

PENASCO VALLEY NEWS

AND HOPE PRESS

Vol. 25, No. 37

Hope, Eddy County, New Mexico

Friday, Dec. 19, 1952

Hope Team Scares Artesia

The Hope Yellow Jackets played their first home game Friday, Dec. 12, defeating the Lake Arthur Panthers 56-40. The Jackets finished the last three minutes of the game with only three players until the last minute when none more suited out. Even with so few against the Panthers, Lake Arthur gained only two points the last three minutes and those on free shots.

High point man of the game was David Sanders, who scored 24 points. He had promised to make 30 but did not quite reach that goal. Next to David in points was Bobby Seely with 14. Then came Robert with 6, Dolph 5, Trent 3, Gregorio 3 and Joe 1.

The next evening, the Artesia Bulldogs came up with 14 men to our eight to carry the game away, they thought. But the Yellow Jackets were hitting as never before and led the scoring in the first quarter, then trailed and were defeated 49-47. The Bulldogs were victors last year by 15 points but they had to really pay for those few points this year. No doubt we would have won this game if we had cut down on the fouling. The boys all admit their fouling was what lost the game.

David was high point man again with 24 points. Bobby followed with 11. Trent 4, Joe and Robert 3 each and Billy and Gregorio 1 each.

The following Tuesday Hope tackled the Carlsbad Cavemen at Carlsbad and were the losers, 43-62. The boys held their fouling down but the court was so long they tired from running all over such a large place. The Cavemen ran out new men very often so their team never grew tired. But considering we have only 12 boys in high school and they have over 600, we held our own well.

David was high point man with 24 again, followed by Dolph with 5, Joe 4, Robert 3, Billy 3, Bobby 2 and Gregorio 2.

OCOTILLO

FRI—SAT

"Apache War Smoke"

Gilbert Roland
Gene Lockhart

★————★

SUN. - MON. - TUES.

"My Man and I"

Shelley Winters
Wendell Corey

First Christmas as Reported by St. Luke

When you take up your daily newspaper, you will find it full of stories of crime, divorces, drinking parties, war, suffering among those who are striving for peace, only to find that peace is as far off as it ever was. Therefore after glancing over all this it gives a person joy and happiness to take the Holy Bible and read the account of what happened nearly two thousand years ago as recorded by the Apostle St. Luke.

"And there were in the same country shepherds watching and keeping the night watches over their flocks. And behold an angel of the Lord stood by them, and the brightness of God shone round about them and they feared with a great fear. And the angel said to them: 'Fear not, for, behold, I bring you tidings of great joy, that shall be to all the people. For, this day is born to you a Saviour, who is Christ the Lord, in the city of David. And this shall be a sign unto you, you shall find the infant wrapped in swaddling clothes and laid in a manger.' And suddenly there was with the angel a multitude of angels, praising God and saying, 'Glory to God in the highest, and on earth peace to men of good will.'"

HOPE BAPTIST CHURCH

Earl H. Brock, Mission Pastor
Sunday School, 10 A. M.
Preaching, 11 A. M.

Preaching, 7 P. M.

"Blessed is the man that walketh not in the council of the ungodly, nor standeth in the way of sinners, nor sitteth in the seat of the scornful.

"But his delight is in the law of the Lord, and in his law doeth he meditate day and night.

"He shall be like a tree planted by the river of water, that bringeth forth his fruit in his season, his leaf also shall not wither, and whatsoever he doeth shall prosper.

"The ungodly are not so: but are like the chaff which the wind driveth away.

"Therefore the ungodly shall not stand in the judgment, nor sinners in the congregation of the righteous.

"For the Lord knoweth the way of the righteous: but the way of the ungodly shall perish."—Psalm 1:1-6.

Come and worship with us, I am sure that you will be proud of our refinished church, we are not quite through, but we are happy over the progress.

County Agent Appointed to State Staff

Dallas Rierson, Eddy county extension agent for the past seven years has been appointed county agent leader with the extension service of New Mexico A&M college, effective Jan. 1, Dr. R. A. Nichols, dean and director of agriculture at A&M announced. Rierson, a graduate of New Mexico A&M college in 1941, will succeed

Alfred E. Triviz, who has been promoted to the position of assistant extension director.

As county agent leader, Rierson will supervise the work of agricultural extension agents in the various counties of New Mexico.

Richard G. Marek, state egg inspector with the regulatory service of New Mexico A&M college, will replace Rierson as Eddy county extension agent. Marek, who graduated from New Mexico A&M in 1942, was assistant extension agent in Eddy county from 1947 to 1949. He served as Torrance county extension agent from 1949 to 1951, when he became state egg inspector.

Charlie B. Whigham, extension poultry marketing specialist will succeed Marek as state egg inspector. Whigham, who holds B.S. and M.S. degrees from Texas Tech, has been supervising the extension service's poultry marketing program for the past two years.

Celebrate Wedding Anniversary

Mr. and Mrs. Felix Cauhape, Sr., celebrated their 28th wedding anniversary last Sunday. Guests at dinner were Mr. and Mrs. Felix Cauhape, Jr., and two daughters, Mr. and Mrs. George Casabonne and son of Hope, Mrs. John Pete Cauhape, Sr., and daughter Mary Louise of Roswell, Mr. and Mrs. John Pete Cauhape and son of Pinon, Valentine Cauhape and John Canton of Hope. In the afternoon, Mr. and Mrs. Newt Teel, Mr. and Mrs. E. P. Cox and Irvin Cox joined the group and all enjoyed looking at pictures. Best wishes to Mr. and Mrs. Cauhape for many more happy years together.

Extension Club Met December 10

The Hope Farm Bureau and Extension club met Dec. 10 in the Home Ec room at the school for their annual Christmas party. A supper was enjoyed and an exchange of gifts by a large crowd. Date and place of the next meeting will be announced later.—Mrs. Nelson Jones, reporter.

Billy Madron of Hope Is Honored

Brattleboro, Vt. — Having done satisfactory Holstein calf club work during the past year, Billy Madron, of Hope, N. M., has been awarded a certificate of merit and granted a junior membership in the Holstein-Friesian association of America, Brattleboro, Vt. He was recommended for these awards by the State 4-H club leader.

All privileges of the association except voting have been given him until he is 21 years of age.

He is the 15,234th member of the Holstein-Friesian Calf club association of America to achieve this national recognition.

Brief Inauguration Ceremonies Jan. 1

Brief, simple ceremonies, stripped of all pomp and "show" will mark the inauguration of Gov. Edwin L. Mechem for his second term, Jan. 1.

The swearing-in ceremony will last only a few minutes and will take place on the north porch of the new highway department building. The full program will include an opening prayer, the administering of the oath of office by Chief Justice Daniel K. Sadler at high noon; the 19-gun salute to the governor, and the closing benediction. Band music will be presented before and after the ceremony. The committee has invited other elected officials to take the oath of office at the same ceremony. There will be no speeches.

Another departure from the usual inaugural will be the holding of the inaugural ball on New Year's Eve instead of New Year's night. Governor and Mrs. Mechem and Lt. Governor and Mrs. Tibo Chavez will be in the receiving line at the ball. This receiving line will take the place of the usual reception held after the inaugural ceremonies. Two orchestras will play for the ball.

Tickets for the inaugural ball, to be held in La Fonda, starting at 9 p. m. will be available at every bank in New Mexico. Tickets are \$10 a couple.

Theodore Van Soelen, of Tesque, is general chairman of the inaugural committee. He, with Mrs. Manuel Sanchez, of Santa Fe, and General Charles H. Corlett of Espanola, make up the executive committee. E. L. Morrison, Junior Chamber of Commerce president, is arrangements chairman, and Brig. Gen. C. G. Sage, is in charge of military participation in the inaugural.

Mr. and Mrs. M. C. Newsom and sons Virgil and Junior made a trip to Bronco, Texas Monday night and visited Mr. and Mrs. A. E. Newsom and family.

Mr. and Mrs. Charley Hardin of Hot Springs, N. M., were in Hope last week attending a reunion of the Jernigan family held at the home of Mrs. Ida Prude.

FOR SALE—Pressure pump, \$50. Can be seen at The News office at Hope.

E. F. Harris was taken to the hospital suffering from pneumonia.

"The Truth About My Husband's Murder" . . . Why was reporter, George Polk, killed in Greece? Did he know too much about how Marshall plan funds were being spent? For the inside story of Polk's murder, told for the first time by his widow, read The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

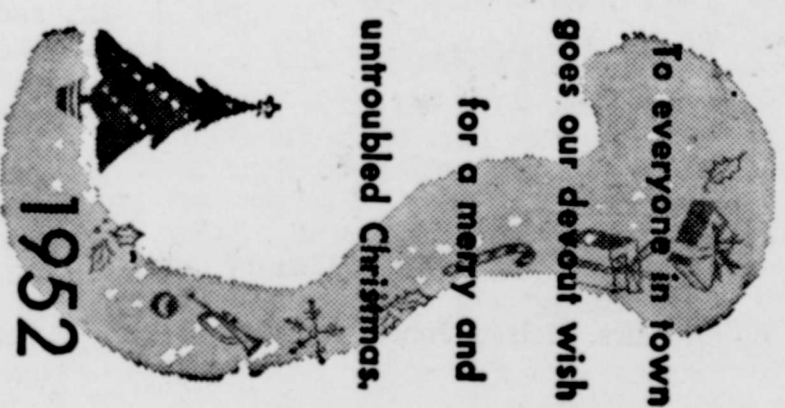
Felix Cauhape, Jr., and Irving Cox took a load of sheep to the sales ring in Clovis last week. Before returning they went to Hereford, Texas where Felix purchased a young stallion of racing blood. They returned home by Mule Shoe, where they stopped for a visit with Lewis Scoggin and family.

HAPPY HOLIDAYS

May your heart
sing with the
true joy of
Christmas time.



Osteopathic Clinic-Hospital
13th and Main
Artesia, New Mexico



First National Bank of Roswell
Roswell, New Mexico



Be of... Good Cheer



We hope you are the
very image of happiness
this Christmas.

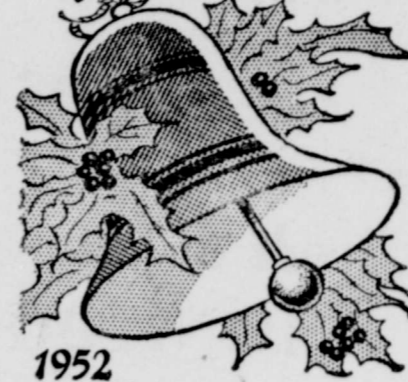
1952



Artesia Locker Plant

South Thirteenth Street

Greetings!



1952



A bright and merry
Christmas to our friends
and neighbors.

Williams Furniture Co.

Fourth and Main, Artesia



In the East, a star,
and in the hearts of
men a great joy,
for unto the world
is born a Saviour.
His blessing upon
mankind!

Kaiser Electric Co.

1102 West Quay—Artesia



The greatest gift is given again
on Christmas Day;
may this new
Yuletide bring joy
and faith abundant.



1952

Paulin Funeral Home

7th at Grand, Artesia

Threemen Tire & Supply, Inc

110 N. First, Artesia

● Seiberling Tires ● Philco Appliances

Sporting Goods & Auto Accessories

PHONE 904

GENERAL EQUIPMENT Inc.

912 North First St. Artesia, N. Mexico

● Farmall Tractors International Trucks

● Parts ● Service ● Farm Implements

Accessories

Your Patronage Earnestly Solicited

The Low Down From Hickory Grove

Am just back from a little jaunt—a pulse-feeling trip—choosing to find out how folks are feeling since the November fourth apple cart spill.

And in one sentence, it is, "they feel better." It has been many a moon since I have observed such a feeling of confidence and faith—like when you step off of limber, quivery, thin ice onto terra firma itself.

Passing a fish market in Santa Cruz, there sat Antonio on a bench,

leaning against the wall in the sun. Tony, my may, I says, my word, you can't sell fish sitting there. Don't care to sell much fish—I relax, he says. If I work hard, sell lots of mackerel, have little left after taxes. If relax now, sel lless fish, have about the same after taxes. Pretty soon, he says

maybe taxes less, then I relax less, make some dinero I can keep and put in the bank—not give all to Govt. Yours with the low-down,
JO SERRA.

Mr. and Mrs. Ralph Lea spent Thanksgiving Day with Mr. and Mrs. B. A. Marljar in Carlsbad.

You always get a Better Deal and a Better Buy with Chevrolet trucks!

A better buy because . . .

THEY LIST FOR LESS—Large volume production economies let Chevrolet trucks list for less than comparable models of any other make.

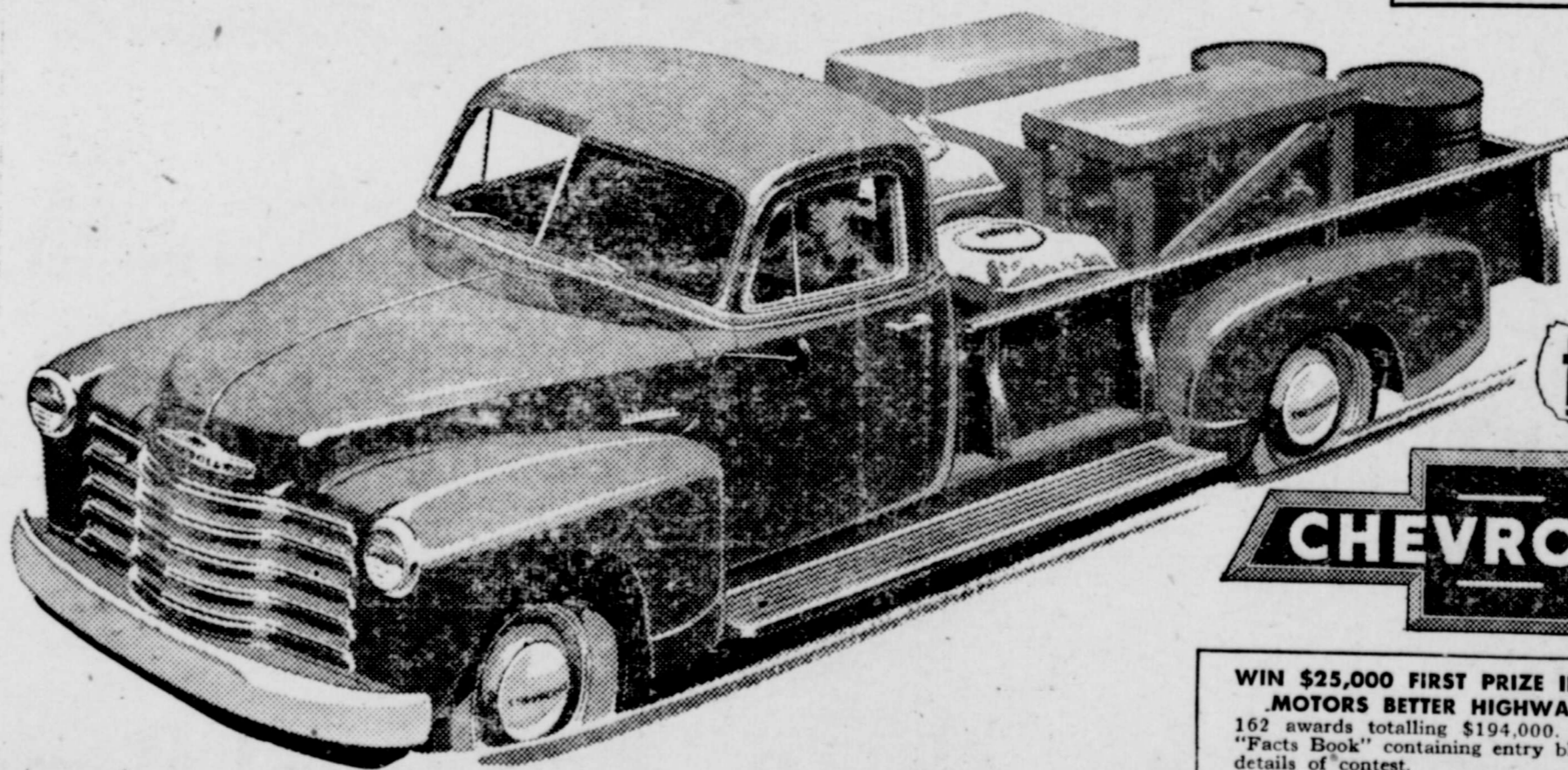
LOWER OPERATION AND MAINTENANCE COSTS—Valve-in-Head engines, Hypoid rear axle, channel-type frames, Flexi-Mounted cabs and many other Chevrolet features assure you lower over-all costs.

TRADITIONALLY HIGHER TRADE-IN—Chevrolet trucks keep their value longer—a wonderful dollars-and-cents plus at trade-in time.

A better deal because . . .

Chevrolet trucks list for less . . . bring you important on-the-job economies.

**Better Buy
Now!**



(Continuation of standard equipment and trim illustrated is dependent on availability of material.)

first in demand
in value
in sales

CHEVROLET

WIN \$25,000 FIRST PRIZE IN THE GENERAL MOTORS BETTER HIGHWAYS AWARDS
162 awards totalling \$194,000. Come in for free "Facts Book" containing entry blank and complete details of contest.

Guy Chevrolet Company, Artesia, New Mexico

Merry
Christmas



The gift we cherish most
is the priceless one
of your friendship.

Hart Motor Co.

West Texas—Artesia



Greetings

Let's help
Santa make this
the merriest Christmas
of all.
1952

Artesia Gas & Appliance Co.

402 North First—Artesia

YULETIDE



Let's help Santa make
this the merriest
Christmas of all.

Bolton Oil Company

309 North First—Artesia



Season's
Best Wishes

The peace and
happiness of
Christmas belongs
to you.

1952

Brainard-Corbin Hdwe. Co.

327 Main Street, Artesia



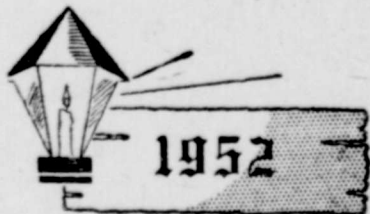
From all of us,
to all of you:
"Best wishes for
a happy and
successful
new year!"

Cox Motor Co. and Employees

301 S. First Street—Artesia



Our hope for your
peace and happiness
goes out to every
one of you.



L. P. Evans Store

West Main, Artesia

To our many friends



The spirit of
the season
strengthens
our bonds
of mutual
friendship



Guy Chevrolet Company

Chevrolet — Buick — Oldsmobile

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MERRY CHRISTMAS



We're on time
with 'special'
wishes for a
bright and
happy holiday
season.

Mann Rexall Drug Company

319 West Main, Artesia



Central Valley Electric Cooperative, Inc.
West Quay—Artesia



May the magic
lantern of success
light your way
to happiness.



Artesia Building & Loan Association

Peoples State Bank Building
Clayton Menefee, Sec. Treas.



Wilmot
HARDWARE CO.

ESTABLISHED 1911

Roswell, New Mexico



May you enjoy
the true peace
of the season.

Bryant Williams

Christmas
Cheer...

1952



May the great joy of
the season find its way
into your hearts
in large measure.

F.L. Wilson Feed & Farm Supplies
Artesia



Peace attend
you the season
through.
And may your
fondest dreams
come true.



1952

Floore Floral Shop

Phone 312—Artesia



Season's
Greetings

May the joy
of Christmas
abide in you all.



J. C. Penney Co.
Artesia



Christmas Joy

1952

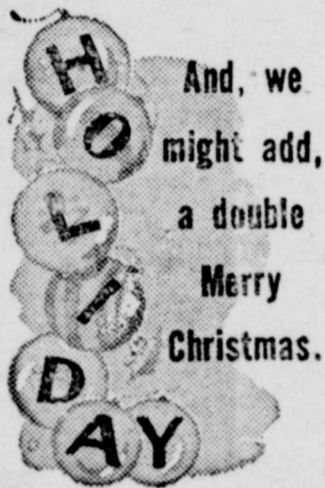
Happiness and good
will are the order
of the day.

Artesia Auto Company

Your Ford Dealer

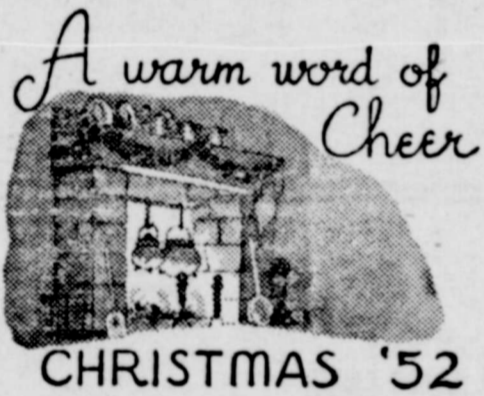
Artesia,

New Mexico



And, we might add, a double Merry Christmas.

Leone's Studio
Artesia



We offer our best holiday greetings and pledge you a bright and merry Yuletide season.



Guy Tire & Supply Co.
GOODYEAR
1st & Main, Artesia

Artesia Credit Bureau
DAILY COMMERCIAL
REPORTS AND
CREDIT INFORMATION

Office 307 1-2 Main St.
Phone 37
ARTESIA, NEW MEX.



A bountiful, merry Christmas to one and all.



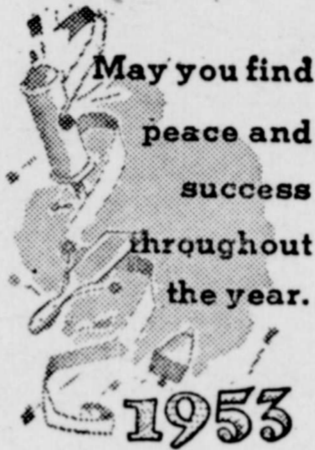
Cummins House
Of Time
Booker Bldg., Artesia



Bowman Lumber Co.
310 W. Texas, Artesia

YOUR EYES
NEED ATTENTION
Consult
Dr. Edward Stone
Artesia, N. M.

Modern Septic Tank Service, located at Artesia Transfer, 1406 W. Main. Phone 1168. —Adv.



Chandler Jewelers
Artesia



We're happy to be sharing another holiday season with you.



Payne Packing Co.
7th & Richey, Artesia, N. M.

Penasco Valley News
and Hope Press
Friday, Dec. 19, 1952

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Local Readers 20c per line

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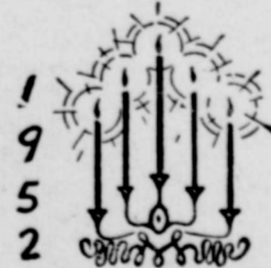
W. E. ROOD, Publisher



Artesia Furniture Co.
Ed. Havins, Sole Owner
203-05 W. Main, Artesia



The splendid spirit of the season shines in the hearts of men.



Artesia Floral Co.
Phone 777, Artesia

REMEMBER—Merit Feeds get best results. McCaw Hatchery, 13th and Grand, Artesia. 6-10-tf

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



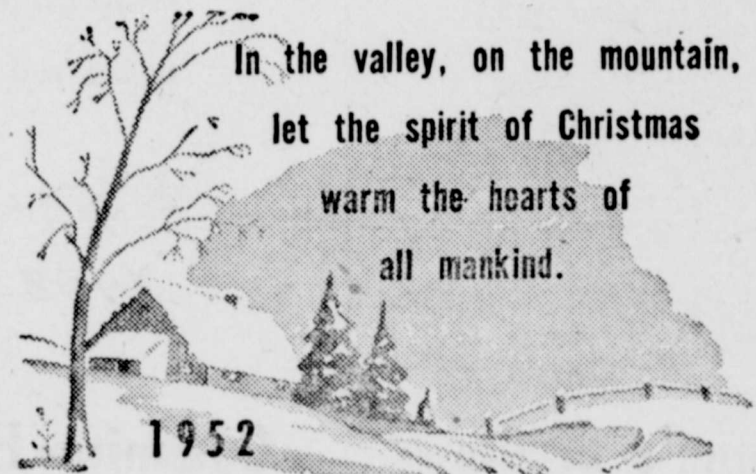
H. & J. Food Basket

No. 1 at 1008 South First No. 2 at 13th & Main
ARTESIA



State Distributors

Fifth and Main, Artesia



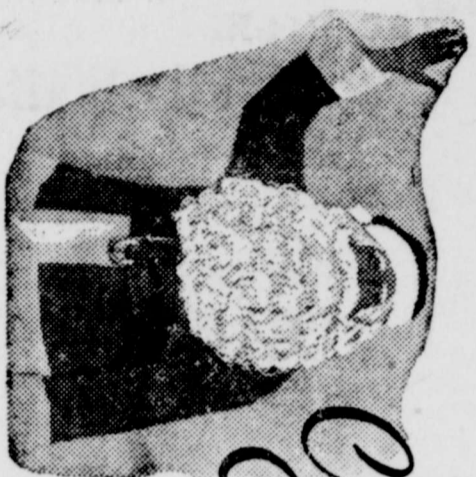
Keys Men's Wear

116 West Main—Artesia



Southwestern Realty Co.

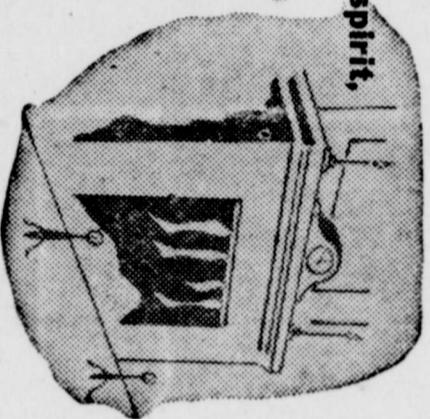
Farms, Ranches, Homes, Business Property & Insurance
315 West Quay, Artesia—Phone 1065



*Christmas
Wishes*

... 1952

In the prevailing spirit,
we offer our hope
for your complete
happiness...

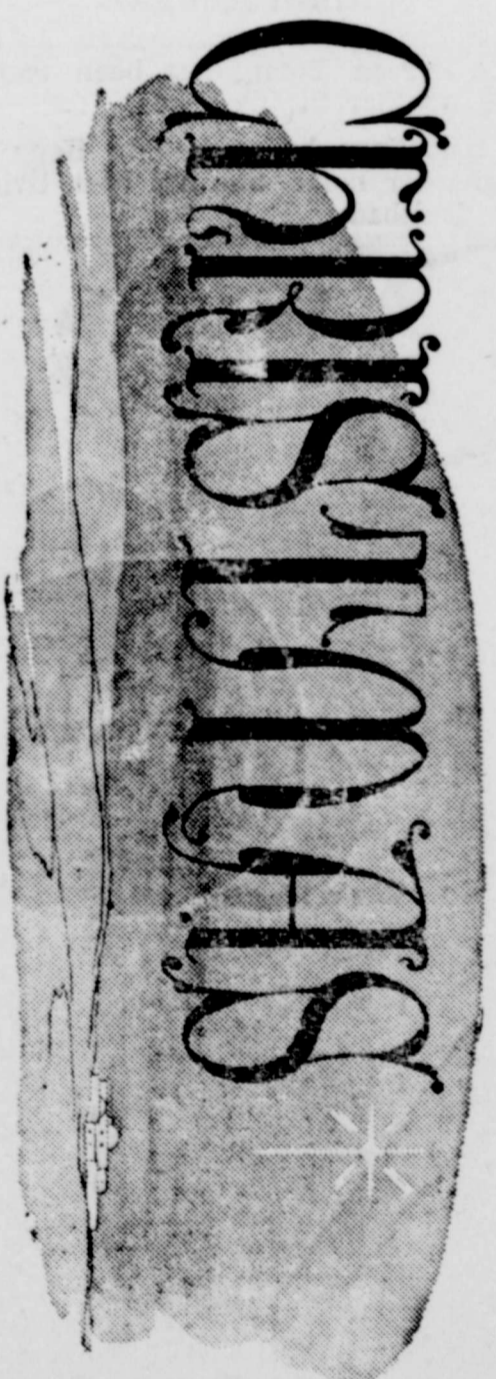


...and we commend to you
the extra joy this season
brings to all
our hearts.

Peoples State Bank

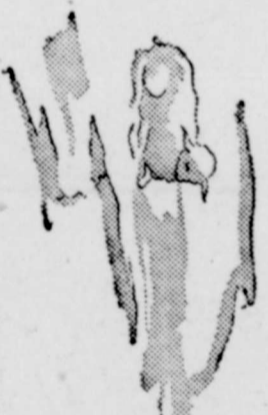
Artesia, New Mexico

Member of Federal Deposit Insurance Corp'n



Fear not, for behold!

The good tidings of great joy are
wonderfully repeated for us all
again this year.



First National Bank

Artesia, New Mexico

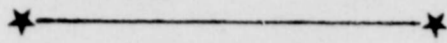
Capital and Surplus \$500,000.00.

LANDSUN

FRI. - SAT.

"Wac From Walla Walla"

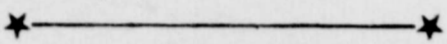
Judy Canova



SUN-MON

"CARRIE"

Jenifer Jones
Lawrence Oliver

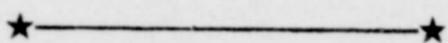


TUES-WED

Car Give Away Tuesday
Wed Check Night

"The Devil Makes Three"

Gene Kelly
Pier Angeli



THURS. - FRI. - SAT.

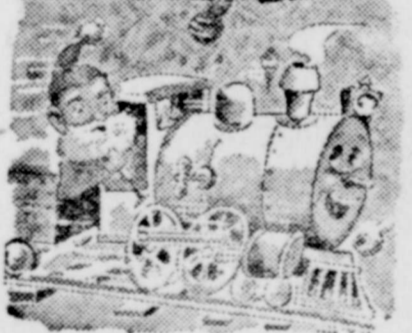
"The Winning Team"

Doris Day
Ronald Reagan

Anderson Young has been under the weather the past week.

Mrs. Cope has moved to Hope to make her home. She has been living in Carlsbad.

A Smooth Holiday Track



We'd like to "engineer" a Merry Christmas for you.



Artesia Paint & Glass Co.

822 S. First, Artesia

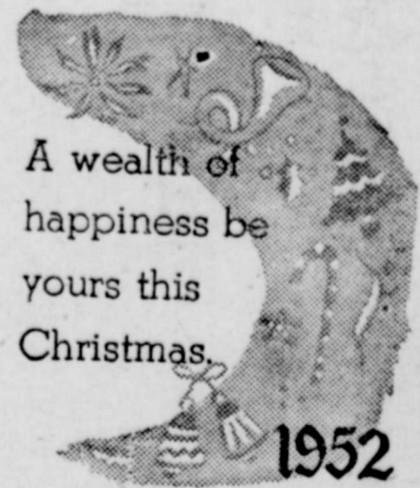


We hope you may be surrounded by joy and gladness and filled with the warmth Christmas brings to everyone.

Irby Drug
Carper Bldg., Artesia



Loving Ins. Agency
Booker Bldg. Artesia



The Hub Clothiers
305 W. Main, Artesia, N. M.

Season's Greetings



A heartfelt "thank you" for your loyalty and patronage in the past. And a Happy New Year.



Artesia Laundry & Cleaners

115 North Fourth Street---Phone 11

Sanitone Dry Cleaning, Damp Wash, Fluff Dry & Finished Laundry Service