent interest, according to the information received by the NMHSAA executive council.

The executive council in a long discussion, took action against Clovis after interviewing members of the Clovis high school administration, including Supt. Travis Stovall.

The council unanimously voted down a motion to reinstate Bobby Dugan, Clovis halfback who was ineligible for a residence violation, because the boy "shares the blame when he played for the school while ineligible."

Dugan's residence status caused Clovis to forfeit football games to Tucuman, Albuquerque High, and Carlsbad earlier this year.

Montgomery said he ordered Clovis to forfeit the three games because Dugan played with the team after Clovis had been informed before the 1954 season that Dugan would be ineligible if his parents moved from Clovis.

The council unanimously voted down a motion to reinstate Bobby Dugan, Clovis halfback who was ineligible for a residence violation, because the boy "shares the blame when he played for the school while ineligible."

Dugan's residence status caused Clovis to forfeit football games to Tucuman, Albuquerque High, and Carlsbad earlier this year.

Montgomery said he ordered Clovis to forfeit the three games because Dugan played with the team after Clovis had been informed before the 1954 season that Dugan would be ineligible if his parents moved from Clovis.

The council unanimously voted down a motion to reinstate Bobby Dugan, Clovis halfback who was ineligible for a residence violation, because the boy "shares the blame when he played for the school while ineligible."

Dugan's residence status caused Clovis to forfeit football games to Tucuman, Albuquerque High, and Carlsbad earlier this year.

Montgomery said he ordered Clovis to forfeit the three games because Dugan played with the team after Clovis had been informed before the 1954 season that Dugan would be ineligible if his parents moved from Clovis.

The council unanimously voted down a motion to reinstate Bobby Dugan, Clovis halfback who was ineligible for a residence violation, because the boy "shares the blame when he played for the school while ineligible."

Dugan's residence status caused Clovis to forfeit football games to Tucuman, Albuquerque High, and Carlsbad earlier this year.

## Two Cars Hit Two Cows—But One Accident

Two cars, two cows—one accident scene, but two mishaps. State Patrolman A. J. Smith investigated a freak accident last night, one mile south of Hagerman, where two cars hit two cows crossing the highway, killing the cows and causing excessive damage to the cars.

Smith said the first car was driven by Froylin Hernandez of Hagerman who hit a cow belonging to Mrs. Mary Luckie, immediately followed by a car driven by Larry Norum of Roswell, who also hit a cow belonging to Mrs. Luckie.

Smith said none of the occupants of the cars were injured, although both cars were hauled away via a wrecker.

## Over 400 Are Expected at Scout Camp

Over 400 Boy Scouts from Southeastern New Mexico are expected at a three-day conservation camporee with the Artesia district as host this weekend.

The conservation camporee, beginning Thursday afternoon and continuing until Saturday evening, will be held on the Gateway district (Artesia area) campsite on the Tom Jeter farm, Cottonwood.

The Conquistador council appointed Charles Gaskins of Artesia as camporee chairman, assisted by Tommy Thompson, Artesia businessman and Keith Dampf, soil conservation service, Artesia.

Beginning at 2 p. m. Thursday, the camporee will have on its staff Yorrel Harris of Roswell, council Scout executive; John Bloomfield, Roswell; Bob Ameen, Carlsbad and Charles Moore, Hobbs.

Dampf has prepared conservation projects for the camporee. Scout officials have outlined a program which will include blindfold compass courses, first aid, survival problems, tracking and a canoe contest.

A similar camporee for the northern half of the council will be held at Clovis Air Force Base this week. Richard Canfield, Gateway district Scout executive, will be on its staff.

## Artesian Is Fined \$75 for Leaving Scene of Accident

It cost Elias Ortega \$75 for leaving the scene of an accident last Sunday morning south of Artesia.

According to Police Judge John Elliott, Ortega hit a parked truck south of town Sunday morning, left his car at the scene and proceeded to walk six miles home.

He was finally located after state police traced his identity through the license plates of the car.

Ortega entered a plea of guilty to the charge and received the \$75 fine from the judge.

## Politics Are Charged in Teacher Row

ALBUQUERQUE, (AP) — A New Mexico Education Assn. special investigating committee charged last night that political influences have seriously interfered with management of Socorro county schools.

The executive committee of the NMEA, which accepted the report, did not release it in its entirety but officials said it charged in part that political influences seriously interfered with the management of the schools and that children are being transferred from appreciable distances and from communities where schools exist, at a serious additional loss to the taxpayers.

The report charged also that the schools have been used as "political footballs."

The citizens of the northern end of Socorro county, the report said, favor consolidation of schools provided there is free elective franchise in selection of members of the board of education of a consolidated district.

## Council Slates Planning Board Study

Work of the city planning commission will come up for discussion by city council in its semi-monthly meeting tonight, Mayor W. H. Yeager announced this morning.

The meeting, open to the public, is scheduled to start at 7:30 p. m. in City Hall.

Mayor Yeager said this morning that because of heavy responsibilities and frequent absences from the city on the part of commission members, councilmen will discuss its work.

Members of the commission are Charles K. Johnson, chairman; Hugh W. Kiddy, V. P. Sheldon, Raymond Lamb, and J. H. "Bus" Brown.

Council will also study a proposed ordinance on subdivisions, prepared through a committee headed by Councilman George Ferriman. The proposed ordinance tentatively sets a fee of \$2.50 per foot per lot frontage in new subdivisions for city installation of water and sewer service.

The fee is \$3.50 per lot front foot where water rights for the subdivision are not brought into the city with the property. That extra \$1 per foot will be set in a special fund to be water rights.

Mayor Yeager said there will probably be some discussion of flood control measures following recent meetings with residents of the city, flood control officials, and others.

Also scheduled following what is expected to be a brief business session is a showing of two films on the use of soil cement. Soil cement has been proposed as an ideal street surfacing material with cost comparable to asphalt types but with considerably lower maintenance costs.

## Chamber OKs New Trick-Treat Milk Campaign

A group of Junior high age students, sponsored by church groups in Artesia, have the "blessing" of the Chamber of Commerce in their door-to-door campaign to raise money for milk for the United Nations.

Chamber Manager Paul Scott said this morning, that the group has "cleared" through the chamber office. He explained that the children have reversed the "trick or treat" Halloween procedure to secure money for milk.

Instead of asking for candy, Scott said, the children will seek small monetary contributions which will be given to the UN for purchase of milk for children in foreign countries.

## NEW CHURCHES PLANNED

SANTA FE — The office of Archbishop Edwin Byrne said four new Catholic churches and renovation of another are planned in Albuquerque. The new churches will cost about half a million dollars.

of Clovis, said the executive committee "is seriously alarmed at what has taken place in Socorro county as far as the children are concerned."

Stovall also presented to the executive committee two letters—one from five teachers in Socorro county and the other from Mrs. Frances Harriet, chairman of the school board, protesting the NMEA probe. The committee took no action on either letter.

The probe of the Socorro county school system came about after the county board suspended or transferred 14 teachers in the system. Dist. Judge W. T. Scoggin last Thursday halted the action by granting an injunction.

The state board, referring to this transfer and suspension, delivered its reprimand through State School Supt. Tom Wiley. Wiley said:

## Artesia Woman's Mother Injured

Mrs. Paul R. Dillard is in Oklahoma City caring for her mother, Mrs. Oscar Davidson, 73, hospitalized as a result of an auto accident Friday night at Fort Cobb, Okla.

# Long-Sought Valley Experimental Farm Expected to Begin Operation in Spring



CANT MISS, said Leroy Caffall as he aims his 30-30 rifle which he won at the GPA banquet last night at a stuffed deer. Looking on are Orman Loving and Earl Boulden, officials of the local GPA organization.

## Over 200 Attend Annual GPA Meet

Over 200 people attended the annual meeting and barbecue of the North Eddy County GPA held last night at the high school cafeteria where Roger Neill, executive secretary for the state association spoke on the importance of the GPA.

North Eddy County GPA members and their families participated in the meet, with former GPA President Ormond Loving acting as master of ceremonies.

Following Neill's talk, a "question and answer" panel was held with Henry Brown, game commission member; Allen Anderson,

game department biologist; Roy Jones, district game warden and Neill answering questions submitted by those attending the meet.

Neill told the group that the name of their organization is "somewhat misleading in that many people think of us as game wardens hiding behind a tree in search of rule violators."

He explained that the GPA is interested not only in abiding by the game laws of the state, but also in the preservation of the soil and other natural resources of the state, "which indirectly affect the

## Chamber to Boost CVE Travelers' Season Tickets

Artesia's CVE Travelers have received another boost from the chamber of commerce, according to Paul Scott, who said this morning the chamber will ram-rod the sale of season tickets in the next 30 days.

Scott said a meeting with chamber officials and CVE manager Paul Frost yesterday set up the chamber as the publicity office for the campaign.

Scott and Frost issued a joint statement this morning, saying, "National Industrial Basketball is one of the finest assets a community can have, because of publicity it can bring to a city."

They explained further that "Artesia is by far the smallest city in the league, but will reap the same benefits as its larger competitors."

It is the goal of the chamber to sell some 250 season's tickets, at \$20 each which will entitle the owner to see nine league games and eight non-league games to be played in Artesia. Scott said public subscription methods will be used to sell the season's tickets.

## Farmers to Pay 50 Cents Per Bale to Finance Preparation

The Pecos Valley is slated to receive a long-sought experimental farm, run by New Mexico A&M college and originated by the Pecos Valley Farm Planning Assn., which will probably be in operating order next spring.

Tom E. Brown, Jr., chairman of the planning association, said a meeting of the committee was held Monday to make concrete plans for the experimental station were established.

According to Brown, the farm will be located one mile south and a half mile east of Atoka, on land presently owned by the state. Brown estimated the total cost of the unit at approximately \$75,000 which will include donations of labor and machinery necessary for the preparation of the land.

Brown explained that the planning association will bear the cost of getting the farm into operation, while the college will pay for future maintenance work. He said the college has already asked \$50,000 to be included in its next school budget for the express purpose of maintaining the valley experimental farm.

Brown said this will be the first experimental station ever originated and run in the Pecos Valley. He continued by explaining that the college will also run experimental plots throughout the valley at different farms, working from their "main office" at the experimental farm.

The needed \$75,000 for clearing the land and preparation of farming will be raised through farm donations. Brown explained that each valley farmer will be asked to donate 50 cents for each bale of cotton they gin over a one-year period.

Brown said the experimental farm will be a great asset to the valley since it will deal only with Pecos valley farm problems, such as the increase in aphids in alfalfa this year. Brown predicted that many problems now confronting farmers in this area will be overcome as a direct result of the experimental farm.

The planning association was formed last spring during a dinner sponsored by First National bank and attended by more than 100 Pecos valley ginners, farmers, businessmen, and bank officials.

It secured permission from A&M college for the college and has since sought financing for the project. (Continued on Page Four.)

## Actress Sues Roy Rogers for Kick By Trigger

LOS ANGELES, (AP)—An actress who says Roy Rogers' horse Trigger kicked her, has sued the cowboy actor for \$186,000.

Mrs. Mabel Smayne alleged she suffered head and chest injuries during the filming of a movie scene in 1951.

As trial of the suit opened yesterday, Rogers' attorney denied she was badly hurt and said the horse backed into her.

## Chamber Retail Executive Panel To Meet Friday

The first meeting of the executive committee of retail merchants for the Chamber of Commerce is scheduled Friday noon at Cliff's cafeteria where the group will discuss ways and means of boosting Artesia's falling retail sales figures.

According to chairman Bert Jones, the committee will also discuss the parking proposition which will soon be presented to the city council, asking that free parking space be given every Saturday, or that no tickets be issued and the chamber supply meter men with nickels to place in the parking meters with the "compliments of the chamber" expressed in a self-addressed envelope which can be mailed back with the reimbursement.

"Not to be overlooked," Jones said, "will be a discussion on present plans to hold community good will meeting with surrounding towns, where problems of the area can be sounded out."

## New Equipment Aids Post Office Modernization

New equipment has started arriving at the Artesia postoffice, with the main item so far being a "badly needed" electric adding machine, according to Mrs. Marion Dunnam, postmaster.

Mrs. Dunnam said the equipment was ordered some two months ago when she first took over the position as postmaster. Already installed and being used is a new general delivery case, giving added room and convenience for selection of mail, she said.

New steel supply cabinets, typewriter tables, and window stools are also in use at the postoffice. (Continued on Page Four.)

## Artesia Unemployment Hits Record Low Points in 1954

Unemployment in Artesia has dropped to its lowest level in 1954, according to Carl Foster, manager of the state employment commission's Artesia office.

Foster said the number registered in the Artesia office has dropped to 182. He believes the number registered as unemployed represents 90 per cent of the area's total unemployment.

No-agricultural employment stands at 4400, Foster estimates. Agricultural employment is estimated at 3071, including 2421 foreign workers.

Employment decreases felt in some industries have been compensated by corresponding increases in others, keeping the labor force relatively stable. Foster said construction on the

new Mountain States Telephone & Telegraph Co. dial exchange building is scheduled for completion within the next 30 days. Work on the Hermosa school project is to continue through January 1955.

The 72-home Charlann addition, along with construction of several new homes, has added to the area's total employment. Work in the new addition so far has been limited to city crews laying sewer, curb, and streets. Employment is expected to rise when actual home construction begins, he said.

Claims for unemployment compensation continue to decline, the manager said. Currently only 41 are filing claims through the Artesia office, a drop of 13 from last month.

## Candidates Turn to Bernalillo

By SANKY TRIMBLE Associated Press State Editor

Big Bernalillo county—with almost a fourth of the state's voting strength—gets particular wooing from the candidates in the waning days of the 1954 general election campaign.

The election is next Tuesday, just six days away. Republicans will spend four of those days in the Albuquerque area and Democrats at least three.

The Republican caravan—headed by big Ed Mecham, New Mexico Republican governor who is attempting to unseat Democratic Sen. Clinton Anderson—was in Artesia and Loving Monday and Carlsbad yesterday.

campaign winds up in Albuquerque the day before election. Democrats are split into two touring groups. The one headed by John Simms, Jr., who opposes Republican Alvin Stockton for governor, was in Albuquerque yesterday and today and goes to Bernalillo tomorrow.

Simms' group goes to Las Cruces Friday to join the group headed by Anderson at a rally at which Sen. Lyndon Johnson (D-Texas) will speak then to Las Vegas, Espanola and Santa Fe to wind up the campaign. Anderson's group is the Grants today, in Albuquerque tomorrow, then to Las Cruces, Espanola and Santa Fe.

The emphasis on the Albuquerque area is obvious. Despite a 2-to-1 registration edge, Democrats traditionally lose the county. They need to hold their losses to a minimum this time there and show

strength in other quarters to win. Republicans would like a whopping majority in the Duke City to offset Democratic votes elsewhere.

Here's what the voters will pick next Tuesday:

A new governor; a U. S. senator, two men to the House of Representatives, a new lieutenant governor, a new secretary of state, a new state auditor, a new state treasurer, an attorney general, a land commissioner, a new superintendent of public instruction, one member of the Corporation Commission, three Supreme Court justices, 15 district judges, a batch of new members to the state House of Representatives and county officials.

In addition, they will vote on a proposed 4½ million dollars educational bond issue to provide some funds for construction at the (Continued on Page 4)

## Lanza Claims Being Offered \$100,000 for One Afternoon

By BOB THOMAS

HOLLYWOOD, (AP)—How would you like to earn \$100,000 for an afternoon's work?

Impossible, you say? Yet Mario Lanza claims he was offered such a deal.

"When I was in Palm Springs last year," said the bulky tenor, "my agent came to me with an offer from the Metropolitan Opera House. Rudolf Bing offered me \$100,000 to sing one opera on one of their shows to be sent to various theaters throughout the country via television."

In New York, Bing denied making the offer and added: "Who is he?" Oh, that folk tenor. I heard a few of his records the other day. I hardly know the man and I'm not altogether sure I would want to. I do know that none of our singers would sing for such chicken feed as \$100,000."

Actually, Metropolitan's reported top for a single performance is about \$1,500, averaging perhaps less than \$1,000.

LANZA SAID he turned down the offer. He said he'll accept when the money is \$150,000. But he added:

"Money, it is nothing. Absolutely nothing to me. But unfortunately, money is the standard by which you are judged in this business."

Concern over money is one of the principal causes of Lanza's two year retirement after being on top of the show business world. He had been earning a million a year, yet the United States slapped a lien on his earnings for back income taxes. The blow added to his emotional upset.

"The government claimed I owed a quarter of a million dollars," he reported. "In the last year, I have paid them over a

quarter million, but I am still behind, according to them. I still must pay income tax on the money I earned to pay them!"

His entire \$40,000 check for his TV debut—the celebrated "record session"—went to Uncle Sam.

"But I am very fortunate," Lanza said. "In six or eight months of work, I can wipe out everything I owe."

**JUDGING FROM HIS OFFERS,** that is no idle boast. His agents report that he has received deals of "much more than \$50,000 a week from Las Vegas casinos. Lanza will not consider them. He is opposed to singing in night clubs.

How is he going to recover his financial stability?

He is starting with the TV appearances. He does one Thursday and another Nov. 18. He plans to make personal appearances in a few weeks. He will start off with dates with symphony orchestras in the East, singing a few songs on the program. A full-scale concert tour will follow after he makes a movie.

His agents say a movie deal will be announced any day.

"Whatever I make will be for 50 per cent of the profits," Lanza said. "Several studios have been perfectly willing to go for such deals. They said I could write my own ticket."

Lanza said that his fans have remained loyal throughout his lay-off. The mail reaction to his TV appearance was mountainous, he said.

"That's one thing I didn't neglect while I wasn't working—the fans," he said. "I insisted that the government allow me the expense of several secretaries to answer the fan mail."

## State School Paper Carries Local Article

The November issue of New Mexico School Review carries the picture news and story of a social studies unit on the highland region of Central America carried out last spring by Miss Hazel Hocken-smith's fourth grade at Central school.

The picture was one of a series taken by Dave Rodwell, Artesia Advocate, on the social studies units taught at Central school last year. The story was taken from one of the series units of work written by Miss Nancy Haynes, publicity chairman for Central school.

The project included the construction of a panorama depicting the food, dress, homes, climate, means of travel; modern cities in contrast to Indian Villages, and the coffee plantations of Central America and the designing of a three dimensional bulletin board for exhibition in the schools main hall.

Robert Kline, then audio-visual director of the Artesia public schools, supervised the work done by the children on the bulletin board and Miss Hazel Hocken-smith's classroom teacher, supervised the 12 weeks of study and construction of the panorama.

Each child in the room completed one original figure for the panorama. The children pictured in the New Mexico school review are Ida Herrera, Margaret Cortez, Georgia Johnson, Earl Mobley, Pablo Navarette, and Randall Pope.

## World Community Day Service Is Set November 5

United Church Women will hold their annual World Community Day service Friday, Nov. 5, at the First Methodist church.

They will dedicate Parcels for Peace, articles for children and elderly persons in the war-torn sections of Korea, Greece, Palestine, India, and Hong Kong.

Th women are asking women of local churches for contribution of clothing. The gifts will then be sent to the Church World Service in New York City.

The program will begin with a covered-dish luncheon at 1 p. m. The public is invited to the program beginning at 2 p. m. at which time Mrs. C. R. Blocker will be the principal speaker.

Glen Clem, manager-owner of Clem Appliance, will be awarded a Kelvinator upright 12-cubic-foot home freezer as the result of winning a Kelvinator dealers' sales contest.

Clem is being honored for an outstanding sales record for the Artesia district over the past two months.

READ THE ADS.



MARION JO WELCH of Artesia has been named editor of the school newspaper at Radford School for Girls in El Paso, Texas. She will head a staff of some 15 students who produce the bi-monthly student newspaper known as the "Livewire." It's an annual project with members of the junior class.

## PERSONAL MENTION

Mrs. George Teel of Artesia and her daughter, Mrs. Guy Crockett and son, Gary, of Hope, were Roswell visitors Tuesday morning.

Mrs. L. E. Madole, Mrs. Roy Osburn, Mrs. Earl Hartley, Mrs. Coffey, and Mrs. Bob Whitley of Clovis were guests in the home of Mr. and Mrs. Vernon Mills, Monday night. Mrs. Hartley, a sister-in-law of Mrs. Mills, was toastmistress at the W. M. U. banquet in Roswell Monday evening.

Mrs. V. Elmer McGuffin, Mrs. Garland Stuart, Mrs. Doyle Smith, and Mrs. Dewey Gregory of the Emmanuel Baptist church attended the Women's Missionary Union meeting and banquet held in the Women's club in Roswell, Monday evening. At the same time Rev. V. Elmer McGuffin attended a meeting of the brotherhood.

Mrs. J. P. Wallace of Artesia and her daughter, Mrs. Oscar Jones of Crosbyton, Tex., spent the weekend in Fort Sumner visiting Mr. and Mrs. E. H. Howard.

Mrs. Sally Lanning returned Sat-

urday after visiting for five weeks in Pasadena, Cal. with her daughter, Mrs. Jim Conner, and Mr. Conner.

Mrs. Nina McCarter who has been ill several weeks, has gone to Fort Worth to be with her family. Her brother Dr. Curtis Nunn, lives there. Mrs. Ruth Joss took her to Roswell Sunday morning, from there she went by plane. At the present time she is in Harris hospital, Fort Worth.

Mr. and Mrs. A. L. Kite of Hobbs spent last weekend here visiting Mr. and Mrs. John Runyan on their ranch northwest of town.

Mrs. Bryan Runyan, Mrs. Bernard Cleve, Sr., and Mrs. Tex Polk left this morning for Denver, Colo. Mrs. Runyan will visit her daughter.

**HOUSE MOVING!**  
CURRY & MAXWELL  
Roswell, N. M.  
CALL COLLECT  
Day 3006 — Nite 4755-J  
Free Estimates — Insured

## Social Calendar

Wednesday, Oct. 27—  
BPO Does, Elks building, social, 7:30 p. m.  
Thursday, Oct. 28—  
Christian Women's Fellowship of First Christian church, visiting, 2:30 p. m.  
Cottonwood Ladies' Aid, meeting at home of Mrs. J. J. Terry, 2:30 p. m.  
Past Noble Grand club, meeting at home of Mrs. E. A. Hannah, 903 W. Quay, 7:30 p. m.  
Friday, Oct. 29—  
Executive board of American Legion Auxiliary, meeting at home of Mrs. Lillian Bigler, 4:30 p. m.

ter, Mrs. Bill Elliott and family, and Mrs. Polk will visit her sister, Mrs. J. F. Dougherty and family.  
Mr. and Mrs. J. S. Worley left Tuesday evening for San Diego, Calif., to visit relatives. They plan to be gone three weeks.

Mr. and Mrs. Harold "Dutch" Naylor and son, Forrest, of Roswell, spent the weekend here visiting his mother, Mrs. Ella Pearl Naylor and other relatives.

Mrs. JohnBenge and son of Lovington, and Mr. and Mrs. R. L. Benge of Truth or Consequences visited in Artesia Tuesday with Mr. and Mrs. A. W. Boyce.

Mr. and Mrs. Thurston Jackson and son, Dale, of Kodiak, Alaska, are visiting his parents, Mr. and Mrs. F. F. Jackson, and his sister and husband, Mr. and Mrs. Emery Champion. Their last trip to the states was in 1941. With Mrs. Champion, the Jacksons visited the Carlsbad Caverns Tuesday.

Don't throw away the liquid left when you've used a jar of sweet pickles. Use the liquid in French dressing, instead of vinegar, for cole slaw.

## Geological Group To Hear Address By Australian

Dr. Rhodes W. Fairbridge will be the speaker for the meeting of the Roswell Geological Society on Thursday, Oct. 28, at Glover's Hall on N. Garden Ave. The social hour will begin at 6:30 p. m. with dinner at 7 p. m.

Dr. Fairbridge is a member of the faculty of the University of Western Australia and is in this country on a Fulbright Grant, presently working at the Scripps institute of oceanography of the University of California at La Jolla. He is making a lecture tour of this country under the auspices of the distinguished lecture committee of the American Association of Petroleum Geologists.

"Carbonate Sedimentation" will be the title of Dr. Fairbridge's talk. He will discuss present day carbonate sedimentation in relation to past environments and the relationship of reef environments to oil accumulation.

All geologists and guests are invited to attend this meeting. Reservations should be made with Cal Wilmer of Atlantic Refining Co.

## Tony Curtis Is Elected Universal City Mayor

UNIVERSAL CITY, Calif. (AP)—This legally incorporated township wholly populated by Universal-International Studios, has elected actor Tony Curtis as its mayor. He beat out Maureen O'Hara by a two-thirds margin of the 2000

## Anti-Communists Gain Mexico City Poster Fight Edge

MEXICO CITY — (AP)—Anti-Communists have an edge in the battle of the posters here. The battle, between anti-Communist posters and the leftist tear them down, is fought over a Guatemalan question.

Hundreds of posters, purporting to depict Guatemalan atrocities, the time of the Red-tinged government there, have been appearing daily. By the following morning they may be mutilated and the battle, but the next day fresh ones are up.

By now the Communists have abandoned efforts to tear them down. Occasionally they scrawl "Yanqui propaganda" in blue pencil on the posters, but it is a weak effort. The posters go up and stay up until they are covered by a new crop.

votes cast.  
Mamie Van Doren was elected honorary police chief and M. Corday, honorary fire chief.  
Mayor Curtis was quoted as saying: "I'll keep the Dior look in this lot."

Add a quarter teaspoon of powder to a medium white cream and serve over broiled fish.

**Paul's News Stand**  
Hunting and Fishing License  
113 South Roselawn  
Read a Magazine Today!  
Ice Cream and Drinks

## Halloween Dance Set at Country Club Saturday

Artesia Country club is sponsoring a Halloween party on Saturday night at the Country club.

Buffet dinner will be served from 8-10 p. m. and dancing from 9 p. m. to the music of Aaron O'Neill of Roswell, a six-piece orchestra.

This will be a masquerade party with the rooms carrying out the Halloween theme in decorations. A prize will be given for the best man costume and also one for the best woman's costume.

This will be for members and their guests, and all are urged to attend this party.

## Artesia Nurses Work to Prepare Christmas Seals

Registered Nurses Assn. met on Tuesday afternoon in the home of Mrs. Ray Thompson to work on tuberculosis Christmas seals, and will meet again tonight in the home of Mrs. Edgar Williamson to continue work on the seals.

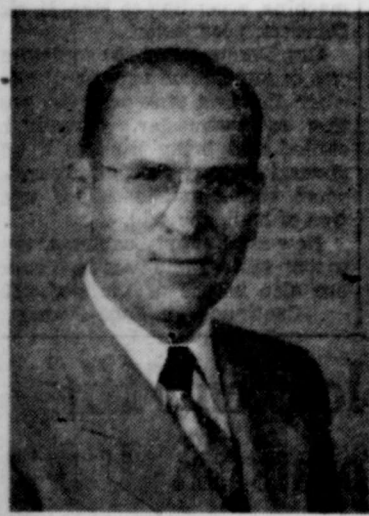
Seals must be in the mail by Nov. 15.

Refreshments of doughnuts, stuffed dates, and coffee were served.

Those present were Mrs. Ruth Pearson, Mrs. John Gates, Mrs. John Heaton, Mrs. Edgar Williamson, Mrs. Raymond Bartlett, Mrs. M. T. Peters, Jr., Mrs. Joe Nunn, Mrs. G. P. Ivers, Miss Kathryn Waltersheid, and Mrs. Thompson.

Read the Classifieds.

## ELECT!



Ted Welch

**A CORONADO APPLIANCE FOR YOUR HOME!**  
The money saved will buy that new Coat for Mother or pay for Dad's hunting trip.  
When you go to town—go to Gambles. Everything for every member of the family.  
**FREE DELIVERY**  
**FREE HOME DEMONSTRATION**

**Gambles**  
The Friendly Store

314 West Main Phone 325

'55

# Pontiac

all-new from the ground up!

See it OCT. 29

**Schuck** PONTIAC · CADILLAC  
Second and Quay Phone 154

it's a **Ship'n Shore** blouse

stitching — bright and bold on broadcloth

3<sup>98</sup>

So justly proud of their famous soft-tailoring is SHIP'N SHORE that they underscore it boldly on this lovely broadcloth! Outlined in brilliant embroidery-stitching: gentry neckband collar, pipe-slim placket, neat barrel cuffs and chest-tab. Combed cotton with a fine sheen... frost-white or deep tones that wash perfectly. Sizes 30 to 40.

Other new Ship'n Shore's... three-quarter and short-sleeve styles, too!

**THOMPSON-PRICE**

PHONE 275

## You have through October 31 to buy a new Automatic GAS RANGE

on easy OLD STOVE Round-Up Terms

✓ NO DOWN PAYMENT!  
✓ LIBERAL TRADE-IN ALLOWANCE!  
✓ 3 YEARS TO PAY!

**THESE ARE THE FEATURES THAT MAKE NEW GAS RANGES YOUR VERY BEST BUY!**

**CLEAN!** The blue gas flame keeps pans mirror bright... gives you smokeless, closed-door broiling.

**FAST!** Instant on and off heat... no pre-heating time required for top burner cooking.

**FLEXIBLE!** Hundreds of heat speeds for all cooking operations.

**AUTOMATIC!** Cook whole meals while you're away!

**COOL!** The heat's off, instantly, when the burners are turned off!

**DEPENDABLE!** Natural gas service is always ready when you need it!

**ECONOMICAL!** Gas costs LESS... In original cost, use, and maintenance!

as little as \$175 a week buys a new AUTOMATIC GAS range during the OLD STOVE Roundup

See your Gas Appliance dealer's or Southern Union Gas Company

If you Cook... you deserve a GAS RANGE

# ATE

# The Artesia Advocate

PUBLISHED BY ADVOCATE PUBLISHING CO.  
Established August 29, 1908

The Dayton Informer  
The Artesia American  
The Artesia Enterprise  
The Pecos Valley News

This newspaper is a member of the Audit Bureau of Circulations. Ask for a copy of our latest A.B.C. report giving audited facts and figures about our circulation.



A.B.C.—Audit Bureau of Circulations  
FACTS as a measure of Advertising Value  
SUBSCRIPTION RATES, PAYABLE IN ADVANCE

One Year (in Advance) \$10.00  
Six Months (in Advance) \$6.00  
Three Months (in Advance) \$3.50  
One Year (Outside State) \$10.00

Published daily every afternoon, Monday through Friday, at 316 West Main Street, Artesia, New Mexico. Entered as second-class matter at the Post Office in Artesia, New Mexico, under the act of March 3, 1917.

The Associated Press is entitled exclusively to the use for republication of all local news printed in this newspaper, as well as all AP news dispatches.

Telephone No. 7  
JOSEPH E. PRIESTLEY, Publisher  
RONNIE E. BRYAN, General Manager  
W. W. MAXWELL, Advertising Manager  
STANLEY GALLUP, Business Manager  
DAVID H. BODWELL, Editor  
HARRY HASELBY, Mech. Supt.  
Resolutions of Respect, Obituaries, Cards of Thanks, Reading Notices and Unpublished Advertising, 15 cents per line for first insertion, 10 cents per line for subsequent insertions. Display advertising rates on application.

## Ready to Go Vote?

ARE YOU ALREADY to go and cast your vote in the November 2 election or have you forgotten we are going to name state and county officials, elect two congressmen and a United States Senator?

As we have pointed out many times before the only time that our opinion actually counts is when we place that opinion in the ballot box. Only then do we actually have any say in the kind of public officials we have and in the kind of government we have.

We have complained loud and long now for some years about high taxes. They have been high.

We have argued about the waste and extravagance and a good many American citizens are disgusted with our "give-away" programs.

We have reached the point where we want less taxes and the only way we can have less taxes is to have less expenditures.

Many have become disgusted with politics being played in every thing we do—they want efficiency, economy and wise administration of our affairs.

There are other things we want. In New Mexico we want some flood protection. We also want water with which to irrigate and grow our crops. We have permitted our own government to spend billions for flood protection for some sections of the nation but our state has not been among those for whom protection has been provided.

And it is also true that we have never received our share of aid and help in the water program—irrigating water.

All of these are problems of our people and because they are problems of our people then they are problems of our government.

We hear a lot of promises about efficiency and economy during the campaigns. We hear a lot of talk about the need of water for the arid Southwest and recently we have heard a lot of talk about flood protection.

But talk during the campaign has little value. We need this talk where it will do plenty of good—in the halls of congress of the United States.

Whether we have this protection and whether we have the water we need will depend on our demands. It also will depend on our public officials.

And the only time we speak with authority is on election day. Make your plans now and go cast your ballot Nov. 2 for those you believe will do the best job of serving the people and administering the affairs of our nation.

## Swami Attempts to Recover From Ohio, Purdue Curves

By CHARLES CHAMBERLAIN

CHICAGO, (AP) — Purdue, Ohio State, Michigan and Pittsburgh mixed knockout drops in the Ol' Swami's tea leaves last week. He's trying to recover.

OHIO STATE 27, NORTHWESTERN 13—The bristling Buckeyes have bounded into the No. 1 ranking in the AP poll off their 31-14 decision over Wisconsin. . . Northwestern, after eight successive conference losses dating back to 1952, could salvage the season with an upset. . . But the Wildcats, even if they weren't plagued by injuries this week, will have to spring the surprise on some one else.

WISCONSIN 14, IOWA 7—Here's a vote of confidence that the Badgers will forget that nightmare at Ohio State and continue to chase the Big Ten title. . . They certainly can't be counted out with only one defeat against them, but they could with another. . . Iowa downed Indiana last week and is gradually working back up the ladder after league setbacks to Michigan and Ohio State. . . And the Hawkeyes will have the home town cheering section behind them at Iowa City.

MICHIGAN 20, INDIANA 13—The Wolverines may cool off after single-winging over Minnesota 34-0, but not enough to be upset by Indiana. . . Maybe the Hoosiers are ready to yell, like Michigan did against the Gophers.

PURDUE 21, ILLINOIS 13—Lena Dawson's passing and Bill Murkowski's bull-like rushes should keep the Illini working overtime. . . Illinois' line and blocking still looked pitiful in a ragged 34-6 triumph over Syracuse. . . J. C. Carline may be more than a match for the Boilermakers, however. . . The Illini halfback has rushed for 360 yards in 70 trips so far this season compared to 734 in 98 at the same time last year. . . In his last three games he has made 28 unassisted tackles on defense.

Look for more passes being thrown his way from now on.

MICHIGAN STATE 19, MINNESOTA 13—Figuring the Spartans' speed can knock out the Gophers' split-T machinery.

NOTRE DAME 21, NAVY 14—

A big upset could be brewing here, for the inspired Middies have one of their better teams and will be shooting for their first victory over the Irish since a 32-13 conquest in 1944. . . However, the Irish have had two weeks to prepare for this—and they needed it.

DETROIT 14, MARQUETTE 13—Cincinnati was able to pin only a 21-13 licking on Detroit, but smashed the Warriors 30-13.

Candidates—

(Continued from Page 1.) state's colleges.

By New Mexico standards, the campaign has lacked considerable fire. But the nice-nice attitude between the two candidates for the Senate disappeared last week-end and the verbal battle began. Other than their tussle, the campaign has been pretty much an exchange of prepared statements by state chairmen or campaign bosses.

But it has been a long campaign. Mechem has been shaking hands at the crossroads for four years. Simms has been in the running almost as long, and hard at it for two years. There are political developments at the turn of the new year, and campaign trips in early spring.

Seeking re-election on the state ticket are Democrats Sen. Clinton P. Anderson, U. S. Reps. John J. Dempsey and Antonio Fernandez, Atty. Gen. Richard Robinson, Land Commissioner E. S. Walker, Corporation Commissioner Ingram Pickett and Supreme Court Justices Daniel K. Sadler and James B. McGhee. Supreme Court Justice Augustus T. Seymour is the only Republican on the state ticket now holding the job to which he is seeking election. A two-term limitation holds state officials to four years on any state job.

Politics—

(Continued from Page 1.) tion of Socorro county as recommended. . .

In other action during a session preceding the convention of the

## Confirming Doubts



Distributed by King Features Syndicate

## Like Liberace

Rev. Fred Klerkeper, new pastor of First Presbyterian church of Artesia, tells a joke on himself that goes like this:

He called the home of a parishioner to speak with the lady of the house. Her daughter answered. Rev. Klerkeper told the youngster he'd like to speak with her mother.

When the child called her mother to the phone, the usual question came from Mother—"Who is it?" "I don't know," replied her offspring, "but it sounds like Liberace."

## Election Wire

The Artesia Advocate will join other Associated Press newspapers throughout New Mexico to bring their readers the most comprehensive election picture available.

AP will set up a special election teletype system to operate from 7 p. m. to midnight next Tuesday. Newspapers throughout the state will file their returns, exchanging the news—the heart of AP's philosophy.

## GOP Booklet

The Republicans have come out with a booklet on their candidates in New Mexico. The book shows each in a homey pose of undoubted appeal to the voters.

Charles Battiste of Carlsbad, for example, is shown in a potash mine electric jeep. Gov. Ed Mechem is at a table with a bunch of other folks being served barbecue. Alvin Stockton is squatted beside some Indians. Tom Childers is showing his youngsters a fishing pole.

This is very good, but nothing will surpass the GOP's television roadrunner gimmick.

## Quick Coffee

The Carlsbad Current-Argus has come out editorially in support of John Simms for governor. . . Republicans are being given better odds in New Mexico now than they were a few weeks back. . . When Miss Charlene Scarbrough, Justice of Peace John Elliott's secretary, became the bride of C. T. Boyd, Jr., two weeks ago, police had to stop the couple in Roswell following the ceremony—they had not

NMEA starting here tomorrow, the state board approved a survey of the future be changed to something more fitting which will cover the broad scope the GPA now covers.

Neill asked for the wholehearted support of all sportsmen and people interested in New Mexico's problems to get resolutions through the legislature, both state and national which will help preserve the natural resources of the state, and build a stronger and better game area throughout New Mexico.

Eighteen door prizes, including a 30-30 rifle, were given away at the meeting, with Leroy Caffell walking away with the new gun, "the first thing I ever won in my life."

The panel discussed problems

## The Planners

The city planning commission is one of the city's most difficult official bodies to get together.

At Monday's hearing on local flood control measures, only a single member, Hugh Kiddy, was present. The other four members—Charles K. Johnson, V. P. Sheldon, Raymond Lamb, and J. H. "Bus" Brown—were wrapped up or out of town.

Kiddy has born the brunt of representing the planning commission, not only Monday but in other meetings.

## More Housing

Artesia is constantly building new houses to meet the needs of an ever-growing city.

It is reported 16 houses already have been signed for in the Charlann addition to be constructed by Champion Construction Co. just north of Vaswood addition, and many more are expected.

## Farmers to Pay—

(Continued from Page 1.)

Representatives from the entire valley joined in planning for the farm. Its purpose is to seek experimentation on such matters as proper irrigation, Pecos Valley cotton types, alfalfa and cotton pests, crops adaptable to the valley other than cotton and alfalfa, and a host of similar farm problems.

## New Equipment—

(Continued from Page 1.)

now, with another improvement being listed as the installation of two more extension telephone lines into the building.

Mrs. Dunnham said the new equipment is part of a modernization project to make the work of postal officials easier and faster.

Over 200—

(Continued from Page 1.) amount and well being of New Mexico game.

Neill voiced the opinion that the name of the organization might in the future be changed to something more fitting which will cover the broad scope the GPA now covers.

Neill asked for the wholehearted support of all sportsmen and people interested in New Mexico's problems to get resolutions through the legislature, both state and national which will help preserve the natural resources of the state, and build a stronger and better game area throughout New Mexico.

Eighteen door prizes, including a 30-30 rifle, were given away at the meeting, with Leroy Caffell walking away with the new gun, "the first thing I ever won in my life."

The panel discussed problems

## Raton Teacher Is Boosted to Head State Teachers

ALBUQUERQUE (AP)—A throng of New Mexico teachers opened their annual convention today amidst a flurry of circulars boosting a Ratonian for their next vice president—the officer who automatically becomes president the succeeding year.

Campaign circulars were going the rounds for Lura Bennett, Raton school teacher who once was president of the New Mexico Classroom Teachers Assn. She teaches speech, English and dramatics at Raton high school.

Travis Stovall, Clovis, is ending his term as president of the NMEA and the next to step up to the position—at this convention—is Vice President Adolfo P. Chavez, special activities director for Albuquerque public schools.

About 7000 educators from all parts of the state were attending the 67th annual convention. The first general assembly starts tomorrow afternoon.

One of the speakers was Seaborn Collins, Las Cruces, new national commander of the American Legion. Another was Land Commissioner E. S. Walker.

and ways the game department will handle hunting in the Guadalupe mountains, explaining to hunters where the checking stations will be throughout the range. Anderson said all deer coming out of the range will be inspected and weighed by department officials. He explained that the department has very little information concerning the deer in that country.

Anderson assured the hunters that there would be no bottle-neck as a result of their survey. He told them the jaw of deer will have to be slit to determine the age of the deer, but assured them if hunters wish to keep the head for a display, they will not slit the jaw.

Neill told the group, in closing, that if every GPA chapter in the state was as active as the North Eddy county group, "we would have nothing to worry about."

Add finely cut raisins to steamed rice and serve with curried lamb or chicken. Be sure to wash the raisins well in boiling water before using; this trick makes them pleasantly plump.

Marie Montgomery  
Teacher of  
ACCORDION, ORGAN and  
DANCING  
• Ballet • Toe • Tap  
803 Bullock Phone 1393

SAVE 30%  
On New Radiators!  
Jack's Radiator Shop  
311 S. First Phone 55-M

You have until  
OCTOBER 31  
to buy a new  
Automatic  
GAS Range  
on easy  
OLD STOVE  
Round-Up Terms!  
• NO DOWN PAYMENT • LIBERAL  
TRADE-IN ALLOWANCE • THREE YEARS  
TO PAY  
Southern Union Gas  
Company

ALL STAR WRESTLING!  
Our Lady of Grace Hall  
Wednesday, Oct. 27 at 8 P. M.  
Artesia, New Mexico  
RETURNED BY DEMAND!  
Magnificent George McKay  
vs.  
Sammy Baldwin  
vs.  
Tex Brady  
vs.  
Little Eagle  
vs.  
Bill Tully  
vs.  
Alberto Cruz  
Advance Tickets on Sale at  
American and Drillers Cafes

Bill's  
SINCLAIR STATION  
New Manager - W. C. Smith  
Special Get-Acquainted Offer  
WASH AND GREASE JOB — \$2.50  
All Brands Oil S&H Green Stamps  
801 S. First Phone 1655

Sheet Metal A-1 Heating  
METAL PRODUCTS  
IN NEW LOCATION — 1115 SOUTH FIRST  
M. W. Phillips Artesia Phone 1595-R

Marie Montgomery  
Teacher of  
ACCORDION, ORGAN and  
DANCING  
• Ballet • Toe • Tap  
803 Bullock Phone 1393

SAVE 30%  
On New Radiators!  
Jack's Radiator Shop  
311 S. First Phone 55-M

You have until  
OCTOBER 31  
to buy a new  
Automatic  
GAS Range  
on easy  
OLD STOVE  
Round-Up Terms!  
• NO DOWN PAYMENT • LIBERAL  
TRADE-IN ALLOWANCE • THREE YEARS  
TO PAY  
Southern Union Gas  
Company

ALL STAR WRESTLING!  
Our Lady of Grace Hall  
Wednesday, Oct. 27 at 8 P. M.  
Artesia, New Mexico  
RETURNED BY DEMAND!  
Magnificent George McKay  
vs.  
Sammy Baldwin  
vs.  
Tex Brady  
vs.  
Little Eagle  
vs.  
Bill Tully  
vs.  
Alberto Cruz  
Advance Tickets on Sale at  
American and Drillers Cafes

Bill's  
SINCLAIR STATION  
New Manager - W. C. Smith  
Special Get-Acquainted Offer  
WASH AND GREASE JOB — \$2.50  
All Brands Oil S&H Green Stamps  
801 S. First Phone 1655

Sheet Metal A-1 Heating  
METAL PRODUCTS  
IN NEW LOCATION — 1115 SOUTH FIRST  
M. W. Phillips Artesia Phone 1595-R

Marie Montgomery  
Teacher of  
ACCORDION, ORGAN and  
DANCING  
• Ballet • Toe • Tap  
803 Bullock Phone 1393

SAVE 30%  
On New Radiators!  
Jack's Radiator Shop  
311 S. First Phone 55-M

You have until  
OCTOBER 31  
to buy a new  
Automatic  
GAS Range  
on easy  
OLD STOVE  
Round-Up Terms!  
• NO DOWN PAYMENT • LIBERAL  
TRADE-IN ALLOWANCE • THREE YEARS  
TO PAY  
Southern Union Gas  
Company

ALL STAR WRESTLING!  
Our Lady of Grace Hall  
Wednesday, Oct. 27 at 8 P. M.  
Artesia, New Mexico  
RETURNED BY DEMAND!  
Magnificent George McKay  
vs.  
Sammy Baldwin  
vs.  
Tex Brady  
vs.  
Little Eagle  
vs.  
Bill Tully  
vs.  
Alberto Cruz  
Advance Tickets on Sale at  
American and Drillers Cafes

## Tax Collections In State Soaring To \$67 Million

SANTA FE (AP)—Taxes collected by the state revenue bureau climbed to 67 million dollars last fiscal year—a far cry from the 16 million a decade ago.

Revenue Commissioner Manuel Lujan's two-year report said collection cost was held to 3.05 per cent of the total, a slight increase from the 3.03 per cent figure of a year ago.

He put collection for the year ending June 30 at \$67,110,849, almost 4 million more than in 1953. Cost of collection was \$2,050,446, he said, compared with \$1,952,757 the previous year.

There has been a steady increase in tax collections by the bureau since 1943 when collections came to 15 million.

School tax accounted for 37 per cent of the total, and gasoline tax came to 27 per cent.

## Authorities Help Speakeasy Thrive

MOSCOW (AP)—A basement speakeasy is doing a roaring business with the full connivance of local authorities in Moscow's Kirovsky district, according to the newspaper Soviet Trade. The paper printed the full address of the underground establishment.

Such speakeasies are appearing here and there throughout the city since many "drink and run" stalls and other drinking establishments were closed because of the current anti-alcohol campaign.

Soviet Trade said the speakeasy was formerly a good public dining room. A few months ago, however, it "closed for repairs" and when it reopened took to selling only liquor. Soviet Trade said this was because "the heads of the trust for running public houses in the Kirovsky region wanted to make more profits."

## Size of Mexican Road Race Cut By Few Entries

MEXICO CITY, (AP)—Mexico's fifth annual road race, longest in the world, promises to be only half the size of last year's record entry.

The 1,908 mile race, to be held Nov. 19-23, will run across Mexico from the south to the north. The prizes total 1,456,000 pesos, equivalent to \$117,200 in U. S. currency, for the five classes.

So far only 103 cars have been entered and the entry fee paid. None of the leading European drivers will be here for the race. The fee is \$560 each for the big stock and big sports car classes, and \$280 for cars in the small European stock, small U. S. stock and small sports classes. Last year there were 201 entries, although not all of them started.

Of the 10 entries in the big sports class, four are Ferraris. One of them is due to be driven by Porfirio Rubirosa, who placed at Sebring last spring. Two Kurtis Krafts are entered, one by Robert Christie of Grant's Pass, Ore., who drove a Ford last year, and the other by Jack Ensley of Indianapolis who ran a Kurtis Kraft in 1953.

Luppinio Making Shambles in Loop Statistic Contest

By The Associated Press  
Art Luppinio of Arizona is making a shambles of the statistical departments of the Border conference football race.

The flashy Wildcat backfield star leads in three categories—rushing and total offense with 713 yards in five games and in scoring. He has rolled up 100 points, which is 66 ahead of his nearest competitor, Rick Spinks of Texas Tech. The Arizona team also dominates the league, leading in total offense with 396 yards per game, rushing offense with 298.2 and passing with 125.6 per game.

Texas Tech is the defensive leader, giving up only 262.8 yards per game, while Arizona State of Tempe tops in rushing defense with 176 and Texas Western in passing defense with 44.2.

Ken Ford of Hardin-Simmons has pushed into the individual leadership in passing, replacing Jesse Whittenton of Texas Western. Ford had completed 45 passes of 78 for 491 yards and six touchdowns. Whittenton has 36 of 73 for 441 yards and four touchdowns.

John Howle of Texas Western is the pass-receiving leader with 17 catches for 191 yards and also

Yeager Bros. Grocery and Market  
Open Seven Days a Week!  
201 W. Chisum Phone 467

You have until  
OCTOBER 31  
to buy a new  
Automatic  
GAS Range  
on easy  
OLD STOVE  
Round-Up Terms!  
• NO DOWN PAYMENT • LIBERAL  
TRADE-IN ALLOWANCE • THREE YEARS  
TO PAY  
Southern Union Gas  
Company

ALL STAR WRESTLING!  
Our Lady of Grace Hall  
Wednesday, Oct. 27 at 8 P. M.  
Artesia, New Mexico  
RETURNED BY DEMAND!  
Magnificent George McKay  
vs.  
Sammy Baldwin  
vs.  
Tex Brady  
vs.  
Little Eagle  
vs.  
Bill Tully  
vs.  
Alberto Cruz  
Advance Tickets on Sale at  
American and Drillers Cafes

Bill's  
SINCLAIR STATION  
New Manager - W. C. Smith  
Special Get-Acquainted Offer  
WASH AND GREASE JOB — \$2.50  
All Brands Oil S&H Green Stamps  
801 S. First Phone 1655

Sheet Metal A-1 Heating  
METAL PRODUCTS  
IN NEW LOCATION — 1115 SOUTH FIRST  
M. W. Phillips Artesia Phone 1595-R

Marie Montgomery  
Teacher of  
ACCORDION, ORGAN and  
DANCING  
• Ballet • Toe • Tap  
803 Bullock Phone 1393

SAVE 30%  
On New Radiators!  
Jack's Radiator Shop  
311 S. First Phone 55-M

You have until  
OCTOBER 31  
to buy a new  
Automatic  
GAS Range  
on easy  
OLD STOVE  
Round-Up Terms!  
• NO DOWN PAYMENT • LIBERAL  
TRADE-IN ALLOWANCE • THREE YEARS  
TO PAY  
Southern Union Gas  
Company

ALL STAR WRESTLING!  
Our Lady of Grace Hall  
Wednesday, Oct. 27 at 8 P. M.  
Artesia, New Mexico  
RETURNED BY DEMAND!  
Magnificent George McKay  
vs.  
Sammy Baldwin  
vs.  
Tex Brady  
vs.  
Little Eagle  
vs.  
Bill Tully  
vs.  
Alberto Cruz  
Advance Tickets on Sale at  
American and Drillers Cafes

Bill's  
SINCLAIR STATION  
New Manager - W. C. Smith  
Special Get-Acquainted Offer  
WASH AND GREASE JOB — \$2.50  
All Brands Oil S&H Green Stamps  
801 S. First Phone 1655

Sheet Metal A-1 Heating  
METAL PRODUCTS  
IN NEW LOCATION — 1115 SOUTH FIRST  
M. W. Phillips Artesia Phone 1595-R

Marie Montgomery  
Teacher of  
ACCORDION, ORGAN and  
DANCING  
• Ballet • Toe • Tap  
803 Bullock Phone 1393

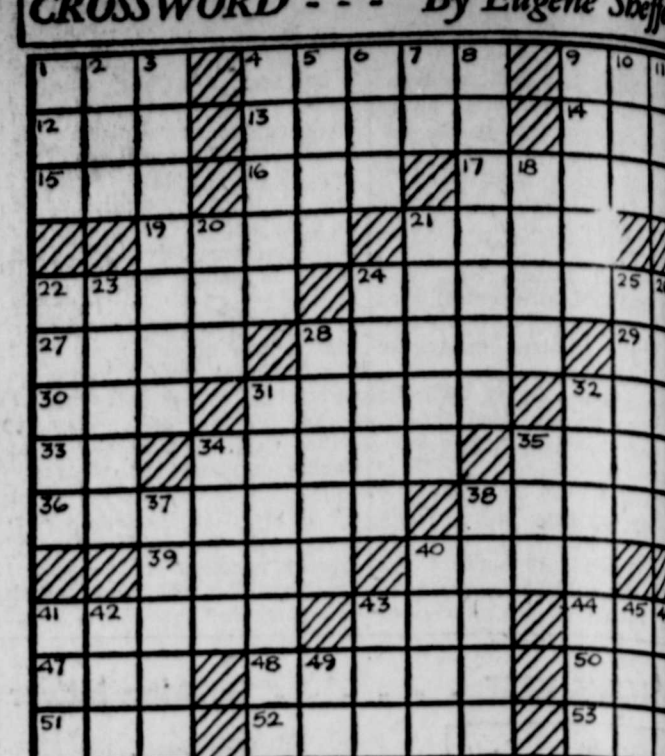
SAVE 30%  
On New Radiators!  
Jack's Radiator Shop  
311 S. First Phone 55-M

You have until  
OCTOBER 31  
to buy a new  
Automatic  
GAS Range  
on easy  
OLD STOVE  
Round-Up Terms!  
• NO DOWN PAYMENT • LIBERAL  
TRADE-IN ALLOWANCE • THREE YEARS  
TO PAY  
Southern Union Gas  
Company

ALL STAR WRESTLING!  
Our Lady of Grace Hall  
Wednesday, Oct. 27 at 8 P. M.  
Artesia, New Mexico  
RETURNED BY DEMAND!  
Magnificent George McKay  
vs.  
Sammy Baldwin  
vs.  
Tex Brady  
vs.  
Little Eagle  
vs.  
Bill Tully  
vs.  
Alberto Cruz  
Advance Tickets on Sale at  
American and Drillers Cafes

Bill's  
SINCLAIR STATION  
New Manager - W. C. Smith  
Special Get-Acquainted Offer  
WASH AND GREASE JOB — \$2.50  
All Brands Oil S&H Green Stamps  
801 S. First Phone 1655

## CROSSWORD - - - By Eugene Sheffer



**HORIZONTAL**  
1. disease  
4. fragile  
9. she gives milk  
12. about  
13. river in France  
14. land-measure  
15. Greek letter  
16. river in Switzerland  
17. herringlike fish  
19. den  
21. on the briny deep  
22. change  
24. turned outward  
27. obstructions  
28. perfume  
29. Southern state (abbr.)  
30. poetess  
31. Lowell  
32. boxes  
33. symbol for selenium  
34. female servants

**VERTICAL**  
35. smooth  
36. ancient Jewish  
38. sections  
39. cushions  
40. curves  
41. larval  
43. wrath  
44. palm leaf (var.)  
47. perform  
48. endure  
50. snatch away (slang)

**Answer to yesterday's puzzle.**  
BORA LAP ALEC  
ALAS ABE PARA  
CENTIMES RUST  
HOTEL TORONTO  
RES AND  
FIRS TART ELK  
ICE CASES REA  
TAP AGES ISLS  
ALL TON  
PERTAIN INANE  
ANTE DECLARES  
STEM EVA TASTE  
TEES SAD ESTE

Average time of solution: 25 minutes.  
Distributed by King Features Syndicate

QZU LKCCZ TSSZAI BZUTER  
WZIW ZU JU PZW BZLWI BJKL  
PTUSFS ATUTWIT QTCF.  
Yesterday's Cryptquip—BUSY BOSS BERATES SAUCY  
NEW SECRETARY; HE'S SORRY WHEN SHE SOBS.

ence football race.

The flashy Wildcat backfield star leads in three categories—rushing and total offense with 713 yards in five games and in scoring. He has rolled up 100 points, which is 66 ahead of his nearest competitor, Rick Spinks of Texas Tech. The Arizona team also dominates the league, leading in total offense with 396 yards per game, rushing offense with 298.2 and passing with 125.6 per game.

For Best Results  
Use The Advocate

# Want Ads

## PHONE 7 Classified Rates

(Minimum charge 75c)  
First insertion 15c per line  
Subsequent insertions 10c per line  
**SPACE RATE**  
(Consecutive Insertions)  
One Issue \$1.00 per inch  
Two Issues 90c per inch  
Three Issues 80c per inch  
All classified ads must be in by 10 A.M. Monday through Friday to insure publication in that day's issue.  
All classified display ads must be in at the same time as other regular display ads. The deadline for all display advertising is 12 noon the day before publication.  
(Cash must accompany order on all classified ads except to those having regular charge accounts. The Advocate accepts no responsibility or liability beyond the actual price of the classified advertising and republishing the ad at no cost to the advertiser.  
Any claims for credit or additional insertions of classified ads must be made by the day following publication of advertisement. Phone 7

**Services Offered**  
YOU WANT TO DRINK, that is your business.  
YOU WANT TO FLOP, that is your business.  
Alcoholics Anonymous, Call 1068-W 87-tfc

**HOME LOANS!**  
To Buy • To Build  
To Refinance  
Artesia Building and Loan Association  
Street Floor Carper Bldg. 59-tfc

High or Grade School at home, spare time, books furnished, diploma awarded. Start where you left school. Write Columbia School, Box 1433, Albuquerque. 93-tfc

**For Rent**  
FOR RENT — Nicely furnished, three-room apartment, utilities paid, also two-room furnished apartment, utilities paid. Inquire 12 W. Texas. 131-tfc  
FOR RENT — Small, furnished house, \$50 month, no bills paid. Inquire 601 S. Second or phone 102 after 5:30 p. m., phone 362. 128-tfc

**CARPER BUILDING**  
Has Available  
Air Conditioned Offices  
Reasonably Priced  
Carper Building Co., Inc.  
Phone 147 140-21tc-60

FOR RENT — Three-room, modern, furnished house, \$50 month. Utilities paid. Two miles east, one-half mile south, Mrs. W. T. Halderman, phone 088-R2. 141-tfc

FOR RENT — Two-bedroom, unfurnished house, 814 Centre St. 75 month; also two-bedroom furnished house, 1208 W. Chisum, \$85 month. Phone 548-R after 6 p. m. 142-tfc

FOR RENT — Large, clean, three-room unfurnished house, with garage, near school and shopping center. Reasonable to permanent. Phone 603-J or see at 90 S. Second. 147-tfc-150

FOR RENT — 208 Richardson at Third St., front, residence or office; rear: Storage for machinery or equipment. M. A. Brister, 102 W. Kirk Pl., San Antonio, Texas. 146-20tp-165

FOR RENT — Partially furnished three-room house, also duplex, \$40 per month and up. Phone 552. 146-3tc-148

FOR RENT — Clean, well-furnished three-room house at 318 Washington St. Inquire at 317 Washington, phone 181. 147-tfc-150

FOR RENT — Move into this newly decorated, furnished two-room house today. It is close to town, rents for only \$36, water paid. Phone 351. 147-tfc-148

FOR RENT — Three-bedroom unfurnished house at 511-A North First. \$55 per month. Phone 845. 148-5tc-152

FOR RENT — Small, furnished house by week or month, close to private shower, phone available, gas and water paid. 308 N. Roselawn. 148-2tc-149

**Real Estate For Sale**  
FOR SALE — Property at 405 Quay street. Contact owner at Cavern Drug, Carlsbad, New Mexico. 133-24tc-153

FOR SALE — The H. A. Guillems farm and ranch, one and one-half miles west of Weed, including machinery and cattle. Contact Mrs. H. A. Guillems, Weed, N. M. 147-5tp-151

**FOR SALE**  
ONLY \$500.00 DOWN  
NO CLOSING COST  
3 Bedroom Duplex and Garage with One Unit Rented, Other Unit Cleaned and Ready for Occupancy.  
2 Refrigerators, 2 Ranges and Venetian Blinds Included  
Currier-Champion  
PHONE 470 140-tfc  
or 849-M

FOR SALE — Barber Shop and 25 x 50 ft. concrete building. Owner has had a good trade for 31 years, but has other interests. Price \$6500 with \$3500 down, all clear, balance on time. Deal direct with owner, must see to appreciate it. Thomas Ingle, Box 152, Loving, N. M. 147-tfc

**Miscellaneous For Sale**  
ELECTROLUX  
VACUUM CLEANERS  
Sales - Service - Supplies  
LEE M. SPALDING  
814 Mann Ave. Phone 1238 48-tfc

**STOP! FOR SALE!**  
New and Used Sewing Machines and Vacuum Cleaners  
Electric Portables \$49.50 up  
We repair all makes of either  
WILSON & DAUGHTER  
107 S. Roselawn 57-tfc

**KEEP THOSE HENS ON THE NEST** with extra-value Ful-O-Pep Laying Mash. Promotes heavy production and long laying life. Feed with up to 1/2 of your own grains. That's real economy! McCaw Hatchery, 13th and Grand. 130-21tc-150

FOR SALE OR RENT — Complete lines of Janssen, Story & Clark and Jesse French, new and used pianos. Payments financed up to three years. Roselawn Radio & TV Service, 106 S. Roselawn. 47-tfc

FOR SALE — Cooking and eating apples at prices you can afford to pay. A. G. Bailey, 110 Richardson. 141-10tc-150

FOR SALE — First class 30-06 Springfield Sporter. F. E. Sandlin, 802 S. Second St. 147-5tp-151

FOR SALE — Player pianos, grand pianos, excellent used upright pianos, all factory reconditioned. A LARGE ASSORTMENT FROM WHICH TO CHOOSE. Easy terms. GINSBERG MUSIC COMPANY, 205 North Main, Roswell, N. M., and 325 South Canyon, Carlsbad, N. M. 143-21tc-163

**AMENDED NOTICE**  
STATE ENGINEER'S OFFICE  
Number of Application RA-946, Roswell, N. M., October 20, 1954.  
Notice is hereby given that on the 23rd day of September, 1954, in accordance with Chapter 131 of the Session Laws of 1931, Fred T. Jeter of Lake Arthur, County of Chaves, State of New Mexico, made application to the State Engineer of New Mexico for a permit to change place of use of 7.32 acre feet of artesian ground water per annum by abandoning the irrigation of 2.44 acres of land described as follows:  
Subdivision Part NW 1/4 SE 1/4 SW 1/4, Section 3, Township 16 South, Range 25 East, Acres 2.44 and commencing the irrigation of 2.44 acres of land which land is on the same farm and described as follows:  
Subdivision Part SW 1/4 SW 1/4, Section 3, Township 16 South, Range 25 East, Acres 2.44.  
No additional rights over those set forth in License No. RA-946 are contemplated under this application.  
Appropriation of water from all sources combined not to exceed a total of three acre feet per acre per annum.  
The 2.44 acres to be moved from to be dried up to further irrigation from artesian ground water.  
Any person, firm, association, corporation, the State of New Mexico or the United States of America, deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source, may protest in writing the State Engineer's granting approval of said application. The protest shall set forth all protestant's reasons why the application should not

be approved and shall be accompanied by supporting affidavits and by proof that a copy of the protest has been served upon the applicant. Said protest and proof of service must be filed with the State Engineer within ten (10) days after the date of the last publication of this notice. Unless protest is taken up for consideration by the State Engineer on that date, being on or about the 23rd day of November, 1954,  
JOHN R. ERICKSON,  
State Engineer.  
10/27-11/3-10

**AMENDED NOTICE**  
STATE ENGINEER'S OFFICE  
Number of Application RA-1008 and RA-946 Combined, Santa Fe, N. M., October 20, 1954.  
Notice is hereby given that on the 22nd day of September, 1954, in accordance with Chapter 131 of the Session Laws of 1931, Fred T. Jeter of Lake Arthur, County of Chaves, State of New Mexico, made application to the State Engineer of New Mexico for a permit to change location of artesian well and place of use of 61.13 acre feet of artesian ground water per annum by abandoning the use of well No. RA-1008 located at a point in the Northeast corner of Lot 11 of Section 4, Township 16 South, Range 25 East, N.M.P.M. for the irrigation of 61.1 acres of land described as follows:  
Subdivision Lots 9, 10, 11, 14, 15, Section 4, Township 16 S., Range 25 E. and Lot 12, Section 3, Township 16 S., Range 25 E., Acres 61.1, and commencing the use of artesian well No. RA-946 13/38 inches in diameter and approximately 860 feet in depth, located at a point in the NW 1/4 SE 1/4 of Section 4, Township 16 South, Range 25 East, N.M.P.M., and commencing the irrigation of 61.1 acres of land.

JOHN R. ERICKSON,  
State Engineer.  
10/27-11/3-10

**CLEAN PATRIOTISM**  
MEMPHIS, Tenn. — Tired of seeing soiled flags flying on patriotic holidays, Memphis laundry operators have announced they'll clean American flags without charge.

be approved and shall be accompanied by supporting affidavits and by proof that a copy of the protest has been served upon the applicant. Said protest and proof of service must be filed with the State Engineer within ten (10) days after the date of the last publication of this notice. Unless protest is taken up for consideration by the State Engineer on that date, being on or about the 23rd day of November, 1954,  
JOHN R. ERICKSON,  
State Engineer.  
10/27-11/3-10

**AMENDED NOTICE**  
STATE ENGINEER'S OFFICE  
Number of Application RA-1008 and RA-946 Combined, Santa Fe, N. M., October 20, 1954.  
Notice is hereby given that on the 22nd day of September, 1954, in accordance with Chapter 131 of the Session Laws of 1931, Fred T. Jeter of Lake Arthur, County of Chaves, State of New Mexico, made application to the State Engineer of New Mexico for a permit to change location of artesian well and place of use of 61.13 acre feet of artesian ground water per annum by abandoning the use of well No. RA-1008 located at a point in the Northeast corner of Lot 11 of Section 4, Township 16 South, Range 25 East, N.M.P.M. for the irrigation of 61.1 acres of land described as follows:  
Subdivision Lots 9, 10, 11, 14, 15, Section 4, Township 16 S., Range 25 E. and Lot 12, Section 3, Township 16 S., Range 25 E., Acres 61.1, and commencing the use of artesian well No. RA-946 13/38 inches in diameter and approximately 860 feet in depth, located at a point in the NW 1/4 SE 1/4 of Section 4, Township 16 South, Range 25 East, N.M.P.M., and commencing the irrigation of 61.1 acres of land.

JOHN R. ERICKSON,  
State Engineer.  
10/27-11/3-10

**FOR SALE —**  
**GI — 4% HOME**  
Two Bedrooms, Service Room,  
Large Living Room  
Central Heat — Air Conditioned  
Excellent Neighborhood — Near Schools  
Low Down Payment — Phone 1510

**We Sell! SHEET METAL WORK We Service!**  
**Yes! For the Best Sheet Metal Work TRY CLEM & CLEM**  
**IS YOUR FURNACE WATERLOGGED?**  
We Have Special Equipment for  
CLEANING AND CHECKING FURNACES  
**CLEM & CLEM**  
CONTRACTORS  
We Install! **PLUMBING** We Guarantee!



Dr. Frederick Robbins (left) and Enders are shown in Children's hospital in Boston after hearing the news of their joint Nobel prize.

**NOTICE OF SALE**  
By virtue of a Conditional Sales Contract executed by ROSCOE P. SIMMONS to HOLLIS GRISSOM, dated April 7, 1954, upon which default has been made, and upon which is due the principal sum of \$707.80 plus reasonable attorney fees and costs of this sale, I will expose for sale at public auction on November 3, 1954, at 10:00 A. M., at the South door of the City Hall in Artesia, New Mexico, the property mentioned in said mortgage, to wit:  
One 1948 Chevrolet Delivery Sedan, bearing Motor No. FAA-503453.  
The terms of said Sale are that the purchaser shall pay cash at the time the property is struck off.  
DATED this 2nd day of October, 1954.  
HOLLIS GRISSOM  
10/6-13-20-27

**MISS YOUR ADVOCATE?**  
PHONE 7

## Women Still Can Be Glamorous, Pretty With New Eyeglasses

By VIVIAN BROWN  
AP Newsfeatures Beauty Editor  
You can be pretty and glamorous even if you must wear eyeglasses. But be sure you keep them as slicked up and flattering as your other fashion accessories.  
Eyeglasses come in such attractive styles today that many women keep a wardrobe of them to match their costumes. There are utility glasses for reading at home, smarter ones for reading away from home and the chic styles for fashion wear.  
Your lenses must be treated kindly, however. Tossing them into a handbag with compact, lipstick, mirror and other items lying loosely about may scratch and break them.  
Besides the fact that they might

just above the ears, gently lifting them with both hands. If an eyeglass case isn't handy, don't lay the frames lens-down on any hard surface. Lay them on their sides with temples outstretched. It'll help avoid lens scratching.  
Near-sighted people in particular should be careful about this phase of eyewear handling. Their lenses are thinner in the center and are likely to shatter from undue shock. Far-sighted people on the other hand, should avoid banging their glasses on the edges where their lenses are thinner.  
You can make sure you are getting every benefit from your vision aids by keeping the lenses sparkling clear. Give them a bath with soap and water at least once a week, clean them frequently with a soft tissue or cloth, free of lint. An old tooth brush comes in handy to brush behind nose pads as in the case of rimless mountings.

### ETTA KETT



### BIG SISTER



### LITTLE ANNIE ROONEY



### THE CISCO KID



### MICKEY MOUSE

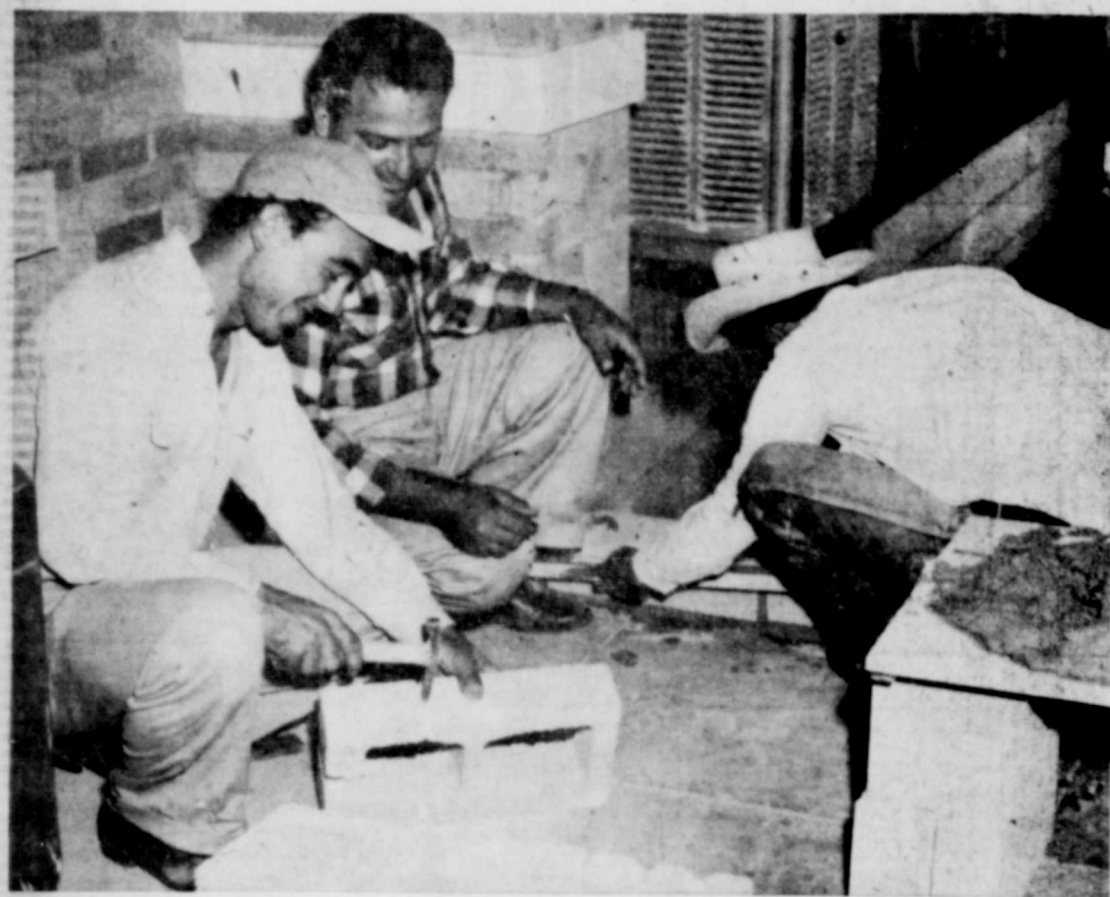


### MANDRAKE THE MAGICIAN





WEARING the "new look" will be the Artesia hotel, under the new ownership of Mr. and Mrs. David Feldman. Among improvements planned is a circle drive in front of the hotel and a night club in the basement. (Advocate Photo)



HOTEL DEN is in the making presently at the Artesia hotel, under new ownership. Workers are shown closing of the north side entrance porch, where a den to accommodate card-playing guests will be built. (Advocate Photo)

## Hotel More Than Just Place to Sleep, Feldmans Say as New Owners Begin Remodeling

By EVAN MAHANEY

A hotel, in the minds of the Artesia Hotel's new owners, is more than a place to sleep, and Mr. and Mrs. David Feldman are presently remodeling the seven-story structure with the goal of "helping to place Artesia on the map."

Mr. and Mrs. Feldman purchased the hotel along with Feldman's brother, Harry, Sept. 1—and since that time the hotel has already undergone a major facelift, and is slated to receive much more.

The largest outer change in the building will be a circular drive in front of the hotel for guests' cars. To do the job the Feldmans had to take out many of the trees which used to surround the building, "but the end result will justify it," they said.

Feldman said it is presently hard to imagine how the circular drive will actually help the looks of the hotel, but plans call for shrubbery and flowers to decorate the drive. There are enough trees left, he continued, to still give the hotel a shady look.

Concerning the interior, Feldman said "the whole hotel is going to receive a renovation." Jumping off point in their project will be to open a night club downstairs in the old banquet room. Feldmans plan to have dancing in the club, along with complete dinners. The entrance will be off First street, Feldman said, so that customers can enter directly into the room without going through the hotel, although there will be a hotel entrance.

THE HOTEL has already received a "major lighting job," he explained, which can be seen for

many miles. Circling the building are 38 spotlights, along with numerous lights. Feldman also had the top of the building painted in the name of the hotel.

The open porch on the north side of the hotel will become a

On the remodeling list for the



AT  
MAC'S  
ARTESIAN ROOM  
AND QUICK SERVICE  
DRIVE IN

HOME OF THOSE FAMOUS  
STEAK and CHICKEN DINNERS

South First at Centre Street

Artesia

**OCT. 31**  
IS THE LAST  
DAY TO BUY  
A NEW  
**GAS** Range  
ON EASY OLD STOVE  
Round-Up TERMS!  
Southern Union Gas  
Company

## Original Poems Read at Tuesday Writers Workshop

Original poems, some published, were read by their authors Tuesday evening at the meeting of Writers' Workshop in city library. A discussion on different types of poetry was led by Mrs. A. W. Boyce. Other poems were read to illustrate.

"Lorelei," by Heine was read by Harry Hillje, who also read some of his own compositions.

A round table discussion on how poem ideas are worked out was led by Mrs. Boyce. Original poems were read and comments were made.

Next month's meeting will be on poetry also. "Dawn" was given as a poem subject for those who wish to try their hand at writing a poem. The idea being to bring out the different ways writers would treat the same subject.

### PUBLISHER'S STORY TOLD

SANTA FE — The story of one of New Mexico's pioneer newspaper publishers is told in the November issue of New Mexico Magazine. The article about James Edward Curren, founder of 14 newspapers in this state and five elsewhere, is written by his son, Arthur E. Curren of Santa Ana, Calif.

Feldmans is the bar, which will also be enlarged, and the dining room. Feldman said they have already dropped the name of Coffee Shop and plan to make the hotel dining room a community restaurant also.

All guest rooms will receive a complete renovation, plus air conditioning, Feldman said. The whole remodeling process will probably be completed in about two months, he added.

In the way of signs, Feldmans have already purchased four road

signs from the Chamber of Commerce, and have contracted for two larger signs to be placed north and south of Artesia. Plans have also been made to erect a large neon at the south entrance of the hotel.

FELDMANS, WHO have been in the hotel business in Corpus Christi, and Riviera Beach, Texas, said "it is our hope to get some of the tourist trade off the highways, instead of letting them go on to Roswell or Carlsbad."

The lobby is slated for a complete remodeling, with some of office space available to merchants. Mrs. Feldman said she is presently searching for a beauty operator to open a shop in one of the lobby offices.

"But," said Feldmans, "we plan to give Artesia a hotel it can be proud of, and one which can enter into the community life, plus offering citizens of Artesia a good place to bring their family for a dinner or an evening's dancing."



FIFTY MEMBERS of Artesia Senior high school chorus have been chosen for appearances before New Mexico Music Educators Assn. and New Mexico Education Assn. in their conventions in Albuquerque this week. Members of the chorus departed at noon today. In the chorus, left to right, first row, Jean Maxwell, Patty Webb, Sandra Taulbee, Jo Nell Roberts, Linda Benne, Sally Scott, Jackie Staggs, Carolyn Warren, Bobby Jean Freeman, Donna Nelson, director Howard Miller; second row, Sharon Mermis, Pat Henderson, Zeldia Zeleny, Florence Worley, Mary Ann Goodson, Mary

Ellen Davis, Deanna May, Linda Boyce, Carolyn Clark, Terry McGee, third row, Kay Brashears, Melva Ann Morgan, Garlene Stuart, Carolyn Miller, Dwayne Young, Ray Bealy, Bobby Haynes, Don King, Don Thorpe, Lamar Mitchell, Mary Waller, Janis Cole, fourth row, Lou Ann Siegenthaler, Kaye Hubbard, Albino Back, Allan Murdock, Nelson Moore, Jim Shipp, Brent Booker, Pat Brocoe, Jay Mitchell, Robbie Alford, James Syferd, Bill Loring, Claude Graham, Beverly Boteler, Gretchen Petty. (Advocate Photo)

## MADAMA MARY—Palm Readings

Advice Given on Love, Marriage, Wealth, Business and All Affairs of Life  
ANSWER ALL QUESTIONS  
Satisfaction Guaranteed

This Ad Entitles You to a Full Life Reading at Half Price

—LOCATED AT—  
1620 NORTH FIRST STREET  
Outside City Limits on Roswell Highway

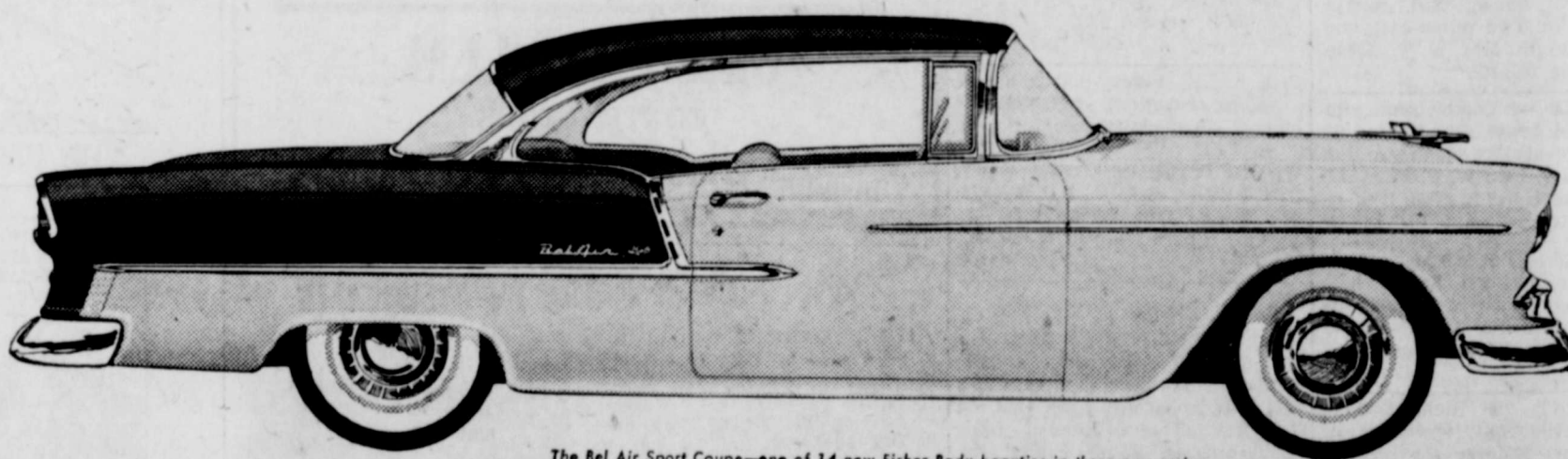


Low... and behold!

# The motoramic Chevrolet for '55

Chevrolet and General Motors took a whole new look at the low-cost car—and just look what happened!

FIRST SHOWING TOMORROW!



The Bel Air Sport Coupe—one of 14 new Fisher Body beauties in three new series.

The valve-in-head V-8  
as only the valve-in-head  
leader can build it!

8

Now Chevrolet, the leading builder of valve-in-head engines, introduces the "Turbo-Fire V-8." It carries the V-8 design to a new high in efficiency with its high horsepower (162), high compression (8 to 1), high performance and surprisingly high gas mileage. Available with standard transmission, or with the extra-cost options of Overdrive or Powerglide.

6

You can choose from  
two new sixes, too!

Chevrolet also offers the last word in six-cylinder performance and economy! There's a new "Blue-Flame 136" teamed with Powerglide and a new "Blue-Flame 123" with either standard transmission or Overdrive.

Can't you tell just by looking that Chevrolet and General Motors have come up with a completely new idea about the low-priced car? The idea is this: to build a car that offers the very newest thing in styling, the most modern features, the finest kind of performance and the highest quality of manufacture—all at a modest price. It's something that took a lot of doing and that only the world's leading car builders could do. Everything's new in this Motoramic Chevrolet from its lower top right down to its tubeless tires. Come in for the most fascinating visit you ever made to an automobile showroom!

The motoramic  
Chevrolet



More than a new car—a new concept of low-cost motoring!

GUY CHEVROLET COMPANY

101 WEST MAIN

PHONE 291