

Artesia Advocate

HELPING TO BUILD A GREATER ARTESIA

ARTESIA, NEW MEXICO, THURSDAY, DECEMBER 19, 1946

NUMBER 51



The Song of Christmas

THE long journey from Nazareth to Bethlehem . . . a new Star in the sky . . . heavenly music above the hills of Judea . . . the flutter of angel wings . . . the swift journeying of the Shepherds . . . Mary and Joseph and the new-born Child . . . the coming of the Wise Men, with their gifts of gold, frankincense and myrrh . . .

From these inspiring things the Song of Christmas was fashioned more than twenty centuries ago. The years have added new notes of happiness. Carols and song upon the air . . . candles gleaming into the night . . . secret whisperings and laughter in the home . . . greetings going from friend to friend . . . deeds of love and mercy done in the name of a Child.

No great symphony or composition can match the Song of Christmas. It rises above the clatter and roar of the city; it throbs through the scattered town and hamlet; it sings through the sunlit islands of the South; it permeates the frozen wastes of the Northland. In ever-widening volume its strains echo around the world.

Before its magic the hosts of darkness take flight. It touches the slumbering chords of memory; it heals old hurts and scars; it binds loved ones in a closer and deeper tie. There are no friendless or forsaken within its sound; under its influence the strong reach out to help the weak. Peace and Love and Joy, these are its loudest notes, and they are for all men. For the Song of Christmas is the greatest of all songs because it is understood by every heart.



PEACE ON EARTH.
CHRISTMAS 1946

Hair is one of the most distinctive marks of race. True, we were almost too late in waking up to the national and world menace of soil and water waster.—Dr. H. H. Bennett.

"I just can't get them to join the ladies - they keep talking about Phillips 66 Motor Oil"

PROVED BY 66 BILLION MILES OF SATISFACTORY SERVICE

STAR OF THE EAST

Star of the East, that long ago
Brought wise men on their way
Where, angels singing to and fro,
The Child of Bethlehem lay—
Above the Syrian hill afar
Thou shinest out tonight, O Star!

Star of the East, the night were drear,
But for the tender grace
That with thy glory comes to cheer
Earth's loneliest, darkest place;
For by that charity we see
Where there is hope for all—and me.

Star of the East, show us the way
In wisdom undefiled
To seek that manger out and lay
Our gifts before the Child—
To bring our hearts and offer them
Unto our King in Bethlehem!

Eugene Field

In its profoundest sense, farming is the civilization you carry in your soul as you plow the dirt and manage the flocks and fields.

1946
Merry Christmas

SINCERE
GOOD WISHES
for a delightful
holiday season
from the store
that friendship
built.

**PEDEN'S
FOOD STORE**

Season's Greetings
Wishing You One and All
A
**Merry
Christmas**

H and H GARAGE
BLACKWELDER BROS.
South First Street

Office Supplies at The Advocate

A Merry Christmas TO YOU.
1946

CHRISTMAS should be a time of joy, and we hope that this Christmas of 1946 will be rich in good cheer and true happiness for all who read this message.

★ ★ THE BEST OF EVERYTHING FOR YOU ★ ★

ARTESIA LAUNDRY & CLEANERS

Bonchevalier and Tree of Humanity

The tale of Bonchevalier and the tree of humanity, told with minor variations throughout France and Germany, is one of the most charming of all the Christmas tree legends.

Bonchevalier was traveling through a dense forest once upon a Christmas Eve. In the distance one tall evergreen stood apart from all the others; it seemed aglow with lights and, from afar, a star appeared to rest among its topmost branches.

As he drew nearer, Bonchevalier saw that the tree was covered with candles—some standing upright and others inverted. The star at the top seemed to be the vision of a child whose beautiful head was surrounded by a pale amber halo.

Word spread through the village that Bonchevalier had seen a vision, dreamed a dream, or perhaps experienced a phenomenon. The knight himself admitted that the whole thing seemed incredible; if it was a vision, he could not interpret it; but he was absolutely certain he had seen it and his story was always the same.

Learned citizens of the community questioned him and shook their heads—so did everyone else, except his mother.

The tree of humanity had been revealed to her son, she said proudly and all the world would be blessed by his vision.

Indeed, Bonchevalier's vision symbolized the tree of humanity; the candles represented persons, the good ones standing upright; the bad ones inverted; and the child at the top was the Infant Jesus who watches over all the world of humanity.

Raymond Beckley of Belvidere, Ill., returned from an all-day hunting trip and informed his wife that he had no pheasant—the birds kept out of gun range. Mrs. Beckley grinned, told him to sit down to the table, and served up a plump roast pheasant. The ring-neck had scooted in front of her automobile while she was returning home after driving her husband to the shooting ground.

An average of \$461 for 21 females and \$300 for 26 bulls was chalked up by the annual sale of the Lea County Hereford Breeders Association. Several top animals went to West Texas breeders.

Leo Durocher, who guided the Brooklyn Dodgers to second place in 1946's torrid National Baseball League race, signed a contract for 1947 in President Branch Rickey's office. Terms were not divulged but Rickey said "that this contract is different from the one Leo had last year."

Elaine Tifrea, 7, of Aurora, Ill., has written Santa Claus, saying she is willing to give up her wish for a doll and her brother will forget about a shotgun in favor of three-quarter inch pipes for their new bathroom. The letter, published in The Aurora Daily Beacon-News, explains the family has all the equipment except the pipes.

"We'd like to have it finished by Christmas," Elaine wrote, because her sister and a roommate are coming home from Washington.

Christmas Greetings

AND ALL GOOD WISHES
To our many customers and Friends
at this Happy Holiday Season.
May Your Joy Be Complete

MILLS RADIATOR
UPHOLSTERY

South First St. Phone 55-J

Season's Greetings

Our Sincere Wishes To All of You

For a Very

MERRY CHRISTMAS
And A
HAPPY NEW YEAR
BOLTON OIL CO.

Phillips Products



Bright as the Star of Bethlehem are our wishes for a happy, joyous and wonderful holiday season.

JACK CARSON'S
Gift Shop and News Stand

Phone 197 118 S. Roselawn
Artesia, New Mexico

MAKE GOOD CHEER FOR
Christmas

One need not be told it is Christmastime. The glowing faces of friend and stranger alike bespeak it. It gives us the same thrill as of old to wish all our friends, and those who are still to become our friends, a very Merry Christmas.

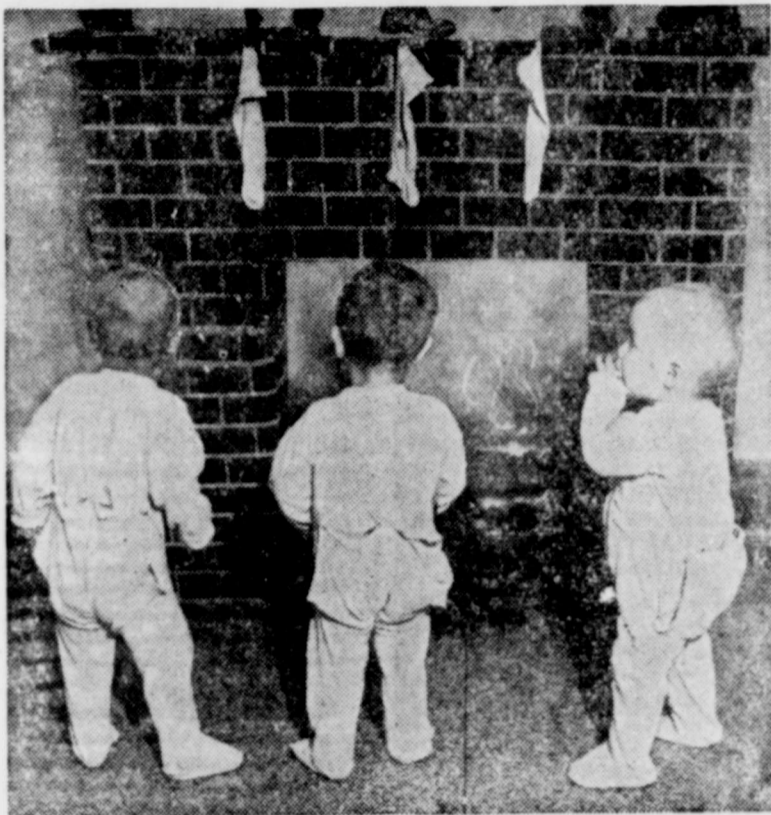
BALDWIN'S



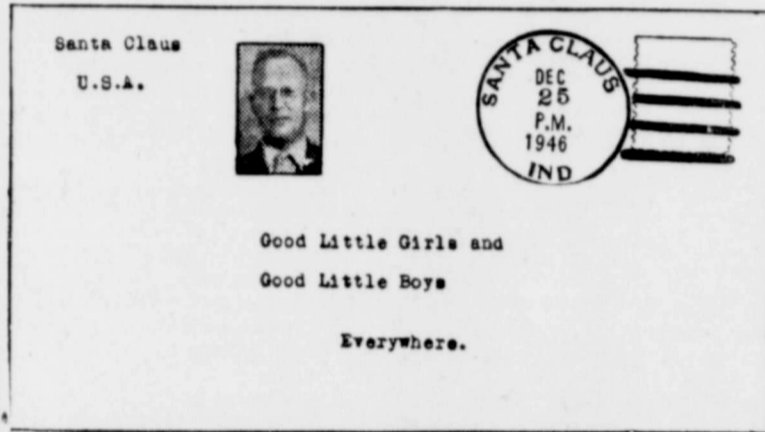
It is good to know that Christmas is here again . . . good to celebrate it, as in the past, with so many fine people with whom we are happy to be associated in this community, and to whom we now send

Our Most Hearty CHRISTMAS GREETINGS

INDEPENDENT SUPPLY CO.



WAITING FOR SANTA . . . They know that Santa will soon be around and are taking a last look before going to bed to see that everything is in order for him



Good Little Girls and Boys Everywhere: Your old friend Santa has received your letters. While he could not answer them all from Santa Claus, Ind., he wants you to know that he is watching over you and knows you will become stronger in every way before next Christmas.

Sacramento Assembly Loop Drive Is Planned At Mountain Camp

Rev. C. A. Clark, pastor of the First Methodist Church, and Martin Yates, Jr., Fred Jacobs, and Sam Sanders were in the Sacramento Mountains Wednesday of last week, making arrangements for Sanders to build an all-weather, year-round road at the Methodist Sacramento Assembly grounds. The road is to extend from the Sacramento postoffice to the camp site, with a scenic loop drive. It will extend about two miles, will be 18 feet wide, and graded and graveled, Rev. Clark said.

COOKING AND EATING APPLES

For sale at 110 W. Richardson. A. G. Bailey. 38-tfc

BRISCOES ARE BACK AT QUALITY CLEANERS

After having leased Quality Cleaners to other operators nearly by two years, Mr. and Mrs. Bill Briscoe have taken over the management again of the business at 320 West Main. During the period, Mr. and Mrs. Briscoe devoted part time to other interests, but for the most part took a well-earned rest.

An addition of 250 beds for tuberculosis patients is planned for the VA hospital at Albuquerque if federal funds are approved. Even under the most favorable circumstances, it cannot be completed for at least two years. Until that time, the VA tuberculosis hospital at Fort Bayard will remain in operation, although its eventual closing is planned.

SUBSCRIBE FOR THE ADVOCATE



MAKE GOOD CHEER FOR

Christmas

One need not be told it is Christmastime. The glowing faces of friend and stranger alike bespeak it. It gives us the same thrill as of old to wish all our friends, and those who are still to become our friends, a very Merry Christmas.

A Great Big Merry



The Year's Biggest Day

is just around the corner, and we are all as happy as children. For this is really going to be a merry Christmas.

That it may be especially joyous for you is the sincere wish of

L.P. Evans Store
HARDWARE - SPORTING GOODS
FARM & RANCH SUPPLIES
ARTESIA, NEW MEXICO - PHONE 180

A MERRY CHRISTMAS TO ALL



Charles IX once asked his friend, Tasso, the poet: "Who is the happiest?" And Tasso answered: "God is the happiest." "Yes," replied the King, "but next to God, who is the happiest?" "The one who resembles God most," was the poet's profound reply. Tasso spoke Divine truth. He knew the secret of happiness. God is love, and he who resembles God most in love is the happiest one on earth. That is why Christmas is the loveliest season. Hearts that are filled with the spirit of love are happy. Loving words and deeds born from a full heart radiate beauty, and warmth, and happiness, and life.



And a Happy and Prosperous New Year

MATHIS & MATHIS INSURANCE AGENCY

John A. Mathis, Sr.—John A. Mathis, Jr.



GREETINGS!

Music and song and happiness everywhere! Lighted windows, green trees brilliant with glowing bulbs, all contributing to the grand sum total of Christmas.

It's fine to celebrate Christmas again this season of 1946, fine to have finished another year in this community of happy homes and friendly people.

To Each and All We Wish

A VERY MERRY CHRISTMAS

HART MOTOR CO.

McClay Furniture Store



Wishing All Our Friends and Patrons a Very

Merry Christmas

We are still prepared to serve your needs in Christmas Flowers for all purposes.

Cut Flowers
Potted Plants
Special Floral
Designs

Not Too Late to

Send Flowers By Telegraph

CALL US FOR PARTICULARS

Day or Night
Telephone 312
1004 West Quay

THE FLOORE FLORAL CO.

Drive To Raise \$100,000 For Boys Ranch In New Mexico Is Under Way

Al Buck, Boys Ranch president, reporting on activities at the Flying B R ranch home in Socorro County for boys, announced that the organization's appeal for funds is now under way and that various groups as well as individuals plan to help raise the \$100,000 needed to establish the program on a firm foundation.

Buck also reported that increasing interest among groups throughout the state is being manifested, the latest being the Las Cruces chapter of the Future Farmers of America and the New Mexico Rabbit Breeders Association. Fred W. Davis, president, Raymond Worrell, leader, and a group of FFA boys visited the ranch recently and brought some fine Duroc gilts with which to start a chain gilt program, also bringing with them these fine Holstein calves, the gift of McCarty and Romig, Las Cruces dairymen. The rabbit breeders, at their meeting, announced that they would help the boys build hutches and start them out with several does and a buck, the nucleus for a rabbit project.

other household articles from several women's groups in the state and said the response of New Mexico women has been very gratifying.

The medical staff, consisting of specialists in various departments, has been contributing much time to careful examinations of applicants, Buck said, so that a boy who is received at the ranch will be free of infectious or communicable diseases.

The Flying B R celebrated its first Thanksgiving with turkey and all the trimmings. It was a festive occasion for the boys at the ranch and a significant date for the workers in the organization who saw in it the culmination of many months of hard work and preparation.

Buck asked that those who wished to make a Christmas contribution send it either to the treasurer, Glenn L. Emmons, at Gallup, or to the business office, Box 261, Albuquerque.

A New Britain, Conn., youngster faced the prospect of finding an empty sock in his home on Christmas Day. If Santa Claus passes him by it will be because of a sock. A sock to Santa's jaw by the five-year-old lad. Severely reprimanded by his mother after he had landed a right to the jaw of a New Britain department store's Santa Claus, the boy moaned: "Well, he didn't bring me the bicycle he promised me last year."



Those who give themselves grow richer.

The kindly word, the spontaneous smile, the thoughtful deed -- those are outward expressions of the goodness inside the hearts and minds of men.

Truly, there is "joy to the world" abundant evidence of self-giving, or hands clasped in friendship, of hearty good wishes. How insignificant are the little troublesome things of the world in the light of the Christmas spirit that pervades the world!

A MERRY CHRISTMAS

"Be Thou Well" On Christmas Day

Among the happy customs of Christmas is that of drinking a wish for health and happiness to the assembled guests--the early name used was "wassail."

The name "wassail" is a contraction of the middle English "waes hael," meaning "be thou well." Wassail was usually prepared in a large wooden bowl. The base of the drink, which was cider, was placed in the bowl and other ingredients added for seasoning. It was then set on the hearth in front of a log fire and apples were tied above. As the apples began to roast, the juice dripped into the wooden bowl.

Here is a recipe for wassail today: 1 gallon cider, dash of grenadine, 6 egg whites, separated and whipped. Add allspice, cinnamon, crushed cloves to suit and one pint of milk or cream.

ADVOGATE WANT ADS GET RESULTS

Christmas Day

On Christmas Day we repeat the old familiar greeting that, each year, in some mystic way rings fresh and true--"Merry Christmas." Like such words as "hello" and "good-by," there really isn't anything else to say that pulls at our heartstrings as do these old dear words. And so again we say:

Merry Christmas--to the littlest ones who skip downstairs in the gray dawn to explore their stockings and the wondrous tree and to look at Christmas with the special radiance of youth... who lend to the rest of us little glimmers of the real Christmas glamour.

Merry Christmas--to father who'll strain a point any day to give us all the things we want... who probably works much too hard and yet keeps younger and more alert because of the responsibility of a family and the competition of business... who makes the gesture of tut-tutting all the fuss and feathers yet beams with affection and excitement.

Merry Christmas--to mother who really calls the tune for the holidays and does the planning and pulling together... who fusses and bustles rapidly for weeks ahead and undoubtedly has the best and busiest time of all.

Merry Christmas--to the butcher, the baker, the candlestick-maker, not to mention all those who sold us shoes and ships and sealing wax... for what would Christmas be without them? For through them we've all been able to share our own little prosperity in the most whole some way of all--by spending it.

Merry Christmas--to dear friends far and near who've sent us greetings and gifts... most especially do we cherish the greetings because even more than gifts they express the true spirit of Christmas.

Merry Christmas--to the droppers-in who come with holiday cheer and friendship... who come to our parties or stop by to leave a glass of extra elegant jelly or an original privately invented relish.

Merry Christmas--to ourself, for that matter. But then we feel pretty sure that we'll have one for we've put so much work and excitement and loving getting-ready into it. For of course we all get out of Christmas just about what we put in.



Merry Christmas

The bells ring out our bright and happy wishes to glorious Yuletide, one and all this

DR. PEPPER BOTTLING CO.
609 S. Third Artesia

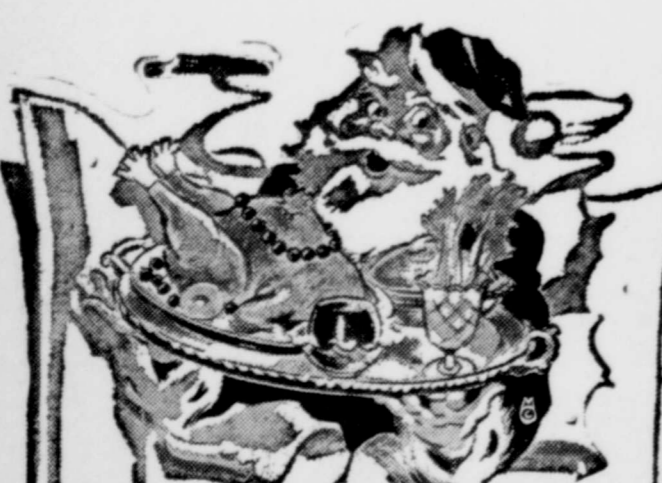
Thanks, Friends.
MERRY CHRISTMAS
1946



MAY THE TREASURE OF ACCUMULATED MEMORIES of Christmases past and gone gladden your Christmas celebration this year. We wish for you all the good things for which Christmas has always stood.

THE HUB CLOTHIERS
HARRY MOGILL, Prop.
305 W. Main

May You Have A MERRY CHRISTMAS



MAY YOUR STOCKING BE FILLED AND May Your Table Be Laden (With Quick Frozen Foods, Of Course)

Artesia Locker Plant

W. S. HOGSETT H. R. LEDLOW
Mrs. Luther Stiewig Gene Roberts
Grace Santo Dale Hogsett
Will Santo Louis Rodriguez
Ola McCullough T. C. Williams



JOYOUS YULATIDE

Here's wishing that the light of the season's cheer will glow through all you do, adding greatly to your Christmas happiness.

Gene Roberts
ARTESIA LOCKER GROCERY
West Richardson

As a very successful holiday season draws to a close we think of those who have contributed to our success and happiness and wish for them a most



Merry Christmas

And a Happy and Prosperous New Year

The GABLE STUDIO

114 N. First

LOOSE LEAF DEVICES AT THE ADVOCATE



It's holiday time.

Crisp fall weather part make this a festive season. Price's Egg Nog Mix too gives any occasion that successful touch. Spicy, creamy and truly delicious--as a mixer, in pies or custards or a swell drink as is. Fuller bodied, richer and unmatched in flavor goodness--Price's Egg Nog Mix is ready to use.

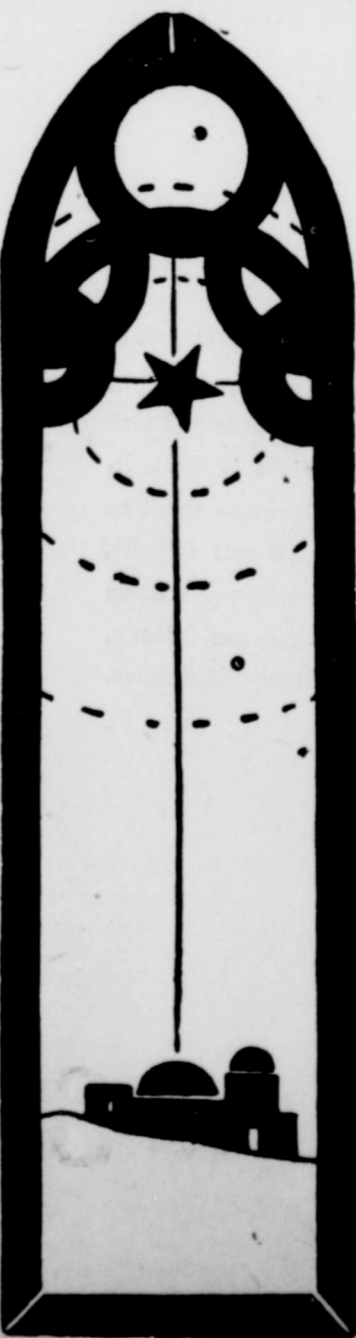
Egg Nog Mix

NON-ALCOHOLIC

Price's CREAMERIES

Keep a generous supply in your refrigerator. You can order it from your Price's route man or at your favorite grocers.

AVAILABLE NOW THRU NEW YEARS



One Brightly Shining Christmas Star . . .

As the star that guided the wise toward the manger at Bethlehem twinkling brightly in the Christmas sky, we extend our heartiest wishes of the season to you who have made 1946 such a pleasant year for our firm. May we all, through united sacrifice and wholehearted effort, keep this nation of ours one which we proudly say--

MERRY CHRISTMAS

Big Jo Lumber Co

Artesia Advocate

HELPING TO BUILD A GREATER ARTESIA

ARTESIA, NEW MEXICO, THURSDAY, DECEMBER 19, 1946

NUMBER 51

Merry Christmas To All

VOLUME FORTY-THREE

Brainard Points Out There's Plenty To Do

Reversing the usual order and giving out things, which could be done, Councilman Brainard asked permission to speak at the regular weekly meeting of the Artesia Chamber of Commerce here last Thursday afternoon with more than 30 in attendance.

One of the biggest drawbacks in Artesia, Councilman Brainard declared, is that "spirit of let George do it." Many, he pointed out, seem to be content to let others do the jobs, which need to be done, when all should participate in these.

People, who should be interested and should be giving constructive criticism and constructive help, fail to do it. Apparently, he said, they are afraid to criticize or do not want to take the trouble.

Councilman Brainard discussed leadership, pointing out that it is always essential to successful movements. Many, he explained, criticize leaders but refuse to aid and help them. And leadership, which is not given help soon becomes disgusted and discouraged.

Artesia Churches Make Plans for Observation of Christmas

Although the observance of Christmas week opened here on Monday afternoon with the special Christmas program by the Artesia Choral Club, the church plans in Artesia were slated to get under way here tonight.

Dec. 22, at the First Baptist Church. The choir is under the direction of D. A. Benson and Mrs. Helen Henson will play the accompaniment. This program is to be broadcast over radio station KSPV from 7:30 to 8:30 Sunday evening.

A special Christmas message will be brought at the First Baptist Church by Rev. S. M. Morgan at the 11 o'clock hour on Sunday morning, while the Sunday school group will hold its Christmas program and entertainment at 7:30 at the church on Monday evening.

Invites Women To Be Guests Dec. 19, When Charter Is Unveiled

Members of married members and friends of single ones will be invited to attend the regular January meeting of the Donald S. Johnson Chapter No. 19, Disabled American Veterans, to be Monday evening, Jan. 13, when the charter will be unveiled, it is expected that a department of the organization in the area will be here for the occasion.

Others named included T. M. Cramer, Carlsbad, president; H. E. Samson, Roswell, vice president; C. C. Cagle, Clovis, vice president; Zane Smith, Carlsbad, vice president; D. N. Poole, Roswell, commissioner, and Paul Wilmot, Roswell, treasurer. Howard Brown, of course, will continue as area executive.

The Silver Beaver awards this year were given to Zane Smith of Carlsbad and to Rev. Claude Lorts, pastor of the Central Church of Christ of Clovis. The presentations were made by E. B. Bullock of Artesia. Mr. Bullock has made the Silver Beaver awards ever since 1931, when he was presented his Silver Beaver.

Complete reports on the year's activities as well as plans for the new year were made at the annual meeting. The program at Clovis was concluded with the annual banquet. Besides Mr. Bullock, the Gateway District was represented at the Clovis meeting by Eagle Scout Phil Perry and his father, E. M. Perry. District Chairman J. D. Smith was unable to attend the area meeting.

Perennial Letter For Bullock To Play Santa Claus

Many nice things occur during Christmas season. And all of these things would make interesting and unusual stories.

Death Comes To Leslie C. Perry, 28, On Monday

Leslie Cecilia Perry, 28, died at 5:45 o'clock Monday afternoon at Artesia Memorial Hospital, after an illness of two days.

Dr. B. B. Thorpe Dies Tuesday At Home In El Paso

Dr. Byron B. Thorpe, 66, who retired Oct. 1 after practicing medicine 42 years, died suddenly of a heart attack at 12:15 o'clock Tuesday afternoon at his home in El Paso, where he moved in November.

MASONS WILL ELECT OFFICERS THIS EVENING

The regular monthly meeting of the Artesia Masonic lodge will be held on the Roof Garden of the Artesia Hotel, with the annual election of officers and special business to come up.

FIRE DAMAGE IS SLIGHT AT NEGRO'S HOME

Slight damage was done by fire Monday morning at the home of Lewis Evans, Negro, on North Eighth Street.

Santa Is Coming Here Saturday

Santa Claus is coming to town, not only Christmas Eve, next Tuesday, when he will make his whirlwind visit to homes of good boys and girls throughout the world, but he will be in Artesia at least twice between now and then on more leisurely stop-overs.

Gay Holiday Season Is Being Planned By Artesia Citizens

While Artesia churches are making plans for special services in observation of the anniversary of the birth of Christ, a whirl of social affairs and many other activities are in the offing.

Troop No. 28 Of Boy Scouts Has Christmas Party

Some 32 Boy Scouts, all members of Troop No. 28 and including the 22 regular Scouts and 10 new Scouts, enjoyed their annual Christmas party at the First Methodist Church here on Monday evening, their regular meeting night.

Shoppers Are Busy, With Only Four More Days To Finish Job

With less than one week remaining and actually only four more shopping days before Christmas, Artesia apparently is rapidly completing its plans for an observance of a Merry Christmas.

Bulldogs Told Athletics Make America Strong

Letters Are Awarded 82 Gridmen At Special Assembly Last Thursday

Some 82 students of the Junior and Senior High Schools here were awarded football letters in the three groups of "A," "B," and "C" squads at a special assembly held in the high school auditorium here on Thursday morning, Dec. 12.

The "B" squad led with the largest number of grid candidates, who had qualified for letters with some 40. This figure included some six members of the "C" squad, who had played on the "B" team sufficiently to earn their "B" letters.

"Our country is assured a great place among the nations of the world because of our way of living, part of which is the football and other athletic games we play, learning to play hard and fair with a smile," members of the 1946 Artesia High School Bulldog grid squads were told here Monday evening by Dr. Martin Flack of the University of New Mexico at a banquet sponsored for the boys by the Artesia Bulldog Boosters.

Ballots Mailed For Election Of C-C Directors

Five new members of the board of directors of the Artesia Chamber of Commerce will be elected between now and Dec. 27 and they will take over their duties on the board then on Jan. 7, it has been announced here by Artie McAnally, president.

Advocate Will Print Friday The Next Two Weeks

A Merry Christmas to all of The Advocate's big family of readers!

Artesia District School Election To Be On Feb. 11

Artesia's school district voters will go to the polls on Tuesday, Feb. 11, the second Tuesday in February, to re-elect three members of the present five-member school board or to select three new members to the five member board.

Lake Arthur, REA Teams Take Cage League Opener

As the city basketball league got under way last Thursday evening, Lake Arthur defeated VFW 38-12 and REA won over Hope 34-31 in two good games, attended by a good-sized crowd.

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The Artesia Advocate

PUBLISHED BY ADVOCATE PUBLISHING CO.
Established August 29, 1903
The Peon Valley News—The Artesia American
The Artesia Enterprise
ORVILLE E. FRISBURY, Publisher
A. L. BERT, Editor

PUBLISHED EVERY THURSDAY
At 216 West Main Street, Artesia, N. M.
Entered as second-class matter at the postoffice in Artesia,
New Mexico, under the act of Congress of March 3, 1879.

NATIONAL EDITORIAL
ASSOCIATION
1946 Active Member

This newspaper is a member of the Audit Bureau of Circulations. Ask for a copy of our latest A. B. C. report giving audited facts and figures about our circulation.
A. B. C.—Audit Bureau of Circulations
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One Year (In Artesia Trade Territory) \$2.00
Six Months (In Artesia Trade Territory) \$1.50
One Year (Out of Artesia Trade Territory) \$2.50
Six Months (Out of Artesia Trade Territory) \$2.00
No Subscriptions Accepted for Less Than Six Months

Resolutions of Respect, Obituaries, Cards of Thanks, Wedding Notices and Classified Advertising, 10 cents per line for first insertion, 5 cents per line for subsequent insertions. Display advertising rates on application.

TELEPHONE 7

Is There A Santa Claus?

(Editor's Note—Once again this famous editorial, which appeared in The New York Sun, Sept. 2, 1897, is being published at the request of several of our readers.)

WE TAKE PLEASURE in answering at once and thus prominently the communication below, expressing at the same time our great satisfaction that its faithful author is numbered among the friends of The Sun:

"Dear Editor—I am 8 years old.
"Some of my little friends say there is no Santa Claus.
"Papa says 'If you see it in The Sun it's so.'
"Please tell me the truth, is there a Santa Claus?"

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible to their little minds. All minds, Virginia, whether they be men's or children's are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies. You might get your papa to hire men to watch in all chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside the curtain and view the picture, the supernatural beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, may ten times ten thousand years from now, he will continue to make glad the heart of childhood.

Wrong Measure

WE HAVE KNOWN COMMUNITIES where individuals requested to co-operate in civic and community projects always checked these undertakings on the basis of what they meant to that individual personally.

Unfortunately civic movements can't be measured on a selfish basis.

Most civic and community projects do not return anything material to one or two individuals or even a group of individuals.

They are not designed to help promote some one individual or his business or his income. They are created to help the community and in helping the community then the individual is aided and helped.

For instance when a water extension program is carried out here to provide water for all property the value of each individual property owner is increased. When improved fire protection is provided then the property becomes more valuable. When other civic improvements are made to improve the city then each individual's business and property becomes more valuable because of this improvement.

Often times we do not see this or, we are not able to recognize this fact. Far too often, our vision extends only about as far as the end of our nose. The result is that we measure all undertakings on the basis of what they mean to us personally. And when we do that we can't see any reason why we should aid or help in these movements or these undertakings.

But the fact does remain if we want to build our community; if we want to help Artesia; if we want to see Artesia grow and expand and to develop then we as citizens of Artesia must do and contribute our part. It doesn't matter what the other fellow does or doesn't do—if we want to see our city grow then we must be willing to do our part and contribute our share of whatever is needed to get the job done.

We often hear that certain things have been blocked; that certain individuals have halted certain movements, which would have meant considerable to our city and community.

All of that may be regrettable if true but the fact does remain that it doesn't matter much now. What does matter is what we are going to do with the future and during the future.

What is water under the bridge must be forgotten.

The future is ahead of us and each and every one of us would do his or her part if our city is to grow and expand as we want it to grow and expand.

And if we would forget our own selfish interests and think of only the community and our own city it would be rather amazing and surprising how many things we could do and get done with apparently little effort.—O.E.P.

The Same To You

A MERRY CHRISTMAS it truly will be in hundreds of thousands of homes this year for the first time in several years, for the process of bringing the boys home, which had just well started a year ago, has been nearly completed.

Whole families again will gather around their tables on Christmas Day, gay and carefree, happy and contented, that their separation has ended.

But in thousands of other homes the war is not over—never will be. Sons did not return, or they came home sick in body in mind—or both—or, perhaps, they left a limb on the battlefield or on the operating table. Maybe it was an eye, or both eyes.

For them the war is not over. For them the memories of the days from Pearl Harbor until the Japanese were forced to surrender in 1945 will continue.

But it is Christmastime, and even in those homes which were victims of the war the spirit of the day will have some bearing upon its observation.

When we stop to think that the war—although the shooting phase definitely went in favor of the Allies—was not won in the light of the teachings of the Prince of Peace, that little has been done to preserve peace for the future, that many nations, which had fought side by side, do not trust each other, that fighting is going on today in more than one place in the world, that civil disturbances maintain in many countries—then, we say, we stop to wonder what we have accomplished.

But let us forget those things for a day, glory in the fact that there is a Christmas, which someday may be universal, be thankful that the horrible world conflict at least is in a state of truce, and, with our returned boys among us, make it a Merry Christmas—A.L.B.

World's Great Need

IN ALL THE HISTORY OF MANKIND since the records have been kept, no one individual was ever so well remembered; no birthday of one individual was so freely celebrated; no one person was ever so honored, as the Babe born in Bethlehem more than 1900 years ago.

Down through all the ages man has engaged in destroying everything which was not real and genuine. But despite all the efforts and attempts, they have not been able to destroy that Man, His memory or the impression He made on the world.

It is true, of course, we live in a skeptical world and we have become skeptics. It is true we are doubters and many, who should have learned the lesson long ago of the Babe of Bethlehem, have failed to acquire it and make it a part of our way of life.

And again we approach the anniversary of the birth of that Babe with greed, selfishness, hatred, ambitions and personal desires filling our hearts while we cast aside for the time being the message this, the Babe of Bethlehem brought us.

Again we approach the Christmas season ignoring and casting aside the real meaning of this occasion while we strive to promote ourselves, our own aims and our own goals in life.

We live in a universe filled with strife, misunderstandings and differences. We live in such a world because we have not yet joined forces with those, who have learned to live the way He taught us to live.

Santa Claus, Christmas, the green holly, the bright lights, the beautiful packages, the holiday spirit, the prancing reindeers, the dancing eyes and bright faces all have a meaning but a meaning we have missed.

We have let skepticism replace the faith, which the day should bring to us. We have accepted doubt instead of confidence.

He has not failed, we have failed. His way has not failed but we have refused to accept His way. We go on stumbling and blundering through life.

We have done this not only this Christmas but for more than 1900 Christmases. We have seemingly learned less instead of learning more. We have turned aside instead of turning to Him.

If the world needs anything today; if the world can be saved from itself; if the peoples of this world can find peace, happiness, understanding and goodwill in this old earth then they must turn to Him—turn to that Babe born more than 1900 years ago in Bethlehem.

If there is one gift this world needs at Christmas time it is the gift, which he brought us. If there is one thing, which would help restore the peace and joy we want to rule at Christmas time and at all other times, then it is the way of life He gave to us and the message He brought us.

And through the years there are those, who have kept this faith, this message, this hope, of a world alive—kept it alive, ever hopeful the time would come when we would realize ad understand that His is the only way of life, which will give us the peace, which we say we want.

Yes, this is the one Christmas present, which the world needs more than ever this Christmas season.—O.E.P.

Up and Down Main Street

CHRISTMAS SEASON UP AND DOWN MAIN THROUGHOUT YEAR

Next Wednesday is Christmas.

Once again the most joyful of all the holidays will arrive—arrive with all its possibilities and all its true meaning. And even as the day approaches we are far from being in the mood for the reception of this great occasion. Our hearts are filled with too many things instead of the true Christmas spirit. Christmas is a season of giving, of sharing, of forgiving of understanding, of good fellowship, of peace and joy and gladness. And maybe for a few brief hours we will have all of these things in our hearts. Maybe for a while we will crowd out the bitterness, the greed, the selfishness, the lack of understanding, the hate and the dislikes that we carry there. Yes, maybe for a little while we will make room for the true Christmas spirit and then we will forget it all and return to real life with all of its problems, misunderstandings and its cruelties. It often seems to us that we all need to appreciate fully the meaning of Santa Claus. We need to return to the answer given Virginia in that now famous editorial. We need to appreciate that as human beings we are small and that our minds are small and that we have failed to grasp many things during the years, which have rolled by. We are too realistic; too exacting; too demanding; and too unreasonable. We need to learn a little more about the things, which are still true, even if we can't prove them with hard facts. We need to catch the spirit of children during these holiday periods and come to understand that the most important things in this world often times are those we can't even hear or see. Childlike, you say, perhaps but some of us need to acquire some of the traits we possessed in those childhood days.

H. A. Denton headed down the street with a brand new hat . . . Lloyd Simon receiving congratulations on the fine Booster Club banquet held for the grid team . . . R. N. Russell happy he was back home after spending a week on jury duty at Carlsbad . . . Strother Moore up from Carlsbad transacting Scout business . . . Fred Cole returning to the First National Bank . . . Paul Dillard answering the phone at Archer and Dillard's law office . . . Mrs. Knowles of Knowles Grocery and Market talking over the phone . . . Mrs. Phillip Jenkins greeting friends . . . Rev. Kenneth Tuttle announcing the special Christmas program to be held at the Christian Church on Sunday evening . . . Wayne Paulin returning to his office . . . Al Thompson greeting friends as he made some calls . . . Bill Dunnam taking a little rest . . . Mrs. G. Taylor Cole busy at the cafe . . . Ray Carter headed up the street . . . Christmas business plenty brisk down at the postoffice . . . Ralph Petty busy as he could be at the drug store . . . Judge J. D. Jolley reporting he needed a calendar . . . Rotarians heading for their weekly luncheon at Skinnie's . . . George Price waiting on customers at the Peoples Mercantile . . . Bill Delbridge getting some printing for the radio station . . . Rodney Baldwin returning to the store . . . Mark Corbin greeting friends as he walked across the street . . . Mrs. R. M. McDonald checking some greeting cards . . . Many friends of Don Marshall expressing their regrets that he was leaving Artesia but glad he is going into FBI work . . . Ray Bartlett returning to the office of the theatres . . . That was Up and Down Main the week before Christmas.

There are but few, in any of this

Mildred Hudson
Public Stenographer

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A. F. & A. M.
Meets Third Thursday Night of Each Month.
Visiting members invited to attend these meetings.

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Correct Methods Quickly Eradicate Those Stains From Holiday Season

Maybe Uncle Henry will spill gravy on the linen tablecloth. Perhaps Aunt Esmerelda will rub her chocolate-stained fingers on a guest towel. Or little Mary might spill the dressing on her new dress. Then, too, the decorative holiday candles may drip wax.

Don't be alarmed, but be ready to eliminate holiday stains! Here's what to do about some of the common ones:

Colored candle wax—Scrape away as much wax as possible with a dull knife. Place the stain between clean white blotter and press with a warm iron, changing the blotters as they become soiled. Then sponge with carbon tetrachloride or other grease solvent. If a color stain remains in a white cloth, sponge with a mixture made of one cup of denatured alcohol and two cups of water. (This treatment is not for colored cloth.)

Candy—Laundry in warm soapy water if the material is washable. Otherwise, sponge with clear warm water. It may be necessary to try more than one method to remove chocolate and cocoa stains. First scrape off as much of the stain as possible with a dull knife, and then try one of the following:

Sponge stubborn stains with hydrogen peroxide, or use a mixture of a level teaspoon sodium perborate to pint hydrogen peroxide. If the stain still shows, cover the dampened spot with powdered sodium perborate and let it stand an hour. Rinse thoroughly. Be sure to test for color change on a sample of the cloth before using these bleaches on the stain using the cloth is not washable, sponge with carbon tetrachloride to dissolve the grease. Dry thoroughly. Then, but only if the

Registration By Landlords Must Be In By Dec. 31

Landlords now operating under the rent regulations governing hotels, rooming houses, and motor courts in Carlsbad and Hobbs rental area, which includes Artesia, who have not obtained forms for the supplemental registration of the supplemental registration, should do so soon, as the deadline for filing the completed forms is Dec. 31, Norman M. Pfutzenreuter, area rent director, said.

All landlords, who rent rooms in a hotel, rooming or boarding house, dormitory, residence club, motor court, tourist home, tourist court cabin, and those who rent space in an automobile camp or trailer camp, are required to file the supplemental data and may get the proper form at the local rent office, 102 West Fox, Carlsbad.

"After getting the forms, landlords should be careful to fill in all the information called for on the form which applies to their establishment," Pfutzenreuter said. "The forms are not difficult to fill out if the instructions supplied with the forms are followed. However, we will gladly assist any landlord who has any questions about completing the form properly."

"It is important, of course, that they write plainly and sign the form in the lower right hand corner of the initial page. Incomplete, unreadable, and unsigned forms will be returned for proper completion."

"Both copies of the form must be filled in and returned to this office, the address of which is stamped at the top of the first page. Landlords need not retain an extra copy because one copy of the registration statement will be returned to them after their establishment has been classified and the classification indicated in the upper right hand corner."

Small rubber type printing sets, an ideal Christmas gift for a boy. The Advocate.

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Phone 59-J Artesia, N. M.

Livestock Meet Expected To Be Largest To Date

The 33rd annual convention of the New Mexico Cattle Growers Association will be held at Albuquerque March 10-11, according to George A. Godfrey, Animas, president of the organization.

"It is expected that more than 2500 of the association's 3946 members will attend this convention," Godfrey said, "and all indications are that this meeting will be the largest gathering of livestock producers in the history of the state. Members of the association own more than 90 per cent of all cattle in New Mexico."

In urging all stockmen of the state to make their hotel and court reservations early, Godfrey said he was sure the livestock industry could depend on Albuquerque courts and hotels to lend all possible cooperation in housing the meeting.

The convention program will include addresses by state and national leaders in agriculture and is expected to attract attendance not only from New Mexico but from livestock producing areas throughout the west Godfrey said.

Handbook Will Have History Of 'Land And People'

An "Economic Handbook of New Mexico," a featured section of a 1946-47 New Mexico State Business Directory, now in preparation at the University of New Mexico, contains a history of the state and a story on "The Land and the People," plus analyses of economic conditions in agriculture and ranching, mining and metals, commercial trade, sales volume, bank deposits, employment figures, and the record of the state's mining production.

The directory, to be published

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Fire ————— Tell Cen
Police, Tell Central, or Call ————— Ph. 52
Red Cross ————— Phone 52
Ambulance ————— Ph.
AUTOMOTIVE
Artesia Auto Co., Wrecker Service — Ph.
ELECTRICAL REPAIRING
Doc Loucks, Rewinding All Kinds, 107 Quay — Ph.
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Mexico and printed by the Uni
sity Press, will contain appro
mately 1000 pages contain
nearly 18,000 classified busi
listings.
Ralph Edgel, head of the
reau, started work on the dire
ory in August, with three fi
time assistants and 12 studen
sistants gathering data, comp
it and typing it. Part of the bo
is on the press now, Edgel sa
and it should be ready for del
ery soon.
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LET THERE BE JOY IN OUR HEARTS THIS CHRISTMAS DAY . . .



It is with joy once again that we commemorate the birth so many long years ago of the author of our standards of freedom and kindness. It is an anniversary to rejoice and give thanks for our inspired strength, and to re-establish our faith in the power of the just.

E. B. Bullock

CITY OF ARTESIA TREASURER'S REPORT

	Balance 7-1-46	Receipts year to date	Disburse- ments year to date	Balance 12-1-46
GENERAL FUND				
Approved Budget for year		86,000.00	58,630.00	
Receipts & Disbursements	26,675.58	28,042.82	20,193.66	34,524.74
FIRE FUND				
Approved Budget for year	5,520.92	2,000.00	2,000.00	
Receipts & Disbursements		2,000.00	1,560.42	5,960.50
SINKING FUND				
Approved Budget for year		4,000.00	4,000.00	
Receipts & Disbursements		4.95		4.95
INTEREST FUND				
Approved Budget for year		1,260.00	1,260.00	
Receipts & Disbursements				
HOSPITAL CONSTRUCTION FUND				
Approved Budget for year				
Receipts & Disbursements	90,168.50			90,168.50
CURB & GUTTER FUND				
Approved Budget for year		7,867.90	254.54	8,122.44
Receipts & Disbursements				
BACK TOP FUND				
Approved Budget for year		4,672.22	935.55	62.60
Receipts & Disbursements				5,545.17
WATER FUND				
Approved Budget for year		61,000.00	59,925.00	
Receipts & Disbursements	11,817.30	36,086.10	23,869.56	24,033.84
WATER & SEWER CONSTR. FUND				
Approved Budget for year				
Receipts & Disbursements	87,887.57		13,248.13	74,639.44
WATER & SEWER REVENUE BOND FUND				
Approved Budget for year		10,000.00		10,000.00
Receipts & Disbursements				
	\$244,609.99	67,323.96	68,934.37	242,999.59

Johns, Artesia; Bob Gates, Artesia; Lee Wehunt, Ramon Dale Leiberger, Roswell, and W. M. Lee, Roswell.

Sunday was a beautiful flying day and out-of-town ships were numerous. Among visiting pilots were Bob (Slim) Chamberlain, Las Cruces; Eleanor Graham, Magdalena, and Ted Heidel, Socorro.

Four letter-size all-steel two-drawer files. Three all-steel letter-size with one drawer and lock compartment at The Advocate.

Christmas 1946



May your home be filled with the Christmas spirit; may your hearts be filled with good cheer and may your every dream come true this happy holiday.

Culligan Soft Water Service

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HANGAR FLYING

Vernon Wintheiser flew to El Paso last Thursday to attend the International Air Show scheduled for Thursday through Sunday. He reported a minimum crowd attending the show.

Mr. and Mrs. Herman Fuchs attended the air show in El Paso. They left early last Thursday morning and returned Saturday evening. Fuchs attended a Luscombe dealer meeting and Piper Cub meeting.

The dance as planned for NAA Saturday has been postponed because of the inability to arrange for music for the occasion. Therefore, it will be held at a later date and notice will be given at that time.

Many changes have taken place this week at the airport. A classroom has been arranged in the old office and the office is now in the front of the building in order that all flight operations may be seen.

Rod Watson took his solo cross-country flight last week. He went by way of Roswell and Hobbs. He reported that a strong wind was blowing in both places and there was absolute calm in Artesia.

Bob Gates received his private pilot license last week end. He has been training on the GI veter-

Merry Christmas



To All
It's Time to
ORDER
Checker Chix
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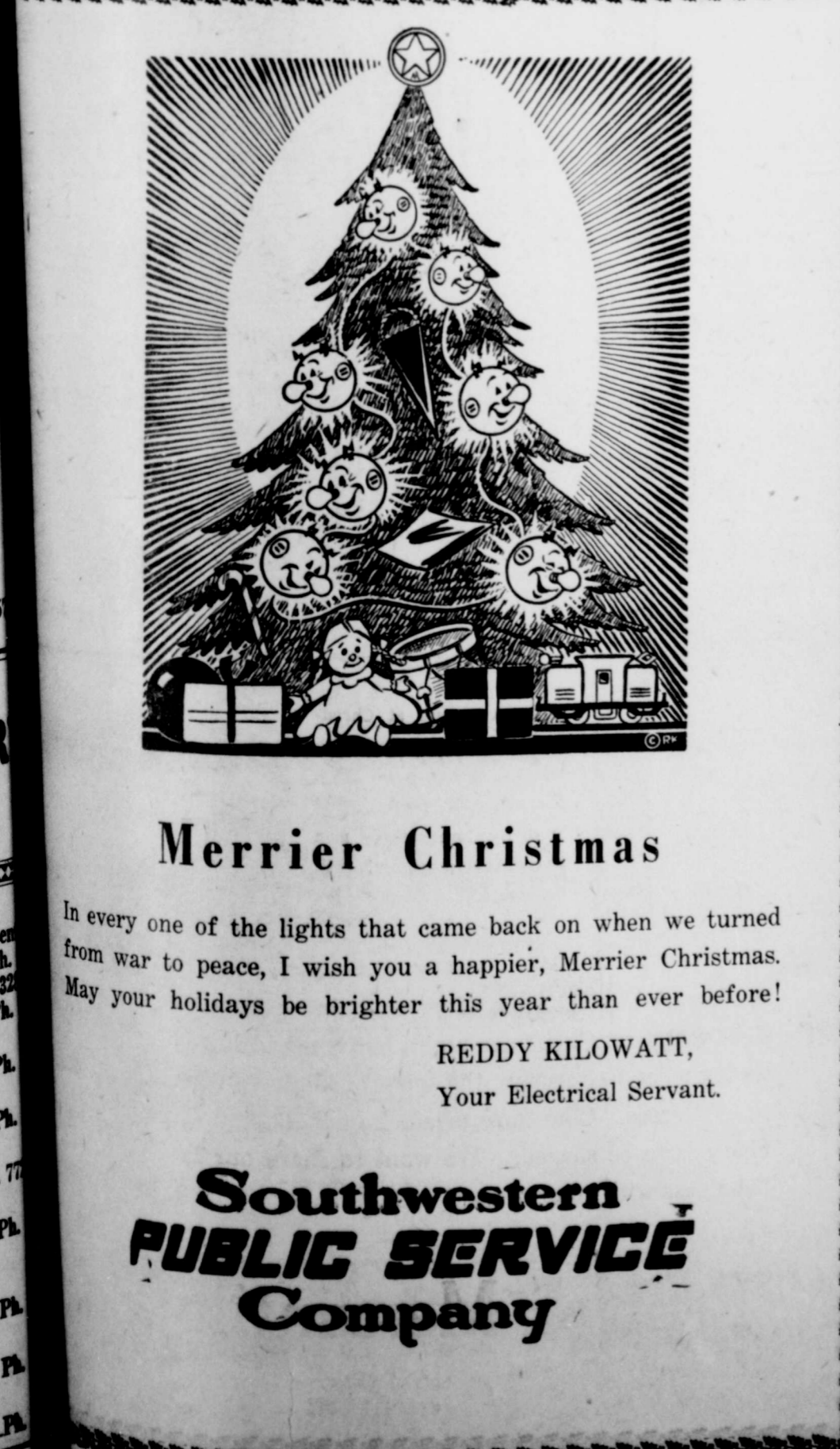
New distinction for your watch! Luxurious new basketweave watch band, gold-finished in ENDURING KREISLER QUALITY. Once available only in costly 14Kt gold . . . now brought to you through Kreisler skill and artistry at this down-to-earth price. Pink, yellow or white.

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Merrier Christmas



In every one of the lights that came back on when we turned from war to peace, I wish you a happier, Merrier Christmas. May your holidays be brighter this year than ever before!

REDDY KILOWATT,
Your Electrical Servant.

Southwestern PUBLIC SERVICE Company

THE SEASON'S GREETINGS

And All Good Wishes From

COX MOTOR CO.



Gasoline and Diesel
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HAPPIEST CHRISTMAS OF ALL 1946

Kind remembrances at Christmastime.

May the Christmas of 1946 be among the most joyous you have ever known.

Pete L. Loving Agency

ONCE AGAIN MERRY CHRISTMAS

Greetings

The foundation of all business is friendship . . . and with each Christmas it gives us great pleasure to extend our very best wishes to those whose friendship we treasure.

May your Christmas be happy and your New Year Prosperous

PIOR RUBBER COMPANY

Wesley Sperry

The Season's best to our friends

How well we remember those old Fashioned Christmas dinners—father at one end of the table; mother at the other end, and the children in between, wondering if father would ever get done carving the turkey. And what mince pies!

Wouldn't you like a Christmas like that this year of 1946? We hope that your Christmas is as much like that as the changing times will permit, and that all the joys of the old days will abound.

MIDWEST AUTO SUPPLY

330 West Main

SOCIETY.

White Shrine Initiates 11 At Meet Saturday

The Artesia White Shrine No. of the White Shrine of Jerusalem initiated 11 candidates Saturday night, Dec. 14.

Preceding the ceremonial, about 70 members of the organization attended a Christmas banquet on the Roof Garden of the Artesia Hotel. A Christmas tree and Christmas ornaments, decorating the table, were used to make the scene gay. Placecards were happy little Santa Clauses holding placards bearing the names. A scene was arranged just inside the door. Dolls were placed to resemble the Virgin Mary and the Christ Child in a charming setting.

The ceremony was held at the Central School auditorium. This was the first service of its kind for the Artesia chapter. Officers and onlookers have said that the work was done quite well.

One visitor from Albuquerque witnessed the performance. She was Bertha Walker, who is the worthy high priestess of the Albuquerque White Shrine No. 1.

The 11 initiates were Mr. and Mrs. Hollis L. Connelly, Mr. and Mrs. A. P. Mahone, Mr. and Mrs. H. Dale Dodds, Tularosa; Mr. and Mrs. Dan W. King, Tularosa; Mrs. Elsie W. Raymond, Carlsbad; Mrs. Juanita DeWitt, and Mrs. Alice Dunn, Carlsbad.

Circle Members Exchange Gifts At Yule Party

Mrs. William C. Thompson, Jr., was hostess to the Mary Brainerd Circle of the First Methodist Church last Thursday for the annual Christmas party of that group. Mrs. Herman Green was cohostess. A luncheon was the function chosen and Christmas decorations included the table centerpiece.

Mrs. C. A. Clark told a Christmas story taken from "The Little Mixer," and Mrs. Howard Miller related the story of "The Ragged Cloak." Mrs. Clark and Mrs. J. B. Miller were presented gifts of potted poinsettia plants in behalf of the circle. Mrs. Tom Franklin made the presentation.

Members and guests who exchanged Christmas gifts during the afternoon's activities were Mrs. Reed Dowell, C. A. Clark, J. R. Miller, Grey Thomas, Lawrence Coll, Tom Franklin, Donald Butts, Royal Butts, B. N. Muncy, Jr., J. A. Mathis, Jr., Loren Bowen, C. P. Bunch, Howard Miller, Pat Fahey, O. R. Gable, Jr., J. D. Roberts, Orville Durbin, Jack McCaw, Donald Butts, Duane Sams, Ted Maschek, and W. E. Scott, and the hostesses.

All Members Of Fortnightly Club At Yule Party

Members of the Fortnightly Bridge Club, a club organized more than 20 years ago, enjoyed an annual Christmas party at the home of Mrs. C. R. Blocker Tuesday afternoon.

All members were in attendance and were Mrs. C. R. Baldwin, Mrs. Grady Booker, Mrs. Glenn Booker, Mrs. William Linell, Mrs. John Lanning, Mrs. Landis B. Feather, Mrs. Charles R. Martin, Mrs. W. Leslie Martin, Mrs. Albert Richards, Mrs. Lewis Story, Mrs. R. M. McDonald, Mrs. Blocker, and Mrs. Hollis G. Watson.

A buffet luncheon was served at 1 o'clock from a table gay with Christmas appointments. Christmas greens and potted plants decorated the Blocker home, which was lighted by a tall frosted Christmas tree.

After a few rounds of bridge Christmas gifts were exchanged while guests sipped hot spiced Christmas punch.

Baptist Women's Bible Class Enjoys Yuletide Party Last Thursday

The women's Bible Class of the First Baptist Church met with Mrs. A. G. Bailey for its Christmas party last Thursday.

Small gifts exchanged by the guests added to the merriment of the occasion. Rollcall was made joyous by each guest reciting a verse of a nursery rhyme.

Refreshments of Christmas pudding, served with whipped cream and coffee, were served to Mrs. W. H. Jones, J. C. Floore, J. C. Jesse, T. F. Wilson, B. D. Wilson, Annie Luckie, J. D. Josey, G. T. Hearn, Emma Collins, Leona Thompson, W. C. Brown, M. W. Evans, J. M. Story, H. L. Muncy, Lee Vandagriff, N. H. Cabot, J. H. Myers, W. G. Everett, E. B. Everett, and Susie Turner, by the hostess, Mrs. Bailey, who was assisted in serving by Mrs. Cabot.

Susannah Wesley Class Has Christmas Party At Monthly Meeting

The Susannah Wesley Class monthly meeting and Christmas party was held last Thursday afternoon, with Mrs. George Frisch hostess for the occasion. A Christmas tree and other seasonal decorations presented an attractive appearance.

Mrs. George Dungan presided at a business meeting, which was followed by a devotion service conducted by Mrs. Mary McDonald, who read the Christmas story from the second chapter of Luke, giving appropriate comments on the story. At the business meeting, members responded to rollcall by giving Scripture verses.

An exchange of gifts was made by members and a lovely gift was presented to Mrs. Frisch, who is the teacher of this class.

At the close of the gay afternoon, the hostess served light refreshments to Mrs. George Dungan, O. S. Matteson, Ed Stone, E. B. Bullock, C. W. Williams, J. W. Sharp, Carrie Hinrichsen, Nancy Eipper, Mary McDonald, S. G. White, Florence Hastings, H. A. Stroup, and Hila A. Teel.

Rebekahs Have Christmas Party Monday Evening

A Rebekah Lodge party was held Monday night at the I.O.O.F. Hall after the closing of lodge services. The hall was made attractive with Christmas decorations, which included a huge Christmas tree with lavish trimmings. Claude Garrett acted as Santa Claus.

A delightful program was carried out. Miss Janie Dunnam gave a vocal selection, "The Holy City." Miss Gwendolin Hogwer sang "When Song Is Sweet" and "White Christmas." Mrs. Glenn Caskey played the accompaniment for the young ladies.

Many beautiful gifts were exchanged by the lodge members, who have kept "mystery friends" during the year.

At the lodge meeting, Mrs. Minnie Shepherd was admitted to the Artesia lodge by transfer. Light refreshments were served to about 50 people.

Husbands Join Wives At Atoka Club Yule Turkey Dinner Party

Mrs. W. T. Haldeman was hostess at the Atoka Woman's Club Christmas party, held on Wednesday of last week. Husbands of the members were guests for a turkey dinner, which was served at noon.

Christmas decorations put the house and guests in a festive mood. Gifts were exchanged after the dinner. A gay Christmas tree held the gifts.

Those present for this merry affair were Messrs. and Mrs. S. W. Higgins, Ralph Rogers, John Rowland, Herman Green, Nevil Muncy, Vancil Lowery, Howard Gissler, John Lanning, J. W. Bradshaw, Victor Haldeman, Sid Wheeler, and Vance Haldeman, and Mrs. Elsie Kissinger, Paul Rogers, Harve Muncy, and Mildred Cooper, and Miss Doris Marquis, and Vernon Haldeman.

Both legal and letter-size storage files at The Advocate.

Haldeman Home Is Scene Of Christmas Party

Mrs. W. T. Haldeman was hostess at a Christmas party at her home on Friday afternoon. Mrs. Vance Haldeman and Mrs. Victor Haldeman were cohostesses.

The lovely rural home was decorated by a large Christmas tree and other Christmas trimmings. The bridge tables were candle-lit.

Mrs. Bennett Anderson served coffee, individual cakes, mints and nut meats to Mrs. Aaron Cunningham, Lawrence Coll, Gene Roberts, Pat Suppes, Clyde Guy, Clyde Tidwell, H. C. Golden, Ed Everett, Meredith Jones, Maynard Hall, Kyle Clark, Theibert French, and Orville Durbin.

Mrs. Clyde Tidwell held high score and Mrs. Gene Roberts won the bingo prize.

Tea At Roberts Home Is Early Yuletide Function

One of the loveliest social functions to usher in the Yuletide season was a Christmas tea Tuesday afternoon at the home of Mrs. J. E. Roberts, 405 West Quay Avenue.

Mrs. Roberts and Mrs. Elsie Johnston, hostesses, each wearing a smart black afternoon frock and a corsage of red carnations, received during the afternoon about 70 guests, of whom Mrs. S. D. Gates, mother of Mrs. Johnston, was one. This is one of the few times Mrs. Gates has been out to greet friends in many years.

Those who assisted in entertaining were Mrs. V. L. Gates, Mrs. Rex Wheatley, Mrs. Johnny Cockburn, Mrs. William Wright and Mrs. Joe Nunn. Each wore a black frock and either a corsage or hair arrangement of red carnations.

Long stemmed red roses, arranged in a silver bowl and illuminated on either side by tall white tapers in silver candelabra appointed with holly was used for the pretty centerpiece at the lovely tea table, laid with white linen. Dainty confections of nuts, candies, fruit cake, frosted grapes, and miniature salads were served from silver trays and bowls.

Christmas plants, holly, and red carnations arranged with lemon leaves were attractively used in decorating the Roberts home, and a pretty lighted Christmas tree created a festive atmosphere in the living room.

Delta Kappa Gamma Has Christmas Party Here Last Saturday

The Delta Kappa Gamma society's Christmas party was held Saturday, with Mrs. Alan Thompson hostess for the occasion, and Misses Alma Sue Felix and Isabel Macdonald as cohostesses.

An interesting program was presented, with each member of the group giving the history of some Christmas symbol or custom. Christmas gifts were exchanged after the program.

All members of the sorority were present and light refreshments were served to 20 guests.

CARD OF THANKS

I wish to express my sincere appreciation and thanks to the many friends for their kind expressions of sympathy at the time of the tragic death of my daughter, Elaine Duke.—W. R. Duke. 51-1tc

Santa Plans Visit To Kindergarten Friday; Kiddies Have Program

Santa's visit to Mrs. H. T. Edwards' Kindergarten Friday morning will be an appropriate climax to the children's activities. He will bring gifts and candy to the children who are hoping he will be pleased by the decorations they have made for their room, some of which are chains, bells, Christmas trees, and Santa's boots.

The children have also prepared to sing Christmas carols for him. The numbers they have chosen are "Silent Night," "Away in a Manger," "Jingle Bells," and "Santa Claus Is Coming to Town."

The gifts the children bring for each other will be placed beneath their Christmas tree.

Past Noble Grand Club Has Yule Party Thursday

The Past Noble Grand Club celebrated Christmas last Thursday at the home of Mrs. Nellie Cogdell.

A gaily-lighted tree was in evidence and Christmas decorations festooned the house. A business meeting preceded the party and Mrs. J. T. Henry was elected chairman for the coming year. Mrs. Don Shira, vice chairman, and Miss Ella Bauslin, secretary and treasurer.

Christmas gifts were exchanged by the members. The presents had been stacked around the tree upon the arrival of the guests and were distributed from there. Mrs. Cogdell presented each of her guests a crystal powder bowl, gaily wrapped in a holiday motif.

The refreshment table was charming with decorations of baby chrysanthemums, and napkins were attached to plush pointsettias with Christmas bells.

The hostesses for the occasion, in addition to Mrs. Cogdell, were Mrs. J. M. Story, M. W. Evans, Fritz Keith, Walter Amstutz, and Harve Muncy.

Guests for the gala affair were Mrs. Fannie Bruton, George Johnson, C. C. Conner, C. Bert Smith, G. B. Dungan, Ted Carder, W. H. Cobble, Beulah Jones, Ernest McGonagill, W. S. Hogsett, J. E. Pennell, Jack Hastie, Ward Cave, Don Shira, Buford Gray, and D. F. Brandel, and Misses Ina Cole and Ella Bauslin.

MR. AND MRS. BULLOCK ARE MARRIED 48 YEARS

Mr. and Mrs. E. B. Bullock celebrated their 48th wedding anniversary quietly at home Saturday, Dec. 14.

Six of their children were here for the day, Mrs. L. B. Feather and Bill and Charlie Bullock, all of Artesia, and Mmes. Frank Irby, P. D. Wilson, and Ernest Shaefer, all of Carlsbad.

Social Calendar

Thursday, December 19
NAA hangar party at municipal airport, 8 p. m.

Women's Missionary Society of First Baptist Church, at home of Mrs. M. W. Evans, 611 South Roselawn, meeting and Christmas party, program based on "Christmas for Christ," 2:30 p. m.

Monday, December 23
Order of the Eastern Star, entertaining Rainbow Girls' Assembly and advisory board with a Christmas dinner, Roof Garden of Artesia Hotel; girls' escorts and invited couples to join them for an evening of dancing, 8:30 p. m.

Kitchen Shower Last Week Fetes Louise Archer

A kitchen shower, honoring Miss Louise Archer, was given Wednesday, Dec. 11, at the home of Mrs. D. D. Archer, an aunt of the honoree. A Christmas tree decorated in kitchen equipment was placed on a center table. Gifts were piled around this tree before Miss Archer's arrival.

A quiz game entertained the guests. Miss Teresa Goring acted as Mrs. IQ and broadcasted over "STATION BULL." Prizes of canned goods were given for correct answers. Questions unanswered or answered incorrectly resulted in the label being torn from the can and presented to Miss Archer.

Christmas pie and coffee were served to Mrs. Joe Solt, William Bumstead, Merle Sharp, J. W. Jones, Nell Mask, Bernice Golden, Shirley Hager, Bill Macey, T. L. Archer, Charles Denton, A. M. Archer, Earl McDorman, Paul Dillard, Frank Wilson, and Lulu Exstrom, and Misses Esther Exstrom, Teresa Goring, and Juanita Denton, and the bride-elect, and the hostess.

Retiring Theta Rho President Entertains Members Of Staff

Miss June E. McDorman, retiring president of the Theta Rho club, was hostess at a dinner honoring her staff Sunday evening at the home of her aunt, Mrs. A. M. Archer.

A Christmas motif was used throughout the house. The red and green color scheme was carried out in the placecards and centerpiece.

The young ladies who attended were Misses Elmira Terry, Jean Johnson, Nig Ferguson, Rosemary Martin, Duley Borland, Bobbie Clem, Dorothy Dunham, Shirley Feather, Billie June Norris, and Carole Hensley, and Mrs. Effie Wingfield.

Complete line of beautiful genuine leather billfolds at The Advocate.

Search For Yule Log Opens Party For Girl Scouts

The search for the Yule log was the opening event at the Girl Scout Christmas party Saturday afternoon. Approximately 120 Scouts, Brownies, committee members, leaders, and board members attended the festive gathering.

The girls were divided into several groups, with two adults to accompany each group. Maps of the trails had been prepared, directing them to the hiding place of the log. No two groups had identical maps and Scouts were scattered all over the west side of town. After much maneuvering and reconnoitering, all the groups arrived at the site of the old high school building, south of the city. No definite directions were given for locating the log after its hiding place was reached.

After several unsuccessful searches, Miss Stroup unearthed the log and a tired but satisfied group of girls made their way back to the Woman's Club, the starting point, for the remainder of the party.

A program had been prepared for the girls and opened with Mrs. Howard O. Miller telling a Christmas story, "As a Little Child." The Brownies especially enjoyed the story and their enthusiasm was unexpressed. A play, prepared by Mrs. Wesley Sperry's dramatics group, was presented. The play dealt with a Santa Claus who had lost the Christmas Spirit. Appropriately, "Grumpy Santa," was the title of the production. The cast included LaVerne Batie as Santa, Shirley Thorpe and Sylvia Miller as Santa's helpers, Ting and Bing; Jolene Beadle and Kay Booker as the Girl Scouts who saved the day, patterning their work after the "being helpful and doing good deeds" characteristics of Scouting.

Girls who acted as toys in Santa's workshop were Anna Marie Dunn and Thea Williams as Pierot and Pierette, Vea Ann Mitchell, the rag doll; Nila Naylor, Jack-in-the-Box; Patsy Fischbeck, Cuban doll; Betty Gibson, tin soldier, and Ola Mae Davis, French doll. Peggy Peppers announced and Margaret-Amstutz and Peggy were the voices of characters heard but not seen.

The lighting of the Yule log was done in ceremony. Mary Jo Jacobs, June Gissler, Louella Whelan, and Teddy Jane Archer carried out the rites. Alice Raye Martin gave a reading about the

lighting of the Yule log. At the close of the entertainment the entire group sang Christmas carols while the refreshments were being served. Mrs. Fred Jacobs and Mrs. Raymond Bartlett were in charge of the refreshments and Mrs. C. P. Bunch was in charge of all the arrangements for the entire undertaking.

SHOP EARLY
As we will close at 6 o'clock Christmas Eve. And please pick up your lay-a-ways as early as possible. Hopkins Firestone Dealer Store. 51-1tc

ARTESIA MATTRESS CO.
SMITH BROTHERS
(R. P. and C. A. Smith)
Don't Throw That Old Mattress Away
Have It Rebuilt
NEW MATTRESSES MADE
We Call For and Deliver
301 N. Roselawn—Phone 530-W

CHRISTMAS GREETINGS
and thanks
We have been privileged to serve you only a year, but we assure you it has been a pleasure. And we hope that we can deserve your continued patronage throughout 1947.

To All Our Friends and Customers
A Merry, Merry Christmas

Blocker Electric Shop
STANLEY BLOCKER—WESTINGHOUSE DEALER

Blocker Gift Shop
JACKIE BLOCKER

Merry Christmas

CLARENCE E. FISCHBECK
CONSULTING ENGINEER

It's always a pleasure for us to wish everyone of our friends a Christmas and New Year filled with overflowing with happiness.

JOE MITCHELL & SON

JOYOUS YULETIDE

Again we pause at Christmas to reaffirm our faith that the standards set down for us shall prevail, that brotherly love among men and eternal peace soon will be here.

• Measured by the span of years, it has been a long, long time since that first Christmas night, but it might have been but yesterday when we measure the spirit of kindness which Christmas-time releases. Christmas means happiness, and Christmas happiness is to be shared. We want to share our 1946 Christmas happiness with you.

Peoples Mercantile Co.

FROM EACH OF US TO ALL OF YOU

Happy holiday to all. Our sincerest wishes for a Christmas filled with joy — for a New Year filled with happiness, health, prosperity.

Modernistic Beauty Shop
Lucille Bryan
Bea Thomas—Margaret Meador

OCOTILLO

Sunday
Monday
Tuesday
DEC. 22-23-24

The love story that will live with you today, tomorrow, and Forever.

And presenting the cutest child actress since Shirley Temple, Connie Marshall.

"Sentimental Journey"

John Payne ★ Maureen O'Hara
William Bendix

VALLEY THEATER

SUN.—MON.—TUES., DEC. 22—23—24

LOVE walks in TODAY!

"170 POUNDS—ALL MAN AND ALL HEART!"

THAT DOUBLE-TROUBLE DAME AND THAT "GOD IS MY CO-PILOT" GUY!

BARBARA STANWYCK · DENNIS MORGAN

IT'S A HOLIDAY OF TEASIN' AND SQUEEZIN'—THAT'S BOUND TO BE PLEASIN'!

and the BABY!

whose?—that's the MYSTERY!

WARNERS' "CHRISTMAS IN CONNECTICUT"

THE FAT MAN OF THE HOUR
SYDNEY GREENSTREET

REGINALD GARDINER · S. Z. SAKALL · ROBERT SHAYNE Directed by PETER GODFREY
Screen Play by Lionel Houser & Aeneas Compton. From an Original Story by Aileen Hamilton

He's Got Both Liberty and Security

LET'S TRY MARXISM WHAT CAN WE LOSE?

TIME TO START REVOLUTION

NEW ISM FOR SECURITY

COMMUNISM FOR SECURITY

THE NEW SYSTEM LESS LIBERTY BUT MORE SECURITY

BUY FOR HOLD UNITED STATES SAVINGS BONDS SECURITY

S. NOYER

Sheng Dan Jieh— A Holy Festival

The celebration of Christmas is gradually becoming widespread in China as more and more families are converted to Christianity.

Sheng Dan Jieh—literally, Holy Birth Festival—is the Chinese name for Christmas. Private homes are decorated with large white posters inscribed with Chinese characters meaning Peace, Good Will, etc. The Christmas tree is also popular; symbolically called the Tree of Light, it is usually made of papier mache and, trimmed with paper flowers and ornaments, it is not artificially lighted.

Gifts are exchanged within family circles and there are "surprises" for the children: American lead pencils, picture books and even cast-off Christmas cards are exceedingly popular.

Early mass on Christmas morning is the focal point of the religious observances. Lantern-lit processions enter dark churches before dawn and, after mass, wend their way home singing Chinese translations adapted to the original melodies of "Hark, the Herald Angels Sing," "Silent Night," and other traditional Christmas carols.

Both legal and letter-size storage files at The Advocate.



Merry CHRISTMAS GREETINGS 1946

Christmas lights shed a glow unknown at any other time of the year. The same lights, after Christmas, have lost their charm, so, you see it is really the Christmas spirit that lights our homes! We wish you every happiness this Christmas season of 1946.

Bryan Courts
Artesia, N. M.



Let Us Handle Your DEAD ANIMALS (Unskinned)

Large or Small Removed Free of Charge

When You Have a Dead Animal—Notify

E. B. BULLOCK

Feed—Seed—Grain

107 S. First—Artesia—Phone 86

Our truck is equipped with a power loader and sanitary bed to give you prompt and convenient service. In town every day except Sunday

Starkey Dead Animal Service

OFFICE SUPPLIES AT THE ADVOCATE



Christmas is not all tinsel and tissue or colored lights and merriments. It has a deeper significance, rooted in the long gone past, which sets it high above all other holidays of the year. It is our hope that this blessed season will bring to your home not only the festive joys of Yuletide but that deep inner peace which is essentially a part of Christmas.

ROSS BAKING CO.
And Employees

Office Supplies at The Advocate

FOR—USE LICENSED CONTRACTOR—USE LICENSED CONTRACTOR—USE

J. P. FLEMING
Painting—CONTRACTOR—Paper Hanging
Contract—Sub-Contract—By the Hour
We Use Only Experienced Men
607 W. Grand Phone 259-W

FOR—USE LICENSED CONTRACTOR—USE LICENSED CONTRACTOR—USE

News Shorts

John L. Lewis and the United Mine Workers asked the Supreme Court to consider 10 questions which they listed as important in their appeal from contempt of court fines; Counsel for Lewis and the union filed a cross petition which questioned whether the Federal District Court in Washington had the authority to issue the coal strike restraining order which resulted in the contempt convictions, or whether the Norris-La Guardia Anti-Injunction Act barred such procedure.

In Bismarck, N. D., Kenneth Reiter, a bartender, walked into The Tribune newsroom and slammed six 50-cent pieces on a

desk. The \$3, he said, was a reward given to him by a Bismarck contractor for finding \$18,000 worth of endorsed and negotiable checks owned by the contractor.

Walter C. Hausmann, operator of an Albuquerque drug store, says petitions are being circulated in Albuquerque urging an immediate investigation of the State Game and Fish Department by the Legislature. He said the petitions urge that the killing of one hunter by another be classified as statutory manslaughter, propose that

the fee charged non-resident hunters be raised "high enough to keep foreign hunters out," and that enough volunteer game wardens be appointed to put one warden in the field for each 10 hunters. "Every hunter knows that very few violators of game laws are ever, are caught in New Mexico," Hausmann asserted.

New shipment of receipt books in all sizes. Also Manifold order books at The Advocate.

OFFICE SUPPLIES AT THE ADVOCATE

GATHER 'ROUND THE BARBER POLE



For A

MERRY CHRISTMAS

SANITARY BARBER SHOP



SEASON'S GREETINGS

TIMES HAVE CHANGED, but Christmas remains unchanged—the year's outstanding holiday in the timeless cycle of love and good fellowship. In the same old familiar way it gives us pleasure to wish for you in this season of 1946 the most in Christmas cheer and enjoyment.

J. T. CAUDLE, Agent
SINCLAIR REFINING CO.

And
Caudle & Caudle
Butane and Propane Dealer



FLICKERING FLAMES in their motley hues hold the warmth of our good wishes in their vivid beauty. Through the years—of candlelight, incandescent light and fluorescent light, this organization has served this community to the best of its ability. Another Christmas . . . another year . . . to you, good cheer!

PENNEY'S
J. C. PENNEY CO., INC.

Brainard Points—

(CONTINUED FROM PAGE ONE)
 the local stores, but the visitors do not know what citizens here know. And the more attractive business houses are the greater attraction they are for shoppers and buyers.
 Councilman Brainard also pointed out there are several unsightly and unsafe buildings in the business district needing to be

replaced. He explained he knew that these changes couldn't be made right now but he expressed the hope they would be made as soon as possible.
 He then discussed the appearance of Artesia and admitted that it could be far cleaner with a little more care and attention. There is a city ordinance, he explained, which prohibits sweeping trash from the local stores into the streets. However, he explained,

everyone does this and no ordinance can be enforced without public sentiment. He urged all business people to sweep the trash from the front of their stores to the back and to place all trash and rubbish in the trash can. This, he added, would help to eliminate the trash and dirt, which is always on the streets on Sunday morning after a busy Saturday. He also emphasized the need of citizens in the residential sections to use their garbage cans and to keep these as attractive as possible.
 In closing he stated that he was merely pleading for unselfish thinking on the part of citizens here and their co-operation in helping to make Artesia a better place in which to live.

Elwood Kaiser, in a brief talk, discussed the recently organized Safety Council. He emphasized the goals they have set and described the various committees, naming the individuals to serve on these committees. He described the work, which he said he hoped each committee would carry out. He explained that if the right co-operation is given Artesia can set an example with its Safety Council, which will be followed by other cities in the state.

President Artie McAnally, who presided, named a nominating committee to select 10 nominees for the five posts on the board of directors, which will be vacant this year. The nominating committee is composed of Earl Zeigler, Ted Wikowsky, and John Shearman. Directors, whose terms expire, include J. T. Caudle, G. Taylor Cole, A. C. Sadler and Ralph Petty.

In a brief talk Manager Dave Moore stressed the high points of the Chamber of Commerce program for 1947. He stated all objectives of the 1946 program, which have not been attained, will be included in the New Year's program. Three special features also have been outlined to be accomplished in the new year. These, he stated, include the preparation of a booklet containing informational literature on Artesia; the conducting of a lumber sur-

vey in the mountains and in the valley; and the compiling of an industrial survey of Artesia. The latter, it was stated, is to be a nine-page booklet containing facts and data on the industries of Artesia and North Eddy County.

Churches—

(CONTINUED FROM PAGE ONE)

mas tree and children's program is planned. Rev. Paul L. Brown, pastor, is to bring a special Christmas message at the 11 o'clock hour on Sunday morning while special music will be presented.

Miss Joan Wheatley, daughter of Mr. and Mrs. Rex Wheatley and a member of Fred Waring's Pennsylvanians, will provide the special music for the morning service at the First Presbyterian Church. She is to arrive Saturday to spend the Christmas holidays at her home.

No special children's program is planned at the Church of Christ, but a special Christmas message is to be brought at the 11 o'clock hour on Sunday morning. Regular services will be held on Sunday evening, it has been announced by Bob Waller, evangelist.

The First Christian Church will have a special Christmas fantasy entitled "Under the Christmas Star," by Helen Welshimer, at 7:30 on Sunday evening. It is to be presented by the members of the Sunday school. Rev. Kenneth Tuttle, pastor, is to bring a special Christmas message at the 11 o'clock hour Sunday morning and special music is to be presented.

A cordial invitation has been extended by Father Francis to the public to attend the Midnight Mass to be held at St. Anthony's Catholic Church here on Christmas Eve. St. Aloysius Mass will be celebrated. Violin solos are to be presented before the Mass, while the offertory will be "Adeste Fideles," sung by a trio. A special Christmas mass is to be held at 9 o'clock on Christmas morning and following this the

"Benediction of Blessed Sacrament" will be sung.

Confessions are to be held from 4 to 5 and from 7:30 to 9 on Tuesday, Dec. 24, Christmas Eve.

The U.S. Treasury with a 270-billion dollar deficit has been enriched \$1 annually for nine years, through the deadletter office, thanks to an anonymous Santa Claus who addresses his gift to "The Wretched Poor, Pierre, S. D." Postmaster R. Y. Babsby has urged the benevolent soul, who mails his donation from Onida, S.

D., to send it to some charity as there is no person legally known as "The Wretched Poor" in Pierre.

Ideal Christmas gift, beautiful all-leather brief cases in several sizes. The Advocate.

Four letter-size all-steel two-drawer files. Three all-steel letter-size with one drawer and lock compartment at The Advocate.

ADVOCATE WANT ADS GET RESULTS



The bells ring out their special greeting of joy and happiness for everyone this holiday season.

MORNINGSIDE GROCERY AND STATION
 CLYDE and EVERETT

Office Supplies at The Advocate



Christmas is here!

We have much to be thankful for this Christmas, and we want to express our thanks to you.

May this Christmas season of 1946 be an especially happy one for you.

ALLIED SUPPLY CO.

Charles Denton and R. D. (Static) Collier
 Owners



Christmas Greetings

To everyone living in this community—to the business men and housewives; to the employees of our retail stores and industrial plants; to babes in arms — Merry Christmas, one and all.

RAY CARTER
 ARTESIA RECREATION HALL



A Merry Christmas TO YOU.

SPIRIT OF CHRISTMAS

FAITH . . . faith in our homes and community . . . faith in the future . . . faith in men of good will, eternally — this is the essence of the Christmas season.

CHRISTMAS should be a time of joy, and we hope that this Christmas of 1946 will be rich in good cheer and true happiness for all who read this message.

★ ★ THE BEST OF EVERYTHING FOR YOU ★ ★

THE EMPLOYEES and management of The Artesia Advocate sincerely hope that you and yours have had a wonderful Christmas since time began.

The Artesia Advocate



WHERE THE BOY JESUS PLAYED . . . Looking southeast from the Hill of Precipitation, Nazareth, is shown the view where the boy Jesus played.

Karkantzari's Fear Of Burned Leather

Christmas fires burn brightly in Greek households throughout the holiday season and Macedonians save their old shoes for the purpose of burning them at Christmas time since the odor of burning leather is said to be offensive to the Karkantzari.

The Karkantzari are mysterious creatures which wander about the rural communities of Greece between Christmas and Epiphany. Dreaded because their goblin-like tricks make life generally miserable for everybody, the Karkantzari are particularly fond of attacking and beating persons who are a bit drowsy after an unusually hearty meal.
 Of course, the orthodox Greek priest effectively banishes the Karkantzari when he comes around with his copper vessel of holy water and cross entwined with sprigs of basil. The priest dips the cross into the vessel and sprinkles each room with the holy water—after which the Karkantzari are expected to disappear and not return until the following Christmas.

Original Vitamin Factor
 In Worcestershire, mistletoe was thought to render cattle prolific and avert bad luck from the dairy herd.

Mince Pies of Deep Christmas Tradition

No Christmas dinner would be complete without mince pies. While they have long been a part of our Christmas tradition, they originally had a deep symbolic significance.



Patterned after the manger in which Christ was born, they were oblong in shape. The crust, baked a golden brown, represented the gold brought by the Three Wise Men.



Unselfish interest in others is the keynote of happiness at Christmastime. May each gift you receive breathe love and devotion and bind the ties of home and friendship more securely.

As for ourselves, we desire to express our appreciation for your loyalty to us in 1946, and wish you a Merry Christmas.

★ ★ ★

HOMER G. BORLAND
 AUTHORIZED DEALER
Western Auto Supply Co.
 207 Main Street Artesia, New Mexico



Our very best and sincerest wishes to the men and women in the armed forces still serving overseas. Merry Christmas and a speedy return to all of you.

Motor Port Service Station

Lee Tires — Phillips 66 Products

Appreciation

We always look forward to this time of year when we have the opportunity to wish you a Merry Christmas, a Happy New Year and to thank you sincerely for your appreciated patronage.

Barr's Service

115 N. Roselawn
R. J. BARR, Prop.



Dear Santa Claus:

Artesia, N. M.

Dear Santa Claus:

Please bring me a big doll. Bring my little sister a big doll too. Bring my brother a bicycle. Bring Mother and Daddy something too. Bring us all some nuts and candy. I love you.

Edna Pennington
P. S.—I am years old. I am in the first grade.

Dear Santa Claus:

I have been a very nice boy. I want to tell you that I want a Roy Rogers set and some other toys and don't forget my little brother, Billy Don. He wants some toys to play with. Santa, we will thank you.

Gary Mac and
Billy Don Willis

In their destruction of the temple the sacred oil was practically exhausted, but they did find a jar which they judged would burn one day. It lasted eight days, therefore each year the Jews decree that the eight days previous to December 25 be celebrated.

Candles Originally Were Symbols of Light and Joy

Merry Christmas

Ever bright is the star of Bethlehem. Ever bright is our wish for you; for the most joyous Christmas ever.

STAR GROCERY

J. C. and M. D. SHARP

314 W. Main

Bulldogs Told—

(CONTINUED FROM PAGE ONE)

years ago. He pointed out, by way of "carrying the package," an Artesia basketball team he recalled, which was classed as the weakest at the district tournament. Dexter, he said, was the favorite to win. But when Artesia met Dexter with only five men and had but four to play in the second half, Artesia won. This, he said, should always be an inspiration to the Artesia athletic teams.

Prior to the speaking program, a musical program was brought to the Bulldogs and men by Howard O. Miller, vocal music instructor in the high school. It was opened by Miss Marietta Woodruff, who whistled "My Hero," dedicated to the Bulldogs, and "All Alone," accompanied at the piano by her aunt, Mrs. Joanna Gerhardt.

The high school girls' quartet, composed of Misses Louise DeMars, Sue Booker, Irma Beaty, Teddy Jane Archer, Jo Margaret Gore, and Loretta Webb, sang three numbers: A Capella. They were "Dancing in the Dark," "Symphony," and "Hark Now, O Shepherd."

Miss Pat Ferguson favored with tap dancing, accompanied at the piano by Miss Rita Webb.

M. C. Cheatham presided as toastmaster and introduced first on the speaking program some of the members of the Bulldog squad. Jimmie Blue, John Yates, Bill Fleming, and Johnnie McKenzie each spoke a few words. In behalf of the football players, McKenzie extended thanks to the Bulldog Boosters for the support given the team during the grid season and for the part the organization played in making the purchase of the activities bus possible. He especially thanked Lloyd Simon, president of the Bulldog Boosters, for the efforts he has exerted for the boys and for the various programs.

R. L. Paris, the first athletic coach in Artesia high school, reminisced about the early teams, and M. Duane Sams, chief high school coach this year, extended thanks to the Bulldog Boosters for all the group as an organization and as individuals has done for the school. He said he hopes the Bulldog Boosters will find next season their efforts have not been in vain.

The banquet was the second given since the opening of the school year for the football players. The first was shortly after the opening of the term, when a number of businessmen entertained the boys on the Roof Garden. It was at that time the Bulldog Boosters, an organization which had been inactive during the war years, was resurrected.

The story goes that during the Danish-Irish war, the Danes were resting after an arduous march and the Irish were creeping up quietly. All of a sudden a wren, spying a few crumbs which the drowsy Danish drummer had dropped on the drumhead, swooped down and began to peck at the crumbs. The pecking awakened the boy, who aroused the camp; the Irish, driven off and defeated, blamed the wren.

Modern Irish, ashamed of the once-honored tradition, say the guilty bird may have been a starling or a sparrow anyway, and now welcome the wren to their farms and homes.

Steel card index files in three sizes available at The Advocate.

Scripto, Shaeffer and Eversharp mechanical pencils at The Advocate.

COOKING AND EATING APPLES

For sale at 110 W. Richardson.
A. G. Bailey. 38-tfc



Merry CHRISTMAS GREETINGS 1946

Christmas lights shed a glow unknown at any other time of the year. The same lights, after Christmas, have lost their charm, so, you see it is really the Christmas spirit that lights our homes! We wish you every happiness this Christmas season of 1946.

PENNELL Beauty Shop



From where I sit... by Joe Marsh

A Lesson In Conservation

We were sitting on Bill Webster's porch the other night, chatting over a glass of beer—when the talk turned to forest preservation, soil erosion, and other things that affect a farming community.

Judge Cunningham speaks up: "It's all right to worry about conserving our natural resources," he says, "but there's a far bigger problem when it comes to conservation—and that's preserving our democratic way of life, our sense of personal freedom, our respect for one another's rights."

From where I sit, the Judge is right. All America's great resources, our abundant natural wealth, are lost the minute we lose the right to work them as free people in a free land!

Whenever you see or hear of an encroachment on our rights—whether it's the right to free speech, or the right to vote as we see fit, or the right to enjoy a friendly glass of beer in licensed, law-abiding places... watch out!

Joe Marsh



The best wish we can think of to wish you is that all your dreams come true... and have a Merry Christmas!

COLLINS' DRIVE IN

GROCERY AND FRUIT MARKET

Mr. and Mrs. R. L. Collins and Bobby

308 S. First



In the good old-fashioned sense of the word — may you have a rollicking, gay Christmas... a joyous New Year.

J. W. WELDY

On Highway

Welding, Blacksmithing, Automobile Work



Though time never end and the people of the earth ever increase in numbers — the story of Jesus will be told through all the years and to all generations to come. Christmas will be forever glorious and its spirit a constant source of inspiration.



MANN-KAISER ELECTRIC CO.

Phone 257-W



Since the beginning of time man has sought to prolong the day and dispel the terrors of darkness with watch-fires, torches, beacons, etc.

According to St. Jerome, candles are used by the Church not so much as a means of dispelling or conquering darkness, but rather as an expression of Christian joy.

Peace, Good-Will

The time draws near the birth of Christ: The moon is hid; the night is still; The Christmas bells from hill to hill Answer each other in the mist.

Four voices of four hamlets round, From far and near, on mead and moor, Swell out and fall, as if a door Were shut between me and the sound.

Each voice four changes on the wind, That now dilate, and now decrease. Peace and good-will, good-will and peace. Peace and good-will, to all mankind. Tennyson

Steel card index files in three sizes available at The Advocate.

Complete line of beautiful genuine leather billfolds at The Advocate.



Christmas is the one great event that transcends the bounds of any one country and embraces the whole world. In much the same way there is no limit or bounds to our good wishes for you for a Merry Christmas.

WALTER NUGENT

Contractor



TO WISH FOR YOU LOADS OF GOOD CHEER AND HAPPINESS AT CHRISTMASTIME

PENNELL

Gift Shop

Office Supplies at The Advocate



JOIN WITH US

Let us toss our cares out the window. It's Christmas! Join with us in celebrating the glorious holiday.

And Merry Christmas TO YOU

Brown Mercantile Co.



MERRY MERRY Christmas

MAY TRUE HAPPINESS IN ALL ITS FULLNESS BE YOURS THIS CHRISTMASTIME

Industrial Machine Supply & MOTOR WORKS

FRANK DE SMET — G. M. DE SMET — T. R. HARRIS

East Main



At this Christmas season we pause to extend to our friends and customers not only our best wishes for the Happy Holiday Season, but to thank them for the many courtesies to us during 1946, to solicit your continued patronage, and to wish you and all—

A Happy New Year

TOGGERY SHOP

E. A. ASHBY, A

CHURCHES

MAK... ARTHUR-COTTONWOOD... METHODIST CHURCHES... Sunday school, 10 a. m. each Sunday.

Mid-week service, Wednesday, 8 p. m. E. O. Whitfield, Pastor. FIRST BAPTIST CHURCH... Corner Grand and Roselawn... Sunday Services: Bible school, 9:45 a. m.

FIRST METHODIST CHURCH... Sunday school, 9:45 a. m. Fred Jacobs, general superintendent. Morning worship, 10:50 a. m.

ST. PAUL'S EPISCOPAL CHURCH... Evening prayer, sermon, 7:30 a. m., every Sunday except first in the month.

Morning worship service, 11 a. m. Evening service, 7:15 p. m. Mid-week prayer service, 7:15 p. m.

report and any objections thereto, and the settlement thereof. At the same time and place the Probate Court will determine the heirship of said decedent.

County, New Mexico and has qualified as such. All persons having claims against either or both of said estates are hereby notified to file or present the same within six (6) months from December 19, 1946.

Bruno General Hospital at Santa Fe, ordered closed by the War Department by Dec. 31, has been turned over to Fourth Army headquarters, Fort Sam Houston, Tex., for disposition.

Time To Hang Up Your Stocking... One of the biggest items in your Christmas stocking this Yule season of 1946 will be our note of thanks to you and our wish for the biggest, merriest, happiest Christmas you have ever had.



New Mexico Pneumatic Well Service JACK SCUDERI North Highway Phone 167-W

ST. ANTHONY CATHOLIC CHURCH... Ninth and Missouri... Mass Sunday 7:30 and 9 a. m., English sermon.

SPANISH-AMERICAN METHODIST CHURCH... Sunday school, every Sunday at 10 a. m., Mrs. Lucinda H. Martinez, superintendent.

CHRISTIAN SCIENCE SERVICES... 613 West Main... Sunday school, 10 a. m. Sunday services, 11 a. m.

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO. In the Matter of the Joint Administration of the Estates of Owen Allen and Laura A. Allen, Deceased.

HOME TOWN NEWS... TO WISH FOR YOU LOADS OF GOOD CHEER AND HAPPINESS AT CHRISTMASTIME



PUBLIC SALE

rented my place I will sell at Public Auction 1 mile west and 3 miles south of Dexter; 3 miles north and 3 miles west of Hagerman, on

FRIDAY, DEC. 27, 1946

Starting at 10:00 A. M. The following property:

- HORSES—3... 14-inch Walking Plow... Georgia Stock... Horse-drawn 14-in. 2-way Plow... 1937 Ford Pickup, thoroughly re-conditioned.

THE FIRST PRESBYTERIAN CHURCH... Fourth and Grand... Church School, 9:45 a. m. Morning Worship, 11:00 a. m.

CHURCH OF THE NAZARENE... Corner Fifth and Quay... Sunday school, 9:45 a. m.

Merry Christmas TO ALL OUR FRIENDS... Styles change, methods change, but Christmas—never! Beneath it all is the same old love of man for his folks and his neighbors...

MS OF SALE—CASH. Not responsible in case of accidents. No property to be removed until terms are complied with.

E. A. PADDOCK, Owner... ASHBY, Auctioneer... W. A. LOSEY, Clerk... LUNCH SERVED ON THE GROUNDS

Hill Auto Service... RUSSELL HILL, Owner

TO WISH FOR YOU LOADS OF GOOD CHEER AND HAPPINESS AT CHRISTMASTIME Paul's News Stand S. Roselawn

WOODSIDE PLUMBING & HEATING... 111 1/2 W. Main St. Phone 760

Suggestions for holiday travelers... Start your holiday trip as soon as possible to avoid the rush during Christmas week. Make reservations as soon as possible. Be sure to tag your luggage with proper identification. Check all surplus luggage for handling via baggage service.





Howdy Folks: A customer gave us a shock the other day. She asked why we never advertised. Imagine our surprise, as our ads have run regularly through several channels of advertising.

We showed her an ad in The Advocate and she replied, "Yes, but I wasn't looking for that; it's just like any other. Why not doll it up a bit?"

That set us thinking; no doubt she was right. Had several ideas on how to do that "catchy column" suggestion. Finally landed on the worst one and said we'd try it for a while. Columnists usually have more readers than writers!

Now, don't look for good stuff, like keyhole scoops, but some corn and a few chuckles occasionally won't hurt, will it?

Christmas is almost here and that's the time when most everyone wants the past forgotten and present remembered!

Oh, yes, I might add something about our upholstering and furniture repair business in this column. So look for it in The Advocate and try to bear with us.

ARTESIA HOTEL REPAIR & UPHOLSTERING Hotel Basement—Ph. 461-J

Junior Class Play Great Success Friday Evening

The junior class play, presented Friday night chalked up another success for the coming generation. The able portrayal of the roles would have led an out-of-towner to be sure he was watching a group of professionals, observers said.

One of the chief things about the play was the excellent sound effects. A car was heard to start and drive away, a police siren came roaring up outside, and car horns honked continually. Telephone bells rang at just the proper moment and when a young man in a "jalopy" supposedly came to a screaming "whoa," brakes were heard to screech and all the usual sounds connected with a crash of an automobile were heard, including the detachment of the fenders!

Another unusual feat was accomplished in the last act, when Jimmie Blues dog, "Bonnie," portrayed "Rascal," the dog in the story.

A splendid job of portraying the parts of Mr. and Mrs. McIntyre was handled by Marcia Whelan and Jerry Perry. Although it was rather hard for those in the audience to imagine those two young people as parents of two children, such as Elmira Terry and Jimmy Blue, on the whole they were quite convincing. The entire cast was well chosen and directed and gave a performance they can all be proud of.

The play was directed by Miss Lois Neatherley, and her efforts were well rewarded. A California patio was made quite convincing through the work of a diligent stage crew headed by Charlie Lewis.

The Artesia High School orchestra, under the direction of Franklin L. Wiltse, played several delightful numbers before the curtain went up and between acts.

Pageant Is Being Given This Week At Central Gym

A Christmas pageant is being presented at Central School three days this week, Wednesday, Thursday, and Friday, with a different cast of actors for each performance.

The story of the Birth of Christ is being told in the pageant by choral reading groups consisting of third graders. The three casts portray the familiar pageant in pantomime. On Friday, as a closing number, gift bearers from each room will bring presents for a white Christmas tree.

The teachers who have prepared the pageant and their various departments are: Marinell Dungan, music teacher, in charge of production and chorus; Kay Barry, art; Nina McCarter, choral reading; Geneva Ballard and Allye Terrill, Mary and Joseph cast; Leota Hopp, angels; Glenna Murphy, shepherds; Greta Schwager, kings and chorus; Carrie Lois Godley, wise men; Viola Sandfer, Kay Barry, and Mollie Reeves, programs; Kathryn Hamrick and Isabelle Macdonald, invitations; Ruth Joss, Kathryn Downey, and Grace Carmen, stage sets and properties; Joyce Delbridge, Leota Williams, and Kay Barry, advertising.

Others assisting are Mrs. Stanley Carper, who plays a prelude and postlude on the spinet organ, and Rev. C. A. Clark, Rev. Kenneth Tuttle, and Father Francis Geary, who are giving invocations on consecutive days.

The general public is invited to attend the Thursday program, but any parent whose child appears on a different day, is invited to attend on that day.

The program was given Wednesday for Park and Carver Schools, and on Friday the pupils of Central School will see it.

The Wednesday and Thursday performances were scheduled for 2:30 o'clock and Friday at 2 o'clock. The children plan to have room parties after the final performance and the time has been moved up to allow them more time for the parties.

Farmers May Report 1946 Practices Here At City Hall Jan. 6

Farmers and ranchers are being notified this week that Jan. 6 will be the final day on which representatives of the county ACA office will be in Artesia to accept reports of performances for 1946.

They will be at the city hall from 9 to 4 o'clock. Persons failing to report Jan. 6 will have to go to Carlsbad to make reports after that date.

The deadline for making reports of practices for 1946 will be Jan. 15.

SANTA TO BE AT LAKE ARTHUR METHODIST CHURCH

The Lake Arthur Methodist Church has announced a Christmas program to be given at 8 o'clock Sunday evening.

Santa Claus will be there with treats for everyone. The public is invited.

Santa Is—

(CONTINUED FROM PAGE ONE) organization for his annual public visits. But help has always been sought from merchants, who have responded admirably in underwriting the cost of the treats for the community's children.

Working on the general Santa Claus committee with Chairman Thompson have been John E. Cochran, Jr., and C. E. John.

The finance committee consisted of Pete L. Loving, chairman, and F. E. Waltrip, O. R. Gable, Jr., and J. T. Caudle.

Boy Scouts of the Artesia community will be on hand to help Santa Claus and to help direct traffic Saturday afternoon.

Gay Holiday—

(CONTINUED FROM PAGE ONE) Bill Walton and His Orchestra playing.

A third holiday dance, which had been planned by the Artesia chapter of the National Aeronautic Association at the airport Saturday evening, has been called off, as a suitable orchestra could not be obtained.

However, many fliers and members of their families will attend a hangar party at the airport this evening.

Several of the private dance clubs will have dances at the Woman's Club building during the holidays, while there will be numerous parties in private homes.

Many of the nimrods who are not working during the holiday week and others who will not be working Christmas Day will go duck hunting, with hopes ducks will be more plentiful by that time. They have been quite scarce so far this season.

Boys and girls who are attending college will be home by the dozens for Christmas, helping to make the holiday season gay and festive. They will be in the middle of the social whirl. All in all, it appears that this

Central Children To Have Program Friday Afternoon

A special Christmas treat and program for the children of Central School has been arranged by the Central School Parent-Teacher Association. The distribution of some 750 sacks of candy has been set for Friday afternoon following the special Christmas programs of the various classes of the school. The distribution is to be held in each of the classrooms and the gifts were arranged and provided by the Parent-Teacher Association.

The children of Central School also are to participate in a white Christmas gift program. Their gifts, which they have been bringing during the week, will be distributed under the direction of the Parent-Teacher Association to needy families following school on Friday afternoon.

Plans for these programs were completed at the regular meeting of the Parent-Teacher Association on Friday. Rev. S. M. Morgan, pastor of the First Baptist Church, was the principal speaker for the meeting and he discussed "Fundamentals of Character." He emphasized the fact that children thrive on proper attitudes and proper spirit. He pointed out the need for both parents and teachers to set the right example for students and reminded the teachers present that they have the children in the classrooms longer periods than parents have them awake at home during the school terms. He stressed other opportunities of parents and teachers to emphasize the fundamentals of character.

Marietta Woodruff was a guest soloist, presenting two of her whistling solos with Mrs. Joanna Gerhardt playing the accompaniment.

Mrs. J. J. Clarke, Jr., chairman of the better movies for children, announced that Ray Bartlett, owner of the local theaters is planning to inaugurate Saturday morning shows of better pictures starting some time after Jan. 1. The attendance, of course, will determine whether these programs can be continued.

Mrs. Donald Butts, president and presiding for the meeting, announced that the half-day classes will reverse their order when school is resumed on Monday, Jan. 6. Those pupils attending school only a half day and going in the mornings will attend during the afternoons after Jan. 6, while those attending school only during the afternoon will attend classes during the mornings.

Christmas, the second since the end of the war, will be the gayest in many years.

Marshall Joins Federal Bureau Of Investigation

C. D. Marshall, principal of Artesia High School for the 13th year, has been appointed a special employe agent of the Federal Bureau of Investigation and has resigned from his position here. Notice of his appointment came a few days ago, several months after Marshall had made application for an appointment.

He is to report Jan. 6 at the Department of Justice Building in Washington, D. C., for about three months of intensive schooling, at the conclusion of which he will become a special agent of the FBI. Marshall said Mrs. Marshall and children will remain in Artesia until the end of the school year and then will join him wherever he is placed by the FBI.

The position of high school principal has not been filled as yet to replace Marshall.

Rev. Hartmeister Tells Rotarians Brazil Customs

Rev. J. Hartmeister, pastor of Immanuel Lutheran Church, who was a minister in Brazil four years shortly after the turn of the century, gave an interesting talk on the customs and progress of that country, speaking Tuesday noon at the weekly Rotary Club luncheon.

He said that at the time he was in Brazil and for a number of years thereafter, the nation, supposedly a democracy, was far from that, inasmuch as all candidates within a state must have the endorsement of the chief of the party in order to be elected, although other candidates have received a majority of votes.

This was changed about 15 years ago, with the election of Vargas as president. But on the other hand, Vargas became a virtual ruler, Rev. Hartmeister said, for he abolished the constitution and sent the members of the congressional body home and now rules by decree.

In spite of Vargas' assumed dictatorial powers, he has done much good in Brazil, the speaker declared, bringing efficiency to the nation and abolishing open graft, which officials had previously practiced.

On the other hand, Vargas decreed that the German language, which had been used in the schools and colonies of colonists from Germany, be abolished and that the national language, Portuguese, must be used.

Rev. Paul L. Brown, the Rotary program chairman, announced the club will have its annual Christmas party next Tuesday.

Eddy Producers Bring In Two New Wells This Week

Two producing oil wells were completed during the last week in the Eddy County fields but no new locations were staked.

The completions: Skelly Oil Co., Dow 13-B, NW SE 21-17-31; total depth 2235 feet; flowed 41 barrels of oil per day, after shot.

Miller, Yates & Bradshaw, State 1, SW SE 13-18-27; total depth 2212 feet; plugged back to 2090 feet; pumped 20 barrels of oil per day, after shot.

The Eidal, Mitchell 1, rank wildcat in Torrance County, in which F. A. and D. A. Miller of Artesia are interested, was drilling below 1500 feet this week.

Drilling Report

E. Orcutt, Kepple 2, NE SE 19-17-27. Total depth 1903; fishing tools. American Republics Corp., Robinson 7-A, NE SE 27-17-29. Total depth 2975; preparing to treat.

American Republics Corp., Robinson 13-B, NW SE 35-17-29. Total depth 3236; preparing to treat.

Martin Yates III, Yates 5-A, NW SW 6-18-30. Total depth 2848; running tubing.

American Republics Corp., Robinson 14-B, SE NW 27-17-29. Total depth 2840; preparing to treat.

Skelly Oil Co., Lea 9-A, SE NW 23-17-31. Total depth 3661; cleaning out after shot.

Martin Yates, Jr., et al (Honolulu), Mullis 1, SE SW 21-15-29, deep test in Chaves County, north of Eddy County Square Lake pool. Drilling at 5798.

Richfield Oil Corp., Lake McMillan Unit 1, NW SE 36-20-26. Total depth 755; waiting on cement.

Continental & S. P. Yates, Brainard 4, NE NE 3-18-29. Total depth 2992; fishing.

Fren Oil Co., Friess 8, NE SW 19-17-31. Total depth 1814; drilling plug.

William P. Dooley, State 2, NE SW 36-17-27. Total depth 85; cleaning out old hole.

Shoppers Are— (CONTINUED FROM PAGE ONE) in certain sizes has been hard to get. Radios in the smaller sizes appear to be plentiful this year and many a gift purchased will be a radio. The larger radios and especially radio-phonograph combinations have not been available in sufficient numbers to meet the demand. The supply of records

as well as small record players are available in large and attractive assortments. Many of the items in clothing are still short. This holds true for boys' and men's clothing as well as ladies' and girls' wearing apparel. But Christmas shopping is expected to continue right up to the last minute before the stores close here on Christmas Eve, Tuesday.

For Your Christmas Listening Pleasure "Christmas Around the World" 3 to 4 p. m. Christmas Day Over KSPV—Artesia—1450 KC. Brought to You By ARTESIA AUTO CO. Sales Ford Service

Our heartiest good wishes to you for a wonderful Christmas—a full, Happy New Year. Montgomery's Watch Shop Over U.S. Postoffice Phone 255 IT PAYS TO WALK UPSTAIRS

SEASON'S GREETINGS Allow us to take this opportunity to express our thanks for the courtesies and business extended to us during the last year and to wish you all a... VERY MERRY CHRISTMAS and a HAPPY NEW YEAR J. I. EXUM and C. H. TROTTER General Agents AMERICAN NATIONAL LIFE

The musical bells of Christmas ring out in a toast to you for happiness, health and prosperity this Christmas and during the bright, new 1947. THE ARTESIA JEWELRY MORRIS WOODS and IVAN GROSECLOSE 303 West Main

Mr. and Mrs. Wayne Paulin

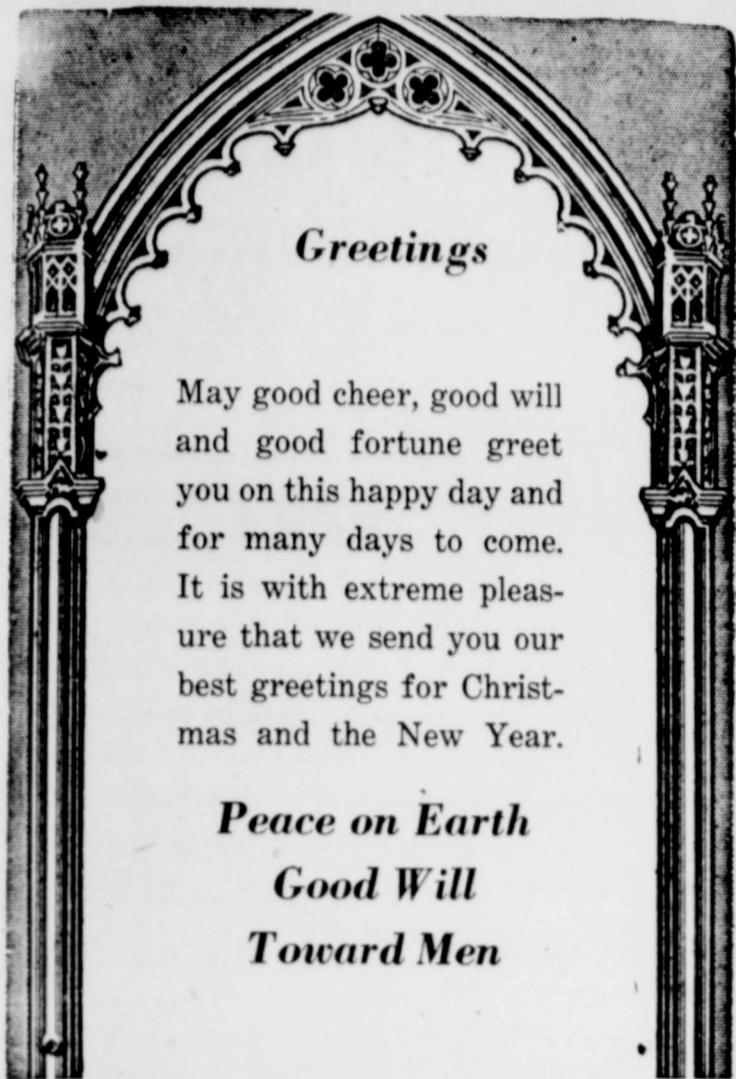
Season's Wishes To one and all, we wish you the merriest Christmas ever with a Happy New Year to come.

TANDY'S LAUNDRY 807 Chisum Phone 241-R

Christmas GREETINGS To every home in our town, we extend our wishes for a Merry Christmas—a Happy New Year. LUNSFORD & SON PLUMBING CO. T. J. LUNSFORD G. T. LUNSFORD

Last Minute Buy for THE HOUR SHOPPERS THE Thoughtful GIFT Merry Christmas TOOLS and HARDWARE Christmas GIFTS Happy New Year BRAINARD-CORBIN HDWE. CO.

Best Wishes For MERRY CHRISTMAS



Greetings

May good cheer, good will and good fortune greet you on this happy day and for many days to come. It is with extreme pleasure that we send you our best greetings for Christmas and the New Year.

Peace on Earth
Good Will
Toward Men

PALACE DRUG STORE

Supreme Court Ruling Gives War II Veterans Tax Exemption Of \$2000

Leaders of veterans' organizations in Artesia have expressed pleasure in the action of the New Mexico Supreme Court in a three-to-one ruling that veterans of World War II are eligible for the state's \$2000 property tax exemption.

In making the ruling the high court reversed a decision by the Bernalillo County District Court, which had denied the property tax exemption to World War II veterans.

District Judge Charles H. Fowler of Socorro wrote the majority opinion, in which Justice Andrew H. Hudspeth and District Judge A. W. Marshall of Deming concurred. Chief Justice Daniel K. Sadler and Justice H. L. Bickley did not participate. Sadler announcing he did not participate because he has two sons who served in World War II.

Justice Charles H. Brice dissented, declaring that the tax exemption authorizes "the state to give annually to a veteran who has taxable property, an indefinite sum of money during his life, though he may never have risked his life in battle, but provides nothing for a poor soldier though he may have earned the Congressional Medal of Honor, or suffered wounds in the defense of his country."

It is evident, the majority opinion declared, that the soldier's tax amendment and the soldier's tax exemption law allow the tax exemption "to every honorably discharged soldier of World War II, and to every honorably discharged soldier of any prior war, who served for 30 days or more in the armed forces of the United States at any time in which the nation was engaged in such war, and who is a resident of New Mexico and had acquired his residence in this state prior to Jan. 1, 1934."

The court noted that some veterans of the recent war living in

New Mexico may be denied benefit of the exemption because of the 1934 residence requirement, and observed that the Legislature has authority to act, if it sees fit.

New Mexico currently has 55,766 World War II veterans, but it was not immediately known how many of those would qualify for the tax exemption.

The tax question came before the Supreme Court on appeal from Bernalillo County. John A. Flaska, Bernalillo tax assessor, had sued for a declaratory judgment to determine whether World War II veterans were eligible for the tax exemption.

Three men—apparently strangers in town—stole a car in Galesburg, Ill., and later crashed it against a tree. They stole it from the front of the home of Policeman Henry Bocox. They cracked it up at the home of Policeman C. E. Bertiaux. Both policemen were in the squad car which recovered the automobile. The thieves were familiar enough with the city to escape.

Faith and Peace Are Eternal...

TWENTY centuries have passed since the inn at Bethlehem was overcrowded because of Caesar Augustus and his census.

The bigwigs who crowded the inn were committed to oblivion by their contemporaries and, except for the census and resultant conditions at Bethlehem, it wouldn't matter too much if Augustus completely vanished from the history books.

It is generally immaterial that, as puppet king of Judea, Herod fortified the kingdom and kept it out of the clutches of Cleopatra, rebuilt the city of Samaria, and endowed several pagan temples long since crumbled into dust. Few people know, and fewer care, that his wife and two sons were murdered at his command. This sort of a Romanized Jew, is remembered chief



ly because of his hypocritical treatment of the Wise Men and because he authorized the slaughter of the Holy Innocents—and even this deed of incredible cruelty might have been forgotten if the Innocents were not associated with the Babe of Bethlehem who grew into the Christ and bequeathed a new philosophy of love and peace to all mankind.

Some men question what has been accomplished during the 20 centuries since Bethlehem.

True enough, some of the records have been written with indelible inks of hatred and prejudice and splattered with much blood; but cynics had best not rest their argument too confidently upon the gory records written or provoked by men who either did not know Christ or openly rejected his commands.

On the other hand, the glad tidings announced to a few shepherds at Bethlehem have inspired courage and faith and love such as no earthly decree or proclamation has ever called forth.

Faith and Peace are eternal quests—and twenty centuries are mere fleeting moments of Eternity.



Many a man has imagined himself famous when he has only met an editor who was hard up for material.

With a U-Do Laundry Service, you save 3 ways. Clothing, equipment, costs and worry, and how your clothing is being handled.

TANDY'S
LAUNDRY
807 Chisum — Phone 241-R



Sincere Wishes for a Merry Christmas

It is good to know that Christmas is here again... good to celebrate it, as in the past, with so many fine people with whom we are happy to be associated in this community, and to whom we now send

Our Most Hearty CHRISTMAS GREETINGS

ARTESIA PHARMACY
PHARMACY ELECTRIC
PETTY'S BOWLING LANES



Salute to our Friends at Christmas

Ho! Ho! for Christmas!

Merrily, merrily, jolly good friends, and a grand and glorious holiday to you all!

accept our hearty thanks for the pleasant business association of the past year and...

The Best of Yuletide Wishes to All

LEONE STUDIO



In all the centuries during which man has conceived plots to be woven into story-telling, no more remarkable, exciting or inspiring tale has ever been told than the true story of the Babe in the Manger. This Christmas, 1946 A. D. all the children of the earth can find in it the keynote for everlasting peace.

TO OUR FRIENDS AND PATRONS WE SEND

Christmas Greetings

Brown Pipe & Supply



**GREETINGS
FROM US
TO YOU**

Festivity reigns everywhere and to this spirited season, we add our own special wish for your good health, happiness and prosperity. Merry Christmas to all.

FOSTER'S FOOD STORE

C. C. FOSTER, Prop.
904 S. First



**Our Best
Wishes**

Everyone loves Christmas and we all eagerly wish each other well during this jovial season. To you from us —
A Merry Christmas.

**FAT DITTO'S
Paint and Body Shop**

South First Street



**Insure Cows' Health
By Fertilization**

Provide Plants That Satisfy Bovine Taste
"Cater to the cows' taste in developing soil treatments for pastures," is the advice of Dr. William A. Albrecht, University of Missouri. Pointing out that soil fertility determines how serviceable grass will be as a feed for the cow that converts it into cash, Dr. Albrecht declared that "pasture renovation calls for the manure spreader or the lime and fertilizer distributors, as the cows' taste tells us."
"Grazing animals have so often demonstrated their discriminating taste that almost any farmer can report startling observations of the choice cattle make between forages, according to the differences in the fertility of the soils that grow them." Dr. Albrecht declared that we have not yet come generally to



Good health, good cows, good milk on well fertilized pastures.

believe that by feeding fertilizers into our soils we make them healthy, bodies, to the same degree as we believe for our own bodies the old adage that "to be well fed is to be healthy."

"Yet when it is almost axiomatic that there is much immunity to infectious disease in our own good health, might we not consider that good health of soil through fertility may represent in it an immunity to invasion or infection by weeds?" he asked.

**Half Stand of Sugar,
Beets Satisfactory**

Growers cannot afford to replant beets if a half stand can be saved from the first planting, according to test results secured by the USDA at Ft. Collins, Colo. When the field was replanted, the full stand obtained gave no increase in yield of sugar, and labor costs were greater. A half stand can be thinned faster than a thick one and it takes longer to harvest small beets at considerably less profit.

**Secret Of 'Buck
Rogers' Weapons
Is Now Revealed**

Another "top secret," now released, shows that the United States, instead of lagging behind on guided missiles during the war, actually was far ahead of its enemies in this lethal "Buck Rogers" parade. Many examples were given in an announcement released by the War Department.

A few months before the European phase of the war ended, the Nazis' anti-aircraft network alert-

likely the mother would not receive hospitalization. Ninety-five per cent of the deliveries, of which the Sisters have had 416, have been perfectly normal. Community after community has pleaded for the Sisters to penetrate their region and come to the rescue of its mothers and plans are under way to expand the work in the near future.

Both legal and letter-size storage files at The Advocate.



**'T'WAS THE
NIGHT BEFORE
Christmas**

May
countless blessings
bring true joy
to
you and yours
at
Christmastime.

**Heald Grocery
And Market**

JAMES R. HEALD, Prop.
909 South Second



For us oldsters, it is memory that makes up Christmas—memories of the old days when grandma managed the Christmas feast, and friends dropped in for a chat.

We are happy to say that among our most treasured memories are the many Christmas celebrations we have seen come and go, and the friends we have kept with us during all the years. A Merry Christmas to all of you!

FERGUSON-STEERE MOTOR CO.



Best Wishes for a

Merry Christmas

★Holly and mistletoe, soft lights and Christmas trees, gifts that mean an outpouring of the spirit. Santa Claus is coming! With gratitude for your continued friendship we pause during this busy Christmas season of 1946 to wish you the happiest Christmas of them all.

Guy Chevrolet Co.

**40,000
GOOD JOBS
A MONTH**

DRAPER
WHEELMEN
WEATHER
MEDICAL
TECHNICIANS
AIRCRAFT
WELDER
RADAR
MECHANICS

When somebody says to you, "Good jobs are hard to find"—DON'T YOU BELIEVE IT—if you're a physically and mentally fit young man from 18 to 34 inclusive!

In your new Regular Army, 40,000 good jobs a month are opening up... interesting jobs that pay well... that offer advancement, career opportunities and training and experience in many useful skills and trades.

New higher Army pay... food, clothing, quarters, travel, at no extra cost... GI Bill of Rights educational benefits for those who enlist before the official termination of the war and serve at least 90 days... and the opportunity for early retirement with a life income... add up to a career you can't afford to miss.

A 3-year enlistment permits you to choose any branch of service and overseas theater which still have openings.

Go after one of these good jobs now! You can get all the facts at your nearest U. S. Army Recruiting Station and ENLIST NOW!

NEW, HIGHER PAY FOR ARMY MEN
In Addition to Food, Lodging, Clothes and Medical Care

	Starting Base Pay Per Month	MONTHLY RETIREMENT INCOME AFTER: 20 Years' Service	30 Years' Service
Master Sergeant or First Sergeant	\$165.00	\$107.25	\$185.63
Technical Sergeant	135.00	87.75	151.88
Staff Sergeant	115.00	74.75	129.38
Sergeant	100.00	65.00	112.50
Corporal	90.00	58.50	101.25
Private First Class	80.00	52.00	90.00
Private	75.00	48.75	84.38

A GOOD JOB FOR YOU
U. S. Army
CHOOSE THIS FINE PROFESSION NOW!

★ ★ YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE

111 Fox St. Carlsbad, N. M.



Pasteurized

Use More Milk because milk is the perfect food.

We are prepared to deliver to your home every morning or to increase your present order of milk.

Ask for Valley Pure Milk at your favorite grocer's.

Our dairy products are pasteurized as added protection to your health as recommended by the

State Health Department

VALLEY PURE MILK

Phone 59-J

Artesia, N. M.

DISTINCTIVE Gifts

Wishing You, One
and All, a
Merry
Christmas

IN PLEASING ARRAY
For Late Shoppers

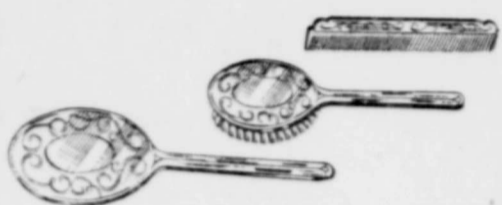
TOILETRIES BY

- Coty—
- Ciro—
- Rubenstein—
- Max Factor—
- Elmo—

Single Items and Delightful
Sets in Fancy Gift Boxes.



Sheffer's
Eversharp's
PENS—
PENCILS—
SETS



Comb, Brush, Mirror Sets
Make Delightful Gifts

KING'S
CANDIES

In Excellent
Assortment

An Ideal Gift



McCall-Parson Drug Store

The Drug Store in the Carper Building

CHRISTMAS QUIZ

To test your Christmas spirit and knowledge, the following questions are given. You should answer half of them in order to pass.

1. Who wrote "The Night Before Christmas"?
2. What story contains the following: a miserly old man?
3. Where is Christmas Island?
4. Who wrote "White Christmas"?
5. In what country was mistletoe first worn around the neck to prevent sickness?
6. What does the Saxon word "hael" or "be in health" mean in connection with a Christmas custom?
7. An old Christmas superstition starts "A warm Christmas means . . ." How does it end?
8. Who is Quetzalcoatl?
9. What plant, a thorny one, traditionally blooms only at Christmas time?
10. Until her death what song did Mme. Schumann-Heink always sing on Christmas Eve?
11. What is the literal meaning of "Christmas"?
12. Where are the remains of Good St. Nicholas of Myra buried?



WHITE HOUSE CHRISTMAS . . . The White House Christmas tree in the East Room. Presents are for the children of White House employees.

Give Strength to Wrestler
In Holstein it is believed that it is not only a cure for all green wounds, but that it will insure success in the chase and give strength to the wrestler, if mistletoe is worn.

Dr. John McMurray Closes Office Here, Returns To Dallas

Dr. John R. McMurray, who established his office in Artesia a little over a year ago, is closing his local office and returning to Dallas, Tex. He will take over the practice of his father, who has operated a sanitarium there for the past 27 years.

Doctor McMurray expressed his appreciation for the reception and courtesies extended to him by the citizens of Artesia and declared it was with considerable regret that he was leaving New Mexico.

He announced that all X-ray pictures of his patients had been left with Dr. C. A. Stryjowski here and that he could be reached at 5201 Bryan Street, Dallas 6, Tex., by any of his former patients.

Nurses are needed at the VA tuberculosis hospital at Fort Bayard. Salaries range from \$2644.80 to \$4149.60. New recreational programs now being put into effect at the hospital for both staff and patients add greatly to the interest of life at the station. Further information may be obtained from Dr. A. G. Fuller, manager, Fort Bayard VA Hospital.

VA officials have started mailing subsistence allowance checks out to those veterans who have entered school or on-the-job training in recent months. Although every effort will be made to get all of the checks out on time, it is believed that the size of the undertaking, with more than 49,000 veterans eligible, will cause some checks to arrive late. Once the initial check arrives, however, all subsequent checks will arrive on time.

The Homestead Valley Volunteer Fire Company at Mill Valley, Calif., gave a whist party with three Thanksgiving turkeys as the prizes. Mrs. W. C. Dreschler won the first bird. Competition resumed and in due time the second gobbler was awarded to Mrs. Dreschler. She won the third turkey, too.

WHY NOT BUY?

A bushel of those delicious apples for school lunches and home use. A. G. Bailey, 110 W. Richardson. 38-tfc

Five brand new Woodstock Standard Typewriters at the old price. New ones to be higher. The Advocate.

SUBSCRIBE FOR THE ADVOCATE

MAKE THIS A RECORD CHRISTMAS

Possibly No Other Gift

You could give would bring more lasting pleasure than a Record from our well-selected lines.



All Columbia 10-inch
Red Seal Records

55¢

All Victor 10-inch
Black Seal Records

65¢

Above Prices Include
All Taxes

Now We Have the Splendid Decca Records

By Your Favorite Artists

- BING CROSBY
- ANDREWS SISTERS
- THE INK SPOTS
- ERNEST TUBBS
- GUY LOMBARDO

And Many Others

Popular and Classical

PRactical ELECTRICAL Gifts

- Electric Toasters
- Electric Radios
- Electric Hot Plates
- Phonographs
- Electric Automatic Irons
- Domestic Portable Sewing Machine

OTHER SUGGESTIONS

- Record Cases
- Radio Tables
- Record Racks
- Cameras
- Record Cabinets
- Model Airplane Kits

ROSELAWN RADIO SERVICE

RCA SALES AND SERVICE

106 S. Roselawn

HAROLD C. ULRICH

Artesia, N. M.

THE ARTESIA CHAMBER OF COMMERCE

On behalf of its officers, directors, and members, extends to the citizens of Artesia, those of neighboring towns and communities and our farmer friends in the surrounding country

It's Heartiest Best Wishes For A Very Merry Christmas
And a Happy and Successful New Year in 1947

WE ARE BUILDING A CITY

You, and you, and you, your Chamber of Commerce is merely the directing agency and without the interest and support of all the people of the town and surrounding country it's effort would be unavailing. Those of us charged with the responsibility of directing the affairs of the organization are grateful for the support, past and present, on the part of the citizenship of that great territory of which Artesia is the hub. For the New Year we solicit the same support in our efforts.

EVERY CITIZEN IS AN ASSET

There's a job in this building a city for every citizen. No one can be so humble as to not count in the general scheme of progress. The clerk in the store, shop or filling station, behind the desk in an office, in a truck or cab, or burying a water pipe as well as hundreds of others of whom we think, all have their place; are doing a job for the building of the Artesia of the future. We salute them and congratulate them. And now as a new year dawns, let us all, great and small, resolve to give our best efforts in the year dawning.

ARTIE McANALLY, President

C. A. ASTON, Vice President

CHARLES GASKINS, Treasurer

BOARD OF DIRECTORS

A. C. Sadler

A. P. Mahone

Ralph Petty

G. Taylor Cole

J. T. Caudle

Max Schulze

Howard Whitson

Morrison Livingston

DAVE MOORE, Secretary-Manager

CHRISTMAS GREETINGS

and thanks



CHRISTMAS IS A TIME WHEN OLD LOYALTIES ARE NOT ONLY STRENGTHENED BUT REMEMBERED. WE WANT YOU TO KNOW HOW MUCH WE APPRECIATE YOUR CONFIDENCE IN US, AND HOW EARNESTLY WE WISH FOR YOU A VERY JOYOUS CHRISTMAS HOLIDAY.

Gray's "Phillips" Service Station

202 N. First Phone 370



J. P. FLEMING

PAINTING CONTRACTOR

EXTENDS TO ALL HIS FRIENDS AND PATRONS HIS BEST WISHES THAT THEY ENJOY A VERY

MERRY CHRISTMAS

AND HAPPY NEW YEAR

1946 GREETINGS

from St. Nicholas



WHEN we see little boys and girls shaking hands with Santa Claus this thought comes to mind:

We would like our expression of appreciation for your patronage to be a hearty shake of the hand for each of you. As we seem to be denied this opportunity, please accept this, while a substitute for a hand-shake, as no less sincere in wishing you a

HAPPY CHRISTMAS

ARTESIA FURNITURE CO.

BILL and CLARENCE

Artesians Are Asked, 'What Should Santa Claus Bring Community?'

"What would you like Santa Claus to bring Artesia for Christmas, in the line of civic improvements and public buildings?"

This question was asked of several citizens, some declined to answer, but those who did have brought out some worthwhile ideas.

More buildings were asked for by Ralph Petty. He mentioned specifically a public market for farmers and mountaineers, who bring their produce to Artesia. "There is no place for them to market what they have, and many people here would be glad to buy a lot of the mountain and farm products that never reach the local stores," he said.

John Simon, Sr., grocer, said he

would appreciate the removal of the dust on the streets, which have recently been repaired.

Marie Fletcher would like to see a community center that could be used by the "teen-agers. Mayor A. P. Mahone had the same thought and added that he would like to see a bond issue on it.

John Mathis, Sr., local insurance man, said the greatest civic improvement he could think of would be "peace and happiness for all," a big order, even for Santa.

Miss Juanita Denton, public stenographer, said she thinks it would help if they would finish the buildings now under way and add new postoffice and bank buildings.



And Good

Wishes

- The happy voices of children lifted up in Christmas carols sing out the good wishes in our hearts for you this glorious Christmas.

LUTHER'S CAFE

510 S. Roselawn
L. L. HERRINGTON



Our Greeting

Our wishes for the most glorious Christmas ever and for a New Year filled with health, happiness and prosperity are unlimited.

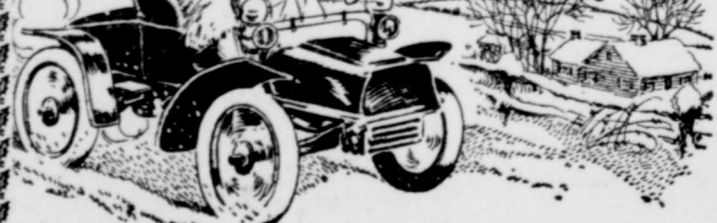
RELIABLE BODY SHOP

1/4 Mile South of City Limits on Carlsbad Highway

DEWEY BARTON

ED JACKSON, JR.

Old Fashioned Yuletide Greetings



- It isn't always stylish to be old fashioned, but there are times when it's very genuine—and Christmas is one of them. Yes, folks, we wish you an old fashioned Christmas this year ... the best one of them all!

DOWELL SERVICE STATION

A. R. DOWELL, Prop.

201 S. First St.

Artesia, N. M.

C. D. Miller, who has the only medical laboratory in Artesia, says he would like a long blood-donor list and the completion of buildings now under construction.

Hollis G. Watson, former mayor and building and loan man, suggested finishing the new wing on the hospital and says he would like two stoplights, one at Fourth and Main and the other at Roselawn and Main.

W. C. Thompson of Peoples Mercantile took time to say the post-office needs to be replaced with a new one.

Neil Watson, prominent lawyer, would like to "dress up" Artesia's Main Street with a lot of new store fronts.

A. C. Sadler, hardware store manager, suggested a downtown park and community center combined.

Chuck Aston, geologist, came up with an entirely new and different idea. He wants a city planning board to organize the growth and expansion of the city.

Paul Dillard, attorney, admitted a personal desire which he also considered a public one, that of more locker rental space at the freezer locker plant. He would like to see an athletic track at the high school next spring, lots of trees in the new park, and "lots and lots of new houses." His greatest desire, he said, is "a sincere tolerance in the minds of the citizens for the opinions of others and their right to express them."

There they are! The needs, desires, and possibilities for Artesia in the coming years, to make it a better place than it already is.

Merit System Exams Will Be Given Jan. 18

Examinations to qualify all present and prospective employees of the New Mexico State Employment Service, formerly the United States Employment Service, will be given Jan. 18, Miss Rebecca Graham, state Merit System supervisor, announced.

All positions in the service, with entrance salaries ranging from \$145 to \$240, will be examined for on this date. Many vacancies exist, especially in the position of interviewer.

Examination centers will be in Albuquerque, Santa Fe, Raton, Las Vegas, Roswell, Carlsbad, Las Cruces, Hobbs, Silver City, Clovis, and Gallup.

The closing date for applications is Jan. 4. All applicants must be in the office of the Merit System supervisor, Room 203, 408 Galisteo Street, Santa Fe, by that date. Mailed applications addressed to Box 939, Santa Fe, must be post-marked not later than midnight of that date.

All interested persons are urged to write to the supervisor or to inquire at their local employment office.

Cork Oak Tree Acorns Offered Free In State

The National Farm Chemurgic Council, Columbus, Ohio, is seeking 300 individuals in this state to plant cork acorns on their land in order that the future supply of this cork bark will be assured. When these trees have reached maturity, they are a source of cork that is now secured from abroad. Cork oak trees make excellent shade trees.

All those desiring to grow these trees can secure the cork oak acorns by writing to Ernest L. Little, National Farm Chemurgic Council, Station A, Box 397, Columbus 1, Ohio.

Sometime in January, the cork oak acorns will be distributed, packed in a container with moist sawdust. Full instructions will be sent for the planting of same. There is no charge for these cork oak acorns.

Last year, the council distributed about 10,000 cork oak acorns. Reports indicate that there was a 50 per cent germination and the trees are now growing successfully.

Monthly Pay Goes To 6907 Vets In State

Approximately 6907 New Mexico veterans are receiving monthly payments as a result of disabilities incurred in the armed forces during World War II, Gene A. Robens, manager of the New Mexico VA office, announced.

The average monthly payment for the disabled veterans is approximately \$42, Robens said. Compensation payments for service-connected disabilities range from \$18.30 to \$360 a month, depending on the degree and type of disability.

About 25 per cent of the veterans of World War II have filed claims with the VA for disability benefits. Of the claims received and adjudicated, approximately one out of every two have resulted in an award.

Five brand new Woodstock Standard Typewriters at the old price. New ones to be higher. The Advocate.

Minute Make-Ups

By GABRIELLE



Look your prettiest to greet the New Year! Pin flowers in your hair. Mistletoe, dipped in silver powder, makes a beautiful "frosty" hair decoration! You won't have to stand under the mistletoe—you'll be under it, just in case!

Four letter-size all-steel two-drawer files. Three all-steel letter-size with one drawer and lock compartment at The Advocate.



AND BEST WISHES

from us to you along with our sincere thanks for your patronage this past year. We extend our best wishes for a Merry Christmas.

CAMP MAC

W. R. HAMLIN
South First St.

VANCE W. MASON

Announces the Purchase of MYRA'S CAFE

And That It Will Hereafter Be Known As

MASON'S CAFE

A Clean, Homelike Place to Eat

Steaks and Fried Chicked a Specialty

Plate Lunch Short Orders

Oysters

205 N. First

Artesia, N. M.



Christmas of 1946 is going to be a BIG Christmas. See if we aren't right.

May YOUR Christmas be bounteous and full of good cheer and may our greeting and best wishes add just a little to your pleasure this Yuletide.

Central Valley Electric Coop. Inc.

Extends to Members and Friends

Best Wishes for a

Merry Christmas — Happy New Year

E. A. White, President
J. L. Taylor, Vice Pres.
Roger Durand, Secretary
Wallace Johnson, Treas.
S. O. Higgins Trustee
H. V. Parker, Trustee
Roscoe Fletcher, Trustee
Otto Wood, Manager
Nell B. Watson, Attorney

Dear Santa Claus:

Lakewood, N. M.
Dear Santa Claus:
I want a doll and some doll clothes, an electric train, and a car. Please.
Your friend,
Artesia, N. M.

iron, toy ironing board, toy sewing machine, toy baking set, toy dishes, toy rolling pin, toy pie plates, toy mixer and bowl.
Thank you,
From Sandra Butts,
Artesia, N. M.
Dear Santa:
Please bring me a piano and a bicycle.
Love,
Jessie Ruth Isaacs
Artesia, N. M.
Dear Santa:
For Christmas I want a big Mag-

ic Skin baby doll. And Santa, all babies need a bottle. If it's not asking too much I'd like to have a buggy for my doll. I guess that's about all. Santa, unless you have an extra twirler with you.
Love,
Barbara Ann Butts, age 6
Lakewood, N. M.
Dear Santa:
I want a doll with hair, and a little bicycle.
Love,
Susan J. Lee

VETERANS! Here's how to convert your GI Insurance:

- 1 Visit or write your nearest VA office and get application blank.
- 2 Fill out application, choosing from SIX permanent insurance plans
-ORDINARY LIFE ?
-20 PAYMENT LIFE ?
-30 PAYMENT LIFE ?
-20 YEAR ENDOWMENT ?
-ENDOWMENT AT AGE 60 ?
-ENDOWMENT AT AGE 65 ?
- 3 Select your Beneficiary (unlimited choice) and Mode of Settlement (lump sum pay't or choice of three income settlements)
- 4 Pay your premium... monthly, quarterly, semi-annually or yearly.

You have eight years from date of issue to convert your GI term policy if issued before Jan. 1, 1946—five years if issued later. Meanwhile, DON'T allow your present policy to lapse.

Two Evanston, Ill., police squads, an ambulance, and inhalator were sent to Mrs. Anna Ekstrand's home after she telephoned Sgt. Edgar Fellows. "It's my son, Carl," she cried. "I've been shaking him and can't wake him." Carl, 29, stretched out in bed, appeared lifeless. Police applied artificial respiration and then a whiff of oxygen. Finally Ekstrand, who is a letter carrier, sat up, eyed the activities and said sleepily: "Can't you let a fellow sleep? I'm dead tired, Ma, walkin' and carryin' all that Christmas mail."

The Holy Thorn Of Glastonbury

In honor of the Hawthorn, which legendarily shielded Christ while he rested in the woods before the crucifixion, Joseph of Arimathea chose a thorn staff when he started on his long journey to Britain shortly after the death of Christ. Arriving at last at his new home in Glastonbury, Joseph stuck his walking stick into the ground; the staff began to grow and soon acquired the habit of producing flowers each Christmas Eve.

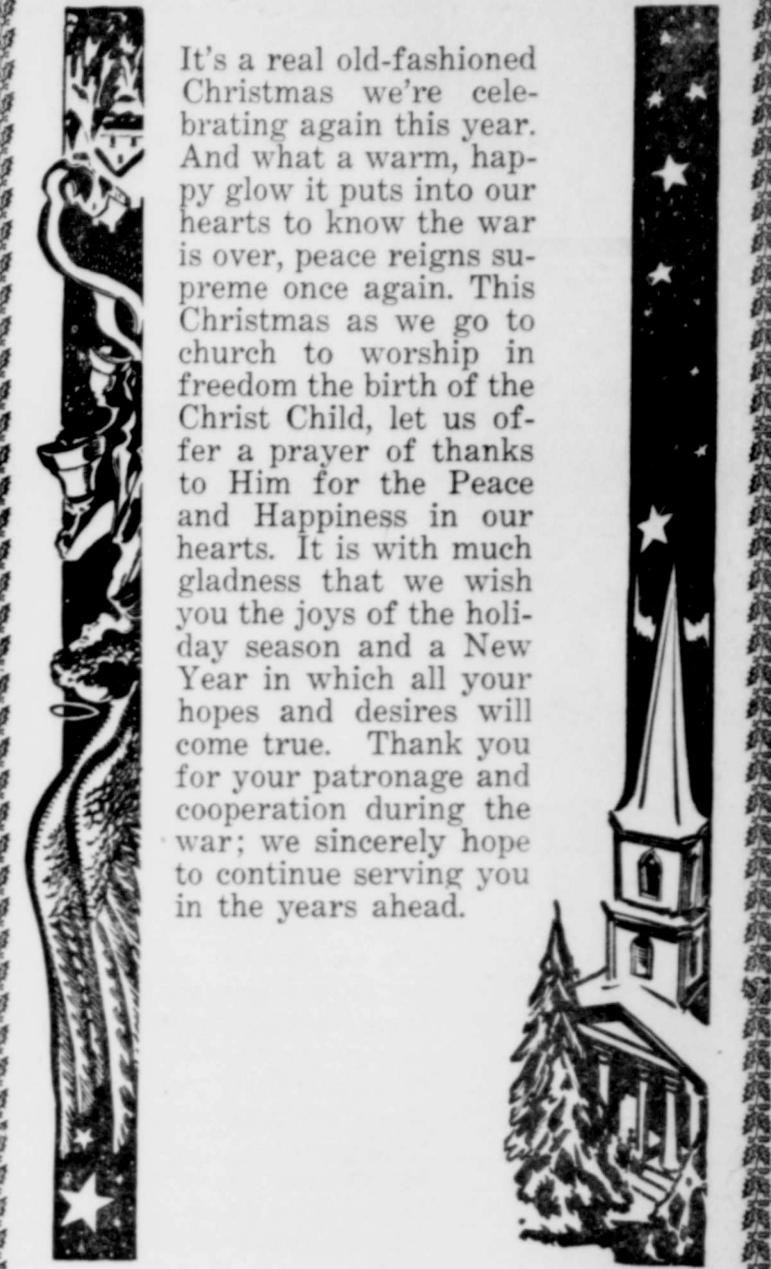


The first literary mention of the thorn is contained in Hearne's History and Antiquities of Glastonbury, published in 1722. In this work, Mr. Eyston states: "Whether it sprang from St. Joseph of Arimathea's dry staff, I cannot find, but beyond all dispute it sprang up miraculously."

When Britain adopted the Gregorian calendar in 1753, 2,000 persons assembled at Glastonbury on December 25—new style—to see if the Holy Thorn would bloom in agreement with the new calendar; when it did not, many refused to participate in the usual observances of Christmas. The evil of changing calendars was proven when the thorn blossomed on January 5—Christmas Eve—old style—and many ministers in the vicinity of Glastonbury appeased their congregations by announcing that Christmas would be observed according to the old calendar.

A cutting of the Glastonbury thorn was brought to America in 1900 and planted near St. Alban's school in Washington, D. C., by the late Right Rev. Henry Gates Satterlee. The cutting grew into a tree, blossoming for the first time in December, 1918; since then, it has blossomed each year at Christmas-time and attracts thousands of visitors annually.

Christmas Greetings To All



It's a real old-fashioned Christmas we're celebrating again this year. And what a warm, happy glow it puts into our hearts to know the war is over, peace reigns supreme once again. This Christmas as we go to church to worship in freedom the birth of the Christ Child, let us offer a prayer of thanks to Him for the Peace and Happiness in our hearts. It is with much gladness that we wish you the joys of the holiday season and a New Year in which all your hopes and desires will come true. Thank you for your patronage and cooperation during the war; we sincerely hope to continue serving you in the years ahead.

Hoping to serve all our old customers and many new ones during the coming year of 1947

DOC LOUCKS

A Report to Our Telephone Customers in New Mexico...

THE PAST YEAR has been the busiest we've ever known. During that twelve-month period we gained 9922 telephones in New Mexico—over twice as many as in any twelve-month period before in our history!

At the first of this year there were 5250 New Mexico families whose orders for service had not been filled. 3947 of those applicants now have service.

In spite of every effort we have been unable to catch up with demand, however, for as old orders are cleared new orders for service pile up. We want the 6255 families who are now waiting, to know that we are doing our best to serve them soon.

Not only are there more telephones in use, but people are using them more. Local calls in New Mexico are running at the rate of 342,000 daily. That's an increase of 31% over last year, which had been our busiest year. Long Distance calls too are at an all-time high.

As your telephone needs have increased, we have increased our forces to take care of those needs

and we now have more employees than ever before. In 1940 there were 547; today there are 933. They have been resourceful and competent in meeting unprecedented demands for service. There has been no time when what we call the "Spirit of Service" was more important.

We are carrying out the largest construction program in New Mexico in our history this year. Despite material shortages, our gross construction program in this state in 1946 will amount to approximately \$1,672,000.

All of us in the telephone business look forward to the day when there will be no one waiting for telephones; better, faster service for local and long distance calls; fewer people on party lines; and greatly improved service in rural communities. We are making steady progress toward that goal.

THE MOUNTAIN STATES TELEPHONE & TELEGRAPH COMPANY



GREETINGS!

Music and song and happiness everywhere! Lighted windows, green trees brilliant with glowing bulbs, all contributing to the grand sum total of Christmas.

It's fine to celebrate Christmas again this season of 1946, fine to have finished another year in this community of happy homes and friendly people.

To Each and All We Wish
A VERY MERRY CHRISTMAS

Roscoe Wilson
PAINT AND GLASS

Hunting the Wren In Old Ireland

Once upon a time in Ireland, the wren was hunted and killed on Christmas morning; a branch of holly and bright ribbons were attached to his body which was carried from house to house by wren boys who sang songs and expected to receive a dole from each household.

Miracle Play In Modern Texas Town

LOS PASTORES, the hybrid Spanish-Indian miracle play introduced to Mexico centuries ago by Spanish monks and presented in San Antonio during the Christmas season, is enacted primarily for its spirituality.

A group of amateur actors go from house to house by invitation and because it is traditional that no one prompted by idle curiosity should witness the performance, only the initiated can find the scene of presentation.

Usually someone's back yard becomes the stage; the doorsteps serve as background for the Nacimiento. Manger scene; various objects are set on the stairs; pieces of crockery, tinsel, pincushions, patron saints—anything the household considers especially beautiful. In the center of the lowest step, the Christ Child (a life-sized doll placed on a platter with divers gaudy candy) is surrounded by plaster shepherds, donkeys, etc.



A tent opposite the Nacimiento gives evidence of representing hell, a bonfire has been built within and live devils emerge therefrom.

The play has no definite time for beginning, but finally, a girl starts to walk back and forth reciting: Overdressed shepherds drone seemingly endless song. Ermitano, the comic relief, carrying a rosary of spoils, also represents the soul of its earthly journey and is often accompanied by the white winged Archangel Gabriel.

It is a never-ending performance—seven devils, six in sequined black with animal masks and the fork-tailed Lucifer in brilliant red, are finally vanquished; likewise, a wild Indian is overcome and kisses the Christ Child; the shepherds and all in attendance kiss the Child, solemnly and as slowly as possible.

Something New in the Valley

Now Prepared to Render Services Equal to the Larger Cities

WALTER'S AUTOMOTIVE AND WELDING WORKS

Has Just Installed a
Norman Brake Drum Lathe
With All the Attachments For
Turning—Polishing—Grinding Brake Drums

Any size for Cars, Trucks, or Tractors. Make your brake drums like new at 25 per cent of the cost of new ones.

CUSTOM WORK IS SOLICITED

From Garages and Machine Shops as well as individuals. Orders for work in this line from neighboring towns given prompt attention. This is the only machine of this kind in this part of the country and is in charge of an expert operator. If interested call and see a sample of the work we are turning out and learn how reasonably you can have brake drums that are equal in every way to new ones.

We are about to complete our new fireproof building and when finished will add new equipment for Wheel-Balancing, Front-End Alignment, Steering Correction, Etc. Watch for announcement of arrival.

Now equipped for Welding Service either in the Shop Field. Two welding outfits your guarantee of prompt service.

WALTER'S AUTOMOTIVE AND WELDING WORKS

South Highway Artesia, N.

Now Sole Operator **SKINNIE'S DRIVE-IN**

I wish to announce that I have purchased the interests of my partner, Charles E. Smith, and am now sole operator.

Drive Out to Skinnie's for Dinner

Where the Coast Is Clear and the Air Is Pure

On the South Highway—Artesia

Major Montgomery, Operator

Office Supplies at The Advocate



Carefree HOLIDAY SEASON

Right now it's time to lay aside business cares and all that is complicated and get down to simple things. A little boy on the floor under the Christmas tree watching his electric train whizz past, the happy faces of little girls singing Christmas carols, boys coasting down the hill.

Let's catch that spirit! Merry Christmas to you, and you, and you!

Beavers-Bidwell Lumber Co.

CLOSING OUT!

While They Last—Values Up To \$50

\$10.00 \$15.00 \$20.00

Rockers

Platform Rockers

Occasional Chairs

Beautifully upholstered in delightful coverings, plain and figured. Well-made in a number of designs. Really splendid articles with the exception that they do not have springs.

MAYES & COMPANY

602 S. Second

Phone 102



1946
Merry
Christmas

SINCERE
GOOD WISHES
for a delightful
holiday season
from the store
that friendship
built.

T. C. WILLIAMS

ARTESIA FURNITURE

BILL and CLARENCE

VA Highlights Farm Briefs

The number of New Mexico veterans receiving readjustment allowances had dropped to 2150 as of the week ending Oct. 12, it was announced by Gene A. Roberts, acting manager of the New Mexico regional VA office. This

figure showed a decrease of more than 3000 from a previous high last March. The decrease in New Mexico was in keeping with a downward trend noted throughout the entire nation.

New Mexico veterans holding NSLI policies are urged by Carl F. Krumm, regional VA insurance officer for the state, to designate

beneficiaries for the proceeds if they have not already done so. Lamson explained that under the new law if the insured is not survived by a designated beneficiary the proceeds of his insurance will be paid in a single sum to his estate at his death. Thus it will lose its identity as insurance and become subject to all laws governing estates, including claims of

creditors, administrators' fees and court expenses.

Prof. Shirley A. Allen, president of the Society of American

Foresters, says that national forests and parks are threatened by the move to return public domain to states. If the lands can be re-

moved from grazing districts, he said, "there is no reason the same thing cannot be done with national forests."



Ho! Ho! for Christmas!

Merrily, merrily,
jolly good friends,
and a grand and
glorious holiday
to you all!

BOND ICE COMPANY

S. G. DAVIDSON, Manager

205 South First

To One and All—
Our Hearty



We're bursting with good wishes for you this wonderful Holiday. Here's to a gay, tinkling, light-hearted Christmas and New Year!

UNION BUS DEPOT

O. J. Carson

Lois Carson

Agents

For the
Nice Patronage

And many courtesies extended us the past year we are truly grateful

Our Thanks
and
Best Wishes

For a
Merry Christmas

For You and Yours

J. K. Hair

J. F. Hair

VOGUE CLEANERS

305 S. First

201 S. First St.

Artesia, N. M.

Wassail Bowl For Auld Lang Syne

The Wassail bowl goes around in Scotland—and elsewhere—around New Year's time.

The origin of the custom is really lost in antiquity: Saxon ancestors probably quaffed their ale from the polished skulls of defeated enemies, and the Rowena legend must be classified as "presumably fiction."

Rowena is reported to have offered her father's guest—Prince Vortigern—a bowl of wine with the salutation "Lord King, wass-hael," literally, "To Your Health." Draining the bowl with one draught, Vortigern fell in love with Rowena and they lived happily ever after.

Anyway, in time the bowl itself became an ornament of graceful design—decorated with branches of greenery which formed a canopy over the bowl. The mixture within was warm and included ale, sugar, spices, sweetened wine was added by hosts who could afford it, apples floated on top of the decoction, sometimes called "lamb's wool" or the "old man's beard." The poorer classes carried a bowl decorated with ribbons around the neighborhood, begging that it be filled, so they, too, might enjoy the Wassail



The custom of making short calls on New Year's Day was in full swing throughout America about 1900. Newspapers carried columns of "at home" notices specifying the hours during which visitors would be received. A succession of "open houses" and punch bowls sometimes minimized the courtesies accorded to hostesses—receptions were often "crashed" by bibulous strangers; hence, the publicly announced "open house" custom has fallen into decline and, New Year's calls now being exchanged only by intimates, the Wassail bowl goes 'round in private.

Carefree as the drummer,
Merry for exploring the world as the troubadour.

Eager for work as the bugler,
Patient as the spinner,
Kind as the ass.

Strong as the ox which keeps you warm.

Give us the sacred leisure of the hunter.

Give us also the desire of the Shepherd for earthly things.

The pride of the trade of the knife grinder and the weaver.

The song of the miller.

Give us the knowledge of the Magi.

The cheerfulness of the pigeon.

The impulsiveness of the cock.

The discretion of the snail.

The meekness of the lamb.

Give us the goodness of bread.

The tenderness of the wild boar.

The salt of the haddock.

The good humor of old wine.

The ardor of the candle.

The purity of a star.

Propriety of a few of the metaphors may be disputed, nevertheless, nostalgia prompts speculation regarding a world of humanity endowed with the virtues so earnestly and innocently enumerated by the little ones.

Future Foretold By Drowsy Hens

Divinations were an important part of the Christmas festivities in Czarist Russia.

After a special family Christmas dinner, the girls of the household placed five piles of grain upon the kitchen floor: each pile was given a name, such as Hope, Ring, Money, Thread and Charcoal. A drowsy hen was fetched from the henhouse and allowed to walk around the kitchen floor and choose a pile of grain.

Obviously the hen's choice of Money meant wealth. Ring, foretold a wedding within a year, and Hope, promised the fulfillment of a wish or a long journey. If the sleepy chicken chose the grain designated as Thread a life of toil was predicted for the marriageable maiden of the household, and Charcoal was considered an omen of death in the family.

Old songs were sung to accompany such goings-on, while the girls and women vied to devise complete stories based on the antics of the hen.

Yule Means December
The word "Yule" for Christmas comes from the Anglo-Saxon "geol," meaning December.



CHRISTMAS IS HERE!

It's in the music of the cherished carols hovering like a benediction over the bustling crowds.

Time for us to send you our best wishes for the happiest Christmas you have ever known.

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"As for our store, we have a 'first' of our own to offer the motorists of this community—'first in service!'"

"Overwhelming demand for the tire that OUTWEARS PREWAR TIRES makes it impossible for us to fill orders as fast as we'd like to. But we will see that you're taken care of fair and square."

"Meanwhile we've got plenty of other services to offer. We'll manage to keep you rolling till those new tires arrive. And we'll fill your needs for other auto supplies with accessories of the highest quality."

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CHRISTMAS Is the TIME

for friendliness, for the open house and the open heart . . .

It is time, too, for us to greet our friends, to thank them for their consideration of us, and to wish them all a very Happy Christmas.

A & D GROCERY AND MARKET

North Highway
TOMMY — HAROLD — TED
Phone 167-M



CHRISTMAS IS HERE!

- It's in the music of the cherished carols hovering like a benediction over the bustling crowds.
- Time for us to send you our best wishes for the happiest Christmas you have ever known.

STANDARD OIL CO. OF TEXAS

Ed McCaw, Agent

Leading Carols

By LYN CONNELLY
A SONG which made its appearance in 1942 entitled "White Christmas," is in its fourth year and well on its way to permanent recognition as a Christmas favorite.



The amazing popularity of "White Christmas" as a yuletide song reached its peak last year when a poll conducted to establish the favorite carol of servicemen revealed that 22 per cent of the votes went to this early war song written especially for the occasion by Irving Berlin, graduate of Tin Pan Alley.

The birth of the song was entirely by accident despite rumors to the contrary which attribute its conception to the war. Actually, it was composed in 1940. A Hollywood studio had an idea for a motion picture to be called "Holiday Inn," co-starring Fred Astaire and Bing Crosby. The theme of the picture was based on the holidays of the year and a song was needed to represent each holiday. Irving Berlin was contracted for the compositions. The picture, released in 1942, was synonymous with our second wartime Christmas, and in that year the song sold one million copies in four months. Although nothing is done on the part of the publishers to exploit the song, it automatically rings the register each year as the holiday season approaches. Berlin calls it his favorite song, with the exception of his "God Bless America" written during World War I. "It's difficult to predict a song's future," says Berlin, "but judging from its past, I would say "White Christmas" has a very good chance of becoming a permanent song along with other Christmas carols."

Greatest Stamps Of Entire World

Officials estimate at least 100,000 lives are saved each year—in America alone—by funds made available by the annual Christmas Seal campaign against tuberculosis. In 1903, a Danish postal clerk—Einar Holboell, by name—conceived the idea of a voluntary tax on Christmas greeting cards which would benefit the underprivileged. Specifically, Holboell visualized establishment of a fund to build a hospital for tubercular children. The ministry granted Holboell permission to sell his seals at post offices and the Christmas Seal campaign was launched. In many countries, the seal campaign is conducted largely in co-operation with postal authorities and, in some instances, the seals are parts of special postage stamps.



The American Red Cross became interested in the project in 1907 and co-operated with the National Tuberculosis association. To strengthen the nation-wide campaign the Red Cross and the Tuberculosis association jointly conducted the sale of the seals and, until 1919, the emblem of the Red Cross appeared on the seal.

In 1919, the double-barred cross, international emblem and trade mark of the warfare against tuberculosis, was embodied in the design of the seal. In 1920, the Red Cross wished to devote its energies to the annual Roll Call and arrangements were made whereby the sale of the tuberculosis Christmas Seal is conducted exclusively by the Tuberculosis association.

Children of Provence, France, reverently recite the following prayer before the Christmas cribs in that vicinity:
Little Jesus of the Crib—
Give us the virtues of those who surround you.
Make us as philosophical as the fisherman.

Star of Bethlehem Phenomenon of Age

The Star of Bethlehem has been the subject of extensive research and discussion. Modern astronomers have considered several natural phenomenon theories without attaching too much weight to any such hypothesis.



Skeptics regard the whole thing as mere invention, colored with Oriental imagery, designed to honor Christ; and faith accepts the star as the supernatural phenomenon which proclaimed the birth of Jesus.

The first chapter of the gospel according to St. Matthew begins:

"The book of the generation of Jesus Christ, the son of David, the son of Abraham . . ."

And confirming Bethlehem as the city of David, the angel of the Lord declared:

"For unto you is born this day in the city of David, a SAVIOUR which is CHRIST the Lord." St. Luke 2:11.

Considering tradition, which accepts that King David's shield formed a six-pointed star, the Star of Bethlehem appropriately . . . stood over where the young Child was," St. Matthew 2:9.

Used As Good Luck Charm
Rings of mistletoe were worn around the neck in Sweden to prevent sickness.

WHY NOT BUY?
A bushel of those delicious apples for school lunches and home use. A. G. Bailey, 110 W. Richardson. 38-tfc

Plaque Is Presented To Ted Wikowsky By Dr. Pepper Company

Ted R. Wikowsky, coowner and manager of the Dr. Pepper Bottling Company in Artesia, was presented a plaque Monday evening in recognition of his long association with the organization.

Wikowsky first became associated with the Dr. Pepper Company in 1934 and worked as a sales representative. In March, 1936, he became district fountain representative around Oklahoma City. Various promotions kept him with the company, and in 1943 he assumed the position of general manager in Lubbock, Tex. In 1945 the Wikowsky family came to Artesia and Mr. Wikowsky started in his present position.

The plaque he received was pre-

sented by R. L. Peace, regional manager of the company from Los Angeles, Calif. Assisting in the presentation ceremony was Glenn Bowen, district representative from Denver, Colo. Mrs. Wikowsky and Miss Ann Wikowsky also witnessed the presentation.

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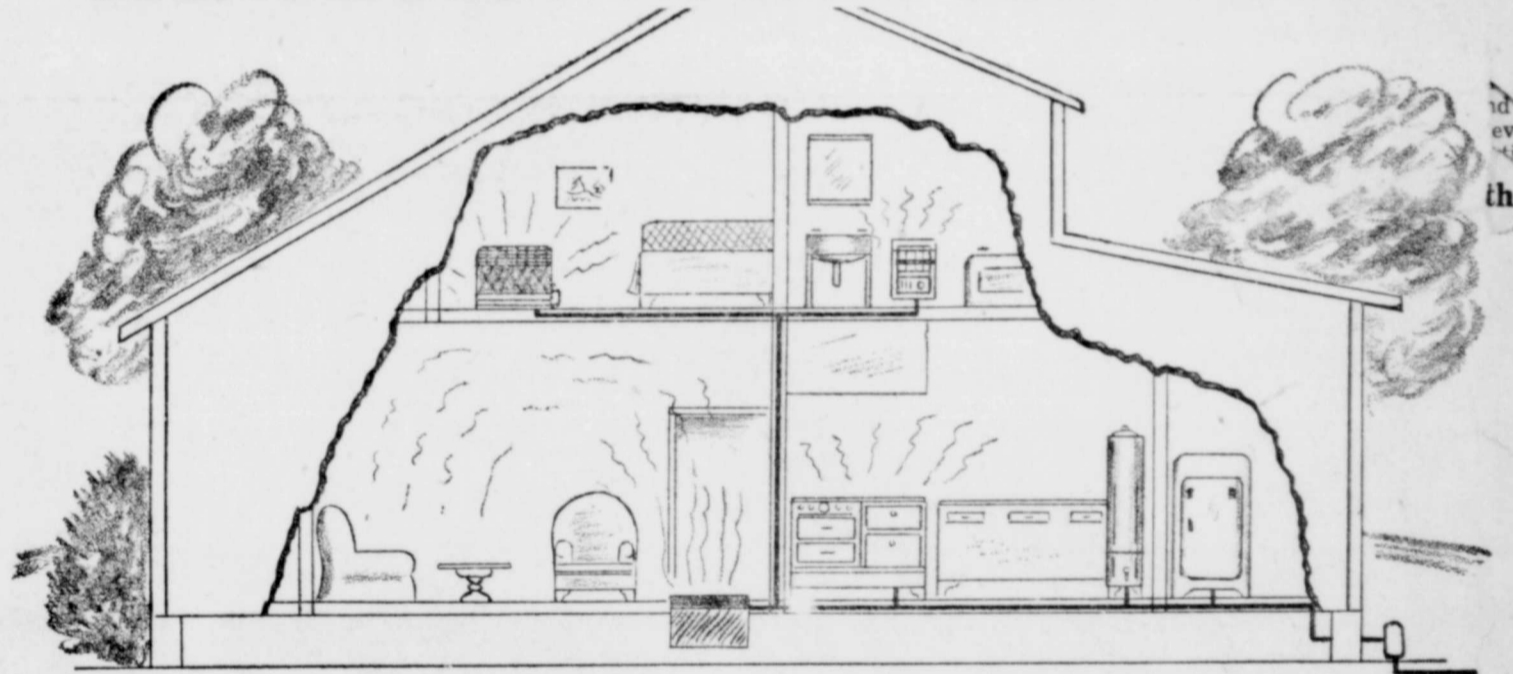
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Automatic Natural Gas heat keeps the house at the right temperature, doesn't go from hot to cold and vice versa. What could be more detrimental to health than the extremes in temperature?—there's where bad colds, flu and the miseries of winter ailments originate.

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