

# PENASCO VALLEY NEWS

AND HOPE PRESS

Vol. 25, No. 38

Hope, Eddy County, New Mexico

Friday, Jan. 2, 1953

## Couple Are Wed at Hope



MRS. JAMES E. HAWKINS

## Miss Carolyn Young of Hope Becomes Bride of James Hawkins Saturday

Carolyn Young, daughter of Mr. and Mrs. Joe B. Young, Hope, became the bride of James E. Hawkins of Phoenix, Ariz., in a double ring ceremony Saturday morning at 10 o'clock in the Hope Church of Christ.

The bridegroom is the son of Mr. and Mrs. L. R. Hawkins of Phoenix.

Brother of the bridegroom, Robert A. Hawkins, read the service before a background of snow-flecked evergreen.

Pre-nuptial musical selections were "I Love You," and "Because" recordings of the Abilene Christian college A. Capella chorus. The college chorus also provided the traditional processional, recession, and doxology.

Maid of honor was Wilma Young, sister of the bride. Brother of the bride, Tom Young, was best man.

Given in marriage by her father, the bride wore an ankle-length dress of white brocade, fashioned with long pointed sleeves and a nylon net overskirt. She wore a brimmed half hat of white velvet and rhinestones. She carried a bouquet of white snow-flecked poinsettias accented with sprigs of

holly.

The maid of honor was dressed in a pale green taffeta, sleeveless copy of the bride's dress. She carried an arrangement of holly.

Mrs. Young wore an Air Force blue suit with navy accessories and wore a corsage of white carnations, accented with holly.

The wedding breakfast was in the home of Mr. and Mrs. Joe Young. The buffet was centered with the tiered wedding cake, resting on a mirror surrounded by a wreath of snow-covered evergreens.

For a short wedding trip to Phoenix, the bride wore a navy suit, with red accessories and white brushed velour hat. Her corsage was of small Christmas balls.

After Jan. 1, the couple will be at home at 1840 Cedar Crest Drive, Abilene, Texas.

The bride was graduated from Hope high school and attended Abilene Christian college. The groom was graduated from North Phoenix high school and is now enrolled in Abilene Christian college. She is at present employed by the firm of LaRue, Lawrence, Wood & Kelley in Abilene.

## Phone Co-op To Use Radio, Dial Equipment

Most modern equipment including dial telephones and radio telephones in remote areas will be used by the Penasco Valley Telephone Co-op. Its directors decided in a meeting held in Artesia earlier this week.

Moving swiftly following recent approval of a \$588,000 rural electrification administration loan for the telephone co-op, the new co-op's directors Monday hired H. N. Roberts engineering company of Lubbock to make aerial survey maps and draw plans and specifications for the new system.

Following approval of the directors of Central Valley Electric Co-op, Paul Frost, manager of the electric co-op, was named acting manager of the new phone co-op "until it gets on its feet," according to one director.

Frost will be assisted by Dee Nutt also a Central Valley employe.

The Penasco Valley phone co-op is intended to serve the Penasco Valley to near Mayhill, the Hondo Valley to near Ruidoso, and the Pecos Valley, including Lakewood, Atoka, Cottonwood and other small communities.

Dial phones will be used throughout the system, Frost said Wednesday. Where subscribers are located too remotely for service by line, radio-telephones will be used.

A carrier system permitting one pair of wires to carry many lines will be employed. Central equipment offices for each of the several areas to be served by the co-op will be set up.

The equipment offices, complete with all-automatic equipment, will be unattended by operators.

Directors of the phone co-op are Bryan Runyan, president; C. R. Barley, vice-president and George Cassalonne, Joe Clements, Mrs. Forrest Lee, James Norris and Wilbur Coe, members.

Offices for the new telephone co-op will temporarily be located in the Central Valley office in Artesia. The telephone co-op will also string its lines on poles owned by Central Valley.

Directors signed notes Monday for the \$588,000 REA loan.

Cottonwood, Lakewood and Hope will be among the first rural areas to receive service from the telephone company.

The Penasco Valley system will be the third such organization in New Mexico. Other systems are now in operation in the Clovis and Portales areas, Frost said.—Artesia Advocate.

**Meet the Year's Luckiest People!**  
... Some had miraculous escapes from death ... others hit fortune's jackpot! This story reveals the remarkable good luck of last year's most fortunate individuals. Read it in The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

Bryant Williams was in town Monday on business Monday.

## Sage and Cactus

by doughBelly Price

Lets give something this New Year that dont cost nothing. Not deductible from income. Something that will enrich the receiver, cost the giver nothing and may be remembered a long time. And if used in great gobs will bring happiness at home. And make business as well as keep what you hame. Bring rest to them that is tired and discouraged and a ray of sunshine to them that is sad. Dont need no advertising. Every one will notice it. Trouble cannot stand its presence. It cant be bought, begged, borrowed or stold. But dont try to keep it; for it is no good till it is give away. And if the person you gave it to is too tired to give one in return, give him another shot—it dont cost nothing! And it will bring a ray of sunshine to this old war-torn, weary world,

JUST A LITTLE SMILE

## This Is Taos

By doughBelly Price

Taos is the only place that has no dimensions. it was laid out by Varas 6700 feet high and humped up in places. If ironed out flat, it would ze twice the size, completely sunk in rotten polotics. Wonderful climate that sometimes turns into a howling blizzard. Controlled only by the ports of entry and that controlled by polotics.

**TOURISTS**—Yes, we have them, poor things. They plan the trip 11 months and get one month of bitter disappointment. Get home tired and constipated, broke, car knocking, tires gone and a hand full of Indian jewelry made in Massachusetts. Beheld Taos in all its glory been scalped not by Indians but by everybody.

**INDIANS**—Yes a very valuable asset, as he can do his own thinking. Gets two prices for a blanket and stays out of polotics. Can see you walk and say three words and tell you what state you are from and what is the best way to scalp you for the most. Crazy, oh yes!

**COWBOYS**—very few. A cowboy is a polotician with his brain knocked out and can be found most anywhere. He is not needed. Big hat, run over boots and doesn't know for sure if cattle sleep in trees or on the ground. Treat kindly he is a species of the Lord's neglect.

**ARTISTS**—yes, two kinds, male and female. A species of humanity that can stand for hours and oh and ah at a clump of aspen trees or a hump in the ground, eat a dish of scenery with cream and sugar. Argue the last art exhibit and the beauty of a string of chili. A necessary evil.

But come to this land of sunshine and pinto beans. Get some of this real estate in your gizzard and grass burs between your toes where women are called "Muperes" and corn "Mice."

**TAOS WELCOME YOU. BUT DO NOT COME BROKE.** We have plenty now in that condition.

Mesdames Ballard and Landreth entertained the Altman's at dinner Christmas Day.

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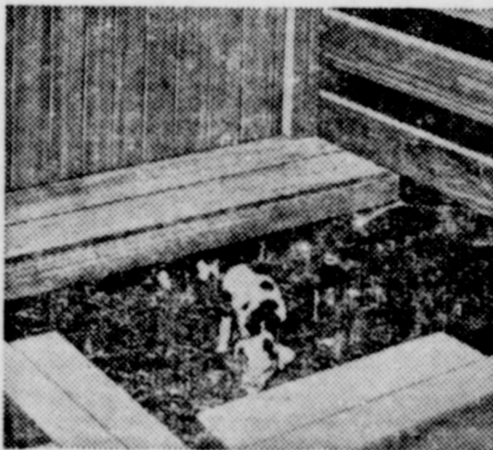


## Heated Barns Cut Infant Pig Deaths

Keeps Piglets Warm; Sow Can't Crush Them

Infant mortality among young piglets is one of the biggest headaches for the hog raiser. The dollar value of little pigs lost each year—due to their being frozen to death or crushed under the weight of the sow while seeking warmth from her body—if computable would reach an astonishing high figure.

An Indiana manufacturer of warm air heating equipment, working in cooperation with the agricultural engineering departments of two large midwestern universi-

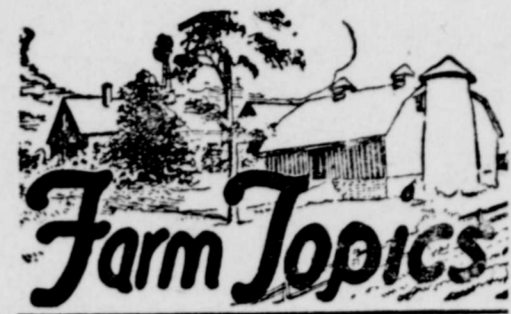


Ledge over ducts embedded in concrete floor provides protective barrier under which piglets can keep warm yet not be crushed by sow.

ties has developed two farrowing barn heating systems which are economical to install and safe to operate. Both systems utilize an oil fired forced warm air furnace—the same type used in residential winter air conditioning systems.

Because both of the systems consist of embedding warm air ducts in the concrete slab floors they are generally to be considered for use in the construction of a new farrowing barn, although the systems can be installed in existing structures if the farmer is willing to tear out the existing floor and install a new one.

Where the farmer desires to use the system to heat the entire barn, a warm air perimeter-type system has been designed.



## Reduce Crop Costs And Boost Yields

Costs Up \$15 Billion From 1941 to 1951

Skyrocketing farm production costs that have increased three-fold in the past 10 years, can be hammered down by good soil and crop management methods that boost yields per acre and cut output expenses.

Pointing out that production costs soared from \$7.6 billion in 1941 to \$22.2 billion in 1951, the Middle West Soil Improvement committee suggests these steps for reducing crop expenses:

1—Follow a rotation that includes soil-building crops to balance the inroads of soil-robbing crops.

2—Use high yielding seed varieties best suited to your soils.

3—Build your soil's fertility level so crops have a well balanced supply of plant nutrients.

4—Improve your soil's drainage and tilth by adding organic matter regularly via well-fertilized legumes and barnyard manure.



You can stake down your rising crop costs by proper crop and soil management which will boost your yields and cut costs.

The steady use of fertilizer is essential to any yield building and cost cutting program. An investment in plant food returns from \$3 to \$5 in increased crop value for every dollar spent.

Farm economists report that at today's prices, fertilizer is a good buy.

## Kodaks and Kodak Films

Leone's Studio

Artesia



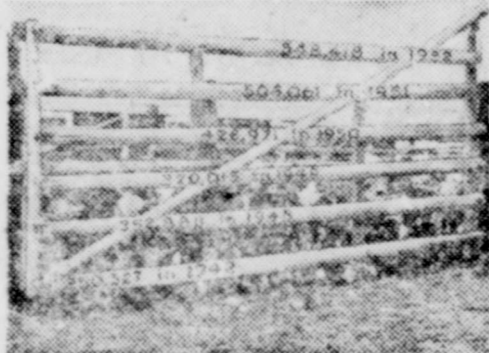
## Herefords Achieve Registration Mark 548,418 Calves Set New World's Record

Purebred Hereford breeders over the nation set a new world's record for registrations during the fiscal year ending August 31.

A total of 548,418 calves were given names and numbers and entered in the official registry of this breed of beef cattle. The total represented an increase of 42,357 registrations over the previous world's record established last year.

Applications for registration poured into association headquarters at the average rate of about 2,180 for each working day. The year's volume amounted to nearly three times the total of registrations for other major beef breeds combined during the last fiscal year reported.

Underlining the steady progress made by the Hereford breed, registrations for the year were 22 times



Multiply the calves shown through this gate by 50,000 and you will have an idea of the record number of Hereford registrations issued during the fiscal year. The total 548,418 registrations set another new world's record.

greater than during the fiscal period 40 years ago, over five times greater than 30 years ago, six times greater than 20 years ago, and more than twice the recordings 10 years ago.

It took nearly 30 years from the time the first certificate was issued in 1879 to reach the total number of registrations issued during the last 12 months alone, officials reported. The new recordings boost the Association's total registry to over 7 million Herefords.

## Today's Meditation

"A man's life consisteth not in the abundance of the things which he possesseth.—Luke 12:15. Read Luke 12:13-21.

Man's inner life normally expands and develops from birth until old age. Our Christian life is a progressive life also. We are wise if we continually open up new fields of thought and new realms of spiritual experience. Our lives are of more value and more precious than the goods we have. These spiritual treasures, these riches without price, can never be taken from us. The good deeds we do, the happiness we bring, the blessings we be-

stow, the duties we perform as unto Christ—these are with us always and will bring us happiness both now and forever.

Do we seek to possess these treasures in an ever-increasing measure? Do we enjoy reading the Bible for the spiritual food it contains? Do we love the Church for which Christ gave His own life? Do we feel the presence of the Saviour with us? Questions such as these help us in making our spiritual inventory.

### PRAYER

Our heavenly Father, we know that our thoughts, words, and deeds are before Thee. Help us to expand our minds and hear so that we may enjoy more of the life to be found in Christ's life and teachings, and so have an abundant and victorious life. In His name. Amen.

REMEMBER—Merit Feeds get best results. McCaw Hatchery, 13th and Grand, Artesia. 6-10-11

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

## Utilize Farm Soils More Wisely, Warning

Better use must be made of farm soils already under cultivation, if America is to avoid running out of land in the years ahead, farm economists declare.

Research specialists in the U.S. Department of Agriculture estimate that the nation may be short about 70 million acres of farm land by 1970, if the population growth continues to boost the demand for food and fibers.

They point out that the population is increasing at the rate of 2½ million a year, while all our good farm land is already in crop. These specialists estimate that today there are only 2½ acres of crop land per person, compared with



3½ acres at the close of World War I. By 1960 there will be less than two acres and this ration will get smaller as time goes on.

All this means that any future increases in farm production must come from acres already under cultivation.

Dr. Byron Shaw, administrator of the Agricultural Research administration points out that our greatest opportunity for boosting production "is in better use of the land we already have."

"Recent experimental findings," he added, "suggest hundreds of new opportunities for increasing crop yields through the greater and better use of fertilizer. Usually the opportunities are greatest when fertilizer is used in adequate quantities in combination with several other improved practices."

## Penasco Valley News and Hope Press

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Friday, Jan. 2, 1953

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Subscriptions \$2.50 per year

W. E. ROOD, Publisher

## YOUR EYES

NEED ATTENTION

Consult

Dr. Edward Stone  
Artesia N. M.

## Meeting of Hope Water Co., Inc.

A meeting of this company will take place Wednesday, Jan. 7, at 2 p. m., at the Altman Cafe. The articles of incorporation will be signed and a formal application made for a loan of \$50,000. All property owners are urged to attend this meeting.

Mrs. Luther Trimble and three sons of Modesto, Calif., have been guests of Mrs. Ada Belle Trimble the past week. They left Tuesday for Lubbock, Texas, where they will visit relatives before returning to their home in California.

Mr. and Mrs. Cecil Coates returned Tuesday from a trip to Fort Worth, Dallas and other places in Texas. Estelle said "be it ever so humble, there is no place like home." And by the way, Estelle was given a new Mercury for a Christmas present.

Mr. and Mrs. Guy Crockett were shopping in Artesia Monday. George Schneider an old resident of Hope, was circulating around Artesia Monday. He used to farm near Hope.

Ezra Teel was taken to the hospital Christmas Day and had his appendix removed. He is getting along as well as could be expected.

Mrs. Macashan is driving a new car. A Christmas present from her father who lives in Texas.

Mr. and Mrs. Altmas drove to Carlsbad last Wednesday afternoon and enjoyed supper and a Christmas tree at the home of Mr. and Mrs. Jesse Buckner.

V. M. Bass of Weed went through Hope Tuesday morning enroute to Roswell after his wife.

Mrs. Floyd Cole is back at the post office after a week's illness with the flu.

## LANDSUN

FRI. - SAT.

## "Where's Charley"

Ray Bogel

SUN. - MON. - TUES.

## "The Prisoners of Zenda"

Stewart Grange  
Deborah Kerr

WEDNESDAY ONLY

## "Army Band"

Stanley Clements

## OCOTILLO

FRI-SAT

DOUBLE FEATURE PROGRAM

## "Apache Rose"

Roy Rogers  
and

## "Tromba the Tiger Man"

SUN. - MON. - TUES.

## "The Quiet Man"

John Wayne  
Maureen O'Hara

## Artesia Credit Bureau DAILY COMMERCIAL REPORTS AND CREDIT INFORMATION

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