

THE ARTESIA ADVOCATE

ARTESIA, NEW MEXICO, FRIDAY, AUGUST 28, 1953

NUMBER 69

Advocate Marks Fiftieth Year of Publication

Morrow the Artesia Advocate will be 50 years old, the oldest business firm, its oldest institution.

Individual counts each passing birthday—especially the 50th is reached—with reluctance. But an institution marks its birthdays, especially when they are so adjacent years as the one we mark in this issue.

Appearance, in mechanics, in technique, today's Advocate differs vastly from that founded by Gayle Talbot Aug. 29, 1903, when Artesia had only just changed its name from Miller and today's city was a dusty, promising town.

While the forms have changed, the substance has remained constant. We believe today, as Gayle Talbot did 50 years ago, that a newspaper lives in the degree to which it is devoted to its community's welfare. Its measure of success is the service it may render the people.

The philosophy—call it policy, if you will—is the Advocate's in the day-to-day business of publishing a newspaper. While its business must always be to publish the news, it is, rather than what its staff of the moment would like to be, it seeks to never lose a chance to boost a worthy cause which enhances the community as a good place to live.

When we find good in the community, we seek to point it out, and when a situation warrants criticism, it is the newspaper's duty, in its philosophy of service, to criticize constructively so that the community may benefit.

As Artesia has grown, the duties of its newspaper have multiplied, as has the capital involved. News coverage is more varied and complicated. Advertising must be sold to meet the tremendous high costs of newspaper publishing today. Machinery must be installed which will produce acceptable copy at the speed demanded by production of even a press-on-daily newspaper.

Back in 1912 the Advocate's capital stock was reported at \$300, a sum which today would just cover three weeks' worth of the newspaper type set by hand; today it is \$100,000. The machines which cost in the neighborhood of \$10,000 in 1912 are now a \$20,000 masterpiece with timing as intricate as a fine watch. This edition of the Advocate contains more local pictures in one issue than were run in any year in the period before World War II.

With passage of the years and increasing specialization in newspaper publishing field, salaries and wages have risen.

It is thus a tribute to those who have preceded the press staff that sound business management, conservative and in step with community development, have met the changing times and guided the newspaper's business affairs to such success that we might share their pride in celebrating its 50th birthday. While the newspaper is in a sense a quasi-public institution, existing to serve the public, depending for its life on meeting the public's needs, it is also a private business which must be successfully operated if it is to fulfill in the largest sense its chosen role.

Those trusted with the Advocate's management today are convinced of the soundness of policies which for 50 years have guided the newspaper. Editorially it must seek to serve the community, to advance its interests in long-range terms. Businesswise, its coverage must be as complete as fiscal-budgets permit. In its business department its progress must be in step with community. Sound management must guard against unbridled expansion which would weaken the financial strength that makes service possible.

In this spirit the newspaper's present management has expanded its editorial and advertising departments since 1945. It has tripled the number of production employees, has invested in machinery as a new \$20,000 press, a Linotype machine, one of the latest automatic job printing presses, a modern paper cutter, and the latest electronic marvel to the newspaper—a machine which engraves pictures on metal plates to permit local production and vastly increased use of illustrations.

The newspaper as a result of its policies last year received the New Mexico Press association's first place award for community service, and a second place prize for typography. Every issue, every year, following the policy of service, the newspaper gives away more of its merchandise—the space, which, with small revenue from circulation, is the only thing it has to sell—than any other type of business.

At its 50th anniversary the Artesia Advocate recalls the past with pride and pleasure, shared with those dedicated to the newspaper who were the owners and employees that built success. It anticipates the future with the confidence, the resolve, the determination that were in Gayle Talbot's heart and mind when he published the first issue, number one, of the Artesia Advocate.

Special Features Celebrate Advocate's Golden Birthday

Beginning with page one of the second section, four pages of text and more than 20 photographs today tell the 50-year story of the Artesia Advocate.

While original plans made early this year called for a more spectacular observation of the newspaper's 50th birthday, the newspaper found the community will observe the birthday within the next two years.

It was therefore felt that to use in this issue a great deal of supplemental historical material which has been gathered together and contributed by residents would be to use in a piecemeal and out of context subject matter more appropriate to a larger, community-wide celebration.

Council Group To Study Water Plan Finances

A committee to investigate methods of financing a proposed city reservoir and distribution system costing between \$220,000 and \$300,000 was appointed Wednesday night by acting Mayor W. H. Yeager.

Named to the committee were Councilmen George Ferriman, chairman; Marshall Rowley, and Homer Campbell, and City Clerk Tom Ragsdale.

"In appointing the committee," Yeager said, "We could have this financing around all night at this time without getting anywhere. We need a full survey of the facts so the council may act in the best interests of the city."

Might Tie-Up— Possibility that buyers of revenue bonds which would finance the construction would tie up water department revenue until the bonds are retired has thrown a question mark over the big project. In other business in its regular meeting Wednesday night the city council:

—Granted tentative approval to John Daugherty to again operate the municipal swimming pool in 1954, and commended Daugherty for maintaining an exceptionally clean pool.

—Gave tentative approval to a paving petition on Moseley from N. First to Roselawn and requested J. D. Josey, Sr., representing Sam Sanders, to present a round-up of all pending paving projects to be ordered in a single paving district. —Authorized the Fatima club to hold a parade at 1 p. m. Sept. 12 from Sixth to Roselawn marking the Sixteenth of September celebration, a Mexican national holiday.

Park Repairs— —Granted permission to the park committee to fill in mudholes under swings at Central park, and heard park chairman Ferriman report swings broken vandals have been welded together again.

—Heard Ferriman report the park committee and Lions club had met with Mel Baish, who gave Baish park in front of Veterans Memorial building to the city, and agreed on a landscaping project planned by Lions. —Agreed to recommend to filling station operators that tourists be directed to Municipal Park near the ball field for eating and near (Continued on Page Six)

Former Carlsbad Officer Hired For Artesia

Victor Fry, former Carlsbad police day radio operator, was given formal approval as an Artesia officer Wednesday night by the city council. He has been assigned to the night radio desk at Artesia. His appointment was effective Monday night.

Artesia Weather

Day	High	Low
Monday	94	60
Tuesday	95	60
Wednesday	94	60

Iranian Educator Studies Artesia Plan For Audio-Visual Uses in Classrooms



ARTESIA SCHOOL audio visual techniques were studied this week by Ali Safiari, center, an Iranian in U. S. on study mission. Left is Homer Heathman, formerly with Artesia schools. Right is Travis Stovall, senior high school principal. —Advocate Photo

Parents Lay Big Parcel of Suggestions Before Educators in Critical Session



PANEL MEMBERS of group which suggested wide range of ideas to Artesia educators Thursday are, left to right, Bill Keys, Mrs. Hugh Parry, Mrs. S. P. Yates, Paul Scott, moderator, Dr. Ralph Earhart, Mrs. Ralph Petty, and Neil Watson. —Advocate Photo

Parents suggestions for school improvements ranging from a better program of public information to a shift away from vocational training toward cultural preparation were given educators Thursday by a seven-man panel. Specific recommendations of the panel included greater publicity on the school's standing compared to others in the state; an athletic program for the elementary schools; greater self-government for Junior and Senior high school students; compulsory public speaking or dramatics courses; return to a cultural, rather than vocational, orientation of these schools; and a stress in teaching the American way.

Members of the panel were Bill Keys, Mrs. Hugh Parry, Mrs. S. P. Yates, Mrs. Ralph Petty, Bill Keys, Dr. Ralph Earhart, Neil Watson, and Paul Scott, moderator.

Scott in his introduction of the panel's subject, "What We Want You to Teach Our Children," told a gathering of 100 teachers and 25 parents that there are basic things to be taught in the schools on which all elements of the community may agree.

These include the basic concepts of truth, honor, sportsmanship, initiative, aspiration, and Christian love—"a big order," Scott said, "which calls for the cooperation of all of us."

Keys told educators and parents assembled for the panel session that lack of constructive school publicity as to achievement of its students compared to those of other schools as given rise to undue criticism, "especially downtown."

Keys recommended the schools release overall results of achievement tests given Artesia students, with a comparison to other schools in New Mexico, perhaps the nation. "We know easily how our athletes compare, how well Future Farmers and bands do," Keys declared, "for they are competitively graded. I believe the public is entitled to the same information about scholastic achievements."

Elementary PE— Mrs. Petty advanced a program

of elementary physical education to be carried out under guidance of a trained physical education director. Elementary school principals and teachers now charged with physical education are too burdened to plan a full program, she said.

She recommended a well-planned program which could begin in a child's formative years to teach the basic lessons of sportsman-

ship, self-control, confidence, and conformation to socially acceptable patterns of conduct. Dr. Earhart, while noting a start in the Artesia schools toward government, advocated giving students responsibilities aiding in their development toward adulthood, "the thing which we most want our children to be taught."

Pointing out that a freshman girl (Continued on Page Six)

Schools to Have Full First Day Next Monday

Artesia Public Schools will begin the 1953-54 school year Monday with a full day of classroom activities, school officials said Thursday.

While an estimated 4,100 pupils will crowd to school units at Hope, Cottonwood, Loco Hills, and Atoka, as well as Artesia, school officials were still unable to give definite estimates of probable enrollments.

An increase of 7 to 10 per cent is forecast, but changing economic conditions in the community may add slightly to the figure.

About 150 Increase— In Artesia the increase over last year's 2,804 average daily attendance in September is expected to be about 150.

With opening of school, officials released a list of faculty changes in effect for the Artesia area schools, which this fall enter their first year under reorganization.

The faculty changes for all units of the sprawling school system are as follows:

Loco Hills— Mrs. Arthur Bartley, first and second grades; Arthur Bartley, third and fourth grades. **Hermosa—** C. A. Stalcup, principal at Central school last year, will be principal at Hermosa, Carver, and Loco Hills; Charles Bruce, who taught at Loco Hills last year, will be fifth grade teacher at Hermosa; Nina McCarter, who has taught second grade several years at Central, will teach first grade at Hermosa; Pat Euliss will be secretary to the Hermosa school principal.

Central— V. F. Hickman, who has been superintendent for three years at Grody and principal for several years in Texas, will be principal at Central; Helen Garde, a graduate from Highlands university, will teach second grade; Peggy McLaughlin, a graduate from Highlands university, will teach second grade; Mrs. Mildred McClintock will teach music; W. A. Brown, who taught at Junior high last year, will teach sixth at Central.

Park— Doris Lowell, a graduate of Highlands university, third grade; Roscoe Alford, sixth grade at Central last year, sixth grade at Park; Peggy Rogers, music teacher last year, will teach third grade; Mrs. Herbert Beasley from Indiana, music; Mrs. Rosetta Stalcup, first, Roselawn— Phyllis Farmer, taught in Mangum, Okla., will teach pre-first; Francis McCarty, a graduate from Eastern New Mexico university, fourth; Jewel Clarke, elementary teacher from Espanola, will teach fourth; Betty Jane Teague, a graduate from Eastern New Mexico university and a native of Hope, fourth; Robert Murray, a graduate from New Mexico Western, art; (Continued on Page Six)

Quarterback Club To Sell Grid Tickets Friday

Artesia Quarterback club will sell reserved season tickets to its members only in first meeting of the organization set for Friday night, Chuck Brown, president, has announced.

The meeting is scheduled for 7:30 Friday night in the high school cafeteria. Membership cards will be available at Friday night's meeting. The club has purchased its block of seats in the Quarterback section, and will return unsold tickets to the school.

The special sale is being held in advance of sale to the general public Saturday.

A pre-general sale is also being held for parents of football boys, continuing today from 9 to 5 at the high school principal's office.

General sale of football season tickets is scheduled to open Saturday at 9 a. m. in Senior high boys' gym. Tickets are limited in the first period of the general sale to two tickets per person, and in the sale to football parents to two tickets per person.

Price for all reserved tickets is \$8, covering six home games.

After the first general ticket sale, limitations will be removed so that the individual buyer may purchase as many tickets as desired. The limitation is being imposed on the first general sale to permit everyone wishing reserved seat tickets an opportunity to buy.

First Bulldog home game is two weeks from today at Morris Field with New Mexico Military Institute as the opposition. For more about the Bulldogs, turn to today's sport page.

Battle Of Ages Predicted As Rotarians Vigorously Accept Lion Challenge

The battle of the ages is definitely on in Artesia with announcement Thursday that Artesia Rotarians have arisen to accept a blunt challenge placed early this week by the Lions club.

The occasion is a softball game to be played next Friday at 7:30 at Driller Park. Proceeds from the game go to benefit Junior and Senior high school band funds.

Rotary's formal acceptance of the challenge issued Tuesday by Lions is as follows: "We omit 'fellow citizens' because the only detractor from the joy of living in this sun-kissed riparian area is that we must share it with your bombastic, reprehensible assemblage of civic iconoclasts.

"Heretofore, Rotary has ignored your egregious brabble and acarpous endeavor based on a series of chimerical bagatelles. They have been typical products of fenestrated craniums inconspicuously collected under an ambivalent philosophy of self-apotheosis on the one hand and philanthropy on the other, resulting in ephemeral and circumferaneous effort. "But there emerges at last from your persillage—born in weekly sessions devoted to tomato-throwing, dissonance and crapulous indulgence—a feature impelling us to accept the challenge. First, the promotion is unique in that it will not result in the usual increment to your treasury, instead being aimed at benefiting our school bands. More important, implicit in your specious proposition is your athletic superiority based on your alleged senility. You agree to use only your 'mediocre performers'.

"We submit that your best is less than mediocre, your average totally indescribable. We predict that when the electric Rotary membership shall have absterged the Lion nuisance on the field of honor, no more will it be necessary for us to sever your cervical protrusion. "Our only reservations are that, because of the hebetate juveniles comprising your membership, we be exempt from the charge of in-laudicide after the massacre; and that the Lions shall bear their own first aid, crutch, liniment, bandage, medical and hospital expenses.

Farmers Union Incorporates In New Mexico

Incorporation of National Farmers Union Service Corp. as a New Mexico corporation is being completed with publication of legal notices.

The corporation holds extensive potash interests in Eddy and Lea counties.

Authorized capital stock is \$46,000. Incorporators include James G. Patton of Denver, president of National Farmers Union Office for the corporation is given as 212 Booker building, Artesia.

Jewelry Store Found Open, Nothing Gone

A jewelry store which had stood open for several hours Wednesday night Thursday was found to have nothing missing, according to police reports.

Montgomery Jewelry was found unlocked by police officers at 12:30 a. m. Wednesday. A check later revealed no stock missing.

Fall Fashions To Be Featured Next Dollar Day

Next Thursday, Sept. 3, will be Dollar Day again in Artesia, with the emphasis for the next event being placed on fall fashions, Chamber of Commerce Mgr. Paul W. Scott has announced.

Artesia retailers are fully cooperating in the event by stocking a wide selection of fall fashions following this year's trends, Scott pointed out.

Again the event is being advertised throughout the Artesia retail trade area through 2000 extra copies of the Artesia Advocate, donated and distributed by the newspaper, and thousands of Chamber of Commerce flyers.

The extra-large issue of the Advocate with hundreds of fall fashion values will be distributed next Tuesday.

"We have noticed, as every Dollar Day comes around," Scott said, "that more and more people are becoming aware of how serious Artesia retailers are about building the city into the Pecos Valley's retail shopping center.

Swimming Pool Hours Changed

Municipal swimming pool will be open at 2 p. m. Saturday and Sunday this week, Mgr. John Daugherty has announced.

With the start of school next week, the pool will be open from 4 to 6 p. m. daily, until Sept. 23, he added. Sunday hours will be 2 to 6 p. m. through Sept. 20.

Fires Come in Threes Again Wednesday

That old saw about fire alarms coming in threes held true again Wednesday.

At 3:30 a. m. Wednesday firemen were notified too late to prevent complete loss of a late model Lincoln near the compress. At 8:20 a. m. firemen answered a call at 210 S. First, where a fire had been reported in a car, but did no damage. At 9:25 a. m. fire in an over-stuffed chair at 904 N. Roselawn was already extinguished when firemen arrived.

Artesia Drillers return to Driller park against the league-leading San Angelo Colts tonight. Game time is 7:30. The Colts will be in Artesia for two games tonight and Saturday. Drillers will then go to Roswell for a two game stand, Sept. 1 and 2. Artesia will be host to Midland.

Society

O'Dell-Reed Rehearsal Fete Held Thursday

A rehearsal dinner for Miss Shirley O'Dell and Bubba Reed was held Thursday evening at the home of Mr. and Mrs. Edward E. Kinney.

The wedding is to be this evening.

The bride-to-be's table was adorned with pink daisies and silver candelabras with silver tapers and satin ribbon. The other tables held a centerpiece of pink daisies with crystal candelabras with silver tapers.

Following the dinner, Donald and Kathleen O'Dell distributed gifts to members of the wedding party.

The guest list included the wedding party: Mr. and Mrs. James Garner, Miss Patricia Johnson, Miss Jean Coll, Jack Williams, Rev. and Mrs. Ralph O'Dell and Douglas, Donald and Kathleen and Stephen and David Kinney, all of Artesia.

Mr. and Mrs. Joe Sanders, Pleasanton, Texas, sister of the bridegroom-to-be; Mrs. P. D. Reed, Pleasanton, Texas, mother of the bridegroom-to-be; Donald Johnston, Dallas, Texas, Joe and Pat Kerr, Hereford, Texas and Miss Louise Zimmerman, Mrs. Muriel Zimmerman and Mrs. Thomas Cole, all of Roswell.

Assisting Mr. and Mrs. Kinney were Shirley McKinley, Jean Nickolds, Linda Sigenthaler and their daughter, Mabel Kinney.

Apples raised in New Mexico are valued at more than one and one-half million dollars annually.

JUMBO Floating HENRYBURGER

WEEKEND SPECIAL! Saturday and Sunday Tasty, Juicy

3 Delicious JUMBO Floating Henryburgers only **89¢**

Don't say Hamburger, say **HENRYBURGER BURGER BAR**

ON NORTH FIRST One Block South of Walker's Grocery

Mrs. Budd Scott Honored With Bridal Shower

Mrs. Budd Scott was honored with a bridal shower on Monday evening at the home of Mrs. Ben Wilson, Jr.

After the honoree opened her gifts refreshments of cake, mints, nuts, and coffee were served.

Those present were Mmes. Carol Ansley, Burrows, Jack Castleman, Vodan Chandler, Norman Cles Cook, Bill Cooper, Walter Jones, Bobb Kidd, Johnny Mansfield, Irene Bennett, Mrs. Ben Wilson, Sr., and Mrs. C. R. Scott and daughter, Charlene of Albuquerque, and Mrs. Chadwick and daughter, Barbara of Hagerman.

Billy Henderson Guest of Honor At Birthday Fete

Margaret Belle Henderson honored her brother, Billy, who was five years old Wednesday with a birthday party. This was also Margaret Belle's birthday. She was assisted by their mother, Mrs. V. S. Henderson.

Games were played by the children after which refreshments of birthday cake and ice cream were served. Favors were trucks for the boys and books for the girls and balloons.

Those present were Sammy Henderson, Phillip Mathis, Virginia Ann Mathis, Margie Jobs, Wessie Jones and David Clark.

Story League Schedules First Fall Meeting

Artesia Story League will hold its first fall meeting and tea for members and new members at 2:30 p. m. Tuesday, Sept. 1, at the home of Mrs. Carl Lewis with Mrs. David Button and Mrs. Shirley Hager as co-hostesses.

David Button will give a talk on radio and story league. Mrs. David Button will give some excerpts from the book, "No High Adobe."

Artesia Altrusans Share Civic Ideas With Nearby Chapters

Artesia Altrusa club was host to club members from Roswell and Carlsbad Tuesday night, Aug. 25 at Artesia Country club.

Mrs. Anne Williams, president of the Artesia club, presided at the informal dinner. The meeting was opened with all members repeating the Altrusa blessing, followed by the buffet dinner, after which each member introduced herself giving her classification.

Besides a social get-together, an exchange on ideas of civic and service projects was given. Mrs. Lillian Crane, Roswell, told about one of their most interesting projects, the "Golden Age" club which has been in progress over two years. This club is for middle age and elderly men and women and meets one afternoon a week at the Roswell Recreation Center. At present it has between 75 and 100 members. The members of this club enjoy their choice of games, among which are bingo, canasta, dominos, etc. Refreshments are served each week and the Roswell Altrusa club contributes a monthly allowance for the club's refreshments and needs.

Mrs. Bernice Perry, president of the Carlsbad club, told of a civic project in Carlsbad which the Carlsbad Altrusa club helped materialize, that of securing water for New San Jose, an addition to the south part of Carlsbad, which has now grown into a small community of its own.

Miss Juanita Denton, Artesia delegate to the recent annual Altrusa International convention in Los Angeles, gave a brief report on her trip and highlights of the convention.

Those attending were Mmes. Lillian Crane, Lizzie Porter, Susan I. Redmon, Ann Diefendorf, Laura Stilwell, Clara Belle Buchanan, Marie De Voss, all of Roswell; Misses Dell Bosse, Josephine Parker, Sabra Haggard, Marjorie Howell and Mmes. Kay McCausland, Belle McCord, Irma Linn Harrell, Thelma T. Lusk, Madge Bryan, Massie Forehand, Alice Hegler, Ann Leivo, Marge Fowler, Ellie Murphy, Bernice Perry, all of Carlsbad; Miss Juanita Denton, Mmes. Anne Williams, Ethel Childress, Nell Loring, Dorothea DeMars, Ruth Plummer, Beatrice Blocker, Billie White, all of Artesia; Mrs. Ethel Altman, Hope and Mrs. Nora Coppinger, Artesia, guest.

Baptist Dorcas Class Guests of Mmes. Gray, East

Dorcas Sunday school class of the Baptist church met for its monthly meeting at the home of Mr. and Mrs. J. B. Spencer, 501 W. Washington, with Mrs. East and Mrs. Gray as co-hostesses.

Homemade ice cream and cake were served on the lawn to the following: Mr. and Mrs. J. E. Mitchell and daughter Evelyn, Mr. and Mrs. E. L. East, Mr. and Mrs. W. M. Gray, Mr. and Mrs. P. M. Vashinder, Mr. and Mrs. John Simons, Sr., and Mr. and Mrs. B. J. Perkins.

Mrs. E. T. Longacre, Mrs. Vergie Copeland, Mrs. J. M. Pryor, Mrs. A. Sudderth, Mrs. Jennie Butler, Mrs. Charles Ransbarger, Mrs. Ethel Brandell, Mrs. J. S. Mills, Mrs. Grace Cates, Mrs. Ernest Scoggin, Mrs. Frank Sloan, and Mrs. and Mrs. J. B. Spencer.

BEAUTIFUL COCKER PUPPIES

Male and Female Parti-Colored Registered Puppies, 9 Wks. Old

Two International Champions in three generations on sires' side. Five International champions in three generations on mother's side.

Wonderful Pets \$25.00 for Female; \$50.00 for Male

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New Teachers, Administrators Guests at Coffee

Monday morning, new teachers and administrators were welcomed by a coffee in the Sombrero room of the Veterans building.

This coffee, given by the Artesia Education association was served by a group composed of two teachers from each building in the school system. They were H. O. Miller, Duane Sams, Mrs. Nell Hamman, Mrs. Elmer McGuffin, Mrs. E. G. Hubbard, Mrs. Leota Williams, Mrs. Nina McCarter, Donald Knorr, Mrs. Walter Short, Mrs. C. H. Parker, Truman Short and Ivan Herbert.

The Mexican theme was carried out in the colorful table decorations of zinnias in pottery bowls and bright Mexican table cloths. Mrs. Tom Mayfield poured coffee for about 40 guests.

After the coffee, the Chamber of Commerce, represented by J. D. Smith of the Southwestern Public Service, took the new teachers on a tour of the city. Places of interest were pointed out including the refineries, ball park, Country club and various churches and schools. Transportation was furnished by Clyde Gilman of the Gilman Bus lines.

On Monday afternoon, the new teachers met at the Junior high building. Here the courtesy committee attempted to answer any questions new teachers might have concerning teacher tenure, retirement, sick leave, salary schedule, school insurance and summer school attendance.

Personal Mention

Mr. and Mrs. Lowe Wickersham and daughters Jana and LaNette, returned home Tuesday evening from a two-week vacation trip. They visited in Phoenix, Cortez, Mesa Verda, Durango, Colo. and then north to Estes Park where they spent several days sightseeing and fishing. They returned by way of Denver, Colorado Springs, the Garden of Gods, Seven Falls, and Pike's Peak, then to Canon City, Royal Gorge, returning home by way of Santa Fe.

Mr. and Mrs. John Brown of Pinon left Sunday for Arvin, Calif., to visit their daughter, Mrs. T. R. Helm and family.

Mr. and Mrs. D. C. Blue left Wednesday afternoon for Globe, Ariz., due to the death of Mrs. Blue's father, W. H. Childress. Mr. Childress had been ill for several months and Mrs. Blue had visited him several times during his illness.

Robert Blair, son of Mr. and Mrs. Robert Blair of Osborn Ave., who is employed by J. C. Penney Co., Artesia, is in Midland, Texas, this week assisting in the decorating and opening of the new J. C. Penney store in that city. Blair is designer and window trimmer at the Artesia store.

Mr. and Mrs. W. C. Petrehn and

daughter, Janet, plan to leave Tuesday, Sept. 1 for Denver to make their home.

Mr. and Mrs. Walter A. Wood, Jr. and daughter Beverly Ann returned to Dallas Wednesday after visiting her parents, Mr. and Mrs. K. R. Jones. Mrs. Wood is employed by the Southern Union Gas Co. and Mr. Wood is employed by Chance-Vaught Aircraft.

Marian Jo Welch left Thursday for El Paso where she will enter Radford School for Girls. She attended last year. She is the daughter of Mr. and Mrs. James M. Welch. Her parents accompanied her to El Paso.

Hollace Lynne Cockburn, daughter of Mr. and Mrs. Barney Cockburn left Thursday for El Paso where she will enter Radford School for Girls. She attended last year. Mrs. Cockburn took her daughter to El Paso.

Mr. and Mrs. Ben Strahl of New York City, plan to return to their home Monday after visiting Mrs. Strahl's parents, Mr. and Mrs. E. H. Powell for three weeks. Mrs. Strahl will be remembered as the former Irene Powell and was employed in the office of S. P. Yates.

Farewell Coffee Given Tuesday Mrs. Burl Sears

Mrs. Burl Sears was given a farewell coffee Tuesday morning at the home of Mrs. Archer, 806 Mann.

Hostesses were Mrs. E. E. Mrs. Elmer Teel and Mrs. Mrs. Mr. and Mrs. Sears were in Carlsbad Thursday to make home.

The honoree was presented lovely antique cut glass vase bouquet of fall flowers. The refreshment table was laid with cutwork cloth and centered with bouquet of fall flowers. Mrs. Mahone poured from the coffee service.

Fifty persons registered as guest book.

Social Calendar

Tuesday, Sept. 1


Artesia Story League, tea and tea for members and members at the home of Mrs. Lewis, with Mrs. David Button and Mrs. Shirley Hager as hostesses, 2:30 p. m.

TWO-BUTTON TAILORED SUIT

... a KC specialty styled for boys 2-12

It's a proud boy who wears KC's man-tailored suit. It's dressed up yet so comfortable! Two-button style with pockets. Elasticized waistband slacks for a well-groomed look.

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Our high fashion shortcoat is newly textured in Camico wool curl with a prediction of compliments to come. The softly curved yoke and graceful stitching front and back emphasize the gentle lines of the shoulders and shawl collar. Nude, Blue, Pink.

Sizes 8 to 16.

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THOMPSON-PRICE

PHONE 275

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THRIFTY Storybook

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THOMPSON-PRICE

PHONE 275

Adorable! Washable!

1-Piece Cater Frock!



The solid "Cotton Tail" brand fabric in this exquisite frock for the kindergarten crowd is an embossed, pleated Everglaze cotton. It is wrinkle resistant and guaranteed fast color. The lovely inset pattern is the popular Fuller fabrics Nosegay. This one-piece frock gives the effect of a two-piece dress with a panel of the print down the back skirt. Choice of colors: solid brown Everglaze with brown print; solid navy Everglaze with navy print; solid red Everglaze with red print.

SIZES 1 to 3X **\$5.50**

THOMPSON-PRICE

PHONE 275

Beene to Baptist Bit Sunday

W. E. McGuffin, pastor of the Baptist church, is in charge of this week leading the church in a revival meeting at 8 p. m. Sunday morning at the church. Beene is area consultant in the soil conservation service.

Pria Fisher Saturday Party

Lynn Fisher was honored party Saturday afternoon at her fifth birthday party. Present were Patricia and Lynn Fisher, 1107 Clayton.

Quisenberry Ends Basic Training At Fort Bliss



Pvt. Merle L. Quisenberry, husband of the former Geraldine Blount and grandson of Mrs. George Henderson of Artesia, has completed his basic 16-week training at Fort Bliss, El Paso.

After infantry basic he completed a leaders' course, specializing in information and education. Pvt. Quisenberry has been re-stationed at Fort Bliss as permanent information and education non-commissioned officer.

Mrs. Calderon, Mrs. Sanchez Are Shower Honorees

A surprise stork shower was given Wednesday morning at the home of Mrs. Earl Perry for Mrs. Joe Calderon and Mrs. Armanda Sanchez, wives of Artesia Drillers players. Mrs. Perry and Mrs. Joe Bauman were hostesses.

The gifts were placed in baby shoes covered in pink and blue crepe paper, and from the ceiling hung a large umbrella under which stood a stork.

Past Matrons Reviews 'Ghosts Of New England'

Past Matrons club, Order of Eastern Star, met Monday afternoon at the home of Mrs. Don Riddle.

The meeting opened with members repeating the Lord's Prayer, salutation of flag and followed by regular business.

Those present were Mmes. Jess Funk, Arba Green, Harold Kersey, P. V. Morris, John Rowland, Rufus Stinnett, George Teel and the hostesses, Don Riddle, members and Mrs. Earl Darst and Mrs. Copeland member of the Portales club and Kathy Kersey.

Toressa Baker Entertains At Tacky Party

Toressa Baker, daughter of Mr. and Mrs. Verble Baker of 910 S. Fourth, entertained school friends with a tacky party Tuesday evening from 4 to 6 p. m. in her home.

The children played games such as "The Three Legged Race," "The Pillow Game," "Chase," and several others. Some of the children enjoyed TV.

Prizes were given to the tackiest boy and girl which were Eugene Foster and Donna Kay Mays.

Refreshments of cold drinks and doughnuts were served.

Those attending were Ann Francis, Lois Solga, Leslie Francis, Trudy Ditta, Doona Kay Mays, Onita Boyd, Kay Goodson, Sharon Yeager, Cathy Coffin, Margaret Geiser, Dick Peters, Charlotte Bunch, Pete Thompson, Barbara Garner, Eugene Foster, Gwynda Gable, Jimmy Johns and Toressa Baker.

Births

Artesia General Hospital: Aug. 24 to Mr. and Mrs. C. C. Clement, 502 Clayton, daughter, Donna Lucille, 7 pounds 3 ounces. Aug. 25 to Mr. and Mrs. Benjamin Casanova, Artesia, daughter, Juana, 7 pounds 8 3/4 ounces.

Personal Mention

Mrs. C. R. Boyd and children of Hobbs arrived Tuesday to visit her mother, Mrs. P. W. Clifford and her brothers, A. R. Hartley and family and Buster Hartley and wife.

Mr. and Mrs. Donald Kennedy and children, 909 W. Chisum, have returned from a two-week trip to Dallas to visit her parents, Mr. and Mrs. J. J. McNeill and to fish at Possum Lake.

Mr. and Mrs. L. A. Hanson and daughters Bobby and Judy and Mrs. Jack Frost returned Wednesday from a 10-day trip to the Frost cabin at Electra Lake, Colo. They headquartered at the lake and made trips to Mesa Verde, Silverton and Ouray, Colo., over the million dollar highway.

Between trips they enjoyed boating, fishing, hiking and horseback riding. Henry Chandler, Jr., who has been here visiting his parents on furlough left Sunday for the East coast. He expected to be sent to Germany.

Ralph Parnell, son of Mr. and Mrs. Ed Parnell and grandson of Mrs. J. M. Parnell left Sunday after being here on a short furlough from the Army. He visited relatives and friends. He is in the artillery. He left for Washington and expected to be sent to the Far East.

Bicycle accidents take about 600 lives a year in the United States. After you've used a natural bristle brush in shellac, clean it in alcohol at once.

Proper Care Preserves Your Silver

A University of Missouri home economist has some handy hints for preserving the beauty of soft-gleaming silverware that is seldom used.

Miss Lillian Watkins says the most important thing is careful storage—to protect the pieces from scratches and to prevent tarnish by keeping air out.

She notes that special tarnish-resistant chests are available for flatware. You can also buy tarnish-resistant flannel.

For larger pieces, Miss Watkins suggests tarnish-resistant chemically treated paper and flannel rolls and bags. Rolls of wrapped silver should be tied—if at all—with wide cotton tape rather than string.

The home expert warns that the rolls should never be fastened with rubber bands—because of the presence of sulphur in the rubber. Also, plain, new white flannel is taboo for wrapping silver, since sulphur is sometimes used in bleaching cotton.

Further protection, she reports, can be had by placing the wrapped silver in airtight plastic bags. However, rubberized bags should not be used.

As for large pieces of silver, Miss Watkins said they may be padded with layers of absorbent paper.

Beef Receives Star Billing

When prolonged storage is necessary, she advises rubbing each silver piece with oil or vasoline and then wrapping them in soft tissue before placing in flannel bags.

With beef of all types more plentiful now than during any com-

the time to indulge in this meal-time mainstay.

Supplies of beef are setting a new record for the month. The hot, dry weather that prevailed over much of the cattle-raising region during the early summer stimulated unusually heavy marketings of range cattle.

The quality protein in beef is needed by young and old alike. Remember that variety meals, such as liver, kidney and heart, are important sources of some of the vitamins and minerals.

For quick and easy light meals and for snacks, sandwiches of roast beef or cold cuts, with pickle garnish, cool tangy potato salad and cole slaw will perk up the laziest mid-summer appetite. For the main meal, beef stews and barbecues with plenty of flavorful vegetables will be ideal.

Beef will score a hit every time when served in an easy-to-fix hamburger sandwich, topped with onion or tomato slices—or in the ever popular frankfurter sandwich on a toasted roll, with a generous supply of relish or sauerkraut.

Now 990 K S V P Now 990

PROGRAM LOG — Subject to Change Without Notice

FRIDAY AFTERNOON		SATURDAY	
12:00 Farm and Market	11:58 Farm and Market	5:58 Sign On	5:58 Sign On
12:05 News	12:05 Man on the Farm	6:08 Sunday Morning	6:08 Sunday Morning
12:10 Midday News	12:10 Swinging We Hail	6:18 News	6:18 News
12:15 Musical Interlude	1:00 Vitalis Warmup	6:28 La Examiner	6:28 La Examiner
12:20 Local News	1:05 Game of the Day	6:38 Good News Hour	6:38 Good News Hour
12:25 Noonday Forum	1:10 Scoreboard	6:48 Frank and Earnest	6:48 Frank and Earnest
12:30 Sports Time	1:15 News	6:58 Brownfield Reporting	6:58 Brownfield Reporting
12:35 Eddy Arnold	1:20 News	7:08 Back to God	7:08 Back to God
1:00 Game of the Day	1:25 Sports for Listening	7:18 Wings of Healing	7:18 Wings of Healing
1:05 Scoreboard	1:30 News	7:28 Bill Cunningham	7:28 Bill Cunningham
1:10 News	1:35 Frank Hemingway	7:38 Music of Worship	7:38 Music of Worship
1:15 Virginia Barn Dance	1:40 Al Helfer's Sports Digest	7:48 Vitalis Warmup	7:48 Vitalis Warmup
1:20 Western Thindig	1:45 Report from the Pentagon	7:58 Game of the Day	7:58 Game of the Day
1:25 Wonderful City	1:50 Music for Relaxation	8:08 Scoreboard	8:08 Scoreboard
1:30 Coke Time	1:55 News	8:18 Musical Interlude	8:18 Musical Interlude
1:35 World News	2:00 Twenty Questions	8:28 News	8:28 News
1:40 Gabriel Heatter	2:05 Twenty Questions	8:38 News	8:38 News
1:45 Fulton Lewis, Jr.	2:10 Cecil Brown	8:48 News	8:48 News
1:50 Meet the Band	2:15 Swinging Down the Lane	8:58 News	8:58 News
1:55 Local News	2:20 Local News	9:08 News	9:08 News
2:00 Bill Henry	2:25 Local News	9:18 News	9:18 News
2:05 Eton Britt	2:30 Swinging Down the Lane	9:28 News	9:28 News
2:10 Bunthouse Serenade	2:35 Swinging Down the Lane	9:38 News	9:38 News
2:15 Tins Moody	2:40 Chicago Theater of the Air	9:48 News	9:48 News
2:20 Take a Number	2:45 Lombardland USA	9:58 News	9:58 News
2:25 On and Off the Record	2:50 Family Theater	10:08 News	10:08 News
2:30 Bunthouse Talking	2:55 Reporter's Roundup	10:18 News	10:18 News
2:35 Mutual Newsworld	3:00 Dance Orchestra	10:28 News	10:28 News
2:40 The Great Day Show	3:05 News	10:38 News	10:38 News
2:45 Mal Waldron	3:10 Musically Speaking	10:48 News	10:48 News
2:50 News	3:15 Sign Off	10:58 News	10:58 News
2:55 Rhythm Time		11:08 News	11:08 News
3:00 Sign Off		11:18 News	11:18 News
		11:28 News	11:28 News
		11:38 News	11:38 News
		11:48 News	11:48 News
		11:58 News	11:58 News

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Plus led tax		
25c Size COTTON SWABS 100's (Limit 2)	2 : 35^c	
65c Size ALKA SELTZER Tub 25 tablets	54^c	
Blue Jay Corn Plasters With Phenylmin Reg. pack	33^c	
Tin 33 CURAD BANDAGES Elastic plastic	39^c	
8-oz. d-CON Ant-Prufe Brush included	98^c	
Lack Pep? Always Feel Tired? (due to nutritional anemia) Liver Concentrate Iron & C Complex Carton of 300	2.98	
OLAFSEN Phosphate Bottle 84	1.19	
Regular Size Popular Brand CIGARETTES Carton of 100	3 FOR 25^c	
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CIGARETTE CASE Weggers Hold A Pak only	59^c	

Artesia Business News—

Fagan New Owner of Valley Oil Company; Bike To Be Given Two Artesia Kids By Virtues

Ray F. Fagan, who moved here with his family recently from Monett, Mo., has taken over the Valley Oil Co., 510 N. First and changed the firm's name to Fagan Oil Co.

Fagan will have the service station and the wholesale distributorship for Cities Service products for Artesia, Carlsbad, and the surrounding area. He has only sub-distributorship in town.

The station carries a full line of Cities Service products and many other leading brands of oils and lubricants, Acme and B. F. Goodrich tires, tubes and batteries. It does washing and greasing and is fully equipped to take care of any type service station work.

The building and equipment are being thoroughly renovated. Fagan has a background of over 17 years in the service station business in Monett, Mo.

After an extended tour of the Southwest the Fagans came to Artesia and were immediately impressed with the bustling business district, the churches, modern schools, and the friendliness and hospitality of the people.

Dennis R. Short, manager of Virtue's has announced that award in children's bike contest will be at 3 p. m. Saturday, Aug. 29, at the store. Children do not have to be there to win. Results of the contest will be posted on the front of the store.

Each of the 32 Virtue stores over the nation gives away a boy's bike and a girl's bike in this contest.

Bicycles are valued at \$72.95. Mrs. T. N. Northam, who put up a building and opened a luncheon and grocery a block north of Junior high school last December, is busy getting ready for school children. She has re-employed Mrs. Roy Burkhardt to assist her during the school term.

Mrs. Northam will serve hot lunches to the children but they must be ordered the day before they are to be served. She carries in her store, The Varsity Lunch and Grocery, a complete line of foods that will appeal to the school child's appetite. Mr. and Mrs. T. N. Northam have lived here for the past 17 years. They have five children and live at 1103 Washington.

Mrs. R. W. Floyd, who owns Artesia Sewing Center, now has associated with her Mrs. George (Dorothy) Floyd who does custom drapery and slip cover work. She has some materials and supplies on hand. Others are available for ladies who prefer individual patterns and designs.

Mrs. Floyd has been in business for herself in her home for the past two years. Prior to that she was with Mrs. Fletcher (Helen) Collins for three years.

Melton Trumble, son of Mr. and Mrs. Grant Trumble, 1214 Washington, and Charles Parham, son of Mr. and Mrs. Loyd Parham, has been learning the bakery trade at Goodner's Bakery on Centre street.

Lillian S. Bigler is soon to open her kindergarten for the ninth year. Kindergarten is certified and is for four and five year olds. Mrs. Bigler serves a daily lunch to the children.

Her five year olds do pre-school

work and the four year olds are given an introductory course. Each group have a well rounded program for general knowledge, Mrs. Bigler says.

She received kindergarten training at Wellesley College, Wellesley, Mass., and holds a BA in teaching from the University of New Mexico at Albuquerque. Mrs. Bigler has had about 17 years teaching experience.

Pictures were taken of the interior and exterior of the Bryant Paint and Wallpaper Store last week, with special attention being given the wallpaper rack and display.

James Bute Co. of Houston, Texas, had the pictures made to be used in their own publication.

Information Furnished by UNM Group On 11 Constitutional Amendments

All except the last of 11 proposed constitutional amendments due to go to the voters Sept. 15 received approval in a bulletin released today by the Division of Government at the University of New Mexico.

Miss Dorothy I. Cline, UNM assistant professor of government and author of the new pamphlet, says that Amendment No. 11 on the severance tax "should not be adopted."

In turning thumbs down on the new severance tax proposal, Miss Cline says its bad features are: It creates another ear-marked fund and ear-marking of funds in constitutions is undesirable. The Amendment undermines legislative responsibility for allocating funds. It would tend to slacken the rate of development of capital improvements.

It would tend to slacken the rate of development of capital improvements.

If adopted the contributions to the general fund by industries subject to severance taxes will not keep pace with the future development of the state.

And last, it would make the future development of conservation policies and programs uncertain.

Conclusions reached by the August Tax Bulletin of the Taxpayers' Association of New Mexico practically parallel those of Miss Cline on the undesirable "features" of Amendment 11.

To keep from giving the impression that the Amendment is all bad, Miss Cline listed two arguments in favor of the severance tax proposal:

Funds will be set aside for capital improvement and at least some of today's wealth will become physical assets tomorrow.

In approving the first 10 amendments to be voted on in September, Miss Cline found:

No. 1 (time and privilege of voting in municipal bond elections)—"The reasons for changing local bond elections and allowing voters to vote in such elections seem sufficiently strong to warrant adoption of the Amendment."

No. 2 (removing prohibition of liquor to Indians)—Now that Congress has removed restrictions against the use of liquors by Indians, the voters of New Mexico have the opportunity to remove state restrictions.

No. 3 (extension of time limit on Governor's approval of bills)—The Governor should have 20 days instead of six in which to act on bills presented to him by the legislature during the last three days of the session He needs this extra

time for proper study No. 4 (filling legislative vacancies by appointment)—Although the proposal is far from perfect, it probably is an improvement.

No. 5 (pay for state legislators)—The pay increase to \$20 a day for legislators is justified to help defray high cost of public service.

No. 6 (extension of property tax exemption for veterans)—The passage will grant equal benefits to all veterans of New Mexico.

No. 7 (90-day session odd years, and 30-day session even years)—The legislators need more time to consider proposals, make investigations, and enact laws.

Nos. 8 and 9 (pay of Supreme Court and District Judges)—The pay increases should be made by constitutional amendment. As it is the legislature is forced to grant judges extra pay increases indirectly by paying them extra for extra work.

No. 10 (absentee voting)—New Mexico is one of two states prohibiting the use of an absentee ballot under any circumstances. People away from home on election day should be allowed to vote.

Miss Cline, who takes full responsibility for her conclusions on the proposed amendments, is of the opinion that the state legislature is "passing the buck" to the voters.

She says that legislators have referred 71 per cent more proposals to the voters in the last decade than they did from 1912 to 1931.

And the voters are saying "yes" more often than before. They accepted 32 per cent of the proposals advanced in the first 19 years after statehood and 37 per cent in the last 20 years. In the past 39 years, 76 proposals have been referred to the voters. Of these 27, or 35 per cent, have become a part of the state constitution.

"These facts are danger signals in state government," Miss Cline writes. "Representative government can be weakened with a marked increase in direct legislation. Law making is a principal function of legislators—not voters."

men over 45

More than six times as many men of your age will die of lung cancer this year as died in 1933. Our research scientists still don't know why.

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Cause of Disease Discussed By Local Doctor

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Mrs. N. C. Phillips 1009 West Missouri Is Now Enrolling Fall Classes in Piano PHONE 941-W

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PHONE 52

Coaches Highly Pleased With Bulldog Gridder Improvement; Practice Injuries Sideline Two

Artesia's football Bulldogs are expected to come next of high spirit, Coach Reese Smith reported this week, and definite playing assignments are expected to come next week.

First game for the Bulldogs is just two weeks from tonight — Sept. 11, when Artesia will meet New Mexico Military Institute of Roswell in the "Dogs" season debut in a home game.

Already injuries have taken out two key Bulldog prospects, Hurt in practice this week were Louis Campanella, workhorse of several seasons, and Larry Beadle.

Campanella, who sustained a knee injury last season, has been hurt in what was his "good" knee, Smith said, and has been sidelined for the better part of a week. The injury comes as a serious disappointment to observers who had expected Campanella to play his top season this year. How serious the injury may prove will be known when Campanella returns.

Beadle sustained a hip injury which may sideline him for some time.

Spirit among the Bulldogs is "very good," Smith declared, and the 40 candidates are welding into "a nice unit," the coach added.

Smith said there are plenty of rough spots in performance, but many apparent the first week of practice last week have already smoothed out.

"We need all the practice we can get between now and that first game," the coach said. "We're a good two weeks off the ability we should have as a team when we play our first game."

"The staff is well pleased with the improvement that has been made. The general attitude of the boys is a key factor in the improvement our team has shown. Their attitude and their interest is really something to see, and it counts for a lot."

End of summer vacation and National Guard camp is expected to return more candidates to the football line-up when school starts.

Coaching assignments now have Smith and Walter Bynum coaching the line, while coaches Jack Barron and Verlon Davis are handling the backfield.

Viewers of practice sessions have been impressed with the qual-

ity coaches are demanding of ball hopefuls, and the boys' ability to produce and to steadily improve. Smith said this week Artesia definitely stick to its 7-4 formation. Practice sessions have been conditionally fast, and offense probably will be built to take full advantage of the asset.



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Real Estate For Sale

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6A--Wanted

WANTED!
Will Pay \$1.00 Each for First Three Issues of the Artesia Advocate
Tues., March 25, 1952
Brought to The Advocate Office
PHONE 7

15--Public Notice

NOTICE OF PUBLICATION Foreign
Pursuant to Section 54-1003, of New Mexico Statutes Annotated, codification of 1941, notice is hereby given...

15--Public Notice

Water Basin by drilling a well 14 inches in diameter and approximately 150 feet in depth at a point in the SW 1/4 SW 1/4 SE 1/4 of Section 12, Township 19 South, Range 26 East, N.M.P.M., for the purpose of supplementing Well No. RA-1683...

15--Public Notice

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...

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REAL ESTATE GUIDE

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BUY OR SELL FROM A MULTIPLE LISTING BUREAU MEMBER.

HARVEY JONES AGENCY

Realtor and Every Form of Insurance
120 South Roselawn
Five room, two-bedroom home at 1116 West Washington. If you are interested in a nice buy, see us about this place.
HARVEY JONES
Res. Phone 1217-J
MILLARD LONG, Salesman

KIDDY AGENCY

REAL ESTATE AND INSURANCE
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SCHOOL TIME IS HERE!
803 Bullock—2 bedroom, carpeted and fireplace, \$14,750.
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1101 Chisum—2 bedroom and fireplace, low down payment, \$7,200.
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504 West Texas—Duplex, low down payment, \$6,500.
1213 West Grand—2 bedroom, \$6,000, low down payment.
604 South 13th—One bedroom, \$4,750, low down payment.
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WE HAVE OTHER GOOD LISTINGS ON HOMES, FARMS, RANCHES, BUSINESSES AND BUSINESS BUILDINGS

Phone 1066 Southwestern Realty Co. Phone 1065
OFFICE 315 QUAY AVENUE
Special of All Specials!
Corner lot 8x150, 10 rooms, 4 bedrooms, large hall closets, garage, pumice block construction, approximately 1800 sq. ft. \$10,000 or maybe less will handle.
Three bedroom 6 rooms, hardwood floors, 60x140 ft. lot \$2000 or less will handle, 1212 Mann.
Enough Room for All Your Kinfolk
Seven room house, 4 bedrooms, 2 baths, one 2 room house; two 3 room houses, partially finished; brick warehouse, approximately 5 acres of land in the city. This place is on pavement. Can be handled for \$10,000 down.
Furnished Home on a Corner
Four rooms and bath, completely furnished, ready to move in. 702 West Texas. \$4500, what can you pay down?
Rancher's Special
2820 acres deeded, 70,000 acres Taylor and Forest, 599 head well bred Herefords, 17 head saddle horses, all equipment, 4 sets of modern improvements, owners house 7 rooms, 4 baths and 6 fireplaces. This ranch located in the Black Range country. The overall price is \$185,000 for everything, complete. Terms available. Permit for 600 head year around and 600 head on and off six months.
Here Is That Good Grass!
19,000 acres, 13,220 acres deeded, 5000 acres government lease, 900 acres private lease, 700 acres in wheat, 1000 acres hay 300 acres alfalfa, 2000 acres sub irrigated. Brick 7 room modern main dwelling, all fences sheep proof, 2500 yearling ewes and 150 head yearling steers have been summered on 1480 acres of this land. Located on line between Montana and Wyoming. \$25 per acre for deeded land, terms to a qualified buyer.

YES — WE HAVE
New Lincolns New Mercurys
These Cars Carry a Written Guarantee!
Come in and inquire about—
OUR EASY FINANCE PLAN!
ODEN MOTOR COMPANY
Kyle Clark and T. P. Rogers
307 North First Phone 1007

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

TRADE US YOUR OLD CAR

We Need as Many as TEN OLD MODEL CARS!
Bring Your Old Car in and Let Us Trade With You as We Are Trading Wild!

1948 Plymouth Special Deluxe 4-Door, radio, heater, seat covers
1949 Plymouth 2-Door Sedan, one owner car, radio, heater, new seat covers.
1950 Ford Tudor, one owner car, radio, heater, seat covers.
1949 Dodge Coronet 4-Door Sedan, radio, heater, seat covers, sun visor and practically new tires.

COX MOTOR CO.
303 South First Phone 841

USED CAR

THIS VACATION DRIVE A LATE MODEL

Buy a Safe Buy Used Car from Oden's

1950 Studebaker Champion, one owner, extra clean, down payment \$365
1949 Red Jeepster, cleanest car in town! \$895
1949 Chevrolet Fleetline. Down payment \$300
1949 Ford Tudor, new motor, new paint, new seat covers. Down payment \$298
1946 Plymouth at Just \$375. This is Cheap Transportation! Sold—as is!
We Have Many Others — Make Your Choice

YES — WE HAVE
New Lincolns New Mercurys
These Cars Carry a Written Guarantee!
Come in and inquire about—
OUR EASY FINANCE PLAN!
ODEN MOTOR COMPANY
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307 North First Phone 1007

JIM'S DRIVE-INN

NONE BETTER! SPECIALS!
"BLACK COW"
20¢ Hamburgers
20c Each
5 for \$1.00
\$5.00 Will Be Given Away with Every 400th SANDWICH Monday thru Friday
Prize Winners:
Dale Floyd—Carlsbad
Willard and Stella Davis, Clovis
Wilma L. Parrish
Clement Taylor
Jerry Fanning
Ted Zingale

UNCLE HANK SEZ

VISITING FRIENDS IS LIKE BREAKING IN A NEW PAIR O' SHOES -- JUST A SHORT WHILE AT A TIME ELIMINATES TH' CRAMP

Farmers, visit the MILEY IMPLEMENT COMPANY and take advantage of our true values in used farm equipment. We may be able to save you some money.
Do plan to see the greatest improvement in Tractor design now on display the Models 40-50-60 and 70 Tractors.

MILEY IMPLEMENT CO.
612 N. 11th St. ARTESIA

women over 35

While breast cancer is the commonest cancer among women of your age, it is also highly curable if treated properly before it has spread beyond a local area in the breast itself. Doctors tell us that women are much more likely to be the first to discover the earliest signs of breast cancer. That is why you should know the correct and most thorough way to examine your breasts for any lumps or thickening.
For information as to where to see our new life-saving film "Breast Self-Examination" call us or write to "Cancer" care of your local Post Office.

American Cancer Society

FOR SALE—Three-bedroom home...
FOR SALE—New two-bedroom...
FOR SALE—New two-bedroom...
FOR SALE OR TRADE—Two...
FOR SALE—Small movable houses...
FOR SALE—NEW BRICK HOME...
FOR RENT—Two-room furnished...
FOR RENT—Two-room furnished...
FOR RENT—Two-room furnished...
FOR RENT—Furnished apartment...

Shotgun Stolen From General Equipment

Break-in for the second time this year into General Equipment Co. was reported to Artesia police this week.

First Bale of Cotton to Win \$100 Premium

The Artesia Chamber of Commerce is again planning to honor producer of the first bale of cotton in North Eddy county, C of C agriculture committee chairman Paul Francis said Thursday.

The first bale of cotton is to be produced any day, Francis said, with some farmers already reporting enough cotton to produce a bale.

The chamber will present an added premium of \$100 for the first bale, Francis said. It will be in the form of a merchandise certificate negotiable at C of C member's place of business.

School Panel—

(Continued from Page One)

is endorsed by Mother Nature with the ability to be a mother, and an 18-year-old boy is most desired by the Air Force to operate complex jet airplanes, Dr. Earhart said "we perhaps underestimate our young people's abilities. How can we call say 'a 17-year-old child' in referring to a boy who may be called on to accept responsibilities of defending his country."

Traffic Control
He advocated as a start in greater self government a student traffic control program such has now practiced with success in Carlsbad, as well as a miniature city government with real, rather than advisory, powers.

Mrs. Parry declared there are few lines of human endeavor, whether by young men or women, in which training in speaking and dramatics would not better equip tomorrow's adults.

"The ability to speak, to present ideas in public, is of such great importance it should be a compulsory course," Mrs. Parry said. "Public speaking is basic, yet few in this room feel prepared to do it." Not every student is an actor or a speaker, but whether in club, civic, church or everyday human relations, people are aided by public speaking ability, she told the audience.

Mrs. Yates, speaking on curriculum, declared Artesia schools should as soon as possible attempt a reading clinic to solve reading problems as early in school life as possible. Reading, she declared,



PVT. JON SOLT, son of Mr. and Mrs. Walter Solt, is receiving basic training at Fort Bliss, El Paso.

is the key to learning and to cultural enjoyment.

She called for a return to the concept of a broad, general education, rather than vocational training. If a student does not intend to seek higher education, the school's obligation becomes even greater to prepare him for life's broader meaning and purpose, rather than for a vocation. "We need to get away from training for a living to training to live," she said.

Watson pointed out the United States has seen men of high education betray their country, and must realize that teaching appreciation of "the American way" is a basic necessity in these days of propaganda cold war.

"Too many Americans lack an appreciation of the free enterprise system in a day when it is under heavy attack," the attorney said. "We need an appreciation of our American way to combat Communist training aimed toward the overthrow of our way of life, and to give young people a greater understanding of the advantages of our free enterprise system."

Iranian—

(Continued from page one)
the country which has included Los Angeles, Chicago and New Mexico.

"Why did he pick New Mexico? "Of all your states, this state is most like Iran," he smiles. "The climate is the same, the desert and the mountains are the same, even the oil refineries here are like those at home."

READ THE CLASSIFIED ADS

Motor Stripped, Rifle Stolen

Two minor thefts reported to Artesia police this week included stripping of a portable motor and stealing of a rifle.

Homar A. Campbell reported a motor stripped of its accessories and told police youngsters building a small car might be responsible.

Joe Hopkins of 1205 Hermosa told police a .22 caliber rifle was taken from his car sometime Monday.

Schools to Have—

(Continued from Page One)
Edna Ruth Hamblen, a graduate from New Mexico Western, music; Carole Burch, secretary to the Roselawn school principal.

Junior High—
Betty Huxtable, a graduate from Eastern New Mexico university, will teach junior high girls' P.E.

High School—
Betty Hutable, a graduate from New Mexico Western, high school girls' P. E.; Warren T. Johnston, a graduate from Artesia high school three years ago but was called to the Navy, is returning to teach commerce; Jack Barron, a graduate from Eastern New Mexico university, coached at Truth or Consequences last year, will be assistant coach this year. He will teach social science; Verlon Davis, a graduate from Highlands with an M.A. degree, has coached basketball will be basketball coach and assist in football, also teach math; Mrs. Pearl Davis, also from Las Vegas, will teach high school English; Justin Bradbury, taught band at Junior high last year, will teach band in high school this year. Lou Griffin of the 1952-53 senior class, will be secretary to the high school principal.

Hope School—
Owen R. Bulkley, who has taught commerce in Indiana for 18 years, will teach commerce and serve as coach.

Atoka—
Mr. Owen G. Bennett, formerly of Roy, will teach band and music.

Administration—
George P. White, former director of instruction from Grants, will be elementary supervisor of curriculum and testing; Robert Kline, from River Falls, Wis., will be audio visual director; Mrs. George Nickolds will be secretary to Vernon Mills, assistant superintendent.

Read the Ads.

LaVaughan Beauty Shop
Our Specialty:
Hair Styling and Permanent Waving
516 West Main Phone 818

Council Group—

(Continued from Page One)
paring meals, rather than Central Park.

—Heard the civil aerobatics administration has approved the city's plan to build an access road and a fence at Municipal Airport by forced account.

Tax Ordinances—
—Passed ordinances enabling the city to collect sewer and water taxes, agreeing also to a new method under which the city will collect information for the assess-

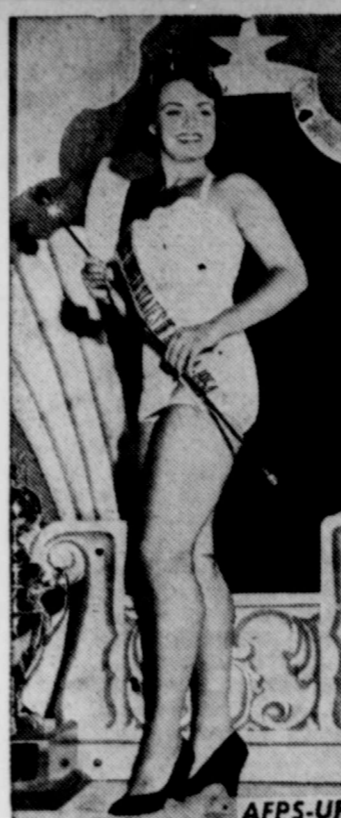


Before a group of distinguished scientists, educators and industrialists, at the annual Fisher Body Craftsman's Guild award dinner, I witnessed eight boys presented grand national awards of university scholarships, amounting to \$20,000, who showed unusual skill in the design and construction of model cars. Almost every section of the country was represented among the winners, who had come up through state and regional competitions to reach the topmost achievement for model builders. Enrollments for the '54 competition will start soon, and any boy in the U.S. between the ages of 12 through 19 is eligible. This is truly a wonderful opportunity for every mother's son to profit both in experience and in the \$65,000 in cash awards and university scholarships being offered again this year. Get your boy to enroll!

I've tried this and it works—so don't despair if you find a hole in your screens! Cover the holes with mosquito netting, then apply two or more coats of shellac. When dry, the patch will help keep out insects.

Mildew on leather can be removed by rubbing first with vaseline and then with a soft cloth.

Velvet has always been a luxurious fabric. It goes to balls, affairs of state, and even to coronations. Nothing makes a woman feel more elegant than wearing something in this fabric. Yet being practical-minded most of us pass by this luxury item. But we gals have come in to our own—women's wear manufacturers are presenting latest creations this fall in the new SpotShield velvet... the miracle fabric that's resistant to water, crushing and spotting! Watch for the lovely slender-line dinner-dress suits or the beautiful reversible coats—cashmere blend on one side, SpotShield velvet on the other. No more wishful thinking for us females!



Lovely Myra Hansen, representing Illinois, beams after being crowned "Miss U.S.A." at Long Beach, Calif. This beautiful creature also was named runner-up in the "Miss Universe" contest at which the winner, "Miss France," said she thought the contest should have been won by the American representative.

ment, rather than a special employee who cost more than \$700 last year.

—Instructed police to mark

safety lanes and inspect stop signs in vicinity of the schools.

Brown Spots in Lawn May Be Grub Worms

Grub injury to lawns will be showing up soon throughout New Mexico. In the past, control of these insects has been difficult and very erratic at best. But new insecticides and new methods of applying them have helped to simplify the control job, says R. C. Dobson, extension entomologist at New Mexico A&M College.

Any home owner who finds small to large patches on his lawn turning brown for no apparent reason should immediately determine

the cause. If digging around the roots of the grass in these patches reveals fairly large, crescent-shaped white grubs, it's time for the insecticide.

Dobson recommends the application of chlordane, aldrin, dieldrin or heptachlor at the rate of five pounds of a 2 1/2 per cent dust per 1,100 square feet of lawn. The insecticide should be applied over the entire area of the lawn, not just the injured spots.

According to the entomologist, some of the insecticide companies are marketing these insecticides in a new form. The insecticide is incorporated with the diluent so the resultant product is granular rather than dust-like. This material is easily applied with a small fertilizer spreader and can be mixed with fertilizers to allow the combination of the two processes. Water the lawn well after treat-

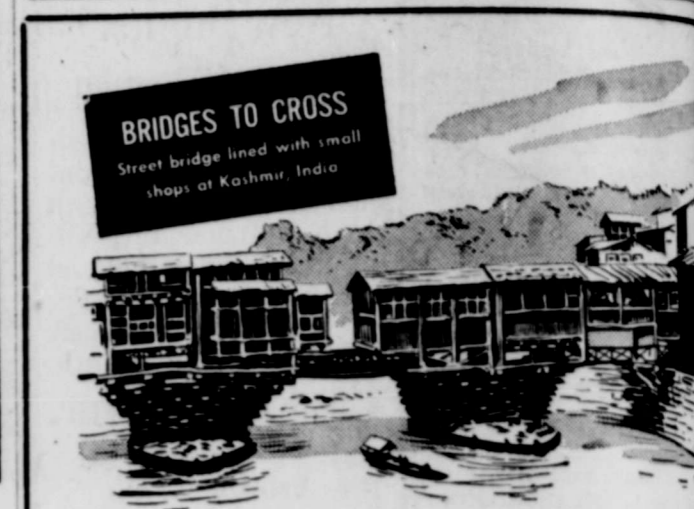
ment in order to wash the insecticide down to the roots of the grass where it will kill the grubs. Application of any of these insecticides should give control for the complete season.

READ THE CLASSIFIED ADS

LOANS AND INSURANCE
CECIL WALDREP
811 Clayton Phone 811



USE the CROSS WALK - It's Safer



ANOTHER BRIDGE TO CROSS...

"How shall I finance repairs to my home?"

We can help you to cross this important bridge as we have helped dozens of your neighbors with a convenient home improvement loan, at moderate cost and on terms that will suit your particular budget. Come in.

FIRST NATIONAL BANK
ARTESIA
"50 Years in the Pecos Valley"

INTRODUCING THE FAGANS — Ray, Dimple and Dave
NOW OWNERS AND OPERATORS OF THE
CITIES SERVICE STATION
Formerly Valley Oil Co., 510 North First

The Fagan's have recently moved from Monnett, in the Missouri Ozarks. After an extensive tour of the Southwest and being favorably impressed with Artesia and the possibilities of the area, decided to make Artesia their home. Ray has been in the Service Station Business over 17 Years and cordially invites the People of Artesia to COME IN AND GET ACQUAINTED.

Wholesale Distributors Artesia

CITIES SERVICE

Cities Service Oils and Products Carlsbad

FAGAN OIL CO.
TIRES — GOODRICH AND ACME—BATTERIES
510 North First Artesia, New Mexico Phone 530-M

LaVaughan Beauty Salon
Lipsick

Leone Studio
One 8x10 Portrait

Farmco Drug Co.
Trifling Dusing Powder

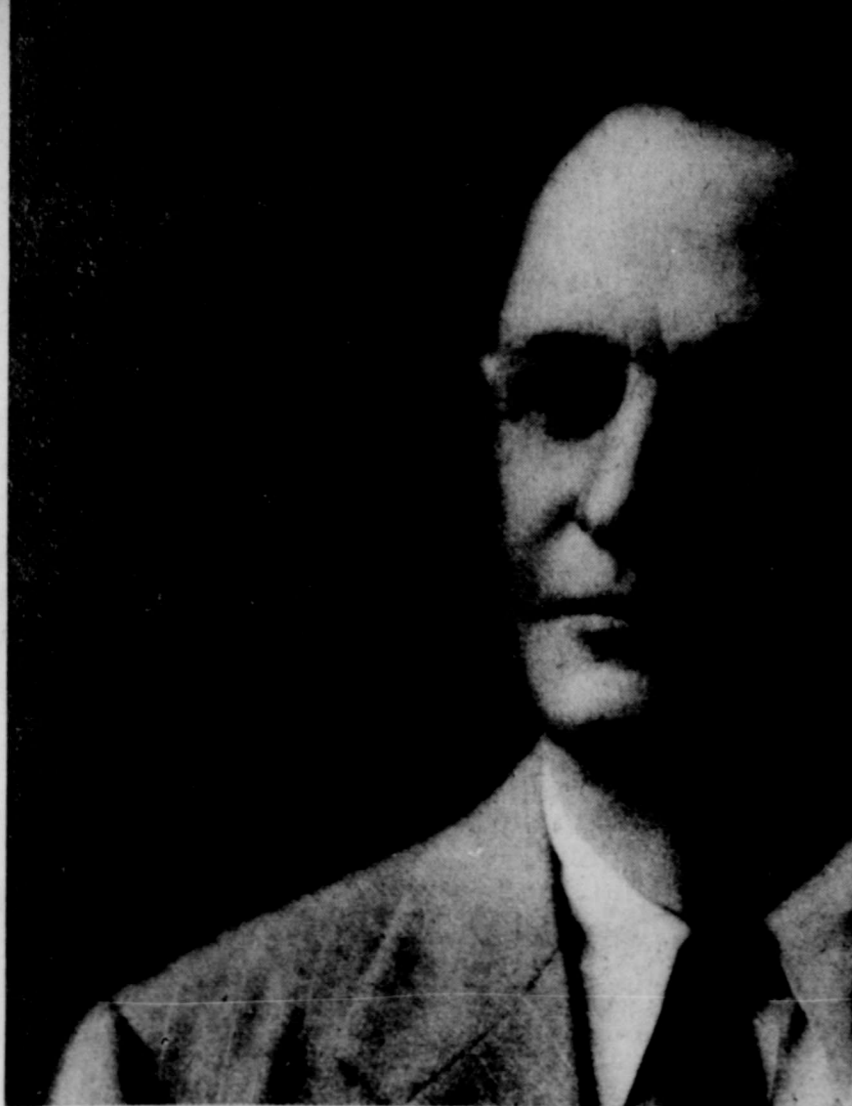
Baldwin's Dry Goods Store
Hat for crowning Queen

Gable Studio
One 8x10 Portrait

The Artesia Chapter EPSILON SIGMA ALPHA SORORITY
Is Taking This Opportunity to Say
"THANKS A MILLION"
To the Artesia Business Firms Listed Below
For their wonderful cooperation and assistance, with their Valuable Time and Generous Gifts during the recent very successful promotion—
RANCH HANDS' RODEO QUEEN CONTEST
Sponsored by the SorORITY

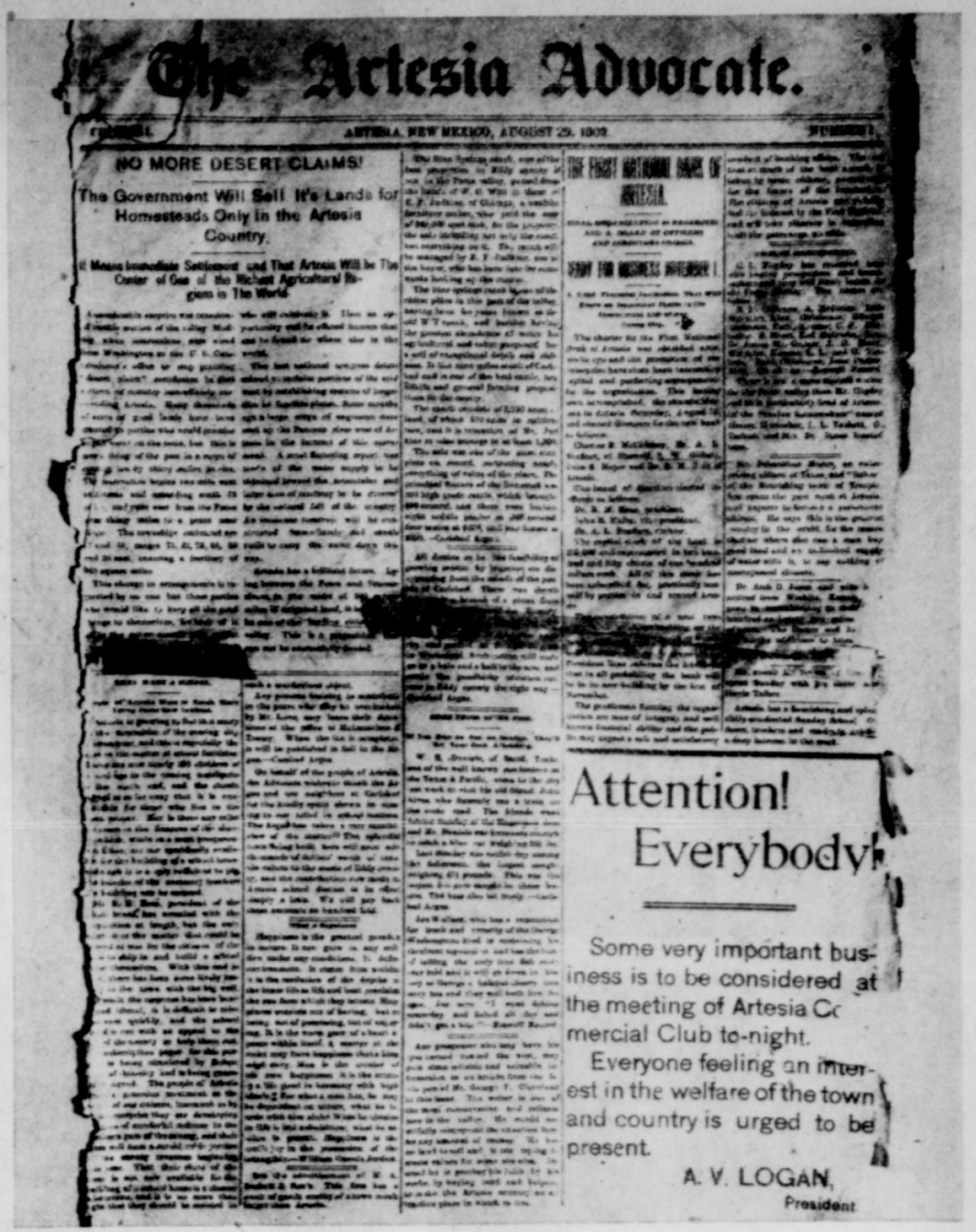
Mann Rexall Drug Dusting Powder	Artesia Pharmacy \$3.00 Gift Certificate	Blocker's Gift Shop Gift Certificate
Sanders Office Supply Photograph Album	Irby Drug Co. Helena Rubinstein Cologne	W. W. Virtue, Inc. \$5.00 Gift Certificate
Bennie's Boot Shop Pair of Moccasins	Thompson-Price Co. \$5.00 Gift Certificate	Clark's Shoe Store One Pair of Hose
Montgomery Jewelers Compact	Modern Shop Western Shirt	Toggerly Shop \$5.00 Gift Certificate
Williams Furniture Co. Bed Lamp	Cliff's Cafeteria Free Dinner to Queen and Escort	Style Beauty Shop Revlon Set
C. R. Anthony's Riders	The Style Shop \$5.00 Gift Certificate	Floore Floral Co. One Dozen Roses Presented at time of winning
Landsun and Ocotillo Theaters \$5.00 Ticket Book	Palace Drug Store \$2.50 Gift Certificate	Artesia Floral Bouquet Presented at time of Crowning

28, 1933
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FOUNDER OF THE ARTESIA ADVOCATE, Gayle Talbot published the Advocate for most of its first 11 years and when health and business reasons necessitated a change, he announced his resignation three times before he could finally withdraw.
At right is reproduced the now tattered and torn front page of the first

Artesia Advocate, dated Aug. 29, 1903. Actual size of the page was 12 by 19 inches. All the small, body type was set, letter by letter, by hand. Reported on the front page is founding of the First National Bank, which opened its doors for business three months after the Advocate was founded and will observe its 50th anniversary this year.



First Artesia Advocate Turned From Small Press 50 Years Ago

50 years ago tomorrow, the first issue of the Artesia Advocate rolled from a hand-powered press to greet residents of the community which then amounted to no more than a few stores, bars, and rooming houses.

Then Artesia—set in the middle of forbidding deserts with little promise of the agricultural, ranching, and mining empire to come—attracted men enchanted by its possibilities.

At that time, the Advocate's founder—Gayle Talbot, legislator, newspaperman, and realtor—had a boundary mission for the Texas legislature, Talbot had the Artesia country—and saw what it might be. He carried his machinery and household goods into a rail car, and on Aug. 29, 1903, published the first issue of the Artesia Advocate.

Talbot published that first issue with characteristic boldness. Completely missing from its front page was the customary article in which the publisher of a newspaper promises to his readers and his journalistic faith.

Talbot instead plunged right into the business of promotion, a policy which has been basic with the Artesia Advocate. The lead story in volume 1, number 1, was headlined "No More Desert Claims" in bold capitals.

A subhead said "Immediate settlement and that Artesia will be the center of one of the richest agricultural regions in the world." The front page also included an editorial reprinted from the El Paso Argus to the effect that nearly 200 children in Artesia were without school facilities and something should be done about it.

The front page also reported perfection of First National Bank of Artesia organization. The first papers were half home-made, half ready-made. The latter included such features as "Why He Was Bluebeard Would Not Change," and "The Metropolitan Big City."

Medical advertisements abounded through the paper. Subscription prices were then \$1.50, a rate which has only more than doubled in 50 years. The first Advocate reported the highest price ever paid in the area, then a whopping \$1,600 for a farm and acres of "desert claim" for \$900.

It reported that J. B. Cecil was drilling an artesian well, that Dayton was constructing a business building, and that the Library Association had organized with Mrs. G. P. and as president.

In his next issue Talbot reported the city's first wedding, that Mrs. Grigsley, operator of a hotel near the depot, had married J. W. Munson, barbershop proprietor. The Advocate's first "news" picture was published Oct. 1, 1903—a photo of the Sallie Stigman residence.

After issue after issue expressed Talbot's boosting issue and confidence in the Artesia country. There was the simple Nov. 7, 1903 that "It is the policy of the Artesia Advocate to speak a good word for the whole valley."

THE ARTESIA ADVOCATE

SECOND SECTION AUGUST 28, 1953 ARTESIA, NEW MEXICO

ago, but pursuing its usual-conservative course it did not think the situation had developed to that stage where it was worthwhile to get excited and herald the tidings of a find that is yet problematical.

On the Advocate's first anniversary, Talbot commented on that lack of a glowing salutory in the first issue of the paper:

"The first issue of the paper contained no salutory, made no rash promises, and if the paper had been a disappointment to anyone," Talbot wrote, "we have no rash promises to make. We have tried to tell the simple story of life in Artesia without frills or fancies. As wonderful as this story may seem, every word of it can be verified by a visit to Artesia, the future city of the valley."

If Talbot were concerned with boosting Artesia and building a newspaper on a solid financial basis, he also had other interests—politics for instance as this editorial from the Roswell Record and Talbot's reply Aug. 27, 1904 indicate:

STILL RANTING
"The Artesia Advocate man is this week covered all over with sore spots. But he can't be blamed. When a man attempts to thwart the will of the party of his county as he did at the Las Vegas convention, and receives such a stinging rebuke at the hands of the Territorial Democracy, it is a little wonder he is sore. And at the bottom of that funny little protesting telegram he sent to Las Vegas, was a little real estate deal it doesn't pay to mix personal spite and real estate deals in politics. Our friend down the valley will feel better when the sores heal. The Democrats of the Territory will always remember the little trick he tried to play to prevent an Eddy county man from casting the Eddy county vote in obedience to the will of the Eddy county Democracy.—Roswell Record.

"To a man not acquainted with the reckless rantings of the editor of the Record, it might appear that the Advocate editor had committed some heinous offense against the Democratic party, or even sinned against the holy ghost. The initiated can only smile. Because the Democrats of Artesia saw fit to oppose nomination of Jerry Simpson for congress they receive condemnation from this self-constituted alcaide who mixes his politics as badly as his drinks. A man of more brains and less egotism would hesitate to proclaim himself 'Democrat of the Territory' but Brother Bear never hesitates at anything—not even at running a Democratic and a Republican paper in the same town."

If Talbot was active in Democratic state politics, he was also active in local politics. He was among the earliest to propose an Artesia county, as witness this editorial, disguised as a news story, Jan. 21, 1905:

A NEW COUNTY
"To be called Artesia is what our people most earnestly desire and a committee appointed by our Commercial club composed of Messrs. John Richey and Gayle Talbot are insisting that a new county be formed from parts of Eddy and Chaves counties. Should the legislature grant the request of our people the good citizens of Carlsbad and Roswell should certainly rejoice with us for we would make a mighty good neighbor. Should they object, we be unto them."

Talbot only briefly noted in a later issue the bill was defeated 16 to 8 in the territorial legislature.

In March of 1905 Talbot published what was to be the first of three farewell editorials in which he gave up the Advocate. A column on the editorial page contained Talbot's farewell and the greeting of C. E. Biles, the new publisher:

TO THE ADVOCATE'S FRIENDS
"Owing to continued illness and that entire relief from the grind of office work is prescribed, I have this week severed my connection with the Advocate for the present, at least. I have leased the plant and business to Mr. C. E. Biles, who recently moved to Artesia from Sharon, Tenn., and I trust that my friends and the public generally will continue to extend to the paper the liberal patronage that it has enjoyed under my control. In my humble way I have done everything possible for the material and moral advancement of our Artesia country—first because I have faith in it and, second, be-

cause the people who came into this arid valley and made of it a garden spot have shown themselves heroes under all conditions and I love them as citizens and neighbors. Nothing save the power of Jehovah himself can defeat the purposes of a people like this, and I shall feel it a privilege to serve as a private into the ranks of the workers. You have earned my gratitude and I shall not forget.

"Mr. Biles is an experienced newspaperman and resigned the mayoralty of his home town in Tennessee because he could not resist the attraction of the Artesia country, and I feel that he will prove an able exponent of those things that the Advocate has always stood for. Any and every favor that the public may tender the paper under his regime will be greatly appreciated by

Your friend,
GAYLE TALBOT

"Newspaper editors have a wide field for work. Even editors of small country papers exert a very great influence and therefore only the best men should be editors. To some extent they mould public opinion and in a great measure the development and progress of a community depends upon the character of its newspapermen. I feel incompetent and cannot hope to creditably fill the place made vacant by my predecessor, Mr. Gayle Talbot, however, I can at least be honest and publish the news of Artesia week after week, treating every man exactly as I would have him treat me. I have no favorites and shall wear no collar. I have great faith in the future of Artesia and of the whole Pecos Valley and shall strive in every way possible to help build up and develop the Artesia community. The policy of the paper is already in exact accord with my education and past teachings. The former editor has opposed every semblance of vice and has steadfastly worked for everything calculated to develop the better elements of man. The paper is already Democratic and it would be an impossibility for me to edit any other kind of paper, however, as there are no political fights to be made in

Gayle Talbot's Son Recalls Freight Car Move to Artesia

(Editor's Note: The article following on Gayle Talbot, founder of the Artesia Advocate, was written by his son, Gayle Talbot, Jr., who is now a sports writer for the Associated Press in New York City. It was secured through the efforts of Dr. J. J. Clarke, Sr.)

I can recall being told — Mr. Clarke might know better) was in a small wooden building across Main street from the First National bank.

The Talbot family lived in the rear for some time, and Mrs. Talbot always recalled vividly that there was about six inches of dust for her youngest child to fall into immediately after he had been bathed and dressed.

After publishing the Advocate for six or seven years, Talbot sold out (to whom I don't know) and devoted himself to the real estate firm in which he, his brother-in-law Charles S. Brown and Mark Requa were partners. After a lapse of some 15 years, he again published weekly papers at Lometa and Milford in central Texas prior to his death at Washington, D. C., in 1931.

Talbot was born at Matagorda, Texas, on the Gulf coast and lived most of his early life at Comanche, where he learned the printer's trade as a devil on the Comanche Chief. He was married there to Miss Margaret Brown. His sister, Mrs. John P. Lowry, lived in Artesia until her death.

The original office (to the best

Artesia. I will consider the whole people of Artesia and vicinity as members of the same family and work alike for the interests of all. Hoping to be able to please the patrons of the paper in every way.

Respectfully,
C. E. BILES.

Biles reign lasted for eight months, until November. He vigorously undertook a home-trade boosting campaign on the front page, and began introducing editorials on the page which carried the masthead, a practice Talbot had never followed.

But Talbot was back as publisher in November 1905. No formal announcement was made of his return—merely the name change in the masthead. A personal item on an inside page two weeks later noted that "C. E. Biles, the reformed newspaperman, paid the city of Roswell a visit Tuesday."

The Advocate rolled along for another year under Talbot's vigorous reign, with a fight over taxing of artesian water wells the biggest diversion.

Then in September came Talbot's second sale, this time to James D. Whelan, who came to Artesia from El Paso where he was on the staff of the Daily Herald. Again Talbot wrote an editorial announcing with "genuine regret that he would no longer be connected with the Advocate."

And Whelan, in the same paper, wrote: "In assuming control of the Advocate, I do so, I trust, with a feeling of modesty such as should characterize a stranger and yet with such feeling of confidence as an investigation of the resources and developments of Artesia and the Pecos Valley must inevitably inspire.

"It is my purpose to edit a clean, progressive, family newspaper devoted to the interests of the community, and I shall endeavor, therefore, to maintain the Advocate on the high plane which it has attained under the management of Mr. Talbot.

"The policy of the paper will be Democratic, and in regard to local moral issues, will occupy the same position as heretofore.

"Soliciting your continued patronage and cooperation, and inviting each and every one of you to call as soon and as often as possible, I am
Yours for Artesia,
JAMES D. WHELAN."

In the same issue a contemporary of the Advocate, the Hagerman Messenger, commented: "The Artesia Advocate celebrated its third birthday last week and in calling attention to the fact, the editor took occasion to advert to the remarkable growth and development of Artesia. There is no denying the facts which the Advocate sets forth, and it is but fair to say that to the attainment of these things the Advocate has contributed the lion's share. Editor Talbot is every inch a man, a loyal citizen, and an enthusiastic promoter of all praiseworthy public enterprises, and withal has wielded a moral force that has been worth more to Artesia than all its commercial benefits. All honor to the man who, in this age of greed and materialism, will, at the risk of personal sacrifice, fight the battles of common honesty, decency, and righteousness. But then, Editor Talbot has had splendid backing in the person of local citizenship and this is stimulating to any editor. When it is necessary for an editor to first create moral sentiment and then create moral manhood to put that sentiment in force he has a well-nigh impossible and altogether thankless job."

Whelan at once introduced regular editorial comment in his next issue of the Advocate, starting off with "Bryan and the Railroads."

He also attempted for the first time to extend the Advocate's news coverage, announcing in November 1906 he had secured a Hope correspondent.

The newspaper's first banner headline was run in mid-November. It concerned the election of a representative to Congress from the territory:

HON. O. A. LARROZOLO WON

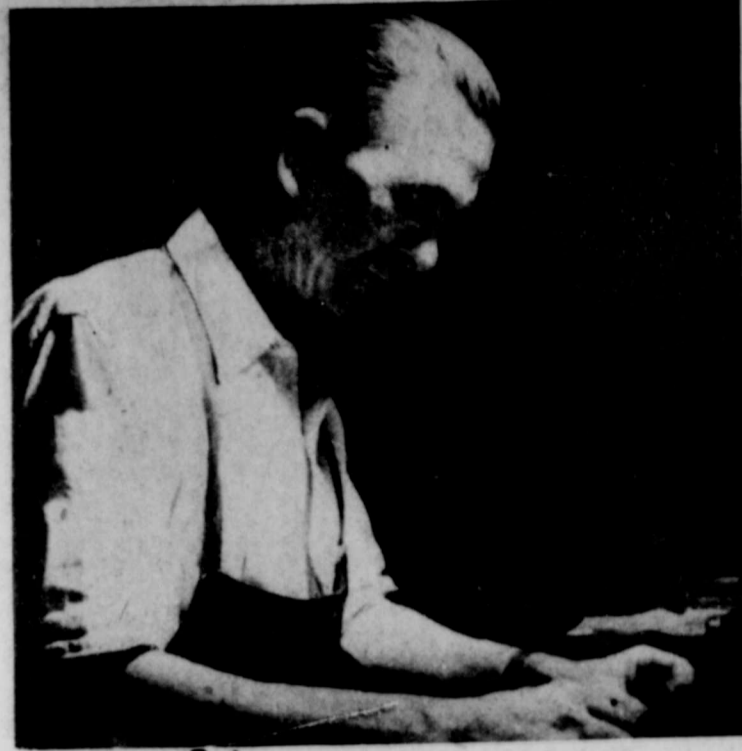
But even more interesting was the sub-head which stretched across the then five-column page:

NEW MEXICO REDEEMED FROM PENNSYLVANIA SATRAP — OLD OTERO GANG SMASHED AND DEMOCRACY TRIUMPHANT

That same month Whelan also began agitating for a bridge to cross the Pecos river—none existed for miles around (Continued on Next Page)



LINOTYPE machines which set nearly all type for the Artesia Advocate and newspapers it prints for other publishers are expensive, complicated machines, operated by skilled men. The Advocate has two; the one on the right was purchased in 1934 and still gives excellent service. The one on the left was bought by the Advocate's present owners as one phase of an expansion program. In upper half of photo is newspaper makeup department where type is assembled for makeup into steel page forms.



F. J. "NAP" GASPARD is one of two newspaper floormen, converting rough advertising layouts into type, placing advertising, body type, and headlines in page forms. He has been with present publisher, 12 years.

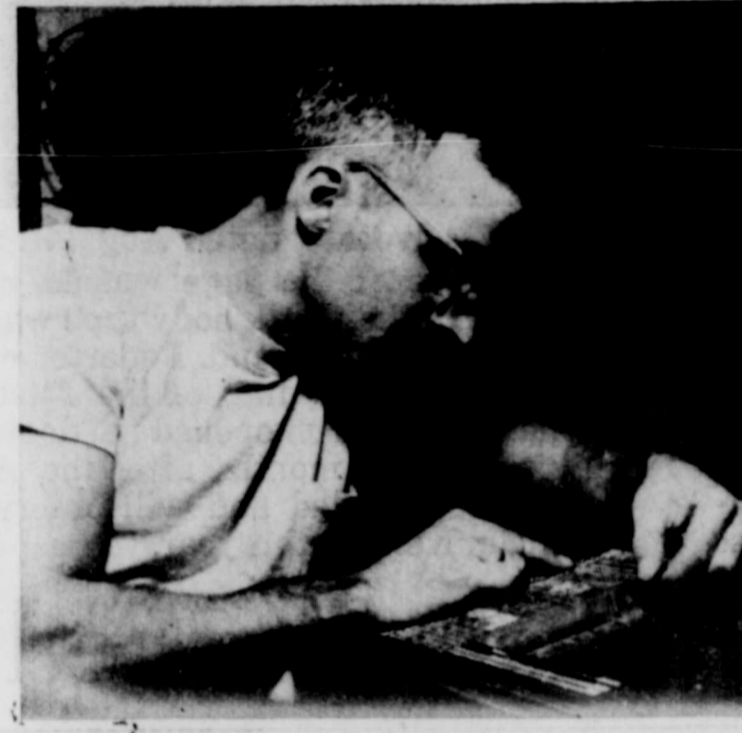


V. J. OMELIAN, floorman, saws slugs fitting into type. In addition to making up the Advocate, Nap also makeup high school newspaper once a week, Walker base weekly paper, and monthly REA paper.



GENERAL MANAGER of the Artesia Advocate and its associated job department and office supply business is Vernon Bryan, who has been with the newspaper for 16 years and for two years was co-publisher of a newspaper rivaling the Advocate. His activities range from management to job pricing, an occasional stint on a press, a hand in the ad department.

THESE TWO PAGES contain pictures of The Artesia Advocate's employes as the newspaper marks its 50th anniversary, for these men and women represent the capable employes who have played so great a part in the newspaper's success through the years to a point where we today may mark this golden birthday.



HARRY HASELBY is job printer and runs the big Goss Cox-O-Type newspaper press which prints the Artesia Advocate from rolls of newsprint. Trained as a laboratory technician, he learned press in Roswell on the old Dispatch.



VIC HERNANDEZ is job printer, operating fast verticle press which turns out most large printing on long runs ordered by Advocate printing customers. Press prints jobs from baseball programs to booklets.

Advocate Absorbs Other Artesia Newspapers

(Continued from Preceding Page) the Artesia area at that time. In December the newspaper's first color ad—this all in red—was printed for the Grand Leader Store.

In January of 1907 a headline was printed in red for the first time, this one about another at-tempt for a new county (also de-ferred). It simply read, "For New County in Pecos Valley."

At the end of January Whelan expanded the Advocate's page size to six columns, and the paper then measured 21 1/2 inches deep by 14 inches across.

Whelan continued a vigorous personal and editorial campaign for the Pecos river bridge, appearing before the county commission in April that year. In August he triumphantly announced passage of a \$12,000 county bond issue to have the bridge built.

Whelan cut back size of the paper to five columns—presumably because of lack of business to support the expanded paper—in November, but by December with the Christmas season he was running 4 1/2 columns of advertisements in five columns of front page space.

An idea of the period's headline style could be seen in a headline which ran Sept. 25, 1909: **GREATEST IN HISTORY. In Sports and Games and Number of Visitors.**

THE THIRD EXCEEDS ALL. Previous Festivals, Plenty Doing Every Minute. How bitter the editorial com-

ment of the times could be is illustrated by this editorial of Whelan's in the Advocate of April 2, 1910, evidently concerning a postmaster's appointment.

THE ALLEGED P.O. APPOINTMENT

We are informed that Newkirk has been appointed. We cannot express surprise, for we are not surprised. We cannot say that we hope that the peoples' worst hopes will not be realized, for we have no such hope. We cannot wish the appointee a successful term of office, for while we wish him no evil, we cannot believe or even hope that with his limitations he will be successful. Why we make the unkindly criticism we shall not explain. Those who have lived here long and have any sense know that it is warranted. Those who have just arrived and have sense would not believe the whole truth without investigation and they will find it out soon enough. Those who haven't any sense will never understand the situation whether they have been here for years or whether they have just arrived. The Advocate will go ahead and see wood as usual. The fight is over and we shall not in the future use any of the material which we have used in the past or any other material which we have often itched for an excuse to use except under extreme provocation.

"The best we can say is that we wish him no harm."

Dec. 31, 1910, came another sudden change in Advocate ownership, with Talbot resuming control again, but this time under the title of Artesia Publishing Co., and with a list of partners, including William Crandall, S. O. Higgins, and George O. McCrary.

Talbot again took over the editorship and immediately started plugging again for Artesia and for improvements.

In February of 1911, for instance, he wrote that "The Advocate insists on a sewerage system being put in here. It would prove a good investment to prospectors, while we know sewerage would be beneficial to health."

But Talbot's return lasted only a short time. On March 11, 1911, he announced sale of his stock in the publishing company to J. L. Tullis, observing that "Mr. Tullis is a progressive, capable gentleman and has many years experience in the work."

This was Talbot's final goodbye to Artesia and to the newspaper he had guided through its first eight years. Under his management it had become a respected, influential newspaper, gaining stature from Talbot's personal influence and ability. His efforts in behalf of Artesia had been endless. They were confined not only to the newspaper, but extended to the Commercial club—the equivalent of our Chamber of Commerce, and to Democratic politics.

His guidance the Advocate was conservative but strong; Gayle Talbot had nurtured it through the most difficult years. His successor seemed bound to undo the work. Tullis, who acquired Talbot's stock in March, converted the newspaper from weekly publication to semi-weekly with publication days Wednesday and Saturday.

At once the paper was cut back from eight to four pages, and at once Tullis began carping editorials charging merchants with an obligation to support his rapid expansion.

He noted a little later that "To judge by the advertisements the twice-a-week Advocate is now getting, we had better cut to four pages once-a-week as that seems to be about the caliber of the town."

The note was sharply different from the cooperative Talbot's methods, but was mild compared to later charges, such as that in December of 1911 when Tullis threatened merchants that either they advertise more or he would sell out.

In March 1912 he did just that, after the Advocate came up issue after issue with sparse, revenue-producing advertising lineages. The paper of March 8, 1912, carried in its "Business Announcements" column the report that "J. L. Tullis and B. F. Sloane announce sale of their three-quarter interest in the Advocate to A. W. Henry."

At once the paper went back to weekly publication. Its stockholders, reported in the next issue, were E. B. Kemp, J. S. Highsmith, J. B. Enfield, W. S. Gilbert, J. C. Gage, D. D. Sullivan, and A. W.

Henry. Almost immediately after changing ownership, the Advocate underwent a noticeable change. Boiler-plate insides—syndicated material such as love stories, short features, and pictures of stage people—ascended again, and editorials were dropped.

In 1914 the masthead carried the names and the amount of stock owned by parties interested in the Advocate, including S. W. Gilbert 200, E. B. Kemp 200, J. C. Gage 100, D. D. Sullivan 100, J. S. Highsmith 100, and A. W. Henry 2,650. Stock was valued at \$1 a share, or \$3,350 in stock then issued.

Henry in the early years of his ownership was able to build the Advocate with more local news and advertising. A story in the March 6, 1914, paper noted that dissatisfaction among stockholders had been worked out, with Dr. Chester Russell becoming a new stockholder.

Almost at once the paper was more newsy, more vigorous in its news policy.

In August 1914 the Advocate absorbed the Dayton Informer, taking over its subscription list for an undisclosed sum.

And in a headline in November of 1914 was another example of the period's standpoint toward keeping editorial opinion out of the news section. A front page-headline declared:

LARGE SIZED AFRICAN IN REPUBLICAN AFFAIRS IS DISPOSED IN PROPOSED AMENDMENT TO CONSTITUTION

Gradually through the years to 1920, the Advocate visibly slipped, presumably as Henry became more occupied with other interests. In 1919 he leased the newspaper to a couple who apparently knew little about the business.

So weak had the Advocate become that on Jan. 16 the Artesia American made its first appearance with W. N. Todd as editor and J. R. Hoffman as co-publisher and mechanical superintendent.

In an first editorial in its first issue the American's publishers wrote:

THE CUSTOMARY BOW "With this initial number a new journalistic enterprise is ushered into being in Artesia. The Rubicon has been crossed. The American has been called into existence by what appeared to everyone to be a demand for a paper that would properly represent the interests of Artesia and faithfully portray the growing importance of this portion of the Pecos Valley. Its mission is to endeavor to supply this demand. The undertaking has been assumed rather reluctantly and only after sincere importunities of the whole community.

"The proprietors do not expect to get rich in the business. The uppermost question in their minds is whether they can break even on expenses for the first year, to say

nothing of their own labors or the money invested. They have made a supreme sacrifice, and their principal motive is to benefit the community. If this motive and this sacrifice are understood, the public will, we are sure, attest its appreciation by its willing and substantial support.

"We have purchased outright the plant of the Pecos Valley News, which suspended soon after the beginning of the war. We have added new type and a complete stock of printing material, and shall add new machinery as fast as it can be procured. This last statement will be explained from the fact that from four to six months are required to fill an order for the latest model Linotype.

"The policy of the paper, reduced to hard-boiled terms, will be non-partisan, non-sectarian, and neutral in neighborhood and family quarrels. One of the proprietors is a Democrat and the other a Republican.

"The paramount mission of the American will be to gather the news and present it in readable form. That it will endeavor to do faithfully, fairly, and promptly. It will also try to be accurate. It will always seek the fountain head, and never publish anything for a fact which it does not at least believe to be true."

Artesia obviously was dissatisfied with the Advocate, and the records indicate the community was quick to welcome the new publication, doing so with such vigor that only a month later, in the issue of Feb. 13, the American announced it had purchased the good will and subscription list of the Advocate.

An editorial on the merger said: "These are days of lightning changes. Just a year ago the Advocate was the only paper in Artesia. A. W. Henry, its owner, had guided its destinies for years. But one fine morning along came a man and his wife by the name of Hollister and leased the paper and plant for one year. The Hollisters were not printers or newspaper men in appearance.

"Early in the year a new star appeared in the newspaper firmament. It was the American and it came because it was sadly needed. This was a jolt that caused the Advocate to fall down on the home stretch and the lease was surrendered to its owners, Mr. Henry, two weeks before its expiration.

"Of course, the American had a covetous eye on the Advocate all this time. It cared nothing for its circulation but desired its name and good will in order to make the American a 'legal paper.'"

"All this done, the name was the next thing to settle. The American was only four weeks old and while it had acquired a bonafide subscription list of over 600 in that time it had not been given the privilege by Mr. Burleson's hired men of second class postage rates,

and it would be six months before it could become a legal paper. "To hyphenate the name of an American-Advocate under such circumstances seemed like the tail trying to wag the dog. For these and other reasons the word American was dropped. The Advocate substituted, pertaining to the two papers, the name of Artesia. That the good name of the Advocate was so valued is especially Talbot and Whelan also an indication that the paper can rest on its laurels every issue.

Todd retired in March 1921, giving his share in the business to Hoffman. In retiring the Hoffman newspaper work too great for one of my years."

J. S. Knowles purchased the paper April 2 that year, continuing the building program which was truly a passing change, with the passing of a dollar bill.

William Stranahan became owner of the paper in October, 1921, and for three years Knowles produced a paper which once again, with the sink, so difficult did times be- come. Dec. 2, 1921, the paper announced they would issue the paper Dec. 30, 1921. Dec. 9 issue a week later, Knowles so said that following request of many friends, he continue "a little longer."

Things began to look up for the Advocate and for Artesia in 1923, when a story June 19, 1923, a big new interest in oil in the Artesia area with development of Haskins well.

But Knowles and Stranahan as things began to look up for the newspaper again to the Martin of Baird, Texas, in 1923.

Almost at once the quality improved, with the printing a better-looking foreground increasingly bigger amount consi-

Typography was studiously ed to, and Martin began to kind of large display type used.

On April 4, 1924, Martin announced C. R. Blocker had purchased a half interest in the Advocate. Blocker had lived in Carlsbad, where the Carlsbad Argus published in 1907. Blocker would, however, be charged with the financial end."

With Blocker's purchase interest in the newspaper, the Advocate became the cherished property of a family which was to style which the longest period of ownership and management in the newspaper's history, ending nearly half its lifetime.

(Continued on Next Page)



MRS. J. L. LONG is newspaper's society editor, also waits on office supply customers, handles Advocate circulation, takes classified advertising, reads proof, and passes news tips on to the editor.



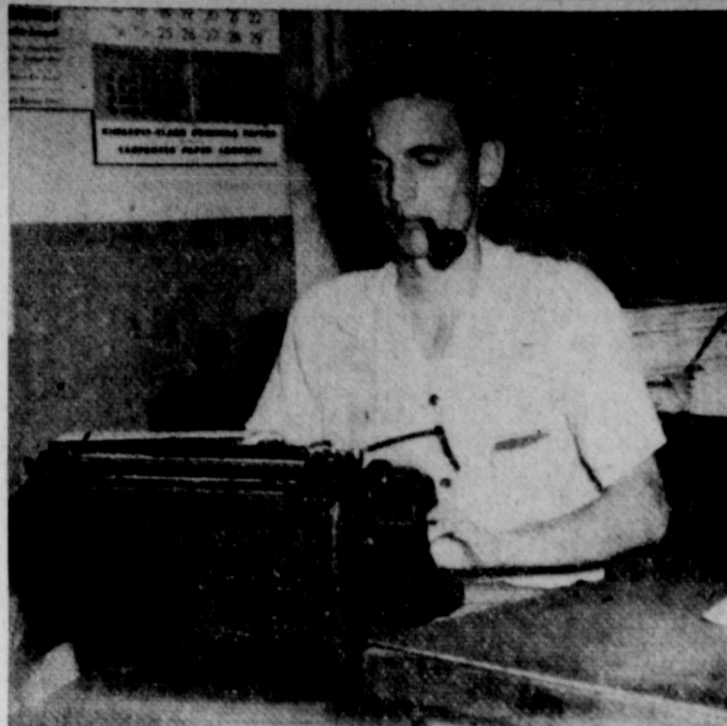
W. W. "BILL" MAXWELL, advertising manager, entered the newspaper field after many years of seeing advertising from the other side as manager of several retail stores for which he frequently had to place advertising.



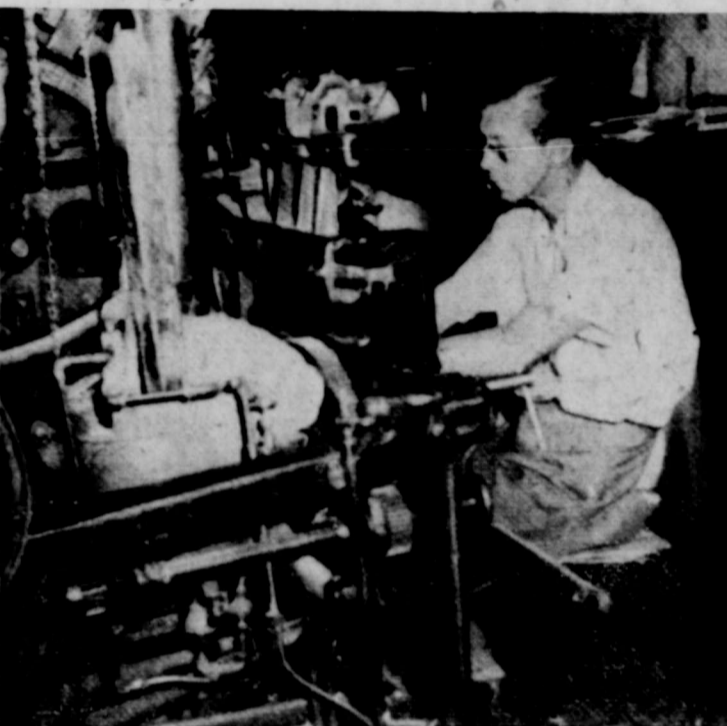
MRS. EARL SMITH alternates between the editorial and advertising departments, working on ads until that department's deadline, then going over to the editorial side to give a hand with business news and general news stories.



W. MAXWELL is bookkeeper for all departments of the Artesia Advocate's complex business, and other Advocate employees, lends a hand in other departments, waits on customers when office is rushed.

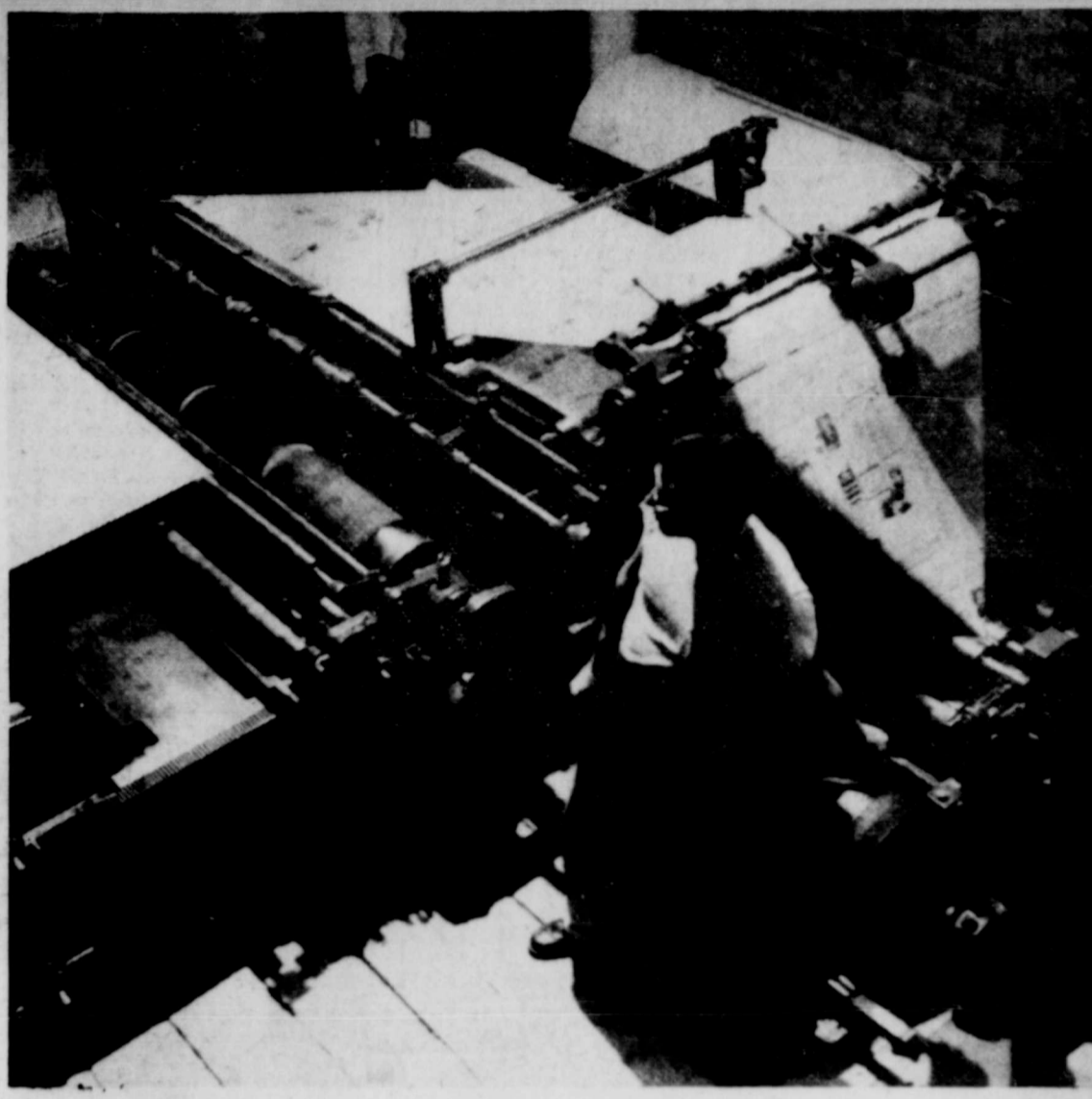


DAVID RODWELL is newspaper's editor with duties ranging from a hand in editorial writing to coverage of city's news on all beats except society, as well as most of Advocate photography, headline writing, and makeup.



CHARLES SNYDER operates Linotype on which is set nearly all 8- and 10-point type for the Artesia Advocate as well as other newspapers printed by the Advocate. The straight matter machine sets all "body type," cut-

PRESS which prints Advocate and other newspapers is modern Goss Co-O-Type, which feeds newsprint into the press from big rolls of paper. The press was installed at the Advocate in 1950. Operator in foreground is Harry Haselby. This newspaper press prints directly from type and cuts, rather than from a stereotype of page form. In use nearly every day to print one newspaper or another for other publishers the Cox-O-Type completes the Advocate's run of over 2,500 in an hour.



that it could continue in the future as it has in the past, growing and expanding as the city and trade area grows and expands.

"He declared that it would continue as it has in the past to seek to serve the community, the county, the state, and the nation, in every way possible."

An editorial in the same issue of the paper amplified policies which were to guide its attitudes and development. "The Artesia Advocate is an institution. It is your newspaper and will continue to be through the years, which follow regardless of the owners. We desire that you feel that way about it."

The "Advocate, we feel, has grown and expanded with the growth and expansion of the community. It is our sincere hope that it will continue to grow and expand with this modern, progressive city. We shall give our every effort toward this accomplishment."

"Its growth and the position it holds among the newspapers of the state is due to the work and the effort of the late Ray Blocker and Mrs. Blocker. They, and the publishers and the faithful and loyal employees who have gone before, have built The Advocate. To them goes the credit."

"We shall seek and strike to follow in their footsteps and to warrant the continued support and patronage of the people of this community."

"That is our pledge and our promise to you in this, our first statement regarding the policy of The Advocate."

"It is our sincere desire that The Advocate be the newspaper of all groups and classes; it is our hope that it can represent all of these in its columns, and that it will be worthy of their approval and their support."

The year was also to see the only two extras the Advocate has ever issued. One came out on the death of Franklin D. Roosevelt, the second only a few issues later with victory in Europe.

Two mechanical improvements in 1945 saw the addition of Corona type as the newspaper's body type, one of the "legibility faces," and the conversion to eight columns. Following the conversion and Editor Bert's observation that now the Advocate could really go streamlined with its full newspaper size, the newspaper broke out in a rash of over-sized headlines.

Priestley actively directed Advocate development until his purchase of the Las Cruces Sun-News, a daily newspaper. Bryan was named the newspaper's general manager following Priestley's move to Las Cruces.

The Advocate in the booming post war years and under strong business management grew to where it ran 16 pages every Friday, a step which was leading to conversion to a twice-weekly publication in September 1949.

In January 1950 the newspaper purchased and installed a Goss Cox-O-Type, one of the most modern small-newspaper presses available. Involved purchase and installation of the press was \$20,000, or more than six times the capital investment of the Advocate's early publishers—and for just one piece of machinery.

In 1951 Bert resigned as editor of the Advocate, returning after a year to the paper on which he first entered journalism, the Edina Sentinel, where he today is editor. E. Brownwood Emerson, Bert's assistant, was appointed editor, and continued in that capacity until February 1952, when David Rodwell became editor.

The Advocate today is owned by Priestley and his associate, James H. Skewes of Meridian, Miss. Under a liberal policy, the newspaper and its associated printing and office supply business are managed by Artesia residents in touch with the local situation and responsive to community sentiment.

Since purchase of the newspaper by Priestley and Skewes, major developments have included addition of audited and guaranteed circulation under the Audit Bureau of Circulations, addition of another Linotype machine, a power paper cutter, the new newspaper press, a Fairchild electronic engraving machine, a modern Miehle verticle printing press, and other miscellaneous equipment. Its payroll has steadily grown with expansion of the business.

The newspaper's policy of aid to its community and dedication to Artesia earned for it in 1952 the first place award of the New Mexico Press association for community service, while mechanical improvements enabled it to win a second place prize in typography.

The 50-year story of the Advocate is completed with economic ups and downs, yet today it continues as the community's oldest business firm. It with Artesia has steadily grown, and plans further growth and expansion.

Today, at 50 years, the Advocate is Artesia's oldest business firm. Yet because of its stock in trade—the news—it is as new today as when Gayle Talbot published the first Artesia Advocate—50 years ago tomorrow.

Newspaper Just Begins to Hit Stride on Fiftieth Birthday

(EDITOR'S NOTE: The following column was written specifically for the 50th anniversary issue of the Newton (Ia.) Daily News, which agreed it was too good to keep to itself, and released it for general use.)

By HAL BOYLE

Fifty years is a long time in the life of a man.

In half a century a man can fall victim to fallen arches, dyspepsia, cynicism or delusion of grandeur. Over that period he begins to feel himself coming apart at the seams. So do many governments, because government—like men—are susceptible to interior ailments.

But after 50 years a good newspaper is just beginning to hit its stride.

A newspaper, like the community it reflects, is the sum of those who make it — and something more. It has a vitality of its own. There is no reason why good newspapers and good towns should fail to grow together endlessly, even though those who make them must grow old themselves and die.

The one thing a newspaper must have to endure is freedom. America has had a free press ever since its founding. That is the only reason why today it has the greatest press in the world.

It has been free for so long that most people in this country take their newspapers for granted. It would come as a dramatic shock to them if some day they awoke to find their newspaper could print only items that had been approved by a government censor.

Yet this is a daily fact to millions of people living in dictator-ridden countries. They are told exactly what the dictator wants them to know—and nothing more.

What is it like to live in such a country? It is always to live in doubt about what is happening, what really is going on, not only in your own country but in the rest of the world.

(Continued on Next Page)

Martin, Blocker Become Partners

(from Preceding Page) name from Miller to Artesia. In 1934, despite the hard times, the Advocate purchased a major item of machinery, a model 14 Linotype, still in daily use by the newspaper. With its purchase came changes in Advocate dress with new type faces. At the same time the newspaper went to seven columns.

Through the 1930s there were few local pictures, and occasional local "art" used was mostly one column "mug shots" of local citizens in the news, or static shots of a new water or oil well, prominent local residence, or business establishments.

Banner headlines were seldom used in the newspaper, and judging by today's standards, make-up was overly-formal and unfunctional. It was never-changing from issue to issue. On the two outside columns of every issue were one-column, 30-point headlines in black Cheltenham type. In the second and sixth column were 12-point heads in capitals, and in the third and fifth 24-point headlines in a black condensed type. In the middle column would be another 12-point head in caps. On occasion pictures from a syndicate might be substituted, but they were always one-column cuts. Headlines down the length of the page were balanced formally.

On May 12, 1938, the Advocate announced Blocker had become sole owner with the purchase of Martin's interest, ending a partnership of 14 years. Martin, the newspaper noted, disclosed no future plans.

A. L. Bert, who had cut his journalistic teeth on the Edina, Mo., Sentinel and WTAD at Quincy, Ill., became editor, a post he was to hold for the next 13 years.

Almost at once, with Bert's coming, the Advocate grew livelier in appearance. Its editorials were vigorous, never hesitating to touch local situations, compared to the general, topical editorial policy of the 14 years preceding. Bert began using larger and larger headlines, and news writing was sparked up in keeping with journalistic trends.

In 1940 the Advocate reported the death May 8 of C. R. Blocker, 47, in Fort Worth. The obituary recorded his birth in Akron, Ohio, July 7, 1892. He had married Mrs. Blocker in Artesia May 21, 1925, forming a life-long newspaper partnership.

In respect for Blocker, his name was carried in the masthead until July that year, when Mrs. Blocker's name was substituted after her decision to continue the newspaper and printing business developed by her husband.

Although saddened by the death of a publisher to whom the Advocate's employees were dedicated, the newspaper never allowed the public to know its "personal" feelings. It returned at once to the business of news coverage. A headline in two-inch capital letters July 18, 1940, reported what

was to be the first of many such heads in the Advocate and other newspapers covering Eddy county — "Oil Flows West of the Pecos." While overenthusiastic, the play given the story reflected the community's hope for one of its most cherished dreams.

In May 1941 the Advocate absorbed another newspaper, the two-year old Enterprise, which had been founded in 1939 by Vernon Bryan, a former Advocate employee who had decided to enter the field on his own. Six years later he was to be named general manager of the publication to which he had sold his business.

Through the war years the Advocate was in the middle of every defense bond drive, scrap paper collection, and iron salvage campaign, while it soberly chronicled the list of Artesia's war dead and wounded. It sought to localize the nation's defense effort in every way, from the reasons behind defense bonds, to news stories on a prisoner of war camp located near the city and government on-off (finally on) plans to build a big airport adjacent to the city.

The newspaper cooperated with veterans' organizations in sending hundreds of copies overseas to men and women in service, and was gratified at acknowledgments that receiving the paper was "just like getting a letter from home."

DAVID BALDONADO shares stereotyping work with Phil, here puts corrected lines of type into galley. Stereotyping involves casting metal printing plates with molten type from mats, casting pigs for Linotypes.

which I received and the continued patronage of the business firms of Artesia when I became publisher and during the five years in which I have published the Advocate, a business which was built principally by my late husband, C. R. Blocker.

Only with the cooperation and help of a loyal force of men, have I been able to serve the public in the same manner as you have been served before.

"Orville E. Priestley, who will, after this week, publish the Advocate, comes to Artesia highly recommended as a newspaperman of years of experience. Mr. Priestley also comes highly recommended by the many civic clubs in which he has been active, by his Congressman and the Louisiana Press Association, and by his church. To him I would ask that you give the same support, cooperation, and patronage which has been extended to us during our years as publisher."

A news story in the next issue said: "Priestley in taking over the newspaper business declared there would be no radical changes in the policy of the paper or in its appearance. He expressed the hope

that it could continue in the future as it has in the past, growing and expanding as the city and trade area grows and expands.

"He declared that it would continue as it has in the past to seek to serve the community, the county, the state, and the nation, in every way possible."

An editorial in the same issue of the paper amplified policies which were to guide its attitudes and development. "The Artesia Advocate is an institution. It is your newspaper and will continue to be through the years, which follow regardless of the owners. We desire that you feel that way about it."

The "Advocate, we feel, has grown and expanded with the growth and expansion of the community. It is our sincere hope that it will continue to grow and expand with this modern, progressive city. We shall give our every effort toward this accomplishment."

"Its growth and the position it holds among the newspapers of the state is due to the work and the effort of the late Ray Blocker and Mrs. Blocker. They, and the publishers and the faithful and loyal employees who have gone before, have built The Advocate. To them goes the credit."

"We shall seek and strike to follow in their footsteps and to warrant the continued support and patronage of the people of this community."

"That is our pledge and our promise to you in this, our first statement regarding the policy of The Advocate."

"It is our sincere desire that The Advocate be the newspaper of all groups and classes; it is our hope that it can represent all of these in its columns, and that it will be worthy of their approval and their support."

The year was also to see the only two extras the Advocate has ever issued. One came out on the death of Franklin D. Roosevelt, the second only a few issues later with victory in Europe.

Two mechanical improvements in 1945 saw the addition of Corona type as the newspaper's body type, one of the "legibility faces," and the conversion to eight columns. Following the conversion and Editor Bert's observation that now the Advocate could really go streamlined with its full newspaper size, the newspaper broke out in a rash of over-sized headlines.

Priestley actively directed Advocate development until his purchase of the Las Cruces Sun-News, a daily newspaper. Bryan was named the newspaper's general manager following Priestley's move to Las Cruces.

TOMMY BRYAN works at Advocate during summer months and after school in bindery department. After graduation and whatever Uncle Sam has in store for him, Tommy wants to enter university to study newspaper's writing end.



PHIL WETHERBY is another of Advocate's man-of-all-trades, doing a share of the stereotyping, type correction insertions, mounting cuts. Phil is also studying operation of the newspaper press, already has gone through several runs with it.



CHARLEY KUYKENDALL is genial man of much work about the Advocate, covering a strong of jobs from janitoring to hurrying about town on press day delivering newspapers to post office and newsstands. He is one of city's long-time residents.

Prospective Lawyer Lost When Priestley Entered Newspapering

(Editor's Note: The following article was printed March 1, 1952 in the Publisher's Auxiliary, trade paper of the non-metropolitan newspaper field, as an "Editor of the Week" feature.)

The bar lost a prospective barrister and the newspaper profession gained an outstanding grassroots editor and publisher when the Anadarko (Okla.) high school paper and annual named as editor Orville E. Priestley. Priestley is now editor-publisher of the Las Cruces (N.M.) Sun-News and the Artesia (N.M.) Advocate.

Until then Priestley had made his high school studies a preparation for a course in law, but once he got printer's ink on his

fingers he was "never able to get it off." His choice of a life career changed in that senior year. When he enrolled at the University of Oklahoma it was in the school of journalism.

There his work won him the editorship of the university paper 1924-25. He also served on the student council, was a member and president of Pi Kappa Phi, several local fraternities and Sigma Delta Chi, of which he was vice-president.

Graduated in 1925, Priestley took his first newspaper job as news editor of the Lawton (Okla.) Constitution. Later he worked on the Cushing (Okla.) Citizen, Perry (Okla.) Journal, El Dorado (Ark.) Times and St. Joseph (Mo.) Gazette.

Next he went to Crowley, La., as part owner and editor-publisher of the Daily Signal. His partner was

James H. Skewes, editor-publisher of the Meridian (Miss.) Star, with whom he has been associated since January 1, 1930 in the ownership of four papers.

Priestley continued in Crowley until January 1, 1945, when he sold the Signal because of ill health. He moved to Artesia, N. M., where in partnership with Mr. Skewes he took over the Advocate, which was converted from weekly to twice-a-week in September 1949. In November 1946, they bought the Las Cruces Sun-News and since June 1947, Priestley has been actively in charge there.

In Crowley, Priestley was an active leader in all civic and community affairs and was an officer or director of most local organizations. He was also a director of the Louisiana Press association, president of its southern division for two years, and president of L.P.A.

Crowley remembers Priestley's work for the rice farmers, and for the campaign his paper made to have the city erect a quarter-million dollar city hall and auditorium. Mr. Priestley represented the rice growers in hearings at Washington on a better farm program, and for five years was director of the National Rice Festival, now known as the International.

In the Louisiana city Mr. Priestley was an active member of Rotary for 22 years, and president of the city. Until his resignation last May he was also a leader in the Las Cruces Rotary club, and a member of its board of directors. He is now president of the New Mexico Press association and served as vice-president.

Mr. Priestley activities put into practice what he preaches—definite, community service, boosting and promoting all

worthy clubs, groups and organizations and their programs and projects.

"I have always emphasized local news and have followed a policy of supplementing the local news with wire stories and not supplementing the wire news with local stories," Priestley says.

"I am a firm believer in local editorials, and have always written our own editorials, and commented on local, national and state affairs," he continues.

Things have not always been easy for Priestley. There was the experience in August, 1940 of writing the story of the Crowley flood for the Associated Press as 18 inches of water flowed through the newspaper office. His own paper was forced to miss six issues, but when the presses rolled again, turning out what he described as "messy looking" papers until new rollers were obtained, readers told him "The Signal never looked so good to them before."

"Newspapering may be routine in many ways," Priestley adds, "and yet it changes from day to day. I perhaps have stayed because in each instance where I have taken over a news-

paper it presented a real challenge to make it a profitable and paying venture.

"Certainly publishing newspapers is expensive business but it can be profitable with wise and economical operations. . . . Perhaps there are more condemnations for what one does or doesn't print, but commendation is often far sweeter for a good job well done than all the cussings a publisher takes."

The Priestleys were married in 1926 at Drumright, Okla., where Mrs. Priestley was the former Opal Le Shore. They have two sons, one being a marine who expects to enter newspapering. The younger is 17.

Mr. Priestley was born at Trading Post, Linn county, Kan., September 20, 1899, the son of Mr. and Mrs. J. W. Priestley. The father is still living. In 1901 the family moved to Anadarko for the big land opening, and in 19 years they lived there Mr. Priestley attended grade and high schools, graduating in 1920, when the family moved to Missouri. A year later he was back in Oklahoma to attend the university.

Newspaper Just—

(Continued from Preceding Page) of the world. Truth and propaganda become intertwined. Rumor and gossip ride the land. The final result is that no sensible man can afford to believe anything he reads or hears. All he can ultimately be sure of is how the dictator spells his name.

In such countries newspapers that try to remain free are ruthlessly suppressed. A bought partisan press then voices, parrot fashion, any nonsense those in power decree it shall print.

This daily barrage of misinformation may stir the older generation to rebellious disbelief; but it twists to its own sinister purpose younger minds growing up, minds that never had a chance to sift truth from falsity because they never were exposed to truth.

A free world press is the only real hope to world understanding; a bought press is the greatest barrier. It is this liberty to tell the truth that makes American newspapermen, by and large, so fiercely proud of their craft. The mayor, the governor, or the President can't tell them: "You print this—you don't print

that." They write the news. Often the best of those who refuse to be censored. They would like their careers on the community of their own. One of the greatest Emporia, Kans. It is a springboard for New York, Washington, for scores of his countrymen. Some of the best newspapermen—or the men, some of the best medium-sized owned. A man likes to be while—and will go the average reporter much time talking one of the privileges work—it is his. You may wear out paper will go on community. All surveys today American newspaper quality, are read than ever before. will continue to be remain free to be the people.

The Artesia Advocate.

AND HOTEL BUILDING SOLD

MELON GROWERS MEET SATURDAY

MORE OIL STRUCK IN TERRY WELL

IOWA FARMER MAKES GOOD

A NEW SILD ON THE FRITTS FARM

MEETING OF WELL OWNERS

School Books and Supplies

Pecos Valley Drug Co. A. D. S. and Retail Store

Pecos Valley Gas & Electric Company

ARTESIA ADVOCATE

ARTESIA, NEW MEXICO, FRIDAY, FEBRUARY 9, 1944

WILL PLANT 400 ACRES TO COTTON

LARGE COTTON YIELD FROM FOUR ACRES

STUNT NIGHT A GREAT SUCCESS

TO PLANT 400 ACRES TO COTTON

LECTURES WITH SYMPOSIUM

COPIES OF ADVOCATE front pages at 10-year intervals shows changing appearance and, if your eyes are good, changing news writing over 50 year period. This is 1914 front page, since 1913 issue is missing from files.

TEN YEARS LATER Advocate had adopted policy of barring advertising from front page, was using bigger and bolder headlines, but in contrast to modern makeup fads, presented an uninteresting—but rather newsy—appearance.

Artesia Advocate

ARTESIA, NEW MEXICO, THURSDAY, FEBRUARY 2, 1934

Livestock Farm Loans To Be Ready Next Week

SPORTSMEN WANT DOGS AND FISHING SEASON CHANGED

SALES AND INCOME TAX RECOMMENDED AT SCHOOL MEETING

COL. WOODS NAMED ON LMAN COMMITTEE

CITY HOSPITAL IS A BRIGHT PROSPECT IF CITIZENS WANT IT

300 PEOPLE NOW BEING AID BY THE LOCAL WELFARE ASSN

LIVESTOCK LOANS IN VALLEY AGGREGATE MORE THAN \$64,000

Standard Stakes Two Wildcats in Rocky Arroyo

More Money Is Needed in Logan Cigarette Fund

Penicillin Fails To Save Life of Hamp Stephens

Phil Porter Is Killed Sunday Under Tractor

Proprietor's Tax Rate Here Is Down From 1942

Will Qualify For 1943 City Golf Tourney

Bullfight Are in Pink for Coyote Season Opener

Ratio Round-Up

Otto Wood Is New Manager of REA Camp

POWER RESIDENT COTTAGEWORK BUILT BY ROSWELL MEN

Swap-Barter

State Senate Vote Submit Pro Law To The People

THIS WAS STYLE of makeup adopted by Martin and Blocker, and seldom varied from issue to issue. Headlines are formally balanced in page. Modern theories say that this type of makeup, while occasionally striking, isn't functional.

Port To Cost Two-Thirds Million

Artesia Advocate

ARTESIA, NEW MEXICO, THURSDAY, SEPTEMBER 16, 1943

Bond-Selling Bombing To Be Sunday

Work Starts on Prisoner of War Camp Here To House 800 Germans for Cotton Picking

Compound and Guard's Quarters Will Be Two Miles North Of Artesia. Detachment Arrives This Week to Clear Ground, Build Frames From Dutch Castron

More Money Is Needed in Logan Cigarette Fund

Penicillin Fails To Save Life of Hamp Stephens

Phil Porter Is Killed Sunday Under Tractor

Proprietor's Tax Rate Here Is Down From 1942

Will Qualify For 1943 City Golf Tourney

Bullfight Are in Pink for Coyote Season Opener

Ratio Round-Up

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POWER RESIDENT COTTAGEWORK BUILT BY ROSWELL MEN

Swap-Barter

TEND TO BIGGER headlines, more display of news items is seen in this 1943 page. Even 10 years ago, few local photographs were used; this issue of the Advocate easily contains more pictures than were used in any year to end of World War II.

Proper Storage Helps Eggs

Most egg producers and dealers in New Mexico are doing a good job of grading eggs before sending them to market. But storage conditions in some markets, grocery stores, and other retail outlets are far from ideal, says Charlie Whigham, chief inspector of the New Mexico Egg Inspection Department at State College.

In some cases, eggs are being kept on the counter or in a hot storage room where quality deteriorates rapidly, yet they are sold as a grade A or AA product. Whigham says consumers should check storage conditions at their local markets and refuse to buy eggs that are not kept under refrigeration. Safe storage temperature is 50 degrees F in the market and in the home.

The Chief Inspector explains that it is impossible to judge by outward appearance whether an egg is A or AA in quality, but if they are properly graded by the producer or dealer and kept stored at the correct temperature at the retail outlet, consumers will have fewer worries over quality.

"Tail-End" Beef Calves Depress Market Prices

Each year most every beef cattleman has some low grade or late, small feeder calves. These calves are not in demand for feeders and they are not in condition to butcher. This year more of the spring calf crop may fall in the "tail-end" group because feeder buyers are likely to be more choosy.

So the question is "what to do?" The demand is good for heavy calves from 400 lbs. and up that are ready for slaughter. There's a wide margin in price between low quality calves and fat calves. W. E. Flint, extension beef cattle specialist at New Mexico A&M College says these conditions make it appear advisable to feed these

"lagers" up to the market outlook. Not only operation likely to be from depressing the ket.

The spread in price utility and convenience calves and good to shows the real means these calves to means greater profit. Actual on-the-farm were fed a balanced average of 126 days, 2.15 lbs. per day, but ant, the calves went to 2 grades. Sub means an extra pound at present but.

Flint advises to flood the market with calves. "When the good feeders are half fat ones and start feeding them in. Keep topping up calves, depending on strength and outlook."

The Chief Inspector explains that it is impossible to judge by outward appearance whether an egg is A or AA in quality, but if they are properly graded by the producer or dealer and kept stored at the correct temperature at the retail outlet, consumers will have fewer worries over quality.

Vic Vet

VETERANS! YOU A 31-DAY GRACE IN WHICH TO PAY ON YOUR G.I. LIFE BUT PROTECT YOUR AND YOUR BENEFIT BY USING IT ON FINANCIAL EMER

For full information contact VETERANS ADMINISTRATION



In Southwestland more people drink Price's than any other

Always buy the milk way protected. Price's, Price's, or is carefully cream-richness, stands up to the standard. And every way from farm to purity is assured. homogenized. bottle. . . you can confidence when

Price's products are sold at your favorite food store or call 905 for home delivery.

See "The Cisco Kid" Monday at 7 KSWs-TV Channel 8

LIVING STANDARD IS RED DEFENSE



FAMILIES WITH PROPER standards of living constitute a better defense against Communism than "any bomb of whatever kind," President Eisenhower tells a throng in New York at dedication of a \$32,000,000 federally-aided slum clearance housing project named after the father of elder statesman Bernard Baruch. Following address, President flew back to Colorado. (International)

plaintiffs, in the District Court of the Fifth Judicial District of the State of New Mexico, within and for the County of Eddy, that being the court in which said cause is pending, and being Case No. 13934 the general object of said suit be-

ing to quiet the plaintiffs' unencumbered fee simple title and estate in and to the following described land in the City of Artesia, Eddy County, New Mexico, to-wit: Lots 11 and 13, in Block 1 of

the Robert Addition to the town (now City) of Artesia, Eddy County, New Mexico, and to bar and forever estop each of you, said defendants, from having or claiming any lien upon, or right, title, or interest in said lands

adverse to the plaintiffs. The plaintiffs' attorneys are ARCHER & DILLARD, whose office address is Booker Building, Artesia, New Mexico. You and each of you are hereby further notified that unless you enter your appearance in said cause on or before the 18th day of September, 1953, judgment by default will be entered against each defendant failing to appear and plaintiffs will apply to the court for the relief demanded in

the complaint. WITNES my hand and the seal of the District Court this 4th day of August, 1953. Marguerite E. Waller, Clerk of the District Court. 63-4-F-68

Here are good examples of H & J's "Thriftmatic"! Study them — and you'll learn that our low, low prices spell Savings with a capital S! on all the fine-quality, fine-tasting foods for nourishing school lunches... for smacking-good after-school snacks... for better breakfasts and delicious dinners. So shop here today—and always—for super values in the health-building, energy-giving foods that help keep youngsters fit-as-a-fiddle and ready for learning.



LET'S HELP OUR FARMERS MOVE THEIR SURPLUS CROPS. BUY PLENTY AT THESE LOW PRICES.

Kentucky Wonder
GREEN BEANS
LOW PRICES
LB. **10c**

SEEDLESS GRAPES	Fine for Eating Pound	13c
Cucumbers	LONG GREEN SLICERS Pound	6 1/2c
TOMATOES	RED RIPE SLICERS Pound	9c
LETTUCE	CRISP FIRM Pound	9c

TOMATO JUICE	HUNT'S 46 oz. Tin	25c
SHORTENING	SNOWDRIFT With 15c Coupon on Tin ONLY	83c
GOLD MEDAL FLOUR	10 LB. BAG	84c

Borden's Starlac 3 qt. Size 29c	Mrs. Tucker's Meadolake Oleo Lb. Can 25c	Hunt's Kosher Dill Pickles 24 oz. Glass 33c	Water Maid RICE 2 lb. Bag 39c	Breeze Detergent Giant Box 64c	Oakley Nylon Tooth Brushes Each 19c	Family Pac Combs 10c 21c
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HUNT'S STRAWBERRY PRESERVES 11 Oz. 29c
GOVT. GRADED BABY BEEF OUR MEAT IS GUARANTEED TO PLEASE!

YOUR CHOICE

SIRLOIN	49c	ROUND	59c
OR		OR	
RIB STEAK LB.		T-BONE STEAK LB.	
ROASTS	29c	ROUND BONE	34c
CHUCK		LB.	

PRICES EFFECTIVE FRIDAY, SATURDAY AND MONDAY

ALL MEAT

WIENERS lb. pkg.	43c
BEEF LIVER lb.	23c

H and J Food Basket
EVERY DAY LOW PRICES
NO PARKING HEADACHES HERE

13TH & MAIN PHONE 1340

1008 So. FIRST PHONE 1060

VALUE STANDOUT



Sizes 8 1/2 to 12
\$4.49
only
Sizes 12 1/2 to 3
\$4.98

popular moccasin oxford for school wear...

Robin Hood
SHOES FOR BOYS AND GIRLS

LOOK AT THESE IMPORTANT FEATURES

- moulded counters for snug fitting heel
- folded top edges prevent chafing
- genuine elk upper leather stays soft and pliable
- flexible, waterproof Juvenile sole
- pretgsted to assure balanced fit



FREE ROBIN HOOD COMIC BOOK

Thrills... Fun... Laughs... you'll find them all in this exciting new comic of the adventures of famous Robin Hood and his Merry Men. Come in tomorrow Kids for your free copy.



"On the Corner" in ARTESIA

The Artesia Advocate

PUBLISHED BY ADVOCATE PUBLISHING Co., established August 29, 1932, The Artesia Enterprise.

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

A.B.C. Audit Bureau of Circulation

FACTS as a measure of Advertising Value

NATIONAL EDITORIAL ASSOCIATION

MEMBER

NATIONAL ADVERTISING REPRESENTATIVES WEEKLY NEWSPAPER REPRESENTATIVES

168 W. Hamilton, Chicago 1, Hullers, Bldg., San Francisco

SUBSCRIPTION RATES, PAYABLE IN ADVANCE:

- Year (For Artesia Area of Women) \$8.50
- Year (Outside Artesia) \$10.00
- Year (Outside State) \$14.00
- Year (Outside Country) \$18.00

Advertising rates: 15 cents per line for first insertion, 10 cents per line for subsequent insertions. Display advertising rates on application.

WILLIAM E. PRIESTLEY, Publisher; VERNON E. BRYAN, General Manager; DAVID H. ROWELL, Editor

Resolutions of Respect, Obituary, Cards of Thanks, Reading Matter and Classified Advertising, 15 cents per line for first insertion, 10 cents per line for subsequent insertions. Display advertising rates on application.

How We Use Water

HAVE ANY IDEA how much water is needed to produce some of North Eddy county's products? We didn't, and received his eye-opening information the other day from the soil conservation service.

It takes 325,800 gallons of water per acre for every cutting of alfalfa.

Cotton requires 800,000 gallons of water to mature one annual crop.

About 18 barrels of water are needed in refining a barrel of oil.

Twenty-five gallons of condensing water are used in producing a gallon of aviation gas, 10 gallons for a gallon of ordinary gasoline.

A ton of cotton goods requires 60,000 gallons for bleaching, 80,000 gallons in the dyeing process.

Interesting? Then here's some more:

- One inch of rain is equal to:
- One hundred tons of water per acre.
- A half gallon per square foot.
- Fourteen million gallons per square mile.

Calls for Caution

SCHOOL CHILDREN in our area will be going back to school next Monday.

The concentration of young people means motor-vehicle drivers must step up the attentiveness and care with which they drive.

It is too easy for an impulsive youngster to think he can cross a street before a ton and a half of machinery in motion reaches him. It is easy for a youngster to dart unthinkingly in front of a car without first looking for oncoming traffic.

Parents and educators have made a real deal of progress in teaching youngsters the dangers of traffic, but children do not always think.

In school zones we must double the care with which we ordinarily drive, and in the ones when children are trekking their way to and from school, be careful wherever we drive.

Special Election

VOTERS OF NEW MEXICO will go to the polls Sept. 15 to vote on 11 proposed constitutional amendments.

In a booklet on the proposed amendments University of New Mexico writers in the division of research for the department of government note that "the responsibility for making decisions about hard-to-olve, controversial, or technical subjects is being shifted to the voters by successive legislatures. Legislative assemblies approved 28 amendments in the first 19 years of New Mexico statehood, and 48 in the past 20 years. In other words, legislators referred 71 per cent more proposals to the voters in the last two decades than they did from 1912 to 1931. Two elections alone, 1949 and 1951, accounted for 18 proposed amendments. The voters, moreover, are saying "yes" more often than they did before. They accepted 32 per cent of the proposals advanced in the first 19 years, and 37 per cent from 1932 to 1952."

UNM's department of government then points out that "These facts are danger signals in state government. Representative government can be weakened with a marked increase in direct legislation. Law making is a principal function of legislators—not vot-

ers. Furthermore, the constitution is cluttered with detailed provisions which, when they become outdated, are revised by the passage of equally detailed amendments. An inflexible and unwieldy constitution is evolving in New Mexico."

Can You Say?

WHEN GAYLE TALBOT published the first issue of the Artesia Advocate 50 years ago tomorrow, Artesia was little more than a wide place in the not-very-good road. Its few stores must have appeared rather unprosperous sitting in the middle of the desert. Artesia water was then only in the talking stage, and cotton as a big money crop hadn't even been planted on an experimental basis.

Yet, Talbot, when he first saw and "felt" Artesia, was so excited he returned to Texas, crated up machinery and household goods, put them in a freight car, and moved to Artesia. He boldly proclaimed in his new newspaper that here was a community set in a land of promise, of great potential, capable of unimaginable richness.

Gayle Talbot's then-reckless prediction has been more than fulfilled, certainly beyond his fondest dream of prosperity. His faith in the Artesia region has been rewarded.

Who today is to say Artesia is not capable of further growth and prosperity? Men with faith and vision saw potential in the city when it was a dusty desert town, and lived according to their faith and dreams. How can anyone say today that Artesia is not perhaps on the threshold of a wonderful new period of growth, of development which will fulfill a hundred times over the reckless imagination of the city's pioneers?

Homeland Dangerous

IF YOU'RE DRIVING around home be careful!

According to the National Safety Council, the first 25 miles away from home are the most hazardous when you're driving an automobile.

The council's statistical yearbook shows that 61 per cent of the drivers involved in 33,000 fatal motor vehicle accidents last year lived within 25 miles of where the accident occurred. Twenty-one per cent lived elsewhere in the state, and 18 per cent out of the state.

Seventy-three per cent of the drivers involved in all motor vehicle accidents also lived within 25 miles of where the accident occurred. Seventeen per cent lived elsewhere in the state, 10 per cent outside the state.

Let 'Em Decide

ALL ARTESIA CAN sit back and laugh while a struggle for power among Artesia's civic clubs continues, the latest manifestation being an overt and direct challenge to Rotarians by Artesia Lions to engage in a softball game.

Ordinarily we would deplore such a struggle for power, for selfishness inherent in the struggle and the heady intoxication of achieving power benefits no one. However, in this case, perhaps an exception should be made, for at least the two clubs have a front behind which the struggle is being carried on. Ostensibly, the struggle is all in the interests of benefitting Junior and Senior high schools' four band organizations. Several pieces of equipment are to be purchased, and the balance of proceeds from the game shall be devoted to the bands' travel funds.

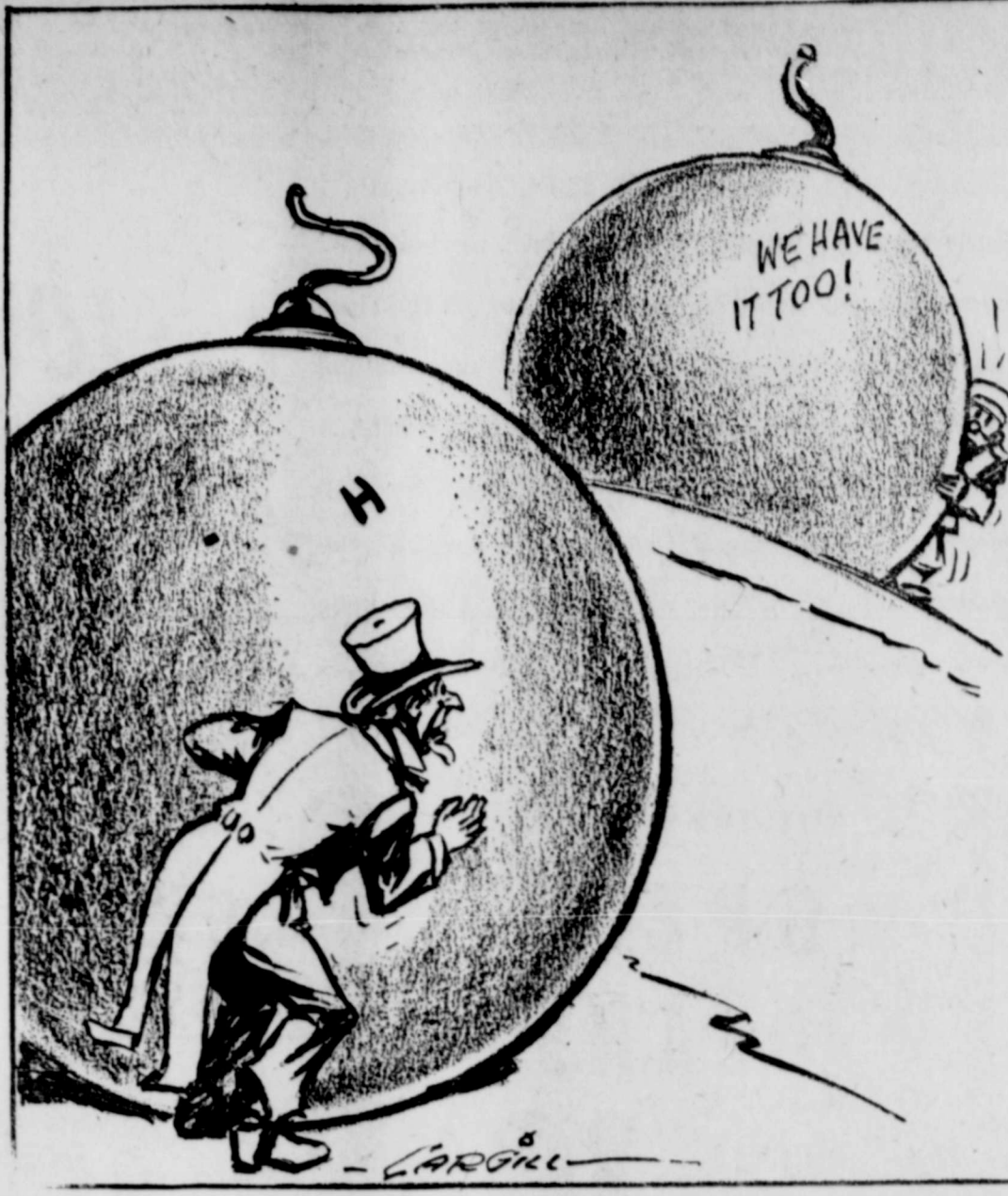
Actually, this struggle should be going on among the young men's clubs—Kiwanis and 20-30—if pained expressions on faces of the contestants are an indication of the tremendous effort involved.

Lions have frequently accused Rotarians of senility, of being the city's "wheel-chair set." Rotary on the other hand, points to Lions' incapacities and suggests that Lions are Rotarians who couldn't make the grade.

We on the outside may see that when two organizations of older men engaged in such a contest, they may hurt themselves. Softball is for younger men and women, for those who can swing a bat all the way through rather than just in six-inch strokes.

Actually, both clubs have displayed a lack of wisdom in entering the contest, for it will do themselves no good and benefit only the bands. We instead would suggest a rousing chess match, perhaps a game of lawn bowling, or even shuffleboard, or abandoning the entire idea of a contest to such hustling younger folk as are found in Kiwanis and 20-30.

PLEASANT DREAMS, KIDDIES



NEW MEXICO EDITORS ARE SAYING— Majority of Electorate Agin' Constitutional Changes Before Ever Entering Voting Booth

AMENDMENTS HIGH

Estimates of from \$70,000 to \$100,000 have been made as the cost of the special amendment election next September 15. On entering the voting booth the elector will be handed 11 different ballots each proposing a constitutional amendment, and right now it's safe to predict that most booths throughout the state will be littered with discarded ballots when close is made for the count at night. Although widespread publicity is being given merits of most of the proposals it is safe to predict that a majority of the electorate will enter the booth with the foregone conclusion of "I'm agin' 'em."

Sort of funny and none the less disgusting is the provision that all ballots must be printed in two languages — both English and Spanish. This after many years when our school classes have dwelt on the rudiments of the English language and when fully 50 per cent of the so-called native population speaks fluent language of the land. Just what would be done with the ballot if a like law was in force in south Chicago where no less than 19 different languages are spoken? And, get this, provision of law is made that assistance is available in each polling place to assist the voter who cannot read and write. It may be wrong, but it has long been the contention of this writer that no one has sufficient intelligence to vote unless they know how to read and write. — Roy Record.

FEDERAL AID

Albert Nohl, acting director of the N. M. Taxpayers Assn. who is against federal subsidy for school construction, because the government might take over schools, cites the national highways as a sample of federal control where the booze he made himself and the booze he got from the white man. The Indian went on the war-path. The white man decided that booze was bad for the Indian.

Before Congress would let New Mexico and Arizona become states, the people of those territories had to promise to keep booze away from the Indians—forever—or until Congress said it was OK.

The other day Congress said it was OK to let the Indian have their liquor along with the white man, if the white man does not object.

On September 15 the white man will decide whether the Indian may buy booze—legally, that is. The Indians won't have much to say about it—there are not enough of them. They are in the minority, so they have to do what the white man says—that is, when they get caught doing otherwise. The Indians pay premium bootleg prices for booze. Bootleggers don't sell it by the drink. The Indians have to buy it by the bottle. They don't want the white man to catch them with it. They drink it all at once. They get drunk. They get caught. They get fined. Getting drunk is more expensive for the Indian than for the white man. Some say the Indian can't hold his liquor as well as the white man, but the comparison is not fair. The white man drinks one drink. The Indian drinks one bottle. The white man gets smart. The Indian gets stupid and falls down. He gets arrested and fined and he is broke.

If the white man votes on September 15 to keep booze away from the Indian, maybe the Indian will vote later to turn Otero county dry. Then the white man will have to do like the Indian and there will be no more discrimination.—Alamogordo News.

RECOUNT

It appears that the senatorial election recount is at last on the course it should have been from the start. The partisan observers and arguers representing both Sen. Dennis Chavez, the apparent winner, and Gen. Patrick Hurley, the challenger, have been excluded from the proceedings, and the senatorial staff now can go ahead rechecking the vote quickly and economically. The fact that the partisan observers, with their time-consuming tactics, are no longer present need not give anyone concern. The questions in dispute are to be decided first by the members of the senatorial subcommittee, then checked up to the whole committee, and finally to the Senate itself. This appears to be ample safeguard against bias. — Santa Fe New Mexican.

THE WHITE MAN'S POLICY ON BOOZE

In the early days of the west the white man mistreated the Indian. The Indian got drunk on

COFFEE TALK— Vacation Needed Experience for Man Who's Thinking He's Indispensible

THERE'S ONE THING about going on vacation — it brings the refreshing and humbling realization to mind that there are plenty of other people who can handle the job just as well and probably better.

So for the next two weeks this department and the other general news writing of the Advocate will be written by a capable cohort who generously consented to go double duty.

After 2 1/2 years, the return to "home" of western New York state and western Pennsylvania is keenly anticipated. After two weeks, the return to Artesia will be as keenly welcomed—let the unconverted yankees spend the winter with a shovel in their hand every time they turn around, while we place bets as to whether there'll be one or two snowfalls in southeastern New Mexico this year.

Vacation is strictly against newspaper tradition in small towns, for usually there's no one to substitute, and even if there was, the small town newspaper man feels something big will break the minute he leaves. But vacationing is also a chance for perspective; for a new look—two weeks from now these words about vacationing will have to be eaten, no doubt, if the paper on which they are printed has not already been used to wrap fish or line shelves. Meanwhile anticipation shall be its way.

BECAUSE MANY PEOPLE ask the newspaper, a check—the latest in a series—was made this week on whether anyone knows for sure whether right turns against a red light were prohibited by the latest legislature.

Informed sources say this is so, but for a while longer the public doesn't have to worry about it.

Here's why:

The last legislature ended in mid-March. To date, the new laws have not yet been printed in compiled form. Therefore judges, lawyers, and the rest of us don't know what is and what isn't the law.

Consequently law enforcement, whether for traffic or other cases, is slowed until officers can learn just what the law says and the public can be informed.

But better start practicing now on stopping at red lights—it always was a bad habit, that stopping at 10 miles an hour.

EVERY ONCE IN A WHILE the argument recurs as to whether a strip of Artesia territory named Heath is an alley or a street.

It is named Heath street and it is used like a street—it's a through street from Hermosa to Centre, and even though only gravel-surfaced, takes a lot of traffic.

But it runs between the backs of houses almost its entire length, is therefore termed an alley by some.

Whoever can solve the dilemma as to whether it's Heath street or Heath alley merits the 1953 award in diplomacy and statesmanship.

HARRY CHIPMAN, THE PUBLIC relations director for the Shrine circus coming here Sept. 14 and 15, was around the office two days this week, affording a brief chance for stationary newspaper people to envy a former newspaper publisher who found traveling and the tinsel world more to his liking.

Chipman reported — with remarkable objectivity, considering — the decline of the big circuses and many of the smaller ones. There are now only two "railroad shows"—the big ones which travel by train, Chipman said. They're the Ringling and Clyde Beatty outfits. The Shrine circus carries its show—including seven elephants—by truck.

THIS ANNIVERSARY ISSUE of the Advocate contains no letters of congratulations from Gov. Ed Mechem or Pres. Dwight Eisenhower, contrary to general practice.

Newspapers on auspicious occasions write the governor of the state and whoever is in the White House informing them of the event. There is a tacit understanding that a letter of congratulations is called for as a reply.

These are run with great show, but so far as we can see for no other purpose than to impress the townspeople with the connections and power of the newspaper. Actually the letters are strictly form, written by a secretary, and probably just another paper among hundreds to be signed by the executive.

There's little of spontaneous sincerity about such spontaneans, and we don't think Artesia people are that gullible or apt to stare in open-mouthed wonder, and admiration.

STAMP HONORS FUTURE FARMERS



THIS NEW 3-CENT stamp will go on sale Oct. 13 in Kansas City, Mo. to commemorate the 25th anniversary of the Future Farmers of America. The U. S. Post Office department is issuing it in conjunction with the Future Farmers' annual convention. (International)

We're All for One—On A Tray



Designed for a time-of-your-life party—our Barbecued Corned Beef Hashburgers. They are easy to cook, attractive to serve and the proof of it all is in the eating. It's a one-tray meal in keeping with modern ranch house living. Let the man-of-the-house carry it triumphantly to porch or yard for popular outdoor eating. It will match the appetites of good neighbors assembled for impromptu get-togethers.

Menus which include foods that can be arranged on one large serving platter or tray are most suitable for transporting to a cozy breezy dining spot. The hashburgers, on toasted buns, are prepared with a minimum of time and effort. Food trays need the impact of color and here it is in the sparkling green of fresh or frozen stringless beans and the relish garnishes.

* * *

Barbecued Corned Beef Hashburgers

1 (#2) can corned beef hash	1 teaspoon vinegar
1/4 cup tomato catsup	5 sandwich buns
1 teaspoon prepared mustard	

Open both ends of can and push hash out, leaving it whole. Slice hash crosswise into 5 equal size rounds. Place hash slices in a greased baking dish and brown them in a hot oven (400° F.) for ten minutes, turn hash slices and brown them on other side for ten minutes. Combine catsup, mustard and vinegar and spread over top of hash slices during last ten minutes of baking. Cut buns in half and toast both cut sides. Place a slice of barbecued hash in each bun. Yield: 5 Barbecued Corned Beef Hashburgers.

THIS LAND OF ENCHANTMENT— Hundred-Year-Old Tierra Amarilla Land Case Starts New Round of Fight in District Court

A CALF WHOSE MASTER died a few weeks before the Bernalillo county 4-H club Fair, went on to win honors anyway.

The calf's owner was killed in a traffic accident. But his brother exhibited the calf just the same, because "Teroy would want me to." And the calf won championship honors.

UNIVERSITY OF NEW MEXICO isn't going to sign contracts with the United States Armed Forces Institute (USAFI) because a new clause in the contracts allows the federal government to approve or disapprove faculty members handling the course.

"The constitution of the state provides that control and management of the university shall be vested in its board of regents," according to Tom Popejoy, UNM president.

"The clause would pass to the federal government partial control of employment at the university," Popejoy said.

USAFI provides correspondence courses to men and women on active duty with the armed forces.

ALTHOUGH EDDY COUNTY residents know it well, State School Supt. Tom Wiley has issued a public statement that he is in favor of consolidating under-populated school districts.

Wiley told a meeting of state educational leaders last week that the state's 103 school districts should be cut to about 80.

Educators from some of the smaller groups weren't all pleased with the statement, wire services reported.

course case in Santa Fe on the long disputed Tierra Amarilla land grant has opened, and there's no prediction on how long it will run.

So far this week has been set aside for the case, but there is frequent speculation more time will be needed, observers said. The court will hear separately three cases involved.

In court are conflicting parties falling in two general groups. The claim of native residents are traced back to original settlers, while those of a group of land-owners are based on a warranty deed once given the late Sen. T. B. Catron.

The same fight has been running since 1832 when Mexico gave Manuel Martinez a great tract of northern New Mexico land.



SQUATTING ATOP an auto in Philadelphia, Thomas, an African monkey which escaped from its master, glares defiance at SPCA agent Carl Lee. Later the 70-pounder gave up. (International Soundphoto)

Office Supplies at The Advocate

AT THE THEATERS

LANDSUN

FRIDAY - SATURDAY
Two Big Features!
RHONDA FLEMING

"The Golden Hawk"

— and —
BILL ELLIOTT

"Flame of Sacramento"

SUN. - MON. - TUES.

ROSALIND RUSSELL
PAUL DOUGLAS
MARIE WILSON

"Never Wave at a WAC"

It's Roz and Paul and Marie on a Laugh Laden Spree!

OCOTILLO

FRIDAY - SATURDAY
"SAGINAW TRAIL"

— with —

GENE AUTRY

— also —

Cartoon, News, Sports and Comedy

SUN. - MON. - TUES.

THE GREAT PIKE'S PEAK GOLD RUSH

in Technicolor

"CRIPPLE CREEK"

CIRCLE B

FRIDAY - SATURDAY
Two Features

ROBERT YOUNG

"The Half Breed"

and Edgar Bergen and Charlie McCarthy

"Look Who's Laughing"

SUN. - MON. - TUES.

BELVIDERE IS BACK!

"For Heaven's Sake"

999 LAFFS!

Cattlemen to Make Study of New Ag Program

Impending government wheat, cotton and corn acreage allotments which will force thousands of new acres into pasture and livestock feeds, is compelling the cattle industry to take a new look at the over-all government agricultural program, with a view toward seeking proper balance in production, according to Ed Heringa, Clayton, president of the New Mexico Cattle Growers' Association.

"Methods of securing grass roots opinions from all livestock producers regardless of the size of their operation will be discussed at the Third Quarterly Meeting of our organization in Hobbs, Sept. 2nd," Heringa said.

"Congress must act upon this important matter next year, and only through the combined efforts of our association and similar groups throughout the country, will we find ourselves in position to recommend a program which is sound both from the standpoint of our industry and the general economy of the country. This will be a major project of our group during the ensuing months," Heringa continued.

With an expected attendance of 700 cattlemen from all parts of the state, the Hobbs meeting will take place in the Hobbs Country Club. Registration will be held in the Harden Hotel, Meeting will open at 9 a. m., Wednesday morning, Sept. 2, and continue throughout the day.

Speakers scheduled include: Herbert Chandler, Baker, Ore., president of the American Herford Association; E. S. Walker, Santa Fe, State Land Commissioner; B. B. Atchley, Clayton, chairman of the Emergency Drought Program; C. E. Hellbusch, Denver, Colo., and Phil Harvey, Lincoln county rancher.

E. O. Moore, Jr., Carlsbad, will head up the 100-man General Resolutions Committee.

An industry-wide program to promote the sale of beef during the fall months of this year will be launched at the Hobbs meeting, according to Heringa. "Full cooperation of all agricultural organizations, as well as the U. S. Department of Agriculture, is expected in the promotion plan," Heringa said.

State Newsmen To Prepare for Annual Contests

New Mexico newspapermen today were asked by Carter Waid, president of the New Mexico Press Association and editor and publisher of the Belen News-Bulletin, to begin collecting their best work of 1953 for the press association's annual contests.

Ward pointed out that there are a dozen awards, all to be announced at the annual winter meeting of the association at Carlsbad late in January, 1954.

Prizes or awards will be offered for the best straight news story, the best editorial, the best feature story, the best achievement in community service by a newspaper, the six best news photographs, the best original advertisements in a daily and a weekly and the best job of overall newspaper typography.

Cash prizes of \$25 each will be offered in the writing contests, solutions committee.

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which are in memory of the late E. H. Shaffer, editor of The Albuquerque Tribune. A certificate of merit goes to the community-service winner. Photo prizes are in two categories, news and feature, with three prizes of \$10, \$5 and \$2.50 in each of the two categories, including sports and society shots. Large cups are offered for the best original display ad in a daily newspaper and the best in a weekly, and an engraved trophy is the prize in the typography contest, open to both dailies and weeklies.

In the news, photo, and ad contests, anyone may participate who works full or part time for a newspaper of general circulation in New Mexico, or who works within

the state for any wire service association. Entries should be sent to the New Mexico Press Association, journalism building, University of New Mexico, Albuquerque, but full details as to rules in various contests will not be announced until later, Waid said.

READ THE CLASSIFIED ADS

POLIO INSURANCE
Don Gwynne Agency
114 S. Roselawn Phone 355



Yes, do tell folks about the advantages of an insured savings account. It takes only \$5 to open one, you know, and when you save regularly, how those dollars add up! Tell them how they'll earn liberal dividends and — oh yes, be sure to tell them that each savings account is insured up to \$10,000 by the Federal Savings & Loan Insurance Corporation.

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

ARTESIA BUILDING & LOAN ASSOCIATION
113 S. Fourth St. Floor Carper Bldg. Phone 870

Highway Safety Specialist Urges Drivers to "Give the Kids a Break"

A highway safety specialist today urged drivers to "always give the kids a break" by driving with extra caution in speed zones near schools, obeying signals of school crossing guards, stopping when children are boarding or leaving a school bus, and slowing down when approaching youngsters at play or riding bicycles.

The reason, according to Price E. Clark, educational director of the Association of Casualty and Surety Companies accident prevention department, is the huge toll of nearly 220,000 child victims of automobile accidents every year. Driving too fast for a sudden emergency stop and lack of caution on the part of drivers are the basic causes of these accidents, he said.

In a single year approximately 4,300 school children under 15 are killed and 215,000 injured by motor vehicles. By far the greater percentage—72 percent—are from 5 to 14 years of age. In this age group 2,400 are killed and 150,000 injured in accidents on streets and highways.

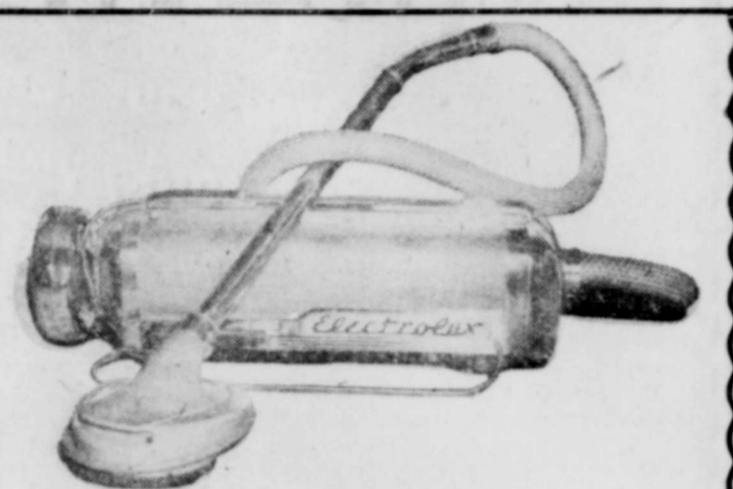
Three children of these ages at play or crossing streets are injured for every one in this age group who is killed or hurt when struck by a motor vehicle while riding a bicycle. There are approximately 61,200 victims annually in this age group, out of 87,000 under 15 who are killed or injured as pedestrians. About 20,350 bicyclists under 15 years are killed or injured every year in street accidents.

One child in every three is killed or injured on the way to school, or returning home from classes. School boy safety patrols, traffic policemen and adult crossing guards are helping to protect the lives of millions of children at school intersections, Mr. Clark said. But accidents continue to happen by the thousands, he said.

Two-thirds of the accidents involving children under 15 happen, however, while they are outside school supervision. It is at such times that the motorist must be more alert than ever to an impulsive child's sudden action that will send it into the path of an oncoming vehicle. When the driver is traveling too fast for an unexpected stop, a child is killed or injured.

Far more children are fatally hurt in rural areas than in the cities, Mr. Clark pointed out. About 2,550 boys and girls under 15 are killed in rural sections annually, while 1,750 die in urban accidents. In rural communities about 1,450 fatalities occur among children from five to 14, and 1,100 are under five years of age. In urban areas, 950 deaths occur among the older group of children, while 800 are under five years of age.

More than a third of the child pedestrians killed or injured are playing in the roadway, he said, with 32,000 victims claimed annually. About 22,000 are killed or injured while crossing between intersections, 15,000 while coming from behind parked cars, and 12,000 are struck at intersections.



ELECTROLUX Sales and Service
Roy Lowrance
Fifth and Main Phone 948

GOODNER'S SPECIALS!

Friday - Saturday - Monday
LAYER CAKES—
Large 8-In. light and fluffy boiled icing 79¢
Regular 95c Special
DONUTS—
Choice of Chocolate Covered, Almond Crunch or Glazed Dozen Only 50¢
GOODNER'S BAKERY
"Special Orders for Parties and Coffees"
515 West Centre Phon 338-R

Far more miles per gallon on the trips YOU take!

On long trips, short trips, all trips, you get far greater gas mileage out of a '53 Chevrolet. It offers important savings in everyday driving over everyday roads!

Out to the golf course. Off for a week-end of fishing. Half across the country on a full-scale vacation. Wherever you go—however you drive—you're going to get there on a lot less gasoline in a fine new Chevrolet.

The truth is, this year's Chevrolet owners are enjoying the most important gain in economy in Chevrolet history. Plus more power. Faster acceleration. More "steam" for the steep hills.

That's the beauty of Chevrolet's two great high-compression engines—the new 115-h.p. "Blue-Flame" engine in Powerglide* models, and the advanced 108-h.p. "Thrift-King" engine in gearshift models. They squeeze much more out of regular gasoline—more miles, more pleasure.

Along with this greater gas mileage, you get lower over-all upkeep costs. And Chevrolet is the lowest-priced line in its field. Drop in and let us show you how you'll be better off in every way with a 1953 Chevrolet!

*Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine optional on "Two-Ten" and Bel Air models at extra cost.

JEFFERSON MEMORIAL • WASHINGTON, D. C.
All over America MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!
CHEVROLET

GUY CHEVROLET COMPANY
101 WEST MAIN PHONE 291

INSTEAD of Drinking The Same Old Thing...

Wake Up your Taste WITH Dr Pepper®

LET THIS EXCITINGLY DIFFERENT DRINK "PICK UP" YOUR PICNIC, "SPARKLE" YOUR PARTY

Instead of ordering by habit, treat yourself and family to something different. Dr. Pepper is especially exciting served really cold with tiny flecks of ice floating in the bottle. Can't-be-copied flavor is locked in every melting crystal.

Ask for Dr. Pepper in the handy, easy-to-carry cartons or 24-bottle case. Ask for Dr. Pepper at fountains, too.

Make the Dr. Pepper Wake-Up Test

Drink Dr. Pepper 3 times a day for 8 full days. Then see how much more you'll enjoy time out with Dr. Pepper.

A LIFT for LIFE!
No Other Drink Picks You Up Like Dr. Pepper

SUBJECT: EXPENSE PROCEDURES



DEFENSE SECRETARY Charles E. Wilson (right) confers in Washington with Charles P. Cooper, newly appointed chairman of a committee to review and modernize financial procedures in the department, including military departments. The committee will consist of 12 members and is expected to submit periodic recommendations which will be made effective promptly as approved. (International)

SUMMONS AND NOTICE OF PENDENCY OF SUIT IN THE STATE OF NEW MEXICO TO:

THE SAN MIGUEL NATIONAL BANK OF LAS VEGAS, a dissolved corporation; JINGLEBOB LAND AND LIVESTOCK COMPANY, a dissolved corporation; PECO VALLEY ABSTRACT COMPANY, a dissolved corporation; The following named defendant by name, if living; if deceased, his unknown heirs: W. L. WHITTAKER; Unknown heirs of the following named deceased persons: WILLIAM J. EVANS, SALLIE L. ROBERT and

JOHN J. COX; and ALL UNKNOWN CLAIMANTS OF INTEREST IN THE PREMISES ADVERSE TO THE PLAINTIFF, against whom constructive service is sought to be obtained, GREETINGS:

You, and each of you, are hereby notified that an action has been commenced and is now pending in the District Court of Eddy County, New Mexico, wherein LUIS V. FLORES is plaintiff, and you, and each of you, are defendants, said cause being No. 13966 on the Civil Docket of said Court.

That the general object of said action is to quiet and set at rest

the plaintiff's title to the following described real estate in Eddy County, New Mexico: Lot 2, Block 37, Fairview Addition to the City of Artesia, Eddy County, New Mexico, subject to a mortgage in favor of Artesia Investment Company.

You, and each of you, are further notified that unless you enter your appearance in said cause on or before the 6th day of October, 1953, judgment by default will be rendered in said cause against each of you so failing to appear, and plaintiff will apply to the Court for the relief demanded in the Complaint.

A. J. LOSEE is attorney for plaintiff, and his office address is Carper Building, Artesia, New Mexico.

WITNESS my hand and seal of said Court this 20th day of August, 1953. (SEAL) Marguerite E. Waller, Clerk of the District Court. Leatrice Knight, Deputy. 67-4-F-73

IN THE DISTRICT COURT IN AND FOR EDDY COUNTY, STATE OF NEW MEXICO.

MARIA J. SHOCKLEY, Plaintiff, vs. RAYMOND L. SHOCKLEY, Defendant.

NOTICE OF PENDING SUIT STATE OF NEW MEXICO, to Raymond L. Shockley, GREETING: You will take notice that there

has been filed in the District Court of Eddy County, New Mexico, a civil action numbered 13925 on the docket of said Court, wherein Maria J. Shockley is plaintiff and you Raymond L. Shockley are the defendant; that the purposes of said suit are to obtain an absolute divorce from you, to declare that plaintiff owns as her separate property both Lot 6 in Block 3 of Tyler Addition to Artesia, New Mexico, subject only to the existing mortgage thereon which plaintiff assumes and agrees to pay, and one share of corporate stock in Phillips Petroleum Company, and that defendant owns as his separate property the certain oil property located near Robert Lee, Coke County, Texas, title to which was taken in his name, and that

unless you appear, answer or defend herein or before the 13th day of October, 1953, the plaintiff will apply to the Court for relief prayed for in her complaint filed herein and judgment will be entered against you in said cause.

The plaintiff's attorneys are ARCHER & DILLARD, whose office address is Booker Building, Artesia, New Mexico. IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, this, the 18th day of August, A.D., 1953. (SEAL) Marguerite E. Waller, Clerk of the District Court. By Leatrice Knight, Deputy. 67-4-F-73

NOTICE INVITING BIDS NOTICE IS HEREBY GIVEN

that sealed proposals will be received at the Office of the Superintendent of Schools in Artesia, New Mexico, until September 8, 1953, at 7:30 P. M., said bids to be opened at the last mentioned date, for the following:

1. The painting of the exterior of both the main High School Building and the Girls Gymnasium at the High School, Artesia, New Mexico.

2. The removal and replacing of putty in the windows of the above buildings, and painting. Definite plans may be secured from the Office of the Superintendent of Schools in Artesia, New Mexico.

DONE pursuant to a Resolution of the Board of Education of Ar-

tesia Municipal School District No. 16, on the 10th day of August, 1953.

(Sgd.) ARTE McANALLY, President of the Board. ATTEST: (Sgd.) Mrs. C. P. Bunch, Clerk of the Board.



BARGAINS LIKE THESE

...help keep your family (and your piggy bank) well fed...



Chuck Roast Round Steak

U. S. GOV'T. GRADED CALF Pound 29c U. S. GOV'T. GRADED CALF Pound 49c

- Sirloin Steak 39c U. S. Gov't. Graded Calf Calf Brisket 15c U. S. Gov't. Graded Calf Beef Brisket 19c U. S. Graded Choice Beef Fresh Fryers 53c Dressed and Drawn

- Sliced Bologna 45c All Meat Cheddar Cheese 69c Wisconsin Sharp Beef Liver 25c Fresh sliced, cello wrapped Sliced Bacon 75c Corn King

- Mineral Oil 57c Squibb's Toothpaste 63c Colgate's Lustré Creme 100 Shampoo large size Jergen's Lotion 54c Tax included Baby Oil 98c Men's Pond's Tissue 15c 299's

- Strawberries 25c Scotch Treat frozen 10 1/2 oz tin Lemonade Mix 29c Bel Air frozen 12 oz tin Grape Juice 23c Welch's frozen 6 oz tin Chopped Broccoli 19c Scotch Treat 10 oz pkg Perch Fillets 45c Captain's Choice 59c Salmon Fillets lb pkg

- ORANGE JUICE Full O' Gold Unsweetened 46 oz tin 35c PINEAPPLE JUICE La Lani 46 oz tin 34c GREEN BEANS Gardenside cut No. 303 tin 18c FANCY PEAS Sugarbelle No. 303 tin 20c TUNA CHUNKS Starkist 6 1/2 oz tin 35c CORN FLAKES Kellogg's 8 oz pkg 16c

- Fab Suds 63c Family Flour Kitchen Craft or Gold Medal 10 lb bag 87c Shortening Royal Satin or Crisco 3 lb tin 75c Palmolive Soap Reg. bar 3 for 23c

- Edward's Coffee 85c Always rich, pennies less lb tin Nob Hill Coffee 80c Aromatic flavor lb pkg Airway Coffee 70c Mild and Mellow lb pkg Instant Coffee 99c Edwards pure 4 oz glass Black Tea 29c Canterbury orange pekoe 4 oz box Soft Drinks 2 for 25c Cragmont flavors, no deposit 24 oz btls

'Water Torture'



LT. COL. Thomas D. Harrison of Clovis, N. M., a second cousin of I. E. Gen. William K. Harrison, truce negotiator for the UN, tells in Freedom Village, Korea, how the Communists subjected him to the ancient water torture in freezing weather to try to force him to reveal allied secrets. Harrison, a pilot, lost a leg from injury suffered when he parachuted from his plane. He was among prisoners exchanged at Panmunjom. (International)

JIM'S DRIVE-INN NONE BETTER! SPECIALS! 'BLACK COW' 20c Hamburgers 20c Each 5 for \$1.00 \$5.00 Will Be Given Away with Every 400th SANDWICH Monday thru Friday Prize Winners: Dale Floyd-Carlsbad Willard and Stella Davis, Clovis Wilma L. Parrish Clement Taylor Jerry Fanning Ted Zingale

Major Events for your enjoyment in NEW MEXICO

- SEPTEMBER 1-19 August 28-31 - SANTA FE, Annual Fiesta. September 2 - ACOMA PUEBLO, Harvest Dance. September 4 - SAN ILDEFONSO PUEBLO, St. Augustine's Day. September 4 - ISLETA PUEBLO, St. Augustine's Day. September 5-7 - RATON, Horse Racing, La Mesa Park. September 5-7 - RUIDOSO, Horse Racing, Hollywood Park. September 12-14 - BELEN, Valencia County Fair. September 15 - JICARILLA APACHE RESERVATION, Annual Inter-Tribal Fiesta. September 16-19 - CLOVIS, Curry County Fair. September 18-19 - ALAMO, GORDO, Otero County Fair and Rodeo. September 18-20 - SPRINGER, Colfax County Fair and Rodeo. September 19 - CAPITAN, First Annual Lincoln County Junior Livestock Show and Achievement Day. September 19 - LAGUNA PUEBLO, Annual Fiesta and Dance.

United States Brewers Foundation 16-17-18 Wright Building Albuquerque, New Mexico In the LAND OF ENCHANTMENT BEER BELONGS ENJOY IT!

WEDNESDAY 5% Cash Discount Day! On All Purchases Over \$2.00 Except Cigarettes and Magazines Save Cash - Not Stamps Prices Effective Friday - Saturday - Monday

Peaches 12 1/2 C HALE Pound HOME GROWN Large Size Thompson Sweet 12 1/2 C Bartlett Pears 13c Extra fancy, Lake county lb. Bell Peppers 13c For Salad zest lb. Crisp Lettuce 13c Iceberg Heads lb.

