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## lity's Retail Sales how First Half ncrease Over '53



# The Artesia Advocate 

jity's Retail Sales how First Half ncrease Over '53

## dair Night Is mated Saturday <br> 1 Artesia Park

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Roswell Cotton Is Near 'Best Ever'

## New Mental Bug Brings Physical Fear of Teenagers



Kay Ingram Is Elected as Beiles of Artesia President

French Souffle Is Taking U.S.
Kitchen, Dinner Table By Storm


Berlin Isn't
Complaining
Over Failure

THE APTESTA ADYOCATE, ARTESIA, NETV METICO

| $\|$Great Books <br> Discussion <br> Scheduled |
| :--- |

Personal Mention

Parent-Teachers
Of Cotral School Set Eitral School



Obed Dounevs Are
Surprised With
Housewarming

| NEW FALL MATERIALS! |
| :---: |
| For Back to-School Needs |
| MACS FABRIC SHOP |
| SABing and Alterations |
| 406 W. Main $\quad$ Phone $328 . \mathrm{W}$ |

> HOME GROWN TOMA TOES Ripe for Canning, Green for Refish': E Will Deliver to Yo Emil P. Bach


YES, AND FOR Tasty, Delicious SANDWICHES
.. Too
Go to JIMS
DRIVE IN
1012 SOUTH FIRST
We Feature Borden's lee Cream


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| BUTTS | PORK ROAST ${ }^{\text {mataid }}$ |
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FROZEN FOOD SALE

 JIM'S PARK IN

GROCERY AND MARKET
Open 7:30 A. M. to 8 P. M. Week Days and Sunday - Open Labor Day
PHONE
WEST MAIN
nuthwest Grid Conference mising Pass-Happy Year

## Trio of Home Runs Pace Colís Over Artesia 9-8

${ }^{6}$ Prospects Encouraging First Day of Fall Practice
gon TKO Protested in he City Bout With Trigo
s
NuMexers Collect Two Home Runs, One Brings Rhubarb



ARTESIA
BUILDING \& LOAN ASSN.
113 South Fourth

NuMexer
Round-Up Bauman Misses Homer, Hits

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## hit Mercury's sales success JACKPOT!






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CROSSWORD . . B By Eugene Shejp

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 Seer flooriation Carper

$10-$ Used Cars and Truck
$\overline{\text { 6B-Will Trade }}$




Husband's Bags Easily Packed For Traveling
-
By SANDR NEMSER
AP Newseates
Vacation weekend tripse often

## REAL ESTATE GUIDE




VISITORS' DAY IN COUNTY JAIL



ETTA KETT


BIG SISTER
 THE CISCO KID


MANDRAKE THE MAGICIAN


Carlsbad Schedules Big Celebration for Labor Day

## Hagerman news briefs- Church of Christ Holds <br> Service in New Building

trat

## Big week-end coming up

Be ready with plenty. of "GOOD EATS" from SAREWAY Wherever you go and whatever you do, sour plans for this big part of the fun of a hoidiay. So seeway. We're featuring a coming weekend with a foods you'll need to help m bif lineup of values on foos the ones listed here.
holiday a gay occasion. Check the

Capitol Whirl Is New Dance Step, celebration are
of the Carpenter
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