



MRS. MORRIS BELL, pioneer business woman of New Mexico, finds her chief happiness today in her children and grandchildren. The latter, Morris Waterman Bell and Barbara Adrienne Bell, are pictured with her on the day that she is being honored with a party in celebration of her 70th birthday. (Joe Aaron staff photo.)

Ethel Bell Feted On Birthday With Family Party At Freed's

Mrs. Morris Bell is being entertained at the home of her niece, Mrs. Max Freed, 1819 Cagua Place, Albuquerque, today (Sunday) in celebration of her 70th birthday.

Mrs. Freed, the former Marcia Hertzmark, has arranged a party for some 25 guests, largely of the family. Accompanying Mrs. Bell from Santa Fe were her sons, Gerald and Irving Bell, Mrs. Gerald Bell and the two grandchildren, Barbara Adrienne, who is three and a half, and Morris Waterman Bell, aged two; also Mr. and Mrs. Louis Rubenstein and son, Lee. Mrs. Rubenstein is a sister of Mrs. Freed.

Albuquerque guests will include a nephew, Sidney Hertzmark and Mrs. Hertzmark, also Mr. and Mrs. Sam Berezin, formerly of Santa Fe.

At 70, Ethel Bell's appearance belies her age, and she wasn't quite sure she should tell it as she remin-

isced about her life in New Mexico. She came to the state from Denver 31 years ago, establishing with her husband and other members of the family Bell's Stores which flourished, first in Espanola, then in Santa Fe. She dates her Santa Fe residence to the day the store was opened, 26 years ago. She is still active in its management, being present to greet old and new friends on a daily basis.

She is a member of the Order of the Eastern Star, B'nai B'rith, the Santa Fe Woman's Club and Library Association, and Hadassah. In addition to club activities, she has made the people of Israel her concern today, doing what she can personally as well as through welfare groups to see that CARE packages, clothing and blankets are sent to them. She has also contributed to every project that has come along