

Society

Beta Sigma Phi Chapter Chooses Next Program

Xi Iota chapter of Beta Sigma Phi enjoyed coffee Wednesday morning at the home of Mrs. Maynard Hall.

After the coffee a short business meeting was held. Members discussed the new program books and decided on one, "Living in Your World." Discussed socials for the coming year. The programs were tentatively outlined. This coffee was one of the summer socials.

Those present were Mrs. O. R. Gable, Jr., Mrs. H. B. Gilmore, Mrs. Charles Sanford, Mrs. Clyde Guy, Mrs. Lloyd Dorand, and Mrs. Hall.

HEFLEY'S SHOE SHOP

Is Now Moving from Their Old Location on South Roselawn to Their NEW DRIVE-IN SHOE SHOP at 902 SOUTH SECOND STREET

They take this opportunity to thank their customers for their past patronage and invite them to visit them at their New Location—902 SOUTH SECOND

For DOLLAR DAY Only...

THURSDAY, JULY 2

10% OFF

on all

- DRESSES
- SUMMER SUITS
- BLOUSES
- SKIRTS
- PLAY CLOTHES

THE STYLE SHOP

RUTH BIGLER, Mgr.

322 West Main

Phone 107

Miss Georgia Payton, Joe Starr Are Married In Saturday Morning Presbyterian Service



—Gable Photo

MR. AND MRS. JOE A. STARR

Miss Georgia Evelyn Payton, daughter of Mr. and Mrs. George R. Payton of Roy, and Joe A. Starr, son of Dr. and Mrs. Pete J. Starr, were united in marriage at 10 a. m. Saturday at the First Presbyterian church.

Rev. Ralph L. O'Dell officiated at the double-ring ceremony.

Vows were exchanged before an altar, background of white gladiolus, white Majestic daisies, and white stock.

Pre-nuptial organ music was played by Miss Shirley O'Dell, Mrs. J. T. Caudle sang "Because" and "The Lord's Prayer."

Waltz-Length—
The bride wore a gown of waltz length white satin overlaid with lace with bodice beaded in seed pearls. Her veil was tiered with a pearling tiara. She carried a white Bible topped with a purple throated white orchid enshower with fleur-de-a-mour.
Something old was her Bible

which was 13 years old; something new, her wedding gown; something blue, a garter; and something borrowed, a string of pearls belonging to the bridegroom's mother.

Mrs. Marvin Greer was her sister's matron of honor. She wore a waltz-length gown of pale pink net over satin with a lace bodice. Her headpiece was a cloche hat with tiny pink flowers. She carried a bouquet of aqua carnations.

Serving as best man was Jack Jordan.

Mrs. Starr wore a black and white silk dress with a black box jacket with black and white accessories. Her corsage was red garnet rosebuds.

Mrs. Clyde Champion was in charge of the guest book.

Travel Wardrobe—
For traveling Mrs. Starr chose a black and white faille dress with a jacket to match with white accessories. She wore her orchid.

Mrs. Starr graduated from Eastern New Mexico university, Portales, and the past year taught the third grade in Hermosa school.

Mr. Starr graduated from Artesia high school, attended New Mexico A&M college, Las Cruces one year and graduated from Technology college of Minnesota. He served two years with the Army, with one year in Korea. He is now affiliated with the Artesia General hospital.

Mr. and Mrs. Starr will be located at 1412 Yucca.

Out-of-town guests were Mr. and Mrs. Marvin Greer, Sana Fe; Mr. and Mrs. A. J. Rivers, Fort Worth, Texas; and Vern Case, El Paso.

Methodist Church Class Studies Life of Wesley

Sunshine class of the First Methodist church met Thursday evening in the Fellowship Hall.

Preceding the regular meeting, a covered-dish supper was served. Hostesses were Mrs. J. P. Menefee and Mrs. Clinton Patterson.

In the absence of Mrs. C. R. Baldwin, president, Mrs. H. G. Ellis presided.

Mrs. J. H. Walker gave a very interesting devotion on the life of John Wesley leading up to the meeting in progress in Philadelphia.

Mrs. Owen Haynes gave a reading on the "Grandpa's Church."

Those present were Messrs. and Mmes. J. P. Menefee, Clinton Patterson, Robert Yeats, George Thalman, H. G. Ellis and Davis, and Mmes. Mary Neatherlin, Houston, Toni Cole, J. H. Walker, and Owen Haynes.

The next meeting will be garden party, Thursday, July 23, at the home of Mr. and Mrs. Grover Kinder.

Miss Coppinger To Wed Sunday In Artesia

Mrs. Nora Coppinger announces the approaching marriage of her daughter, Katherine, to William Davis Chandler, son of Mr. and Mrs. L. L. Chandler of Austin, Texas.

The wedding will take place at 6 p. m. Sunday, July 5, at the First Methodist church with Rev. C. A. Clark officiating. No invitations are being mailed out, but all friends are welcome.

Mr. Chandler is employed by the Standard Oil Co. of Texas.

Mrs. Louie Burch Is Honoree at Birthday Party

Mrs. Louie Burch was honored with a party Saturday in honor of her birthday with Sewing club members as guests. The party was held at the home of Mrs. Reed Dowell with Mrs. Ted Carder as hostess.

The table was covered with a white cutwork cloth. The centerpiece was three night blooming ceurus which had frozen and were floating in a cut glass punch bowl. Mrs. W. T. Haldeman donated the ceurus.

Those present were the honoree, and Mmes. Ralph Pitt, David Salvin, C. D. Miller, Paul Terry, Carter, Mayes Ed Thompson, Tom Boyd, Bill Meachum, Sam Sanders, J. C. Watson, Reed Dowell, and Ted Carder, members, and Mrs. Ralph Barr, a guest.

Mrs. Thompson Is Bridge Hostess

Mrs. Ray Thompson, 795 Clayton, was hostess to the Friday Afternoon Bridge club.

Mrs. Clyde Tidwell held high score, Mrs. Maynard Hall, second high and Mrs. Jim Parmer low score.

Refreshments of pineapple cream pie and iced tea were served by the hostess to Mmes. Jim Parmer, Kyle Clark, Clyde Tidwell, Vic Haldeman, G. P. Ruppert, and Don Mays.

Social Calendar

Thursday, July 2
Women's Association Presbyterian church, meeting in parish hall, 9:30 a. m.

Prayer retreat at Methodist parsonage, 9:15 a. m. with the regular meeting of the W.S.C.S. in Fellowship hall, 9:30 a. m.

LOANS AND INSURANCE
CECIL WALDREP
811 Clayton Phone 1005

Personal Mention

Rev. and Mrs. Kenneth E. Ford and son, Michael Dale, returned on Saturday to their home in Van Horn, Texas. Mrs. Ford and Michael Dale spent the past week in the home of her parents, Mr. and Mrs. Bill Dunnam, 315 W. Missouri, while Rev. Ford was attending the Methodist Assembly at Sacramento, where he was assembly registrar and teacher of a class of intermediates.

Homer L. Lee, 502 S. Roselawn, employee of the Southwestern Potash Co., was notified Sunday morning of the death of his father, Guy E. Lee, 68, Albany, Ohio. Death of the elder Lee was not unexpected as Homer had just returned home from a visit to his father Friday night. Interment will be in the Ohio city Tuesday. Mr. and Mrs. Lee will be unable to attend.

Mrs. M. E. Graham of Carlsbad spent Friday here visiting her sister, Mrs. W. T. Haldeman.

ATTENTION!

Guy Tire & Supply Co.

Will Be Open 7:00 to 10:00 P. M. Wednesday and Thursday for the Convenience of the Public.

We Invite You to Our Television Show

See the New

ADMIRAL — MOTOROLA — ZENITH

101 South First

Phone 920

OFFICIAL OPENING!

20-30 Municipal Golf Course Old Country Club Site

10 A. M. — JULY 4

No Greens Fee First Day Persons Interested in Membership,

Mail This Ad to 905 W. Chisum

Name _____

Address _____

Here's Sound Advice

SAVE NOW FOR FUTURE SECURITY!

OPEN YOUR ACCOUNT NOW!



There's no better advice for any person than to save regularly! That's the sure way of making your future free from worry... and of having the things you want from life. Whatever your income, start the habit of saving a certain amount each pay day. Your savings will earn our regular rate of interest and you'll be amazed at how fast your account will grow. Stop in today and open your account.

Our friendly staff of officers

are always ready and happy to advise you...

Whether a small or large Savings Account...

or a small or large loan...

See Us Today!

• PERSONAL LOANS

• AUTO LOANS

PEOPLES STATE BANK

Member of Federal Deposit Insurance Corporation

Deposits to \$10,000 Guaranteed!

VFW Auxiliary Maps Plans for Future Program

Plans for future work and membership drive was discussed at a meeting Thursday evening of the newly organized Veterans of Foreign War auxiliary at the home of Mrs. C. R. Sharp and her daughter, Mrs. J. D. Roberts, northeast of Artesia.

After the business meeting the hostesses served fruit punch and cookies.

Those present were Mmes. John Mitchell, Gray Thomas, Wesley Duke, Herbert Mathis, Frank Clowe, A. D. Shaw, Vernon Lane, Paul Clifford, W. I. Trembley, Jr., Frank Wingfield, Trent Schmitz, and David Clowe.

Local Doctor Discusses Cause of Slipped Disc

So much has been said about slipped disc, ruptured disc, or herniated disc that when a lame back develops, the average persons begins thinking of a slipped disc. Chiropractically we have found that shocks or jars to the body may displace a vertebra to a certain degree. Naturally with the body weight out of balance, a disc may be squeezed until it becomes malformed and pinches nerves. Thus, the name ruptured disc is substituted for subluxation (misaligned vertebrae) and leads to much needless surgery.

The Chiropractor is trained and scientifically equipped to locate the exact point of nerve pressure in the spine caused by the subluxated vertebra, to remove the nerve pressure by adjusting the vertebra into proper line, thereby taking the weight off the disc that has been squeezed. How much more sensible it is to get the spine straightened out and the pressure taken off the nerves and discs than to submit to surgery to cut the discs to fit the misaligned vertebrae.

It is not true to say "we are doing everything" unless Chiropractic is included.

For further information about Chiropractic, consult Dr. Kathryn Behnke, Palmer Graduate Chiropractor, 408 W. Richardson, phone 861.

Beautiful!



Specifications and equipment subject to change without notice

DODGE CORONET V-EIGHT CLUB COUPE

Sleek and smart... low and lithe... clean in every line... that's the especial look of this incomparable—BEAUTY.

In every sleek, low line... every fashion feature... every facet of design... here, truly, is incomparable—STYLE.

In every fitting and appointment... every smart curve and contour... every detail of form and color... this, truly, is incomparable—FASHION.

dependable

DODGE

V-EIGHT AND SIX

YOU'VE GOT TO DRIVE IT TO BELIEVE IT

HART MOTOR COMPANY

207 WEST TEXAS

PHONE 237

New Fiction, Non-Fiction Are Received at Public Library

New books arriving recently at Artesia Public Library are announced this week by Mrs. Donald Knorr, librarian. Complete list of new fiction and non-fiction is as follows:

Fiction—Delight Makers, Bendelier; Whisking Pines, Bassett; The Rifle, Brick; My Pride, My Folly, Miller; Captain Adam, Chidsey; The Burns, Cody; The Crimson Tide, Cox; Stay Away, Joe, Cushman; They Buried a Man, Davis; The Cavalier's Cup, Dickson; Do as Others, Disney; The Boys of the River, Edmonds; High and Mighty, Gann; The Medicine Whip, Harris; Cotillion, Her; Corner Store, Idell; Rogue's

Yarn, Jennings; Emperor's Lady, Kenyon; The Lotus and the Wind, Masters; Thunder Hill, Nicholls; The Second Happiest Day, Phillips; Crimson Is the Eastern Shore, Tracy; Battle Cry, Urin; Draw Near to Battle, Wheelwright; and A King Reluctant, Wilkins.

New Non-Fiction—American Nations, Bannon; Wila Cather, Brown; Ambassador's Wife, Cerruti; The Passionate Years, Crosby; Daily Life of Early Christians, Davies; Postcards from Delaplaine, Delaplaine; Children of Divorce, Despert.

Practical Oil Geology, Hager; Remember These Things, Harvey; Henley's Formulas, Processes and Trade Secrets, Hiscox; Havana,

After Dropping Two at Home, Drillers Better on Road

After dropping two straight games at home this weekend, Artesia Drillers took to the road to win Sunday night in the familiar cycle of Driller fortunes.

Artesia dropped two games to Midland Friday and Saturday night—188, Friday, and 15-1, Saturday night.

In both games Driller pitching was ineffective, with Midland bashing out 15 hits in Saturday's game, 23 Friday night, compared

to five and 12 for Artesia.

Saturday's game found Field Mgr. Joe Bauman taking over the mound in the eighth inning to face two batters when the fact of the loss was overwhelming.

Bauman retired both batters, allowing no hits, no walks.

Hermio Reyes gave out on the mound for the Drillers Saturday night, while four pitchers tried to stem the tide Friday night.

Sunday, with seventh place Odessa as opposition, was another story.

Len Ruyke pitched a four-hit but scoreless game across 11 innings for the Drillers, who broke a scoreless, stalemate ballgame in the 11th inning with two hits.

Neither Odessa nor Artesia scored throughout regulation time of Sunday's ballgame.

Then in the 11th, Bill Haley smashed a homer that tallied one run, and Joe Bauman came in on a single hit by centerfielder Hernandez Sanchez.

Yates Completing Basic Airman Indoctrination



SAM M. YATES
Sam M. Yates, 18, son of Harvey E. Yates, northwest of Artesia, is completing his AF basic airman indoctrination course at Lackland Air Force Base, the "Gateway to the Air Force."

Lackland, situated near San Antonio, is the world's largest air force base, site of Air Force basic training for men and women, headquarters of the Human Resource Research Center, and home of AF's Officer Candidate School.

His basic training is preparing him for entrance into Air Force technical training and for assignment in specialized work. The course includes a scientific evaluation of his aptitude and inclination for following a particular vocation and career.

Howard Awarded Combat Badge

Pvt. Ammon N. Howard, whose wife, Velma, lives at 527 F avenue, Lawton, Okla., was recently awarded the Combat Infantryman Badge while serving in Korea with the 5th Regimental Combat team.

Howard, a member of the team's Company B, entered the Army in July 1951 and was stationed at Fort Sill, Okla., before arriving in Korea last April.

He is a former employee of the Cortez Gas Co. of Artesia.

His parents, Mr. and Mrs. A. N. Howard, live at 1209 W. Grand, Artesia.

Awarded only to men who come under enemy fire, the Combat Infantryman Badge consists of a miniature Revolutionary War rifle mounted on blue, with a silver wreath.

Personal Mention

The many friends and relatives of the N. E. Bush family will be happy to learn that the journey to Caribou, Me., was made in safety. The party making the journey were M-Sgt. Norman E. Bush, his wife, (the former Jean Louise Rogers), their two daughters, Norma and Sherry, and Miss Bonnie Bush of Birmingham, Ala., youngest sister of Norman Bush. The Bushes left the home of Mrs. Louise Rogers, 817 S. Third street, at 7:30 p. m., June 2, and they arrived in Caribou at 8:30 a. m. June 9. Due to the terrific heat the greater part of the tour was made by night. Sgt. Bush will be stationed at the Limestone Air Force Base, 10 miles from Caribou.

Personal Mention

Mr. and Mrs. W. T. Haldeman and Mr. and Mrs. Vernon Haldeman left Monday night for Ponca City, Okla., to visit relatives. They also plan to attend the Elks convention in St. Louis, Mo., before returning home.

Mrs. Louis Flamm and her niece, Miss Jeri Warnock of San Francisco, Calif. arrived Sunday to visit sisters and aunts, Mrs. Ralph Rogers and Mrs. Norma Leonard. Mr. and Mrs. Rogers and Mrs. Leonard went to Vaughn to meet their guests. They plan to visit here two weeks.

Home Remodelling Additions Pace Building Permits

R. F. Blain, \$500, build porch on present house, 9 by 15 feet, stucco outside, sheetrock inside, 114 N. Osborn, June 16.

Cleveland Costeal, \$200, add two rooms onto present house, 12 by 16, sheetrock inside, brick siding outside, 510 Mosley, June 17.

Felix Madrid, \$400, build 16 by 14 frame addition onto house, sheetrock inside, stucco outside, 801 N. Fourth, June 17.

Mrs. T. H. Flint, \$5,000, remodel by adding new bath upstairs, fix bath downstairs, repair porch, decorate exterior and interior, 321 Richardson, June 22.

Al Baca, put partition in storage room, add plumbing fixtures, 603 W. Chisum, June 22.

Fred Knowles, \$1,200, build two-

room 10 by 24 frame addition onto house, plaster inside, stucco outside, 703 W. Texas, June 22.

F. L. Wilson, \$800, add room on to present house, 12 by 20 feet, plasterboard inside, stucco outside, 322 Richardson, June 22.

Nora Connor, \$200, repair kitchen by moving windows and fixing cabinets, 607 Quay, June 23.

Owen Hensley, \$12,000, build addition to existing building, addition to be 25 by 90 feet, reinforced block; east wall to be present west wall of existing State Distributors building, 508 W. Main, June 23.

Dr. Robert W. Harper, \$8,000, build pumice block addition, 800 square feet, concrete drive, enlarge carport, one bathroom, 804 Catalina

drive, June 26.

C. A. Parrish, \$3,000, move two bedroom frame house from outside city limits to lot 7, block 57, paint, 607 Washington, June 27.

Lupe Gonzales, \$2,000, move 20 by 42 frame building 17m outside city limits to lot 8, block 17, Artesia Heights, build 8 by 12 frame addition, 196 Cleveland, June 27.

J. W. Henderson, tear down garage, no charge, 904 Grand, June 29.

J. W. Henderson, \$200, add room onto garage, 9 by 12 feet, to be used for tool shed, 908 Missouri, June 29.

J. D. McFarland, \$800, remodel house, add two porches, add floor in one room, reshingle roof, 1103 W. Dallas, June 29.



Own this excitingly different Studebaker

Find out how little a new Studebaker costs!

DEL SMITH MOTOR COMPANY
NORTH SECOND PHONE 201

It's the most talked about car on the road! Coupes and hard-tops are less than 5 feet high!

Check the price tags! A surprisingly small amount of money buys a brilliantly powered new Studebaker Commander V-8. A long, luxurious new Studebaker Champion costs even less—it's one of America's lowest price cars. Order your own strikingly original new Studebaker right away. Own this outstanding performance star and official Mobilgas Run economy star.

NEW foreign car flair in 9 body styles
NEW American comfort and handling ease
NEW longer wheelbases and wider tracks
NEW expanses of glass for big visibility
NEW road-hugging stability on turns and curves

All models offer Studebaker Automatic Drive or Overdrive—and marvelous new Power Steering—at extra cost

YOU TASTE THE DIFFERENCE
IT'S QUALITY!

WHITE SWAN TEA

BIG JUMBO 19-OZ. TEA GLASS!
Tea without cost whatever you buy a quarter-pound of WHITE SWAN TEA

"FAT" AARON GROCERY & MARKET
Specials Wednesday, Thursday, Friday, July 1, 2, 3

TOMATO JUICE 46 oz. Cans	4 FOR \$1	TOILET TISSUE Doeskin, Colored	7 FOR \$1
DOG FOOD Ideal	7 FOR \$1	SWEET POTATOES Portales No. 303 can	3 FOR \$1
GREEN BEANS Mission No. 303 Can	6 FOR \$1	SPINACH Hunt's No. 2 Can	7 FOR \$1
TOMATOES Concho No. 303 Can	7 FOR \$1	CANNED MILK Pet or Carnation tall lean	8 FOR \$1
CORN Kounty Kist	5 FOR \$1	CATSUP White Swan bottle	6 FOR \$1

FLY SPRAY Bee Brand Pint size 4 for \$1
— MEAT SPECIALS —

BOLOGNA Payne's — All meat 3 lbs. for \$1
HAMBURGER Lean 3 lbs. for \$1
PORK STEAK 2 lbs. for \$1
WIENERS Payne's Finest 3 lbs. for \$1
BEEF RIBS Heavy 5 lbs. for \$1
PORK ROAST Shoulder, Special Price lb. 45¢

712 WEST DALLAS PHONE 1010

DOLLAR DAY —at Brittain's

LAMPS for every room!

One Group LAMPS Modern and Semi-Period

Regular Price \$8.95 to \$14.50
Buy One at Regular Price —Get another Lamp \$1

CAL-DAK TRAY

FOR BUFFET

Regular Price \$2.95
Buy One at Regular Price —Get another for \$1

ALL PICTURES 25% OFF

Entire Stock LAWN FURNITURE 20% OFF

Brittain Furniture Company
1402 West Main Artesia Telephone 1250-W
"The Place to Go for the Brands You Know"

POLIO INSURANCE
Smith-Gwynne Agency
114 S. Roselawn Phone 355

CLARK'S For the Finest in Footwear!

—SHOES—

Smart SHOES for Summer Wear as shown Tan Calf with Natural Nylon Mesh—

Miracle Mesh RACY \$11.95

Jarman SHOES FOR MEN

Catches every passing breeze
You have a "double exposure" to mix the heat when you're wearing a pair of our Jarman Miracle Mesh styles that catch every passing breeze and keep you cool and comfortable. Come in today and see what's new in Jarman's at our house.

• DOLLAR DAY SPECIALS •
ONE PAIR \$1.50 NYLON HOSE FREE with Purchase of each pair LADIES SHOES at REGULAR PRICE!

Ladies Summer Dress Heels
Black Patent with White Nylon Mesh Tan and Natural Mesh and many other combinations
Values to \$9.95 \$6.99 for Dollar Day Only!

CLARK'S —SHOES "Shoes with Personality"
207 West Main — Phone 1489

Tremendous Dollar-Saving Values!

DON'T MISS THIS BIG VALUE EVENT -- ARTESIA'S DOLLAR DAY -- THURSDAY JULY 2

SAVINGS FOR DOLLAR DAY ONLY!

PEAS Little Crown — 303 Size 8 for \$1	Miracle Whip SALAD DRESSING Pints 3 for \$1
GRAPE JUICE Welch or White Swan 24 oz. 3 for \$1	CATSUP Hunt's 6 for \$1
SALMON Honey Boy — 1 lb. Cans Each 39¢	IVORY SOAP Personal Size 4 bars 19¢
CUCUMBER CHIPS Del Monte 12 oz. Each 25¢	ASK FOR YOUR CASH REFUND TICKETS

SIMON'S FOOD STORE
507 South Sixth Phone 62-J

PALACE DRUG
PHONE 1

SQUIBB DENTAL CREAM 2 Large Size 69¢ YOU SAVE 25c	SEAFORTH SPECIAL for Men! Shave Lotion and Deodorant Value \$1.18 Both for 89¢
Colgate's VETO CREAM DEODORANT Regular \$1.00 Now 50¢	Mennen's Brushless SHAVE CREAM Large Size — Reg. 29c ea. 2 for 39¢
Helen Curtis Suave HAIR DRESSING 50¢ and Bottle of Helen Curtis Shampoo FREE	Mexana MEDICATED POWDER 75¢ and One Jar Mexana Skin Cream FREE!

DOLLAR DAY SPECIAL!
Thursday, July 2, Only!

OPTICAL
SUN GLASSES
Regular \$2.95
\$1

**GUY
TIRE & SUPPLY CO.**
101 South First Phone 920

MILL'S RADIATOR SHOP
Dollar Day Special!

Block and Radiator
Back Flush
Only **\$1.00**

See Us About Body and Fender Work!
801 South First Phone 1533

503 W. Main Phone 346-W

JACK & JILL SHOP
DOLLAR DAY SPECIALS!

SUN SUITS 1.00	ONE GROUP DRESSES
BATHING SUITS 1.00	
GIRLS' RAYON SLIPS 1.00	
SUN DRESSES 1.00	
ANKLETS 4 pair 1.00	\$4.98 to \$9.98 Values 3.75

One Table of Useful Merchandise Under \$1.00

FOR BOYS AND GIRLS

98c Shorts, Now 79c	\$1.49 T-Shirts	Now \$1.00
\$1.98 and \$2.29 Shorts, Now \$1.39	\$1.98 T-Shirts	Now \$1.00
\$2.98 Shorts	Now \$1.98	\$1.49 Broadcloth Shirts
\$3.98 Nylon Dress Shorts	Now \$2.49	\$1.98 Broadcloth Shirts
		Now \$1.00

PLEASE — NO REFUNDS — NO EXCHANGES!

SPECIAL VALUES IN ...
McMURTRY PAINTS

FLAT WALL PAINT Oil Based One Coat, gal. Regular Colors 3.45	WALL PAINT Rubber Base Colors -- gal. 4.50
OUTSIDE WHITE and Colors -- gal. 5.05	ROOF PAINT Moss Green Gallon 4.50

DISCOUNT ON ALL WALLPAPER

**BRYANT
PAINT & WALLPAPER CO.**
201 1/2 South Fourth Phone 1622

DOLLAR DAY SPECIALS!
Thursday, July 2, Only

With Every 10 Gallons of
COSDEN
HIGHER OCTANE GASOLINE
We Will Give One Gallon Free!

COSRAY SERVICE STATION
Ray Brady 1412 S. First

LEONE STUDIO
SPECIALS!

One 8x10 Portrait, Reg. \$3.00 Value	Size 3x4 \$1.00
One Dozen Portraits	for \$1.00
Eight No. 5 Flash Bulbs	for \$1.00
Two Rolls—616 or 116 Film	for \$1.00
Three Rolls—127 Film	for \$1.00

VISIT OUR STUDIO TODAY!

PHILLIPS
Independent Service Station

ONE COMPLETE GREASE JOB
Only **\$1.00**
Thursday, July 2

Outside City Limits on N. First Phone 0180-J6

DOLLAR DAY SPECIALS!
BY THE DOZEN!

Gifts - Antiques Silver - China

BLOCKER'S GIFT SHOP
303 West Main

FOR EXPERT
CUSTOM DRESSMAKING
BE SURE TO VISIT THE NEW
ARTESIA SEWING CENTER
324 West Main Mrs. Robert Floyd

Dollar Day	Flaxon Prints, Regular 89c	Now Yard 59c
	Tissue Checks, Reg. 89c	Now, Yard 59c
	Solid Color Broadcloth, Reg. 98c	Now, Yard 69c

See Our Display of Men's Western Shirts and Ladies Squaw Dresses!

FOOD SPECIALS!

Pet or Carnation MILK 7 for \$1	BLACKBERRIES 3 for \$1
--	-------------------------------

OPEN SAT. AND SUN. AS USUAL

POTTED MEAT White Swan	10 cans \$1
TOMATOES 10 for \$1	TOILET TISSUE 12 for \$1

WALKER'S CASH GROCERY
1503 North First Phone 0180-R1

DOLLAR DAY OPPORTUNITIES!

66 Gauge NYLON HOSE \$1	White NYLON GLOVES \$1
--------------------------------	-------------------------------

One Big Rack Summer
Dresses on Sale!

The Modern Shop
Artesia Phone 488

411 W. Main Phone 1042-J

BENNIES BOOT SHOP
• HEADQUARTERS FOR WESTERN WEAR •

Prices Reduced on Quality Merchandise!

One Group Men's Western Shirts 2 for \$9	One Group Men's Western Straw Hats Reduced to \$2 and \$3
One Selection Men's Panama Western Hats Were \$10 Now \$7	Men's Bandera Top Quality Felt Hats Were \$10 Now \$6
Moccasins \$2.98	Cowboy Boots \$14.95 and \$19.95

Gambles
The Friendly Store

DOLLAR DAY!

"Fire King" Mixing Bowl Sets Reg. \$1.39 Now \$1	True-Square Lawn Sprinklers Reg. \$1.25 Now \$1
Visor Mirrors with service and Travel Record 98¢	Auto Handy Light Plugs into Cigarette lighter 98¢

314 West Main Phone 325

Doyle L. Bonds Arrives for Duty At Alaskan Base

Cpl. Doyle L. Bonds, son of Mrs. Cleo Rossittes, 706 W. Texas, Artesia, recently arrived in Alaska for duty with the 4th Regimental

Vet Enrollments Under New Korean Bill Double in 1953

Veterans' enrollments under the new Korean GI Bill have more than doubled during the first four months of 1953, a veterans administration survey disclosed.

The number of veterans in training under the nine-month-old law stood at 131,000, as of May 1. At the beginning of the year, the enrollment figure was 60,000—or less than half.

VA said it expects the number

to increase in the months ahead. So far, nearly 280,000 Korean veterans have filed application for training under the new GI Bill. Many of these—as well as many who have not yet applied—may be waiting for fall school terms before they begin.

The May 1 total includes veterans enrolled at every educational level from grade school through college. Fifty-eight per cent, or 76,000, were studying in colleges and universities; 26 per cent, or 35,000 were taking their training in all sorts of schools below the college level; 13 per cent, or 16,500, were training on-the-job, and 3 per cent, or 3,500, were enrolled in farm training.

There's a possibility that these proportions might change, VA said, as the Korean GI program gets up full steam.

VA pointed out that veterans in training under the Korean GI Bill

now represent less than one-fifth of all veterans enrolled in all types of Federal veterans' training programs.

More than 550,000 World War II veterans still are in the classroom and at the training bench under the original GI Bill, and nearly 300,000 disabled veterans of World War II and Korea are taking vocational rehabilitation training under Public Law 16.

The grand total of all veterans in training—including those enrolled under the Korean GI Bill—is better than 711,000.

Hope News

By MRS. E. L. COY

Hope Correspondent

Mr. and Mrs. Carl Burnham of Haden, Ariz., arrived Tuesday night for a few days visit with Mr. Burnham's parents, Mr. and Mrs. Denzil Burnham, and a sister, Mrs. John Bush. The Carl Burnhams have been on an extended visit in the East and returned by way of Hope before going to their home in Haden.

Mrs. Charlie Hepler, son Lee, and her mother, Mrs. Mattie Harris,

were callers in the Haskell Harris home Tuesday afternoon from their home near Pinon.

Mr. and Mrs. Lloyd Owen and babies of Roswell were business visitors in Hope Wednesday. Mrs. Owen (the former Audrey Beverage) visited with Mrs. Lincoln Cox while her husband was attending to business interest. Mrs. Owen had spent several days visiting her father and other relatives in the mountains while Mr. Owen was in Alamogordo.

Little Karen Teel spent Sunday night with her grandmother, Mrs. Elna Teel, in Artesia. Mr. and Mrs.

George O. Teel had visited in the home of Mrs. Elna Teel on Sunday afternoon and Karen remained there when her parents returned home.

Mmes. Nelson Jones, Newt Teel and Sam Hunter spent Thursday on McDonald Flat visiting in the A. J. Fisher home.

Mr. and Mrs. Mark Kincaid, Mr. and Mrs. Felix Cauhape, Jr., and children returned home last Thursday after an extended trip to California where they visited relatives of the Kincaids.

Little League Standings

THROUGH JUNE 26

Team	W	L	GB
CVEC	4	0	x
Russells	3	1	1
Clem & Clem	2	2	2
Williams	1	3	3
Elks	1	3	3
Guy Chevrolet	1	3	3

ARTESIA GENERAL HOSPITAL
June 24—to Mr. and Mrs. Henry Alberts, son, Henry Earl, 5 pounds 15 ounces.

June 27—to Mr. and Mrs. A. W. Broocke, Jr., daughter, Linda Beth, 6 pounds 9 ounces.

June 29—to Mr. and Mrs. Ivy Coor, son, Marvin Leonard, 8 pounds 10 ounces.

LEGAL NOTICE

NOTICE

STATE ENGINEER'S OFFICE

Number of Application RA-1445, Santa Fe, N. M., June 5, 1953.

Notice is hereby given that on the 2nd day of June, 1953, in accordance with Chapter 131 of the Session Laws of 1931, L. T. Lewis, of Roswell, County of Chaves, State of New Mexico, made application to the State Engineer of New Mexico for a permit to correct location of shallow well from a location at a point in the NW Corner NW 1/4 Lot 13 of Section 4, Township 16 South, Range 26 East, N. M. P. M., to a point in the SW 1/4 SW 1/4 of Lot 12 of said Section 4 where well was actually drilled.

No additional rights over those set forth in License No. RA-1445 are contemplated under this application.

Appropriation of water from all sources combined not to exceed a total of 3 acre feet per acre per annum.

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 proc. of service must be filed with the State Engineer within ten (10) days after the date of the last publication of this notice. Unless protested, the application will be taken up for consideration by the State Engineer on that date, being on or about the 13th day of July, 1953.

JOHN H. BLISS,
State Engineer.
48-31-T-52

Important Profit Days

REALIZE a full six months' income on savings by placing them with us by July 10th. Your dollars start earning our above-average return as of July 1st. Don't miss this opportunity to earn more on your funds with safety. Open or add to your savings account now.

Over \$15,600 SEMI-ANNUAL EARNINGS PAID OUR SAVERS June 30

Your Savings Association

Artesia Building & Loan Association
113 S. Fourth St. Floor Carper Bldg. Phone 870

Current Dividend 3%
Each Account Insured to \$10,000

BRIGHT PRACTICAL CHROMED DINETTES

ED HAVENS SAYS... We Have a Large Selection of Quality CHROME DINETTES Some Discontinued as low as **25% OFF**

SPECIAL PRICE GOOD UNTIL ALL ARE SOLD!

ALSO... We have a Good Selection of Medium Priced Home Furnishings. USE OUR EASY PAYMENT PLAN! Ed invites you to visit his store and Check the many Good Bargains!

ARTESIA FURNITURE COMPANY

203-5 W. Main "Shop Where You Are Always Welcome" Phone 517

DOLLAR DAYS

- Lovely Blouses and T-Shirts for Ladies, way down to \$1.00
- Crinkle Cotton "No Iron" Shorty Jamas for Her Now \$1.00
- The "Miss" can have Crinkle Cotton Shorty Jamas for \$1.00
- Purses Drastically Reduced to rock bottom, all of 'em Half Price
- Dressy Dresses, formerly much higher priced Now \$2.99
- More Dresses, exceptionally good at this low price \$4.99

You Simply Can't Go Wrong If You Shop Virtue's Thurs.

- Chenille Bedspreads, formerly higher priced, but now \$3.99
- 150 or More Pairs of Men's Oxfords, way, way down to \$4.00
- Piece Goods in Lovely Summer and Year Round Fabrics and every piece guaranteed first quality 2 Yards for \$1.00
- Plain or Striped Chambray for Hot Weather 4 Yards for \$1.00
- Men's Short Sleeve Sport Shirts, at this price? Yes! \$1.00
- Boys Short Sleeve Sport Shirts, real values for \$1.00
- Men's Straw Hats and for only one day, too, at \$1.00
- Men's Crepe Sole Oxfords in "D" Widths only, Thursday \$5.90

If You Don't See Here What You Want, Stop in Thurs. and You Are Sure to Find It at Virtue's on Dollar Day!

VIRTUE'S

Dollar Day Thursday July 2 Don't Miss It!

Artesia

DOLLAR DAY SPECIAL OFFER for week-end painters



for a limited time only you get this **3 1/2" Du Pont Nylon Bristle BRUSH** value **FREE!** of extra cost

when you buy 6 gallons of any **DU PONT EXTERIOR PAINT** Get famous **DU PONT HOUSE PAINT**

- * starts white — stays white
- * wide choice of popular colors
- * protects against rust, rot, & decay

for trim colors that stay bright **DU PONT "DULUX" TRIM & SHUTTER PAINT**

- * covers fast and easy
- * resists fading, mildew, & fungus
- * retains gloss and color for years

Act fast! Get your **FREE** copy of this helpful booklet. Tells all you need to know about painting your house!

Take advantage of this money saving offer right away!

BRAINARD-CORBIN HARDWARE CO.

"A Dependable Source of Supply Since 1908"

327 West Main

Phone 103

ANTHONY'S

Features Over Fifty Separate Items that You Can Make Extra Special Savings On. See Them in Our Show Windows... Listen to Them Advertised Over KSVP... Tuesday... Wednesday and Thursday... See Them in Our Friendly Store. Each Item is Clearly Marked for This Special Selling

Pineapple
Libby or Lalani
Crushed
4 for \$1

Taste Tells Sauce
Tomato
4 1/2 oz. Tin
15 for \$1

Coca-Cola
Six Bottle Carton
5 for \$1

Del Monte Corn
Cream Style
No. 303 Tin
5 for \$1

Kleenex
300's
5 for \$1

Highway Peaches
No. 2 1/2 Tin
4 for \$1

Gardenside Tomatoes
No. 303 Tin
8 for \$1

MANY OTHER VALUES TOO!



Puppy Love Dog Food
Tall Tin
12 for \$1

Dr. Pepper
Six Bottle Carton
5 for \$1

Gardenside Green Beans
No. 303 Tin
7 for \$1

Sunnydawn Tomato Juice
46 oz. Tin
4 for \$1

Bel Air Lemonade
Mix 6 oz.
8 for \$1

Torpedo Tuna
Grated
4 for \$1

Pillsbury's Cake-Mix
17 oz.
3 for \$1

Hostess Delight Fru't Cocktail
No. 2 1/2 Tin
3 for \$1

Your Dollars Buy More on



OUR JUNE DOLLAR DAY WAS A WHOPPIN' SUCCESS!

OUR JULY DOLLAR DAY WILL BE BIGGER!

• DON'T MISS IT! THURSDAY, JULY 2 •

PEARS BARTLETT—Highway in heavy syrup No. 2 1/2 Tin **33¢**
GRAPE JUICE Church's 24 oz btl **37¢**
POTTED MEAT Libby's 5 1/2 oz. **15¢**
PEACH PRESERVES Empress 12 oz **25¢**

PORK & BEANS Taste Tells tall tin **10 FOR \$1**
SARDINES Maine in Oil flat tin **12 FOR \$1**
FLAVOR AID Assorted flavors pkg **30 FOR \$1**
CANDY BARS Assorted 5c varieties box **\$1**

BLACK TEA Canterbury O.P. 1/4 lb **29¢**
CHEESE FOOD Van Zee Spread 2 lb. Loaf **69¢**
SPAM Luncheon Meat 12 oz. **47¢**
POTATO CHIPS Red Seal 8 oz **39¢**

GRAPEFRUIT JUICE

Townhouse 46 oz. **5 for \$1**

CHERUB MILK Creamy, Rich tall tin **12 1/2¢**
MARGARINE Dalewood quarters lb **20¢**
PARADE SUDS Heavy duty Detergent Gnt. box **59¢**
COFFEE Edwards Finest Blend lb. **77¢**
COFFEE Nob Hill Aromatic flavor lb **72¢**
COFFEE Airway Mild and Mellow lb. **70¢**
SWEET PICKLES Mother's Sliced 22 oz. **37¢**

PRICES EFFECTIVE THURSDAY AND FRIDAY

We Will Be Closed Saturday, July 4, 1953

PAPER NAPKINS Zee white 80 count **13¢**
PAPER PLATES Bondware pkg **13¢**
COLD DRINK ALASKA Asst'd flavors pint **37¢**
FIG BARS Jane Arden 18 oz. **42¢**
TUNA CHUNKS Starkist 1/2 flat **35¢**
SALAD DRESSING Cascade pt. **25¢**
PEANUT BUTTER Beverly 12 oz. **35¢**

GOV'T. GRADED MEATS

Fryers Fresh Dressed and Drawn Each **\$1**

FRESH WIENERS Sterling Brand lb. **55¢**
ROUND STEAK U.S. y 'em roasted lb. **39¢**
SIRLOIN STEAK U.S. Commercial Grade Calf lb. **55¢**
T-BONE STEAK U.S. Commercial Grade Calf lb. **45¢**
BRISKET Boil, Braise or Bar-b-que lb. **15¢**
BOLOGNA Fresh Sliced, All Meat lb. **49¢**
SPICED LUNCHEON Cello wrap lb. **49¢**
GROUND BEEF 85% Lean 15% Fat lb. **39¢**
SLICED BACON Yorkshire or Corn King lb. **63¢**
CURED HAMS Half or Whole lb. **59¢**
LONGHORN CHEESE Full cream lb. **53¢**

FRESH FROM GARDEN-ORCHARD

California White Rose 30 lbs. **\$1**

Potatoes **\$1**

CORN Golden Bantam 2 ears **15¢**
RADISHES or GREEN ONIONS 2 bchs **9¢**
LETTUCE Crisp, Iceberg Heads lb. **10¢**
TOMATOES Red, firm, ripe lb. **35¢**
CUCUMBERS lb. **15¢**
AVOCADOS King of Salads Each **23¢**

Right Reserved to Limit Quantities



Restaurants Are Asked to Feature Beef on Menus

In a special appeal directed to all restaurants in New Mexico, Ed Heringa, Clayton, president of the New Mexico Cattle Growers' association, called for cooperation in featuring beef on the menu. "at prices in line with current cattle and beef prices."

A letter mailed today to nearly 1,000 New Mexico eating establishments said: "You can cooperate in this program by giving beef a more prominent place on your menu and by featuring such economical cuts as pot roasts, corn beef and cabbage, beef pot pie, beef and noodles and beef hash."

"Since beef has a wider consumer acceptance than any other meat, such an effort should be a popular one and have ready consumer acceptance," the letter continued.

Explaining that a similar program is now being conducted by livestock associations in all states, Heringa said the "cooperation of

restaurants and eating establishments can do much to help stabilize the livestock market."

Another program recommended by the New Mexico association in May of 1952 and carried out by the American National Cattlemen's association, has accounted for increased "beef sales in chain stores throughout the nation totaling from 59 to 70 per cent above the first five months of 1952," Heringa continued.

Praising cooperation received from chain stores in every part of the country Heringa declared: "we feel this emphasis on marketing beef will do much to adjust the price of our product in line with other agricultural commodities."

Marie Montgomery
STYLE TAP DANCING
BALLET AND ACCORDION
808 Richardson Phone 1026W



POWs Freed Here



ARROWS point to Pusan and Masan, location of two of the POW compounds where anti-Communist prisoners were released on special order of South Korean President Syngman Rhee.

NM General Fund Appropriations Up 300 Per Cent

Appropriations from the general fund of New Mexico's state government have increased more than 300 per cent during the past 14 years.

But only 18 per cent of the state's revenue is channeled through the general fund, and thus the Legislature has direct control of less than one-fifth of the state expenditures.

The general fund appropriations rose from around three million dollars to some 13 million, between 1939 and 1953, according to a survey completed here this week by the Taxpayers' Association of New Mexico.

Results of this survey definitely indicate a need for better control over the total of 70 million dollars now being expended annually by our state government," said Albert K. Nohl, acting director of the tax

The 1952 world hops crop is estimated at 141,000,000 pounds, compared with 154,000,000 pounds in 1951, down 8.5 per cent.

Public Schools Get \$3 Million More From State

An increase of almost \$3 million will go to New Mexico's public payer organization.

"For example, general fund appropriations increased only 17 per cent from 1947 to 1953 but total state expenditures mounted by 70 per cent during that same period."

"This represents a continuing loss of financial authority of the people, through the Legislature, Nohl pointed out.

PAINTING
Brush and Spray
Paper Hanging and Textoning
TROY PARKER
PHONE
Artesia 1622 Carlsbad 5-6796

schools for the 1953-54 school year, f. n. state land rentals and from interest on investments.

The "current school fund" for the next scholastic year totals \$7,717,000, compared with \$4,872,000 from that source during the year just ended, according to the Taxpayers Association of New Mexico.

The so-called current school fund is comprised largely of rentals from the seven million acres of land owned by the state's public school system, plus revenue from the permanent school fund.

"This permanent fund — from which only the revenue can be used—now amounts to more than 50 million dollars," said Albert K. Nohl, acting director of the tax-

payer organization. "Operated somewhat like a limited investment trust, the permanent fund is increased by several million dollars annually through oil and gas royalties and from the sale of farm and ranch acreage."

More than half of the total public school income comes from the state sales tax, which now amounts to more than \$20 million a year.

Comfortable Living—
Wall-to-wall carpet in dining and living rooms, a large den with knotty pine wall and colonial fireplace, fully landscaped grounds, 250-ft. wall in back, 800-sq. ft. patio with barbecue, three bedrooms. See this home at 804 Runyan. \$2500 down, reasonable terms.

MOTORISTS — STOP TAKING CHANCES!
See George's
AUTOMOTIVE ELECTRIC SERVICE
FOR BUMPER-TO-BUMPER ELECTRIC SERVICE
ALL WORK GUARANTEED
GEORGE C. ABEL,
Operator
811 1/2 S. First Phone 455-J

FREEMAN AGENCY
REAL ESTATE • INSURANCE •
LICENSED SALESMEN
W. B. Durham
E. L. Durham
Leonard Durham
Joe Freeman
North First Artesia Phone 685

DR. J. K. WOODLEE
CHIROPRACTOR
Palmer Graduate
602 WEST TEXAS AVENUE
Phone 320-W

PENNEY'S

ALWAYS FIRST QUALITY!

DOLLAR DAY

THURSDAY---JULY 2



NOTICE!
TO MINNEAPOLIS-MOLINE, NEW MODEL IHC AND NEW HOLLAND BALER OWNERS
See Us for Baling Wire Prices ... Before You Buy!
WE WILL NOT BE UNDERSOLD ON BALING WIRE!

You Need to Put Up
Your HAY
Faster and Better

... for a Trouble-Free Haying Season.

Call on Us to Demonstrate Our

Minneapolis-Moline

BALOMATIC

The Most Dependable Baler on the Market Today!

We Have a Brand New Style

SIDE DELIVERY RAKE

Equipped Throughout with New Departure Ball and Roller Bearings This Stout Rake ... with Three-Point Hook-Up

Sells for Only

\$445.00

Delivered Here!

COME IN AND SEE IT!
We Will Be Glad to Demonstrate Our Baler or Rake in Your Field!

ARTESIA IMPLEMENT & SUPPLY CO.

Phone 93-810 S. FIRST ST. ARTESIA, NEW MEXICO



Cool Gaymode leg beauty!

NYLON MESH

Associates' Boys value plus leg-flattery. Always perfect quality at Penney's, 51-gauge, 15 denier full-nylons in non-run mesh, Spring-to-Summer shades. Sizes 8 1/2 to 11.

2 for 1.15

One-Time Buy, Famous Make NYLON FABRICS

1.00 yd.

Pucker Nylons, Nylon stripes, Nylon sheers and even some with Orlon. Priced so you'll never forget Penney's Dollar Day! Hurry for best pick!

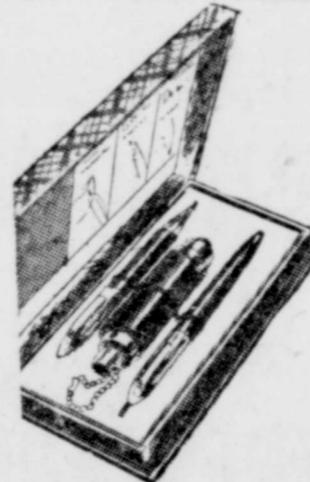
BE EARLY AND BE SURE!

Special Buy!

NEW FALL CORDUROY

1.00 yd.

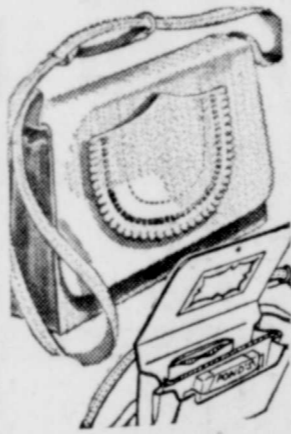
Yes, we have a large selection of new Fall Corduroy. Come in and see the beautiful colors. Choose your fall sewing needs at Penney's low, low Dollar Day Prices!



RETRACTABLE BALLPOINT PEN PENCIL SETS

Special **\$1** 3 pc. set

This handsome set includes a ball point pen that does not smudge or smear, matching mechanical pencil, and a flashlight with a battery! All have gold plated clips! Now, you can have all 3 pieces for this low price!



SPECIAL BUY! FALL HANDBAGS

1.66

New shipment of Fall Handbags. Come in and get your Fall Handbag at this low, low price. Large selection of colors and fabrics! Come early!



RAYON SLIPS

1.00

A special buy—with some better quality Slips reduced to clear. All sizes 32 to 40. Colors White and Pink—Plain and fancy trims. A chance to save plenty at this low, low price!

SPECIAL! SPECIAL!

THREAD

2 spools 5¢

Close-out of our mercised sewing thread. 50 yard spools, most all colors. Limit 25 spools to customer. Save plenty at this price

Rayon or Cotton BLOUSES

1.00

Several styles and colors. Buy your summer and early fall needs at this special low price. Sizes 32 to 40.

Men's Canvas SPORT OXFORDS

2.33

The ideal shoe for your summer vacation. Cool and comfortable. Reduced to clear. Lace and slip-on. Most sizes. Come in and see!

Crushed Feather PILLOWS

88¢

Large size Pillows. Ideal for camping or summer guests. Buy several at this price!



Special Purchase Buy! 80 x 80 PERCALE

The finest of percales — 80 square percale — at Penney's rock bottom price — don't miss them! The patterns are stunning, the colors are right, whether it's fashion or home decorating you have in mind. 36 inches wide.

25¢ Per Yd.

Boys' Cotton Plisse SPORT SHIRTS 88¢

A Mother's delight, easy to wash and needs no ironing! Solid and fancy patterns. Broken sizes from 10 to 18.

Boys' Rayon SPORT SHIRTS 1.00

Close-out of Better Shirts. Prints and solids Sizes 4 to 16. Come in and See!

Plastic Coated WORK GLOVES 4 pair 1.00

A real Penney Dollar Day Value! Outwears 2 pair of canvas gloves! Come get yours today!

Men's Cotton SPORT SOCKS 4 pair 1.00

Soft cotton Sport Socks in pretty Argyle patterns. Sizes 10 to 12. Buy that young man his back-to-school needs at a real savings!

Rubber Foam PILLOWS 4.00

Soft, comfortable, foam Pillows. Removeable percale cover. Cool and clean. Sleep with these large foam pillows.

Gold Star Wives To Host Children Of War Dead

More than 900 boys and girls whose fathers died on global battlefields in World War II and in the Korean War will be the guests this summer at a camp near Spooner, Wis., sponsored by the Gold Star Wives Service Foundation. It was announced today by Madeline Clausen, foundation president.

The Gold Star Wives Service Foundation, incorporated in the State of Illinois May, 1951, conducts a program for the health,

education, service and welfare for the mothers, fathers, widows and children of deceased servicemen. It is a subsidiary of the Gold Star Wives of America, whose national headquarters are located in Washington, D. C.

The 183-acre camp, located on Rooney Lake, will receive its first group of youngsters on the third anniversary of America's entrance into the Korean War, and will be dedicated to the memory of Gen. Walton Harris Walker, USA, former commanding general of the Eighth Army, who was killed in Korea Dec. 23, 1950.

"Children between the ages of seven and fifteen whose fathers died in service are eligible to attend the Gold Star Camp with no cost whatsoever to mother or

Bread, Dress Award Programs Planned for 4-H

Two national 4-H club award programs of special interest to girls

guardian," Mrs. Clausen pointed out.

The general's widow, Mrs. Caroline Walker, of Washington, D. C., will be present at the dedicatory exercises, which will be held at the campsite at 3 p. m. Sunday, June 28. During the ceremonies Mrs. Walker will unveil a photographic portrait of the General which will be displayed in the Lodge.

will be conducted in New Mexico this year. They are bread demonstration and dress revue programs.

"Objectives of the demonstration are to help 4-H club girls acquire the skills involved in making breads, rolls and other baked foods," explains Miss Tiny Faye Jones, associate state 4-H club leader. "Participants learn to give effective demonstrations showing some phase of what has been learned and its relation to the family dietary needs."

Incentives for outstanding 4-H records of achievement, provided by Standard Brands, Inc., comprise medals of honor for top ranking individual and team participants in each qualifying county. State winners, both individual and team members, will receive \$50 U. S.

savings bonds. More than 35,800 girls in the nation gave baked foods demonstrations last year before audiences totaling 859,000 persons.

In the dress revue program, which is open to all girls participating in the 4-H clothing program, members learn to dress appropriately in keeping with a well-planned family budget, and to develop poise, proper posture, and habits of good grooming. The popularity of this program is reflected in the enrollment of girls last year, which totaled 669,259.

Simplicity Pattern Co. provides awards of honor medals to county blue award winners and an all-expense trip to the National 4-H Club Congress in Chicago next November to the state winner. Each

Better Varieties Of Pinto Beans Sought By Science

A U. S. department of agriculture project aimed at production of better varieties of dry beans of the Great Northern and pinto types is entering its final phase this summer. Three new strains of pinto and three of the Great Northern

state winner participating in, the national presentation at the Club Congress will receive a leathered-cased scissors set.

type developed by plant breeders at the department's Beltsville, Md., research center are being tested in uniform plots at the agricultural experiment stations of seven western states.

These states are New Mexico, Colorado, Nebraska, Montana, Idaho, Washington, and Wyoming. According to Gordon B. Hoff,

extension agronomist at New Mexico A&M college, performance records for two to three years will show the disease resistance and climate adaptability of each strain. Then foundation seed of the best of each type will be released through the state experiment stations to the dry bean seed trade for increase.

Best Wishes to
NELSON'S SUPERMARKET
ARTESIA
PAINT AND GLASS COMPANY
824 South First Phone 1091



Green Beans Kentucky Wonder LB. **12c**

Tomatoes CALIF. SALAD SIZE LB. **17c**

CELERY CALIF. Crisp for Summer Salads **12c**

WATERMELONS 4 1/2 LB. **4c**

CALIFORNIA KLONDIKES — EVERY MELON GUARANTEED!

CANTALOUPES

The BEST PICNIC

- WHITE SWAN PORK & BEANS 3 for 29¢
- PASTEL PAPER PLATES 8 plates in Pkg. 13¢
- HUNT'S — DILL OR KOSHER DILL PICKLES 24 oz. 33¢
- MIRACLE WHIP SALAD DRESSING Qt. 59¢

STARTS RIGHT HERE!

YUMA Vine Ripened Graded No. 1 Melons LB. **4c**

4c



GREEN SPOT 46 oz. Tins

Orangeade 4 for **\$1**

THRIFT **BLACKBERRIES** 16 oz Tin 4 for **\$1**

OLEO GOLDEN BRAND Colored 1 lb. Pkg. 4 for **\$1**

CARNATION OR PET **CANNED MILK** 7 Tall Tins **\$1**

ASPARAGUS HUNT'S Picnic Tin Green Tipped and White 4 for **\$1**

Cut Yourself In On These SPECIAL MEAT VALUES

ROAST BACON Chuck or Round Bone While Supply Lasts! from U. S. Good Calves LB. **19c**

STEAK PEYTON'S ACE Sliced LB. **59c**

ROUND STEAK Your Choice of T-BONE CLUB SIRLOIN RIB LB. **45c**

GROUND BEEF FRESH GROUND lb. **29c**

FRYERS Fresh Dressed and Drawn LB. **49c**

PICNIC NEEDS

COLD DRINK Alaska Makes 7 pints -- pkg **39c**

COLD DRINK CUPS Dixie 6 in pkg **9c**

NAPKINS Zee—80 count white or colored ---- pkg **15c**

CHEESE Krafts sliced American or Pimento ----- 1/2 lb pkg **36c**

TUNA Breast-o-Chicken Chunk style ----- 6 1/2 oz tin **37c**

CHEESE CRACKERS Hi Ho ----- box **37c**

OLIVES Stuffed Spanish ----- No. 16 size jar **37c**

VALUES GALORE

PEACHES Heart's Delight halves ----- No. 2 1/2 tin **31c**

SANDWICH SPREAD Miracle Whip ----- pints **37c**

KLEENEX 300 Size 2 for **47c**

Royal Instant Puddin' Reg. Box 16c

Wonderful New Food Dishes JULY ISSUE Better Living 5c Better Living

NOW ON SALE AT OUR CHECK-OUT COUNTERS

Prices Effective Wednesday, Thursday and Friday Wednesday Is Double Stamp Day

Hand J Food Basket

EVERY DAY LOW PRICES NO PARKING HEADACHES HERE

13th & MAIN PHONE 1340

1008 So. FIRST PHONE 1060

Over 3 Million Bales of Cotton Go Into Clothing

A near-record total of 3,108,080 bales of cotton went into men's, women's, and children's wearing apparel items last year, according to the revised edition of the National Cotton Council's statistical handbook, "Cotton Counts Its Customers."

Preliminary figures for 1952 show impressive gains over the previous year in these uses. In women's misses' and junior misses' wearing apparel, 734,770 bales were consumed last year as compared with 577,000 bales in 1951. Especially noteworthy increases

were listed for dresses, sportswear, foundation garments, and blouses. In menswear, shirts and trousers, notably sport and work types, scored a 60,000 bale gain over last year, accounting for nearly a million bales altogether.

The Cotton Council survey, which estimated over-all domestic mill consumption for 1952 at 9,200,000 bales, reported that sheets remain as the biggest single end use product of cotton. A total of 522,610 bales went into sheets last year.

Other major uses: drapery, slip cover, and upholstery fabrics, 425,000 bales as compared with 441,000 bales the preceding year; curtains, 92,000 bales against 89,400 in 1951; rugs and carpets, 247,600 compared with 214,000 in 1951; automobile uses, 460,400 compared with 378,300 in 1951. The sharp drop in this latter use was attributed to the decline in the use of cotton cord in

the manufacture of tires. Similarly there was a falling off in consumption in bags, from 355,300 in 1951 to 319,100 last year. The unprecedented decline in the price of bur-lap caused this decrease.

Copies of "Cotton Counts Its Customers" may be obtained from the Market Research Department, National Cotton Council, P. O. Box 18, Memphis 1, Tenn.

Milk, Other Dairy Foods, Potatoes June Headliners

Milk and other dairy foods and potatoes are headliners on the U.S. department of agriculture's plentiful foods list for June. June is usually the peak month of production of milk and milk products.

Already milk production has been record large for the time of year, and this June may mark an all-time high in this important food. Supplies of the principal dairy products also are expected to continue larger than a year ago.

As for potatoes, especially heavy shipments will be coming in June from California, North Carolina, and Virginia—those new-crop potatoes so good boiled in their jackets and made into potato salad, for example. In early June, large supplies of potatoes are expected also from South Carolina and Alabama.

Two favorite salad vegetables—tomatoes and onions—will be abundant and good buys next month. Most of the tomatoes will be coming from Texas. As for onions, they'll be coming largely from three states—Texas, California, and Arizona. Sliced and served together, tomatoes and onions make an appetizing contrast in color and flavor for a salad platter or bowl.

For the lunch box or a quick snack, there will be raisins and peanuts in plenty. Markets will also have large supplies of peanut butter—another good buy for lunchbox sandwiches.

Good supplies of beef are expected to continue on markets in June. Also for main dish, consumers will find plenty of fresh and frozen fish at reasonable prices.

Finally, there will be plenty of fats and oils for cooking and salad use. Supplies of edible fats and oils are record large and retail prices are lower compared with prewar prices than those of other important foods.

Insects and rodents eat or destroy at least 5 per cent of the stored grain in the United States every year.

Pests Destroy \$5 Million Less Cotton in State

Value of cotton kept out of pro-

duction by pests in New Mexico in 1952 was approximately \$5 million less than in 1951, according to the National Cotton Council.

Releasing statistics based on the USDA final crop production figures for 1952, J. W. Jones, Jr., vice-chairman of the New Mexico state unit of the Cotton Council, said cot-

ton crop losses due to insect damage in New Mexico amounted to \$2,978,000. This compares with \$7,987,000 in 1951.

New Mexico cotton growers last year lost an estimated 14,840 bales of cotton and 5,901 tons of cotton seed. Cotton insects last year reduced

the full yield in New Mexico an estimated 4 per cent.

Losses in the 16 major cotton producing states totaled an estimated \$289,768,000 as compared with \$391,955,000 in 1951. Last year cotton pests claimed approximately 1,444,000 bales of cotton and more than 574,000 tons of seed.

Average reduction in full yield amounted to 6 per cent.

California has gained more in population since 1943 than any other state in the United States.

Central Chile has a climate much like that of California.

SUMMER SPECIAL

Our Cash and Carry

PRICES

Pants Slacks Shirts Skirts **39c** Men's Suits Ladies' Suits Dresses **79c**

CLEANED AND PRESSED

You Will Be Pleased With Our FINE CLEANING and QUALITY PRESSING All Clothes Serviced for Rips and Minor Repairs at No Additional Cost!

VOGUE CLEANERS

305 SOUTH FIRST STREET

Double S&H Green Stamps

Every Wednesday

Already milk production has been record large for the time of year, and this June may mark an all-time high in this important food. Supplies of the principal dairy products also are expected to continue larger than a year ago.

As for potatoes, especially heavy shipments will be coming in June from California, North Carolina, and Virginia—those new-crop potatoes so good boiled in their jackets and made into potato salad, for example. In early June, large supplies of potatoes are expected also from South Carolina and Alabama.

Two favorite salad vegetables—tomatoes and onions—will be abundant and good buys next month. Most of the tomatoes will be coming from Texas. As for onions, they'll be coming largely from three states—Texas, California, and Arizona. Sliced and served together, tomatoes and onions make an appetizing contrast in color and flavor for a salad platter or bowl.

For the lunch box or a quick snack, there will be raisins and peanuts in plenty. Markets will also have large supplies of peanut butter—another good buy for lunchbox sandwiches.

Good supplies of beef are expected to continue on markets in June. Also for main dish, consumers will find plenty of fresh and frozen fish at reasonable prices.

Finally, there will be plenty of fats and oils for cooking and salad use. Supplies of edible fats and oils are record large and retail prices are lower compared with prewar prices than those of other important foods.

Insects and rodents eat or destroy at least 5 per cent of the stored grain in the United States every year.

stop searching!

HERE ARE THE

BEST BUYS IN TOWN

SHOE VALUES FOR DOLLAR DAY, THURSDAY, JULY 2

Children's and Women's

HOUSE SLIPPERS

Broken Sizes Only **\$1.00**

WHILE THEY LAST!

Men's Casual and Dress

OXFORDS

Broken Sizes Only **\$5.00**

REGULAR PRICE MUCH MORE!

LADIES VELVET STEP SHOES

High, Medium and Low Heels and Wedgies

Regular **3.95** Famous Weatherbird Brand SPECIAL **\$1.00**

SPECIAL FOR DOLLAR DAY ONLY!

COOL AND SOFT 4.99 and many as **5.99** Low as **\$1.00**

Keep it, kid! I'm on my way to DOLLAR DAY!

ARTESIA SHOE STORE

T. W. BROWNLEE

114 West Main Phone 668-W

It happens every Dollar Day!

THE WORLD'S MOST SEEABLE TELEVISION

GENERAL ELECTRIC

Call SANDERS OFFICE SUPPLY ANYWHERE... Phone 28 ...greater power

...clearer pictures

ANY TIME... ...less glare

than any TV tested nationwide

PICTURED AT RIGHT

A lovely new table model receiver, with a smart fresh appeal... has rubbd Mahogany finish... an invisible dust seal prevents the collection of dust on the picture tube. Stratopower Chassis with 267% more sensitivity than previous receivers... cabinet base available at no extra cost!

OPEN UNTIL 10:00 P. M. WEDNESDAY

Model 21C208U. 21-inch G-E Ultra-Vision Console of genuine mahogany veneers. Swivel casters. *Includes Federal Ectric Tax, 1-year factory warranty on picture tube \$414.95

Model 21T1 \$364.95

DESIGNED FOR UHF AND VHF **BLACK-DAYLITE TV** WITH ULTRA-VISION

Now on Display at

419 W. Main St. ARTESIA SANDERS OFFICE SUPPLY

Service and Installation by Hale's Radio & Television Service

Phone **28** Artesia

Next Six Months Good Time To Buy House, Survey Discloses

Recent market reports indicate that the next six months will provide a favorable time to buy a home, the National Association of Real Estate Boards said today in commenting on its 55th survey of the real estate market.

Predominant reports from real estate boards participating in the survey predict that with steady production costs, the price of new homes will remain stable during the second half of 1953.

Shortage factors have been generally eliminated from the market through private industry's giant production record of more than seven million new homes since the end of World War II. This is not only bringing stability in costs for newly-constructed homes, but it is squeezing out inflationary prices for existing homes.

Unrealistic high prices for existing homes have been disappearing during the last six months, according to market reports, NAREB said. Brokers uniformly report that

owners must price these properties attractively for satisfactory movement in the market, and this situation will make the next six months an excellent time for home buying.

Two-thirds of the 264 responding boards report a stable price situation for new houses over the last six months and predict its continuation during the second half of the year. Eighteen per cent of the boards expect some price increases, this prediction occurring with the greatest frequency in the Pacific, Middle Atlantic, and East North Central states.

Seventy per cent of the real estate boards expect the present level of new single-family home production to continue or to go higher during the remainder of 1953.

Shortage of mortgage money in the early part of 1953 slowed the volume of transfers of existing homes in more than one-half of the communities reported on. This factor in the market, coupled with the

sustained peak volume of new home production, led to a softening of high, shortage-era prices for existing homes in two-thirds of the communities, bringing about a favorable situation for families who buy homes in the second half of 1953.

Outlook for production of new rental housing in the latter half of 1953 is for a lower volume than was produced in the first half of the year in 52 per cent of the communities represented in the survey. Forty per cent of the boards think that current levels of production in this housing category will be maintained during the second half of the year, and 8 per cent expect the production volume to rise.

Sixty-nine per cent of the boards report present rent levels as unchanged from those of six months ago. In 16 per cent of the communities lower rent levels are reported, while 15 per cent of the replies indicate a higher rent level.

The survey shows the return of vacancies in the rental housing market, with the vacancy rate 2 per cent or greater in more than half the cities.

Sprays Best Way To Kill Mosquitoes In Mountains

Insecticide sprays are recommended to home owners, resort owners and campers for controlling mosquitoes in mountain recreational areas, in a new U. S. department of agricultural publication. A long-lasting DDT spray, applied to the trees, bushes, and grass in a camp area will cut down the number of mosquitoes during daylight hours for several weeks and quick-killing pyrethrum or allethrin "space" sprays will control the pests during early evening when they are continuously flying, according to the publication, EC-26, "Protection Against Mosquitoes in Mountain Recreational Camps."

Prepared by USDA's bureau of entomology and plant quarantine, this bulletin recommends that small groups of campers, or even single families, use a small gasoline-powered paint sprayer to apply to insecticides to the camp area. Portable mist blowers are suggested for large camps and recreational areas.

Quick Trick From Florida



Warm summer evenings mean more informal entertaining, the kind so popular down south. Be ready for any emergency by keeping plenty of pre-packaged ice cream in your freezer; buy different flavors at the super market and have them on hand. And to make it a party dessert in a hurry, open a can of frozen Florida orange concentrate, and make this quick delicious sauce: Combine 1/2 cup of water and 1 cup of sugar in a saucepan. Cook over low heat, stirring constantly, until sugar is dissolved. Bring to a boil. Remove from heat. Add 1 1/2-ounce can of frozen Florida orange juice concentrate; mix well. Cool. You can store this easy, economical sauce in a covered container in your refrigerator. This recipe makes 1 1/2 cups of sauce.

Swoboda Resigns Post as State Entomologist

Mike Swoboda, state extension entomologist for the past two years, has resigned to accept a position with a commercial insecticide company in Phoenix, Ariz., according to Dr. Robert A. Nichols, dean and director of agriculture at

New Mexico A&M college. Swoboda's resignation becomes effective May 1.

Richard Dobson, former instructor of entomology in the biology department at A&M, has been appointed to replace Swoboda. Dobson who will receive a doctor's degree in entomology at Oregon State college, will assume his duties as extension entomologist with New Mexico A&M college about July 1, according to Dr. Nichols.

More than 90 per cent of all flowers have an unpleasant odor or no odor at all.

Poppy seed is used in central France. About 20 per cent of the heat is lost if gold or aluminum paint is used on radiators.

Termites can live 30 years or more in the production of salad oil.

GRAHAM'S
RADIO & TELEVISION
 Sales and Service
 20 Years Experience—Last 6 Yrs. in TV
Television
Antenna Installation
 Service Policies Available
 818 South Second
 PHONE 1634
 Former Resident of Artesia

The male rhea, a South American bird, has a harem of hens all of which lay their eggs in one nest, after which he hatches the eggs and raises the youngsters.



JIM'S DRIVE INN
 None Better!
 Special This Week!
 FRESH
Fruit Cocktail SUNDAY
 with Marshmallow
20c
HAMBURGERS
15c

CHISUM STREET LAUNDRY
 MRS. PEARL COCHRAN
 New Manager
 Featuring—
 • Mangle and Finish Work • Steam Heated
 • Wet Wash • Soft Water
 • Rough Dry • Dryer
FREE PICKUP AND DELIVERY
 No Lifting for the Ladies
 Open 5 A. M., Close 5:30 P. M., Close Sat. Noon
 Open until 7 P. M. Tuesdays
 807 West Chisum Phone 241-R

Average Value Of State's Farms Is \$17.38 Acre

Average farm value per acre of farm land and buildings in New Mexico was \$17.38 per acre on March 1, 1953. This is a drop of 74 cents per acre from last year.

The average value of farm land in New Mexico is second lowest in the United States. (Wyoming is the lowest.) The average value per acre in the mountain states was \$25.36. The U. S. average was \$30.31 per acre.

BEATS BEING A POLAR BEAR!

COOL YOUR ROOM WITH AN ELECTRIC ROOM COOLER!

Because the polar bear can't control his North Pole cooling system, he just has to take the cold the way it comes.

But with an electric room cooler, you choose the temperature that suits you personally. And, because the air is filtered before it enters the room, dust and pollen stay out.

Keep cool this summer the electric way—the way that has your comfort always in mind. It beats being a polar bear.

SOUTHWESTERN PUBLIC SERVICE COMPANY

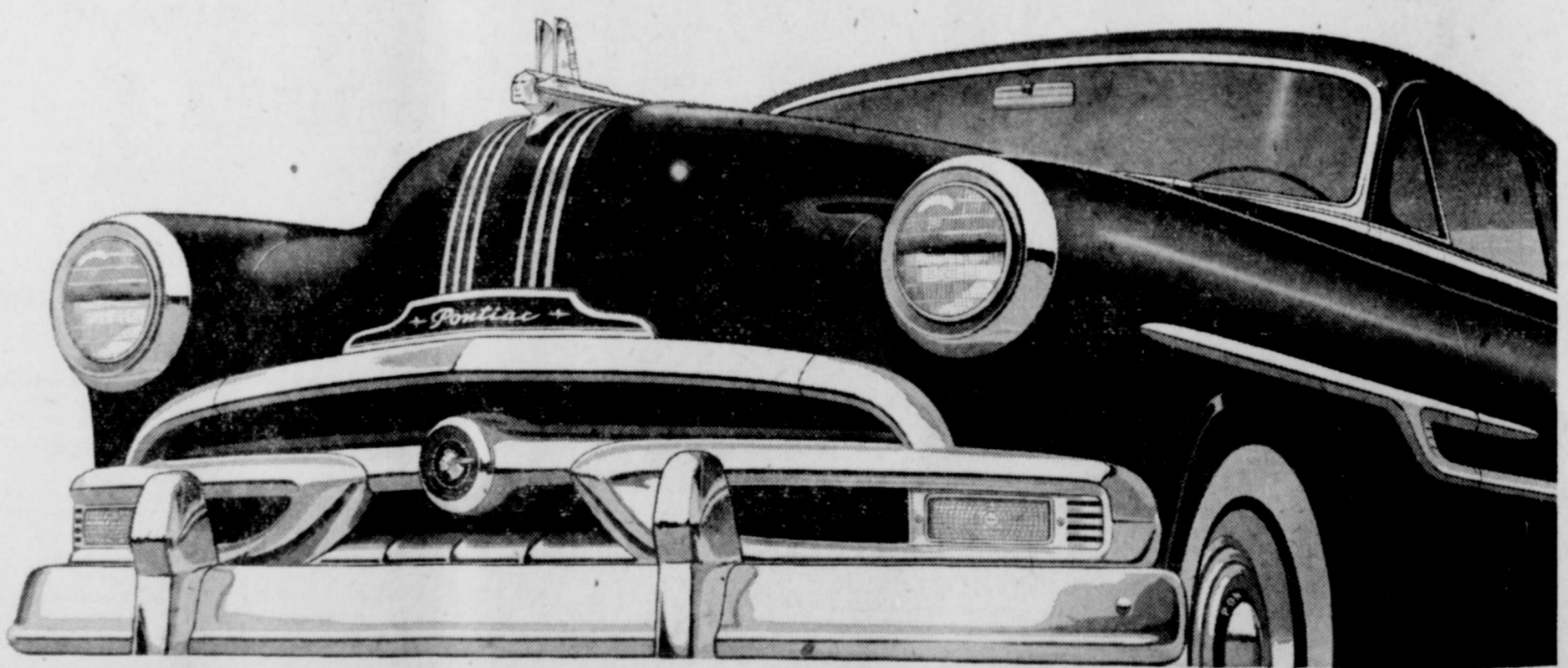
SYMBOL OF QUALITY
 BIDDY KILOWATT

EVERYBODY SAVES ON
Dollar Days
 AT
FRANKLINS
 THURSDAY, JULY 2

Regular DRESSES 5.99	2 for \$7
DRESSES Up to 9.95	2 for \$11
BLOUSES Regular 1.99	2 for \$3
Children's PANTIES	4 for \$1
HALF SLIPS Regular 1.59	93¢
HALF SLIPS Regular 2.00	2 for \$3
Strapless BRAS \$1	Tee Shirts and Blouses \$1
SHORTS \$1	Be Sure to See Our New Fall Suits and Coats

POWER! PERFORMANCE! AND LOW PRICE!

Drive it and Learn Why Dollar for Dollar You Can't Beat a Pontiac



GENERAL MOTORS LOWEST PRICED EIGHT

Pontiac

When you first sit behind the wheel of a new Pontiac forget its very low cost and concentrate instead on its performance.

Guide it through city traffic and see how its big, high-compression engine gives you amazing get-up-and-go. Then take it out on the open road and feel how it provides power to spare.

Next, see how relaxed you are in Pontiac's roomy, luxurious interior, how easily Pontiac handles, how sure-footed it is on any type of road. Add to all this Pontiac's distinctive Dual-Streak beauty and you know you're commanding a car that represents true fine car quality through and through.

We suggest you come in and put Pontiac through its paces. We're sure you'll agree that here's mighty powerful proof that dollar for dollar you can't beat a Pontiac.

COLE MOTOR COMPANY
 112 SOUTH SECOND PHONE 154

LANDSUN THEATER

WEDNESDAY ONLY—JULY 1



The guy she goes for has no money! ...The one who's crazy about her is a millionaire playboy she can't trust!...



What's a girl to do?

M-G-M merrily presents

"YOU FOR ME"

PETER LAWFORD JANE GREER GIG YOUNG

Story and Screen Play by WILLIAM ROBERTS - Directed by DON WEIS - Produced by HENRY BERMAN

HERE IS TRULY A VERY FINE PICTURE!

CIRCLE B

WEDNESDAY ONLY!
Buck a Car Nights!

Campaign to Warn Children on Danger Of Blasting Caps Launched By U.S.

United States post office department and bureau of mines today joined forces in the nation-wide safety campaign warning boys and girls, "Don't Touch a Blasting Cap."

Posters picturing four common types of blasting caps were distributed for display in 41,000 United States post offices. The posters warn "Don't Touch Blasting Caps," and tell boys and girls "If you find a cap don't touch it. Tell a policeman about it."

Director John J. Forbes of the bureau of mines; Ormonde A. Kieb, assistant postmaster general; Roy M. North, postmaster, Washington, D. C.; and Richard F. Webster, executive secretary of the Institute of Makers of Explosives, signaled the opening of the campaign by taking part in the official posting of the warning displays in the Washington, D. C., post office.

Stressing the importance of the warning to children, Webster pointed out such caps are necessary in the nation's industry to detonate blasts for mining coal, quarrying stone, clearing farm lands for tillage, and for digging tunnels and foundations for buildings and factories.

Summer is a peak construction time. More blasting caps are used. And children roam afield and are more likely to come upon blasting caps that have been heedlessly discarded, lost or even stolen, then thrown away.

"Scores of children are hurt every year," he said. "And every injury was needless. The pity of it is that many of the children were only bystanders when another child foolishly picked up a blasting cap."

"A blasting cap is a small metal cylinder and when it explodes, bits of metal fly in all directions. They can tear off a finger, a hand or a foot, blind a person for life, or even kill outright. Everyone who handles a blasting cap should know that if he doesn't carefully account for everyone, it might be mislaid and maim a child."

"Only the boy or girl can make certain or she keeps safe," Webster said. "The only way they can do that is by knowing a cap at sight; keeping ever in mind the damage it can do; and by never touching a cap."

These posters can show children what caps look like. They are tubes of bright aluminum or copper, a little thinner around than an ordinary pencil and from one to five and a half inches long. Some are open at one end, others have fuses inserted in that opening, and still others fired by electric current have insulated wires in one end. Find out what a blasting cap looks like and beware."

Cooperating in the nationwide distribution of posters and the safety movie, "Blasting Cap," made available free by the Institute of Makers of Explosives are:

The department of Elementary School Principals, the National Association of Secondary School Principals, the National Sheriffs' association,

the International Association of Chiefs of Police, the International Association of Fire Chiefs;

The National Council of YMCAs, the Boys Scouts of America, Future Farmers of America chapters,

U.S. Bonds Offer Farm Machinery Replacement Plan

Many farmers in Eddy county need not become panicky when pieces of their farm machinery be-

Cattle Numbers On Increase Throughout World

Cattle numbers throughout the world have been on the increase since the end of World War II. And U. S. department of agriculture men expect the numbers to hit a record level this year.

They report that the biggest increase has been in Africa, where there are now almost half-again as many cattle as before the war. Numbers in North and South America are up about one-third and Australia and New Zealand have increased cattle numbers by about one-tenth.

Argentine cattlemen are building cattle numbers again after the 1949-50 drought. Canada is on the increase, and the experts expect cattle numbers in the United States to continue upward in spite of lower prices.

4-H clubs, Camp Fire Girls, and in a number of states agricultural county agents, Congresses of Parents and Teachers, and Home Demonstration Agents,

READ THE ADS.

gin to wear out, reminds County Agent Richard Marek, with the agricultural extension service of New Mexico A&M college. They can safeguard such a crisis by buying U. S. savings bonds under the farm machinery replacement plan, he explains.

"The U. S. savings bonds division of the treasury department has been sponsoring this simple system of saving through E bonds," Marek says. "Tests around the country have shown that farmers who are told about it readily see that they have everything to gain and no way to lose if they adopt this plan. E bonds are a completely safe investment; their cash value does not rise and fall with the market, but is guaranteed by the treasury for each six months of the nine years and eight months until the bonds mature and return one dollar for each 75 cents invested. And they mature in just about the same time the average piece of farm equipment wears out."

In the pre-power days, a farm

family could weather a bad crop year, or several, by raising nearly all its food and the feed for the livestock, unless conditions got very bad, the county agent points out. Now, whether he makes or loses on his money crop, the farmer has to buy fuel for his tractor and truck, electricity for appliances, parts, tires and repairs, and meet other expenses he did not have in simpler days of Old Dobbin. He cannot go back to the horse-and-mule age nor can he operate without money to keep his mechanized equipment in condition to do its work, Marek believes.

"On the brighter side, power equipment has prolonged the life of the farmer and his wife, given them more time to plan intelligently and keep posted on improvements in farming methods, see strains, fertilizers, the breeding and feeding of livestock and poultry, soil conservation, crop rotation, and many other advances that have helped to produce a definite

increase in the gross farm income. We are steadily learning how to get more living out of the land and at the same time put more life back into it.

"Farming is not only an art and

a science, it is a business, needing good business management. One of its business needs is the setting up of reserves in good times to help bolster the farmer's credit when times are not so good."

SCARBROUGH AUTO SALES

We Have Moved to the Corner of Richey and North First Where the Truck By-Pass Turns West

WE BUY • SELL • TRADE Any Make or Model of Car • NEW or USED •

If We Don't Have It, We Will Get It!

Licensed and Bonded

WE FINANCE

Garage Service

We Service Our Customers as Well as Our Own

ALL CARS GUARANTEED

Visit Our New Lot

Open 7 Days a Week

Phone 0180-J5

The real-life love and adventure of Valerie and Ben Hogan



FOLLOW THE SUN

Two kids from Texas who fought their way back to the top of the world!



GLENN FORD - ANNE BAXTER - DENNIS O'KEEFE FOLLOW THE SUN with JUNE HAVOC Produced by SAMUEL G. ENGEL Screenplay by SIDNEY LANFIELD Screenplay by FREDERICK HAZLITZ Screenplay by SIDNEY LANFIELD

Making compost is a good way to get rid of your garden crop residues.

Dressing loss on broilers is high. The loss from live to dressed weight is 10 per cent and from live to oven-ready weight, 35 to 40 per cent.

Announcing..

OUR NEW

DAIRY Tasty Sweet MART

PHONE 1636-W 1311 WEST MAIN

TO SERVE YOU IN ARTESIA

Join Us in Our Big OPENING DAY CELEBRATION
You've Never Tasted Such Delightful
CONES! SUNDAES! SHAKES!

Pure — Fresh — Delicious — Entirely New!
Good for the Whole Family!



We're happy to invite you to the Grand Opening of our new DAIRY MART STORE. AND we think you'll be happy with us too, after you've tasted our DAIRY MART "TASTY-SWEET" cones, cups, sundaes and shakes. They're all made from an entirely new formula developed by DAIRY MART to give you entirely new pleasure from pure, wholesome frozen confections. Stop by on our Opening Day—come in to see our fine, sanitary Taylor Freezers and to sample a Frosty Treat with us and your neighbors.

FORMAL OPENING---WEDNESDAY JULY 1

FREE CONES—3 to 5 P.M. • FREE ROOT BEER—7 to 9 P.M.

SEE OUR NEW
DIAL - A - DRINK
Serving Three Tasty Drinks
Root Beer Coca-Cola
Orange

VISIT US
Artesia Dairy Mart
ROBERT A. BIRCH— H. FLOYD DAVIS
1311 West Main Street Phone 1636-W

MONEY TO LOAN

Low Interest — Fast Service
E. A. HANNAH
Artesia Representative
113 South Third Phone 352-W

CHAVES COUNTY BUILDING & LOAN ASSN

309 N. RICHARDSON
Roswell, N.M.

Blue-Gray, Scaled Quail Range Arid Southwest After Rain

In years when the rains visit the usually arid Southwest of the United States, little coveys of blue-gray quail may be reasonably abundant except where overgrazing may have cancelled out the advantages brought by the rains. These quail range from western Oklahoma, western Texas and southern Colorado south through Arizona and New Mexico to southern Sonora and northern Chihuahua.

Scouring must well be defined as the way in which these pleasing animals get over the ground. They may move slowly for a few initial steps, but when they decide that it is best to be elsewhere they move and move rapidly.

Scaled quail are to be found in two varieties: The Arizona Scaled Quail, whose range is much as described; and the Chestnut-bellied Scaled Quail, whose range in the United States is limited to southern Texas but which is more generally thought of as a Mexican bird.

These quail are typical of the desert country though they are often the commonest quail around ranch houses and associated cultivated lands. In the fall months they are likely to be found at slightly higher elevations than is the case during the nesting season. However, a covey may spend its entire lifetime within a relatively small area.

The abundance of the quail varies definitely with the nature of the season. In dry years there may appear to be no young birds, while in more favorable seasons there may be a number of broods and plenty of young to be seen.

The Scaled Quail are also called "blue quail" and "cotton-tops" and

as is so often the case, a combination of these common names gives the animal. The general effect is a light blue. The feathers of the neck and breast are a light gray-blue with dark borders making the animals appear to be scaled.

The top of the head has a short crest that is white-tipped giving the name cotton-top and white-top. The back, tail and wings may appear to be dull brownish. The wings at rest may be marked on their inner margins by a white streak. The young birds of the year are almost indistinguishable from the adults except for their smaller size.

The very young may show a brownish crest and many of the feathers have white shaft streaks that do not appear in the mature birds.

The Scaled Quail is about 1 foot in length. It builds its nest under low vegetation, sometimes in a grain field. From 12 to 14 thick-shelled, lusterless, creamy eggs, usually dotted with reddish brown, are laid. The food of these quail is more largely insects than is the case with most other quails and may be up to 29 per cent animal matter. About 50 per cent of the total food is weed seeds and the remaining part is fruits.

Apparently the recuperative power of the Scaled Quail is such that with reasonable management its numbers may be maintained in the area where it is normally found. It is with the determination of what these management practices may be and the application of what is known about wildlife in general that the National Wildlife Federation is concerned.—E. Lawrence Palmer.

Eisenhower Sets July 19-24 as Farm Safety Week

Pres. Dwight D. Eisenhower has proclaimed the week of July 19-24 as National Farm Safety Week.

In his proclamation, the President said, "Needless accidents continue to kill thousands of farm people each year. And accidents injured more than a million and a quarter farm residents last year.

Farmers cash receipts for cotton are higher than for any other U. S. crop. One-fifth of all U. S. farmers grow it and one-twelfth of all cropland in the U. S. is in cotton.

Don't let cigarettes burn themselves out. Put them out before disposing of them.

These tragic losses are reducing America's strength in a period of great crisis. To the end that American farm people may "Farm to live and live to farm," I request all organizations and persons interested in farm life to join in a campaign to prevent accidents on the farm, on the highway, in the home, or wherever they may occur."

The President called upon the nation to observe the week beginning July 19 as National Farm Safety Week and urgently request

every farm resident to cooperate in an all-out effort to make 1953 as accident-free as possible. This is the 10th year in which the National Farm Safety Week has been sponsored by the National Safety Council and the U. S. Department of Agriculture, in cooperation with the farm safety activities of states and counties, the

farm organizations, farm press and radio, and many other groups interested in agriculture.

WHY PAY AUTO INSURANCE 6 Months or 1 Year Ahead of Time!

Pay as you drive — Pay Quarterly and Save with United Benefits Auto Plan

RATES AS LOW AS \$4.80 QUARTERLY \$5,000/\$10,000 Bodily Injury and \$5,000 Property Damage Liability

Smith-Gwynne Agency

"Red" Smith "Don" Gwynne

114 South Roselawn

Phone 355

Representing UNITED BENEFIT FIRE INSURANCE CO. Omaha, Nebraska

INSURANCE SPECIALS!

HAIL Otherwise defined as sleep insurance.

HAY Against the perils of Transportation, Wind and Fire at one-half the rate you normally pay for fire alone. A popular policy!

POLIO Epidemic Season is here again! An annual premium of \$6 to \$15 will secure you up to \$15,000 coverage.

AUTO Good Stock Company! Coverage on a quarterly premium basis.

Southwestern Realty Co.

SEE US FOR THESE OR ANY OTHER INSURANCE NEEDS 315 Quay Avenue Artesia, New Mexico Phone 1065

OPEN HOUSE

HALE'S RADIO & TELEVISION SERVICE

103 SOUTH FIFTH — ARTESIA

Mr. and Mrs. Phil Hale... Cordially invite you to visit their ultra modern equipped Radio and Television Service Shop. Much time and expense has been spent to assure the people of Artesia that the Best of Television and Radio Installation and Repair... is theirs for the asking.

Don't Forget!

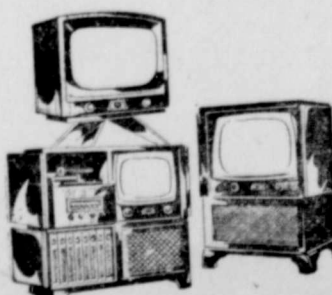
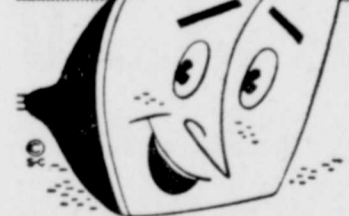
WEDNESDAY - THURSDAY - JULY 1-2

FREE! FREE!
TWO RADIOS WILL BE AWARDED!
Simply Register Wednesday and Thursday,
Not Necessary to Be Present to Get Awards!

Folks... Be Sure!

"Hale's take the Guess Work out of Radio and Television Service." With Phil Hale and Jim Simmons, two of the most experienced radio and TV Technicians in the Business and the Highest Type of equipment... You Can Be Sure!

"Our Best Boosters, Are Our Customers!"
We'll See You—Wednesday and Thursday



Farm Shop Safety, Over 3 Million

Is your farm shop safe for the busy work seasons that you will have this year? County Agent Richard Marek points out that orderliness, good lighting, safe tools and equipment make shops work much easier and safer.

The National Safety Council has also found that a careful workman is one of the basic requirements.

The first step is to go over your farm shop with a critical eye to locate accident hazards and inconveniences, Marek says. "Some of these hazards may have remained unnoticed for years. The second step is to correct them. The solution is usually obvious and does not require special help." You must be willing to question the way you work and have a determination to change unsafe habits that are hazardous.

"Do some housecleaning and set things in order if the benches, storage cabinets and work areas are obstructed and cluttered. Don't work in the dark; see that dangerous corners and work centers are well lighted. Avoid storing loose materials overhead, and see that all tools are kept in a safe condition and in a safe place. Adequate ventilation to remove harmful fumes is also important."

Here are some other farm shop safety suggestions from the county agent:

Don't overlook fire hazards. See that heating equipment is installed and operating safely. Avoid unsafe use and storage of flammable materials. Check for defective electrical appliances or wiring, and avoid unnecessary accumulations of grease or oily rags. Install a fire extinguisher or other fire suppression aids so you have a chance to check small fires that may get started.

JIM'S DRIVE INN
None Better!
Special This Week!

FRESH Fruit Cocktail
SUNDAE with Marshmallow
20c

HAMBURGERS
15c

JOHNSTON TURBINE PUMPS
Complete Pump Service and Sales
Bristow & Daniel Pump Co.
North First Street
Phone 0180-R6
N. H. Bristow C. E. Daniel
Phone 653-M Phone 1152-NM
Artesia, N. M.

LOANG

PERSONAL
AUTOMOBILE
FURNITURE
REFINANCE

\$100 to \$500

ARTESIA
INVESTMENT COMPANY
Carper Bldg., 4th and Quay Phone 871

103 South Fifth — Artesia

HALES RADIO & TELEVISION SERVICE

Phone 1275

NELSON OPENING ULTRA-MODERN SUPERMARKET

Free Orchids, Many Prizes Are Planned

An extravagant three-day formal opening with dozens of expensive prizes ranging from an electric roaster to balloons will mark the celebration of Nelson's Supermarket location in Artesia's newest, most modern grocery.

The formal opening is set for Wednesday, Thursday, and Friday this week.

In addition to bargains on merchandise, those attending the opening celebration will have a chance at a Motorola TV set. Customers have only to register for the set—once each time they visit the store—to be eligible to win. There is nothing to buy.

Fresh Orchids—

Fresh orchids will be given to the ladies all three grand opening days. The first 200 boys entering the store with their mothers will receive free baseball caps. For the kiddies there will be big, colorful balloons.

Ten baskets of groceries, valued at \$7.50 to \$10 per basket, will be given away each day. Periodically, an announcer will call for the shopper pushing a cart of a certain number to step up for the free groceries.

Twenty-five prizes are to be given to the patrons guessing closest to the actual number of pounds of coffee in a giant Folgers coffee display.

Auction sales will be held by various wholesalers who supply the store with merchandise. A flour wholesaler, for example, may start a spontaneous auction and sell a 25-pound sack of flour for 50 cents or a dollar.

Electric Roaster—

Buyers of Mrs. Tucker's shortening in the three-pound tins will be eligible to win a six-quart Nesco automatic electric roaster, with a second-place prize of a 32-piece set of ranch-style dinnerware planned.

Folger coffee will be served in the store all day Friday, and Glover Packing Co. chuck wagon will be in Artesia for Nelson's grand opening at least one day to give free rides to kiddies.

Also scheduled is a cheese cutting contest. A customer who orders a slice of cheddar cheese from a 550-pound cheese will be given the opportunity to cut the size slice orders. If he comes close enough, he'll be given the cheese free.

The nation will observe the week of July 19-25 as National Farm Safety Week by proclamation of President Eisenhower.

Water as well as honey is gathered by bees. Special carriers bring it to the hive, dole it out, seal it in cells, or even act as storage tanks themselves until the water is needed.

The head and body of the Great Sphinx of Egypt are carved out of solid rock. The paws and legs are built of stone blocks.



OWNER-MANAGER of Nelson's Supermarket, which holds its grand opening tomorrow, Thursday, and Friday, is C. C. Nelson, photographed here in a rare moment between calls by salesmen and hasty solving of constant store problems. Nelson came to Artesia eight years ago as partner in a grocery, today leases the city's most modern supermarket. He is active in civic affairs.

C. C. Nelson Builds to Newest Supermarket in Eight Years

Just eight years after he first entered business on the ownership end, C. C. Nelson of Artesia is opening the city's newest, most modern grocery supermarket.

In eight years since 1945 his store has become Artesia's center for quality meats, foods that are "different," and a complete shopping center.

With L. C. Pounds he purchased the Horne food store in Artesia on Sept. 1, 1945.

In 1947, he sold his interest to Pounds and opened a grocery in Roswell, but sold out to return to Artesia.

In September 1948 in partnership with W. M. Jackson, Nelson bought out Pounds. Together the partnership operated one of Artesia's best groceries, gaining a reputation for fine meats and quality items.

In April, 1952, Nelson purchased Jackson's interest. He has since operated Nelson Grocery, and now Nelson's Supermarket, as sole owner.

A soft-spoken man, Nelson is active in civic affairs in Artesia. He is a member of Lions club, a director of the Chamber of Commerce, and active in backing affairs of civic importance.

With his wife and children, he lives at 404 Shelton avenue.

Nelson is an Oklahoman who came to New Mexico in 1940 from Hollis, Okla., his birthplace. After first coming to the state he lived at Clovis.

He was later manager for Horne Food Store in Roswell, and for a short time, in Artesia's Horne store.

Electric Eyes Automatically Open Nelson Doors

Patrons who carry a child on one arm and a shopping basket on the other have a new convenience awaiting them at Nelson's Supermarket, which will hold its grand opening Wednesday, Thursday, and Friday this week.

Electric eyes automatically open both in and out doors at Nelson's Supermarket. A mother with a baby in her arms, for instance, does not have to reach and push a door to enter the store. As she walks to the entrance, she breaks a light beam, in turn which activates a switch that opens the door.

The customer is thus saved with struggling with heavy doors now in style in new buildings. The electrically, automatically operated doors are the first of their type in the Artesia area.

Like old oil rags in a closet, some cargoes of raw wool ignite spontaneously in transit unless natural oils are thoroughly washed out before shipment.

Now Children Can Really Be Shopping Help

Mothers little helpers, who so often throw a monkey wrench into grocery shopping, now can really help their mothers—or at least stay out of her way—with the opening of Nelson's Supermarket.

For older children a youngster's nook at Nelson's is well-stocked with comic books. The reading table is, appropriately enough, inside a stout little corral.

Children who want to follow mother around the store can be a help to her.

Specially purchased for Nelson's are pint-sized grocery push-carts, just big enough for small-fry to push around the store, with the cart loaded with a few cans of merchandise.

And for mothers with babies who are too young to walk about the store by themselves or read comics, there are carts of especially heavy construction with a built-in rear seat for baby.

The baby rumble seat on these push-carts is designed much like those in a tot's stroller, and include a bar to keep Junior from slipping off his little seat.

The kiddie corral, junior push-carts, and super push-carts with baby's rear seat make shopping at Nelson's a real pleasure for mother's who might otherwise dread a chore complicated by youngsters.

Customers Have Ample Parking Space at Nelson's

Customers are assured of ample parking at Nelson's Supermarket, Artesia's latest, most modern grocery.

An asphalt parking lot plus curb parking about the store will accommodate an estimated 60 cars, according to C. C. Nelson, owner of the business.

When blacktopped and rolled, the parking lot will be one of the roomiest offered by any grocery in the Artesia area, Nelson declares.

Figures Show Supermarket Is Big Business

If you don't believe the grocery business is among more complicated retail lines, take a look at these figures compiled at Nelson's Supermarket.

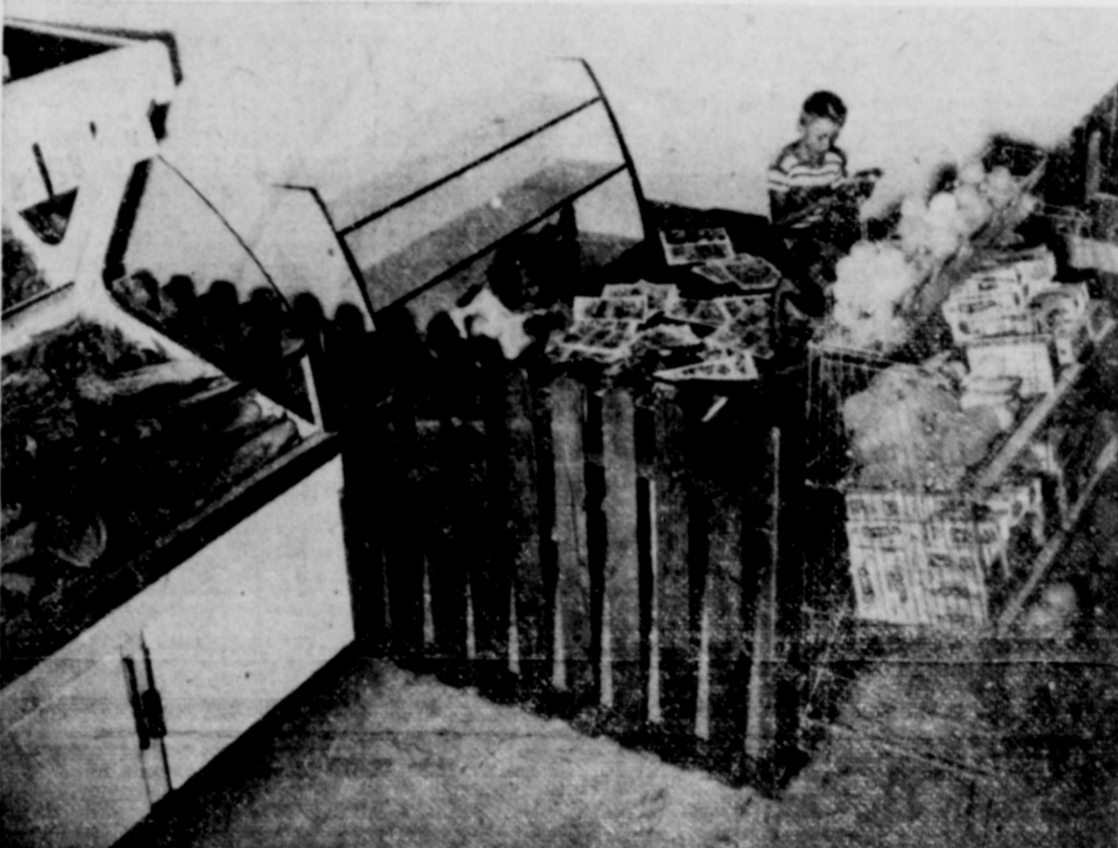
The store employs 16 persons fulltime and three parttime, giving the community a sizeable payroll every week.

There are 3,100 different items in the store.

Stock for the store, from bread to meats, from lightbulbs to corn, is supplied by 50 different wholesale houses, who frequently visit owner C. C. Nelson.



EXTERIOR PHOTOGRAPH of new Nelson's Supermarket, which opens with a formal celebration Wednesday, Thursday, and Friday, shows pleasing addition to Artesia business district architecture. Building is owned by B. E. Spencer and leased to Nelson's. It was constructed by H. A. Campbell, Artesia contractor.



KIDDY CORNER is one of innovations at Nelson's Supermarket, which holds its grand opening tomorrow, Thursday, and Friday. The Kiddy Corner is completely equipped with a wide variety of comic books and toys, and is calculated to keep the lively children engrossed while Mother finishes her shopping trip.

Source of Nelson Supermarket Stock Gives Geography Lesson

If you could learn the source of the many different items at Nelson's Supermarket, you'd have a graphic lesson in U.S. geography and the interdependence of the planet's different na-

Supermarket Features Speed Shopper Trips

Artesia's newest supermarket — Nelson's — is designed to speed shoppers through their grocery buying with no waiting, no standing in lines, and no holdups in aisles.

The most familiar grocery bottleneck — that at the counter — is eliminated at Nelson's through use of latest type equipment. The big, check-out unit features a moving conveyor belt.

As Mrs. Shopper unloads her groceries on the belt, they are carried past the checker, who rings them up on the cash register, to the carry-out boys.

The system works so fast that the conveyor belts are equipped with a routing bar which sends one customer's order to one side of the stand for packing, and another immediately following to opposite side of the stand for packing.

Wide Aisles—

Wide aisles at Nelson's new supermarket make for faster shopping due to lack of congestion and bumping other customers.

New continuous, slim-line fluorescent lighting brings daylight into the grocery.

Low-gondolas for all departments put all items at reach-level, and related food items are put near one another—salad oils, for instance, near fresh vegetables commonly used for salad aids.

The low gondolas also permit a customer to see nearly every display in the store, so that time is not wasted going up one aisle and down another looking for a particular item.

Customers shop in complete comfort at Nelson's. Latest type air-conditioning makes the store pleasantly cool on the hottest days, and lighting of the latest type avoids eyestrain.

An acoustical tile ceiling deadens noise within the store, and the familiar clank of cash registers in old-fashioned stores is eliminated, as well as usual crowd noises.

Customers also shop in complete safety at Nelson's.

There is little danger from fire, for the only wood in the building is in window mountings—and the only windows in the store are at the front.

Steel roof construction insures solidity, and strong cinder-block walls 12 inches thick form the building proper.

For beauty the structure is faced with Roman red brick.

Largest oceans in the world in order of size are the Pacific, Atlantic, Indian and Arctic.

A female silk worm moth lays about 500 eggs about five days after leaving the cocoon and then dies.

Pepper and the sources of spices are spread around the globe's circumference.

Valley, California's Imperial Valley, and the Gulf states.

Jones sausages and bacon are shipped directly to Nelson's in Artesia from Wisconsin.

Citrus fruits come from Florida and California.

Sardines are sent to the store from Norway, and from Mexico and Hawaii come luscious pineapples.

Several canned items in the store are obtainable only from continental Europe.

Pepper and tea come from In-

WE HEARTILY CONGRATULATE ... NELSON'S ... ARTESIA'S NEWEST SUPERMARKET VISIT NELSON'S DURING THEIR FORMAL OPENING



Fresher-ized



BUY MEAD'S For the FINEST in Bakery Foods

- Fine Bread
- Buttermilk Bread
- French Bread
- Hamburger Buns
- 100% Whole Wheat Bread
- Honey Crust Bread
- Brown and Serve Rolls
- Cinnamon Rolls
- Dinner Rolls
- Rye Bread
- Coney Buns

Delivered Fresh Daily!

MEAD'S BAKERY Roswell, New Mexico



Fresher-ized



Nelson Supermarket Known For Selling Only Top Meats

Nelson's Supermarket is perhaps best known to Artesia area shoppers for its meat department, which sells only top grades of meat, poultry, and fish.

All meat purchased at Nelson's is U.S. government choice—the best grade of meat. No other grade is sold at the store.

"Even poor meat is expensive today," according to C. C. Nelson, owner of the big new supermarket.

"Therefore, when it costs just a little more to buy the best, housewives are assured of consistent good quality at our meat department."

The policy of choice grade only, Nelson says, means that Nelson meat is consistently good. A cut

bought one time is just the same the next time—the tenderness never varies.

Head of Nelson's meat department is Jim Williams, who recently was a runner-up in second place, only 3 of a point behind the winner, in the Chamber of Commerce most courteous salesperson contest. Williams will have been with Nelson's three years in December.

Williams, Nelson says, is a meat specialist familiar with obtaining the best possible cuts of meat for Nelson patrons.

He is also exceptionally well-versed in fine cheeses and special delicacies, Nelson points out, en-

abling the store to choose the finest quality items in these lines for discriminating customers.

The port of San Francisco was discovered in 1769 by the Spaniards.

Glasgow is the largest city in Scotland.

Farm Real Estate Values Decline In First Quarter

Farm real estate values showed

some decline in most parts of the nation during the four months ending March 1, 1953, according to C. R. Keaton, associate extension economist at New Mexico A&M college.

Declines were sharpest in the Western states, but decreases were more widespread than in any other, four-month period since the July-November period of 1949.

New Mexico farm real estate values dropped three per cent during the November-March period.

The index of average value per acre for the country as a whole as of March 1, 1953, dropped to 209 (1912-15 equals 100), two per cent below last November and one per cent below a year earlier.

"Although demand for farm property has weakened steadily

during the past year, farm real estate dealers report that prices for top-grade farms have not declined as much as lower quality farms and pasture lands," Keaton says.

"With asking prices remaining generally firm, prospective buyers have hesitated to close deals until prices become adjusted to current income and price expectations."

"As a result, the rate of voluntary sales during the year ending March, 1953, continued the decline that has occurred in every year since 1946, except in 1950-51 when the Korean outbreak caused a slight increase."

Over two-thirds of the farms bought during the year ending this March were financed by mortgages or purchase contracts, Keaton adds. This is the highest proportion since

such estimates were started in 1946.

About 50 per cent of all purchases were financed by real estate mortgages and about one-third were cash sales. This increase in the use of credit to finance farm purchases is reflected in new mortgage recordings which totaled six per cent more in dollar amount during the fourth quarter of 1952 than a year earlier.

The number of new mortgages was the lowest since 1946, but the average amount per mortgage, was eight per cent more than a year earlier.

Porpoises, dolphins and whales are land animals that have given up their original habitat for the ocean.



EYE-LEVEL placement of food items at Nelson's Supermarket, such as this refrigerated display of dairy products, makes customers shopping convenience an outstanding feature. Nearly all items in the store are at eye-level and easily reachable.



RELATED ITEMS, such as these gondolas of fresh produce, are grouped together at Nelson's Supermarket for easier shopping. Housewife who decides to buy salad vegetables, for example, will find the necessary sauces and salad oils close by.

TO

NELSON'S

Artesia's Finest

SUPERMARKET

We Wish the Best of Luck!

Kimbell-Roswell Co.
Wholesale Grocers
Roswell, N. M.

WE WISH THE BEST OF SUCCESS TO NELSON'S SUPERMARKET

Artesia's Newest and Finest Quality Food Store

FEATURING ARTESIA'S OWN



Specialties—
**GRAIN FED
BEEF**



Specialties—
**FRESH AND CURED
PORK**



BUY—
PAYNE'S RELIABLE
Equivalent to
Gov't. Graded Good



BUY—
PAYNE'S FINEST
Equivalent to
Gov't. Graded Choice

PAYNE PACKING CO.

PACKERS OF FRESH, CURED AND DELICATESSEN MEATS

ARTESIA, NEW MEXICO

Seventh and Richey Streets

Phone 1089

REFR
perish
son's

Han
Hou

Don't
use?

Here's
brings to
ite spices
so well-f
one of the
of spices.

Garlic—
thing as a
you use it,
salads, dre
meats, che
vegetable f

Powder:
Garlic salt,
is more p
added to a
for garlic f

Cumin—
type food:
pickles. Cr
sults.

Ground:
Add a pin
something

Dill See
salad dress
meat balls,
string bean

Ginger—
mash—and
be without
get to rub
roasting. A
custom to a
flour and
chicken.

Cloves—V
spiced syr
ham, includ
browned mea

Ground: l
stews, pud
pinch to tl
extra flavor

Curry—W
rurried me
small "dih"
salad dressi

Cinnamon
serving—an
coffee.

Ground: f
non—cakes,
dins, pies,
fruits, toast,
Accent choe
of cinnamon

Mustard—
boiled meat

Ground: s
neats, chee
mustard in
able dressir

Mixed Veg
the name in
of vegetable
soups, stew

oles. Or ma
adding a pa
onsomme

ently a few

Onion —
or soups, sa

Salt: Perf
aces, chee
bles, cheese

Powder: S
rated onion
se a half t
er to about
head of cho
slad.

Parsley Fl
oups, salad
uces, casse
ishes.

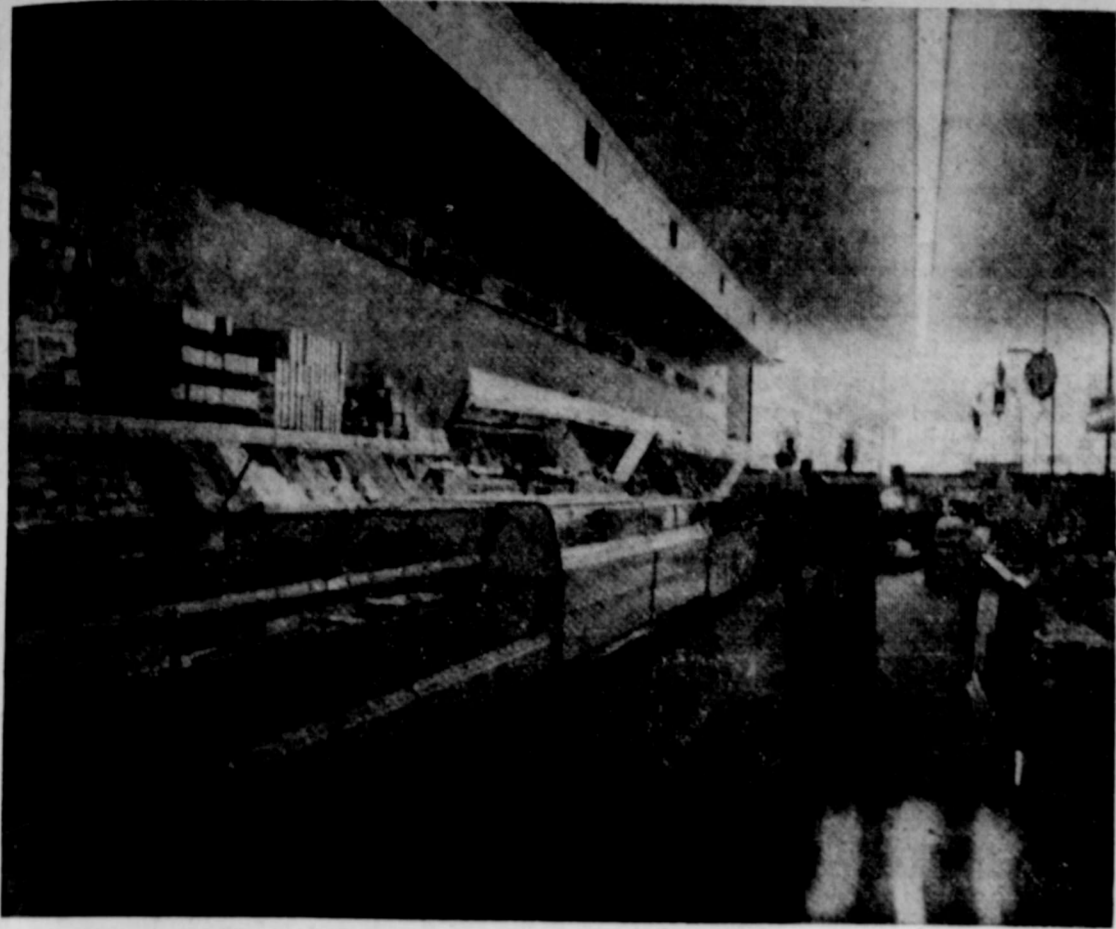
Oregano —
modation.
cheese dishe
rush betwe
est results.
without a lig
regano.

Nutmeg—V
needed.

Ground: (C
stards, pud
ream, eggn
spinach, s
enefit by a
spoon add
akes dough

Pepper (R
paringly. A
e a sauce,
sh or soup
in it.

Pepper (B
pickling, B



REFRIGERATION is one of most important items in modern grocery store, and keeps perishable produce, such as these dairy specialty products, fresh and delectable at Nelson's Supermarket. Wide aisles at right permits easy access by customers.

Handy Guide to Spices Featured at Nelsons Tells Housewives How to Use Ordinary, Exotic Types

Don't know what spice to use?

Here's a handy guide which brings together all the favorite spices, as well as some not so well-known, published by one of the leading manufacturers of spices.

Garlic—Salt: There is such a thing as a little salt garlic, when you use it in salt form. Sprinkle on salads, dressings, soups, casseroles, meats, cheese spreads and cooked vegetables for subtle garlic flavor.

Powder: Used in same foods as garlic salt, keeping in mind that it is a more potent. A half teaspoon added to a cube of butter is right for garlic bread.

Cumin—Whole: Used in Oriental type foods, and in stews and pickles. Crush slightly for best results.

Ground: For soups, cheese, eggs. Add a pinch to deviled eggs for something special.

Dill Seed — Used in pickling, salad dressings, soups, fish sauces, meat balls. Boil a few seeds with string beans or potatoes.

Ginger—Cakes, cookies, pies, pot roasts—and what would this world be without gingerbread? Don't forget to rub a bit on veal before roasting. And it's an old Hawaiian custom to add a pinch of ginger to flour and seasonings for fried chicken.

Cloves—Whole: Pickling fruits, spiced syrups, studding baked ham, include a few when boiling corned meats and stews.

Ground: Baked goods, fruit pies, stews, puddings, soups. Add a pinch to the next pot roast for extra flavor.

Curry—Well known in sauce for curried meats, fowl, eggs, rice. A small "dib" is subtle seasoning for salad dressing.

Cinnamon—Whole: Pickling, preserving—and to stir after-dinner coffee.

Ground: Everybody knows cinnamon—cakes, cookies, breads, puddings, pies, dessert sauces, stewed fruits, toast, sweet potatoes, squash. Accent chocolate flavor with a flick of cinnamon.

Mustard—Seed: For pickling, boiled meats, fish.

Ground: Salad dressings, soups, meats, cheese. Do try a touch of mustard in melted butter for vegetable dressings.

Mixed Vegetable Flakes—Just as the name implies, this is a mixture of vegetables all ready to add to soups, stews, meat sauces, casseroles. Or make a complete soup by adding a package to a can each of consommé and water. Simmer gently a few minutes.

Onion — Flakes: So convenient for soups, sauces, meats, casseroles. Salt: Perfect for soups, salads, sauces, dressings, meats, casseroles, cheese spreads, vegetables.

Powder: Stronger, more concentrated onion flavor than the salt. Use a half teaspoon of onion powder to about 4 cups of potatoes, instead of chopped onion, in potato salad.

Parsley Flakes—Convenient for soups, salad dressings, meats, fish, sauces, casseroles, egg and cheese dishes.

Oregano — Delightful, used in moderation, in stews, meat sauces, cheese dishes, salads, dressings. Rub between palms of hands for best results. Pizza isn't even legal without a light baptism of crushed oregano.

Nutmeg—Whole: Grate fresh as needed.

Ground: Cakes, cookies, pies, puddings, soups, whipped cream, eggnogs. Vegetables, such as spinach, squash, corn puddings benefit by a light touch. Add 1/4 teaspoon added to doughnut batter makes doughnuts sing songs.

Pepper (Red)—Very hot—use sparingly. A pinch will do wonders for a sauce, salad dressing, meat, fish or soup—but too much may burn it.

Pepper (Black) — Whole: Used for pickling, boiled fish, stews, etc.,

and for table use with the always popular pepper mills.

Ground: Surely every one is on speaking terms with pepper.

Coarse Ground: For salads, soups, casseroles—or wherever a more pungent and distinct pepper flavor is desired.

Pepper Flakes (Sweet) — Ready for instant use in soups, stews, sauces, spaghetti, casseroles, chicken a la king, etc. Soak a few minutes in warm water, and add to vegetable salads or wherever fresh sweet pepper would be used.

Chili — Small Hot Chillies: Ever present in pickling spices. A small piece aids and abets the flavor of stews, soups and chowders.

Chili Tepines: Much used in Mexican dishes, especially popular cooked in rice. Very hot—use with a light hand.

Powdered: Indispensable in Mexican type foods. A pinch improves meat loaf, vegetable salad dressings, cocktail sauces, meat stews and gravies. A touch makes a hamburger do nip-ups.

Sage — Leaf, Powdered, Rubbed. A natural for poultry stuffings, sausages, pork of all kinds. Rubbed Sage more closely resembles fresh sage in flavor and is preferred in stuffings, cheese spreads, dumplings for stew or biscuit toppings for meat pies.

Celery — Flakes: Convenient flavoring for soups, stews, sauces, casseroles.

Salt: Does big things for salads, salad dressings, bland vegetables, fish, meats, gravies, soups, sauces, cheese. Add a dash to chilled tomato juice and stir before serving.

Seed: For pickling, salads, salad dressings, fish, vegetables, cheese spreads, soups, stews. Butter crackers, sprinkle with celery seed and lightly brown in oven. So good with soups, salads or as canapés.

Turmeric — Best known for pickling. Turmeric and "mustard pickles" are practically synonymous. Good too in meats, eggs and fish. It's yellow as gold and puts the Midas glow on everything it touches. Relishes beg for it.

Savor Salt — A most satisfactory blend of seasonings good on nearly everything from appetizers to Zucchini. A dash here, a pinch there in soups, salads, sauces, meats, fish,

poultry, vegetables, casseroles.

Pumpkin Pie Spice — A blend originally meant for pumpkin pie filling, has become popular for pumpkin pie filling, cakes, fruit Betty, etc. A teaspoonful to plain cookie batter, about two teaspoons

equal 1 tablespoon of tea). Brew 3-5 minutes, depending on how strong you like iced tea. Stir and strain into a pitcher or container of cold water. These measurements make about 2 quarts of iced tea. To serve, add 1-2 lemon ice cubes in tall glasses and fill with tea. A sprig of mint on top will add eye-appeal—and note, too, how the frosty glasses make the iced tea look and taste better—to help quench that thirst!

Home-Frozen Flavor



Much of today's commercial food research has a direct application in the home—for instance, the recent study of the effect of Ac'cent (pure monosodium glutamate) in quick freezing. Varieties of four basic foods—meat, fish, poultry, vegetables—were found to be dramatically improved in flavor when Ac'cent was included in the pack; and to retain their natural flavor, color and texture through longer periods of frozen storage. The fact that this seasoning helps to "keep frozen foods young" is as pertinent to homemakers as it is to the frozen food processor.

The third shaker—nature's own flavor intensifier—can help you get the most out of your home freezer, by adding "flavor protection" to the convenience of this modern-day method of food preservation. Just try cooking a complete meal with Ac'cent, for freezing. When you decide to serve it—even several months from now—all the garden-fresh flavors you had to start with, will still be delectably apparent to your taste. Here's a sample menu for you to fill with home-frozen flavor.

Freezer Chicken Dinner

Select a broiler or fryer weighing not more than 3 pounds dressed weight; have cut in serving pieces at market. Wash thoroughly. Shake off excess water, but do not dry. Roll pieces in a mixture of 3/4 cup dry non-fat milk, 1 teaspoon salt, 1/4 teaspoon pepper and 1 1/2 teaspoons Ac'cent until well coated. In a heavy skillet melt fat to a depth of 1/2 to 1 inch. When moderately hot, lower pieces of chicken into it. Turn chicken to brown on all sides. Cover; lower heat, and cook 3/4 to 1 hour, or until done and tender. Or, transfer browned chicken to rack in roasting pan; cover and cook in moderate oven 1 hour.

Cook corn and brussels sprouts as usual, adding 1/2 teaspoon Ac'cent to the cooking water, along with other seasonings. Place individual portions of corn, sprouts and chicken in three-compartment aluminum plate, wrap in freezer-weight foil; or wrap meat alone in foil and place vegetables in small covered aluminum foil containers. Freeze all at 0°F. Food may be re-heated in moderate oven (350°F.) right in containers.

We Salute You!
NELSON'S SUPERMARKET
On the Opening of
Artesia's Newest Food Store
GROSS-KELLY CO.
Wholesale Grocers
ROSWELL
"Famous Brands of Foods"

Bavarian Cream Glorifies Fruits

Let one of the most beautiful of food creations, a Bavarian cream, give sumptuousness to fruits at dessert time. This classic starts as a custard base into which whipped cream is folded. Then unflavored gelatine captures and molds the light, oh-so-smooth texture.

If you do not wish to use a fancy mold for the Bavarian, chill it in sherbet glasses which can go direct to the table. Or chill the dessert in a bowl, and spoon portions into individual serving dishes. The fruit garnish for this velvety custard can be fresh, canned or frozen. Sliced or crushed strawberries, a compote of fruit heightened with rum flavoring, a medley of citrus fruits... all gain glory with this gelatine delight.

Bavarian Fruit Dessert

1 envelope unflavored gelatine	2 eggs, separated
1/2 cup sugar, divided	1/2 teaspoon vanilla
1/4 teaspoon salt	1 cup heavy cream, whipped
1 1/4 cups cold milk	Fruits for garnish

Mix gelatine, 1/4 cup of the sugar and salt in top of double boiler; gradually stir in cold milk. Place over boiling water and scald, stirring constantly. Beat egg yolks slightly. Slowly pour small amount of the hot mixture over egg yolks. Return to double boiler and cook, stirring constantly until mixture coats the spoon, about 3 minutes. Remove from heat; add vanilla. Chill until mixture is slightly thicker than the consistency of unbeaten egg white. Beat egg whites until stiff; gradually beat in remaining 1/2 cup sugar. Fold in gelatine mixture and whipped cream. Turn into a 5-cup mold; chill until firm. Unmold and garnish with fresh, frozen or canned fruits. YIELD: 8 servings.

Farmers Planning Wheat Production Need Allotment

Elmer C. Cheek, Jr., county office manager for PMA, has urged that all producers on farms on which wheat was not seeded for any of the years 1951, 1952, or 1953, but on which wheat will be seeded for 1954 must request a 1954 wheat acreage allotment, if an allotment subsequently is to be established for such farms.

An application for a 1954 wheat acreage allotment must be submitted by the producer to the PMA county office in the courthouse. The closing date for receiving requests for new farm acreage allotments shall be June 30, 1953.

CONGRATULATIONS!

ON THE OPENING OF

NELSON'S

NEW SUPER

FOOD MARKET

BURNETT'S REFRIGERATION

We Are Very Glad to Have Had a Part in the Building By Installing the Refrigeration!

South First St. Artesia Phone 774-M

DON'T TRADE OR BUY...

Until You've Checked The Many Values in Your Own Community . . .

If you live in this shopping area, your best buys always—are with your community merchants. They have pledged to give you outstanding merchandise—high in quality, value and style—to render to you—the most friendly and courteous service—to make your shopping pleasurable and satisfying!

Yes, the continued satisfaction to their customers, is the goal of your community merchants . . . and the yardstick, too, by which their efforts are measured. Every dollar you spend in your home community, continues to work for the good of all the community. There, before you buy or trade anywhere, be sure to check the advantages of hometown buying.

This Ad Sponsored as a Community Service by

THE ARTESIA ADVOCATE

50th Anniversary

GRAND OPENING

FREE PRIZES GALORE!

FREE... ORCHIDS
from Hawaii to the Ladies!

FREE!

BEAUTIFUL MOTOROLA TV SET

To Be Given Away at 7:00 P. M., July 3rd!

Nothing to Buy! All you have to do is Write Your Name and Address on Registration Slip and drop it in the box. Register as many times as you come in the store! No Purchase Necessary. You do not have to be present to Win!

30 BASKETS of NELSON'S QUALITY GROCERIES
to Be Given Away Absolutely FREE!

10 BASKETS EACH DAY, Wed. Thurs., and Friday

FREE BASEBALL CAPS TO BOYS

accompanied By Their Parents.

These Caps to Be Given Wednesday Only!

FREE BALLOONS for the Kids, While They Last!

SELECT MEATS

Don't Fail to Visit Nelson's Sparkling New Meat Department. Fresh Fish and Poultry. Delicatessen Items. Imported Cheeses are all features of our New Meat Dept. You'll love it!

See the Biggest Cheese in Artesia — **552 Pounds, All in One Piece!** Try Your Luck at Cutting Exactly **1 Lb.** of This Cheese, If You Can, You Get It Free!

GLOVER'S—Served Free Friday		SWIFT'S—Ready-to-Eat	
FRANKS 1 lb. Cello	39¢	PICNIC HAMS Cooked lb.	55¢
WILSON'S CORN KING		PEYTON'S DEL NORTE	
BACON Sliced lb.	59¢	SAUSAGE lb.	43¢
SWIFT'S PREMIUM		U. S. CHOICE	
FRYERS lb.	49¢	CHUCK ROAST lb.	43¢
ARMOUR'S STAR		FRESH MADE	
BOLOGNA All Meat lb.	35¢	POTATO SALAD pints	25¢

Cudahy's
DRIED BEEF
Cello Package **39¢**

Morrel's
HAMS
Cooked, Ready-to-Eat
Half or Whole lb. **83¢**

EVERY PURCHASE
YOU MAKE AT NELSON'S
IS GUARANTEED!
YOU ARE ALWAYS
ASSURED OF THE BEST
BY SHOPPING HERE!

OF A GRAND NEW SU

WEDNESDAY-THURSDAY AND FRIDAY--JULY 1-3

C. C. Nelson and Employees take great pleasure in presenting to you one of the Most Modern Supermarkets with a Big Grand Opening Affair. We hope you have lots of fun and win some of our many prizes. Our New Modern design was built and leased to us by B. E. Spencer. We are truly proud of this vast improvement to our store for you to use. We are sorry it took so long. Don't forget, We give those "More Valuable" Blue Pacific Profit Stamps. We will give \$5.00 worth of Blue Stamps to each Customer that visits our store!



Thousands of Free Orchids to the Ladies Direct from Hawaii!

PILLSBURY SALE

FLOUR

5 pound Bag 49¢
10 pound Bag 87¢
25 pound Bag 1.77
White,

PILLSBURY CAKE MIXES

Chocolate or Golden **3** Boxes for \$1.00

You'll Want to Come Often During This Big Affair! Don't Forget the **TEN BASKETS of GROCERIES**, valued at \$5.00 or more Will Be Given Away Each Day! **AUCTION SALES AND WHAT HAVE YOU!** FUN FOR ALL AND A REAL GOOD TIME! Stock Heavy on All These Bargains!

BIG SALE ON KRAFT'S FOODS

STOCK UP NOW AND SAVE AT THIS GALA EVENT!

CHEESE

VELVEETA
2 lb. Loaf Just **87¢**

KRAFT'S
MUSTARD 2 jars **19¢**

PARKAY
OLEO lb. **25¢**

KRAFT'S
MIRACLE WHIP Quart **49¢**

KRAFT'S —
FRENCH DRESSING 8 oz Btl. **19¢**

KRAFT'S
CARAMELS Dairy fresh lb. **29¢**

KRAFT'S NEW CHEESE SPREAD
CHEESE-WHIZ (8 oz. 29c) pint **49¢**



FARM FRESH PRODUCE

TASTY JUMBO
CANTALOUPE lb.

POTATOES ARIZONA LONG WHITES Pound JUST **25¢**

CUCUMBERS FRESH, LONG GREEN Pound **10¢**

RADISHES 3 bchs. **10¢** **FRESH GOLDEN CORN** 2 ears **9¢**

BANANAS GOLDEN RIPE Large **2 lbs. 25¢**

Fresh California
TOMATOES
Pound **19¢**

Crisp Heads
LETTUCE
Pound **10¢**

California Sunkist
LEMONS
lb. **12¢**

SUPER MARKET TO SERVE YOU

Open
Wednesday
8:30 A. M.

CLOSED
ALL DAY
SAT., JULY 4

markets southwest. We welcome you during our
w Modern ing with its Magic Carpet Doors and
ment to in St. Our new parking area is ready
ic Profit Stamps! FREE—ALL DAY FRIDAY



**ARTESIA'S LARGEST
HUNT'S FOOD SALE!
STOCK UP NOW!**

FROZEN FOOD SALLE!

TE MAID
ORANGE JUICE 4 cans \$1

RONE Frozen
STRAWBERRIES 5 pkgs \$1

VEGETABLES 5 pkgs \$1

ES or SWIFT'S
CREAM Half gallon 79¢

ISS
ASHMA'LOWS 19¢

PEACHES HUNT'S—in Heavy Syrup -- No. 2 1/2 Cans 4 for \$1

FOLGER'S GUESSING CONTEST

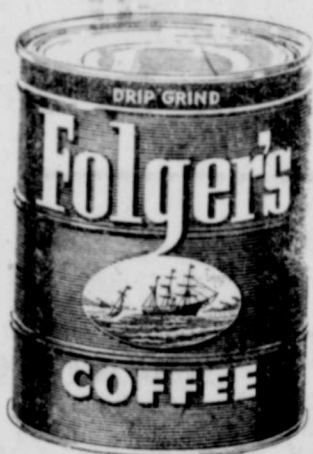
25 BEAUTIFUL PRIZES ABSOLUTELY FREE!

Scotch Cooler, Pressure Cooker, Thermos Jug
and 22 Other Prizes! Guess How Many Pounds of
Folger's Coffee Is in the Huge Folger's Display.



FOLGER'S
lb. Tin **79¢**

FOLGER'S
2 lb. Tin **1.57**
FOLGER'S
4 lb. Tin **3.13**



Folger's Coffee
Served Free
All Day Friday!



HUNT'S
PEACHES 300 Size cans 5 for \$1

HUNT'S
APRICOTS No. 2 1/2 Size cans 4 for \$1

HUNT'S
PLUMS PRUNE 6 for \$1

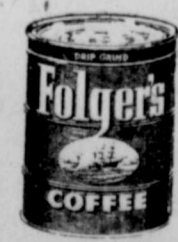
HUNT'S
PEARS 4 for \$1
No. 2 1/2 cans

HUNT'S
TOMATOES 300 Size Cans 6 for \$1

HUNT'S Dill
PICKLES 24 oz. Jar 3 for \$1

ARMOUR'S CANNED MEAT SALE

TREET 12 oz. Can 39¢



VIENNA SAUSAGE Can 14¢



Corned
Beef
HASH No. 2 Tin 25¢

Nelson's SUPER MARKET 601 W. MAIN

"THE PLACE TO GO FOR THE BRANDS YOU KNOW"

Remember!
Wed., Thurs.,
and Friday,
July 1, 2 and 3

Hunt's
PEARS 300 size cans 4 for \$1

HUNT'S
CORN Cream Style 300 size can 6 for \$1

HUNT'S
SWEET PEAS 300 size can 6 for \$1

HUNT'S
TOMATO JUICE 300 size 12 for \$1

Hunt's
PRUNE PLUMS 300 size can 4 for \$1

HUNT'S
CORN Whole Kernel 300 size can 6 for \$1

HUNT'S
POTATOES Whole New 300 size 8 for \$1

Hunt's
PEARS No. 2 cans 3 for \$1

You May Win a Beautiful Nesco 6-Quart
Automatic Electric Roaster
or a 32-Piece Set of
Ranch Style Dinnerware

You May Register Once

With Each Purchase
of 3 lb. Tin of
Mrs. Tucker's
SHORTENING

79¢

HUNT DOLLAR STRETCHER
SPINACH No. 2 Can 8 for \$1

HUNT DOLLAR STRETCHER
TOMATO SAUCE 4 cans for \$1

HUNT DOLLAR STRETCHER
Country Style No. 2 1/2 Jars
PICKLES 3 for \$1

HUNT DOLLAR STRETCHER
STRAWBERRY PRESERVES 1 lb. Jars 3 for \$1

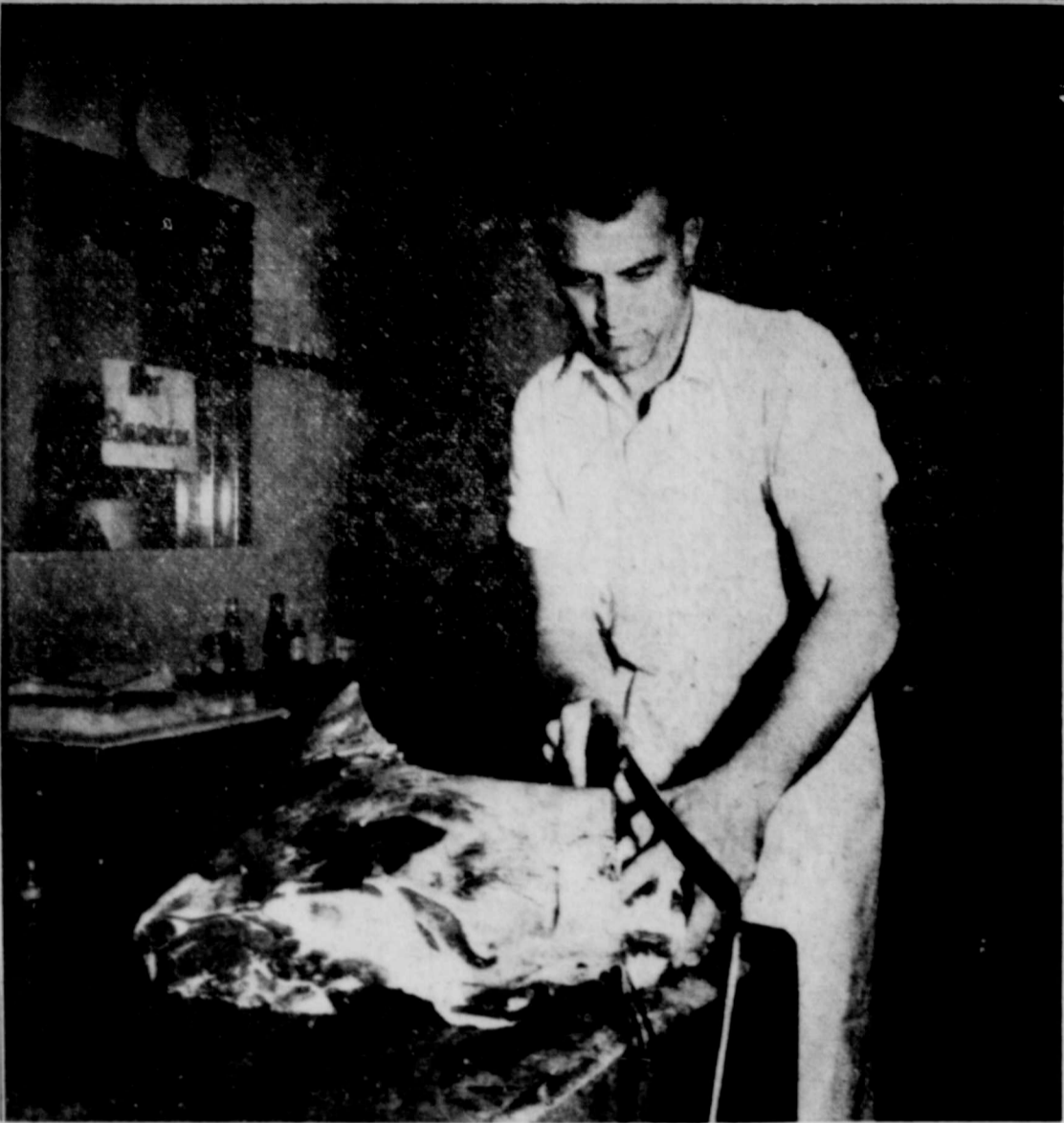
FREE \$1.19 Value
DuPont Nylon
HAIR BRUSH
While Supply Lasts!
with Purchase of —

ONE LARGE PACKAGE EACH

RINSO Detergent
BREEZE
SURF
All for



79¢



HEAD OF MEAT department at Nelson's Supermarket is Jim Williams, who has been with Nelson for 2 1/2 years. Cutting beef here for the department he heads, Williams is also a specialist when it comes to fine cheeses and specialty items connected with the meat, poultry and fish department. He is a runner-up in the Chamber of Commerce Courtesy Week campaign, finishing in a tie for second only .3 of a point behind the winner.

Strong Iced Tea Perks Up Male After Office Day

If you want to get that man of yours to do that special little job you've been saving up for the "right moment" . . . or to pay a courtesy call to the Jones', whom he doesn't particularly enjoy — treat him right the minute he comes home. Urge him to relax on the porch, bring him the evening paper — opened to the page he enjoys most — and then bring out a tray of his favorite cheese and crackers plus a pitcherful of refreshing iced tea, the beverage that cools all the way down, and doesn't leave him thirsty. A heat-fatigued, irritable man who has just fought his way through evening traffic, overcrowded buses or subways will welcome your thoughtfulness and appreciate your efforts to help him relax!

Many homemakers like to make up a batch of iced tea in the morning and keep it ever-ready for thirsty teenagers or for the man of the house when he comes home tired with that "under pressure feeling." From now on right through the summer your family will be wanting more and more iced tea. So start the out-door season right — make tea that's strong, invigorating and male-appealing. Vary the ways you serve it — tea is so economical that no matter how you dress it up, it doesn't strain the food budget. To make iced tea a new easy way, try the 1953 open-saucepan-method to make 2 quarts of tea at one brewing.

Iced Tea—Open-Saucepan-Method
(Makes about 2 quarts)

1 quart fresh water
6 tablespoons tea
1 quart cold water
Bring 1 quart fresh water to a full, rolling boil in an open saucepan. Remove from heat. Immediately add 6 tablespoons tea (3 teabags equal 1 tablespoon). Brew 3-5 minutes. Stir. Strain into pitcher or container holding 1 quart cold water. To serve put 2-3 ice cubes in glass, fill with tea. Add sugar and lemon to taste.

It's Soup And Sandwich Time



Feeding hungry folks is easy when you plan the meal around tempting hot soup and hearty sandwiches. An attractive tray filled with Cheese Sardine Buns and accompanied by bowls of colorful tomato soup is an invitation to "come and get it!" This soup and sandwich special is quickly prepared, especially with the convenience of cheese made in slices and the wide variety of canned soups offered. You'll find cheese slices bringing both a new, inviting look and a new taste interest to many favorite sandwiches. Serve soup and sandwich meals often, because they make economical and well-balanced luncheons, suppers or snacks for your family.

Cheese Sardine Buns
Round buns
Mayonnaise
Leaf lettuce
Sliced Pasteurized Process American Cheese
Prepared Salad Style Mustard
Sardines
Lemon twists

For each sandwich split a round bun. Spread one half with mayonnaise, cover with lettuce and top with a slice of cheese. Spread the other bun half with mustard and top with 3 sardines. Serve the sandwich open style with lemon twists.

Best Wishes to
NELSON'S SUPERMARKET
ARTESIA
PAINT AND GLASS COMPANY
824 South First Phone 1091

BEST WISHES TO
NELSON'S SUPERMARKET
ARTESIA'S NEWEST
RICHARD'S ELECTRIC
Authorized Dealers
Stromberg-Carlson Television
Hot Point Refrigerators
514 West Main Phone 391-W

Drum Sandwiches, Salad Capture Patriotic Theme

MENU
Drum Sandwiches
Red, White, and Blue Salad
Iced Tea In-the-Pitcher

If you want to go all out for a patriotic luncheon, try this simple menu of Drum Sandwiches to represent the Spirit of '76, a Red, White and Blue Salad to bear the colors of the flag, and a tinkling-cold glass of iced tea to satisfy a Fourth of July thirst.

You can make two quarts of perfect iced tea a new, easy way, in an open saucepan so that you can have this refreshing beverage handy during the day. Simply bring 1 quart of fresh water to a full, rolling boil. Remove from heat. Immediately add 6 tablespoons of tea. Brew 3-5 minutes. Stir. Strain holding 1 quart of (cold) water. To serve, place ice cubes in glasses and fill with tea. Add sugar and lemon to taste. With this new simple method of making iced tea, it is not necessary to refrigerate the beverage. If you prefer to store it in the refrigerator, it is apt to cloud, but the flavor will not be effected. If the tea should cloud, you can restore its crystal clearness by adding a little boiling water until it clears.

To make Drum Sandwiches, cut 24 bread circles with cookie cutter. Spread bread with mayonnaise. Place slice of cold meat on first slice. Cover tops and sides with mayonnaise. Arrange green pepper circles around outer edge of drum sandwiches. Place thin pimiento strips slantwise on sides of sandwiches to give "drum" effect.

Red, White and Blue Salad
(Makes 6 salads)
18 pear halves
1 cup blueberries
1 cup strawberries
6 lemon wedges
Lettuce



LARGEST FOLGER coffee display ever built in Artesia is this stack at Nelson's Supermarket, built for the store's three grand opening days. Prizes are offered for the 25 people with the closest guesses as to the actual number of pounds of coffee in the display.

Top Refrigeration Protects Foods At Nelson Store

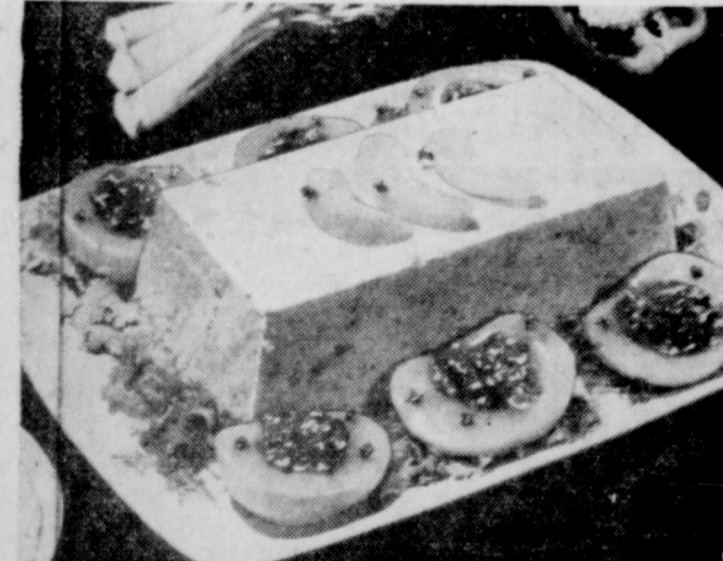
A grocery store's refrigerated coolers are among its prized assets, for on their condition depends the goodness—and often the sanitary qualities—of grocery store items. At Nelson's Supermarket the latest Hussman refrigeration has been installed.

There are two big walk-in freezers, one for produce, the other for meats. In addition, other perishable items, such as dairy foods, are stored in open coolers, which are supplied by a bank of eight Hussman refrigerator units.

Newest things are "pin-on" buttons; fix some of your own with small gold safety pins to remove easily from frequently laundered articles.

Alaska is the largest outlying possession of the United States.

Corned Beef In Summer Gel-Loaf



Gel-cooking, the branch of food preparation using unflavored gelatin, produces this attractive corned beef and cheese loaf. As party favors, it is filling yet delicate in the subtle blending of meat, cheese and vegetable flavors.

Main dishes calling for unflavored gelatin are summer treasures . . . easy to prepare, cool to tempt the appetite. For this corned beef and cheese loaf there is little preparation . . . the meat is canned and ready for use.

Molded Corned Beef-Cheese Loaf
2 envelopes unflavored gelatine 1 1/2 cups mayonnaise or salad dressing
1 cup cold water 1 tablespoon grated onion
1 teaspoon salt 1 1/2 cups finely diced celery
2 tablespoons lemon juice 1/2 cup finely diced green pepper
1/2 teaspoon Tabasco 1 12-oz. can corned beef, finely cut

1/2 cup grated American cheese
Soften gelatine in cold water. Place over boiling water and stir until gelatine is dissolved. Add salt, lemon juice and Tabasco; cool. Gradually stir into mayonnaise or salad dressing; mix in remaining ingredients. Turn into a 6-cup loaf pan; chill until firm. Unmold and garnish with sliced peach halves filled with pickle relish and salad greens.
YIELD: 8 to 10 servings.
Note: Cut recipe in half to fill 5 to 6 individual molds.

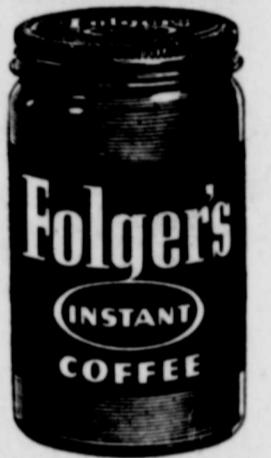
Vic Vet says

VETERANS! YOU DO HAVE A 31-DAY GRACE PERIOD IN WHICH TO PAY PREMIUMS ON YOUR G.I. LIFE INSURANCE. BUT PROTECT YOUR COVERAGE AND YOUR BENEFICIARIES BY USING IT ONLY IN A FINANCIAL EMERGENCY



CONGRATULATIONS—
NELSON'S SUPERMARKET
Artesia's Newest, Most Modern Food Store

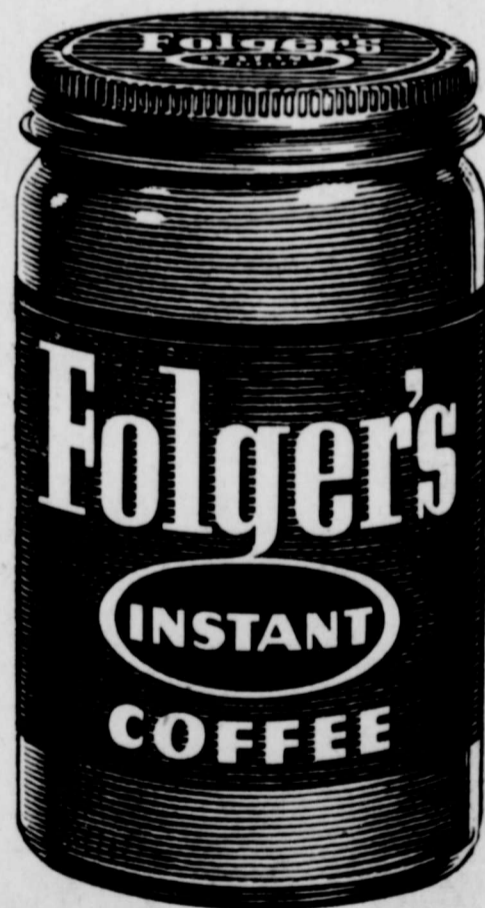
FOLGER'S --INSTANT COFFEE



Mountain Grown—The Finest Coffee in an Instant!

The Finest Flavored Coffee
Is Grown in the High Altitudes
of the Coffee Countries

and
FOLGER'S
Get the Choice
of the Yield.



Moderately Priced
at

2 oz. 59¢
4 oz. \$1.17
6 oz. \$1.69

One Cup
Will Convince You!



Be Sure to Enter
FOLGER'S
GUESSING CONTEST

at
NELSON'S NEW SUPERMARKET
CONTEST CLOSES FRIDAY, JULY 3

Forest Service Gives Warning On Carelessness

"Be careful with fires in the forest" is the plea of the U. S. department of agriculture's forest service, as the spring fire season starts and an increasing number of recreationists start using the national forests.

During 1952, forest service fire of 11,965 fires. Of these, 7,021 were fighting crews suppressed a total caused by man. Smokers caused 2,391 through careless flipping of cigarette butts and matches and through knocking out pipe ashes; 1,580 fires were deliberately set; 844 started when campfires were not put out; 733 were the result of trash fires which got away; 245 were caused by sparks from trains; and 214 were caused by sawmill or logging operations. The remainder started from miscellaneous causes.

Reports show that man-caused fires burned 211,000 acres last year with an estimated damage of \$2,854,692.

To prevent forest fires the forest service urges people to break matches in two before discarding;

to crush out their cigarettes in mineral soil or rock if they are on a trail, or to use their automobile ashtrays if they are driving through the forests; to make sure their campfires are dead out; and to burn trash only early in the morning, in the evening or when the ground is wet.

Alamogordo Band Director Joins University Staff

William E. Rhoads, Alamogordo public schools band director, has been appointed University of New Mexico director of bands effective July 1, Dr. Hugh M. Miller, UNM music department chairman, announced.

The appointment was approved at the last meeting of the university board of regents, Dr. Miller said.

Rhoads, who replaces Robert Dahmert in the post, has been wind instrument instructor and director of bands at Alamogordo since 1947.

Before going to Alamogordo, he was in the U. S. Army Signal Corps,

from 1942 until 1946, and before that, was for four years sol clarinetist in the national championship band of Hobart, Ind.

A University of Michigan alumnus, Rhoads received his bachelor's degree in music education there in 1941, and took his master's in the same field there the following year.

Since coming to New Mexico he has been a member of the New Mexico Music Educators association. He was president of the organization in 1951 and 1952, and vice-president in 1949 and 1950.

New Hampshire was the only one of the 13 original colonies that was not invaded during the Revolutionary war.

Portuguese Macau on the south China coast, once notorious for gaming, now permits only one gambling establishment.

The General Assembly of the United Nations is sometimes called the "Town Meeting of the World."

There are about 75 species of goldenrod found in the United States.



THESE SIDES of beef hang in big refrigerator at Nelson's, where they are kept always-fresh. All Nelson refrigeration is by Hussman, one of leading names in commercial refrigeration.



BIG NEW CHECK-OUT counters at Nelson's Supermarket keep these two "sack boys" busy, prevent long lines from forming. A moving conveyor belt on the check-out counter carries items past the cashier, routs them to the proper stack at the end of the counter for packing.

CONGRATULATIONS!

NELSON'S SUPERMARKET

Artesia's Newest
ULTRA MODERN FOOD STORE

FLETCHER & CO., Inc.

Roswell, New Mexico

WHOLESALE GROCERIES AND MEATS

Sole Distributors of Famous
HUNT'S FOODS

in This Area



MEAT, POULTRY, and fish department at Nelson's Supermarket is housed in these long, refrigerated units stretching across rear of new, ultra-modern grocery. Nelson's stocks only U. S. government choice meat. In addition to meats, department stocks cheese specialties, fresh fish.

BEST WISHES!

NELSON'S SUPERMARKET

ONE OF THE FINEST FOOD STORES
IN THE PECOS VALLEY!

ROSWELL MEAT CO.

"Hondo Brand"

Chili Con Carne Pure Pork Sausage

210 East Seventh Roswell, New Mexico



CONGRATULATIONS!

NELSON'S SUPERMARKET

50 YEARS THIS BANK
HAS SERVED THE PECOS
VALLEY... and we are happy
to see old businesses remodel
and new ones establish in
Artesia... ample proof
that Artesia is indeed
The
CITY OF OPPORTUNITY!
... and with Nelson's we say—

FORWARD WITH ARTESIA!

FIRST NATIONAL BANK

"The Friend to Friend Bank"
Artesia, New Mexico

For Outdoor Entertaining— Fried Chicken Ranchero!



What could be more downright mouth-watering than this colorful platter of golden-fried chicken, served with fluffy rice and bubbling-hot curry sauce? One whiff of its tantalizing aroma and guests will come running to porch, patio or terrace—wherever your outdoor table is set.

The crisp-coated, succulent chicken is fried in Spry and the recipe for the delightfully seasoned curry sauce was just developed in the Test Kitchens at Lever House.

- Fried Chicken Ranchero**
- | | |
|---|---|
| 1/2 cup flour | 2 cups pared, chopped apples |
| 2 teaspoons salt | 1/3 cup chopped onions |
| 1 teaspoon curry powder | 1/2 cup grated fresh coconut or chopped moist, shredded coconut |
| 1/2 teaspoon paprika | 2 cups water |
| 1/4 teaspoon pepper | 1/2 cup milk |
| 1/4 teaspoon ginger | 3 cups cooked rice (1 cup raw) |
| 3-pound frying chicken, cut in serving pieces | |
| 1/2 cup Spry | |
- Put first 6 ingredients in paper bag... Put 2 pieces of chicken at a time in paper bag and shake to coat evenly... Heat Spry in skillet. Place chicken in hot fat and fry until golden-brown on all sides. Cover and cook over low heat until tender (about 30 minutes)... Remove chicken to hot platter and make curry sauce as follows: Add apples, onions, and coconut to remaining fat in the skillet. Fry, stirring occasionally until onions become transparent... Add remaining seasoned flour and blend... Stir in water and milk gradually. Cook until thickened, stirring constantly... Serve with hot rice. Garnish with perky clusters of parsley... Makes 4-6 servings.

FORWARD WITH ARTESIA!

CONGRATULATIONS TO
NELSON'S SUPERMARKET

Artesia's Newest
FOOD STORE

AL BACA

Master Craftsman

STUCCO PLASTER

Artesia, New Mexico

603 Chisum

Phone 773-J

Office Supplies at The Advocate

Bridal Forecast—Heavenly Showers



These bright, gay days, the only showers in the life of a bride-to-be are the party kind! Whether you're a member of the wedding or a close friend, make your shower stand out in the bride's memory.

Refreshments are an important part of any party, and for this affair, have them special—such as these tiny, toothsome petits fours. Make these dainty cakes the quick and easy way with Angel Food Mix, and top with tasty lemon icing. Then cut, as directed in the recipe, into diamonds and triangles. Decorate the top of each downy little cake appropriately with hearts and flowers and the names of the bridal couple in colored icing. Serve a wine punch, use paper parasols as place cards, and all in all the occasion will be a memorable one indeed!

Angel Petits Fours

- 1 package Swans Down Angel Food Mix
- 1 cup plus 2 tablespoons water
- 1-1/2 teaspoons vanilla
- 1/4 teaspoon almond extract (optional)

Prepare angel food mix, adding water and flavoring as directed on package. Pour batter into ungreased 13x9x2-inch pan. Bake in moderate oven (375° F.) 30 minutes, or until cake springs back when pressed gently with finger. Cool cake in pan, upside down, resting corners on other pans. Then loosen from sides with knife and gently remove cake.

Spread top of cake with Lemon Cream Icing. Cut cake diagonally in 1 1/4-inch strips, then cut diagonally across each strip. The end pieces will be triangles and the inside pieces diamonds. Decorate cakes with a confectioners' sugar icing, tinted various colors. Write names on cakes or make hearts or flowers. Garnish with silver dragées, if desired.

Lemon Cream Icing: Mix together 2 cups sifted confectioners' sugar, 2 teaspoons lemon juice, 1 1/2 teaspoons grated lemon rind, and about 3 tablespoons cream.

Special Poultry, Fish Display Is Nelson Specialty

Among top attractions at Nelson's Supermarket, which holds its grand opening Wednesday, Thursday, and Friday, is a special display of fresh fish and poultry.

Fish is shipped to Nelson's directly from Wicker Fish Co. of Dallas, and Midcentral Fish Co. of

Amarillo. Both firms supply Nelson's with fresh fish from the Gulf of Mexico and fresh water lakes of the Southwest.

Rubies and sapphires rank next to the diamond in hardness.

Most widely read language in the modern world is English.

The spoonbill is an ibis-like bird distinguished by the flat, spoon-like form of the bill.

Some species of shark feed on nothing but microscopic sea animals and plants.

Picnics Are Everybody's Fun—They Vary From Formal Patio Party Dinner to Rugged Hiking

Picnics are everybody's fun. Foods cooking over the out-of-doors grill—the sizzling meat and fragrance of coffee brewing—become ambrosia for all. This year, July again will be picnic month. Millions of Americans will pack their baskets and go to woods and groves, to parks and beaches, and will make their own back yards their favorite picnic spots.

Picnics are as varied as the tastes and interests of those who picnic—from the rugged "hobo" hike to the formal patio party dinner beneath the stars. History probably would indicate that picnics began as the former. By the mid-nineteenth century, it had become quite formal in England, with theatricals and social entertainment the featured amusement of the fashionable members of the Picnic Society.

Adventurous small boys fulfill their "Tom Sawyer" yearnings with "hobo" lunches; teen agers go on bike hikes, with the easily packed and easy-to-carry foods in bike baskets. Motorists pack meals for eating at wayside picnic sites, many of which now provide fireplaces for out-of-door cooking. The continuing trend toward cooking over grills in home yards and gardens which takes the wife from the kitchen ranges, and gives the husband the star culinary role, calls

Spice, Bread Specialties Are Nelson Feature

Among specialty items at Nelson's Supermarket are two grocery items which will spark the cooking and taste-appeal of any homemaker's table.

Exclusive with Nelson's in Artesia are a complete line of Spice Island Spices, which include all the popular spices as well as many types called for in "different" recipes.

Also exclusive with Nelson's in Artesia are summer breads, such as rye, French, pumpernickel, and Pepperidge home style bread. These breads are shipped to Nelson's directly and arrive fresh, ready for the table.

For the very young, simple foods, simple games are best. A favorite corner of the yard, or the friendly shade of a fruit tree can be exciting spots for picnic fun.

Any child will be intrigued with sandwiches cut to look like clown-faces, humpty-dumpty, animal and birds or sail boats. Jellies, peanut butter, cream cheeses, egg salad-olive, and jams are suitable spreads for these sandwiches.

For the young "knights of the road," who carry their food in the traditional bandana knotted to a stick, like a hearty frankfurter-egg sandwich, a peanut butter-apple sauce spread for the bread or buns, and cupcakes or cookies. Since beverages pose a carrying problem, fruits such as oranges, plums or grapes will help quench thirst.

Foods for the bike hike also fall into the easy-to-carry class, although bike baskets make possible a large supply of sandwiches, fruits, cakes, and even beverages. If cooking over an open fire will be possible, hot dogs, hamburgers, and steaks can be carried, and eaten with buttered buns, or sliced French bread.

More Elaborate—

Motorists' meals and the all-day family picnic call for more elaborate foods with either cold salads, sandwiches, slaws, and ready-to-eat desserts, or the to-be-cooked items. Portable ice boxes in which perishables may be carried to the outing site are now available or the ingenious homemaker can improvise one. In a large preserving kettle, place a fruit jar filled with ice. Arrange the perishable items around the jar—the meat to be grilled, the spreads for sandwiches in separate containers, the salad items such as lettuce, tomatoes, or celery. Replace kettle lid, and pack in a corrugated box, crushing newspaper around kettle as insulation.

The increasing number of backyard grills and garden fireplaces, is making entertaining simpler both for the plan-in-advance meals and for the spur-of-the-moment "come over for dinner" invitation. Many of the foods for these meals appeal to feminine guests as well as men with hearty appetites.

Centuries-old traditions of cookery have been revived. Metal skewers for grilled meats and vegetables are the modern version of the shepherd's sticks on which they roasted their food. Crusade-bound warriors stabbed chunks of meats onto their swords. Today, business men and farmers too, turn crusaders for the outdoor meal.

Roast Over Fire—

As gourmets, they roast their shish-kabobs — squares of prime beef and pork—over their own cook fires. Taste appealing combinations are cubes of lamb, beef or smoked ham, served with tiny new potatoes, slices of tomato or dill pickles. Slide the meats into buttered frankfurter buns. A pot of baked beans can be heated over the fire, shucked ears of corn can be tightly wrapped in aluminum foil and roasted in the glowing coals. Allow about 20 minutes for cooking the corn. Iced watermelons and summer fruit pies or frosted cakes are popular desserts.

More elaborate menus can be planned for patio parties or terrace dining, which combine both the delight of outdoor eating and the charm of a more formal meal. Individual sandwich loaves spread with cream cheese, garnished with flower designs of sliced olives and parsley and made similar to the more familiar large loaves are good eating, eye-appealing entrees.

Hunger satisfying fillings of ham or geg salad between the layers furnish needed nutrients. Crisp relishes served with the sandwich loaves contribute added eating interest. A glamorous dessert for the patio party is an ice cream star cake. A white or gold layer cake, is cut into five wedge shape pieces. The wedges are placed in a circle on a serving plate, with the pointed ends toward the plate edge to form a star. The center is then filled with scoops of ice cream.

Can Always Be Ready—

For the homemaker with a freezer, many of these picnic meals always can be ready. A quantity of sandwiches can be made at one time, and stored for future use. Sandwiches can be frozen successfully for two weeks. Modern living is leading millions of Americans to seek the pleasure and excitement of outdoor meals. July, with its stress on picnics, will give opportunities to enjoy these outings in dozens of ways. Each to his own. Pick your picnic, pack your foods, and be on your way.

Open Saucepan Makes Iced Tea Making Easier

Here's good news for iced tea drinkers! A new open-saucepan method of making iced tea enables you to make 2 quarts of this refreshing beverage at one brewing. You simply bring 1 quart of freshly drawn water to a full, rolling boil. Remove from heat. Immediately add 6 tablespoons of tea. Allow to brew 3-5 minutes, depending on how strong you like your iced tea. Stir. Strain into a pitcher or container holding 1 quart of cold water. And there you have it—2 quarts of delicious iced tea. To serve, just put a few ice cubes in a glass, fill with tea and add sugar and lemon to taste.

There are many advantages to this new method. For one thing, you can make iced tea just once a day in quantity—say around lunch time, and have enough left over to serve your friends or neighbors who might drop in. Or, if you make it for the evening meal, chances are you'll have enough left over to serve with light snacks during the evening while watching television or passing the time on the front porch.

This new way of making iced tea, makes it unnecessary to put the tea in the refrigerator. You can keep it at room temperature, and thus avoid clouding. And, incidentally, the tea experts tell us that cloudy tea has absolutely no effect on the flavor of tea. But, if you want to restore the tea to its original crystal-clear color, just add a little boiling water.

Other advantages to this new method are (1) less utensils, (2) less ice cubes, (3) plenty of iced tea on hand to serve any time of day.



WIDE AISLES at new, ultra-modern Nelson's Supermarket are shown in this photograph. Even with cart in foreground, aisle display in background, aisle is plenty wide enough to accommodate many shoppers without jostling or collisions with push carts.

WE CONGRATULATE
NELSON'S SUPERMARKET
 Artesia's Newest Food Store

Plumbing Installed by
CLEM & CLEM
 "MASTER PLUMBERS"

518 West Main Artesia, New Mexico Phone 714

We Sell! We Service! We Install! We Guarantee!

Congratulations and Best Wishes TO THE NEW

NELSON FOOD MARKET

Look for your favorite Holsum Loaf prominently displayed in this modern new food store

Be Holsum Buy **Holsum** Look Holsum plus Sunshine Vitamin D

LOOSE LEAF DEVICES AT THE ADVOCATE

Congratulations!

on the Opening of

Artesia's Newest Food Store

NELSON'S Supermarket

HOMER CAMPBELL CONSTRUCTION COMPANY

BUILDERS

408 South Third Artesia, N. M.