

Monday, July 31, 1953

'Christ's Call to Youth' Theme for Before Methodist WSCS Circles

The "Christ's Call to Youth" was the theme of a talk given at the circle of the Women's Society of the First Methodist church Thursday morning.

Circle No. 1—Mrs. F. L. Bays, hostess. Mrs. J. R. Miller presided at the business meeting. Mrs. Jennifer led the worship service. Mrs. Thomas Davison reported on the work being done in Korea by Christian missionaries. Tea, coffee and cakes were served by the hostess.

Circle No. 2—Mrs. George Dunne, hostess. Mrs. J. R. Miller presided at the business meeting. Mrs. Jennifer led the worship service. Mrs. Thomas Davison reported on the work being done in Korea by Christian missionaries. Tea, coffee and cakes were served by the hostess.

Circle No. 3—This meeting was held in the home of Mrs. A. P. Mahone, 711 Mann.

Mrs. R. L. Willingham, who recently returned from Philadelphia, Pa., where she attended the world Methodist convocation on evangelism, was the speaker.

Mrs. Owen Haynes led the worship service. Her subject was "Comments on Paul's Writings," with a scripture reading from the 13th chapter of Corinthians.

Punch and cookies were served to eight members present.

Circle No. 4—"Christ's Call to Youth" was the theme of the talk given by Mrs. J. D. Roberts, to members of Circle No. 4 when it met Thursday morning at the home of Mrs. H. G. Ellis.

She cited the story of the rich young ruler as given in the Bible, and stressed the fact that we who had been given so much were reluctant to give even a little.

Mrs. J. B. Champion, chairman, conducted the business meeting. She was also co-hostess and with Mrs. Ellis served cakes, cookies, salted nuts and mints to 12 members present and one guest, Mrs. Carl Sullivan of Houston, Texas.

Woman's Club Membership Tea at Emery Carper Home Proves Delightful Summer Social Event

Artesia Woman's club membership tea held Thursday afternoon in the home of Mrs. Emery Carper was one of the outstanding social events of the summer season.

The tea table was most attractive with a sheer white cloth, applied in a soft shade of blue. A crystal bowl in the center held an arrangement of yellow gladioli, pink daisies, snapdragons, baby breath and shining Magnolia leaves, streamers of greenery ex-

tended to opposite corners of the table interspersed with pink and yellow ostrich feathers, flanked on either side by yellow tapers in silver holders.

A crystal punch bowl at one end and the silver coffee service at the other. The table was laden with dainty colorful cookies, mints, and salted nuts.

Beautiful flower arrangements were placed at vantage points throughout the spacious rooms, including the sun room where the guests registered on their way to

the tea table.

Mrs. Stanley Carper entertained the visitors with piano selections during the afternoon.

Mrs. Carper and her house guest, Miss Hazel Davenport of West Virginia, were in the receiving line with the club president, Mrs. B. A. DeMars.

Mrs. H. C. Schimmel, membership chairman, received at the door.

Pouring at the tea table were Mrs. G. Taylor Cole, Mrs. S. M. Laughlin, Mrs. Fred Cole, and Mrs.

Grady Booker.

Mrs. H. R. Paton and Mrs. J. J. Terry were at the register. Mrs. John A. Mathis, Jr., Mrs. H. T. Gissler and Mrs. M. C. Livingston were service hostesses. Strolling hostesses were Mrs. Boone Barnett, Mrs. Carl Lewis, and Mrs. Harold Kersey.

Each hostess wore a gift corsage presented by Artesia Floral Co.

A large number of members, guests, and visitors enjoyed the homey atmosphere that is always present in the Carpers' most attractive home.

Mr. Carper made an impromptu appearance for a few minutes in the last hour, chatting with old friends, and making new ones, adding an informal touch to this delightful afternoon.

Sorority Feted At Coffee

Alpha Lambda chapter of Beta Sigma Phi was entertained at an informal coffee Thursday morning at the home of Mrs. J. A. Fairey.

A gift was presented Mrs. Joe Starr, a recent bride. A swimming party was planned for Aug. 4.

Members present were Mmes. Ernest Houy, James Foster, Gloria Anderson, Harold Bauman, Victor Clack, Blaine Haines, Charles Currier, Glenn Collard, Pat Fairey, Jerry Marshall and Joe Starr. Miss Ruth Bigler, Mrs. Lillian Bigler, educational advisor and the hostess, Mrs. J. A. Fairey, social sponsor.

Personal Mention

Mr. and Mrs. Alvin Law entertained his brother, G. E. Law and wife and daughter Thursday. The guests had been to California and were returning to their home at Amarillo, Texas.

Mrs. John Kennedy and Mrs. Palma Lochridge went to Fort Worth Saturday. Mrs. Kennedy returned Sunday. Mrs. Lochridge stopped off at Midland to visit with Mrs. Tailman.

Mr. and Mrs. William D. Chandler left Sunday for their new home at Dalhart, Texas. They returned from their honeymoon and visited a day or two with her mother, Mrs. Nora Coppinger.

Read the Classifieds.

Worship Club Members in July

Members of the Sewing club birthdays in July were celebrated with a birthday party Saturday afternoon at the home of Mrs. Dowell.

Guests were Mrs. Dowell, Bill Meachum, Mrs. Edson, and Mrs. Hal Morgan. Those honored were Mrs. Paul Boyd and Mrs. Clarence Boyd. Each was presented a gift.

Each was presented a gift. Table was laid with a ma-cloth and centered with a birthday cake, with the hon-ame on each corner. In the was a circle of roses, surd with roses, gladioli and

Members present beside ve mentioned were Mrs. Pitt, Mrs. Dye Saikin, Mrs. Miller and Mrs. J. C. Watson. Mrs. Florence Miller of Calla and Mrs. Ralph Barr,

Personal Mention

and Mrs. Earl R. Land-of Plainview, Texas, visited in Artesia and Lakewood

Chandler returned to his at Mayhill last Wednesday pending several days in the

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<p>FOR WOMEN</p> <p>NYLON HOSE</p> <p>51 Gauge 15 Denier</p> <p>2 Pair 1.15</p> <p>New Fall and Summer Shades. Sizes 8 1/2 to 11. Stock up NOW!</p>	<p>FOR EVERYONE</p> <p>Gray Duck</p> <p>DOWN PILLOWS</p> <p>7.99</p> <p>All Down Pillows. A luxury you can now afford! Buy Now at this low, low price!</p>	<p>FOR MEN</p> <p>RAYON SUITS</p> <p>15.00</p> <p>Cool Summer Suits at a price you can't pass up! Most sizes 35 to 42.</p>
<p>Cotton</p> <p>WASH DRESSES</p> <p>2.00</p> <p>Large selection Dresses reduced to clear! Most sizes. Buy several!</p>	<p>FEATHER PILLOWS</p> <p>88¢</p> <p>Crushed Chicken Feathers, the ideal Pillow for Summer vacations or guests. Come see!</p>	<p>SPORT SOCKS</p> <p>4 Pair 1.00</p> <p>Bright colors in a soft comfortable cotton. Sizes 10 to 13.</p>
<p>SUMMER SANDALS</p> <p>2.00</p> <p>Several Styles and Colors, Most Sizes. Come early and be sure!</p>	<p>TOWELS</p> <p>2 for 88¢ 4 for 88¢</p> <p>Bath Size Hand Size</p> <p>Lovely, soft, absorbent dry fast Terry Towels. Buy your Summer needs, NOW!</p>	<p>Short Sleeve</p> <p>SPORT SHIRTS</p> <p>1.33</p> <p>Cotton Plisse in solid colors. Easy to wash and no ironing. Small, Medium and Large.</p>
<p>BLOUSES</p> <p>1.88</p> <p>Cotton sleeveless for your late Summer wearing! Cool, washable colors. Sizes 30 to 38.</p>	<p>Boys' Short Sleeve</p> <p>SPORT SHIRTS</p> <p>1.00</p> <p>Cotton Plisse in pretty fancy Patterns. Sizes 6 to 18. Buy several!</p>	<p>REDUCED!</p> <p>SUMMER SLACKS</p> <p>3.00 4.00 5.00</p> <p>All Summer Slacks reduced to clear! Sizes 28 to 40</p>
<p>REDUCED!</p> <p>WOMEN'S SKIRTS</p> <p>2.88</p> <p>Large Selection, printed and plain. Most sizes 22 to 30.</p>	<p>GIRLS' SANDALS</p> <p>2.00</p> <p>Just what that girl will need to finish the Summer and to start school. Sizes 8 1/2 to 3. White, Brown and Red.</p>	<p>SUMMER SPORT SHOES</p> <p>4.00 6.66</p> <p>Better quality, reduced to clear! Several styles—broken but most sizes.</p>
<p>HANDBAGS</p> <p>1.66</p> <p>Reduced to Clear! Several colors and styles. Summer and new Fall bags.</p>	<p>CHILDREN'S SLEEPERS</p> <p>88¢</p> <p>Crinkle Plisse for cool sleeping comfort. Easy to wash, no ironing. Sizes 1 to 6. Come early and stock up!</p>	<p>MEN'S UNDERWEAR</p> <p>Briefs Undershirts</p> <p>2 for 1.00 3 for 1.00</p> <p>A Special Buy with plenty of savings for you! Most all sizes!</p>
<p>RAYON SLIPS</p> <p>1.00</p> <p>Several Styles, mostly white in sizes 32 to 40. A chance to save plenty!</p>	<p>MATTRESS PADS</p> <p>2.00</p> <p>Twin Size</p> <p>Good heavyweith with plenty of wear in them! Come in and see!</p>	<p>NYLON SHORTS</p> <p>1.00</p> <p>Solid and fancy patterns in sizes 28 to 40. Stock up at this low, low price!</p>

Miss Denton to Attend National Altrusa Meeting

Miss Juanita Denton, vice president of Artesia Altrusa club, left Sunday for Los Angeles to attend the national Altrusa convention which convenes from July 19 to 23 at the Hotel Statler.

Highlights of the convention include the banquet speaker, Erwin D. Canham, editor of the Christian Science Monitor and Cyrus P. Barnum, famous Rotarian.

Mrs. Elise May Smithies, dean of women of Occidental college, will be the luncheon speaker. The Los Angeles Boys Choir will sing at the memorial service.

There is to be daily gift prizes and souvenirs along with the social hour every afternoon.

Miss Denton joined Mrs. Jack Perry, president of the Carlsbad club and the two members will make a report on the convention at a joint meeting to be held at the Carlsbad Country club, Tuesday, July 28.

Episcopal Guild To Hold Silver Tea Thursday

St. Paul's Episcopal Guild will hold a silver coffee Thursday morning from 9 to 11 a. m. at the home of Mrs. Neil Watson, 708 W. Quay.

Mrs. Sy Bunting, Mrs. Lillian Bigler and Mrs. Watson will be hostesses.

The money derived from the silver coffee will be used to provide a nursery for children in order that mothers may attend guild meetings.

All Episcopal ladies are urged to attend and bring a guest.

Mr. and Mrs. Emery Carper are leaving by auto tomorrow for California. On Aug. 1 they will leave by plane for Hawaii and plan to visit all the islands. They will be located at Hotel Monona in Honolulu and will return on S.S. Lulu about Aug. 30. Mrs. A. S. Davenport who has been a guest this summer in their home, will accompany the Carpers to California and will return to her home at Backley, W. Va., about Sept. 1.

Local Doctor Discusses Cause of Thyroid Trouble

The thyroid gland is a gland of internal secretion which secretion enters the blood stream to be transported to some other part of the body to affect some physiological activity in that other part. Thyroxin, the secretion of the thyroid gland, aids the physical, mental and sexual development of the youth. It is best known for its effect on metabolism.

When more thyroxin than normal is produced, thought should be given to the cause of this abnormality. The basic principle of Chiropractic is that the primary cause of disease is within the body. Because the activity of every structure of the body is under the influence of the nerve system, Chiropractic asserts, as another of its basic principles, that the primary cause of disease is interference with the normal nerve action.

We often find that the bones of the spinal column are thrown out of their normal positions and thus interfere with the action of nerves that pass between these bones. Nerve pathways that lead to the thyroid gland pass through openings between some of the vertebrae. That displacement of these vertebrae constitutes a primary cause of thyroid trouble is supported by the fact that many people who have had thyroid trouble have recovered their health by Chiropractic care.

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

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



MR. AND MRS. Jack Meisenheimer, recently married in Riverdale, Calif. The bride is the former Cletha Newton, formerly of Artesia, and daughter of Mr. and Mrs. Walter Newton.

George E. Maples Graduates from Electrical Course

Pvt. George E. Maples, son of Mr. and Mrs. Hugh W. Elvin, 907 W. Dallas, Artesia, recently graduated from a five-week Army electricians course at Fort Leonard Wood, Mo.

A member of Company F of the 256th Armored Engineer Battalion, Maples entered the Army last February.

In civilian life he was employed by the Mountain States Telephone and Telegraph company in Denver, Colo.

During the engineer course training was given in the use and maintenance of the standard diesel engine used by the Army's Corps of Engineers.

Although queen bees have sting ers, they are used only on other queen bees.

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.

Personal Mention

Rev. and Mrs. Ralph O'Dell and children returned Sunday from a vacation spent in Ruidoso.

Mr. and Mrs. J. D. McClintock left Saturday, July 18 for a vacation through Colorado and Arizona. They plan to go by Glorieta Encampment for the Baptist church near Albuquerque, fish a few days at Pagosa Springs, Colo., go through Zion and Bryce and to the Grand Canyon. There they will visit her cousins, Mr. and Mrs. C. O. Stevens, ranger guides and take

Mrs. C. E. Terrell and daughter, Tillie, returned Friday from a two-week trip to California. One week was spent at Fresno with Mrs. Terrell's sister, Mrs. P. W. Gilliland. The Terrells spent a week-end in San Francisco and visited a few days in Los Angeles.

Mrs. W. M. Barrett returned to her home at Shreveport, La., Friday after visiting her sisters, Mrs. Leslie Warren and Mrs. Kathleen Herring, other relatives. Their brother, Ray Holloway, of Ballinger, Texas, returned to his home on Friday after visiting.

Mr. and Mrs. Ralph Knowles and daughter, Mary Beth of San

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of Western
colors...

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The New McMurtry Latex Paint

Here's the new, fast-drying, no-odor Latex paint that brings all the brilliance and beauty of true western colors into your home. Colors can be used straight or inter-mixed to provide any effect you desire. MIRATEX covers every wall surface, washes clean with soap and water.

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Real Estate Transactions

Quit Claim Deeds—
Joe Torres et ux to Ajello Samora, lot 1, block 19, Artesia Heights.

Warranty Deeds—
John Fanning et ux to Leon Clayton et ux, SW 1/4 NW 1/4, 21, 20-27, except all mineral, July 8.

American Builders to Cecil C. Hill et ux, lot 1, block 4, Fairacres, July 9.

Cecil C. Hill et ux to Inland Improvement Corp., lot 1, block 4, Fairacres, July 9.

Cecil J. Laman et ux to A. H. Crossett, lots 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, block 11, Morning side Addition, July 9.

Antonio, Texas, spent last week here visiting his parents, Mr. and Mrs. Fred Knowles.

Mrs. Pansy Welch of Bristol, Tenn., who has been an officer in the Salvation Army for 21 years left Thursday afternoon after a brief visit in the home of relatives, Mr. and Mrs. Henry White on Quay. She accompanied Mr. and Mrs. Sid Wheeler of Carney, Okla., parents of Mrs. White and former residents of Artesia, who came here to visit Mr. and Mrs. Wheeler left Monday for their home.

FREEMAN AGENCY
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4 Room Home, Southwest of Town, \$2300. Terms!

2 Bedroom Home, 813 S. Third Street.

2 Houses on One Lot, 1012 Dallas. \$7500.

Joe Freeman
1700 North First

A. H. Crossett et ux to Gearvaise et ux, lots 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, block 11, Morningside, July 9.

Frank J. Mullenax et ux to Howard P. Huston et ux, lot 10, block 6, Fairacres, July 10.

Emmett D. White et ux to Danite Corp., E 1/2 NE 1/4 SW 1/4, 20-19-26, except all mineral, July 10.

Bartolo S. Contreras to R. C. Contreras, beginning at SW corner block 8, Fairview; E 140 feet; N 100 feet; W 140 feet; S 100 feet to point of beginning, July 13.

N. A. Box et ux to Felton W. Courtney et ux, lot 4, block 1, Woodside redivision, July 13.

Ira Jones et ux to R. E. Bralchen, beginning 750 feet S of NE corner NW 1/4 10-17-26; W 1,200 feet; S 350 feet; E 1,200 feet; N 350 feet to point of beginning, July 13.

Ivan Gregory et ux to Robert F. McQuay et ux, beginning at a point that is 358 1/4 feet E and 185-5 feet S of NW corner of NE 1/4, 18-17-26; E 128.15 feet; S 283 feet; W 128.14 feet to point of beginning, subject to right of way (deed 96-615).

Sprays Are Most Effective When Cotton Is Dry

Best results with insecticide sprays are obtained only when the cotton plant is dry, says County Agent Richard Marek. Spray applied when the plants are wet with dew or rain is likely to be diluted and its effectiveness reduced.

Marek also points out that nozzles on sprayers should be properly adjusted to cover the plant thoroughly. On ground equipment, one nozzle per row is sufficient for seedling cotton. Two nozzles per row are recommended for cotton from a foot or two feet high, and three or more nozzles for cotton over two feet, depending on the rankness and height of the plant.

To avoid burning of foliage and to obtain better coverage, nozzles should not touch plants. Distances of nozzles from the plant will vary from 6 to 12 inches, depending on equipment, materials used, and

weather conditions. They should be adjusted closed to plants as wind velocity increases. Ground spraying equipment should be capable of delivering one to 20 gallons per acre of the final mixture.

Spray materials should be diluted immediately before use with not more than an equal volume of water. This diluted emulsion then should be added to the required volume of water. Some type of agitation, generally the by-pass flow, is necessary during spraying. This insures a uniform mixture. He recommends that the spray boom be located behind the operator as a safety measure.

Royal Oak, Mich. (AFPS)—A kindhearted woman took a stray dog into her home and went out to get some food. When she returned she had to call the police when the dog wouldn't let her in.

Hawaii grows 25 per cent of all sugar produced under the United States flag.

Summer heat in the United States sometimes surpasses the warmth of the tropics.

Don't Miss—
AARON'S
FORMAL OPENING
ANNOUNCEMENT!
• NEXT FRIDAY •
"FAT" AARON
GROCERY AND MARKET
712 W. Dallas Artesia Phone 1010



Ever see so much fuss just to chill an orange?

It's the best way there is today to refrigerate a "reefer"—but Santa Fe is developing an even newer and better way to do the job.

In 60 seconds flat, the giant ice-crushing machines Santa Fe recently installed can fill the bunkers of a refrigerator car with five tons of ice!

They are the newest and fastest machines for icing cars yet devised. And Santa Fe "reefers" are the most efficient type of refrigerator cars now on the rails.

These refrigerator cars and icing machines have carried the technique of ice refrigeration to the ultimate of present day knowledge.

WHAT ABOUT TOMORROW?

We can't be sure, BUT—Santa Fe is now experimenting with a newer way to refrigerate cars automatically for hauling foods which may require temperatures as low as 25° below zero.

30 new experimental refrigerator cars designed by Santa Fe, built in its own shops and each with a capacity of 128,000 pounds of frozen foods, are now being utilized in the movement of frozen foods.

Each of these new cars has its own thermostatically-controlled diesel-driven compressor-type refrigerator unit. It carries 400 gallons of fuel (almost the exact amount Lindbergh used to fly the Atlantic). It can maintain sub-zero temperatures all the way from California to New York.

BENEFITS FELT ALL ALONG THE LINE

All along the line, people and communities feel the benefits of this building new wherever it actually occurs on the Santa Fe—and day-after-day, something new is done to make "America's New Railroad" a little better.

The millions of dollars this newness costs Santa Fe doesn't cost you a single penny in the taxes you pay.

Santa Fe

PROGRESS THAT PAYS ITS OWN WAY

Need Cash?

See Us for
\$100 to \$500
Personal Loans!

Our Friendly Staff will be glad to help you with your financial problems.
SEE US TODAY!

ARTESIA
INVESTMENT COMPANY
Carper Building, 4th and Quay Phone 871

Twenty-Seven Gas Company Employees Given Safety Awards

Twenty-seven employees of Southern Union Gas Co. in the Artesia area received special recognition for outstanding safety records at the company's annual safety meeting in Carlsbad, Saturday, July 18.

The safety meeting, held in the community room of Southern Union's office building, was preceded by a picnic at Carlsbad Beach and Library Park. Attending were approximately 320 guests, including Southern Union employees and their families from throughout the gas company's southeastern New Mexico district.



MARLIN DURBIN

C. H. Zachry, Dallas, president of Southern Union, presented awards to 64 district employees, including the 27 employees from this area, whose combined records of driving company automobiles without accident represented a total of 252 years.

Speak at Meeting—
Speakers at the meeting were Vice-President H. N. Oldham, Dallas, and Roy Gleason, Dallas, safety engineer. Other company representatives present were J. R. Cole, III, vice-president, Santa Fe; Sloan Paxton, Pecos, Texas, manager of the company's West Texas district; and Hancel McCord, pension plan analyst; Allen Schrodt, merchandise sales coordinator; and R. C. Harrison, tax, insurance and safety director, all of Dallas.

Two-Year Awards—
Pat Bell, helper, had two years' credit, as did the following employees: Floyd Carrell, helper; Pat Coor, main line superintendent; Louis Gill, construction superintendent; Chester Powell, fitter; Billy G. Shelton, helper; and Joe Sutherland, junior utility man.

Completion—
(Continued from Page One)
No. 1 Fidel at 13,903 feet.
Drilling report is as follows:
Richardson & Bass No. 1 Cobb, 23-20-31.
Total depth 16,459, plugging back to 7,173. Testing.
Owen Haynes No. 1 Malco NW NW 35-17-27.

Total depth 754. Shut down for repair.
Richardson & Bass No. 1 Harrison NW NW 12-25-30.
Drilling at 15,139
Jack White No. 1 Thomas Boyd, NE SW 10-17-28.
Total depth 751. Shut down for orders.
David C. Saiken No. 1 Magruder, SW NE 28-23-26.
Shut down for orders.
Stanolind Oil & Gas Co. No. 1 Guadalupe Foothills Unit, SW SE 20-22-25.
Total depth 13,034, running survey.

J. E. Bedingfield No. 1 Malco State SW NE 31-17-28.
Drilling at 711.
Stanolind Oil & Gas Co. 1 State "AB", NW SE 29-17-28.
Drilling at 11,749.
Richardson & Bass No. 1 Fidel SW SW 27-21-29.
Drilling at 13,903.
Southern Prod. Co. No. 41 Turner "B" SE NW 27-17-31.
Total depth 3455, testing.
O. H. Randel No. 1 Powell-St. NE EW 10-19-29.
Total depth 1711, shut down for repair.

Robert W. Atha No. 1 Resler, NE NW 19-20-26.
Drilling at 3480.
Sinclair Oil & Gas Co. No. 11 Keel "A" SE SE 7-17-31.
Total depth 1999, preparing to treat.
Southern Prod. Co. No. 31 Turner "A" SW SW 18-17-31.
Drilling at 5467.
Skelly Oil Co. No. 6 Lynch "A", NW NW 22-17-3.
Drilling at 2322.
Don Angle No. 1 State, NW SE 7-19-28.
Drilling at 2788.
Standard Oil of Texas, No. 1 Cass Ranch Unit, SE NW 3-29-24.
Drilling 1,927.
Robt. W. Atha No. 1 Yates, SE NW 17-20-29.
Total depth 1,346. Preparing to plug and abandon.
Continental Oil Co. No. 1 E. Texas Hill, SE SE 1-22-21.
Drilling at 867.
Harvey E. Yates No. 5 Ballard "B" SE SW 8-18-29.
Drilling at 1080.
Owen Haynes No. 10 Harbold NE SE 26-17-28.
Drilling at 60.
Total depth 250, running casing NW SE 32-25-29 cellar and pits
Richardson & Bass No. 1 Legg NW NE 27-23-30.
Total depth 444, running casing New Locations
Franklin, Aston & Fair No. 1 State-13 NE NW 13-18-28.
Location.

Completions
Wilson Bros. Oil Co. No. 6 Root SE NW 7-17-30.
Total depth 2789, pumps 25 BOPD after Hydrofrac and shot

City Files—

(Continued from Page One)
needs of present day business and industry.

"Furthermore, it is clearly evident that present air service available to Artesia via Continental Air Lines from either Roswell or Carlsbad, does not serve any of the needs of business and industry," the brief argues.

"The Roswell airport is about 47 miles from Artesia and the Carlsbad airport about 42 miles from Artesia. Both can only be reached by traversing the entire length of each city and consumes at least one hour of travel time.

Long Round-Trip—
"The only way of reaching these airports is by private car, which means a round-trip mileage of 94 and 84 miles respectively. The private car must be either left in the open at the airport, stored in either city, or driven by a second party back to Artesia.

"The argument that Artesia has reasonably available air service at Roswell and Carlsbad is fallacious because the points served by Continental airlines are outside our community of interests, with the exceptions of Albuquerque, Santa Fe, Midland, El Paso, and Hobbs."

READ THE CLASSIFIED ADS

Registration—

(Continued from Page One)
bers and other singing groups interested in professional training.

Cost for the program is \$1.50 a person per week, \$2.50 weekly for couples and \$3.50 weekly for families.

Vaughn has been teaching singing for more than 30 years and is head of the voice department at the Stamps School in Dallas.

The singing school is non-denominational.

Callvary Missionary Baptist church is at Eighth and Washington streets.

Rehabilitation For Vets Calls For Counseling

Vocational counseling is a "must" for all disabled World War II and Korean veterans planning to take vocational rehabilitation training under Public Law 16, Veterans Administration points out.

It serves the purpose of guiding a man into a field where he stands the best chance of making good in spite of his handicap.

The vocational counseling process consists of thorough interviews and tests which serve to reveal a veteran's aptitudes, interests and abilities. This gives great

er assurance that the occupational goal he chooses is actually suitable for him, and is one he can reach.

The counseling services also are available to—but not required of—veterans who served since the start of the Korean conflict, and who want to enroll in training under the Korean GI Bill. Here, too, it can prove invaluable in getting a veteran off on the right foot.

Under the law, the veteran is permitted to change his training program no more than once. Counseling can help him choose correctly in the first place, VA explained.

VA emphasizes that these veterans are not bound by the results of the counseling tests; that the final choice of a training program, or goal, is entirely up to the veteran.

Veterans can secure this counseling service by applying at any VA office.



SHOP EARLY IN THE WEEK

It's easy
It's fast
It's thrifty
at
Nelson's

—DOUBLE STAMP DAY WEDNESDAY—

HUNT'S PEACHES 300 Size Can **19c**

PILLSBURY'S CAKE MIX Chocolate or Golden White 3 pkgs. **\$1**

PET AND CARNATION MILK Tall Can 2 for **25c**

GOLDEN RIPE BANANAS 2 lbs. **25c**

FRESH, VINE-RIPE TOMATOES Pound **15c**

TUES.-WED. Specials

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BONELESS ROLLED—PRIME RIB ROAST lb. **55c**

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Yes, do tell folks about the advantages of an insured savings account. It takes only \$5 to open one, you know, and when you save regularly, how those dollars add up!

Tell them how they'll earn liberal dividends and — oh yes, be sure to tell them that each savings account is insured up to \$10,000 by the Federal Savings & Loan Insurance Corporation.

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

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TWO FULL TABLES LADIES' SUMMER SHOES
Values from \$3.98 to \$5.90!
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Men's SHORT SLEEVE COTTON SPORT SHIRTS
Regular \$1.79 and \$1.98 Values
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ONE BIG RACK FULL LADIES' DRESSES
Regular \$8.90 Values
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MEN'S COOL SUMMER STRAW HATS
Regular \$1.98 Value
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BOYS' SPORT SHIRTS
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MORE THAN 100 LADIES' BLOUSES
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2.22

GIRLS SIZE 6 TO 14 MIDRIFFS
Low Clearance Price
2 for \$1

MEN'S SUMMER OXFORDS
Values Up to \$10.90
\$5

LADIES COTTON CREPE GOWNS
and Pajamas—Now Only
\$1.44

2000 YARDS COTTON FABRIC
• BEAUTIFUL PRINTED PATTERNS
• FULL BOLTS • FAST COLORS
• 80 SQUARE THREAD COUNT
REMNANTS HALF PRICE
28c

Loan Industry Flirts With Trouble By Compelling Borrowers to Take Out Insurance

Some members of the small loan industry may be flirting with trouble by compelling borrowers to purchase credit health, and accident insurance with connection with their loans.

Writing in New Mexico business, Dr. William J. Parish, professor at the University of New Mexico, says that permitting small loan companies to require credit insurance is simply to open the door for extra charges of sorts.

Small loan companies attempt to justify the tie-in sales of credit insurance by saying that lenders have a right to require security for their loans.

Their sales appeal, according to the article in New Mexico business, a publication of the New Mexico Bureau of Business Research, points to debts discharged, to relatives not pestering families unburdened, and borrowers' peace of mind.

On the other hand the UNM business administration professor says the small loans people forget, overlook, or minimize the fact that insurance is forced upon defenseless and frequently desperate borrowers.

Furthermore the cost of insurance on loans is high compared with the benefits accruing to borrowers, and the lenders' hidden profits derived from the sale of such insurance are substantial.

The most telling argument against tie-in sales of insurance with small loans is the fact that interest rates are already set high enough by law to protect the lender against the extra risk involved in making loans of this type.

Many borrowers, already in a weak bargaining position with the lender, accept the insurance charges with little argument because of the enormous amount of goodwill that insurance has.

Some small loan lenders, not all of them, Dr. Parish points out, take advantage of this good-

will and through methods that amount to extortion tack on extra charges which prove unfortunate for the borrower.

To increase income, lenders commonly make loans due within a few months, while the insurance premiums cover charges for a full year.

It is a case, the article states, where the lenders have their cake and eat it too. The borrower never receives the insurance premiums as a loan, although he pays interest on the premiums and is obligated to repay them as part of the loan principal.

Dr. Parish makes it clear that small loan companies, properly supervised and operated, are respectable businesses, possibly essential to the present-day way of life in America. Also he stresses that his article is in no way aimed at life, health and accident insurance.

He does feel that the principal harm is being done in tying insurance onto small loans with the contention that it is for the benefit of the borrower.

Actually small loan companies have little real need to have covering insurance policies on loans. In years past, before the greatly improved health conditions, there might have been some reason for tacking on insurance to loans, Parish says.

New Mexico does not have the worst or best record in the matter of all the ills of insurance on small loans. The state is in-between.

Dr. Parish concludes, however,

Starting Young



JANE RAY RUBEL, 4-year-old daughter of Mr. and Mrs. Raymond Rubel of Hollywood, un-bushingly shows her pride at being chosen Miss California, Jr., over 99 other contestants at the California State society picnic at Long Beach, Calif. Funds from the sale of badges to more than 10,000 persons at the picnic will go to the Exceptional Children's foundation, sponsored by the society. (International)

NUSCHKE, FORCED INTO WEST ZONE



BESPECTACLED OTTO NUSCHKE, East Germany deputy premier, talks with reporters in a western zone police station, telling them how he was pulled from his limousine in the East Berlin rioting and forced into the American sector. (International Radiophoto)

Out-of-State Travel By Public Employes Costly

Out-of-state travel by public employees is costing citizens of New Mexico almost \$20,000 a month.

Records of the state comptroller today showed that this item of expenses totaled over \$156,000 in the last eight months of the last fiscal year, according to a survey made by the New Mexico Taxpayers association.

This represents a record high in the cost of travel by public employees out of the state, said Al-

bert K. Nohl, acting director of the association.

Files of State Comptroller Edward H. Hartman showed that of the total, more than \$47,000 was spent by the personnel of the state's institutions of high learning for outside travel in the eight-month period covered in the survey.

More than \$17,000 had been so expended by other school officials and almost \$8,000 by the state department of education.

When the ruby-throated hummingbird migrates, it flies 500 miles across the Gulf of Mexico non-stop.

Read the Classifieds.

The FIRST NEW MEXICO CO.

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Announces the Appointment of

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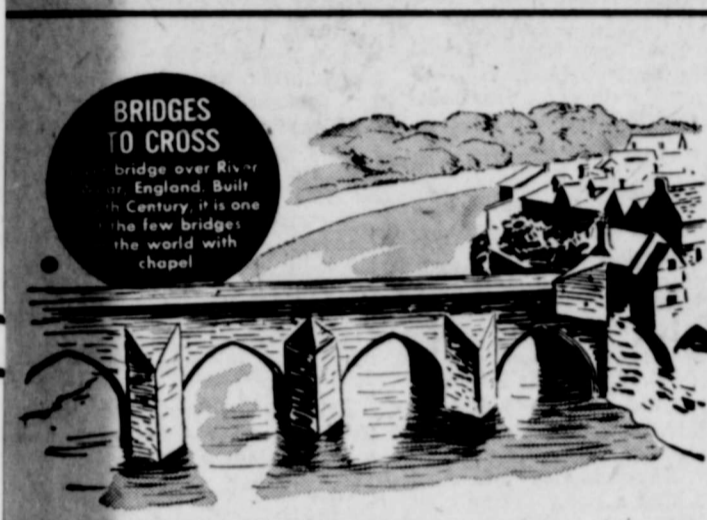
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BRIDGES TO CROSS

Bridge over River in England. Built in Century, it is one of the world's finest.

ANOTHER BRIDGE TO CROSS...
"Can I afford to buy a home?"

At what point in your progress should you stop paying rent and begin making payments on your own home? Our officers are helping customers with this problem constantly, and they will be glad to assist you, too.

FIRST NATIONAL BANK

"Fifty Years Serving the Pecos Valley"

JOHNSTON TURBINE PUMPS

Complete Pump Service and Sales
Bristow & Daniel Pump Co.

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

that there are a few greedy lenders in the state, and elsewhere, who have made a killing out of tie-in sales of life, health and accident insurance forced onto borrowers.

Moreover, if the small loan people do not clean up their own house, Dr. Parish thinks they may be slaying the goose that laid their golden egg.

Reprints of Dr. Parish's article may be obtained free of charge from the Bureau of Business Research at the University.

Ancient Romans exchanged sprigs of holly, now a symbol of Christian celebration, as tokens of good wishes at the pagan festival of Saturnalia.

Ethelbert, King of Kent, was the first of the Anglo-Saxon kings to become a Christian.

The SAFETY-TESTED SEAL means—



A BETTER DEAL

in a
low-mileage
top-quality
USED CAR!

The hottest value on the used car market is a "Rocket" Engine Oldsmobile! And now... because the new 1953 "Rocket" Oldsmobile is so tremendously popular... we've got a BIG selection waiting for you. Every car that wears the famous Oldsmobile Safety-Tested Seal is an exceptional buy... checked five ways for safety and dependability: Engine, tires, brakes, steering, ignition... all are gone over carefully, thoroughly! Yes, you'll find lots of "Rocket" here... but we're also featuring other top makes and models on our Safety-Tested Used Car Lot. Every one is backed by our reputation for fair dealing. Come in... and drive a bargain... drive away in a Safety-Tested Used Car!



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SEE YOUR NEAREST OLDSMOBILE DEALER
GUY CHEVROLET COMPANY
WEST MAIN PHONE 291

for every home—every budget

Luxurious Automatic

GAS HEATING APPLIANCES

At terms you can't afford to miss!

- ✓ No down payment
- ✓ No payments due till October 1

Don't wait till the first norther blows in to think about preparing your home for winter. Avoid rush season installation delays by selecting automatic gas heating appliances now, while stocks are complete, prompt installation assured. Buy now, install now—pay nothing till October 1st!

For the finest in heating equipment, see your local gas appliance dealer or Southern Union Gas Company.

Southern Union Gas Company
HELPING BUILD THE GREAT SOUTHWEST

Buy During Southern Union's Summer Sale!

Automatic gas heating appliances for every heating problem

- ★ **Floor Furnaces**
Luxurious automatic heat at budget price. Available in models to heat two rooms from one unit.
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Perfect for small floor plan homes. Recessed in wall, smart finish. No exposed pipes, vented.
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Quick, quiet, circulating heat. Ideal for problem heating spots. Automatic, vented.
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One unit heats an entire house. Can be installed in homes with or without basements.

- All thermostatically controlled for even, comfortable, worry-free warmth.
- All fully vented to prevent moisture forming on walls and furniture.

AT THE THEATERS

LANDSUN WEDNESDAY ONLY

OCOTILLO WEDNESDAY ONLY

CIRCLE B WEDS. - THURS.

CHECK NIGHT! Pat O'Brien "Okinawa"

SPANISH SHOW Armando Calvo en "Mi Marido" Rita Macedo

BUCK A CAR NIGHTS! Red Skelton "Watch the Birdie" Arlene Dahl

Lake Arthur Mrs. Paul Jenkins entertained party Thursday, July 16...

Birthdays cake, ice cream and punch were served to Judy Boggs, Alexis and Barbara White...

newlyweds, have returned from their honeymoon trip to Colorado Springs, and are visiting his mother...

She's Married



PUTTING an end to gossip "linking me romantically with men here and abroad," tobacco heiress and former model Melody Thompson Duke waves for photographers at New York Idlewild airport...

Mrs. Lee Thorsen and son, Rickey, of Artesia. Mrs. Ruth Bates, mother of Mrs. Lee Thorsen, entertained at dinner Sunday evening honoring the two families.

Mrs. May Gromo visited her grandchildren, Mr. and Mrs. Lee Thorsen and Rickey, and daughter-in-law, Mrs. Juanita Gromo and Mary Sue, Saturday.

dria, La., closed up her home and returned home with her two sons, W. F. and Herbert. Mr. Whatley died at Alexandria a few weeks ago.

Mr. and Mrs. Herbert Whatley and family have arrived and are getting settled in the Paul Robinson house where Mr. and Mrs. B. E. Cross have been living.

Mr. and Mrs. Redmon Pate and son, Tommy, returned home Sunday afternoon after spending several days visiting in Las Cruces and El Paso.

Mmes. H. H. Mills and May McDonald spent Monday in Roswell attending the regular monthly session of the Chaves County Extension club council.

Mr. and Mrs. John Lane and Viola spent the week-end in Carrizozo visiting the Lane sisters.

Mayor and Mrs. A. K. Ripley had as their house guests recently Mr. Ripley's parents, Mr. and Mrs. Will Ripley, Irvin, Texas; a brother, Mr. and Mrs. L. D. Ripley of Abilene; sister, Mr. and Mrs. Hoyt Adkins and children, Johnnie and Paul of Dallas; another sister, Mr. and Mrs. Buster Gee and children, Jerry Don and Randy of Dallas; Mr. and Mrs. Norval Ripley, children, Joan and Jerry of Hobbs; and Mrs. Norval Ripley's two young brothers.

Mr. and Mrs. Mack Reynolds had as their guests two nephews of Mrs. Reynolds last week. They were Mr. and Mrs. Everett Philen and children of Galveston, and Mr. and Mrs. Rob Philen of Dallas.

his brother, Mr. and Mrs. Ray Reynolds and family at Brownwood, Texas.

Mr. Reynolds went back to work at the NuMex Refinery at Artesia Thursday after enjoying a two-week vacation.

Relatives who gathered at the home of Mr. and Mrs. Pat Coor for an ice cream supper Tuesday evening were Mrs. Coor's parents, Mr. and Mrs. O. E. Smith, and uncle and aunt, Mr. and Mrs. Jim Smith and boys, John and Jim of Lowell, Ark.; Mr. and Mrs. Harvey Lankford, an aunt and uncle from Sacramento, Calif.; Mr. and Mrs. Ralph Lowery and boys of Albu-

querque; S. K. Smith and son, Joe Bill of Clovis; an aunt and uncle, Mr. and Mrs. L. J. Chester of Artesia, and grandmothers, Mmes. Ollie Smith of Artesia, and Effie Turner of Lake Arthur.

Mr. and Mrs. Pat Coor are parents of a baby girl born July 3 at Artesia General hospital. She weighed 7 pounds 4 ounces and has been named Patsy Jo. Her paternal grandparents are Mr. and Mrs. I. V. Coor of Artesia, and maternal grandparents are Mr. and Mrs. O. S. Smith of Lake Arthur.

Mr. and Mrs. Coor brought the little newcomer to visit its grandparents, the Smiths, Sunday.

KITCHEN CRISIS!



She needs an Extension Telephone ...Do You?

Every busy housewife can appreciate the convenience an extension telephone provides. It's always at hand...ready to save you time and steps. And on top of that, it's good to know that the telephone is within easy reach in case of an emergency. Why not call our business office today and order your extension telephone? The cost is only a few cents a day.

The Mountain States Telephone and Telegraph Company

Stretch your mileage!



a gasoline efficiency means economy. So Phillips 66 gasoline is packed with super-efficient Hi-Test elements! These are scientifically "controlled" to provide (1) easy starting (2) fast engine warm-up (3) quick acceleration, and (4) full power output under all driving conditions.



USE PHILLIPS 66 GASOLINE AND PHILLIPS 66 HEAVY DUTY PREMIUM MOTOR OIL

MRS. EUGENE R. MILLER OF GUYMON, OKLAHOMA

describes her home freezer

"Time & Money Saver"



Ladies, when you can save both time and money, you have the kind of economy that homemakers really love. Listen, then, to what Mrs. Miller says.

"Our home freezer has proven to be very economical, and has saved about 10 hours a week in grocery shopping and food preparation."

Think of saving money—and 10 hours a week—and you'll think it's time for a freezer in your home now.



REDDY KILOWATT SYMBOL OF QUALITY

SOUTHWESTERN PUBLIC SERVICE COMPANY

Surging Power with a Single Purpose



SAFETY!

When you choose a car for your family, you call on your good judgment to obtain every measure of safety.

One safety factor you should certainly consider is the magnificent reserve of power that Dodge provides in the 140-h.p. Red Ram V-8 engine.

This power is there when you need it: For passing, for turning into highway traffic, for crossing intersections.

Dodge Power-for-Safety deserves your careful thought in selecting a family car.

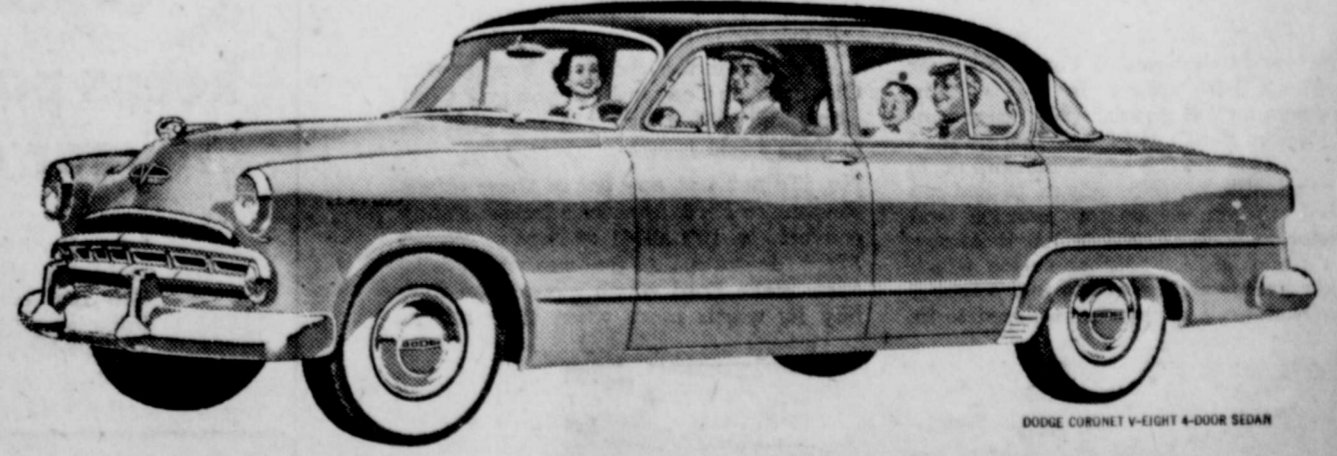
The cost of safety is very low: Dodge prices start below many models in the "lowest-priced" field.



Passing a truck on the highway, a touch of your toe brings instant, eager response. Dodge power reserve is a great safety factor.



Powerful brakes, capable of developing more than 700-h.p. in stopping power, team up with the Red Ram V-8 engine to bring you new mastery of every driving situation.



dependable DODGE V-EIGHT OR SIX The Action Car For Active Americans

You've Got to Drive It to Believe It!

HART MOTOR COMPANY

207 WEST TEXAS PHONE 237

Leave Foreign Plants Abroad, Travelers Urged

Vacationists going abroad, or traveling in this country, often become fascinated with foreign plants and plant products. But the U. S. Department of Agriculture urgently requests that visitors leave these harmless-looking plants in their native lands. Many examples may be cited of plants and insects which have proven extremely costly to this nation's ag-

riculture as a result of their being brought into this country by curious persons. Anyone wishing to bring back such items for special purposes should do so only after requesting a permit from the Bureau of Entomology and Plant Quarantine, 209 River Street, Hoboken, New Jersey. Travelers to and from the U. S. today are the most frequent, although usually innocent, violators of quarantine laws forbidding uncertified entry of soil, fruits, vegetables, plants and plant products. Plant quarantine inspectors at all ports of entry are awaiting a record influx of returning travel-

ers and foreign visitors this summer. Inspectors intercepted 167 thousand lots of unauthorized plants and plant products from travelers attempting to bring them into this country last year. Such destructive pests as the citrus black fly, Oriental, Mexican, West Indian, and Mediterranean fruit flies, the pink bollworm, the golden nematode, citrus canker, brown rot of apples and pears, and blackspot of citrus fruits were intercepted. The mails and parcel post entering the U. S. are also checked for insects, or plant disease carriers. Insects coming into this country from other lands are among the greatest agricultural pests today, according to the head of the plant quarantine service. If these pests and diseases that prey on get here unnoticed, away from all them in their native countries, they often develop large and troublesome populations in a short time. Travelers are cautioned about mailing souvenirs packed in such materials as cotton waste or rice and wheat straw, as they may carry insects or diseases.

In 1650, Indians snared rabbits and dug oysters on the beach of Coney Island, Brooklyn, which was a true island in those days. Silted of a creek turned it into a peninsula.

New Idea for "Do-It-Yourself" Fans



All-fabric home dyes, such as you use on clothing and home decorations, may be employed to stain unpainted furniture! That's the latest research benefit being passed on to "do-it-yourself" enthusiasts by Tintex Home Economics Bureau which conducted a series of successful tests recently. Big advantage of staining with all-fabric dyes, besides ease of application and low cost, is extensive color selection. The dyes come in 54 regular colors and you can mix two or more of these to get an endless variety of others. Here's the five-step process recommended by Tintex bureau: 1. Prepare dye in usual fashion, as per directions on box. 2. Apply dye with brush, as above, or with cloth. 3. When dry, brush on coat of white shellac and let dry again. 4. Rub down wood lightly with fine sandpaper. 5. Apply clear varnish with brush.

IN THE PROBATE COURT OF EDDY COUNTY STATE OF NEW MEXICO
IN THE MATTER OF THE ESTATE OF ALEX GEORGE MCGONAGILL, Case No. 1909 DECEASED.
NOTICE OF APPOINTMENT OF ADMINISTRATRIX
Notice is hereby given that the undersigned has been appointed Administratrix of the Estate of Alex George McGonagill, deceased, by Honorable Ed H. Gentry, Probate Judge of Eddy County, New Mexico, and has qualified as such. All persons having claims against said estate are hereby notified to file or present the same as provided by law within six (6) months from the 14th day of July, 1953, the date of the first publication of this notice, or the same will be barred.
JULIA C. MCGONAGILL, Administratrix, 56-4T-62

of Thomas Mann, deceased, and for admittance of the same to probate and for appointment of an executrix thereof.
WITNESS my hand and seal of said Court, this 29th day of June, 1953.
R. A. WILCOX, Clerk of the Probate Court. By Vera Brockman, Deputy. 52-4T-58

IN THE DISTRICT COURT OF EDDY COUNTY STATE OF NEW MEXICO
JESSIE NELL JENKINS, Plaintiff, vs. WILLIE ALECK JENKINS, Defendant.
NOTICE OF SUIT PENDING
THE STATE OF NEW MEXICO No. 13874

TO WILLIE ALECK JENKINS, GREETINGS:
You will take notice that there has been filed in the District Court of Eddy County, New Mexico, a civil action numbered 13874 on the docket of said Court, wherein Jessie Nell Jenkins is Plaintiff, and you, Willie Aleck Jenkins, are Defendant; that the purpose of said suit is to obtain a divorce from you and that unless you appear, answer or defend herein on or before the 29th day of August, 1953, the Plaintiff will apply to the Court for the relief prayed in her Complaint filed herein and judgment will be entered against you in said cause. The address of Plaintiff is Artesia, New Mexico, and William M. Siegenthaler, of Artesia, New Mexico, is attorney for Plaintiff.

Mexico, is attorney for Plaintiff. **IN WITNESS WHEREOF** have hereunto set my hand and placed my official seal this 21st day of July, 1953.
(SEAL) MARGUERITE E. WALLER, Clerk of the District Court. 56-4T-58
Azizia, a little village in western Libya, holds the record official heat record, 136.4 degrees.

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Smith-Gwynne Agency
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Low Interest — Fast Service
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Artesia Representative
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CHAVES COUNTY BUILDING & LOAN ASSN
309 N. RICHARDSON
Roswell, N.M.

New and Better for WELLS and WATER LINES
Yardley Plastic Pipe and fittings
Save money and back-breaking work with this tough plastic pipe that's rapidly replacing metal for cold water use. Weighs 1/3 as much as steel. Won't rot, rust or corrode. Smooth walls decrease build-up of bacteria-bearing film.
A type for every purpose—jet pump, suction, discharge, distribution lines or sewage. Diameters 1/2" through 6". Rigid or flexible. All necessary plastic fittings for every kind of installation.
Let us give cost estimate on your needs.
GUARANTEED AGAINST ROT, RUST AND CORROSION
Nationally Advertised... Nationally Distributed
ALLIED SUPPLY CO.
East Main Street, Artesia Phone 520

MULLING WITH MULLER
By Edna M. Muller
A few years ago, watching the Ile de France being towed up river by one small diesel tugboat, it occurred to me that it would be more exciting to have been on the tug than on the ship! The other day I had the chance to be on the "Cordelia", first of a fleet of diesel-electric tugboats being added to a railroad line. The captain gave me the ride of my life by taking me through the racing Hell Gate tide which creates probably the worst conditions in the world—and yet this powerful and efficient tugboat maneuvered through the currents like nothing at all! What a delightful experience — Tugboat Annie here I come!

If you have a fur piece for which you find occasional use during the summer and therefore do not want to put it in storage—place it in a child's vinyl film garment bag—toss in some camphor, zip up the bag and it is safe and ready for use on a moment's notice!

It's not hard for me and the family to believe the fact that there are fifty million motor cars, trucks and buses on the highways daily! Trying to get to the lake each weekend during the summer is presenting more and more of a problem with each succeeding week! Plenty of folks must be giving the situation lots of thought because 43,000 contestants participated in the recent GM better highways contest—the purpose of which was to stimulate thinking for some constructive action. Action for adequate roads is what we all would like to see!

MOTORISTS — STOP TAKING CHANCES!
See George's
AUTOMOTIVE ELECTRIC SERVICE
FOR BUMPER-TO-BUMPER ELECTRIC SERVICE
ALL WORK GUARANTEED
GEORGE C. ABEL, Operator
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Concrete Pipe
keeps paying you profits year after year
Long after it has paid for itself through actual savings in other costs—such as labor, power bills and maintenance of ditches—concrete irrigation pipe keeps right on working for you and paying you profits on your original investment.
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The only convertible that outsells Ford!
WHAT IS IT that makes Ford's Sunliner, America's best seller? Is it its high-compression V-8 power? (No other convertible in Ford's field has this kind of engine.) Is it the fine craftsmanship of its Crestmark Body? (No body in its field can match Ford's choice of exterior and interior color combinations.) Is it its new spring and shock absorber action which makes even roughest roads feel smooth? (The Sunliner's springs are tailored to its weight.) Is it the choice of Fordomatic, Overdrive or Conventional you get? (You won't find such a choice in any other car in Ford's field.) No, it's not just any one of these things that make Ford America's largest-selling convertible. It's all 41 of Ford's "Worth More" features... features which folks know make Ford worth more when they buy it, worth more when they sell it.
Test Drive America's No. 1 Convertible! Ford Sunliner:
"SEE YOUR FRIENDLY FORD DEALER"
ARTESIA AUTO COMPANY
West Main Phone 52

Now 990 KSVV Now 990
PROGRAM LOG — Subject to Change Without Notice
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
1:25 World News
1:30 Strictly for Listening
1:40 Requestfully Yours
1:55 World News
2:00 Sgt. Preston of the Yukon
2:30 Sky King
2:55 World News
3:00 Gabriel Heatter
3:15 Fulton Lewis, Jr.
3:30 Meet the Band
3:41 Local News
3:50 Bill Henry
4:00 Bill Keys Sports
4:15 Bankhouse Serenade
4:25 Titus Moody
4:30 That Hammer Guy
4:40 Requestfully Yours
4:50 On and Off the Record
4:55 Bobby Benson
5:00 Wild Bill Hickok
5:15 World News
5:30 Gabriel Heatter
5:45 Fulton Lewis, Jr.
6:00 Meet the Band
6:15 Local News
6:30 Bill Keys Sports
6:45 Bankhouse Serenade
7:05 Titus Moody
7:10 Crime Files of Plasmind
7:20 Squad Room
7:30 On and Off the Record
7:45 Farm Report
8:00 Bankhouse Talking
8:15 Elton Britt
8:30 Gabriel Heatter
8:45 Church of Christ Devotional
8:55 Mal Wymann Sports
9:00 World News
9:10 Dance Orchestra
9:15 World News
9:25 Sign Off
9:30 World News
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ELECTRONIC AND ACOUSTICAL ENGINEERS
REASONS WHY YOU SHOULD CALL J. PAUL AUDET & COMPANY FOR INSTALLATION, MAINTENANCE, AND REPAIR OF YOUR TELEVISION RECEIVER:
EXPERIENCED PERSONNEL—Broadcast engineers, Licensed by the Federal Communications Commission, with on the job experience in Chicago, Cleveland, Washington, D. C., and Albuquerque, New Mexico.
REASONABLE RATES—Because our servicemen are ENGINEERS, NOT RADIO REPAIRMEN, they are able to complete a repair job in one-half to one-tenth the time. YOU ARE NOT PAYING TO HAVE SOMEONE LEARN about Television.
EFFICIENT SERVICE—We are in business to give service, WHEN YOU WANT IT, AND NEED IT. Therefore, we are at your disposal until sign-off of the Roswell station, EVERY NIGHT EXCEPT SUNDAY. There is no extra charge for night calls.
INTEGRITY OF OPERATION—As a member of the National Appliance & Radio Dealers Association, we subscribe to their code of ethics regarding TV Service. No padding of repair bills, a 90 day guarantee, which is upheld, on work performed by us. (One year on antenna installations), use of only the BEST materials, adequate insurance to protect property owners against loss or damage caused by our personnel. We will never, never over-sell, or load a customer up with accessories, merely for extra profit.
RETAILER SPONSORSHIP—The retail appliance dealers listed below subscribe to our service, and we urge you to purchase your Television receiver from one of them. Your service work will then be handled by us. However, you are not obligated to use our services if you do not desire to do so. As we perform the antenna installations for these dealers, you may call us for an installation if you desire to test various receivers in your home before deciding on a particular brand.
Brittain Furniture Co. Mid-West Auto Supply Russell Auto Supply Co.
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