# DOLLAR DAY THURSDAY BIGGEST EVER

1903 — Fiftieth Anniversary Year — 1953

# THE ARTESIA ADVOCATE

For Better Value, Shop Dollar Day

In Artesia Thursday

VOLUME FIFTY

For Better Value,

Shop Dollar Day

In Artesia Thursday

ARTESIA, NEW MEXICO, TUESDAY, JUNE: 30, 1953

#### Supermarket Opening Set for Wednesday

Artesia's most modern grostore, Nelson's Superet, Sixth and Main, will d its formal opening this k, beginning the three-day bration Wednesday. Many prizes, gifts, and bar-

ns have been planned by tore for the event. the new supermarket, recently

eted by H. A. Campbell, conor, for B. E. Spencer, brings innovations to the grocery ess in Artesia. evor Belts-

check-out counters are ed with moving conveyor which rapidly move items the cashier for speedy sacking. ors are opened automatically lectric eyes.

food displays are placed at evel, and customers can see

A special section on the new Supermarket will be nd as section three of today's page Artesia Advocate. Fead in the section are pictures d stories on the new superarket, as well as special adver-

the store with unobstructed

new in the Nelson Superet are a Kiddy Corner, little push carts, and reinforced irts designed to carry babies. store is operated by C. C. who came to Artesia eight ago as a partner in another business. nd Advance-

ning of the new supermarket second major grocery busi construction this year. A&D et opened its new store on N street only a few months ago. l another new supermarkethird this year-will be opened n a few weeks by H&J Food ets on the south highway.

#### **Funeral Services** Held Monday for Miss Wilcox

meral services for Helen Marie ox. 16, who was killed Thursin an automobile accident near ng, were held in Artesia Mon-

vices in Paulin Funeral Home were conducted by Rev. S. ica. Morgan. Interment was in Wood-

e is survived by a sister, Laura

ss Wilcox was born Oct. 2, at Indiahoma, Okla.

3c

19

e was killed Thursday when a y truck drove over the light in which she was riding. ter. She has a perfect attendance e other young passengers in car and the driver were in-

to do so. The truck passed

pletely over the car. The accident occurred 51/2 miles st of Deming on U. S. 70.

ange in office hours of the

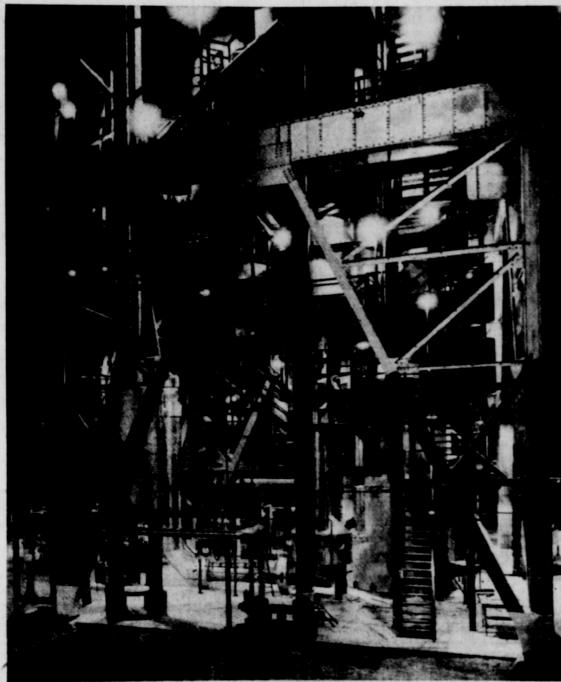
#### mployment Office Hours re Changed

sia office of the New Mexico oyment security commission Effective Wednesday, July 1, the ce will be open from 8 to 12 in through Artesia Alfalfa Growers morning, and from 1 to 5 p. m. will be closed Saturdays. his week only, the office will closed Friday, July 3.

#### Artesia Weather

Day	High	Low	ter
hursday	97	66	als
riday	106	70	sion
turday	High 97 106 97	70	bri
Indau	100	-	tim

## **NuMex Refinery Makes Striking Night Portrait**



BUSY NUMEX refinery at Artesia, operated by Malco Refineries of Roswell, presents this striking appearance at night as seen through the lens of Gable Studio camera. Photograph was made by studio with Speed Graphic time exposure.

She has been a Future Home-

She also is a member of Future

Daughters of Mary, and Senior

She has studied at Carlsbad and

high school A Capella choir.

nomics at Artesia.

Skeet Club

Wednesday

To Hold Shoot

club Wednesday night at its range just east of Artesia Municipal Air-

The shoot is set for 7:30 Wed-

nesday night. Non-members of the

organization are invited to join in

their own shotguns. Shells and

Don McGlothlin

Radar Destroyer

Serving aboard the radar picket

destroyer USS Chevalier is Don D.

McGlothlin, damage controlman fireman, USN, son of Mr. and Mrs.

Buster W. Daniels of Artesia.

enemy supply installations

tour fo duty in Korean waters.

Serves Aboard

#### Louisa DeAnda Leaves City **For National FHA Convention**

Appointed an official dele- extracurricular activities in gen gate for her outstanding record in homemaking, Miss makers member for four years. Louisa DeAnda of Artesia will leave the city today to attend Teachers of America, Catholic the national convention of the Future Homemakers of Amer-

Miss DeAnda, 18-year-old daughter of Mr. and Mrs. ss Wilcox lived in Artesia Ramon DeAnda, will travel to Coher parents, Mr. and Mrs. W. lumbus, Ohio, for the convention, Wilcox, from 1941 to 1951. In scheduled to start Thursday and

the family moved to Deming. continue through Monday, July 6. She is a graduate of Artesia Senthree brothers, Tommie ior High school and will this fall Wilcox, Carol Jean Wilcox, enter Eastern New Mexico univer-Chandler Dean Wilcox, and her sity to major in education. She plans to become a home economics instructor

Miss DeAanda has served as reporter and parliamentarian for the Artesia Future Homemakers chaprecord for district meetings, was a the shoot. Shooters should bring candidate for the state FHA office of national and state projects clay pigeons are furnished.

Her activity in FHA has covered car in which Miss Wilcox was state projects and meetings, and g attempted to pass a string her selection as official delegate cars without having room or is attributed to participation on local, district, and state levels in FHA work.

Active in other school activities as well as FHA, she has been president of her home room. She has been president of the Library club, directing its outstanding and useful program, and has been active in

#### Bracero Contract **Extension Slated**

Contract extensions for 163 Mexican Nationals contracted association have been scheduled for next Monday, July 6, according to Carl Foster, local manager of the employment security commis-

Contract extension will begin at a. m. at the AAGA bracero cen-Foster said.

xtensions are for those nation whose contracts expire July 4. announcing the extension ses-Foster urged employers to g workers and contracts to the as close to the beginning

#### Peoples State At Last Gets County Funds

For the first time since its founding, Peoples State Bank of Artesia has received county funds on time deposit.

Mrs. Leslie Burns of Carlsbad, county treasurer, deposited \$125,000 in county time funds in the local bank Satur-

Atoka, but took all her home eco-She also deposited \$170,000 at First National Bank. The action followed approval by the county commissioners of the share-the-wealth plan which also has two Carlsbad banks taking part.

#### A public shoot will be held by the newly-organized Artesia Skeet **Municipal Golf** Course to Open Saturday, July 4

Municipal Golf Course is scheduled office. for 10 a. m. Saturday, July 4, officers of the club announced Mon-

The course is on the site of the old country club golf course. Chamber of Commerce Paul W. Scott will officially open the course Saturday morning.

No fees will be charged July 4 for any person playing the new course, which has been I built by 20-30 club as a civic project. Persons interested in member ship in the municipal park club

The Chevalier is on her third She is operating with fast carrier may enter by filling out a mem Task Force 77 bombarding the bership blank found in an advercoast of Korea and knocking out tisement in today's Artesia Advo

#### Want To Be Cattleman This One Made 73 Cents

Anyone who figures the cattle business is a soft touch should consider the returns of a cow sale by Abe Connor, city sani-

Connor had a cow he decided to get rid of. He ordered a truck to take her to Clovis.

There the cow was duly auc-Connor reports she had four feet, two eyes, one tail, and all

other accessories, and was breathing at the time of the sale. Weighing 380 pounds, she brought \$2 a hundredweight, or

Out of this Conner paid \$5 to the trucker for taking the animal to Clovis.

Yardage, commission, other fees totalled \$1.87. Connor's gross profit was 73

# More Merchants To Take Part In Big Dollar Day Thursday

# \$100 for Speed

An 18 - year - old who thought he could elude Artesia police and get away with speeding through city streets. has a bullet hole in his car and a police court receipt for \$100 to remind him it isn't such a good idea.

Robert B. Farrell, 18, an airman at Walker Air Force Base, was fined \$50 Saturday each on two counts-resisting arrest and reckless driving.

A companion, Charles R. Gore, also 18 and of WAFB, was charged with resisting arrest. The charge was dismissed by Police Judge John Ellicott, since Gore was a passenger in the car.

The bullet hole, shot in the rear window of the borrowed car Farrell was driving, put an end to officers Billy Grimlan and Artesia Driller Bonus Gifts wild chase Friday night.

Lewis Arnold began chasing the outhful airman as he sped from a rive-in on the south highway. When Farrell stopped at S. Sec

nd and Sherman streets to talk with young people in another car, Lt. Grimlan climbed from the poice car to issue a citation. But as one of the young people

whispered, "Here come the cops," Farrell jumped in the borowed car and sped away. Lt. Grimlan said Farrell attempt-

ed to force the patrol car into park-

ed cars in city streets during the chase that followed. Police also reported Farrell's car narrowly missa \$50 cash award. ed playing children. A shot fired from the police car

two-game home series by the Drillpierced the rear window of Farrell's borrowed car, lodging in the rear of the front seat upholstery. The chase ended there.

Police arrested Farrell at 8:06 Friday night at Thirteenth and

#### Appointments Fill **Employment** Office Vacancies

Appointment of Paul Davidson as an interviewer in the Artesia North Korea while stationed control party during operations office of the New Mexico employment security commission was announced Monday by Carl Foster,

Davidson received his BA degree lege. He is formerly of Santa Fe. He succeeds Frank Bixby, who has been assigned to the Roswell

Foster also announced promo tion of Miss Peggy Springer to in- Artesia sailor as follows terviewer. She has been stenographer at the office. Miss Ella Sue Nunnelee has been

employed as stenographer at the offcie. She is a 1953 graduate of Artesia Senior high school. Foster said Davidson's a-ppoint ment and Miss Springer's promo

tion bring the Artesia staff to full strength, filling vacancies created by resignation of Don Adams and Bixby's promotion.

#### Arraignment Set This Morning On Break-In

criminal records on charge of breaking and entering General Equipment Co. of Artesia is scheduled this morning in Artesia justice of peace court.

a transient laborer, and Kenneth to treat the well. Powers of Carlsbad-are specifically charged with breaking into deep test in NW NW 12-25-30 is reand entering General Equipment

# Low-Flying Fireworks Display, Store WiderSelection Airman Fined Closings Mark July Fourth Offered Artesia businesses and entertainment

Artesia will-mark the Fourth of July Saturday with closing of nearly all city business houses and a fireworks display preceding an Artesia Driller home game at Driller Park.

Fireworks will be fired beginning at 7:45 p. m. at the ball park, with start of the Artesia-Roswell game delayed until the exhibition is completed. The show will last about a

Fireworks are being sponsored by Artesia merchants through a fund campaign conducted by Mrs. Bert Muncy.

Both ground and aerial fire-works will be fired by Artesia firemen during the half-hour The Artesia-Roswell game will

begin at about 8:15 following the July 4 is one of seven legal holidays to be observed by all Artesia business houses with the

exception of necessary service

scene as a steady promotion

program to boost attendance

past the 800 average mark

Pacing the attendance-boosting

July 2, Thursday night, opens a

ning, hitting, and other events.

cial, half-hour Fourth of July fire- given away.

July Brings New Series of Big

Nights to the Artesia baseball well-Artesia game.

of a \$300 television set, the other er giving two clown acts.

houses. Meanwhile across the nation po

lice and safety officials stressed careful driving over the long Fourth of July week-end, which has been forecast as the heaviest -accident-wise-in the nation's

Ned H. Dearborn of Chicago, National Safety Council president, has issued appeal for co- cial event. operation throughout the nation in reducing the holiday death

Art'esia business houses are encouraged to display the flag Saturday in front of their estab-

Display of flags on national holidays has not been generally observed through the business section recently, and businessmen, as well as residents, are reminded that Saturday is an appropriate occasion for display of

# Area Shoppers

Dollar Day shoppers in Artesia Thursday will have a wider range of selection than ever, with more and more retail businesses in the city signing up to take part in the spe-

Heavy promotion has been distributed for the event, with thousands of circulars distributed throughout the North Eddy county area by the Chamber of Com-

2,000 Extra Copies-

In addition, 2,000 extra copies of today's Artesia Advocate, conaining hundreds of inches of special Dollar Day advertising by parcipating merchants, are being disbuted outside Artesia in North

Pual W. Scott, C of C manager, said surveys by the chamber indicate more merchants are taking part in the Dollar Day program, a forward step of cooperation which will benefit the area's consumers. Previews of advertising by individual stores indicated top values July brings Fan's Line-Up works exhibit preceding the Ros-

again await shoppers coming to Artesia Thursday for Dollar Day. Sunday, July 5, is Ladies Scatter-Thursday's event is the second pin night, with scatterpins of base- in a new series of retail business ball players distributed to ladies promotions undertaken by Artesia retailers through the C of C retail July 6, will see the Drillers chaltrade committee under C. D. Hop-

Gen. Mgr. Earl Pery of Ar- lenge the Jal Gassers, with Perry kins, chairman. tesia Baseball club Monday as pitcher for the contest. It re- Monthly Event

announced additional events which places a game left vacant by resig- The committee recently voted will mark the July attendance pro- nation of Winters-Ballinger from to make Dollar Days a monthly event because of the out July 10 is Rooster Mills night, success and promise of the first campaign are two give-aways-one with the former Dreler relief pitch- Dollar Day held June 4.

This month's Dollar Day comes July 13, Bank Night, will see \$50 shortly after an award dinner, held Friday, to honor the city's most On July 15, a 21-inch Bendix TV courteous sales people. While ers against Carlsbad. Friday night, set will be given away by Clem and courtesy week will not be a part

July 3, will see a field night exhibi- Clem plumbers and Clem Appli- of Thursday's Dollar Day, as it tion, with prizes for players on the ance. Registrations are being re- was June 4, Scott said the compe teams competing in throwing, run- ceived at both stores now for the tition has served to stress to retail sales people, service and office personnel the type of reception ex-

#### **James Crouch Given Citation Elects Juarez** For Dangerous Korean Task

given away.

TV set.

Saturday, July 4, will see a spe- July 17 a quarter of beef will be

attending the game.

on Communist positions in member of the ship's shore fire in a small boat exposed to against the Communist forces in enemy fire, EN 3 James E. North Korea on the night of 8 June Crouch, son of Mr. and Mrs. 1953. E. M. Crouch of 314 N. Fourth, this spring from St. Michael's col- has been cited by his com- shore fire control party embarked manding officer.

> The citation, written by Commander D. M. Rubel, commanding officer of the destroyer USS Theodore Chandler, cites the

#### One Location, **One Completion** Are Reported

were reported in North Eddy county oil activity this week, while the Stanolind No. 1 State "AB" on Twelve-Mile Hill was reported at 10.838 feet. Completed this week was the

Simms & Reese Oil Co. No. 15 Hastie, drilled to 588 feet. It is pumping five barrels of oil and five barrels of water after acid. Staked with Continental Oil Co. in a small boat, proceeded to a position 500 yards off the enemy-held VA Official Sets No. E Texas Hill unit in 1-22-21.

Another Richardson and Bass

ported drilling at 14,669 feet. At Stanolind Oil No. Guadalupe

For directing naval gun fire | "For meritorious service as

"Despite the danger of enemy mines and shore battery fire, the



EN3 JAMES E. CROUCH

The Richardson & &Bass No. 1 | coast, and remained on station for Cobb in 23-20-31, drilled to 16,459 a period of over three hours; exthe of peace court.

The two men—Arthur E. Burke, to 7,173 feet. Crews are preparing nated by own ship's fire and star

"The alertness and skill of the shore fire control party was in-strumental in detecting and de-stroying a large enemy train.

July 2, to give service to veterans and their dependents.

Erwin will be at the United Vet-

# pected by the public. Artesia 20-30

As President tion of officers for new terms Thursday night. Dooley Juarez was elected president; Bill Tolle, vice president: Bob Gates, second vice president: Lee Meadows, sergeantat-arms, and Gail J. Ray as secre-

tary-treasurer. On the board of directors to serve with the above will be Ted DeMars, Jesse Sosa, Lowe Wickersham, Clarence Juarez and Herb

Dooley Juarez and Jesse Sosa reported on a special sub-district meeting they attended in Carlsbad over the weekend of June 20-21. Jack Trice of Carlsbad is to serve as sub-district governor for the following year.

Most members are busy making plans to attend the mid-summer district convention to be held in Las Vegas, July 17-18-19. At this meeting delegates will elect a new district governor to replace Bud Boehning of Albuquerque.

The club has been completing

the old golf course which it plans to open July 4. The public, especially those interested in golf, is invited to attend and see what the club is trying to do for the Com-

## Artesia Visit

Roy W. Erwin, contact represen tative for the veterans administra-tion, will be in Artesia Thursday,

A safe the two men and possible accomplices are believed to have stolen was found robbed of about \$200 in cash.

Foothills, crews were last reported fishing at 12,480 feet. Crews are also fishing at 13,532 feet in the Richardson and Bass No. 1 Fidel.

Foothills, crews were last reported fishing at 12,480 feet. Crews are vigiliance, and devotion to duty, were in keeping with the highest sistance in connection with veter traditions of the naval service."

cated 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** 

Sunshine class of the First

Preceding the regular meeting.

In the absence of Mrs. C. R.

Mrs. Owen Haynes gave a read-

g on the "Grandpa's Church."

Miss Coppinger

To Wed Sunday

In Artesia

Standard Oil Co. of Texas.

evening in the Fellowship Hall.

Class Studies

Life of Wesley

# Society

#### Beta Sigma Phi Chapter Chooses Next Program

Phi enjoyed coffee Wednesday

decided on one, "Living in Your World." Discussed socials for the coming year. The programs were tentatively outlined. This coffee Xi Iota chpater of Beta Sigma was one of the summer socials.

Those present were Mrs. O. R morning at the home of Mrs. May- Gable, Jr., Mrs. H. B. Gilmore, Mrs. After the coffee a short business Charles Sanford, Mrs. Clyde Guy, meeting was held. Members dis. 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

Here's Sound Advice

FOR FUTURE

SAVE NOW

SECURITY!

OPEN YOUR

ACCOUNT NOW!

open your account.

Phone 107

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



-Gable Photo

#### MR. AND MRS. JOE A. STARR

were united in marriage at 10 a. m. to the bridegroom's mother. Saturday at the First Presbyterian

at the double-ring ceremony.

altar, background of white gladio- tiny pink flowers. She carried a Mr. Chandler is employed by the lus, white Majestic daisies, and bouquet of aqua carnations.

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

The bride wore a gown of waltz rosebud length white satin overlaid with lace with bodice beaded in seed charge of the guest book. pearls. Her veil was tiered with a Travel Wardrobepearling tiara. She carried a white Bible topped with a purple throat- black and white faille dress with a ed white orchid enshower with jacket to match with white accesfluer-de-a-mour

Something old was her Bible

Miss Georgia Evelyn Payton, which was 13 years old; something daughter, Katherine, to William daughter of Mr. and Mrs. George new, her wedding gown; something Davis Chandler, son of Mr. and blue, a garter; and something bor- Mrs. L. L. Chandler of Austin, son of Dr. and Mrs. Pete J. Starr, rowed, a string of pearls belonging Texas.

Mrs. Marvin Greer was her sis- 6 p. m. Sunday, July 5, at the First ter's matron of honor. She wore a Methodist church with Rev. C. A Rev. Ralph L. O'Dell officiated waltz-length gown of pale pink net Clark officiating. No invitations over satin with a lace bodice. Her are being mailed out, but all Vows were exchanged before an headdress was a cloche hat with friends are welcome. Serving as best man was Jack

Mrs. Starr wore a black and

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

Mrs. Clyde Champion was in

For traveling Mrs. Starr chose a sories. She wore her orchid.

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

Mr. Starr graduated from Artesia high school attended New Mexco 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 lo

#### VFW Auxiliary Maps Plans for Future Program

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

After the business meeting the hostesses served fruit punch and

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, nd David Clowe,

#### Local Doctor Discusses Cause of Slipped Disc

much has been said about lipped disc, ruptured disc, or heriated 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 cer-tain 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 ertebrae.

It is not true to say "we are oing everything" unless Chiro-ractic is included. For further information about

Chiropractic, consult Dr. Kathryn Behnke, Palmer Graduate Chiro-practor, 408 W. Richardson, phone

## Is Honoree at **Birthday Party**

with a party Saturday in honor of Mrs. Bill Dunnam, 315 W. Missouri, members as guests. The party was to, where he was assembly regis held at the home of Mrs. Reed trar and teacher of a class of inter Dowell with Mrs. Ted Carder as mediates.

The table was covered with a piece was three night blooming cearus which had frozen and were floating in a cut glass punch bowl. Mrs. W: T. Haldeman donated the Methodist church met Thursday

Those present were the honoree and Mmes. Ralph Pitt, David Sai kin, C. D. Miller, Paul Terry C's a covered dish supper was served. Hostesses were Mrs. J. P. Menefee and Mrs. Clinton Patterson. Mayes Ed Thompson, Boyd, Bill Meachum, Sam Sanders J. C. Watson, Reed Dowell, and Ted Carder, members, and Mrs Baldwin, president, Mrs. H. G. Ellis Ralph Barr, a guest.

#### Mrs. J. H. Walker gave a very interesting devotion on the life of Mrs. Thompson Is John Wesley leading up to the meeting in progress in Philadel Bridge Hostess

Mrs. Ray Thompson, 795 dayton, was hostess to the Friday After-Those present were Messrs. and noon Bridge club.

Mmes. J. P. Menefee, Clinton Pat- Mrs. Clyde Tidwell held high terson, Robert Yeats, George Thal- score, Mres, Maynard Hall, second man, H. G. Ellis and Davis, and high and Mrs. Jim Parmer low Mmes. Mary Neatherlin, Houston, score,

Toni Cole, J. H. Walker, and Owen Refreshments of pineapple cream pie and iced tea were served by the hostess to Mmes. Jim Parmer, The next meeting will be garden party, Thursday, July 23, at the Kyle Clark, Clyde Tidwell, Vic home of Mr. and Mrs. Grover Haldeman, G. P. Ruppert, and Don

#### Social Calendar

Thursday, July 2 Women's Association Presbyterian church, meeting in parish hall, Mrs. Nora Coppinger announces

the approaching marriage of her Prayer retreat at Methodist parsonage, 9:15 a. m. with the regu lar meeting of the W.S.C.S. in Fel-lowship hall, 9:30 a. m.

> LOANS INSURANCE CECIL WALDLREP 811 Clayton

#### Mrs. Louie Burch | Personal Mention

Rev. and Mrs. Kenneth E. Ford and son, Michael Dale, returned on morning of the death of his father, Saturday to their home in Van Horn, Texas. Mrs. Ford and Michael Dale spent the past week ed home from a visit to his father Mrs. Louie Burch was honored in the home of her parents, Mr. and Friday night. Interment will be in 

Homer L. Lee, 502 S. Roselawn, employee of the Southwestern Potash Co., was notified Sunday Guy E. Lee, 68, Albany, Ohio Death of the elder Lee was not unexpected as Homer had just returnthe Ohio city Tuesday. Mr. and

Mrs. M. E. Graham of Carlsbad spent Friday here visiting her sis ter, 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

Address

# Deautitul

as and equipment subject to change without notice

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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.

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dependable

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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

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father.

not un-

return-

father

attend.

#### New Fiction, Non-Fiction Are eceived at Public Library

plete list of new fiction non-fiction is as follows:

ht Makers, Bendelier; Whis- New Non-Fiction-Pines, Bassett; The Rifle-Brick; My Pride, My Folly Captain Adam, Chidsey; Burns, Cody; The Crimson ers, Disney; The Boyds of Divorce, Despert.

foreign car flair

in 9 body styles

American comfort

longer wheelbases

expanses of glass

NORTH SECOND

for big visibility

road-hugging stability

and wider treads

and handling ease

ow books arriving recent- Yarn, Jennings; Emperor's Lady Artesia Public Library Kenyon; The Lotus and the Wind, announced this week by Masters; Thunder Hill, Nicholds; Donald Knorr, librarian. Crimson Is the Eastern Shore, Tracy; Battle Cry, Uris; Draw Near to Battle, Wheelwright; and A King Reluctant, Wilkins.

American Nations, Bannon: Willa Cather, Brown; Ambassador's Wife, Cerruti; The Passionate Cox; Stay Away, Joe, Cush- Years, Crosby; Daily Life of Early They Burled a Man, Davis; Christians, Davies; Postcards from lier's Cup, Dickson; Do Delaplane, Delaplane; Children of

Practical Oil Geology, Hager; Re-Mighty, Gann; The member These Things, Harvey; ing Book, Spook; and March or Die, Whip, Harris; Cotillion, Henley's Formulas, Processes and Swiggett.

corner Store, Idell; Rogue's Trade Secrets, Hiscox; Havana, Roberts; Chemical Analysis of

Find out how little a

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

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It's the most talked about car on the road!

Check the price tags! A surprisingly small

new Studebaker Champion costs even less-

it's one of America's lowest price cars. Order

your own strikingly original new Studebaker

star and official Mobilgas Run economy star.

right away. Own this outstanding performance

Coupes and hard-tops are less than 5 feet high!

amount of money buys a brilliantly powered new

Studebaker Commander V-8. A long, luxurious

Own this excitingly different Studebaker

After Dropping Two at Home, **Drillers Better on Road** 

After dropping two straight | to five and 12 for Artesia. games at home this weekend, Saturday's game found Field Artesia Drillers took to the Mgr. Joe Bauman taking over the road to win Sunday night in the fact of the two batters when the fact of the the familiar cycle of Driller loss was verwhelming

Artesia dropped two games lowing no hits, no walks. o Midland Friday and Saturday night-18-8, Friday, and 15-1, Sat-

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

Minerals, Smith; Guide to the Study of Rocks, Sunset Outdoor Build-

Bauman retired both batters, al-Herminio 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 Odesas opposition, was another story. Len Ruyle pitched a four-hit but scoreless game across 11 innings for the Drillers, who broke a scoreless, stalemated 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 single hit by centerfielder Her- E. Yates, northwest of Artesia, is nando Sanchez

#### **Howard Awarded** Combat Badge

wife, Velma, lives at 527 F avenue, Research Center, and home of AF's Lawton, Okla., was recently award. Officer Candidate School. ed the Combat Infantryman Badge while serving in Korea with the him for entrance into Air Force

5th Regimental Combat team. July 1951 and was stationed at Fort tion of his aptitude and inclination

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, Ar-

#### Personal Mention

and Mr. and Mrs. Vernon Halde- June 2, and they arrived in Caribou and Mr. and Mrs. Vernon Halde-man left Monday night for Ponca at 8:30 a. m. June 9. Due to the terrific heat the greater part of the City, Okla., to visit relatives. They tour was made by night. Sgt. Bush also plan to attend the Elks con- will be stationed at the Limestone vention in St. Louis, Mo., before Air Force Base, 10 miles from

Mrs, Louis Flamm and her niece, Miss Jeri Warnock of San Francisco, Calif. arrived Sunday to visit Texas, spent Sunday in Floydada sisters and aunts, Mrs. Ralph Rogers and Mrs. Norma Leonard. Mr. Mrs. Parker's brother, Oliver Allen and Mrs. Rogers and Mrs. Leonard and family. Mrs. Parker remained went to Vaughn to meet their for a visit and will return to her PHONE 201 guests. They plan to visit here two home from Floydada.

#### **Yates Completing** Basic Airman Indoctrination



Sam M. Yates, 18, son of Harvey completing his AF basic airmen indoctrination course at Lackland Air Force Base, the "Gateway to

Lackland, situated near San Antonio, is the world's largest air force base, site of Air Force basic training, for men and women, head Pvt. Ammon N. Howard, whose quarters of the Human Resource

His basic training is preparing technical training and for assign-Howard, a member of the team's ment in specialized work. The ompany B, entered the Army in course includes a scientific evalua-Okla., before arriving in for following a particular vocation and career.

#### **Personal Mention**

The many friends and relatives of the N. E. Bush family will b Awarded only to men who come happy to learn that the journey to under enemy fire, the Combat In- Caribou, Me., was made in safety fantryman Badge consists of a The party making the journey were miniature Revolutionary War rifle M-Sgt. Norman E. Bush., his wife mounted on blue, with a silver (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. Mr. and Mrs. W. T. Haldeman 817 S. Third street, at 7:30 p. m.

> Mr. and Mrs. F. F. White and children and Mrs. White's sister,

POLIO INSURANCE Smith-Gwynne Agency

## **Additions Pace Building Permits**

R. F. Blair, \$500, build porch on chen by moving windows and fix-present house, 9 by 15 feet, stucco ing cabinets, 607 Quay, June 23. outside, sheetrock inside, 114 N. Osborn, June 16.

Cleveland Costeal, \$200, add two to be 25 by 90 feet, reinforced side, 510 Mosley, June 17. Felix Madrid. \$400, build 16 by

14 frame addition onto house, 801 N. Fourth, June 17. Mrs. T. H. Flint, \$5,000, remodel

by adding new bath upstairs, fix bath downstairs, repair porch, dee orate 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-

Mr. and Mrs. Edward Crabtree and daughters, Monnie and Donna Lou of San Antonio, Texas, former ly of Artesia, spent Sunday here visiting friends. Monnie remained here to spent the week with Yvonne

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

building, 508 W. Main, June 23.

bedroom frame house from outside F. L. Wilson, \$800, add room oncity limits to lot 7, block 57, paint, to present house, 12 by 20 feet. 607 Washington, June 27. plasterboard inside, stucco outside, Lupe Gonzales, \$2,000, move 20 322 Richardson, June 22.

city limits to lot 8, block 17, Arte-Nora Connor, \$200, repair kitsia Heights, build 8 by 12 frame addition, 106 Cleveland, June 27. J. W. Henderson, tear down ga-Owen Hensley, \$12,000, build adrage, no charge, 904 Grand, June dition to existing building, addition 29

Cleveland Costeal, \$200, add two to be 25 by 90 feet, reinforced rooms onto present house, 12 by 16, block; east wall to be present west onto garage, 9 by 12 feet, to be sheetrock inside, brick siding out wall of existing State Distributors used for tool shed, 908 Missourt,

C. A. Parrish, \$3,000, move two

by 42 frame building from outside

Dr. Rebert W. Harper, \$8,000, J. D. McFarland, \$800, remodel build pumice block addition, 800 house, add two porches, add floor sheetrock inside, stucco outside, square feet, concrete drive, enlarge in one room, reshingle roof, 1103



## "FAT" AARON GROCERY & MARKET

Specials Wednesday, Thursday, Friday, July 1, 2, 3

EI V CDD AV	
Kounty Kist	CATSUP White Swan bottle 6 \$ \$1
CORN F 5 S4	CATSUP 2551
Concho No. 303 Can	Pet or Carnation tall lcan
TOMATOES Concho No. 303 Can 7 \$ \$1	CANNED MILK Pet or Carnation tall lcan 8 5 \$1
GREEN BEANS Mission No. 303 Can 6 \$ \$1	SPINACH Hunt's No. 2 Can 7 & \$1
DOG FOOD 7 5 S1	SWEET POTATOES Portales No. 303 can 3 % \$1
46 oz. Cans • R * 1	Doeskin, Colored I R
TOMATO JUICE A 5 S1	TOILET TISSUE 7 & \$1

FLY SPRAY Bee Brand Pin	t size 4 for \$1
BOLOGNA Payne's — All meat	3 lbs, for \$1
HAMBURGER LeanPORK STEAK	3 lbs. for \$1
WIENERS Payne's Finest M.	3 lbs. for \$1
BEEF RIBS Heavy PORK ROAST Shoulder Special Price	

712 WEST DALLAS

**PHONE 1010** 

# CLARK'S

For the Finest in Footwear!

-SHOES

Smart **SHOES** for Summer Wear

as shown Tan Calf with Natural Nylon Mesh-

RACY 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 for Dollar Day Only!



#### Catches every passing breeze

You have a "double exposure" to nix 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 Jarmans at our house

207 West Main - Phone 1489

-SHOES

"Shoes with Personality"





Regular Price \$8.95 to \$14.50

Buy One at Regular Price -Get another Lamp \_\_\_\_



**Entire Stock** LAWN FURNITURE 20% off



Regular Price \$2.95

Buy One at Regular Price -Get another for \_.



ALL PICTURES

25% OFF

Brittain Furniture Company

1402 West Main

Telephone 1250-W

"The Place to Go for the Brands You Know"

# Tremendous Dollar : Saving Halues,

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

PEAS Little Crown — 303 Size	SALAD DRESSING	
8 for \$1	Pints 3 for \$1	
GRAPE JUICE Welch or White Swan	CATSUP	
24 oz. <b>3</b> for <b>1</b>	6 for \$1	
SALMON Honey Boy — 1 lb. Cans	IVORY SOAP	
Each 39 <sup>c</sup> CUCUMBER CHIPS	4 bars 19¢	
12 oz. 25¢	CASH REFUND TICKETS	
SIMON'S FO	OOD STORE	
507 South Sixth	Phone 62-	

### 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

#### 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

#### DOLLA R DAY SPECIALS!

BY THE DOZEN!

Gifts - Antiques Silver - China

BLOCKER'S GIFT SHOP

303 West Main

#### **DOLLAR DAY OPPORTUNITIES!**

66 Gauge NYLON HOSE

White NYLON GLOVES

One Big Rack Summer

Dresses on Sale!

The Modern Shop

Artesia

Phone 488

#### PALACE DRUG

PHONE 1

SQUIBB DENTAL CREAM

2 Large 69¢ YOU SAVE 25c

Colgate's VETO CREAM DEODORANT

Helen Curtis Suave

Regular \$1.00

HAIR DRESSING 50¢ and Bottle of Helen Curtis Shampoo FREE

SEAFORTH SPECIAL for Men! Shave Lotion and Deodorant Value \$1.18 89¢ Both for

> Mennen's Brushless SHAVE CREAM

Large Size - Reg. 29c ea.

2 for 39¢

MEDICATED POWDER 75¢ and One Jar Mexana Skin Cream FREE!

Phone

346-W

#### 503 W. Main

50¢

**DOLLAR DAY SPECIALS!** 

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

ONE GROUP **DRESSES** 

#### 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 \_\_ Now \$1.00 \$3.98 Nylon Dress Shorts Now \$2.49 | \$1.98 Broadcloth Shirts \_\_ Now \$1.00

PLEASE - NO REFUNDS - NO EXCHANGES!

#### LEONE STUDIO SPECIALS!

One 8x10 Portrait, Reg. \$3.00 Value		\$1.00
One Dozen Portraits Size :	3x4	\$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!

#### FOR EXPERT

CUSTOM DRESSMAKING

BE SURE TO VISIT THE NEW

#### ARTESIA SEWING CENTER 324 West Main Mrs. Robert Floyd

Flaxon Prints, Regular 89c \_\_\_\_\_ Now Yard 59c

Dollar Day

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!

#### 411 W. BENNIES BOOT SHOP Main

HEADQUARTERS FOR WESTERN WEAR

Phone

1042-J

Prices Reduced on Quality Merchandise!

One Group Men's

Western Shirts

One Group Men's Western Straw Hats Reduced \$2 and \$3

2 for \$9

One Selection Men's Panama Western Hats

Were \$10

Moccasins \$2.98

Men's Bandera **Top Quality Felt Hats** Were \$10

**Cowboy Boots** 

\$14.95 and \$19.95

#### **DOLLAR DAY SPECIAL!** Thursday, July 2, Only!

OPTICAL

SUN GLASSES

Regular \$2.95

**GUY** TIRE & SUPPLY CO.

101 South First

Phone 920

#### SPECIAL VALUES IN ...

McMURTRY PAINTS WALL PAINT

FLAT WALL PAINT One Coat, gal. 3.45 Rubber Base Colors \_\_ gal. 4.50 Regular Colors

ROOF PAINT

OUTSIDE WHITE colors \_\_ gal. 5.05 Gallon

DISCOUNT ON ALL WALLPAPER

**BRYANT** PAINT & WALLPAPER CO.

2011/2 South Fourth

Phone 1622

#### **PHILLIPS Independent Service Station**

ONE COMPLETE GREASE JOB

Only \$1.00

Thursday, July 2

Outside City Limts on N. First Phone 0180-J6

#### FOOD SPECIALS!

MILK Pet or Carnation

BLACKBERRIES 3 for \$1

POTTED MEAT

OPEN SAT. AND SUN. AS USUAL 10 cans \$1

White Swan \_\_\_\_\_ TOMATOES 10 for \$1

TOILET TISSUE 12 for \$1

WALKER'S CASH GROCERY

1503 North First

Phone 0180-R1

Tambles

Mixing Bowl Sets True-Square Lawn Sprinklers Reg.

314 West Main

Reg. \$1.25 \$1.39 Visor Mirrors

Auto Handy Light With service and 98¢ Plugs into Cigarette lighter 98¢

Phone 325



Coronado electric refrigerator,

posts. See at Artesia Alfalfa

four years left on the guarantee

GAMBLES STORES.



#### PHONE 7

#### Classified Rates Minimum charge five lines) 15c per line st Insertion ent insertions 10c per line SPACE RATE

\$1.20 per inch \$1.10 per inch \$1.00 per inch 90c per Inch

-Business Opportunities SALE-Grocery, care and fillstation, doing good business. Charles L. Williams at Wil-Grocery & Cafe, Loco Hills 7 -tfc

Services Offered

#### LOANS

Farm, Ranch, City Property STEVE MASON 103, Carper Bldg., Artesia

STORAGE!

old moving, across the state, nation. Agent Allied Van outhern New Mexico Ware-Carlsbad, N. M. Phone 5-141tfc

OHOLICS ANONYMOUS - Ray. sole purpose is to help those have a drinking problem. P. ox 891 98-tfc

#### Real Estate For Sale

REAL VALUES IN REAL STATE, SEE MULTIPLE LIST-REAL ESTATE GUIDE ON 83-tfc

SALE OR TRADE-A lot 33-tfc

SALE OR TRADE-Nice one ushes, furnished or unfurn-

SALE-Three-bedroom home, basement, three churches 405 W. Grand or call 1281. 5 p. m. 33-tfc

SALE—Small movable houses ry. See R. A. Homsley, call Okla. 43-tfc

REAL VALUES IN REAL ATE, SEE MULTIPLE LIST-

SALE-New duplex, GI apved loan, let the rent from ide make your payments. Call

King, phone 1326. 49-4tc-52 SALE-House, to be moved,

00, 11/2 miles west of Eson Roswell Highway. But-Shultz. 51-2tc-52 SALE-28-ft. 1950 Model 'M'

tioner, dolly. 102 E. Grand. 52-2tp-53

SALE-Bargain! Bill Poe hotwith new motor \$200. Phone 52-4tp-55

SALE-Inventory clearance 3750 CFM down-draft air conr, Reg. price \$129.95, a steal 9.95. This price limited to our nt stock. GAMBLES STORE,

SALE OR TRADE - Two ee-bedroom houses, well lo-Call 617 after 6 p. m. 52-tfc

SALE—One new demonstraloor sample 15 cu. ft. deepnew price \$369.95. This \$299.95. GAMBLES

52-tfc SALE-1947 Chevrolet 2-door motor, radiator, clutch, kes, battery and tires. Body ood condition. Call 876-J or

52-4tp-55

FOR SALE OR TRADE

at 1106 Sears.

Acres of new land, almos modern 4-room and bath e, containing 1000 sq. ft. floor space, well improved ands and 10-in. irrigation with new Chrysler indusmotor. Located only 31/2 from Littlefield, Texas, in of irrigation belt on pave-Has all modern convenes including phone. Mineral with land. Call or see C. Clark at Clark's Shoes.

#### OF THANKS

wish to express our appre n to our friends who so kindisted us during the illness death of our mother and nother and for the beautiful offerings. We especially to thank Dr. Myrtle Harkey and Mrs. Norman Whitney aughter for their loving care and Mr. and Mrs. Glenn for their many kindnesses. and Mrs. Everett O'Bannon

6—For Rent

#### New Duplex **Apartments**

Two- and three-bedroom unfurnished duplexes, brand new, with stove, refrigerator, Venetian blinds and closed garage, as well as a variety of color schemes. \$76 and \$86 a month.

#### Casa Bonita, Inc. 913 S. Eleventh St.

Artesia, N. M. 50-tfe FOR RENT-Unfurnished three-

bedroom house. Fred Beckwith, 905 W. Richardson Ave.

FOR RENT - Small unfurnished house at 1004 S. Sixth St. Call Homsley Lumber Co., day phone 1033, night phone 492-W. 49-tfc

FOR RENT-Modern unfurnished one and two-bedroom apartments 12th and Main. Phone 434. 43-cfc

FOR RENT-Three-room furnished apartment, all bills paid. Phone 1017-J or inquire at 908 23-tfc

FOR RENT - Small furnished houses \$60 month ,no bills paid. Call 102 or inquire at 601 S. Second. 25-tfc

FOR RENT-Clean, modern, spacious apartments, Vaswood addition, 1, 2 and 3 bedrooms, furnished and unfurnished, closets and storage rooms, stove, refrig-SALE-New house, to be erator, washer and water furnished, \$4000. Mayes & Co. Lum- ed, air conditioned. Inquire 1501 o., 601 S. Second St. 27-tfc W. Yucca, Vaswood, phone 1326. 39-tfc

ement, 75x140 ft. Call 756. FOR RENT - Unfurnished threeroom apartment. Inquire 203 N. Eighth St. 30-tf

om home, landscaped, 26 FOR REAL VALUES IN REAL 7-Miscellaneous For Sale ESTATE, SEE MULTIPLE LIST

FOR RENT - Two-bedroom unblock and half half block Sears. Call Mrs. Nivens at phone grade school, 107 ft. front. No. 8 during day or 936-R after 47-tfc

FOR LEASE OR RENT-Business lots, E. Main St. Write Bewley, bedrooms. West of Park Inn 1810 N. Jamestown 6-7160, Tulsa,

> FOR RENT-Bedroom, 420 West Quay.

REAL ESTATE GUIDE ON FOR RENT - Furnished apart 83-tfc | ments and trailer houses, \$6.25 per week and up. Bills paid, nice clean place. 406 N. Fifth St.

> FOR RENT-Small house, furnished, close in, private shower, air conditioned, phone available, utilities paid. 308 N. Roselawn.

FOR RENT - Unfurnished twobedroom apartment, with cartem house trailer, bath, air port, located 1206 Hermosa Drive. Inquire 1107 Ward Ave. 51-3tp-53

> FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LIST-ING REAL ESTATE GUIDE ON THIS PAGE

FOR RENT-Furnished cottage, close in, suitable for couple only. Call Mrs. F. L. Wilson, 322 Richardson, phone 742-W. 52-tfc 52-tfc FOR RENT — Furnished apart

ment, three rooms and bath, clean, air conditioned. 808 W. Missouri. Call 220. 52-tfe

# CY COLOGY SEZ



IT IS NOT ENOUGH FOR YOUR COUNTRY ON JULY-4TH - DO SOMETHING FOR IT EVERY DAY

You're doing something for your country every day, by running an efficient farm. Add to that efficiency by providing the proper diet for your livestock and poultry. We've Feed for every need.

ARTESIA & SONS New Mexico FEED. FLOUR. COAL SEEDS 105 South 1st St + Phone 86

#### 6-For Rent

FOR RENT OR SALE-Two-bedroom house, unfurnished, locatof this refrigerator, new price ed 1203 Bullock. Call Loyd Downey \$179.95. Looks like new, a good Last Will and phone 1011-J.

FOR RENT-One-bedroom house unfurnished, to couple. 410 Her mosa Drive. Phone 826.

FOR RENT-Six-room unfurnished house, 605 S. Seventh St., entirely redecorated recently, couple preferred, baby accepted, no pets. Call in person at 611 W. Dallas after June 25.

6A-Wanted

#### WANTED!

Will Pay \$1.00 Each for First Three Issues of the Artesia Advocate

Tues., March 25, 1952 Brought to The Advocate Office. PHONE 7

GIRL WANTS office work, two years typing, two years shorthand, experienced. Phone 534-J.

WANTED TO TRADE - Three bedroom home in Hereford, Texas, wall to wall carpeting, attached garage, venetian blinds. Will trade for home in Artesia. Rhone 658-M. 52-3tp-55 WANTED - General trucking.

short jobs appreciated. G. C. Shepperd, 1907 Pine St., Morningside Addition, phone 093-R3. ELNOR CONVALESCENT HOME

A Home Away from Home, plus nursing care for elderly, crippled or senile people, operated by Mr. and Mrs. Norman G. Whitney, 1002 S. Roselawn, phone 67.

311 N. 12th St. Built to add ING REAL ESTATE GUIDE ON FOR SALE — One five-drawer all 756. 44-tfc THIS PAGE. 83-tfc Pondersoa pine, unfinished Pondersoa pine, unfinished CARD OF THANKS chest of drawers, slightly shopworn only \$12. GAMBLES STORE.

Carper Building

Now

TUESDAY AFTERNOON

12:00 Farm and Market News

12:10 Midday News

12:25 Music Interlude

12:30 Local News

12:35 Noon Day Forum

12:50 Siesta Time

1:00 Game of the Day

3:20 Scoreboard

3:20 Scoreboard

3:23 World News

4:00 Réquestfully Yours

4:05 World News

5:00 Sgt. Preston of the

7ukon

5:30 Sky King

5:30 Sky King

5:55 World News

6:00 Gabriel Heatter

6:15 Fulton Lewis, Jr.

6:30 Meet the Band
6:45 Local News
7:00 Bill Henry
7:05 Bill Keys Sports
7:15 Bunkhouse Serenade
7:25 Titus Moody
7:30 That Hammer Guy
8:00 High Adventure
8:30 On and Off the
Record

Record

9:00 Baukhage Talking
9:15 Elton Britt
9:30 Search that Never
Ends
9:55 Mal Wyman Sports
10:00 World News
10:05 Musically Speaking
10:30 Dance Orchestra
10:55 World News
11:00 Music that Moves
12:00 Sign Off
WEDNESDAY
5:29 Sign On

WEDNESDAY
5:29 Sign On
5:30 Spanish Program
6:45 Farm Report
6:55 Gabriel Heatter
7:00 Robert Hurleigh
7:15 Church of Christ
Devotional
7:30 Up See Disee Show
7:35 Local News
7:40 Up See Daisee Show
8:00 Cecil Brown

7—Miscellaneous For Sale

FOR SALE-White paint, \$2 gal-

FOR SALE-1947 Buick Road-Coll, call 0189-R1. . 40-tfc

FOR SALE-1952 Plymouth 4-door niles. Call 355.

#### 10A--Automotive Supplies

SAVE UP TO 50% motor oil, parts, accessories. WHITE AUTO STORE

new price \$18.95, this one only \$15; thanks for the many acts of kindfurnished house, located 1105 One three-drawer Ponderosa pine ness and lovely floral offerings unfinished chest of drawers, shop- received from our friends during worn, new price \$14.50, this one our bereavement in the loss of our loved one.-Josey and Beatl Fami-51-tfc lies.

TO BUY

FOR SALE—Repossessed 7 cu. ft. IN THE PROBATE COURT OF as Mann deceased, has been filed Personal Mention EDDY COUNTY, STATE OF with the County Clerk of Eddy NEW MEXICO. County, New Mexico. IN the Matter of the

NOTICE OF HEARING ON

PROOF OF LAST WILL AND

buy at \$135 at \$10 per month. Testament of THOMAS MANN. 51-tfe FOR SALE-Woven wire and steel

Growers Association, East Main St. TESTAMENT. 87-tfc STATE OF NEW MEXICO, TO: FOR SALE - Complete TV an NORA MANN, MATTIE LEE JONES, and TO WHOM IT MAY tenna, you install it \$18.95. Roselawn Radio Service, 106 S. Rose- CONCERN:

lawn Ave., phone 42-W. Notice is hereby given that an instrument purporting to be the FOR SALE-Any plaftorm rocker Last Will and Testament of Thomon the floor, one-half price; roll-

away beds for rent. Fairey Trading Post, 511 N. First. 32-tfc FOR SALE-Hay, cotton and grain also eight winch trucks, floats and pole trailers. K. J. Williams,

phone 1112. FOR SALE - Peanut vending route, 20 machines. Call at 504

FOR SALE-8%-inch lapweld cas ing 28 and 32 pounds \$2.10 per foot F.O.B., Duncan, Okla. Contact Howard W. Chamberlain, Wade Hotel, Duncan, Okla. 46-6tp-51

lon. Mayes & Co., 601 S. Second. 27-tfc

#### 10—Used Cars and Trucks

master 4-door sedan. See onehalf mile east of Artesia, Britton

sedan, with overdrive, less than months old, less than 12,000

On all your automotive needs, tires and tubes, seat covers, batteries,

We wsh to express our sincere

TO BUILD

PROMPT, FRIENDLY SERVICE

"No Appraisal Fees or Pre-Payment Penalty!"

ARTESIA BUILDING & LOAN ASSOCIATION

Artesia, New Mexico

PROGRAM LOG — Subject to Change Without Notice

Rhythms
8:30 John Daniel Quartet
8:45 Swap Shop
9:00 Ladies Fair
9:25 World News
9:30 Queen for a Day
10:30 Curt Massey
10:15 Capitol Commentary
10:25 Allsweet Music Box
10:30 Three for Me
10:45 Artesia School
Program

Program

11:00 Cedric Foster

11:15 Daily Devotional

11:30 Showcase of Music

11:45 Hymns for the Valley

12:00 Farm and Market

News

12:10 Midday News

12:25 Music Interlude

22:30 Local News

12:35 Noon Day Forum

12:55 Eddy Arnold

1:00 Game of the Day

3:29 Scoreboard

3:25 World News

3:36 Strictly for Listening

4:00 Requestfully Yours

4:55 World News

5:00 Bobby Benson

5:30 Wild Bill Hickok

5:55 World News

6:00 Gabriel Heatter

6:15 Fulton Lewis, Jr.

6:30 Meet the Band

6:45 Local News

7:05 Bill Keys Sports

7:05 Bill Keys Sports

7:15 Bunkhouse Serenade

7:25 Titus Moody

7:30 Crime Files of

Flamond

8:30 O Squad Room

8:30 On and Off the

8:00 Squad Room 8:30 On and Off the Record

9:00 Baukhage Talking 9:15 Elton Britt 9:30 Famiy Theater 9:55 Mal Wyman Sports 10:00 World News 10:05 Musically Speaking 10:30 Dance Orchestra

TO REFINANCE

10:55 World News 11:00 Music that Moves 12:00 Sign Off THURSDAY

'5:29 Sign On
'5:30 Sunrise Serenade
6:45 Farm Report
6:55 Gabriel Heatter
7:00 Robert Hurleigh
7:15 Up See Daisee Show
7:35 Local News
7:40 Up See Daisee Show
8:00 Cecil Brown
8:15 Working Day
Rhythms

Rhythms

8:30 John Daniel Quartet

8:45 Swap Shop

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4:00 Requestfully Yours
4:55 World News
5:00 Sgt. Preston of the
Yukon
5:30 Sky King

Yukon
5:30 Sky King
5:55 World News
6:00 Gabriel Heatter
6:15 Fulton Lewis, Jr.
6:30 Artesia School
Reports
6:45 Local News
7:00 Bill Henry
7:05 Bill Kays Sports

Phone 1042-W

Prepare For Your Child's Future Now! Open An Insured Savings Account Current Dividend 3%

Notice is further given that the

of 10:00 A. M., in the Probate

Courtroom at Carlsbad, Eddy Coun'

ty, New Mexico, has been set as

the day, time and place for prov-

ing the Last Will and Testament

of Thomas Mann, deceased, and

for admittance of the same to pro-

bate and for appointment of an

WITNESS my hand and seal of

No. 1908 27th day of July, 1953, at the hour

executrix thereof.

who me? Save MONEY?

Yes, you! You don't know it now

but you started saving money a

few days after you were born.

That was because your proud

papa opened an insured savings

account for you. When you're

your own nickels to it and,

later on, your dollars.

old enough, you can start adding

It'll earn generous

dividends for you, too,

while you're saving.

ARTESIA **BUILDING & LOAN** ASSOCIATION

113 S. Fourth, St. Floor Carper Bldg. Phone 870

Read the Classifieds.

Phone 870

Now

990

7:15 Bunkhouse Serena 7:25 Titus Moody 7:30 Official Detective 8:00 John Steele 8:30 On and Off the Record

9:00 Baukhage Talking 9:15 Elton Britt 9:30 Bishop Fulton J. Sheen

Sheen
9:55 Mal Wyman Sports
10:00 World News
10:05 Musically Speaking
10:35 Dance Orchestra
10:55 World News
11:00 Music that Moves
12:00 Sign Off

FRIDAY MORNING

FRIDAY MORALISM
529 Sign On
5:30 Sunrise Serenade
6:45 Farm Report
6:55 Gabriel Heatter
7:00 Robert Hurleigh
7:15 Church of Christ
Devotional

7:30 Up See Daisee Show 7:35 Local News 7:40 Up See Daisee Show 8:00 Cecil Brown 8:15 Working Day Rhythms

Rhythms

8:30 John Daniel Quartet

8:45 Swap Shop

9:00 Ladies Fair

9:25 World News

9:30 Queen for a Day

10:10 Capifel Commentary

10:25 Allsweet Music Box

10:30 Three for Me

10:45 Artesia School

Program

11:00 Cedric Foster

11:15 Daily Devotional

11:30 Showcase of Music

11:45 Hymns for the Valley

12:00 Farm and Market

News

12:10 Midday News 12:25 Music Interlude 12:39 Local News 12:35 Noon Day Forum 12:50 Siesh Time 12:55 Eddy Arnold

Have Your Car's Wheels Balanced - Today!



· Carefully, accurately balanced wheels can make a big difference in your car's riding quality. Give you increased tire life, improved steering and greater safety, too! Bring your car in-have its wheels balanced the Stewart-Warner Electronic Way. All wheels are balanced quickly, accurately ... in true running po-

longer tire mileage for your car!

G.M.C. TRUCKS

Preston Dunn and family at Por- her sister, Mrs. D. M. Castlow and Texas.

said Court, this 29th day of June, 1953. (SEAL) R. A. WILCOX.

Clerk of the Probate Court.

Mrs. Dee Spraberry and daughter, Deeanna, returned Thursday Mrs. Calvin Dunn and daughter, Okla. They visited in Guymon for from Dalhart, Texas, and Guymon, Anna Marie, returned home Friday the first time in 22 years, visiting from visiting son and brother, relatives and friends. They visited tales, and friends in Amarillo, her brother-in-law, Olie Spraberry at Dalhart. They visited three weeks in Guyman and two weeks in Dalhart.

Dr. J. J. Clarke, Sr., returned By Vera Brockman, Deputy. Saturday from Santa Fe, where 52-4t-T-58 he attended a state board meeting.

# REAL ESTATE



Farms, Ranches and Bus nesses Listings Exchanged the ROSWELL and CARLSBAD Multiple Listing

BUY OR SELL FROM A MULTIPLE LISTING BUREAU MEMBER



1066



Phone

OFFICE 315 QUAY AVENUE

Lovely 3-bedroom home at 1402 Yucca, with storage room, patio, barbecue pit and children's swing.

Low priced, 2-bedroom, furnished home, close to business district. Immediate possession. 702 West Texas.

An acre and a half, on paved road, with a two-bedroom home, a good well, gas and electricity, for only \$4,000. Terms. If you are looking for elbow room, at a moderate price, you must see this.

Houses to move, \$500 to \$2,750.

Don Teed

Res. Ph. 0198-J5

Cool Mountain Properties, \$3,000 to \$10,000.

Salesman

Shallow water rights, farms, ranches and businesses.

E. A. POE

Residence Phone 1519-R

Don Jensen Res. Ph. 756

#### **Currier Abstract Company**

102 Booker Building

Phone 470

Abstracts of Title, Title Insurance, Loans We Are Agents for Major Life Insurance Companies for LOANS on All Types of Property.

#### HARVEY JONES AGENCY

Realtor and Every Form of Insurance

120 South Roselawn

Owner leaving town, will sell 8-room house, 2 tile bathrooms, floors completely carpeted. One of the better homes priced to sell.

HARVEY JONES Office Phone 1115 Res. Phone 1217-J MILLARD LONG, Salesman

Ragsdale Realty

"BARGAIN" outof town owner says sell for \$7,000, rock veneer 2-bedroom home, has all modern improvements; garage, former price \$8,500. See at 1304 Merchant.

PRACTICALLY NEW 5-room Stucco Home, beautiful lawn, 814 Mann Ave. Price \$11,000. NICE 4-Room Stucco Home, corner lot, 1002 Washington Ave.

YOUR LISTINGS SOLICITTED - FREE RENTAL SERVICE Call J. F. Flamery or W. E. Ragsdale

#### KIDDY AGENCY

REAL ESTATE AND INSURANCE

415 West Main

1308 Chisum. Price \$9250.

Phone 914

Phone 645-J

GI's—here is the opportunity you have been waitin for—we have two duplexes that can be bought on your GI Certificate— See Us at Once!

21/2 ACRE SUBURBAN HOME, orchard, chicken houses, full interest in well and pressure pump, owner moved to Texas. See us for showing!

NEW TWO-BEDROOM TILE HOME, ready to move into, 1403 NEW THREE-BEDROOM TILE HOME, corner lot, paved street

CAFE, BUSINESS BUILDING and four-bedroom Home, on good location, near schools. See us for showing. Total price \$15,000.

CHRYSLER-PLYMOUTH 841 301 5. FIRST

sition . . . at all speeds . . . right on the car! Act now! Come in today-get smoother riding, safer riding,

#### Doyle L. Bonds **Arrives for Duty** At Alaskan Base

Cleo Rossittes, 706 W. Texas, Artesia, recently arrived in Alaska for duty with the 4th Regimental

#### Little League Standings

THROUGH JU	W	1.	GB
CVEC	4	0	Y
Russells'	3	1	1
Clem & Clem	2	2	2
Williams	1	3	3
Elks	1	3	3
Guy Chevrolet	1	3	3

June 27-to Mr. and Mrs. A. W. Service Ribbons. Broocke, Jr., daughter, Linda Beth,

#### Vet Enrollments Under New Korean Bill Double in 1953

Veterans' enrollments under the to increase in the months ahead. new Korean GI Bill have more than So far, nearly 280,000 Korean vet- 000 disabled veterans of World doubled during the first four erans have filed application for War II and Korea are taking vocamonths of 1953, a veterans admin-training under the new GI Bill. istration survey disclosed.

the beginning of the year, the enrollment figure was 60,000-or less

VA said it expects the number Combat Team at Ladd Air Force

last stationed at Camp Atterbury,

A veteran of the Korean conflict. ARTESIA GENERAL HOSPITAL he has among his decorations the June 24—to Mr. and Mrs. Henry Purple Heart for wounds received Alberts, son, Henry Earl, 5 pounds in action, Combat Infantryman Badge and the UN and Korean

Units in Alaska are receiving intensive field training while provid- full steam. June 29-to Mr. and Mrs. Ivy ing security for the northern ap-Coor, son, Marvin Conard, 8 proaches to Canada and the United

The number of veterans in train- Many of these-as well as many ing under the nine-month-old law who have not yet applied-may be stood at 131,000, as of May 1. At awaiting 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 Corporal Bonds entered the 76,000, were studying in colleges Corporal Bonds entered the and universities; 26 per cent, or 35, and universities; 26 per cent, or 35, one of the stationed at Camp Atterbury of the station 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

> There's a possibility that these proportions might change, VA said, to the State Engineer of New as the Korean GI program gets up

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

ED

HAVENS

SAYS ...

We Have a Large

Selection of Quality

**CHROME** 

DINETTES

Some Discontinued

as low as

now represent less than one-fifth of all veterans enrolled in all types Hope News of Federal veterans' training pro-

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 30, tional rehabilitation training under

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

#### 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 Mexico for a permit to correct location of shallow well from a lo cation at a point in the NW Corner NW1/4 Lot 13 of Section 4, Township 16 South, Range 26 East, N. M. P. M., to a point in the SW1/4 SW1/4 of Lot 12 of said Section 4 where well was actually drilled. No additional rights over those

Appropriation of water from all ources combined not to exceed a total of 3 acre feet per acre per

set forth in License No. RA-1445 are contemplated under this appli-

Any person, 11rm, 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,

JOHN H. BLISS.

Hope Correspondent

Mr. and Mrs. Carl Burnham of ight for a few days visit with Mr. lope before going to their home Alamogordo. n Haden.

and her mother, Mrs. Mattie Harris, Elna Teel, in Artesia. Mr. and Mrs. of the Kincaids.

home near Pinon

babies of Roswell wer'e business home. visitors in Hope Wednesday. Mrs. Haden, Ariz., arrived Tuesday Owen (the former Audry Beverage) visited with Mrs. Lincoln Cox Burnham's parents, Mr. and Mrs. while her husband was attending Denzil Burnham, and a sister, Mrs. to business interest. Mrs. Owen had John Bush. The Carl Burnhams spent several days visiting her fahave been on an extended visit in ther and other relatives in the he East and returned by way of mountains while Mr. Owen was in

Little Karen Teel spent Sunday Mrs. Charlie Hepler, son Lee, night with her grandmother, Mrs. fornia where they visited relatives

were callers in the Haskell Harris George O. Teel had visited in the home Tuesday afternoon from their home of Mrs. Elna Teel on Sunday afternoon and Karen remained Mr. and Mrs. Lloyd Owen and there when her parents returned

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

Mr. and Mrs. Mark Kincaid, Mr. and Mrs. Felix Cauhape, Jr., and children returned nome last Thursday after an extended trip to Cali-



Current Dividend 3%

Each Account Insured to \$10,000

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!

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

ARTESIA FURNITURE COMPANY

Lovely Blouses and T-Shirts for Ladies, way down to	21.00
. B. T. H.	\$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!



Dollar Day Thursday July 2 Don't Miss It!



**OTPOND** 

PORCH

FLOOR

painters for a limited time only you get this

31/2" Du Pont Nylon Bristle BRUSH



when you buy 6 gallons of any DU PONTEXTERIOR 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!

327 West Main

"A Dependable Source of Supply Since 1908"

Phone 103



Features Over Fifty Separate

Pineapple Libby or Lalani

Crushed















Puppy Love

Dog Food

Tall Tin

Dr. Pepper Six Bottle Carton



Gardenside Green Beans No. 303 Tin



Sunnydawn

Bel Air

Lemonade

46 oz. Tin

Your Dollars Buy More on





Townhouse

Be sure...sho

OUR JUNE DOLLAR DAY WAS A WHOPPIN' SUCCESS! OUR JULY DOLLAR DAY WILL BE BIGGER! DON'T MISS IT! THURSDAY, JULY 2

	- 1
PEARS BARTLETT—Highway in heavy syrup No. 21/2 Tin	33¢
GRAPE JUICE Church's 24 oz btl	
POTTED MEAT Libby's 51/2 oz.	15¢
DEACH DDECEDVEC Empress	

•		
	PORK & BEANS Taste Tells tall tin	10 : \$1
	SARDINES Maine in Oil flat tin	12 : \$1
	FLAV OR AID Assorted flavors pkg	30 : \$1
	CANDY BARS Assorted	

BLACK TEA	Canterbury O.P. 1/4 lb 29¢
<b>CHEESE FOO</b>	D Van Zee Spread 2 lb. Loaf 69¢
SPAM Luncheon Me	at12 oz. 47¢
POTATO CHI	PS Red Seal 8 oz 39¢

Iomato Juice

CHERUB WILL Rich	tall tie
MARGARINE Dalewood	quarters lb 20¢
PARADE SUDS Heavy dut Deterger	ty Gnt. 59¢
COFFEE Edwards Finest Blend	1ь. 77€
COFFEE Nob Hill Aromatic flavor	1ь 72¢
COFFEE Airway Mild and Mellow	lb. 70¢
SWEET PICKLES Mother Slice	er's ed 22 oz. 37¢

We Will Be Closed Saturday, July 4, 1953

of for	
PAPER NAPKINS Zee white 80 count	13
PAPER PLATES Bondware pkg	139
COLD DRINK ALASKA Asst'd flavors pint	37
FIGBARS Jane Arden 18 oz.	42
TUNA CHUNKS Starkist 1/2 flat	35
SALAD DRESSING Cascade pt.	259
PEANIT RUTTER	250

GOV'T. GRADED MEATS

8 for Tuna

Grated

Pillsbury's Cake-Mix

3 for \$

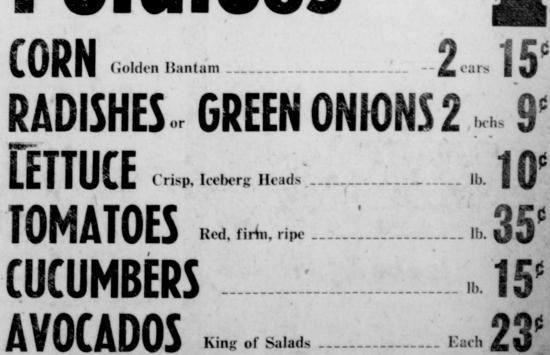
Hostess Delight Fru't Cocktail No. 21/2 Tin

Fresh Dressed and

ROUND STEAK u. s. y 'em roasted \_\_\_\_\_ lb. 39¢ EAN U.S. Comomercial Grade Calf lb. 55° STEAK U.S. Commercial Grade Calf \_\_ lb. 45° Boil, Braise or Bar-b-que \_\_\_\_\_ lb. 15¢ BOLOGNA Fresh Sliced, All Meat \_\_\_\_\_ lb. 49¢ ED LUNCHEON Cello wrap \_\_\_\_\_ 1b. 49¢ CON Yorkshire or Corn King \_\_\_\_\_ lb. 63°

FRESH FROM GARDEN-ORCHARD California White Rose

Potatoes



Right Reserved Limit



#### Restaurants Are Asked to Feature Beef on Menus

In a special appeal directed to through New Mexico Cattle Growers' asso-continued. featuring beef on the menu, "at from chain stores in every part of

ments said: "You can cooperate in other agricultural commodities." this program by giving beef a mor prominent place on your menu and by featuring such economical cuts as pot roasts, corn beef and cab bage, beef pot pie, beef and noodles and beef hash.

"Since beef has a wider consum such an effort should be a popula one and have ready consumer as ceptance," the letter continued.

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

Marie Montgomery STYLE TAP DANCING BALLET AND ACCORDION Phone 10:6.W

DO YOU BELIEVE

HEREAFTER?

DR. J. K. WOODLEE CHIROPRACTOR

Palmer Graduate 602 WEST TEXAS AVENUE Phone 320-W

GOOD. I'M HERE AFTER

FORK IT OVER

NOTICE!

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

Delivered Here! COME IN AND SEE IT!

We Will Be Glad to Demonstrate

Our Baler or Rake in Your Field!

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

restaurants and eating establishnents 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 all restaurants in New Mexico. Ed from 59 to 70 per cent above the Heringa, Clayton, president of the first five months of 1952," Heringa

ciation, called for cooperation in Praising cooperation received prices in line wth current cattle the country Heringa declared: "we feel this emphasis on marketing A letter mailed today to nearly beef will do much to adjust the 1,000 New Mexico eating establish price of our product in line with



YOU'LL HAVE TO

ARTESIA

IMPLEMENTO

#### Pyongyang NORTH KOREA

POWs Freed Her

SOUTH KOREA

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

#### NM General Fund Public Schools Appropriations **Get \$3 Million** Up 300 Per Cent More From State

Appropriations from the general fund of New Mexico's state govern will go to New Mexico's public ment have increased more than 300

per cent during the past 14 years. | payer organization. But only 18 per cent of the state's revenue is channelled through the general fund, and thus the Legislature has direct control of less\_than one-fifth of the state

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

An increase of almost \$3 million payers Association of New Mexico

"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 The general fund appropriations ple, through the Legislature, Nohl

> PAINTING Brush and Spray Paper Hanging Textoning TROY PARKER Carlsbad

schools for the 1953-54 school year, payer organization 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 Tax

The so-called current schol 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 which only the revenue can be of financial authority of the peo- used-now amounts to more than 50 million dollars," sadi Albert K Nohl, acting director of the tax

"Operated somewhat like a limit ed investment trust, the permanent

fund is increased by several million dollars annually through oil jane

#### 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 Phone 455-J 8111/2 S. First



farm and ranch acreage More thn half of the total public school income comes from the state sales tax, which now amour o more than \$20 million a year

gas royalties and from the sale of



LICENSED SALESMEN

W. B. Durham E. L. Durham Leonard Durham

loe Freeman North First Artesia Phone



# DOLLAR DAY

THURSDAY---JULY 2



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 nver 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!

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 speial buy-with some better quality Slips reduced to clear. All sizes 32 to 40. Colors White and Pink-Plain and fancy

I trims. A chance to save plenty at this low, low price!

SPORT OXFORDS 2.33

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

**Crushed Feather** 

**PILLOWS** 

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 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

Per Yd.

Boys' Cotton Plisse

# SPORT SHIRTS

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 pair of canvas gloves! Come get yours to-

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.



#### NYLON MESH TO MINNEAPOLIS-MOLINE, NEW MODEL THE AND NEW HOLLAND BALER OWNERS See Us for Baling Wire Prices . . .

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

RETRACTABLE BALLPOINT PEN PENCIL SETS

Special \$1

3 pc. set This handsome set includes a ball point pen that does not smedge or smear, matching mechanical pencil, and a flash-light with a battery! All have gold plated clips! Now, you can have all 3 pieces for this low



# SPECIAL! SPECIAL!

THREAD 2 spools 50

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

#### Gold Star Wives To Host Children Of War Dead

in World War II and in the camp near Spooner, onsored by the Gold Star Service Foundation," it was ed today by Madeline Korea Dec. 23, 1950.

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

The 183-acre camp, located on More than 900 boys and girls Rooney Lake, will receive its first anniversary of America's entrance into the Korean War, and will be guardian," Mrs. Clausen pointed dedicated to the memory of Gen. out, Walton Harris Walker, USA, former commanding general of the

## **Award Programs** Planned for 4-H

Two national 4-H club award pro- Jones,

line Walker, of Washington, D. C., Eighth Army, who was killed in will be present at the dedicatory

will be conducted in New Mexico savings bonds. More than 35,800 this year. They are bread demon- girls in the nation gave baked

are to help 4-H club girls acquire the skills involved in making In the dress revue program, breads, rolls and other baked which is open to all girls participate

Incentives for outstanding 4-H records of achievement, provided

stration and dress revue progams. foods demonstrations last year be "Objectives of the demonstration fore audiences totaling 850,000 per sons."

foods," explains Miss Tiny Faye ing in the 4-H clothing program. associate state 4-H club members learn to dress approprise fathers died on global battle. group fo youngsters on the third grams of special interest to girls leader. "Participants learn to give ately in keeping with a well-planned effective demonstrations showing family budget, and to develop some phase of what has been learn- poise, proper posture, and habits of ed and its relation to the family good grooming. The popularity of entering its final phase this sumthis program is reflected in the enrollment of girls last year, which totaled 669,259.

exercises, which will be held at the by Standard Brands, Inc., comprise | Simplicity Patern Co. provides national presentation at the Club "Children between the ages of campsite at 3 p. m. Sunday, June medals of honor for top ranking in- awards of honor medals to county Congress will receive a leathered he Gold Star Wives Service seven and fifteen whose fathers 28. During the ceremonies Mrs. dividual and team participants in blue award winners and an all- cased scissors set. ion, incorporated in the died in service are eligible to at Walker will unveil a photographic each qualifying county. State win- expense trip to the National 4-H f Illinois May, 1951, con- tend the Gold Star Camp with no portrait of the General which will ners, both individual and team Club Congress in Chicago next No- furnish complete information con

#### **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 mer. Three new strains of pinto and three of the Great Northern

at the department's Beltsville, Md., ico A&M college, performance rec research center are being tested in ords for two to three years will uniform plots at the agricultural show the disease resistance and experiment stations of seven west- climate adaptability of each strain.

Then foundation seed of the best These states are New Mexico, of each type will be released olorado, Nebraska, Montana, through the state experiment sta-Idaho, Washington, and Wyoming.

According to Gordon B. Hoff, for increase.

Best Wishes to

#### NELSON'S SUPERMARKET

ARTESIA

PAINT AND GLASS COMPANY

Green Beans

Wonder CALIF.

ELERY

omatoes

CALIF.

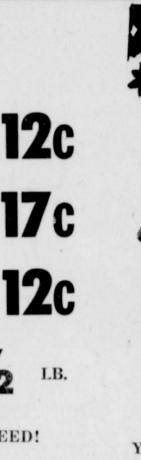
SALAD SIZE

Crisp for

LB.

Kentucky

CANTALOUPES



YUMA Vine Ripened Graded No. 1 Melons

LB.





THRIFT

CARNATION OR PET

7 Tall \$1 ASPARAGUS

GREEN SPOT 46 oz. Tins

GOLDEN BRAND

Chuck

or

**Round Bone** While Supply Lasts!

from U.S. Good Calves

LB.

1 lb. Pkg.

HUNT'S Picnic Tin

Cut Yourself

PEYTON'S ACE

**T-BONE** 

**SIRLOIN** 

**CLUB** 

RIB

Your Choice of

LB.

From

Calves

U. S. Good LB.



COLD DRINK Alaska Makes 7 pints \_ pkg 39 COLD DRINK CUPS Dixie

NAPKINS Zee—80 count white or colored

CHEESE Krafts sliced American or Pimento \_\_\_\_\_ 1/2 lb pkg 36ct TUNA Breast-o-Chicken Chunk style \_\_\_\_\_ 61/2 oz tin 379

CHEESE CRACKERS OLIVES

VALUES GALORE

PEACHES Heart's Delight halves SANDWICH SPREAD

Royal

Reg. Box 16c

Instant Puddin'

OOK Designated Fun on the 4th **HEADQUARTERS** for **PARTY** and **PICNIC** FOODS and GOODS

Wonderful New Food Dishes Better Living

GROUND BEEF

FRESH GROUND

> Fresh Dressed and Drawn

> > LB.



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**Prices Effective** 

Wednesday, Thursday and Friday

Wednesday Is Double Stamp Day

#### The Artesia Advocate

CUBLISHED BY ADVOCATE PUBLISHING CO.



Bureau of Circulations. Ask for a copy of our latest A.B.C. report giving audited facts and figures about our circulation.

A.B.C. Audit. Proc. A.B.C. Audit Bureau of Circulations FACTS as a measure of Advertising Value

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- OFFICES188 W. Randolph, Chicago 1,—Holbrook Bldg., San Francisco SUBSCRIPTION BATES, PAYABLE IN ADVANCE SUBSCRIPTION RATES, PAYABLE IN AI
One Year (In Artesia Trade Territory)
One Year (For Artesia Man or Wuman in Armed
Forces, Anywhere)
One Year (Outside Artesia Trade Territory but
Within New Mexico)
One Year (Outside State)

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ORVILLE E. PRIESTLEY, Publisher VERNON E. BRYAN, General Manager DAVID H. RODWELL, Editor

#### Doesn't Look Right

CASE OF THE HOPE retard dam has brought to light an interesting report by the New Mexico Legislative Council Service on expenditures of money from the permanent reservoirs for irrigation purposes income fund. The report was prepared for Sen. T. E. "Gene" Lusk of Carlsbad, who with T. E. Brown, Sr., of Artesia, and members of the Hope water commissioners sought \$60,-000 from the fund for cleaning out the Hope

Lusk apparently had the report made when State Engineer John Bliss declared there was not enough money in the fund for the \$120,000 he said would be required for the dam cleaning. As a result of Bliss' statement, Gov. Ed Mechem vetoed a bill providing for the dam cleaning.

Since 1945 the state has spent \$1.8 million from the fund—but so far as anyone can learn, none of it was spent for cleaning or building dams.

The legislative council report says statutory authority for the fund is found in the Ferguson act, which granted 500,000 acres of land to New Mexico to establish the fund. New Mexico statutes set up the fund, defined its sources of income, and provided for investment of the fund.

The fund gets money from the 500,000 acres of land granted to the state. Rentals, fees, royalties, etc., are collected by the commissioner of public lands.

The fund was set up June 21, 1898, by Congress to establish permanent water reservoirs for irrigation purposes, such as the

However, succeeding New Mexico legislatures have, seemingly illegally, appropriated the money to run the state engineer's office. The fund in 1949 and 1950, for instance, paid \$88,658 in salaries, \$6,277 in travel and per diem, \$1,572.29 for water hearing expense. In 1950 and 1951 \$96,475.91 was spent from the fund for salary and wages, \$1,790.60 for office supplies, \$4,081.-67 for retirement, \$5,725.11 for equipment,

In 1951 and 1952, \$147,715.29 was spent for salaries and wages, \$8,192.24 for travel and per diem, \$4,781.99 for office supplies, \$2,741.92 for telephone and telegraph, \$7,-461.74 for rent, \$4,890.10 for retirement. The comparable items for 1952-53 are higher, with salaries \$179,500 for 1952-53, and \$214,940 for 1953-54, for instance.

Nobody has vet been successful in finding all the new dams and well-maintained dams all this expenditure would indicate. When it comes right down to maintaining a dam, such as the \$75,000 asked for the Hope dam, the money for which this well-heeled fund was first set up just isn't there.

#### Silence Not Good

NEWSPAPERS ARE besieged every day with scores of letters, ranging from disselves to run the public's business, let them patches from the Stonecutters' Guild of the run it in public.

U.S. to releases from the latest popular magazines. Most of them have to do with advertising a product, via a "news story." Most of them find their way to file 13.

We would hesitate to guess the amount of money spent in writing, preparing, and mailing these releases to hundreds of newspapers across the nation—the sum to write the advantages of using wallboard, the need and mail those releases, of which 98 per cent go into the wastebasket, would be staggering.

While there are releases by the score on for understanding the merchant marine, how to cook a recipe using Mother Amanda's flour (or chocolate bits, sugar or eggs), or the latest in automobile water pumps, automobile gear shifts, etc., there is little in the mail from organizations a newspaper aches

We never receive releases from the National Association of Parents and Teachers, one of the country's most worthwhile organizations, and must request them from Better Schools. There are hundreds on hundreds of such agencies in the field of education, social research, medicine, and all the other worthwhile lines of human endeavor.

Yet while hundreds of dollars are spent on a single newspaper in a year on junky publicity releases which find their way into the wastepaper basket, worthwhile associations and causes do not communicate their products-ideas, findings, suggestions-to what we believe is a public eager for legitimate news in every field of human endeavor.

#### Meetings Without Public No Help

WITHIN THE PAST three weeks two of Artesia's most important governing bodies have seen fit to hold meetings to which the public was not invited.

The first was held by the school board, and concerned methods to provide rural representation on a school board to be appointed by the state for the newly reorganized North Eddy county school district.

The second was held last Wednesday night by the city council.

The first was in the manner of many public boards when tossed a hot potato-the first impulse is to lock the door. The motives can be understood, if not condoned.

But last Wednesday's city council meeting was just plain thoughtlessness so far as can be learned. It apparently was a spur-of--the-moment impulse to hold the meeting two hours early without advance, public no-

In the case of the school board, the members were under considerable pressure concerning the reorganization representation problems. We can understand where a little peace and quiet might be desirable.

But the school board members might better have protected themselves had they allowed the press to cover those sessions. Since the meetings were held, the stories of what went on in them are legion, and frequently conflict. Rumors attribute conflicting attitudes to different people. One set of rumors puts two people on one side of the fence, but another puts the same two on the

Full coverage of this problem area not have turned loose a wave of would have been a public service, as well as a to school board members.

It is to be remembered that good public relations was one of the goals of the new board. Yet by holding closed session the board invited suspicion and distrust, thereby undoing in a few hours what would take months, even years, to build.

Rather than putting themselves on such a spot, Artesia board members might have removed themselves at least a little off the spot-by inviting the pres to sit in with them.

It is not the press—the newspapers and radio-which suffer when meetings are closed and business is conducted in a slipshod, hurry-up way. It is the public which suffers. There is no one person who has the all-seeing vision and foresight to decide what the public should and should not know.

#### THIS LAND OF ENCHANTMENT-

#### Carlsbad Once Again Follows Artesia Lead, Stops Noon Siren—But Some Folks Miss It

CARLSBAD IS HAVING my record." growing pains again—or still—this time over abandonment of the noon whistle, which separates hamlets from metropolises, according to the thinking down

One woman writes "I've always counted on the noon-day whistle and now I go right on working because I have grown to depend on the 12:00 o'clock signal.'

Four girls write "Please! Will you have them blow the noon whistle again. We would rather be 'whistle listeners' than 'clock watchers'

Perhaps one of the oldtimers can tell us how long it has been since Artesia had a noon whistle. Carlsbad once again, it seems, is following the lead of its North Eddy county neighbor. First it was baseball, now it's noon

MAURICE SANCHEZ OF ALbuquerque, U. S. attorney for New Mexico, says he and two of his assistants are resigning to make way for Republican ap-

Sanchez announced his resignation after talking on the phone with Deputy Atty. Gen. William P. Rogers in Washington.

Rogers declined to ask for Sanchez' resignation, said Sanchez, because they had nothing against

Paul Larrazolo, Beien attorney and an unsuccessful GOP candidate for governor in 1950, is seen by Republican leaders as most likely successor.

SEN. T. E. "GENE" LUSK OF Carlsbad says "serious trouble was almost inevitable" at the New Mexico state prison, where rioting broke out Monday but was quelled the same day after slay-

Lusk, a member of a special committee organized in the last legislature to investigate prison conditions, said it is not surprising, in view of testimony during hearings of the committee, that

the riot has occurred. Attitude of prison officials and the state prison board, as expressed by its chairman at the May meeting of the committee, indicated serious trouble was almost inevitable, Lusk said.

LOVINGTON IS GOING TO get improvement in its telephone service says Russ Parker, managng editor of the Lovington

The General Telephone Co., which serves Lovington, blames the city's phenomenal growth and insufficient planning to meet that growth with poor service

DOG POISONING HAS spread to Portales now, and its

assic int district attorney has warned that dog poisoners will be prosecuted to the full extent of A penalty of six to 18 months

offense is levied for poisoning dogs. Second offense is punishable by two to 10 years in jail. According to the Portales Tribune, "dozens of dogs" have

and a \$500 fine in case of first

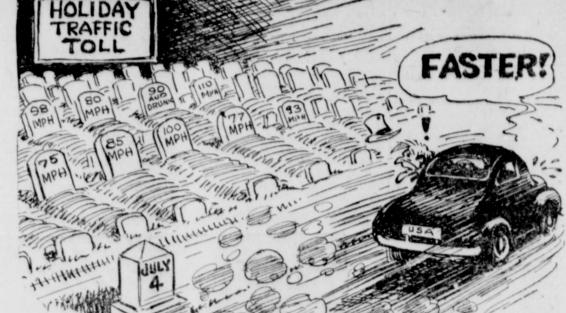
been poisoned in Portales in the past six weeks GOV. ED MECHEM HAS

warned "two-bit" gamblers to stay out of Ruidoso. The warning came just before the 1953 horse racing season prepared to get underway Saturday at Ruidoso

The governor said there had been indications some "two-bit" gamblers intended to move in and make a play at Ruidoso this sum-

He wasn't refering to the legal pari-mutual betting.

He said the state will do everything in its power to see gambling at the resort is suppressed. Local authorities have pledged their full cooperation.



HOLD YOUR HATS!

NEW MEXICO EDITORS ARE SAYING-

#### Dirty, Rickety Old Penitiary Once Again Is Riot Scene—Degradation Brings Revolt

penitentiary again has been the scene of tragic violence-an uprising by convicts who seized guard hostages and finally gave up the battle when two of their ringleaders were cut down by rifle bullets. What is wrong? Why do we endure penitentiary violence every six months?

The New Mexican reprints on its editorial page today two somewhat divergent views on the question from the state newspapers. However we think they overlook the most potent factor in the whole situation.

Monday's riot could not have happened in a modern penitentiary. One scheming convict could violence embracing the whole in stitution. Modern penitentiario have remote controls for locks have double and triple precau tions against seizure of guards and keys carried by guards. In all but archaic prisons like ours trouble in one section can be isolated and snuffed out quickly, before it spreads.

Human beings will not live peaceably, for long, in dirt and degradation. Filth, cockroaches, foul air, crushing monotony and depravity are the lot of penitentiary inmates in New Mexico. We must have a new penitentiary and we must have it as quickly a mortar can be applied to stone.

This rioting and the killing should be a spur to the Prison Board to hasten its efforts in finding a location for a new institu tion and getting it built immediately. The Board has the authority from the Legislature. Its bonds are in the process of being issued. Let's get it done-now.

As long as the hideous physical conditions at the penitentiary exist, as long as men are required to live in degradation, we will have violence at the penitentiary. -Santa Fe New Mexican.

#### VOTE MACHINES

The Board of County Commissioners rate kudos for their action recently in contracting for 35 additional voting machines for use in future balloting. Six machines were used in the 1952 general election and proved their worth. Under the new arrangement all but the smallest Santa Fe county voting units will have voting machines, the county will, pay a reasonable yearly fee, and in 10 years the machines will be completely owned.

During these times of charges and counter-charges of voting irregularities in New Mexico, it is refreshing to note that our own county, at least, is taking steps to safeguard future voting by providing devices which have proved to be virtually fool-proof and tamper-proof. - New Mexican, Santa

WRIST SLAPPING

Suspensions of 30 and 60 days have been dealt out by the state liquor director to liquor dealers accused of law infractions.

One suspension was based on sale to a minor. Another was based on Sunday sales. Recently compromise fines have covered liquor law violations.

Such fines and temporary license suspensions will not solve the liquor law violators. A few lengthy license suspensions might

do the job. Liquor violators do New Mexico's dirty, rickety old not mind too much mere temporary suspensions or compromise fines. The state director's crackdown on liquor law violations appears as no more than a mere 'slap on the wrist' 'sort of punishment.—Albuquerque Journal.

DUST BOWL DAYS

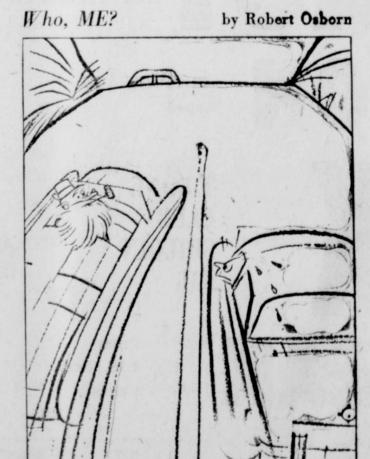
The storm that swept through New Mexico this week-end was an uncomfortable reminder of the dread Dust Bowl days of the

It could happen again and may-

ed by thick yellow clouds towering thousands of feet in the sky. The dust boiled solemnly over the horizon, blotting it out. The clouds obviously came from a distance. Soon the fine dust was sifting down into Carlsbad. Later, the winds came. It is the pattern of the Dust Bowl.

There isn't anything wrong with Eddy conuty that a good two-inch rain won't cure. We intend to continue our editorial campaign for rain in spite of its lamentable lack of success to date.—Current-Argus.





Drivers with at least one year's experience caused 98 per cent of last year's accidents. Only YOU can prevent traffic accidents!

OUR READERS WRITE-

#### **Parents Pose Questions on Matter** Of Appointive State School Board

Artesia Advocate: In view of the fact that the North Eddy school division is to have all members on the school board appoointed by a state body, it might be wise if we, as parents, ask and find the answers to a few questions.

Because there was no doubt that rural representation was to be given, why was it so important that the Artesia board resign en, masse and not as the board itself suggested, i.e., that two resign and the remaining three appoint two rural members? Who were the Artesia repre-

sentatives at the state board of

education meeting at which the

North Eddy board was tentatively picked before the Artesia board had even been requested to re-When the new board takes office, what happens to the planned program of the present board toward clarifying duties of the

Is the school board subject to the wishes of the superintendent, whom it appoints, or vice versa? Why does the administrative staff of every school system deem

school board and the administra-

Are teachers being su, as to their personal disagreement with their sur

Are teachers' suggestions for betterment of schools ever co

Why must politics be ev present in school administrati When are administrators goi to direct their efforts toward i proving the schools, themselv such as raising college entran qualifications in Artesia high

Isn't it time for the student to be considered the primary facto in educational plans, with a elected board to enact the be educational program poss through the media of super dent of schools, principals teachers.

Since we can't elect a boa this year, we can write the sta board of education to recomm our choice for appointed me bers. This will let it be kno that North Eddy county par have not been asleep while po ical strategists have been w ing overtime to gain dictati control of our school system

Pick Your Own Payments first. . You select best payment date. . Lu



213 SOUTH CANYON STREET, CARLSBAD Phone: 5-3663 • Frank C. Cross, YES MANager . No Insurance Required or Sold

#### Camera Shy



Oblivious to the fame which has come to them as quadr as rare a phenomenon with cows as with humans, the four Holst born on the ranch of Joaquin and Tony Pereira near Merced, Califor turn their backs on the photographer as they tackle a project of more interest. The Pereira brothers attribute their success in bring the coy calves through hazardous days of babyhood to use of a feed taining aureomycin, an antibiotic helpful in reducing normal calf a literature from the usual 20 persons to practically 2000. tality from the usual 20 per cent to practically zero.

#### Patronize Our Advertisers

'Piggy Back' Farming Comes of Age



A surprisingly different piece of farm equipment is busy in the fields these days. It's called a Uni-Forager.

This machine, the only one of its kind so far, is a forage harvester attachment for the Uni-Tractor—the startling 3-wheel tractor on which can be mounted a harvester, a 2-row husker, or a picker-sheller in addition to the new forage chopper.

The new Uni-Forager features a safety reversing lever operated from the tractor seat that prevents clogging or damage; a floating toothed feed roller for continuous crop feeding; and adjustable knives whose lengths can be adjusted from 1% to 3 inches.

According to the manufacturer, the Uni-Forager's large blower and delivery pipe assures maximum harvesting capacity.

What are believed to be exclusive designs are the raker bars for delivery of hay or row cop silage and a ratchet clutch which helps to prevent back-running or wrapping of the roll when the feeder is reversed.

A hay crop header is now available with a row crop header development planed for the future by the manufacturer, the Minneapol Moline Company.

Patronize Our Advertisers

#### Over 3 Million **Bales of Cotton** Go Into Clothing

A near-record total of 3,108,080 es of cotton went into men's. arel items last year, according nal Cotton Council's statistical "Cotton Counts Its Cus-

eliminary figures for 1952 impressive gains over the preyear in these uses. In wommisses' and junior misses ng apparel, 734,770 bales consumed last year as comed with 577,000 bales in 1951. ially noteworthy increases

Slacks

Shirts

Skirts

00

were listed for dresses, sportswear, the manufacture of tires. Similarly foundation garments, and blouses. there was a falling off in consump In menswear, shirts and trousers, scored a 60,000 bale gain over last dented decline in the price of bur year, accounting for nearly a mil- lap caused this decrease. lion bales altogether.

consumption for 1952 at 9,200,000 bales, reported that sheets remain 18, Memphis 1, Tenn. en's, and children's wearing as the biggest single end use prod uct of cotton. A total of 522,610 the revised edition of the Na-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; curtain 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 878, 300 in 1951. The sharp drop in this latter use was attributed to the de-

SUMMER

SPECIAL

Our Cash and Carry

PRICES

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

**Bouble S&H Green Stamps** 

Every Wednesday

swear, shirts and trousers, tiop in bags, from 355,300 in 195 sport and work types, to 319,100 last year. The unprece

Copies of "Cotton Counts Its Cotton in State The Cotton Council-survey, which estimated over-all domestic mill the Market Research Department. National Cotton Council, P. O. Box

#### 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 isually the peak month of produc ion of milk and milk products.

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

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

Two favorite salad vegetablesmatoes and onions-will be abun ant 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 to gether, tomatoes and onions make in 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 ilso have large supplies of peanut butter-another good buy for unchbox 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 de troy at least 5 per cent of the ored grain in the United State

#### Pests Destroy \$5 Million Less

chairman of the New Mexico state seed. Value of colton kept out of pro unit of the Cotton Council, said cot | Cotton insects last year reduced and more than 574,000 tons of seed. like that of California.

1952 was approximately \$5 million age in New Mexico amounted to estimated 4 per cent.

less than in 1951, according to the \$2,978,000. This compares with \$7.

Losses in the 16 major cotton National Cotton Council. 987,000 in 1951.

duction by pests in New Mexcio in ton crop losses due to insect dam- the full yield in New Mexico an Average reduction in full yield

producing states totaled an esti-Releasing statistics based on the USDA final crop production figure 1 vear lost an estimated 14,840 bales with \$391,955,000 in 1951. Last ures for 1952, J. W. Jones, Jr., vice of cotton and 5,901 tons of cotton year cotton pests claimed approximately 1,444,000 bales of cotton

population since 1943 than any other state in the United States.



SHOE VALUES FOR DOLLAR DAY, THURSDAY, JULY 2 CHILDREN'S SANDALS

Famous Weatherbird Brand

Regular

SPECIAL

3.95

SPECIAL FOR DOLLAR DAY ONLY!

SOFT

Keep it, kid! I'm on my

way to DOLLAR DAY!

many as Low as

\$7.00

Children's and Women's

**HOUSE SLIPPERS** 

Broken

Sizes

Only

WHILE THEY LAST!

Men's Casual and Dress **OXFORDS** 

Broken

Sizes

Only

REGULAR PRICE MUCH MORE!

# ARTESIA SHOE STORE

T. W. BROWNLEE

Phone 668-W



SANDERS OFFICE SUPPLY

Phone 28



LIVEN if you think your present TV gives you a pretty good picture—the new G-E Ultra-Vision will amaze you. You'll see a 21-inch picture with a range of black to white tones impossible in any TV until now. Blacker blacks, whiter whites, 100% greater range of grays . . . new easy-on-the-eyes clarity and contrast with no annoying glare or reflections. Don't wait another day to see TV's most dramatic comparison-G-E Ultra-Vision alongside any other TV.

SIDE-BY-SIDE TEST

IN YOUR OWN HOME

G-F JLTRA-VISION

Model 21C208U. 21-inch G-E Ultra-Vision Console of genuine mahogany veneers. Swivel casters. \*

\$414.95

\*Includes Federal Excise Tax, 1-year factory

ANYWHERE ...

... greater power

114 West Main

· ANY PLACE ... ... 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



Now on Display at

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SANDERS OFFICE SUPPLY

Service and Installation by Hale's Radio & Television Service

Phone 28

Artesia

Artesia

ge

Quick Trick From Florida

#### **Next Six Months Good Time** To Buy House, Survey Discloses

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

THURSDAY, JULY

2 for

2 for

2 for

4 for

93°

2 for

Tee Shirts

**Blouses** 

Regular

DRESSES

5.99

DRESSES

Up to

9.95

BLOUSES

Regular 1.99

Children's

PANTIES

HALF SLIPS

Regular 1.59

HALF SLIPS

Regular 2.00

Strapless

BRAS

that the next six months will pro- attractively for satisfactory move-Estate Boards said today in an excellent time for home buying.
Two-thirds of the 264 responding real estate market.

survey predict that with steadying tion during the second half of the production costs, the price of new year. Eighteen per cent of the second half of 1953.

gh private industry's giant Central states. newly-constructed homes, but it is higher during the remainder of squeezing out inflationary prices 1953.

Recent market reports indicate owners must price these properties the National Association of tion will make the next six months

boards report a stable price situa-Predominant reports from real tino for new houses over the last boards participating in the six months and predict its continuawill remain stable during boards expect some price increases, this prediction occurring with the Shortage factors have been generally eliminated from the market Middle Atlantic, and East North

faction record of more than Seventy per cent of the real esmillion new homes since the state boards expect the present of World War II. This is not level of new single-family home plies indicate a higher rent level. bringing stability in costs for production to continue or to go

Shortage of mortgage money in Unrealistic high prices for exist- the early part of 1953 slowed the ing homes have been disappearing volume of transfers of existing during the last six months, according to market reports, NAREB communities reported on. This fac-

sustained peak volume or 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 homes in the second half of

rental housing in the latter half of a favorable t ne to buy a ment in the market, and this situa- 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 this housing category will be maintained during the second half of the year, and 8 per cent expect

the production volume to rice. 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 re

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

#### Sprays Best Way Brokers uniformly report that tor in the market, coupled with the To Kill Mosquitoes In Mountains

nded to home owners, resort wners and campers for controlng mosquitoes in mountain receational areas, in a new U. S. deartment of agricultural publican. A long-lasting DDT spray, aplied to the trees, bushes, and rass in a camp area will cut down he number of mosquitoes during laylight hours for several weeks nd quick-killing pyrethrum or alethrin "space' 'sprays will control the pests during early evening when they are continuously flying, eccording to the publication, EC-26, Protection Against Mosquitoes in lountain Recreational Camps."

Prepared by USDA's bureau of tomology and plant quarantine, bulletin recommends that mall groups of campers, or even ingle families, use a small gaso ne-powered paint sprayer to apply inesecticides to the camp area. ortable mist blowers are suggest d for large camps and recreation

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

Average farm value per acre of Mexico was \$17.38 per acre or March 1, 1953. This is a drop of 74 cents per acre from last year. The average value of farm land

n New Mexico is second lowest in owest.) The average value per icre in the mountain states \$25.36. The U.S. average was \$80.

# Entomologist



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 1/3 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 6-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.

The male rhea, a South Americain bird, has a harem of hens all of which lay their eggs in one nest, after which he hatches the eggs



#### JIM'S DRIVE INN

None Better! Special This Week! FRESH Fruit Cocktail SUNDAE

with Marshmallow 20c

HAMBURGERS 15c

#### CHISUM STREET LAUNDRY

MRS. PEARL COCHRUM 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

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#### Swoboda Resigns Post as State

Mike Swoboda, state extension cording to Dr. Robert A. Nichols, Mexico A&&M college about July dean and director of agriculture at 1, according to Dr. Nichols.

NNew Mexcio A&M college. Swoboda's resignation become effective May 1.

Richard Dobson, former instrucfor of entomology in the biology department at A&M, has been appointed to replace Swoboda, Dobson ntomologist for the past two who will receive a doctor's degree years, has resigned to accept a in entomology at Oregon State colposition with a commercial insecti- lege, will assume his duties as excide company in Phoenix, Ariz., actension entomologist with New

More than 90 per cent of all flowers have an unpleasant odor of

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

Termites can live 30 years or France in the production of salad

# 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.

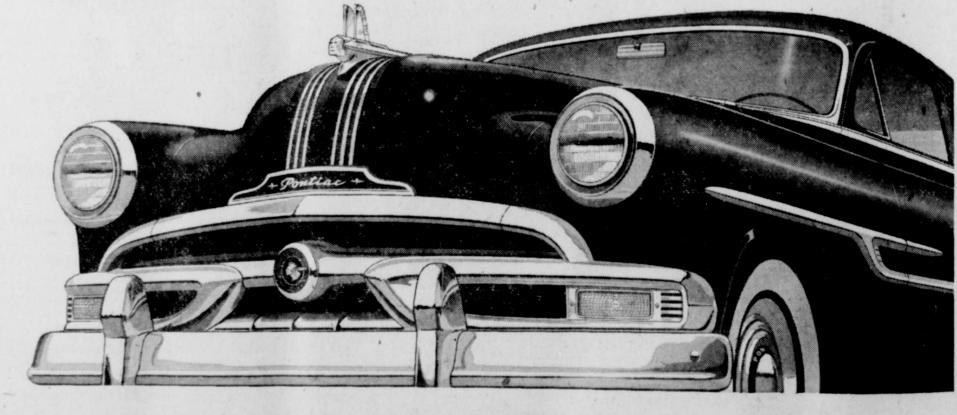
Keep cool this summer the electric way-the way that has your comfort always in mind. It beats being a polar bear.





# AND LOW PRICE!

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



GENERAL MOTORS LOWEST PRICED EIGHT. ontiac 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 power-ful proof that dollar for dollar you can't beat a Pontiac.

COLE MOTOR COMPANY

Be Sure to See Our New SHORTS\$ **Suits and Coats** 

112 SOUTH SECOND

PHONE 154

nt of all

it odor or

central

ne heat is

years or

of salad

#### 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?



The National Council of YMCAs,

ture Farmers of America chapters,

M-G-M merrily presents

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!

Buck a Car Nights!







FOLLOW THE SUN -IT JUNE HAVOC SAMUEL G. ENGEL Directed SIDNEY LANFIELD

aking compost is a good way to d of your garden crop resi-

#### CIRCLE B Campaign to Warn Children on Danger WEDNESDAY, ONLY! Of Blasting Caps Launched By U.S.

United States post office depart-|ciation, the International Associaoined forces in the nation-wide national Association of Fire Chiefs; safety campaign warning boys and "Don't Touch a Blasting the Boys Scouts of America, Fu-

Posters picturing four common ypes 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, signalized ne opening of the campaign by aking part in the official posting f the warning displays in the Washington, D. C., post office.

Stressing the importance of the varning to children, Webster pointed out such caps are necessary in the nation's industry to detonate blasts for mining coal, quarrying tone,, clearing farm lands for tillge, and for digging tunnels and oundations for buildings and fae-

Summer is a peak construction ime. 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 njury was needless. The pity of it s that many of the children were only bystanders when another child olishly picked up a blasting cap.' "A blasting cap is a small metal

ylinder and when it explodes, bits f 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 ouching 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 nserted 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 safeymovie, "Blasting Cap," made essing loss on broilers is high. available free by the Institute of Makers of Explosives are:

oss from live to dressed weight | The department of Elementary per cent and from live to school Principals, the National Aseady weight, 35 to 40 per sociation of Secondary School Principals, the National Sheriffs' asso-

# MONEY TO LOAN

Low Interest — Fast Service

E. A. HANNAH

Artesia Representative

113 South Third

Phone 352-W



## U.S. Bonds Offer Farm Machinery

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 ince the end of World War II. And

rease has been in Africa, where ment wears out." many cattle as before the war, Numbers in North and South America are up about one-third and Ausralia and New Zealand have increased cattle numbers by about

Argentine cattlemen are building attle numbers again after the 1949-50 drouth. Canada is on the ncrease, and the experts expect eattle numbers in the United States to continue upward in spite of low-

4-H clubs, Camp Fire Girls, and in a number of states agricultural county agents, Congresses of Parnent and bureau of mines today tion of Chiefs of Police, the Inter- ents and Teachers, and Home Demonstration Agents,

READ THE ADS.

way to lose if they adopt this plan. to do its work, Marek believes.

E bonds are a completely safe investment; their cash value does not They report that the biggest in the average piece of farm equip- try, soil conservation, crop rota

Agent Richard Marek, with the year, or several, by raising nearly We are steadily learning how to good business management. One of agricultural extension service of all its food and the feed for the get more living out of the land and its business needs is the setting up can safeguard such a crisis by buy- very bad, the county agent points into it. ing U. S. savings bonds under the out. Now, whether he makes or Replacement Plan and U. S. savings bonds under the out. Now, whether he makes or farm machinery replacement plan, loses on his money crop, the farm-

er has to buy fuel for his tratcor "The U. S. savings bonds division and truck, electricity for appliof the treasury department has ances, parts, tires and repairs, and been sponsoring this simple system meet other expenses he did not of saving through E bonds," Marek have in simpler days of Old Dob says. "Tests around the country bin. He cannot go back to the have shown that farmers who are horse-and-mule age nor can he optold about it readily see that they erate without money to keep his have everything to gain and no mechanized equipment in condition

rise and fall with the market, but is equipment has prolonged the life guaranteed by the treasury for of the farmer and his wife, given each six months of the nine years | them more time to plan intelligent U. S. department of agriculture men expect the numbers to hit a mature and return one dollar for each 75 cents invested. And they strains, fertilizers, the breeding and eight months until the bonds ly and keep posted on improve mature in just about the same time and feeding of livestock and poultion, and many other advances that here are now almost half-again-as- In the pre-power days, a farm have helped to produce a definite



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SPECIAL AGENT 311 Hermosa

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gin to wear out, reminds County family could weather a bad crop increase in the gross farm income. a science, it is a business, needing

New Mexico A&M college. They livestock, unless conditions got at the same time put more life back of reserves in good times to help bolster the farmer's credit when

"Farming is not only an art and 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

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

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ALL CARS GUARANTEED

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# Unwouncing..





# 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 tated 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

# Artesia Dairy Mart

ROBERT A. BIRCH- H. FLOYD DAVIS

1311 West Main Street

Phone 1636-W

#### Blue-Gray, Scaled Quail Range | Eisenhower Sets Arid Southwest After Rain

In years when the rains visit the as is so often the case, a combina usually arid Southwest of the tion of these common names gives gray quail may be reasonably abun- us a reasonable description of the as National Farm Safety Week. dant except where overgrazing may animal. The general effect is a have cancelled out the advantages light blue. The feathers of the neck brought by the rains. These quail and breast are a lghit gray-blue den said, "NNeedless accidents range from western Oklahoma, with dark borders making the ani- dent said, "Needless accidents conwestern Texas and southern Colo- mals appear to be scaled. rado south through Arizona and The top of the head has a short people each year. And accidents in-New Mexico to southern Sonra and crest that is white-tipped giving jured more than a million and a

Scurrying must well be defined The back, tail and wings may apas the way in which these pleasing pear to be dull brownish. The animals get over the ground. They wings at rest may be marked on steps, but when they decide that it is best to be elsewhere they move and move rapidly.

streak. The young birds of the year crop. One-fifth of all U. S. farmers grow it and one-twelfth of all cropand move rapidly.

Scaled qualitare to be found in two varieties: The Arizona Scaled brownish crest and many of the brownish crest and many of the disposing of them scribed; and the Chestnut-bellied feathers have white shaft streaks disposing of them. that do not appear in the mature Scaled Quail, whose range in the United States is limited to south ern Texas but which is more generally thought of as a Mexican bird.

The Scaled Quail is about 1 foot in length. It builds its nest under low vegetation, sometimes in a

These quali are typical of the desert country though they are aften 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 with most other quails and may be up to 29 per cent arises. higher elevations than is the case may be up to 29 per cent animal during the nesting season. How-ever, a covey may spend its entire total food is weed seeds and the re-Difetime within a relatively small maining part is fruits.

Apaprently the recuperative

Federation is concerned .- E. Lau-

Farm Shop Safety,

Is your farm shop safe for the

busy work seasons that you wil have this year? County Agent Rich-

ard Marek points out that orderli

ness, good lighting, safe tools and quipment make shops work much

The National Safety Council has

ilso found that a cafeful workman The first step is to go over you farm shop with a critical eye to le

cate accident hazards and inco reniences, Marek says. "Some o these hazards may have remained

unnoticed for years. The second tep is to correct them. The solu ion is usually obvious and does not equire special help." You must b illing to question the way you

ork and have a determination to nange unsafe habits that are

ools are kept in a safe condition nd in a safe place. Adequate ven

lation to remove harmful fume Here are some other farm shop

afety suggestions from the county

Don't overlook fire hazards. See hat heating equipment is installed nd operating safely. Avoid unsafe

ise and storage of flammable ma

Over 3 Million

The abundance of the quail power of the Scaled Quail is such that with reasonable management its numbers may be maintained in may appear to be no young birds, the area where it is normall while in more favorable seasons found. It is with the determination there may be a number of broods and plenty of young to be seen.

of what these management practices may be and the application of The Scaled Quail are also called what is known about wildlife in blue quail" and "cotton-tops" and general that the National Wildlife

JIM'S DRIVE INN None Better!

Special This Week! FRESH Fruit Cocktail

SUNDAE

with Marshmallow

HAMBURGERS

15c



Complete Pump Service and Sales

Bristow & Daniel Pump Co.

North First Street Phone 0180-R6

Phone 653-M Phone 1152-NM Artesia, N. M.

July 19-24 as Farm Safety Week

Pres. Dwight D. Eisenhower has United States, little coveys of blue animal. The general effect is a proclaimed the week of July 19-25

the name cotton-top and white-top. quarter farm residents last year.

Farmers cash receipts for cotton may move slowly for a few initial their inner margins by a white are higher than for any other U. S.

These tragic losses are reducing paign to prevent accidents on the America's strength in a period of farm, on the highway, in the home, great crisis. To the end that Amer- or wherever they may occur." ican farm people may "Farm to The President called upon the

1953 as accident-free as possible. This is the 10th year in which live and live to farm," I request all nation to observe the week begin- National Farm Safety Week has organizations and persons interest ning July 19 as National Farm been sponsored by the National ed in farm life to join in a cam- Safety Week and urgently request Safety Council and the U. S. de-

devery farm resident to co pe- partment of agriculture, in coop- farm organizations, farm press and ate in an all-out effort to make eration with the farm safety activities of states and counties, the terested 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

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UNITED BENEFIT FIRE INSURANCE CO.

**INSURANCE SPECIALS!** 

Otherwise defined as HALL sleep insurance.

AY 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

Artesia, New Mexico

# OPEN HOUSE

HALE'S RADIO & TELEVISION SERVICE

103 SOUTH FIFTH - ARTESIA



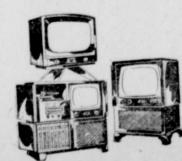












Mr. and Mrs. Phil Hale . . . Cordially invite you to visit their ultra modern equipped Radio and Television Service Shop. Much time and expense has been spent to assure the people of Artesia that the Best of Television and Radio Installation and Repair . . is theirs for the asking.

Don't Forget!

WEDNESDAY - THURSDAY - JULY 1-2

TWO RADIOS WILL BE AWARDED!

Simply Register Wednesday and Thursday, Not Necessary to Be Present to Get Awards!

Folks . . . Be Sure!

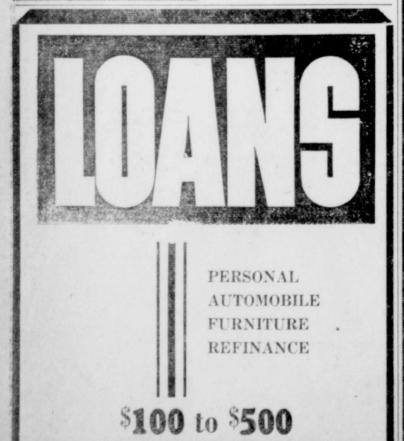
"Hale's take the Guess Work out of Radio and Television Service," With Phil Hale and Jim Simmons, two of the most experienced radio and TV Technicians in the Business and the Highest Type of equipment ... Yoou Can Be Sure!

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

103 South Fifth - Artesia

HALES RADIO & TELEVISION SERVICE.

Phone 1275



- ARTESIA

Carper Bldg., 4th and Quay

INVESTMENT COMPANY

# NELSON OPENING ULTRA-MODERN SUPERMARKET

#### Free Orchids, Many Prizes Are Planned

An extravagant three-day rmal opening with dozens expensive prizes ranging m an electric roaster to lloons will mark the celeation of Nelson's Superarket location in Artesia's ewest, most modern gro-

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

addition to bargains on merdise, those attending the opencelebration will have a chance Motorola TV set. Customers e only to register for the setre each time they visit the store be eligible to win. There is ing to buy. esh Orchids-

esh orchids will be given to idies all three grand opening The first 200 boys entering tore with their mothers will ve free baseball caps. For the es there will be big, colorful

en baskets of groceries, valued \$7.50 to \$10 per basket, will be n away each day. Periodically, nnouncer will call for the oper pushing a cart of a certain ber to step up for the free

wenty-five prizes are to be the patrons guessing closest e actual number of pounds of

uction sales will be held by us wholesalers who supply the and sack of flour for 50 cents

yers of Mrs. Tucker's shortend-place prize of a 32-piece set plete shopping center. nch-style dinnerware planned. ore all day Friday, and Glover | Sept. 1, 1945. ing Co. chuck wagon wiil be in

so scheduled is a cheese cutgh, he'll be given the cheese items.

or even act as storage tanks civic importance. nselves until the water is

d rock. The paws and legs are first coming to the state he lived out before shipment.



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 actual number of pounds of in a giant Folgers coffee Supermarket in Eight Years

esaler, for example, may start ownership end, C. C. Nelson short time, in Artesia's Horne Space at Nelson's ontaneous auction and sell a of Artesia is opening the ntaneous auction and sell a of Artesia is opening the city's newest, most modern grocery supermarket.

In eight years since 1945 the three-pound tins will be his store has become Artee to win a six-quart Nesco sia's center for quality meats, foods natic electric roaster, with a that are "different," and a com-

With L. C. Pounds he purchased ger coffee will be served in the Horne food store in Artesia on

In 1947, he sold his interest to Artesia.

In September 1948 in partnercontest. A customer who ord- ship with W. M. Jackson, Nelson slice of cheddar cheese from bought out Pounds. Together the pound cheese will be given partnership operated one of Artepportunity to cut the size slice sia's best groceries, gaining a repu-

e nation will observe the week operated Nelson Grocery, and now the entrance, she breaks a light

tive in civic affairs in Artesia. He Vater as well as honey is gather- is a member of Lions club, a direc- style in new buildings. The elec-

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

Just eight years after he with merchandise. A flour first entered business on the Food Store in Roswell, and for a

#### **Electric Eyes** Automatically **Open Nelson Doors**

Patrons who carry a child on one the business. arm and a shopping basket on the sia for Nelson's grand opening Roswell, but sold out to return to awaiting them at Nelson's Supermarket, which will hold its grand opening Wednesday, Thursday, and Friday this week.

both In and Out doors at Nelson's Supermarket Is orders. If he comes close tation for fine meats and quality Supermarket. A mother with a baby in her arms, for instance, does baby in her arms, for instance, does Big Business In April, 1952, Nelson purchased not have to reach and push a door Jackson's interest. He has since to enter the store. As she walks to

struggling with heavy doors now in Supermarket. bees. Special carriers bring tor of the Chamber of Commerce, trically, automatically operated fulltime and three parttime, giving the hive, dole it out, seal it in and active in backing affairs of doors are the first of their type in the community a sizeable payroll the Artesia area.

Like old oil rags in a closet Nelson is an Oklahoman who some cargoes of raw wool ignite The head and body of the Great came to New Mexico in 1940 from spontaneously in transit unless

## Now Children Can Really Be **Shopping Help**

Mothers litle helpers, who so often throw a monkey wrench into grocery shopping, now can really help mothers-or at least stay out of her way-with the opening of supermarket.

For older children a youngster's nook at Nelson's is well-stocked with comic books. The reading table is, appropriately neugh, inside a stout little corral Children who want to follow

mother around the store can be a

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

## **Customers Have** Ample Parking

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

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

When blacktopped and rolled, the parking lot will be one of the

# Figures Show

If you don't believe the grocery

The store employs 16 persons every week.

in the store. 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.

#### July 19-25 as National Farm Nelson's Supermarket, as sole beam, in turn which activates a switch that opens the door. A soft-spoken man, Nelson is active in civic affairs in Artesia Ho Stock Gives Geography Lesson

There are 3,100 different items source of the many different the store.

Stock for the store of items at Nelson's Super- of bread on the shelves at apples.

Nelson is an Oklahoman who ignite to meats, from lightbulbs to corn, is supplied by 50 different whole in the state he lived to meats, from lightbulbs to corn, is supplied by 50 different whole is supplied by 5 sale houses, who frequently visit and the interdependence of muffins from Chicago, and fresh continental Europe. the planet's different na-produce from the Rio Grande

Valley, California's Imperial Val- faced with Roman red brick. ley, and the Gulf states.

Jones sausages and bacons are shipped directly to Nelson's in order of size are the Pacific, Atlantic, Indian and Arctic. Citrus fruits come from Florida

Pepper and tea come from In-

#### Supermarket Features Speed Shopper Trips

aned to speed shoppers hrough their grocery buyig with no waiting, no anding in lines, and no

The most familiar grocery ottleneck - that at the ounter - is eliminated at Nelon's through use of latest type quipment The big check-out

As Mrs. Shopper groceries on the belt, they are, rings them up on the cash register, to the carry-out boys.

The system works so fast that he conveyor belts are equipped with a routing bar which sends ne 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 custo-

slim-line uorescent lighting brings day-

Low-gondolas for all departnents put all items at reach-level, and related food items are put nstance, near fresh vegetables ommonly used for salad aids

The low gondolas also permit a stomer to see nearly every dislay in the store, so that time is ot wasted going up one aisle nd down another looking for a articular item.

comfort at Nelson's. Latest type r-conditioning makes the store leasantly cool on the hottest ays, and lighting of the latest vpe avoids eyestrain.

An acoustical tile ceiling deadis noise within the store, and he familiar clank of cash regisers in old-fashioned stores is eliminated, as well as usual crowd

Customers also shop in comolete safety at Neison's.

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

Steel roof construction insures colidity, and strong cinder-block walls 12 inches thick form the

A female silk worm moth lays

## WE HEARTILY CONGRATULATE ... NELSON'S ... ARTESIA'S NEWEST SUPERMARKET



Fresher-ized

# BUY MEAD'S For the **FINEST** in Bakery Foods

VISIT NELSON'S DURING THEIR FORMAL OPENING

Fine Bread Buttermilk Bread French Bread Rye Bread

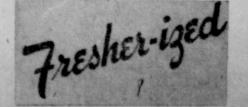
Hamburger Buns Coney Buns 100% Whole Wheat Bread Honey Crust Bread Brown and Serve Rolls Cinnamon Rolls

Dinner Rolls

Delivered Fresh Daily! MEAD'S BAKERY

Roswell, New Mexico





#### Nelson Supermarket Known For Selling Only Top Meats

meat department, which "Therefore, when it costs just a sells only top grades of meat, sittle more to buy the best, house wives are assured of consistent specialist familiar with obtaining

All meat purchased at Nel- ment.

Nelson's Supermarket is | "Even poor meat is expensive to- ner, in the Chamber of Commerce perhaps best known to Ar- day," according to C. C. Nelson, most courteous salesperson contest. tesia area shoppers for its owner of the big new supermarket.

good quality at our meat departson's is U.S. government | The policy of choice grade only, | He is also exceptionally well

choice—the best grade of meat. No Nelson says, means that Nelson versed in fine cheeses and special meat is consistently good. A cut delicacies, Nelson points out, en

EYE-LEVEL placement of food items at Nelson's Supermarket, such as this refrigerated display of dairy products, makes customers shopping convenience an outstand-

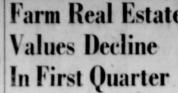
ing feature. Nearly all items in the store are at eye-level and easily reachable

Head of Nelson's meat depart ment is Jim Williams, who recent only .3 of a point behind the win-Williams will have been with

Nelson's three years in December Williams, Nelson says, is a meat

time is just the same abling the store to choose the finest time—the tenderness quality items in these lines for disnext time-the tenderness quality items in these lines for dis-

> The port of San Francisco was discovered in 1769 by the Span In First Quarter



Farm real estate values showed



duce, 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

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

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 dur-ing the November-March period. The index of average value per acre fo rthe country as a whole as of March 1, 1953, dropped to 209 below last November and one per

cent below a year earlier. "Although demand for farm or purchase contracts, Keaton adds. up their original habitat for property has weakened steadily This is the highest proportion since ocean.

"With asking prices remaining generally firm, prospective buyers the use of credit to finance far have hesitated to close deals until purchases is reflected in new mo prices become adjusted to current gage recordings which totaled si income and price expectations. "As a result, the rate of volun-

tary sales during the year ending March, 1953, continued the decline that has occurred in every year since 1946, except in 1950-51 when average amount per mortgage, w the Korean outbreak caused a eigh per cent more than slight increase."

(1912-15 equals 100), two per cent Over two-thirds of the farms bought during the year ending this March were financed by mortgages are land animals that have given

The number of new was the lowest since 1946, but th

TO

# NELSON'S

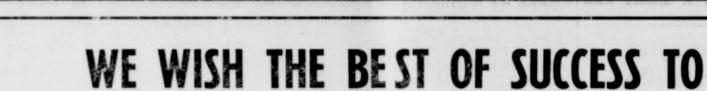
Artesia's Finest

## **SUPERMARKET**

We Wish the Best of Luck!

Kimbell-Roswell Co. **Wholesale Grocers** 

Roswell, N. M.



# 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

PACKERS OF FRESH, CURED AND DELICATESSEN MEATS

Seventh and Richey Streets

ARTESIA, NEW MEXICO

**Phone 1089** 

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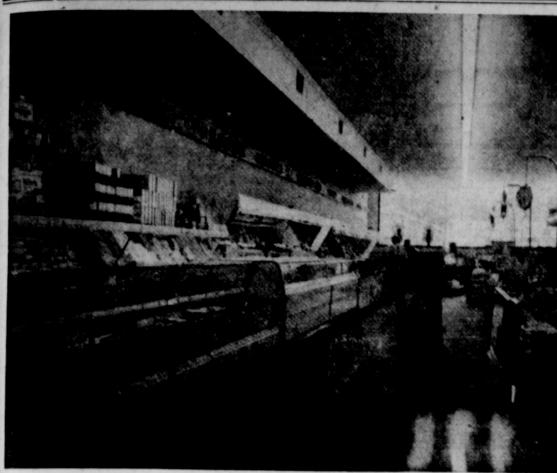
real estate

one-thir

tgage, wa

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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

Ground: Surely every one is on

Pepper Flakes (Sweet) - Ready

Chili - Small Hot Chillies: Ever

Chili Tepines: Much used in

Powdered: Indispenable in Mexi-

can type foods. A pinch improves

meat loaf, vegetable salad dress-

ings, cocktail sauces, meat stews

and gravies. A touch makes a ham-

Sage - Leaf, Powdered, Rubbed.

Celery - Flakes: Convenient

Salt: Does big things for salads,

Seed: For pickling, salads, salad

lightly brown in oven. So good with

Turmeric - Best known for pickling. Turmeric and "mustard

Savor Salt - A most satisfactory

everything from appetizers to Zuc-

soups, salads or as canapes.

Mexican dishes, especially popular

speaking terms with pepper.

Don't know what spice to and for table use with the always poultry, vegetables, casseroles. popular pepper mills.

Here's a handy guide which gs together all the favorspices, as well as some not well-known, published by of the leading manufacturers.

Coarse Ground: For salads, soups, casseroles—or wherever a more pungent and distinct pepper of the leading manufacturers.

Coarse Ground: For salads, popular for cookies, cakes, fruit Betty, etc. A teaspoonful to plain chocolate in pies, cakes, cookies, cookie batter, about two teaspoons etc. Always found in the best pound. of the leading manufacturers flavor is desired.

Garlie-Salt: There is such a for instant use in soups, stews, as a little salt garlic, when sauces, spaghetti, caseeroles, chickse it in salt form. Sprinkle on en a la king, etc. Soak a few mins, dressings, sauces, casseroles, utes in warm water, and add to cheese spreads and cooked vegetable salads or wherever fresh table for subtle gariic flavor. sweet pepper would be used. wder: Used in same foods as e salt, keeping in mind that it present in pickling spices. A small ore potent. A half teaspoon piece aids and abets the flavor of to a cube of butter is right stews, soups and chowders.

umin-Whole: Used in Oriental foods, and in stews and coked in rice. Very hot—use with es. Crush slightly for best re- a light hand.

ound: For soups, cheese, eggs. a pinch to deviled eggs for thing special.

Il Seed - Used in pickling, dressings, soups, fish sauces. balls. Boil a few seeds with burger do nip-ups. g beans or potatoes.

nger-Cakes, cookies, pies, pot A natural for poultry stuffings, and what would this world sausages, pork of all kinds. Rubbed ithout gingerbread? Don't for. Sage more closely resembles fresh to rub a bit on veal before sage in fiavor and is preferred in ing. And it's an old Hawaiian stuffings, chhese spreads, dumpn to add a pinch of ginger to lings for stew or biscuit toppings and seasonings for fried for meat pies.

loves-Whole: Pickling fruits, flavoring for soups, stews sauces, syrups, studding baked casseroles. include a few when boiling salad dressings, bland vegetables, ed meats and stews.

ound: Baked goods, fruit pies, fish, meats, gravies, soups, sauces, puddings, soups. Add a cheese. Add a dash to chilled tomah to the next pot roast for to juice and stir before serving.

Curry-Well known in sauce for dressings, fish, vegetables, cheese ried meats, fowl, eggs, rice. A spreads, soups, stews. Butter crack-il "dib" is subtle seasoning for ers, sprinkle with celery seed and

innamon-Whole: Pickling, preing-and to stir after-dinner

round: Everybody knows cinna- pickles" are practically synony mous. Good too in meats, eggs and -cakes, cookies, breads, puds, pies, dessert sauces, stewed fish. It's yellow as gold and puts the Midas glow on everything it touches. Relishes beg for it. its, toast, sweet potatoes, squash. ent chocolate flavor with a flick blend of seasonings good on nearly

Mustard-Seed: led meats, fish.

Ground: Salad dressings, sauces, chini. A dash here, a pinch there in eats, cheese. Do try a touch of soups, salads, sauces, meats, fish, stard in melted butter for vege

Mixed Vegetable Flakes-Just as name implies, this is a mixture vegetables all ready to add to os, stews, meat sauces, cassees. Or make a complete soup by ing a package to a can each of somme and water. Simmer tly a few minutes. Onion - Flakes: So convenient

soups, sauces, meats, casseroles. alt: Perfect for soups, salads, dressings, meats, cassees, cheese spreads, vegetables. owder: Stronger, more concened onion flavor than the salt. a half teaspoon of onion powto about 4 cups of potates, ind of chopped onion, in potato

Parsley Flakes-Convenient for s, salad dressings, meats, fish, ces, casseroles, egg and cheese

Oregano - Delightful, used in deration, in stews, meat sauces, ese dishes, salads, dressings, ish between palms of hands for results. Pizza isn't even legal out a light baptism of crushed

Nutmeg-Whole: Grate fresh as Cakes, cookies, pies

tards, puddings, sauces, whipped eggnogs. Vegetables, such spinach, squash, corn puddings efit by a light touch. And 1/4 poon added to doughnut batter kes doughnuts sing songs.

Pepper (Red)—Very hot— use aringly. A pinch will do wonders a sauce, salad dressing, meat, sh or soup—but too much may

pper (Black) — Whole: Used ickling, boiled fish, stews, etc.,

to plain cake batter, and a top dusting for Apple Brown Betty.

Marjoram - Combine with other herbs in stews, pot roasts, soups fish sauces. Use sparingly. Try leg of lamb rubed with oil, sait and pepper ,and sprinkled with crushed marjoram before roasting.

Paprika - Colorful garnish for aried foods-soups, salads, dressings, sauces, meats, vegetables, canapes. For an extra rich color, add to flour and seasonings before frying chicken, and meats for pot oasts and stews.

Allspice - Whole: Pickling, neats, gravies, boiled fish. Ground: Cakes, cookies, pud-

ings, relishes, preserved fruit. Add a dash to the peaches for pie -fresh or canned.

Bay Leaves - For pickling, stews, meat soups, boiled fish, casseroles, chowders, tomatoes in almost any form, and meat marinades. Remember "a little goes a

Poultry Seasoning - Primarily or stuffings of course, but try addng 1/4 teaspoon to meat loaf, or stews, pot roast, or biscuit dough for topping meat pie, or a pinch in

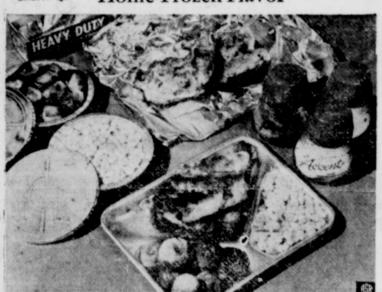
Basil (Sweet) - Has a natural affinity for tomatoes. Wonderful addition to salads, meats, sauces, cheese and egg dishes. Be sure to add a pinch of spaghetti sauc'e.

Caraway Seeds - Excellent in reads, cookies, cheese, pot roasts, sauerkraut, fresh cabbage, noodles. Add a few seeds to any member of the cabbage family while cooking o kill the odor as well as improve

Cavenne - Most dishes, except weet desserts, are improved by his kiss of cayenne. Add a dash to neats, vegetables, eggs, cheese,

fish, sauces, salads, salad dressings. Pickle Spice - A mixed blend of Pumpkin Pie Spice — A blend and vegetables. Try adding a teaoriginally meant for pumpkin pie spoonful to tomato juice for aspic filling, has become popular for salad. Heat and strain before

#### 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 Accent (pure monosodium glutamate) in quick freezing. Varieties of four basic foods—meat, fish, poultry, vegetables—were found to be dramatically improved in flavor when Accent 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 Accent, 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 ¾ cup dry non-fat milk, 1 teaspoon salt, ¼ teaspoon pepper and 1½ teaspoons Ac'cent until well coated. In a heavy skillet melt fat to a depth of ½ to 1 inch. When moderately hot, lower pieces of chicken into it. Turn chicken to brown on all sides. Cover; lower heat, and cook ¾ 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 ½ 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.

(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,

let one of the most beautiful of food creations, a Bavarian cream, give sumptiousness 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 cup sugar, divided teaspoon salt

½ teaspoon vanilla 1 cup heavy cream, whipped

2 eggs, separated

4 cups cold milk Mix gelatine, ¼ 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 heat in remaining ¼ cup sugar. Fold in gelatine mixture and whinned beat in remaining ¼ 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.

#### Lemon Ice Cubes Add Zest, Taste To Iced Tea

or another, for a drink that would really quench a thirst! Try this recipe for a Lemon Iced Tea Bracer and you'll never have to worry about a drink that really relieves that parched, seemingly insatisable

Make a lemonade mix, according o your favorite lemonade recipe, or dilute a 6-ounce can of frozen lemonade concentrate according to can directions. Pour into ice cube trays and freeze. If you use fresh lemons, put a thin silver of lemon rind in each ice cubicle before freezing. Prepare iced tea according to the new open saucepan with each glass of iced tea. method by bringing 1 quart of

water to a full, rolling boil. Remove from heat, immediately if desired. add 6 tablespoons of tea (3 teabags

5 minutes, depending on how strong you like iced tea. Stir and strain into a pitcher or container of cold water. These measurements make abotu 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 eyeappeal-and note, too, how the

#### Lemon Ice Cubes

quench that thirst!

frosty glasses make the iced tea

look and taste better-to help

Thin strips of lemon rind 3 tablespoons lemon juice 2 cups water

Cut thin strips of lemon rind nto 1-inch lengths. Prepare 1 for each ice cube. Mix lemon juice and water,

(Some ice cube trays may hold more liquid. If so, increase the amount of lemon juice and water.) Pour liquid into ice cube trays Place a piece of lemon peel in each cube section. Freeze solid. Serve 1-2 lemon and 1-2 regular ice cubes

Note: Lemon and water may be weetened to taste before freezing,

#### Farmers Planning requests for new farm acreage a lotments shall be June 30, 1953. **Wheat Production Need Allotment**

Elmer C. Cheek, Jr., county of fice manager for PMA, has urged that all producers on farms on which meat 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 al-

#### CONGRATULATIONS!

ON THE OPENING OF

## **NELSON'S**

NEW SUPER

## FOOD MARKET

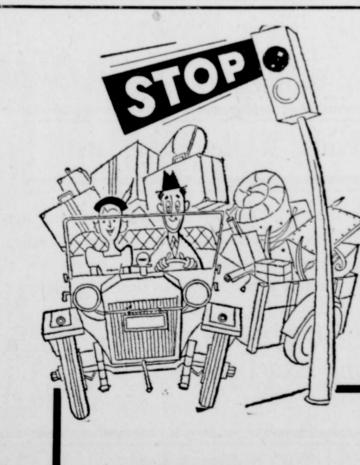
#### **BURNETT'S** REFRIGERATION

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 ADVOCA

50th Anniversary



## 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. CARAMELS Dairy fresh \_\_\_\_ lb. 29¢ Delicatessen Items. Imported Cheeses are 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 ъ. 59° <sub>1ь.</sub> 49<sup>¢</sup> BOLOGNA All Meat

	Cooked	њ. <b>55</b> °
SAUSAGE U. S. CHOICE		43
CHUCK ROAST		њ. <b>43</b> <sup>6</sup>
POTATO SALAD	) pi	nts 25°

Cudahy's

DRIED BEEF

Morrel's

HAMS

Cooked, Ready-to-Eat

EVERY PURCHASE YOU MAKE AT NELSON'S IS GUARANTEED!

YOU ARE ALWAYS ASSURED OF THE BEST BY SHOPPING HERE!

# OF A GRAND NEW SI

# WEDNESDAY-THURSDAY AND FRIDAY--JULY

C. C. Nelson and Employees take great pleasure in presenting to you one of the Most Modern Supermarkets Big Grand Opening Affair. We hope you have lots of fun and win some of our many prizes. Our New Moder Modern design was built and leased to us by B. E. Spencer. We are truly proud of this vast improvement to for you to use. We are sorry it took so long. Don't forget, We give those "More Valuable" Blue Pacific Profit Stam 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 10 pound Bag 25 pound Bag

PILLSBURY CAKE MIXES

Chocolate or Golden

You'll Want to Come Often During This Big Affair! Don't Forget TEN BASKETS of GROCERIES, valued at \$5.00 or more Will Be Each Day! AUCTION SALES AND WHAT HAVE YOU! FUN 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

PARKAY

KRAFT'S -

2 lb. Loaf ...... Just

KRAFT'S

MUSTARD

2 jars 19<sup>6</sup>

KRAFT'S

KRAFT'S

Quart 49¢ FRENCH DRESSING 8 oz 19

KRAFT'S NEW CHEESE SPREAD



POTATOES ARIZONA LONG WHITES \_\_\_\_\_\_ Pound JUST CUCUMBERS FRESH, LONG GREEN \_\_\_\_\_\_\_ Pound 10

GREEN ONIONS

3 bchs. 10<sup>e</sup> FRESH GOLDEN CORN

GOLDEN RIPE \_\_\_\_\_ Large

Fresh California **TOMATOES** 

LETTUCE

**Crisp Heads** 

California Sunkist

LEMONS

# SIPER MARKET TO SERVE YOU

Open Wednesday 8:30 A. M.



othwest. We welcome you during our with its Magic Carpet Doors and St. Our new parking area is ready Stamps! FREE-ALL DAY FRIDAY

ALL DAY SAT., JULY 4

NGE JUICE 4 cans \$1

REAM Half gallons - 79



# 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 2 lb. Tin 79° FOLGER'S

4 lb. Tin

Folger's Coffee Served Free All Day Friday!



Love It!

Folger's New Instant

Coffee

You'll

LGER'S

300 Size cans

No. 21/2 cans



**HUNT'S** Folger 6 5 51 PLUMS PRUNE

**HUNT'S PEARS** 



HUNT'S Dill

ARMOUR'S CANNED MEAT SALE



Beef HASH 25° Tin

Corned

601 W. MAIN

THE PLACE TO GO FOR THE BRANDS YOU KNOW\_

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



HUNT'S CORN Cream Style

300 size can O for

HUNT'S TOMATO JUICE 300 size \$1



300 size 4 5 \$1

HUNT'S

300 size can 6 for

**HUNT'S** 



Boysenberries No. 2 cans

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









\$1.19 Value DuPont Nylon HAIR BRUSH

of Extra Cost

While Supply Lasts! with Purchase of —

ONE LARGE PACKAGE EACH

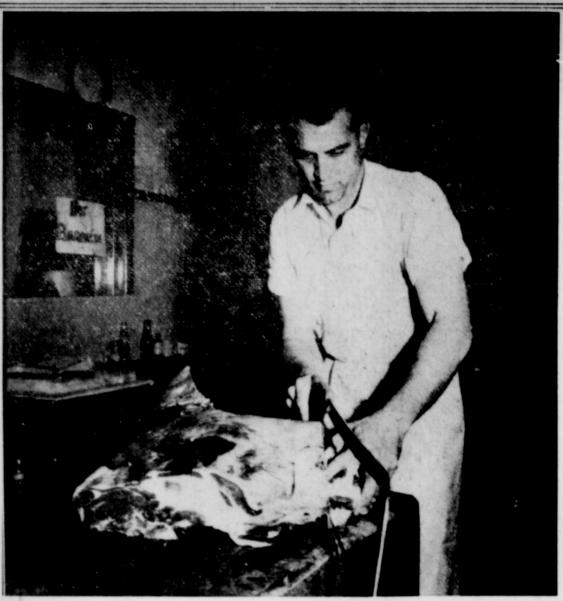


RINSO Detergent BREEZE SURF All for

Fore

Give

On



HEAD OF MEAT department at Nelson's Supermarket is Jim Williams, who has been with Nelson for 21/2 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

#### Drum Sandwiches Salad Capture Patriotic Theme

M-E-N-U Drum Sandwiches Red, White, and Blue Salad Iced Tea In-the-Pitcher

If you want to go all out for a patriotic luncheoin, try this simple menu of Drum Sandwiches to rep resent the Spirit of '76, a Red White and Blue Salad to bear the colors of the flag, and a tinklingcold glas of iced tea to satisfy a Fourth of July thirst.

You can make two quarts of per iced tea a new, easy way, in an open saucepan so that you can dy during the day. Simply bring 1 quart of fresh water to a full rolling boil. Remove from heat Imserve, place ice cubes in glasses and fill with tea. Add sugar and lemon to taste. With this new simple method of making iced tea. in the refrigerator, it is apt effected. If the tea should cloud, you can restore its crystal clear ness 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 silce of cold meat on first slice. Cover tops and sides with mayonnaise. Arrange green pepper circles around outer edge of drum

wiches to give "drum" effect. Red, White and Blue Salad

- (Makes 6 salads) 18 pear halves
- cup blueberries 1 cup strawberries
- 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.

Watercress

Corned Beef In Summer Gel-Loaf

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 spiced peach halves filled, with pickle relish and salad greens. YIELD: 8 to 10 servings.

Note: Cut recipe in haif to fill 5 to 6 individual molds.

Fill 6 pear halves with blueber ries. Fill 6 pear halves with strawsandwiches. Place thin pimiento berries. Arrange letture on individstrips slantwise on sides of sand- ual salad plates. Place a strawberry pear, a plain pear an da blueberry pear in a semi-circle on top of let tuce. Garnish with watercress and lemon wedges. Serve with Drum Sandwiches.

Alaska is the largest outlying possession of the United States.

#### 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

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" but tons; fix some of your own with small gold safety pins to remove easily from frequently laundered



#### Strong Iced Tea Perks Up Male After Office Day

If you want to get that man of 3.5 minutes. Stir. Strain into pitch- and winters in Yucatan. ours to do that special little job ou'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

Urge him to relax on th eporch. 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 welome your thoughtfulness and appreciate your efforts to help him Many homemakers like to make

up a batch of iced tea in the morn ing and keep it ever-ready for thirsty teenagers or for the man of the house when he cmoes 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 maleappealing. Vary the ways you serve tea is so economical that no matter how you dress it up, it loesn't strain the food budget. To make iced tea a new easy way, try the 1953 oper saucepan-method to make 2 quarts of tea at one brew-

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

6 tablespoons tea 1 quart cold water

Bring 1 quart fresh water to a full, rolling boil in an open saucepan. Remove from heat. Immedi, ately add 6 tablespoons tea (3) teabags equal 1 tablespoon). Brew bird summers in the United States

er 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.

The ruby - throated humming-

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

For each sandwich split a round bun. Spread one half with mayon-naise, 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

BEST WISHES

**NELSON'S** ARTESIA'S NEWEST

SUPERMARKET

RICHARD'S ELECTRIC

**Authorized Dealers** 

**Stromberg-Carlson Television Hot Point Refrigerators** 

514 West Main

Phone 391-W

(INSTANT)

COFFEE

#### **CONGRATULATIONS**—

## **NELSON'S SUPERMARKET**

Artesia's Newest, Most Modern Food Store

# FOLGER'S



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** 

59¢

6 oz. ..... \$1.69

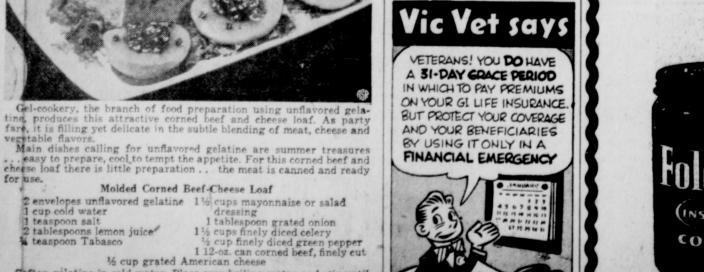
One Cup

Will Convince You!



Be Sure to Enter FOLGER'S GUESSING CONTEST

NELSON'S NEW SUPERMARKET CONTEST CLOSES FRIDAY, JULY 3



#### **Forest Service Gives Warning** On Carelessness

Re careful with fires in forest" is the plea of the U. S. de partment of agriculture's forest partment of agriculture's forest service, as the spring fire season Alamogordo Band starts and an increasing number of darts and an increasing name, or excreationists start using the naional forests.

During 1952, forest service fire 11.965 fires. Of these, 7,021 were University Staff hting crews suppressed a total aused by man. Smokers caused 2,through careless flipping of ngh knocking out pipe ashes; 580 fires were deliberately set; ash fires which got away; 245 nounced. ere caused by sparks from trains: nd 214 were caused by sawmiil or ted from miscellaneous causes.

Reports show that man-caused es burned 211,000 acres last year an estimated damage of \$2,-

To prevent forest fires the forest | 1947.

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 ship band of Hobart, and. 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.

William E. Rhoads, Alamogordo garete butts and matches and public schools band director, has been appointed University of New was not invaded during the Revo-Mexico director of bands effective 844 started when campfires were July 1, Dr. Hugh M. Miller, UNM of put out; 733 were the result of music department chairman, an

The appointment was approved at the last meeting of the univerged operations. The remainder sity board of regents, Dr. Miller

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

ce urges people to break Before going to Alamogordo, he goldenrod found in the United was in the U. S. Army Signal Corps, states.

NELSON'S

SUPERMARKET

Artesia's Newest

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Roswell, New Mexico

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Sole Distributors of Famous

**HUNT'S FOODS** 

in This Area

**CONGRATULATIONS!** 

that, was for four years sol clarinetist in the national champion

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

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 vicepresident in 1949 and 1950...

New Hampshire was the only one of the 13 original colonies that lutionary war.

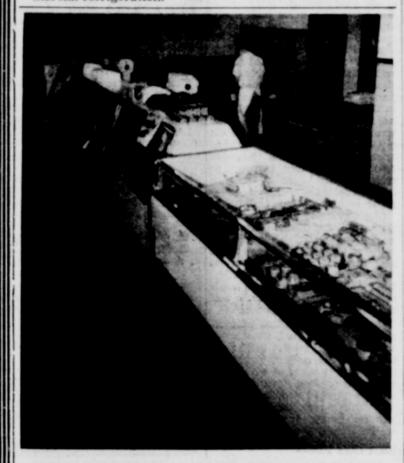
Portuguese Macau on the south China coast, once notorious for gaming, now permits only one gambling establishment.

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

There are about 75 species of



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.



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,

#### 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 2 cups pared, chopped

1/2 cup flour

2 teaspoons salt

1 teaspoon curry powder 1/2 teaspoon paprika

1/4 teaspoon pepper 1/4 teaspoon ginger

3-pound frying chicken, cut in serving pieces

1/3 cup chopped onions 1/2 cup grated fresh coconut

or chopped moist, shredded coconut 2 cups water

1/2 cup milk 3 cups cooked rice (1 cup raw)

the Property of the

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. Serve with hot rice. Garnish with perky clusters of parsley. Makes 4-6 servings.

Office Supplies at The Advocate



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

## **BEST WISHES! NELSON'S SUPERMARKET**

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#### ROSWELL MEAT CO.

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Pure Pork Sausage

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Roswell, New Mexico

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... and with Nelson's we say-

FORWARD WITH ARTESIA!

"The Friend t o Friend Bank" Artesia, N ew Mexico

For the very young, simple foods, er, many of these picnic meals al-

simple games are best. A favorite ways can be ready. A quantity of

faces, humpty-dumpty, animal and of Americans to seek the pleasure birds or sail boats. Jellies, peanut and excitement of outdoor meals.

butter, cream cheeses, egg salad- July, with its stress on picnics, will

olive, and jams are suitable spreads give opportunities to enjoy these

oad," who carry their food in the your foods, and be on your way.

For the young "knights of the his own. Pick your picnic, pack

spots for picnic fun.

Any child will be intrigued with fully for two weeks.

#### Bridal Forecast—Heavenly Showers



These bright, gay days, the only showers in the life of a bride-to-be 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-light 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 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 moder ate 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%-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 dragees, if desired.

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

#### Special Poultry, Fish Display Is **Nelson Specialty**

son's Supermarket, which holds its the modern world is English. grand opening Wednesday, Thursday, and Friday, is a special dis- distinguished by the flat, spoonplay of fresh fish and poultry.

Fish is shipped to Nelson's di-

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

Rubies and sapphires rank next to the idamond in hardness.

Most widely read language in

The spoonbill is an ibis-like bird like form of the bill.

rectly from Wicker Fish Co. of nothing but microscopic sea ani- son's directly and arrive fresh, Dallas, and Midcentral Fish Co. of mals and plants

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

shade of a fruit tree can be exciting

sandwiches cut to look like clown-

raditional bandana knotted to a

tick, like a hearty frankfurter-egg

sandwich, a peanut butter-apple sauce spread for the bread or buns,

and cupcakes or cookies. Since bev-

erages pose a carrying problem, fruits such as organes, plums or

grapes will help quench thirst.
Foods for the bike hike also fall

sible, hot dogs, hamburgers, and

Motorists' meals and the all-day

family picnic call for more elabo-

rate 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

for these sandwiches.

Picnics are everybody's fun. for new food ideas.

Foods cooking over the out-of- Simple Games Best doors grill—the sizzling meat and fragrance of coffee brewing-become ambrosia for all. This year, corner of the yard, or the friendly sandwiches can be made at one July again will be picnic month. Millions of Americans will pack their baskets and go to woods and groves, to parks and beaches, or will make their own back yards their favorite picnic spots.

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

Pienie Society. Adventurous small boys fulfill their "Tom Sawyer" yearnings into the easy-to-carry class, al-with "hobo" lunches; teen agers go though bike baskets make possible on bike hikes, with the easily pack- a large supply of sandwiches, friuts, ed and easy-to-carry foods in bike cakes, and even beverages. If cookbaskets. Motorists pack meals for ing over an open fire will be poseating at wayside picnic sites, many of which now provide fire- steaks can be carried, and eaten places for out-of-door cooking. The with buttered buns, or sliced French entinuing trend toward cooking bread. over grills in home yards and gar-dens which takes the wife from the kitchen ranges, and gives the husband the star culinary role, calls

## Spice, Bread Specialties Are

and taste-appeal of any homemaker's table

tesia are a complete line of Spice paper around kettle as insulation. Island Spices, which include all the popular spices as well as many yard grils and garden fireplaces, types called for in "different"

Artesia are summer breads, such Pepperidge home style bread.

Nelson Feature

is making entertaining simpler both for the plan-in-advance meals Also exclusive with Nelson's in and for the spur-of-the-moment in the refrigerator. You can keep "come over for dinner" invitation. as rye, French, pumpernickle, and Many of the foods for these meals avoid clouding. And, incidentally, appeal to feminine guests as well Some species of shark feed on These breads are shipped to Nel. as men with hearty appetites.

Centuries-bld traditions of cookery have been revived. Metal skewers for grilled meats and vegetables are the modern version of the shepherds sticks on which they roasted their food. Crusade-bound warriers 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 foil and roasted in the glowing coals. Allow about 20 minutes for cooking the corn. Iced watermelon and summer fruit pies or frosted cakes are popular desserts.

More elaborate menus can planned for patio parties or terrace dining, which combine both the de ight of outdoor eating and the charm of a more formal meal. In dividual sandwich loaves spread with cream cheese, garnished with lower designs of sliced olives and good eating, eye-appealing entrees

Hunger satisfying fillings of han or geg salad between the layers furnish needed nutrients. relishes served with the sandwich loaves contribute added eating in terest. 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.



graph. 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.

#### Congratulations

#### and Best Wishes

TO THE NEW

#### NELSON FOOD MARKET

Look for your

favorite Holsum

Loaf prominently

displayed in

this modern new food store

#### Open Saucepan Makes Iced Tea Making Easier

time, and stored for future use

Sandwiches can be frozen success-

Modern living is leading millions

outings in dozens of ways. Each to

Here's good news for iced tea drinkers! A new open-saucepanmethod of making iced tea enables ou to make 2 quarts of this rereeshing 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.

outing site are now available or the There are many advantages to ingenious homemaker can improvise one. In a large preserving this new method. For one thing, kettle, place a friut jar filled with you can make iced tea just once ice. Arrange the perishable items day in quantity-say around lunch Among specialty items at Nell around the jar-the meat to be time, and have enough left over on's Supermarket are two grocery grilled, the spreads for sandwiches to serve your friends or neighbors items which will spark the cooking in separate containers, the salad who might drop in. Or, if you make items such as lettuce, tomatoes, or it for the evening meal, chances celery. Replace kettle lid, and pack are you'll have enough left over to Exclusive with Nelson's in Ar. in a corrugated box, crushing news. serve with light snacks during the evening while watching television or passing the time on the front The increasing number of back-

This new way of making iced tea, makes it unnecessary to put the tea it at room temperature, and thus 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 crystalclear color, just add a little boiling

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

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