

THE ARTESIA ADVOCATE

ARTESIA, NEW MEXICO, FRIDAY, JULY 10, 1953

Ready Soon—Your
Membership in Eddy
County Fair

NUMBER 55

Don't Miss
Rooster Mills
Night—Tonight!

VOLUME FIFTY

Drought Relief For North Eddy Cattle Growers On Way

Drought relief for North Eddy county ranchers in the form of \$35 a ton cottonseed pellets is expected in the near future, according to Elmer Cheek of Carlsbad, Eddy county production and marketing administration (PMA) administrative officer.

Cheek said definite word as to arrival of cottonseed pellets, which will be sent by truck from Lubbock to Artesia, has not yet been received.

When the feed is received, it will be distributed by local feed dealers, Cheek said. The feed is 43 per cent cottonseed pellets.

Ranchers hit by drought want to apply for the cottonseed pellets beginning next Tuesday, when forms will be mailed in the soil conservation service (SCS) office. Cheek will be in Artesia next Wednesday, also, to assist ranchers with further questions.

The county PMA office is conducting a survey of cattlemen to determine how many cattle must be moved from the county. Cheek speculated Wednesday it was improbable many would have to be moved from Eddy county.

2,400 Sacks A Week—Carlsbad and Artesia will each receive 2,400 sacks of the 43 per cent cottonseed pellets for distribution throughout the feed dealers. A meeting was scheduled in Carlsbad Thursday to set machinery in motion for speedy processing of drought relief applications. Irrigation farmers in North Eddy county have as yet generally not been directly hit by drought conditions and so far as is known, no steps are being taken to provide drought relief.

The feed prices of \$35 a ton are FOB Artesia and Carlsbad. Board of directors of Artesia Mutual Concert association elected Russell Floore president of the association at a meeting Tuesday afternoon. Officers elected to serve with Floore are Mrs. Ralph Petty, first vice-president; Justin D. Bradbury, second vice-president; Mrs. Glenn Collard, third vice-president; Mrs. Stanley Carper, fourth vice-president; Miss Juanita Denton, secretary; Dr. C. A. Browne, treasurer. The five directors elected by the association to replace the five outgoing directors are: Bradbury, Charles Cox, Mrs. Glenn Caskey, Mrs. I. L. Spratt and Rev. Ralph O'Dell. The board of directors accepted the resignation of Ben Stevens and elected Mrs. Glenn Collard to fill the vacancy on the board. Mrs. C. R. Blocker was appointed chairman of the piano fund campaign. The 1953-54 membership drive has been set tentatively for the last week in September and the first week in October.

Sixteen Artesia Boy Scouts Leave Saturday for Jamboree

Sixteen Artesia Boy Scouts will leave tomorrow morning for the Nation Scout Jamboree at Irvine Ranch, Calif. The group represents the largest participation in the jamboree on a percentage basis of any community in New Mexico. Artesia Scouts who will go are:

Andy Anderson, 1112 W. Main, first class; Kenneth Hill, second class; Dicky Cox, 22 W. Missouri, life scout; Charles Logan, star scout; Ronald Dean Holmes, 1110 Merchant, star scout; Donald Lewis, 109 Carper drive, 2nd class.

Doug O'Dell, 401 Richardson, 2nd class; John Riddle, 1109 Mann, 2nd class; Mark Stroup, route 1, 2nd class; James Syferd, 405 Missouri, 2nd class; Danny Thompson, 705 Clayton, first class; Wayne Westerman, 11 N. Ninth, eagle; Payton Yates, 68 Clove, first class; Harvey Bates, second class; Don Ivers, 2nd Verble Baker. A dress rehearsal for Artesia members of troop 30 was held last night at Senior high school.

Artesia Readies Appeal Again On Proposed Airline Service

Artesia will file an appeal in the near future asking the civil aeronautics board to reconsider its denial of a petition which would put the city on a twice-daily air route. The brief is being prepared by C. C. Mgr. Paul W. Scott. It is based on Artesia's contention that the CAB in reaching its decision did not consider Artesia's original brief.

The appeal will imply, Scott said, the decision of the CAB is contrary to the needs and conveniences of cities involved in the proposed flight. Scott is now feeling out opinion as to whether Artesia should also appeal in support of a Roswell-Lubbock segment proposed by Pioneer.

Roswell, in its brief on the segment, which never before had entered Artesia considerations of airline service, contended that if there were any doubts as to ability of the segment to pay its way, Artesia could be included on the segment.

Artesia is a strong potential generator of air traffic, the Roswell brief contended. Its brief Artesia will ask for reconsideration of the CAB decision rather than a re-hearing. Pioneer Airlines, which pro-

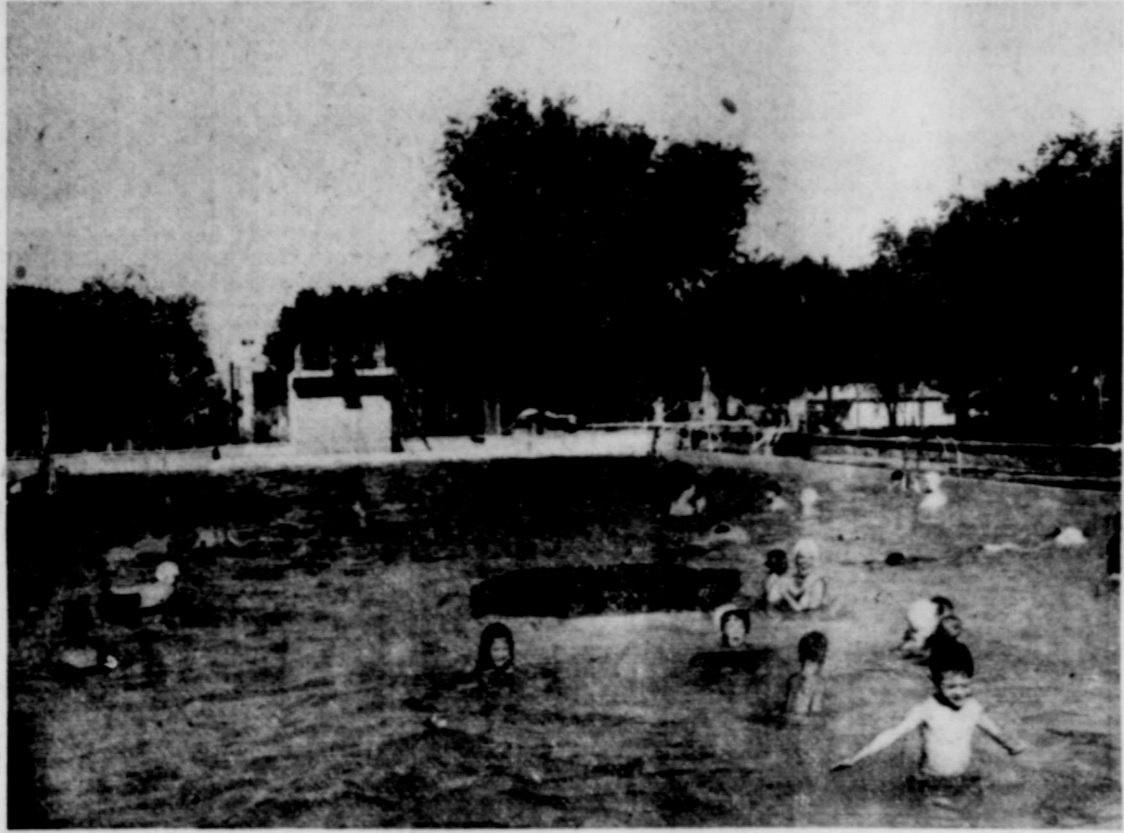
Cheek will be in Hope Tuesday to distribute forms for drought relief and to consult with growers on general questions concerning the program.

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Swimming Pool Offers Cool Heat Relief



COOL SUMMERTIME fun is enjoyed by these youngsters and their parents at the city swimming pool next to Senior high school. Pool is open every day except Saturday, and Tuesday nights only for evening swims. Pool has reputation as one of New Mexico's cleanest, best maintained.

Russell Floore Elected to Head Mutual Concert

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As the gateway to its campsite at the jamboree, troop 30 will have two large model oil derricks as symbols. Dave Button of Artesia has been assigned to the national jamboree staff as an assistant to handle radio and television productions from the jamboree site. A dress rehearsal for Artesia members of troop 30 was held last night at Senior high school.

Auto Accident Places Ellicott In Hospital

John Ellicott, justice of peace and police judge, is reported resting comfortably in St. Francis hospital, Carlsbad, following an auto accident Monday night which resulted in painful injuries.

Ellicott was a passenger in a car driven by C. J. Beard, also of Artesia. According to police reports, the car overturned after Beard lost control of it on a curve about 10 miles south of the Texas-New Mexico line on the Carlsbad-El Paso highway. Only the Beard car was involved in the accident.

Ellicott received six broken ribs and a knee injury in the accident. A. J. Losee, former police judge, has been named acting police judge. An acting judge of the peace has not yet been named. It is not known when Ellicott will resume his duties.

Monday night the baseball club is scheduled to give away \$50 in cash in its first night event. Fans may still register his weekend for the give-away, slated for Monday night. Ferry revealed Thursday a 1953 Chevrolet will be given away this year by the Artesia Drillers. A hit-run club is to be formed in the near future and memberships for car-giveaway campaign sold, the manager said. Tonight's Roswell game is a one-night stand by the Drillers in their home park. Monday and Tuesday Artesia plays Carlsbad in Driller Park.

Parking Space Is Available For \$11 Year

Are parking meters a nuisance to you? If you're a harassed business man, in and out of your business house all day, something can be done about it. City council Wednesday night granted the request of H. E. Rich of Artesia Investment Co. to take the parking meter head off a meter at Fourth and Quay. The space will be reserved for Artesia Investment only.

The price? A mere \$11 a year. Previously the council had heeded a policy of doctors only being given the special dispensation. Some councilmen at once considered advisability of raising the rates.

Rooster Mill Clown Act Set Tonight

Tonight is Rooster Mills night at Driller Park. Mills, who became a capitalist by stepping into ownership of a grocery store last winter, will return to the ball field with a clown act tonight. His acts are "The Rookie Pitcher" and "A Ballplayer on His Day Off."

Earl Perry, Artesia Driller general manager, describes Mills' act as topping many professional clown acts available to professional baseball. The competition tonight will be the Roswell Rockets. Monday night the baseball club is scheduled to give away \$50 in cash in its first night event. Fans may still register his weekend for the give-away, slated for Monday night.

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Council Approves County Fair Site Near Ball Park

Tentative approval for location of Eddy County Fair Association, Inc., fairgrounds just east of Driller Park was given the association Wednesday night by the city council. A. F. Patterson, representing the association, said plans call for construction of a steel-roofed building masonry walls as the first fair building. It would be located directly east of Driller Park.

To the south of it would be located a midway, and south of that a rodeo grounds, Patterson said. The rodeo and midway would be operated in conjunction with the annual fair. Patterson said the fair association is pushing its project so that it can offer housing this fall for the annual 4-H and Future Farmers of America Livestock Show and Sale. The show alternates between Carlsbad and Artesia, and this year is Artesia's year to play host to the fair.

Preliminary plans call for erection of a building 140 feet by 60 feet, Patterson said. The rodeo grounds would be about 160 feet wide and 400 feet long. (Continued on Page Eight)

Lions Club Plans Baish Park Improvement Program

Plans to landscape Baish Park in front of Veterans Memorial building into one of the city's outstanding parks was revealed Wednesday night by Artesia Lions club in an appearance before city council. Lions asked council cooperation in putting in sidewalks, Pres. Ed Shockey said the service organization would then landscape the park. Plans drawn for Lions club call for sidewalks to be installed on the Texas street side of the park and the Fifth street side. In addition, a wide walk would lead straight from the steps of Veterans Memorial building to Fifth street. Another would go from the north corner of the building to the corner of the park near the post-office.

At the intersection of the two walks cutting across the park, an illuminated fountain would be built and landscaped. Trees and shrubs would be carefully planted in the park. Lions indicated they would conduct a general fund campaign in the city to raise funds for their projects. Cos of all the sidewalks requested was estimated by City Engineer W. D. Fowler at \$2,000.

When councilmen questioned whether they would be able to install them under this year's budget, Shockey said the club would settle for the two circumference walks this year. Fowler said the cost would be about \$800. Lions club plans to spend about \$1,000 on the project this year, and will probably start in the fall, Shockey said.

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Councilmen Begin Final Action On Reservoir

Campaign To Locate Boys Ranch Opened

A move to locate a proposed Boys Ranch near Artesia gained momentum in the community this week through talks by Rev. C. A. Clark before civic clubs in the community. Dr. Clark said he had learned recently the last legislature authorized appropriations for such ranches to be built in each judicial district in the state. It would meet a need for housing of orphaned boys and first offender juvenile delinquents, he pointed out.

Dr. Clark said he has the interest of Dist. Judge Charles Harris of Roswell in the project. Judge Harris has been assigned to location and establishment of the ranch in the fifth judicial district of Eddy, Lea and Chaves counties. Artesia Favored—

A location near Artesia is favored, the minister pointed out, because of its central location in the district. As proposed, the ranch would have a minimum of 20 acres and probably more.

With Leslie Martin, prominent Artesia farmer and rancher, and Paul W. Scott, Chamber of Commerce manager, Dr. Clarke Thursday morning surveyed possible land sites to be recommended to the judge. While it is not necessary, Dr. Clarke pointed out donation of the land and securing of water rights to go with it would be an added boost to locate the ranch in the Artesia area.

"We are not seeking this as some plum," he pointed out. "This is a wonderful project for boys and Artesia, with a healthy, wholesome, moral population, is the ideal location for such a project."

Dry Clarke expressed the belief that after the first few years of operation, the ranch could become self-sustaining. At present, he pointed out, first offender delinquents are not dealt with properly, since juvenile officers are reluctant to sentence them to Springer industrial school, feeling the overcrowded institution is a "finishing school" for young criminals.

Location of boys in small boys ranches would make for a homier atmosphere, Dr. Clarke pointed out. New Mexico now has an excellent Boys Ranch, he added, but the ranch is called on to do far more than it possibly can, and faces the problem of becoming too large for effective treatment, Dr. Clarke said.

It is known in Artesia that Carlsbad interests are also seeking to locate the ranch in that area. The law passed by the state legislature would provide funds for purchase of land, construction of the ranch buildings, and some initial costs of operation, the minister said. All civic clubs have pledged their cooperation in the project, he said.

Follow-Up Survey Shows Dollar Day Improves With Cooperation

A complete follow-up survey of Artesia's Dollar Day event July 2 showed more merchants participating, Chamber of Commerce Mgr. Paul W. Scott said Thursday. "Our second Dollar Day was much larger than the first Dollar Day," Scott reported. Merchants who had participated in the first event reported that despite addition of 20 more businesses cooperating in the promotion, business remain at the same, or even better level during the second event, Scott added.

"This means there were more people doing more shopping in our second Dollar Day," the C of C manager pointed out. Next such event is planned for August 6. Scott said plans are being made for tie-in of the August Dollar Day with a back-to-school sales promotion.

"Results of these once-monthly promotions have been very favorable," Scott said. "Cooperation has been the key to their success." He pointed out that Dollar Days will continue to grow as more merchants participate, attracting more shoppers to the event.

The chamber will continue to follow-up in its promotion of Dollar Days as one of the city's most important retail events, Scott said. "We are proving with Dollar Days," he continued, "that Artesia is the friendliest shopping center in the Pecos Valley. If we continue as we have, we are within sight of our goal—becoming the shopping center of the Pecos Valley."

In concluding his report, Scott pointed out that cooperating merchants are well-satisfied with the event, and are planning, as their confidence grows, greater participation in future events.

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Decision Pends Debate on Iron Or Steel Pipe

Construction of a two-million gallon reservoir to serve Artesia was a step nearer reality this week as city councilmen put machinery in motion to secure \$231,000 in revenue bond money for the project. Council members were given several alternatives to choose among by Herkenhoff & Turney, Santa Fe and Albuquerque engineering firm retained by the city. Pipe used to connect the reservoir to the city water system is the crucial cost item. Depending on pipe used, the cost of the reservoir, complete, varies from \$222,554.75 to \$285,694.

To connect the reservoir to the city water system, 12,500 feet of 16-inch or 18-inch pipe is needed—a little more than two miles. Cost of different types of pipe vary tremendously. A 16-inch cast-iron pipe would cost \$110,000, putting the cost of the reservoir system at \$285,694.75. A 16-inch steel line would cost \$52,250, putting the cost of the system at \$222,554.75.

Councilmen said Wednesday night they would immediately investigate use of reinforced concrete pipe, which, according to City Engineer W. D. Fowler, has been successfully used in Midland. One councilman pointed out the steel pipe, while lined, cannot be easily tapped, and sets up severe problems in electrical static created. Other councilmen said the steel pipe could be installed with taps already in place for future connections.

Only argument advanced against cast iron was its cost, nearly double that of steel pipe. The actual reservoir will cost only \$71,000 and will be located two miles west of the city. More Pipe Costs—

Definitely called for in engineering plans are 5,200 feet of 12-inch cast iron pipe, costing \$28,600, and 2,500 feet of 10-inch cast iron pipe costing \$10,500. Other costs in the proposed reservoir system, in addition to the pipe and the reservoir proper, are concrete for reservoir \$875, steel reinforcement \$112,500, cast iron fittings \$4,500, valves \$8,035, hydrants \$1,650, connections \$2,000, pump house repairs \$17,500, fence and gate \$5,000, and legal, engineering and contingency, 10 per cent or \$25,972.25 on the estimate involving the 16-inch cast iron pipe with a final cost of \$285,694.75.

Availability of the concrete pipe city councilmen will investigate, was seen Wednesday night as the big question involving its use. Councilmen also believed several thousand dollars could be saved by postholing the \$17,500 in pump repairs and delaying a Tenth street waterline extension which would cost \$10,747 of the total cost.

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Artesia Weather

Day	High	Low
Monday	104	70
Tuesday	104	67
Wednesday	94	64

Police Almost Pay Way Through Fines

Artesia police this week told the public what they did for 8,760 hours in the fiscal year just ended, from July 1, 1952 to June 30, 1953. If the report is accepted at face value, police spent their time driving around, answering the telephone, and putting in radio calls.

The statistical report, prepared by Lt. Donald A. Bonine and submitted this week to the city council by Chief of Police Frank Powell, gave the concrete facts on police activity. For instance, officers put \$83,200 miles on the city's two police cars, made or answered 18,400 telephone calls, and made 26,745 radio calls—an average of 73 a day.

Police process 845 complaints from citizens, involving human mishaps ranging from bicycle thefts through missing children, to rape and stabbing. They hauled enough motorists into court to collect \$30,345.50 in fines, and then passed out enough parking tickets to get another \$20,472 in parking meter fines. The total is \$50,817.51, or just \$200 short of completely paying for the department's salaries last year. There was no space in the statistical report for the story of the police department's human side—the number of times officers were chewed out for doing their duty, or chewed out for not doing what some felt were their duties.

But the report did show police investigated 170 automobile accidents reported to them. The accidents included 20 injuries, involved 49 law violations. In two accidents pedestrians—both children—were involved. Police made out charges of "drunk" 67 times last year, and cited 51 persons for disorderly conduct. They picked up 48 for vagrancy and cited 30 for liquor law violations. Sixty-nine people were stopped for improper or defective brakes or lights, and 125 for going through stop lights or signs. Officers nailed 225 motorists for improper registration and 59 for driving while intoxicated. There were 217 "other" violations.

Twelve autos were reported stolen and 12 recovered. Police spent \$1,244.25 of taxpayers' money to feed prisoners, or \$255.75 less than budgeted. They put out \$2,106.72 for equipment—nearly \$900 less than budgeted—and spent \$6,128.97 for expenses, a little under \$400 under the budget.

They arrested 24 people for gambling, seven each for narcotic violations and aggravated assault. Officers charged nine people with burglary or breaking and entering, and seven with rape. Six were arrested for larceny, one of auto theft. Two were arrested for prostitution or commercialized vice.

On the traffic side of their job, police put out 9,167 parking tickets and 387 for speeding. They cited 118 for reckless driving and 507 for illegal parking other than parking meter violations. Sixty-nine people were stopped

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Society

Boy, Girl Staters Guests Of Legion Auxiliary Monday

Boy and Girl Staters and their parents were guests of the American Legion Auxiliary Clarence Kepple Unit No. 41 at a coverdish supper at the Veterans Building Monday evening, July 6.

Girl Staters present were Lou Smith and her parents, Mr. and Mrs. J. D. Smith; Barbara Chadwick, Eirene Marshall, Carolyn Zeleny and her parents, Mr. and Mrs. Paul Zeleny; Miriam Stroup and her parents, Mr. and Mrs. Howard Stroup, and her grandfather, Dr. H. A. Stroup.

These girls, all from Artesia, held an interesting panel discussion on Girls State. Alta Ruth Young and her parents, Mr. and Mrs. W. A. Young, are from Hope and Alta Ruth gave a very good speech.

The regular meeting was held in the Sombro room with Mrs. K. R. Jones presiding. She appointed her committees for the year as follows: child welfare, Mrs. John Lively; music, Mrs. D. M. Walter; legislation, Mrs. E. A. Hannah; national security and civil defense, Mrs. John A. Mathis, Jr.; Americanism, Mrs. Henry Paton; community service, Mrs. Harry Gilmore; Pan American study, Mrs. H. C. Schimmel; Poppy, Mrs. Grant Ivers; junior activity, Mrs. C. R. Baldwin; Girls State, Mrs. J. B. Mulcock.

Education of war orphans, Mrs. John Runyan; membership, Mrs. G. B. Dungan; rehabilitation, Mrs. G. C. Kinder; publicity, Mrs. Leo Hicks; radio, Mrs. Kathleen Herring; artistry, Mrs. Lessie Warren; fine arts, Mrs. Vena Ratliff; color bear, Mrs. R. O. Whitted; constitution and by laws, Mrs. Albert Richards.

Mrs. Lee Reeves formerly of Roswell but now of Artesia attended the meeting as a visitor.

Mrs. Harry Gilmore, last year's Girl State Chairman, was the hostess. The next meeting will be Aug. 3.

Mrs. Deering Is Installed As Rebekah Leader

Mrs. Wayne Deering was installed as Noble Grand of Sunrise Rebekah Lodge No. 9 Monday evening at the I. O. O. F. Hall.

Other officers installed were Mrs. Tom Franklin, vice grand; Mrs. Floyd Ison, warden; Mrs. Morgan VanWinkle, conductor; Mrs. Delbert Ivans, chaplain; Mrs. E. T. Longacre, musician.

Mrs. Nola Carder, right supporter to noble grand; Mrs. George Ed Kaiser, left supporter to noble grand; Mrs. Loyd Walker, right supporter to vice grand; Mrs. P. A. Poe, left supporter to vice grand; Mrs. Joe Freeman, inside guardian; Mrs. C. W. Smith, outside guardian; Mrs. D. D. Essex, color bearer; and Mrs. Don Bonine, staff captain.

Mrs. E. A. Hannah, district deputy president, was installing officer. She was assisted by Mrs. Don Shira, Mrs. Fritz Keith, Mrs. G. B. Dunneagan, Mrs. L. H. Carder and Mrs. L. J. Reiter.

Mrs. Deering presented Mrs. Durham, outgoing noble grand, with a gift and was presented a gift by Mrs. Durham.

Refreshments were served by Mrs. Durham.

Mrs. Gene Golden from Arizona was present.

Before lodge opened, the regular birthday supper was served to two members who had birthdays and about 30 others.

CARD OF THANKS — We wish to express our thanks and appreciation for the many acts of kindness and assistance shown us in the illness and death of our beloved husband and father, to the Odd Fellows Lodge No. 7 and to the many friends and neighbors. — Mrs. Thomas Mann and Mrs. Mattie Mann Jones. 55-11p

FREEMAN AGENCY
— REAL ESTATE — INSURANCE —

LICENSED SALESMEN
W. B. Durham
E. L. Durham
Leonard Durham

Joe Freeman
North First Artesia Phone 685

Miss Sara Alexander, Van 'Pete' Elmore Wed In Ceremony Held at Home of Bride's Parents

At a quiet and impressive ceremony at 5 p. m. Friday, July 3, Miss Sara Alexander became the bride of Van "Pete" Elmore.

The occasion took place at the home of the bride's parents, with the Rev. Everett M. Ward, pastor of Calvary Missionary Baptist church, officiating with a double-ring ceremony.

The bride is the daughter of Mr. and Mrs. B. S. Alexander. The bridegroom is the son of Mr. and Mrs. A. R. Reynolds of Decatur, Miss., grandparents of the bride.

Hazel Gibson and children of Kreeola, Miss., aunt and cousins of the bride; and Mrs. Milton Hill and daughter of Moss Point, Miss., cousin of the bride.

CARD OF THANKS — It is our sincere wish that we could personally thank each and everyone that expressed their sympathy to us in their many floral offerings and other acts of kindness extended to us during the time of our bereavement. We especially wish to thank the organizations and ladies that prepared and served the food and those that threw open their homes and hearts to us. May God bless you each and everyone. — Mrs. Alex McGonagill and the McGonagill families. 55-11p

The bride chose a white sheer embroidery nylon street length dress. She carried a white Bible, a gift of the bridegroom, topped with a yellow throatied, white orchid with white streamers.

In Tradition — For the tradition, as something old, the bride wore a rhinestone necklace; something new was her dress; something borrowed, a handkerchief. A blue garter completed the scheme.

The bride's attendant was her sister, Betty Alexander. She wore a blue organza dress. Her corsage was pinocchio rosebuds.

G. W. Welch, cousin of the bridegroom served as best man. The traditional wedding march was played by Miss Patsy Cobble. She wore a Shasta daisy corsage on her gold and green checked silk veil dress.

Rayburn Flippo of Roswell sang "I Love You Truly," and "Always" before the ceremony.

Following the ceremony the guests were invited to an informal reception. Mrs. Hazel Gibson and Mrs. Milton Hill, aunts of the bride, had charge of the reception. Triggita Gibson played soft music during the reception.

Bride's Table — The bride's table was laid with a lace cloth. The wedding cake was topped with a miniature bride and bridegroom. Twenty guests registered in the bride's book.

The bride graduated from Artesia high school in 1951 and the

bridegroom graduated in 1949. The bride is employed by Ferguson Trucking Co., and the bridegroom is employed by New Mexico Refining Co. They will make their home in Artesia.

Out-of-town guests were Mr. and Mrs. A. R. Reynolds of Decatur, Miss., grandparents of the bride. Mrs. Hazel Gibson and children of Kreeola, Miss., aunt and cousins of the bride; and Mrs. Milton Hill and daughter of Moss Point, Miss., cousin of the bride.

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Births

ARTESIA GENERAL HOSPITAL

July 6 — to Rev. and Mrs. Orvan Gilstrap, daughter, Sherrie Lynn, 7 pounds.

July 6 — to Mr. and Mrs. Nonnie Rodgers, daughter, Lori Jane, 6 pounds 11 1/2 ounces.

July 6 — to Mr. and Mrs. Hugo Naegele, daughter, Betty, 5 pounds 6 1/2 ounces.

July 6 — to Mr. and Mrs. Harlen Berry, daughter, Karen Anita, 3 pounds 11 ounces.

July 7 — to Mr. and Mrs. W. G. Brittan, daughter, Jane, 8 pounds 1 ounce.

July 7 — to Mr. and Mrs. Roy Williams, son, Michael James, 7 pounds 13 ounces.

July 8 — to Mr. and Mrs. Clarence Juarez, son, Clarence Robert, 6 pounds 11 ounces.

The authorization, which now goes to the President for approval, will permit the waiver of a bond requirement for servicemen handling mail.

FIRE INSURANCE
at
Amazingly Low Cost



The cost for complete fire insurance protection on dwellings and contents is surprisingly low.

You have enjoyed low cost and superior claims service on your Farmers auto insurance policy— why not enjoy low cost fire insurance protection?

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Finest buy...



Best to drive!
Readier, more powerful command... FirePower V-8 with hemispherical combustion gets maximum "drive" from every drop of gas! Surer, more instant control... Full-time Power Steering and Power Brakes for turning and stopping with just a fraction of the effort you'd use in driving the "old way"!

Best to ride in!
Stretch-out room for an entire family, 44% bigger trunk. Full vision in all directions. And shock absorbers that do twice the job of ordinary types!

Best to own!
Beautifully styled inside and out... offering outstanding new features, unavailable elsewhere or only at extra cost. This means an important difference in the dollars you spend and in the quality you get. Come learn about this difference... by driving a Chrysler today!

Never could your money buy so much... as right now in this beautiful car! Never could you prove it so pleasantly. Come let us show you how wonderful driving can be... with a Chrysler Power Ride!

Designed & Engineered to stay ahead of other cars

Chrysler FirePower New Yorker

Now Available—The New Chrysler Airtemp Air-Conditioning System

COX MOTOR CO. • 303 S. FIRST ST.

"May is Safety-Check Month at Your Chrysler-Plymouth Dealer's... Check Your Car — Check Accidents"

Miss Shirley Bruce Becomes Bride of Kenneth D. Corley of Walker Air Base

Miss Shirley Bernice Bruce became the bride of Kenneth D. Corley at 10 a. m. Wednesday, July 1, at the First Methodist church with Rev. Ralph L. O'Dell, pastor of the First Presbyterian church, officiating.

The bride is the daughter of Mr. and Mrs. George D. Bruce, 205 N. Eleventh. The bridegroom, stationed at Walker Air Force Base, is the son of Mr. and Mrs. Leroy Corley of Hays, Kans.

The altar was lovely with the communion table adorned with a center arrangement of white asters and double white snapdragons with an accent of white satin ribbon.

The traditional wedding marches were played by Miss Shirley O'Dell, organist, who also played preceding the ceremony, "Traumerei," "To the Evening Star," "I Love You Truly," "You'll Never Walk Alone," dedicated to the

bride and bridegroom, and "Ave Maria," dedicated to the mother of the bride. During the ceremony Miss O'Dell played, "Oh, Promise Me," "I Love You Truly," and "O Perfect Love."

The bride entered on the arm of her father and wore a white lace street-length dress. She wore a small white hat to which was attached a waist-length white veil. She carried her Rainbow Bible. She carried a bouquet of small white carnations with a center removable corsage of one large white carnation.

Miss Louise Beaty was maid of honor. She wore a pink pique dress. Her corsage was white carnations.

Donald Troxler of Walker Air Force Base was best man.

The newlyweds left that day on a honeymoon trip to Clouderoft and after Sunday, July 5, are at home at 305 N. Kentucky, Ros-

The bride was a junior Artesia high school and the groom graduated from Hays school.

Out-of-town guests present the ceremony were Mrs. Corley of Hays, Kans., mother of the bridegroom and Curtis Hays, brother of the bride.

Personal Mention

Mrs. Grady Booker, daughter of Kay, and son Brent, are in City, Okla., visiting Mrs. Booker's sister-in-law, Miss Beulah and Mrs. Loyd Seay.

Mrs. B. B. Thorpe, 105 N. returned home Wednesday for month's vacation. She visited neice and family at Viroqua, and nephew and family at Indianapolis, Ind.

Mrs. Shan Upham returned her home in Dallas, Texas, Tuesday morning after visiting the home of Mrs. Anna Shipman and other friends. Mrs. Upham is grandniece of Mrs. J. B. Adams and old-time resident of Artesia but now living in Dallas.

FORMAL OPENING --- **SATURDAY, JULY 30**

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201 1/2 SOUTH FOURTH STREET

Valuable Awards to Be Given
First 200 Customers Will Receive
1/4 PINT 4-HOUR ENAMEL
DON'T MISS THIS EVENT!



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THE NEW ODORLESS OIL BASE PAINT IN EVERY WANTED COLOR

Now McMurtry brings you an odorless interior paint...no unpleasant odors to cling to your rooms...dries quickly...full color selection in every finish...flat, semi-gloss or gloss!

EASY TO CHOOSE!
McMurtry Signature Paint offers you a complete selection of basic colors and countless variations in hues and tints for color harmony. Choose your colors from the Signature Color Planning Board...a completely new color-selection system!

EASY TO USE!
Mixed right in the can in ONE MINUTE! Flat, semi-gloss or gloss finish for all interior walls and woodwork. Flows on smooth as silk with brush or roller...and it's Washable!



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201 1/2 South Fourth Artesia, New Mexico Phone 1622

Phyllis Olson, James Lewis Wed in Colorado City

Phyllis Olson of Ignacio, Colo., became the bride of James Lewis, Grand Junction, Colo., formerly of Artesia, at 2:30 p. m. Sunday, Aug. 5, at the First Presbyterian church, Ignacio. Rev. David McConaughty, pastor, performed the single ring ceremony. The altar was decorated with daisies and greenery with candles on each side. The bride was given in marriage by her father. She wore a nylon pink dress with white accessories.



MISS MARILYN YVONNE COX

S. J. E. SAUVE is announcing the engagement and approaching marriage of her daughter, Marilyn Yvonne Cox, Van Everett, son of Mr. and Mrs. W. Q. Everett of Keys, N. C. Miss Cox' father is Irving Cox of Hope. The wedding will take place Sunday, Aug. 30, at the First Methodist church with Rev. R. L. Willingham officiating.

Publisher Chosen To Head Kiwanis International

Delegates attending the 38th annual convention of Kiwanis International at New York, N. Y., elected a prominent editor as their president.

Her bouquet was yellow rosebuds. Something old were her shoes, something new her dress, something borrowed a necklace belonging to her sister, and something blue, a garter.

Miss Mary Olson, sister of the bride, was maid of honor. She wore a white organdy dress with white accessories. Her corsage was yellow rosebuds.

Howard Lewis, brother of the bridegroom, was best man. The bride is the daughter of Mr. and Mrs. Melvin J. Olson of Ignacio, Colo. The bridegroom is the son of Mrs. J. W. Lewis, Artesia.

The bride's mother wore a navy print silk dress with black accessories. Her corsage was pink carnations.

Mrs. Lewis chose for her son's wedding a gray nylon print with black accessories. Her corsage was pink carnations.

A reception followed at the home of the bride's parents with 19 persons present. Miss Mary Olson, sister of the bride, presided at the punch bowl and Mrs. Jerry Horvart served the cake.

The newlyweds left on a honeymoon trip to the southern part of Colorado. They will make their home at Grand Junction, Colo.

publisher from Carthage, Ill., to head the organization in the year ahead.

Officers of the Kiwanis club of Artesia were informed today that Donald T. Forsythe, who publishes The Carthage Journal, Carthage, Ill., would succeed Walter J. L. Ray, Detroit, Mich., as president of Kiwanis International, which is now comprised of over 3,600 clubs throughout the United States, Canada, Alaska, Hawaii, and the Yukon Territory.

President-elect Forsythe is a past president of the Illinois Press Association and a life member of the Northwestern University Chapter of Sigma Delta Chi, national professional journalistic fraternity.

In May, 1949, he was elected first president of the Greater Weeklies Associates, Inc., an organization comprised of more than 250 weekly newspapers. He was re-elected to that office in 1950 and chairman of the board of directors in 1951. He is now a member of the board, elected at the April convention in New York City.

He is a director of the Marine Trust Co. of Carthage, a member of the Board of Carthage College, and was active in organizing a department of journalism at the school.

A Kiwanian for 27 years, the new president will assume office August 1. During the past year he served as treasurer of Kiwanis International. He had previously been an International trustee and governor of the Illinois-Eastern Iowa District.



Anthony's JULY CLEARANCE Sale

LADIES' COTTON CREPE
SUMMER GOWNS
Summer Clearance!
Usual \$1.98 value! **2 FOR \$3**
Buy Now — Save!

PLAYTEX GIRDLES
LARGE CLOSE-OUT GROUP
VALUES **\$1**
TO \$3.95

PUCKERED NYLON
Limited Group—42 to 45 inch wide
CLEARANCE PRICE!
88c YD.

SAVE
Entire Stock of White Summer
JEWELRY
Regular 98c
Plus Fed Tax **59c**

Our Entire Stock of Lovely
CINDERELLA DRESSES
FOR GIRLS

Regular \$2.98	Values!	\$2⁴⁴
Regular \$5.90!	Value!	\$2⁸⁸
Regular \$3.98 to	Values!	\$3⁸⁸

Nannette DRESSES Sizes 1-to-3 Yr.

Regular \$2.98	Regular \$1 ⁴⁴
Regular \$3.44	Regular \$1.98
Regular \$3.98	

Regular \$1.59 Child's Crinkled Cotton
PLAY SUITS
ONE-PIECE!
\$1

OUR ENTIRE STOCK OF
LADIES' DRESSES
EVERY SUMMER DRESS must go. We have REDUCED these to assure QUICK SALE! Just look at these LOW, LOW PRICES!

Regular \$3.98 and \$4.98 Values!	\$3	
Regular \$5.90 and \$6.90 Values!	\$5	
Regular \$8.90 and \$9.90	\$7 \$2	

\$2.79 Wash Dresses!

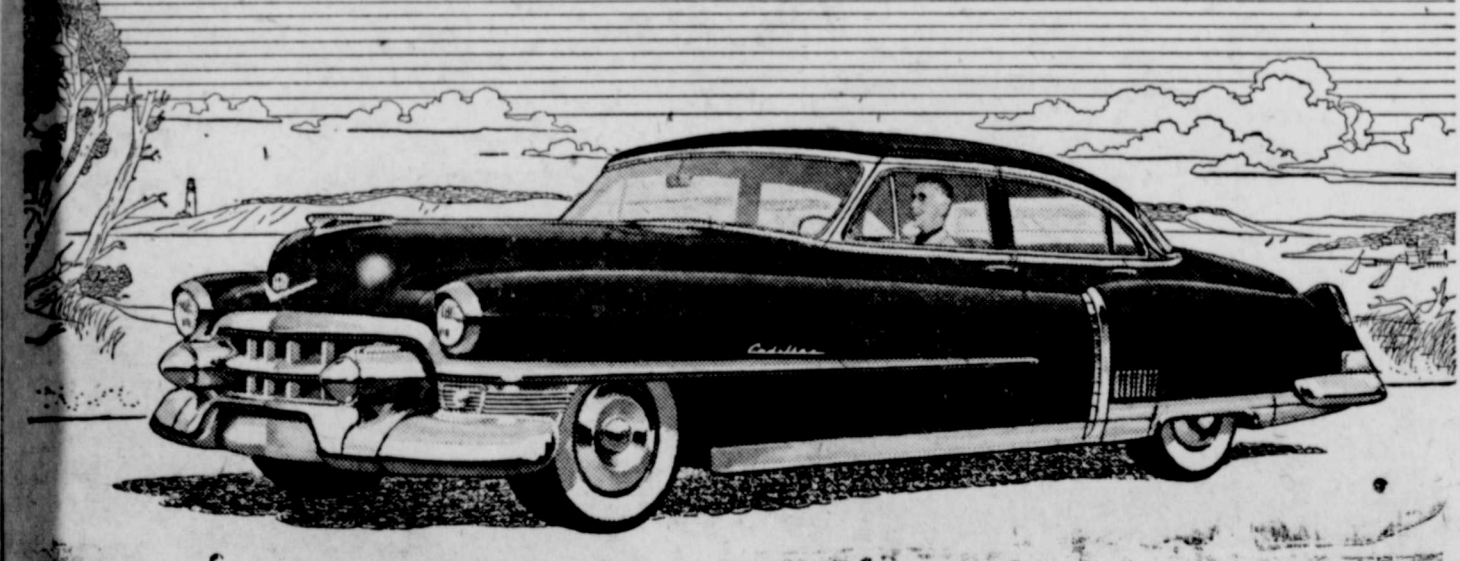
SAVE
Regular \$2.98 and \$3.98 and \$4.98
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CLEARANCE GROUP! LADIES
SUMMER SHOES
REGULAR \$3.98 to \$5.90
VALUES!
\$3.00

LADIES' REGULAR \$2.98 KNIT
NYLON SLIPS
WHITE SIZES 32 to 38
\$1⁹⁹

BARGAIN TABLE!
ODDS AND ENDS—BROKEN SIZES
— CLEARANCE! —
HALF-PRICE



He's Driving His Cares Away!

There's a great industrialist in Detroit, and a well-known scientist in New York, and a famous statesman in Washington who will tell you that the best way to relax from the cares of the day is to get behind the wheel of a 1953 Cadillac.

And there are also thousands upon thousands of other Cadillac owners throughout America who will gladly add supporting testimony to these revealing statements.

For these motorists know, from their own personal experience, that there is no faster or surer way to relax and refresh than to take to the highway with a smooth, comfortable, quiet Cadillac car.

It makes a man feel good just to sit behind the wheel. As he glances about his Cadillac's gracious

interior, he's reminded that he has made something out of his years—and that, in itself, gives a lift to his spirits.

And then, once he's out on the highway—well, in no time at all, he's as happy and contented and trouble-free as it's possible for a motorist to be.

He is surrounded with comfort—and his driving is so relaxing and effortless and enjoyable that his mind clears, as the miles go by—and his heart grows gay and his outlook bright and hopeful.

He has literally driven his cares away!

You really ought to try it sometime. Come to think of it, you ought to try it today . . . after your day's work is done.

The car is waiting—and so are we.

COLE MOTOR COMPANY

112 South Second

Phone 154

Epsilon Sigma Alpha Chapter Entertains Scholarship Girl

Announcement of Joyce Smith as winner of the Nida Dunnam Mills scholarship was made Tuesday night at the meeting of the Alpha Nu chapter of Epsilon Sigma Alpha sorority.



CHANDLER JEWELRY at Roselawn and Main today and Saturday will hold its grand reopening after a closing which has seen modern new fixtures, display cases, and latest in lighting added to the attractive store.

her. Selection of Miss Smith was based on her outstanding scholarship, participation in extra-curricular activities, and personality. This fall she will enter Abilene Christian college to begin preparation for the teaching field. Each year Alpha Nu chapter of Epsilon Sigma Alpha grants a scholarship to an outstanding girl graduating from Artesia high school. The selection is made from candidates recommended by the high school faculty. A committee from the sorority then meets with the girls and interviews them. Final selection is made upon the basis of this interview.

In prior years this scholarship was known as the Epsilon Sigma Alpha scholarship. Following the death of Mrs. Nida Dunnam Mills, the sorority decided to call the scholarship the Nida Dunnam Mills scholarship. Mrs. Mills was a very active and well-liked member of the sorority.

It was believed by the sorority that this was the best way in which to perpetuate her memory. Following the wishes of her family a large number of her friends contributed to this scholarship fund instead of sending flowers to her funeral.

Groundwork was laid for the annual Queen Contest sponsored by ESA through Artesia Roping club. Mrs. Jack Rogers, vice-president, presiding over the meeting in the absence of Mrs. Charles Gleghorn, president, appointed various committees to work out the details.

Funds raised by this contest and by the concession operated by F at the rodeo ground helps support the annual scholarship, provides hot lunches for unfortunate school children, sponsors a delegate to Girls' State, donations to all local drives, and various other philanthropic activities carried on by ESA.

Tentative plans for the annual yearbook printed for ESA were also made at the business meeting. A farewell gift was presented to Mrs. Don Johnson by Mrs. Charles Baldwin. Mrs. Johnson has been a member of the Artesia chapter for the past two years. Johnson, formerly with Cortez Gas Co. has taken a position with Sacra Brothers in Lovington, N. M.

Following adjournment of the meeting, delicious refreshments of chocolate sundaes made with homemade ice cream and frosted cakes were served to Meses, George Lynch, Gene Chambers, Albert Linnell, Don Johnson, Lewis P. Means, Jack Knorr, M. L. W. ley, Theda Smith, Harry Wilson, George Dunken, Bill Hunter, Wayne Truett, Ella Van Yuren, Lowe Wickersham, Miss Shirley Thornberg, Miss Joyce Smith, guest, and Mrs. John Runyan, sponsored by Mrs. Charles Baldwin and Mrs. Bob Chipman. The meeting was held at the home of Mrs. Mittie Hamill, mother of Mrs. Charles Baldwin, on her spacious veranda.



WINNERS IN ARTESIA SHOE store contest gather for picture following recent contest. Mgr. Tom Brownlee, left, introduces Joe Reyes, winner of a TV set, Mrs. John Williams, Mrs. Naomi Buckhout, and Reggie Cunningham.

Teacher Average Salary in State Is Over \$3,800

New Mexico public school teachers will be paid an average of more than \$3,800 for the year beginning in September.

This will represent well over four times the \$889 average pay for teachers in this state in 1933-34, as shown by a table released today by the Taxpayers Association of New Mexico.

Salary of the average school principal has shown an even greater increase in the past 20 years, rising from \$1,121 to more than \$5,200 for the coming year. The average pay for superintendents has been raised from \$2,184 to over \$6,600 in the same two decades.

Meantime, the total of school budgets through the state, which amounted to some \$6,200,000 in 1933-34, is expected to exceed 45 million dollars for 1953-54, said Albert K. Nohl, acting director of the Taxpayers Association. "A large portion of this total

SCARBROUGH AUTO SALES

We Have Moved to the Corner of Richey and North First Where the Truck By-Pass Turns West

WE BUY • SELL • TRADE Any Make or Model of Car • NEW or USED •

If We Don't Have It, We Will Get It!

Licensed and Bonded WE FINANCE

Garage Service

We Service Our Customers as Well as Our Own ALL CARS GUARANTEED

Visit Our New Lot

Open 7 Days a Week

Phone 0180-J5

Military Menagerie



New York Zoo "I might, Sarge, if the hours are right."

increase is attributable to the fact that far more children now are continuing on into and through high school," Nohl said. "In connection with the raise in teacher pay, it can be noted that educational standards for instructors have been greatly raised. While many with only school education were teaching in New Mexico 20 years ago, a year college degree is now required of teachers employed in public schools in the state."

CONNIE'S SCHOOL OF DANCE



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

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

VETERAN'S BUILDING

BALL ROOM Tuesday or Friday Phone 6

MONEY TO LOAN

Low Interest — Fast Service

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Artesia Representative

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Sales and Service

20 Years Experience—Last 6 Yrs. in TV

Television Antenna Installation Service Policies Available

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Vic Vet says

VETERANS! YOU DO HAVE A 31-DAY GRACE PERIOD IN WHICH TO PAY PREMIUMS ON YOUR GI LIFE INSURANCE. BUT PROTECT YOUR COVERAGE AND YOUR BENEFICIARIES BY USING IT ONLY IN A FINANCIAL EMERGENCY



For full information contact your nearest VETERANS ADMINISTRATION office.

Mellow as Moonlight

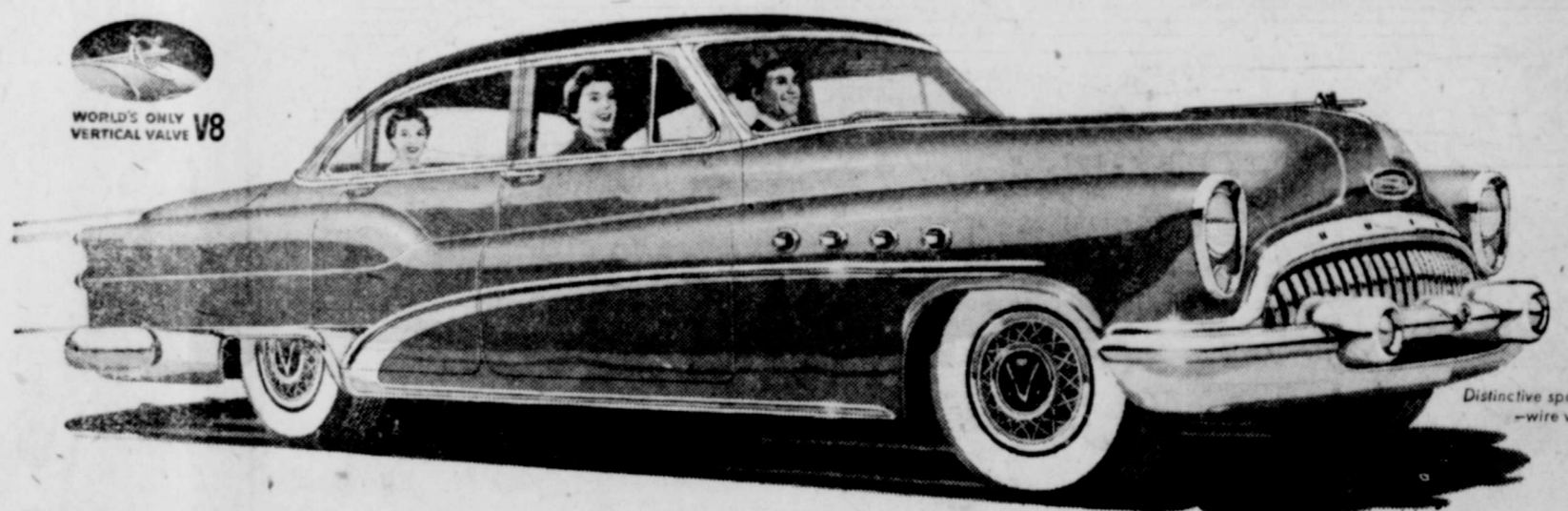
enjoy **CASCADE** KENTUCKY STRAIGHT BOURBON

Cascade is all whisky... a truly great Bourbon from Kentucky... rich, light, aged by nature's patient hands to the peak of old-fashioned goodness. There is no finer Bourbon at any price.

"FROM THE LIFE AND VIGOR OF THE GRAIN"

GEO. A. DICKEL DISTILLING COMPANY, LOUISVILLE, KENTUCKY • 86 PROOF • THIS WHISKY IS 4 YEARS OLD

Ever try the lap of Luxury?



We'd like to spoil you a bit. We'd like to seat you in a 1953 Buick ROADMASTER and let you be coddled in the most sumptuous comfort on four wheels.

What we have in mind is more than just a sampling of the spacious roominess here—and of the cushions that cradle you in opulent and enveloping softness.

It's the magnificent luxury of ROADMASTER travel that we'd like you to know...

The soul-satisfying feel of bossing almost limitless power from the world's newest and most advanced V8 engine...

The casual ease with which you command sparkling getaway from Twin-Turbine Dynaflo—and the sheer comfort of its new quiet and infinite smoothness...

The matchless gentleness and levelness of ride from all-coil springing, torque-tube steadiness, liquid-smooth power delivery—making you barely aware of motion, of road irregularities, of stopping and starting...

And the consummate ease-of-handling you enjoy from the most maneuverable ROADMASTER in Buick history. A car with the hydraulic help of POWER STEERING. A car with the velvety control of

still finer braking—plus the added convenience of Power Brakes,* if you wish.

Surely, you ought to look into this supremely satisfying ROADMASTER for 1953—and see for yourself that the lap of luxury is more than a figure of speech when you take your seat here. Why not visit us soon? *Optional at extra cost.

ROADMASTER Custom built by Buick

Yours in every 53 Roadmaster at NO extra cost

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Distributed By NEW MEXICO SELLING CO.

101 West Main

GUY CHEVROLET COMPANY

Phone

Perry Hits Back At Spendthrift Allegation

Earl Perry, Artesia Driller general manager, Thursday swung back at allegations from Carlsbad that Artesia is operating with the highest payroll in the Longhorn league.

Published in "Much Ado," sports column by Jerry Brown, in the Current-Argus, the arguments Perry teed-off on centered around speculation that troubles in Artesia may be caused by Perry bringing in a high priced ball club.

Perry, in the process of building a winning ball club "forgot" that financial resources in Artesia for supporting a ball club are limited," the column said.

Perry declared that "anytime they want to compare salary limits between the two clubs, I'm ready."

The fiery manager added: "It's true Artesia is a small town and it's up against a handicap. Its situations and problems are highly emphasized and publicized because of its smallness."

"But it could be towns the size of Odessa, Midland, San Angelo and Carlsbad—find it rather embarrassing to be in constant competition with little Artesia."

"Brown states it doesn't take a mental giant to see our problems. He never did, in his nasty little article, get close to the source of whatever problems we have had. There has never been a question or argument over our payroll."

"When it comes to comparing payrolls, take a look at what the Potashers must put out. Gene Wolf was with Amarillo last year. In the West Texas-New Mexico league it is conceded Amarillo has never been underspending at any time."

"Bobby Hobbs hit 16 home runs and was batting .340 when he was purchased from Amarillo, and was second in RBIs. He isn't playing for peanuts. We know Amarillo paid a good chunk for him."

"Hank Williams was a pitcher for four years in the class A Western league with Denver, and ditto Marshall Epperson. Neither of them are cheap."

"Merv Connors is a ball player consistently among the leaders in RBIs and has always been high priced. He's a past major leaguer. At Merv's age it's quite evident he's not playing for the love of the game."

"Dub Aiken is a veteran of several years with Amarillo. I was in the league at one time with him. He's not cheap."

"John Trece had a full year in class A in 1952 and wasn't bought for nothing."

"Carlsbad's past performance indicates they are not operating with a bunch of semi-pros."

"At one time, Carlsbad was carrying seven veterans on its payroll. They were Hank Williams, Gene Wolf, Al Richardson, Marshall Epperson, Dub Aiken, Bobby Hobbs, and Merv Connors."

"At one time they had five outfielders all at the same time, including Goldie Gholson, the two Osorios, Aiken, Art Neal, and Bobby Hobbs, so they were carrying 17 or 18 players. Artesia has carried 15 since the cut-down."

"We're ready to compare payrolls with anyone, anytime."

American Legion Junior Ball Club Roster Cut Back to 15

In accordance with national rules, the American Legion Junior baseball club cut its roster back to 15 players Tuesday.

Coach Red Goodwin and the American Legion urge all boys under 17 years and over 12 years to attend all sessions possible.

Those selected to fill on the roster are Ronald Price and Harry Price of 1712 Oak; Roy Whittington, Jr., 1406 Yucca; Max G. Ratliff, 1203 Mann; John Lee Riddle, mounted route, Artesia; Hugh R. Burch, 1116 Merchant; Charles

Southard, R. F. D. 1, Artesia; Harry Shaw, 1409 Herma.

Glen Plemons, 1203 Hermosa; Raymond Brummett, 911 S. Eleventh; Bill Mayes, 911 S. Roselawn; Don Long, 1212 Mann; Jerry Crawford, 1011 W. Main; James C. Shipp, 507 S. Fourth; and Kenneth O'Brien, 411 S. Second.

The team is being sponsored through the regular season by Clem & Clem Plumbing and Heating Company. Uniforms will be issued to the team members in the near future.

lars "during color television's introductory year to establish this new service on a solid foundation."

He added that RCA has already spent some 25 million dollars in developing its compatible color system for general commercial use.

The petition said that if the commission will approve the RCA plan by the end of the summer, the company is prepared to start "pilot

production" of color receivers by the spring of 1954.

The petition estimated that the first color sets will sell at prices ranging from \$800 to \$1,000 but added that when mass production is reached, these prices "will be substantially reduced."

Sarnoff said NBC is prepared to go into color television broadcasting and that 41 independent stations affiliated with that network

**Clear Vision
No Collision**

have already agreed to participate in color broadcasting on a network basis.

RCA said that if it is given a go-ahead on color, its inventions in this field will be made available to the entire industry, including competing manufacturers.

The petition asserted that the

RCA color plan conforms to the specifications laid down by the national television system committee. This industry group has been working toward attaining a compatible color plan ever since the FCC approved the CBS system.

San Diego, Calif. (AFPS)—Mayor John Butler's salary remains at \$5,000 a year—\$4 less than that of his confidential secretary, after city voters turned down a proposed pay boost to \$10,000. His secretary's pay jumped to its present figure in a city employee pay increase.

Jersey City, N. J. (AFPS)—A crystal gazing fortune teller asked police to find out who had stolen her crystal ball.

READ THE CLASSIFIED ADS

**Marie Montgomery
STYLE TAP DANCING**
Ballet, Accordion and Organ
808 Richardson Phone 10264

HAWAIIAN HOT-SHOT - - By Alan Maver

CARL "BOBO" OLSEN,
THE MIDDLEWEIGHT CONTENDER FROM HAWAII —

HE MEETS PADDY YOUNG FOR THE AMERICAN VERSION OF THE TITLE IN NEW YORK ON JUNE 19.

BOBO, WHO'S BEEN FIGHTING AS A PRO SINCE 1945, HAD TWO SHOTS AT THE FORMER CHAMP, RAY ROBINSON — WAS KO'D THE FIRST TIME BUT MADE IT CLOSER IN THE 2ND, A 15-ROUND DECISION AFFAIR.

TRIANGLE SERVICE STATION

"Happy" Briscoe, Mgr.

214 North First Phone 1229

Complete Line of DAYTON TIRES

with Written Road Hazard Guarantee!

Thoroughbred — 15 Months

Premium — 24 Months

Blue Ribbon — 36 Months

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Only Dealer in Artesia

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All Brands of Oil

Artesia Business News—

Chandler Jewelry to Hold Grand Opening In Newly Redecorated Store Today, Saturday

Chandler's Jewelry, Rose-lawn and Main, today and Saturday will celebrate a large-scale remodeling program which has brought Artesia one of the most modern jewelry stores in Southeastern New Mexico.

New light fixtures, carpeting, and custom-built display cases highlight the interior redecoration.

Owned by Julius Chandler, the store was purchased by Chandler in 1945 from King Jewelry following his discharge from the armed service.

Gradually the store has been built to increase showing of better jewelry lines.

Expanded in the redecoration store are silverware, crystal, china, and diamond departments.

Chandler's watch repair department is now equipped to the finest, precision watch repair. Byron J. Smith is in charge of watch and jewelry repair.

Also on the staff are Mary Ann Walker, Wayne Bedingfield, and Juanita Chandler.

Chandler is a native of Lubbock, Texas. He served four years in the armed forces, with three years spent in the south Pacific in the Air Corps as an instrument and bomb sight expert.

Mr. and Mrs. Chandler and their 3-year-old son, David, reside at 1108 Yates.

Announcement was made today that United Benefit Life Insurance Co., with home offices in Omaha, Neb., has become the nation's youngest old-line legal reserve insurance company with a billion dollars of insurance in force.

The announcement was made by Smith-Gwynne Agency, agents for the United Life Insurance Co. here.

The Smith-Gwynne Agency said it is advised by United Benefit president, George J. Cleary, that the firm had passed the billion dollar insurance in force mark to day.

"Our sincere congratulations to you and your associates in Artesia for helping United Benefit Life Insurance Co. set a world's record in

the insurance industry," wired Pres. Cleary to agents Red Smith and Don Gwynne.

United Benefit Life Insurance Co., which ranks in the top 6 per cent of the life companies in the United States, was organized in 1926.

"On the firm's 20th anniversary, it set a record of having a half billion dollars of insurance in force," Smith and Gwynne said.

"But that was only the beginning. During the next seven years, the growth of United Benefit has been phenomenal. In fact, we have doubled our life insurance in force during the past seven years," Smith and Gwynne stated.

"The year of 1952 was a big year for United Benefit Life Insurance Co. as the firm showed an increase over the preceding year of 12.6 per cent in assets and a 9 per cent gain of insurance in force," Smith and Gwynne pointed out.

To achieve its first billion, United of Omaha increased its insurance in force by over \$43 million since Jan. 1, 1953.



Bobby Thomsen, N. Y. Giants outfielder, happily balances the ball he hit for his 1000th safety. The smiling "Scotty" is well-remembered for his pennant-winning grand slam homer against Brooklyn in 1951.

New and Better for WELLS and WATER LINES

Yardley Plastic Pipe and fittings

Save money and back-breaking work with this tough plastic pipe that's rapidly replacing metal for cold water use. Weighs 1/4 as much as steel. Won't rot, rust or corrode. Smooth walls decrease build-up of bacteria-bearing film.

A type for every purpose—jet pump, suction, discharge, distribution lines or sewage. Diameters 1/2" through 6". Rigid or flexible. All necessary plastic fittings for every kind of installation.

Let us give cost estimate on your needs.

GUARANTEED AGAINST ROT, RUST AND CORROSION

Nationally Advertised - Nationally Distributed

ALLIED SUPPLY CO.
East Main Street, Artesia Phone 520

Reopen Fight For Color TV

WASHINGTON, (Special)—The Radio Corporation of America and the National Broadcasting Co. have reopened the fight to get government approval for a compatible color television system. This system is such that color telecasts could also be received in black and white by present TV sets without need of adaptation.

In a 697-page petition filed with the Federal Communications Commission, RCA and its NBC affiliate contended that it is essential to have a color-casting plan which will preserve the public's investment in TV receivers now in use.

The only color casting system now having FCC approval is that of Columbia Broadcasting System, whose signals cannot be picked up either in color or black and white by receivers now in use, without the purchase of additional equipment.

The CBS system was approved by the FCC, when the commission rejected the competing color plan developed by RCA.

In asking the FCC to now reverse itself, RCA Board Chairman David Sarnoff said in a statement that RCA and NBC are prepared to invest as much as 15 million dol-

ARTHRITIS?

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hands deformed and my ankles were set.

Limited space prohibits telling you more here, but if you will write me I will reply at once and tell you how I received this wonderful relief.

Mrs. Lela S. Wier
2805 Arbor Hills Drive
P. O. Box 2122
Jackson 7, Mississippi

On all these points of comparison... **Chevrolet's farther ahead than ever!**

... IN NEW AND ADVANCED STYLING—The new long, low, sleek lines of the 1953 Chevrolet set new standards of beauty in the low-price field. Here you will see careful detailing and a richness of appointments always before found only in much costlier cars.

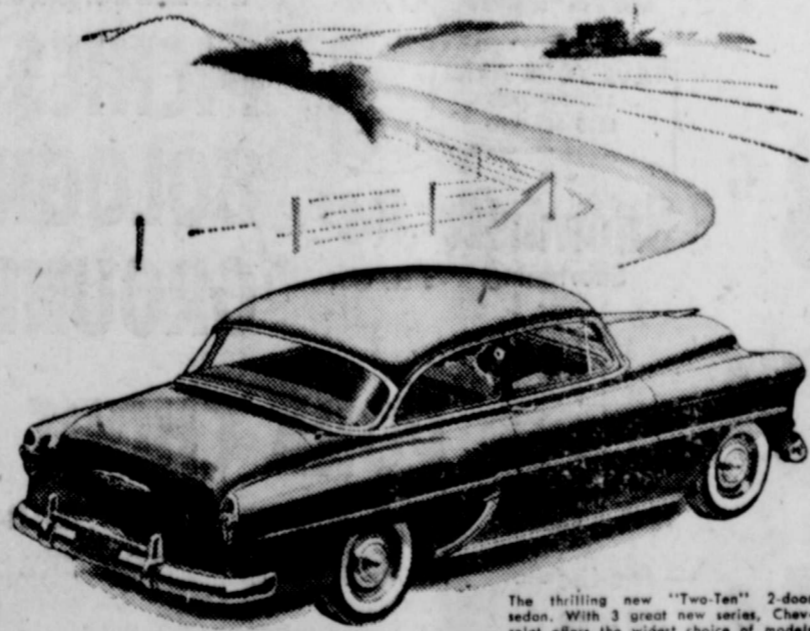
... IN HIGH-POWERED PERFORMANCE—The most powerful engine in the low-price field! The entirely new 115-h.p. "Blue-Flame" engine in combination with new Powerglide* brings you new high-compression power and a wonderful gain in economy, too. In gearshift models you will find the advanced high-compression 108-h.p. "Thrifty-King" engine.

... IN SMOOTH, SIMPLE AUTOMATIC DRIVING—Expect faster getaway with Powerglide's new automatic starting and passing range... and new economy, too. Chevrolet's new Power Steering* takes over 80 per cent of the work of steering, makes parking unbelievably easy.

... IN ECONOMY AND VALUE—Now, you'll get many more miles out of every gallon of gasoline. You'll save on over-all operation and upkeep, too. Yet Chevrolet remains the lowest-priced line in the low-price field.

... IN AMERICA'S FAVOR—Again this year—as in every single postwar, year—more people are buying Chevrolets than any other car. In fact, latest official registration figures show that Chevrolet is over 25% ahead of the second-place car. Nearly 2 million more people now drive Chevrolets than any other make.

*Optional at extra cost. Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine available on "Two-Ten" and Bel Air models only. Power Steering available on all models.



MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

GUY CHEVROLET COMPANY

NIVW JSEAM 601-101

ARTESIA, NEW MEXICO

Phone 291

YOU MIGHT WIN on a LONG SHOT BUT



HERE'S A TIP on a SURE THING!

Maybe it's fun to daydream about winning a lot of money on a race horse, but that's just what it is — a daydream! There's one way — and only one way — of being SURE of acquiring the money you want for financial security. That is a planned program of savings. Open your savings account now, determine how much you can budget for savings each month and deposit it in your account regularly. With the interest we add to your account twice yearly, it will soon mount up to far more than you dreamed you could have. Take our tip — stop in soon!

FIRST NATIONAL BANK

ARTESIA



ARTESIA'S FIRST drive-up service ice cream stand is the Dairy Mart stand just west of the Thirteenth-Main street intersection, which held its grand opening last week.

North Eddy Girls Again Take County Dress Revue Honors

North Eddy girls again captured sweepstakes honors in the annual Eddy county 4-H annual dress revue, held on Wednesday in Senior high school auditorium in Artesia.

Senior sweepstakes winner was Norma Jo Thigpen of Cottonwood, who will attend the state 4-H encampment at Las Cruces to enter her dress in competition with 31 other winners from throughout New Mexico.

Twenty-Thirty Programs Golf Course Betterment

Artesia 20-30 Municipal Golf Course was unofficially inaugurated Saturday morning by Chamber of Commerce Mgr. Paul Scott and his brother-in-law, Jimmy Hatch of Plainview, Texas.

The second group to tee off was represented by the Artesia Carlsbad, Carol Lewis, Jean Rayroux, Deanna Allen, Betty Baker, Patsy Boatright, Jadine Throgmorton, Nadine Throgmorton, and Virginia Webb.

Miss Marjorie Howell, home demonstration agent for Eddy county, introduced the program and provided commentary.

Judges were Mrs. Mary B. Nelson, Chavez county extension agent; and Mrs. Geraldine Weigel, Southern Union Gas Co. home economist.

Refreshments were served by the Eddy County Extension council with Mrs. James Thigpen of Cottonwood in charge.

Music was provided by County Agent Richard Marek.



JIM'S DRIVE INN None Better! Special This Week! Take Home a Gallon of ROOT BEER 90¢

Advocate. A small but enthused crowd attended the successful opening of the new course. The praise was high, though it is pointed out there is a lot of room for improvement.

State Game Letter—Thompson Promoted to Be Assistant State Warden

Long-time State Director of Fisheries Fred A. Thompson of Santa Fe was today chosen to fill the assistant state game warden's post in the game department.

Newly-promoted Warden Homer C. Pickens announced his selection of the 44-year-old Thompson to take over the No. 2 spot which Pickens himself has held for the past 13 years.

The membership cards are being printed and anyone interested should contact 20-30 club members or drop a card or letter to 905 W. Chisum.

Two years later, he was promoted to director of fisheries and with the exception of four years in military service (he was a captain in the Coast Artillery), he held that position for the past 13 years.

Following an 18-month stint as a technical advisor to the Argentine government, he came to New Mexico in 1938 and took over the state game department's Seven Springs hatchery in the Jemez mountains as foreman.

LOANS AND INSURANCE CECIL WALDRUP 811 Clayton Phone 1005

Now 990 K S V P Now 990 PROGRAM LOG - Subject to Change Without Notice

what's your angle bud? Sure, we've got an angle - your future. It's important for people to save systematically for the years that lie ahead.

ASPARAGUS DEL MONTE -- 300 tin 37¢ CORN Hunt's 300 tins 17¢ RIBBONS GRO-PUP Dog Food Regular Box 29¢

Vary Your Salads WITH HOMEMADE WESSON DRESSINGS We have recipes and WESSON OIL 65¢ FULL QUART 29¢ KOOL AID Regular Package - 3 for 49¢

Farm-Fresh Produce PEACHES CALIFORNIA GOLDEN RIPE 13¢ POUND GRAPES THOMPSON SEEDLESS-LB. 13¢ CORN BANNAM 2 EARS FOR 11¢ ONIONS GARDEN FRESH BUNCH 4¢

Having A Wonderful Time SAVING MONEY - Wish You Were Here! Quality Meats WEINERS Swift's Premium POUND 49¢ PICNICS Swift's Ready-to-Eat POUND 49¢ BOLOGNA ALL MEAT 3 POUNDS \$1 GROUND MEAT LEAN GROUND - 3 POUNDS POUND 59¢ PORK CHOPS END CUT POUND 37¢ ROAST ROUND BONE-LB. 39¢ TOP GRADE MEAT

MAKE NEW "QUIK-BEAT" Cake SAVE YOUR ARMS! 150 STROKES LESS BEATING with Snowdrift Shortening 3 LB. CAN 84¢

WATCH - for the - SUPER COLOSSAL GRAND OPENING - of a - NEW H&J FOOD BASKET!

Hand Food Basket EVERY DAY LOW PRICES NO PARKING HEADACHES HERE

WANT ADS

READ AND USE THE... FOR QUICK RESULTS

PHONE 7

Classified Rates

(Minimum charge five lines)
 First Insertion 15c per line
 Subsequent insertions 10c per line

SPACE RATE
 (consecutive insertions)
 1 issue \$1.20 per inch
 2 issues \$1.10 per inch
 7 issues \$1.00 per inch
 10 issues 90c per inch

Business Opportunities

FOR SALE—Grocery, cafe and filling station, doing good business. See Charles L. Williams at Williams Grocery & Cafe, Loco Hills, W. M. 7-4tc

Services Offered

LOANS

on Farm, Ranch, City Property
STEVE MASON
 Room 103, Carper Bldg., Artesia 76-7tc

MOVING! STORAGE!

Household moving, across the state. Across nation. Agent Allied Van Lines, Southern New Mexico Warehouse, Carlsbad, N. M. Phone 5-2181. 53-7tc

MOVING! STORAGE!

Household moving, across the state. Across nation. Agent Allied Van Lines, Southern New Mexico Warehouse, Carlsbad, N. M. Phone 5-2181. 53-7tc

ALCOHOLICS ANONYMOUS

Our sole purpose is to help those who have a drinking problem. P. O. Box 891. 98-7tc

Elder Convalescent Home

"A home away from home," plus nursing care for elderly, crippled or senile people, operated by Mr. & Mrs. N. G. Whitney, 1002 S. Roselawn, phone 67. 52-7tc

Real Estate For Sale

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE. 83-7tc

FOR SALE—New house, to be moved, \$4000. Mayes & Co. Lumber Co., 601 S. Second St. 27-7tc

FOR SALE OR TRADE—A lot on pavement, 75x140 ft. Call 756. 33-7tc

FOR SALE OR TRADE—Nice one bedroom home, landscaped, 26 rose bushes, furnished or unfurnished, 311 N. 12th St. Built to add on. Call 756. 44-7tc

FOR SALE—Three-bedroom home, also basement, three churches within block and half; half block from grade school, 107 ft. front. See at 405 W. Grand or call 1281. 33-7tc

FOR SALE—Small movable houses two bedrooms. West of Park Inn Grocery. See R. A. Homsley, call 1033. 43-7tc

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE. 83-7tc

FOR SALE OR TRADE—Two three-bedroom houses, well located. Call 617 after 6 p. m. 52-7tc

FOR SALE OR TRADE—20 Acres of new land, almost new modern 4-room and bath house, containing 1000 sq. ft. of floor space, well improved grounds and 10-in. irrigation well with new Chrysler industrial motor. Located only 3 1/2 miles from Littlefield, Texas, in heart of irrigation belt on pavement. Has all modern conveniences including phone. Mineral rights with land. Call or see C. G. Clark at Clark's Shoes. 52-4tc-55

FOR SALE—Twenty acres 2 1/2 miles southeast of Artesia. Four room frame house with bath, modern, arn with loft, surface well 230 feet deep, plenty of shade trees. Owner leaving town. Priced to sell. Call 083-J4. 54-4tp-57

Edwards AFB, Calif. (AFPS)—Jacqueline Cochran, cosmetics manufacturer and amateur flier since 1932, became the first woman to crack the speed of sound. She surpassed the 760 mph limit in a Sabrejet and also set a new world record of 100-kilometer closed-course speed record of 652 mph.

6-For Rent

New Duplex Apartments

Two- and three-bedroom unfurnished duplexes, brand new, with stove, refrigerator, Venetian blinds and closed garage, as well as a variety of color schemes. \$76 and \$86 a month.
Casa Bonita, Inc.
 913 S. Eleventh St. Artesia, N. M. 50-7tc

FOR RENT—Small furnished houses \$66 month, no bills paid. Call 102 or inquire at 601 S. Second. 25-7tc

FOR RENT—Clean, modern, spacious apartments, Vaswood addition, 1, 2 and 3 bedrooms, furnished and unfurnished, closets and storage rooms, stove, refrigerator, washer and water furnished, air conditioned. Inquire 1501 W. Yucca, Vaswood, phone 1326. 39-7tc

FOR RENT—Unfurnished three-room apartment. Inquire 203 N. Eighth St. 30-7tc

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE. 83-7tc

FOR LEASE OR RENT—Business lots, E. Main St. View Bewley, 1810 N. Jamestown 6-7160, Tulsa, Okla. 48-14tc-61

FOR RENT—Bedroom, 420 West Quay. 48-7tc

FOR RENT—Furnished apartments and trailer houses, \$8.25 per week and up. Bills paid, nice clean place. 406 N. Fifth St. 49-7tc

FOR REAL VALUES IN REAL ESTATE, SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE. 83-7tc

FOR RENT—Furnished cottage, close in, suitable for couple only. Call Mrs. F. L. Wilson, 322 Richardson, phone 742-W. 52-7tc

FOR RENT—3-room house, located directly behind Allied Supply furnished \$45, unfurnished \$35 per month. Allied Supply. 53-7tc

FOR RENT—Unfurnished three-room modern house, \$32, on N. Roselawn. Walter Nugent, phone 718. 53-7tc

FOR RENT—Small furnished apartment, 308 W. Dallas. 53-7tc

FOR RENT—Three-room furnished apartment, baby accepted, water paid. See at 902 W. Washington. 53-7tc

FOR RENT—Three-room furnished apartment, air conditioned, with utilities paid. Inquire 202 W. Texas. 53-7tc

FOR RENT—Efficiency apartment for one or couple only, \$35 per month, water furnished. Inquire at 604 Quay or phone 372-W. 53-7tc

FOR RENT—Two-room furnished apartment, newly decorated, utilities paid. 605 W. Missouri. 53-7tc

FOR RENT—Office or business space, newly decorated, new floor covering, 108 S. Roselawn. Call 126-R or 211. 53-7tc

FOR RENT OR SALE—Two-bedroom house, unfurnished, located 1203 Bullock. Call Loyd Downey phone 1011-J. 52-7tc

FOR RENT—Small unfurnished house at 1004 S. Sixth St. Call Homsley Lumber Co., day phone 1033, night phone 492-W. 49-7tc

FOR RENT—Modern unfurnished one and two-bedroom apartments 12th and Main. Phone 434. 43-7tc

FOR RENT—Three-room furnished apartment, all bills paid. Phone 1017-J or inquire at 908 Ray. 23-7tc

FOR RENT—Unfurnished three-room house at 609 South Fourth. Inquire at trailer near house or phone 1608. 54-2tc-55

FOR RENT—Three-room modern house. Inquire 710 W. Texas. 54-7tc

FOR RENT—Small furnished house, close in, air-conditioned, private shower, phone available, utilities paid, 308 N. Roselawn. 55-7tc

6-For Rent

FOR RENT—Nice three-room furnished apartment, utilities paid, air-conditioned, couple preferred. Inquire at 203 N. Second. 54-7tc

FOR RENT—Unfurnished three-room house with storage room located 409 W. Grand. Inquire 319 W. Missouri, phone 1061-R. 21p-55

FOR RENT—Small furnished house, 604 1/2 W. Dallas, water paid. Phone 32-R. 54-7tc

FOR RENT—Two furnished apartments, clean, water bill paid. Call at 200 N. Eleventh St. 55-2tc-56

FOR RENT—Two-room and bath furnished apartment, newly decorated, couple only, 604 W. Richardson, phone 627-M. 55-2tp-56

FOR RENT—Three-room furnished cottage and two-room furnished apartment at 605 West Missouri. Phone 538-R. 53-7tc

FOR RENT—Three-room house with bath, unfurnished, 406 S. Thirteenth St. Call 1048-NR. 55-2tp-56

FOR RENT—Furnished apartments and trailer houses, \$6.25 per week and up. Bills paid, nice clean place. 406 N. Fifth St. 53-7tc

6A-Wanted

WANTED—Housekeeper, two adults, live in home. Phone 22. 53-7tc

WANTED!

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

6B-Will Trade

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

U. S. DEPARTMENT OF THE INTERIOR, Bureau of Land Management, Washington 25, D. C. Notice is hereby given that the lands listed herein are offered for oil and gas leasing through sealed bids on the terms hereinafter specified to qualified bidders of the highest cash amounts per acre, as a bonus for the privilege of leasing the lands under sec. 17 of the Leasing Act of February 25, 1920 (41 Stat. 437; 30 U.S.C. sec. 181), as amended. All bids must be submitted to the Administrator, Bureau of Land Management, Washington 25, D. C., on or before 1 p. m., E.S.T., July 22, 1953. Each bidder must submit with the bid one-fifth of the amount bid in cash or by cashier's check, certified check, or money order payable to the order of the Treasurer of the United States, and file a showing of citizenship and interests similar to that required under 43 CFR 192.42(f) Circular 1840. The envelopes should be plainly marked that they are not to be opened before the date and hour set out herein, and should show the number of the parcel and the name of the field. No bids received after the hour fixed herein for receiving bids will be considered. The remainder of the bonus and the annual rental must be paid and an acceptable surety bond in the sum of \$1000 must be furnished by a successful bidder prior to the issuance of the lease. An acceptable \$5000 surety bond will be required prior to commencing drilling operations on the land. If the successful bidder has an approved full nationwide bond in the amount of \$150,000, or an approved nationwide bond covering public domain lands in this State, no additional bond will be required. The deposits of the other bidders will be returned upon acceptance of the successful bids. Bidders are warned against violation of section 1860, Title 18, U.S. Code, prohibiting unlawful combination or intimidation of bidders. The right is reserved to reject any and all bids. Royalties payable to the United States will be at the rate of 12 1/2 per cent to 25 per cent for oil and 12 1/2 per cent to 16 2/3 per cent for gas, in accordance with Schedule "B" in the lease form. Annual rental or minimum royalty payment will be at the rate of \$1 per acre or fraction thereof. The lands are in the known geologic structure of the Pecos Valley field and Red Lake field, New Mexico, and are offered in the following parcels: T. 17 S., R. 28 E., Pecos Valley field, Parcel No. 1, sec. 3, lots 5, 6, 7, 8, 9, 10, 11, 12, 13 and 20, 417.43 acres; Parcel No. 2, sec. 3, lot 4, SW 1/4 NW 1/4, W 1/2 SW 1/4,

7-Miscellaneous For Sale

FOR SALE—Woven wire and steel posts. See at Artesia Alfalfa Growers Association, East Main St. 87-7tc

FOR SALE—Complete TV antenna, you install it \$18.95. Rose lawn Radio Service, 106 S. Roselawn Ave., phone 42-W. 32-7tc

FOR SALE—Any platform rocker on the floor, one-half price; roll away beds for rent. Faurey Trading Post, 511 N. First. 32-7tc

FOR SALE—Hay, cotton and grain also eight winch trucks, floats and pole trailers. K. J. Williams, phone 1112. 32-7tc

FOR SALE—Peanut vending route, 20 machines. Call at 504 S. Second. 45-7tc

FOR SALE—9 cu. ft. G-E Monitor top refrigerator, good condition. Phone 1327-W. 53-3tp-55

FOR SALE—Inventory clearance on 3750 CFM down-draft air conditioner, Reg. price \$129.95, a steal at \$99.95. This price limited to our present stock. GAMBLES STORE, 314 Main St. 52-7tc

FOR SALE—1947 Buick Roadmaster 4-door sedan. See one-half mile east of Artesia, Britton Coll, call 0189-R1. 40-7tc

FOR SALE—Pretty good used 1946 1 1/2 ton truck, ready to run \$450 cash. Allied Supply Co. 53-7tc

FOR SALE—1947 Chevrolet 2-door new motor, radiator, clutch, brakes, battery and tires. Body in good condition. Call 876-J or see at 1106 Sears. 52-4tp-55

FOR SALE—Bargain! Bill Poe hot rod, with new motor \$200. Phone 06-F11. 52-4tp-55

FOR SALE—1950 Buick Special 2-door sedan, first class condition, new made-to-order seat covers, one owner, middle-aged lady. Actual mileage 22,406 miles. Bargain, priced to sell, \$1500. See car by appointment at 611 S. Roselawn phone 1224-W. 53-3tp-55

159.72 acres; Parcel No 3, sec. 10, E 1/2 NE 1/4, 80 acres, sec. 11, NW 1/4, 160 acres, T. 17 S., R. 28 E., Red Lake field, Parcel No. 1, sec. 10, SW 1/4 SW 1/4, 40 acres; sec. 15 NE 1/4, 160 acres. Total 1017.15 acres. Bids must be submitted on each parcel separately, but no objection will be made to the award of more than one parcel to the same successful bidder. Edward Woolley, Administrator.

1 OUT OF 3 TRAFFIC VICTIMS IS A PEDESTRIAN

SPEEDY by **COX MOTOR CO.**

MY GOODNESS... OH MY YES... WE WILLEZZLE... YOU WILK... HEARTED!... THAT'S TOO BAD... MAY I OFFER YOU CONSOLATION... YOU SURE CAN SPEEDY... MY WIFE TOOK EVERY BOTTLE OF THAT TOO... YOU MUST FEEL DRETTY BAD ABOUT YOUR WIFE DISAPPEARING... I SURE DO... I'D BREAK ME UP IF ANY THING EVER HAPPENED TO THAT CAR... I BOUGHT THE CAR RIGHT HERE AT COX MOTOR CO... AND I'M AFRAID I'LL NEVER FIND ANOTHER LIKE IT... YOU'VE GOT TO WORRY ABOUT... WE HAVE PLENTY MORE EVEN BETTER

SAFETY CHECKED QUALITY USED CARS

PACKARD CLIPPER SEDAN
 One owner, low mileage, and as smooth as they come; this is a beautiful blue with white side-wall tires; it's a 1941 model, but looks like the owner bought it yesterday; we are going to let it go for \$495.00

1948 PLYMOUTH
 Light gray sedan, radio, heater and seat covers; the boys like to drive this one—price is \$575.00

JUST TRADED FOR A 1948 MERCURY SEDAN with radio, heater and seat covers; this car has good rubber—take your vacation in it; for quick sale at \$695.00

10A--Automotive Supplies

SAVE UP TO 50%
 On all your automotive needs, tires and tubes, seat covers, batteries, motor oil, parts, accessories.
WHITE AUTO STORE
 407 W. Main Phone 1042-W 68-7tc

7-B--Dogs and Pets

FOR SALE—Female Boxer puppies, six weeks old. Call Mrs. W. T. Loyd, OF-3. 55-1tp

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.

10--Used Cars and Trucks

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Johnny Mize, "The Big Cat" of both National and American League fame, proudly holds the ball that was belted for his 2000th Major League hit. He is the 93rd player to attain that mark. "Big Jaw" has been playing since 1936

SAVE PROFITABLY NOW
 to enjoy retirement years more fully.

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

ARTESIA BUILDING & LOAN ASSOCIATION

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

Military Menagerie



"Watch that bayonet, soldier!"
 Big Jaw's 2000th



Johnny Mize, "The Big Cat" of both National and American League fame, proudly holds the ball that was belted for his 2000th Major League hit. He is the 93rd player to attain that mark. "Big Jaw" has been playing since 1936

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO

IN THE MATTER OF THE LAST WILL AND TESTAMENT OF GRADY BOOKER, Deceased. No. 1521

NOTICE TO CREDITORS OF APPOINTMENT OF EXECUTRIX
 Notice is hereby given that the undersigned was on the 31st day of January, 1949, appointed Executrix of the Estate of Grady Booker, Deceased, by the Probate Judge of Eddy County, New Mexico.

THEREFORE, all persons having any claim or claims against said Estate are notified to file the same with the County Clerk of Eddy County, New Mexico, as provided by law, within six (6) months from the date of first publication of this notice, to-wit: the 3rd day of July, 1953, or the same will be barred.
 /s/ NELLE BOOKER, Executrix. 53-41-F-59

Of the 55 highest mountain peaks in the United States, 42 are in New Mexico.

JIM'S DRIVE INN
 None Better!
 Special This Week!
 Take Home a Gallon of—
ROOT BEER
 90c
 Hamburger and Milk Shake Float Any Flavor 35c
HAMBURGERS
 15c
 7 for \$1.00

REAL ESTATE GUIDE

MBB MULTIPLE LISTING BUREAU
 Farms, Ranches and Businesses Listings Exchanged with the ROSWELL and CARLSBAD Multiple Listing Bureau.
 BUY OR SELL FROM A MULTIPLE LISTING BUREAU MEMBER

Phone 1066 **Southwestern REALTY CO.** Phone 1065

OFFICE 315 QUAY AVENUE

Trading—ONE OF OUR SPECIALTIES! Through personal contact we listed courts, farms, ranches, income properties, and various businesses for trade or sale anywhere in U.S.A. Save on income tax, forget about price and let us help you trade.

Ranch Bargain—Sixty-acre irrigated farm land, approximately 177 sections land—will run 1,000 head of sheep—very modern improvements—on paving—all sheep-proof fence.

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

An acre and a half, on paved road, with a two-bedroom home, a good well, gas and electricity. Terms. If you are looking for elbow room, at a moderate price, you must see this. Make us an offer.

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Owner leaving town, will sell 8-room house, 2 tile bathrooms, floors completely carpeted. One of the better homes priced to sell.
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2 1/2 ACRES—Practically new 3-bedroom home—good outbuildings, close to city, paved on two sides, \$13,000.

2 1/2 ACRES—Two bedroom home with fruit trees and garden—plenty of good well water, \$6,825.

1304 SOUTH EIGHTH STREET—In Zee Addition—3-bedroom tile home, carport and good neighborhood, \$12,000.

GI LOAN on two duplexes. Here's your opportunity to use your GI loan. See us today!

TWO AND THREE-BEDROOM new tile homes, colored bath, Venetian blinds, plenty of closet space, low down payment. Call us today!

SPEEDY by **COX MOTOR CO.**

MY GOODNESS... OH MY YES... WE WILLEZZLE... YOU WILK... HEARTED!... THAT'S TOO BAD... MAY I OFFER YOU CONSOLATION... YOU SURE CAN SPEEDY... MY WIFE TOOK EVERY BOTTLE OF THAT TOO... YOU MUST FEEL DRETTY BAD ABOUT YOUR WIFE DISAPPEARING... I SURE DO... I'D BREAK ME UP IF ANY THING EVER HAPPENED TO THAT CAR... I BOUGHT THE CAR RIGHT HERE AT COX MOTOR CO... AND I'M AFRAID I'LL NEVER FIND ANOTHER LIKE IT... YOU'VE GOT TO WORRY ABOUT... WE HAVE PLENTY MORE EVEN BETTER

SAFETY CHECKED QUALITY USED CARS

PACKARD CLIPPER SEDAN
 One owner, low mileage, and as smooth as they come; this is a beautiful blue with white side-wall tires; it's a 1941 model, but looks like the owner bought it yesterday; we are going to let it go for \$495.00

1948 PLYMOUTH
 Light gray sedan, radio, heater and seat covers; the boys like to drive this one—price is \$575.00

JUST TRADED FOR A 1948 MERCURY SEDAN with radio, heater and seat covers; this car has good rubber—take your vacation in it; for quick sale at \$695.00

WE HAVE A BLACK 1949 PLYMOUTH SEDAN, looks and runs mighty good, has radio, heater and seat covers. It's yours for \$850.00

1949 DODGE CORONET SEDAN with Gyromatic transmission, has radio, heater and seat covers, a good color for this country—selling for \$975.00

FOLKS — HERE IS ONE THAT MR. CAMPBELL uses for his personal car, has radio, heater, seat covers and white side-wall tires. It's a 1950 Dodge Coronet Club Coupe with Gyromatic transmission. You'll never beat this one for \$1,275.00

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Engineer Tells How TV Produced

If some of your friends ask, one of these days: "How does the picture get there on the TV screen? Do you understand it?"—you can astound them with a simple and eloquent "Yes."

Then, if they try to call your bluff, you can convince them with the simple explanation offered by a television engineer.

The pictures are "painted" on the screen with a beam of electrons.

You can't paint on paper or canvas with a beam of electrons, as you would with a brush, but you can on the film of phosphor which coats the inside of the face of your picture tube. What guides the beam? Electrical impulses move it from left to right in horizontal lines—525 of them from top to bottom of the screen—and over again for a new picture every 1/30 of a second. What makes it leave shadow in one spot and light in another, and thus reproduce the scene being televised? The strength of the beam is varied continuously by the signal being picked up by your antenna—and the effect is much the same as though you continuously varied the amount of paint on your brush.

Electro-Magnetic Waves.
How does this signal get to your antenna? And how was it produced? The signal moves out from the broadcast antenna to your receiving antenna and those of other set owners in all parts of the community in the form of electro-magnetic waves in much the same way that similar "disturbances" move out across a pond in the form of ripples from the point at which a stone has been tossed into the water.

The broadcast antenna, in turn, gets the signal in the form of electrical impulses put out by the TV camera. And these impulses correspond exactly to picture information in the scene on which the camera is focused, because they are produced by the light it reflects.

An optical lens in the camera focuses this light on what is called a photosensitive surface, mounted inside the front end of the pickup tube. As light produces a chemical change in film when you take a picture with an ordinary box camera, so its action is to release from the photo-sensitive surface electrical charges exactly proportionate to the intensity of light in the corresponding part of the original scene, and the result is an "electron image" of the scene.

Pattern Scanned.
The signal is produced by "tracing" or scanning this electrical-charge pattern with an electron beam generated in the pickup tube—left to right and top to bottom, as in the picture tube. As the scanning beam passes over each element of the target surface, it deposits enough electrons to neutralize its charge. The beam, with the signal impressed on it by these losses of electrons, returns to the base of the tube, where it is carried out by an external connection and transmitted by a cable to a control console.

Several cameras, shooting the

same scene from different positions, or trained on different scenes in the overlapping interval, when a change of scene is to be made, may be sending their signals to this console simultaneously. The director selects the scene or angle he wants at any instant by throwing a switch which permits it to proceed to the transmitter. Here are received also the sound signal, corresponding to voices and other sounds picked up by microphones, and a special signal used to synchronize the movements of the "paint brush" scanning beam in the picture tube of the receiver with those of the "tracing" beam in the pickup tube of the camera. All three are then boosted in strength and mixed to form the combination signal which goes to the broadcast antenna.

In the home receiver, this combination signal is broken down into its original parts. The picture portion is used to vary the intensity of the beam in the picture tube, the so-called "sync" signal is used to control the sweep of the beam across the screen, and the sound portion goes to the loud-speaker.

READ THE CLASSIFIEDS.

Fair Grounds—

(Continued from Page One)
Officers of the association have indicated a fund and membership campaign will be started immediately so that the building may be erected in time for the livestock show and sale, which also features home economics projects by 4-H members.

C of C Drive—

(Continued from Page One)
through their active contributions of time, work, and money, the more effective the organization becomes," Scott said.
The round-up will be the conclusion of the chamber's Opportunity Unlimited program, which has stressed that Artesia has an unlimited opportunity to make the city progress—if time and money devoted to that goal are also unlimited.

POLIO INSURANCE
Smith-Gwynne Agency
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JARMAN'S "Marco Polo" LEISUAL
In handsome new Sunset Gold

From the Canyon country of the great Southwest comes the inspiration for this brilliant new color—Sunset Gold. You'll step high, wide, and handsome in this Marco Polo pattern with the Foam Crepe sole that cradles every step in comfort. Stop by soon and try on a pair.

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WE HAVE RECENTLY REMODELLED OUR STORE IN ORDER TO PROVIDE MORE FLOOR SPACE... AND WITH OUR NEW NATURAL GRAIN WALNUT FIXTURES... THIS MAKES CHANDLER'S — ONE OF THE FINEST, MOST MODERN JEWELRY STORES IN THE SOUTH-WEST!



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SEE CHANDLER'S FOR ALL YOUR JEWELRY NEEDS!

• Everything in Diamonds, Silverware, China, and Crystal •

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PLACE SETTING \$9.75 CORALBEL

Stylized magenta flower bells hanging precariously from green and silver stems, joyously ring out for those who love life. Giant green leaves share the center of interest. Edged in platinum with green.



PLACE SETTING \$9.75 VICTORIA

Windswept Leaves in soft browns, greens, and yellows!
5-Piece Place Setting \$19.25

An old fashioned rose with buds just awakening—placed tastefully on translucent china with gold edge. Green leaves catching the warm golden sunlight, accentuate the feeling of freshness.

WE ARE NOW EQUIPPED TO SERVE YOU BETTER WITH LARGER DISPLAYS OF FINEST MERCHANDISE!

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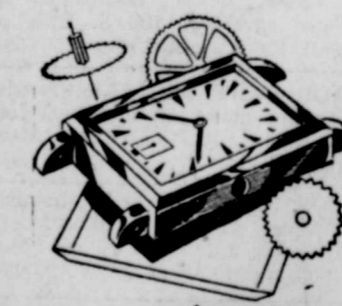


Diamonds

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- Feature Lock
- Granat
- W. F. Sebel



307 WEST MAIN ARTESIA



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Important Profit Days



REALIZE a full six months' income on savings by placing them with us by July 10th. Your dollars start earning our above-average return as of July 1st. Don't miss this opportunity to earn more on your funds with safety.

Open or add to your savings account now.

Over \$15,600 SEMI-ANNUAL EARNINGS PAID OUR SAVERS June 30,

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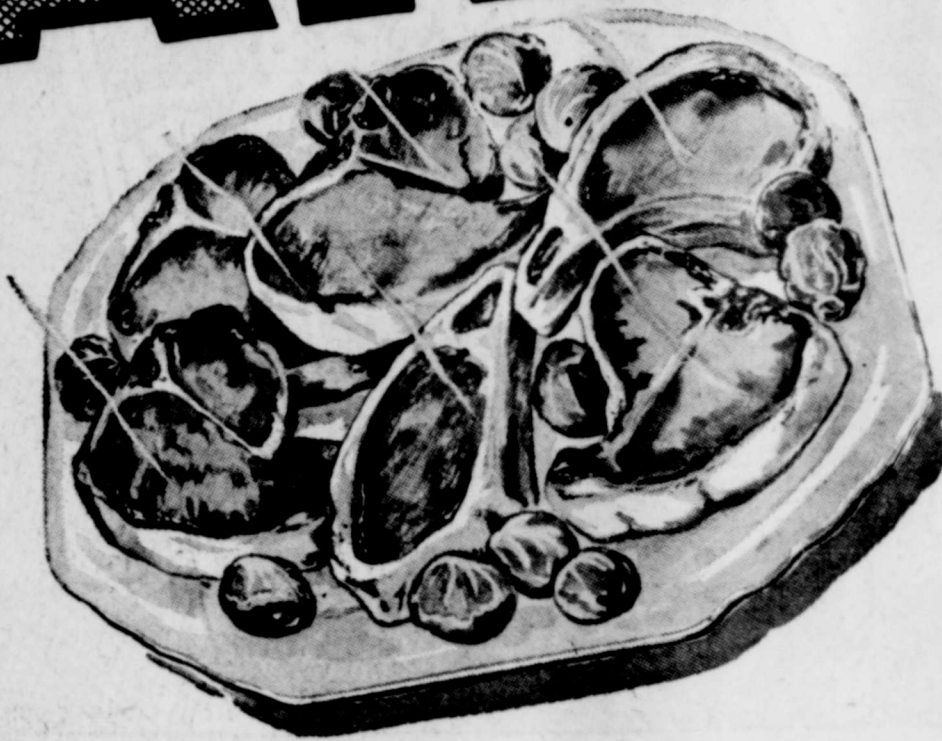
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WE GIVE BLUE PACIFIC PROFIT-SHARING STAMPS—

THANK YOU

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CALF LIVER Pound **39¢**

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PILLSBURY'S
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Just ----- **53¢**



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TEA
14 POUND PKG. ----- **29¢**

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GRAPES
FRESH POUND **18¢**

You'll like our new spacious free parking lot. Park in the shade these hot afternoons!

KRAFT'S **MIRACLE WHIP** PINTS **29¢**



THANK YOU—ARTESIA & TRADE TERRITORY, for making our Grand Opening the most successful any Food Store ever had. We want to THANK YOU in a special way by giving you an opportunity to shop these LOW, LOW PRICES for Friday, Saturday, and Monday. SHOP at NELSON'S NEW SUPER MARKET EVERY DAY for GREATER SAVINGS on QUALITY FOODS!

— Winner of our TV Set was —
HAROLD BRUTON—707 WEST MAIN

DAIRY DEPT.

COLORADO GOLD **BUTTER** POUND **73¢**

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Mrs. Chessher's **CHICKEN POT PIES** EACH **27¢**

HAPPY VALE **ASPARAGUS** All Green Cut 300 Size ----- **17¢**

LIBBY'S **CORN** Golden Cream Style 303 Can ----- **17¢**

PILLSBURY **PANCAKE FLOUR** Large 2½-Pound Size ----- **33¢**

WAPCO BRAND WHOLE **NEW POTATOES** 303 Cans ----- **10¢**

CAMPFIRE **PORK & BEANS** No. 2½ Cans ----- **17¢**

PRICE'S OR SWIFT'S **ICE CREAM** ½-GALLONS ----- **79¢**

—SHOP OFTEN IN COOL COMFORT AT—
NELSON'S SUPER MARKET

Nelson's THE PLACE TO GO FOR THE BRANDS YOU KNOW
SUPER MARKET
601 W. MAIN

PUBLISHED BY ADVOCATE PUBLISHING CO.
 Established August 29, 1903
 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 Circulations
 FACTS as a measure of Advertising Value

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Published every Tuesday and Friday at 516 West Main Street, Artesia, New Mexico. Entered as second-class matter at the Post Office in Artesia, New Mexico, under the act of Congress of March 3, 1978.

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

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

Biggest Rhubarb Helps Clear Air

THE BIGGEST baseball rhubarb to hit Artesia so far is probably a healthful thing, now that it's been wrapped up and the air cleared.

It concerned the on-off resignation of Earl Perry, general manager of the club, who impetuously quit last Thursday when he felt, and with good reason, that amateur attempts to run the baseball club were interfering with the professional job he has set out to do.

Just for the record, let it be recalled that when Perry came to Artesia in February 1952, he faced widespread defeatism in the community after Artesia in its first Longhorn league season of 1951 finished at the bottom of the loop pile.

That initial season saw a whopping deficit piled up which continues to plague the Drillers.

Perry took a firm hold, built a first division ball club in 1952 that might have gone even higher had it not been for a fade-out near the end of the season.

This season Artesia has stayed on at third place, and several times has climbed into second. A recent promotion series which Perry undertook boosted attendance to an average of 1,200 over the last home stand.

But there have been in Artesia one or two men who know just enough baseball to believe they know it all. They have attempted to run the club as they saw fit, and apparently, made the attempt to attract a kind of shirrtail importance to themselves.

But this lengthy rhubarb which saw Perry resign in a well-justified huff has a deeper lesson too.

When the annual stockholders' meeting was held last fall, one man had the proxies of 86 shareholders, out of some 190 shareholders. Whoever that man voted for was placed on the board of directors automatically.

Perhaps that one man was an expert on baseball, or at least administration. But it seems that allowing near-absolute control of baseball to one or a few robes the fundamental strength of baseball support in a small city dependent on a broad base of community support.

Push Dollar Days

EVERYTHING WE DO in Artesia to attract buyers—such as our Dollar Day events once a month—helps not only the merchants who advertise specials but also other business firms in the community.

When people come into our community to take advantage of the bargains offered, they are apt to buy other merchandise. It is possible for many businesses to enjoy the trade attracted by special offers.

Artesia always enjoys more business as a city when we invite shoppers by offering special inducements to buy, and by keeping shoppers informed concerning those special offers.

It is just as important for the firm which wants business to publish merchandise news as it is for a newspaper to provide regular news. If you don't think shoppers today shop the bargains—watch the specials in the grocery advertisements. Not only are the specials bought, but shoppers also expand their buying, once in the store.

It is still good reasoning that if we make our money in Artesia, we should spend it here so it continues to circulate in Artesia. In that way we get a chance to get back that money.

THIS LAND OF ENCHANTMENT—

Elliott Barker Sums-Up 22 Years Managing Game Department With View Of Accomplishment

Editor Page—Enchanted land
ELLIOTT BARKER, STEPPING down July 1 as New Mexico game warden, looked back over his 22 years in the job and decided:

"Where you can make something where nothing existed before, you have accomplished something."

Barker thinks it accomplishment that despite thousands of more fishermen, the state is able to keep nearly abreast of demand for fish. He points to revival of dwindling antelope herds as an outstanding achievement.

UP IN PORTALES THE Daily news is crowding that Artesia, which had about the same population in the 1950 census Portales, had \$4 million more the tax rolls.

Also, says the Daily News, Artesia spends more than twice as much on its city administration.

AN ORDER HAS LIMITED work on Carlsbad's municipal golf course, which had been scheduled to open next spring. The order was issued by the watermaster after a prominent Eddy county farmer, D. S. Harroun requested it.

Harroun has a priority for water from the Pecos. During the drought less water is available to him than he is entitled to get. Thus the order.

The golf course has been irrigated several times this spring. **THEY'RE CATCHING COYOTES** with bug nets at Roswell. Maj. James H. Sikas of NMMI counts bugs during the summer months, working with entom-

ologists who are employed by farmers of the region.

A young coyote was found the other morning in a dry irrigation ditch on a farm. A member of the major's party made a dash at the coyote with a big bug net and captured him. The coyote is now in a pen on the farm.

HOBBS IS PROMOTING plans to build a 30 acre lake for use as a public fishing and recreation area.

The program has received tentative state game and fish department approval.

It would be built with state and federal funds on city-owned land. Two water wells now in operation would supply water for the lake, which would be 3,000 feet long, 600 feet wide.

and once again put it in circulation. The best argument, however, for keeping folks buying at home is not only to invite them to trade here but to offer some bargains to attract them.

A newspaper can help with that by carrying special messages to those interested in buying and trading here. When a newspaper keeps the buying public informed for the merchants, shoppers know what they can buy and where they can get it.

We need to learn to do the best job possible as a community working together to attract buyers and shoppers by making it worthwhile to trade in Artesia, and showing shoppers we want their business.

All such efforts help to make Artesia an ideal community in which to shop. They also help to create better relationships with those residing in the Artesia trade area.

—It's Real Gold

SOME AREAS of the United States call coal black diamonds. Other areas say oil is their black gold. The references to precious mineral wealth connote the importance attached to these lesser but nevertheless heavily demanded minerals from under the ground.

Here in the Pecos Valley our liquid gold is water found underground, largely in the vast but nevertheless eventually limited Roswell artesian basin.

Because we cannot see that water, and because it has never failed to pour forth an abundance, some of us are prone to believe water is unlimited in this fabulous underground basin.

But consider these facts, declared by competent geologists:
 No vast underground river replenishes the Roswell artesian basin.

No underground springs mysteriously keep the basin full.

Rainfall alone recharges the Roswell artesian basin.

There has not been sufficient rainfall in 11 years to recharge the basin.

Recorder wells prove water levels have steadily dropped in the artesian basin since 1942.

Recorder wells now show Roswell artesian basin water is at a record low.

As water levels drop, it is more expensive to pump water.

It could eventually become too expensive for farmers to pump water.

Studying these facts, certain conclusions are obvious: City dwellers and farmers alike are all dependent for water on this underground basin, and therefore have a common interest in it. Rather than pushing blame off on one another, it seems best that city and rural areas work together to conserve water. Agriculture—farming and ranching—are the fundamental backbone of the Artesia economy. Without water farming is impossible.

Before our water problems assume crisis proportions, we had better get together on water conservation. A careful program of conservation now would be better than a tough policy complete with heavy fines for violations later.

For World Peace

TO ACHIEVE WORLD PEACE, a policy of free trade must be developed, William R. Mathews, editor-publisher of the Arizona Daily Star of Tucson told New Mexico newspaper people at their summer press convention.

Mathews pointed out that five great changes have made a tremendous impact on the affairs of nations today.

The five great changes:
 1—The world is limited in area and unrestricted ownership for the first time in history.

2—World population is increasing 2 1/2 times as fast as the annual average rate of increase in the century 1815-1914. Then it was 10 million people a year. Now it is 25 million a year.

3—This tremendous growth has been met by developing big cities and sprawling urban areas, concentrating hundreds of thousands of people.

4—Growth during the century 1815-1914 was made in a world of relatively free trade.

4—Growth during the century 1815-1914 was made in a world of relatively free trade.

5—Modern transportation has made possible development of great, inert land masses of North America, Russia and Siberia, China, India, Africa, South America and Australia.

Mathews advocated that to meet these resounding changes, a gradual reciprocal freed trade and common citizenship be developed, starting with NATO countries.

The idea of "trade—not aid" is a forceful thought deserving careful attention.

BOY MEETS GIRL



NEW MEXICO EDITORS ARE SAYING—

New World Sets Example For Old As Spirit Of Independence Slowly Penetrates Asia

In our childhood, we looked forward all year round to the Fourth of July. When it finally arrived, we set off firecrackers all day, loving the sound of each Bang! Bang! We felt we were booting out the British all over again; we felt we experienced once more the excitement the American colonies must have felt when they finally threw off George III.

This happy experience of liberation has come to nearly all the nations of the New World. Our neighbor Mexico, for instance, cast off the Spanish throne in 1810 and since then has celebrated her independence each 16th of September.

Perhaps the New World has been able to set some kind of example to the Old, for today the spirit of independence is slowly penetrating even into Asia and Africa, and people accustomed to oppression from ancient days are now awakening to the sense of freedom. All over the world they are learning to throw off the yoke of outside domination, and each year seems to see the birth of some new nation: Israel, India, Pakistan, Indonesia, Laos, Vietnam.

These people and we have shared the same experience. Not so long ago, we too were a new nation, and their problems were ours. Today, our role should be that of an understanding friend to the Vietnamese and the Indians, the Israelis and the Indonesians, people very like ourselves.

Who, ME?

by Robert Osborn



The most dangerous time in traffic is from 4 to 6 p.m., when drivers are tired. Only YOU can prevent accidents!

When we hear the firecrackers pop on the Fourth, they should remind us that there are people living on the other side of the globe, whom we never see face to face and who live where our night is day, who nevertheless are united to us in the common love of freedom.

—El Crepusculo, Taos

NO HOLIDAY

On the third anniversary of the Korean War, Assistant Secretary of State Walter S. Robertson brought letters from President Eisenhower and Secretary of State Dulles to Syngman Rhee, and with U. S. Ambassador Walter O. Briggs, pleaded for hours with the lion-hearted old man who thinks we have double-crossed him.

How and whether they can unscramble the truce egg that was about to hatch after three years of fighting, after 136,000 U. S. casualties, after two years of negotiating was still anybody's guess. If President Rhee gives the assurances President Eisenhower has asked—that he will observe the UN agreement he has signed—that he will accept UN orders, a truce now with Korean unity to be worked out later—is such a truce still possible?

Whatever Rhee may do or say, whatever the UN is likely to do or say, the single clear fact of the Korean War on its third birthday was that the enemy was throwing far more at the UN, and particularly the ROKs than the allied forces were throwing back. There was

no indication they had had enough. Death took no holiday.

—Eddy County News.

PROBABLY A LUCKY MAN

A most unusual woman lives down at Waco, Texas.

She was horribly disfigured in the tornado that struck the Texas town several weeks ago, and during her recovery period plastic surgeons told her that she could remake her features so that she would resemble almost anyone she named.

She mullied over the idea for some time, and had many suggestions offered to her, and then her good sense came to the top. She declared that she wanted to look like she did before the disfigurement.

Before the storm, she was said to have been an attractive brunette of 35 years. So surgeons have taken a recent photograph of her and will rebuild her features so that her husband won't confront a strange face across the breakfast table, and her children won't have to adjust themselves to a new kind of mama.

A more vain woman would have wanted to have been made over to look like Betty Grable or Jane Russell, or perhaps Marilyn Monroe. Perhaps she would have chosen to look like some of the other glamorous women of our time. But this woman had sense. She had gumption enough to know that a new face would also have indicated a new character, and she had no notion for that.

We can't keep from believing that her husband is a lucky man.

—Roswell Record

Admits Killing 2



JAMES DURANTY, 14, is shown in Shelbyville, Ind., where he reportedly admitted to the sheriff that he killed a newspaper editor and his wife in Sturgeon Bay, Wis., the teen-ager's home town. Young Duranty was found asleep near the courthouse. Victims of the knife killings were Sumner Harris and wife Grace. He had been editor of the Door County, Wis., Advocate. (International)

COFFEE TALK—

Man-Sized Beauty Project By Supper Civic Club Could Remedy North

ARTESIA LIONS CLUB IS embarking on a plan to landscape and thus beautify Baish Park, the grassy area in front of the Veterans Memorial building.

The club has picked out a man-size job; such projects are expensive.

It might be wished that there were some super civic club which could take on an even greater landscaping job, this one to be carried out along N. First street and just as far up U. S. 285 past the north city limits as possible.

There are many people driving through Artesia who perhaps get the idea, driving on First street, that it is the business district of the city. Seeing the somewhat bedraggled appearance of the various buildings on N. First could be discouraging for anyone thinking of stopping here.

Actually from one viewpoint, 285 is advantageously located—it does siphon off through traffic from the main business district, thereby reducing some potential headaches.

Nevertheless, the view of Artesia which first claims the attention of passersby on the main highway is that procession of neglected buildings.

Perhaps a super civic club could plant trees along the highway north from the Main and First intersection—preferably poplars, planted close together. If it can't be beautified, maybe it can be hidden.

A POLICE OFFICER ANXIOUS to pick up a little business in the way of traffic arrests might try patrolling the armory area on Centre street some Wednesday night after drill is out.

Residents in the area report young Guardsmen, apparently anxious to throw off their two hours a week of discipline, hot-rod around the area.

Two weeks ago one car chased another between two houses in the area. In one of

the houses lived three children in the other two. They played tag on S. street.

A NEWSPAPERMAN Madrid, Iowa, has collected complaints about the down to the simple essence. It is either something the said—or something the didn't say.

A SURVEY BY THE National Editorial Association shows the average small paper spends 4.7 per cent its expense budget for print, quite a bit under cent on ink.

THIS IS TO REPORT is in Artesia a hard coffee drinkers, come greens or what, which keeps column alive.

Now some of these coffee drinkers argue drinking hot liquid during summer actually cools you through perspiration. They say because you're so hot the inside you feel cool outside after drinking coffee in the summer.

The summer coffee claim medical evidence in part of their statements. TIONGJSJGCOFFEEG NN REPORTS THAT TV are moving slow in seem to apply only to dealers; others report moving two or three a the average since KSN went on the air.

Reception is reported in Artesia in residential district and soon will be better, the station's power is set up to 107,000 watts, calculated to be strong enough to ride most interference set up as snow on some sets.

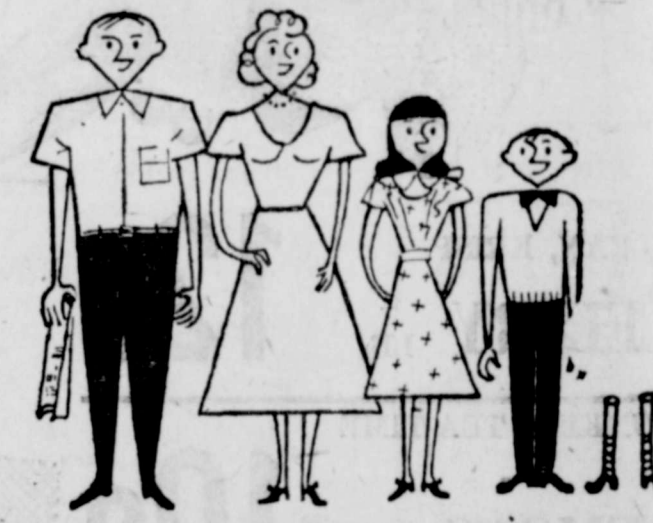
A drive around town some TV owners with antennas are using what very string power and tele wire on as the main antenna structures. The proper is affixed to the poles.

HOME modernizing

Modern Family—4.2 Persons— Demands Two Baths, Survey Shows

The great national pastime these days is working around the home. What needs doing? Home Modernizing magazine recently conducted a survey among its readers, and came up with some statistics well-calculated to keep the nation's 25 million homeowners busy. Here are some highlights of the study:

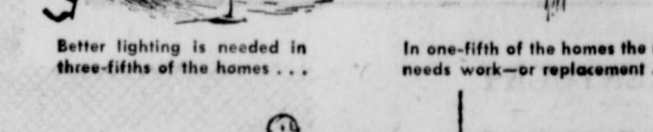
© HOME MODERNIZING



The average household is 4.2 persons...



Better lighting is needed in three-fifths of the homes...



In one-fifth of the homes the roof needs work—or replacement...



Families now want two bathrooms in their houses.

Office Supplies at The Advocate

Personal Mention

L. Perry of Albuquerque last week-end in the home of Mr. and Mrs. Wade Cunningham and Mrs. Marguerite Cunningham.

LANDSUN FRIDAY - SATURDAY 2 MEN WALKING DOWN THE STREET AND ONLY ONE IS COMING BACK! JACK McCALL, DESPERADO - IN TECHNICOLOR - Here's the Outstanding Western of the Year! - also showing - THE HOAXERS A Must See Picture for Every American!

OCOTILLO FRI. AND SAT. ROY ROGERS EYES OF TEXAS The "Different" Kind of Picture! Roy shoots and rides his way from Texas, in the days of the six-gun and brons.

CIRCLE-B FRIDAY - SATURDAY 2 BIG FEATURES ROD CAMERON "FORT OSAGE" - and - BELLS OF SAN ANGELO

CIRCLE B DRIVE IN SUNDAY - MONDAY - TUESDAY MAN AGAINST MAN MOUNTAIN AGAINST MOUNTAIN FOR THE CANYON THAT BLASTED OPEN THE GATEWAY TO THE PLAINS! Raton Pass

INGRID'S TWINS ONE YEAR OLD INGRID BERGMAN displays her twin daughters Ingrid and Isabella in Rome on their first birthday.

LANDSUN THEATER SUNDAY - MONDAY - TUESDAY JULY 12 - 13 - 14 The giant adventure of all time! HOWARD HAWKS' THE BIG SKY ...in the epic tradition of "The Covered Wagon," "Cimarron" and "Red River" KIRK DOUGLAS - DEWEY MARTIN - ELIZABETH THREATT - ARTHUR HUNNICUTT

OCOTILLO THEATER SUNDAY - MONDAY - TUESDAY LORETTA YOUNG - KENT SMITH "PAULA" THE WOMAN'S PICTURE SUPREME!

Cartoon illustration of a man in a hat and a woman in a kitchen setting.

PRICE'S MILK In Southwestland more people drink PRICE'S MILK than any other brand! There are good reasons for the outstanding popularity of PRICE'S MILK.

Local Doctor Discusses Cause Of Heart Trouble The heart is composed of a mass of muscle fibers, and small as it is, it probably does more actual physical work than any organ in the body!

Story of West's Legendary Gun Battle Is Told A spectacular story of the most legendary gunfight in the West is brought to the screen in "Jack McCall, Desperado," a Columbia picture in Technicolor which opened Thursday at the Landsun theater.

When they reach the McCall ranch, Spargo betrays Jack and joins Bat and his gang. Rose helps Jack escape from jail and they follow the gang to the Dakotas where Wild Bill, now a U. S. Marshal, is leading a campaign to drive the Sioux Indians from their lands.

Whiskey at its BEST! BLEND or STRAIGHT whichever you choose! Some men sail the seas for sport, some for business. But all men can enjoy Kentucky's Hill and Hill. Try it the way you prefer it, Blend or Straight!

ARTESIA COMMUNITY SINGERS Sponsoring an Interdenominational... SCHOOL OF MUSIC -in- Voice and the Rudiments of Music Under Instruction of BOB VAUGHAN OF DALLAS

Emmanuel Baptist Church Picnics Tonight This evening at 7 at the picnic grounds near Driller Park the Emmanuel Baptist church is having family night.

Son Is Born to J. R. Choquette Mr. and Mrs. J. R. Choquette of Walker Air Force Base, Roswell, are the parents of a son, James Richard, Jr., born Tuesday at St. Mary's Hospital, Roswell, weighing 6 pounds 6 ounces.

PALACE DRUG 309 West Main Phone 1 ON SALE FRIDAY AND SATURDAY

Walgreen Agency DRUG STORE 27c MINERAL OIL 21c FINE U.S.P. QUALITY, PINT SIZE (Limit 1) 90c DOAN'S PILLS 63c PACKAGE OF FORTY AT BIG SAVINGS! (Limit 1) CASHMERE Bouquet 8c TOILET SOAP, REGULAR SIZE CAKE (Limit 3) PAPER NAPKINS 15c WHITE, EMBOSSED, BOX OF 80 (Limit 1)

AYTINAL VITAMINS 11 in each of the capsules! Bottle of 100... 2.99 ASMAKOL An Expectorant \$1.50 Goffballs By GOLDEN CROWN 75c 3 for 2.10 New low price! No More Mice! Use D-COIL Mouse-Proof 4-ounce package 89c Self-feeder set

At-Home HAIR CARE! For Lovely, Lasting Curls SHADOW WAVE So easy to give: get the REFILL... 1.50 Kit with French-curlers, 2.25 LIQUINET SPRAY Holds hair invisibly - get 3 1/2 oz. aerosol... 1.25 RICHARD HUDNUT Wave Refill Beauty Rinse Neutralizer... 1.50 CREAM RINSE by RICHARD HUDNUT Grooms hair smoothly... .51 CHILD'S TONETTE Home Wave specially made for tot's fine hair... 1.50 TONI Wave Refill Kit Very Gentle, Reg or Super strength... 1.50

Karnovita Multi-Vitamineral \$1.50

A. B. O. BURN OINTMENT ANTISEPTIC 55c

SKOL SUNTAN LOTION 3 1/2 ounces 49c

FREE! 1 1/2 Size When You Buy the Largest! PALMOLIVE Shave Cream 53c

COUPON Kurly Kato 10c POT CLEANER With this Coupon 2 for 15c (Limit 2)

BOTH 86 PROOF - KENTUCKY BLENDED WHISKEY CONTAINS 65% GRAIN NEUTRAL SPIRITS - THE HILL & HILL CO., LOUISVILLE, KY.

Hagerman

By MRS. EDNA BURCK

Mrs. Al Yingling and son, Dayton, of Green River, Wyo., are visiting at the home of her parents, Mr. and Mrs. M. D. Menoud.

W. L. Heitman and son Bobby of Washington, D. C., spent last week visiting his mother, Mrs. W. L. Heitman, Sr., of Hagerman, and Mr. and Mrs. Frederick Heitman and family of Lovington.

Mr. and Mrs. Louie Allen (Merill Bush) of Torrance, Calif., visited friends here July Fourth. Accompanied by Miss Lucy Thomas of Roswell, Mrs. Allen's aunt, whose house guests they were, they visited Mrs. Burck, Miss James, Mrs. J. F. Campbell, Mr. Harry Cowan and Mr. and Mrs. C. G. Mason. Mrs. Allen attended school at Hagerman over 40 years ago.

Mrs. I. E. Boyce, Sr., who underwent eye surgery at Artesia General Hospital is getting along well and expects to be home soon. Mr. Boyce, Mr. and Mrs. Ike Boyce, Mr. and Mrs. Francis Boyce and others have been visiting her while she is at Artesia.

Mrs. J. L. Mann, who was presented with a life membership pin some time ago at her home, was able to be at church Sunday and Rev. Woolf told of the presentation of the pin and introduced Mrs. Mann. She responded with a brief speech of thanks for the gift.

Sgt. and Mrs. Wallace Pressley and children of El Paso spent the Fourth with Mrs. Pressley's parents, Mr. and Mrs. A. A. Bailey.

Mrs. Bailey accompanied them to El Paso for a visit.

Mr. and Mrs. W. N. Foster and children spent the weekend at Carlsbad with relatives. While here they celebrated the Fourth at the beach.

Work is progressing nicely on the A. N. Franklin new home on W. Kansas and the Harry Boggs new home on W. Jefferson.

Mrs. W. N. Foster was hostess at a birthday party Wednesday afternoon at the family home on W. Kansas, honoring her son Charles, who was seven years old. Games were enjoyed during the afternoon and the many pretty gifts were opened. Weiners were roasted and served with cake and punch to the following out of town guests: Mr. and Mrs. L. H. Hodges, the grandparents, of Carlsbad; Mrs. John Hudson and children, Tommie, Linda, Johnnie and Jo Ann Hudson; Mrs. LeRoy Gibson and children, Dan, Darlene, Don and Dewayne Gibson; Mrs. Edgar Foster and children, Clifton and Carolyn Foster; Misses Wanda and Sue Bunch, all of Carlsbad; Mrs. Leonard Ferguson and children, Mary Ann and Linda of Portales. Those present from Hagerman were Connie and Junior Herring, Jerry Sanders, Carlon Troublefield, Fletcher and Dortha Foster, Mildred and Arba Foster, Mrs. Archie Troublefield, Judy and Jerry Troublefield, Charles, Billie and Dale Foster.

Mrs. R. B. West and children, Roberta Sue and Devon, enjoyed a train ride to Carlsbad where they spent the weekend at the home of Mr. and Mrs. Lewis Wakeman and family. They enjoyed the Fourth of July celebration on the beach at Carlsbad.

Mrs. Benson and daughter of Tahoka, Tex., is visiting her sister, Mrs. A. D. Menoud, and family this week. They report that no planting has been done in that section owing to drought.

W. J. Burck writes from Trenton, N. J., that the family motored to Philadelphia Sunday, June 28, to attend the World Methodist convocation on evangelism held at Franklin Field honoring the 250th anniversary of the birth of John Wesley.

Lt. and Mrs. W. J. Smith were recent guests at the home of Mr. and Mrs. John Clark. Lt. Smith is

awaiting assignment to a active duty. He graduated from the N. M. M. I. with the class of 1953. He and Mrs. Smith are now at Longhorn Ranch.

Mr. and Mrs. Morris and son and Gerald Boyce enjoyed a trip to the mountains, going via Cloudcroft and Ruidoso, Sunday.

Mrs. Johnnie Allen and son Billy came in Monday from Leadville, Colo., for a visit at the home of her parents, Mr. and Mrs. I. E. Boyce, Sr. She came at this time because of her mother's hospitalization following surgery.

Mr. and Mrs. Clyde Kelley and daughter Sabra and Weedon are enjoying a wonderful trip which includes sightseeing in California, Oregon, Washington, and Canada.

Mr. and Mrs. Lloyd Harshey, Sr., Mr. and Mrs. E. S. Bowen, and Mr. and Mrs. John Clark spent the weekend at Ruidoso.

Mr. and Mrs. Bobby Templeton and children spent the holiday season at Las Cruces with Mrs. Templeton's parents.

Mr. and Mrs. J. N. Hopkins returned Monday from Lubbock where they had gone Friday to spend the Fourth and visit Mr. and Mrs. Flake and family, Mrs. Huckaday and family, of Abilene and Mr. and Mrs. Jack Hopkins of Lubbock also joined the family party.

Mr. and Mrs. Pete Bonher of Lubbock were weekend guests at the home of Mrs. Bonher's parents, Mr. and Mrs. Clarence King. Others spending the Fourth at the King home were Mr. and Mrs. Garland Stewart and daughter, Garland of Artesia, and Mr. and Mrs. M. A. Idecker of St. Louis, Mo. This was the first time that the three daughters of the family had been together for several years.

Sgt. and Mrs. Howard Biggs and children of El Paso are visiting at the home of Mrs. Nora Knight this week.

Mr. and Mrs. Jim King spent the Fourth at Carlsbad at the home of Mr. and Mrs. Seaborn Price. They report having a good time and enjoying the fireworks.

Mrs. Orvis Atwood of Roswell visited her sister, Mrs. Nora Knight Tuesday.

Mr. and Mrs. J. W. Wiggins, Mrs. Ruth Strixner, Mr. and Mrs. Max Wiggins and Jackson and Janie, Mrs. Jack Sweatt, Sgt. and Mrs. Scott and children of Roswell, Mr. and Mrs. Sprugeno Wiggins and

Jimmy Ray Rouston enjoyed a picnic supper at the Spurgeon Wiggins home the Fourth of July evening. They later motored to the country to put off fireworks for the children.

Mr. and Mrs. Elvin Lusk and Miss Bessie Ruth Williams visited relatives at Oklahoma City and Pauls Valley, Okla., last week. Miss Williams spent the weekend here and accompanied Mr. and Mrs. Lusk and Mrs. Myers to the home of Mr. and Mrs. Curtis Williams and family who live north of Roswell where they spent the Fourth.

Mrs. Spurgeon Wiggins, Jimmy Ray, and Miss Esther James were Roswell visitors Monday. They were dinner guests at the home of Mr. and Mrs. Gene King and family.

Mr. and Mrs. Tom Ferguson and daughter, Doris, Mr. and Mrs. John Oney of Portales, and Mr. and Mrs. Archie Kingston of Albuquerque have returned from a very enjoy-

able trip to Red River where they fished. Leaving here Thursday they returned Monday via Truchas and other scenic points.

The Hagerman fire department answered a call about one o'clock Monday morning when the tenant house occupied by the Moytana family was found in flames. Prompt action saved part of the building but the contents were destroyed.

Mr. and Mrs. Aubrey Evans and daughters motored to Cloudcroft to spend the Fourth.

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Not ordinary fryers—these are pan-ready. You cook everything you pay for.

Just taste the delicate flavor . . . the juicy tenderness . . . of these select chickens. Discover the better value they offer. You don't pay for "throw-away" parts. Each bird is completely cleaned and dressed, rushed to our stores in ice-chilled containers to protect fresh goodness. . .

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| SLICED BACON | Yorkshire | Lb. | 63¢ |
| ROLLED OATS | Boneless Veal, Oven-Ready | Lb. | 47¢ |
| CHUCK ROAST | U. S. Commercial | Lb. | 23¢ |
| ROUND STEAK | U. S. Commercial | Lb. | 49¢ |
| SIRLOIN STEAK | U. S. Commercial | Lb. | 39¢ |
| LONGHORN CHEESE | Full Cream | Lb. | 53¢ |
| CHUCK ROAST | U. S. Choice Grain Fed Beef | Lb. | 39¢ |
| ROUND STEAK | U. S. Choice Grain Fed Beef | Lb. | 73¢ |
| SIRLOIN STEAK | U. S. Choice Grain Fed Beef | Lb. | 69¢ |
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SAVE 10¢
ON A 5-LB., 10-LB. OR LARGER BAG OF KITCHEN CRAFT FLOUR
Guaranteed to Work Wonders with Any Recipe!
Bring this coupon to our store and get 10¢ off the regular retail price of a 5-lb., 10-lb. or larger bag of Kitchen Craft Flour.
OFFER EXPIRES AUGUST 2, 1953.
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| PEACHES ELBERTA Large size, sweet delicate flavor | Lb. | 12 1/2¢ |
| CANTALOUPE Firm Pink Meated Gems | Lb. | 6¢ |
| CUCUMBERS Crisp Salad Special | Lb. | 7 1/2¢ |
| CRISP CELERY Sweet and Spicy | Lb. | 12¢ |
| WHITE POTATOES Fancy Long Whites from Calif. | Lb. | 3 1/2¢ |
| MARSHMALLOWS Fluffiest | Lb. Pkg. | 27¢ |
| TOMATO JUICE Sunnydawn | 46-Oz. Tin | 23¢ |



UNCLE HANK SEZ

IT SEEMS LIKE FOLKS DON'T KNOW HOW TO APPRECIATE BEING WELL UNTIL THEY GET SICK.

Mr. Farmer, you'll really appreciate the advanced features of the John Deere No. 114-W automatic baler. The tractor operator is the full baling crew . . . fully automatic baling saves time, labor and money on every job. In addition, wire-tied, rectangular bales handle easier, stack and sell better.

— See the—
MILEY IMPLEMENT CO.

MILEY IMPLEMENT CO.
612 N. 1st St. ARTESIA
530R

- RIGHT RESERVED TO LIMIT QUANTITIES
- | | | |
|---|-------------------|------------|
| AIRWAY COFFEE Mild and Mellow | Lb. Pkg. | 80¢ |
| NOB HILL COFFEE Aromatic Flavor | Lb. Pkg. | 82¢ |
| BLACK TEA Centerbury orange pekoe | 1/2-Lb. Pkg. | 29¢ |
| SOFT DRINKS Cragm't flavors in no dep. | 2 for 24-oz. bot. | 29¢ |
| SALAD DRESSING Duchess | Quart | 55¢ |
| TUNA Breast O Chicken, fancy | 7-Oz. | 38¢ |
| IVORY FLAKES For Fine Fabrics | Large Box | 28¢ |
| DREFT Best for Your Dishes | Large Box | 30¢ |
| CRISCO Shortening | 3-Lb. Tin | 91¢ |
| KOTEX Sanitary Napkins | 12's | 39¢ |

- | | | |
|------------------------------------|-----------|------------|
| TIDE Heavy Duty Detergent | Giant Box | 63¢ |
| MARGARINE Dalewood Quarters | Pound | 17¢ |
| SUGAR Spreckles | 10 Pound | 89¢ |

- | | |
|--|------------|
| BLACKBERRIES Thrift—No. 303 Tin | 24¢ |
| PIE CHERRIES Honeybird R.S.P. No. 2 Tin | 26¢ |
| PIE CRUST MIX Pillsbury — 9-Oz. Pkg. | 19¢ |

Royal Saxon SILVERWARE

GUARANTEE 15 YEARS

ONLY 99¢ PER SET

EASY TO GET—ASK US HOW

The Set of Your Choice . . . 99¢ with every \$5.00 purchase. No waiting—available at the check-stand.

How to Make a Date— with a Better Future!

The day you make a note to see **BILL DUKE**, a trained Prudential Agent, will be the beginning of a better tomorrow for your family, greater peace of mind for you right now.

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