

OFFICIAL PUBLICATION FOR EDDY COUNTY

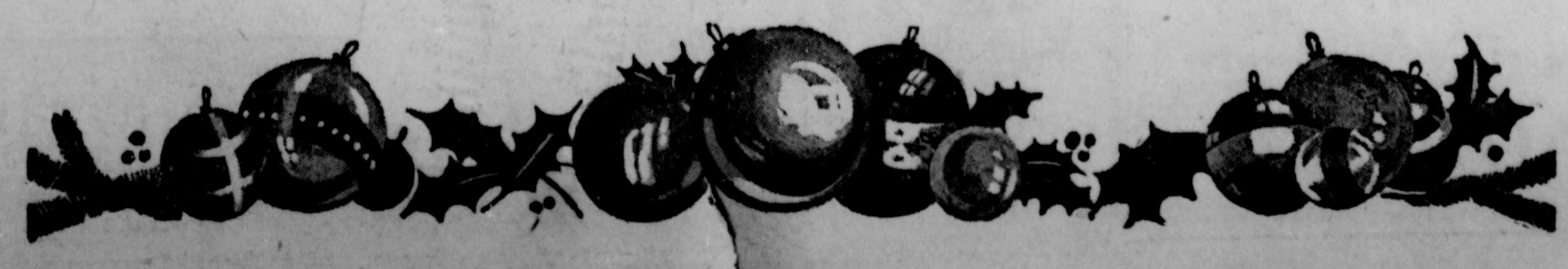
Artesia Advocate

HELPING TO BUILD A GREATER ARTESIA

VOLUME FORTY-FOUR

ARTESIA, NEW MEXICO, THURSDAY, DECEMBER 25, 1947

NUMBER 52





AT CHRISTMAS TIME

more than at any other season, people feel friendly. It's in the very air. In this spirit, then, we offer you our best wishes for a very Merry Christmas.

STANDARD OIL CO. OF TEXAS

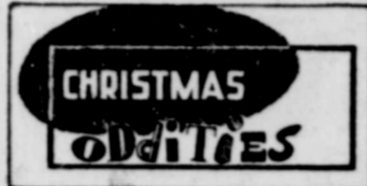
Ed McCaw, Agent



Surrounded by myth by primitive peoples, the mistletoe was taken over by Christians who also wove fanciful legends around it.

In ancient mythology, the mistletoe was the instrument of evil. The Druids of Britain believed the plant possessed healing powers. Other primitive people thought that mistletoe found growing on oaks had magical powers.

Taken over into Christian tradition, the mistletoe was dedicated to the Christ Child. Adopted as symbolical of the healing power of our Lord, it was used to adorn the altars at Christmas. Monks of the monasteries called it the "wood of the cross" and attributed supernatural powers to it. The white berries were said to reflect the radiance caught from the guiding star when the Wise Men were led to the manger.



Norwegian farmers give their cattle tubs of home-brewed ale on Christmas Eve.

At midnight on Christmas Eve people in Madrid eat 12 grapes for good luck in the coming year.

There are 175 different kinds of holly.

Christmas has been celebrated on more than 100 different days in various parts of the world.

Christopher Columbus and his men landed on the coast of Cuba on December 25, 1492, naming the point Navidad.

George Washington crossed the Delaware and made a successful attack on the Hessian troops at Trenton, N. J., on Christmas Day, 1776.

Oliver Cromwell and his Puritan followers abolished Christmas Day in England, banning all feasting and fun. The ban lasted for seven years and was lifted when Charles II became king.

The needy are considered in Hungary at Christmastime, a levy being assessed against richer citizens so the poor may have sufficient to eat and drink.

Legends of Holly

Many beliefs are connected with the Christmas holly.

Legends relate that the crown of thorns was plaited from the holly, the white berries turning red like drops of blood after the crucifixion.

It is said that whoever brings the holly into the house first, either husband or wife, is the one who will rule in the ensuing year.

For many years the superstition persisted that holly was hateful to witches. It was placed on doors and windows to keep out evil spirits.

Reduce Christmas Hazards With Care

To avoid tragic Christmas accidents in the home, the Fire Protection Institute issues these precautionary tips:

—Use a flame-proof compound to spray wreaths and other pine decorations.

—Use materials marked flame-proof for tree trimmings and home decorations if they are obtainable.

—Inspect Christmas tree lights, and repair frayed wires or loose sockets.

—Never leave Christmas lights burning unless someone is around.

—Never unwrap gifts near an open fire or flickering flame. Dispose of paper and other inflammable wrappings immediately.

Quaint Swiss Custom Of Meeting Lover

Forecasting is ritualized in Switzerland. Grandma goes to the cellar, selects the most perfect onion, halves it, and peels 12 layers, one for each month. The next day these layers show what the weather will be during the coming year.

The daughter of the house goes about town at midnight, to drink from nine different fountains. Then she goes to church. She expects to meet her unknown lover on the church steps.



Season's Greetings

Our Sincere Wishes To All of You

For a Very

MERRY CHRISTMAS

And A

HAPPY NEW YEAR

ARTESIA ELECTRIC CO.



Season's Greetings

HERE'S REALLY nothing we can

say that's new or original — but then, after all, that's

one of the good things about the Christmas season — it's

unchanging and always the same. Therefore, anything we

could say other than "We wish you a Merry Christmas

and a Happy New Year to come" would be out of keep-

ing with the season. So, let that be our greeting of the

season, and with it we'll add our promise of the best we

have to offer for our loyal friends in the coming new year.

1 Ford-trained Mechanics

know your Ford best. They're Ford-trained to make your Ford factory-fit.



2 Factory-approved Methods

are planned by Ford engineers to give your Ford better and quicker service . . . at a greater saving to you.

3 Special Ford Equipment

is designed to give your Ford a thorough check-up. Saves you a lot of worry, time and money.

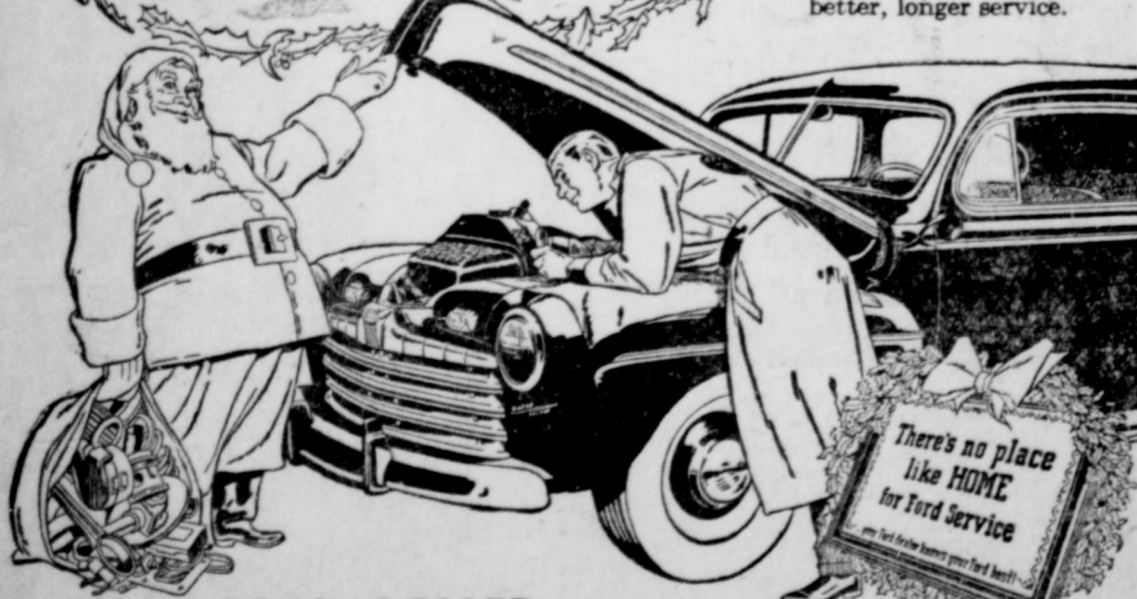


4 Genuine Ford Parts

are precision built to fit your Ford — give you better, longer service.



This CHRISTMAS give your FORD a HAPPY NEW YEAR



Your FORD DEALER knows your FORD best!

ARTESIA AUTO CO.

302 W. Main

Phone 52

Listen to the Ford Theater on N.B.C. Sundays, 3:00 to 4:00 PM, Mountain Time



Near Bethlehem did shepherds keep Their flocks of lambs and feeding sheep;

To whom God's angels did appear, Which put the shepherds in great fear.

"Prepare and go," the angels said, "To Bethlehem, be not afraid; For there you'll find this happy morn, A princely babe, sweet Jesus born."



SUBSCRIBE FOR THE ADVOCATE

What to wondering
Eyes doth appear
But Jada Sudsation
To shine glasses clear!



-At Your Grocer's

CITIES SERVED BY SOUTHERN UNION IN NEW MEXICO

- Albuquerque
- Artesia (City Gate)
- Bellevue
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- Lake Arthur
- Los Lunas
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- Lovington
- Portales
- Roswell (City Gate)
- Santa Fe
- Tesque
- Texico
- Tucuman

Southern Union Gas Company
HELPING BUILD NEW MEXICO



ARTESIA ABSTRACT CO.

Ralph Hayes
Opal Lee Teague

Betty Schoonover
Anna Grace Smith

Ukrainians Hold To Many Old Customs

Ukrainian churches, both Greek Orthodox and Uniate, cling to the ancient Julian calendar, so their Christmas Day comes 12 days later than ours, or on January 6. Christmas Eve is celebrated with much traditional ceremony and festivity.

The Holy Supper or Swiata Wecera is very elaborate, consisting of 12 courses, in memory of the 12 apostles. Fish, baked, broiled and jellied, takes the place of meat. Borsch, or beet soup, is generally served, and stuffed cabbage, filled with millet or rice. Vareniki, some-



thing like the Italian ravioli, also is a usual course. Dessert consists of special pudding called kutya, made of wheat, poppy seeds and honey.

During the Christmas Eve supper, some member of every Ukrainian family throws a handful of kutya or pudding at the ceiling. If it sticks, the coming year will be a prosperous and happy one. After supper, a plate of braided bread, called solach, is left on the table between two lighted candles. Legend says that the spirits of the family's dead will return at midnight to eat this bread.

The Ukrainian Christmas festival lasts three days. In the villages singers known as Kolyadnyky go from house to house singing the Kolyadky folksongs relating the birth of Christ and the events of his life. They usually carry a manger with them, and in some cases they perform miracle plays. They are rewarded by gifts of food or money.

Christmas Visit to The Seven Fountains

In 1540 when a plague was raging in Switzerland, 12 pious men of Rheinfelden formed a brotherhood to pray for St. Sebastian's aid, and to nurse the sick and bury the dead. Pestilence in medieval times was ascribed to evil spirits in water, so the Brotherhood of St. Sebastian visited each of the town's seven fountains, praying and singing hymns at each stop. They still continue this custom, but only on Christmas Eve. For this ritual the 12 Brothers are dressed in black, with black silk top hats. At every fountain they gather around the lantern-bearer and sing a medieval song. The march begins at the Froschweide fountain, where the plague is supposed to have started three centuries ago. When they have passed the seventh, they enter the church for midnight mass, and ceremoniously place their lantern on the altar of St. Sebastian.



Legend has it that when Christ was born and Satan died, the bells in the churches were rung. At exactly midnight the tolling changed to a joyful peal, announcing the birth of the Christ.

In the dark chambers high above the turmoil and strife of human life, dwelt the Apostles of Peace, whose salutations were never so welcome as at the time of the great winter feasts of Christmas, so William Auld tells in his traditions.

All sizes of Kraft Gummed paper now available at Advocate. New shipment of 2-inch, 2 1/2-inch and 3-inch.



TALLYHO!

Due to a shortage of reindeer this season we send you our Christmas Greetings in this conventional way!

In this season of gift-giving may we say that your friendship is our choicest gift, and we appreciate it beyond words to express. May your Christmas be a merry one, indeed!

BALDWIN'S

Office Supplies at The Advocate



TO GREET YOU AT
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

INDEPENDENT SUPPLY CO.



In the Book of Common Prayer of the Church of England, the prayer for the last Sunday before Advent began with the words "Stir up." The people of Peterborough took this to be a reminder that they should start their plum pudding at that time, and everybody in the family took a hand in the stirring until it was ready on Christmas.

This indispensable old-time English Christmas dish was frumety, or frumenty, which according to old time recipes was "wheat boiled until the grains burst, then strained and boiled again with both or milk and yolks of eggs." Frumenty was the forerunner to plum pudding.



This Merry Christmas is to you.
There is no wish we can give more true than this jolly old fellow is now bringing to you.

MAYES & CO.

Phone 2
601 South Sec.



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 1947 to wish you the happiest Christmas of them all.

Guy Chevrolet Co.



TIME TO HANG UP YOUR STOCKING!

Whether it's Santa Claus, Kris Kringle or Father Christmas, let us hail the patron saint of children on this day of days.

Christmas is the season that, above all others, turns the thoughts of mankind back to the all-enveloping innocence of childhood—away from the pure selfishness and commercialism of the every-day world towards the joys of giving and sharing.

It is in that true spirit of Christmas that we wish for you all the blessings of this joyous season.

HART MOTOR CO.



AT CHRISTMAS TIME

more than at any other season, people feel friendly. It's in the very air. In this spirit, then, we offer you our best wishes for a very Merry Christmas.

BURR

JACK

Clem and Clem

Plumbing



By HELYN CONNELLY

BETTY JANE threw her purse at a chair and sat down heavily on the bed.

She wore her father's shirt and her brother's blue jeans, a costume she adopted a year before with Woody Anderson's permission.

"What's the matter, dear?" She jumped as the words cut the silence, but she didn't turn. She didn't want her mother to know anything was amiss—not yet, anyway. And then suddenly the tears came, like angry flood waters bursting through a barrier, unable to be restrained any longer.

Mrs. Miller was careful to keep a straight face as she wiped her 16-year-old daughter's face with her handkerchief. "Why, dear? Did Lance upset you?"

Betty Jane shook her head vehemently. Why did mother always think her brother was to blame for



"Gosh, you look wonderful like this!"

her tears? Grown women never cried over their brothers! "It's what Lance saw, not what he did," Betty said in a burst of confidence. As her mother waited she continued wretchedly. "He saw Woody buying a bottle of cologne. Cologne, mother, imagine! He was so glib when he told me I looked cute in jeans and now he's two-timing me with some fluff female who actually uses cologne! Oh, how can men be so beastly!"

"Darling, how do you know the cologne isn't for you? Maybe Woody thinks you've outgrown your jeans."

"He knows what I think of these pink and white girls who use that horrible concoction! He wouldn't dare get me any. And besides, I already told him I wanted roller skates for Christmas. . . . I have to be ready for the new rink that's opening next month, don't I? I thought Woody and I would be going together, but now that's all over." She threw her arms around her mother and cried tragically. "Oh, mother, I'll never smile again! I definitely won't."

This time Mrs. Miller smiled over her daughter's head. She well recognized the stage Betty Jane was going through and decided she must take a hand. "You're sure the cologne wouldn't be for a sister or a cousin?"

"He hasn't a female in the family and his mother never uses it, so who else could it possibly be for? I'll bet it's for Estelle Bryan. All the other fellows like her but Woody used to say she was too fragile. Oh, mother, how he's deceived me!"

HER mother arose. "Well, dry your eyes, Betty, dear. It's Christmas Eve and you want to be happy today. Woody will probably come over with your roller skates to night and we'll surprise him. If he likes fragile girls, he'll get one."

Betty Jane sat up straight. "Mother, no! Not that horrible blue dress you bought me!"

"You wash up and put that dress on, Betty."

"We'll wait for you downstairs." With that, Mrs. Miller closed the door on her tomboy daughter and hurried downstairs. As she reached the bottom step the doorbell rang and she admitted Woody Anderson, a lanky boy with unruly red hair and freckles marching in perfect formation over the bridge of his nose. He was clutching a box, obviously containing the roller skates requested by Betty Jane.

"She'll be right down," Mrs. Miller informed him, then left him alone for the surprise.

It came a half-hour later when Betty Jane made her appearance. The blue dress looked even better than she had hoped it would.

"Gosh, Betty Jane!" Woody contributed to the conversation. The smile broadened. "For me, Woody?" she asked, nodding toward the box. "Is it cologne? Lance saw you buying some." So casual, so indifferent.

"Uh—gosh, no, Betty Jane. Gee, you asked for skates and I got them for you. I bought cologne for Miss Lindsay, the English teacher that helped me with my essay for that contest."

"How sweet of you." She stepped down into the living room and accepted the box from Woody. "Thank you," she said gravely. "Yours under the tree."

"Gee, I didn't think I'd ever like you dressed up as a girl, Betty," he gulped. "Estelle looked so awful and I was proud to have you run around with me in blue jeans, but, gosh, you look wonderful like this!"

Danger From Tree Fire Ever Present

Although the Christmas tree is one of the most picturesque Yuletide ornaments, it is also one of the most dangerous, with the threat of fire an ever present possibility.

Replacement of the candle by the electric light has removed some of the hazards formerly experienced, but danger still lurks from faulty connections or careless handling of bulbs and strings.

To minimize the fire hazard, the department of agriculture offers two pertinent suggestions: First, keep the tree well watered and, second, fireproof it with ammonium sulphate or calcium chloride.

To provide the tree with sufficient water, cut the butt on a slant at least an inch above the original cut. Keep the water level above the slashed surface. In purchasing a tree, always look for one that has been felled recently so that the needles have not dried.

Fresh trees also are essential for flame-proofing. In using ammonium sulphate, a chemical content one-fourth the weight of the tree should be used. After dissolving one and a half pints of the ammonium in a pound of water, slash the stem of the tree and place it in the solution. Then, let the tree stand four to six days in the solution for complete absorption. Trees fireproofed in this manner will not be ignited by an electric spark.

Two-ring, zipper case binders for the school boy or girl. Durable imitation leather cases. — Advocate Office Supply.



Here's Wishing

A Very

Merry Christmas

TO ALL OUR CUSTOMERS, FRIENDS, AND MUSIC LOVERS EVERYWHERE

GINSBERG MUSIC CO.

EVERYTHING MUSICAL

205 N. Main

Roswell



Office Supplies at The Advocate



MERRY CHRISTMAS

Christmas is a wonderful time — because it reminds us that no matter how busy we are, no matter how great our responsibilities, we can always find time to be generous to and considerate of others. And therein lies our own greatest happiness.

HAPPY NEW YEAR

New Mexico Asphalt & Refining Co.

Management and Employees



A star in the sky

a light in the window, and hope in the heart! It's Christmas again, good folks of this community . . . the season when even strangers nod at you and smile. So we are sending you these wishes for Christmas cheer and happiness in your home.

MYERS CO., INC.

Inexpensive Gifts Can Be Made With Christmas Cards

MOST of us have stored away in attic boxes and desk drawers, Christmas cards from last year and the year before that we just couldn't bear to throw away.

These cards can be transformed into charming Christmas gifts with a little ingenuity and a minimum of time on your part.

Lampshades are always welcome—and here's a novel idea for designing a special gift for a special person. If your friend is partial to floral arrangements, New England farm scenes, cats—or whatever, select the cards accordingly. Take a plain parchment shade, brush entire outer surface with clear shellac and let dry partially. Meantime brush the back of the cards with shellac and expose to air for several minutes until shellac reaches a sticky consistency. Apply cards to appropriate spots and press



EVEN THE FIRST . . . Since the first Christmas card was made, they have been saved and utilized for the making of artistic gifts. During and since the war the demand for the cards for those in hospitals has reached a new high. Our wounded have been supplied with thousands of cards which they use in making gifts.

down. Brush entire lampshade surface, including newly applied cards, with the shellac. Let dry. The shellacking process may be repeated any number of times as each application serves to increase the durability of the lampshade. Pierce holes, about an inch apart, around top and bottom edges; lace with ribbons.

Wastebaskets, too, make attractive gifts. The cardboard variety, either oval or square in shape, can be secured in your local 5 and 10 or department store. Cover with plain paper or gift wrapping. Shellac, mount cards. Re-shellac—as with the lampshade.

Another trick! Select three cards of uniform size and theme—either religious, scenic or peasant, etc. Place them in inexpensive cardboard or wooden frames. Take a long strip of heavy satin ribbon with sewn-on bow at one end. Attach frames to ribbon in Victorian manner, i. e., one over the other. Then sew a hook on back of bow so ribbon may be hung from the wall.

A useful and colorful gift for the man of the house—especially if he happens to be a pipe smoker—is the large box of kitchen matches artistically "camouflaged" so Mother won't object to its presence in her newly "done over" living room. Cover all surfaces, with the exception of the sanding striking area, with strips of colorful designs taken from Christmas cards. Paste the cutout Christmas card designs on one or both of the large surfaces—shellac, allow to dry, and repeat process.

One of the simplest to make, yet most effective small gifts, is the bookmark. Cut out, in rectangular shape, the Christmas card design of your selection. Then tape a strip of good quality ribbon—either satin or grosgrain—to the back of the card so that the ribbon extends about three or four inches beyond its bottom edge. Scotch tape can be bought at most stationery and gift shops in colors, now, and it lends a more festive air than the usual transparent tape. It's a good idea, too, to give the card a coat or two of shellac so it will resist fingerprints and smudging.



A MERRY CHRISTMAS

WE KNOW OF NO BETTER TIME THAN CHRISTMAS TO GIVE RECOGNITION TO OUR MANY FRIENDS WHO HAVE CONTRIBUTED SO GREATLY TO OUR SUCCESS DURING THE PAST YEAR.

FROM ALL OF US ONCE MORE TO YOU, WHETHER YOU ARE OUR CUSTOMER OR NOT . . .

A MERRY CHRISTMAS

Boyd Barnett
FURNITURE

Ninth and Dallas

Phone 625

CHRISTMAS GREETINGS

from

First National Bank of Artesia

It's Officers, Directors and Employees

Member Federal Deposit Insurance Corporation



A MERRY CHRISTMAS

WE KNOW OF NO BETTER TIME THAN CHRISTMAS TO GIVE RECOGNITION TO OUR MANY FRIENDS WHO HAVE CONTRIBUTED SO GREATLY TO OUR SUCCESS DURING THE PAST YEAR.

FROM ALL OF US ONCE MORE TO YOU, WHETHER YOU ARE OUR CUSTOMER OR NOT . . .

A MERRY CHRISTMAS

NELSON-POUNDS
 BEST IN SERVICE *Food Store* BEST IN QUALITY
 PLENTY OF PARKING SPACE
 601 W. MAIN — ARTESIA, N. MEXICO



Now, when Santa Claus is so busy making children happy and dispensing cheer all over the world, we want to extend a warm and friendly greeting to our friends. Accept our very best wishes for a Christmas season of unalloyed joy and happiness.

RIDEOUT SUPPLY CO.

Louie Burch

GULF

H. D. Burch

301 West Texas

Phone 3

Whatever Name, Santa Is There

SANTA CLAUS is not always the merry, jovial, fur-clad saint behind a team of reindeer. There are almost as many versions of Santa as there are nationalities—Father Christmas, Kris Kringle, St. Nicholas or even Babonska. But, whatever his name, he is loved and welcomed by all children.

In America on Christmas Eve there is a merry tinkling of sleigh bells as Santa Claus drives up in a sleigh drawn by eight reindeer, pauses just long enough to climb down each chimney. From a huge pack on his back he fills the children's stockings with toys and goodies. Gifts too large to be stuffed in the stockings are tied on glittering evergreen trees

mas custom to England from Germany.

In Finland Santa has elves who pass out gifts for him. This generous group is known as Wainemolnen and Alkko.

Babonska, a young and beautiful girl, brings the gifts in Russia. Grandfather Frost accompanies Babonska in a sleigh as she makes her rounds on Christmas Eve.

Italy has no Santa Claus, but in his place is a beneficent old witch, Befana, who sails through the air on a broom stick. She leaves her presents for the children beside the hearth.

Papa Noel, who is very similar to Santa Claus, reigns in Brazil. Like Santa, he wears a red suit and trav-



adorned with tinsel, gay ornaments and lighted candles, or electrical lights now in vogue.

It's not always Santa who brings gifts to children in other lands. The Dutch children anxiously await the arrival of St. Nicholas. He was the bishop of Myra, so he is dressed in the traditional bishop's robes of black, wears a mitre and carries the crozier. He rides a white horse named "Sleipner" and is accompanied by Black Peter, his page boy. Instead of hanging up their stockings, Dutch children place their wooden shoes in the chimney corner before going to bed. On the window sills they leave a bunch of hay for "Sleipner." It is customary for St. Nicholas to overturn chairs and leave the room in general confusion for Christmas morning.

The English children look for a Santa Claus who closely resembles our own. They also find gifts tied to a green Christmas tree but this custom has been in effect only since Queen Victoria was a young bride. Her husband, Albert, a German prince, introduced this Christ-

mas custom to England from Germany.

mas custom to England from Germany.

mas custom to England from Germany.

mas custom to England from Germany.

mas custom to England from Germany.

mas custom to England from Germany.

Office Supplies at The Advocate



WITH PEACE AND PROSPERITY, WE SHOULD ALL BE HAPPIER THAN EVER THIS YEAR. DURING THE CHRISTMAS SEASON, LET'S TRY TO FORGET OUR CARES. FOR OUR PART, WE WANT TO ADD OUR FELICITATIONS TO THE MANY OTHERS YOU ARE RECEIVING, BY WISHING YOU A VERY MERRY CHRISTMAS—THE

Happiest Christmas Ever!

ARTESIA LOCKER PLANT

W. S. HOGSETT

H. R. LEDLOW

Season's

Greetings

★
 A more fitting opportunity to express our appreciation for your consideration could not be found than at Christmas-time.

● The Holiday Season With its spirit of good cheer and friendliness brings to mind the splendid associations that have been ours during the past year. ● We gratefully acknowledge your consideration and favors. ● The confidence shown is our incentive to even greater service during the years to come. ● It leads us to keep thoughtfully in mind your needs and desires so that we may efficiently fulfill them. ● The old year holds scores upon scores of cherished memories—new acquaintances made—the closer binding of old ties of friendships and many happy relationships. ● That is why, as the old year draws to a close amid the good fellowship of Christmas time, we consider it an honor to extend compliments of the season to our good friends of this area. ● The sincere wish of every member of this organization is that we may continue to serve you to your satisfaction in the years to come. ● We wish for you the Merriest Christmas you have ever known and a year of happiness, health and prosperity, with the fulfillment of your every ambition and plan and vision. May we again say to each of our good friends

**HAPPY
 NEW
 YEAR**

ARTESIA AUTO COMPANY

SALES SERVICE

Phone 52

Artesia, New Mexico



Once again the reindeer sweep down from the North with their cargo of cheer. About time that we were thinking of the friends who have so loyally remembered us.

Your generous patronage has helped make our year a good one, and we are taking this means of sending you a word of personal thanks to let you know how much we value your friendship.

We sincerely hope that your holiday season will be exceptionally happy.

MANN DRUG CO.
 PRESCRIPTION DRUGGIST
 COSMETICS • FOUNTAIN • DAILY NEEDS
 ARTESIA, N. MEX.



While angels hovered overhead, the Star of Bethlehem guided the Three Wise Men to the Manger at Bethlehem. We cannot offer you their gifts of gold, frankincense and myrrh. Our gift must be restricted to the old, but heartfelt wish for all the joys and blessings of the Yuletide season.

**MANN-KAISER
ELECTRIC CO.**

FRYERS
fresh frosted pan-fryers at your grocer's or McCaw Hatchery, 13th and 50th
USE BLUE TO THE ADVOCATE

DANCE IN HOPE GYM
Dec. 27 and Dec. 31. Bates-Fisher music. Admission 75 cents person.
60-3tc-52

The Advocate has all colors of stamp pad inks.



● We wish we could send a gift to each of you in appreciation of your confidence and friendliness during the past year. Instead, however, we must content ourselves with extending the simple wish that you may enjoy the best life has to offer now and in the months to come.

★ ★ ★
Key Furniture Co.



We are told that the fir tree goes back to Eve, but it was not until the time of Martin Luther that the ever-green was used as an indoor decoration in celebration of Christmas. It is said that Luther one Christmas Eve wandered through the woods and became enamored with the wonder of the night. He cut a small snow-laden fir tree, and set it up in his home for his children. He illuminated it with candles to represent the stars. It was not until 1604 that, in Strassburg, the first Christmas tree appeared in literature.

'The Messiah' Ranks As Yuletide Favorite

Best known of all oratorios is Handel's "The Messiah," a favorite presentation of the Christmas season. In almost every community in the civilized world a choir will sing part or all of the oratorio during the Yuletide. People in places too remote to boast a sufficiently skilled choir or soloists will hear "The Messiah's" message by radio.

The famous oratorio was written by George Frederick Handel in London between August 22 and September 14, 1741. The first presentation



was in Fishamble Street Music hall Dublin, on April 13, 1742, under direction of the composer.

Ladies were requested to "refrain from wearing hoops" and gentlemen to "leave their swords at home," in order that a capacity audience might swell the proceeds to relieve needy children and the inmates of debtors' prisons.

"The Messiah" was given its English premiere before the court at Covent Garden in March, 1743. George II was so overpowered by the grandeur of the music portraying the King of Kings that he sprang to his feet in reverent acclaim at the opening bars of the Hallelujah chorus, an action which led to the modern custom.

All sizes and styles of rent receipt books at Advocate office.



May this Christmas bring happiness as true, as that we have known in our relations with you!

★
McCaw Hatchery



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 1947 the most in Christmas cheer and enjoyment.

J. T. CAUDLE, Agent
SINCLAIR REFINING CO.
And
Caudle & Caudle
Butane and Propane Dealer



to wish you all
A Merry Christmas

ANOTHER YEAR has passed. Again glad bells are pealing out the Christmas story. Happy children and parents are planning for the day in the glorious old-fashioned way. Everyone is thrilled by the magic spell of Christmas for they know the spirit of the Christ Child is in the land.

While glad bells peal out, while children make merry, while carols are being sung and the Christmas story is being told and retold, we join in the joyous occasion by expressing best wishes for a

Merry Christmas to each and every one

HOPKINS FIRESTONE DEALER STORE



Peace on Earth

**SOUTHWESTERN
PUBLIC SERVICE
COMPANY**

23 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



**One Brightly
Shining Christmas
Star . . .**

★ ★ ★

As the star that guided the wise men toward the manger at Bethlehem twinkles brightly in the Christmas sky, we extend our heartiest wishes of the season to all of you who have made 1947 such a pleasant year for our firm. May we all, through united sacrifice and whole-hearted, all-out effort, keep this nation of ours one in which we proudly say—

MERRY CHRISTMAS

★ ★ ★

Big Jo Lumber Co.

Office Supplies at The Advocate



The old Cherry Tree carol, or the legend upon which it is based, is undoubtedly the reason for the custom of placing a branch of cherry tree in water to bud for Christmas time.

According to this legend, Mary and Joseph on their way to Bethlehem passed a tree loaded with cherries. Mary was hungry for some of the fruit and asked Joseph to pluck some cherries for her. The tree graciously bowed down so that Mary could pick the fruit herself.

It has been customary among the Czechs and Slovaks to take the branch of a cherry tree and place it in water in the late fall so that the buds reach the blossoming stage at Christmas time.

The belief was current that if the sprig blossomed by Christmas Eve, the girl who tended it would marry during the New Year.



Candles, placed in windows on Christmas Eve to light the Christ Child and to welcome wayfarers, have been popular for centuries, but the burning of Bayberry candles is a strictly North American custom which dates from colonial days. Though associated particularly with New England, these aromatic candles glow in windows from coast to coast.

Noel Wishbone

traditional good luck piece, chicken wishbones make an attractive addition to the Christmas present. Wash them dry and then paint them any color you like. Fasten one to the top of every Christmas gift to add an extra note of sentiment when wrapping packages for yuletide giving.

Solvens cleaner for use on all typewriters at The Advocate.

Household Hint
To remove cologne stains from a walnut vanity, mix rottenstone or powdered pumice and lemon oil to a creamy paste. Apply paste with a soft cloth, rubbing with a circular motion. Wipe up immediately with a soft cloth dampened with lemon oil. Wipe dry with a clean soft cloth. Rub with a flannel polishing cloth. If this treatment does not help, refinishing may be necessary.

Words of the Wise
Every man has two educations—that which is given to him, and the other, that which he gives to himself. Of the two kinds, the latter is by far the most valuable. Indeed, all that is most worthy in a man, he must work out and conquer for himself. —(Richter)

Residents Of County Invest Only \$79,610 For Bonds In November

Residents of Eddy County invested \$79,610 in U.S. Savings Bonds during November, it has been reported by the Treasury Department to L. B. Feather, co-chairman of this county's Savings Bonds Committee.

Series E investments totaled \$41,400 in Eddy County last month. Series F and G placements were \$38,210.

Bonds purchased for Christmas presents and bonuses will greatly increase holdings in Series E Bonds during December.

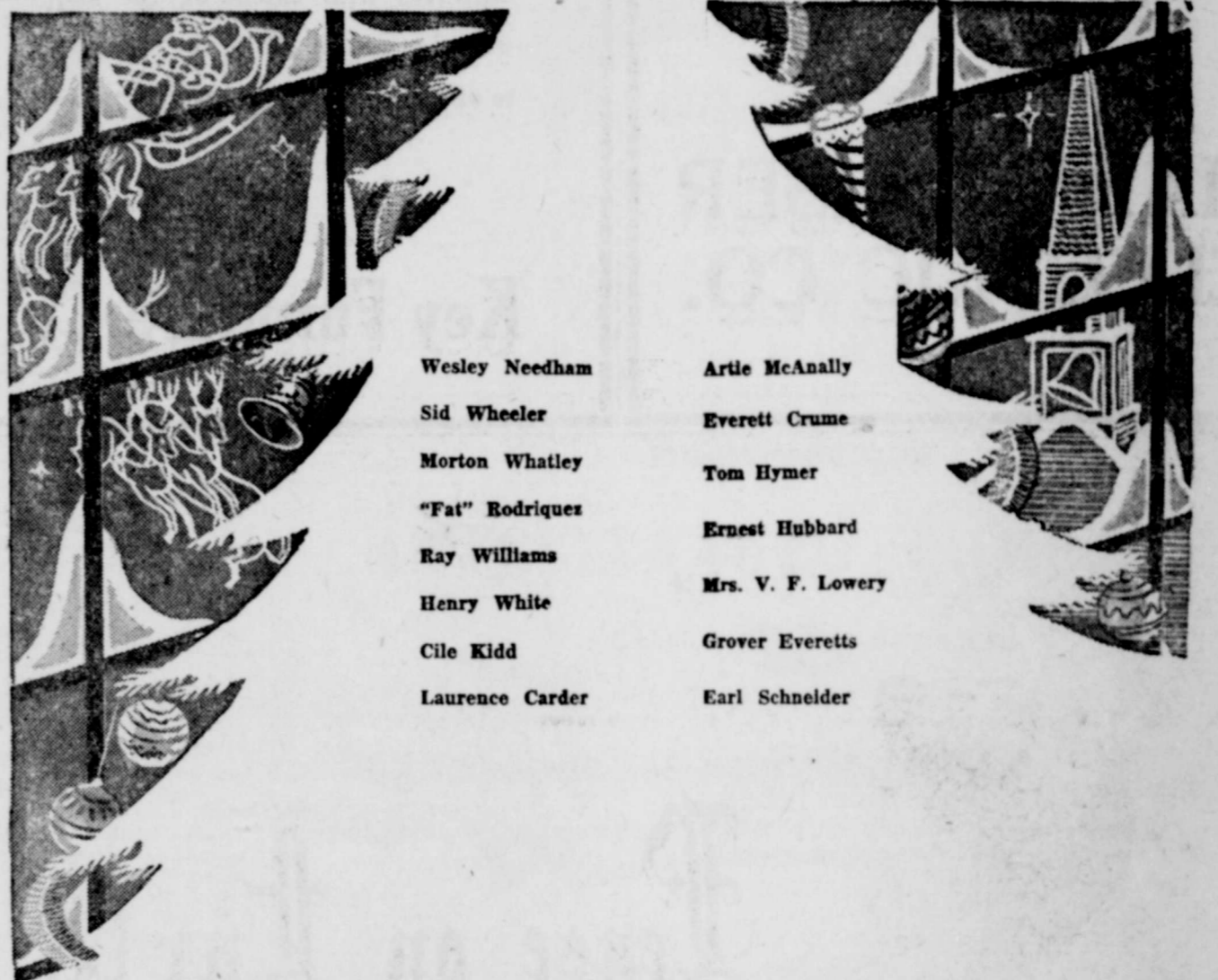
Pen and pencil clips available at Advocate.

W. W. PORTS
Geologist
Geological Engineer
Magnetic Surveying
Registered Professional Engineer and Land Surveyor.
213 Ward Bldg. Phone 453-J

"SPEEDY" GUY Chevrolet CO.



GUY CHEVROLET CO.
CHEVROLET ... BUICK ... OLDSMOBILE
A Good GUY CHEVROLET To Deal With
Phone 291



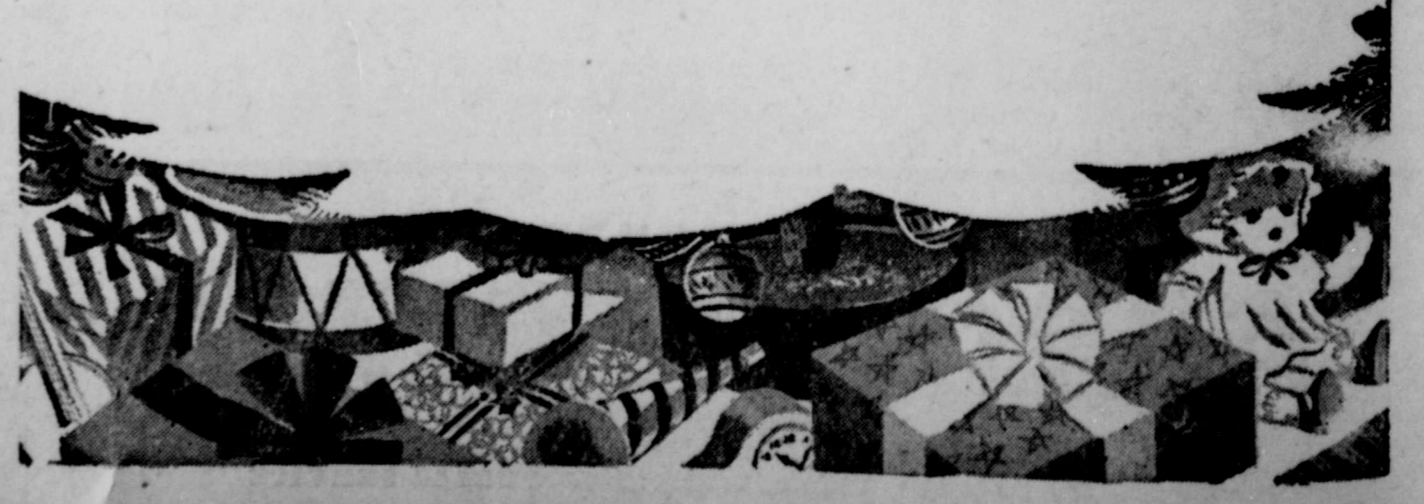
- | | |
|-----------------|-------------------|
| Wesley Needham | Artie McAnally |
| Sid Wheeler | Everett Crume |
| Morton Whatley | Tom Hymer |
| "Fat" Rodriguez | Ernest Hubbard |
| Ray Williams | Mrs. V. F. Lowery |
| Henry White | Grover Everetts |
| Cile Kidd | Earl Schneider |
| Laurence Carder | |

We Wish You One and All

Merry
Christmas

May Your Christmas and the Coming Year Be Wreathed With Our Best Wishes for Your Health, Happiness and Rich Friendships

**Artesia Alfalfa
Growers Association**



Brown Pipe & Supply



**THE QUIET JOYS
OF HOME
AND FIRESIDE**

... the family gathered around the heavily-laden table... turkey and dressing, mince and pumpkin pies... the Christmas tree with its tinsel... the toys beneath... May you enjoy these deep sweet pleasures this Christmas of 1947.

Classified

For Sale

OR SALE—Ownership maps — Chaves County Set up by Townships— Loose Leaf Bindings— T9S-R22E to 27E T14S-R22E to 27E T15S-R22E to 24E showing federal and state lands. Clarence E. Fischbeck, 509 W. Main St.—Phone 475 22-tfc

WHY BUY your records out of town? The Roselawn Record Shop has the most complete stock in the Valley. 30-tfc

1909 — 38 YEARS — 1947 E. A. HANNAH AGENCY Real Estate — Sales — Loans 105 Roselawn — Phone 47-W

Insurance — Fire — Auto — Life THIS WEEK

Tourist courts, rooming house, all now paying a good income, frontage on highway. Small suburban tracts, city dwellings. Lot in Alta Vista, \$450. 28-tfc

FOR SALE — One F-20 Farmall with cultivator and disc plow, price \$450. Al Woelcl, care Western Union. 44-tfc

Auto Light Batteries. BOYD-COLE MOTOR CO., 112 S. Second St., phone 154-W. 35-tfc

FOR SALE—1940 Ford truck for \$800. See at Dowell's Service Station. 50-3tp-52

FOR SALE—One used Woodstock typewriter, good condition. Artesia Abstract Co. 51-tfc

Trade Your Old Tires for New Fisk Tires. BOYD-COLE MOTOR CO., phone 154-W. 35-tfc

PERMANENT ANTI-FREEZE — BOYD-COLE MOTOR CO. Your Pontiac Dealer. 52-tfc

FOR SALE—Dressed turkeys from Bryant Williams farm, Hope, at Artesia Locker Plant. 44-tfc

FOR SALE—One D-S-35 International long wheelbase truck. I also have winch trucks for heavy oil field hauling. K. J. Williams, phone 534-R. My business is trucking the public. 33-tfc

Car Heaters and Defrosters. BOYD - COLE - MOTOR CO., phone 154-W. 35-tfc

FOR SALE — Fairley's "So-Good" Ice Cream, seven delicious flavors to choose from. 307 S. First. 41-tfc

FOR SALE — Battery fryers, on foot or dressed. 509 S. First, phone 110-M. 42-tfc

Motor Overhaul on Budget Plan. BOYD - COLE MOTOR CO., phone 154-W. 35-tfc

Steam Clean Your Motor. BOYD-COLE MOTOR CO., phone 154-W. 35-tfc

FOR SALE—Popular and classical phonograph records. Watch for new records weekly. Roselawn Radio Service, 106 S. Roselawn. 37-4tp-40tfc

FOR SALE — Six-inch shallow water well casing available for immediate delivery. Service Specialty Co., phone 340-W. 37-tfc

Auto Visor Painted and Installed. BOYD - COLE MOTOR CO., Your Pontiac Dealer, phone 154-W. 35-tfc

Puncture Proof Tubes. BOYD-COLE MOTOR CO., 112 S. Second St., phone 154-W. 35-tfc

FOR SALE—Two large oil burning heating stoves, both with mats and stove pipe, can be connected with barrel. One 55-gallon oil drum with several feet pipe with fittings and valves ready to use with oil heater. Call 202-M or see at 902 Richardson. 46-10-55

IT'S NEW! It's different! The View Master and three beautiful Kodachrome reels for only \$2.98 at Leone Studio, 415 W. Main. 43-tfc

FOR SALE—Farms and residences, \$3000 and up. Donald W. Teed, phone 143 or 492-J. 47-tfc

FOR SALE—Spanish-style house with large living room and kitchen, three bedrooms, two baths, basement, garage apartment or servants' quarters, located on large lot with nice shrubs and shade trees, \$13,000. Donald W. Teed, phone 143 or 492-J. 47-tfc

FOR SALE — Texas grapefruit, oranges, and tangerines. Also apples and Christmas trees. 110 Richardson, phone 239. 49-tfc

FOR SALE OR TRADE—Harley Davidson 74. See at 406 E. Chisum. 49-4tp-52

FOR SALE—My home, located at 406 E. Chisum. See L. L. Huntington at this address. 49-2tp-52

FOR SALE — Sweet milk, whipping cream and buttermilk. Bring contained. Also some fat hens. One-half mile north on old Roswell highway. C. C. Grimlan. 51-2tp-52

FOR SALE — A new 200-ampere Lincoln welding machine, gas drillings. Roy V. Tyner, 423 E. Second, Roswell. 50-3tc-52

FOR SALE — Four-room modern house, hardwood floors, Venetian blinds, about \$1700 cash will handle deal. See R. F. Barton, second house south of King's Rest Courts. 50-tfc

FOR SALE — For \$4400, extra modern small house, near schools, 208 N. 11th. Key at 1101 Chisum after 5 p. m. or all day Sunday. 514tp-2

FOR SALE—100 geese. See three miles north and one-half mile west of town. T. J. Bratcher. 51-3tp-1

FOR SALE—Ten-acre farm, seven miles south of Roswell, three-room house, chicken house, and small barn, eight-inch pump, water and gas in house. Priced to sell at \$2750. See E. A. Wells at Sandman Bedding Co., phone 174-J, Artesia. 51-2tp-52

FOR SALE — Moline R tractor, two-way plow, two-row cultivator, mowing machine, used two years. Clarence Reid, Loving, N. M. 51-2tp-52

Miscellaneous

JOHN A. MATHIS, SR., AND JR. — Fire, casualty, and life insurance. Phone 591-M. 29-tfc

RADIO SERVICE AND RECORDINGS A SPECIALTY. Come in and let us make your favorite recordings for you. We have many new items in stock: Electrolux Vacuums, Radios, etc. Our work a specialty with satisfaction guaranteed. K. P. BURTNER W. L. FULTON 413 W. Main Salesman

GET YOUR RADIO SERVICES at the Roselawn Record Shop. All work guaranteed. 30-tfc

HAVE PROSPECTIVE purchasers for two or three-bedroom house, priced reasonably. Donald Teed, phone 143 or 492-J. 42-tfc

FOR SALE

Good dwelling, about \$700 cash, balance \$50 month, 4 per cent. Good close-in dwelling, \$1000 cash, balance \$35 month, 4 per cent. Small, modern dwelling, \$1000 cash, balance \$20 month. All in good condition. Quick possession. E. A. HANNAH AGENCY 105 S. Roselawn 51-tfc

Found

FOUND—In Fairley's So-Good Ice Cream, fresh strawberries, cherries, pecans and black walnuts. 32-tfc

For Rent

FOR RENT—Hospital bed. We deliver it and pick it up. Key Furniture Co., 412 W. Texas, phone 241-J. 43-tfc

FOR RENT — Room in private home. Gentleman only. 305 West Grand or phone 150. 30-tfc

Wanted

WANTED — Experienced nurse for doctor's office. Pete J. Starr, M.D., 701 W. Main. 49-tfc

WANTED—An opportunity awaits the right person to buy into a business with a future. Requires initiative, able to meet the public, not afraid of work. Salesmanship and slight mechanical ability necessary. Small capital buys operating share. Address Box 475, Artesia, for interview. 51-tfc

STENOGRAPHER WANTED

Who would like to open public stenography office in Carper Building. Will furnish office space, desk, typewriter, phone, and considerable work during tax season. Phone 71. 49-4tp-52

WANTED—A capable woman or veteran, who would like to be a representative of the Buckley Brothers line of materials, hosiery, and cosmetics. Work in spare time. See Mrs. Mark Whelan, phone 94. 50-3tp-52

WANTED—Stenographer to handle typing and other general office work, some experience desirable. Call 552 to arrange interview. 59-tfc

WANTED — I cover buttons, buckles, belt complete, make button holes, shoulder pads, and have nail heads for sale. Mrs. J. W. Shildneck, 812 West Grand, phone 498-W. 33-tfc

Margarine

1-lb. can 37¢

Sunnybank brand. Holds fresh flavor when melted down

CIGARETTES

carton 1.66

Popular brands. Buy by the carton and save more!

Sliced Peaches Libby No. 2 1/2 can 30¢

Fruit Cocktail Libby's fancy No. 2 1/2 can 39¢

Green Beans Birmingame cut No. 2 can 23¢

Tomatoes Gardendale No. 2 can 17¢

Tomato Soup Campbell's 10 1/2-oz. can 10¢

Pecans 1-lb. cello 47¢

Paper Shell 1-lb. cello 47¢

Quaker Oats 35¢

Quick or Regular. 3-lb. carton

These Prices effective through Wednesday, December 31, 1947.

Farm and Ranch LOANS

4% on all loans, long terms with excellent repayment options. No brokerage, attorney or appraisal fees.

WALTER R. RYAN P. O. Box 1168 Roswell, N.M.

Merry Christmas and Happy New Year

To All Our Friends and Patrons

MRS. A. E. EARLY

LORAIN BEAUTY SHOP

912 W. Chisum

Phone 646

SAFEWAY MEATS



are PRICED to FIT YOUR BUDGET!

Rib Roast Standing Rib lb. 65¢ 75¢

Chuck Roast Blade Cuts lb. 51¢ 63¢

Round Steak lb. 75¢ 85¢

T-Bone Steak lb. 69¢ 82¢

Sirloin Steak lb. 69¢ 82¢

Smoked Ham lb. 63¢

Smoked Picnics lb. 49¢

Pork Roast lb. 53¢

American Cheese lb. 59¢

Haddock Fillets lb. 41¢

Salmon Steaks lb. 70¢

SAFEWAY LOW PRICES

edwards Coffee All grinds 1-lb. can 51¢

Folgers Coffee All grinds 1-lb. can 53¢

Pure Cane Sugar Granulated 10-lb. bag 96¢

Gold Medal Flour 50-lb. Bag 4.61

Canned Milk Cherry brand Tall Can 12 1/2¢

Seedless Raisins Sun Maid 1-lb. pkg. 17¢

Shortening Crisco 2-lb. can 1.22

PRODUCE

POTATOES

Fancy quality Idaho Russets. Note low price at Safeway. lb. 7c

Texas Grapefruit 8-lb. bag 39¢

Emperor Grapes lb. 15¢

Fancy Apples 5-lb. bag 59¢

Pink Grapefruit Texas sweet and juicy. lb. 9c

Navel Oranges Large, California grown. lb. 11c

Pascal Celery Green, tender stalk. lb. 12c

Washed Spinach Pan-ready. No waste. 10-oz. cello. 29c

Cauliflower Medium size. Snowball heads. lb. 19c

Golden Yams Portales grown, Nice baked. lb. 12c

Tender Rhubarb Fine for pies and sauce. lb. 14c

Brussel Sprouts Easy to prepare. Washed. 10-oz. cello. 35c

You get more for your money at **SAFEWAY**



St. Nicholas

WISHES A MERRY YULETIDE TO ALL

Of Course you believe in Santy!...

But even if you don't right now, the chances are ten to one that at one time in your career—the short pants or long curls stage—there was no doubt in your mind that there was a Santa Claus. You not only believed in him but you were in awe of him!

Santa Claus was a short roly-poly gentleman habitually clad in red with flowing white beard. He drove through the world Christmas Eve in a heavily-laden sleigh drawn by eight dashing reindeer.

It's a beautiful old myth—as much a part of the joyous Christmas season as is our annual wish for a Merry Yuletide for you and yours!

CARR MOTOR SERVICE



The Season's GREETINGS

To You

The gift we treasure most was not given at this Christmastime, but rather it was given throughout the past months. This gift is your friendship and patronage. We treasure it most because we know it is your way of showing us that our service has been welcomed by you and that you value our service.

Merry Christmas

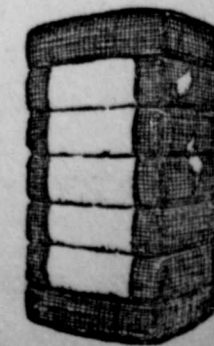
Happy New Year



We don't know what the New Year holds in store for you—but if wishes come true, our wishes will insure you a grand year. Here's to your health, happiness and prosperity — and our continued friendship.

THE ARTESIA FARMERS' GIN

Artesia, New Mexico



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

Anna Lou Cox
Bea Thomas—Margaret Meador



By DANIEL F. LINDSAY

TOM LARKIN opened the kitchen door. His wife looked up with a hopeful smile as he entered. He just shook his head.

"No mail at all?" she said as she went on fixing dinner.

"Oh, there were a couple of ads and a bill from the seed company." He hung his hat on a hook and crossed to the pump. His white hair was damp around his face when he straightened up again.

"It's just not like Bill," she sighed. "Bill's got an unforgivin' streak, always did have, even when he was a little feller." Pa's old briar gave off a pungent odor as he lit it.

"But this is different, Tom," she said, putting a pan of biscuits in the oven. "Tomorrow is Christmas. It's a long way to the coast. Maybe he wrote but didn't mail it in time."

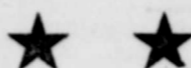
"Ma," his tired old voice was filled with bitterness, "there's no



★ ★

Merry
Christmas

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



DR. PEPPER BOTTLING CO.

609 S. Third Artesia



By LYN CONNELLY

THE sharp wind lashed furiously about Larry's head and shoulders, flitting momentarily with the idea of sending his brown fedora spiraling down the street, but he sensed its capricious tendencies and held the brim of his hat tightly between his forefinger and thumb as he ran toward his car parked on the opposite corner.

It would be the last time he'd beat that particular path, he thought grimly. It was Christmas Eve and everybody was in a gay and anticipatory mood. Everybody, that is, except Larry. He had been reasonably happy until that morning when the whole world seemed to have crashed about him. Opening the door of the car, he slid in behind the wheel and started it toward home.

The face of Silas Henning, until fifteen minutes ago his boss, came to his mind and again he heard the words that he dreaded to repeat to Rosine: "I know you're not happy in your work, Larry, and it's not fair to either one of us when you don't put your best efforts into what you're doing. I think, therefore, that you'd better go elsewhere for a job. Today's as good a day as any to sever connections."

Fired on Christmas Eve! Of course, what Henning had said was true. Larry wasn't happy being a bookkeeper at Morrison's appliance shop. He had always yearned to be a writer, and wrote numerous short stories during his spare time.

When Rosine told him of her expected second child he had taken the job at Morrison's through sheer desperation. No longer could they live on their savings. He considered the job as temporary, but it had

lasted seven months with still no prospects of entering the field he desired. Henning had seemed sympathetic, although he had cooled suddenly the past week. Perhaps in his daydreaming he had been inaccurate in his figures. At least Henning spared him any embarrassment if that were the case, but he could have waited until after the holidays to fire him. "And Bob Cratchit thought he worked for Scrooge," he mumbled, pulling up before his house.

HIS feet dragged as he trudged toward the door. He mustn't tell her tonight, he decided. He hoped he was capable of carrying off an act until the day after Christmas. Opening the door, he let himself in as unobtrusively as possible. Rosine was on a step ladder in the living room, decorating the tree, while Chuckie, aged five, sat on the floor, agog at the proceedings.

"Hello, darling," his wife called out gaily. He tried to equal the happiness in her voice as he replied, then kissed Chuckie and started for the kitchen.

"There's a letter for you on the radio," Rosine said.

"From whom?" His heart leaped hopefully at her words and he hurried toward the radio. He picked up the letter at the same time she answered, "Truth magazine."

It was from Truth. His hand trembled as he opened it. "Dear Mr. Shannon," he read aloud. "Our mutual friend, Silas Henning, recently submitted one of your articles for our consideration. We believe it shows promise and since we were given a splendid recommendation by Mr. Henning, we are writing to ask if you would be interested in a job in our editorial department. If so, call for an interview this week."

The telephone was ringing, but for a moment, Larry and Rosine merely stood as though mute, staring at each other. Larry became conscious of the bell first and picked up the receiver. It was Mr. Henning, laughing heartily. "Bet I had you worried, eh, Larry?"

"Mr. Henning! I didn't know how did you." Larry was tongue-tied. Rosine walked to his side, putting one arm gently about his shoulder.

"I found that article you wrote on your son and the atomic age and sent it in to Asherton," Henning explained. "He's a good friend of mine and editor of Truth. Well, I won't hold you, Larry. Just wanted to wish you a merry Christmas."

"Merry Christmas, Mr. Henning," Larry said as the telephone clicked at the other end. "Merry Christmas—and thanks for the best one I've ever had."



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



One man — one of many — created a character who in child-like faith and all-embracing love will live through the centuries as the symbol of Christmas.

The man was Charles Dickens; his character was Tiny Tim. And in the words of Tiny Tim, oft-repeated, we'd like to say:

"A MERRY CHRISTMAS, GOD BLESS US EVERY ONE"

Roselawn Radio Service



SEASON'S GREETINGS



VALLEY PURE MILK

LOOSE LEAF DEVICES AT THE ADVOCATE



Christmas Wishes

Good Line of Liquor

Four Brands Popular Beer

By Case to Go

★ ★ ★

MINT BAR

Harvey Fambarough, Owner

809 South First



"She could see Pa striding into the living room."

need to stick pins in yourself by hopin'. Christmas or no Christmas that boy is still mad."

The old lady's eyes shone with faith. "He might stay mad all year long but when Christmas comes he'll write. I know. I'm his Ma."

"Don't forget," Tom said as he blew smoke at the ceiling. His eyes crinkled at the corners. "I'm his father."

"Dinner's ready, Pa," she said, filled with a deep longing and fought to keep the tears out of her voice.

"I can understand that boy still bein' mad at me, but why does he have to take it out on you?"

"You're wrong, Tom," Ma replied as she lifted her head and smiled. "The day after Christmas, first delivery, we'll get a letter. You'll see."

"Not from him," he shook his head grimly.

"You're forgettin' Judy," she reminded him as they sat down. "She's a good daughter-in-law."

"Oh, I'm not blamin' her," replied as he covered his biscuits with gravy, "Judy's a fine girl. It's his bull headed pride."

She got up and taking the coffee pot off the cook stove filled his cup. They ate on in silence. Finally he pushed his plate back.

"You aren't eatin' much," he scolded.

"I'm just not hungry, Pa."

"I see," he stood up. "I'm goin' out and turn the heater on in the hen house. It'll be cold tonight." His old shoulders slumped forward as he went outside. She shook her head and started picking up the dishes. Her mind sank back into the past. To the days when Christmas was alive with the excitement and laughter of young voices. She could see Pa striding into the living room bearing a large evergreen on his shoulder. Behind him there was always a highly excited little boy, bearing an axe. She wondered if the little boy ever thought of it.

PA CAME back on the porch. She smiled as he kicked his toe against the threshold. It's a wonder, she thought, that there's any threshold left after all these years. He came into the kitchen, dumping an arm load of kindling in the box behind the range.

"Snowin', Pa?"

He shook his head and took off his wraps, replying, "Stopped."

She hung the dish towels up to dry. He pulled a recker in from the living room and sat down.

"Everything all right in the barn?" Ma asked as she threw a few lumps of coal in the fire.

"Sure," Pa said. A sad smile crossed his lips. "What's the use pretendin', Ma? We're both feelin' blue."

She sat down at the old kitchen table and started peeling apples, uttered, "I know it."

"Gonna bake me a pie?" he asked.

She nodded. "Apple was always Billy's favorite, too."

"Now, Ma, what's the use of..." he stopped as they heard a car drive up in the yard. "Must be Jim Rogers. Said today that new calf of his was sick." He opened the kitchen door and peered out into the night. She could hear him catch his breath as he watched a man and a woman get out. "Ma, who do you think?" his voice was low.

"I knew," Ma laughed as she laid the paring knife down with a happy smile. "I knew it all the time."

Solvane cleaner for use on all typewriters at The Advocate.

Office Supplies at The Advocate

For the
Nice Patronage

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

Our Thanks
and
Best Wishes

For a
Merry Christmas

For You and Yours

J. F. Hair

VOGUE CLEANERS

305 S. First



• WE ARE THE WORLD'S MOST INVENTIVE RACE—AND YET WE HAVEN'T FOUND A NEW WAY OF SAYING "MERRY CHRISTMAS." MAYBE IT'S JUST AS WELL!

• IN ANY EVENT, WE CAN PHRASE NO BETTER MESSAGE FOR THIS JOYOUS SEASON THAN THAT ANCIENT WISH.



JOE MITCHELL & SON

CASE FARM MACHINERY

Sales — Service

Firestone Implement Tires and Tubes

In Connection

ALLRED MACHINE SHOP

Both at

1001 S. First

Phone 174-W



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

CONEY ISLAND

CLIFF PLATTOR, Prop.



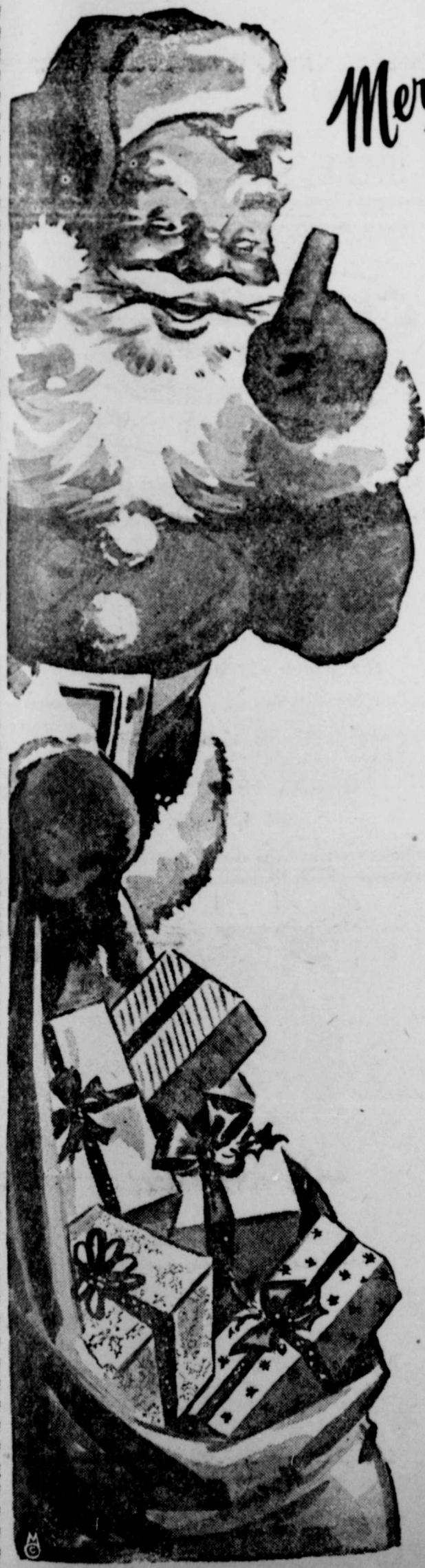
A MERRY CHRISTMAS!

May the spirit
of the First Christmas
gladden your hearts
this
Christmas season.

SERVICE SPECIALTY CO.

T. J. Pickett

S. S. Sutton



Merry Christmas

- 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 Christmastime releases.
- Christmas means happiness and Christmas happiness is to be shared.
- We want to share our 1947 Christmas happiness with you.

**Palace
Drug
Store**

*Merry
CHRISTMAS*
BEST
WISHES and
GREETINGS

In weal or woe, under all conditions, the cheery Merry Christmas comes to the surface. It's natural in mankind. Everyone appreciates a hearty Yuletide greeting—and so, to all our friends, we add our wish for a

MERRY CHRISTMAS

BLOCKER'S ELECTRIC SHOP



**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



*Price's
CREAMERIES, Inc.*

Bring you once again the rich, nostalgic flavor savored on many a Christmas in the long ago. Enjoy it once again during this holiday season.

**Egg Nog
Mix**



*Christmas Trees
Of Many Kinds*

FROM forests and woodlots of the United States a torrent of green rolls into the cities during pre-holiday weeks as farmers and foresters market their annual crop of Christmas trees.

The twinkling tree which adds holiday cheer to practically every home in the nation is one of America's most invariable domestic habits. As a result, it has brought the Christmas tree business into the realm of "big business." Some 14 million evergreens are required annually. Their retail value has soared into the quarter billion dollar vicinity, the 1946 returns being estimated at 28 million dollars.

Cash returns from the sale of Christmas trees represent only a



small fraction of their value to American agriculture. Thousands of farmers are using the lowly evergreen to anchor sand lands to protect the shifting soil from further erosion.

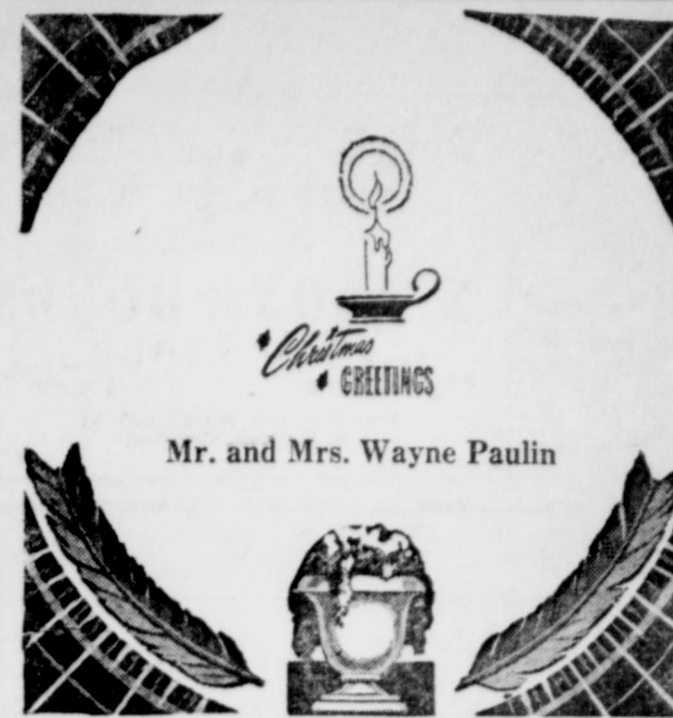
With exception of the prairie lands, virtually every state in the union produces Christmas trees, at least for local consumption.

In the West, Colorado and Montana are the heavy exporters while in the East, the New England states compete with Canadian growers for the American markets. Inland, the heart of the Christmas tree country centers on upper Michigan, northern Wisconsin and Minnesota.

West Point was first occupied by troops during the U.S. Revolutionary War.

Magnesium is only two-thirds as heavy as aluminum and only one-fourth as heavy as steel.

Bauxite, the best source of aluminum, is abundant in all parts of the world.



Mr. and Mrs. Wayne Paulin



• At Christmastime we greet good friends.

If 'neath our roof you've rested, come again and be refreshed. If you have never crossed our threshold, visit us in the months ahead. To one and all we say,

MERRY CHRISTMAS!

FOSTER'S FOOD Store
C. C. FOSTER, Prop.
904 S. First

The Lee Music House

106 South Fourth

CLEARANCE

Starting Friday, Dec. 26—9 a. m.

10 % OFF

On All

Sheet Music and Records

• ★ •
We Must Make Room for New Stock, Which Will Be Arriving for the New Store, Opening About Jan. 15, 1948.

★ • ★
Reduced Prices

On
And Other Musical Items

- Radios
- Record Cabinets
- Pianos
- Record Players



Lee and Frank Wiltse Wish All Their Friends

A Merry Christmas and Musical New Year for 1948

LOOSE LEAF DEVICES AT THE ADVOCATE



Drink It for Health
GIVE IT TO THE BABY
On Sale at
NELSON-POUNDS
FOOD STORE
601 W. Main Phone 76
Produced and Distributed by
A. C. Bush, Carlsbad



Time To Be Happy!

Christmastide is the one time in the year when we should all be as happy as a boy with a bright new sled. So let's light up our faces and our hearts when we light up our trees, and here's wishing for you and your family the happiest Christmas you've ever had.

CORRAL GROCERY

W. T. FRENCH
912 W. Richardson



Christmas
1947

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

RAY F. LEWIS, JR., Manager
113 S. Third Phone 574-W

SEASON'S GREETINGS



In Colonial times Christmastide was the gayest and happiest season of the year... and so it is today. It is our sincere wish that during this Christmas of 1947 the warm, sweet joys of this blessed season may fill your hearts so overflowing.

Motor Port Service Station

Lee Tires — Phillips 66 Products

WHERE'S
Daddy?

By DANIEL F. LINDSAY
KALLY O'NEIL walked slowly up the front steps. Her mother watched her from behind the curtain. Being five years old and having a problem had her near tears. She reached up on tip toes and opened the door.
"Kally, honey. Come in here a minute." Kally pushed the hood of her snow suit back and went into the living room.
"What do you want, Mommie?" She shook her blonde curls free.
"Oh, nothing much," her mother smiled. "I just want to know why my little girl looks so sad?"
"Well, Mommie," she slipped her coat off, "it's that girl down the street."
"Yes, dear, what about her?"
Kally could stand it no longer. She burst into tears and running over laid her head on her mother's lap.
"That girl says," she sobbed, "that there isn't any Santa Claus."
"Well, now," her mother leaned down and gently bit the tip of her ear, "who'd ever believe a tale like that?"
"You don't believe her?"
"Of course not," she smiled down into the worried blue eyes. "We know there's a Santa Claus."
"But she said Daddy was him."
"Oh, pooh. Sit down there on the floor and I'll help you get your snow pants off."
"We could ask Daddy," Kally suggested.
"Yes, we could," she had an inspiration. "Better still we can wait until tomorrow night and see for ourselves."
"We can't!" she sat up in surprise.
"Sure. You go to bed just like always, then when he comes I'll wake you up."



"Santa was just coming out."

She got up from the floor all excited. "You mean we can peek?"
"That's just what we'll do."
"George," she turned to her husband that evening after Kally had been put to bed, "our daughter has quite a problem."
"Women always have problems," he smiled over his newspaper.
"What is it this time?"
"She knows about Santa."
"That's too bad," he pursed his lips, "but what can we do?"
"Get someone to put her toys under the tree while she watches."
"Sure," he laid the paper down, "why couldn't I do it?"
"She heard that you are Santa."
He chuckled. "She isn't the only woman in the family thinks that."
"How about Bob Perkins?" she ignored his attempt at humor. "He's the right build."
"Okay," he agreed. "I'll arrange it in the morning."
"Kally," her mother shook her gently. "Santa is downstairs."
"He is!" she sat up rubbing her eyes. "HE IS!"
"Okay," she slipped out of bed and into her slippers. In the early morning light she looked like a tiny blond elf.
"Put on your robe."
SHE got it and took her mother's hand. They crept down the stairs. Mommie held her back while she made sure Santa wasn't smoking a cigar. He was placing gifts around the tree. She motioned her to look. Kally peeked around the corner with big eyes. Then her head darted back.
"Where's daddy?" she asked in a stage whisper.
They heard footsteps on the stairs. Daddy crept down. Kally peeked around the corner again. Santa was just coming out with an army bar racks bag over his shoulder. The three of them ran and hid behind the staircase. As soon as the front door slammed Kally was up the steps like a shot.
"Hey, Sweetheart," Daddy called after her, "he left the toys in the living room." He stopped as he heard his wife's laughter.
"What's the matter with her?" he glared at her suspiciously. "Don't she like the trick?"
"I'm afraid, dear, that you'll never understand the feminine mind."
"What do you mean... where's she going?"
"To get her coat."
"Her coat... why?"
"She's going down the street to tell the little girl that she's all wet. Because she has just seen Santa in her front room."



Now, when Santa Claus is so busy making children happy and dispensing cheer all over the world, we want to extend a warm and friendly greeting to our friends. Accept our very best wishes for a Christmas season of unalloyed joy and happiness.

Mid West Auto Supply Co.

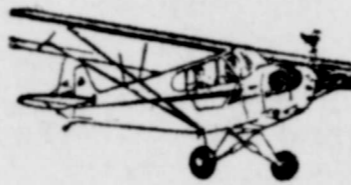
Office Supplies at The Advocate

Merry Christmas

May the glowing lights of Christmas shine upon you all the year long with joy and prosperity.



And Happy Landings



HAZEL
Flying Service

Municipal Airport Phone 396-R1

Sug and Burle Hazel
Herman and Cleo Fuchs
Ted Heidel
Bob and Grace Ehle
Bob Collins
Flag, Rosie, Pooley, and Lil



WE GREET YOU
AT CHRISTMAS

And trust
to offer you Cheer
every day
of the year.

BOYD-COLE MOTOR CO.

Your PONTIAC Dealer

REUNION
AT
CHRISTMAS

By HELEN PETRONE

JANET opened the door to her apartment, thinking as she did so that it had been only a week since Craig and she had shared this apartment they called their "Ivory tower," named that because of its odd shape. It had been a storage room until the housing shortage became prevalent. Then old Mrs. Root, feeling sympathetic toward the plight of Janet and Craig Norris, newly married and homeless, had cleared it out, partitioned it off into two small rooms and rented it to them.
That was just 13 months ago, Janet remembered, dropping her gloves on the table and lighting the lamp with the same gesture. They had been married only three weeks, just long enough to realize they were imposing on Craig's family who were cramped for quarters themselves.
Just a week ago they had the quarrel that had sent Craig from the apartment. It had been a blow



"She sat down at the window and looked out at the dark, starless sky."

to his pride from the day of their wedding that Janet should continue working. She enjoyed her position in the advertising firm where she had risen from a clerk to copy writer in just two years. Since she left the house after Craig in the morning and returned before him at night, she never felt her working interfered in any way with her household duties. But friends had spoiled everything with their snide remarks about "poor Janet still working," and it was more than Craig could bear. "They think I can't support you!" he'd storm at her, but the more he pleaded the more adamant she had become. And now he was gone.

The whole thing seemed so unimportant now. She glanced at the telephone, half-inclined to call him home, but her own recalcitrant nature refused to allow such a move. She turned on the radio instead and pretended the tears that welled in her eyes at the strains of "Silent Night" were merely tears of weariness after the preparation of the office party that morning. Deliberately she opened the dresser drawer to put away last night's ironing. Her souvenir box loomed temptingly before her. Lifting the cover, she stared at the items she had collected: Craig's class ring, exchanged for a diamond after their graduation from college; a pressed orchid, one of those she had carried at her wedding; various cards, Christmas anniversary, birthday, valentine. She picked up a small gift card and read again, "To my dear wife, Janet, on our first Christmas." It was the card with the watch he had given her last year.

TREMBLING, she closed the box and turned quickly from the dresser. She had been a fool, she decided. Without Craig, Christmas could never hold the same meaning for her as it once had. She didn't stop to lock the door for there was nothing of value anyone could steal from her. Even her \$100 Christmas bonus lying on the table went unnoticed. The one thing she must not lose was happiness, and that was no longer in her home with Craig gone.

She hurried into her coat as she started breathlessly down the 3 1/2 flights of stairs. Tears coursed down her cheeks and she prayed with fanatic zeal that she was not too late. As she reached the last flight of stairs, she crashed into a figure who was hurrying up, as oblivious of his surroundings as she. She gasped at the impact, but the man quickly regained his balance and caught her before she could fall. "Janet!" he cried.

She looked at him almost in disbelief. Then, throwing her arms about him she gave full vent to her tears. "Oh, Craig! Darling, I was just coming for you."

He kissed her and held her tightly. "Janet, I've been such a fool, I didn't realize until tonight what an awful thing pride can be. Will you ever forgive me?"

She sighed. "There's nothing to forgive, Craig. I was the one who was wrong. I'm going to quit my job right away."

"No, you mustn't. I don't want to deprive you of any happiness and if you want to work I'm not going to stop you."

She laughed shakily. "We'll argue that out later, shall we?"
Arm in arm they climbed up the stairs.

Will pay cash for clean cotton rags.—Advocate office.



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



May
this Christmas bring
happiness as true,
as that
we have known
in our relations
with you!

BILLY ALBERT & CO.



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



No matter what the language the spirit of Christmas is the same everywhere... in France, in Holland, in Sweden... and in the good old U. S. A. As you celebrate this joyous season in spiritual companionship with people of good will all over the world, it is our hope that this Christmas of 1947 will be the merriest you have ever enjoyed.

Pete L. Loving Agency



**TO FRIENDS
and PATRONS**

To our many patrons and friends we extend our sincere good wishes for continued health and happiness for the holiday season.

YEAGER BROTHERS
Grocery and Service Station

201 W. Chisum St.

**Christmas Has
Its Humor Now**

One of the most charming Yuletide chucklers concerns the pig-tailed youngster who found a pin-cushion among her other gifts on Christmas morning. The little girl then placed this note near the fireplace: "Dear Santa: Thank you very much for your presents. And I always wanted a pin-cushion, although not very much."

Another classic of the season is the one about the woman who stopped to chat with a friend after the Yuletide services, leaving her purse in her pew. When she returned for her purse, she discovered it was gone. However, she quickly found it in the possession of the clergyman.

"I thought I had better hold it," he explained. "There are some in the congregation who don't believe in Santa Claus, but they might consider this purse an answer to their prayers."

A 10-year-old boy, making his first visit at Sunday school during the pre-Christmas season, was held spellbound by the teacher's recital of Biblical stories about the Holy Day and the spiritual meaning of Christmas. Later he was asked to fill out the school's standard questionnaire for new pupils. One of the queries was: "Who will always know where you are?"

The little boy answered it by writing simply: "God."

Invariably revived at the Yuletide season is the yarn about the Scots man who slipped and fell while carrying a bottle of Christmas spirits. On rising he felt something wet running down his leg.

He said to himself: "I hope it's blood."

Almost overcome with joy on Christmas Day when she received two gifts she had most ardently desired—a wrist-watch and a bottle of perfume—little Margaret chattered about the new possessions all day long, wearying her mother of the subject. Guests were expected for dinner and her mother gently admonished Margaret in advance, saying: "Now, dear, everybody knows about your presents and everybody is happy for you. But now we mustn't go on talking about them all the time."

The little girl held her peace at the table throughout the greater part of the meal. A lull occurred in the conversation and, unable to restrain herself, Margaret burst forth: "If anyone hears anything or smells anything, it's me!"

A department store Santa Claus listened to a long recital of requests by a tot, assuring her he would do his best to meet her requirements. Before she left, Santa handed her a bright red apple. "What do you want Santa to do now?" her mother asked.

The moppet promptly snapped: "Peel it!"

**Serbian Christmas
Falls in January**

The Serbian Christmas is rich in its symbolism of Our Lord's birth in Bethlehem. It is celebrated on January 7 in accordance with Julian calendar, established in 46 B. C. and used when Christ was born.

The head of the family brings a small Christmas tree into the house and burns part of it. The sparks signify how the shepherds came into the manger to see the Christ child and warm themselves. In Europe, the Serbs place the unburned part of the tree into the barn or stable to signify fruitfulness.

In another custom, the father leads the family into the house, and they scatter straw over the floor to signify the warmth of the stable.

OUR SINCERE
WISHES
For the
Very Merriest
Of Christmases



And the Happiest New Year Go to
One and All

Treat Your Family to a Real Christmas
Dinner by Dining with Us
Christmas Day

F & J CAFE

205 N. First

**Santa Claus Says:
SAME OLD STUFF**



MERRY Christmas

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



Merry
Christmas
And
Don't Forget
"It Pays
to Play"

THE WESTERNER
GEORGE AKINS



1947
**Greetings
at
CHRISTMAS**

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 1947, and wish you a Merry Christmas.

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



The silent skies are full of speech
For who hath ears to hear;
The winds are whispering each to each.
The moon is calling to the beach,
And stars their sacred wisdom teach
Of Faith, and Love, and Fear.

But once the sky its silence broke
And song o'erflowed the earth,
The midnight air with glory shook
And Angels mortal language spoke,
When God our human nature took
In Christ the Saviour's birth.

And Christmas once is Christmas still;
The gates through which He came,
And forest wild and murmuring rill,
And fruitful field and breezy hill,
And all that else the wide world fill
Are vocal with His Name.

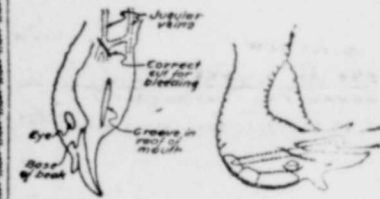
Shall we not listen while they sing
This latest Christmas morn,
And music hear in everything,
And faithful lives in tribute bring
To the great song which greets the King
Who comes when Christ is born?
—Phillips Brooks



**Process for Killing
Turkeys Explained
Proper Slaughtering
And Bleeding Required**

Before killing turkeys, as well as other fowl, see that they have access to water but no feed during the 12 to 18 hours prior to slaughtering. When the turkey shows feed in the crop it will not be graded as quality.

To kill a turkey for market, suspend them by shackles, leaving the wings free. Insert the blade of the killing knife in the turkey's mouth



Proper method of killing a turkey as well as other fowl. —Drawing, Cornell University.

and make one clean cut across the upper part of the throat just back of the junction of the head and neck, as shown in drawing.

Hold the turkey head down, with the beak open, until the blood is well started. With the left hand grasp the head in front of where the cut has been made to prevent the pressure of the fingers from checking the flow of blood. Poor bleeding is indicated by visible blood in the veins and by the dark red appearance of the carcass after picking.

When the blood is flowing freely, thrust the knife blade straight back on a line between the eyes and ears, through the cleft in the roof of the mouth and into the lower lobe of the brain. Give the knife a quarter turn. This kills the bird and loosens the feathers.



**In This Joyous Season
of Christmas**

we want to renew all our old friendships, want each of you to feel your importance to us, and to realize that without you the story would have been quite different. A very Merry Christmas to all of you, friendly people of this community!

**JENSEN AND SON
JEWELRY**



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



**Our Forty-Fourth
Christmas Greeting
To The Artesia Community**

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 1947 the most in Christmas cheer and enjoyment.

**We Will Be Closed From Wednesday, Dec. 24, to
Monday, Dec. 29**

KEMP LUMBER COMPANY
Lowe Wickersham — Raul Juarez — Marshall Belshe



**Merry Christmas
TO
All Our Friends**

It's our pleasure to wish you one and all much happiness. May all your fondest hopes and dreams come true in the year to come... may your Christmas be the best ever. Our very best wishes — our most sincere thanks to you for your appreciated patronage.

C. Gottfried Finke
Your Sign and Display Man



TIME TO HANG UP YOUR STOCKING!

Whether it's Santa Claus, Kris Kringle or Father Christmas, let us hail the patron saint of children on this day of days.

Christmas is the season that, above all others, turns the thoughts of mankind back to the all-enveloping innocence of childhood—away from the pure selfishness and commercialism of the every-day world towards the joys of giving and sharing.

It is in that true spirit of Christmas that we wish for you all the blessings of this joyous season.

CARTER'S CAFE

Mr. and Mrs. G. Taylor Cole



- Again gay carols ring out with their cheery message of holiday joy.
- In the old, old spirit of Christmas, voices of the carolers echo the message of "... tidings of great joy." Thus, too, do we join the carolers in wishing for you the blessed gifts of Peace on Earth, Joy, Good Will to Men.

IRBY DRUG

Your Drug Store in the Carper Building



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.



- We wish we could send a gift to each of you in appreciation of your confidence and friendliness during the past year. Instead, however, we must content ourselves with extending the simple wish that you may enjoy the best life has to offer now and in the months to come.

★ ★ ★

Artesia Pharmacy



While angels hovered overhead, the Star of Bethlehem guided the Three Wise Men to the Manger at Bethlehem. We cannot offer you their gifts of gold, frankincense and myrrh. Our gift must be restricted to the old, but heartfelt wish for all the joys and blessings of the Yuletide season.

ARTESIA LUMBER CO.



By MARY NELSON

"HAPPY new year!" The cry echoed and re-echoed down the street as Penny made her way toward the bus stop. Everywhere about her people were light-hearted and gay and busily wishing their friends good fortune for the coming year. She buttoned her coat at the neck and turned up the collar. It was a bitterly cold day and she told herself she would be happy to reach home and stay in for the night. Let those with pioneer blood go out and stand in the raw wind down at Dayton Circle just to blow a silly horn at midnight ostensibly to usher in the new year.

Penny had always been known at home as a sensible girl with good common sense. She was proud of that reputation and now that she lived in the city alone she was more determined than ever to live up to it. She didn't want to become a sophisticated, worldly wise city girl. Thus, she summed up mentally, it was just as well she didn't.

"Going out tonight, Penny?" The words interrupted her thoughts and she turned to greet Ruby, a fellow worker who was always going out with someone she called "Beanie." You could always tell the status of Ruby's romance by her mood: if she was exuberant to the point of being giddy, she was going to see Beanie that night; if she was quiet and petulant, she hadn't heard from him, and if she was downright rude with a sarcastic twist to every remark she made, then they had quarreled.

Penny smiled. "No, I'm not, Ruby," she replied. Odd that she should feel such emptiness within her as she said the words. She noted Ruby's quick glance of sympathy and it irritated her. "I don't know



"But her foot missed and came down on a sheet of ice."

anyone here," she defended herself. Then added curtly, "And anyway, I wouldn't dream of going out in such ghastly weather."

Ruby shrugged. "Oh, well, if you feel that way about it... happy new year, Penny." She hurried away before the wretched girl could make any response. "Now why did I act so nasty?" she asked under her breath. Ruby hadn't meant any offense—she was simply so wrapped up in her own little world that she felt sorry for anyone who had no Beanie to which to cling. She was essentially a generous person and now Penny had deliberately hurt her.

AS SHE stood in the middle of the sidewalk, angry and discouraged, she saw her bus speeding recklessly down the street and without another thought to anything else she hurried toward the corner. "Wait, oh, wait!" she called, running breathlessly. No one else was waiting, however, and he careened sharply off the curb, hurrying on his way. "Oh, dear!" She burst into tears at this new disappointment and reached blindly for the curb.

But her foot missed and came down on a sheet of ice sending her into an astonished heap in the street.

For a moment she was too stunned to move. She heard footsteps hurrying toward her and managed to sit up dazedly. A man knelt down beside her but his face was a blur of features. "Take it easy," he admonished, placing an arm across her back. She tried to focus her eyes upon him and hadn't quite succeeded when he cried, "Penny! Why, Penny Lindsay! What in the world are you doing out here?"

And then everything cleared and she saw the handsome, blond features of a former school friend. "Oh, Alan!" Tears tumbled over each other in hasty exit. He helped her to her feet. "Gee, it's good to see someone from the old home town. I've been so doggone lonely," he told her, manipulating the handkerchief skillfully around her nose and eyes.

"I'm lonely, too," she gasped. "I've only been here a month."

"Say! What are you doing tonight? Anything?"

"Nothing." Her heart skipped a beat in anticipation.

"Then why don't we go somewhere and talk over old times? Gee, I'm dying to hear some gossip about the Turners and the Mitchells and all the rest." Will you, Penny?"

And Penny smiled happily this time. "Yes, Alan. Even this ghastly weather couldn't stop me from talking over old times with you."

Will pay cash for clean cotton rags.—Advocate office.



● Christmas is not all tinsel and tissue or colored lights and merriment. 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 Employes

OFFICE SUPPLIES AT THE ADVOCATE



To you and yours this Yuletide season, we extend our sincere good wishes for a Merry Christmas.

A Christmas of joy and contentment; of peace, good cheer and happiness—that is our wish for you this joyous holiday season.

WOOD & UNDERWOOD PIE CO.

"Woodie's Tasty Pies"



★ ★ ★

WITH PEACE AND PROSPERITY, WE SHOULD ALL BE HAPPIER THAN EVER THIS YEAR. DURING THE CHRISTMAS SEASON, LET'S TRY TO FORGET OUR CARES. FOR OUR PART, WE WANT TO ADD OUR FELICITATIONS TO THE MANY OTHERS YOU ARE RECEIVING, BY WISHING YOU A VERY MERRY CHRISTMAS—THE

Happiest Christmas Ever!

★ ★ ★

MILEY IMPLEMENT CO.



Christmas of 1947 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 Wallace Johnson, Treas. Roscoe Fletcher, Trustee
 J. L. Taylor, Vice Pres. S. O. Higgins, Trustee Otto Wood, Manager
 Roger Durand, Secretary H. V. Parker, Trustee Neil B. Watson, Attorney



ROVER WAITS FOR CHRISTMAS . . . He knows that Santa is not going to fall him, and that before long the genial saint will drop down the chimney and leave presents for all good boys, girls and dogs.

THE OLD HOME TOWN By STANLEY



Treating Trees To Preserve Needles

Dropping needles or leaves of Christmas trees, which strip the trees of color and litter the floor, long have been a Yuletide bane. Therefore, the discovery of the New York State College of Forestry that waterglass spray will prevent the spruce leaves from falling comes as welcome news to family and housewife alike.

Besides preserving the foliage, the waterglass spray adds to the decorative effect of the spruce by leaving a slight silver sheen to the green of the needle-like leaves. The waterglass also has been found to be a good fire retardant.

The college found that the shedding of spruce leaves also can be retarded by placing the base of the tree in a bucket of moist earth, peat moss or water. Users have reported the success of this treatment.



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

SANITARY BARBER SHOP

ADVOCATE WANT ADS GET RESULTS



for an old fashioned CHRISTMAS

Santa is at the throttle and good fellowship has the right of way. Full speed ahead for the

Merriest Christmas
of them all!

ARTESIA LAUNDRY & CLEANERS



A star in the sky

a light in the window, and hope in the heart! It's Christmas again, good folks of this community . . . the season when even strangers nod at you and smile. So we are sending you these wishes for Christmas cheer and happiness in your home.

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 that peace reigns supreme. 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 year; 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 1948

DOC LOUCKS

Christmas Greetings



On this happy day when hearts beat fast with all the joys that come only in this Yuletide season, we want to extend our sincere wishes for all good things and express to one and all our sincere thanks for your patronage and kind co-operation in the past — our hope to serve you better than ever in the future.



THE COFFEE SHOP WILL BE CLOSED CHRISTMAS DAY

ARTESIA HOTEL COFFEE SHOP

MARVIN BROWN, Manager

THE SEASON'S GREETINGS

And All Good Wishes From

COX MOTOR CO.



Gasoline and Diesel
GMC TRUCKS

Chrysler & Plymouth
Automobiles

McClay Furniture Store



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ARTESIA LUMBER CO.



By MARY NELSON

"HAPPY new year!" The cry echoed and re-echoed down the street as Penny made her way toward the bus stop. Everywhere about her people were light-hearted and gay and busily wishing their friends good fortune for the coming year. She buttoned her coat at the neck and turned up the collar. It was a bitterly cold day and she told herself she would be happy to reach home and stay in for the night. Let those with pioneer blood go out and stand in the raw wind down at Dayton Circle just to blow a silly horn at midnight ostensibly to usher in the new year. Penny had always been known at home as a sensible girl with good common sense. She was proud of that reputation and now that she lived in the city alone she was more determined than ever to live up to it. She didn't want to become a sophisticated, worldly wise city girl. Thus, she summed up mentally, it was just as well she didn't.

"Going out tonight, Penny?" The words interrupted her thoughts and she turned to greet Ruby, a fellow worker who was always going out with someone she called "Beanie." You could always tell the status of Ruby's romance by her mood: if she was exuberant to the point of being giddy, she was going to see Beanie that night; if she was quiet and petulant, she hadn't heard from him, and if she was downright rude with a sarcastic twist to every remark she made, then they had quarreled.

Penny smiled. "No, I'm not, Ruby," she replied. Odd that she should feel such emptiness within her as she said the words. She noted Ruby's quick glance of sympathy and it irritated her. "I don't know



"But her foot missed and came down on a sheet of ice."

anyone here," she defended herself. Then added curtly, "And anyway, I wouldn't dream of going out in such ghastly weather." Ruby shrugged. "Oh, well, if you feel that way about it... happy new year, Penny." She hurried away before the wretched girl could make any response. "Now why did I act so nasty?" she asked under her breath. Ruby hadn't meant any offense—she was simply so wrapped up in her own little world that she felt sorry for anyone who had no Beanie to which to cling. She was essentially a generous person and now Penny had deliberately hurt her.

AS SHE stood in the middle of the sidewalk, angry and discouraged, she saw her bus speeding recklessly down the street and without another thought to anything else she hurried toward the corner. "Wait, oh, wait!" she called, running breathlessly. No one else was waiting, however, and he careened sharply off the curb, hurrying on his way. "Oh, dear!" She burst into tears at this new disappointment and reached blindly for the curb.

But her foot missed and came down on a sheet of ice sending her into an astonished heap in the street.

For a moment she was too stunned to move. She heard footsteps hurrying toward her and managed to sit up dazedly. A man knelt down beside her but his face was a blur of features. "Take it easy," he admonished, placing an arm across her back. She tried to focus her eyes upon him and hadn't quite succeeded when he cried, "Penny! Why, Penny Lindsay! What in the world are you doing out here?"

And then everything cleared and she saw the handsome, blond features of a former school friend. "Oh, Alan!" Tears tumbled over each other in hasty exit. He helped her to her feet. "Gee, it's good to see someone from the old home town. I've been so doggone lonely," he told her, manipulating the handkerchief skillfully around her nose and eyes.

"I'm lonely, too," she gasped. "I've only been here a month."

"Say! What are you doing tonight? Anything?"

"N-nothing." Her heart skipped a beat in anticipation.

"Then why don't we go somewhere and talk over old times? Gee, I'm dying to hear some gossip about the Turners and the Mitchells and all the rest. Will you, Penny?"

And Penny smiled happily this time. "Yes, Alan. Even this ghastly weather couldn't stop me from talking over old times with you."

Will pay cash for clean cotton rags.—Advocate office.



● Christmas is not all tinsel and tissue or colored lights and merriment. 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



To you and yours this Yuletide season, we extend our sincere good wishes for a Merry Christmas.

A Christmas of joy and contentment; of peace, good cheer and happiness—that is our wish for you this joyous holiday season.

WOOD & UNDERWOOD PIE CO.

"Woodie's Tasty Pies"



★ ★ ★

WITH PEACE AND PROSPERITY, WE SHOULD ALL BE HAPPIER THAN EVER THIS YEAR. DURING THE CHRISTMAS SEASON, LET'S TRY TO FORGET OUR CARES. FOR OUR PART, WE WANT TO ADD OUR FELICITATIONS TO THE MANY OTHERS YOU ARE RECEIVING, BY WISHING YOU A VERY MERRY CHRISTMAS—THE

Happiest Christmas Ever!

★ ★ ★

MILEY IMPLEMENT CO.



Christmas of 1947 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 Wallace Johnson, Treas. Roscoe Fletcher, Trustee
 J. L. Taylor, Vice Pres. S. O. Higgins, Trustee Otto Wood, Manager
 Roger Durand, Secretary H. V. Parker, Trustee Neil B. Watson, Attorney



ROVER WAITS FOR CHRISTMAS . . . He knows that Santa is not going to fail him, and that before long the genial saint will drop down the chimney and leave presents for all good boys, girls and dogs.

THE OLD HOME TOWN Reprinted by permission of the author. By STANLEY



Treating Trees To Preserve Needles

Dropping needles or leaves of Christmas trees, which strip the trees of color and litter the floor, long have been a Yuletide bane. Therefore, the discovery of the New York State College of Forestry that waterglass spray will prevent the spruce leaves from falling comes as welcome news to family and housewife alike.

Besides preserving the foliage, the waterglass spray adds to the decorative effect of the spruce by leaving a slight silver sheen to the green of the needle-like leaves. The waterglass also has been found to be a good fire retardant.

The college found that the shedding of spruce leaves also can be retarded by placing the base of the tree in a bucket of moist earth, peat moss or water. Users have reported the success of this treatment.

ADVOCATE WANT ADS GET RESULTS



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

SANITARY BARBER SHOP



Santa is at the throttle and good fellowship has the right of way. Full speed ahead for the **Merriest Christmas** of them all!

ARTESIA LAUNDRY & CLEANERS



A star in the sky

a light in the window, and hope in the heart! It's Christmas again, good folks of this community . . . the season when even strangers nod at you and smile. So we are sending you these wishes for Christmas cheer and happiness in your home.

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 that peace reigns supreme. 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 year; 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 1948

DOC LOUCKS

McClay Furniture Store

Christmas Greetings



On this happy day when hearts beat fast with all the joys that come only in this Yuletide season, we want to extend our sincere wishes for all good things and express to one and all our sincere thanks for your patronage and kind co-operation in the past — our hope to serve you better than ever in the future.



THE COFFEE SHOP WILL BE CLOSED CHRISTMAS DAY
ARTESIA HOTEL COFFEE SHOP
 MARVIN BROWN, Manager

THE SEASON'S GREETINGS

And All Good Wishes From

COX MOTOR CO.



Gasoline and Diesel
GMC TRUCKS



Chrysler & Plymouth Automobiles

Merry Christmas

To All



CHICKS

It's Time to
ORDER
Checker Chix
(Baby Chicks)
NOW
For Delivery When You Want Them

F. L. WILSON
Feed & Farm Supply Store

Sherwin-Williams Paints
Purina Chows — Baby Chicks

111 S. Second Phone 24

The Yule Log



The bringing in of the yule log originated in England during medieval times. The log was dragged into the great hall at the beginning of the Christmas feast and was the occasion of the rendering of the Christmas toast, which is, in part: "This yule log burns. It destroys old hatreds and misunderstandings. Let your envies vanish, and let the spirit of good fellowship reign supreme for this season and through all the year."

The yule log represents "Peace on earth, good will toward men."

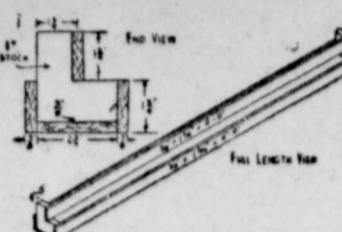
TO OUR MANY FRIENDS



a Season of Joyous Christmas 1947

... AND MAY THE SPIRIT OF THIS DAY LINGER ON, BRINGING CHEER AND COMFORT LONG AFTER CHRISTMAS DAY ITSELF IS GONE.

Baby Chick Feeders



Preventing waste of feed is always important. Easily-built feeders of wood will help prevent waste of feed. This Washington State college design can be built at little cost. It will serve 100 chicks for their first 10 days.

New Poison Reported More Potent Than DDT

An insect poison four times as potent as DDT against certain insects has been discovered. Called synklor, it is particularly powerful against such household pests as roaches, ants, moths and carpet beetles. Hordes of grasshoppers in recent years also have bowed to this new chemical. It has proven effective for hard-to-kill German roach as well as weevils, aphids, lice and ticks.



Christmas Cheer

To you and your beloved ones we wish a merry, heart-warming Christmas and a successful smile-ful New Year.

THE MODERN SHOP



Wishing All Our Friends and Patrons A Very Merry Christmas

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

THE FLOORE FLORAL CO.

1004 W. Quay Phone 312

Children's Gifts For Christmas

THERE'S more to buying toys than merely getting something for a youngster to play with. Home management specialists emphasize five points worth remembering in purchasing playthings for children:

1. Safety. Keeping the age of the child in mind, youngsters should not be given a sharp knife, chemistry set, air rifle or a tool kit until they are old enough to handle them with care. Electric train equipment should be kept in good repair to prevent shock or burn. Infants should be guarded against whistles with removable mouthpieces, stuffed animals with pin or button eyes, wheels and strings not securely fastened, and small nailing.
2. Cleanliness. Toys should lend themselves to being cleaned without damage.
3. Construction. Well made toys are capable of much wear and tear, with fragile playthings encouraging destructiveness in a child.
4. Versatility. A toy that offers many imaginative uses will intrigue a child longer. Blocks of various shapes and sizes have more construction possibilities than the usual sets.
5. Variety. Toys of different sizes, shapes, textures and colors develop different muscles and different kinds of interests.

Too many toys, like no toys at all, are a mistake. The child is distracted by the variety and not given the opportunity to develop the potentialities of the toys he has. It must also be appreciated that the price of a toy does not determine its real value since a cheap plaything may provide a youngster with as much enjoyment as a more expensive one.



ARTESIA TRUCK & SUPPLY



To one and all—we wish the joys of the Christmas Season. Good cheer, good health and much happiness.

Keys Men's Wear

Christmas Greetings

To Our Many Customers and Friends At This Happy Holiday Season. May Your Joy Be Complete AND ALL GOOD WISHES

MILLS RADIATOR UPHOLSTERY

South First St. Phone 55-J

foot fatigue

... A DANGER SIGNAL

Foot fatigue is usually caused by improperly fitted shoes that cramp or strain young feet. Play safe with Weather-Bird Arch Helpers... designed to guard growing feet.



WEATHER-BIRD Arch Helper SHOES

LET US ALL WORSHIP
The True Spirit of Our Savior
A Merry Christmas
And
A Happy New Year

Artesia Shoe Store
ARTESIA'S FAMILY SHOE STORE
114 W. Main Phone 668-W

Merry Christmas

Bohemian: Vesele Vanoca.
Czech: Stansi Vanoca.
Dutch: Gelukkig Kerstmis.
Finnish: Hauskaa Joulua.
French: Joyeux Noel.
German: Frohliche Weihnachten.
Greek: Kala Christougenna.
Italian: Buon Natale.
Norwegian: Glaedelig Jul.
Polish: Wesołych Swiat Bozego Narodzenia.
Romanian: La multani ou Sanctate.
Russian: Dudushka Moroz.
Spanish: Felices Pascuas.
Swedish: God Jul.
Chinese: Hsi lo Yeh so chiang sheng jih!

traditional carol

There were three wise men from afar
Directed by a glorious star,
And on they wandered night and day
Until they came where Jesus lay.
And when they came unto that place
Where our beloved Messiah was
They humbly cast them at his feet
With gifts of gold and incense sweet

Complete sets of all sizes of loose leaf paper for loose leaf binders at Advocate.

SUBSCRIBE TO THE ADVOCATE



1947
to you Merriest CHRISTMAS

We wish to acknowledge our appreciation to the public for the confidence shown our firm in 1947, and for the splendid volume of business which we have enjoyed.

Wishing You All a Very Merry Christmas and the Happiest of New Years

Kiddy-Linell Agency

Christmas Cheer

Once again the joyous spell of Christmas is cast over us, as we hurry about with gifts for those we love. That warm glow we get from giving at this holy season cannot be duplicated at any other time of the year. It is our sincere wish that a full measure of happiness may be yours, this Christmas of 1947.

We Especially Extend
Season's Greetings and Congratulations
To the Local Building Contractors
Who Have Done and Are Doing Their Part in the Building Program in Artesia, Thus making It a Merrier and Happier Place to Live

- Charles Brown ● Leon Clayton
- George Frisch ● Tom Heflin ● M. G. Losee
- Walter Nugent ● B. G. Robinson

BURNWORTH-COLL CO.

Authorized **LENNOX** Dealer

The Artesia Advocate

PUBLISHED BY ADVOCATE PUBLISHING CO. Established August 29, 1903. The Pecos Valley News-The Artesia American-The Artesia Enterprise

NATIONAL EDITORIAL ASSOCIATION 1947 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.

Subscription Rates, Payable in Advance. One Year (in Artesia Trade Territory) \$2.50. One Year (Outside Trade Territory But Within New Mexico) \$3.00. One Year (Outside State) \$3.50.

Is There A Santa Claus?

FIFTY YEARS AGO this week little Virginia O'Hanlon of New York wrote a letter, the answer to which has become a newspaper classic. It was the answer to her question, "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.

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?

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.

The Star of Bethlehem. THE STAR OF BETHLEHEM has been an inspiration to men for nearly two thousand years, as a manifestation of God and guiding a world to His Son.

Another way of learning new words: Ask a taxi driver to change a twenty—Amarillo News. Stalin will be best known as the man who no's best.—Pathfinder.

Government officials claim that the last Congress saved from one and a half to five and a half billion dollars in expenditures. That's within four billion dollars of it one way or the other, which is reasonably close bookkeeping for Washington.

How to tell ladies from men, when both are wearing pants: The one who is listening is a man.

World Needs Christmas

IF THERE EVER WAS A TIME when the world needed Christmas, this is the year. Perhaps the world needed Christmas before and it has had Christmas but it didn't leave the lasting impression and the result that is needed more badly today than ever before.

Perhaps it is an old-fashioned Christmas—a Christmas which brightens the lives and renews the hopes of all individuals and those of all creeds, all faiths and all denominations.

As a world we need to appreciate the Christmas season. We need to realize that its meaning during Christmas season is a meaning, which we need as a people every day in the year and the year around.

How's Your Business? THE ARTESIA ADVOCATE has devoted and does devote considerable space each year to its pleas to buy and trade at home.

Enlisted Reservists Are Wanted To Serve As War Dead Escorts. All enlisted reservists who hold the rank of corporal or above and are interested in active duty within the Fourth Army Area with escort detachments for the return of World War II dead, are urged to contact the Organized Reserve Headquarters, city hall, Roswell.

Two-ring, zipper case binders for the school boy or girl. Durable imitation leather cases. —Advocate Office Supply.

Artesia Lodge No. 28. A. F. & A. M. Meets Third Thursday Night of Each Month. Visiting members invited to attend these meetings.

Artesia Credit Bureau. DAILY COMMERCIAL REPORTS AND CREDIT INFORMATION. Office 307 1/2 West Main Entrance on Roselawn PHONE 37

As Artesia Grows

TWENTY YEARS AGO (From The Advocate Files for Dec. 22, 1927). Four inches of snow fell on Artesia and vicinity, which meant that there would be a "white Christmas" for Artesia.

W. E. Rasgdale had prepared a sample of his home-grown tobacco and sent it to a snuff company for a test.

C. E. Mann was announced as a candidate for Eddy County commissioner.

The hay barn of Charlie Rogers burned, destroying both hay and barn.

Artesia basketeers lost to Lake Arthur 15-27.

"Dear Santa: I have moved so please bring my things to 511 Dallas Street. Wilma Paton."

Jess Wheeler and W. G. Grossett were pictured as pioneers in connection with the first railroad line to reach the Pecos Valley.

The Advocate was extending wishes of health, happiness, and success to all its readers.

The Community Chest was in dire need of more funds to carry out the Christmas plan of helping the destitute families during and after Christmas.

TEN YEARS AGO (From The Advocate Files for Dec. 23, 1937). Mr. and Mrs. Jim L. Ferguson and family left the latter part of the week for Beaumont, Tex., to visit relatives.

Rev. S. M. Morgan spoke to the Rotary Club on "Christmas Spirit" at a Rotary luncheon.

Mr. and Mrs. R. A. Shugart and family will leave the latter part of this week to spend the holidays with relatives in Indiana.

The Boy Scout district meeting was held here Dec. 16 at the Presbyterian Church.

Mrs. Howard Gissler entertained the Thursday Afternoon Bridge Club with a turkey dinner.

The Baptist Church presented a Christmas cantata with solos and duets sung by Miss Lela Bess Mann, Dorothy Gilmore, Rev. S. M. Morgan, and William Mayer.

Some of the letters written to Santa Claus that you were from Bert Shipp, Jr., Elizabeth Jackson, A. R. Hartley, John Yates, Otis Brown, and Pat Coor.

Dear Santa: I have been good. I want a gun, holster, and belt, cowboy suit, hat, boots, rocking pony. Love, Marion Roy Heald

Dear Santa: I have been good. I want a cowboy suit, bicycle, holster and guns. Bring me and my brother some nuts and candy. Thank you. All our love, Danny Heald

Dear Santa: I have been good. I want a gun and holster, notebook, book, satchel, gloves, lunch pail, apples, oranges, nuts, and candy. Jimmie Malicoat

Ledger outfits, large and small, from two to 30 columns, and special bookkeeping set-ups.—Advocate Office Supply.



Letters To Santa

Dear Santa: I am a little boy 5 years old. Will you please bring me a wagon, a racer car, an airplane, a pair of cowboy boots, and a cowboy hat for Christmas.

Dear Santa: Please bring me a ball, drum, ducks, hammer set, a little train. I have been a good boy, so bring me these toys. Love, Bob Gilchrist

Dear Santa: Will you please bring me a toy bank and a doll with some clothes and some "teeters" for Christmas. Don't forget, Good-bye, Santa. Elva Leaton From

Dear Santa: Please bring me a bicycle. Please bring my sisters some rubber dolls. Your friend, Austin Pennington

Dear Santa: Please bring me a rubber doll. Bring my little sister one too. Bring my brother a bicycle. Bring us all some nuts and candy. I am in the second grade. I am seven years old. I go to Oilfield School. Your friend, Edna Pennington

Dear Santa: I have been good. I want a gun, holster, and belt, cowboy suit, hat, boots, rocking pony. Love, Marion Roy Heald

Dear Santa: I have been good. I want a cowboy suit, bicycle, holster and guns. Bring me and my brother some nuts and candy. Thank you. All our love, Danny Heald

Dear Santa: Please bring me a gun and holster and wind-up racer, notebook, book, satchel, gloves, lunch pail, apples, oranges, nuts, and candy. Jimmie Malicoat

New shipment of typewriter ribbons for standard machines at Advocate.

More Meat Is Being Raised On Ration Of Grass

More meat from grass and less from grain as a part of the program to save grain to share with the hungry of Europe has been made possible through the Agricultural Conservation Program.

According to Roy Forehand, chairman of the Eddy County Agricultural Conservation Committee, many ranchers have been able nearly to double their production from the same area as a result of carrying out soil and water conservation practices on the range.

He said that few people are aware of the great amount of conservation carried out on the range. Under the 1946 Agricultural Conservation Program, for instance, ranchers—most of them in the 13 Western states—carried out the grazing land-management practice on 94,849,000 acres.

The Rural Electrification Administration now serves more than two million consumers in the U.S. About 75 per cent of these live on farms.

Wind Erosion Is Menace To Third Of Acres

Wind erosion is a menace to three acres out of every 10 in the United States, according to C. V. Hemphill, New Mexico PMA chairman. "It is hard to realize that the Great Plains which contributed so much to the record-breaking wheat crop of 1947 is all subject to wind erosion; there are 400 million acres in the Great Plains and another 200 million acres or more west of the Rocky Mountains that are subject to blowing."

The chairman explained further that the reason these soils blow is that there is not enough vegetation growing on them to serve as a binder. Limited moisture is responsible for the limited growth. Moisture conservation, contends the chairman, therefore, is one of the most important operations carried on by whoever controls these lands, farmers, ranchers, or the government.

This conservation authority says that a review of longtime weather records indicates a real possibility that the Great Plains Area of the Southwest may be entering a period of moisture deficiency of several years duration. He points out, however, that this is not a prediction, only a possibility and a warning to be prepared in the event dry weather continues.

To be prepared, he encourages a system of farming that will maintain a continuity of ground cover, incorporate the greatest possible amount of crop residue into the surface soil, initiate permanent protective measures, such as terraces and contour strip farming, perform all tillage and seeding on the contour, and use, in time, the tillage measures the emergency situations may dictate.

Personalized Christmas greeting cards. Large selection in stock. Place your order early.—Artesia Advocate.

CLARENCE E. FISCHBECK CONSULTING ENGINEER. Engineering—Surveys—Maps—Estimates—Reports. Ozalid White Prints—Photo Copies—Oil Well Locations. Pipe Line Surveys. Registered Professional Engineer in New Mexico, Texas, and Oklahoma. 500 W. Main St. Artesia, N. M. Phone 475-B

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EMERGENCY. Fire, Police, Tell Central, or Call Red Cross, Ambulance, Artesia Auto Co., Wrecker Service, ELECTRICAL REPAIRING, Doc Loucks, Rewinding All Kinds, 107 Quay, FEEDS, E. B. Bullock, Feed, Flour, Coal, Seeds, WELDING, Ferguson Welding Service, COMMERCIAL PRINTING, Artesia Advocate, 316 W. Main—Call Us.

Two-drawer, legal and size filing cabinets. —Advocate Office Supply. Dr. B. G. NOFFLETT CHIROPODIST FOOT SPECIALIST. Medical and Surgical Treatment of the Feet. Corrective Arch Supports. 1101 W. Mermod at Elm. Carlsbad, N. M. Phone 500

Clarence Kepple Post. AMERICAN LEGION. Meets First Monday in Each Month, Veterans Memorial Building, P. M.

C. GOTTFRIED FINE Signs and Displays. Phone 390-R3

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GEO. E. CURRIER Bonds and Insurance. CURRIER ABSTRACT COMPANY (Bonded and Incorporated). Booker Building. Phone 500

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Arm Briefs

By Dallas Rierson
Eddy County Agent

Machinery costs so much and is necessary in modern farming it should be given the best of all machinery and equipment should be housed for winter. Before it is put inside, it should be carefully inspected for needed repairs, and new parts ordered and put on before spring. All machinery should be cleaned of dirt, trash, and excess grease. Cover plow bottoms and other bright parts with grease or protective material. Drain cases of old oil. Machines with rubber tires should be checked up to take the load off tires.

If your farm is an average one, it has more than five hundred dollars invested in fences. At present prices, that means it

would cost about fifteen hundred dollars to replace them. So it will pay you to give a little extra time to building solid fences. Good corners are the key to strong fences. A deep posthole is the first step in building a good corner. By doubling the hole depth, you get a corner post that is four times as solid. Set the corner post to a depth 10 times the diameter of the posts. Using extra large posts doesn't increase the strength of corners very much. A six-inch corner post with five inches for the two next to it will do very well. They should be about nine feet long.

Here is a summary of the dairy and poultry recommendations of the grain feed conservation program, which is aimed to save grain for export to the hungry peoples of Europe and Asia:

Major points in the program for dairymen are maintaining dairy production through the rest of this year to meet the public need during the critical fall milk shortage, by efficient use of all roughage the cows can eat and by feeding grain strictly according to their individual production, following the best maximum use of the feed, and culling cows with no future usefulness in the herd. Poultry recommendations emphasize systematic culling of poultry by marketing pullets and hens not laying, full feeding of remaining layers to get highest possible production, salvaging by canning or freezing the cull poultry which the market cannot absorb, and

where possible, slaughtering turkeys as soon as ready for the market and storing, instead of continued feeding.

Don't let milk stand on your doorstep or kitchen table too long after delivery. Delay in refrigeration robs milk of food values and hastens spoilage.

Service Is To Sponsor State Flying Farmers

The New Mexico Extension Service took to the air when Associate Director G. L. Boykin announced that the agricultural organization will sponsor the rapid-

Christmas Held Twice Yearly

If children instead of their parents were allowed to choose the family homestead, the tiny fishing village of Rodanthe, N. C., would become a metropolis overnight. Here, a place they celebrate two Christmases every year.

Santa Claus, his reindeer scampering over the sands of North Carolina's outer banks, makes his first stop in Rodanthe during his annual world tour on the night of December 24. Hardly have the children recovered from their oversupply of candy and wild duck when Santa returns in time for "Old Christmas," which for hundreds of years Rodantheans have celebrated on January 5. This time, however, Santa is accompanied by a menagerie, known as "Old Buck,"

ly-growing Flying Farmers Association in this state.

The sponsorship grew out of a request of the New Mexico Flying Farmers Association at its second annual convention at Carrizozo. In taking the Flying Farmers Association under its wing, the Extension Service will instruct its county agents and specialists to teach the benefits to be gained from use of airplanes in farming and ranching, Boykin said. "We shall also acquaint farmers and ranchers with the objectives, and the regulations of the New Mexico Flying Farmers Association," he added.

"The flying farmer is the most mechanized farmer in the world today. The fact that he has adopted air travel is proof enough that he is progressive. Besides its value in spraying insecticides, the plane is extremely valuable in locating or feeding livestock, especially in the winter, when snow may make surface travel impossible."

One objective of the NMFFA

is to promote the development of landing strips on farms and ranches in order to encourage air travel in rural areas, Boykin said. One of the resolutions passed at the Carrizozo convention asked that New Mexico A. & M. College keep its airfield landing strips in good condition so that farmers and ranchers can take off on their frequent visits to the college.

All sizes and styles of rent receipt books at Advocate office.

Esterbrook, the universal, inexpensive students' fountain pen variety of points.—Advocate Office Supply

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

IN THE MATTER OF THE ADMINISTRATION OF THE ESTATE OF CHARLIE BUCK, DECEASED.

No. 1443
NOTICE OF APPOINTMENT OF

ADMINISTRATOR
Notice is hereby given that the undersigned has been appointed as Administrator in the administration of the estate of Charlie Buck, deceased, by the Honorable Xury White, Probate Judge of Eddy County, New Mexico, and has qualified as such.

against said estate are hereby notified to file or present the same within six months from December 11th, 1947, the date of the first publication of this notice, or the same will be barred.

Noah Buck,
Administrator

50-41-1

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Whether for a Snack or a Complete Lunch

Featuring

SPANISH DISHES

and

HOME MADE PIES

Sandwiches and Short Orders

HI-WAY CAFE

515 S. First

EDDIE and LELA

Phone 495



These Great FEDERAL TRUCKS
Are Now Available On Short Notice
BUSH-SAUNDERS CO.
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Phone 574-W

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

CHRISTMAS
1947
Same Old Wish

Year after year we have been wishing our friends a Merry Christmas, each year hoping to make our message a little warmer, a little more personal.

It is with some such thought as this that we now add this "Merry Christmas" to the many that have gone before, with the hope that it will find you abundantly blessed with everything that the magic wand of Christmas can bestow.

Russell Auto Supply Co.



who takes care of the bad children while Santa administers to the good. The historical background of "Old Christmas" is uncertain. It may be a throwback to the Gregorian calendar or it may have started as a celebration of the Twelfth Night—when the wise men came to Bethlehem bearing gifts for the Christ child—that somehow got off schedule a day. Elsewhere the Twelfth Night is celebrated on January 6. But those celebrations are far different from Rodanthe's "Old Christmas," which only in recent years has been supplemented by the observance of December 25.



The poinsettia has no Christmas legend and its adoption as a symbol or decoration for Christmas is of recent origin. In Spain it is known as the flor de noche-buena, and is connected with the sentiment of Christmas.

Its beautiful flaming star is one of the favorite flowers of the Christmas season, and its use as an indoor decoration is universal.

CHRISTMAS remembrance



To Wish For You Loads of Good Cheer and Happiness At Christmastime

Paul's News Stand
S. Roselawn



And Thou, Bethlehem

This is Bethlehem as it appears today, built upon the ruins of the ancient town in Palestine. The highway in the foreground follows approximately the course of the old road running south from Nazareth.

Along this ancient thoroughfare trudged Joseph and Mary, on their way to Jerusalem to be taxed. Wearied with their journey, they spent the night in a kham at Bethlehem. Here Mary's child was born, and they called his name Jesus.

For the prophet had said: "And thou Bethlehem, in the land of Judah, art not the least among the princes of Judah; for out of thee shall come a Governor who shall rule my people Israel."

The incidents at Bethlehem that first Christmas morning when Jesus was born, have more profoundly affected human life than any other event in world history. For the spirit of that humble child has become the most potent influence in modern life.

Millions of churches, dedicated to the worship of God, are founded upon the faith born at Bethlehem. And countless millions of people turn to that faith for strength and comfort in life, and for hope of a better life beyond the grave.



THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend and support the church of his choice. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Copyright 1947 by W. B. Keizer, Strasburg, Virginia

This series of ads, published under the auspices of the Artesia Ministerial Alliance, is sponsored by the following individuals and business establishments:

Kemp Lumber Company

Mann Drug Company

Nelson-Pounds Food Store

Yeager Brothers Grocery

Artesia Abstract Company

Southern Union Gas Company

E. B. Bullock

New Mexico Asphalt & Refining Co.

Central Valley Electric Coop. Inc.

Bolton Oil Company

Southwestern Public Service Company

Currier Abstract Co.

Carter's Cafe

Artesia Shoe Store

Big Jo Lumber Co. of Artesia

SOCIETY

Miss Mary Lou Cunningham Becomes Bride Of Eugene Buck On Sunday

A candlelight double-ring ceremony, at which Rev. S. M. Morgan officiated, united Miss Mary Lou Cunningham, daughter of Mr. and Mrs. W. D. Cunningham, and Eugene Buck, son of Mr. and Mrs. Noah Buck, Sunday afternoon at the First Baptist Church.

The altar was flanked by baskets of pale pink and white snapdragons and tall candelabra.

The bride, who entered on her father's arm, was glowing in a slipper satin, long-trained wedding gown. The sleeves were cala pointed and the dainty waist had an insertion of seed-pearl design. The sweetheart neck was fastened at the top with "self" buttons, which cascaded down the back to the waistline. Her fingertip veil had a soft edging of lace. It was fastened in her hair with a halo of seed pearls.

She carried a bouquet of vanda orchids tied with white satin ribbons, which showered down to her knees. This was placed on top of a small white Bible. Sprays of heather were added to the bouquet for luck.

For something old and borrowed, she carried a handkerchief, which has been in the bridegroom's family 38 years.

The bridegroom presented her a single strand of pearls to wear as something new. A blue garter was worn for something blue.

The couple was attended by Bob Smith and Miss Doris Exum. Miss Exum wore a pastel green, marquisette gown and carried a bouquet of small pink chrysanthemums with a few fastened in her hair.

Connie Lee Cunningham, a niece of the bride, was the flower girl. She was costumed in a pink dress with pink flowers in her hair.

The ushers were Ray Bell of Roswell and Wade Shipley. Mr. Bell lighted the candles.

Mrs. Helen Henson played the traditional wedding march and recessional. She also accompanied Miss Helen Beaty as she sang, "I Love You Truly" and "Ah, Sweet Mystery of Life."

Bridesmaids were Misses Joann Livingston and Betty Blue. They wore matching pink net dresses and carried cream-colored chrysanthemums. Corsages of matching chrysanthemums were in their hair.

Mrs. W. D. Cunningham, the bride's mother, was gowned in a plum-colored suit with black accessories and a corsage of gardenias.

Mrs. Noah Buck, the bridegroom's mother, chose a palomino suit with brown accessories and a corsage of gardenias.

A reception was held on the Roof Garden of the Artesia Hotel after the wedding.

The bride's table was centered with holly flanked by candles. A three-tiered wedding cake was cut by the bride and bridegroom.

The bride's sisters-in-law, Mmes. J. L. Cunningham, W. D. Cunningham, Jr., Aaron Cunningham, and Wilburn Cunningham of Carlsbad, served.

Mrs. Wade Shipley was in charge of the guestbook, in which

National Champ To Twirl In Artesia



Here is pictured Miss Pat Cunningham of Benton Harbor, Mich., national baton twirling champion, who will be featured at a twirling show and Christmas concert at Central School Saturday evening, and who will instruct and demonstrate for about 100 twirlers from this area at a twirling festival Friday and Saturday. Miss Cunningham will twirl at the Rose Bowl football game in Pasadena, Calif., New Year's Day.

Mr. Buck was recently discharged from the Army Air Force after serving 18 months. The newly-married couple will be at home in Artesia after a short honeymoon trip to Santa Fe.

Progressive Yule Dinner Enjoyed By ESA Members

A progressive Christmas dinner party for Epsilon Sigma Alpha started at 6:30 o'clock Friday evening with appetizers in the home of Miss Jimmy Starkey. Miss Starkey was assisted by Mrs. George Lynch, Miss Lucille Arnall, and Mrs. Jack Rowland.

Salads, in the form of green Christmas trees with a snowy base, made of lime gelatin with cottage cheese, was served in the home of Mrs. Clarke Miller, with Miss Bonnie Fletcher and Miss Mary Glascock assisting her. Before proceeding, Christmas carols were sung, with Miss Starkey at the piano.

The main course was composed of turkey and dressing with all the trimmings. It was served by candlelight from a beautifully decorated table at the home of Mrs. Raymond Waters. Mrs. Waters was assisted by Mrs. Gene Chambers and Mrs. Leo Austin.

The table was centered by eight reindeer pulling a sled full of after-dinner mints flanked by tall candelabra.

Dessert of gelatin, chuck-full of fruit and nuts and topped by whipped cream, was served in the home of Miss Wanda Lunsford with Mrs. Albert Linell assisting.

After-dinner coffee was served in the home of Miss Velma Springer, where Christmas gifts were exchanged around a beautifully decorated Christmas tree by Mmes. Clarke Miller, Allen Mills, Wayne Truett, Jack Rowland, Gene Chambers, George Lynch, Raymond Waters, E. F. Bullock, Albert Linell, and Leo Austin, and Misses Jimmie Starkey, Wanda Lunsford, Bonnie Fletcher, and Mary Glascock.

Penney Employees Honor Schulze For Long Service

The J. C. Penney Company employees and their guests honored M. G. Schulze, manager, for his years of service with the company at a dinner Tuesday evening of last week in the dining room of Skinnie's Drive-In.

Lynn Shelton, assistant manager and master of ceremonies, opened the dinner with a toast complimenting the commendable work Mr. Schulze has done. Miss Ina Cole read a poem dedicated to him. The poem was written by Mrs. Arba Green.

The table was adorned with a huge red bow, on which were 24 pennies. Each one stood for a year of service by Mr. Schulze.

After the dinner, a social hour was enjoyed at the First Presbyterian Church. Gifts were exchanged by "mystery friends." Mr. Schulze was presented a lovely gift.

The evening closed to the gay notes of Christmas carols being sung by the group.

Past Noble Grand Club Is Entertained At Yule Party in Cogdell Home

The Past Noble Grand Club of The Rebekah Lodge was entertained in the home of Mrs. Nellie Cogdell at the annual Christmas party Wednesday of last week.

Mrs. Cogdell's home was beautifully decorated with flowers and a lighted Christmas tree.

After a short business session, the members exchanged gifts. A beautiful gift was presented to the hostess.

The hostess and cohostesses, Mmes. Beulah Jones, Ward Cave, and Walter Amstutz, served delicious refreshments to Mmes. J. T. Henry, Beth Thorpe, Fannie Bruton, E. M. Wingfield, C. C. Connor, C. Bert Smith, W. M. Evans, Buford Gray, E. H. Ramsey, G. B. Dungan, W. H. Cobble, Ernest McGonagill, D. B. Shira, W. F. Keith, Dave Brandall, and Nola Pollard, and Misses Ina Cole and Ella Bauslin.

TRY "TODDY"
The new chocolate malt flavored milk. Made by the makers of Ovaltine. Available at your favorite store. 52-4tc-3

FOR SALE
Texas grapefruit, oranges, and tangerines. Also apples and Christmas trees. 110 Richardson, phone 239. 49-1tc

TRY "TODDY"
The new chocolate malt flavored milk. Made by the makers of Ovaltine. Available at your favorite store. 52-4tc-3

SUBSCRIBE FOR THE ADVOCATE

Merry Christmas

Brightly the holiday spirit lights new friendships and rekindles old ones year after year. At this season, we pause to greet you, our friends, and to tell you that we sincerely appreciate the business you gave us in 1947 and in other years.

We hope you are pleased with the way we have served you. Not only at the Holiday Season, but all through the year, we want you to think of us as a friendly firm, where your dollar will buy the most in merchandise and in service.

Our warmest regards to you for the happiest Christmas and the most successful New Year you have ever spent.

E. M. LOVELADY

5c to \$1.00 Stores



To All

At this glorious time of the year we want to take time out to wish one and all a

Merry Christmas

HALL AUTO PARTS

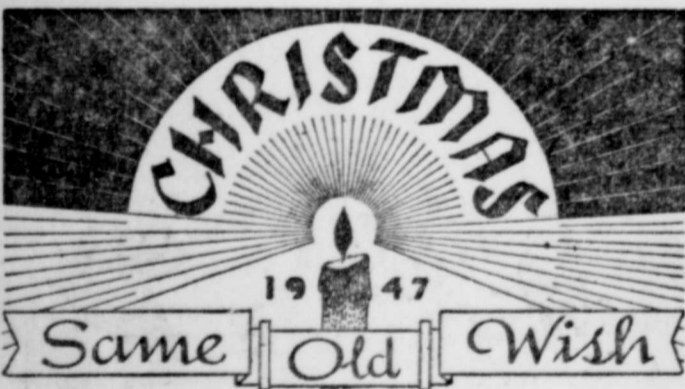
113 W. Main Phone 344-J



We've thought and thought of just how to express our wishes to you but the best way is the old-fashioned way of saying "Have a Merry Christmas and a Very Happy New Year."

GILMA BEAUTY SHOP

Thelma Gelwick — Billie Gill
Owner-Operators
Sybil Coffman
Operator



Year after year we have been wishing our friends a Merry Christmas, each year hoping to make our message a little warmer, a little more personal.

It is with some such thought as this that we now add this "Merry Christmas" to the many that have gone before, with the hope that it will find you abundantly blessed with everything that the magic wand of Christmas can bestow.

QUALITY CLEANERS

MR. AND MRS. BILL BRISCOE



To you and yours go our heartiest good wishes for a wonderful Christmas—a full, Happy New Year.

DWIGHT LEE

SHERIFF OF EDDY COUNTY



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 1947, to solicit your continued patronage, and to wish you one and all—

A Happy New Year

TOGGERY SHOP

Lakewood Club Has Yule Party Last Thursday

The Lakewood Extension Club held its annual Christmas party at the home of Mrs. A. L. House last Thursday afternoon.

Miss Wynona Swepton, county home demonstration agent, demonstrated the use of pipe cleaners in decorating the table for the holidays.

"Secret pals" for the coming year were drawn and "pals" for the last year were revealed. Gifts were exchanged, and Miss Swepton received special gifts for her work, with and for the club. Mrs. H. M. Moutray, retiring president, also received a special gift.

Refreshments were served to Mmes. Whicher Angell, Forrest Lee, Raymon Netherlin, H. M. Moutray, Jess Schoolcraft, M. A. Sinclair, Tom Price, E. H. Murock, J. L. Long, J. B. Moutray, R. C. Gray, M. C. Lee, and R. T. Schenck, and Miss Swepton.

Kindergarten Pupils Entertain Parents At Christmas Program

The pupils in Mrs. Lillian Bigler's kindergarten entertained their parents Friday morning with a Christmas program in the home of their leader.

First on the program was a play, "Christmas Stockings." Characters in the play were Larry Davis, Lloyd Evans, "Mike" Currier, and Cindy Rowley, with Bill Betts as narrator.

Next, the orchestra, under the direction of Mrs. Stanley Sutton, played a medley of foreign numbers. The pieces were announced by "Butchie" Thomas and Suzie McConnell.

"Butchie" Thomas and Ralph Petty then entertained with some readings.

Suzie McConnell, Donavie Sutton, and Lynn Faunters sang, "Twinkle, Twinkle, Little Star," and were accompanied by the orchestra.

Larry Davis, acting as Santa Claus, handed out gifts to the mothers, which the children had made themselves.

They were all surprised by the appearance of the "real" Santa Claus, who gave presents to the children.

Others who took part in the program were Judy Akins, Cynthia Dorigan, Jimmy Morgan, Barbie Sadler, and Jimmy Hearrell.

Merry
Christmas
ED STONE



Each flicker of the Yuletide candles lights the way for us to wish you a wonderful Christmas abundant with health, happiness, and prosperity. And may we include in our greeting our sincere thanks for your appreciated patronage of the past year.

Peoples Mercantile Company

LOCALS

A promotion from private to private first class for Richard E. Forrest, son of Mrs. Hattie Lee Forrest, has been announced by Brig. Gen. Archie J. Old, Jr., commanding general of the Air Transport Command's Eastern Pacific

Wing, from Fairfield Suisun Air Field, Calif.
Miss Betty Blue, daughter of Mr. and Mrs. D. C. Blue, and Miss Teddy Jane Archer, daughter of Mr. and Mrs. T. L. Archer, have been pledged to Sigma Sigma Sigma sorority at Highlands University, Las Vegas. Miss Blue is a sophomore and Miss Archer is a freshman.
G. R. Brainard returned home last week from a trip on which he

went to Columbia, S. C., where he enjoyed a birthday dinner with his grandson, Rex Knorr. He had Thanksgiving dinner in Charleston, S. C. Brainard said farmers in that part of the country do not realize what they have to be thankful for. The best cotton on the entire trip, Brainard said, he saw after crossing the Rio Pecos on his way home.
The First Methodist Church was honored by the presence of Dr. Harold Cook, president of McMurry College in Abilene, Tex., and Dr. O. P. Stone, vice president and business manager of McMurry, at their Sunday morning services. Dr. Cook was the guest speaker for the services.
Miss Alma Sue Felix, history teacher in Artesia High School, is spending the holidays with her parents in Carlsbad.
Edward Haralson, son of Mr. and Mrs. A. R. Haralson, who had been attending Eastern New Mexico College in Portales, has joined the Army Air Corps.
Dr. and Mrs. Edward Stone left Tuesday morning for Monahans, Tex., to visit their son, Dr. Glenn Stone, and family.
Mr. and Mrs. W. E. McNeill are spending the Christmas holidays with relatives in Big Spring, Tex.
Jim Heald will have his father, Edwin Heald of Haskell, Tex., as a visitor over the Christmas holidays.

Miss Mary Dixon, daughter of Mrs. Gladys Dixon, underwent major surgery last Thursday.
Mr. and Mrs. Joe Clark are the parents of Willie C. Junior Clark, who was born Friday. He weighed seven pounds.
Mrs. Louis Robinson was under medical treatment Friday.
Mrs. E. C. Jacobson received medical attention Friday.
Mrs. Gilbert Herrera received medical attention Saturday.
Emanuel Rodriguez received medical attention Sunday.
Lupe Rodriguez underwent minor surgery Sunday.
Mrs. H. A. Scott was in the hospital Sunday for medical attention.
John Buckner underwent a major operation Sunday.
Mrs. Harlan Johnson was received back into the hospital from a hospital in El Paso Sunday. She was seriously injured in the recent school bus-truck accident.
Leroy Plemmons received medical attention Sunday.
Glenn Booker entered the hospital Sunday for medical attention.
Mr. and Mrs. Marvin Sanders are the parents of Jaynie Lou, who arrived Sunday and weighed six pounds six ounces. They have one other daughter, Marva Jean.
Mr. and Mrs. Roy Burkhart have a son, Tommy Ray, who arrived Monday and weighed seven pounds four ounces.
James Achen received medical attention Monday.
Noble M. Melton received medical attention Monday.

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FOR SALE—Large quantities of well and water well casing, also line pipe, all sizes up to 20-inch. New Mexico Steel Products Company, phone 7881, P. O. Box 2135, Wichita Falls, Tex. 52-3tc-2

FOR SALE — Four-room house and garage and lot on North Roselawn, \$2500. Take half down, easy payments. Might trade for car. See Charles W. Eaker, the Watkins dealer. 52-1tp

Wanted

WANTED TO BUY — Medium sized two or three-room house to move. J. E. Bedingfield, Box 563, Artesia, N. M. 52-3tp-2

WANTED—To purchase 40-acre farm, close to town, with improvements. Would trade home in Roswell on property. Box 605, or phone 663, Artesia. 52-2tp-1

HELD WANTED—Man and wife to work in dairy, \$175 per month, two-room furnished house, electric lights, and two quarts milk in addition to salary. J. W. Everest, phone 380-J6, four miles north on Roswell highway. 52-1tp

WANTED—Colored maid at Gilbert Hotel. 52-1tp

NOTICE

STATE ENGINEER'S OFFICE
Number of Application RA-1679-S and RA-1680-S. Santa Fe, N. M., December 16, 1947.
Notice is hereby given that on the 8th day of December, 1947, in accordance with Chapter 131 of the Session Laws of 1931, L. T. Lewis of Roswell, County of Chaves, State of New Mexico, made application to the State Engineer of New Mexico for a permit to appropriate the shallow groundwaters of the Roswell Artesian Basin by drilling a well 16 inches in diameter and approximately 200 feet in depth at a point in the SW $\frac{1}{4}$ SW $\frac{1}{4}$ SW $\frac{1}{4}$ of Section 27, Township 19 South, Range 26 East, N.M.P.M., for the purpose of obtaining water to supplement that obtained from well authorized under Permit No. RA-1680, located at a point in the SW $\frac{1}{4}$ SE $\frac{1}{4}$ of Section 28, Township 19 South, Range 26 East, N.M.P.M. for the irrigation of 320 acres of land described as follows:
Subdivision: SW $\frac{1}{4}$ SW $\frac{1}{4}$ Section 27, Township 19 S., Range 26 E., 40 acres; subdivision SW $\frac{1}{4}$ SE $\frac{1}{4}$ Section 28, Township 19 S., Range 26 E., 40 acres; subdivision: NE $\frac{1}{4}$ Section 33, Township 19 S., Range 26 E., 160 acres; subdivision: W $\frac{1}{2}$ NW $\frac{1}{4}$ Section 34, Township 19 S., Range 26 E., 80 acres.
No additional rights over and above those set forth in License No. RA-1679 and RA-1680, are contemplated under this application.
Appropriation of water to be limited at all times to a maximum of 3 acrefeet per acre per annum delivered upon the land from all sources combined.
Any person, firm, association, corporation, the State of New Mexico or the United States of America, deeming that the granting of the above application will be truly detrimental to their rights in the waters of said underground source, may protest in writing the State Engineer's granting of approval of said application. The protest shall set forth all protestant's reasons why the application should not be approved and shall be accompanied by supporting affidavits and by proof that a copy of the protest has been served upon the applicant. Said protest and proof of service must be filed with the State Engineer within ten (10) days after the date of the last publication of this notice. Unless protested, the application will be given final consideration for approval by the State Engineer on the 26th day of January, 1948.
John H. Bliss,
State Engineer 52-31-2

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John H. Bliss,
State Engineer 52-31-2



Geo. E. Currier—Chas. E. Currier



Never a Christmas morning,
Never an old year ends,
But that someone thinks of
someone—
Old days, old times, old
friends!

RICHARDS ELECTRIC SHOP



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.

LOOK! LOOK!

Start the New Year With

A Better Feed

Feed "FUL-O-PEP" Feeds

The Latchstring Is Now Out

PARKS & SHELTON

Mile West on Hope Highway

We extend to you and yours every good wish for a joyous Christmas and a very happy New Year.

LOCKER PLANT GROCERY
GENE ROBERTS

CONOCO STATION
T. A. HART HOMER CRAIG
Across the Street from Artesia Hotel

WE WISH YOU AT CHRISTMAS MANY HAPPY HOURS AND TRUST WE MAY SERVE YOU IN THE FUTURE.

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 Auto Clinic
North First
R. J. Barr, Prop.

Hospital News

Bert E. Lynch entered the hospital Wednesday of last week for medical attention.
Clyde L. Newbert was under medical attention Wednesday of last week.
Baby Linda Florez, daughter of Mrs. Carma Florez, received medical attention Wednesday of last week.
Mrs. Lovie Lawson received medical attention Wednesday of last week.
Mrs. Preston Means entered the hospital Wednesday of last week for medical attention.
James Griffith received medical attention last Thursday.

Christmas AND THE SAME OLD WISH TO YOU

● We wish we could send a gift to each of you in appreciation of your confidence and friendliness during the past year. Instead, however, we must content ourselves with extending the simple wish that you may enjoy the best life has to offer now and in the months to come.

ARTESIA CLINIC
Dr. H. W. Crouch — Dr. C. A. Stryjewski

WE OPEN FOR BUSINESS JAN 1, 1948

Chas. J. Edwards & Sons and Harris

NEW AND USED AUTO PARTS

1/4 Mile South of City Limits on Highway 285
Phone 0285J3

New Radiator Grills.
Wheels and Wheel Bearings.
Rebuilt Generators, Starters, and Transmissions.
Springs.
Lots of New and Used Body, Motor, and Chassis Parts.

We Will Buy Your Wrecked or Junked Car for Salvage

About 400 Enjoy Hazel Hangar Party Friday

About 400 people attended the annual hangar party given Friday evening at the Artesia municipal airport by Mr. and Mrs. A. H. (Sug) Hazel.
Included among those attending were guests from Roswell, Hobbs, and other places, as well as flyers and others from Artesia.
During the evening dancing was enjoyed in the main office of the administration building, while games were played by those who preferred. Prizes were given for winners at bingo and other games, and Herbert Termain was awarded the grand prize of the evening, a wrist watch.
Light refreshments were served cafeteria style throughout the evening.

TRY "TODDY"
The new chocolate malt flavored milk. Made by the makers of Ovaltine. Available at your favorite store. 52-4tc-3

Classified

For Rent
FOR RENT—Six rooms, modern, air conditioned, floor furnace, newly decorated, \$75 month. See Dr. Starr, 701 Main. 52-1tc

Miscellaneous
YOUR CAR BODY and fenders repaired and painted on GMAC easy payment plan. BOYD-COLE MOTOR CO. Your Pontiac Dealer. 52-4tc

THIS BANK WILL ACCEPT applications from World War II veterans to finance loans on residences located in Artesia, N. M., provided such property will meet the requirements of the Veterans Administration and this bank. The sale of the property can be made direct from the seller to the veteran without any assistance from any outside source. First National Bank, Artesia, N. M. 52-4tc-3

For Sale
FOR SALE OR TRADE
It's too late for Christmas, but just in time for a good used car to take that New Year's trip in. BOYD-COLE MOTOR CO. has a good selection.
1946 Ford Fordor, eight-cylinder, maroon, extra, extra clean.
1946 Ford Tudor, six cylinder, blue, extra, extra clean.
1946 Packard four-door, eight-cylinder, tutone black and gray, extra, extra clean.
1941 Pontiac eight-cylinder, sedan coupe, new motor.
1940 Ford Fordor, eight-cylinder, very good.
1940 Plymouth convertible, extra nice.
1940 Plymouth coupe.
1938 Plymouth coupe.
1937 Chevrolet two-door.
1937 Ford Tudor.
1936 Ford Tudor.
1935 Plymouth two-door.
1939 Dodge pick-up.
1938 Chevrolet pick-up.
1938 Dodge pick-up.
1930 Model A coupe.
We will treat you like we like to be treated.
Season's Greetings.
BOYD-COLE MOTOR CO.
112 S. Second St. Phone 154-W 52-1tc

SPECIAL for CHRISTMAS

"The Picture of the Week"

Says JIMMIE FIDLER

And So It Is . . . Full of That Heart-Pull That Made Pictures the World's Greatest Entertainment.

Tenderness — Honesty — Sincerity

Living — Loving — Laughter

The Story of

A Little Girl and Her Dog!



THEY'RE BOTH AFTER HIS HEART . . .
...and both out to win!

LANDSUN THEATER

SUN.—MON.—TUES., DEC. 28—29—30

"I'LL NEVER MARRY YOU OR ANYBODY ELSE!"

Thrill to the glowing love story of the richest man in town — who didn't have a dime!



James STEWART and Donna REED
FRANK CAPRA'S
"It's a Wonderful Life"
LIONEL BARRYMORE
THOMAS MITCHELL - HENRY TRAVERS
and BEULAH BONDI - WARD BOND
FRANK FAYLEN - GLORIA GRAHAM
Produced and Directed by FRANK CAPRA
Screen Play by Frances Goodrich, Albert Maltz, Frank Capra - Additional Screen by J. Seewald - From a story by Philip Van Dusen Stern
A WONDERFUL MOVIE!
—Time Magazine

JEWS REJOICE—ARABS THREATEN



CELEBRATING THE FORMATION of the new Jewish state in the Holy Land crowds attending the New York convention of the National Committee of Labor Palestine dance in the street (top). Meanwhile Arab threats of violence continued below (right) is Haj Amin El Hussein, former Grand Mufti of Jerusalem who has been granted leadership over all Palestine Arabs. He has issued no final orders for Arab action. At left is Dr. Hussein Khaldi, chairman of the Arab Higher Committee which ordered a three-day general strike of Palestine Arabs (International)

OCOTILLO THEATER

SUN.—MON.—TUES., DEC. 28—29—30



You can hope for the best 'cause here's HOPE at his Best!

He's a private eye who can't resist a wink — especially from a brunette!

Produced by DANIEL DAHE
Directed by ELLIOTT NGUYEN

YOU'RE TELLING ME!

By WILLIAM RITT
Central Press Writer

KING GEORGE has announced he will grant Elizabeth and Phil an annual income out of his own pocket. These days even a princess finds it cheaper to move in with the old folk.

Let's hope Santa Claus doesn't read the headlines. He might reconsider and stay in his snug harbor up at the North Pole.

Years ago we had two Thanksgivings. What we really need today is two Indian summers.

John Mason postcards that the French in turning the premiership over to Leon Blum,

veteran pre-war statesman, evidently believe an old and not a new Blum sweeps cleanest.

A South African eats nails. In protest against present day restaurant menus?

Several congressmen admit they chew bubble gum. Appears as though they are going after the grammar school vote.

Engineers, a survey declares, make the best husbands. Married life has a better chance to run smoothly when all the gadgets in the home do likewise.

LOOSE LEAF DEVICES AT THE ADVOCATE

SCOTT'S SCRAP BOOK

By R. J. SCOTT



ORIGINAL VARSITY SWEATER - MONGOLIAN BEAR WITH A WHITE "V" ON HIS CHEST. THERE IS NO KNOWN WAY TO TELL THE AGE OF A WILD ADULT BIRD.

LADY GODIVA, A CAT, SPENT HER DAYS SITTING ON A CASH REGISTER IN A DORCHESTER MASS. DRUG STORE - NO STRANGER DARED TOUCH THE MONEY DRAWER WHILE SHE WAS THERE.

DRIFTWOOD

Starring RUTH WARRICK - WALTER BRENNAN - DEAN JAGGER - CHARLOTTE GREENWOOD
and the delightful new child star... NATALIE WOOD
Directed by ALLAN DWAN • A REPUBLIC PICTURE

LANDSUN THEATER

Office Supplies at The Advocate



Peace & Good Will
A MERRY CHRISTMAS

WE KNOW OF NO BETTER TIME THAN CHRISTMAS TO GIVE RECOGNITION TO OUR MANY FRIENDS WHO HAVE CONTRIBUTED SO GREATLY TO OUR SUCCESS DURING THE PAST YEAR.

FROM ALL OF US ONCE MORE TO YOU, WHETHER YOU ARE OUR CUSTOMER OR NOT . . .

A MERRY CHRISTMAS



BOWMAN LUMBER CO., Inc.

L. C. GARRETT, Dist. Mgr.
The Builders' Supply Store
310 W. Texas Phone 123

An Unfailing Friend for the Years Ahead

A new calendar hangs on the wall. To some the New Year will bring realization of their hopes and desires . . . to others misfortune will befall.

Whatever the future may bring, no Woodman need go his way alone. The fraternal fellowship of Woodcraft is his unfailing friend, bringing comfort and aid in time of sorrow or need. His Woodmen life insurance protection assures him and his family security for want.

Start the New Year right. Ask the local Woodmen representative to explain the fraternal and protective benefits you will receive by becoming a Woodmen member

WOODMEN of the WORLD
Life Insurance Society
OMAHA, NEBRASKA
OUR ASSETS EXCEED \$161,000,000

J. E. KEITH
Field Representative
1206 Merchant Ave. Artesia, N. M.

TO OUR MANY FRIENDS



... AND MAY THE SPIRIT OF THIS DAY LINGER ON, BRINGING CHEER AND COMFORT LONG AFTER CHRISTMAS DAY ITSELF IS GONE.

ARTESIA PAINT & GLASS CO.

Abbreviation, Xmas Of Greek Origin

There has been much unfavorable comment on the abbreviated form for Christmas that is commonly used. Many think it inappropriate and undignified to use the shortened form, Xmas.

The explanation of its origin is that the initial letter of the Greek name for Christ is X and the coincidence of its cruciform shape led to an early adoption of this letter as the figure and symbol of Christ. X is frequently found on walls of the catacombs. When the early Christians wished to make a representation of the Trinity, they would place either a cross or an X beside the names of the Father and the Holy Ghost. From this came the shortened form Xmas, instead of Christmas.

Alms Giving Custom A Christmas Charity

Giving alms at Christmas originated in the belief that the Christ came sometimes to the door disguised as a beggar during the holiday season, and it was feared that he might be turned away unrecognized. There is an old legend that tells of the Christ child going from door to door on Christmas Eve in search of those who were kind, and deserving. His test was to plead for aid and often he was turned away from the door. This story led to alms giving on Christmas Eve and it was rare that a beggar was refused.

ARTESIA CASING CREW

BILL GREEN, Manager
Insured By
Rio Grande Mutual Underwriters
411 W. Chisum
Phone 572-J
Artesia, N. M.

PERMANENT ANTI-FREEZE

(Propylene Glycol)

We Have a Limited Supply of

PERMANENT ANTI-FREEZE

This is not an alcohol anti-freeze, does not contain salt or any ingredients harmful to radiator or motor.

WE SUGGEST YOU CALL IMMEDIATELY For Your Requirements While It Lasts

ALLEN OIL COMPANY

301 East Main Phone 629-W

AUTO LOANS

You Can Borrow Money on Your Car Or Finance the Purchase of a Car

Either New or Used

Motor Finance Company

119 South Third Street Phone 355-J

FROM EACH OF US TO ALL OF YOU



There's no place like home when Christmas comes around, and there's no time like right now to wish all you kindly home folks the merriest Christmas ever.

It has been a privilege and a pleasure to have served you in 1947, and we look forward to your continued friendship.



307 West Main Street Phone 485

CHURCHES

IMMANUEL LUTHERAN CHURCH (Missouri Synod) Services at 11 o'clock each Sunday morning at St. Paul's Episcopal Church.

PRIMER IGLESIA BAUTISTA MEXICANA Sunday school services. Hira Marquez, superintendent, 10 a. m. Preaching, sermon by pastor, 11 a. m. Evening worship, 7:30 p. m. Prayer meeting, Wednesday 7:30 p. m.

FIRST METHODIST CHURCH Sunday school 9:45 a. m., Fred

Jacobs, general superintendent; Mrs. I. C. Keller, secretary; Frank Smith, treasurer. Morning worship, 10:50 a. m.; evening worship, 8 p. m.

Official board meets first Tuesday, 7 p. m., Clarence Fischbeck, chairman; Glenn Caskey, secretary.

Nursery for small children for both Sunday school and morning service hours, with practical nurse in charge.

LOCO HILLS BAPTIST CHURCH Sunday school, 9:45 a. m. Preaching, 11 a. m. Training Union, 6:30 p. m. Preaching service, 7:30 p. m. Mid-week service, Wednesday, 7:30 p. m.

ST. PAUL'S CHAPEL EPISCOPAL Services: 7:30 p. m., Holy Communion, first Sunday; other Sundays, evening prayer, with sermons.

SPANISH-AMERICAN METHODIST CHURCH North Mexican Hill Sunday school, every Sunday at 10 a. m.

FIRST BAPTIST CHURCH Corner Grand and Roselawn Bible school, 9:45 a. m. Morning worship, 10:50 a. m.

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

ASSEMBLY OF GOD CHURCH Sunday Services Sunday school, 9:45 a. m. Morning worship, 11 a. m.

OUR LADY OF GRACE CATHOLIC CHURCH North Hill Mass Sundays, 9 a. m., Spanish sermon.

FIRST CHRISTIAN CHURCH Corner Sixth and Quay Bible school, 9:45 a. m.

SHERMAN MEMORIAL CHURCH (Oilfield Community) Sunday school at 10 o'clock.

LAKEWOOD BAPTIST CHURCH Sunday school, 10 a. m. Preaching service, 11 a. m.

CHURCH OF CHRIST Seventh and Grand Sunday Bible study, 10 a. m. Preaching, 10:50 a. m.

THE FIRST PRESBYTERIAN CHURCH Fourth and Garnd Church school, 9:45 a. m.

FULL GOSPEL HOLINESS CHURCH Morningside Addition Sunday school, 9:45 a. m.

CHURCH OF GOD Seventh and Chisum Sunday school, 10 a. m. Morning worship, 11 a. m.

LAKE ARTHUR-COTTONWOOD METHODIST CHURCH Cottonwood Sunday school, 10 a. m. each Sunday.

CHRISTIAN SCIENCE CHURCH 603 West Main Sunday school, 10 a. m.

ence far above the merely ecclesiastical and formal application of the illustration.

Farm Tractors Need Special Winter Care

Tractor engines will wear rapidly in the winter unless special care is given them during cold weather operation, even though the tractor is used only a few minutes daily.

Water in the crankcase is the No. 1 winter enemy of tractor engines. Warming up the engine rapidly and keeping it warm during operation will help prevent this.

Change to a high quality 10 or 20-weight motor oil for winter use. Make the change when the motor is hot.

Farmers and ranchers, through more efficient use of livestock feed, will make a real contribution toward increasing the volume of grain for export to the hungry peoples of Europe and Asia.

An hour of work on the farm now, compared with 1920, results in about a third more milk, a half more corn, and more than twice as much wheat.

IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.

NOTICE OF APPOINTMENT OF ADMINISTRATOR Notice is hereby given that the undersigned was on the 15th day of November, 1947, appointed Administrator of the Estate of Steve Zusman, Deceased, by the

Honorable Xury White, Probate Judge of Eddy County, New Mexico.

THEREFORE, all persons having any claim or claims against said estate are notified to file the same with the County Clerk of Eddy County, New Mexico, as provided by law, within six months from the date of the first publication of this Notice, to-wit: the 4th day of December, 1947, or the same will be barred.

IN THE DISTRICT COURT OF EDDY COUNTY, STATE OF NEW MEXICO. Ralph Nix, Plaintiff, vs. Maud O'Connell, if living, if deceased, the unknown heirs of Maud O'Connell, deceased, et al, Defendants.

STATE OF NEW MEXICO TO: Maud O'Connell, if living, if deceased, the unknown heirs of Maud O'Connell, deceased, impleaded with the following named defendants against whom substituted service is sought to be obtained, to-wit: The following named persons by name, if living, if deceased, their unknown heirs, Maud O'Connell, Frank P. Richardson, John D. McClure, Mary S. Hopkins, and Oscar R. Howard; unknown heirs of William B. Pistole, deceased, also known as W. B. Pistole, deceased; unknown heirs of Jesse T. Collins, deceased; unknown heirs of Minerva C. Paris, deceased; and all unknown claimants of interest in the premises adverse to the estate of the plaintiff, GREETINGS:

You are hereby notified that a suit has been filed against you and each of you, by Ralph Nix, as plaintiff, in the District Court of the Fifth Judicial District of the State of New Mexico, within and for the County of Eddy, that being the Court in which said cause is pending, and being Cause No. 10323, the general object of said suit being to quiet and set at rest plaintiff's title in fee simple in and to the following described property situated in Eddy County, State of New Mexico, to-wit: E 1/4 E 1/4 of Section 9, Township 19 South, Range 26 East, N.M.P.M., containing 160 acres, more or less.

Witness my hand and the seal of said Court this 17th day of Dec., 1947.

Marguerite E. Waller, Clerk of the District Court. By Harriet R. Ramsey, Deputy

LAND EXCHANGE NOTICE Notice is hereby given that Bert & Ruth Weddige have applied for an exchange of land administered under Title III of the Bankhead-Jones Farm Tenant Act within the Hope Land Utilization Project. The Government is to receive title to the N 1/2 SE 1/4 and

S 1/4 NE 1/4 Section 27, Township 17-South, Range 23-East, N.M.P.M., Eddy County, State of New Mexico, containing 160 acres, and in exchange therefor has been requested to convey title to the same with the County Clerk of Eddy County, New Mexico, as provided by law, within six months from the date of the first publication of this Notice, to-wit: the 4th day of December, 1947, or the same will be barred.

DR. E. A. DANN CHIROPRACTOR Electro-Therapist 202 S. Mesquite St. Office Phone 672-J Residence Phone 616-M Carlsbad, N. M.



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

Cummins House of Time

Make Good Cheer for Christmas



Make Good Cheer for Christmas

Styles change, methods change, but Christmas—never! Beneath it all is the same old love of man for his folks and his neighbors, the same old dream of the day when peace and good will encompass all the earth.

Hill Auto Service RUSSELL HILL, Owner

COMPLETE BROKERAGE AND INVESTMENT FACILITIES STOCKS—Industrial, Public Utility, Railroad, Bank and Insurance Co., Investment Fund Shares. BONDS—U. S. Government, State & Municipal (Tax-exempt), Corporate. COMMODITIES—Cotton, Wool, Wheat, Corn, Oats, Soybeans, Lard. Holley, Dayton & Gernon

May Christmas Joys be Yours 1947

Never a Christmas morning, Never an old year ends, But that someone thinks of someone— Old days, old times, old friends!

Brown Mercantile Co.

Merry Christmas And a Happy and Prosperous New Year THE GABLE STUDIO 703 W. Main



Relief At Last For Your Cough Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes.

Relief At Last For Your Cough Creomulsion for Coughs, Chest Colds, Bronchitis



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 hand-shake, no less sincere in wishing you a

HAPPY CHRISTMAS ARTESIA FURNITURE CO. BILL ANGLE

PAN-READY FRYERS

McCaw's fresh frosted pan-ready fryers at your grocer's or at McCaw Hatchery, 13th and Grand.

TRY "TODDY"

The new chocolate malt flavored milk. Made by the makers of Ovaltine. Available at your favorite store.

Joann Livingston-

(continued from page one)
Club is sponsoring a style show and coffee Monday morning. That night the agenda calls for attendance of the queen and her court at a concert by the El Paso Symphony Orchestra, featuring Donald Dickson, in Liberty Hall.
Princess Joann is to attend a rancho breakfast at the Hotel Cortez Tuesday morning and a luncheon sponsored at 1 o'clock by the Junior League.
On Wednesday noon The El Paso Times is sponsoring a luncheon for the royal court, and that evening, New Year's Eve, will be the queen's supper and the Fort Bliss Officers' Club dance.

Princess Joann and the other princesses will ride on floats New Year's morning in the big Sun Carnival parade. They will be dressed in formal attire. That afternoon will be the Sun Bowl game, the last of the activities which the queen and her court will attend officially.
The escorts for Princess Joann and the other princesses will be students of the College of Mines at El Paso.
Many citizens of Artesia are planning to be in El Paso for at least part of the Sun Carnival activities, especially the parade New Year's morning and the Sun Bowl game that afternoon.
The Artesia municipal band is to leave for El Paso Wednesday of next week and will be in the Sun Carnival parade and attend the game.

McMillan-

(continued from page one)
Service of the Department of the Interior.
The lifting of the old executive orders of Feb. 25, 1909, and April 24, 1943, will allow hunting in the area in accordance with federal and state game regulations, Hunter said.

Bush Describes-

(continued from page one)
train an individual to become a competent soldier requires a considerable period of time.
The Army estimates the cost of the universal military training program for a year would be about equal to the amount which was required to conduct World War II one day, he said.
Trainees under the program would not be in the Army or under the articles of war, Bush pointed out.
"With the world a 'dog-eat-dog proposition,' and our nation now wholly unprepared, we must back a program to insure that our country is fully protected," he concluded. The Kiwanis Club is not meeting this week, as the regular meeting day falls on Christmas. However, it will meet on Wednesday of next week, instead of New Year's Day.

Flying H School Has Community Christmas Program On Friday

In the gaily decorated schoolhouse, members of the Flying H community were entertained Friday evening with an enjoyable program presented by the children of Flying H School under the direction of their teacher, Mrs. Boyd Williams.
Christmas carols, monologues, skits, and folk dances were given by the children. Lena Mae Williams, Roger Williams, Crista Teel, Laura Lee Norton, Mary Jo Norton, and Luvinia Joy. Delma Joy also assisted by presenting two piano solos.
At the end of the program Santa Claus arrived and distributed gifts to all from the sparkling Christmas tree. After his departure the entire crowd spent the remainder of the evening in dancing.

Retiring Noble Grand, Mrs. Earl McDorman, Entertains Officers

Mrs. Earl McDorman, retiring noble grand of the Sunrise Rebekah Lodge No. 9, entertained the officers who had served with her at an enchilada dinner party in her home last Thursday evening.
The lace-laid table was graced with a bouquet of snapdragons. Places were marked with Christmas folders containing handkerchiefs as favors.
The hostess was presented with a beautiful vase as a gift from the officers, who were Mmes. W. S. Hogsett, Buford Gray, D. E. Shira, F. D. Ashton, Sr., C. E. Roach, Lonie Reiter, Dallas Golden, E. J. Shepard, W. F. Keith, E. M. Wingfield, Beth Thorpe, Beulah Jones, E. A. Hannah, and C. Bert Smith, and Misses Inu Cole, Nellie Lewis, and Ell Bauslin.

BUSINESS OPPORTUNITY
In Artesia
Now Netting \$1,000.00 Per Month
Good Permanent Business With Possibilities for Expansion
E. A. HANNAH AGENCY
105 S. Roselawn Phone 47-W

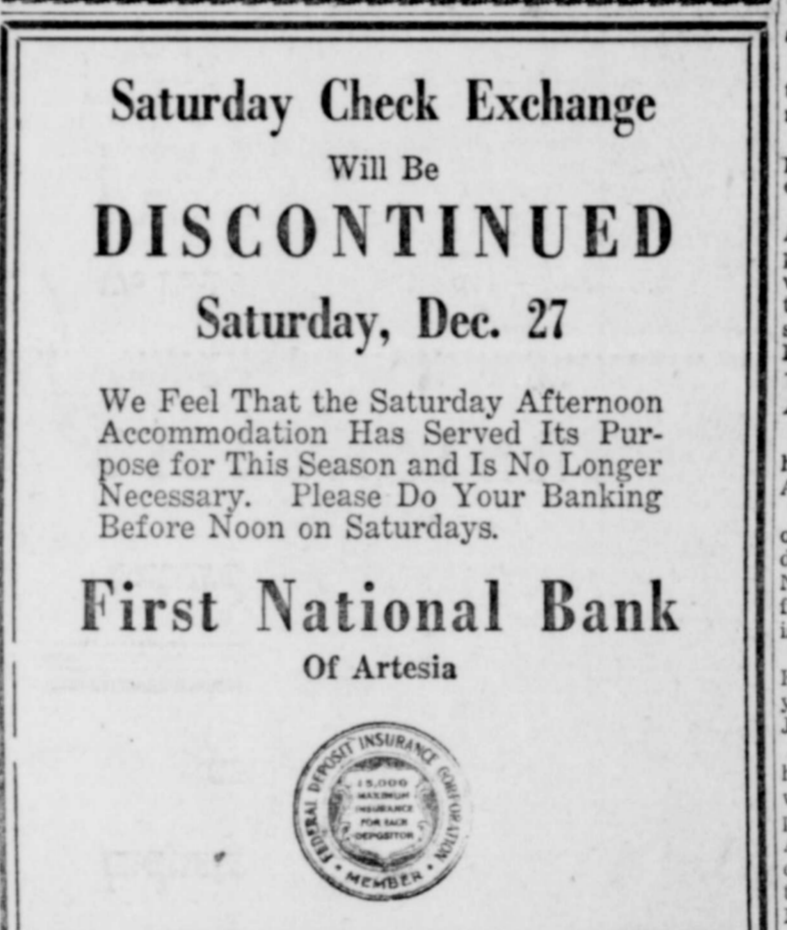
LET THERE BE JOY IN OUR HEARTS THIS CHRISTMAS DAY . . .
It is with joy once again that we commemorate the birth so many long years ago of the author of our standards of freedom and kindness. It is an anniversary to rejoice and give thanks for our inspired strength, and to re-establish our faith in the power of the just.
BULLOCK'S FEED STORE



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

GREETINGS 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.
Industrial Machine Supply and Motor Works

Saturday Check Exchange Will Be DISCONTINUED Saturday, Dec. 27
We Feel That the Saturday Afternoon Accommodation Has Served Its Purpose for This Season and Is No Longer Necessary. Please Do Your Banking Before Noon on Saturdays.
First National Bank Of Artesia



Pat Cunningham-

(continued from page one)
man for housing twirlers from out of the city attending the two-day festival, is seeking housing for the visitors Friday and Saturday nights. She has asked that anyone willing to accommodate one or more twirlers call her, phone 505.
After the Christmas band concert and twirling exhibitions there is to be dancing to the music of Frank Wiltse and His Orchestra.

PHARMACY EMPLOYEES HAVE CHRISTMAS PARTY

Employees of the Artesia Pharmacy had their annual Christmas party after closing hour Monday night, when they enjoyed a turkey dinner.
Names had been drawn for an exchange of gifts.

Santa Arrives-

(continued from page one)
The carols with the playing of the recordings.
It was estimated about 4000 persons, mostly children, attended the party.
Santa made an earlier call in Artesia, when he appeared at a party last Thursday night at Carver School for Negro children of the community, which also was sponsored for Santa Claus by the Rotary Club.

Beta Sigma Phi Fetes Husbands At Yule Supper

Members of Beta Sigma Phi sorority entertained their husbands at a Yuletide buffet supper in the home of Mr. and Mrs. Raymond Lamb Wednesday evening of last week.
The beautifully set table was centered by a large white candle with evergreens placed around it. The remainder of the house was decorated with evergreens and holly.
After the dinner, the couples played games in which the husbands proved themselves to be the "better half."
Members and husbands present were Mr. and Mrs. Ed Everest, Mr. and Mrs. W. B. Macey, Mr. and Mrs. Millard Waters, Mr. and Mrs. Lawrence Coll, Mr. and Mrs. Donald Fanning, Mr. and Mrs. Maynard Hall, Mr. and Mrs. Bob Rodke, Mr. and Mrs. Charles Bullock, Mr. and Mrs. Meredith Jones, Mr. and Mrs. C. M. Murphy, Mr. and Mrs. William C. Thompson, Jr., Mr. and Mrs. Harry Gilmore, and Mrs. Charles Samford.

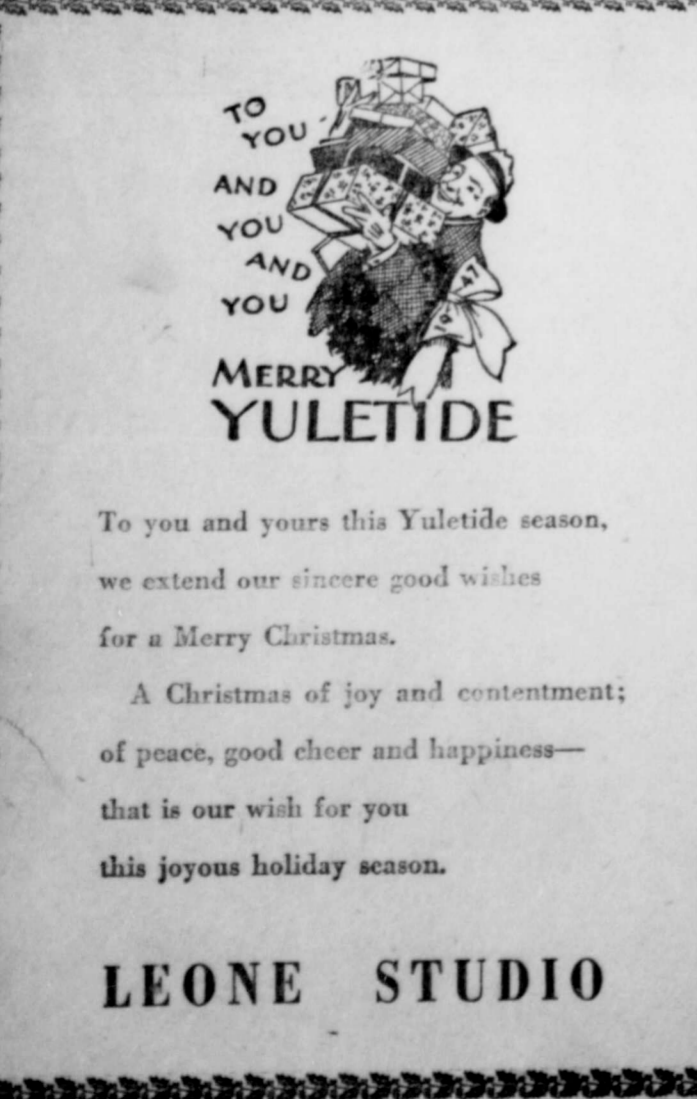
Artesia Streets-

(continued from page one)
home from Sul Ross College in Alpine, Tex.
Florence Hernandez, daughter of Mr. and Mrs. George Hernandez, is attending the University of New Mexico and Regina School for Nurses in Albuquerque. She is home now.
From Texas A. & I. College in Kingsville, comes Miss Patti Runyan, daughter of Mr. and Mrs. John Runyan.
Miss Mary Frances McAnally is home from Texas Christian University in Fort Worth with her parents, Mr. and Mrs. Artie McAnally. Also home are her brothers, Bob and Clarence, who attend the University of Oklahoma in Norman.
From Park College in Parks-

We Will Close Wednesday Night, Dec. 24
For an Indefinite Period
For Remodeling
We Hope to Reopen by Feb. 1
Peoples Mercantile Co.

A Merry Christmas
★
★
★
And when the day is gone
Our wishes for our friends
Continue on and on and on!
Lunsford & Son Plumbing Co.

TO YOU AND YOU AND YOU AND YOU MERRY YULETIDE
To you and yours this Yuletide season, we extend our sincere good wishes for a Merry Christmas.
A Christmas of joy and contentment; of peace, good cheer and happiness—that is our wish for you this joyous holiday season.
LEONE STUDIO



Christmas
Though the yule bells ring out their loudest, they cannot drown out the heartiness of our season's wishes for you. In whatever way we can, we're helping to make your Christmas merrier—and look forward to even more faultless service to you throughout 1948.
Knowles Grocery and Market
Eighth and Dallas



Christmas is Friendship Time
... time for us to turn from our daily routines . . . and join good, old St. Nick . . . in wishing a Merry Holiday to all the friends and patrons we've had the privilege of serving.
Brainard-Corbin Hardware Co.
327 W. Main Phone 103

