





Drilling Report

Black Machine Co., Cockerham 1, NE NE 34-18-26. Total depth 2540. Preparing to open.
Buffalo Oil Co., Balsh 12-B, NW SW 22-17-32, deep test: in Lea County. Drilling at 12,961.
L. East et al, State 2, NW SE 35-17-29. Total depth 3100, testing.
Hayley-Curry No. 1 Murry SE NW Sec. 1-21-27. Total depth 743, shut down for repair.
Kelley Stout No. 1 M-R-Y, SW 24-18-27. Drilling at 1222.
Continental Oil Co. No. 1 H. W. Bass, SE SE 5-22-21. Total depth 1551, preparing to drill.
Fred A. Bond No. 1 G. G. Isam, NW SE 24-21-27. Total depth 800, shut down for repairs.
Haynes No. 5 Harbolt SW 26-17-27. Drilling at 1360.
B. Suppes No. 5 Johnson, NW SE 33-16-31. Drilling at 1975.
Alco Refineries, Inc., No. 1 Boyd, SE SW 14-19-25. Drilling at 2606.
Harvey E. Yates No. 7 Travis SW SE 6-18-29. Drilling at 2295.
N. Smith No. 1 W. W. Simpson Jr., SW NE 29-21-27. Drilling at 525.
Imperial Oil Company No. 11 Puckett SE SE 25-17-31. Total depth 3940, testing.
Alco Refineries, Inc. No. 1 State "A" NW NW 2-18-27. Old well drilling deeper. Drilling at 8122.
Williams & Reed No. 6 State SW SE 17-18-28. Total depth 2500, cleaning out.
Aston & Fair No. 8-B Schuerich SE NW 32-17-30. Drilling at 3078.
Clair Oil & Gas Co. No. 12 Keel "B" 8-17-31 NE NE. Drilling at 3513.
Alan Hargrave No. 1 State, NW NE 22-24-27. Drilling at 2414.
Welch and Yates, Welch et al 2, 5-21-27, total depth 566, testing.
Robert E. McKee No. 1 State "D" SW SW 32-17-30. Drilling at 260.
S. Curtis No. 1 Curtis SE SW 27-19-27. Drilling at 568.
Six & Curtis, No. 1 Delhi State NW NW 30-17-28. Total depth 438, running pipe.
General American of Texas, No. 8-B Maddern NW SE 27-17-30. Drilling at 1923.
Southern Prod. Co., No. 36 Turner SW NE 20-17-31. Drilling at 1979.
Southern Prod. Co. No. 30 Turner NW NE 20-17-31. Drilling at 2160.
Artesia Gas & Appliance Co., No. 1 State NW SE 15-18-28. Drilling at 2063.
Stanley L. Jones No. 8 Cont. State SW SE 9-19-29. Total depth 2900 preparing to open.

Ridin' the New Mexico Range

Construction of a 22-by-65-foot telephone building for Bejen was started recently, E. L. Jory, district manager for the Mountain States Telephone and Telegraph Company for the area announced last week. The building will be of fire-proof brick and is expected to be completed by next March and will have space for subsequent dial equipment. New cable and wire facilities will be installed simultaneously.

Texas Can't Have Our Silver City!

Texas, which has about everything, still doesn't possess a Silver City.

It does have a Silver Lake, Silver Valley and a Silverton, but no Silver City.

A woman reader of this newspaper called Friday to inquire if Hydrofrac.

Jeffers & Johnson No. 2 Yates NW SE 5.20-27. Drilling at 868.

Continental Oil Co. No. 1 H. W. Bass SE SE 5-22-21. Total depth 1551 waiting on cement.

New Locations Continental Oil Co., No. 1 Duffield NE SW 21-16-27. Location.

D & H Oil Co., No. 1 State SE SE 6-18-28. Location.

Aston & Fair No. 2 State NE NW 14-18-28. Location.

Sunland Oil Co., No. 5 Brown NE NE 28-18-28. Old well drilling deeper, old total depth 2700.

Completions Southern Prod. Co. No. 35 Turner "B" SE SW 17-17-31. Total depth 1964, pumps 10 barrels oil per day after acid.

Hope Reader Tells Location Of China Lake

California geography in relation to Santa Claus mail was the subject of a communication received this week from Mrs. Bob Barley, Box 217, Hope.

In her letter, Mrs. Barley politely chides The Advocate for having implied there is no town named China Lake in California.

What prompted Mrs. Barley's comments was a statement in a story in the Dec. 4 issue entitled "Children Tell Santa Wishes with Drawings" which said "No town named China Lake is listed in the postal guide."

Mrs. Barley sends along a clipping of the article in question and in her letter tells just where is China Lake.

Mrs. Barley's Letter In regards to your issue of Dec. 4, the article titled "Children Tell Santa Wishes with Drawings" you say there is no China Lake, Calif. I am very sorry to disagree with you, but I do know there is a town

called China Lake in California. I have a cousin living there and she came to see me the first part of August.

China Lake won't be found on the map, unless there are some very recent issues of a map of California.

It is found in Kern County with Bakersfield as the largest town of that county.

"If you will get a large map I will point out to you where China Lake is located. If you will look in the northeast corner of Kern County there is a

town called Inyokern. You follow the right or east turn from Inyokern to where there is a large jog in the road.

There is China Lake. It is located just outside of a large naval base that runs northward, close to Death Valley.

I am enclosing a post mark from China Lake as proof of what I have just written."

The post mark referred to by Mrs. Barley is a paper napkin with the imprint "Naval Ordnance Test Station, China Lake, Calif." on it. The napkin also shows a guided

missile being fired and a prospector with his donkey and pick axe making his way across the desert.

A mountain range is shown in the background. The Advocate thanks Mrs. Barley for her informative letter about China Lake, Calif.

PENNEY'S ALWAYS FIRST QUALITY! Gifts under \$5 SEE HOW MUCH MORE YOUR GIFT DOLLARS BUY AT PENNEY'S!



FIRST QUALITY LUXURY NYLONS 1.15

Beautiful 60 gauge 15 denier gift nylons... sheer-as-mist and so perfect-fitting! Be a wise shopper! Pick up several pairs today! Limited quantities. 8 1/2-11.



GIFT TERRY TOWEL SET 1.69 set

Each gift box set includes a 20x40 inch bath towel, 16x26 inch hand towel and a 12x12 inch wash cloth. Colored floral design on yellow, flamingo, pink, aqua, chartreuse, white.



SILVER-PLATED FLATWARE 6.50

She'll like the raised design, the heavy feel. Complete service for 6 includes teaspoons, knives, forks, salad forks, dessert spoons, serving spoons. Beautiful Dorianne pattern. WOODEN CHEST 3.29



"LITTLE BEAVER" GIFT-SLIPPERS 1.79

Just the ticket for your little Indian! Leather uppers, fringed collar, soft soles. Authentic "Little Beaver" design on the vamp—complete with his bow 'n' arrow. Packed in a "Little Beaver" box, too! Red and tan, brown and tan. 6 to 8, 9 to 11, 12 to 3.

FLOWERS Make CHRISTMAS BRIGHTER

They're So "Christmassy" Poinsettias and Jerusalem Cherries



Artesia Credit Bureau DAILY COMMERCIAL REPORT and CREDIT INFORMATION Office: 225 Carper Building

KSVF PROGRAM SCHEDULE

Table with columns for time slots (TUESDAY AFTERNOON, THURSDAY, FRIDAY MORNING, WEDNESDAY) and program names like Neighborhood News, Up See Daisee Show, etc.



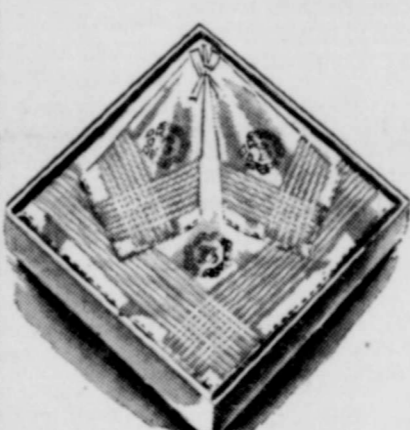
GIRLS' QUILTED RAYON ROBES 7 to 14 6.90 3 to 6x 5.90

Yummy rayon sath robes in rich colors with contrasting lining. Full wrap around skirt, piped collar—grown-up and so lovely!



MEN'S CAPESKIN DRESS GLOVES 2.29

Supple leather gloves of fine quality domestic capeskin! Soft to the touch, comfortable to wear! Practical slip-on style!



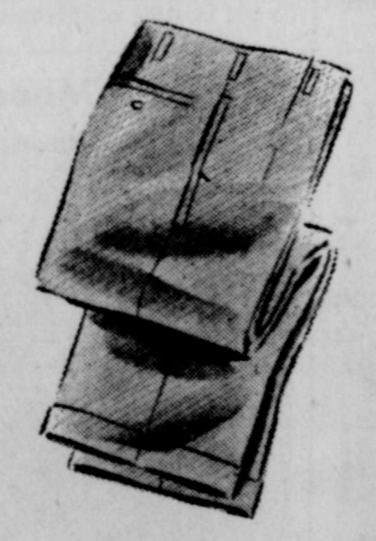
MEN'S INITIALED HANDKERCHIEFS 98¢ Box of 3

Finest quality white handkerchiefs made of soft fine combed cotton lawn. Personalized with his initial. Attractively boxed for gift-giving in sets of three.



MEN'S OPERA SLIPPERS 3.98

Luxurious slippers with supple kid leather uppers, flexible leather soles, rubber heels. Rayon faulle lined for added comfort! Wine and brown. Sizes 6 to 12.



GABARDINE SLACKS FOR BOYS 3.98

Washable! Crease-Resistant! Handsome rayon gabardine slacks, pre-shrunk for lasting fit! Continuous waistband, reversed pleats, zipper fly.



TOWNCRAFT\* DRESS SHIRTS 2.98

Penny's famous Towncraft\* white dress shirts, with the long-wearing collar that wears up to ten times longer! Full cut shirts of high count Sanforized\* broadcloth. Collar stays neat without starch. 14-17. \*Shrinkage won't exceed 1%.



TOWNCRAFT\* DRESS SHIRTS 2.98

Penny's famous Towncraft\* white dress shirts, with the long-wearing collar that wears up to ten times longer! Full cut shirts of high count Sanforized\* broadcloth. Collar stays neat without starch. 14-17. \*Shrinkage won't exceed 1%.



WASHFAST FANCY SOCKS 49¢

Big selection of colorful slack socks; all carefully knitted of fine combed cotton! Some with nylon reinforced heel and toe. All wash-fast! Can't run or fade! 10-13.



# SPORTS

## ON THE HOME FRONT

By BROWNWOOD EMERSON

### Carlsbad Editor Hits Jackpot On Ace Plan for Sports Facility

Right - straight - down - the - line thinking, packed with plenty of common sense and vision, is the following, an editorial by A. W. Shepherd, editor of The Eddy County News, Carlsbad.

The editorial was published in the Dec. 14 issue of the Carlsbad newspaper. I think the Carlsbad newspaperman has an idea that Carlsbad could well follow in the situation here.

One reason I like the editorial is that it is right in line with the advocacy of utilization all year round of expensive athletic fields, stadiums, and parks.

Titled, "Time To Cooperate", the editorial reads:

"With the school board considering the erection of a 20,000 seat stadium to accommodate football games it seems to us that it would be a splendid opportunity to solve the sports facilities needs of the city in one fell swoop.

"No doubt there will be countless reasons why the idea advanced here won't work, but the writer has seen it done in other cities.

"Why not build a football stadium with a baseball park attached to one end of it? Such an athletic plant could be used by the school during the football season and baseball season and could be used by a professional ball club during the summer. It could also be used for the annual Elks rodeo, thereby serving the sports needs of the whole town.

"We will admit that you can't play baseball on a football gridiron, but you can build the ball diamond at one end of the gridiron and use part of the football field for the outfield of the baseball diamond. The parking area can be used for all events. The dressing rooms can be used, as can the concession stands, press and radio boxes and most of the rest of the facilities.

"Of course the gridiron could be used for the rodeo performances as has the old one and the seating capacity of the stadium would handle the crowds nicely.

"Since the school board is considering a revenue bond financing plan, we can see no reason why other organizations couldn't participate and help pay off the cost of such a plant.

"We have been told repeatedly that Carlsbad could have a professional ball club if facilities were available. Now is the chance to get the ball park. Some of the baseball enthusiasts might even have a suitable site that they would be willing to sell at a reasonable price to get the thing going.

### Bulldogs Battle Roswell Tonight

Artesia High School basketball teams, A and B, go against a traditional foe, the Roswell Coyotes, tonight. The games will be played in the Chaves capital.

In their last two games the Bulldogs got a split. They were nosed out 49-38 by Hagerman, in a game played there, came home and walked Capital 46-35.

### Gridiron Season Brings \$5666.45 To High School

Artesia High School zoomed its athletic fund from \$679.12 to \$5,666.45 in the period July 1-Dec. 15, 1951, according to a statement issued today by A. R. Wood, business manager of the Artesia schools.

Receipts totaled \$17,849.35; expenditures, \$12,862.02.

Orders for athletic equipment totaling \$3000 have been placed for the 1952-53 season.

Gate receipts was the big gun on receipts, the total being \$9,665.55, with season tickets, \$7,243.40 as runner-up.

Big four on expenditures: Federal tax, \$2,249.09; equipment, \$2,221.28; stadium bleacher, \$2,155; guarantee, \$1,395.80.

Other items included laundry and cleaning, \$740.83; officials, \$766.79; rooms and meals, \$671.47; scouting and transportation, \$620.65; medical service and supplies, \$294.88; insurance, \$318.50.

"The Dec. 12 meeting in Carlsbad aroused lots of interest. Carlsbad Current-Argus sports page came out with a streamer, 'Artesia Offers Carlsbad Interest in Ball Club'.

Excerpts from the yarn told of the Drillers losing \$5800 in the 1950 season, their first in the league; that 'baseball cannot pay its way there (in Artesia) for a number of years.'

"As tentatively proposed Carlsbad people would buy stock in the Artesia ball club and would have representation on the club's board of directors in proportion to the amount of stock brought here (in Carlsbad).

"The club would be owned jointly by the two cities."

J. D. Smith, whose name was mentioned in connection with the yarn on the sports page of the last issue of The Advocate, was among those from Artesia present at the inter-city pow-wow. His name was unintentionally omitted.

Biggest problem of the deal is construction of a ball park in the county seat, as has already been pointed out on this page.

Hardest-hitting comment from the Cavern City fans at the meeting came from Zane E. Smith:

"I suggest we get to work on this idea and see what we can do. Personally I think it would be a fine thing and I am willing to help work on it."

On the same page of the Carlsbad paper, Jerry Brown, sports editor, points out that "sharing of a single ball club by two towns is not an uncommon practice."

As examples he cites Bisbee-Douglas, Ariz., Southwest-International League; Sherman-Denison, Texas, Big State; and High Point-Thomasville, North Carolina.

What, No Feud?—

If the deal goes thru it will sure spoil one of the classic traditions. How are we gonna keep feudin' with the big town when we're both boosting the Drillers?

And—will a landmark be established—will it be the first time in history Artesia and Carlsbad have ever agreed on anything?

Artesia and Carlsbad getting together is like Fort Worth and Dallas merging.

Disregarding modern fables, bandits entered the home of Mrs. Richard Tucker and took nothing but the kitchen sink.

Minneapolis, Minn. (AFPS) — Disregarding modern fables, bandits entered the home of Mrs. Richard Tucker and took nothing but the kitchen sink.

However, even had Artesia High won the state championship our plans for a unified sports banquet in the spring would have remained the same because it was voted at last year's Parents Club that this was to be our policy for at least 1951.

"The principal reason for this move was that there are so few

### Boosters Plan Unified Sports Spring Banquet

Background of a unified sports banquet in the spring, rather than a series of such affairs, is given in a letter quoted in the last issue of the high school faculty bulletin.

The letter, signed by Mrs. George Beadle, president of the Bulldog Parents Club, is addressed to the "Artesia High School football team, their coaches, superintendent of schools, principal, and student body." It reads:

"In order to dispel any doubts which might linger in the minds of any of you as to the loyalty, appreciation and debt in which we, the Bulldog Parents Club, and the thousands of other loyal backers of our 1951 football squad feel toward that valiant group of boys and their coaches who made up the 1951 roster, we of the Parents Club would like to make the following statement:

"In our minds there is no question as to the '51 football team being as deserving of a football banquet as any other team which Artesia High has fielded in any of the years past.

"We feel that, to borrow a famous expression, 'well done', is aptly applied in all the efforts on the gridiron this year.

"None of us feels that there was a single time when those boys were not giving their utmost to win and we are of the opinion that that factor, despite what the score may read, is the all-important one.

"We are not 'fair weather' friends, win or lose, 'we're for the Bulldogs couldn't be prouder!' We certainly have been proud this season.

Few Members—

"However, even had Artesia High won the state championship our plans for a unified sports banquet in the spring would have remained the same because it was voted at last year's Parents Club that this was to be our policy for at least 1951.

"The principal reason for this move was that there are so few

active members in the Parents Club that it works an incredible hardship upon those few to put on two banquets.

"Then, too, by having two banquets even, many boys and girls who do not participate in either football or basketball receive no recognition whatsoever from the townspeople.

"Being parents we asked ourselves if this was right. Our answer came out not so much in words as in a definite plan of action.

"We would have a spring banquet and honor all those participating in high school athletics. To us this seems the democratic sporting thing to do.

Everyone a Break—

"So, supposing some of the ardor of the fans has cooled off by spring and the banquet is not so well attended, does it not seem to you football boys that fame is a fleeting thing, quickly forgotten by many, to be remembered only by those whose loyalty is ours because we know and love you as boys not just as football players?"

"It is the fervent hope of the Parents Club that all of you, players, coaches, school authorities, student body, the townspeople will know that we honor the 1951 squad no less than those squads who have been given their own banquet—rather we honor you more because we think you are the kind of guy who would like to see everyone get a break.

Time To Be Set—

"The time, date and speaker for the spring banquet will be decided upon after consultation with the coaches and school authorities but we will let you in on a little secret. This year our plans are tentative for a short-winded banquet and a really go-getter dance to follow.

"Your for the cleanest sports in the world."

H. O. "Duke" Webster, are entering this year the fastest bracket of A.A.U. ball available.

Eliminated last year in the third round of the National Championships by Peoria Caterpillar Diesels, the Dukes this year are determined to bring the NAIB and AAU crowns home to Santa Maria.

And if a hustling, heads-up type of play will achieve this end, the Dukes may well surprise in the 1951-52 League play.

Fielding a 12-man squad, Manager Duke Webster will offer a fast-moving ball-control type of offense that will display lots of floor maneuverability. To his 10-man veteran squad, Webster has added newcomers 6-6 center Carter Williams from San Jose State and 6-1 forward Rudy Limon, Santa Barbara.

The returning veterans: 6-1 forward Bill Atkinson, U. of Florida; 6-5 forward Jack Burzell, U. of Utah; 6-3 Chuck Cluska, U.C.L.A.; 6-5 hooking center Harvey Hubler, 6-4 Charlie Jones, 6-3 Bob McCutcheon, 6' Bob Sherman, 5-11 leech-like Quentin Sims, 6-3 Gene Snyder—all of Santa Barbara; and Joe White, 6-1 guard, U. of So. California.

The Golden Dukes start their first eastern road trip December 15 when they meet the Akron Goodyear Wingfoots, and hope that after a swing around the circuit, they will be up among them when they return home to Santa Barbara.

Santa Maria should field a good team. At home they are possessors of an almost unblemished record, year after year. The Dukes are nearly invincible on their home floor. The town is "basketball nuts" and supports the team to the hilt—and entertains visiting teams lavishly. One coach said, "They kill you with food and entertainment and then slaughter you on the hardwood to finish the kill."

next football season.

Both Clements and DuClos were elected to All-Border Conference second-team this season and will be seniors next fall.

They will succeed J. D. Partridge

of Odessa and John Connell of Temple, who served as co-captains during the past season. Partridge and Connell, both seniors, were also named to the official All-Border Conference second team.

# frosty delight



### PRICE'S XMAS TREE CENTER

Brick Ice Cream makes every holiday meal a party... for slice by slice, as you cut it, a cheerful green Christmas tree centers the luscious square of sweet vanilla ice cream! Handy quart bricks — at the sign of the Price's dealer.

ASK FOR



# frosty delight



### FLAVOR OF THE MONTH

It's crunchy Maple Walnut Ice Cream, another delicious flavor-creation of Price's skillful ice cream makers. A hearty flavor, too, for brisk December days... satisfying, creamy-rich, and wonderful plain or with your favorite sauce. In Price's Velvet or American Hostess!

ASK FOR



# frosty delight



PRICE'S EGG NOG MIX is so smooth, so creamy, so rich! It's non-alcoholic, made with dairy-fresh cream, milk, and eggs. And you'll appreciate the convenience of this delicious mix in the bright red Christmas carton — just chill and serve! That's Price's... purity-protected!

ASK FOR



## SHIRT THEMES FOR GIVING



We're Singing a Song of Values!

And here's why! Every shirt in our vast stock is Christmas correct... picked for handsomeness and tough wearing. White-on-whites, Oxfords, broad-cloths and a host of other wanted weaves, favored fabrics.



Channing FORMFIT  
WESTERN SHIRTS 4.98  
Sizes from 14 to 17. Made of Fine Quality Rayon Gabardine.

FREE GIFT WRAPPING



OPEN WEDNESDAY NIGHT AND EVERY NIGHT TILL CHRISTMAS



## SPECIAL OFFER ON CHRISTMAS GREETING CARDS!

25% Discount on a LIMITED QUANTITY of CHRISTMAS Greeting Cards We Have in Stock.



We do not want to carry these cards over in our stock, and are offering this Special on Several Numbers and Assortments in Stock. Discount does not apply on printing charge if you wish to have your card personalized.

THE ARTESIA ADVOCATE  
Commercial Printers Office Supplies









# Christmas...

◆  
◆  
◆ **And it came to pass,**  
as the angels were gone away from  
them into heaven, the shepherds  
said one to another, Let us now go  
even unto Bethlehem, and see this  
thing which is come to pass, which  
the Lord hath made known unto us.

And they came with haste, and  
found Mary, and Joseph, and the  
babe lying in a manger.

And when they had seen it, they  
made known abroad the saying which  
was told them concerning this child.

And all they that heard it won-  
dered at those things which were  
told them by the shepherds.

LUKE, CHAPTER 2, VERSES 15-18



*With sincere good wishes that this Christmas may bring you such  
Peace and Joy as the shepherds found when our Saviour was born...*

OFFICIAL PUBLICATION FOR EDDY COUNTY

## THE ARTESIA ADVOCATE

HELPING TO BUILD A GREATER ARTESIA

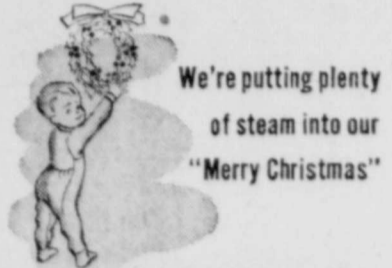
ARTESIA, NEW MEXICO, FRIDAY, DECEMBER 21, 1951

We Have Seen  
His  
Star

We Have Come  
To Worship  
Him

NUMBER 102

# CHRISTMAS



We're putting plenty of steam into our "Merry Christmas"

## MID-WEST AUTO SUPPLY CO.

330 West Main

Artesia, N. M.

## HAPPY HOLIDAY



1951

Let's all do our best to have the happiest holiday of our lives

## HOPKIN'S FIRESTONE STORE

117 West Main

Artesia, N. M.

## MERRY CHRISTMAS



Thank you for your constant gifts of friendship and good will.

Merry CHRISTMAS

and HAPPY NEW YEAR

## AMERICAN CAFE

Mr. and Mrs. G. E. Smith  
110 West Main



**STABLE AT BETHLEHEM:** The shepherds "came with haste and found Mary, and Joseph, and the Babe lying in a manger."

### Holly Superstition: It Will Determine Ruler in Household

**H**USBANDS and wives! Attention! There is an old superstition about holly that will interest you. It was a belief of the ancients that the first to bring Christmas holly into the house, either husband or wife, would be the one to rule the household during the ensuing year.

But don't put too much stock in the belief. Like other Christmas legends, the truth might be lost in history.

The Druids were great admirers of the holly plant. They believed that its evergreen leaves attested to the fact that it was never deserted by the sun, and was therefore sacred.

Legends have related how the crown of thorns was plaited from holly. The leaves of the plant were white until the Crucifixion, after which they turned a deep, blood red.

A holly wreath placed on the door is believed enough to frighten away even the boldest of witches.

### 'Christkindli' Is Swiss Counterpart of Santa

Santa Claus plays a very insignificant part in the Swiss celebration of Christmas, observed mostly on December 24. It is Christkindli, the Christ Child, who makes the rounds of Swiss homes on Christmas Eve.

This radiant angel is said to have come from the North, traveling on a fairy-like sleigh pulled by reindeer, much in the fashion of our Santa. Christkindli brings good Swiss children a beautiful tree, and many gifts. Like Santa, he stresses obedience and admonishes naughty youngsters.

Fighting business as usual highlighted the recent celebration of the 136th Fighter-Bomber Wing's first anniversary of recall to active duty. Widely known as the "Texas"

### Records Show Yule Customs Were Old In Fourth Century

The exact age of the Christmas festival is not known. Records show, however, that the holiday was spoken of in the fourth century as a custom of long standing.

Christmas began as Christ's Mass, or the Mass of Christ, sometime during the fourth century. It took that long after the blessed night for the great importance of Christ's birth to be realized by the people. Until this time it had been the custom of the church to celebrate the anniversaries of deaths, rather than births. Christ's birthday was the first to be made an occasion for feasting.

The date for the celebration of the Christ Mass was selected by the church. So many years had elapsed that the actual date of His birth could only be a matter of conjecture.

The festival and spirit of Christmas spread through the Christian world. Pagan customs, even as they do today, attempted to adapt themselves to the Christmas season.

For many years after the origin of Christ's Mass the church frowned upon the practice of exchanging gifts during the festival season. Later, however, the practice was condoned, in remembrance of the spirit of the Three Kings of the Orient who had followed a shining star to the crib of the new-born Christ, bringing presents with a sense of humility.

### Christmas Greens Brighten Home

A few well placed Christmas greens can do much to brighten a house at Christmas time. Properly clipped, the branches will never be missed, and might improve the looks of the tree from which they are cut.

Hemlock, red cedar, juniper, yew, pitch pine, white pine, will make



suitable material for a spray to decorate a mantle, door, or a spray for a newel post.

In pruning, however, keep in mind the natural appearance of the tree from which you clip branches.

### St. Nick's Spirit

It is thought that St. Nicholas died about 345 A.D., and for 30 days following his festival day his genial spirit roamed the earth, filling the hearts of mankind with love and generosity. He gave the gifts without thought of return—the true spirit of St. Nicholas and Christmas.



Christmas is for everyone!

For the young, for the old. For the timid, for the bold. Christmas is for all. Yes, all of us are as one on this happiest of happy holidays. A Merry Christmas and Happy New Year to you.

**FARMCO DRUG**  
7th and Main Phone 1331

# Silent Night

Christmas, to be kept fittingly, must bring to us a remembrance of Christ. Every true vision of the day must show us the Holy Child, with the light of divine love shining on His face — for Christmas with no thought of the love of Christ, is empty of all sacred meaning.

In the spirit of this glorious Season we wish you a Merry Christmas and a Happy New Year.

## J. C. PENNEY CO.



**AN AGE-OLD STORY RETOLD** ... "She brought forth her first-born Son, and wrapped him in swaddling clothes, and laid Him in a manger."

## "O come, all ye faithful"

Let us glory in God's promise of Joy and Peace on Earth, Good Will to all men. May the many blessings of Christmas be with you throughout this Holiday Season.

### Roselawn Radio Service

Natalie and Harold Ulrich  
104 S. Roselawn

Doctor: "Your stomach is out of order. You'll have to diet."  
Patient: "What color?"

# Joy to the World...

The beauty of Christmas has gladdened the heart of mankind for centuries and its glorious story has inspired men of good will, the world over.

Our wish today is that you enjoy to the fullest, the blessedness, the good cheer and the fond memories of this radiant Holiday Season.

## ARTESIA INVESTMENT CO.

Bill Hunter      Virgil Jakeway  
Norma Bowman      Wilna Griffin

## Yuletide Greetings

Let us enjoy together the 1951 blessed cheer and good will of Christmas

## THE LOCKER PLANT

Mr. and Mrs. W. S. Hogsett  
Sheila Bonime  
Dovie Steiwig  
Lucretia Aikins  
Lewis Rodriguez  
Richard Buchanan

13th and Richardson Phone 1521



# CHEER for Christmas

May the joyful hours of Christmas overflow with good cheer and happiness for all our friends

**MANN DRUG STORE**

West Main

Phone 87

## MERRY CHRISTMAS



This Christmas may you have happiness and good cheer in your home... contentment and joy in your heart. And may the New Year hold for you, a full share of good health and good fortune.

**The Modern Shop**

323 W. Main

Artesia, New Mexico

### Games for All Make Christmas Family Party

Christmas is the time for family get-togethers. One of the best ways to make these gatherings memorable for all concerned is to engage in games which the whole group can play.

A nice one to start off with would be a Sugar Plum Hunt. Have one member of the family hide Christmas candies ahead of time in various nooks and corners around the house. At a given signal everyone starts hunting and gathering the pieces. The one who gathers the greatest number would be given a prize.

The Christmas Puzzle is another good one to get things going. Look through some magazines, which are filled with pictures of Santa Claus at this time of year. Cut out enough of these to go around, paste them on stiff cardboard, and cut them into pieces. Then put each group of pieces in a separate paper bag. At the signal, everyone opens a bag and starts putting the puzzle together.

The Xmas Scramble Contest is good for a group with older children in it. This is simply a contest to see who can unscramble a group of words the fastest. Just for fun, see if you can work out the following—astna, erireden, ehsgil, dynca, goskncr, erte, trepsen, hupnc, alsorc, and niborb.

### Ruidoso Square Dance Festival Opens Tomorrow

RUIDOSO, Dec. 21 — Invitations went out this week to square dance clubs in New Mexico, all of the Texas Panhandle and to several in Arizona and California, informing them of the Square Dance Festival, booked here for eight days, from Dec. 22 through Dec. 31.

Confirmation was received this week that the famed Shirley Bros. western band of Clovis, noted for its square dancing rhythm, would play for the festival. Guests callers from all of the participating square dance clubs will be used throughout the week.

Sponsored by CC— The festival this year is being sponsored by the Ruidoso Chamber of Commerce, and its officers declare it will be staged as an annual event each year's end if the one in 1951 proves a success.

Business places to serve the visiting dancers are open, including cafes, tourist courts, cabins, lodges and motels, and there are ample facilities to handle any size

crowd that shows up, C. of C. officials stress.

In addition to the square dancing, there will be other diversions here, such as skiing, bowling, horseback riding, golfing and other recreations depending, of course, on the weather.

Game Dinner— Highlight of the big week will be a free game dinner on Christmas Day, at which deer, bear, elk, turkey and fish will be served at no cost to the visitors.

The home folks will join with the visitors at the dinner by bringing side dishes, such as desserts, salads, etc., to add to the meat. The game is to be cooked and served free by the Navajo Lodge for the occasion. The game was donated by hunters of Ruidoso who were plenty lucky in the recent hunting seasons.

Cost of the festival will be \$1.50 per night per couple, or \$10 for a season ticket, good for all eight nights. The dancing will be in the Buffalo Room of the Navajo Lodge.



May your Christmas be sweetened by happiness that will be prolonged throughout the New Year.

**G. F. WACKER FIVE AND TEN STORE**

FRED L. SIMPSON, Mgr.

325 West Main

Artesia, N. M.

## CHRISTMAS



## GREETINGS

**Sprouse-Reitz Five and Ten Store**

321 Main

Artesia, N. M.



# Season's Greetings...

It's Christmas! And there's fun all around...

we see it in the merry gleam in people's eyes

...in the festive air of mistletoe and holly pinned up about the house.

We see it, too, in the gay gift wrappings strewn 'round

and in the tinsel and shining lights that decorate Yuletide trees.

And we express the fun and good will of this holiday season with our own joy-filled wish for you...

that this be truly the Merriest Christmas and Happiest New Year of all!

## THREEMEN TIRE & SUPPLY

110 NORTH FIRST

PHONE 904

## Christmas at home...

It is our sincere hope that this Christmas will find you surrounded by family, friends and all those you love... enjoying the full warmth of the spirit of this happy Holiday.



**WILLIAMS LUMBER CO.**

LEW E. WILLIAMS

GEORGE C. WILLIAMS

Artesia, N. M.

West Main



L. E. Francis

522 West Main

Artesia, N. M.

*Greetings:*

We sincerely hope that this Christmas will hold for you all that is good and that your enjoyment will last through a New Year of good health and success.

**Dr. Behnke**  
CHIROPRACTOR

*Merry*  
**CHRISTMAS**

A Yuletide wish and a sincere hope... that every day of the holiday season is filled with joy for you and yours, and that our pleasant relationship and confidence in each other may continue through the years.

**Nelson Appliance Co., Inc.**  
334 West Main  
Artesia, New Mexico

MERRY CHRISTMAS

*Greetings*

To all our many patrons... A Merry Christmas... May it be a forerunner of continued prosperity, good health and success in the New Year.

**State Distributors**  
502 West Main

### If Santa Misses, Reindeer Supply Will Be at Fault

If Santa Claus misses some youngsters this year, it could be offered plausibly that he was not able to round up enough reindeer for his yearly trip around the globe.

The reindeer shortage has become, in recent years, much too acute. It has been estimated that wolves have destroyed 500,000 of Santa's helpers within the last decade or so, leaving an approximate 30,000.

The difficulty of keeping the animals alive in a temperate climate makes it unlikely that any of the few remaining will be transported



from their native regions to other lands for the holiday season, as has been done in the past.

American boys and girls will have to be satisfied with stand-ins. The few department stores featuring Santa's complete outfit this year will be using native deer as substitute for Dasher, Prancer, and company.

### England Once Forbade Christmas Observance

Did you know that the observance of Christmas was once forbidden in England—the home of the Yule Log, the Carol-singer and the wassailer?

During the Reformation many believed the undue jollity of Christmas day was sacrilegious. Parliament, on December 24, 1552, ordered that "no observance shall be held of the five and twentieth day of December, commonly called Christmas day; nor any solemnity used or exercised in churches upon that day in respect thereof."

This edict proved to be very unpopular with the masses of the people. It was not until many years later, however, that Christmas was once again regarded as a holiday.

*Clear Vision*  
**No Collision**

*THE Season's WARMEST Wishes*

Three cheers for Christmas... and the happiness it brings! To all of our friends and patrons we wish a full measure of holiday joys... with the warm hope that our mutual association will be pleasanter than ever throughout the coming year.

**Artesia Laundromat**

### Chatham Islanders Are First in World To See New Year In

Shepherds watching their flocks on the Chatham islands, New Zealand, will welcome the New Year while milkmen in America are making their rounds on the last day of the old year.

When the bells of the little church on one of the islands, a British colony of about 200 persons, rings at midnight to welcome a new year, it is high noon according to Big Ben of London and is but 7 a.m. in sleepy New York.

Chatham islands always celebrate the New Year first because they are located nearest to the starting point of time—the admiral's date line. It is made to curve east and west of the 180th meridian in such a way that it lies always just east of the line.

The incoming year leaves the islands and races westward along the equator at a speed of 1,000 miles per hour. Chatham islanders will be preparing to sit down for their New Year's dinner when howling mobs are warming up to greet 1952 on Times Square.

### Chinese Thought Debts Had to Be Paid Up By End of Old Year

The Chinese long held a New Year's tradition worthy of note. No doubt made popular by early money-lenders, there was an old belief that if one did not pay all debts before midnight on New Year's Day, he lost "face."

For centuries China celebrated New Year's during the time of the first moon, usually about the first of the February—but this was before adoption of the Gregorian calendar in 1912.

In earlier times, celebration began a week prior to the Eve, when homage was paid to the Kitchen God and climaxed on the "fifteenth day of the First Moon" by the Feast of Lanterns, or "Teng Chieh." It was a custom to exchange greeting cards and presents through the entire season.



*Merry Christmas*

**1951**

Our best wishes go out heartily to all our good friends

**Chandler's Jewelers**  
307 W. Main Artesia, N. M.

*Merry Christmas*

Have yourselves a wonderful holiday

**1951**

**Paul's News Stand**  
113 S. Roselawn Artesia, N. M.

### Building Permits Issued for Two Houses, Addition

The impending Christmas holidays seem to have slowed down construction activities in Artesia with only three building permits having been issued since Dec. 1.

Biggest permits is for a five-room house to be erected by R. A. Homley at 1112 West Centre, with the owner listed as contractor. Cost of the building is \$5000.

Permit was issued Dec. 5, which is the last date a permit has been issued this month a check at the city hall Friday morning revealed.

Two permits were issued Dec. 1. One was for a 6 by 18 foot addition to the residence of Gus Arn.

old, located in the Artesia Improvement addition.

The owner is also listed as contractor, cost of the improvement is \$1200.

The other Dec. 1 permit was for an 8 by 10 foot one room house to be built by Daniel Gonzales in Alvarez addition. Cost of the building is \$150.

A recruit was on guard duty with specific orders to admit no car unless it bore a special tag. He stopped a tagless car bearing a high-ranking officer. The guard heard the officer order his driver to go right through, and calmly said: "I'm sorry, sir, but I'm new at this. Who do I shoot, you or the driver?"

*Joy to the World*

The infinite joy that Christmas brings, serves to remind us that all good things in life come from Him and His teachings.

May you have a Merry Christmas, in all the fullest, richest and deepest meaning of those happy words.

**Pior Rubber Co.**  
Wesley Sperry  
421 West Main

*Happy Holiday to All*

Merry Christmas! From every tongue comes this happy greeting with the hope for Peace and Good Will throughout the New Year.

**Sperry Oil Sales**  
Wesley Sperry  
301 East Main



### It's Christmas Time

Great is the spirit of Christmas that brings to every heart—Peace, Good Will... and Love towards all mankind. May you enjoy the full blessings of the Yuletide Season.

**ARTESIA ELECTRIC CO.**  
206 Main Artesia

**MERRY CHRISTMAS**

That warm, friendly feeling in the air is Christmas! May you enjoy all of its pleasures and good cheer throughout the coming New Year.

**Sprouse-Reitz Co., Inc., No. 1122**  
403 Quay Avenue Artesia, N. M.

*Christmas Carols*

**merry christmas**

Once again the season of song and merriment is at hand! As young and old raise their voices in tune with the Christmas celebration may we add to the chorus of harmonious greetings, a cheerful wish for all our friends

"May you have a Yuletide of comfort and joy—a New Year of peace, good health and continued happiness."

**ARTESIA ALFALFA GROWERS ASSN.**

# Merry Christmas



AND ALL OUR BEST WISHES FOR YOUR HAPPINESS THROUGHOUT THE COMING YEAR.

## GUY'S CLEANERS

"The One Good Cleaners"  
Guy A. Smith, Owner



MAY YOU ALL ENJOY THE BLESSINGS OF THIS SEASON OF DEEP JOY



1951

## CUMMINS HOUSE OF TIME

Booker Building

Artesia, N. M.

### St. Francis Made First Crib in Cave

St. Francis of Assisi is believed to have originated the custom of displaying the Christ Child in a crib at Christmas time.

He is reported once to have said to one of his followers: "I wish to celebrate holy Christmas night with you. In the woods near the cloister you will find a cave where we shall arrange a manger filled with hay. We shall have an ox and an ass just as at Bethlehem. I wish to see how poor and miserable the infant Saviour became for us.

So at midnight, in the small Italian village of Garcia, in the year 1200, St. Francis and his followers celebrated mass at the cave and sang hymns in honor of the Christ Child.

### Poinsettia Good Christmas Flower

Christmas is one time of the year when Artesians think of decorating their homes with flowers particularly poinsettias, can add a touch of beauty to any decoration scheme.

One of the best places to put poinsettias is in a corner or an alcove either by itself or combined

#### CONTRIBUTION

## Joel Poinsett, U.S. Statesman, Noted for Flower

Although he was a brilliant statesman, and the friend of four American presidents, Joel Roberts Poinsett is famous chiefly because he introduced the Mexican plant known as the "Painted Leaf", of "Mexican Fire Plant" into the United States.

Poinsett, then U.S. ambassador to Mexico, called the plant to the attention of American botanists and grew the plant himself as a hobby at his South Carolina home, after he left Mexico.

The plant grew heavily in American favor—especially popular at Christmas time—and was renamed poinsettia, in honor of the man who brought it to this country.

Contrary to popular impression, the flaming red bracts of the poinsettia are not flowers, but leaves, and it is for these bracts that the plants are grown.

It is possible to have variations of either pink or white varieties, as well as of the more usual red, popular because it carries out the holiday color scheme of rich bright red with a contrast of the dark green of the leaves.

The beautiful poinsettia, almost a "must" as far as Christmas decorating is concerned, is one of the most temperamental of plants.

The poinsettia thrives in its native Mexico, but elsewhere must be handled carefully—perhaps pampered slightly. However, the brilliantly colored flowers it has at Christmas time is reward enough for any efforts needed to make the plant thrive.

Constant warmth is needed by poinsettias. Temperatures should be kept between 70 and 80 degrees during the day and no less than 65 degrees at night. Any sudden change in temperature and drafts will cause the plant to drop its leaves.

Abundant water is also a necessity, but it should be applied but once a day so that the plant may become moderately dry between waterings. This permits needed oxygen to reach the roots.

Try to give the poinsettia the sunniest spot available. It is wise to fertilize it occasionally with a good commercial food tablet.



## Greetings

It is said that good things come in threes, then accept our wishes for Good Health, Good Luck and Good Cheer for Christmas and the coming New Year.

The Thompsons  
Lenora, Patsy and Butch

Leone Studio  
415 Main



with other potted plants, already in the home.

When combining two plants they should be placed side by side, and the containers concealed with sprays of evergreen, artificial snow, or a miniature Santa Claus and reindeer.

Doorways or fireplaces can also be set off by a pair of poinsettias.

### Christmas Tree Stock in Carlsbad Only Half of 1950

Early snows in the Mescalero Range of the Sacramento Mountains have cut to about half the normal Christmas tree supply in

### Happy Time in Japan Is First Day of Year

One of the happiest days of the Japanese calendar is the first day of the year. No matter how poor a man may be, he always manages to have a set of new clothes to wear when he visits all his friends on New Year's Day.

Celebrations in the land of the rising sun sometimes last as long as two weeks. Even the poorest of the land refrain from work for at least three or four days in order to celebrate.

At midnight on New Year's Eve the bells ring out loud and clear and a carnival atmosphere dominates the country.



LIGHTING UP... This young lady isn't trying to burn the candle at both ends—she just wants to get the New Year off to a good start. May it start, and finish, the same way for you.

Carlsbad, but the holiday evergreens are available at several spots in town.

Prices range from 79 cents for small trees up to \$15 for nine-footers. Most of the trees this year

for Carlsbad retailers came from handling them this year because the Mescalero Range, but some of the short supply.

Came from further south in the Sacramento.

Several nurseries which normally sell the trees said they were not

Coleman, Wis. (AFPS) — High school students here will get a week's vacation to hunt deer.

# Christmas Greetings 1951



From the Following Members of the

## NATIONAL HAIRDRESSER'S ASSN.

Modernistic Beauty Shop  
409 West Main

Gilma Beauty Shop  
404 1/2 West Main

Artesia Beauty Shop  
321 Quay Avenue

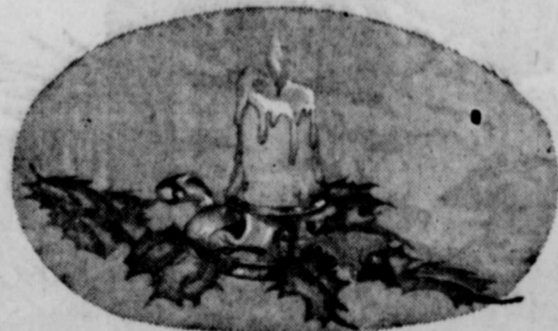
La Vaughn Beauty Shop  
516 West Main

Vogue Beauty Shop  
305 1/2 West Chisholm

Karr Beauty Shop  
607 West Chisholm

Lorraine Beauty Shop  
912 West Chisholm

Mermis Beauty Box  
517 West Centre

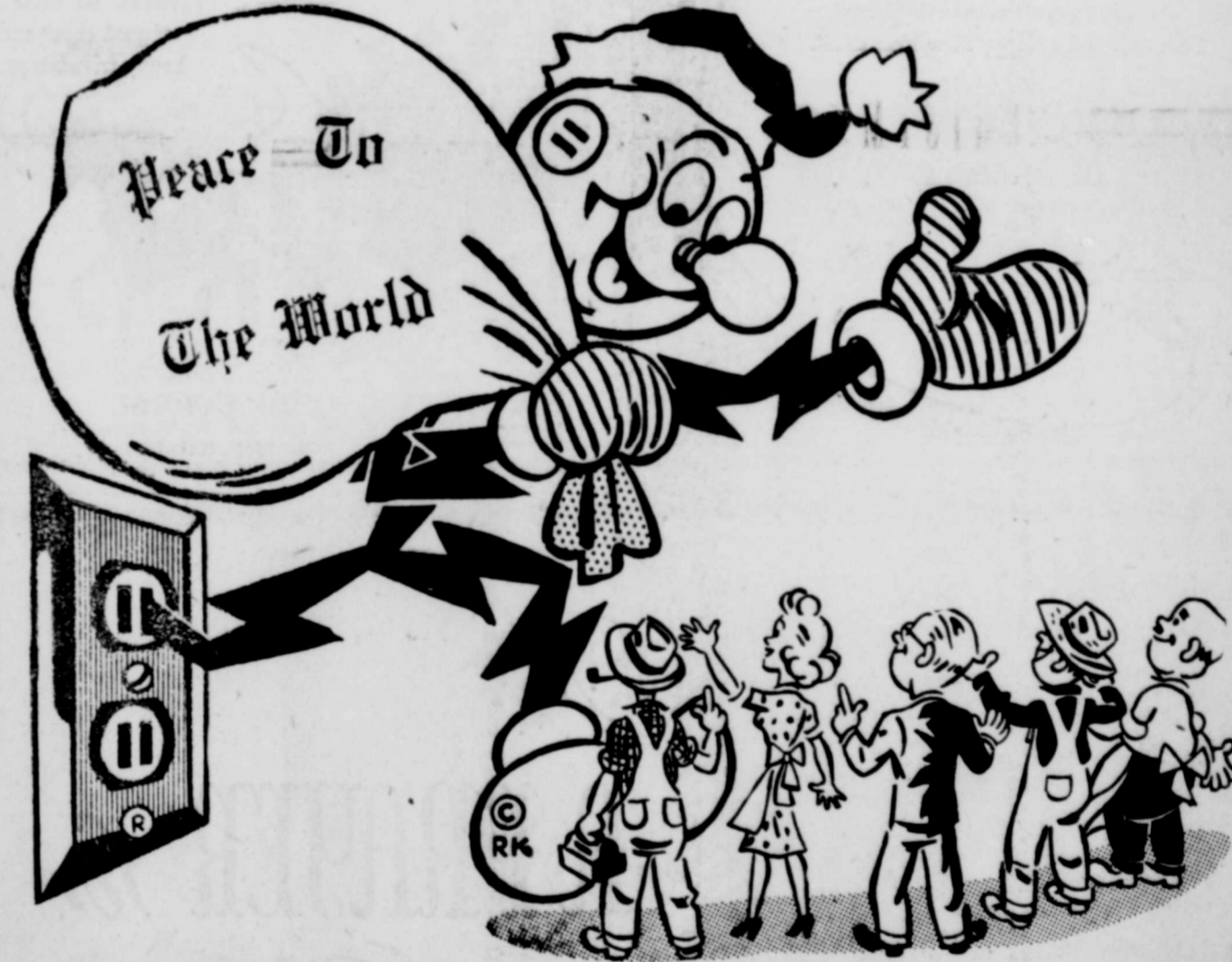


Peace in our town ... yes, and peace in our time for all the world... with the Christmas spirit holding eternal sway over all our hearts.

## NELSON FOOD STORE

601 West Main

Artesia, N. M.



Reddy Wishes Everyone  
A  
Very Merry Christmas!



## SOUTHWESTERN PUBLIC SERVICE COMPANY

**Greetings**

We extend to our many friends our wishes for a Christmas that will be rich in joy and good health.

Sue and Russell

The Floore Floral Shop

**ROSEMARY... for Remembrance**

The rosemary shrub, symbol of fidelity and constancy, was once supposed to possess many occult virtues. Hamlet's Ophelia said, "There's rosemary, that's for remembrance." The fact that Rosemary blooms at Christmas has introduced it into celebration of this feast.

Rosemary, according to one legend, opened to hide the Virgin Mary and her child from the soldiers of Herod, a legend shared with the juniper and other trees.

Another legend says that, during the flight to Egypt, Mary threw her blue cloak over a bush of rosemary when she lay down to rest. Ever since, in her honor, the flowers have been the heavenly blue of the mantle.

**The Legends of Christmas**

THERE ARE almost as many Christmas legends and superstitions as there have been Christmases. Countless customs from the Old World have been absorbed through the centuries into the celebrations that we participate in today. A few, however, have been passed down from one generation to another, remaining always the same.

The Indians of Canada, for example, believe that the deer kneel in prayer each Christmas Eve. An early missionary probably is responsible for the idea, but it still lingers and wily Indians have always attempted to catch the deer in the act.

In England, it is believed that the express veneration for the nativity by singing in their hives at midnight. The bee hives are always adorned with holly sprigs for the Yuletide season.

In Europe it was custom for a young girl to creep to the family woodpile on Christmas Eve and pull out the first stick that her hand touched. If the stick was a straight one, with no knots, tradition said that she would have a good husband.

Farmers in Europe also gave torches to their children and sent them singing into the apple orchards and the fields. The mice, caterpillars and moths were said to flee before the approaching songsters.

In early Germany it was a belief that water turned into wind during the hour before midnight on Christmas Eve.

**Season's Greetings**

In sincere appreciation of our pleasant relationship through the past year...we extend a wish to you, our patrons, for a Merry Christmas and a Happy New Year!

GABLE STUDIO  
Mr. and Mrs. O. R. Gable, Jr.

**Merry Christmas**

Our hope, this year as always, is for lasting peace on earth.

**Greetings**

May the spirit of happiness and good will that fills this season live in your home and bless your loved ones for the many years to come. A Merry Christmas and a Happy New Year to all.

BOWMAN LUMBER CO  
OF ARTESIA

**MERRY CHRISTMAS**

**THE JOYS of CHRISTMAS**

May you enjoy this Christmas with loads of good cheer and happy friendships.

THE CORRAL  
Mr. and Mrs. W. T. French  
912 West Richardson

**Season's Greetings**

To you, our friends and neighbors—we extend our best wishes for the merriest of Christmases and the happiest of New Years and add the prayer that your homes be blessed with Peace and Good Fortune.

Blocker's Gift Shop  
303 West Main Phone 1177.W

For our many good friends we wish only that they may share fully in it.

"THE KEY TO BETTER VALUES"

**KEY FURNITURE CO.**

CLARENCE KEY, Owner  
412 West Texas Phone 877

HAPPY HOLIDAY

**A PRAYER for Christmas**

As the curtain begins to draw across the old year, we pray that the spirit of Christmas be kept in the hearts of men not only this one day... but every day. For with Christmas in our hearts nothing in life could ever quench the joy or dim the light of our peace.

NEW MEXICO ASPHALT & REFINING CO.

**MERRY CHRISTMAS**

Life offers us nothing more precious than the loyalty and understanding of real friends.

So this Christmas greeting is sent with a heart full of gratitude for the blessings of our friendship.

May you enjoy a very Merry Christmas and a Happy New Year.

THE LIQUOR STORE  
410 WEST MAIN  
PHONE 20

**Christmas Cheer**



We wish our many friends volumes of good cheer and contentment throughout the Christmas Season as well as the coming New Year.

**C. R. ANTHONY CO.**  
OF ARTESIA

**Youngsters Bicycles Today Up-to-Date Appearing as Cars**

New bicycles on sale in Artesia this Christmas are as smartly styled and up-to-date as Dad's new automobile and are among the grandest of all gifts for youngsters from age four on up.

Bikes are something more than personalized transportation for boys and girls. They help teach muscular coordination, readiness to run errands, and appreciation of traffic safety rules.

And since the ingenious application of extra wheels for balance—wheels which may be removed as the youngest child becomes adept with the bike—models are now available for children as young as four.

Choosing a bike for sis or brother may be preceded by a visit to the store—just a casual visit will do—where the youngster can be fitted with the bike of the right size. But if you want to make it a complete surprise, choose by size.

For instance, the 16-inch junior size—the inches referring to wheel diameter—is made for youngsters from four to six. Boys and girls

from six to eight usually need a 20-inch wheel, and those from eight to 10 a 24-inch size. From 10 up the adult size bike with its 26-inch wheel is proper.

Of course, all American make bikes have adjustable seats and handlebars to allow for growth and development within the respective age limits.

The new 1952 models will bring thrills to boys and girls of any age who are lucky enough to receive one this Christmas.

**Bible Foretold Future On New Year for Scots**

The early Scots believed that it was possible to foretell the events of a coming year by turning to the Bible on New Year's Day.

It was long a custom to place the sacred book upon a table and open it at random, placing one finger on the printed page. The entire chapter then was read carefully, with the belief that the message it carried described in some way the happiness or misery in store for the person adhering to the practice.

The first 1,200 airmen to undergo college training at Oklahoma A. & M. and New Mexico University have entered clerktypist classes at the two schools. A 40-week meteorology course for 120 AF students will also be given by the two institutions.

Metal may be moved by light, which exerts pressure, and can cause actual motion of an object. A concentrated beam of light, shining on one end of a small metal strip suspended on a thread, causes the metal to turn around.



We hope the season fulfills all your wishes  
**1951**

**Homer G. Borland**  
Authorized Dealer  
GAMBLES STORE  
207 Main St. Artesia, N. M.

**Greetings for Christmas**



We would like each shining ornament on your Christmas tree to reflect joyous Season's Greetings and our best wishes for a very Happy New Year.

**ARTESIA LAUNDRY & CLEANERS**  
115 North Fourth Phone 11

**Greetings**



Warmer than ever  
And Merrier too  
Are these sincere wishes  
We're sending to you  
A Joyous Christmas... A Happy New Year.

**Artesia Building & Loan Association**  
201 1/2 South Fourth Street  
Clayton Menefee, Sec'y.-Treas.

**MERRY CHRISTMAS**

**HOLIDAY CHEER**



We earnestly hope that your Christmas be aglow with plenty of good cheer and happiness.

And may your New Year be radiant with the pleasures derived from lasting, loyal friendships.

**Roberts INSURANCE AGENCY**  
112 South Fifth St.  
Artesia, N. M.



**YOUTH WILL BE SERVED**...  
And this one apparently is calling for service right away, which, after all, is in keeping with the spirit of the season. In other words, do right by the New Year and it will do right by you.

Season's best Wishes to You



Along with the many wishes that you already received, we would like to add ours. May this be a very Merry Christmas for you and may the New Year be one of happiness and prosperity.

**Kemp Lumber Co.**

Lowe Wickersham  
Raul Juarez  
James Ray  
Raymond Aguilar

**Christmas Joy to You**

The truest joy of Christmas is not found in receiving but in giving. So this greeting is sent with a hope that God's promise of Joy and Love, of Peace and Good Will -- will be yours this Holiday Season.



**IVAN ROGER'S AUTO REPAIR**  
13TH AND MAIN

**Christmas...**



The magnificent promise of the Christmas story has inspired the dreams and prayers of men through the centuries. Wherever mankind kept to the spirit of brotherly love, there the meaning, the symbolic beauty of Christmas remained.

It is our fervent hope that this Christmas will bring us still closer to the fulfillment of the promise of Peace and Good Will in all lands. In this spirit we wish a Merry Christmas to all.

**First Methodist Church of Artesia**      **Lake Arthur-Cottonwood Methodist Church**  
**Spanish American Methodist Church**      **Loco Hills Methodist Church**  
**Thompson Chapel Methodist Church**      **Hope First Methodist Church**



Hark, the herald angels sing...

"Good news from heaven the angels bring Glad tidings to the earth they sing To this day a Child is given To crown us with the joy of Heaven"

May your Christmas reflect all the joys of the Holiday Season.

SANDERS OFFICE SUPPLY

119 West Main

Artesia, N. M.

Ancient Church Bells Still Summon Village

A pair of ancient church bells, brought to Frankemuth, Mich., from Bavaria shortly after Frankemuth was founded as an Indian mission, has been calling the congregation of St. Lorenz to Christmas eve services for more than a 100 years.

Ninety-five per cent of the residents of the small community are members of the church, earning the village the title of "the most Christian community in the United States."

Frankemuth has never had a crime of violence, and, as far as residents can remember, no one has been jailed over a period of 25 years. The only visitors to the lockup were transients given a night's lodging.

Lemoore, Calif. (AFPS) — City Judge W. W. Sheahan had himself arrested for drunk driving, paid a \$200 fine and then warned himself not to appear in court again on the same charge.

Pointed Pearls—

Pain is a signal that something's wrong. Don't exaggerate it. Most men and women can steel themselves to severe pain when necessary.

Perfect Present

By Willard Olvan Persing

THE REASSURING WEIGHT of the nickels and dimes in his pocket took the bite out of the raw Saturday afternoon. Surveying the street from the eminence of three dollars for the first time in his eleven years, Jimmy Sands thought it was a pretty nice world after all.

After enjoying this sense of prosperity for a few seconds, he remembered that he'd have to hurry if he wanted to hide the Christmas present before his mother woke up from her nap. A frown came over his face as he glanced around to locate his pup, Mike wasn't anywhere in sight.

He started to whistle, but his attention was caught by little Sammy Farr, big-eyed with excitement and fright, running toward him.

"Hey, Jimmy!" called Sammy. "They took Mike!"

Jimmy's heart sank. He knew who 'they' meant, but he had to make sure. "Who took him?"

"The dogcatcher. Mike tried to run away, but they caught him down at the corner."

Little Sammy wiped his nose on a ragged cuff. "I didn't have time to hide him like we always did before when that old dogcatcher came around."

"I shouldn't have left him down here by himself, but I didn't want to wake Mom up." Jimmy sat down on the step and buried his face in his hands. Sure, he thought, they'll keep Mike five days before they get rid of him, but a license will cost two dollars and a half.

Then he straightened up; he had three dollars in his pocket, three dollars all his own, that he had earned by running errands, selling junk, and saving the few pennies that his mother had given him for candy.

If he bought a license for Mike, he wouldn't be able to buy the new purse for his mother, but he could buy a nice handkerchief or something with the fifty cents that he would have left.

A boy of eleven couldn't cry in front of a seven-year-old so Jimmy blinked away the tears that came when he thought of fuzzy, playful Mike being tossed into a pen full of big snarling dogs.

"I wonder if they'll feed him good?"

A SENSE OF SHAME kept returning when Jimmy thought of his mother's shabby old purse. She'd had it as long as he could remember, and he had seen her stop several times to admire the shiny black one with the gold-colored clasp that was in Hoffberg's window. He had been looking forward to Christmas morning when she could carry the new one proudly to church instead of hiding the old one's shabbiness by tucking it under her arm. It just wouldn't be right to spend that money for Mike's license.

"Come on, Sammy, if you'll keep it a secret, I'll let you go with me to buy Mom's present." Maybe he could leave the purse with the landlady until after his mother had gone to work. Jimmy was glad that she wouldn't have to clean up those offices on Christmas Eve and Christmas night.

Jimmy's mother smiled at him over the potatoes she was peeling for their supper. "Didn't you come up the front way?"

"Yes." Jimmy closed the door and walked over to stare out the one window in their room.

"You didn't leave Mike out in front?"

"No—" The tears that he had been holding back poured out. "The dogcatcher took him away." Jimmy sank into a chair by the table and buried his head in his arms.

Smiling to herself, Jimmy's mother placed a comforting hand on his shoulder and said, "I think it will be all right with Santa if you get your present tonight instead of tomorrow night." She took an envelope out of the shabby purse that lay on the table. "Merry Christmas, Jimmy."

Something in her voice made Jimmy open the envelope and look inside. "Mike's license!" Jimmy grabbed his cap and started for the door.

"You had better wait till tomorrow, Jimmy. It's late, and it's a long way over to the dog pound. They'll take good care of Mike."

Just how this Service training will reflect on your future ambitions.

Notice on a bulletin board — Will the Serviceman who took a fur coat by mistake from Lynn's Ballroom please return the blonde who was asleep in it? No questions asked.



Holiday GREETINGS

and best wishes for the New Year Grand Street Grocery Mr. and Mrs. M. T. Peters 10th and Grand



Season's Greetings

Once more may the Christmas Star send its blessing down with the same glad meaning it brought to Bethlehem. And as we yield our hearts to the spirit of tenderness which pervades the Christmas air, may we remember the heavenly love which came into this world the night Christ was born.

Let us remember, too, that we keep Christmas truly, only when we permit the love of the Christ to enter our hearts and lives. May you enjoy a truly Merry Christmas and a Happy New Year.



FIRST PRESBYTERIAN CHURCH FOURTH AND GRAND



Greetings

May these be the gifts that Christmas will bring to you...

- the joy of happy memories • the peace of real contentment • and the happiness of a bright New Year

IRBY DRUG

Carper Building

Artesia, N. M.

Large advertisement for holiday greetings featuring a border of Santa Claus figures and the text 'holiday GREETINGS' and 'THOMPSON-PRICE PHONE 275'.



Greetings to all...

Christmas is upon us...and we cannot help but feel grateful to our many friends who have helped make the past so worthwhile and whose confidence in us gives added strength and promise to the future. In fullest gratitude we extend our sincerest wishes for A Joyous Holiday Season.

PEOPLES STATE BANK