



## CLASSIFIED DEPARTMENT

### BUSINESS & INVEST. OPPOR.

Introducing the Direct buying and selling plan will find you buyers. Write for information to Wm. Hartsok or Darold Hartsok, Burlington, Colorado, Box 906.

### MISCELLANEOUS

#### STAPO

The original waterless hand cleaner used by all mechanics, oil workers, plumbers, welders, electricians, etc. Leaves the hands soft and smooth. Deluxe Speedometer and Radio Service, 1410 Speer Blvd., Denver 4, Colo.

#### STAPO REPRESENTATIVES

Planning for the Future?  
Buy U.S. Savings Bonds!

## Here is another MASTER-MIX Recipe



First, here is your Clabber Girl MASTER-MIX recipe  
6 cups sifted all-purpose flour  
2 tablespoons Clabber Girl Baking Powder  
1 1/2 teaspoons salt  
1 cup shortening

Sift flour, baking powder and salt together. Cut in shortening. Store in covered container in refrigerator. Now try

### DATE Nut MUFFINS

These Muffins are ideal to serve for breakfast, luncheon or supper. Here is the recipe:

2 cups Master-Mix 1 egg well beaten  
1/2 cup pitted dates, 1 tablespoon sugar  
cut in small pieces 1/2 cup milk  
1/4 cup chopped nuts

Measure Master-Mix into a mixing bowl. Stir in the dates and nuts. Mix egg, sugar and milk together. Add, all at once, to the dry mixture. Stir gently only until the flour is moistened—the batter will look lumpy. Fill greased muffin pans 3/4 full. Bake at 425° F. (hot oven) 15 to 18 minutes. Makes 1 dozen 2-inch muffins. If plain muffins are desired, use the Date Nut Muffin recipe but omit the dates and nuts.

A Jar of Clabber Girl Master-Mix in the refrigerator helps quickly to bake waffles, ginger-breads, quickrolls, cookies, and other interesting and exciting home-baked products



**CLABBER GIRL**  
The Baking Powder with the Balanced Double Action

## Quintuplets Use 'Musterole' For Chest Colds!

to relieve coughs—achy muscles  
The Dionne Quints have always had the best care. Ever since they were babies, they've used Musterole to promptly relieve coughs and local congestion of colds. Be sure your kiddies enjoy Musterole's great benefits!

WNU—M 03—50

## FOR ARTHRITIS

Life miserable from arthritis, rheumatism, neuritis, stomach trouble caused or aggravated by faulty elimination? Try Crazy Water Crystals. Money-back guarantee. Millions have benefited. Send \$1.25 for 1-lb. box if your druggist doesn't stock. Crazy Water Co., Mineral Wells, Texas.

They CRAZY WATER CRYSTALS



It's murder in the home! About 18,000 men, women and children will die this year as the result of falls in the house... unless preventive measures are taken. Have you checked your home for accident hazards lately? (Figure from the files of the National Safety Council.)



SCRIPTURE: Acts 8:1-8:4  
DEVOTIONAL READING: I Peter 1: 3-9.

## First to Fall

Lesson for January 22, 1950

TRouble in the church can start anywhere. Sometimes it starts with the women. That was the way the early church found it. The experiment in fellowship which they tried ran into snags, for not even the first Christians were perfect. The church in Jerusalem was in a sense inter-racial. Some were born and bred in Palestine, and there were others from the outside, with Greek names, speaking Greek as their native tongue—Hellenists they were called. There was argument: Were the Hellenist widows getting their share of the church's help?



Dr. Foreman

### Committee Chairman

THE APOSTLES, being called on, refused to straighten the tangle themselves. Let the church elect a committee, they said. First on the list was a man named Stephen. He turned out to be most famous for being the first Christian martyr, but when he fell unconscious beneath that shower of stones, there died no ordinary man.

To begin with, he filled the bill as chairman of that Committee on Grievances. Not many men, then or now, could fill all three qualifications the Apostles required: reputation, spirituality, and wisdom.

It takes a very tactful man to settle a difficulty in which women are concerned; it takes tact to handle any committee; it takes tact to manage an inter-racial situation; it calls for wisdom to handle funds.

### Debater

SOME MEN THINK themselves bigger than their jobs. Some men really are bigger, and Stephen was one of these. He spilled over, so to speak; he had even more energy and ability than the job called for. We hear of him debating around the synagogue circuit particularly in the synagogues which were used by Jews from other parts of the world.

We have no details of those debates, but we know how they always came out; Stephen got the decision. We can guess, from his great speech in the hour of his death, what his general line must have been.

Many Christians in Jerusalem at that time had little or no idea that Christianity was actually a new religion; even the name "Christian" had not been thought of.

### Scholar

STEPHEN'S SPEECH at his trial (Acts 7) may sound dull to some now, but it was not dull to the audience. No man makes a dull speech on the brink of death. Further, it was that speech that got him killed. His listeners may not have liked it, but they certainly did not think it dull!

Speaking without notes, he reviews the history of close to 2,000 years in a 10-minute talk, and yet brings out the main points. Only a real scholar can do that, a man who is both historian and prophet. The most important peaks in Israel's history were God's revelations to them; and Stephen shows that these revelations had never been tied to a house or a book.

No institutions and no place is indispensable to God. The same God who had wrought new things in the past had now wrought a new thing in Christ.

### Martyr

STEPHEN'S AUDIENCE was not convinced. Seeing murder in their eyes, Stephen knew his time was short. In a few stinging last words he reminded them that murder was an old story in that Temple.

You can silence a man but you cannot silence truth. When the world goes against her, the Church should remember that now as then, "the blood of the martyrs is the seed of the Church."

## The Home Workshop Gay Pieces Are Fun to Make

These Two Gay Pieces  
Are Pleasure to Make



Kitchen Brighteners  
THESE two gay pieces will be fun to make and to decorate. The salt box is an authentic copy of an oldtime one.

Pattern 251 gives actual-size cutting guides and stencil designs which are done with colored crayons and then the

pieces are shellacked. Pattern is 25c. Address order to

WORKSHOP PATTERN SERVICE  
Drawer 10  
Bedford Hills, New York

### WEATHER BAROMETERS

Morning-glories are exceptional weather barometers. They will always close their blossoms before a rain. If the blossoms are unfolded it will not rain, no matter how threatening the clouds.

## How To Relieve Bronchitis

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION for Coughs, Chest Colds, Bronchitis

## Help relieve distress of MONTHLY FEMALE COMPLAINTS

Are you troubled by distress of female functional periodic disturbances? Does this make you suffer from pain, feel so nervous, tired—at such times? Then start taking Lydia E. Pinkham's Vegetable Compound about ten days before to relieve such symptoms. Pinkham's has a grand soothing effect on one of woman's most important organs. Truly the woman's friend!

LYDIA E. PINKHAM'S VEGETABLE COMPOUND

HE SAYS  
**ORA**  
DENTURE CLEANSER  
**IS BEST!**



"Since using ORA my denture is always clean and sparkling," says Max N. Serlick, Portland, Me.

### DENTISTS PRAISE ORA

In a survey, an overwhelming majority of dentists praised this marvelous new cleanser. No harmful brushing that can ruin dentures. Just place in ORA solution for 15 minutes or overnight. Removes tobacco stains. ORA is guaranteed not to harm dentures. Get ORA today. All druggists. A Product of McKesson & Robbins, Inc.



Now  
you can get . . .

# THE FAMOUS Firestone

## CHAMPION CURVED BAR TRACTOR TIRE in Either OPEN CENTER or TRACTION CENTER Design

SOME farmers prefer Open Center tires, while others demand Traction Center. Regardless of the type you prefer, Firestone has it. No one else offers you a choice, because Firestone alone provides both tread designs.

If it's the Open Center design you want, see the sensational new Firestone Champion Open Center, Curved Bar Tractor Tire. Try it—for traction, for cleaning, for smoothness on the highway, for all around performance. You'll find it's way ahead of any open center tire ever made.

Listen to the Voice of Firestone every Monday evening over NBC

If it's the Traction Center Tire you want, there's only one—the patented Firestone Champion. This tire has long been recognized by thousands of farmers the country over as the top performer for year-around work. A test on your own farm will show you.

So again we say, regardless of your preference in tractor tire tread design, see your Firestone Dealer, your Implement Dealer, or Firestone Store. There's no need to shop around any more. Firestone has everything in tractor tires.

Always Buy Tires Built by FIRESTONE, the Originator of the First Practical Pneumatic Tractor Tire

Copyright, 1950, The Firestone Tire & Rubber Co.

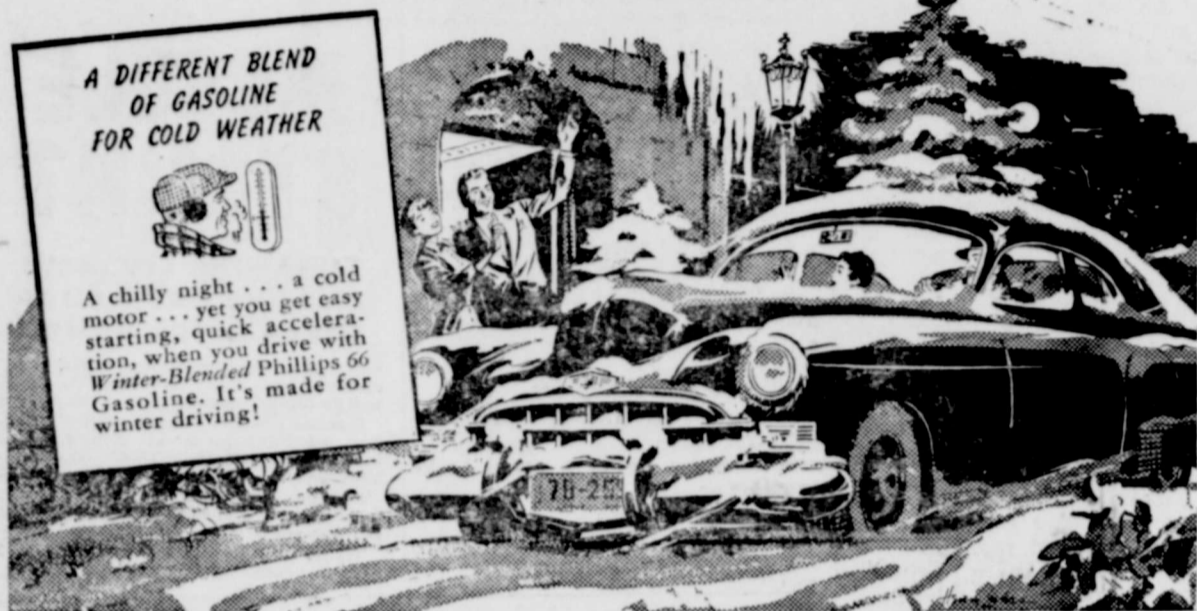
JAN. 16-31  
Fight Infantile Paralysis

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

JOIN THE MARCH OF DIMES

Don't Stall — **START!** with

# Winter-Blended PHILLIPS 66



A DIFFERENT BLEND OF GASOLINE FOR COLD WEATHER

A chilly night . . . a cold motor . . . yet you get easy starting, quick acceleration, when you drive with Winter-Blended Phillips 66 Gasoline. It's made for winter driving!

Stepped-up Volatility means faster warm-up . . . long mileage . . . less wasted gas!



Winter-Blended Phillips 66 Gasoline is blended differently for cold weather. It's "pepped up" by adding more of the valuable high-volatility elements your car needs for winter driving. These high-volatility elements assure faster warm-up. They

help prevent fuel waste. You enjoy better all-around performance under the conditions of winter driving.

Fill up today with Winter-Blended Phillips 66 Gasoline at any station where you see the orange and black Phillips 66 Shield.

**PHILLIPS 66 GASOLINE**

**Bolton Oil Company, Artesia, N. M.**

**NO CHILD HAS A CHANCE**  
who hasn't been taught to pray  
and love God

**How About Your Children?**

American society may collapse for want of loyalty, decency, honesty and unselfishness. **AMERICANS...let's give them and America a new chance... TEACH CHILDREN RELIGION**

**AMERICAN LEGION**

When in doubt Advertise



**BENEFIT BY THIS GOOD NEWS COMBINATION**

YOUR HOME TOWN PAPER gives you complete, dependable local news. You need to know all that is going on where you live.

But you live also in a WORLD, where momentous events are in the making—events which can mean so much to you, to your job, your home, your future. For constructive reports and interpretations of national and international news, there is no substitute for **THE CHRISTIAN SCIENCE MONITOR** daily.

Enjoy the benefits of being best informed—locally, nationally, internationally—with your local paper and **The Christian Science Monitor**.

LISTEN Tuesday nights over ABC stations to "The Christian Science Monitor Views the News." And use this coupon today for a special introductory subscription. **\$1** U.S. Funds

The Christian Science Monitor, One, Norway St., Boston 15, Mass., U.S.A. Please send me an introductory subscription to The Christian Science Monitor—26 issues. I enclose \$1.

(name) \_\_\_\_\_  
(address) \_\_\_\_\_  
(city) (zone) (state) \_\_\_\_\_

**YOUR EYES ARE IMPORTANT**  
Consult  
**Dr. Edward Stone**  
Artesia, N. M.

**FOR LEASE**

500 and 1000

Gallon Propane Tanks

**FOR SALE**

Roper Ranges Space Heaters  
Serval Refrigerators

**Artesia Gas & Appliance Co.**  
Artesia Carlsbad Dell City

**FOOD** . . . through the ages..

IN EARLY MEDIEVAL TIMES, CHRISTMAS WAS A FAST DAY. NEW YEAR'S WAS THE DAY OF FEASTING AND PRESENT GIVING.

ENGLAND'S FIRST CHRISTMAS TREE, INTRODUCED IN 1840 BY QUEEN VICTORIA AND PRINCE CONSORT ALBERT, WAS TRIMMED WITH EDIBLE SPUN-SUGAR ORNAMENTS AND GINGER-BREAD MEN.

MERRY CHRISTMAS!

MOST FAMOUS ENGLISH CHRISTMAS TREAT SINCE CHAUGER'S TIME (1340-1400) ARE YORKSHIRE CAKES SERVED WITH ALE.

SOME SCANDINAVIANS LEAVE FOOD FROM # CHRISTMAS FEAST FOR JULANISSEN, A TINY, MYTHICAL HOUSEHOLD GNOME, WHO EATS WHILE THE FAMILY SLEEPS.

Copyright 1949 J.V. Clarke

**Penasco Valley News and Hope Press**

Entered as second class matter Feb. 22, 1929 at the Post Office at Hope, N. Mex., under the Act of Oct. 3, 1879.

Advertising Rates 35¢ per col. inch

Subscriptions \$2.50 per year

W. E. ROOD, Publisher

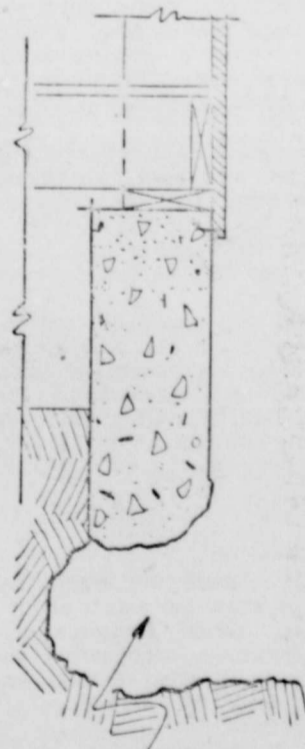
**Artesia Credit Bureau**  
DAILY COMMERCIAL REPORTS AND CREDIT INFORMATION

Office 307 I-2 Main St.  
Phone 37  
ARTESIA, NEW MEX.

**Barren Land Reclaimable With Fertilizer, Know-how**

Under proper management, worn-out land can be converted into grass legume pasture capable of carrying one cow and a calf to each one and one-half to two acres. Three acres of good permanent and supplementary pasture will carry a cow and calf through the year. Principal requirements are fertilizer, willingness to grow something beside the immediate money crops and a knowledge of livestock.

**Watch Footings**



**FOUNDATION UNDERMINED. NO FOOTING**

Farmers should always be on the alert to the danger of runoff water washing away footings under foundations, particularly on outbuildings where such caution, normally, might not be exercised. When runoff water washes away footings under foundations, the building settles.



**Dainty Blouse Trio  
To Pep Up Wardrobe**



1930  
12-20

**Great for Gifts**

**DAINTY** one-yard blouses that are so simple to sew. This pretty trio will do wonders to pep up a weary winter wardrobe. Nice idea for a special birthday gift!

Pattern No. 1930 is a sew-write perforated pattern for sizes 12, 14, 16, 18 and 20. Size 14. 1 yard of 39-inch for each style.

Send 25 cents today for your copy of the Spring and Summer FASHION, 48 pages of easy to sew spring styles; fabric news—free pattern printed inside the book.

**SEWING CIRCLE PATTERN DEPT.**  
530 South Wells St., Chicago 7, Ill.

Enclose 25 cents in coins for each pattern desired.

Pattern No. ....Size.....  
Name .....

Address .....

**COPY REPTILE DESIGNS**

The Navajo Indians were not the original creators of the beautiful designs on their rugs and blankets. Credit belongs to the Gila monster—a poisonous lizard found in the southwest. The Indians merely copy the designs on the reptiles' backs.

**ALWAYS A WISE BUY  
St. Joseph ASPIRIN**  
WORLD'S LARGEST SELLER AT 10¢

**FINE STRONG CHILDREN**



You'll be proud of your strong, husky children when you give them Scott's Emulsion every day! Scott's is a "gold mine" of natural A&D vitamins and energy-building natural oil. Helps children grow right, develop sound teeth, strong bones. Helps ward off colds when they lack enough A&D Vitamin food. Many doctors recommend it. Economical. Buy today at your drug store.

**MORE than just a tonic—  
it's powerful nourishment!**

**SCOTT'S EMULSION**  
HIGH ENERGY TONIC

*"I'm Winning Because of You"*

**JOIN THE MARCH OF DIMES**

January 16-31

The National Foundation for Infantile Paralysis  
FRANKLIN D. ROOSEVELT

**HOUSEHOLD MEMOS... by Lynn Chambers**



**Good Breakfasts Put Pep into Work**  
(See Recipes Below)

**Teen-Agers' Breakfast**  
IN THE HUSTLE and bustle of school work and social activities, teen-agers are apt to short-change themselves on the food they eat. Their stomachs aren't going empty; but, considering between-meal snacks of candy bars and soft drinks, the kind of food they eat is apt to be off the track as far as good nutrition is concerned.

At this age, the phrase "You are what you eat" is all-important, for personality development, the capacity for work and play, as well as health, are dependent in considerable measure on good nutrition.

Also, this is the time when boys and girls are forming food habits that will follow them through life. Let's consider the first meal of the day—breakfast.

By studying teen-age habits in this country, we have turned up the interesting fact that two-thirds of our teen-agers feel that everyone should have a good solid breakfast. But, in this same survey, it was discovered that thirty per cent of the boys and girls in this age group were skipping on breakfast. What causes the gap?

Consider the wide range of foods offered in this basic breakfast of fruit, cereal, milk, bread and butter. Canned, dried, fresh or frozen fruits may be used at the breakfast meal.

Almost two dozen varieties of cooked and ready-to-eat cereals are available. The beverage might be cocoa, milk, or hot chocolate; the bread could be in the form of sweet rolls, hot muffins, biscuits, waffles, or pancakes.

**FOR APPETITE APPEAL**, a hot bread is a quick and easy treat for breakfast. This recipe for upside down oat muffins is doubly good, too, for it supplies extra nourishment in the rolled oats and the apricots. You might vary the fruit by substituting cooked peach slices, pitted prunes or apple slices for the apricots.

- Upside Down Oat Muffins**  
(Makes 1 dozen)
- 1 cup rolled oats
  - 1 cup milk
  - 2 tablespoons fat
  - ¼ cup sugar
  - 1 egg, beaten
  - 1 cup sifted all-purpose flour
  - ½ teaspoon salt
  - 3 teaspoons baking powder
  - 4 tablespoons honey
  - 12 drained cooked apricot halves

Combine rolled oats and milk; let stand five minutes. Cream together fat and sugar. Add egg and beat. Add oat mixture. Sift together flour, salt, and baking powder; add to first mixture. Stir only until mixed. In each well-greased muffin pan place one teaspoon honey and an apricot half with cut side up. Fill ¾ full and bake in moderate oven (350-375°) 25 to 30 minutes. Turn out fruit side up. Serve hot.

- LYNN CHAMBERS' MENU**
- Baked Ham Loaf
  - Pineapple Garnish
  - Buttered Asparagus
  - Baked Sweet Potatoes
  - Grapefruit-Carrot Salad
  - \*Cornflake Honey Rolls
  - Beverage
  - Peppermint Ice Cream
  - \*Recipe Given

- Molasses Bran Muffins**  
(Makes 1 dozen)
- 2 cups whole bran
  - ½ cup molasses
  - 1½ cups milk
  - 1 egg, beaten
  - 1 cup sifted all-purpose flour
  - ½ teaspoon salt
  - 1 teaspoon soda

Soften whole bran in molasses and milk (5 to 15 minutes). Add egg to first mixture. Sift together flour, salt, and soda. Combine with bran mixture. Fill greased muffin pans ¾ full and bake in moderately hot oven (400°) about 20 minutes.

- \*Corn Flake Honey Rolls**  
(Makes 1 dozen)
- 2 cups sifted all-purpose flour
  - 3 teaspoons baking powder
  - ½ teaspoon salt
  - ¼ cup fat
  - ¾ cup milk
  - 3 tablespoons melted butter
  - 3 cups corn flakes
  - ¾ cup seedless raisins
  - ½ cup honey

Sift together flour, baking powder and salt. Cut in fat until a coarse even texture is obtained. Add milk, stirring enough to make a soft dough. Turn onto lightly floured board and knead about 30 seconds. Roll dough to ¼ inch thickness. Brush with melted butter. Combine slightly crushed corn flakes, raisins and honey; spread over biscuit dough, roll as for a jelly roll and cut into one-inch slices. Place slices on greased baking sheet. Bake in moderately hot oven (400°) about 15 to 20 minutes.

- Oatmeal Fruit Bread**  
(Makes 1 large or 2 small loaves)
- ¼ cup fat
  - ½ cup firmly packed brown sugar
  - 1 egg, well-beaten
  - ½ cup chopped Brazil nuts, pecans or walnuts
  - ½ cup cooked diced prunes
  - ½ cup cooked diced apricots
  - 1 tablespoon grated orange rind
  - 1 cup rolled oats
  - 2 cups sifted all-purpose flour
  - 2 teaspoons baking powder
  - ¾ teaspoon soda
  - 1½ teaspoons salt
  - 1¼ cups buttermilk or sour milk

Cream fat; add sugar gradually. Add egg to creamed mixture. Stir in nuts, prunes, apricots, orange rind and rolled oats. Sift together flour, baking powder, soda and salt. Add dry ingredients alternately with buttermilk to creamed mixture. (To make sweet milk sour, add 1 tablespoon vinegar to 1¼ cups sweet milk.) Turn into greased loaf pan, 9x5x3 inches and bake in moderate oven (350°-375°) about 1 hour. Cool on rack. If desired, decorate the top of the loaves before baking with whole pitted prunes, apricots and nuts.

**The Way it Happened...**

IN TYLER, TEXAS . . . Nozing around a whiskey still, a state liquor agent was sure there were more than the three barrels of mash he'd found, confirmed his suspicions when he sank waist-deep in a buried barrel of fermenting grain.

IN CHICAGO . . . Mary Huddleston, 15, justified for a junior G-man badge by leading a chase in which Jack Hunt, fleeing Alabama bandit, was nabbed in a restaurant where he had sought refuge.

IN GARRISON, NORTH DAKOTA . . . Hundreds of small fish were being disgorged in a flow of water from a hole an oil well crew had drilled about 12 miles from town, with the catch including catfish, pike and river minnows.

IN MEMPHIS, TENN. . . Howard Pomeroy, sleepy and irked by noises under his window, poured out a pitcher of water from his window only to discover that the revelers had departed and two policemen, walking their beat, had arrived just in time to get under the waterfall.

**Slippers for Relaxation**

**5920**

**Simple to Sew**  
SAUCY little slippers for moments of relaxation. These pretty house slippers are simple to sew of felt and are as comfortable as can be. Make an extra pair for special gifts!

Pattern No. 5920 consists of complete tracing pattern, material requirements and making and finishing directions.

**SEWING CIRCLE NEEDLEWORK**  
530 South Wells St., Chicago 7, Ill.  
Enclose 20 cents for pattern.

No. ....  
Name .....

**WONDERFUL RELIEF FROM HARSH LAXATIVE**

"Two years ago I saw your ad about ALL-BRAN and took your advice. Haven't taken a pill or medicine since I began eating ALL-BRAN regularly!" Mr. Frank J. Baumbusch, 581 Lathrop St., Columbus, O. Just one of many unsolicited letters from ALL-BRAN users. If you are troubled with constipation due to lack of dietary bulk do as this man does. Eat an ounce of tasty Kellogg's ALL-BRAN for breakfast daily, drink plenty of water! If not completely satisfied after 10 days, return empty carton to Kellogg's, Battle Creek, Mich. Get DOUBLE YOUR MONEY BACK!

**Effective Cough Syrup, Mixed at Home for Economy**

No Cooking. No Work. Real Saving.

Here's an old home mixture your mother probably used, and is still one of the most effective for coughs due to colds. Once tried, you'll swear by it.

Make a syrup with 2 cups granulated sugar and one cup water. No cooking needed. Or you can use corn syrup or liquid honey, instead of sugar syrup.

Now put 2¼ ounces of Pinex into a pint bottle, and fill up with your syrup. This makes a full pint of cough medicine, and gives you about four times as much for your money. It keeps perfectly and tastes fine.

And you'll say it's really excellent for quick action. You can feel it take hold swiftly. It loosens phlegm, soothes irritated membranes, helps clear the air passages. Thus it makes breathing easy and lets you get restful sleep.

Pinex is a special compound of proven ingredients, in concentrated form, well-known for its quick action on throat and bronchial irritations. Money refunded if not pleased in every way.

**FOR EXTRA CONVENIENCE GET NEW READY-MIXED, READY-TO-USE PINEX!**

**Fight Infantile Paralysis**

**JOIN THE MARCH OF DIMES**

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

**COLDS MISERIES?**

WHY DON'T YOU TRY

**666** LIQUID OR TABLETS

It's different. It's time-tested. Even if others failed you, try 666.

**IF PETER PAIN CLUBS YOU WITH NEURALGIC PAIN**

**FOR FAST RELIEF**, rub in Ben-Gay. Contains up to 2½ times more of those two famous pain-relieving agents, methyl salicylate and menthol, than five other widely offered rub-ins!

Also for Pain due to RHEUMATISM, MUSCULAR ACES, HEADACHES and COLDS. Ask for Mild Ben-Gay for Children.

Copyright 1949, by Thos. Leeming & Co., Inc.

**QUICK! RUB IN Ben-Gay**  
THE ORIGINAL BAUME ANALGESIQUE

**The Katzenjammer Kids, Snuffy, Wimpy, and Jiggs join the March of Dimes**



A-MARCHIN' VE VILL GO  
OUR BANKS DEY BULGE MIT DOUGH  
WE'RE OFF TO CHAIN DER MARCH O' DIMITS UND FIGHT DER PO-LI-O!



OUTA MAH WAY, WOMAN! ME AN' MY BOOKFUL O' DIMITS IS GONNA START A LIL' FEUDIN' WITH THAT CONGRAN POLIO!

WAIT UP, YER BODAC'US IDJIT! - I GOT A MITE O' AMMUNITION FER TH' MARCH O' DIMITS, TOO!

I PROMISED MYSELF I'D DIG UP SOME MONEY FOR THE MARCH OF DIMITS - WOR IS ME IF THIS TREASURE MAP IS A PHONY!

I KNEW IF I SAVED ME OL' DINNER PAIL - IT'D COME IN HANDY - I'M ON MY WAY TO JOIN THE MARCH OF DIMITS!

DROP UP AGAIN WHEN IT'S EMPTY - JIGGS - ME AN' THE BOYS WANNA GET IN ON THAT RIGHT AGAINST POLIO - TOO!

Why not YOU join the March of Dimes Jan. 16-31



# LANDSUN THEATER

SUN-MON-TUES

John Lund Diana Lynn  
 "My Friend Erma"

# OCOTILLO THEATER

SUN-MON-TUES

Bing Crosby Ann Blyth  
 "Top O' The Morning"

Begin the new year right by having those pictures taken Today.

Leone's Studio - Artesia

Join the March of Dimes  
 January 16-31

If Business is Dull..  
 Advertise

E. B. BULLOCK & SONS  
 FEED

*El Rancho*

FEEDS  
 On the Corner 36 Years Artesia, New Mexico

When in Artesia

Stop and shop at the finest drug store in New Mexico. Coffee, tea and hot sandwiches served also.

IRBY Drug Store  
 The Drug Store in the Carper Bldg.

Bank with a Bank you can Bank On

Capital \$200,000 Surplus \$200,000

You will find the going easier with your account in the

First National Bank

Artesia, New Mexico.

BRAINARD-CORBIN HARDWARE CO.  
 Appliances Housewares Farm Supplies

DuPONT PAINT

Phone 103 327 W. Main Artesia, N. Mex.

Advertising is a Good Investment

A verse for today: "So will I seek out my sheep and will deliver them out of all places where they have been scattered in the cloudy and dark day."  
 —Ezek. 34:12.



By Thomas J. Mabry  
 GOVERNOR

I have been asked by several interested citizens to explain to them the purpose of the tax survey now underway over the state. This is a pertinent question and should be explained.

In a nutshell, we are trying both to equalize the tax burden and to get on the tax rolls the millions of dollars of property which has never paid anything in support of local and state government. Nothing makes a taxpayer so unhappy as to know that he is paying his fair share of taxes while others may be avoiding payment entirely or paying a wholly inadequate amount.

The work of the survey group, acting under legislative authorization and direction, has come in for splendid commendation by those who have studied the question. The Taxpayers Association of New Mexico contributed much in working out the formula being used and in securing the needed legislation for the survey.

A quick glance at the state's tax valuations over the past 30 years, will show the need for a new appraisal. In 1920 the total tax valuation for the state was \$103,000,000. But it fell rapidly during the next few years until it reached a low of \$282,000,000 in 1935.

This great decrease over a period of 15 years is difficult to understand, unless we admit partiality or inefficiency in local tax assessment work. New Mexico, we know, has enjoyed a consistent yearly growth throughout the entire state. All towns and cities have added to their population and to their property values. Much of our industrial expansion has come about since 1920. This is especially true of our oil and potash development. And yet somebody was escaping the burden. When we look at all the building permits which have been issued during the last 30 years, we know the valuations are tremendous; much of this has been left off the tax rolls. There have been some gains, of course. The total valuation in 1949 is almost \$533,000,000; but \$150,000,000 of this has been put on the rolls in the last three years, under the present administration. In this connection, it is interesting to note that the state tax commission, which fixes valuations only on the utilities, railroads, pipelines, mines, etc., added more than 60 per cent of this gain, while the county assessors added some 40 per cent.

Until two years ago, a majority of the assessed valuation of the state was put on the books by the county assessors. The value of corporate property holdings was then lower. The fact that the major portion of the total assessed valuation is now made by the state tax commission shows that corporate property holdings have increased in value faster than private holdings, or at least have been placed on the tax rolls faster. It follows, of course, that corporations, while assessed at the same rate, now pay a little larger share of the total property tax than individual property owners.

I would like to point out that the purpose of the re-assessment is not to raise values simply in order to obtain more money from property tax assessments. The purpose is to equalize the valuations and to place properties on the tax rolls which have heretofore escaped assessment and thus to reduce the tax rate for all of us.

Bill Sez:

If Uncle Sam left you any money come in and buy some of my clearance items, so I can pay mine.

KEYS MEN'S WEAR

116 W. Main, Artesia

The First National Bank of Roswell

Roswell, New Mexico

Member—Federal Deposit Insurance Corp.

Serving Southeastern New Mexico Since 1890

Peoples State Bank

Capital & Surplus \$200,000

Artesia, New Mexico

We invite your checking account

Have Your Car Overhauled Now  
 by Experienced Workmen

HART MOTOR CO.

207 W. Texas, Artesia Phone 237W

F. L. WILSON

Purina Feeds and Baby Chicks

Sherwin-Williams Paints

111 S. 2nd St.

Artesia

Hardware

of every description at Reasonable Prices.

Come in next time you are in town.

L. P. Evans Store

Artesia, New Mexico