

PENASCO VALLEY NEWS

AND HOPE PRESS

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Hope, Eddy County, New Mexico

Friday, Dec. 19, 1947

FAMILY REUNION

About 10 a. m. last Sunday members of the Jernigan family from far and near began to arrive. A bounteous buffet dinner was served at 12 o'clock. The afternoon was spent visiting and taking moving pictures of those who attended and many happy incidents and fond recollections were brought to mind by the old family album. Those who enjoyed the day were Mr. and Mrs. Buckskin Jernigan, Mr. and Mrs. Orville Jernigan and Alvaree, Mr. and Mrs. Henry Jernigan and Mike Jernigan of Pinon, Mr. and Mrs. Ed Watts, Mr. and Mrs. Raymond Davenport, Mr. and Mrs. Bill Watts and Sonny and Carolyn of Dunken, Mr. and Mrs. G. T. Watts and son, George, of Roswell; Mr. and Mrs. Ray Jernigan and three children of Roswell, Mr. and Mrs. Finn Watson and three children of Hobbs, Mr. and Mrs. Carl Lewis and son, Donald, of Artesia; Mrs. Georgia Jernigan of El Paso, Mr. and Mrs. Max Carwright of Pinon, Edgar Davenport and Fred Hodges from the N.M.M.I. in Roswell. Mrs. Ida Prude was the hostess.

CHRISTMAS PROGRAM

On Wednesday, Dec. 24, at 6:00 p. m. there will be a program and Christmas tree at the Baptist church. Everyone invited. Candy and nuts for EVERYBODY. Everything FREE. Come and bring all the children.

Hope Does Well On Collecting Indian Relief

Last Saturday the contributions for the Navajo Brotherhood Caravan were collected up and taken to Artesia by Mr. and Mrs. W. H. Hatler. The donations consisted of 11 boxes of clothing and canned goods, including beans, coffee, sugar, milk and many other items. And 480 pounds of flour and cornmeal. Hope did very well, considering the time that was allowed for putting this campaign over.

NEW ELECTRIC LINE TO BE READY SOON

Santa Claus is going to be around the valley this year, we know for sure. He is going to bring to the people west of Hope electricity. Crews from the Central Valley Electric Cooperative are working overtime so that those people who have waited so patiently all these years may turn on the switch and have lights during the Christmas season. Among those who will enjoy this great blessing are Joe and Anderson Young, Robert Parks, Sam Hunter, George Teel, Maurice Teel, Irving Cox, F. E. Harris and others.

SCHOOL NEWS

The Hope school wants to thank Jack Stegall for the nice Christmas trees he brought down from the mountains. School will convene Jan. 5. The second semester will begin Jan. 19. The school wishes all a "Merry Christmas." Charles Neal has withdrawn from the ninth grade and has moved to Albuquerque.

Mr. and Mrs. Roy Lipsett plan to spend their Christmas vacation in Elk City, Southard and Buffalo, Okla. The Elliotts will visit at Oklahoma City, Enid, Seiling, Elk City, Clinton and Watonga. Mr. and Mrs. Marable will spend their vacation in Hope. Mrs. Fowler and children will spend Christmas in Hope. Mr. and Mrs. John R. Moore and children will go to Arizona for a few days before Christmas.

The Yellowjackets went to Eunice and Monument last Friday afternoon and night. Hope lost to Eunice in the afternoon by the score of 15 to 32 and lost again that night to Monument by 23 to 40. W. G. Madron played very good offensive basketball in both games. He made 12 of the 15 points that we got in the first game and got 14 out of 23 that

were made that night. They boys played very good defensively in both games. The Yellowjackets played Artesia Tuesday night and were beaten 47 to 22. High point men for Hope were Lonnie Harris, Clarence Forister and Blaine McGuire, all tied with seven points each. The boys played very good but Artesia just had too much experience, size and substitutes.

Seventh and Eighth Grade News

We have completed our pictures for the Milton Bradley Art Contest. Our teacher, Mrs. Lipsett, mailed them in today. We have a new pupil in the seventh grade, James Carol Bailey. We have our Christmas tree lighted. We made decorations for our room. David Sanders had to miss school last week because he was in the mountains loading corn. Alvin Gathings was sick last week. Mr. Moore gave us a "Dippy Dilly" bird. We enjoy watching him. We can hardly wait until time for our Christmas party Friday.

Fourth, Fifth and Sixth Grade News

We hope to have a nice Christmas tree. The smaller children that do not go to school will have their tree in the Home Ex. room. Yesterday Myrna, Jackie, Patsy, and Johnny were absent. We missed them very much. Our boys may be able to play ball. They cannot play unless they make good grades. We are hoping they get to play. Our flowers are growing nicely. We water them every day.

Hope News

Mr. and Mrs. LeRoy Bell entertained a group of their friends last Sunday with a turkey dinner at their home south of Hope. The guests were Mr. and Mrs. George Teel, Mr. and Mrs. John Teel, Mr. and Mrs. Lewis Scoggin and son, Rev. and Mrs. E. A. Drew and Mr. and Mrs. James Robertson and son of Artesia. "Who wrote 'Night Before Christmas'?" You'll enjoy this absorbing behind-the-scenes report about that most famous of all Yule poems. Read it in The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner. adv

Wednesday night Dec. 24th the Musgrave Store will be open until 10:00 p. m. or later if necessary

Monday we were most pleasantly surprised. Mr. and Mrs. J. W. Mellard of Weed came around and brought the editor a Christmas tree. Many thanks. Mr. Mellard said he would bring the Town of Hope a Christmas tree in a few days. The tree is here, also a string of lights. "Meet the Real Einstein." Here's a warmly human word portrait of Albert Einstein by the man who succeeded him at the University of Prague. You can read this stirring commentary plus many other colorful features in The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner. adv

The Baptist Brotherhood of Artesia will give a program at the Baptist Church at Hope, Sunday, Dec. 21 at 11 a. m. The public is invited to be present.

It is reported that Hope will have a bank established here in the near future. We were told Monday that as soon as the Southern Union Gas strikes oil in their test well 10 miles southeast of Hope a drug store will be established in Hope. The Southern Union is now down better than 5000 feet. They are scheduled to go 7500 feet or better.

Dance in the Hope gym Dec. 27 and Dec. 31. Bates-Fisher Music. Admission 75 cents per person. adv. 12-5-12-19-26

Work Wanted — Baby sitting or house cleaning. After school hours. Appy at Fisher's Laundry. Aleta Melton and Carol Munson. adv

Mrs. John Hall returned last week from California where she visited a brother and sister.

FOR SALE — One Butane heater. 24,000 B.T.U. News office.



By HELYN CONNELLY

BETTY JANE threw her purse at a chair and sat down heavily on the bed.

She wore her father's shirt and her brother's blue jeans, a costume she adopted a year before with Woody Anderson's permission. "What's the matter, dear?" She jumped as the words cut the silence, but she didn't turn. She didn't want her mother to know anything was amiss—not yet, anyway. And then suddenly the tears came, like angry flood waters bursting through a barrier, unable to be restrained any longer.

Mrs. Miller was careful to keep a straight face as she wiped her 16-year-old daughter's face with her handkerchief. "Why, dear? Did Lance upset you?"

Betty Jane shook her head vehemently. Why did mother always think her brother was to blame for



"Gosh, you look wonderful like this!"

her tears? Grown women never cried over their brothers! "It's what Lance saw, not what he did." Betty said in a burst of confidence. As her mother waited she continued wretchedly. "He saw Woody buying a bottle of cologne. Cologne, mother, imagine! He was so glib when he told me I looked cute in jeans and now he's two-timing me with some fluffy female who actually uses cologne! Oh, how can men be so beastly?"

"Darling, how do you know the cologne isn't for you? Maybe Woody thinks you've outgrown your jeans." "He knows what I think of these pink and white girls who use that horrible concoction! He wouldn't dare get me any. And besides, I already told him I wanted roller skates for Christmas. . . I have to be ready for the new rink that's opening next month, don't I? I thought Woody and I would be going together, but now that's all over." She threw her arms around her mother and cried tragically, "Oh, mother, I'll never smile again! I definitely won't."

This time Mrs. Miller smiled over her daughter's head. She well recognized the stage Betty Jane was going through and decided she must take a hand. "You're sure the cologne wouldn't be for a sister or a cousin?"

"He hasn't a female in the family, and his mother never uses it, so who else could it possibly be for? I'll bet it's for Estelle Bryan. All the other fellows like her but Woody used to say she was too fragile. Oh, mother, how he's deceived me!"

HER mother arose. "Well, dry your eyes, Betty, dear. It's Christmas Eve and you want to be happy today. Woody will probably come over with your roller skates tonight and we'll surprise him. If he likes fragile girls, he'll get one."

Betty Jane sat up straight. "Mother, no! Not that horrible blue dress you bought me!"

"You wash up and put that dress on, Betty."

"We'll wait for you downstairs." With that, Mrs. Miller closed the door on her tomboy daughter and hurried downstairs. As she reached the bottom step the doorbell rang and she admitted Woody Anderson, a lanky boy with unruly red hair and freckles marching in perfect formation over the bridge of his nose. He was clutching a box, obviously containing the roller skates requested by Betty Jane.

"She'll be right" Mrs. Mill-

er informed him, then left him alone for the surprise.

It came a half-hour later when Betty Jane made her appearance. The blue dress looked even better than she had hoped it would.

"Gosh, Betty Jane!" Woody contributed to the conversation. The smile broadened. "For me, Woody?" she asked, nodding toward the box. "Is it cologne? Lance saw you buying some." So casual, so indifferent.

"Uh—gosh, no, Betty Jane. Gee, you asked for skates and I got them for you. I bought cologne for Miss Lindsay, the English teacher that helped me with my essay for that contest."

"How sweet of you." She stepped down into the living room and accepted the box from Woody. "Thank you," she said gravely. "Yours is under the tree."

"Gee, I didn't think I'd ever like you dressed up as a girl, Betty," he gulped. "Estelle looked so awful and I was proud to have you run around with me in blue jeans, but, gosh, you look wonderful like this!"



By DANIEL F. LINDSAY

TOM LARKIN opened the kitchen door. His wife looked up with a hopeful smile as he entered. He just shook his head.

"No mail at all?" she said as she went on fixing dinner.

"Oh, there were a couple of ads and a bill from the seed company." He hung his hat on a hook and crossed to the pump. His white hair was damp around his face when he straightened up again.

"It's just not like Bill," she sighed. "Bill's got an unforgivin' streak, always did have, even when he was a little feller." Pa's old brier gave off a pungent odor as he lit it.

"But this is different, Tom," she said, putting a pan of biscuits in the oven, "tomorrow is Christmas. It's a long way to the coast. Maybe he wrote but didn't mail it in time."

"Ma," his tired old voice was filled with bitterness, "there's no



"She could see Pa striding into the living room."

need to stick pins in yourself by hopin'. Christmas or no Christmas . . . that boy is still mad."

The old lady's eyes shone with faith. "He might stay mad all year long but when Christmas comes . . . he'll write. I know. I'm his Ma."

"Don't forget," Tom said as he blew smoke at the ceiling. His eyes crinkled at the corners. "I'm his father."

"Dinner's ready, Pa," she said, filled with a deep longing and fought to keep the tears out of her voice.

"I c'n understand that boy still bein' mad at me, but why does he have to take it out on you?"

"You're wrong, Tom," Ma replied as she lifted her head and smiled. "The day after Christmas, first delivery, we'll get a letter. You'll see."

"Not from him," he shook his head grimly.

"You're forgettin' Judy," she reminded him as they sat down. "She's a good daughter-in-law."

"Oh, I'm not blamin' her," replying as he covered his biscuits with gravy. "Judy's a fine girl. It's his bull headed pride."

She got up and taking the coffee pot off the cook stove filled his cup.

They ate on in silence. Finally he pushed his plate back.

"You aren't eatin' much," he scolded.

"I'm just not hungry, Pa."

"I see," he stood up. "I'm goin' out and turn the heater on in the hen house. It'll be cold tonight." His old shoulders slumped forward as he went outside. She shook her head and started picking up the dishes. Her mind sank back into the past. To the days when Christmas was alive with the excitement and laughter of young voices. She could see Pa striding into the living room bearing a large evergreen on his shoulder. Behind him there was always a highly excited little boy, bearing an axe. She wondered if the little boy ever thought of it.

PA CAME back on the porch. She smiled as he kicked his toe against the threshold. It's a wonder, she thought, that there's any threshold left after all these years. He came into the kitchen, dumping an armload of kindling in the box behind the range.

"Snowin', Pa?"

He shook his head and took off his wraps, replying, "Stopped."

She hung the dish towels up to dry. He pulled a rocker in from the living room and sat down.

"Everything all right in the barn?" Ma asked as she threw a few lumps of coal in the fire.

"Sure," Pa said. A sad smile crossed his lips. "What's the use pretendin', Ma? We're both feelin' blue."

She sat down at the old kitchen table and started peeling apples, uttered, "I know it."

"Gonna bake me a pie?" he asked. She nodded. "Apple was always Billy's favorite, too."

"Now, Ma, what's the use o . . ." he stopped as they heard a car drive up in the yard. "Must be Jim Rogers' Said today that new calf of his was sick." He opened the kitchen door and peered out into the night. She could hear him catch his breath as he watched a man and a woman get out. "Ma, who do you think?" his voice was low.

"I knew," Ma laughed as she laid the paring knife down with a happy smile, "I knew it all the time."

'The Messiah' Ranks

As Yuletide Favorite

Best known of all oratorios is Handel's "The Messiah," a favorite presentation of the Christmas season. In almost every community in the civilized world a choir will sing part or all of the oratorio during the Yuletide. People in places too remote to boast a sufficiently skilled choir or soloists will hear "The Messiah's" message by radio.

The famous oratorio was written by George Frederick Handel in London between August 22 and September 14, 1741. The first presentation



was in Fishamble Street Music hall, Dublin, on April 13, 1742, under direction of the composer.

Ladies were requested to "refrain from wearing hoops" and gentlemen to "leave their swords at home," in order that a capacity audience might swell the proceeds to relieve needy children and the inmates of debtors' prisons.

"The Messiah" was given its English premiere before the court at Covent Garden in March, 1743. George II was so overpowered by the grandeur of the music portraying the King of Kings that he sprang to his feet in reverent acclaim at the opening bars of the Hallelujah chorus, an action which led to the modern custom.

WEEKLY NEWS ANALYSIS

**Everybody Talking About Inflation;
CIO Reveals Wage Increase Drive;
Arabs Riot, Pillage in Holy Land**

(EDITOR'S NOTE: When opinions are expressed in these columns, they are those of Western Newspaper Union's news analysts and not necessarily of this newspaper.)

INFLATION

What's to Be Done?

Administration pressure to force the adoption of President Truman's proposed anti-inflation panacea involving wage and price controls was increasing steadily.

Latest in a procession of cabinet members testifying before congressional committees in favor of price controls was Clinton P. Anderson, secretary of agriculture.

He bluntly warned the house banking and currency committee that unless rising meat costs are halted price controls on that commodity would be necessary by early spring. Describing meat and grain as foodstuffs in which early shortages can be foreseen, Anderson pointed out the likelihood that early 1948 would see fantastically high prices of meat.

There was a profusion of thinking on the inflation problem which so far had done little except to promote widespread disagreement and uncertainty among the people.

The administration, congress as a body and private citizens remained at odds concerning what should be done. Robert S. Nathan, former government economist, called for an immediate 20 to 25 per cent rollback in prices and predicted a "bust" next year if the situation remains uncontrolled.

Secretary of the Treasury John Snyder issued a direct challenge to congress to come up with some workable idea of its own to combat rising costs of living.

Earl Bunting, president of the National Association of Manufacturers, epitomized the attitude of private business and industry in general by calling for greater production per man per day, reduced taxes and a curb on exports.

What it amounted to was this: You either were in favor of price and wage controls or against them. You pay your money and you take your choice; but in any event, with inflation a predominant condition of the economy, you pay your money.

**HOLY WAR:
And Terror**

In Cairo, Egypt, a group of Moslem religious scholars—the Alzhar Council of Ulemas — solemnly renounced the U. N. decision to partition Palestine and decreed a "jihad," which, in the Islamic tongue, means a holy war.

Thus was added the highest Moslem religious sanction to the decision of the Arabs to fight with every means at their command the separation of Palestine into independent Jewish and Arab states.

In the cities of Jerusalem and Tel Aviv the holy war was creating unholy terror. Jewish-Arab fighting resulted in 31 deaths, hundreds of injuries and countless cases of pillage and destruction amounting to damages upward of a million dollars during the first week following U. N. approval of partition.

Fear spread that Arab fury over the partition would erupt into a full-scale civil war. It was reported that King Ibn Saud of Saudi Arabia had promised to donate the 18 million dollars a year his state received from Middle East oil concessions (largely American-owned) to the support of Arab military forces.

What the Arabs didn't seem to realize, or were ignoring, was the fact that, in violently opposing partition, they were stepping in the face of the nearest thing to a united world opinion that has existed among mankind for a long time. From that standpoint their actions were something less than smart.

**WARFARE:
Plastic Tanks**

Tanks, as we know them, may be for the memory only in a few more years if the prediction of Maj. Gen. James M. Gavin is sound.

In the event of another war tanks made largely of plastic and light enough to be flown from one front to another will play a decisive role, the military expert said in a copyrighted article in the Armored Cavalry Journal.

Gavin, who commanded the parachute assault troops in the Normandy invasion, said the heavy tank of World War II is so outdated it "belongs in the Smithsonian institution."

"Either we develop the means that will enable us to fly everything we need for combat or another nation will," he asserted. "If another does—well, we've had it."

Grand Champion



Claude Millwee, 18, of Fort Cobb, Okla., poses proudly with his 1,100-pound shorthorn, "Big Boy," which was judged grand champion steer of the International Livestock Exposition in Chicago.

**WAGE DRIVE:
Third Round**

Since there apparently is no way of eliminating inflation in the foreseeable future, the CIO decided, the best thing American labor can do is to string along with it.

That was the philosophy behind CIO President Philip Murray's announcement that the labor organization would seek general wage increases for its six million workers in basic industries.

It presaged a new series of labor difficulties which probably will reach a crucial peak next March and April. More than that, it was the development most feared by economists frantically trying to combat inflation—official launching of the third general round of wage demands since the war.

Murray, seeking to justify the decision, claimed that since the war workers had suffered a net loss of 18 per cent in the purchasing power of their weekly earnings despite wage increases.

He added, in a tone of disillusionment, that the CIO's move for another pay raise grew out of his and other CIO leaders' moral certainty that congress would do nothing to halt inflation and its continuing and dangerous impact on the American worker. He hoped, he said, that "it won't be necessary to have strikes."

The decision was not entirely unexpected. Secretary of Labor Lewis Schwollenbach had seen it in the cards earlier when he predicted such a development and warned that pressure for general wage increases was mounting with rising prices.

Meanwhile, congress, dissatisfied with President Truman's 10-point anti-inflation program, continued working on cost-of-living problems with two cabinet officers under orders to draft specific bills to fight inflation.

**BOGEY:
No Red, He**

Humphrey Bogart, the film actor, is above all not a Communist, said Humphrey Bogart in Chicago.

He wanted it known definitely that the labels of Communist or Communist sympathizer tacked on him and his wife, "Baby" Bacall, by some segments of the press were groundless.

The actor found himself being given a pink wash after his recent trip to Washington, along with other film stars, "to preserve the first amendment" which they thought was getting roughed up during the Thomas committee's investigation of Communism in Hollywood.

"I detest Communism just as any other decent American does," he growled. And he added that the reason he went to Washington was because "I thought fellow Americans were being deprived of their constitutional rights and for that reason alone. As a taxpayer—a guy who pays more than \$100,000 a year in income tax—I thought I had a right to have my say."

He sounded sincere. Tough, too.

RUSSIA:

Ruble Trouble

All was not serene inside Russia; the Soviets were having difficulties with their rubles.

A report broadcast by the U. S. state department's Voice of America said that Russians had begun wholesale runs on banks and stores in Moscow and other Soviet cities because of fear that the ruble is losing its value. If the report were true, the tightly controlled Soviet economy was in serious trouble.

Frightened by rumors that the ruble was about to be devaluated, crowds flocked to stores to buy any kind of durable goods they could get—jewelry, dry goods, rare books, anything with physical value.

At the same time, the Russians began a rush to withdraw money from savings bank accounts, but an order was issued forbidding withdrawal of more than 200 rubles a day, about enough to buy a fifth of a pair of shoes.

This was the bugaboo of too much printed paper money coming back to hound the Kremlin. During the war printing presses turned out rubles on everything except the backs of old envelopes.

Now, to prevent currency inflation, Moscow was going to issue a new currency, with values scaled down, and would order higher prices on consumer goods.

**GAG BILL:
'Energetic'**

True to his promise, Robert Schuman, premier of France, was doing something "energetic" to cure that nation of its internal complications, worst of which have been Communist-inspired strikes which paralyzed the entire economy.

The national assembly had completed passage of his program to jail violent labor agitators, gag Communist writers, curb sabotage and guarantee the "right to work." The bill empowered Schuman to crack down on Communist agitators with fines up to a million francs and prison terms up to 10 years.

Although the measure granted limited totalitarian authority to Premier Schuman, it will not affect France's basic economic ills. Communists admittedly were the immediate instigators of the nationwide strikes in every field of industry and transportation, but in pushing the work stoppages they simply were capitalizing on the genuine grievances of French labor.

Wages, working and living conditions and production methods in France would have to be altered drastically before the nation could have any internal peace. This, according to the philosophy of the U. S. government, could be accomplished only through immense pump-priming with American goods and dollars.

LEAGUE:

For Politics

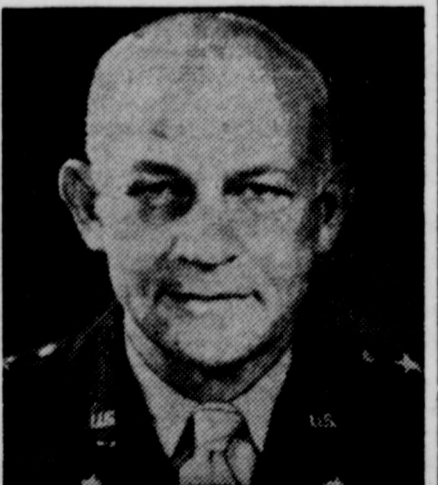
Ever since the Taft-Hartley act outlawed the spending of labor union funds for political purposes, the unions have been busy setting up special agencies through which they can apply political pressure in 1948.

Most recent such political league has been organized by the International Association of Machinists (IAM); it is called the machinists' non-partisan political league, and will "aid working people exercise their right to vote more effectively," according to Harvey W. Brown, IAM president.

In 1948 it will "concentrate on replacing the pro-employer Taft-Hartley congress with one composed of those who will consider the interests of all groups in our country rather than the narrow interests of a single group."

Other leagues of similar political bent are the CIO political action committee, the AFL labor's educational and political league, the railroad unions' railway labor's political league and the communication workers' group.

Atomic Coordinator



Lt. Gen. John E. Hull, Pacific commander of U. S. army forces, is coordinating the work of the army, navy and air force in construction of elaborate testing grounds for atomic experiments at Eniwetok, mid-Pacific atoll.

ASK ME ? ANOTHER ? A quiz with answers offering information on various subjects

The Questions

1. What is the weight of the Liberty bell?
2. The Hanging Gardens of Babylon were 60 miles south of what present-day city?
3. What part of the earth's population knows English?
4. What line follows "The night has a thousand eyes"?
5. What was a Greek hoplite?
6. The average annual precipitation in the U. S. is how many inches?
7. What is the weight of each

gold brick stored at Fort Knox, Ky.?

The Answers

1. It weighs 2,080 pounds. Its clapper is 3 feet, 2 inches in length.
2. Bagdad.
3. More than a third understand a large part of the English vocabulary.
4. "And the day but one."
5. A soldier.
6. Approximately 29 inches.
7. The 892,000 bricks weight 27.5 pounds each. Total value about \$12,500,000,000.

CLASSIFIED DEPARTMENT

BUSINESS & INVEST. OPPOR.

AMUSEMENT park for sale on Gulf of Mexico. Completely equipped. Ballroom, roller coaster, rides, cafe, tile swimming pool, etc. Excel. climate. Average gross over \$10,000 mo. \$75,000 to handle. Terms. Worth \$250,000. Consider trade. Marcus Reiners, 3106 Sherwood, Wichita Falls, Tex.

Country General Gro., mkt. Service sta. Gross \$120,000 yrl. Infor. write owner, L. R. Galtner, R. 6 Bx. 131, Vancouver, Wash.

FARM MACHINERY & EQUIP.

1,138 ACRES good grass ranch improved, on highway 36. 100 cultivated, 20 alfalfa. Owner R. Ebersole, Woodrow, Colorado.

CLETRAC TRACTOR, model 1947 BGS, used 135 hours farming. Sell for \$200.00 under list. EMMETT PRATT, Colby, Kan.

FARMS AND RANCHES

1,600 ACRES with complete set of supporting buildings. Beautiful home. Excellent water rights. Lots of extras. 30 minutes from Denver. Sound investment. \$90,000. Appointment only.

LIVESTOCK

HELP YOUR horses and mules keep in top condition. Stimulate lagging appetites with Dr. LeGear's Stock Powder in their feed. The best stock tonic money can buy. Satisfaction guaranteed.

HELP INCREASE MILK PRODUCTION of skimpy milkers by stimulating sluggish appetites with Dr. LeGear's Cow Prescription in their feed. A cow tonic guaranteed to give satisfaction.

MISCELLANEOUS

HUNTERS! Frontier Leather Co., Sherwood, Oregon, will tan your deer and elk hides. Write for information. Frontier Leather Co., Sherwood, Oregon

FALSE TEETH repaired \$3-85. Mail orders returned c.o.d. EXL REPAIR LAB., P.O. Box 2325, Denver, Colorado.

FOR SALE: Juke Boxes for home or tavern. Very reasonable. Write AMERICAN MUSIC COMPANY, 2104 Stuart St., Denver, Colo.

EX-G.I.'s. The Philippine "Ballsong" Folding Knife now available. Opens "Quick as a Flash." Hand made by "the knife man of the Pacific." 5 inch blade, \$5. 4-inch blade \$3.75. 2-inch \$2. in gift box prepaid. Mail money order today while stock is complete. Agents also wanted.

HARRY ALEXANDER ASSOCIATES Box 1122 Grand Junction, Colo.

MISCELLANEOUS

ORDER Eucalyptus Intense 25c. Colored picture plaques in metal frames 3 for \$1.99. Religious Mottoes in metal frames 3 for \$1. Subject Indexed Reference Bibles \$3.95. PINEFILES, P.O. Box 56 Littleton Colorado

WANTED TO BUY

IDAHO RED CEDAR POST MAKER wants sale, carload lots, low prices. Write HUGH CHISHOLM, Bonners Ferry, Idaho.

A Safe, Sound Investment—Buy U. S. Savings Bonds!

When your little one catches cold— Relieve Distress As He Sleeps!

At bedtime rub warming, soothing Vicks VapoRub on throat, chest and back. VapoRub's special relieving action starts to work instantly to soothe irritation, ease coughing, relieve muscular soreness and tightness. And then—even while child sleeps—VapoRub keeps right on working to bring relief. Remember, it's the best-known home remedy you can use to relieve distress of colds. Try it!

VICKS VAPORUB

Seaco by FAR the BEST for '47

A LEADER IN THE YEARS TO COME! More and more people are learning that Seaco is the best refrigerator buy of the year. More people examined Seaco Refrigerators in 1947 than ever before. More people bought Seaco Refrigerators in 1947 than ever before. Why? Because Seaco gives more down-to-earth features—more overall satisfaction—more real benefit. Yes, Seaco gives MORE to be "by far the best for '47."

And Seaco will continue to be a leader in the years to come. Top refrigeration engineers design Seaco. 55 years of refrigeration experience are behind each one of their improvements—which go to make Seaco a leader.

SIoux ELECTRICAL APPLIANCE Co. SIoux CITY 15, IA.



St. Nicholas

WISHES
A MERRY
YULETIDE
TO ALL

Of Course you believe in Santy!...

But even if you don't right now, the chances are ten to one that at one time in your career—the short pants or long curls stage—there was no doubt in your mind that there was a Santa Claus. You not only believed in him but you were in awe of him!

Santa Claus was a short roly-poly gentleman habitually clad in red with flowing white beard. He drove through the world Christmas Eve in a heavily-laden sleigh drawn by eight dashing reindeer.

It's a beautiful old myth—as much a part of the joyous Christmas season as is our annual wish for a Merry Yuletide for you and yours!

Central Valley Electric Cooperative, Inc.

E. A. White, Pres., Roger Durand, Sec., Wallace Johnson, Treas., J. L. Taylor, Vice Pres., H. V. Parker, S. O. Higgins, Roscoe Fletcher, Directors
Neil Watson, Attorney Otto Wood, Mgr.



**TIME TO HANG UP
YOUR STOCKING!**

Whether it's Santa Claus, Kris Kringle or Father Christmas, let us hail the patron saint of children on this day of days.

Christmas is the season that, above all others, turns the thoughts of mankind back to the all-enveloping innocence of childhood—away from the pure selfishness and commercialism of the every-day world towards the joys of giving and sharing.

It is in that true spirit of Christmas that we wish for you all the blessings of this joyous season.

Mr. and Mrs. Dick Westaway



Once again the joyous spell of Christmas is cast over us, as we hurry about with gifts for those we love. That warm glow we get from giving at this holy season cannot be duplicated at any other time of the year. It is our sincere wish that a full measure of happiness may be yours, this Christmas of 1947.

Artesia Gas & Appliance Co.

Box 278

ARTESIA, N. M.

Phone 304

Misinterpreted

An irate lady stormed up to the manager of the boys' clothing department and demanded attention. "My boy's suit doesn't fit him," she explained impatiently, "and when I showed it to the salesman who sold it to me, he said he could do nothing about it. Now, what do you intend to do about it?" "It must have fitted when you bought it," hedged the manager. "Now, wait a minute" interrupted the woman triumphantly. "You've got a sign over there that says, 'Money cheerfully refunded if not approved.' I demand my money back." "But we found absolutely nothing wrong with your money," said the manager suavely.

SAME LOW PRICE... 16
LAYMON'S 10
ASPIRIN
 Sold at Local Stores
 Guaranteed by Good Housekeeping

Doesn't it seem more sensible?
ALL-VEGETABLE LAXATIVE

In NR (Nature's Remedy) Tablets, there are no chemicals, no minerals, no phenol derivatives. NR Tablets are different—act different. Purely vegetable—a combination of 10 vegetable ingredients formulated over 50 years ago. Uncoated or candy coated, their action is dependable, thorough, yet gentle, as millions of NR's have proved. Get a 25¢ box. Use as directed.

Nature's Remedy
 NR TO-NIGHT TOMORROW ALRIGHT
 ALWAYS CARRY QUICK RELIEF FOR ACID INDIGESTION

Get Well **QUICKER**
 From Your Cough Due to a Cold
FOLEY'S Honey & Tar Cough Compound

STOP ENGINE WEAR

Filter oil twice with the AC "5-Star Quality" Oil Filter. AC has the only filter element with acid-proof glass cloth Collector Tube Trap, to prevent oil pollution and engine wear. One of 16 big AC features.

BUY WHERE YOU SEE THIS SIGN

Only **GOOD MERCHANDISE**
 Can Be CONSISTENTLY Advertised
 BUY ADVERTISED GOODS

When Your Back Hurts -
 And Your Strength and Energy Is Below Par
 It may be caused by disorder of kidney function that permits poisonous waste to accumulate. For truly many people feel tired, weak and miserable when the kidneys fail to remove excess acids and other waste matter from the blood.
 You may suffer nagging backache, rheumatic pains, headaches, dizziness, getting up nights, leg pains, swelling. Sometimes frequent and scanty urination with smarting and burning is another sign that something is wrong with the kidneys or bladder.
 There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. It is better to rely on a medicine that has won countrywide approval than on something less favorably known. Doan's have been tried and tested many years. Are at all drug stores. Get Doan's today.
DOAN'S PILLS

THE BIBLE SPEAKS
 International Uniform Sunday School Lessons
 By LOUIE D. NEWTON, D. D.

SCRIPTURE: Revelation 8-15; Isaiah 9:2-7; Luke 2:1-20.
 DEVOTIONAL READING: Luke 2:8-20.

The Prince of Peace
 Lesson for December 21, 1947

IT IS Christmas now that we are all thinking about, and our lesson for Sunday helps us to rightly approach this blessed season of joy and thanksgiving. It is suggested that we read Revelation 8-15, Isaiah 9:2-7, and Luke 2:1-20.



Dr. Newton

"For unto us a Child is born, unto us a Son is given; and the government shall be upon his shoulder; and his name shall be called Wonderful, Counsellor, the Mighty God, The Everlasting Father, The Prince of Peace," Isaiah 9:6.

Thus Isaiah sings of the coming Saviour, and in countless hearts this glad refrain will sound and resound as we come on in these waiting hours for Christmas Eve. It is the season of giving, because God made the Best Gift.

The Christmas Story

WE NEVER truly observe Christmas until we live again in the message of John 3:16: "For God so loved the world that he gave his only begotten Son, that whosoever believeth on him should not perish, but have everlasting life."

The Christmas story is the story of God's love. There is not enough goodness in man to produce the Christmas spirit—the true Christmas spirit. Only God could so love, and only God can create within our hearts the proper attitudes to worthily celebrate the birth of the Saviour.

Wisdom is fled from us if we drop down into the lowlands of commercializing the Christmas season by seeking gain for ourselves.

The Greatest Gift

THE gift of Jesus is the greatest gift for the reason that it represents divine giving. Jesus was not forced to give himself. "God commendeth his love towards us in that while we were yet sinners, Christ died for us."

If God so loved and gave, let us, by his indwelling Spirit, seek so to love and give. Boys and girls will thus find the answer to their desire to make suitable gifts to parents, and parents to children.

The Prince of Peace

THE bold prophecy in Revelation 11:15, which reads: "The kingdom of the world is become the Kingdom of our Lord, and of his Christ; and he shall reign for ever and ever," is the lifting thought of this lesson. That is Christmas fulfilled!

How this prophecy challenges our present world of fear and suspicion! Instead of the hysteria which has characterized our nation for months, we should have been strong in the gentleness of God—strong enough to dismiss the thought of pillage by another—gentle enough to drive Communism from the earth.

For let us well remember that the program of the Prince of Peace is not one day out of the year. It is an enduring program of progress among all men of goodwill.

The Song of Triumph

IN VAIN shall we observe another Christmas season if we allow it to come and go without joining in the song of triumph which the angels would ever teach us.

"Glory to God in the highest, And on earth peace."

It is, then, the high and holy task of every Sunday school teacher, every parent, every Christian, to sing this song of triumph. Only through personal faith in the Lord Jesus Christ can burdened, frightened souls catch the cadence of the choring angels. But we have the promise of God that every seeking soul may have this peace, this poise, this victory.

Permit me, please, to wish for you, and each of you, the blessed experience of the inward happiness of Christmas with Christ.

(Copyright by the International Council of Religious Education on behalf of 40 Protestant denominations. Released by WNU Features.)



By WENDELL BROOKS

The over-stuffed lady in the purple dress had fingered every necktie on the counter, and had Rusty McConegal—the clerk—pull some two dozen boxes of assorted neckwear out from behind the counter, had asked Rusty a dozen times whether or not he thought green would go well with blue and, finally, had turned away from the tie bar, sucking on her underlip and mumbling something about not wanting to buy anything she wasn't just sure of, and that three dollars was more than she wanted to spend on Henry anyway.

Rusty sighed. He forced a smile as he waited on the next customer. All this, and heaven, too, he thought. As if he didn't have enough on his mind already—enough meaning one particularly cute bit of femininity that was jockeying the number one elevator at the large loop department store. Miss Annabelle Toodles. Brunette. Five foot two. But it wasn't only the person of Miss Toodles that Rusty was thinking about. No, it was the fact she had, only the day before, purchased a red and white polka dot tie from him.

"I want a tie that will look well with brown hair," she'd said, dim-



Rusty's eyes bulged out. The polka dot tie!

pling. "Brown hair and brown eyes."

And Rusty had red hair. Red hair and blue eyes. And here all the time he'd thought. . . .

To top it all off, the floor manager had just made the rounds announcing they would remain open until 9 o'clock. Nine o'clock on the night before Christmas to accommodate last minute shoppers. It was too much. Nine o'clock and he'd made a date the week before with Annabelle. They were going to take in an early show and wind up the evening dancing at the Aragon. But if she were more interested in brown hair and brown eyes, if she'd sold out to hosiery—well, he didn't care if the store stayed open until midnight. Serve her right. She'd have to work, too.

"No, lady, these are all the ties we have. No, we haven't got any special numbers tucked away anywhere I assure you." Rusty felt like yelling that if the woman couldn't find a single tie she liked out of the some 500 laid out in front of her she was . . . well, he didn't know what she was but he was fed up. Life had suddenly become meaningless. And time dragged on.

He wondered how Annabelle would act. But he didn't have time to think about that because Annabelle was suddenly standing right in front of him, smiling.

"I took a break. Wasn't it mean of that old manager to make us stay open when we had a date?"

Rusty kept his eyes down on the showcase. "Mmm hm," he mumbled. She was talking like there was nothing at all wrong. Just as if she'd never even thought of another man in the world.

"Well, I've got to dash back. See you at nine."

"Mmm hm."
 Women. They were all alike. He looked up sullenly at the retreating figure of the slim brunette. His eyes wandered up past her trim waist to her hair. Why . . . Rusty's eyes bulged out. The polka dot tie! There it was, neatly tied in a bow on the back of her head, holding the locks of her hair in place. And all the time he'd thought. . . .

"Yes, sir," he grinned as he slipped a tie into a gift box for a fellow standing at the counter. "That tie will wear you for years. I know you're going to like it. And . . . Merry Christmas!"

AROUND THE HOUSE

Slip-cover baby's bottle. A wool bag will keep the milk from cooling. A drawstring at the top will fit the cover snugly to the bottle.

To keep a recipe card in view and out of the way while cooking, insert the card between the tines of a fork placed handle down in a glass.

Rub vaseline or lard on door knobs, hinges, and other hardware before painting a room. Daubs of misplaced paint may then be wiped off easily.

For a variation in serving an old-fashioned dessert, cut a baked apple in half, serve cut side up topped with ice cream. Or, top a baked apple with cream cheese whipped with milk to a creamy consistency.

When cooking macaroni, spaghetti, and noodles, add them gradually to salted actively boiling water.

Be sure your windows are clean before you put wreaths and candles in them.

Metronome in Prison to Beat Convicts' Grapevine

Some prisons throughout the world have metronomes operating in the corridors outside the solitary confinement cells so that the convicts in them will be prevented, by the constant ticking, from communicating with one another by means of tapped-out messages.

If you are looking for ways to stretch your Christmas budget—here's good news! Make a list of all the smokers you know and give them either of these two popular gift items featured by your local dealer—a carton of flavorful Camel Cigarettes or a pound tin of mild, mellow Prince Albert Smoking Tobacco. Both gifts come ready to give. The Camel carton comes in a colorful holiday dress, containing 200 mild, rich-tasting cigarettes. And Prince Albert—the National Joy Smoke—is offered in the popular full pound container. Even a card is unnecessary for these gifts—space is provided for a personalized Christmas greeting. You'll be "tickled pink" when you see the hearty reception your friends will give holiday-wrapped Camels and Prince Albert!—Adv.

JOLLY TIME ALWAYS POPS!
POP CORN
 TENDER AND CRISP—NO HULLS!
 WHITE OR YELLOW
 ASK YOUR GROCER

FACTORY REBUILT MOTORS
 Cars—Trucks—Tractors
 FORD list exchange, model "A" \$87.50
 85 h. p. \$109.75; 95-100 h. p. \$118.35
 AND B, as low as
 CHEVROLET list exchange, \$99.85
 model '29-'36, as low as
 '37-'46, \$107.75; '41-'46 h. t., \$113.45
 DODGE '33-'46 Plymouth . . . \$114.95
 AND '33-'46 Dodge \$118.45
 PLYMOUTH '35-'46-'37 1/2" bore . . \$140.45
 All prices list exchange plus Federal excise tax—f.o.b. Denver. Immediate delivery on most motors and guaranteed same as new. Motors shipped on deposit prior to receipt of old motor.
 Complete automotive machine shop services. Crankshaft exchange kits. Complete line new motor parts, McQuay-Norris distributor.
 Complete tractor and industrial engine rebuilding.
 Write, wire or phone your order to WESTERN MOTOR REBUILDERS, INC. "Denver's Motor Specialists" 745 Broadway, Denver, Colo. KEystone 6111

AS PURE AS MONEY CAN BUY
St. Joseph ASPIRIN
 WORLD'S LARGEST SELLER AT 10¢

CHAPPED LIPS?
 that's a job for "Comfy" and "Minty" the MENTHOLATUM TWINS
 We soothe smarting pain... make you smile again!

Quick MENTHOLATUM
 When biting raw winds cut lips, leave them dry and cracked and so painful it even hurts to smile—quick call for Mentholum, containing comforting Camphor and minty Menthol. These famous Mentholum ingredients gently help soothe tender lip skin, quickly revive dried out "thirsty" skin cells, help them retain needed moisture. Soon smarting pain leaves, your lips feel softer, smoother—you smile again. Get Mentholum today. ALSO RELIEVES HEAD-COLD STUFFINESS, CHEST-COLD TIGHTNESS, NASAL IRRITATION



"Hmm... New Kind Tire Chains!"

See those chevron marks in the tire chain tracks. They come from the V bars that stop skids most effectively on snow or ice. Yes, these are the new WEED AMERICAN V BAR-REINFORCED TIRE CHAINS—our latest development for safe winter driving. They give you

- 1 • Two-Way Grip, Right and Left
- 2 • 288 Gripping Points
- 3 • Heel-and-Toe Action
- 4 • Start Easier
- 5 • Stop Shorter
- 6 • Hold Straighter
- 7 • Last Longer

More than a new tire chain—WEED V BARS are a new idea in traction. Ask for them by name.

AMERICAN CHAIN & CABLE COMPANY, INC.
ACC
 In Business for Your Safety
New WEED V BAR TIRE CHAINS



Year after year we have been wishing our friends a Merry Christmas, each year hoping to make our message a little warmer, a little more personal.

It is with some such thought as this that we now add this "Merry Christmas" to the many that have gone before, with the hope that it will find you abundantly blessed with everything that the magic wand of Christmas can bestow.

Guy Chevrolet Co.
Artesia



Never a Christmas morning,
Never an old year ends,
But that someone thinks of
someone—
Old days, old times, old
friends!

J. C. Buckner

Hope

N. Mexico



• Now, when Santa Claus is so busy making children happy and dispensing cheer all over the world, we want to extend a warm and friendly greeting to our friends. Accept our very best wishes for a Christmas season of unalloyed joy and happiness.

Cummins House of Time

Booker Bldg

Artesia

Ukrainians Hold To Many Old Customs

Ukrainian churches, both Greek Orthodox and Uniate, cling to the ancient Julian calendar, so their Christmas Day comes 12 days later than ours, or on January 6. Christmas Eve is celebrated with much traditional ceremony and festivity.

The Holy Supper or Swiata Wecera is very elaborate, consisting of 12 courses, in memory of the 12 apostles. Fish, baked, broiled and jellied, takes the place of meat. Borsch, or beet soup, is generally served, and stuffed cabbage, filled with millet or rice. Vareniki, some-



thing like the Italian ravioli, also is a usual course. Dessert consists of special pudding called kutya, made of wheat, poppy seeds and honey.

During the Christmas Eve supper, some member of every Ukrainian family throws a handful of kutya or pudding at the ceiling. If it sticks, the coming year will be a prosperous and happy one. After supper, a plate of braided bread, called kolach, is left on the table between two lighted candles. Legend says that the spirits of the family's dead will return at midnight to eat this bread.

The Ukrainian Christmas festival lasts three days. In the villages singers known as Kolyadniki go from house to house singing the Kolyadky folksongs relating the birth of Christ and the events of his life. They usually carry a manger with them, and in some cases they perform miracle plays. They are rewarded by gifts of food or money.

Many beliefs are connected with the Christmas holly:

Legends relate that the crown of thorns was plaited from the holly, the white berries turning red like drops of blood after the crucifixion.

It is said that whoever brings the holly into the house first, either husband or wife, is the one who will rule in the ensuing year.

For many years the superstition persisted that holly was hateful to witches. It was placed on doors and windows to keep out evil spirits.

Hand Made Boots and Saddles, Ladies Purses and Belts, Bill Folds, Kids Boots.

SHOE REPAIRING A SPECIALTY BENNIE'S
Boot and Shoe Shop
Across from
Landsun Theater

Carlsbad Salt & Supply Co.

Sheep Mineral & Salt

S. C. Lovejoy, Agt.
Hope, N. Mexico



While angels hovered overhead,

the Star of Bethlehem guided the Three Wise Men to the Manger at Bethlehem. We cannot offer you their gifts of gold, frankincense and myrrh. Our gift must be restricted to the old, but heartfelt wish for all the joys and blessings of the Yuletide season.

Mann-Kaiser Electric Co.

408 W. Main

Artesia



One man — one of many — created a character who in child-like faith and all-embracing love will live through the centuries as the symbol of Christmas.

The man was Charles Dickens; his character was Tiny Tim. And in the words of Tiny Tim, oft-repeated, we'd like to say:

"A MERRY CHRISTMAS, GOD BLESS US EVERY ONE"

Key Furniture Co.

Phone 241J

412 W. Texas

Artesia



• At Christmastime we greet good friends.

If 'neath our roof you've rested, come again and be refreshed. If you have never crossed our threshold, visit us in the months ahead. To one and all we say,

MERRY CHRISTMAS!

Nelson-Pounds Food Store

Sixth and Main

Artesia



WITH PEACE AND PROSPERITY, WE SHOULD ALL BE HAPPIER THAN EVER THIS YEAR. DURING THE CHRISTMAS SEASON, LET'S TRY TO FORGET OUR CARES. FOR OUR PART, WE WANT TO ADD OUR FELICITATIONS TO THE MANY OTHERS YOU ARE RECEIVING, BY WISHING YOU A VERY MERRY CHRISTMAS—THE

Happiest Christmas Ever!
Kemp Lumber Co.
 Artesia



TALLYHO!

Due to a shortage of reindeer this season we send you our Christmas Greetings in this conventional way! In this season of gift-giving may we say that your friendship is our choicest gift, and we appreciate it beyond words to express. May your Christmas be a merry one, indeed!

Pior Rubber Co.

Wesley Sperry Phone 41, Artesia



Time To Be Happy!

Christmastide is the one time in the year when we should all be as happy as a boy with a bright new sled. So let's light up our faces and our hearts when we light up our trees, and here's wishing for you and your family the happiest Christmas you've ever had.

BALDWIN'S
 Artesia

World Calendar Would Stabilize Holidays

Important dates would be stabilized by the 12-month world calendar, with provision made for the extra day left over from the 52 week year in ordinary years and the two days in leap year.

Easter would be stabilized as Sunday, April 8, each year, one day removed from the date of the Resurrection, April 9, A.D. 30. Christmas would be pegged on December 25, a Monday, to provide a long week end.

Wherever feasible, holidays would be established on Mondays to prevent disruptions caused by their observance during the week.

The extra day in ordinary years would follow December 30, the end of the year, and be known merely as Year Day. January 1 would then follow. In leap years, Saturday, June 30, would be followed by Saturday, Leap Day, then Sunday, July 1.

Many business interests have favored the world calendar because of the contention that it provides for a better distribution of business days in each quarter.

REAL ORIGIN

January, the first month of the year, derives its name from the Roman god Janus.

Because Janus was a two-faced god, represented by the Romans as looking backward as well as forward, the idol was considered a fitting symbol for the turn of a new year. Standing firmly at the juncture of the new and the old, Janus could look back on the past year and look forward to the new.



HERE I AM! 1948 has arrived in a burst of glory, but how it leaves will depend on each of us. With all hope and our cooperation to make 1948 the best year the world has ever seen.

THIS YEAR

Build on resolve, and not upon regret.
 The structure of thy future. Do not grope
 Among the shadows of old sins, but let
 Thine own soul's light shine on the path of hope
 And dissipate the darkness. Waste no tears
 Upon the blotted record of lost years,
 But turn the leaf, and smile, O, smile, to see
 The fair, white pages that remain to thee.



The poinsettia has no Christmas legend and its adoption as a symbol or decoration for Christmas is of recent origin. In Spain it is known as the flor de noche-buena, and is connected with the sentiment of Christmas.

Its beautiful flaming star is one of the favorite flowers of the Christmas season, and its use as an indoor decoration is universal.

G. GOTTFRIED FINKE
 Signs & Displays
 Phone 390R3 Box 1005
 Artesia, New Mexico

TO OUR MANY FRIENDS



... AND MAY THE SPIRIT OF THIS DAY LINGER ON, BRINGING CHEER AND COMFORT LONG AFTER CHRISTMAS DAY ITSELF IS GONE.

Bowman Lumber Co.

310 W. Texas

Artesia



In This Joyous Season of Christmas

we want to renew all our old friendships, want each of you to feel your importance to us, and to realize that without you the story would have been quite different.

A very Merry Christmas to all of you, friendly people of this community!

Artesia Locker Plant

W. S. Hogsett, H. R. Ledlow, Dovie Steiweg, Grace Santo, Will Santo, Gene Roberts, G. Kelly Stout, Glendon Robinson, Earnest Bonine, Marvin Sanders, Lencho Hernandez



As the years come and go we can count our friends in ever increasing numbers. We like to think that neither luck nor chance accounts for this, but that the answer lies in public recognition of our determination to give our customers superior service and value at all times. Here is hoping that you may all enjoy

A MOST HAPPY NEW YEAR

E. B. BULLOCK
 Artesia



Santa is at the throttle and good fellowship has the right of way. Full speed ahead for the

Merriest Christmas of them all!

Times have changed since we started business in this community many years ago, and we have seen a great many changes. But one thing always remains the same. We continue to serve in the best possible manner the very best people it is possible to serve. We could ask for no finer list of customers, no better group of friends.

And to all of you our entire organization wishes loads of good cheer and a genuine old-fashioned merry Christmas!

Jensen & Son Jewelers

313 W. Main, Artesia

110 Plaza, Socorro

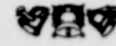


● Again gay carols ring out with their cheery message of holiday joy.

● In the old, old spirit of Christmas, voices of the carolers echo the message of "... tidings of great joy." Thus, too, do we join the carolers in wishing for you the blessed gifts of Peace on Earth, Joy, Good Will to Men.

IRBY DRUG

Your Drug Store in the Carper Bldg.



ANOTHER YEAR has passed. Again glad bells are pealing out the Christmas story. Happy children and parents are planning for the day in the glorious old-fashioned way. Everyone is thrilled by the magic spell of Christmas for they know the spirit of the Christ Child is in the land.

While glad bells peal out, while children make merry, while carols are being sung and the Christmas story is being told and retold, we join in the joyous occasion by expressing best wishes for a

Merry Christmas to each and every one

DWIGHT LEE



19 Our wish 47
for you at
Christmastide

THE QUIET JOYS OF HOME AND FIRESIDE

... the family gathered around the heavily-laden table... turkey and dressing, mince and pumpkin pies... the Christmas tree with its tinsel... the toys beneath... May you enjoy these deep sweet pleasures this Christmas of 1947.

The Penasco Valley News



With all the joys of the season to you!
GOOD HEALTH,
GOOD CHEER,
and a MERRY CHRISTMAS

Brainard-Corbin Hardware Co.
327 Main Street
Artesia, New Mexico



• WE ARE THE WORLD'S MOST INVENTIVE RACE—AND YET WE HAVEN'T FOUND A NEW WAY OF SAYING "MERRY CHRISTMAS." MAYBE IT'S JUST AS WELL!
• IN ANY EVENT, WE CAN PHRASE NO BETTER MESSAGE FOR THIS JOYOUS SEASON THAN THAT ANCIENT WISH.

Musgrave Store
Hope, New Mexico



☆
And when the day is gone
Our wishes for our friends
Continue on and on and on!

Palace Drug Store
Phone No. 1
Artesia, New Mexico



★ No matter what the language the spirit of Christmas is the same everywhere . . . in France, in Holland, in Sweden . . . and in the good old U. S. A. As you celebrate this joyous season in spiritual companionship with people of good will all over the world, it is our hope that this Christmas of 1947 will be the merriest you have ever enjoyed.

R. N. Thomas
County Superintendent of Schools

"Yes, we could," she had an inspiration. "Better still we can wait until tomorrow night and see for ourselves."
"We can?" she sat up in surprise.
"Sure. You go to bed just like always, then when he comes I'll wake you up."



"Santa was just coming out."

She got up from the floor all excited. "You mean we can peek?"
"That's just what we'll do."
"George," she turned to her husband that evening after Kally had been put to bed, "our daughter has quite a problem."

"Women always have problems," he smiled over his newspaper. "What is it this time?"

"She knows about Santa."

"That's too bad," he pursed his lips. "but what can we do?"

"Get someone to put her toys under the tree while she watches."

"Sure," he laid the paper down, "why couldn't I do it?"

"She heard that you are Santa."

He chuckled. "She isn't the only woman in the family who thinks that."

"How about Bob Perkins?" she ignored his attempt at humor. "He's the right build."

"Okay," he agreed, "I'll arrange it in the morning."

"Kally," her mother shook her gently, "Santa is downstairs."

"He is?" she sat up rubbing her eyes. "HE IS?"

"Okay," she slipped out of bed and into her slippers. In the early morning light she looked like a tiny blond elf.

"Put on your robe."

SHE got it and took her mother's hand. They crept down the stairs. Mommie held her back while she made sure Santa wasn't smoking a cigar. He was placing gifts around the tree. She motioned her to look. Kally peeked around the corner with big eyes. Then her head darted back.

"Where's daddy?" she asked in a stage whisper.

They heard footsteps on the stairs. Daddy crept down. Kally peeked around the corner again. Santa was just coming out with an army barracks bag over his shoulder. The three of them ran and hid behind the staircase. As soon as the front door slammed Kally was up the steps like a shot.

"Hey, Sweetheart," Daddy called after her, "he left the toys in the living room." He stopped as he heard his wife's laughter.

"What's the matter with her?" he glared at her suspiciously. "Doesn't she like the little tike?"

"I'm afraid, dear, that you'll never understand the feminine mind."

"What do you mean . . . where's she going?"

"To get her coat."

"Her coat . . . why?"

"She's going down the street to tell the little girl that she's all wet. Because she has just seen Santa in her front room."



May this Christmas bring happiness as true, as that we have known in our relations with you!

C. B. Altman
Hope, New Mexico

CHRISTMAS remembrance



It would be difficult, indeed, to forget our friends, particularly at Christmas. We want you to know how close we feel to all of you, and how sincerely we wish for each of you the choicest blessings of Yuletide.

The Hub Clothiers
Artesia, New Mexico



If we could—we would say "Merry Christmas" to each of you personally. Since we can't, the next best thing is to put our greetings in print.

Safeway Stores Inc.
Artesia, New Mexico



Christmas! No vaunting phrases can truly carry the meaning of that word, no marching adjectives picture its fulfillment. Its being and expression must ever lie in the simple words of the prophets, in the unpretentious but meaningful phrases of the Man of Galilee:

"ON EARTH PEACE, GOOD WILL TO MEN."
Eddy County Republican Committee
Bill Dunnam, chairman



By DANIEL F. LINDSAY
KALLY O'NEIL walked slowly up the front steps. Her mother watched her from behind the curtain. Being five years old and having a problem had her near tears. She reached up on tip toes and opened the door.

"Kally, honey. Come in here a minute." Kally pushed the hood of her snow suit back and went into the living room.

"What do you want, Mommie?" She shook her blonde curls free.

"Oh, nothing much," her mother smiled, "I just want to know why my little girl looks so sad?"

"Well, Mommie," she slipped her coat off, "it's that girl down the street."

"Yes, dear, what about her?"

Kally could stand it no longer. She burst into tears and running over laid her head on her mother's lap.

"That girl says," she sobbed, "that there isn't any Santa Claus."

"Well, now," her mother leaned down and gently bit the tip of her ear, "who'd ever believe a tale like that?"

"You don't believe her?"

"Of course not," she smiled down into the worried blue eyes. "We know there's a Santa Claus."

"B-but she said Daddy was him."

"Oh, pooh. Sit down there on the floor and I'll help you get your snow pants off."

"We could ask Daddy," Kally suggested.



WE GREET YOU AT CHRISTMAS
And trust to offer you Cheer every day of the year.

Artesia Electric Co.
Phone 72
Artesia New Mexico



This Merry Christmas is to you. There is no wish we can give more true than this jolly old fellow is now bringing to you.

Boyd Barnett Furniture
Ninth & Dallas
Phone 625
Artesia New Mexico



In Colonial times Christmastide was the gayest and happiest season of the year . . . and so it is today. It is our sincere wish that during this Christmas of 1947 the warm, sweet joys of this blessed season may fill your hearts to overflowing.

McCaw Hatchery
Artesia, New Mexico

Wassail Bowl Long
Symbol of Merriment

The wassail bowl long has been a source of joy and merriment in celebrating the prospects for the New Year.

In merrie England, celebrants would stick cloves in the sides of an orange and drop it into the wassail bowl, where it would be allowed to float and flavor the drink. Spiced ale was a popular New Year's serving.

Early American colonials whooped it up on New Year's night. It was the custom in the south for young folks, servants and even Negroes to go from tavern to tavern, drink on the house, and wish all well.



Valley OF REVENGE

BY JACKSON COLE



Michael Valdez, known as "El Caballero Rojo," finds and kills two men responsible for the murder of his mother and the parents of Juanita, a Spanish girl disguised as a boy. He and the girl discover two more murders, the brother and father of young Straw Aldman, a tobacco landowner. Straw goes to see Russ Bartle, head of the tobacco men. Bartle tells him the guilty party is undoubtedly "El Caballero Rojo" but Straw refuses to believe it. Cattle men, who are absorbing the blame for the series of crimes committed, hold a meeting with their leader, Pete Haskell. Haskell, on behalf of his men, asks Bartle to sell the property on which he plans to expand into the cattle territory.

CHAPTER XII

"That's right, hombre," he said in a low, even friendly voice. "Was there something you wanted to see me about, maybe? I reckon you're the man they call El Caballero Rojo, right enough. Plumb glad to see you. Howdy?"

The masked man gestured sharply. "You've heard that the Aldman drying shed in Deep Water Valley was burned last night?" he snapped. "And that—"

"No!" Haskell's eyes widened, and he scratched his grizzled mop.

"And that Pop Aldman was shot down in cold blood—when he was not packing a gun?" The questions rapped on, toneless, insistent. "And that young Sam Aldman was murdered and nailed to Don Attero's Cross?"

"No!" Something accusing in that relentless fire of interrogation caught Haskell's ear, and slow, angry red dyed his broad, leathery face.

"Then you know all about it now!" snapped the scarlet-masked accuser. "And I don't expect you to admit that one of these men here right now obeyed your orders to have those things done!"

As those words were flung out, angry murmur arose from the crowd in the ranchhouse living room. Haskell himself was fighting mad. He took a quick step forward, thrust his head out to face the accuser.

"I wouldn't admit a lie like that for you or any man!" he flung out.

"I didn't come here to argue," El Caballero Rojo said coldly. "I'm only here to tell you that right after the next fire or killing of tobacco men in Deep Water Valley you'll finish up where Sam Aldman finished—spiked on Don Attero's Cross."

El Caballero Rojo didn't wait for an answer. Swiftly he backed, with one hand behind him groping for the doorway, and eyes on men he knew itched to go for their guns. But his own guns were steadily on them, moving in deadly, menacing arcs. Then, like a top, he pivoted, crouched a bare instant and sprang into the open.

Men snapped alive then, fell over each other in the packed room, crowding through the door. "Guns blazed. A hall of lead whistled after a racing horse whose hoofs pounded through the gray of dawn."

"Got him!" a marksman yelled as the fleeing horseman swayed. "Got him sure as guns!"

"Sure, you got him bad, Andy!" Haskell yelled as he bolted for the corral. "Come on, boys, all of you! He won't get far. He can't hug leather for long—not the way he was reeling in the saddle."

The Half Circle H was the scene of a wild race to waiting horses, as Haskell roped and saddled a mount for himself. And yet, even as these men leaped to saddle, the last thought in any of their minds was of the reward money known to be on the head of El Caballero Rojo. Other matters were of far more importance to them. All any of them wanted right then was a chance to burn down the man who had dared accuse any of them of the lowest outrage of which they had ever heard.

Valdez Sees His 'Twin'

Before he had traveled far, though, Michael Valdez reined up sharp. His brow furrowed, and he strained his eyes. He blinked and looked again. Then what he had thought he had seen was gone. Mirage? No. Valdez knew better. And yet—

On the cold gray skyline of early morning, climbing up, crossing the flat top and quickly fleeing down again, he had glimpsed a rider traversing a knoll so round it looked like a halved ball. And as suddenly as the rider had flashed into view, he was gone.

But Michael Valdez had seen. On the instant he had recognized the Mexican clothing, with sparkling conchas, the red sash and neckerchief worn by the mysterious rider ahead, and the cone-shaped hat that in the distance were exactly like Valdez' own.

"That rider certainly looked like me," he muttered. "Worth seeing, at that, because I'm not left in the dark. For sure as fate somebody around here has started to trade under my brand—red hair and all."

His grin faded, though, and his lips tightened grimly.

"Now," he thought, "the terrible stories will start of what El Caballero Rojo has done in Deep Water Valley."

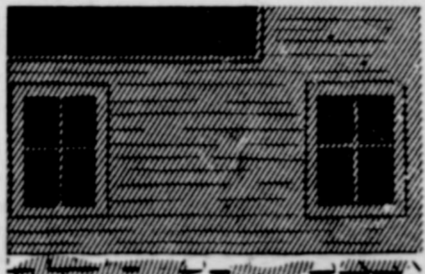
Valdez nudged the blue roan for the knoll where he had last seen the rider, determined, after all, to trail the impostor. But in that instant, far to the north, atop a sharp, crowned hill, he saw another rider—unmistakably Juanita. The girl's wig-wagged speech was plain. Briefly it said that she had seen something that needed tracking down—seen the very person that Valdez himself had just seen.

"Twin?" signaled Valdez, to satisfy himself.

"Sit!" came the reply, and Juanita promptly dropped out of sight.

Then Michael Valdez heard the thunder of hoofs on his right. The swift thought caught at his mind—a posse was galloping in pursuit of the false Caballero.

A score of horsemen poured into the arroyo like charging cavalry. Pete Haskell was in the lead on a mount as



"Got him!" a marksman yelled as the fleeing horseman swayed. "Got him sure as guns!"

white as a fresh snowdrift. Haskell's eyes narrowed when he saw Valdez in the trail—a stranger to him—so still and placidly smoking.

The rancher pulled up. The white reared and Haskell closed in on Valdez.

Over Haskell's shoulder went a command to some of the others to keep on in the direction the fleeing rider had gone. Then he walked his white horse in a complete circle around Valdez, scrutinizing every inch of man and horse.

"A gent in some circus clothes ride by this way, stranger?" he finally snapped. "You happen to notice?"

Valdez' face was friendly. He looked toward the south—away from the direction the rider had actually taken—and nodded.

Giving Haskell The Runaround

"Yeah," he said quietly. "I saw something kind of shiny streakin' south. Far off. Glad to know it was a rider. Kind of had me puzzled for a minute. I was thinking it was some animal that had got away from somebody maybe."

"Well"—the old cattleman looked over at Luke Wallace—"let's ride."

As Michael rode away from them slowly, his mind was busy. That other Caballero Rojo—he must be pretty reckless and impulsive. Or else that old cattleman was a liar. Still no man could buck a crowd of ranchmen like that and be branded coward.

"My twin certainly seems to believe that the cattlemen are responsible for what happened last night," Valdez mused. "As for myself—I'll remain neutral. At least until I hear troc Juanita. Then my chips will go in with the truth. Whatever it is."

He pushed on, grim of face and determined to get to the bottom of things, for he knew that he had to bring justice to the man or men, whoever they were, who had been responsible for that hideous crucifixion. He solemnly swore to unmask that man, no matter at what risks or dangers. For the urge for justice burned in Michael Valdez like a hot iron.

What was more, his instinct told him that when he found the man back of the trouble here, he would also be facing the man he himself had looked for so long—the man who had been "big boss" to Garvin and Conroy, the

man who at heart had been responsible for El Caballero Rojo's own tragedy.

In Gold Creek's only saloon, Juanita de Cuevas sipped a drink she did not want and kept her eyes on the door. But her time had not been wasted while she had been waiting for the appearance of Michael Valdez. She had already impressed on the non-talkative bartender the fact that a young man from the Rio was pretty lonesome in this country so far away from the border, and craved nothing so much as a chance to sit down, play cards or jus: talk and talk with some friendly stranger.

Michael Valdez was such a man, when eventually he entered the saloon. No soul would have imagined he had ever seen the bedraggled Mexican youngster before, but he hailed him cheerfully and in the spirit of camaraderie of men meeting on the trail—especially men who had a mutual Spanish background.

In a moment idle comments were being made by both—comments on the weather, the trail, the town. The bartender winked at Valdez as if he would warn the *vagabundo* that he was in danger of having his ears talked flabby.

"You play with cards, señor?" Juanita finally asked, grinning widely with pleasure at the chance of companionship. She appeared overjoyed at Valdez' smile and nod. "Good! We sit in far corner, no? At that table no one disturbs us."

Valdez winked back at the bartender. "Nothing more important to do," he drawled, and followed his presumably new-found friend across the room.

They sat down, the girl in the peon boy's clothes talking swiftly as she shuffled the cards, apparently intent only on the game to come.

"There is much news, señor," she said, her voice almost a whisper. "All bad." She began to deal. "First, the kiler you would know about, the man who was at the cross, rides water. He knows what he is about. Where he goes, I still do not know. It was as if he leaves the river on wings."

Disappointment never irked Michael Valdez. Lost scents could always be found if a man were patient.

"What else?" he asked.

"I have not given up hope of finding the trail he followed, when suddenly I see fire in the valley below. There are shots. I ride like the wind. But I find only a dead man, the still red ashes of a drying shed, and a much bitter young hombre."

Valdez nodded. "What then?"

"The young hombre speak to me, señor, and he accuses cattlemen in the north end of the valley. By his eyes and the set of his jaw I know he will fight the whole world alone, if he must—because I am forced to tell him that it is his brother Sam he is looking for who then was spiked to the cross."

"You think he has reason to suspect the cattlemen?" Valdez asked.

"Who knows? I talk with other men later—some tobacco men, some cattlemen. It is the old story, señor; good for one is bad for the other, and each calls the other dog. But this I know—that the rider at the cross who hung the boy there was the same hombre who was at the drying shed and set fire to it and killed. By this sign I have recognized he betrays himself—so far."

The 'Twin' Is Identified

"And that rider in the red sash and red neckerchief mask we saw out on the range?" Valdez asked.

"You see him run from cattlemen who pursue him. He, too, rides water—but not like the other I followed last night. This man in Spanish clothes I follow today, señor. To the brown house near the burned drying shed of last night."

Valdez' eyes narrowed as he nodded. "Starting to fight back at the cattlemen—under my brand," he said coldly.

"Who can blame him, señor?" Juanita defended. "Death strikes twice at him in one night. He knows that you are here, for I told him so. He takes advantage of the fact that his hair also is red of the sunset, and he is proud of your brand—which he will use to frighten beefmen to leave these valley farmers in peace. *Quien sabe?*"

Valdez rolled a cigarette, played an ace tentatively, when even a seven-spot would have taken the trick in their game.

"No man can use my brand," he said mildly.

Juanita took the pot she had not won.

"The young one will not trade long on your brand, señor," she assured. "When I look in the window of his home, I see that he bleeds too much. I make to go in house and help him. But a girl comes, a girl I hear him call Mary, and who has much grief that his brother Sam is there dead."

(TO BE CONTINUED)



Good Example
"Daddy, I got top marks at school for dictation."
"You get more like your mother every day."

One Apiece
Dear Old Lady—Little boy, does your mother know you smoke?
Little Boy—Does your husband know you speak to strange men on the street?

To the question "previous occupation," the ex-serviceman replied: "Oversea-er."

At one dangerous railroad crossing is a junk dealer's sign reading: "Go ahead, take a chance. We'll buy the car."

Condescending
"Sweetheart," she said, coyly, "when we are married you won't expect me to give up all my spinster ways, will you?"
"Why, no, darling," he replied. "Indeed, it will be a good idea to continue some of them—getting your pocket money from your father, for instance."

IF PETER PAIN KNOTS YOU UP WITH

MUSCLE ACHE

● Rub in gently-warming, soothing Ben-Gay for fast relief from muscular soreness and pain. Ben-Gay contains up to 2½ times more methyl salicylate and menthol—famous pain-relieving agents known to every doctor—than five other widely offered rub-ins. Insist on genuine Ben-Gay, the original Baume Analgésique.

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KEEP a flashlight at top of steps, so you won't stumble. Using your flashlight, examine each fuse to locate "dead" one. When you replace a burned-out fuse, touch only its rim. Never use a coin instead of a fuse.

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TOUCH ONLY RIM OF FUSE.

WARNING: Never try to substitute a coin or other object for a fuse.

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Avoid contact with a wet floor while changing fuse.

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*According to the "General-Purpose 4-Ohm Intermittent Test" of the American Standards Association.



A star in the sky

a light in the window, and hope in the heart! It's Christmas again, good folks of this community . . . the season when even strangers nod at you and smile. So we are sending you these wishes for Christmas cheer and happiness in your home.

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WE WISH YOU
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MANY HAPPY HOURS
AND TRUST
WE MAY SERVE YOU
IN THE FUTURE.

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Your Ford Dealer

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In weal or woe, under all conditions, the cheery Merry Christmas comes to the surface. It's natural in mankind. Everyone appreciates a hearty Yuletide greeting—and so, to all our friends, we add our wish for a

MERRY CHRISTMAS

KING'S JEWELRY

J. I. Chandler, Owner and Manager

307 W. Main

Artesia



NEW YEAR'S DAY is more generally celebrated throughout the world than any other holiday despite the fact that the new year does not begin January 1 in many countries.

Advent of the new year is hailed universally with good will, celebrations, hospitality and, in many countries, with an exchange of gifts.

Origin of the New Year's celebration is lost in antiquity. About 3,000 years before the birth of Christ the people of Babylonia kept a New Year's festival which lasted for 11 or 12 days.

In the days of the Roman Empire the year had only 10 months, beginning with March.

When the months of January and February were added to the calendar, January 1 was designated as sacred to Janus who, according to mythology, had two faces. Romans believed Janus looked backward over the past year

with one face and turned the other face to the future. When the Romans became Christians, the festival still was kept although it was observed as a day of prayer and fasting.

The modern trend of festivities and merrymakings to herald the new year has been in vogue for three or four hundred years. In America and throughout most of the world celebrations begin on New Year's Eve.



New Year Marks the Birth of Great Men

JANUARY 1 has marked the birth of no less than three prominent Americans who have played a vital role in the development of their country.

Of the three, Paul Revere is the most famous. Born in 1735 to a French goldsmith named Rivors, who had changed it to Revere, Paul followed in his father's footsteps to become one of the leaders of the metalware industry in the infant republic. But his chief distinction, of course, lay in his historic midnight ride of 1775 to warn the New England countryside that the Redcoats were coming.

"Mad Anthony" Wayne, one of the most colorful figures in American history, was born on New Year's Day in 1745 in Chester County, Pa. A relentless and aggressive fighter, he distinguished himself at Brandywine, Germantown and White Marsh in the Revolutionary war, and then aided in subduing the Indians in the west to permit the settlement of the new country beyond the Alleghenies.

NEW YEAR'S Day, 1752, Betsy Ross was born Elizabeth Griscom in Philadelphia, Pa. She married the merchant Ross and aided him in the upholstery business, gaining wide recognition for her attractive materials and skillful shapes. Washington, Franklin and Adams were among the Ross' customers, so when the Continental Congress of 1777 resolved that a flag symbolizing the thirteen colonies be made, Betsy's friends at court had her commissioned for the work.

First to Celebrate New Year's Day

Chatham islands, New Zealand, is the first place in the world to celebrate New Year. A British colony, the islands are inhabited by 200 persons, largely shepherds.

The islands are at the nearest starting line of time, and when New Year arrives it is only 12 noon in London and 7 a. m. in New York.

As it dawns on the islands, the New Year begins its race westward along the equator at a speed of 1,000 miles an hour. By the time New Yorkers gather to ring in the new year, the islanders are sitting down to dinner.

Hope Basketball Schedule

Friday, Jan. 9, Hagerman at Hagerman.

Wednesday, Jan. 14, Carlsbad at Carlsbad.

Friday, Jan. 16, Carrizozo at Hope.



● We wish we could send a gift to each of you in appreciation of your confidence and friendliness during the past year. Instead, however, we must content ourselves with extending the simple wish that you may enjoy the best life has to offer now and in the months to come.

Hopkin's Firestone Store

117 W. Main

Artesia



To you and yours this Yuletide season, we extend our sincere good wishes for a Merry Christmas. A Christmas of joy and contentment; of peace, good cheer and happiness—that is our wish for you this joyous holiday season.

Keys' Men's Wear

116 W. Main

Artesia



1947 with its joys and sorrows will soon be part of the past, and 1948 will soon be here! We join in the celebration to ring out the old year and ring in the new, and now voice the hope that 1948 will be crowded with many golden hours for you.

L. P. EVANS STORE

West Main

Artesia

Gems of Thought

NEVER esteem anything as of advantage to thee that shall make thee break thy word or lose thy self-respect.—Marcus Aurelius.

Nothing is so strong as gentleness, nothing so gentle as strength.

Money is a handmaiden if thou knowest how to use it; a mistress if thou knowest not.—Horace.

There are no hopeless situations; there are only men who have grown hopeless about them.

Gratitude is the music of the heart.

Gay Tree Ornaments Are Simple to Make



Pattern No. 5642

HERE are some colorful Christmas tree ornaments that the children will have fun making. The cute angel on the tree top wears developments from the city, which provided it from areas taken over for taxes and declared "blighted." Rochester has no per-

To obtain complete tracing patterns, instruction drawings, crocheting directions and full instructions for nine ornaments on Tree Trimming Time (Pattern No. 5642) send 20 cents in coin, your name, address and a pattern number.

Due to an unusually large demand and current conditions, slightly more time is required in filling orders for a few of the most popular patterns.

Send your order to:

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Enclose 20 cents for Pattern.
No. _____
Name _____
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This Home-Mixed Cough Syrup Is Most Effective

Cough medicines usually contain a large quantity of plain syrup—a good ingredient, but one which you can easily make at home. Take 2 cups of granulated sugar and 1 cup of water, and stir a few moments until dissolved. Or use corn syrup or liquid honey, instead of sugar syrup.

Then get from any druggist 2½ ounces of Pinex, pour it into a pint bottle, and fill up with your syrup. This gives you a full pint of wonderful medicine for coughs due to colds. It makes a real saving because it gives you about four times as much for your money. Never spoils. Tastes fine.

This is actually a surprisingly effective, quick-acting cough relief. Swiftly, you feel it taking hold. It loosens the phlegm, soothes the irritated membranes and makes breathing easy. You've never seen anything better for quick and pleasing results.

Pinex is a special compound of proven ingredients, in concentrated form, a most reliable soothing agent for throat and bronchial irritations. Money refunded if it doesn't please you in every way.

Pinex is Dependable!

WNU-M

51-41



change to **CALOX**
for the tonic effect
on your smile

Efficient Calox works two ways:

- 1 Helps remove film...bring out all the natural lustre of your smile.
- 2 A special ingredient in Calox encourages regular massage...which has a tonic effect on gums...helps makes them firm and glossy. Tone up your smile...with Calox!

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Star Dust
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Released by WNU Features.

By INEZ GERHARD

"THIS is the first time I ever had a star double for me," remarked a Hollywood stunt woman, as she drew her full pay check and went home without doing a stroke of work. It happened by accident. The script of RKO's "Return of the Bad Men," called for Jacqueline White to fall off a bolting horse at a certain spot. She was riding calmly along when her horse shied at a rabbit and bolted — and off went Jacqueline, right where she was supposed to. Director Ray Enright approved the scene, and that's how it happened that the stunt woman got full pay for watching a star accidentally do her work for her.

"One Sunday Afternoon," the play which once was a Broadway hit, will be filmed as a musical by Warner Bros., with Eleanor Parker in one of the starring roles. Soon to



ELEANOR PARKER

be seen in "The Voice of the Turtle," she recently returned from a European jaunt—she represented her bosses at the International Film Festival at Brussels.

Norman Corwin, known for his skill and originality as a radio dramatist, will write the screen play for "All the King's Men." He has collaborated on two screen originals, but has never before written a screen play for Hollywood.

Darryl F. Zanuck's "Gentleman's Agreement" has been given an exceptional rating by the National Board of Review—out of approximately 40 pictures a year reviewed for this rating only five or six receive it.

Wanda Hendrix, who recently appeared in Paramount's "My Own True Love," received an authentic Chinese formal dress from Audie Murphy, the young war hero. If that isn't a real romance it's certainly a reasonable facsimile!

The sultry French accents of "Renee" on "Duffy's Tavern" belong to Veola Vonn, a character actress who at one time or another has been featured on practically every top Hollywood comedy show. In private life the attractive Veola is Mrs. Hanley Stafford, wife of the harried "Daddy" for whom "Baby Snooks" makes life miserable.

Columbia's choicest male role of the year, the lead opposite Rita Hayworth in "The Loves of Carmen"—went to Glenn Ford. With Charles Vidor directing, the team which made the very successful "Gilda" is reunited.

Hardinge Scholl, director of the Museum of the City of New York, has accepted 15 fight scene pictures from the Enterprise-United Artists' "Body and Soul" to place in the Museum's theater and movie collection. The photographs show John Garfield, Canada Lee and Artie Dorrell in the widely acclaimed ring sequences from the highly successful film.

Paul Valentine, featured supporting player in RKO's "Out of the Past," was known as Valya Valentinnoff when he was a star dancer in the Ballet Russe de Monte Carlo. He also appeared with the Detroit and St. Louis municipal operas. Oh yes—just by way of being versatile, he was a professional boxer.

All of the musicians in Paul Lavalle's "Highways in Melody" orchestra, heard Friday nights on NBC, take to the airwaves the following day under the baton of Arturo Toscanini. It is estimated that more than half of the entire NBC Symphony orchestra play under the Lavalle baton as well. He has 35 strings, 4 French horns and 4 percussion instruments.

Cartoon Quips

Dentist with golf bag over his shoulder, answering the telephone, "Sorry, no more appointments today. I have 18 cavities to fill this afternoon."

Young lady sitting on beach with young man, "I'd like to rest my head on something, George. Could you get a little boulder?"

One girl to another, "Why sure he loves you, Mabel; do you think you are an exception?"

"You're the first girl I ever kissed," he said, as he shifted gears with his knees.

Advertising slogan of a milk company, "Our products help add life to years."

BREAK HOUSING JAM

Business Men Build Apartments

ROCHESTER, N. Y. — In this modest city of 325,000 population, 15 business firms have organized to whip the housing shortage by building 114 more houses and renting them to 228 families for \$45 or less. It is not its first such housing project. Two previous developments have been begun, with one of them already completed.

The newest housing plan calls for an outlay of \$1,500,000 and will be the largest of the three.

The non-profit corporation that is setting up the new units is composed of Rochester business firms, representing a cross section of the community's economy.

In the newest development, with units renting for \$45, each family will have two bedrooms, a living-room, combination kitchen and dinette, and full basement.

"There's nothing like it in the country, according to the Federal Housing administration," said Harry Ruppert, city real estate advisor for the new corporation.

The corporation got land for the developments from the city, which provided it from areas taken over for taxes and declared "blighted." Rochester has no permanent housing settlements subsidized by federal or state governments.

Optical Illusion

No one yet knows exactly why the size of an object appears to vary with the angle of the eyes. For instance, the moon on the horizon shrinks to half its apparent size when viewed by a person with his head between his legs looking at it upside down.

NEWS that makes folks sleep all night!

Thousands now sleep undisturbed because of the news that their being awakened at night might be from bladder irritation, not the kidneys. Let's hope so! That's a condition Foley Pills usually relay within 24 hours. Since bladder irritation is so prevalent and Foley Pills so potent, Foley Pills must benefit you within 24 hours or DOUBLE YOUR MONEY BACK. Make 24-hour test. Get Foley Pills from drug-gist. Full satisfaction or DOUBLE YOUR MONEY BACK.

Information on Baby's Health, Food, Bath, Training and Development Given in Booklet



Make Going To Sleep Good Habit For Baby

DON'T do this! Don't do that! Every mother knows the constant stream of "don'ts" that cascade on her from every side—from relatives and friends. It's true that

each stage of your child's training and development brings with it a set of rules — things to avoid—but take your advice from your doctor or from a child expert.

Don't pick up baby to show him off to visitors after he has gone to bed. Don't let the baby get the habit of sleeping with the bottle. Don't take baby out in the evening to the movies or for a ride. Don't leave the baby alone in the house at any time.

You will want to know about proper sleeping conditions, how to get the baby used to sleep routine, what to do when he cries. See our Reader Service booklet No. 203. Baby's health, food, bath, training and development.

Send 25 cents in coin for "Baby Care" to Weekly Newspaper Service, 243 West 17th St., New York 11, N. Y. Print name, address, booklet title and No. 203.

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cleaning action of a plowshare. The tapered openings between the bars throw out mud and trash. Connected bars don't bend, wipe and wear like the bars on broken center tires. And because the bars are connected, the tire rolls along in smooth, continuous contact with the highway.

Be sure to specify Firestone Champion Ground Grips when you order your new tractor... or when you buy replacement tires for your present equipment. They'll pull more... last longer... and they'll cost no more than ordinary tires.

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FIFTY TONS OF CHERRIES! That is the average annual harvest of Champion Farmer Morris Buerman, Sodus, New York. His apple trees annually bear 12,000 bushels, and his peach trees, 1200 bushels. As "The Voice of Cherry Growers" on a series of radio broadcasts, Champion Farmer Buerman contributed much to increase the market demand for cherries, and to encourage growers to improve production methods and produce better quality fruit. The National Cherry Growers Association is an outgrowth of his local association in which he has been extremely active. As a leader in production, as well as in marketing methods, Champion Farmer Buerman naturally prefers Firestone Tires for his equipment.

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THERE'S A FIRESTONE TIRE FOR EVERY WHEEL THAT ROLLS ON YOUR FARM

DELUXE CHAMPION PASSENGER TRANSPORT TRUCK

LANDSUN THEATER

SUN—MON—TUES

Barbara Stanwyck Errol Flynn
"CRY WOLF"

OCOTILLO THEATER

SUN—MON—TUES

Betty Hutton John Lund
"The Perils of Pauline"



This Merry Christmas is to you. There is no wish we can give more true than this jolly old fellow is now bringing to you.

Xury White

Probate Judge

Penasco Valley News and Hope Press

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YOUR EYES
 —Consult—
DRS. Stone & Stone
 Artesia, New Mexico



JUST A FRIENDLY WAY OF EXPRESSING TO YOU OUR MOST SINCERE GOOD WISHES FOR A HAPPY CHRISTMAS AND THAT IT MAY BE AN ESPECIALLY JOYOUS ONE FOR YOU.

MYERS CO., INC.

Phone 39

Artesia, N. M.



AT CHRISTMAS TIME

more than at any other season, people feel friendly. It's in the very air. In this spirit, then, we offer you our best wishes for a very Merry Christmas.

Brown Mercantile Co.

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FIRST NATIONAL BANK OF ROSWELL

Roswell, New Mexico

Serving Southeastern New Mexico Since 1890

COATES GARAGE

Phillips 66 Products

Passenger Tires and Batteries



A MERRY CHRISTMAS!

May the spirit of the First Christmas gladden your hearts this Christmas season

Mid-West Auto Supply

Artesia



Oh, glad New Year, take not these things from me—
 The olden faiths; the shining loyalty
 Of friends the long and searching years have proved;
 The glowing hearthfire, and the books I loved;
 All wonted kindnesses and welcoming—
 All sure, hardtrodden paths to which I cling.
 Oh, blithe New Year, gay with the thrill of Spring—
 Leave me the ways that were my comforting!
 —Laura Simmons



A MERRY CHRISTMAS

WE KNOW OF NO BETTER TIME THAN CHRISTMAS TO GIVE RECOGNITION TO OUR MANY FRIENDS WHO HAVE CONTRIBUTED SO GREATLY TO OUR SUCCESS DURING THE PAST YEAR.

FROM ALL OF US ONCE MORE TO YOU, WHETHER YOU ARE OUR CUSTOMER OR NOT . . .

A MERRY CHRISTMAS

HART MOTOR CO.

207 West Texas St.

Artesia, N. M.