

THE ARTESIA ADVOCATE

Get Your Entry
In Soon for
V-J Day Parade

Ballot Boxes
Now Out—Vote
For Rodeo Queen

VOLUME FIFTY

ARTESIA, NEW MEXICO, FRIDAY, JULY 31, 1953

NUMBER 61

Five Girls Toss Stetsons In Race For Rodeo Queen



MISS PEGGY HANNA



MISS ANN ARMSTRONG



MISS DOROTHY GREEN



MISS KAY CLAYTON



MISS MARIANNE SOLT

Five Artesia girls had their hats in the ring this week as candidates for queen honors for the annual V-J Day Ranch Hands Rodeo scheduled for four nights beginning Aug. 14.

The candidates are Ann Armstrong, daughter of Mr. and Mrs. Jack Armstrong, 1105 Richardson; Marianne Solt, daughter of Mr. and Mrs. Walter Solt, 922 S. Roselawn; Dorothy Green, daughter of Mr. and Mrs. Leonard Green, 505 Washington; Peggy Hanna, daughter of Mr. and Mrs. Jack Hanna, west of Artesia; and Kay Clayton, daughter of Mr. and Mrs. Leon Clayton, southeast of Artesia.

The five candidates Wednesday night passed riding tests judged by Artesia Roping club members, who decided any of the five can ride well enough to lead the grand entry the four nights of the rodeo.

Ballot boxes are being distributed today for all five candidates.

Miss Armstrong, whose hobby is horses as shown by her riding ability Wednesday night, will have boxes at Artesia Auto and the American Cafe. She is a member of the Pep club, Rainbow, and Theta Rho. She is sponsored by Artesia Auto.

Miss Solt, under Lions club sponsorship, will have boxes at Artesia Pharmacy. She will be a freshman at Sul Ross college at Alpine this fall. Wednesday night she capably rode a big palomino owned by her father.

Miss Green, who is employed at the telephone office, is another horse-rodeo fan. She is a recent Artesia graduate, and in high school was a member of the Pep club and Girls' Athletic association. Her boxes will be at H&J Food Baskets and Jim's Drive-In.

Miss Hanna is being sponsored by 20-30 club and will have ballot boxes at Palace Drug Store, where she is employed, and at Nelson's Supermarket. She is a high school honor student, a member of Future Homemakers of America, and lists photography as her hobby.

Miss Clayton will have ballot boxes at Irby Drug Store and the Artesia Alfalfa Growers association. She is a Pep club member, plays clarinet in band and also serves as a majorette, is an officer in Rainbow, and lists riding, swimming, and painting as her hobbies. She is sponsored by Kiwanis club.

The contest for queen closes at noon Aug. 12 following the rodeo parade. All balloting is on a penny-per-vote basis.

Drillers Return For Four Games Beginning Monday

Artesia Drillers will return to the city next Monday for first game of a four-game home stand, Driller Mgr. Earl Perry announced Thursday.

Opposition for the four contests will be Big Spring Monday and Tuesday, league-leading San Angelo Wednesday and Thursday. Monday night Little Leaguers and members of the American Legion Juniors baseball teams will be honored by the Drillers. Members of the two organizations who appear at the gate in uniform will be admitted without charge.

In addition, Little Leaguers who turn out at Driller Park early will be allowed to practice in pre-game warm-up with the Drillers on the field. Little Leaguers are advised to bring their own gloves.

Perry has suggested that Little Leaguers wishing to practice with the Drillers plan to arrive from 6:30 on at the ball park.

The practice session will be photographed by the Advocate.

A gift event has been planned for Wednesday night, Aug. 5, first night of the San Angelo two-game stand.

Thursday night, Aug. 6, will honor National Guardsmen of the Artesia battery. Guardsmen appearing in uniform will be admitted to the park without charge.

Arrangements are being completed for an exhibition by a Guard drill team during the game.

Artesia Weather

Day	High	Low
Monday	99	60
Tuesday	98	65
Wednesday	98	59

Precipitation: Wednesday night .2 inches. Total for year 4.56 inches.

Artesia Again Receives Citation for No Traffic Deaths



MAYOR PRO-TEM W. H. Yeager and Chief Frank Powell accept from Gov. E. L. Mechem the plaque awarded the City of Artesia for having no traffic fatalities in 1952. Awards were made to four communities in the 10,000 population class by the Governor's Traffic Safety Coordinating Committee and the National Safety Council.

H&J Food Basket New Supermarket Opens Here Today

H&J Food Baskets today will open Artesia's largest grocery store with a new supermarket on S. First at Centre.

A preview of the store was held last night, highlighted by serving of cuts from a cake weighing between 1,200 and 1,500 pounds.

Today a chuck wagon will be at the store throughout the day to give rides to youngsters. Demonstrations are scheduled to continue throughout the day. Prizes are being offered.

The new store is the first completed unit of a shopping center built and owned by H. A. Campbell, Artesia contractor. The store is 70 by 100 feet.

It is lighted with slimline fluorescent lighting and has three 8,500-cubic foot air conditioners cooling the shopping area. Sales areas of the store contains 5,180 square feet of floor space.

Owners J. T. Haile and Bert Jones opened their first store here in 1950, just across the highway from the new supermarket. In August 1951 this, their second store at Thirteenth and Main, was opened.

The big new store contains the largest stock of any store in Artesia, the co-owners declare, and specializes in frozen foods, fresh fruits and vegetables, and Artesia's biggest variety of canned goods.

Miss Goddard Is Chosen as State Saleslady Titlist

Miss Marilyn Claire Goddard of 810 Centre, saleswoman in an Artesia women's wear store, has been selected to represent New Mexico in the national "Miss Saleslady" contest to be held in Phoenix in September.

Her selection was announced by Leo V. Newman, executive secretary of the sponsoring Grand Canyon State Travelers association, after interviewing 32 other New Mexico girls.

Miss Goddard will fly via American Airlines from Roswell to Phoenix Sept. 19 for three days to compete in national finals of the "Miss Saleslady" contest.

Chosen on the basis of personality, dress, and appearance, the winner will receive a \$500 wardrobe, and a week's vacation at the Desert Inn, Las Vegas, Nev. She will also serve as hostess to the National Association of Women's and Children's Salesmen in San Francisco, Dec. 13-18.

Miss Goddard is employed at The Vogue, 103 S. Fourth.

City Receives 2 Inches of Rain Wednesday

Artesia received 2 inches of rain Wednesday night in a rainfall which blanketed Eddy county, according to Southern Union Gas Co. measurements.

Wednesday night's rainfall brought total for the year thus far to 4.56 inches, and the total for July 1.9 inches, so far the rainiest month of the year.

Mann Testifies In U.S. Senate Emmons Hearing

Testimony that Glen Emmons, of Gallup, nominated by Pres. Dwight D. Eisenhower as U. S. Indian commissioner, was not involved in alleged embezzlement of funds when a Gallup bank closed in 1933 was given in Washington this week by C. E. Mann, of Artesia.

At the time of the bank's closing Mann was appointed receiver for the institution.

Mann testified before the U. S. Senate committee on the interior this week there were no evidence.

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Rodeo Parade Committee Plans 'Biggest Ever' V-J Parade

One of the largest parades ever to be held in Artesia is being planned for opening day of the 1953 V-J Day Ranch Hands Rodeo, Charles Baldwin, parade chairman, announced Thursday following a parade committee meeting.

The parade will be led by Walker Air Force base band and color guard.

Scheduled to appear in the parade are 75 National Guardsmen from Artesia and Carlsbad with motorized equipment, Artesia veterans' organizations, queen contestants mounted horseback, and Boy Scout organizations.

Florets will be entered by civic organizations, commercial houses, and children's organizations. In the kids' division will be first and second place Little League teams, decorated bicycles and wagons, and kids on roller skates, pogo sticks, and other forms of transportation.

Prizes will be awarded by the Chamber of Commerce, Baldwin said, to first three winners in three float divisions.

There of this year's parade is "Stars and Stripes Forever," the chairman announced.

Deadline for entries is Monday, Aug. 10. The parade is Aug. 12.

Theme of this year's parade is the flag, Baldwin said, and special publicity will be issued centering around the theme at parade time.

Assisting in parade organization are John Simons, Jr., parade marshal; Bill J. Duke, organizational floats; Bob Hess, commercial floats; Thad Cox, Boy Scouts; Walter Solt, mounted groups; Don Heathington, kids' division; W. C. Thompson, Jr., National Guard; Allen Mills, J. B. Mulcock, and Ken Jones, veterans division.

An entry blank for the parade will be printed in Tuesday's Artesia Advocate.

For the first time in Artesia's 50-year history, a major circus will come to the community this fall.

Dates for the First Annual Shrine Circus have been set for Monday and Tuesday, Sept. 14 and 15, under sponsorship of Artesia.

(Continued on Page Six)

Fair Directors To Launch Big Fund Campaign

Finance drive for Eddy County Fair association will be kicked-off with a meeting of selected workers next Thursday morning, directors of the association voted Thursday afternoon.

Tentative goal of \$25,000 has been set for the fund drive. The goal will be "tested" before definite plans on buildings for the fair are decided, directors agreed.

Chief consideration thus far has been given a 100 by 140 foot structure with 20-foot sheds on both sides, directors have stated, but success of the finance drive will determine building to finally be constructed.

Truman Short and A. F. Patterson reported to directors on a meeting held recently in Carlsbad.

Misunderstand Plans

Short said Carlsbad Farm and Ranch Improvement association had misunderstood plans for an annual Eddy county fair to be held in Artesia every year.

Short assured the Carlsbad group the annual FFA and 4-H Livestock Show and Sale, which has been alternated between Artesia and Carlsbad since its founding seven years ago, would continue in the future to alternate between the two cities.

The Farm and Ranch association and Artesia Kiwanis club have joined to sponsor the show and sale since its founding. Short told Carlsbad members of the association one of the moving factors behind organization of the fair association was to give a home to the show when Artesia is its host.

Members of the finance committee will be notified by mail of their appointment to the committee, directors decided Thursday.

\$2,000 Received

Already \$1,000 has been given the fair association by Artesia Kiwanis club and fair Pres. Paul L. Frost said this week another \$1,000 will be made to the fair association by an anonymous donor in the near future.

Rural areas and businesses as well as Artesia residents and businesses will be given opportunity to back the fair finance drive.

In addition, a large membership campaign to sell annual membership at \$5 each is scheduled for the near future, fair directors indicated.

Next Dollar Day To Promote Back-to-School

Artesia's next Dollar Day will be held Thursday, Aug. 6, with a record number of merchants participating, according to C. D. Hopkins, chairman of the Chamber of Commerce retail trade committee.

Dollar Day in August will be tied-in with back-to-school events, Hopkins announced. School's opening is slated for Monday, Aug. 31.

Chamber promotion of the event is being stepped-up, Hopkins said, with mail circulars now going into the mails and 2,000 extra copies of the Artesia Advocate to be mailed by the newspaper next Tuesday.

"Every Dollar Day has been more successful than the one preceding it," Hopkins said, "with more merchants participating each time. It is this participating by just as many as possible that is helping to build Dollar Days as a leading merchandising event."

Paul W. Scott, C of C manager, again pointed out this week that successful Dollar Days are helping to build Artesia as a shopping center. "Communities, like individual stores, must advertise themselves," Scott said.

Extra copies of the Advocate are donated by the newspaper every Dollar Day to reach more than 2,000 people in the trade area outside Artesia proper with news of values being offered by Artesia retailers.

"It is entirely possible that Artesia can become the retail shopping center of the Pecos Valley,"

(Continued on Page Six)

Mrs. Ottjes To Receive College Degree Leave For European Teaching In Aug.



MRS. TREVA OTTJES

After 26 years of study, Mrs. Treva Ottjes, former Oilfield school teacher, will receive her college degree this month, just before she boards an airplane for Europe to accept a one-year teaching assignment.

Mrs. Ottjes started in the summer of 1927 on her college degree at the University of Nebraska. She has been working on it ever since.

She'll receive her bachelor of arts sheepskin in ceremonies Aug. 7 at Eastern New Mexico university.

The very next day she'll board a plane at Albuquerque to begin a trip to Europe, where she'll teach school for a year. Just where in Europe Mrs. Ottjes won't discover until she arrives in Germany Aug. 21.

Mrs. Ottjes, who taught in Oilfield school for six years, last year travelled to Europe to see the parents of her husband, who died while the couple were at Oilfield.

She was entranced by Europe, and so this year gave up a job which had been offered her in a California public school to return to the continent.

As of now Mrs. Ottjes isn't sure what country she'll teach in, nor what grade. She guesses it will be Germany, and her contract specifies an elementary classroom.

On Aug. 10, she'll report to Fort Hamilton in Brooklyn and after briefing, will fly to Bremerhaven, Germany, where she'll arrive Aug. 21.

What will she do after teaching a year in Europe?

"I am not thinking about that now," Mrs. Ottjes replies. "I'm too excited about receiving my degree and going to Europe." She may remain in Europe to teach another year, or, more probably, return to the U. S.

On her assignment in Europe, she'll teach in an Army-sponsored school for children of U. S. military personnel in Europe.

Mrs. Ottjes worked on the first three years of college toward her degree by going to summer school and taking a large part of her work by correspondence.

In the summers of 1947 and 1948 she transferred her credits from the University of Nebraska to ENMU at Portales. In summer of 1949 she studied at New Mexico Western at Silver City. In 1950 she returned to her home at Scotts Bluff, Nebr., for the summer, but in 1951 was back at ENMU for the summer.

Last summer she flew to the Netherlands to visit the parents of her husband and to take a summer tour of Europe.

Mrs. Ottjes had already signed a contract to teach at Fontana, Calif., next fall, when possibility of teaching in Europe presented itself.

"I just couldn't turn it down," she smiles, "and the people at Fontana were very understanding."

Haile Receives Reappointment To Church Post

J. T. Haile was reappointed Sunday school superintendent of the first Baptist church Wednesday evening in a meeting of the church's nominating committee, Rev. S. M. Morgan, pastor, has announced.

The appointment is for Aug. 1, 1953, to September, 1954.

Haile was cited by the committee for achieving the highest enrollment, highest average attendance, and highest quality Sunday school program of the church.

News

and Mrs. Lawrence Smith of Fabens, Texas, visited Mr. and Mrs. Jake Cox Wednesday. The Smiths were neighbors of the Cox when both families lived near Mayhill. The Smiths were in Artesia for a short time. Mr. Smith was manager of the Co. while there and is now employed by the Meyers Co. in Dallas.

Haskell Harris and sons were Artesia visitors Thursday. They were visiting relatives and doing some shopping.

and Mrs. R. W. Rood were in Artesia on Thursday. They were visiting relatives and doing some shopping.

George O. Teel and children spent Wednesday visiting Mrs. Ina Teel and Mrs. Kay Hart in Artesia. Mrs. Hart and children returned to Hope with her brother, George O. Teel for a few days. Mrs. Teel came after her daughter Thursday.

and Mrs. Jess McCabe, Sr., were visiting and attending to business in Artesia on Thursday. They were with Crockett and daughter, Mrs. Alva Smith, Freddie and Pitt enjoyed the cool air in the garage last Friday.

and Mrs. Billie Coats were in Artesia Thursday of last week.

Edgar Williams visited in the home of Mrs. Haskell Harris Thursday.

Oris Cleve visited in the home of Mrs. Cox Friday night. Her husband attended the meeting.

There was a meeting in the Service Station Thursday to discuss trapping of varron ranch land around Hope to determine whether to keep or sell. It was decided to keep Shorty for the trapper.

Josephine Jernigan visited Mrs. Haskell Harris Saturday afternoon.

Mr. Buckner was a business visitor in Roswell Thursday.

A. J. Posey visited her mother, Mrs. Mark Fisher, Saturday.

and Mrs. C. L. Williams and family visited in the home of Mrs. F. M. Martin Tuesday and Wednesday of last week.

and Mrs. Smokey McElroy and children of Artesia and Mrs. Cole visited Mrs. Cole's and McElroy's parents, Mr. and Mrs. Harris, and sister, Miss Harris, Saturday.

Jim Godie of Sacramento, spent the week-end as guest of Mrs. Haskell Harris.

and Mrs. W. G. Davis and family spent the week-end visiting relatives in Hope.

and Mrs. Nelson Jones took their sister and husband to Sunday where they will spend several days visiting before returning to their home in Wickenburg, Ariz. Mr. and Mrs. Sam Hunter accompanied the Joneses to Pinon and all attended Baptist church. Mrs. Ida Prude attended church in Pinon Sunday and visited her daughter, Mrs. Cartright while there.

and Mrs. Ernest Harwell and family of Dunken and Mr. and Mrs. In Cox and family were supper guests in the George O. Teel home Saturday night. The boys were roping in the afternoon.

Dee Madron home was the meeting place for a group of the boys to visit on Sunday.

and Mrs. John Bush were in Artesia Saturday afternoon.

and Mrs. Don Merritt and Glen Stevenson of Pinon were in Artesia in Hope Monday. Merritts were trying to find a place to live in next winter to be school.

and Gladys Rowland of Lubbock visited her mother, Mrs. Brad and, and sister, Mrs. Anderson and family over the weekend.



MEAT FREEZER at H&J Food Basket's new supermarket on S. First street contains big stock of meats of all types.

National Medical Education Funds Gives \$2 Million

Initial grants for 1953 totalling \$1,944,151.64 were awarded yesterday to the nation's 79 medical schools by the National Fund for Medical Education, S. Sloan Colt, president, announced.

Each of the 73 four-year schools received a lump sum of \$15,000 plus \$20 per undergraduate medical student while the six two-year basic medical sciences schools received \$7,500 each plus \$20 per student. Added to these grants were gifts of individual physicians for designated schools.

These grants bring to \$4,764,152.64 the amount awarded since 1951 when the national fund made its first awards—awards aimed at strengthening the medical schools' teaching standards, which are basic to all medical progress.

Used in Teaching—
Colt, who is also president of the for all agricultural branches of the college, including the extension service, the experiment station, and the regulatory services.

"Our department of information has been set up in line with general plan for closer coordination of work in all departments of the school of agriculture and home economics," Dr. Nichols said.

Head of the department will be John M. White, agricultural editor, who has been extension editor at A&M for the past seven years. Other members of the department will be Associate Agricultural Editors Duane I. Nelson and Cecil D. Herrell, formerly assistant extension editors.

Informational material prepared, edited, or distributed by the A&M School of Agriculture and Home Economics includes experiment station bulletins, extension circulars, newspaper and radio releases, photographs, motion pictures, artwork, and radio recordings. Members of the new department will also assist county extension agents and subject-matter specialists in the use of all these methods, as well as in the presentation of television programs.

Bankers Trust Co., New York, said that while the grants are unrestricted, the money is used primarily to retain valuable personnel, fill teaching vacancies, create new faculty posts, and initiate teaching experiments.

Fund awards are made possible by contributions from corporations and the medical profession. Business contributes through the fund's committee of American industry, headed by Colby M. Chester, honorary chairman, General Foods Corp.

Doctors contribute through the American Medical Education Foundation, set up by the American Medical Association.

Since World War II, Colt said, mounting costs and inadequate financing have posed a serious threat to the nation's medical schools. At the same time, increasing pressure has been exerted for more graduates to meet the demand for expanding health services. Each year these pressures have placed heavy drains on general university funds. He added:

Hits At Faculty—
"The shortage of funds strikes at the heart of the medical school—its faculty. Many schools cannot maintain necessary teaching staffs, much less expand to meet pressing needs."

"At present, approximately one in 20 full-time teaching positions is unfilled because the schools cannot afford the salaries necessary if they are to attract into academic life the best minds of the profession. They cannot expand laboratory facilities to keep pace with the great scientific advances of recent years. All have been forced to make retrenchments that, if not reversed, will undoubtedly lead to the sacrifice of teaching standards."

Unless the schools obtain more operating revenue, Mr. Colt asserted, they will be forced to choose between (1) lowering their standards, (2) reducing the number of doctors they graduate or (3) seeking government subsidy.

Farmers Asked To Join in Vote On Wheat Quotas

New Mexico farmers are asked to participate in a nation-wide referendum to vote on marketing quotas for their 1954 wheat crop. Date of the referendum is Aug. 14.

J. Z. Rowe, extension economist at New Mexico A&M college, explains that wheat quotas, which operate through acreage allotments, were proclaimed by the Secretary of Agriculture on July 1 as directed by law.

They will not become effective, however, unless at least two-thirds of the growers voting approve their use. Growers with more than 15 acres planted to wheat, and with normal production of 200 bushels or more, are subject to the quotas and are therefore eligible to vote in the referendum.

According to the economist, a new national allotment figure and authorization to hold the referendum as late as mid-August are provided in amendments to marketing quota legislation which were signed by President Eisenhower the middle of July. Under the new provisions, the national allotment for 1954 may not be less than 62 million acres.

Since the indicated 1953-54 wheat supply now stands at an all-time high, the minimum acreage—62 million—is called for. If growers approve marketing quotas in the August 14 referendum, price supports on the 1954 wheat crop will be available to cooperators at 90 per cent of parity, as provided by law. If growers do not approve quotas, price supports will drop to 50 per cent of parity, Rowe says.

The national wheat acreage allotment has been apportioned among the states, and state allotments among the counties, on the basis of the acreage seeded for the production of wheat during the preceding 10 years, with adjustments for abnormal weather and for trends in acreage. County allotments are being apportioned among individual farms, according to past acreage of wheat, tillable acres, crop rotation practices, types of soil, and the slope and lay

Modern Poultry Farm Uses Labor Saving Devices

Take a look around the modern poultry farm and you'll see many labor-saving devices that help the poultrymen make every hour on the farm count. Many of these are the end product of his own ingenuity, while others are "hatched" from ideas of the fellow next door. Some have been developed through scientific study.

All have helped the poultryman to streamline his operations and improve his production efficiency, says H. L. Mathews, extension poultryman at New Mexico A&M college.

Probably the No. 1 labor-saver is running water. A study of all labor-saving equipment has shown that automatic watering systems made the biggest saving of labor. Other labor-saving devices that poultrymen have used are hoists to take feed to loft storages, bins for a week's feed supply, and chutes to pens in multi-story houses.

Litter chutes, trapdoors, and dropping pits save time and labor in cleaning houses.

Double-swinging doors allow easy movement between pens when you have both hands full of supplies.

Handy egg tables equipped with egg grading rooms will cut down the labor needed to get the product to market.

"Labor is one of the biggest expenses of production," Mathews says. "The poultryman who cuts corners by using labor-saving devices will wind up with greater profits at the end of the year."

Mr. and Mrs. J. E. Sauve spent about 10 days in El Paso at their home there. They returned Thursday.

Business— Mrs. Bailiff Joins Staff at Modernistic

Mrs. Frances Bailiff, formerly of the American Beauty shop in Hobbs, is a new operator at the Modernistic Beauty shop. She has had 18 years experience as an operator and specializes in hair styling and hair cutting.

Homer Ballard of Odessa, Texas, is a new mechanic at the Phillips Independent Service Station on the north highway. Prior to coming here he was a mechanic and welder at White Truck Co. in Odessa, and worked for two years at Chrysler Corp. in Detroit, Mich., as a mechanic. Mr. and Mrs. Homer Ballard and son, Lee, live at 513 S. First.

Evans Floor Covering started construction of a new building at 1010 Runyan street Wednesday. The building will be 18 by 30 feet.

Work which started June 15 remodeling the offices of Dr. Frederick E. Cressman, 102 S. Second, is nearing completion, according to Charles F. Brown, builder.

Dr. Cressman's office will be open Aug. 1. The doctor plans to return Aug. 15.

Interior of the building is being completely remodeled. It will have a large reception room and five smaller rooms. Reception room and halls are finished in mahogany.

Ag Information Service Set Up At A&M College

Agricultural information services at New Mexico A&M college will be coordinated, effective July 1, with the information of a department of information in A&M's school of agriculture and home economics. Dr. R. A. Nichols, dean and director, announced today.

The new department will handle publications, news, and visual aids

Wainscoating and half partitions with upper part of decorative glass have been built. New windows have been installed of glass brick throughout the building by Artesia Paint and Glass Co., who is doing all glass work.

Floors have been completely redone with asphalt tile. The ceilings are of acoustic tile.

Mr. and Mrs. A. J. Smith spent Wednesday at the Bert Aston ranch about 25 miles this side of Vaughn, visiting.

T. V. Thomas was a business visitor in Carlsbad Thursday.

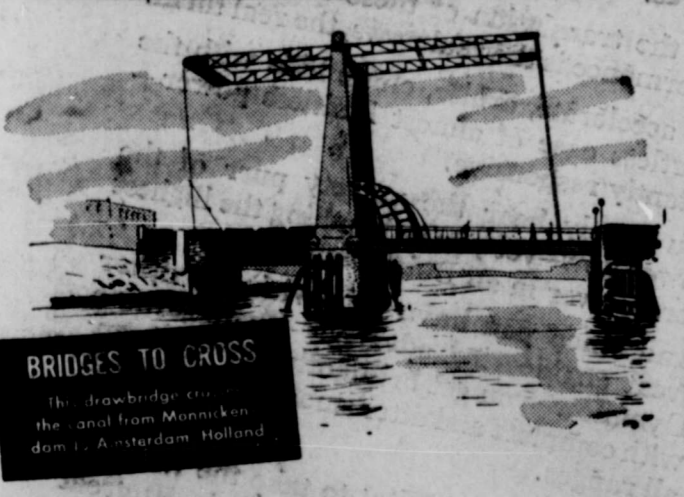
CONNIE'S SCHOOL OF DANCE



July 1... marks the beginning of the 4th year that Connie's School of Dance has instructed the children of Artesia in the Fine Art of Tap Dancing... and to Commemorate this occasion... Connie's Studio will allow \$1.00 off of any new student ticket bought during the month of July.

Connie's Studio will be open on Tuesdays and Fridays at the VETERAN'S BUILDING, and you are invited to see and observe the students and instructors in action, and judge for yourselves... the qualifications and ability of our instructors to teach TAP.

VETERAN'S BUILDING
BALL ROOM
Tuesday or Friday Phone 42-W

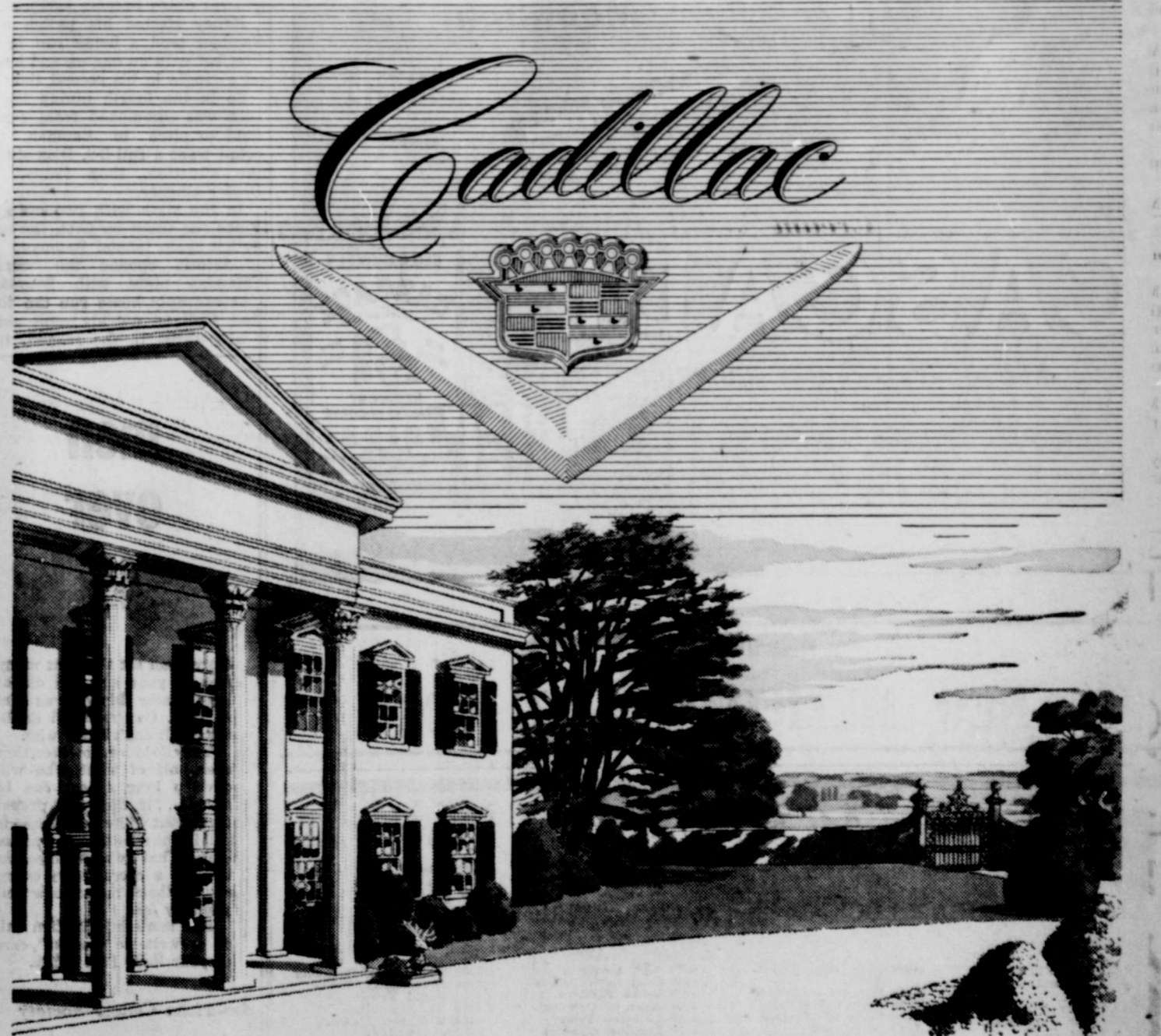


BRIDGES TO CROSS
The drawbridge that spans the canal from Manhattan to Amsterdam, Holland.

ANOTHER BRIDGE TO CROSS...
"How shall I meet unexpected medical expenses?"

When sudden illness strikes a person not covered with hospital and surgical insurance it poses a heavy problem. When you have to cross this bridge, see us about a low-cost, personal bank loan to help meet expenses.

FIRST NATIONAL BANK
"Fifty Years Serving the Pecos Valley"



What Car Belongs Here?

Not many people would hesitate in naming the car they feel belongs in that inviting driveway.

It's the entrance to a fine American home, with a tradition of gracious living behind its handsome pillars—and the car which so obviously belongs before it is a Cadillac.

But here is a fact which it is important to remember—a Cadillac likewise belongs in the driveways of millions of other American homes which are far more modest than the beautiful structure shown in the illustration above. For it is practical, as well as thrilling, to own a Cadillac.

Listen, if you doubt it, to these amazing and significant facts:

—there are twenty-two models of other makes of American motor cars which actually cost more than the lowest-priced Cadillac!

—a Cadillac will actually run farther on a gallon of gasoline than numerous cars which are built and sold primarily for economy!

—a Cadillac is so dependable and long-lived that it is just about as economical to service and maintain as any car you could buy.

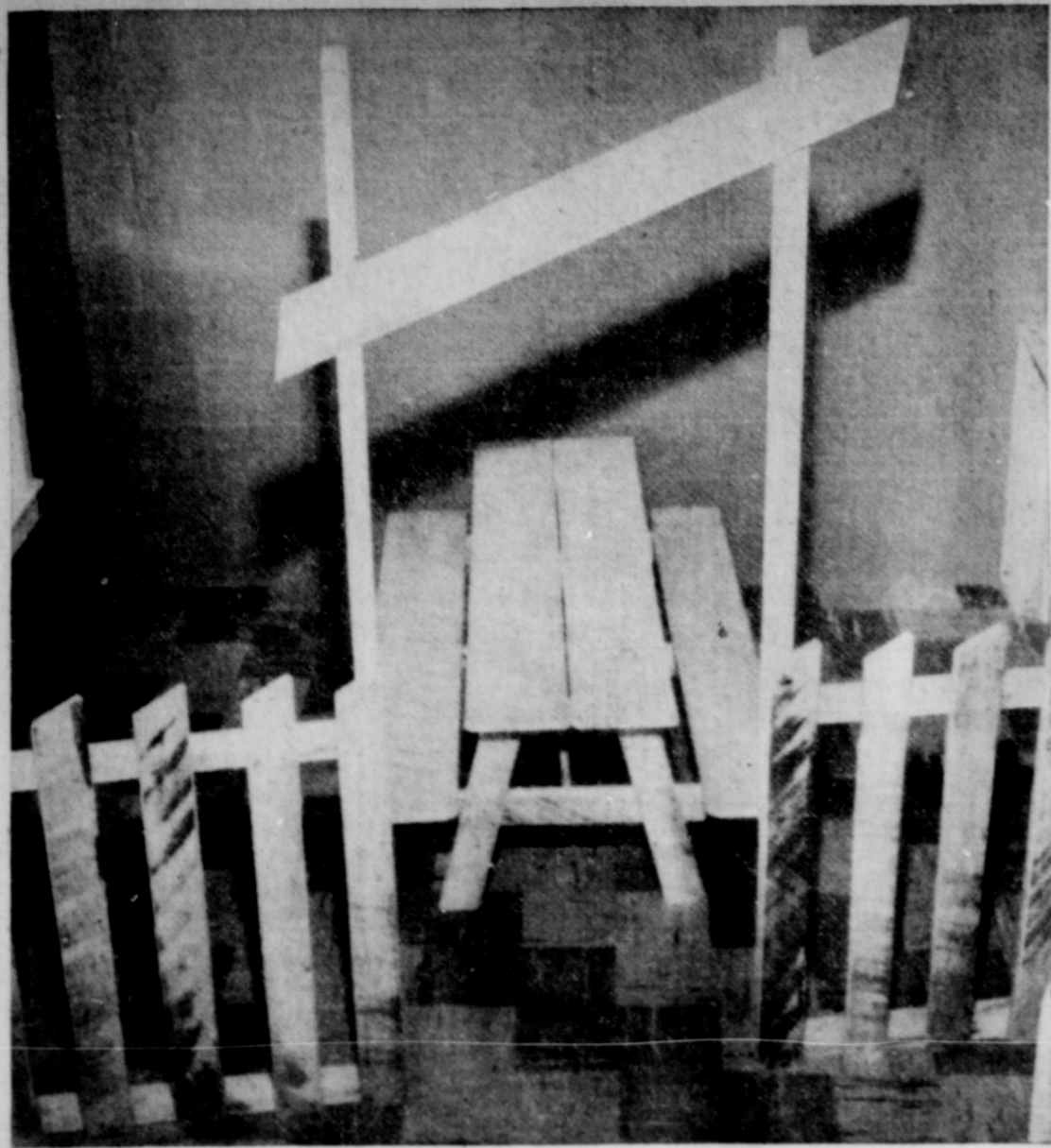
—and, finally—according to authentic used car evaluations—a Cadillac may be expected to return a greater percentage of its cost at the time of resale than any other car built in America.

In view of these significant facts, don't you think you should consider a Cadillac for your driveway? Whether you live in a mansion or a house designed for easy living—a Cadillac belongs.

You can buy a Cadillac for prestige and glamour—or you can buy it for economy and common sense. And whichever you buy it for, you'll get all four.

Better come in and see us today. We'll gladly give you the facts and a demonstration.

COLE MOTOR COMPANY
112 South Second Phone 154



KIDDY CORRAL at new H&J Food Basket supermarket will be stocked with comic books, provide quiet corner where mothers can leave children while shopping. Furniture and "fence" is of rustic designed, stained in natural colors.

ance of the Shrine circus here include Pitt as general chairman; Tom Williams and Clarence Roach, co-chairman; Hollis Watson, finance; Charles Currier, box office; W. M. Siegenthaler, general ticket sales; J. D. Smith, student tickets; Marshall Rowley, public safety; Dr. D. M. Schneberg, ticket takers; Dr. Pete Starr and John Goodwin, ushers; and Stanley Blocker and Rowley, publicity and advertising. The circus will come to Artesia from Albuquerque where it is sponsored by Ballut Abyad Shrine temple.

"We desire that every boy and girl, as well as older people, get to see this great show," Pitt said this week. "We are sponsoring the circus to help in the great work being done by Shriners all over the world for all children, regardless of creed or color."

The 2 1/2-hour show features a "Mardis Gras" pageant with more than 100 hours performers, aerial stars, Capt. George Kind and his performing Arabian camels and South American llamas, Dolly Jacobs and her performing elephants, Hazel King and her Hollywood liberty horses, trained razor-back hogs, and many more trained animal acts.

Also scheduled is a horizontal bar comedy act, the Vavatta Family and their horses, jugglers, girl acrobats, trapeze artists, high wire performers—and more.

Funeral Services For C. S. Jones Held in Oklahoma

Funeral services for C. S. Jones, 78, of Hollis, Okla., father of Bert Jones of Artesia, were held Tuesday at Hollis.

Mr. Jones died following a lengthy illness. His home was Shelbyville, Tenn. In 1920 he moved to Oklahoma, where he farmed.

Cottons Designed For Life of Ease

Designers are making it more and more inviting to slip out of working togs and into leisure-life loungers. Cotton, with its new

Farm Producer Prices Drop Faster Than Prices Farmers Pay for Goods

While the prices farmers receive for their products have been registering some declines, the prices they pay for the things they need to produce and for living have decreased only slightly in comparison. This is borne out by figures recently

published by the bureau of agricultural economics:

Electric brooders dropped 10 cents from an average of \$45.50 to \$45.40 between March 15 of last year and March 15 of this year. One-bottom tractor plows dropped from an average price of \$143 to \$136 during the same period. But manure spreaders went up an average of \$3 from \$420 to \$423, and gasoline went up from an average of 26.4 cents to 26.9 cents.

wrinkle-resistant finishes, its cool, crisp textures, and its comfortable lightness, is a favorite in this field.

Trim-looking dusters are especially popular for spring and summer, the National Cotton Council reports. One fashion house shows a fresh-looking embossed cotton with a delicate floral pattern. Style details include double-wing collar and short sleeves with contrasting trim.

Metallic-looking mosaic cotton dusters are fragile-looking but washable. Plisse and seersucker dusters are not only easy to wear but easy to care for since they require no ironing.

Lightly quilted cotton robes and dusters are shown in rosebud pattern, in solids, and in paisley prints. One-piece loungers of shirt and mid-calf pants are half-lounge, half-sport garments, and appear in broken-stripe seersuckers (which don't require ironing) and in an early American print.



Men's overalls dropped an average of one cent in price and boy's shoes dropped three cents, from an average of \$5 to \$4.97. Men's work shoes cost 29 cents less, dropping from an average of \$7.16 to \$6.87 per pair. Women's percale house dresses went up 5 cents from \$3.07 to an average of \$3.12.

Among prices received by farmers, potatoes dropped from an average of \$2.31 to \$1.34 per bushel between April 1952 and April 1953. During the same period, a seventy-pound crate of lettuce fell from an average price of \$3.05 to \$2.75. Tomatoes per bushel dropped in the same period from \$7.25 to \$5.40 and strawberries from \$13.20 per crate to \$11.70.

The parity ratio between prices received for farm products and prices paid now stands at 83, according to the Bureau of Agricultural Economics. Parity is a statistical means of expressing the relationship between prices paid by farmers and prices received by them.

The years 1910-14 are used as a base period. A 100 per cent parity ratio means that prices paid and prices received stand at about the same balance as they did in the base period.

The present ratio of 83 shows that prices received by farmers average 7 per cent below the level which would restore the balance that existed in the base period. Such a balance existed just one year ago, when, on

April 15, 1952, the parity was 100.

Housewife: "Are those fresh?"

Grocer: "Lady, feel those and see if they're cool enough to sell yet."

The world's shortest river has the shortest name. It is the R river in Italy and it flows 525 feet from Mt. Baldo to Garda.

JIM'S DRIVE INN
None Better!
SPECIAL
Chocolate Peanut
SUNDAE
15¢
HAMBURGERS
15¢
7 for \$1

Yowell to Visit Artesia Monday; Warns Women of Changes in Name

Ralph H. Yowell, field representative of the social security administration, Roswell office, will be in Artesia Monday morning, Aug. 3, to assist Eddy county residents in making application for old age or survivors insurance benefits and to give information concerning the 1952 amendments to the social security act.

He will be at the office of the New Mexico state employment service, 511 West Main, between 10 and 11:30 a. m.

During July, the Roswell social security administration office issued nearly 600 new social security cards and received 203 requests for duplicate cards. Ninety-two of the 203 requests for duplicate cards involved changes of names.

One of the biggest problems the Roswell office has is in connection with women workers who fail to have their names changed on their social security cards after they get married. Now that social security benefits have been extended to dependent husbands and children of insured women workers it pays women workers to keep the record straight.

If a woman worker gives her social security number and her new married name to her employer without first having the name on her card changed, her employer will not only get correspondence from the social security administration as a result of reporting this information, but will probably get a personal visit from Yowell to find out what is wrong with Mrs. Newlywed's social security card.

Next Dollar Day—

(Continued from Page One)

Scott has declared. "To achieve that goal, we must cooperate in every way possible with one another in promoting the community's assets as a shopping center."

READ THE CLASSIFIED ADS

Try **BENNIE'S** for **QUALITY** Bing Crosby **WESTEX** Cowboy **BOOTS**

TODAY'S FEATURE **WORK BOOTS** with rough side out
Only **\$19.95**
Other Westex Boots \$30 and \$35

"Your Western Wear Center"
BENNIE'S BOOT SHOP
111 West Main Phone 1042-7

Mann Testifies—

(Continued from page four)

Charges that Emmons embezzled bank funds were made by Sen. William Langer of South Dakota on the floor of the Senate last week, although the committee had already approved the Emmons appointment.

Mann appeared before the Senate committee at Emmons' request. He flew from Albuquerque Sunday and is expected to return to Artesia this week-end.

George T. Hearn Of Continental Retires August 1

George T. Hearn, known widely as "Tom" will retire from service with Continental Oil company refinery Aug. 1.

Hearn was employed May 17, 1943 by Malco Refining company in Artesia. He continued his employment with Continental Oil Co. when it bought the Malco plant in 1946.

He was born in Decatur, Miss., and farmed for 18 years in the Artesia area prior to his refinery service.

Hearn has played pro baseball and still is an ardent fan. He is the first local employe to attain retirement age with Continental, and his fellow employes and many friends know that Tom is still young enough to enjoy many many years in his retirement.

The New England shilling was the first coin issued in the United States by the colonists.

Fiber asbestos is obtained from rocks.

Big Circus—

Shrine club, according to Ralph Pitt, president.

The circus is the Gil G. Gray show, one of several circuses booked exclusively by Shrine circuses across the country. The Gray circus plays for more Shrine temples and clubs than any other in the United States.

Committees set-up for appearance.

GRAHAM'S TELEVISION & RADIO
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

Major Events... for your enjoyment in **NEW MEXICO**

... during **AUGUST**

August 1-2, 8-9, 15-16, 22-23, 29-30 — RATON, Horse Racing, La Mesa Park.
August 1-2, 8-9, 15-16, 22-23, 29-30 — RUIDOSO, Horse Racing, Hollywood Park.
August 2 — JEMEZ PUEBLO, Old Pecos Dance.
August 4 — SANTO DOMINGO PUEBLO, Annual Fiesta and Summer Corn Dance.
August 7-9 — LAS VEGAS, Teddy Roosevelt Rough Riders and Cowboy Reunion.
August 9-12 — CARLSBAD, Elks Golf Tournament.
August 10 — TAOS, Feast Day of San Lorenzo, Picuris pueblo.
August 10 — SAN LORENZO PUEBLO, Summer Corn Dance.
August 12 — SANTA CLARA PUEBLO, Annual Fiesta and Dances.
August 13-16 — GALLUP, Inter-Tribal Indian Ceremonial.
August 15 — ZIA PUEBLO, Fiesta and Dances.
August 17-22 — RUIDOSO, Square Dance School, Carriazo Lodge.
August 22 — ISLETA PUEBLO, Fiesta and Dance.
August 23-29 — SANTA FE, Annual Tesuque Valley Horse Show.
August 29-Sept. 1 — SANTA FE, Annual Fiesta.

In the LAND OF ENCHANTMENT, **BEER BELONGS—ENJOY IT!**

New Mexico Division **UNITED STATES BREWERS FOUNDATION**
16-17-18 Wright Building Albuquerque, New Mexico

REDUCED TO SELL NOW Anthony's

SPORT SHIRTS
99¢ EACH
SIZES FOR MEN AND BOYS
Cool short sleeve cotton sport shirts for both men and boys. Formerly priced at \$1.49 to \$1.98. Solid colors and fancy printed patterns. Save as much as 99c on each shirt.

EXTRA SPECIAL LOW CLEARANCE PRICE
MEN'S SOCKS
• COTTON SPORTS
• FINE RAYON
• COTTON WORK
NOW ONLY **4 \$1 PR.**

SO MUCH FOR SO LITTLE!
COTTON SLIPS
88¢ EACH
This is truly a lot of slip for such a little bit of money. Neatly trimmed with eyelet top and bottom. Adjustable shoulder straps. Sizes 32 to 40. Ladies, you will want to buy two or three of these at this unheard of low, clearance price.

SUPER CLEARANCE BARGAIN
SUMMER BLOUSES
• REGULAR \$2.98 and \$3.98
• COTTONS
• NYLONS
LOW PRICE **\$1.99 EACH**

REG. \$2.98 - \$3.98 **LADIES SHOES \$1.99**

Odds and Ends Group Nylon **HOSE 55¢ Pr.**

LADIES COTTON CREPE GOWNS 99¢ EACH

FIRST QUALITY—80-SQ. **PRINTS 28¢ Yd.**

REG. \$2.98—ALL NYLON **SLIPS \$1.99 EACH**

AT THE THEATERS

WEDNESDAY - SATURDAY AND SUN Anthony Dexter Technicolor "The Brigand" — Also — Our Gang Comedies and Cartoon	FRIDAY - SATURDAY OCOTILLO Two Big Features! Rex Allen "Iron Mountain Trail" and Robert Clark "Sword of Venus"	FRIDAY - SATURDAY CIRCLE B Two Big Features! Vaughn Monroe "Singing Guns" and Vera Ellen "Happy Go Lucky"
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SUN. - MON. - TUES. Color Story of Northwest Mounted Police! "FORT VENGEANCE" James Craig Keith Larson	SUN. - MON. - TUES. Edmund O'Brien Frank Lovejoy "The Hitchhiker" When Was the Last Time You Gambled With Death By Picking Up a Hitchhiker?	SUN. - MON. - TUES. Tyrone Power "American Guerilla in the Marines" The Greatest Personal Adventure to Come Out of the Pacific!
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COMING AUG. 12-13-14-15 "PETER PAN"

Lake Arthur

The harp is the only musical instrument on a national flag. It is found on the Irish flag.

NOTICE
State Engineer's Office
Number of Application RA-3081, Santa Fe, N. M., July 10, 1953.

Notice is hereby given that on the 7th day of July, 1953, in accordance with Chapter 131 of the Session Laws of 1931, Hope Water Co-operative Corporation of Hope, County of Eddy, State of New Mexico, made application to the State Engineer of New Mexico for a permit to appropriate 275 acre feet per annum of the artesian waters of the State of New Mexico by drilling a well 13 3/8 inches in diameter and approximately 500 feet in depth in the NE 1/4 NW 1/4 of Section 30, Township 17 South, Range 23 East, N.M.P.M., for the purpose of using same for municipal purposes.

brother of Richard.
The Texas visitors plan to leave Sunday and go to Hobbs where they will visit another brother, Norval Ripley and family.
Mrs. Paul M. Chambliss, wife of the pastor of the local Baptist church, left Monday morning with a group of young people of the church to attend Inlow Baptist Youth Camp near Albuquerque. They plan to be gone until next Monday.
Mr. and Mrs. Leonard Talbert and children of Roswell had lunch in the home of her aunt and uncle, Mr. and Mrs. Paul Robinson on Sunday.

By MRS. RAY PATE
Jess Huff returned home from Greenwood, Ark., she has been visiting her brother, Mrs. John Been for about two weeks. Mrs. Huff has been in her home due to illness her return.
Edmond Ripley returned home from Blum, Texas, after two weeks visiting with Mrs. Richard V. Ripley family, Charles, Sue, Donna, and Sarah.
Richard Ripley brought home. They visited the Bad Caverns Saturday and accompanied by A. K. Ripley.

Any person, firm, association, corporation, the State of New Mexico or the United States of America, deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source, may protest in writing the State Engineer's granting approval of said application. The protest shall set forth all protestant's reasons why the application should not be approved and shall be accompanied by supporting affidavits and by proof that a copy of the protest has been served upon the applicant. Said protest and proof of service must be filed with the State Engineer within ten (10) days after the date of the last publication of this notice. Unless protested, the application will be taken up for consideration by the State Engineer on that date, being on or about the 12th day of August, 1953.

JOHN H. BLISS,
State Engineer.
577-31-F-61

NOTICE
STATE ENGINEER'S OFFICE
Number of Application RA-1186 and RA-1481-Combined-S, Santa Fe, N. M., July 20, 1953.

Notice is hereby given that on the 14th day of July, 1953, in accordance with Chapter 131 of the Session Laws of 1931, I. D. Reser of Lake Arthur, County of Chaves, State of New Mexico, made application to the State Engineer of New Mexico for a permit to change location of shallow well by abandoning the use of Well No. RA-1186 and RA-1481-Combined-S located at a point in the SW 1/4 NE 1/4 of Section 12, Township 16 South, Range 26 East, N.M.P.M., and drilling a new shallow well 16 inches in diameter and approximately 180 feet in depth, at a point in the same subdivision of said Section 12, for the purpose of continuing rights for the irrigation of 228.90 acres of land described as follows:

Subdivision W 1/2 NW 1/4 Section 7, Township 16 S., Range 25 E., Acres 72.0
Subdivision E 1/2 NW 1/4, Section 12, Township 16 S., Range 25 E., Acres 76.9
Subdivision W 1/2 NE 1/4, Section 12, Township 16 S., Range 25 E., Acres 80.0

No additional rights over those set forth in Certificate of Construction No. RA-1186 and RA-1481-Combined-S are contemplated under this application.

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

Any person, firm, association, corporation, the State of New Mexico or the United States of America, deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source, may protest in writing the State Engineer's granting approval of said application. The protest shall set forth all protestant's reasons why the application should not be approved and shall be accompanied by supporting affidavits

LOANS AND INSURANCE
CECIL WALDREP
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MONEY TO LOAN

Low Interest — Fast Service

E. A. HANNAH
Artesia Representative
113 South Third Phone 352-W

CHAVES COUNTY BUILDING & LOAN ASSN
309 N. RICHARDSON
Roswell, N.M.

CITY OF ARTESIA, NEW MEXICO

Notice of bids for the building of one (1) 12 foot by 16 foot frame construction, with concrete floors and with lights and plumbing, to be erected in the Artesia Municipal Park.

For further information regarding plans and specifications, see City Engineer, in the City Hall Building.
Sealed bids will be received by the City Clerk of the City of Artesia until 5:00 P. M., August 12, 1953.

The City Council reserves the right to reject any and/or all bids and to waive any formalities and to award contract to whomever they deem best for the interest of the City.

BY ORDER OF THE
CITY COUNCIL
CITY OF ARTESIA, N. M.
W. D. Fowler,
City Supervisor.
59-21-F-61

STA-NU CORPORATION OF AMERICA

announces the appointment of
LORANG CLEANERS

as the exclusive
licensed Sta-Nu plant for
ARTESIA

offering for the first time the Amazing Miracle Finish...

Stā-Nu
FINISHING PROCESS

DOUBLE YOUR MONEY BACK!

Homogenizes
VITAL TEXTILE OILS BACK INTO THE FABRIC

PROOF!
SEE THE HALF AND HALF DEMONSTRATION

NEVER BEFORE has any process given fabrics such dazzling color, brilliance and luxurious cashmere-smooth beauty. Now you can enjoy the thrill of newness in your clothes and precious household items everytime they're drycleaned. Sta-Nu replaces important life-giving textile oils that are lost in ordinary cleaning and day-to-day wear.

YOU CAN SEE AND FEEL THE DIFFERENCE!
it costs nothing extra!

Try STA-NU TODAY at
LORANG CLEANERS
105 South Fifth Phone 1143

TOMATO JUICE	TEXAS	46 oz. Can	19¢
PEACHES	No. 2 1/2 Cans	5	\$1.00
CATSUP	Wapco Brand	Bottle	12¢
COFFEE	FOLGER'S	Pound	77¢
MILK	CARNATION	Tall Cans	10¢
BACON	SWIFT'S	Sliced LB.	73¢
FRYERS	SWIFT'S PREMIUM "Tender-Grown"	Pound	53¢
GROUND BEEF	Strictly Fresh	LB.	43¢
BOLOGNA	Armour's Star All Meat	Pound	39¢
BEEF LIVER	Fresh	Pound	39¢

Everyone is talking about the store-wide Savings they have been making at Nelson's Super Market. Well—here's some more — but bigger and better Shop and Save at Nelson's

Friday, Saturday, Monday

on these BIGGER BARGAINS!

FRESH VINE-RIPENED
TOMATOES Extra Nice LBS. **9¢**

RADISHES 3 Bunches for **10¢**

LONG WHITE
POTATOES 10 POUNDS **33¢**

CELLO WRAPPED
CARROTS 1 lb. **10¢** | GOLDEN RIPE
BANANAS 2 lbs. **25¢**

Fresh
OKRA lb. **18¢**
PEPPERS lb. **19¢**

SAVE

Storewide Savings in our BIG FOOD JAMBOREE

BARGAINS GALORE ALL OVER THE STORE

Nelson's SUPER MARKET
601 W. MAIN

THE PLACE TO GO FOR THE BRANDS YOU KNOW

Hagerman

MRS. EDNA BURCK

Gregory was honored at a party Saturday evening. The party was given by Mrs. Edna Burck. Following the party were refreshments of cream and punch were served by the hostess, Mrs. Eulalia Gregory, who was assisted by Mrs. Hampton. Present were Watford, Terese Oglesby, Hampton, Viola Sartin, Ginger, Claudette Hampton, Lynn Grey Barnett, Johnnie Arrey and Mrs. Gregory.

Billye Huckabee, and Mrs. Jim McKinstry

were guests at a recent birthday party for Mrs. Ben Jack West.

Little Miss Patsy Gregory was given a birthday party by her mother, Mrs. Eulalia Gregory, recently in honor of her seventh birthday, July 21. Those sharing this pleasant party with Patsy were Lynn Welborn, Judy Ables, Judy Elliott, Ann Wyman, Jackson Wiggins, Stevie Mason, Freddie Gibson, Jackie Wade Langenegger, Roberta Sue West, Kay Hampton, Claudette Hampton, Jeanette Gunther, Barbara Uterback and Dolores Lang.

Mrs. Jim McKinstry, her house guest, Miss Jessie Patterson, Deborah and Billye Huckabee motored to the caverns Wednesday.

Mr. and Mrs. I. H. Pilley, Mrs. J. W. Greer, and Mr. and Mrs. Milton Greer motored to Tucuman Sunday to spend the day at the home of Mr. and Mrs. Jim Pilley. They report that although there has been some hail in that section Jim's crops are good.

Mr. and Mrs. W. R. Goodwin were hosts at a dinner party Sunday honoring their daughter, Mrs. Bill Langenegger on her birthday. Those present were Mrs. Vera Gress, Mr. and Mrs. Bill Langenegger and daughters, Miss Nancy Jane Stark, Mrs. June Fowler, Mr.

and Mrs. George Goodwin and children of Artesia and Mr. and Mrs. Goodwin.

Mr. and Mrs. Kenneth Work and daughter of Alamogordo were recent visitors at the home of Mr. and Mrs. Clint Gibson. Mrs. Work is a sister of Mrs. Gibson.

Mrs. Fred Disque and little daughter of Albuquerque are visiting Mrs. Disque's parents, Mr. and Mrs. J. P. Casabonne.

Donald Ivers, son of Mr. and Mrs. Ted Ivers of Artesia and grandson of Mr. and Mrs. Hal Ware, Sr., attended the National Boy Scout jamboree at Jamboree City, Calif.

Johnnie Day, son of Col. John F. Day, Jr., of Fort Bragg, N. C., is spending the summer at the home of his uncle, Carl Day and family. Johnnie was graduate from the Fayetteville, N. C., high school in June and plans to enter the Massachusetts Institute of Technology in September.

Elvin Lusk was a host at a barbecue dinner Monday evening at the town hall honoring Hagerman volunteer firemen and their wives. About 40 were present.

Rev. and Mrs. High Russell, who formerly resided here when Rev. Russell was pastor of the Hagerman Church of the Nazarene, came to Hagerman for an overnight visit and to take Mr. and Mrs. J. R. Dority to the Nazarene camp grounds where they attended the meeting for several days. They then took Mr. and Mrs. Dority to Albuquerque for a short visit before bringing them back to Hagerman.

H. E. Porter has returned home from a trip to Little Rock, Ark. Howard Dorman, a former Hagerman resident, now living at Dexter, underwent surgery at St. Mary's Monday. He is getting along nicely.

Mr. and Mrs. Jesse Morgan, Martha, Patsy and Jimmy Morgan of State College are visiting the T. D. Davenport and the F. W. Cumpston's this week.

Rev. Culbertson took Vaughn Finch, Gerald Smith, Jr., Clifford Rhodes and Wilbert Ray Wrinkle

to the Boys' Camp at the Nazarene camp grounds near Capitan last week and this week he and Mrs. Culbertson took Nancy Culbertson and Phyllis Wrinkle to the girls' camp. Mrs. Culbertson participated in the work of the girls camp.

Mrs. Royce Lankford and daughter, Dorothy, and Mr. Elton Lankford have left for a trip to Dallas.

Mr. and Mrs. Al White and children of Melrose came in Friday for a visit at the home of Mr. and Mrs. Lester Hinrichsen. They have just returned from Dallas where they consulted a specialist concerning their baby daughter who is suffering from a serious heart condition.

Mr. and Mrs. Harris of Odessa were recent visitors at the home of Mrs. William Reed on W. Washington.

Charlie Troublefield, deputy sheriff, and son, Jerry, have been enjoying a trip to Hillsboro, Texas, where they visited Mrs. Troublefield's relatives and later went to Houston.

The A. N. Franklin house which is being built on W. Kansas is near

ing completion. It is a very nice two-bedroom modern house.

Mr. and Mrs. Travis Boykin and children of Pecos, Texas, spent the week-end at the home of Mr. and Mrs. John Shockey.

Mr. and Mrs. C. A. Marchbanks spent Tuesday at Portales.

Mr. and Mrs. A. N. Foster spent Saturday at Lovington.

Don Bledsoe who underwent surgery at St. Mary's last week, is now able to be out.

The Ella Hedges Circle of the Presbyterian Missionary Aid met Wednesday at the home of Mrs. George Dillake with the president, Mrs. Robert West in the chair. Mrs. Ed Smith led the lesson. Plans were made for a basket lunch to be served picnic style Sunday, Aug. 2, following the morning services at the Presbyterian church.

This luncheon is a courtesy in honor of Rev. Harry Cox and all members of the church and friends of Rev. Cox are invited to attend.

Refreshments of cookies and frosted limes were served by the hostess, Mrs. Dillake, to Mmes.

Roy Choad, Lindon Jenkins, Richard Lang, Jim Langenegger, Jack Langenegger, John Rhodes, Kenneth Richardson, John Garner, Ed Smith, Bobby Utterback, Robert West, Max Wiggins, and Bobby Templeton.

Mr. and Mrs. Travis Beeler and son, Donald of San Bernardino, Calif., and Mrs. Clyde Beeler and Miss Betty Sue Troublefield, came in this week. The Travis Beelers are visiting their son, Dryke Beeler and family on W. Washington.

Although they lived here for many years it is eight years since they have been at Hagerman. Mrs. Clyde Beeler is visiting her parents, Mr. and Mrs. C. A. Troublefield. Betty Sue had spent several weeks with her sister in California.

Mr. and Mrs. R. B. Faircloth of Roswell visited Mr. and Mrs. Bill Langenegger and family Wednesday evening.

Mr. and Mrs. Jim McKinstry and their house guest, Miss Patterson, left Friday for Muleshoe, Texas, where they will visit Mr. and Mrs. Sam McKinstry, Mr. and Mrs. Har-

old Allison and family, and Mr. and Mrs. Oscar Allison and family. Later Miss Patterson will leave for home at Clinton, Okla.

Mr. and Mrs. Hal Tunnell and daughter, Nancy of Estancia were overnight guests at the home of Mr. and Mrs. T. G. Andrews Wednesday last week. They were en route to Mississippi.

Mrs. Bill Langenegger took her house guests, Mrs. Vera Gress, Miss Nancy Jane Stark and Mrs. June Fowler, to the Carlshad Caverns Thursday.

Mr. and Mrs. E. E. Lane had as their dinner guests Thursday evening, Mr. and Mrs. Jim McKinstry, Miss Jessie Patterson and Mrs. Ben Jack West.

Mrs. Mattie Willoughby was a Sunday dinner guest at the home of Mr. and Mrs. T. G. Andrews and Mr. and Mrs. Patton of Lake Arthur were visitors that afternoon at the Andrews home.

Mrs. Pete Franklin and daughters of Roswell visited Hagerman relatives Saturday.

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USE A
NoMess
GARBAGE CAN HOLDER



The New NoMess can holder is made of Vibra Packed Concrete. Its special design and weight will not allow can to upset.

A Clean Garbage area helps to prevent the breeding of insects and the spreading of disease.

Order NoMess Garbage Can Holder Today

\$3.95
NUGENT
Ready-Mixed
CONCRETE
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for heaven's sake!

No, sonny, it's for your sake. That's why we keep emphasizing the importance of opening an insured savings account as early in life as possible.

It's the safe, sure way to save money. Each savings account is insured up to \$10,000 by the Federal Savings & Loan Insurance Corporation.

And, while you're saving, your money earns generous dividends for you.



Open Your Insured Savings Account Today

Current Dividend 3%
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CLEARANCE! CLEARANCE! CLEARANCE! CLEARANCE! CLEARANCE!

Again... BALDWIN'S

bring to the people of Artesia and Area
ANOTHER GREAT ANNUAL MID-SUMMER
CLEARANCE • SALE •
Again You Have the Opportunity to Buy High Quality
Nationally Advertised Merchandise—No Special Buys—
AT GREATLY REDUCED PRICES!
SALE STARTS FRIDAY-8:30 A. M.



• COATS • SUITS • DRESSES

Half Sizes, Regular Sizes, Junior Sizes, all nationally advertised brands and first quality, but we must make room for incoming merchandise.

1/2 PRICE

LADIES SKIRTS
A Real Value at **1/3 OFF**

BATHING SUITS
Some by the nation's leading manufacturer. For ladies and children, while they last **1/2 PRICE**

LADIES BLOUSES
Famous brands **1/3 OFF**

SHORTS and T-SHIRTS
Nationally known in a wide range of colors **1/3 OFF**

BRASSIERES 59c to 98c
Were 89c to \$1.98, now 59c to 98c

RAYON and Cotton PANTIES 29c and 49c
Values to 98c, priced to close out at 29c and 49c pair.

SLIPS and GOWNS Formerly priced to \$4.95. Now your choice 1.98

NYLON GLOVES Values to \$1.65 Now 98c

Real Values—LACE TRIMMING
Values 15c to 39c Now only 10c Yd.
Values 39c to \$1.10 Now only 25c Yd.

CHECK THIS LIST OF PIECE GOODS

We are closing out this department and are offering you Real Bargains in what we have on hand: Satin, Ticking, Mosquito Netting, Gingham, Broadcloth, 80-sq. Print, Curtain Skrim, and many other odds and ends at Terrific Bargains!

THREAD 5 spools 15c

PLAYTEX GIRDLES
Nationally known, first quality, pink ice valued from \$4.50 to \$5.95, your choice at \$2.49; Fab-lined, valued from \$4.95 to \$6.95, your choice \$3.49.

ONE GROUP BED SPREADS
Well known brand, slightly soiled and valued to \$9.95, yours for **5.00**

You Can Depend on
CURLEE
Men's Wear

CURLEE SUITS
One and Two Pant Rayons, Woolens, in Fall and Summer Weights, broken sizes, Real Values at **1/3 OFF**

Curlee Sport Coats
All Wool Tropical and Medium Weights
\$28.50 Coats Now \$19.95
\$29.75 and \$31.50 Coats Now \$21.50
\$32.50 Coats Now \$22.50

CURLEE SLACKS
All wool flannels and gabardines, also tropical worsteds, Rayons. Were \$7.50 to \$18.75. Now **1/3 OFF**

Denim Slacks Blue and Tan. Were \$4.50. Now \$3.50	One Group Mens and Boys T-Shirts Going at 1/2 Price
--	---

Men's and Boy's BASEBALL CAPS 69c

MEN'S SUMMER HATS
From Leading Hat Manufacturer, Straws, Leghorns, Balbuntals and Panamas.
\$12.50 Hats Now \$6.95
\$10.00 Hats Now \$5.95
\$7.50 Hats Now \$4.95
\$5.00 Hats Now \$2.95
\$2.98 Hats Now \$1.98

Famous Brand Dress Shirts
Broken sizes, excellent selections in 14's and large sizes, real value Reg. price 4.95, now your choice for **2.49**

SPORT SHIRTS Small and large only, short and long sleeves, at **1/3 OFF**

PAJAMAS Men's shorty PJs for cool sleeping were 3.25 Now **1.98**

Wonderful Feeling
FREEMAN SHOES
Nylon Mesh in Most Sizes
\$12.95 Shoes For **8.95** \$11.50 Shoes For **7.95**

One Group — Sport Shoes
Values from 9.50 to 16.50, these are first grade shoes that are discontinued styles. Truly a wonderful value at **6.95**

BALDWIN'S
Sorry, Folks!
All Sale Prices, Cash! No Approvals! No Layaways! No Phone Orders!

CHURCH NEWS

MANUEL LUTHERAN CHURCH

607 South Ninth Street
(The Church of the Lutheran hour.)
Sunday Services, 8:15 a. m.
Sunday School, 9:15 a. m.
Adult Bible Class, 9:15 a. m.
Holy Communion—first Sunday in every month.
Ladies' Aid, first Wednesday in every month, 7:30 p. m.
Phone 1326 or 1197-W.
We Welcome Visitors.
Wilbur Klattenhoff, Pastor.

MALJAMAR BAPTIST CHURCH

On New Mexico Road 83, 35 miles east of Artesia.
Sunday Church Services, 11 a. m.
Training Union, 6 p. m.
Evening Worship, 7 p. m.
Wednesday Services, 6:30 p. m.
Rev. Clifford Hampton, Pastor.

BETHEL BAPTIST CHURCH

North Seventh at Church Street
Sunday School, 9:30 a. m.
Morning Worship, 11 a. m.
Evening Worship, 7:30 p. m.
Mission, Monday, 7 p. m.
Usher Board, Tuesday, 7 p. m.
Prayer Meeting, Thursday, 7 p. m.
Bible Class and Teachers' Meeting, Friday, 7 p. m.
J. H. Horton, Pastor.

FIRST PRESBYTERIAN CHURCH—HAGERMAN

Men's Bible Class meets in Women's club building with the pastor as teacher, 9:45 a. m.
Women's Bible Class under Mrs. Holloway and the Church School, meets in the church, 10 a. m.
Morning Worship and Sermon by the pastor, 11 a. m.
Mebane Ramsey, Pastor.

LAKE ARTHUR BAPTIST CHURCH

Sunday School, 10 a. m.
Preaching Service, 11 a. m.
Training Union 7:30 p. m.
Evening preaching 8:30 p. m.
Wednesday prayer meeting, 7:30 p. m.
Paul M. Chambliss, Pastor.

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS

Sunday School, 10:30 a. m.
IOOF Hall, 510 West Main.
Call 713-M for information concerning Firesides and Relief Society.

FREE PENTECOST CHURCH

Morningside Addition
Sunday School, 9:45 a. m.
Morning Worship, 11 a. m.
Evangelistic Services, 7:30 p. m.
Tuesday, Divine healing service 7:30 p. m.
Thursday, Young People, 7:30 p. m.
Saturday Evangelistic services, 7:30 p. m.

FIRST BAPTIST CHURCH

Corner Grand and Roselawn
Bible School, 9:30 a. m.
Morning Worship, 10:50 a. m.
Baptist Training Union, 6:30 p. m.
Evening Worship, 7:30 p. m.
Wednesday Services, 7:30 p. m.
S. M. Morgan, Pastor.

CHURCH OF CHRIST

Thirteenth and Chisum
Sunday Services, 10:30 a. m., 7:45 p. m.
Wednesday Services, 7:45 p. m.
Information—G. C. Maupin, phone 1344-M.

LAKEWOOD BAPTIST CHURCH

Sunday School, 10 a. m.
Preaching Services, 11 a. m.
Evening Preaching, 8 p. m.
Wednesday Prayer Meeting, 8 p. m.
L. P. Lee, Pastor

FIRST CHRISTIAN CHURCH

Sixth and Quay
The Church School, 9:45 a. m.
Worship Services, 10:50 a. m.
Chi Rho Fellowship, 5:30 p. m.
CYF, 5:30 p. m.
Rev. Orvan E. Gilstrap.

SHERMAN MEMORIAL METHODIST CHURCH OF LOCO HILLS

Sunday School every Sunday at 10 a. m., Glenn Pounder, superintendent. Classes for all ages, taught by trained teachers.
Preaching services second and fourth Sunday mornings at 11 o'clock and on the first and third Sunday nights at 7:30.
M.Y.F. each Sunday evening at 7 o'clock.

FIRST PRESBYTERIAN CHURCH

Fourth and Grand
Sunday Church School 5:15 to 9:55 a. m.
Sunday Morning Worship, 10 a. m.
Westminster Youth Fellowship, Sunday, 6:30 p. m.

Smith became the first to cross the high Sierras Nevada-Utah desert in

UNITED PENTECOSTAL CHURCH

Sunday night services, 7:30 p. m.
Bible Study, Tuesday, 7:30 p. m.
Young People's Services, Thursday, 7:30 p. m.
Sunday School, 9:45 a. m. (Services in tent on North Highway at Green's Store.)

PENTECOSTAL HOLINESS CHURCH

1815 North Oak in Morningside Addition
Sunday School, 10 a. m.
Morning Worship, 11 a. m.
Evening Services, 7:30 p. m.
Wednesday, Bible Study, 7:30 p. m.

SOUTHSIDE COMMUNITY CHURCH

(Affiliated with the Church of God of Anderson, Indiana.)
Sunday School, 10 a. m.
Sunday Morning Worship, 11 a. m.
Sunday Youth Services, 6:30 p. m.
Sunday Evening Services, 7:30 p. m.
Thursday Evening Services, 7:30 p. m.
Everyone is cordially invited. The above services are held in the Artesia Woman's Club building at 320 West Dallas Avenue.

CHRISTIAN SCIENCE CHURCH

Sunday School, 9:45 a. m.
Morning Worship, 11 a. m.
Wednesday Evening Meeting, 8:30 p. m.
Reading Room, Wednesday and Saturday, 2 to 4 p. m.

CHURCH OF THE NAZARENE

Fifth and Quay
Sunday School, 9:45 a. m.
Morning Worship, 10:50 a. m.
Young People's Services, 6:45 p. m.
Evening Services, 7:30 p. m.
Wednesday—Prayer Meeting, 7:30 p. m.
William McMahon, Pastor.

ST. PAUL'S EPISCOPAL CHURCH

309 South Seventh Street
Sunday—Holy Eucharist, 8 a. m.
Morning Prayer and Church School, 9:30 a. m.
Morning Prayer and Holy Communion (alternating Sundays), 11 a. m.
Week-Days—Evening Prayer daily at 5 p. m.
Holy Communion 10 a. m. Thursday.
Rev. Milton Rohane, Rector.

CHURCH OF CHRIST

Eighth and Grand
Sunday, Bible Study, 9:45 a. m.
Preaching and Worship, 10:35 a. m.
Preaching and Worship, 7:00 p. m.
Wednesday, prayer meeting, 7 p. m.
Wednesday, Ladies' Bible Class, 2 p. m.
Floyd Embree, Minister

OUR LADY OF GRACE CATHOLIC CHURCH

North Hill
Mass Sundays, 7:00 a. m., 9:00 a. m. and 11 a. m. English and Spanish sermon.
Confessions every Saturday, 4 to 5 p. m. and before Mass Sunday mornings.
Father Stephen Bono, O. F. M., Conv.

LAKE ARTHUR METHODIST CHURCH

Sunday School every Sunday morning at 10 o'clock, Orin Smith, superintendent.
Preaching services first and third Sunday mornings at 11 o'clock, second and fourth Sunday evenings at 7:30.
Woman's Society of Christian Service, Wednesday after the first Sunday in each month, at 2:30 p. m., Mrs. B. E. Cross, president.
Rev. C. A. Clark, Pastor.

THOMPSON CHAPEL COLORED METHODIST CHURCH

Sunday School, 9:45 a. m.
Morning Worship, 11 a. m.
Epworth League, 6:30 p. m.
Cleveland Street
Sunday School, 9:45 a. m.
Preaching Services, 11 a. m.
Evening Service, 7 p. m.
Tuesday Prayer Service, 7 p. m.
M. E. O'Neill, Pastor.

FIRST METHODIST CHURCH

Grand at Fifth
Sunday School, 9:45 a. m.
Morning Worship, 11:00 a. m.
Youth Fellowship, 6:15 p. m.
Evening Worship, 7:00 p. m.
R. L. Willingham, Pastor.

ST. ANTHONY CATHOLIC CHURCH

Ninth and Missouri
Mass Sunday at 7:30 and 9 a. m.—English sermon.
Mass Week-Days, 7:30 a. m.
Confessions every Saturday, 4 to 5:30 p. m., 7 to 8 p. m. and before Mass Sunday mornings.
Reverend Gabriel Eilers

SPANISH METHODIST CHURCH

State and Cleveland Streets
Sunday School, 9 a. m.
Sunday Morning Worship, 10 a. m.
Sunday Evening Worship, 7:30 p. m.
Week-Day Services, Thursday, 7:30 p. m.
W. S. C. S. every other Sunday, 6:45 p. m.
M. Y. F. every other Thursday, 6:45 p. m.
Raul Salazar, Pastor.

EMMANUEL BAPTIST CHURCH

West of Hope Highway.
Sunday School, 10 a. m.
Preaching, 11 a. m.

BAPTIST CHURCH

Corner Eight & Washington
Sunday School, 10 a. m.
Preaching, 11 a. m.
B.T.S., 6:30 p. m.
Preaching, 7:30 p. m.
Mid-Week Prayer Service, Wednesday, 7:30 p. m.
Rev. Everett M. Ward, Pastor.

ASSEMBLY OF GOD

Fourth and Chisum
Sunday Services—
Sunday School, 9:45 a. m.
Morning Worship, 11:00.

CHRIST AMBASSADORS, 6 p. m.

Evangelistic Services, 7:30 p. m.
Mid-Week Services—
Group Night, Tuesday, 7:30.
Evangelistic Services, Thursday 7:30 p. m.
J. H. McClendon, Pastor.

CHURCH OF GOD

704 Chisum Street
Sunday School, 9:45 a. m.
Worship, 11:00 a. m.
Evangelistic Service, 7:30 p. m.
Prayer Meeting, Wednesday, 7:30 p. m.
Y.P.E., Friday, 7:30 p. m.
The public is invited to attend these services.
L. O. Cooper, Pastor.

LOCO HILLS BAPTIST

On New Mexico Road 83, 25 miles east of Artesia.
Sunday School, 9:45 a. m.
Morning Worship, 10:45 a. m.
Training Union, 7 p. m.
Evening Worship, 8 p. m.
Mid-Week Worship, Wednesday, 7 p. m.
Rev. William Parson, Pastor.
The first book matches were made at Barberton, O., in 1896.

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<p>SHORTENING Royal Satin 3 lb. tin 69¢</p> <p>Peach PRESERVES Kern pure fruit 2 lb. glass 39¢</p> <p>TOMATO JUICE Sunnydawn 46 oz. tin 25¢</p> <p>PORK AND BEANS Taste Tells No. 300 tin 10¢</p> <p>GRAPEFRUIT JUICE Town House Natural Green Beans Oregon finest No. 2 tin 25¢ Garden Peas Del Monte early garden No. 303 tin 24¢ Pie Cherries Honeybird R.S.P. No. 2 tin 26¢ Fruit Cocktail Del Monte fancy No. 2 1/2 tin 39¢ Peanut Butter Beverly 12 oz jar 35¢</p>	<p>SMOKED HAMS Shank Cut lb. 59¢ Butt Cut lb. 59¢ Center Slices .. lb. 98¢</p> <p>HEN TURKEYS U. S. Gov't. Inspected Grade A, 10 to 12 lb. Ave. LB. 49¢</p> <p>CHUCK ROAST U. S. Grade Commercial Calf lb. 35¢ Rib Steak or Sirloin U. S. Grade Commercial Calf lb. 49¢ Round Steak U. S. Grade Commercial Calf lb. 59¢ Spiced Luncheon Sliced and packaged lb. 49¢</p>	<p>TUNA Grated Torpedo 6 oz. tin 4 5/8 \$1</p> <p>DOG FOOD Puppy Love or Top Kick — tall tin — 3 for 25¢</p> <p>TOILET TISSUE Northern Roll 3 for 25¢</p> <p>Family Flour Harvest Blossom 25 lb. Bag \$1 73</p> <p>Cherub Milk Creamy Rich Tall Tin 2 for 23¢</p> <p>Tide or Fab Heavy Duty Detergent Giant Box 59¢</p>
<p>Garden Fresh Produce at Safeway</p> <p>GOLDEN BANANAS Just right for eating lb. 12 1/2¢</p> <p>LEMONS Full o' Juice lb. 15¢</p> <p>WATERMELONS California Guaranteed lb. 4¢</p> <p>ONIONS White or Yellow Bermuda lb. 4¢</p> <p>POTATOES California White Rose lb. 3 1/2¢</p> <p>Prices Effective Friday, Saturday and Monday</p>		
<p>EASY TO GET—ASK US HOW The Set of Your Choice 99¢ With Every \$5.00 Purchase. No Waiting — Available at the Check stand.</p> <p>Notice! Notice! Safeway Will Discontinue This Silverware Buying Plan August 15! Finish Your Set Now While the Supply Lasts.</p>		

SAFEWAY

H & J Opens Second Modern Supermarket, Artesia's Biggest Today

from a made-over drive-in two modern supermarkets three years sounds some like an Horatio Alger to-riches story. Nevertheless just 3 1/2 years after converting Skinny's store at First and Centre into a grocery, J. T. Haile and Bert Jones this week-end are celebrating the opening of a new supermarket, the largest in Artesia. Last night had a preview of the modern new store located across the highway from the old building where H&J (for Haile and Jones) opened their store in January 1950.

Today's big new supermarket is 5,180 feet in the sales area, and many more devoted to the sale of fresh produce. Haile and Jones both quit managerial jobs in 1950 to organize Food Baskets. Haile was then manager for W. W. Baie, Jones manager of C. R. Anthony Co. Haile had come to Artesia in from Clovis, his hometown, as a grocery manager. He had worked for C. R. Anthony before leaving for Artesia. In 1945 he entered the armed forces and was discharged in 1947, when he returned to Artesia to again manage Safeway. In 1949 he became manager of W. W. Baie food store where Irby is now located. A home native—Jones is a native of Hollis, N. M., where, after leaving high school, he farmed with his father until 1949, he entered sales work

at Hollis with International Harvester, and in 1941 joined C. R. Anthony Co. at Hollis. In 1942 Anthony's transferred him to Hobart, Okla., where he remained until entering the armed forces in 1944. Discharged in January 1946, he was in Hobart until that fall, when he was transferred to a new Anthony store at Sweetwater, Texas. He was moved to Artesia in April 1948 to open the new Anthony's store here.

H&J's first store measured 25 by 50 feet, but within a year was doubled by an addition. A produce room and warehouse were added in 1950, as was another warehouse across the highway. **Second Store—** In August 1951, the partners opened their No. 2 store at W. Main and Thirteenth, just 1 1/2 years after going into business. Now, two years after that first modern store, a second modern store is being opened.

To what do Haile and Jones attribute their success? "We believe in live and let live," they say. "We are continually looking for products at the lowest price. We price them to make reasonable salaries for our employees and ourselves, and a reasonable price for the customer." H&J find that operating with low mark-up means volume selling is necessary. Thus the new store is the largest grocery in Artesia, and stocks more than twice the volume of merchandise contained in the old store across the street. **Have Own Broker—** As part of their keep-prices-down operation, Haile and Jones join with other grocers to maintain a broker on the West Coast, where wholesale groceries are less expensive. They also join in leasing a



BERT JONES



J. T. HAILE

truck fleet, which brings in goods from Los Angeles and Phoenix. Haile and Jones also own their own truck, and make a now widely-known annual trip to Arkansas to buy kra-pberries. They've also made regular trips to buy cantaloupe in Presidio, Calif., vegetables at Portales, Lovington, and Pecos. Buying in carload lots on items such as flour has meant savings to be passed on to customers. H&J attempt to maintain a big variety, and believe their new store will offer every item a cus-

tomers could want. The new store is specializing in frozen foods, in fruits and vegetables (they make up Haile's hobby), and poultry and fish. **Poultryman Uses Many Labor-Saving Devices** Take a look around the modern poultry farm and you'll see many labor-saving devices that help the poultryman make every hour on the farm count. Many of these are the end product of his own ingenuity, while others are "hatched" from ideas of the fellow next door. Some have been developed through scientific study. All have helped the poultryman to streamline his operations and improve his production efficiency, says H. L. Mathews, extension poultryman at New Mexico A&M College. Probably the No. 1 labor-saver is running water. A study of all labor-saving equipment has shown that automatic watering systems made the biggest saving of labor. Other labor-saving devices that poultrymen have used are hoists to take feed to loft storages, bins for a week's feed supply, and chutes to pens in multi-story houses. Litter chutes, tragoors, and dropping pits save time and labor in cleaning houses. Double-swinging doors allow easy movement between pens when you have both hands full of supplies. Handy egg rooms equipped with egg grading tables will cut down the labor needed to get the product to market. "Labor is one of the biggest expenses of production," Mathews says. "The poultryman who cuts corners by using labor-saving devices will wind up with greater profits at the end of the year."

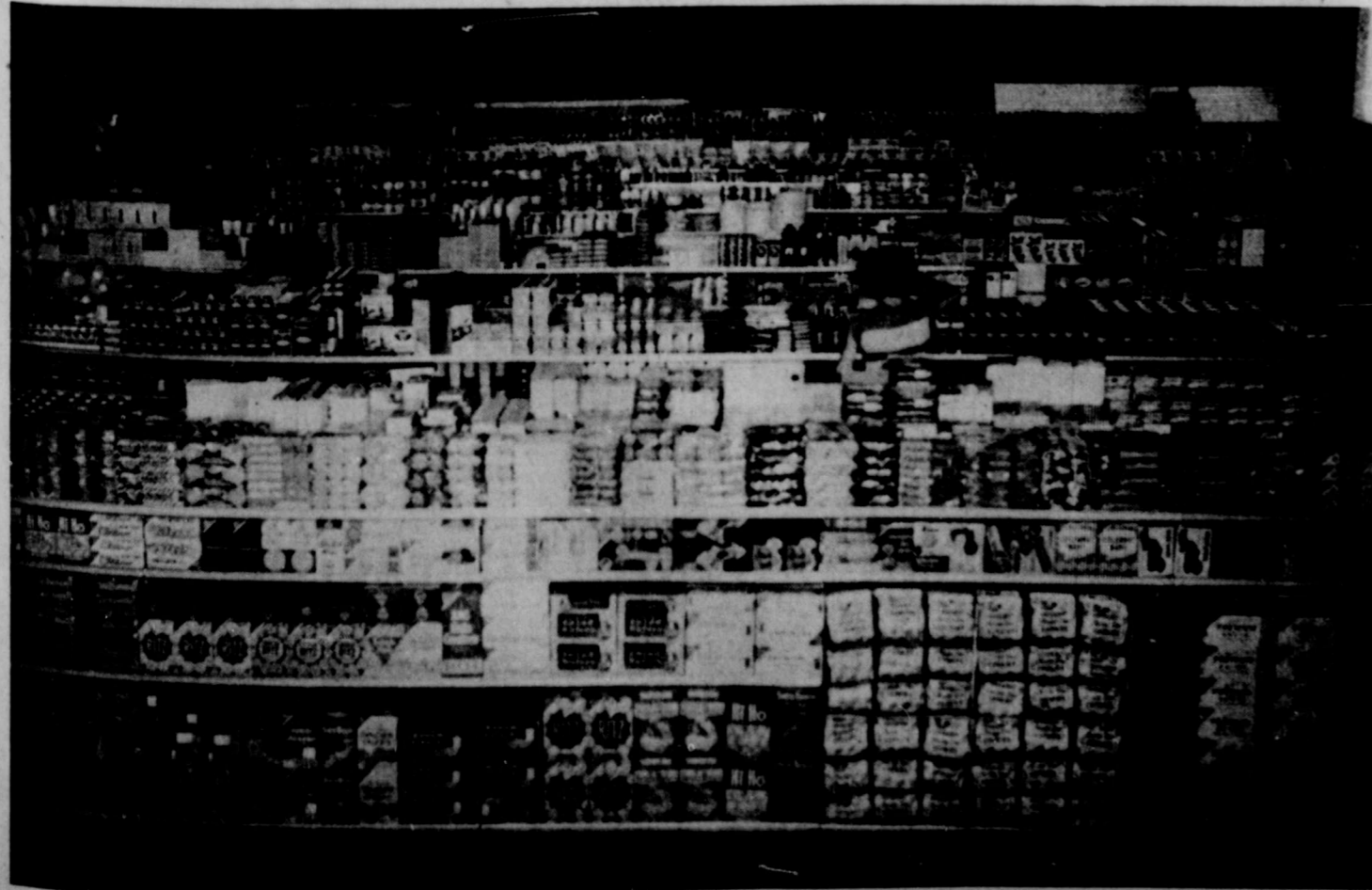
calls for cheese, it usually means cheddar. Cheddar cheese ranges from yellow-white to deep orange-yellow in color. It varies from fine to crumbly texture, mild to tangy flavor. Natural cheddar is obtained by heating, pressing and curing the milk curd. Processed cheddar is a blend of natural cheddar melted and pasteurized. It has uniform color and flavor, no rind and no waste. A half pound of cheddar cheese and a pound of meat, containing a moderate amount of bone and fat provide about the same amounts of protein. **Cheese Cookery.** Results best when three simple rules are followed. Cheese adds flavor and nutritive value to so many different dishes that it pays the home cook to remember three simple rules for best cooking results. First, keep heat low or moderate. Cheese needs only enough heat to melt and blend with other ingredients. High heat or too long cooking makes cheese tough, and leathery. It also causes mixtures of cheese, egg and milk to curdle. Second, add cheese to other ingredients in very small bits rather than in the large piece. This allows the mixture to cook in a shorter time and the cheese does not form a solid lump of curd when the fat melts. Grating is the easiest way to break up hard or dry cheese. Soft cheese may be shaved thin, flaked with a fork, pressed through a sieve, or run through a food chopper. Third, blend cheese in a smooth sauce before adding to other ingredients whenever possible to prevent curdling.

Garlic Member of Onion Family Q.—What are the more important information points regarding garlic? A.—Garlic belongs to the onion family, its bulb consisting of about a dozen compactly arranged "cloves," each clove covered with a fairly tough skin and all of the cloves covered with an outer skin or sheath. When the skins covering the individual cloves and the bulb are white, the garlic is known as white garlic; when the skins are rose-tinged, the garlic is referred to as red garlic. Garlic grown in cold climates has a stronger flavor than that grown in milder climates. Garlic bulbs often reach the markets as "sprigs," with part of the outer skin split, exposing some of the cloves. Such partly open bulbs are just as good as perfect bulbs, provided the individual cloves are in perfect condition. Garlic is marketed like dry onions—loose, with the tops removed—and is used for flavoring sauces, soups, salads, pickles, and various meat dishes. **Grapefruit Juice Filtered After Pressing** Q.—Is grapefruit juice canned just as pressed from the fruit? A.—The juice is filtered after the pressing in order to remove particles of the pulp, and is then pasteurized. The heat applied for pasteurization changes but little the flavor of the juice. Grapefruit juice, either white or pink, is canned both with and without sugar. When sugar is added, it is usually labeled "Sweetened" or "Sugar Added."

How to Tell Good White Potatoes Q.—What are the chief characteristics of a good white potato before cooking? A.—Firmness upon pressure in the hand; the color inside should be yellowish-white, not yellow or deep yellow. Considerable froth should appear when the potato is cut in two and the pieces rubbed together.



ICE CREAM CENTER of new H&J Food Basket supermarket has three big freezers with complete selection of frozen dairy foods and refreshments.



ACRES OF GROCERIES await customers at new H&J Food Baskets supermarket opening today on S. First, just across highway from original H&J Food Basket opened in 1950 by J. T. Haile and Bert Jones. The new store is largest grocery in Artesia.

H and J Family Album



MARIAN EDMONDSON



CLEMENT TAYLOR



CHARLES BENTLEY



MARIE CANNON



ANN GOODWIN



ALMA YOUNG



CHARLIE TIDWELL



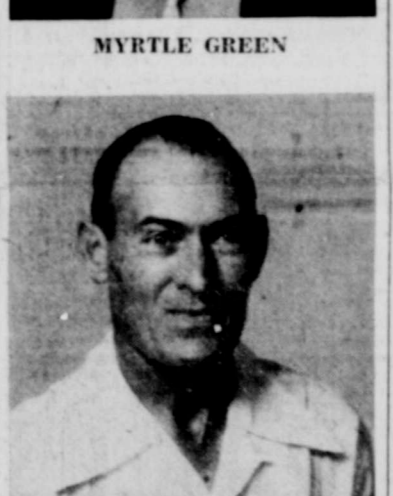
MYRTLE GREEN



JERRY DOMINGUEZ



HENRY GOODMAN



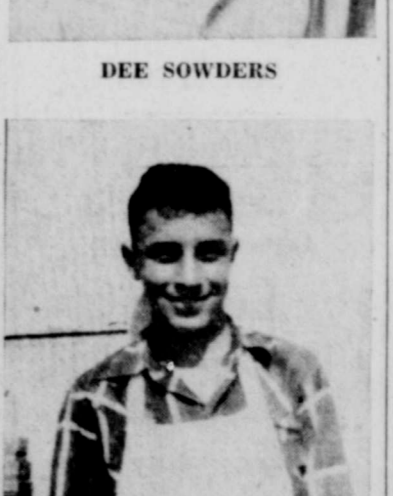
DEE SOWDERS



HORACE BROWN



MONTIE McCLINTOCK



LYNN OWENS



NEWT EDMONDSON



OTIS BRYANT



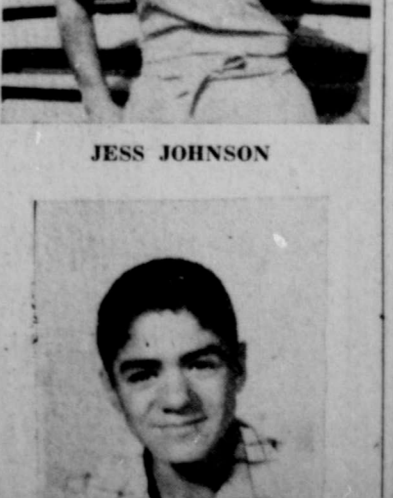
JESS JOHNSON



RAYMOND SMITH



RALPH GOODIN



ALEJO CORTEZ

Four Popular Ways of Cutting Beef Are Illustrated



Guide to Judging Quality of Meats Gives Hint to Shoppers' Choices

Although the factors of conformation, finish and quality are applied in grading all meats, there are individual differences which distinguish each. Beef of good quality has a smooth covering of brittle, cream-colored fat over most of the exterior and a much thinner covering over the interior surface of the ribs.

There are also liberal deposits of fat between the large muscles and a generous distribution along the connective tissue and between the muscle fibers. In other words, it is "well mabled." The lean is firm, velvety in appearance and fine in

blocky with straight backs, short legs and necks. They are preferred because more of the weight is in the choice cuts.

Finish refers specifically to the quality, amount, color and distribution of fat. The best finish implies abundant marbling and a smooth, even covering of brittle, bright fat over most of the exterior surface. A high degree of finish adds considerably to the appearance of the cut but its greatest asset is in its palatability which includes juiciness and tenderness. A well finished (well fattened) animal will yield a higher percentage of rib and loin. The meat from a well-finished animal is superior to that of one lacking in finish. Even the less-tender cuts from a high grade carcass may be more desirable than the so-called select cuts from a low grade carcass.

Quality pertains primarily to the firmness and strength of both muscles fibre and connective tissue and to the color and texture of the meat. Highest grades of carcasses or cuts imply full, well-developed firm muscular tissue. Breed, feed, sex and age all may have important bearing on quality.

Do You Know Differences Among Cocos?

Q.—What is the difference between Breakfast, Sweet and Milk cocoa?

A.—Breakfast cocoa contains less than 22% cocoa butter. Sweet cocoa is breakfast cocoa with sugar in the proportion about 40% cocoa and 60% sugar. Sweet milk cocoa is breakfast cocoa ground with sugar and milked with at least 12% of whole milk solids.

The name first given to tomatoes was "love apples."

Three out of every four families in the United States own life insurance of some kind.

Wood ducks build their nests in hollow trees or old woodpecker holes.

How to Carve

ROAST CHICKEN, TURKEY, DUCK AND GOOSE

1 Removing the legs. Hold leg firmly with thumb and forefinger. Cut through skin between leg and "body" by sawing back and forth with knife, then sever the joint. Pull leg away from body and cut remaining skin on back of leg.

3 When chicken is large, leg slices may be made in the same manner as slices from turkey drumsticks and duck and goose legs. Hold leg at right angles to plate and slice down. Thighs may be held with fork straddling the bone and slices made lengthwise.

4 Removing wings. Place knife at right angles to the breast about 1 1/2 inches above wing. Cut straight down through skin and wing joint.

5 To slice breast meat. Insert fork in rib section opposite side to be carved or straddle breast bone with fork. Slice meat with knife, flat side parallel with surface of meat. Use sawing motion, starting first slice just above place wing was removed. Slices should be made about 1/4-inch thick. Carver should include spoonful or two of dressing when serving the meat from the bird.

Pea, Navy Are Beans Commonly Used in Canning

Q.—What kinds of dried beans are used for canning?

A.—While the most commonly used variety is the Pea or Navy variety, some packers also use the Small White, Large White, and Great Northern varieties. In size, the Pea bean is between the Small White and Large White, while the Great Northern is the largest of the white beans.

Read the Ads

SKINNER'S RAISIN-BRAN
Crisper, Fresher
King Size RAISINS 19c

Frying Isn't Only Way to Prepare Fish for Table—Some Kinds Taste Better Broiled or Baked

Many women have never prepared fish in any other way than by frying. Since some varieties of fish are more tasty when broiled, baked, boiled, steamed, or used in chowder, the retail meat department suffers in loss of business. If women are told how to prepare fish, they will buy more variety—and more often. Therefore a knowledge of fish cookery is important to the man behind the counter. Here are cookery "hints":

Broiling. Fat or lean fish may be used. Preferred cuts are fillets or steaks, pan-dressed, drawn or dressed fish, and split or cut portions. Dip fish in salt water for few minutes; brush with cooking oil; place on broiler pan 2 inches below heat; cook until skin is covered with brown bubbles; turn fish over once; baste several times; cook until nicely brown (6-12 minutes depending on thickness of fish).

Portions of fish in water, remove and cover with dry ingredients—a mixture of cornmeal, flour slightly salted. Put one layer of fish in frying basket and cook to an even golden brown (from 4-8 minutes depending on variety of fish).

Pan-frying. Use fat or lean fish. Preferred cuts are fillets or steaks, pan dressed, drawn or dressed fish split or cut into serving portions. Heat fat over slow fire using a heavy cast metal pan. Dip serving portions of fish in water, remove and cover fish with dry ingredients—cornmeal, flour slightly salted. When fat starts to smoke, place fish in pan and cook 3 minutes. Cover pan, remove pan from fire for few minutes allowing fish to cook in its own steam. Remove cover from pan, turn fish and return to fire. Cook 3 minutes longer. Fish less than 1/2-inch thick will require shorter cooking time and thicker than 1/2-inch, longer cooking.

Fish or Clam Chowder. Lean fish are most suitable. Preferred cuts are fillets and clear meat from drawn or dressed fish. Potatoes, onions, diced salt pork, the chosen fish and water are combined, seasoned with salt and pepper. Fish is added after other ingredients are half done. New England Chowder uses milk as an ingredient. Clam chowder uses shucked soft clams.

Baking. Fat or lean fish. Preferred cuts are fillets or steaks, pan-dressed, drawn or dressed, split or cut portions. Dip fish in bowl or heavily salted milk; then into pan of bread crumbs. Place in baking pan; sprinkle each piece of fish with cooking oil; cook 10 minutes in very hot oven—500 degree-600 degree F. Do not add water.

Baking drawn or dressed fish takes this procedure: dip fish into salted water, allow to stand 5 minutes, then drain. Slit skin in several places, brush with cooking oil. Stuff the fish and tie with string. Bake 10 minutes in oven at temperature of 500 degrees F. Lower over-heat to 400 degrees F. and bake 8-10 minutes longer.

Boiling. Lean fish hold together better when boiled or steamed. Preferred cuts are drawn or dressed fish cut into portions, also fillets and steaks. For boiling, prepare salted water, 1 quart of water and 1 1/2 tablespoon salt for each pound of fish. Place fish in wire basket, then basket in the boiling salted water. Cook 8-12 minutes or until tender. Remove basket and fish and drain.

Steaming. Prepare salted water—proportion of 2 tablespoons of salt to 1 cup of water. Allow fish to stand in water 2-8 minutes, depending on thickness, variety of fish. Place fish one layer deep in well-oiled steamer and cook 5-12 minutes or until tender.

Deep fat fried fish. Use fat or lean fish. Preferred cuts are fillets and steaks, dressed or drawn fish split or cut into serving portions. Use deep kettle and frying basket. Heat fat in kettle to temperature of 385-400 degrees F. Dip serving

Common Food Questions Still Include Sticklers

Q.—What is homogenized milk?
A.—This is whole milk that has been put through the homogenization process, which breaks up each fat globule into infinitely smaller ones and distributes them evenly throughout the milk, making every drop as rich as the rest. The particles are so minute, they do not rise to the top of the milk as cream, remaining suspended. Homogenization makes milk look and taste richer.

Q.—What is Hand cheese and why is it so called?
A.—This is a sour-milk cheese, made from skim milk mixed with butter-milk. The curd, after it has been cooked, cooled, and finely

ground, is pressed into desired shapes and sizes. The sharp, pungent odor and taste of this cheese are quite disagreeable to most people unaccustomed to its use. Hand cheese is so named because originally it was molded by hand into the shapes in which it was marketed.

Q.—What is tomato sauce?
A.—This product is prepared the same way as tomato puree, but is cooked down to a heavier consistency, its tomato solid content being about 16%. It is put up with or without salt and is usually flavored with basil or with bay (laurel) leaves.

Q.—What is meant by "sweet" butter?
A.—Sweet butter is unsalted butter. "Sweet" has nothing to do with the kind of cream used; unsalted butter made from either sweet or sour cream is called sweet. Sweet butter is generally solid uncolored. Because it contains no salt, it cannot be kept in cold storage.

Male spiders, which rarely grow any larger than three-quarters of an inch, are about one-fourth as large as the female.

Mean temperatures in the southern part of Ontario, Canada, are about the same as those of San Francisco.

Dr. Pepper

SKINNER'S De Luxe

Macaroni	10 oz. pkg.	21¢
Spaghetti	10 oz. pkg.	21¢
Noodles	10 oz. pkg.	25¢

AMERICA'S NEW BREAKFAST SENSATION
SKINNER'S RAISIN-WHEAT 19c

Salad Wafers

Special 28c

Luscious
Cocoanut
Chocolate Drop
Cookies
1 lb. Bag 43c

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H & J
Food Baskets

INTRODUCTORY OFFER!

Suave FOR MEN

"the luxury hairdressing"

60c size
FREE
OF EXTRA COST
WITH PURCHASE OF \$1.00 SIZE

only \$1.00
regularly \$1.60

MONEY BACK GUARANTEE!

Ritz Crackers and Cheese

Special 28c

enjoy | **Ritz Crackers and Cheese** 37c

H & J
FOOD BASKETS

Congratulations and Good Luck

TO
Bert and J. T.
and Their
NEW SUPERMARKET

Completely Equipped with
Tyler "Airline" Adjustable Shelving

PIPKIN REFRIGERATION SERVICE

Tyler Factory Representative Complete Equipment for Food Markets
Albuquerque, New Mexico

CONGRATULATIONS!

BERT AND J. T.

On the Opening of Their
NEW SUPERMARKET

DURBIN PRODUCE COMPANY

WHOLESALE

FRESH FRUITS AND VEGETABLES

CARLSBAD

105 North Third

Phone 5-2460



H & J FOOD BASKET'S

GRAND NEW SUPERMARKET

at: **FIRST & CENTRE ST.**

**PLENTY
of FREE
PARKING**



The H & J FOOD BASKET is proud to announce the GRAND OPENING of a GRAND NEW, BRAND NEW, SUPER MARKET at the Corner of First and Centre. In order to celebrate this BIG EVENT, we are SHOOTING THE WORKS . . . There will be PRIZES, and SURPRISES.

In addition our NEW, ULTRA-MODERN counters, freezers, bins and shelves are just bursting with HUNDREDS OF BOMBSHELL BARGAINS in the highest-quality, taste tempting foods. So come on down . . . Join in the fun . . . fill your baskets . . . stock your pantries . . . load your freezers . . . with the choicest foods, and save really BIG money too!

**FREE
GIFTS!**
BENDIX
Automatic
WASHER AND DRYER
Also
MANY OTHER AWARDS!

**BIG—
SURPRISES!
FOOD AUCTIONS!**
A COLORED PERCOLATOR
Will Be Given to the Persons Buying the
Largest Bill of Groceries at Either Store
Each Day, Friday and Saturday



PRICES EFFECTIVE AT BOTH STORES
FRIDAY AND SATURDAY

FOR
**BOMBSHELL
BARGAINS**
Following Pages



FEAST YOUR EYES
on these
QUALITY MEAT BUYS

...THEN FEAST ON
THESE TENDER, TASTY CUTS

WILSON'S CURED

HAM

Half or Whole

LB. **69c**

The NEW H & J FOOD BASKET has meat as you like it—tender . . . tasty . . . juicy-good—top-quality grades of beef, veal, pork and lamb. And just feast your eyes on our low, low prices—quality for quality, cut for cut, it's been a long time since you have seen anything like them. Which proves again—when better meat values are offered—the NEW H & J FOOD BASKET has the best!

Boneless Stewing
BEEF lb. **59c**

FRYERS

PURINA
Flavor-Fed lb. **47c**

ROUND **STEAK**

From U. S. Gov't Graded
Choice Beef lb. **69c**

Swift's Premium
Sliced

BACON

LB. **79c**

ARMOUR'S
Delicious for Sandwiches lb.

SALAMI **49c**

Swift's—All Meat lb.

Bologna **39c**

CHUCK—U. S. Choice lb.

ROAST **47c**

Glover's All Meat

WIENERS

lb. **39c**

SAUSAGE

2 lb. Bag

lb. **69c**



**GLOVER'S CHUCK WAGON AND SHETLAND PONIES
WILL BEAT THE NEW STORE FRIDAY AND SATURDAY
FROM 9 TO 12 A. M. AND 2 TO 6 P. M.
FREE RIDES FOR CHILDREN**

**PRICES EFFECTIVE AT BOTH STORES
FRIDAY AND SATURDAY**



We're as tussy as you are about produce. We want it fresh . . . crisp . . . flavorful—and that's the only kind we are buying for our NEW PRODUCE DEPARTMENT—because we know that's the only kind you will buy. And because we know that, we pamper our produce . . . watch over it tenderly to be sure that it's in peak condition when you buy it. Try our produce. Taste its flavor-freshness. You'll come back for more.

GREEN
BEANS
LB. **13c**

Garden Fresh
TOMATOES
LBS. **10c**

Tender, Green Pods
OKRA
LB. **14c**

Calif. Golden Cross
CORN
Per Ear **5c**

CUCUMBERS Long Green Slicers 2 lbs. **25c**
BELL Pound

PEPPERS Thick Meat for Stuffing **16c**

POTATOES California Long Whites Pound **3½c**

Every Melon Guaranteed Pound

WATERMELON California Klondikes **4½c**

BANNANAS Golden Ripe 2 Pounds **21c**

PLUMS California Santa Rosa Pound **15c**

H and J Food Basket
EVERY DAY LOW PRICES
NO PARKING HEADACHES HERE
13th & MAIN PHONE 1340 1008 So. FIRST PHONE 1060

DOLLAR DAY SALE



PRICES EFFECTIVE AT BOTH STORES

DOLLAR DANDY

Hunt's **APRICOTS** No. 2 1/2 Tin 4 for **1**

DOLLAR DANDY

TOMATO JUICE No. 300 Tins 10 for **1**

DOLLAR DANDY

Hunt's Solid Pac **TOMATOES** No. 2 1/2 Tins 4 for **1**

DOLLAR DANDY

Hunt's Small **RED BEANS** No. 300 Tin 10 for **1**

DOLLAR DANDY

Hunt's **Boysenberries** No. 2 Tin 3 for **1**

DOLLAR DANDY

Kim **DOG FOOD** Reg. Tins 8 for **1**

DOLLAR DANDY

Hunt's **SPINACH** No. 300 Tin 9 for **1**

DOLLAR DANDY

Kraft's **VELVEETA** 2 lb. Loaf **1**

PRUNE PLUMS

HUNT'S In Heavy Syrup No. 2 1/2 Tin **4 for \$1**

Modart **SHAMPOO**

Reg. Size Jar **39c**

Reg. Pkg. 18c **Coca-Cola**

Carton of Six **19c**

WHEATIES Family Size 2 for **48c**

CHEERIOS Family Size 2 for **52c**

Made By Whitson's

CHILI CHILI TAMALES

CAMPFIRE PLAIN 16 oz. Tin **34c**

CAMPFIRE WITH BEANS 16 oz. Tin **4 for \$1**

CAMPFIRE 16 oz. Tin **5 for \$1**

WHEATIES | CHEERIOS

Summer Toiletries

Honey 10-Piece Family Pac One for Each Member of the Family

COMBS 21c

Oakley Nylon Bristle TOOTH BRUSHES EACH **19**

Special at No. 1 Store Only

WHILE LIMITED SUPPLY LASTS!

FREE OF EXTRA COST \$1.19 Value DuPont **NYLON HAIR BRUSH**

With Purchase of ONE LARGE PACKAGE EACH!

Breeze Surf Rinso

ALL THREE FOR ONLY 79c

dairy foods

Kraft's Sharp Wis. **CHEESE** 8 oz. Pkg. **41c**

Kraft's N. Y. State Sharp **CHEESE** Pkg. **46c**

PUFFIN **BISCUITS** Reg. Tin 2 for **29c**

Pillsbury's BEST XXX FLOUR

25 lb. Bag **1.99** | 10 lb. Bag **95c** | 5 lb. Bag **49c**

S&H Green Stamps

LIGHTER PANCAKES for SUMMER DAYS!

Pillsbury PANCAKE MIX 2 1/2 # Pkg. **35c**

SPECIAL! Pillsbury CAKE MIXES 3 PKGS. FOR 1.00

H and J Food Basket

13th & MAIN PHONE 1340

1008 So. FIRST PHONE 1060

EVERY DAY LOW PRICES

NO PARKING HEADACHES HERE

LUX LIQUID DETERGENT

NEW

22 OZ. CAN | 12 OZ. CAN: **69c** | **39c**

for really fast, thrifty dishwashing!

NUTRITIVE VALUES OF CANNED FOODS		KEY										
FOOD	SIZE OF SERVING	CALORIES	AMOUNT OF VITAMINS AND MINERALS PRESENT									
			THIAMIN	RIBOFLAVIN	NICOTINIC ACID	ASCCORBIC ACID	IRON	CALCIUM	PHOSPHORUS	POTASSIUM	SODIUM	ZINC
FRUITS												
Apricots, sirup	4 medium halves	105	-	-	-	****	-	-	-	-	-	-
Blackberries, sirup	1/2 cup	95	-	***	-	-	-	-	-	-	-	-
Blueberries, sirup	1/2 cup	51	-	****	-	-	-	-	-	-	-	-
Cherries, red sour	1/2 cup	60	-	***	***	-	-	-	-	-	-	-
Grapefruit, sections	1/2 cup	87	-	-	-	-	-	-	-	-	-	****
Peaches, sirup	2 medium halves	95	-	-	-	***	-	-	-	-	-	-
Pears, sirup	2 medium halves	88	-	-	-	-	-	-	-	-	-	-
Pineapple, sliced	1 large slice	124	-	-	-	-	-	-	-	-	-	-
Purple plums (prunes)	3 plums	113	-	-	-	***	-	-	-	-	-	-
JUICES												
Grapefruit juice	6 oz.	82	-	-	-	-	-	-	-	-	-	****
Orange juice	6 oz.	91	-	-	-	-	-	-	-	-	-	****
Pineapple juice	6 oz.	110	-	-	-	-	-	-	-	-	-	****
Tomato juice	6 oz.	38	-	-	-	***	-	-	-	-	-	****
VEGETABLES												
Asparagus, green	6 medium pears	22	-	-	***	-	-	-	-	-	-	****
Beans, baked	3/4 cup	213	***	***	-	-	-	-	-	-	-	-
Beans, green, cut	1/2 cup	21	***	***	-	-	-	-	-	-	-	-
Beans, lima, green	1/2 cup	77	***	***	-	-	-	-	-	-	-	-
Beets, cubed	1/2 cup	38	-	***	-	-	-	-	-	-	-	-
Carrots, cubed	1/2 cup	32	-	-	****	-	-	-	-	-	-	-
Corn, cream style	1/2 cup	104	-	-	-	-	-	-	-	-	-	-
Corn, whole kernel	1/2 cup	85	-	-	-	-	-	-	-	-	-	-
Mushrooms	1/2 cup	17	-	-	-	-	-	-	-	-	-	-
Peas, sweet	1/2 cup	60	-	***	***	-	-	-	-	-	-	***
Sauerkraut	1/2 cup	23	***	****	-	-	-	-	-	-	-	****
Spinach	1/2 cup	21	***	****	***	-	-	-	-	-	-	****
Sweet potatoes	1/2 cup	143	-	-	****	-	-	-	-	-	-	****
Tomatoes	1/2 cup	24	-	-	***	-	-	-	-	-	-	****
FISH												
Mackerel	1/2 cup	209	***	***	-	-	-	***	****	-	-	none
Salmon, red	1/2 cup	168	***	***	-	-	-	***	****	-	-	none
Sardines in oil	5 medium	165	***	***	-	-	-	-	-	***	-	none
Shrimp	10-12 medium	78	***	***	-	-	-	-	-	-	-	none
Tuna	1/2 cup	255	-	-	***	-	-	***	****	-	-	none

Ice Cream Sundae Cake's A Dream



You can dream, can't you, of a luscious cake easy to make? Well, Ice Cream Sundae Cake is a dream come true. It is two desserts in one, cake and ice cream sundae, and all the makings can be bought at the grocery store. Whether you make the cake layer yourself or buy the ready baked at the store, the result is delicious. Now that pre-packaged ice cream is sold in half-gallon cartons you can keep the main part of this dessert conveniently in stock in the freezing compartment or home freezer. Cake or cupcakes, a can of chocolate sauce and a can of shelled nuts complete the dessert.

Porterhouse Steak Largest Of Short Loins

Q.—What is Porterhouse steak?
A.—This is the largest of the short loin steaks, the other short loin steaks being the club and T-bone. In the porterhouse steak the tenderloin is at its widest. Usually about eight porterhouse steaks are cut from each carcass, four from each half, the actual number depending on the thickness of the steaks. They are cut from the short loin and are identified by the large

muscle on one side of the bone and the tenderloin muscle on the other side.

"Sergeant" originally meant "foot soldier," but it has come to mean a non-commissioned officer.

The acquisition of the Louisiana Purchase almost doubled the size of the United States.

Colorado Gold
Churned Fresh Daily
Pound 72c
Buy at H & J
FOOD BASKETS

Morton's Salad Dressing
or Sandwich Spread pints 4 for \$1
Morton's Potato Chips
7 oz. Pkg. 39c

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H & J — and
Your New
Supermarket

GOODNER'S BAKERY
Artesia's Own Baker
Plain and Fancy Pastries
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Helene Curtis
shampoo plus egg*
FREE
OF EXTRA COST WITH PURCHASE OF \$1.00 SIZE
only \$1.00 plus tax
regularly \$1.59
MONEY BACK GUARANTEE!

Many Varieties Of Cranberries Give Selection

Q.—What are the best known varieties of cranberries?
A.—Of the many varieties of cranberries, all varying in size, shape, color, flavor, and keeping qualities, the following varieties predominate in the markets: Early Black (cherry shape), Late Howe (olive shape), Early Red (cherry shape), McFarlin (cherry shape), Centennial (cherry shape), Champion (olive shape), Searls' Jumbo (olive shape).

The smelting of ores predates written history. Lead probably was the first metal ever to be smelted.

Approximately two-thirds of the world's peoples live in underdeveloped areas where the life expectancy is about 30 years.

The Spanish Armada, which attacked England in 1588, was composed of 132 vessels.

Money made of sea shells formerly was used in America, Asia, Africa and Australia.

Broccoli Small Cauliflower Green Inside

Q.—What is broccoli?
A.—This is a variety of cauliflower that is green instead of white. The center, containing the curds of flower buds, is not so compact as that of the cauliflower. The broccoli head consists of a bunch of stalks with green leaves and small green flower buds. Its color may be purplish-green or

dark green, depending on the variety. The whole head—comprising the stalks, leaves, and flower clusters—is eaten. There are two types of broccoli the Italian type, known as Italian sprouting broccoli, which does not "head," and the cauliflower type which forms a head resembling that of cauliflower, but the color of which is green.

Minnesota has more water area than any other state in the United States. However, this does not include the water surface of the oceans, Gulf of Mexico or the Great Lakes.

Mary Ellen Jam
Try It Once for Flavor and Tasty Goodness!
H & J
FOOD BASKETS



FLUID FALL FUR FASHION—Is fitted in front, full in back! The natural gray broadtail lamb coat was designed by Leo Ritter in smart, versatile 40-inch length to complement new slim skirts. Small shawl collar rolls to the new lowered closing. Back fullness falls from smooth shoulder yoke. Full lantern push-up sleeves, diagonal pocket cuffs add dash.

New EVERSHARP SCHICK-INJECTOR BLADES
Scalpel sharp for smoother cleaner shaves
SCHICK INJECTOR
You get this New Blade only in the New GOLD PACK
20 BLADES FOR ONLY 73¢
We Have Them!
H & J Food Baskets

A special purchase makes this Big Buy possible....

HUNTSMAN Spice Shave Lotion
HUNTSMAN Hair Oil
HUNTSMAN Cream Oil
LANI Face and Hand Lotion

BIG 6 oz. BOTTLE REGULAR 39¢
35¢ EACH OR 4 BOTTLES ONLY
98¢
TAX INCLUDED
\$1.56 VALUE FOR ONLY 98¢

LOOK FOR THIS OUTSTANDING VALUE IN OUR STORE

IT'S CUSTOMERS' MONTH
Appreciation
STOCK UP ON OUR CUSTOMERS' MONTH VALUES featuring WHITE SWAN finer foods!

WHITE SWAN GRAPE JUICE 24 oz. bottle 38¢

WHITE SWAN ORANGE JUICE 46 oz. tin 39¢

WHITE SWAN PORK AND BEANS 16 oz. tin 10¢

WHITE SWAN RANCH STYLE BEANS 16 oz. tin 15¢

WHITE SWAN RANCH STYLE SPAGHETTI 16 oz. tin 18¢

WHITE SWAN BLACK EYE PEAS 16 oz. tin 2 for 25¢

WAPCO RED SOUR CHERRIES No. 2 tin 28¢

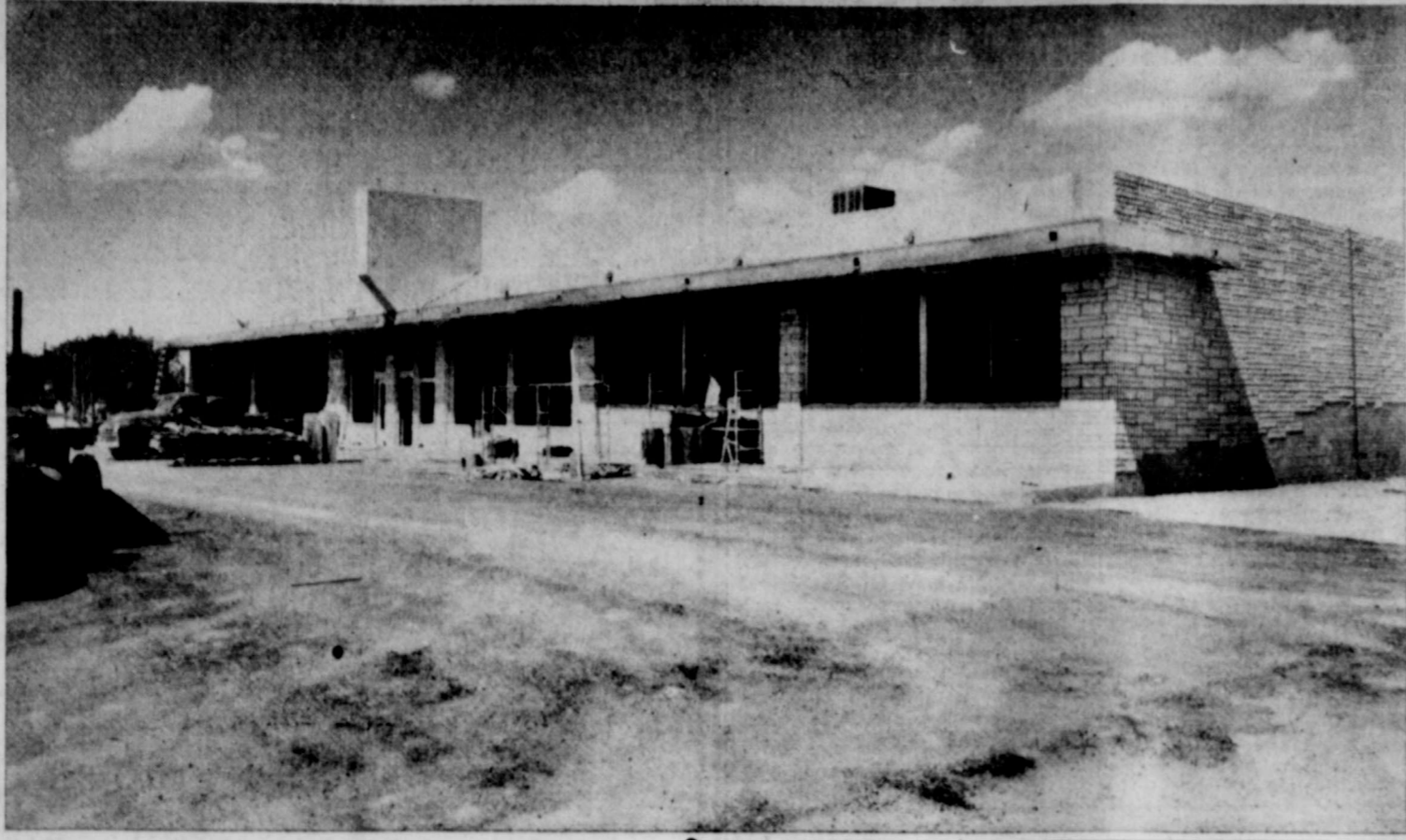
WHITE SWAN ALASKA RED SALMON tall tin 85¢

WHITE SWAN LUNCHEON PEAS No. 303 tin 22¢

WHITE SWAN GOLDEN CREAM CORN No. 303 tin 19¢

H & J Supermarket Latest Campbell Project

Construction of Artesia's shopping center, into which H&J Food Baskets will move its No. 1 store this week, is the latest in a series of progressive building accomplishments by Homer Campbell, Artesia contractor.



While Campbell has built many other buildings for various parties, this is the first commercial building he has constructed for himself. As owner of the shopping center, he will lease the first unit of the structure to the big new building in the 800 block on S. First will house two stores, in addition to H&J. Campbell has not yet announced occupants of the vacant spaces.

As Artesia grows, other units will be added to the existing center, Campbell plans. The contractor came to Artesia in July 1935 in hopes the climate would prove beneficial for his wife's health. As in any other case, it did, and Campbell and his family have remained.

Born in Elbridge, Tenn., Campbell remained in his former home through grade school, but attended out his education in high school at Steele, Mo.

He later attended Arkansas Teachers college at Jonesboro, majoring in education in preparation for a career as a teacher. After three weeks of teaching, Campbell changed his mind.

He went to work for the AAA as an extension computer at Carruthersville, Mo., and later operated the phy farms at Ridgely, Tenn.

After coming to Artesia in 1935, Campbell changed jobs for several years. In 1945 he organized the Campbell-Murphy Construction Co.

In 1948, he bought his partner's interest and formed Campbell Construction Co.

Among Campbell projects since organization of the company are the funeral home, J. C. Penney store, Sprouse-Reitz, Baptist church, Hagman city hall, Loco Hills elementary school, Nelson's Supermarket, a number of private residents' smaller projects.

In 1934, Campbell married Ma Murphy at Ridgely, Tenn. With his wife and son, now six years old, he resides at 408 S. Eleventh.

He is a member of the First Baptist church and active in Masonic societies. He is a member of the Artesia city council, where his ideas on city building projects have been invaluable.

NEW SHOPPING CENTER under construction by Campbell Construction Co. will house new H&J Food Basket No. 1, which moves into its new quarters this week-end. Occupants of other two stores in Artesia's first super-market have not yet been announced.

Can You Answer These Questions

Q.—What are puffed raisins?

A.—These are seeded Muscat raisins that are not sticky. They are prepared by a special process

that leaves the raisins loose in the carton.

Q.—What are processed dill pickles?

A.—These are made from pickles that have been cured from four to six months in salt brine, after which most of the salt is extracted and the desalted pickles

kept for about a week in a brine-acid-dill-spice solution. The processed dills do not have the fine flavor of the genuine dills, but they keep much better.

Q.—What are the ingredients of pancake flour?

A.—The chief ingredients is wheat flour. This is mixed with corn flour, rice flour, rye flour, powered skim milk, baking soda, sugar, salt, and monocalcium phosphate.

Q.—Do nut meats that are sold in vacuum-sealed cans retain their

original freshness?

A.—While in the course of time the condition of such nut meats is depreciated very slightly vacuum-packed nut meats, as a rule, are just as fresh at the time of opening the can as they were when put into the can.

Q.—What are the characteristics of high-quality olive oil?

A.—High-grade olive oil is rather light in body; its color is golden or straw-yellow, with a slight greenish hue; its flavor and aroma are distinctive and decidedly pleasing.

SAVE! SAVE! SAVE! ON WESSON OIL 69c

AMERICA'S FAVORITE SALAD OIL AND LIQUID SHORTENING

See offer on Wesson Quart Bottle

QUART

CONGRATULATIONS

to the
NEWEST and LARGEST

H. & J. FOOD BASKET

You can depend on Holsum to help you win and keep customer satisfaction! Best Wishes for your every success.



Be Holsum Buy Holsum
Look Holsum plus Sunshine Vitamin D

LOOSE LEAF DEVICES AT THE ADVOCATE

WE TAKE VERY MUCH PRIDE AND PLEASURE IN PRESENTING TO THE PEOPLE OF ARTESIA THE FIRST UNIT OF ARTESIA'S NEWEST PLACE TO SHOP **SOUTH FIRST SHOPPING CENTER**

900 BLOCK SOUTH FIRST STREET—ARTESIA, NEW MEXICO

The First Unit—A Spacious 7,500 Square Foot Modern Building
IS NOW THE NEW HOME OF

H & J FOOD BASKET

NO. 1

CAMPBELL CONSTRUCTION CO.

OWNER AND BUILDER
ARTESIA, NEW MEXICO

RY
S
ne 338
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39
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15
18
25
28
85
22
19

Read the Ads.

Cooked Meat Specialties at H&J Food Baskets Add Variety, Come Ready to Put on Table

When you're shopping at H&J Food Baskets, you'll find cooked meat specialties to add a delightful change to your menus.

They include luncheon meat, head cheese, souise, minced ham, minced roll, jellied tongue, veal loaf, liver loaf, meat loaf, olive and nut loaf, tongue loaf, deviled ham, jellied corned beef, and various other products.

Luncheon Specialty is made from fairly large pieces of cured pork, pressed together with a small amount of beef. It is seasoned and ready to serve.

Head Cheese is made chiefly from meat from the head of the hog, cured and stuffed in casings of about four inches in diameter (beef bungs or in stomachs).

Minced Luncheon Specialty is made from lean beef and pork trimmings, cured and finely ground. It is ready to serve as cold cuts or in sandwiches but may be broiled, fried or used in combination with other foods. Luncheon meats are generally sold by the piece but canned luncheon meats are also available. Souise is similar

to head cheese except that it has an added vinegar pickle which lends a sweet-sour taste.

Meat Loaves include many varieties and are made in accordance with widely varied formulas. They are basically, ground meat to which have been added other ingredients such as eggs, spices, power or flour. The materials are formed into loaves and baked.

Here are some of the more popular luncheon meats:

Pure Pork Luncheon Meat is made entirely of pork, mostly lean, large pieces. Pressed square and cooked. Available in cloth bags or cans. Spiced Luncheon Meat, a variation, is available in three- and six-pound cans.

Pure Pork Luncheon Roll—all pork, diced. Packed in cloth, sometimes paraffin bags, round-shaped.

New England Style Luncheon Meat—pork and small amount of beef coarsely ground. Packed in beef bungs.

Pressed Ham—or ham-ett. Square or round in shape. Made from ham trimmings only.

Spiced Ham—an all ham product cooked in the can; three and six

pound sizes.
Pressed Ham, Boneless, Chopped—made from ham trimmings, cooked in the can; six, eight and 10 pound sizes. Also available in cellophane casing.

Pressed Pork, Boneless Chopped—contains pork picnic trimmings and blade meat, cooked in the can; six, eight and 10 pound sizes.

Luncheon Roll—or Minced Loaf. Minced Luncheon Meat, same as Luncheon Roll described a few paragraphs back, except that meat is finer cut. Roll or loaf denotes form of meat. Sometimes pistachio nuts and pimientos are ingredients. The six pound loaf or roll is wholesale "package."

Combination Loaf—made like a brick of ice cream, coarse meat in outer layers, minced meat in center. Skinned back fat is used to separate the layers. May contain pistachio nuts and pimientos. Steam-cooked, smoked, pressed square. Packed in transparent covering.

Relish Loaf—ground beef and pork, flavored with relish. Packed in artificial casing. Cooked meat or baked.

Beef Loaf—100% beef, ground coarse, seasoned with spices and

barbecue sauce. Stuffed in transparent casing, pressed square. Water-cooked.

Variety Loaf—sausage products of different colors, made in layers like the combination loaf, or triangular in form, with cheese added.

Hostess Loaf—gets its name from size, generally four by four inches square and cellophane-wrapped. Made of lean pork. Transparent-wrapped.

Ham and Cheese or Kubama Loaf—made from ham trimmings with cubes of cheese running through the loaf, end to end. Transparent-wrapped.

Imitation Chicken Loaf—chicken flavor with veal trimming meats. Square with transparent wrapping.

Dinner Loaf—or plain "baked loaf," made from pork and beef, cured, ground fine, seasoned, thoroughly kneaded, over-cooked then baked.

Marcaroni and Cheese Loaf—the Dinner Loaf ingredients plus macaroni, American or cream cheese. Sometimes pimiento is added.

Sex Classing of Beef Includes Five Types

Sex classification of beef car-

cases includes the following: steer, stag, bull, cow and heifer.

Steer—a male castrated while still a calf. Steers are generally younger than either stags or bulls, have smaller necks and carry more cod fat. Bones are more red than those of stags and bulls.

Stag—a male castrated after breeding. Rarely shows marbling in the flesh. Carcass may resemble that of steer if castration took place at early age. Neck and shoulders are midway in size between the steer and bull.

Bull—a fully developed male used for breeding purposes. Has not been castrated. In carcass form, has practically no cod or kidney fat. Lacks marbling in meat which is coarse, dark colored.

Cow—a mature female which has borne calf. Bones of the cow are hard, white. Hips are prominent. Fat is hunchy, and may be oily and of yellow appearance. Ribs are flat and bowed.

Heifer—a young female which has never borne calf. Heifers are much younger than cows. Pelvic cavity is small, sitch bone curved with a round knob on the rump end. Bones are red.

A good way to determine the age of cattle is to inspect the chine bone (spine or backbone). If the chine bone is pinkish in color and porous in appearance, it is young; if it is whitish and hard, it is old.

Congratulations—

H. & J. FOOD BASKETS

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Floating Air Refrigerators—Toledo Scales

Paul Hammond, El Paso

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GLOVER PACKING CO.

Roswell, New Mexico

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...It's More Important Than Ever
to Use the Coffee that Gives You
10 to 15 More Cups per Pound
MARYLAND CLUB



SO H. & J. FOOD BASKET BRINGS YOU DURING THEIR GREAT FORMAL OPENING

A GREAT COFFEE

MARYLAND CLUB

AND ITS ECONOMY TEST KIT

Get your Maryland Club Economy TEST KIT

HERE'S HOW TO FIND OUT WHICH BRAND OF COFFEE IS THE MOST ECONOMICAL FOR YOU TO USE . . .

No two people have exactly the same idea about the strength, or richness, of coffee. What may be a "strong" cup of coffee to one person may be a "weak" cup to another. But everyone can tell the comparative richness of brands of coffee simply by testing them to determine the degree of strength which each brand gives when prepared with an identical amount of ground coffee.

MAKE THIS EASY TEST

- Step 1: Prepare a pot of coffee using Maryland Club and the Special Coffee Measure enclosed in this kit. For each cup, fill the measure only to the top of the yellow bowl but use the same amount of water you ordinarily use.
- Step 2: Prepare a pot of any other brand of coffee. Use the same amount of coffee (up to the top of the yellow bowl only) and the same amount of water you used in testing Maryland Club.
- Step 3: Compare the two cups of coffee, side by side. Note the richer color and aroma of Maryland Club . . . taste its richer, more full-bodied flavor. Now you know, as a result of your own tests, why Maryland Club is more economical to use . . . why you can use less of it than of ordinary brands to make a truly delicious cup of coffee.

One lb. MARYLAND CLUB
with Economy Test Kit

79c

Use Maryland Club with the special measure and get up to 15 more cups per pound . . .

A saving of 26c to 37c per pound

• S&H GREEN STAMPS • S&H GREEN STAMPS • S&H GREEN STAMPS •



EVERY TIME YOU SPEND A DIME
ASK FOR

S & H GREEN STAMPS

The Beautiful S & H Green Stamp
Travelling
REDEMPTION STORE

Will Be on Display During the Opening of the
NEW H & J FOOD BASKET No.1
900 BLOCK SOUTH FIRST STREET--ARTESIA

This Travelling Redemption Store Is Brought to Artesia
By the Following Merchants Who Give S&H Green Stamps in Artesia

NO. 1 -- H. & J. FOOD BASKETS -- NO. 2

First and Centre
VOGUE CLEANERS
303 South First

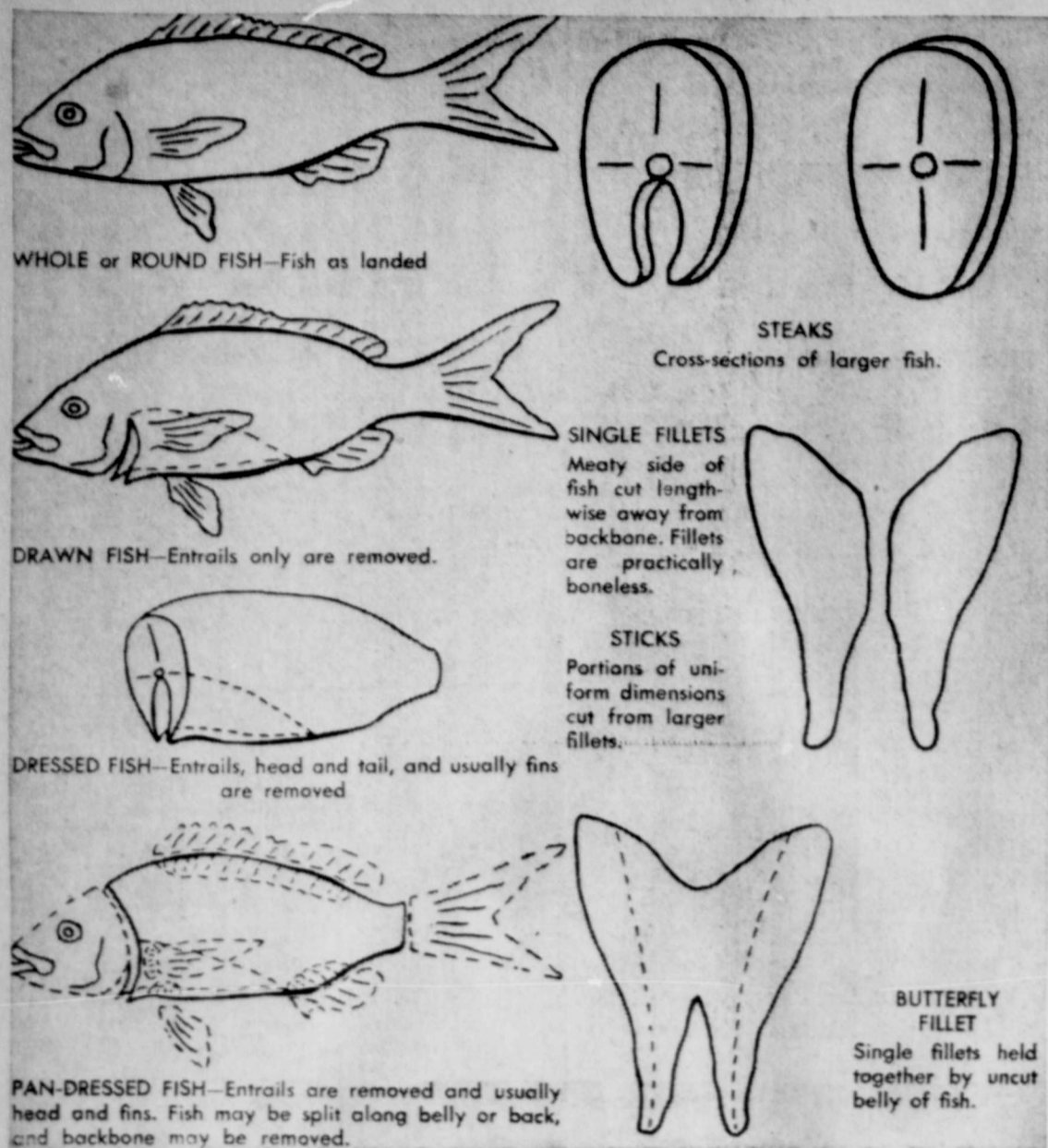
Thirteenth and Main
PIOR RUBBER COMPANY
421 West Main

BILLY ALBERT'S NURSERY
704 West Main

SPERRY SINCLAIR SALES
301 East Main



How Fish Is Cut From Whole to Butterfly Fillet



for the first time brought progressive store operating practices and photographs before a large number of grocers on a national scale.

1927—Advent of the supermarket, the result of the culmination of the influences of the motor shopper, food packaging, refrigeration, self-service operation, cash-and-carry merchandising, and other forces.

1930—The practicability of production and merchandising of frozen foods in grocery stores established.

1940—Mechanization of grocery wholesaling and establishment of modern one-story wholesale warehouse and reduction in handling costs.

1941—Establishment of the first self-service, pre-packaged fresh meat department.

Food Provides Body Vitamins, Minerals, Fuel

Food supplies the body with three essential things—the fuel which is used to produce energy; the structural materials (minerals) which the body uses to grow and keep up tissues; and the substances which keep bodily conditions normal (vitamins).

About 40 different chemical substances, known as nutrients, provide these three kinds of necessary materials in food. The human body is constantly expending energy of one sort or another, both through external muscular work and the internal operation of the various organs.

To produce this energy, the body burns (oxidizes) certain foodstuffs, and the fuel value of each of these is measured in units known as calories. An average-sized man spends about 100 calories of energy an hour while just sitting still; a moderately active man needs 3,000 calories a day.

Most of the parts of foods which are known as carbohydrates, fats and proteins.

Carbohydrates—These are the foodstuffs which most readily give up their energy to the body. They

include the various starches, such as flour, bread and potatoes; and sugars, such as cane sugar, beet sugar, milk sugar, syrups and molasses.

Fats—These have very high energy value, and also have the property of staying in the stomach longer than other foods do in addition to common fats, such as lard, bacon and oils, butter and margarine are very important, since they are also sources of Vitamin A.

Proteins—These are important as a source of the twenty-odd amino acids, which are essential to the building and maintaining of the body's tissue. The best protein sources are animal foods such as meat, fowl, fish, milk, cheese and eggs; and wheat products such as bread.

Zanzibar, former ivory and slave trade center, and nearby Pemba produce 90 per cent of the world's supply of cloves.

Quiz on Food

Q.—What is the difference between a plum and a prune?
A.—Botanically, both the plum and the prune belong to the same species. For a long time the two fruits were used for the same purpose. In the process, the dried fruit being largely skin and pit, containing very little pulp. Prunes dry successfully because they contain more sugar than the plums. Thus, a prune is a variety of plum which can be dried unpitted without fermentation, and which, when dried, has a fleshy pulp that is quite sweet.

Q.—What kind of fig is the Adriatic fig?
A.—This is medium-sized, pear-shaped white fig, with heavy but soft and pliable skin of uneven tone, penciled with many shallow grooves. The flesh is of a brown color; the seeds are small, hollow, and very numerous. The Adriatic fig holds its shape best in cooking.

Most abundant of all figs.

Q.—What are the characteristics of Pink salmon?
A.—Flesh somewhat soft, with light pink or brownish color. Fine flavor, but practically no oil.

Q.—How does the flesh of a hen compare with that of a cock of approximately the same age?
A.—The flesh of the cock is tougher and more stringy and becomes increasingly so as the cock grows older.

Q.—What is the difference between hard-shell and soft-shell crabs?
A.—A soft-shell crab is a hard-shell crab that has shed its shell. Crabs shed their shells during the molting period (April to the middle of October). During the molting season the meat of the blue crab of the Atlantic coast is at its best, while that of the Pacific coast crab is quite unpalatable.

An automobile spark plug fires about 15 million times in 10,000 miles of driving.

Salt Mackerel Is Freshened In Fresh Water

Q.—How should salt mackerel be freshened?
A.—The fish should be placed in a fairly large amount of water, meat side down, and if convenient raised an inch or so from the bottom of the vessel, so that the water may drop away from the fish as fast as extracted. The water should be changed several times. Twelve to forty-eight hours may be allowed, according to individual taste.

Coney Island is a corruption of the Dutch word for rabbit—Konij. Australia has been called the "shadless land."

Palestine's Dead Sea, which lies 1,286 feet below sea level, is rimmed by the world's lowest land surface.

READ THE CLASSIFIED ADS

Development of Food Business Into Modern Supermarkets of Today Is 250-Year Process

Behind the development of such modern new food stores as Artesia's H&J Food Baskets is a 250-year of development in ways of getting food from the source of supply—the farm, the ranch, the fishery.

In a recent issue the Progressive Grocer magazine outlines this short history of development in the field.

1700-1800—The era of the general store, the importer, and food bartering.

1800—By now the wholesale grocer had reached a position of importance and became the dominant factor in the food trade by 1865.

1810—Commercial canning began in Europe, was stimulated by need for supplying Napoleon's army with food.

1820—Commercial canning first brought to America by William Underwood. Expansion of canned products made tremendous impact on food distributors, processors, farmers, and consumption habits.

1839—Food brokers became established and widened commodity distribution.

1850-1880—Expansion of railroads extended the areas of food production and distribution. Also reduced the cost of foods and broadened the varieties available.

1858—A few fancy goods like prepared condiments and sauces introduced. By 1870 many luxury and proprietary goods appeared on retailers' shelves.

1870—Invention of modern refrigeration. This was of tremendous importance, changed pattern of distribution. Made for wider distribution of perishable foods, improved consumers' health from fresh varieties, and opened new markets for farmers and processors. Many aspects of modern food production, distribution, and retailing stem from invention of refrigeration.

1875—Modern meat packing began and became a strong force 1880-1900. Reduced price of meat and stimulated cattle raising. Production-line meat packing stimulated large scale processing in other food lines. Availability of commercially dressed and processed meats later led to establishment of one-stop markets and decline of butcher shop.

1887—Organization of the first retail-owned wholesale group.

1893—Introduction of the first gasoline driven motor vehicle. By 1920 the popular ownership of motor cars began to alter consumer food trading habits and retail store location and construction. Even today the motor car is one of the greatest influences in altering the food store pattern. Without the motor car there would be no modern food store or shopping center.

1899—First packaged trademarked food—"Uneda"—successfully launched. Trademarked package is the basis of modern advertising and merchandising, without which there would be no self-service. Manufacturer comes to front. Beginning of the end of bulk goods.

1908—By now the practicability of the cash-and-carry food store proven, foreshadowing a new type of store.

1912—First self-service grocery store. Self-service extended by Clarence Saunders (Piggly Wiggly) beginning in 1916.

1918—Chain stores became important factor in food retailing being in existence for

many decades.

1920—The first wholesale-sponsored voluntary groups established. Movement took on great momentum in the mid-1920's, brought to independent grocers the benefits of group buying, merchandising, advertising.

1922—Establishment of THE PROGRESSIVE GROCER which

50 Years...

This Bank and Artesia have kept the Faith!

With Cotton and Alfalfa, Oil and Refineries, Cattle and Sheep . . .

Now Potash Mining and New Businesses establishing—the future of Artesia is secured.

FIRST NATIONAL BANK

Artesia, New Mexico

BUY YOUR FOOD BY BRAND NAME AND BE SURE!

HARRY VON ZELL'S RADIO SPECIAL!

BREAST-O-CHICKEN TUNA 43¢

ADD 6 PARTS ICE WATER AND SERVE!
NO SUGAR NEEDED

ALASKA COOL DRINK 35¢

Makes 20 THIRST-QUENCHING Glasses

Cinch CAKE MIX	Breast o' Chicken TUNA Chunk style	Cinch CORN BREAD MIX	
per pkg. 40¢ ADD ONLY WATER	37¢	ADD ONLY WATER	30¢
	Butter Cream Chocolate COOKIES pkg. 29¢		
	Butterscotch Crunch COOKIES with Giant balloon pkg 32¢		

American Beauty EGG NOODLES 30¢

Homemade style. Delicious with pot roast, fish or your favorite casserole dish.

American Beauty SPAGHETTI 18¢

American Beauty MACARONI 18¢

You Can Place Your Confidence in These Brands!

Buy Them at
H. & J. FOOD BASKETS

MAKE MINE MEAD'S!

MEAD'S FINE BREAD

BEST WISHES J. T. AND BERT

MEAD'S FINE BREAD

IT'S NUTRITION IN A YELLOW WRAPPER

VITAMINS

VITAMINS	BEST SOURCES
VITAMIN A —a fat soluble substance necessary for growth and development, especially of the body's soft tissues. It is important for good vision.	Green, leafy, yellow vegetables, dairy products, eggs, liver, fish liver oils.
THIAMINE (Vitamin B₁) —this is very necessary in making sure that fuel foodstuffs, especially carbohydrates, are properly used in the body tissues.	Pork is by far the best source. Also whole wheat bread, enriched wheat products, dried peas.
RIBOFLAVIN (Vitamin B₂ or G) —is important in the oxidation process and in maintaining tissue stamina.	Milk is the most important source, followed by liver, greens and meat.
NIACIN (Nicotinic acid) —a member of the B complex. Deficiency results in tissue changes involving the nervous system and digestive tract.	Liver, other meats, bran, dairy products.
ASCORBIC ACID (Vitamin C) —needed to help preserve the normal healthy structure of the gums and soft tissues and for development of bones; prevents scurvy.	Citrus fruits, tomatoes, other fruits and vegetables, especially if eaten raw.
VITAMIN D —this includes a number of organic substances which prevent rickets. Chief source: ultra violet rays of the sun.	Only fish liver oils contain it in quantity; small amounts in eggs, milk.

MINERALS

MINERALS	BEST SOURCES
CALCIUM —the most important inorganic element in the body, by weight. It is essential for good bones and teeth.	Milk, cheese, green vegetables.
IODINE —enters the body in the form of iodides, which aid in prevention of goiter.	Drinking water, iodized table salt, seafoods.
IRON —although only a small amount is present in the body, it is essential to the red coloring matter of blood, hemoglobin.	Liver, oysters, dried beans and peas, leafy greens, meat, enriched flour.
PHOSPHORUS —needed in bone-building, especially during infancy.	Greens, eggs, meats.

only of selected fresh pork. It is sold in links, packaged patties or in bulk. Cocktail style pork sausages now are offered in many localities and are virtually identical with the regular linked product, except that they are of miniature size.

Fresh Country Style Pork Sausage is made only of selected fresh pork. The materials are ground somewhat more coarsely than other fresh pork sausage and are packed in casings about 1 1/2 inches in diameter. It generally is in un-

linked casings, but may be separated into links of from eight to ten inches in length. It may also be sold in bulk.

Pure Pork Link Sausage number about 16 to the pound. Packed 1/2 pound, cellophane, 16 packages to the shipping container; one-pound carton; five and ten-pound bulk in boxes. Container may be used for case display; 1/2-pound unit is adaptable to self service.

Bulk Pure Pork Sausage similar to Link Sausage but available in

pails of five, ten and 25 pounds; one-pound cellophane or transparent wrapped blocks which are shipped in units up to 50 pounds.

Pork Sausage Patties are shaped and packed in one-pound cartons.

Pork Sausage Bricks come in one-pound or 1/2-pound packages, parchment wrapped, with or without carton.

Bratwurst is German for pork sausage. However, a type of bratwurst marketed in some sections is comprised of pork and veal. It is

seasoned without sage and is slightly flavored with lemon rind or lemon juice. Packed in casings about 1 1/2 inches in diameter with the links about four inches long.

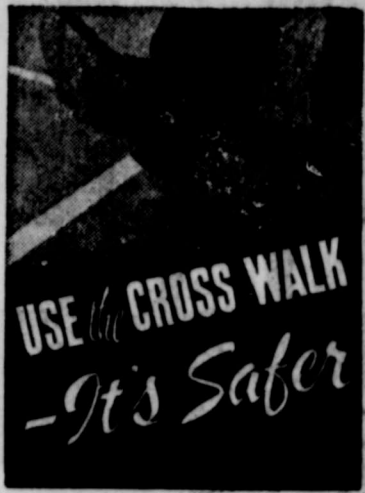
Fresh Sausage or Sausage Meat generally is pork sausage, but, depending on quality, may contain a percentage of beef and tripe.

Fresh Thuringer Style Sausage is made principally of ground pork, but its formula may include some veal and beef as well as pork. It is seasoned similarly to pork sausage,

except that it does not contain sage. The links generally are about 1 1/2 inches in diameter and six to eight inches long.

Chances are the weatherman is right three days out of four when he predicts "fair and warmer" during the three summer months in the U. S.

The largest sponges in the world are found off the coasts of Florida and the Bahamas.



BIG SNOWDRIFT SPECIAL

Coupon worth 15¢ now in special 3-lb. cans

Nothing to mail... We redeem Coupon

3-lb. can **79c**

H & J FOOD BASKET



GIGANTIC SALE OF DAIRY PRODUCTS AND FROZEN FOODS

H & J Fresh Sausage Guide Outlines Variety of Uncured Delicacy Available

When you shop for fresh sausage, H & J Food Baskets, use this guide to the type you want: Fresh sausage is made from selected fresh meat, principally pork but sometimes, also beef, that has not previously been cured. Fresh sausage must always be kept under refrigeration and must be fried, broiled, or cooked thoroughly before serving. Under U. S. ruling, pork sausage is pure pork. All other is Breakfast Sausage. Pure pork sausage when first made has a bright pink appearance which gradually turns to gray after the sausage has been exposed to the air.

Some of the varieties of fresh sausage are as follows:

Fresh Pork Sausage is made

Stokeley's HONOR BRAND

H & J Food Basket Specials

- | | |
|---|--|
| <p>CHOPPED BROCCOLI
PEAS
PEAS AND CARROTS
SPINACH</p> <p>5 for \$1</p> | <p>BROCCOLI SPEARS
CUT CORN
FRENCH FRIES
CUT GREEN BEANS
FRENCH CUT BEANS</p> <p>CUT OKRA
SUCCOTASH
MIXED VEGETABLES
BLACKEYE PEAS</p> <p>4 for \$1</p> |
|---|--|



Minute Maid ORANGE JUICE

5 for \$1

ALSO LEMONADE AT SAME PRICE

Fresher — Richer

Price's CREAMED COTTAGE CHEESE

12 oz. **25¢**

Price's MILK

1/2 Gallon 51¢

HERE'S FRIED CHICKEN!

the likes of which you never tasted!...

Wait 'til your family sinks their teeth in one of these flavor-fed Purina fryers. Man, what a difference from ordinary chicken! Every flavorsome bird has been raised in confinement... and nursed to tender perfection by the latest, most scientific methods. You'll never again be satisfied with anything less than a Purina FLAVOR-FED Fryer!



Ask for These **FRYERS** at Your Favorite **FOOD STORE**

TRY 'EM—THEY'RE GOOD!

SIMPLE SIMON

FROZEN FRUIT PIES

at H & J

Cheaper 'n Better 'n You Can Make!

69¢ Each

Mrs. CHESSHER'S CHICKEN

BORN TENDER - PAMPERED PLUMP - FROZEN FRESH

FRYERS 1 lb. 8 oz. Size

98¢ per Fryer

Price's ICE CREAM FAMILY PAK

Enjoy ALL You Want at This Low Price

Buy Several Cartons for Your Freezer

1/2 Gallon Only 79¢

Baca's Enchiladas

Three Enchiladas Per Pkg. **39¢**

New! Price's Sour Cream

12 oz. Pkg. Wonderful for salads **32¢**

"THE CISCO KID"

on TV

Mondays at 7:00

Channel 8

Price's SHERBET

Five Delicious Flavors

Quarts **39¢**

Libby's
CATCHUP

6 for **\$1**
14 oz.

Libby's CANNED FOODS CARNIVAL



Libby's Crushed
PINEAPPLE 4 for **\$1**
No. 2 Can

Libby's
SPINACH 7 for **\$1**
No. 303 Can

Libby's
PEARS 5 for **\$1**
No. 303 Can

Libby's—Ripe
OLIVES 4 for **\$1**
No. 1 Tall Can

Libby's Pineapple
JUICE 3 for **\$1**

Hillsdale Sliced
PINEAPPLE 4 for **\$1**
No. 2 Can

Happyvale, All Green
ASPARAGUS 5 for **\$1**
No. 300 Can

Libby's
CUT BEETS \$1
7 for
No. 303 Can

Libby's **PEAS** 5 for **\$1.00**
303 can

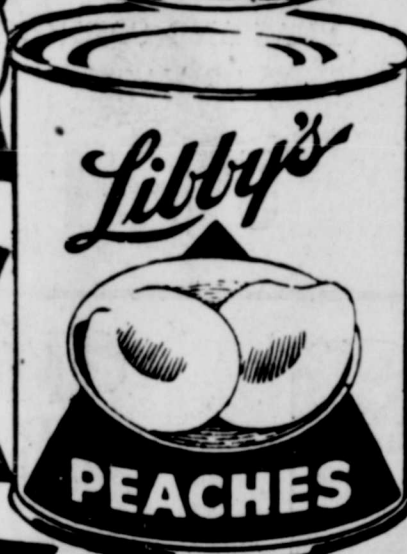
Libby's **CORNED BEEF HASH** 3 for **\$1.00**
16 oz.

Libby's **PEACHES** Sliced or Olives 5 for **\$1.00**
303 can

Libby's **TOMATO JUICE** 4 for **\$1.00**
46 oz.

Libby's **FRUIT COCKTAIL** 5 for **\$1.00**
303 can

Libby's **CORN** 5 for **\$1.00**
303 can



Libby's
Stuffed
OLIVES \$1
3 oz. 3 for

Libby's
Stewed
TOMATOES \$1
No. 303 Can 4 for



LIBBY'S DEEP BROWN
PORK 14 oz. Can 8 for **\$1**
AND
BEANS No. 2 1/2 Can 4 for

DILL PICKLES Libby's 22 oz. Can 3 for **\$1**

SWEET PICKLES Libby's 22 oz. Can 2 for **\$1**

Libby's
Vienna
SAUSAGE
5 for 4 oz. \$1



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