

PENASCO VALLEY NEWS

AND HOPE PRESS

Vol. 25, No. 38

Hope, Eddy County, New Mexico

Friday, Dec. 26, 1952

REA Loans \$588,000 To Penasco Phone Cooperative

The Rural Electrification Administration has recently announced the loan of \$588,000 to the Penasco Valley Telephone Cooperative of Hope to improve and expand telephone service in rural areas of Eddy, Otero, Lincoln and Chaves counties.

As a nucleus, the recently-organized cooperative proposes to acquire the Hope Telephone Co. facilities, consisting of 46 miles of toll and exchange line serving 27 subscribers.

The loan funds will be used to build 585 miles of new line and install new automatic dial central offices at Hondo, Hollywood, West Capitan, Mayhill, Lakewood, Cottonwood and Hope. As a result of the new construction, modern service will be afforded the present subscribers and extended to 553 now without telephones. In addition, the cooperative will have as regular subscribers 27 families now receiving switching service only.

There will be no toll charge for calls between the Hondo, Hollywood, and West Capitan offices.

The completed system will consist of 585 miles of line furnishing modern telephone service to 607 rural subscribers. It is being designed to meet the needs of all potential subscribers in the operating areas.

Wise Men Arrive At Bethlehem

"And when they were come into the house, they saw the young child with Mary his mother, and fell down, and worshipped him.—Matthew 2:11. Read Matthew 2:1-11.

It is an impressive picture that is formed in our minds as we think of the story of the wise men. There they come on camel's backs, star-led from their eastern homes. Day after day they have traveled on, hopeful that they shall yet find the Christ. And now at Bethlehem they look on the face of the Babe. Full of wonder and gratitude, they worship Him.

It is fitting that human hearts should be glad on this day of the year. Music and song and laughter all have their places, for Christmas is a time for family reunion and the giving of gifts.

But over and above all things that may engage our attention, the worship of Christ is to come first at Christmas. If we take worship out of our activities, we make of Christmas a meaningless, pagan festival—a holiday rather than a holy day.

The star-led men from the East and the shepherds from the Judean hills express the true spirit in which to approach Christmas and spend the day.

PRAYER

O God, the Father of our Lord Jesus Christ, we thank Thee for the revelation of Thyself made in Jesus, our blessed Lord. May His spirit of love and good will fill our hearts

now and always. In the name of our Lord, Emmanuel. Amen.

THOUGHT FOR THE DAY

"Joy to the world! The Lord is come."—Ben Glover.

Decks Swept Clean; New Start Made

The Eisenhower Administration, all the signposts say, will be based on two patterns—that of the military and that of business. The military phase is found in the staff system which the President-elect has begun to establish as a functioning organism. He will be receptive to advice and discussion. Then, once a decision is reached, he will expect it to be carried out without dissent and with all good will on the part of the lieutenants concerned. It is extremely unlikely that the top men in his administration, especially those of Cabinet rank, will issue conflicting statements and advocate opposed policies—something that has happened time and again during President Truman's tenure.

The business phase is found in his emphasis on getting full value for each dollar spent—whether it be in national defense, foreign aid, or anything else. His appointments reflect that attitude. Most of the men chosen have had to deal with budgets, payrolls and ever-mounting taxes. They have had to make their way in the intensely competitive world of industry. Eisenhower has shown no liking for theorists and academicians—the kind who pulled so much weight under Roosevelt. And he has shown none for the so-called "practical politicians" who have held the center of the stage under Truman.

It has been observed that Governor Dewey has been a potent force in shaping up the form and the face of the next Administration. Various reasons account for this. One is the extraordinarily effective job done by Dewey and his assistants in swinging the Republican convention to Eisenhower. Another reason is that Dewey as Governor of New York has established one of the most business-like regimes in the history of politics. Political considerations are not forgotten—no one goes far or lasts long in national life who forgets those important matters. But the Dewey emphasis has been on honest, efficient and impersonal administration of New York's great affairs. This, it is clear, is what General Eisenhower intends to apply on the national scale.

Much has been made over the rift between Eisenhower and Taft because of the appointment of Durkin as Secretary of Labor. Some say that Taft lost his temper—he is a sensitive man and often quick to anger. Others say that Eisenhower unwittingly violated political protocol because of inexperience. Still others say that this was a planned move, to show Taft who is boss. However, the idea that the Eisenhower-Taft honeymoon is over and warfare has begun is not given much credence in informed quarters. The men hold very similar views on most issues. It is expected that they will work very closely

together and that the relationship will generally be amicable.

The Eisenhower cabinet has come in for a great deal of editorial praise and comparatively little criticism. One observation is that it may be lacking in men with wide experience in government—only one member, McKay of Oregon, has held high elective office, and that was on the state and not the national level. A virtue in this is that the cabinet men come to their jobs without the usual political commitments and associations.

There will be a wholesale turnover in the upper government echelons starting Jan. 20—to a man, the New Deal and Fair Deal appointees will go. That won't be true on the lower echelons, because of Civil Service. There the change will take place slowly. But on the policy level, the decks will be swept clean and a new start made.

Hope News

Mr. and Mrs. John Bush are the parents of a baby boy born last week. This makes five girls and one boy in the Bush family.

We want to thank all the advertisers who made our last week's paper a success. Here's wishing everyone a "Happy New Year!"

Mr. and Mrs. Bob Wood and Lawrence Blakeney spent Christmas at the home of Mr. and Mrs. Carl E. Davis and family at Artesia.

Clem Weindorf won second prize in the Christmas lighting contest in Artesia. He was awarded \$25 in merchandise.

Mrs. Altman and Ada Belle Trimble went to Roswell Monday on business.

Mrs. Charles Kasulka was up to Hope last week visiting her sister, Mrs. Haskell Harris.

Floyd Cole and wife were guests at the E. F. Harris home Christmas Day.

John Neel and family of Thorn, Calif., W. M. Clanton and family of Midland, Texas, Floyd C. Newsom and family of Vealsmore, Texas, Charley Parrish and family of Artesia and Junior Newsom of Artesia were dinner guests at the M. C. Newsom home Christmas Day.

Everybody and his brother has been dressing turkeys at Bryant Williams this week. Bryant can't keep up with the orders pouring in.

Jess Anderson shipped his calves to Dimmitt, Texas, last week.

Mrs. Tom Harrison received a Christmas card addressed to "Mother Harrison and Gang." The writer was evidently hoping for an invitation to Christmas dinner.

Wednesday, Jan. 31, the Petticoats give another dance at the Hope gym. Music by Fisher-Bates orchestra.

Mr. Silkwood went to his home in Oklahoma to spend Christmas.

Mrs. Jack Noble and daughter, Sharon, accompanied Miss Verna Tyner to Oklahoma to visit relatives during the holiday season.

Dick Westaway of Carlsbad has been mentioned a state Democratic chairman. He would make a good one. He has our endorsement.

Last week, two wrecks occurred on Highway 83. A lumber truck turned over at the Selman corner and a passenger car left the highway at "Deadman's" corner. Several were injured, but none fatally. How long before the state highway department is going to do something about this.

A big fight is looming over the division of the county into two school districts. Plenty of time should be given before any action is taken.

The report comes from Santa Fe that Hope is to lose its high school. We knew this was coming several years ago. To hold a high school, a school must have a certain number of pupils and we haven't had them.

"There's Gold on the Moon!" . . . With space travel in the foreseeable future, scientists are looking to the moon as a new source of such precious minerals as uranium and gold. You'll be fascinated by Hugo Gernsback's ingenious plan for tapping these lunar riches. Read it in The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

Haskell Harris and family spent Christmas in Roswell visiting Mr. and Mrs. Charles Harris and family.

New Mexico 4-H'ers Are Named

Seven New Mexico boys and girls have been named national winners in 4-H club record awards programs, according to an announcement today from the National Committee on Boys and Girls Club Work, Chicago, Ill.

New Mexico winners, their awards, contests, and sponsors are as follows:

Jake Barboa, 17, Route 1, Box 384, Albuquerque, has been awarded a \$300 scholarship as one of eight national winners in the tractor maintenance awards program. His award was sponsored by the Stanolind Oil and Gas Co., Tulsa, Okla.

Ronald Elkins, 16, Box 254, Farmington, was one of eight national winners in the 4-H soil and water conservation awards program. He was awarded an expense-paid trip to the National 4-H Club Congress in Chicago and a \$300 college scholarship by the Firestone Tire and Rubber Co.

Nancy Ann Fore, 17, Estancia, was awarded a \$300 college scholarship as one of 12 national winners in the 4-H clothing achievement awards program. Sponsor of the award is the Spool Cotton Co., New York.

Carole N. Mullins, 19, Route 1, Rogers, was given the first place girl's award in the national leadership awards program. She will receive the Horace A. Moses trophy and a \$300 college scholarship donated by Edward Foss Wilson, Chicago, Ill.

PRAYER

We thank Thee, O God, for the life of Paul. As he followed in the footsteps of Jesus, may we also make Christ our example and learn the secret of contentment. May we, also like Paul, be useful to Thee in the building of Thy kingdom of this earth. For Jesus' sake. Amen.



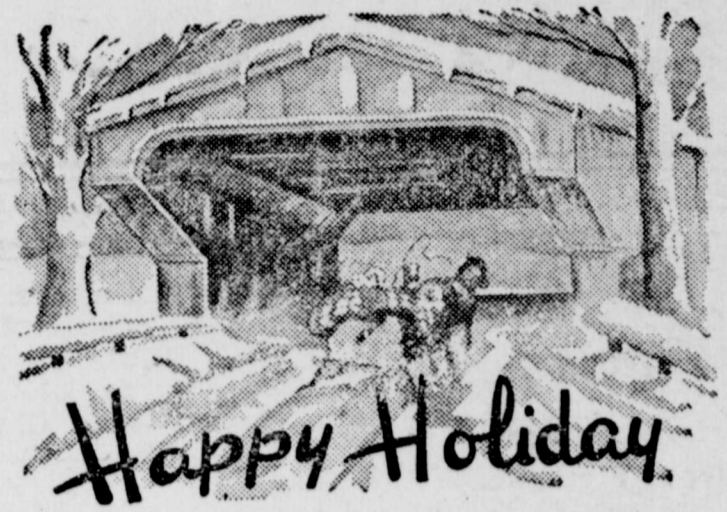
Artesia Gas & Appliance Co.

402 North First—Artesia



Brainard-Corbin Hdwe. Co.

327 Main Street, Artesia

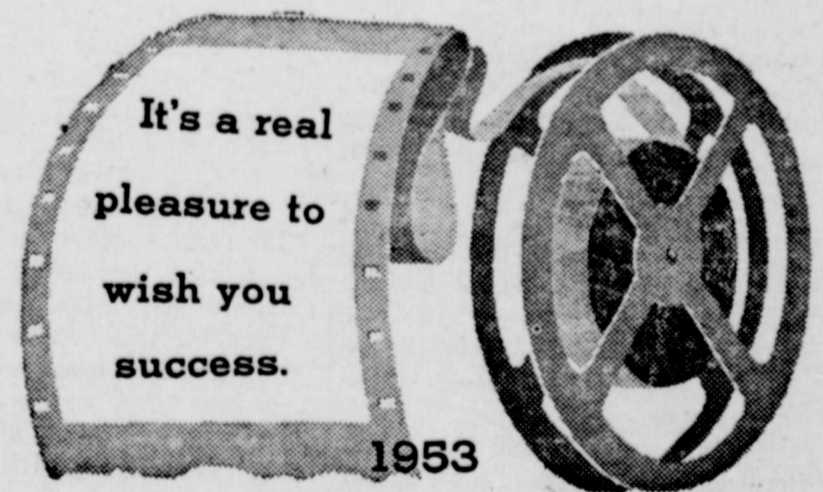


H. & J. Food Basket

No. 1 at 1008 South First

No. 2 at 13th & Main

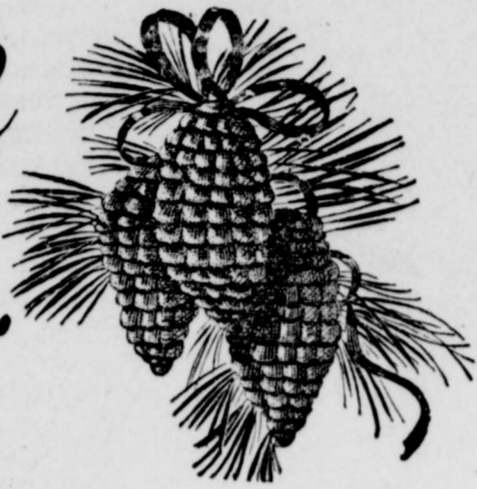
ARTESIA



Artesia Locker Plant

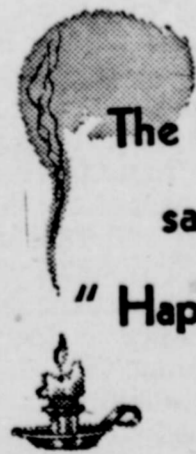
South Thirteenth Street

*A Peaceful
New Year...*



Our thanks to
everyone in
town for his
good will
and friendship.

J. C. Penney Co.
Artesia



The best way to
say it is still
"Happy New Year."

Artesia Auto Company
Your Ford Dealer

Artesia,

New Mexico



Each of you deserves a pat
on the back for making
this community a fine
place in which to
welcome the
New Year.

F.L. Wilson Feed & Farm Supplies
Artesia



It's a pleasure to look
forward to another
year among you.

Bolton Oil Company

309 North First—Artesia



...the best one yet...

1952

1953



We're wishing you
a bigger, better,
and happier New
Year for 1953.

Central Valley Electric Cooperative, Inc.
West Quay—Artesia

New Year GREETINGS



May joy and
success attend
you the whole
year through.

The Penasco Valley News

HAPPY NEW YEAR



Thank you for your
year-round
good will.

Chandler Jewelers
Artesia

Today's Meditation

"Ye shall know the truth, and the truth shall make you free."—John 8:32. Read John 8:31-36.

We have heard of an English warship that was sailing through southern seas, when those aboard discovered an uncharted island. Men landed to take possession and planted the flag, breaking the silence of the island. Scantly clad, a man with long beard and uncut hair was seen coming out from among the rocks. He saluted the flag, and then disappeared. Later it was learned that he was an English sailor shipwrecked years before in those waters. His mind had been affected by the solitude. After recognizing and saluting the flag, he ran away from it although it was his only salvation from the limitations of living on the island.

Christ has come and the flag of the heavenly Kingdom is flying as a symbol of the hope that is ours through the great mercies of His abundant salvation.

Some salute the flag and take Jesus as their Saviour. But many turn from Him, not realizing that He is their only hope of salvation from the miseries and sadness of a life without Christ.

PRAYER

Almighty God, cause us to put aside the weapons of war and destruction. By Thy love conquer our hatreds and prejudices. Lead us to accept that freedom that will make us one in Thee. Through Jesus Christ, our Lord. Amen.

THOUGHT FOR THE DAY

Today I will claim Christ as my Lord and Master.—Robert P. Turner.

Sage and Cactus

By doughBelly Price

Well, Ike is on the way home from Korea. It will cost us about fifty thousand dollars. I could have went on less than that. But I think it is the best investment this administration has made, and about the only one that didn't reek of politics and higher taxes. Ike wants McArthur's advice on how to stop the Korean war without starting a big combat. Now, he don't have to go that far to find out how to do that. Just ask Little doughBelly. There is a way and it is a cinch and will cost nothing. Just take the profit out of war and war will dry up. Remove the cause and the disease will cure itself. Simple, aint it? Just like stopping the loss on a herd of cattle. Just sell the cattle.

That lady wonder horse in the east that answers hard questions and tells you the truth. The difference in talking to that mare and a politician is just this: the mare lives right and aint looking for no kickback. Or five per cent of the take. Not scared of losing votes or trying to get all the money in the world in one little sack and have the power to pull the string. And she don't live in Washington, D. C. And don't have to get her attorneys opinion before answering a question. And not afraid of incriminating herself by telling the truth. That must be a wonderful way to live. This might be a better world if we was all horses instead of horses...

There it is folks—people are waiting for a lessening of the size of Govt. and the lessening of the "take" from their earnings. If the Govt., now, will do its part, Tony and everybody will roll up their sleeves, go to work—produce more, sell more fish—and still have more left to put in their own jean's pocket.

Economists Predict More Meat in '53

Production of meat has risen moderately in the nation this year. Economists of the U. S. Department of Agriculture say meat production will continue to increase in the year ahead. They expect the average person to eat a few pounds more meat in 1953 than in 1952.

The economists base their prediction on the prospect of more cattle and calves coming to market. They expect larger output of beef and veal to account for nearly all the gain in total meat production. Pork supply will probably be less, with about the same amount of lamb and mutton.

The output of beef this fall has been running well above last fall, the USDA specialists note. For the year, beef production is expected to total 8 or 9 per cent more than last year. The larger production of beef this fall is the first increase resulting from a big expansion in cattle numbers on farm and ranches which began three years ago. Expansion in cattle raising will probably push beef production higher in the next several years. Assuming that the production will go up gradually, there will probably be around 10 per cent more beef next year than this year.

The department specialists figure people in this country will eat about 66 pounds of beef per person next year. That would be about five and one-half pounds more than in 1952 and 10 pounds more than last year. Except for 1947, it would be the most beef eaten per person since 1918.

LOOK!

I have ranches, good ones, bad ones, high ones, but none cheap. Nice homes in Taos, a good place to spend the Summer if you have money, but don't come broke, we have plenty in that shape now. Any information, write me, I might tell you the truth, but don't guarantee that.

doughBelly Price,
Taos, New Mexico

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

Kodaks and Kodak Films

Leone's Studio

Artesia

IRBY Drug Store

A Good Place to Trade

the Whole Year Through

The Drug Store in the Carper Bldg.

For Best Results Advertise

in the Penasco Valley News

The First National Bank of Roswell

Roswell, New Mexico

Member—Federal Deposit Insurance Corp.

Serving Southeastern New Mexico Since 1890

Guy Chevrolet Co.

Dealer For

Chevrolet Buick Oldsmobile
and Chevrolet Trucks

Invites You in for any
Automobile Needs

101 W. Main

Artesia

GUY TIRE & SUPPLY CO.

Goodyear Tires, Tubes and Batteries

ADMIRAL Refrigerators

- Guns
- Ammunition
- Sporting Goods

1st and Main, Artesia

How to End Korean War?

When the Korean war started, President Truman called it a police action. Few men would have the temerity to apply that name to it now. In terms of casualties and economic cost, Korea has been a full-scale conflict.

U. S. News & World Report recently ran a lengthy article on that war, in which it dealt with the problem of what President-elect Eisenhower may be able to do to end it. First of all, the bare statistics are staggering and horrifying—especially so when we consider that the war is now 100 per cent stalemated and nothing resembling victory is in sight. Allied losses total 294,000, of which United States forces suffered 128,000, South Korea 155,000 and other nations 11,000. By comparison, the United States had 105,000 casualties during the first two and a half years of the Pacific phase of World War II—less than for the comparable period of the Korean war.

Measured in money, the direct cost to us of the Korean conflict has pass-

ed the \$15,000,000,000 mark, and the indirect cost has been tremendous. Measured in materiel, we have shipped more than 12,200,000 tons of gas and oil to Korea, and over 20,300,000 tons of munitions, trucks and other supplies.

U. S. News summarized the alternatives that, in the opinion of military leaders, will confront President

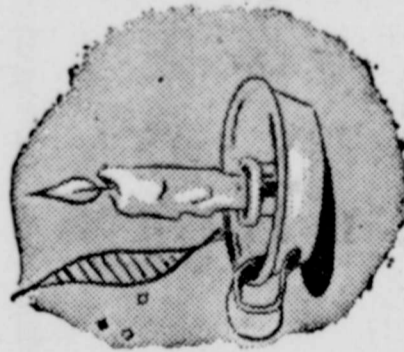
Belen Girl Wins

Pauline Baca, 14, Belen, was a second place winner in the junior division of the national Make it yourself with wool contest in Chicago, Dec. 7-10, according to Miss Rheba Boyles, extension clothing specialist at New Mexico A&M college. Miss Baca was awarded a \$100 defense bond by the John Walther Fabrics, Inc. She was the youngest of the 26 girls from 13 western states who took part in modeling their home made woolen garments in the national show.

Miss Baca is a member of the Junior Miss 4-H club of Belen and a sophomore at Belen high school. She is in her fifth year of 4-H club work. She is the daughter of Mr. and Mrs. Elfego G. Baca.



The challenge and opportunity offered by a fresh, new year is a universal gift.



Let us all share it and build solidly upon it together.

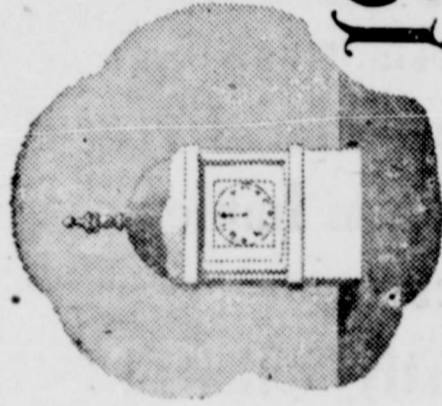
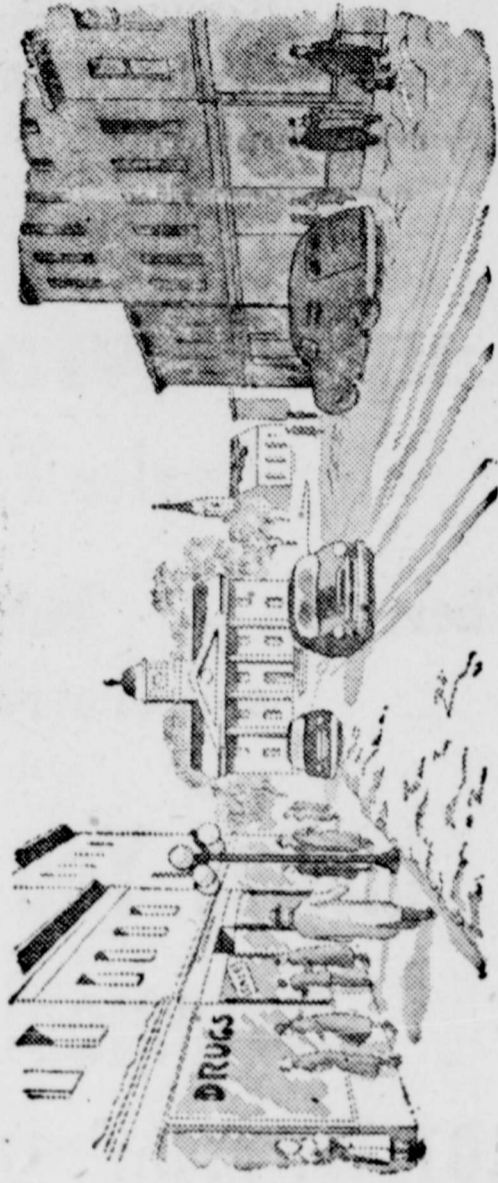
1953

Peoples State Bank

Artesia, New Mexico

Member of Federal Deposit Insurance Corp'n

A Happy
NEW YEAR



We are thankful to be starting another year in our community, among our good friends. Success to every one of you.

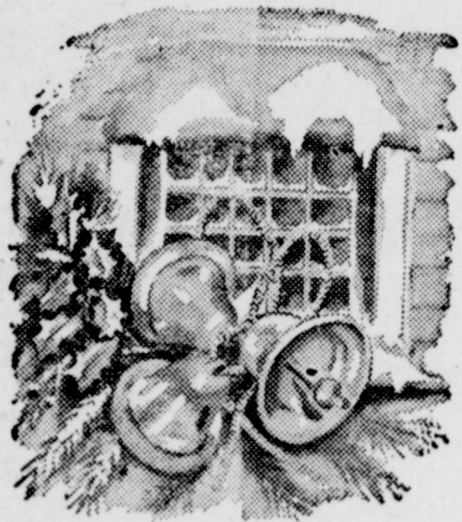
1953

First National Bank

Artesia, New Mexico

Capital and Surplus \$500,000.00

... A
New Year
and a new wish
for your happiness.
1953



Southwestern Realty Co.

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

HELLO

nineteen fifty-three



We're calling
for a New Year that will
ring in a new era of
peace and prosperity.



Paulin Funeral Home

7th at Grand, Artesia

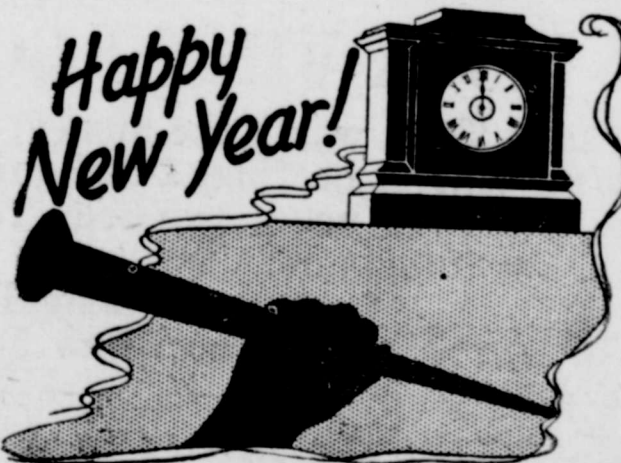


And a new era of peace
and prosperity for our
friends everywhere.



Keys Men's Wear

116 W. Main—Artesia



In all sincerity,
we offer our
wish for your
increasing success.

1953

L. P. Evans Store

West Main, Artesia

Dodge Cars Dodge Job Rated Trucks Plymouth Cars

Bring your cars and trucks where you can get trained mechanics and genuine factory parts.

WE FINANCE NEW MOTORS AND
MAJOR OVERHAUL JOBS

HART MOTOR CO.

207 W. Texas, Artesia Phone 237W

Bank with a Bank you can Bank On

Capital \$250,000 Surplus \$250,000

You will find the going easier
with your account in the

First National Bank

Artesia, New Mexico.

LOOK WHAT I GOT!

A house in Taos, worth the money. Three bedrooms, full basemen, central heating, 2-car garage, everything. Nice lawn, covered now; two-hole Toilet in case of emergency. For information, write

doughBelly Price,
Taos, New Mexico

The Low Down From Hickory Grove

I am such a burnt-in-the-cork believer in free enterprise that sometimes I reckon I make some kind of a nuisance of myself. But as I gaze back at what has happened here in our fair land, and due to too little attention as to what is going on all around us, I haul out a new shapened pencil and break out again against Govt. ownership—Govt. operation of things that ups and pulls the rug from under the citizen who, when he wakes up, is a surprised baby.

Look today at that grand Pacific Northwest wherein you will find no sweeter raspberries, plumper salmon, redder apples—and what happens when they lowered their guard. The Govt. power boys breezed into the country there with the calliope on tope volume, saying, stand aside girls and boys—you sit down in the cool shade—I will make the power and lights—and cheaper.

The folks, sucker-like, sat down.

Govt. dams and power stations sprung up all over and slowed down private development—and then what. I'll tell you. A power shortage there is now upon them—even the Christmas trees are dark. Those nice people there now lick their wounds. It has done one good turn though for the rest of the country—it show 'em what not to do, when the Govt. calliope barges into town.

Yours with the low-down,
JO SERRA.

REMEMBER—Merit Feeds get best results. McCaw Hatchery, 13th and Grand, Artesia. 6-10-1f

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

Extension Workers Elect Officers

Officers of several extension organizations were elected at the annual extension conference at New Mexico A&M college Dec. 8-12.

W. Foster Zimmerman, Union county extension agent, was elected president of the New Mexico County Agents association for the coming year. Other officers elected are Abad Martinez, Taos county, first vice-president; Ben Fritz, De Baca county, second vice-president and T. C. Perkins, Lea county, secretary-treasurer. Officers of the New Mexico Home Demonstration Agents association for 1953 are Mrs. Mary B. Nelson, Chaves county, president; Mrs. Mary Ann Owen, San Miguel county, vice president and Mrs. Owaissa Crites, Union county, secretary-treasurer.

The newly-formed New Mexico Extension Specialists association also elected officers at the annual conference. They are Ivan Watson, animal husbandman, president; Miss Tiny Faye Jones, associate state 4-H club leader, vice president and John M. White, extension editor, secretary-treasurer.

The state chapter of Epsilon Sigma Phi, honorary extension fraternity, named these officers for the coming year: worthy chief, Mrs. Dorothy Y. Hanny, Grant county extension agent; secretary-treasurer, A. E. Triviz, assistant extension director; annalist, W. G. Vinzant, Roosevelt county extension agent.

YOUR EYES

NEED ATTENTION

Consult

Dr. Edward Stone

Artesia, N. M.

Penasco Valley News and Hope Press

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W. E. ROOD, Publisher

Bernalillo Co. Wins State Grass Contest

Bernalillo county has been named the winner of New Mexico's grasslands contest for 1952, according to an announcement from Ivan Watson, extension animal husbandman at New Mexico A&M college and chairman of the extension grasslands committee. Farms who represented Bernalillo county in the contest were those of L. G. Zartman, St. Anthony's Boys Home and the Denison Farms, all of Albuquerque.

Dona Ana county was second in the contest and Roosevelt county third. Seven counties participated in the contest.

Dona Ana was represented by the farms of Frank Archer, Hatch; L. E. Archer, La Mesa and Max Opitz, Anthony. The farms of Orville Doak, W. D. Kenyon and A. G. Ross, all of Portales, represented Roosevelt county in the contest.

LANDSUN

FRI. - SAT.

“The Winning Team”

Ronald Reagan

Doris Day

★—————★

SUN. - MON. - TUES.

“Willie and Joe Back at the Front”

Tom Ewell

Harvey Lembeck

★—————★

WEDNESDAY ONLY

Wed Check Night

“Tropical Heat Wave”

with Estelita

★—————★

New Year's Pre-Vue

“Where's Charley”

Ray Bolger

Allyn McLerie

★—————★

OCOTILLO

FRI-SAT

DOUBLE FEATURE PROGRAM

“Artic Flight”

Wayne Morris

and

“Night Flight”

★—————★

SUN. - MON. - TUES.

“The Jungle”

Rod Cameron

Marie Windsor

According to the rules of the contest, county committees selected the three farms in each county which were carrying on the best program of grassland farming. These three farms then represented their county in the state contest.

A trophy cup, donated by the National Fertilizer association, was awarded to Bernalillo county. The contest will be continued in 1953.

76 Prizes Offered In Safety Contest

Seventy-six farm boys and girls under 21 years of age will become prize winners in the National Farm Safety contest sponsored by the American Farm Youth magazine.