

Artesia Businesses  
Join to Wish You  
A Happy Holiday

OFFICIAL PUBLICATION FOR EDDY COUNTY

# THE ARTESIA ADVOCATE

HELPING TO BUILD A GREATER ARTESIA

May Your 1952  
Christmas Be the  
Happiest Ever

VOLUME FORTY-NINE

ARTESIA, NEW MEXICO, TUESDAY, DECEMBER 23, 1952

NUMBER 103



## THE CHRISTMAS STORY

By LOUISE C. JOSEY

For her 14 grandchildren, Mrs. Josey has presented the Christmas story in narrative form. She is the wife of Judge J. D. Josey and the youngest daughter of Dr. B. H. Carroll, founder and first president of Southwestern Theological Seminary at Fort Worth. Mrs. Josey attended Baylor university. She is well-qualified to take from Biblical accounts the Christmas story, first written and published in 1947 in the Artesia Advocate.

MANY, MANY YEARS AGO in the beginning of the Christian era, certain wise men lived in the Far East. These men were astronomers. As you know, astronomy is one of the oldest sciences, and one of the truest. These men were devout and kind, and believed in the one God of the Hebrews. Years ago a prophecy had come down saying "a star would arise out of Jacob and a scepter out of Israel." They wondered if it were possible for this star to come in their time and studied the heavens for any manifestation. So at one time a new star appeared, a glorious star. It seemed as if the angels in heaven had thrown many stars together and put them in one place in the skies, so brilliant, so glowing and so heart-warming was this new light. After studying it anxiously for many nights they decided it couldn't be any of the known stars and so made plans to go to Jerusalem, the seat of Israel's government, and make inquiries concerning a new-born king.

In a little town in Galilee lived a lively young girl just approaching womanhood. She was known in the town as the one who believed in the Scripture and hoped earnestly for the coming of a Messiah. Mary was betrothed to Joseph, a carpenter, a man older than she by several years, but one so just, so pious, so full of kindness, that she considered herself fortunate, that sometime she would be his wife.

An angel appeared to Mary and told her she would have a child who would be the "Saviour of the World." Mary accepted the angel's decision though she was not yet married to Joseph. When she realized she was with child through the Holy Spirit, she, being a woman, sought advice and consolation from another woman. She arose and went to the hill country of Judea to visit her kins-woman, Elizabeth, who was also soon to have a child, though past the age of childbearing. Elizabeth welcomed her with loving arms and proclaimed her the mother of the Lord. Mary's heart was comforted and after three months she returned to Nazareth to see what Joseph would do about her condition.

Joseph had heard the reports about his Mary and was greatly troubled, planning to care for her in any case, but God sent him a vision in the night telling him to fear not but to consummate his marriage with Mary, for the child she bore was the "Son of God." Joseph welcomed Mary back and they were married legally.

After a time the people of the village were disturbed because a decree was proclaimed that all Jews would have to go to their lineal birthplace to register. Joseph and Mary, being of the house of David, would have to make the long trip to Bethlehem in Judea. Joseph was greatly worried on Mary's account as her time was near, but he planned and took the best care possible of her, but even then they were delayed somewhat. So upon reaching Bethlehem they found the village seething with people, who like themselves had come there to register. Joseph tried to find a place for them to stay, but every available space was full. The inn keeper insisted there was no place anywhere, but when Mary lifted her blue eyes to him in piteous appeal, it seemed as if Jehovah himself was seeking his aid. Finally he turned to Joseph and told him there was a cave where tradition claimed King David as a shepherd had sought shelter when tending his herds. He said the place was clean and he would put out fresh straw for a

bed. Joseph and Mary gladly accepted the place of refuge and the innkeeper felt amply repaid from the smile Mary gave him.

That night with none to aid her but Joseph and only the beasts of the field for company, Mary brought forth her first Son, wrapped Him in swaddling clothes and laid Him in a manger. Thus came into the world the "Son of God," who emptied Himself of all glory and took on Himself the form of man.

On the hillsides near Bethlehem there were shepherds watching their sheep. They were simple, kindly men, trusting in God and hoping for the promises to come true. Suddenly one of them looking up beheld a light glowing in the skies. They were filled with astonishment as it grew brighter and brighter until the whole sky seemed filled with a golden glow. They were sorely afraid, but the angel of the Lord appeared unto them saying, "Fear not, for behold I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David, a Saviour, which is Christ the Lord. And this shall be a sign unto you: Ye shall find the Babe wrapped in swaddling clothes lying in a manger."

And the light grew brighter and brighter, and there appeared a multitude of angels, praising God and saying, "Glory to God in the Highest, on earth peace and good will toward man." For a little while as the Heavenly Host disappeared from their view, they were almost dumb, but finally they began to rejoice over the glorious news and said to each other, "Let us go into Bethlehem and see this thing which God has revealed to us." They left the sheep and with one accord hastened to the village and found the Babe with Joseph and Mary in the cave and fell down and worshiped Him.

They could hardly contain themselves but spread the news to all who would listen to the marvelous things they had seen and heard and how even then the promised Messiah was lying in a manger.

Many hearing them shook their heads and said they had not seen any great light or heard anything out of the ordinary. Others thought they must have had a vision—but some believed and rejoiced in the birth of a King.

After a number of days had passed many of the crowd in Bethlehem returned to their own homes and Joseph was able to get a small house for them to stay in while Mary waited the days of her purification and the time they might present the child in the temple at Jerusalem. On the eighth day according to the law the babe was circumcised and was given the name of Jesus as the angel had first commanded Mary.

After her days of purification were over they made the trip to Jerusalem and brought the child to the temple, offering two young pigeons, the sacrifice of the poor. "Only another poor couple—two pigeons as a sacrifice," sneered one of the temple attendants but to some there it was a great event for God had revealed to some the true identity of the Baby.

Simeon, a devout man of Jerusalem, took the Babe in his arms and blessed God for his great privilege asking "that he might now depart in peace as his eyes had seen the salvation of the Lord, a light for all people and a glory for Israel." He then blessed Joseph and Mary and said to Mary, "This child is set for the fall and rising of many in Israel—a sword shall pierce thine own heart."

Also Anna, a widow and prophetess, who had served in the temple many years, gave thanks unto God and spread the wonderful tidings to all she came in contact with or those who were looking for the redemption in Israel.

After this the little family went back to Bethlehem for a time, but were considering the return to Nazareth when something occurred that changed all their plans. The wise

men from the East, having finally reached Jerusalem, approached King Herod and asked concerning the new-born King of the Jews. They said, "We have seen His star in the East and are come to worship Him."

Herod and all his court were filled with consternation for he constantly feared anyone who might take his throne from him. He called the priests and scribes together and demanded of them where Christ should be born. They replied that the prophecy said in Bethlehem of Judea. Herod then called the wise men to him, pretending to be greatly interested in the new-born King and asked them when the star had first appeared to them and told them the prophecy, sending them to Jerusalem. He begged them that when they found the King to return to him with the glad news, that he also might go and worship Him.

Greatly elated and their hearts high with hope they took the road to Bethlehem and lo to their great joy, the star, the glorious star of the East, again appeared to them and led them on and on until it finally stopped and rested, as if in benediction, over the house where the young child was.

They lost no time but hastily dismounted from their animals and sought admission to the house telling Joseph and Mary of the star and their mission to see the young King. Looking on the sleeping Child their hearts were filled with adoration and they worshipped Him as the King of all the Earth. They opened their packs and bestowed upon Him kindly gifts: Gold, frankincense, and myrrh—gold, emblem of purity of His material needs, frankincense used in oil for dedication priests, emblem of priesthood and prayers, myrrh also used in oil for anointing priests and King as well as for burial emblem of His anointing by the Holy Spirit.

God warned them in a dream to return to their home another way, not to go by Jerusalem, so they quietly slipped away and went back to their own country, rejoicing over the blessing to come to the world.

Mary and Joseph pondered over these things and rejoiced that God had provided for them in a material way, and they were to need it for again God appeared to Joseph in a dream and told him to flee into Egypt with the Child and mother as Herod sought the baby's life.

So again they started on a long journey, but in God's care they were provided for both materially and spiritually.

Even as they fled, cruel Herod, finding out the wise men had departed back East, planned to take no chances on a new King so sent his soldiers into Bethlehem with instructions to kill every male child two years old and under that he might be sure to destroy the one Child he sought.

"And in Rama there was heard lamentations and weeping and great mourning. Rachael, weeping for her children, would not be comforted because they were not."

In time news reached Joseph in Egypt that the cruel Herod was dead and so they started back to Palestine. Reaching Judea he heard the Archelaus, a man as cruel as his father, sat on his father's throne, so he turned aside and took his little family back to Nazareth.

There he opened his carpenter shop and worked with his hands to provide for his family. There other children were born to Joseph and Mary as Mary only became his wife in reality after the birth of Christ—that the prophecy might be fulfilled. "Behold a virgin shall be with child and shall bring forth a son and they shall call His name Immanuel (God With Us)", and here the child grew in favor with God and man.

So for a time Satan's plans were defeated and peace rested on this family. And so may we trust in the Christ thus born, in manhood crucified, raised again the third day—glorified and seated in Heaven on the right hand of God—a living, reigning Christ—find peace and comfort and hope until we too are made one with our Christ and King.

# Christmas Greetings

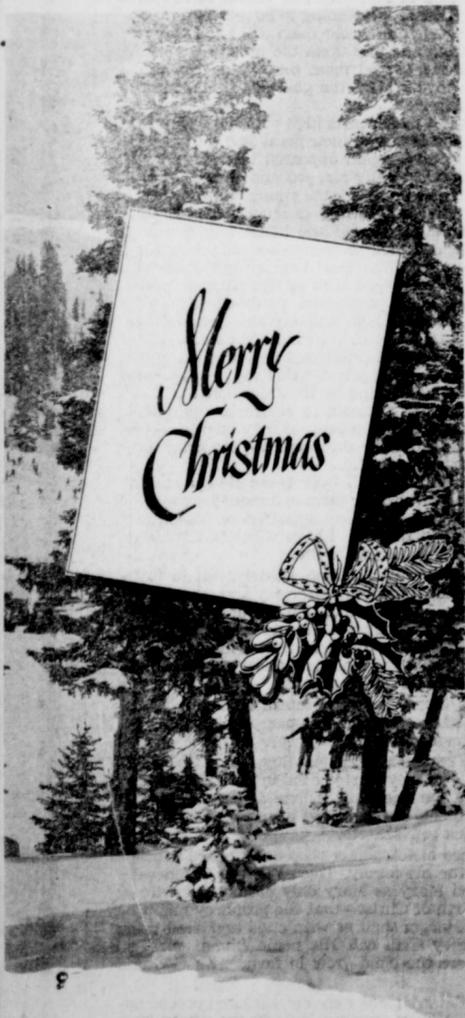
Be merry...  
and may you all have  
the sparkling ingredients  
for a full cup  
of happiness!

**Midwest  
Auto Supply**



THE SPIRIT OF FRIENDLINESS AND  
GOOD CHEER WE THANK YOU FOR YOUR  
MANY FAVORS AND SINCERELY WISH  
YOU AN OLD-FASHIONED YULETIDE

**ARTESIA PAINT & GLASS CO.**



**GENERAL EQUIPMENT**  
Trucks and Tractors  
Sales and Service

## THE FESTIVE MINCE PIE

OF ALL THE holiday delicacies, none carries more of the old-time traditions and associations of good eating and festivity than mince pie. Many writers give credit for its origination to Germany, while others claim that its beginning is lost in the annals of history. English literature dating to the 15th century is full of references to this Christmas favorite, an essential part of Yuletide celebrations in England. Old superstitions held that any person refusing to eat mince pie would be unlucky for the coming year. Should he accept the invitation, and partake of mince pie, he would have the same number of happy months during the year as the number of houses at which he ate mince pie. The oriental character of the spices and flavoring was said to represent the rich gifts of the wise men to the Christ Child.

### Balsam Recommended As Best Yule Tree

In choosing a Christmas tree, many look for trees that will not shed needles quickly indoors. Highly recommended are balsam and Douglas firs, which usually will hold their needles as long as two or three weeks in a warm house. Balsam is fragrant beyond all other Christmas trees, has long



lower branches and thick spire-like top. Its needles do not stab the hand. Like the needles of all firs, they are usually flattened, not squarish.

For longer life, place the tree outdoors in a bucket of water for 24 hours before putting it up, or place in a waterproof container of wet sand and keep the sand moist.



I HOPE, I HOPE... There is an expression commonly used during the days just before Christmas—and this is it, on the face of the lad with the football. If things work out the way they usually do, he'll get his wish.



## Merry Christmas

A package of good wishes  
to all our friends.

**YEAGER BROTHERS  
GROCERY AND MARKET**

A Merry, Merry Christmas to You!



### Season's Greetings

IN THE SPIRIT OF FRIENDLINESS  
AND GOOD CHEER, WE THANK YOU FOR  
YOUR MANY FAVORS AND SINCERELY  
WISH YOU AN OLD-FASHIONED YULETIDE

**IVAN ROGERS AUTO REPAIR**

Thirteenth and West Main Phone 675



# Joy to the World...

The beauty of Christmas has  
gladdened the heart of mankind  
for centuries and its glorious story has  
inspired men of good will, the world over.

Our wish today is that  
you enjoy to the fullest,  
the blessedness, the good  
cheer and the fond  
memories of this  
radiant Holiday Season.

**CLEM & CLEM**

Happy New Year Is Our Wish to You!

A MERRY CHRISTMAS TO ALL!



Our wish to our many friends:  
May your Christmastime be  
filled with spiritual blessings.

**PEOPLES STATE BANK**  
Directors — Officers — Employees



Central Valley Electric Co-op., Inc.

### Origin of Gift-Giving Told in Many Versions

There are many interesting versions as to how the custom of gift giving at Christmas time started. Some believe that it all came from ancient England, where it was once custom to hang kissing rings in the great halls. These rings were decorated with mistletoe and were the key for a pleasant holiday pastime. It is said that the young knights and ladies would come to the kissing rings with Christmas roses for their secret sweetheart. This started it all. Now gift giving is traditional.



**DEVOTION** . . . Christmas is not so much a time of receiving as it is a time for giving. These children, in their prayers, are giving by far the best gift of them all—their selves.

### Mistletoe Outlived Sinister Meaning

Mistletoe, once used as a weapon of death, is now almost a universal symbol of love and peace.

According to Norse mythology, there was a god named Balder, who personified the sun. Loki, another god, plotted to destroy Balder.

Balder's mother, when she first learned of Loki's intentions to kill her son, obtained a promise from all living things that they would not harm Balder. All agreed, but the mistletoe, so it was with a mistletoe arrow that Loki induced Balder's blind brother, Hoder, to kill the sun god.

Higher powers intervened, however, and Balder was restored to life. The mistletoe was placed under Frigga's care, and the mother of Balda saw that it was never again used to do harm.

The custom of giving a kiss of love or peace beneath the mistletoe is an assurance that it will never again be used as an instrument of evil.

Aesop, a Greek slave in Samos, was the teller of the world's most famous fables.

### Tradition Says Tree Originated in Egypt

The Christmas tree, now almost a universal symbol, probably came to America from Germany, although tradition has it that Christmas trees originated in Egypt. The palm tree is supposed to put forth a branch every month, and a spray of this tree, with 12 shoots on it, was used in Egypt.

German writers mention the tree as early as 1605. The German prince Albert, consort of Queen Victoria, introduced the Christmas tree in England when he had a tree for his daughter.

### Small Amount of Plant Food Will Keep Needles on Tree

If you have the type of a tree-holder that permits the tree trunk to rest in water, you will find that a small amount of plant food dissolved in the water will aid in retaining the needles on the tree, and keep the needles green. If you use a pebble or rock-filled pail to support the tree, cover the pebbles or rock with a plant food solution.

Use one teaspoonful of plant food, powdered form, to each gallon of water in the container, or use one plant food tablet to each gallon.

**Holiday Greetings**

Here's a good old fashioned wish for a Yuletide of good cheer, followed by good luck and health throughout the coming year.

**(Fat) Ditto's**  
Paint and Body Shop  
Phone 631-W

Happy New Year Is Our Wish to You!

**Season's Greetings**

To our many friends we extend our heartiest wishes for all the joys and blessings of this, the happiest season of the year.

**GAMBLES STORE**  
Mr. and Mrs. Homer G. Borland  
314 WEST MAIN—OUR NEW HOME

Merry, Merry Christmas to You!



To express our appreciation of long-established friendships is our greatest privilege at Christmas. We take pleasure in wishing you, our many loyal customers, all the happiness you have brought to us through the years. May your holiday be a merry one, laden with the blessings of the season.

This Is the Fiftieth Christmas Season

the Directors, Officers and Employees of

**THE FIRST NATIONAL BANK**  
OF ARTESIA, NEW MEXICO

Extend Holiday Greetings to Our Many Friends

**Silent Night**

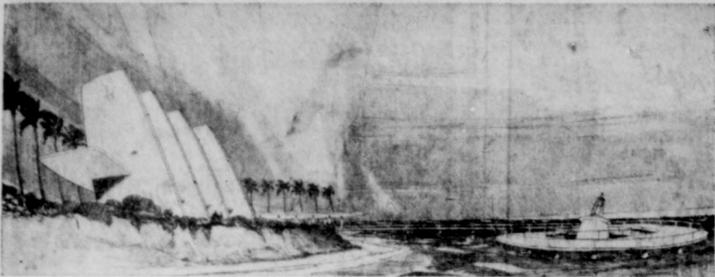
Christmas, to be kept fittingly, must bring to us a remembrance of Christ. Every true vision of the day must show us the Holy Child, with the light of divine love shining on His face — for Christmas with no thought of the love of Christ, is empty of all sacred meaning. In the spirit of this glorious Season we wish you a Merry Christmas and a Happy New Year.

**JIM'S DRIVE INN**

Jim Wallace

Betty Serr	Patty Ulrich
Jean Duncan	Betty Maxwell
Barbara Sessum	Mrs. Effie Sessum

PROPOSED DAV MEMORIAL TO UNKNOWN SAILOR



CINCINNATI — The Disabled American Veterans in cooperation with the Department of Defense, will construct the Grave of the Unknown Sailor at Pearl Harbor, Hawaii, as a fitting tribute to the heroic Navy dead, comparable to the Tomb of the Unknown Soldier in Arlington. At its recent national convention in Boston the DAV voted to underwrite the estimated \$75,000 cost among its membership. The memorial, designed by Paul E. Williams, who helped design the United Nations building in Paris, will have four circular pylons, 35 feet high, with a curved ramp running out into the water and circling a buoy on which will be a dedicatory plaque. Three rooms in the land structure will be used as chapels. DAV officials hope to break ground for the memorial in the near future.

United States Top Buyer and Supplier In-Tree Industry

The United States is the world's leading source of supply as well as the top buyer in the Christmas tree industry—a better than \$50,000,000 business.

The majority of our Christmas trees come from New England, New York and Pennsylvania, the north Middle West, and the Northwest Pacific regions. In recent years, New Jersey has annually marketed around 100,000 trees for local use.

Most of the trees for Christmas sales are cut early in the fall and the trees are kept green with plenty of water until shipped to distribution centers.

Some mass producers, however, cut trees early in the new year, and treat them with preservatives and coloring solutions for storage in chilled warehouses.

READ THE ADS.



BETHLEHEM

The Church of the Nativity

Everyone Wants To See Just One 'Good Old' Yule

"How I would long to see just one more 'old-fashioned' Christmas."

These are familiar words at this time of the year. Before the Yuletide season is over, some member of the family, grandfather or grandmother, probably, is certain to pass that remark, as they have done each Christmas of the past.

And yet, if we search back into the records . . . to the turn of the century, say . . . we find that, even then, someone was wishing for "an old-fashioned Christmas." It is then that we realize that the celebration of the birth of Christ has not changed greatly with the passage of centuries. Basically, Christmas is the same, year after year. It is only the world and the people who are not the same.

He may not admit it, but when grandfather first began to raise a family, he overheard his elders musing over the changing Christmas customs and heralding the approach to "complete commercialism" of the Yuletide celebration. Even then they were worried.

No one can deny that Christmas has been greatly "commercialized" since the days of early America. Yet, so has the entire nation. In the days of our ancestors there were none of the vast trading centers and commercial marts that we know today. Our very way of life has been greatly changed with modernization. Our holidays, and Christmas is the principal one, have managed to keep abreast.

Still, without reservation, Christmas is basically unchanged in its true meaning as a celebration of the birth of the Christ-Child redeemer, come to save the world. No matter how great or how small the presents piled beneath the tree, each Christian heart never ceases to remember that Christmas is Christ's day.

"Greetings by Mail" Originated in 1846, Now a Modern Custom

Look at the paintings on the Christmas cards you send and receive—you'll find famous names and some of the best contemporary art. Here is how it all began.

On a December day in 1846, a middleclass Englishman, Henry Cole, sat at the library desk of his London home addressing to his friends what were probably the first Christmas cards ever printed. The cards depicted a Victorian family assembled at the festive board and the traditional Christmas customs of giving to the poor. They also bore the now-classic greeting: "A Merry Christmas and a Happy New Year to you."

Cole, in a historic move, two months before had commissioned John Calcott Horsley, a Royal



Academy artist, to paint the illustration for the card and had struck off a thousand lithographed copies. He dispatched them that December. This was such a markedly successful stroke of good will that plain Henry Cole subsequently became Sir Henry Cole.

Horsley's art was a far cry from today's Christmas card paintings, but he started a cycle which a hundred years later was to bring fine art into high favor on Christmas cards.

An American shopping for cards may select, for instance, a painting called "Snow Under the Arch" by another Royal Academy member—Winston Churchill, Britain's wartime prime minister and famed amateur artist. Or he might choose Peter Hurd's "One Night in Winter" or "Grandma's Moses" "The White Church" or "The Nativity" by Alexander Ross.

Christmas: 'Good Time; A Kind, Forgiving Time'

Charles Dickens once referred to Christmas as "a good time; a kind, forgiving, charitable, pleasant time." This is an adequate description of the Christmas spirit. Why not make this an old fashioned Christmas?

Elaborately planned parties, those great time-takers, should not be a part of the Christmas scene. A homey, hospitable get-together will create an atmosphere in which everyone can relax.

Since Christmas is really "the children's hour", why not give them a greater part in preparing for the day? Children will get more delight from helping prepare and decorate the tree than in seeing only the finished product.

St. Nicholas Possessed Of Great Virtue, Piety

Saint Nicholas, Bishop of Myra, was said to have been a saint of great virtue and piety.

An ancient legend is told that he became the patron saint of school boys when he restored to life the sons of a rich Asiatic, who had been murdered by a robber-innkeeper while they were enroute to school in Athens. It is said that he was warned of the crime in a vision, but was unable to reach the inn in time to prevent the murders. He restored the boys to life through prayers and also forced the murderer to confess his crime to authorities.



Clear Vision No Collision

Plum Pudding Came From Since Ancient Origin

Plum pudding—the ancient British delicacy traditionally served with Christmas feasts—has come long way since it entered the many lists hundreds of years ago.

Yule-dough was composed chopped meat paste, spices, to bolize the gifts of the Magi, flour, regarded as embodying spirit immanent in the wheat.

A bird's heart beats about 100 times a minute. By contrast human heart beats about 75 a minute.

A fly is born full-grown never gets any bigger.

Advertisement for Ragsdale Realty featuring a star with 'Merry Christmas' and contact information for W. E. Ragsdale.

Advertisement for S&H Green Stamps Redemption Store, featuring 'Grand Gifts for Everyone' and 'Use Your Stamps for Christmas!'.

Advertisement for G. F. Wacker Stores featuring a woman with a Christmas tree and the text 'Loads of Good Cheer'.

Large advertisement for Guy Chevrolet Company featuring an illustration of the Three Kings and the text 'Just as the wise men of old were guided on their historic journey by the fixed and unerring direction of a brilliant star, so may our good wishes to our many loyal friends brighten their Holiday Season.'

Advertisement for Artesia Alfalfa Growers Association featuring a winter landscape with trees and the text 'Merry Christmas' and 'May this Christmas Season be forested with an ever-green bounty of happiness, health and many blessings for our kind friends and loyal patrons . . .'



**GREETINGS**  
**MERRETT'S GROCERY**  
Lake Arthur, New Mexico  
Chris, Merla and Robert Lee



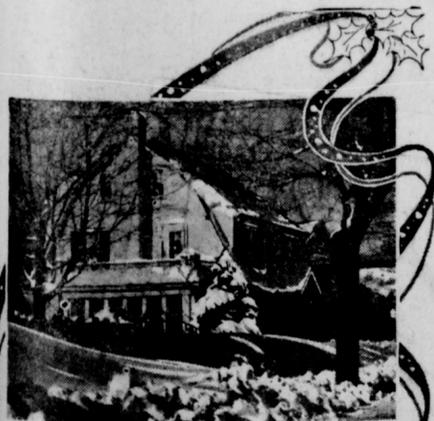
**ARTESIA LUMBER COMPANY**  
"Business Goes Where Invited and Stays Where Well Treated"

# Merry Christmas



May your home be blessed with joy and your hearts overflow with happiness this Christmas Day.

**VALLEY EXCHANGE**  
Real Estate and Insurance  
HARVEY F. JONES



## Greetings

May the spirit of happiness and good will that fills this season live in your home and bless your loved ones for the many years to come. A Merry Christmas and a Happy New Year to all.

**KEY FURNITURE CO.**



**EVERY AVERAGE** American home will have a Christmas tree this year. Traditional and symbolic as the trees are, they present a great fire hazard, and should be carefully watched.

Remember that when you bring a tree into the house it is going to dry up. A freshly-cut tree will not take fire any easier than the evergreen trees growing outside, but the hazard increases by the hour. For this reason, it is not wise to put up the tree too early before Christmas day or to leave it too long after the 25th. Trees of all kind will become highly inflammable at the end of a week.

Families, clubs, churches or organizations that wish to keep their trees up longer than a week should take special safeguards to keep it reasonably safe.

The tree can be kept fresh by setting it up in a pan of water. Cut off the base of the tree at an angle at least one inch above the original cut and keep it standing in water during the entire period it remains in the house. It may be necessary to add water from time to time to keep the water level above the cut.

Place the tree well away from stoves, radiators, and other sources of heat. When you smoke, stay away from the tree. Also be sure that the tree is secured in such a way that it cannot fall. Do not put it near a doorway where it might block an avenue of escape, should a fire occur.



**CHRISTMAS CANDLE** The soft, steady glow of a lighted candle is one of the treasures of Christmas which no one would want to lose. Another treasure is the happy child.

## Christmas Quotes

"Christmas is the time you decide to pay your doctor something on account. You know you will need him the day after."  
—Walter Pulitzer.

"What do people mean by sending you a dozen Christmas cards during the festive season, and not deigning to send you three lines by way of a letter the rest of the year?"  
—J. Ashby-Sterry.

"At every Christmas party, just as things are beginning to get good, someone shuts his eyes, puts his head back and moans softly: 'Ah, well, this isn't like the good old days. We don't seem to have any good old-fashioned Christmases any more.'"  
—Robert Benchley.

## Interesting Job? Santa's Beats All At This Season

**WHO HAS ONE** of the most interesting jobs this time of year? That's easy. It's Santa. The rotund gentleman hiding behind the red ensemble and the flowing white beard learns a great deal about the nature of humans, especially children, at this time of year.

However, after receiving thousands of letters from all over the



country, and talking to thousands of youngsters on street corners and in department stores, Santa usually comes to the same conclusion each year. Times and customs change, but children seldom do.

Requests that Santa receives follow a general pattern each year—everything from bicycles to roller skates and cowboy suits for boys, with dolls and elaborate accessories the favorite with the girls.

There are some exceptions. Lots of children make requests for useful items, typewriters and such, in the hope of becoming writers and stenographers. Last year one lad asked for a Bengal tiger.

Santa, understanding human that he must be, promises to fill all the requests that he can and explains tenderly why there are some that are out of reach.

The flute is of ancient origin and was a great favorite with the old Greeks and Romans.

## Basilica of the Nativity One of Oldest Churches

The Basilica of the Nativity at Bethlehem is one of the oldest churches in Christendom, having been built 1,620 years ago.

As it stands today it represents the original building as erected by the Emperor Constantine and restorations and additions made under Justinian.

It is surrounded by three convents of separate faiths, Greek, Latin and Armenian. All three have the privilege of worshiping in the Grotto of the Nativity, and, surprisingly enough, all three celebrate Christmas on separate occasions.



**Season's Greetings**  
In sincere appreciation of our pleasant relationship through the past year...we extend a wish to you, our patrons, for a Merry Christmas and a Happy New Year!  
**Simmons' Food Store**  
507 S. 6th Phone 62-J

**Greetings**  
**DIXIE CAFE**  
309 South First  
Bob and Ellen Jewel

**Merry Christmas**  
**WESTSIDE SERVICE STATION**  
C. O. and John

## Nations' Customs Widely Varied On Christmas Day

In nearly all of the civilized world December 25 is a red letter day. Peoples of all nationalities and religions celebrate the birth of Christ. The customs of the many nations are as varied as the peoples and their faiths are different.

In the Scandinavian countries, a Christmas tree made of a sheaf of wheat bound to a pole, is raised for



the winter birds. In Norway, rice pudding is always an important item on the menu for the Christmas dinner. One almond is baked in the pudding and the person who finds the almond in his portion is always the first to get married.

Chinese children make odd stockings by sewing three pieces of muslin together, and hang them up on Christmas Eve to hold the gifts brought by Lan Khoong-Khoong, which means "Nice Old Father" to them, Santa Claus to us.

The "old-fashioned" American Christmas, while reflecting the traditions of many countries, most closely resembles the traditional English Christmas, complete with plum pudding, mistletoe, carolers.

## Christmas Carols Herald Yuletide Immemorably

For centuries Christmas Carols have heralded the Yuletide season around the Christian world. Many of them, slightly altered by changing times and customs, have been handed down from one generation to another.

A great number probably were lost because they were popular in generations not adequately covered by a written history.

Christmas Carols are of two main types—religious and convivial. The religious offer praise to the newborn and celebrate the birth of Christ. The convivial exalt mirth and the traditional feasting.

The latter is almost an invention of our modern civilization, and few "popular" Yuletide songs manage to return year after year. "Jingle Bells" is one notable exception. "Silent Night," "It Came Upon the Midnight Clear," and "O Come All Ye Faithful" seem destined to last forever.

## Custom of 'Pinata', Observed in Mexico, Is Spreading to U.S.

The pinata, Christmas custom so long observed by the happy children of Mexico, is gradually spreading into the United States.

Although it performs year-round duty in the land south of the border, the pinata is busiest during the Mexican Christian festival that lasts from December 16 to January 6. In America, it is used in various parts of the country only at Christmas time.

The pinata is made of thin, fragile clay, and is filled with sweetmeats and trinkets before being suspended from the ceiling.

Each of the guests, not always only just children—is blindfolded and given a stick. The object is to swing the sticks overhead until someone shatters the pinata, sending the delicious contents pouring out.

The pinata is a great aid in making the long Christmas season tolerable for Mexican children. Tradition decrees that they must wait until the final day of the 21-day Christmas season to receive their gifts.

## 'Silent Night' Is Most Beloved Carol

Of all the songs that return to bring warmth to the Yuletide season, no carol is so universally known as "Silent Night." Certainly no other is as loved and sung as this simple German song.

For years its origin was unknown, except that it supposedly dated back for many centuries. Recent investigations, however, disclosed that it was produced in 1818. The poem was originally written by Joseph Mohr, an assistant priest in Oberndorf in South Germany. The melody was composed by a schoolmaster, Franz Gruber.

Both the poet and the composer were part of the choir that sang the now famous carol that Christmas Eve in the Oberndorf church. The beloved song was sung first to the accompaniment of a guitar, for the church organ was out of order that Eve in 1818.

It has since been sung to the tune of almost every musical instrument in the world, in the languages of many men.

The American Red Cross was organized in 1881.

**A CHRISTMAS Greeting**  
From all of us, to all our friends  
This greeting is extended...  
For a very Merry Christmas  
And a New Year that is splendid.  
**O. R. and Claudie Gable**

**Rip's Garage & Welding Shop**  
Phone Artesia 080-R6

**Holiday Season's GREETINGS**  
**1952**  
**THOMPSON-PRICE**  
PHONE 275

**Christmas Greetings**

May each and every one  
of our customers and friends  
find this a very  
**HAPPY HOLIDAY!**  
Payne Packing Co.  
and Employees



A Merry, Merry Christmas to You!

**SEASON'S GREETINGS**

From all at our friendly store...  
we send Holiday Greetings  
right to your door!

**BOWMAN LUMBER CO.**



*Season's Greetings*



Artesia  
Gas & Appliance Company

**When Buying Toys for Children**

If you wish your child to get the most available from this year's toys, be sure to look for the five major qualities recommended by specialists.

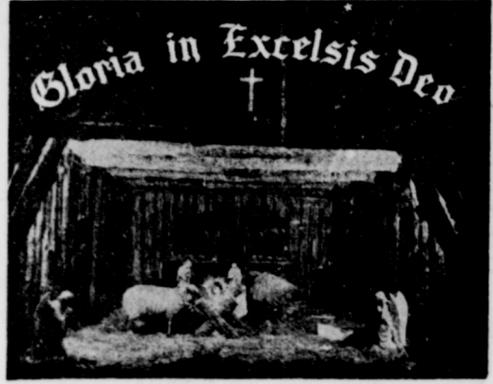
Toys to be thoroughly satisfying for the small fry should have five major qualities, say specialists at the college of home economics, Cornell.

First, toys should be durable to withstand the rough and tumble of any one child and his playmates. Sturdy toys can be repaired and re-painted and passed on for the enjoyment of other youngsters, in or out of the family.

Toys should be simple and easy to handle and operate. Simple playthings are more likely to hold interest through long child-hours and less likely to be shelved permanently.

Toys should be safe to use—without sharp corners or rough places or poor paint that might be harmful to a youngster. And toys should be washable.

Finally, toys should have what the specialists call a "do-with" quality. Good old stand-bys such as wagons, blocks, clay, sand, finger paints, and the like may fit into the child's interest of the moment.



**Gloria in Excelsis Deo**

THE STABLE AT BETHLEHEM... The Babe in the manger, surrounded by the gentle animals, is a vision we can see more clearly with our hearts than with our eyes. And seeing it, we may truly say, "Glory to God in the highest."

**Leash Receives Honor Rating**

(From Artesia High Beacon)

The Leash, literary magazine of AHS, has received a scorebook from the National Scholastic Press association, which is the department of Journalism at the University of Minnesota, Minneapolis, Minn., where the 1932 edition of The Leash was sent for criticism. The Leash received a Second Class Honor rating.

The different classifications on which a literary magazine is graded, and the ratings The Leash received are as follows:

Fiction	excellent
Features	very good
Editorials	average
Critical writing	average
Essays	excellent
Poetry	very good
Humor	excellent
Gen. art work	very good
Illustrations	very good
Photography	average
Cover	very good

The divisions on which The Leash received "average" are those which are not included in the magazine. This is the National Scholastic Press association's way of grading, so that ratings will be fairer for all different types of publications submitted to them.

A few of the things The Leash was criticized on are:

Arrangement of the magazine, length of paragraph, and jump material (stories or articles con-

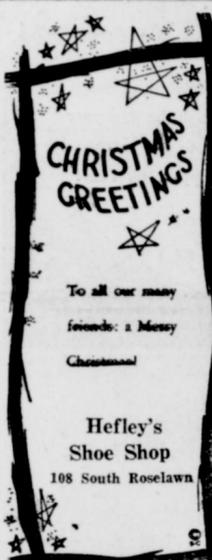
tinued on pages toward the back). This was the first time for the Leash to be sent to the National Scholastic Press association. Total points The Leash received was 900.

A MERRY CHRISTMAS TO ALL!

**CHRISTMAS GREETINGS**

To all our many friends: a Merry Christmas!

Hefley's Shoe Shop  
108 South Roselawn



Every year, more persons are accidentally killed in agriculture than in any other industry.

Most of our granulated sugar comes from sugar cane and sugar beets.

An old English law forbade the eating of mince pie at Christmas as being an idolatrous act.

Appearance of Gypsies in Europe cannot be traced farther back than the 14th Century.

**IMMINY Christmas!**

... We sure hope that your Holiday Season will be the merriest ever!

**ARTESIA COFFEE SHOP**  
Johnny and Earl Grobes



**Happy New Year Is Our Wish to You!**

**A VERY Merry Christmas**

**CLEM APPLIANCE**



**Greetings**

To our friends and patrons:  
May your days be filled with notes of good cheer...

**CORTEZ GAS COMPANY**  
1412 South First Phone 8



**PEACE AND GOODWILL ... 1933**

We're wishing you a Sprightly, Happy Time this Yuletide.

**A. H. HAZEL AIR SERVICE**




*Season's Greetings*

From the more than 1800 men and women who are Your Public Service Company. May the spirit of Christmas live in your home on every day, and all your bright hopes and dreams for the new year become happy reality.

**SOUTHWESTERN PUBLIC SERVICE COMPANY**





# Merry Christmas

May our best wishes light your way to the happiness of the Holiday Season.

Ad 16 - Form 7

## ARTESIA INVESTMENT COMPANY

303 West Main

- Red Smith
- Bill Hunter
- Jake Jakeway
- "Jabo" Rich
- Wilna Griffin
- Mergie Gonzales

A Merry, Merry Christmas to You!

## Christmas at home...

It is our sincere hope that this Christmas will find you surrounded by family, friends and all those love... enjoying the full warmth of the spirit of this happy Holiday.



**THREEMEN TIRE & SUPPLY**  
"Bob Ferguson"



Candles have lighted Christmas eve around the world for generations. It has long been a custom in Ireland to place a lighted candle in the window to guide the Christ-child on his way, and the use of candles appears in other lands in many ways. In Czechoslovakia, for example, tiny candles are set upright in nutshells and floated in pans of water. Armenians use myriads of candles in preparing their Christmas decorations. At unique church services in Labrador each child receives a little lighted candle standing in a turnip, and keeps it until after the services, at which time the turnip is eaten. In Norway, families arrive at church on Christmas eve, each carrying a flaming torch. These are stuck in the snow while the good-folk attend the services.

### Redeemer's Birthplace In Ancient Bethlehem Still Scene of Worship

The scene of the Redeemer's birth at Bethlehem is the site of a day's worship and prayer each Christmas Eve. The faithful come from all parts of the world to join their voices in adoration and to see the solemn reenactment of the birth of Jesus of Nazareth. Discontinued for six years during World War II, the pontifical mass and ceremony was renewed in 1948. As the stars on the hillside and the pale moon wrapped the town of Bethlehem in an aura of holiness the voices of the humble echoed in prayer from the little Church of St. Catherine, built on the hallowed rock of the most sacred spot of the Christian world. The mass was celebrated at 10 p.m., the voices of the choir-boys ringing out over the surrounding hills. At the stroke of 12 the great bells of the tower of the nativity rang out, loud and clear. The vicar, holding an image of the Christ Child, joined a procession of priests, acolytes and choir-boys. By flickering candlelight the procession filed over the stone steps leading to the grotto of the nativity. The vicar placed the tiny representation of Christ on the sacred spot where, many years before, the Redeemer came.

### 'Snapdragon' Popular

A game called "snapdragon" was very popular at Christmas time in England more than 200 years ago. To a limited extent it is still played in some parts of England, as well as in America. The original game called for a quantity of raisins to be deposited in a large bowl or dish. Brandy or some other spirit was then poured over the fruit and ignited. At a given signal, the participants attempt to snatch a raisin from the blazing bowl.



SECRETS . . . This little girl wants something for Christmas, but she's not telling anyone except Santa Claus, who looks like he understands the problem.



**Greetings**  
May Christmas cheer come down your chimney!  
**Guy's Cleaners**

## POSSIBLE MURRAY SUCCESSORS



James B. Carey      Walter Reuther      Allen S. Haywood  
**(THREE TOP CIO figures reported as possible successors to President Philip Murray, who died in San Francisco, are James B. Carey, 41, CIO secretary-treasurer and president of the International Union of Electrical Workers; Walter Reuther, 45, president of the United Auto Workers; Allen Haywood, CIO executive vice president. (International)**



## Merry Christmas

BEST WISHES TO ALL OUR FRIENDS AND CUSTOMERS

### ARTESIA MATTRESS FACTORY

C. A. Smith — R. P. Smith  
Phone 0194-R3



A wish for all on this happy day— for all good things to come your way!

### DR. KATHRYN BEHNKE CHIROPRACTOR



our best wishes to our loyal customers!

### HART MOTOR COMPANY

Dodge — Dodge Job-Rated Trucks — Plymouth



May the road leading to your Christmas be paved with the stepping-stones of our sincere friendship.

**NEW MEXICO ASPHALT & REFINING COMPANY**  
ARTESIA, NEW MEXICO

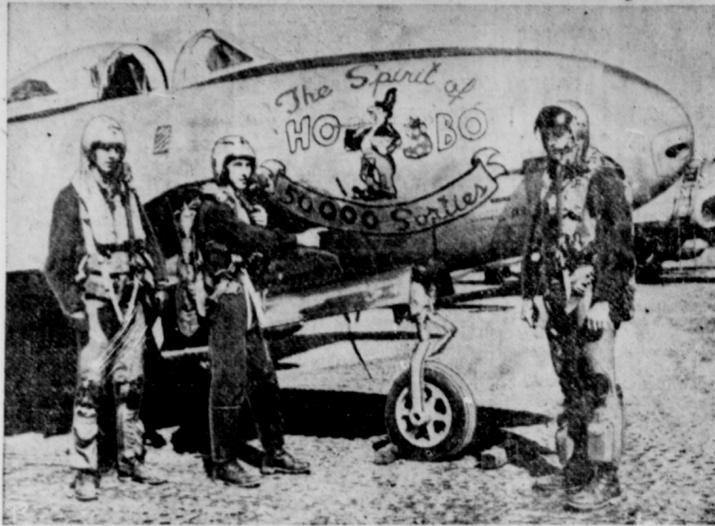


**Christmas Joy**

May the Peace of Christmas bless you,  
 May the Christmas love possess you,  
 May the Faith of Christmas guide you,  
 May the Christmas Hope provide you  
 With A Merry Christmas  
 And A Happy New Year

**Artesia Transfer & Storage**  
 Don and Dorothy Butts

THEY MARK USAF'S 50,000TH MISSION IN KOREA



USAF PILOTS who flew the 49,999th, 50,000th and 50,001st missions of the Korean war stand before the plane of the 50,000th in Korea. From left: Lt. Gordon L. Edwards, 24, Amarillo, Tex., 50,001st; Lt. Warren R. Guibor, 23, Eureka, Mo., 50,000th; Lt. Loren A. Hauser, Waterloo, Ia., 49,999th. Photo by International News Photos staff photographer Dave Cicero. (International Soundphoto)

'Bar-Ditch' Is Misnomer for Borrow Pit

In many of the western states, the ditch on both sides of the highways is called by a variety of wrong names. Most common misnomer is "bar-pit," or "bar-ditch." Others say "barrel pit" or "barrow pit." One newspaper even published the name as "barrow pit."

Actually, the name for the ditch is "borrow pit." It's an old engineering term used to designate any area from which soil or other materials are "borrowed" to fill in or build up another area. Dirt is taken from the ditch and used to elevate and bank the highway, so that rain water will run off the highway and evaporate in the ditch.

Head of the Statue of Liberty has space for 40 persons to stand.

Half of the world's supply of electricity is generated and used in the United States.

In only a few bird species do the females sing.



**JOY to the world.**

Our wish to you this joyful Holiday Season is as old as St. Nick and as sincere as the spirit of his smile—  
**Merry Christmas!**

**BENNIE'S BOOT SHOP**  
 Bennie and Bill



**CHRISTMAS GREETINGS**

As traditional as the carolers at Christmastime are our warm wishes to our many loyal friends—  
 May you find this Yuletide Season bright with cheer, and abundant with the many pleasures of friendship... hospitality and festivity!

**LEONE'S STUDIO**

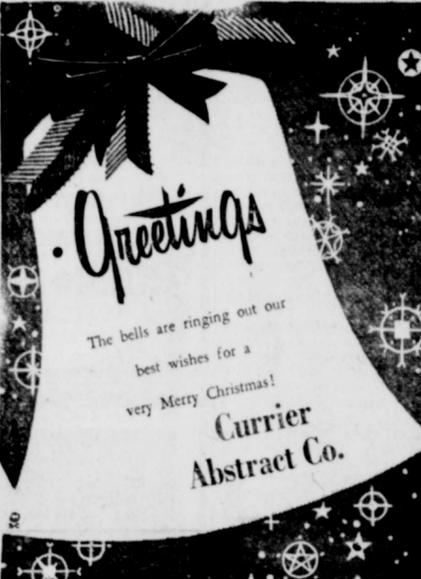
Grid Bribe Figure



LEONARD GLICKFIELD, 20, a student at University of Maryland and son of a Washington drink spot operator, is accused of attempting to bribe three Maryland football players to hold down the score in football game with Louisiana State university. (International)

When cows are bred as early as 35 days after calving, only about one of three settle the first time.

A Merry, Merry Christmas to You!



**Greetings**

The bells are ringing out our best wishes for a very Merry Christmas!

**Currier Abstract Co.**



**Noel!**

IN THE SPIRIT OF FRIENDLINESS AND GOOD CHEER, WE THANK YOU FOR YOUR MANY FAVORS AND SINCERELY WISH YOU AN OLD-FASHIONED YULETIDE AND A NEW YEAR ABOUNDING WITH SUCCESS, GOOD LUCK AND HAPPINESS

**White Auto Store**  
 407 West Main

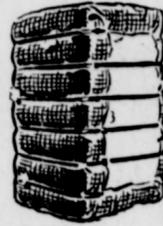


1952

**Merry Christmas**

Let the joy and faith of the holiday season be reflected everywhere.

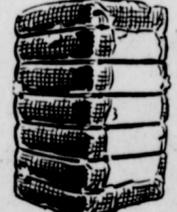
**SAFEWAY**



The Season's  
**GREETINGS**  
 to You!

The Gift we treasure most was not given at this Christmas Time, but rather it was given throughout the past months. This Gift is your Friendship and Patronage. We treasure it more because we know it is your way of showing us that our Service has been welcomed by you and that you value our Service.

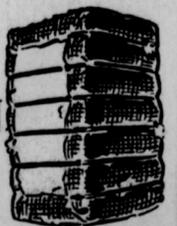
Merry Christmas



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 is to your Health, Happiness and Prosperity—and our Continued Friendship.

The  
**ARTESIA FARMERS GIN**



ARTESIA, NEW MEXICO

Yuletide Giving Important Story

Story of how St. Nicholas associated with secret gift-giving and even today comes to light to leave his presence one of the most important of his life.

ter to marry. A second and a third time St. Nicholas made the trip and finally all three daughters were married.

CHRISTMAS NAMES England has two towns with Christmas names. Christmas Pie is a small village near Guildford, Surrey, while Christmas Common is near Oxford and Henley.

MERRY CHRISTMAS



Lots of cheer and jolly good fun... May your holiday be A Merry one!

Dee Louck's Electric Shop

Christmas Seal Conceived in Denmark

DANISH postal clerk thought of the idea of attaching stamps to Christmas packages and letters in 1904 and a few years later the idea was tried in America.

It's Christmas Time

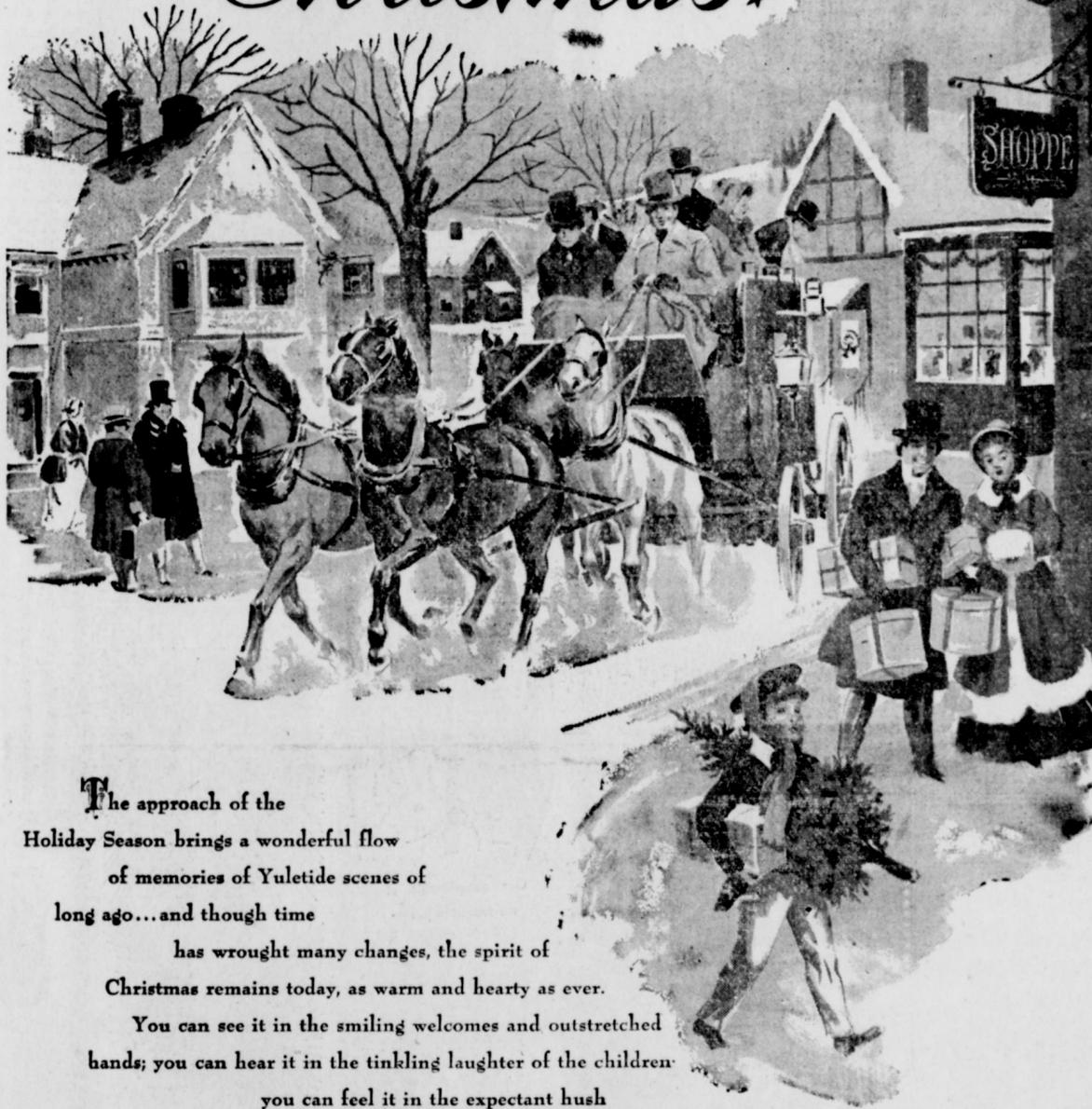


1952

We send our hearty greetings.

- Artesia Beauty Shop 321 West Quay
Gilma Beauty Shop 404 1/2 West Main
Karr Beauty Shop 607 West Chisum
La Vaughn Beauty Shop 516 West Main
Lorraine Beauty Shop 912 West Chisum
Mermis Beauty Box 517 West Centre
Modernistic Beauty Shop 409 West Main
Vogue Beauty Shop 305 1/2 West Chisum

Merrie Christmas!



The approach of the Holiday Season brings a wonderful flow of memories of Yuletide scenes of long ago... and though time has wrought many changes, the spirit of Christmas remains today, as warm and hearty as ever.

THE ARTESIA ADVOCATE AND EMPLOYEES

O. E. PRIESTLEY, Publisher

- Vernon Bryan, Manager; Nap Gaspard; Maude Ball; Mary Long; David Baldonado; V. J. Omelian; Bill Maxwell, Advertising; Harry Haselby; Ott Strock; Lillian Bryan; Garland Stuart; Tommy Bryan; Dave Rodwell, Editor; Charlie Snyder; Victor Hernandez; Frances Maxwell; Phillip Wetherby; Charlie Kuykendall



The FURNITURE MART

1113 S. First

Phone 445-W



STAY ALERT SLOW DOWN NATIONAL SAFETY COUNCIL

Mistletoe Bestows Good Fortune

VERY few people don't know what a sprig of mistletoe means at Christmas time—especially when there's a pretty girl standing beneath it! But few people realize that this very pleasant custom has its root in age-old superstitions. The lore of primitive days contains many references to mistletoe. According to an ancient Norse legend, the sun god was slain by an arrow fashioned from the mistletoe plant. He was resurrected by his mother's tears, which falling upon the plant, were crystallized into pearly berries. Because of this magical healing, it was ordained that mistletoe should grow neither on heaven nor earth, but suspended between. That is the reason, runs the legend, that mistletoe is found

growing on trees. Mistletoe was of special significance to the Druids, ancient pagan priests of England, who cut it off trees with a golden knife used only for that purpose. They believed it possessed wonderful powers of healing and acted as a protection from witchcraft. During the December religious rites, it was bestowed upon individuals as a special mark of honor. Because of its supposed salutary properties, mistletoe was often hung over the doors of primitive houses as a sign of good-will. Belief in magic has disappeared, but this custom still remains. And a kiss under the mistletoe still has beneficial effects. Try it and see for yourself!

Simple Methods Keep Tree Fresh

Christmas trees, like flowers, will respond to being kept with the base in the water. Here are two simple things to do if you want your tree to stay green and fresh. Buy a tree which has been cut as recently as possible. Cut off the end of the trunk diagonally at least one inch above the original cut. This will expose a moist surface which will absorb water. Stand the trunk of the tree in water at once, and, if it is not to be taken into the house for several days, keep it in a cool place.

Wearing Something New on New Years Is Luck Symbol

A little care will make it possible to bring oneself good luck for the entire year. Wear something new, if possible, on New Year's Day, but the garment must be put on when you first dress in the morning. Receipt of a gift is certain to carry luck. Wish everyone you meet "A Happy New Year," but remember when the greeting is given to cross your fingers for luck. Be sure to say "rabbits" as the first word when you wake before anyone has had a chance to speak to you.

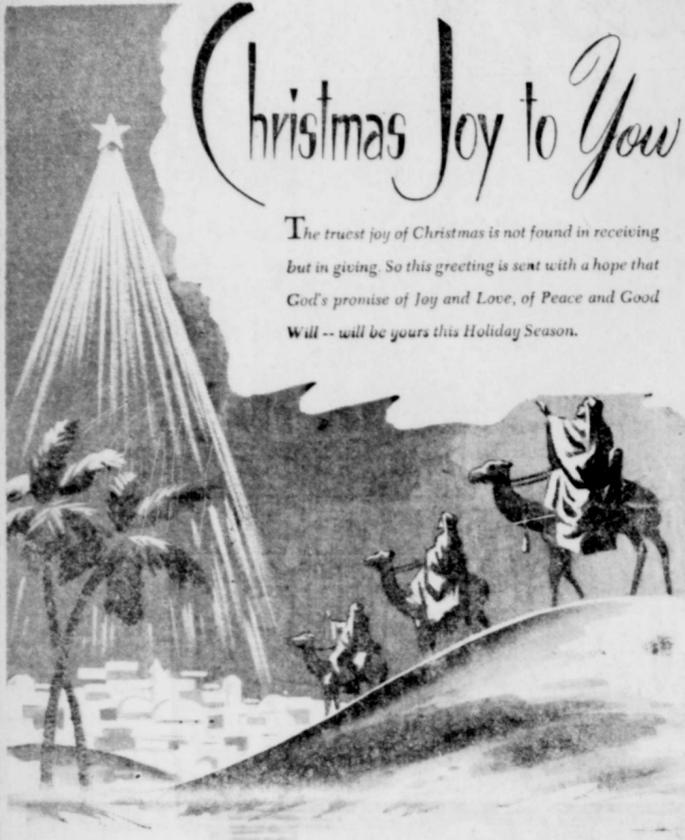


Christmas is for everyone

For the young, for the old. For the timid, for the bold. Christmas is for all. Yes, all of us are as one on this happiest of happy holidays. A Merry Christmas and Happy New Year to you.

Burch Petroleum Company GULF OIL PRODUCTS Phone 3 Artesia, New Mexico P.O. Box

HAPPY NEW YEAR

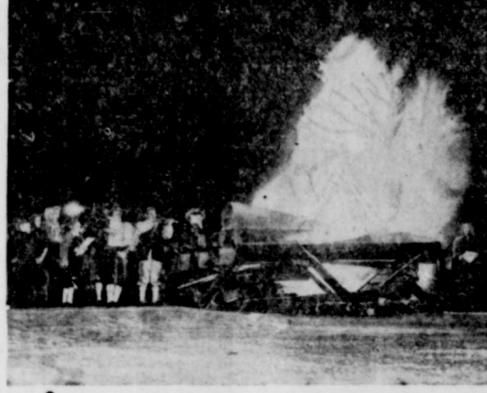


Christmas Joy to You

The truest joy of Christmas is not found in receiving but in giving. So this greeting is sent with a hope that God's promise of Joy and Love, of Peace and Good Will -- will be yours this Holiday Season.

FIRST PRESBYTERIAN CHURCH

Fourth at Grand



TIME FOR CAROLS... Men, women and children from Protestant churches blend their voices in carol singing before the blazing Yule log. This Christmas Eve custom is becoming increasingly popular throughout the country.

USAF Places Order For F-100 Jet Fighters

Washington (AFPS) — A number of F-100 jet fighters have been ordered from North American Aviation, Inc., the Air Force announces.

Designed to strike a more lethal blow in aerial combat at speeds faster than sound, the new aircraft will be built at the company's

Los Angeles plant. No data on the plane's configuration or performance characteristics can be released because of security restrictions.

The first Christmas bells were said to have called worshippers to Vespers. At midnight, the mournful tone of the bells changed to joyful chimes to signify the birth of Christ.



Our compliments of the season to you —

And Good Wishes for a Happy New Year SAV-MOR GROCERY and MARKET

We Will Be Open Christmas Morning Roselawn, Across from School



May the true joy of Christmas shine in the hearts of all.

ARTESIA ABSTRACT CO.

CHRISTMAS

DREAMS

May the joyous warmth of the season rest with you always.



1952

ARTESIA LOCKER PLANT



This Christmas may you have happiness and good cheer in your home... contentment and joy in your heart. And may the New Year hold for you, a full share of good health and good fortune.

Hill Plumbing Service Mr. and Mrs. "Jim" Hill



MERRY CHRISTMAS ... Folks!

and Best Wishes for Your Holiday!

CENTRE STREET GROCERY

ROOSTER MILLS 515 West Centre Avenue



for a Happy Holiday!

MERRY CHRISTMAS ... to You All!

AND A VERY HAPPY NEW YEAR

GOODNER'S BAKERY

515 West Centre Avenue

Merry Christmas

Like Santa, these words never grow old, but take on a richer meaning with each new Yuletide season.

1952

AARON GROCERY & MARKET

712 West Dallas

Phone

... Becomes  
... a young giant  
... philosophies  
... to desert one mas-  
... whenever he  
... stronger than the  
...  
... the mighty Pha-  
... Satan. Reprobatus de-  
... to serve Satan. per-  
... the cross, he left the  
... Satan and went in  
...  
... refused to pray, he was

commanded to do penance and given the task of carrying travelers across a deep river.  
On Christmas Eve a voice called for Reprobatus and, answering the summons, he found a very small child waiting to be carried across the river. When he had placed the little one upon his shoulder, the burden of his weight nearly bowed Reprobatus to the ground.  
"You are, indeed, as heavy as the world," declared Reprobatus. "I created the world," replied the child, "I redeemed the world and I bear the sins of the world."

Reprobatus was no longer a heathen giant; he was Christofera, the bearer of Christ: as St Christopher, he is the Goliath of the Saints, patron saint of the travelers: his emblem is a palm stem which Christ bade him thrust into the soil—wherefore the date palm is said to blossom and bear fruit at Christmas time.  
Two ministers saw a sign that said: "Ladies Ready - to - Wear Clothes."  
"It's about time," muttered one of them.

### Christmas Eve Memory Check

**Did You Remember . . .**  
... to take home a few extra toys? If you are expecting two or three neighborhood small fry to drop in, you can be sure six will show up. And three toys and six children do not enhance "Peace on Earth."  
**Did You Remember . . .**  
... to check the Christmas tree lights? Not day before yesterday. Not last week. We mean right now. A few stores are still open and you can supply new ones. Better pick up a few more ornaments too.  
**Did You Remember . . .**  
... that you told all those people to drop in for refreshment tonight? Better check on the cake, cookies, soft drinks, and other goodies.  
**Did You Remember . . .**  
... those last minute Christmas cards? If not, you can send telegrams to friends too far away for cards to reach them by December 25. You can even have a messenger call at your house while the guests you invited in for snacks are there, and probably everybody will remember someone far away who should have a Christmas greeting.  
**Did You Remember . . .**  
... to hang some kind of Christmas decoration outside the house, so passing strangers may enjoy some of the Christmas glow that is in your home and reflect it around your town? Remember, everyone has a part in this Christmas cheer, not just your small circle, and the more cheer you scatter, the more you will gather

In several states of the Union there is a definite law forbidding anyone from interfering with a child's belief in Santa Claus.

Some European peoples have a superstition — dating from ancient times—that animals take on the power of speech at Christmas time.

Liquid self-oiling wax is the answer to dresser drawers that stick. After removing the drawers, dust the runways then apply liquid wax to both runways and drawer edges with a cloth. You can rely on them sliding easily even in damp weather after this treatment.

### Tree Decoration Has Ancient Source In Arabian Legend

When you fasten the ornaments to your Christmas tree this year you will be commemorating a centuries-old Arabian legend that relates how plants blossomed and flowered and trees miraculously bore ripened fruit on the eve of the first Christmas.

In fact, the Christmas tree itself stems from the story of a Scandinavian "sacred" tree and Martin Luther, a German, is said to have brought the first one indoors and decorated it for the Yule season in the early 16th century.

These are only two of more than a score of legends from which today's Christmas symbols and customs stem. According to Jeannette Lee, who has probed their origin for nearly a dozen years, the American Christmas symbols—from candles and bells to kissing under the mistletoe—have no common nationality. They have come from all parts of the world.

Mrs. Lee, who is supervisor of creative art for a greeting card company, constantly utilizes the traditions and emblems of the festival as ornaments for Christmas cards and is just as constantly searching for new ones. This year, for example, the bright-colored tree ornaments are in high vogue as decorative devices on Christmas cards.

### YULETIDE MASQUERADE

Polish children masquerade in animal costumes on Christmas Eve. It's done to honor the legend that attributes the power of speech to birds and animals during the mid-night hour of Christmas Eve in recognition of the animals who, sharing the stable of Bethlehem, warmed the Holy Infant with their breath.

In France, there is a saying that daughters born on Dec. 25 will be wise, witty, and virtuous.

## Season's Greetings

Once more may the Christmas Star send its shining down with the same meaning it brought to Bethlehem. And as we yield hearts to the spirit of peace which pervades Christmas air, may we remember the heavenly love that came into this world when Christ was born.



**HOMSLEY LUMBER COMPANY AND EMPLOYEES**  
on Highway 83 Phone 1033



It adds much to the enjoyment of the season to extend to our friends and customers our best wishes for a MERRY CHRISTMAS...

**ARTESIA AUTO COMPANY**



A bountiful, merry Christmas to one and all.



**McCaw Hatchery and Poultry Farm**  
306 South Thirteenth Artesia, N. M.

MERRY CHRISTMAS



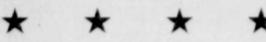
Our Best Wishes for 1952 Go Out to All Our Friends



**Season's Greetings**

**Southern Union Gas Company**  
HELPING BUILD THE GREAT SOUTHWEST

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 hearties wishes of the season to all of you who have made 1952 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.**

Merry Christmas

AND ALL OUR BEST WISHES FOR YOUR HAPPINESS THROUGHOUT THE COMING YEAR.

LUKE'S GARAGE  
L. G. MONSCHKE — LAWRENCE BISBEE

'Silent Night' Hymn Is Often Called Song From Heaven

"Silent Night" is often called the "Song from Heaven" because the story of its inspiration and composition is one of the most beautiful Christmas stories in existence.

On December 24, 1818, in the Austrian village of Hallein, as Father Joseph Mohr sat reading his Bible, there was a knock at his door. It was a peasant woman who wanted the priest to visit a poor charcoal-maker's wife to whom a child had been born. The parents had sent her to ask the priest to come and bless the infant.

Father Mohr was strangely moved by the visit to the mother. And that evening as he returned to his home saw that the dark slopes of the Alps around the village were alight

O come, all ye faithful

Let us glory in God's promise of Joy and Peace on Earth, Good Will to all men. May the many blessings of Christmas be with you throughout this Holiday Season.

ROSELAWN RADIO SERVICE

104 S. Roselawn  
NATALIE and HAROLD

Christmas Game

Snadragon was a favorite Christmas game in England more than 200 years ago, it is still played in modified form in England and America. The original game called for a quantity of raisins to be deposited in a large bowl or dish. Brandy or some other spirit was poured over the fruit and ignited. The bystanders then endeavored to grasp a raisin, by plunging their hands through the flames. A carol, called "The Song of Snadragon," accompanied the game.

God Bless Christmas

"There are many things from which I might have derived good, by which I have not profited, I dare say," returned the nephew. "Christmas among the rest. But I am sure I have always thought of Christmas time, when it has come around, as a good time; a kind, forgiving, charitable, pleasant time; and, therefore, uncle, though it had never put a scrap of gold or silver in my pocket, I say, God bless it!"—Charles Dickens, "A Christmas Carol."

Greetings

We extend to our many friends our wishes for a Christmas that will be rich in joy and good health.

DOWELL SERVICE STATION  
A. R. DOWELL

Greetings:

We sincerely hope that this Christmas will hold for you all that is good and that your enjoyment will last through a New Year of good health and success.

A. G. Bailey Produce  
110 West Richardson

with torches of the mountaineers on their way to church. To him it was a Christmas miracle.

Later, as he tried to put down on paper his feeling and experience, the words kept turning into verse. When dawn came he found he had written a poem—a beautiful and moving poem.

On Christmas Day his friend, Franz Xaver Gruber, music teacher in the village school, composed music to fit the verses.

Village children heard the priest and teacher singing the song and learned it. From there it spread throughout the world. Today, it is regarded as the greatest Christmas hymn and wherever there are men of good will they sing:

"Silent night, holy night—  
All is calm, all is bright,  
Round you Virgin, Mother and Child;  
Holy Infant, so tender and mild,  
Sleep in heavenly peace—  
Sleep in heavenly peace."

GREETINGS and Best Wishes

May the cheerful glow of Christmas candles be reflected in your heart and brighten the New Year with joy and contentment.

CONTINENTAL OIL CO. AND ITS EMPLOYEES

The Prophecy

Isiah 9:6

For unto us a child is born, unto us a son is given; and the government shall be upon his shoulder; and his name shall be called Wonderful Counsellor, the mighty God, the everlasting Father, the Prince of Peace.

SILENT NIGHT

The famous Christmas hymn, "Silent Night, Holy Night," was written in Obendorf, one of Austria's loveliest villages, on Christmas Eve, 1818, by the local clergyman, who took the words to the home of the village organist the same night, where they were immediately set to the well-known tune.

Greeting

In sincere appreciation of pleasant relationship through past year... we extend a wish you, our patrons, for a Merry Christmas and a Happy New Year

INDEPENDENT SUPPLY CO.  
DAVID C. SAIKIN

To our many friends

A Joyous Christmas 1952

The spirit of the season strengthens our bonds of mutual friendship

CHRISTMAS RESOLUTION FOR PARENTS

Here's a Christmas resolution for parents. It's one that ought to be made before New Year's resolutions are even considered. It goes, "I will keep my hands off the children's toys all day on Christmas."

It'll be a hard one to keep because Mother likes to fuss with Ann's doll. She pretends she is showing Ann how to put on the bonnet, but she's actually having a grand time playing. And once Father gets his hands on the train, or the auto that winds up, the boys can't get near them.

It isn't fair. The children are crying for a little peace and freedom. After all, adults can play with toys for the next 364 days if they want to.

CHRISTMAS ILLEGAL

The keeping of Christmas or saint's days, and the making of mince pies were illegal in the early Massachusetts and New Haven colonies. The strict religion of the Puritans banned observance of holy days.

A HAPPY NEW YEAR TO YOU!

Joe Mitchell & Son  
Jay Toby

Greetings

May the wondrous spirit of Christmas bring you a special note of joy that will continue with you throughout the coming New Year!

JOHNSON'S LAUNDRY  
Formerly Shockley's

JOYFUL

And, we might add, a double Merry Christmas.

HO-LI-DAY

GRAND STREET GROCERY  
Mr. and Mrs. M. T. Peters

May you discover the joys of the Christmas season among your gifts under the tree!

C. R. SCOTT OIL COMPANY AND ITS EMPLOYEES

Season's Greetings

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

1952

PHIL HALE  
Radio and Television Service  
1508 Hank Phone 1275

A warm word of Cheer

CHRISTMAS '52

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

Chandler's Jewelers  
307 West Main  
Artesia, N. M.

Greetings

Warmer than ever And Merrier too Are these sincere wishes We're sending to you A Joyous Christmas A Happy New Year.

DEL SMITH MOTORS

Season's Greetings

It is our fervent hope that the Christmas bells ring in a season filled with happiness and good will for all our friends.

M. C. LIVINGSTON  
MAGNOLIA DISTRIBUTOR

A HAPPY HOLIDAY TO ALL!

The entire staff joins in wishing our friends the MERRIEST CHRISTMAS ever

THE ARTESIA WESTINGHOUSE LAUNDROMAT  
106 South Sixth Phone

Merry Christmas

The best wish of all is for your Merry Christmas.

F. L. Wilson Feed and Farm Supplies

Serving of Boar's Head One of Old Christmas Customs

Of the customs that grew up around the Christmas festival in Morris England, the serving of the boar's head was one of the most stirring. It endures to this day at Queen's college, Oxford, where the 50-pound tusked head—a lemon in



its grinning jaws—is borne in on a great silver dish, escorted by trumpeters and candle bearers. In the olden days there was an appropriate chant, half carol and half ritual, that the gentlemen used to bellow at the moment the dish troubled the board.

Then set down the swineyard, The fow to the vineyard, Let Bacchus crown his fall, Let this boar's head and mustard Stand for pig, goose and veal, And so ye are welcome all.

MIRACLE PLAYS STILL HELD

Among more tradition-observing communities of the world, old-time miracle plays are still performed, often in the form of elaborate dances, in solemn, but lavish, settings against the colorful background of tropical foliage.

Love's progress will be aided on New Year's Day if you are careful to put on the left stocking before the right. The potency of this charm is supposed to be increased if you do all things as far as possible left-handedly during the day.

A MERRY CHRISTMAS TO ALL!

Advertisement for Paul's News Stand, 113 S. Roselawn, Artesia, N. M. Includes text: 'We Hope Your Stocking Is Filled With A Host of Wonderful Gifts... And That Your Heart Is Filled With Happiness. MERRY CHRISTMAS TO ALL! Paul's News Stand 113 S. Roselawn Artesia, N. M.'



May you and your family enjoy one of the most glorious Yule seasons ever.

Woodie Pie Co.

History of Christmas Seals

When you see the Christmas seal do you ever wonder how it started? It was born in Denmark, home of the fairy tales of Hans Christian Anderson.

Einar Holboell, a Copenhagen postal clerk, was sorting mail one snowy afternoon before Christmas, 1903, when he thought of the idea of a penny stamp to swell a fund for children's hospitals.

Authorized by King Christian, the first Christmas seals were sold in Copenhagen in 1904.

Holboell's scheme outgrew his wildest imaginings, for before his death in 1927, he lived to see it spread to 45 countries, including Korea, India and French-Indochina.

The seals found their way to America on letters and packages and first attracted the attention of Jacob Riis who wrote an article about them. Few people, however, were interested in the idea.

Then, in the autumn of 1907, Emily Bissell, a public health worker, concerned about the fate of a small sanatorium, recalled the article and set down to sketch America's first Christmas seal, a wreath of holly encircling the words "Merry Christmas."

With 50,000 stamps printed and nowhere to sell them, Miss Bissell at last enlisted the aid of a columnist on a Philadelphia newspaper. The idea caught and within a few weeks \$3,000 was collected.

The first nation-wide sale was held the following year and was backed by newspapers all over the country, religious and civic groups, and sponsored by the American Red Cross and the National Tuberculosis Association.

First Community Tree At Christmas Was Held In City of Cleveland

THE COMMUNITY Christmas tree idea was born in Cleveland, Ohio, in 1912. The community raised funds to defray the cost of the tree and celebrations through the sale of preferred stock in "Cleveland, the city of good will (unlimited), incorporated under the laws of the commonwealth of good cheer." This was specified by holly-bordered certificates.

Holdes of preferred stock were entitled to "dividends payable daily in the form of happy voices of robust children, the contented faces of friendly fellow citizens and the advancement of the city of good will."

Sale of stock was pushed everywhere, the most unique place being the Cleveland stock exchange where the stock was listed at the head of other securities. The sale brought \$12,000, which purchased Christmas cheer for 13,000 citizens, as well as the first community Christmas for the city.

CHRISTMAS 'MOTHER'S DAY'

In Yugoslavia, the second Sunday before Christmas is celebrated as Mother's Day. While mother pretends not to notice, one of the children slips in cautiously and ties her feet to the chair. The other children rush in shouting, "Mother's day! Mother's day! What will you pay to get away!" The mother then buys her release with Christmas gifts.

HAPPY NEW YEAR

Advertisement for The State Distributors featuring a boy reading a book. Text: 'Joy to the World', 'The infinite joy that Christmas brings, serves to remind us that all good things in life come from Him and His teachings.', 'May you have a Merry Christmas, in all the fullest, richest and deepest meaning of those happy words.'



Merry Christmas

May you have a Merry Christmas and a prosperous New Year!

SEE...

DORIS DAY

and

RONALD REAGAN

in

"The Winning Team"

DECEMBER 25-26-27

LANDSUN THEATER

Advertisement for Blocker's Gift Shop featuring a smiling face. Text: 'Greetings... and all good wishes for the most wonderful holiday season you ever had! BLOCKER'S GIFT SHOP 302 West Main Phone 1177-W'

Merry Christmas



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

1952

MEL KING

Business Men's Assurance Co.

Greetings

Surely you've heard this greeting before, 'Twas old when we were so young... And will be repeated for centuries more Whether spoken, written or sung... "Merry Christmas to you and a Happy New Year too."

Brainard-Corbin Hardware and Employees

HAPPY HOLIDAY

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

HALL AUTO PARTS



Christmas Joy

We hope your prayers will be answered this Christmas with those gifts you cherish most... and may you enjoy them throughout the New Year

ARTESIA ELECTRIC

Happy New Year Is Our Wish to You!

Advertisement for Morrist Christmas featuring a child's face. Text: 'a wish for your Morrist Christmas', 'Continuing happiness to you and yours.', '1952'

ARTESIA IMPLEMENT & SUPPLY CO. Phone 93-810 5. FIRST ST. ARTESIA, NEW MEXICO

During this blessed Holy Season we hope that the Star that guided the Wise Men will lead us all to greater peace and happiness. COLE MOTOR COMPANY and Employees CADILLAC PONTIAC



# Greetings

We ring out our joyful greetings with every wish for a cheerful Christmas and a prosperous New Year.

Ace Cab Co.

J. P. Cole

A Merry, Merry Christmas to You!

## First Foot in House Is Lucky New Year's Sign

The "First Foot"—the first person to enter the house on New Year's morning—plays a significant role in the family's future fortunes. He must be a dark man to bring good luck, but if he also brings a gift and "carries in" more than he "takes out," then the house is assured peace and plenty for a whole year. The most suspicious gifts as luck-bringers are a lump of coal and a red herring.

## How to Get Your Man—Look for Him New Years'

Unmarried persons are advised to look out of the window on New Year's morning. If you see a man, it is a sign that you will be wed before the year is out. Should you see a horse, you can have a wish, and it will be realized within the year. To see a dog is lucky, but a cat foretells worry.

MERRY CHRISTMAS



## KEEPING CHRISTMAS

by Henry Van Dyke

Are you willing to forget what you have done for other people, and to remember what other people have done for you; to ignore what the world owes you, and to think what you owe the world; to put your rights in the background, and your duties in the middle distance, and your chances to do a little more than your duty in the foreground; to see that your fellow-men are just as real as you are, and try to look behind their faces to their hearts, hungry for joy; to own that probably the only good reason for your existence is not what you are going to get out of life, but what you are going to give to life; to close your book on complaints against the management of the universe, and look around you for a place where you can sow a few seeds of happiness—are you willing to do these things even for a day? Then you can keep Christmas.



FULL REHEARSAL FOR THE BIG DAY . . . Robert wanted Nick, the dog, to have dinner with him at his private table, but Dad and Mom were not enthusiastic until Robert demonstrated that Nick's table manners are impeccable. He did it with a dress rehearsal, which you see here. Nick seems to be enjoying nonchalantly an after dinner cigarette.

## Mythology Symbol Of Divine Favor

The custom of kissing under the Mistletoe descends from Scandinavian mythology.

Frigga, goddess of love and beauty—counterpart of Venus—so grieved when her son Balder was struck down by an arrow fashioned out of Mistletoe that her tears became the white berries of the plant; Balder was restored to life by the concerted efforts of the gods and Frigga, legendarily bestows a kiss upon those who pass under the Mistletoe.

The Mistletoe was sacred to the Druids of ancient Britain and, in Virgil, it is the Golden Bough which enables Aeneas to descend to the underworld and return safely.

Considering its heathen associations, the Church has never sanctioned the use of the mistletoe as a decoration appropriate to a religious edifice. However, no restrictions have been strong enough to banish the parasitic plant from the home where it continues to be emblematic of peace, friendship and true love—sealed by a kiss.

HAPPY NEW YEAR



We salute St. Nick . . . bringer of gifts and bright symbol of holiday cheer. May he make this Christmas a merry one for you . . . and have many happy landings on the rooftops of all our friends.

CLIFF'S CAFETERIA

# Merry Christmas



1952

A and D GROCERY

"FINE FOODS AND LOWER PRICES"

Watch This Paper for the Grand Opening in Our New Location

704 N. First

Phone 1014

A Merry, Merry Christmas to You!

# Merry Christmas



1952

GRAY'S PHILLIPS 66 SERVICE STATION

202 North First

Phone 73



# Merry Christmas

To the best customers and friends a firm ever had, we extend our warmest wishes for your HAPPY HOLIDAY!

COX MOTOR COMPANY AND EMPLOYEES



MERRY CHRISTMAS to Our Friends and Customers

WOODSIDE PLUMBING & HEATING

# Merry Christmas



We're painting the town with our bright and gay Christmas Wishes to our friends!

**Hill's Cafe and Service Station**  
Mr. and Mrs. E. Hill — Lake Arthur



## Merry Christmas

May joy and happiness be wrapped up for you — at this joyful time . . .

**C. L. MARSHALL**  
On North Highway 285

Grocery, Market and Service Station

## Blessings at Christmas



**Kintz Mercantile Company**  
Lake Arthur



## Greetings Friends

There's no limit to all the cheer we wish for you at Christmas

**SANDERS OFFICE SUPPLY**  
119 West Main Phone 28

Happy New Year Is Our Wish to You!

### Lake Arthur

Delbert Robinson, son of Mr. and Mrs. Paul Robinson, expects to leave for Houston next week to get his wife and bring her home to spend the Christmas holidays. She is employed by the Matheson Chemical Corp. in the Gulf building there.

Mr. and Mrs. Luke Ray and children, Larry and Betty Jane, are planning on spending Christmas at the home of Mr. and Mrs. Dallas Golden in Artesia. Mrs. Golden and Mrs. Ray are sisters.

Charles T. Foster, B3, USN, son of Mrs. Ada Foster, arrived in San Diego Dec. 3 from Korea. Charles will arrive Dec. 21 in Lake Arthur to spend the Christmas holidays with his family.

Miss Vera Mae Smith of Portales will spend the Christmas holidays in the home of Mrs. Ada Foster as the guest of Charles T. Foster, who is expected home then.

Mrs. Ada Foster and daughters, Joyce and Ray, will be hosts at their home to a large Christmas dinner for relatives and friends.

Mr. and Mrs. Pete Bratcher and baby son of Hagerman have moved to Artesia to live as Pete is now employed there.

Postmaster and Mrs. John Lane are expecting their son, Wesley, who is ship's serviceman third class in the Navy, home for the Christmas holidays. They are planning a family reunion at that time.

Delmar Opler is planning on spending the Christmas holidays with home folks in Higginsville, Mo. Opler and family expect to visit his mother, Mrs. William Opler, Sr., and other members of the family in Higginsville, also.

Mr. and Mrs. John Kintz of the Kintz Mercantile Co. are expecting their daughters, Jeanette and Jacqueline, home from St. Mary's Academy at Silver City to spend the Christmas vacation. They expect to spend Christmas Day in the home of Mr. Kintz' parents in Roswell.

The third grade is preparing a Christmas play to be presented on community night. They are very enthusiastic and have started learning their lines. Miss Audrey Boatright is their teacher.

Miss Audrey Boatright expects to leave the afternoon of Dec. 19 for her home in West Point to spend Christmas vacation with her parents, Mr. and Mrs. V. K. Boatright, Sr. She will accompany her brother and sister-in-law, Mr. and Mrs. V. K. Boatright, Jr., of Albuquerque on this trip by automobile.

Miss Dorothy Reynolds, daughter of Mr. and Mrs. Mack Reynolds, plans to spend the Christmas holidays with her aunt, Mrs. Sam T. Cutbirth, who lives in Pierce, Texas. Mrs. Reynolds and Mrs. Cutbirth are sisters.

The local volunteer firemen are to be complimented on the rapid progress made in installing the fire whistle and clock. The whistle tower was put up at the rear of Mayor Ripley's garage and is blown at 12 o'clock noon, everyday. The townspeople are very appreciative of this effort on all responsible.

Mr. and Mrs. Kersey Funk and son and daughter-in-law, Mr. and Mrs. Jimmie Funk from Cottonwood motored to Del City, Texas, Wednesday on business.

Garland Funk and Earl Jones, both sergeants in the Army Air Force at Roswell, visited his parents, Mr. and Mrs. Kersey Funk Thursday night.

Mr. and Mrs. W. F. Whalley and children expect to leave around Dec. 18 for Alexandria, La., to spend the Christmas holidays with his parents, Mr. and Mrs. F. B. Whalley.

Mr. and Mrs. R. L. Merritt are expecting their children home for the Christmas holidays. They are Mr. and Mrs. Neal McDonald of San Angelo, Texas; Bill Merritt, who is attending Abilene Christian college; Mr. and Mrs. Chris Merritt and son, Robert Lee, of the Merritt Grocery store.

Mrs. C. E. Smith was hostess to the firemen's wives at a canasta party Monday evening. Several ladies brought their sewing and visited who did not care to participate in the games. Delicious refreshments were served at the close of the evening. The next meeting will be at the home of Mrs. William Opler with Mrs. Ray Pate as cohostess.

### Holy Family Is Abroad Christmas

According to Swiss legend, the Holy Family is abroad during the hour of midnight mass on Christmas Eve.

Therefore, a bowl of fresh milk is placed upon the dining table and each member of the household carefully lays his spoon upon the tablecloth.

The person who, returning from church, finds his spoon has been moved may anticipate special blessings during the coming year; for surely Mary and Joseph have rested within the abode during their flight into Egypt and the Virgin used that spoon to feed the Infant Jesus.

During the Reformation in England undue jollity was considered sacrilegious on Christmas Day. Parliament on Dec. 24, 1652, ordered that "no observance shall be held of the five and twentieth day of December, commonly called Christmas Day." This edict was very unpopular.

*Season's Greetings*

To you, our friends and neighbors—we extend our best wishes for the merriest of Christmases and the happiest of New Years and add the prayer that your homes be blessed with Peace and Good Fortune.

**Artesia Furniture Co.**  
Ed Havins, Owner

*Merry Christmas*

**Hub Clothiers**  
305 West Main Phone 595-J

**A Joyous Holiday to All**  
**HOPKINS FIRESTONE STORE**  
208 West Main Artesia, N. M.

**Merry CHRISTMAS**

Add to the good things of Christmas—our wishes for a joyous holiday!

**Hart's Store**  
Lake Arthur  
Phone Artesia 080-J2

A Merry, Merry Christmas to You!

### My Daily Prayer Mistletoe Ancient

Author Unknown  
"This coming year I'd like to be a friend to everyone, I'd like to feel each day well spent at setting of the sun; I'd like to know that I have done at least one kindly deed. Before I lay me down to sleep that I have given heed—

To some one's cry for sympathy, or friendship or that I have made the day seem brighter to some chance passer-by. An dhat the world is better still in just some little way. Because I've tried to live the very best I could each day.

"I'd like to be a ray of light when skies are overcast. I'd like to help some one who failed to blot out all the past. To start again despite the storms, and find the skies are blue. To know that in this good old world there's lots that's fine and true.

I'd like to be the kind of person everyone will love. And make the world seem just a little more like heaven above; I'd like in all my dealings to be true and just and fair. That God will help me do these things shall be my daily prayer."

### Epiphany Is Homecoming Day in France

Epiphany, or the Feast of the Kings, is the great homecoming day in France; servant girls would rather lose their positions than miss the family reunion and expect to receive an extra month's pay to wit.

The elaborate dinner features a cake in which a China bean has been hidden; the cake is cut into as many pieces as there are persons in the party. Whoever finds the bean in his or her piece of cake automatically becomes King or Queen of Twelfth Night and proceeds to choose his or her partner. The king and queen reign over the ensuing festivities—each member of the party being obliged to obey their ridiculous commands.

Clerical employees expect a bonus and tradespeople anticipate Christmas boxes on Epiphany and Christmas trees are set up in stores and public places around which patrons pile heaps of gifts to be distributed in hospitals and among the poor.

### CHRISTMAS AROUND THE WORLD

UNITED STATES (Merry Christmas)—Christmas tree, mistletoe and Santa Claus.



BRAZIL (Boas Festas)—A family dinner is first on the list of festive celebrations in Brazil. Christmas trees, gift exchanges and other typical U.S. holiday customs are being adopted in South America.



HOLLAND (Hartelike Kertrooten)—Land of old St. Nicholas, forerunner of our Santa Claus. In former years, the Dutch celebrated for a month. St. Nick scattered his gifts about the floors of Dutch homes as early as December 6.



ITALY (Bono Natale)—Shepherds gather in villages on Christmas Eve to play musical instruments as townfolks sing sweet Nativity songs. Thousands flock to St. Peter's in Rome on Christmas Day.



GREECE (Kala Kristouyeha)—Decorated trees, greeting cards and gift exchanges are season highlights. New Year's Eve is really the top holiday, with big dances, parties and other celebrations for young and old.



PHILIPPINE ISLANDS (Mallayang Pasko)—Church services, singing and dancing are Yuletide favorites in the islands.



*SEASON'S Greetings*

May your Christmas be sweetened by happiness that will be prolonged throughout the New Year.

**CORRAL GROCERY**  
912 West Richardson Phone 13

*Merry Christmas*

One pleasure makes the Yuletide extra wonderful...and that is wishing our friends a very Merry Christmas and Happy New Year.

**J. E. Johnson**  
1408 W. MAIN PHONE 822  
JUST LUMBERING ALONG

**To wish you joy...**

May yours be filled with the happiness of an old-fashioned Merry Christmas!

**Tri-County Zerosoft**  
1113 South First Artesia, N. M.  
Save \$160 a Year with Zerosoft Softener!  
No Screens to Plug — Make Us Prove This!

*Christmas Cheer*

We wish our many friends volumes of good cheer and contentment throughout the Christmas Season as well as the coming New Year.

**SAM SANDERS**  
GENERAL CONTRACTOR



To our friends and customers:  
A bright and joyful holiday to you all!

### HONEY'S DONUT SHOP

Bus and Honey

### Why You Hang Holly at Yuletide

CREDIT THE PAGAN Druids for inspiring one of the nice Christmas customs—decorating with holly. The traditional holly for the holidays is widely believed to have had its origin in the Druid practice of bringing holly sprigs indoors. The Druids woodland spirits lived in the holly.

Indoors, holly gave the spirits a nice warm place in winter. Besides, the lush green holly and the contrast of its red berries provided beauty that could be revered by men when the sacred oaks were shorn of their foliage.

The early Christian church frowned on such pagan customs and tried to stamp them out. In due time, however, it was felt that some of the customs could be adapted to the new Christmas conception.

Some beautiful legends associate the holly with Christ. In fact, it is often called the Christ thorn. One legend depicts the leaf spines as the crown of thorns; the red berries as the sins of the world and the blood of Christ. Another credits holly with first springing up from the footsteps of Christ. The plant is said to remain green all winter as a reward for once hiding Christ from his pursuers.

The impact of the holly on the Christmas celebration is evidenced in the traditional holiday colors, green and red. The Druids weren't the only people of old who thought the holly was something special. Pliny, the great Roman historian, insisted holly blossoms caused water to freeze. Also, that holly thrown at any wild beast would make it lie down tamely next to the branch.

These legends, forgotten by many people, are said to be the reason we decorate with holly.

### School Teaches Santa Claus How to Do Job

In a colonial farmhouse at Albion, N. Y., there's a Santa Claus school and it's the only educational institution of its kind in the world.

Graduates wear white wig and whiskers, red suit trimmed in white fur, wide white belt, and black leather boots.

A course at the school prepares the prospective Santa Claus to properly shake when he laughs like a bowl full of jelly, remain clam when a child glares and yells "there ain't no Santa Claus" and maintain proper diplomatic relations with a parent who thinks

Santa has given her tot the brush-off.

### Christmas 'Putz' Decorate Home

The Christmas "putz" is a decorative feature in many Bethlehem Pa., homes during the Yuletide season. It is a representation of the birth of the Christ Child in the stable at Bethlehem in Judea.

The residents of Bethlehem, Pa. follow this custom, which was brought to this country by early Moravian settlers, and several months arranging the exhibit.

The word "putz" is short for the German "putzen" meaning to arrange or decorate.

### HAPPY NEW YEAR



THE Season's WARMEST Wishes

Three cheers for Christmas... and the happiness it brings! To all of our friends and patrons we wish a full measure of holiday joys... with the warm hope that our mutual association will be pleasanter than ever throughout the coming year.

Sperry Oil Sales  
Wesley Sperry  
301 East Main



THIS MAY BE the post office's biggest Christmas. The postmaster general estimates that more Christmas mail—packages and cards—will be handled in 1952 than in any previous year. With this in mind, the post office department has hired extra employees and arranged for use of extra trucks for the holiday period.

The post office is Santa Claus' good right arm. It delivers gifts and greetings throughout the world, and it will do its best to get them there by December 25—if they are mailed on time.

Much Christmas mail going overseas is handled in cooperation with the postal systems of other nations. But in the United States and its possessions, in U.S.-trusted islands in the Pacific and among U.S. servicemen in all parts of the world, delivery of holiday greetings is strictly a United States affair.

The army takes over, through its army post office, for troops serving outside the United States, be they in Germany, Korea, or somewhere on the way. The navy handles mail for its men on ships at sea and at naval stations anywhere on the globe.

Best known special Christmas business done by any post office is that of Santa Claus, Indiana.



### Christmas Greeting

As we enter in the gladness of the happiest day of the year we recall the joy with which the angels heralded the birth of Christ. Merry Christmas and Happy New Year to all.

Farmco Drug



### OUR YULETIDE WISHES

Now, as in ancient times, may the guiding light of Christmas be yours.

### KEMP LUMBER COMPANY

Lowe, Ivis and Raymond

### COULD YOU STOP?



Although turkey is the essential feature of Christmas dinner today, the bird was unknown in England in the 16th century. Introduced from America, it came into its present popularity in the early 1700s.



### A CHRISTMAS Wish

May you enjoy all the happiness and pleasure that a joyous Yuletide can bring.



Pior Rubber Co.  
Wesley Sperry  
421 West Main



HOLY GLASS... This stained window is in the church of Oberndorf, Germany, where the beloved Christmas carol, "Silent Night, Holy Night," was first sung.

Christmas was once abolished by an act of parliament in England. That was in 1644 when the Puritans under Oliver Cromwell governed the realm. The Puritans' disbelief in holiday enjoyments was so intense that parliament ordered Christmas to be observed as a strict fast day. No roast beef no plum pudding, no wassail were permitted.

### MERRY CHRISTMAS

That warm, friendly feeling in the air is Christmas! May you enjoy all of its pleasures and good cheer throughout the coming New Year.



### BARNEY COCKBURN



# SANTA

left a note with us...

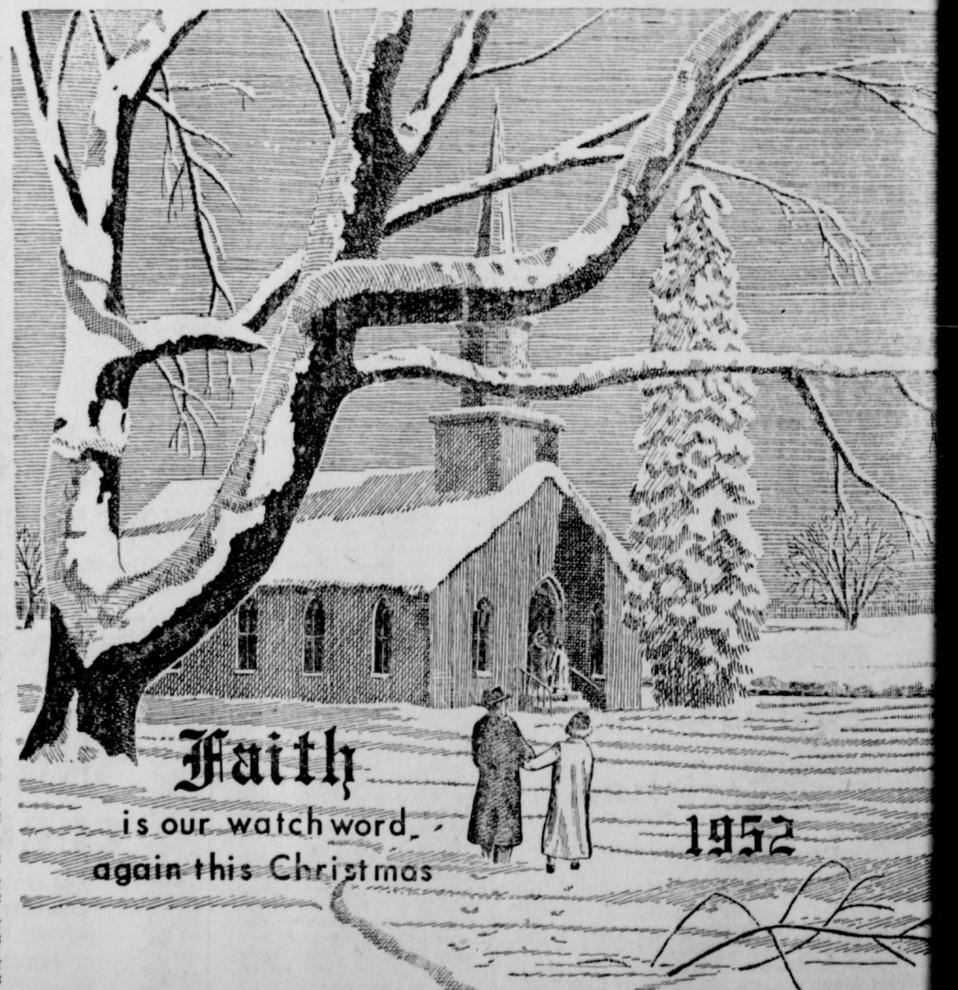
Christmas 1952  
I'm happier than I can say to be in a town where Christmas is a real living idea.  
Bless you all.

To that we add our very best wishes.

### NELSON FOOD STORE

601 WEST MAIN

PHONE 76



Faith is our watchword, again this Christmas

1952

### THE AMERICAN BUILDERS, INC.

Artesia, New Mexico

"The Home Designed with You in Mind"

Phone 14

# Merry Christmas

1952

OFFICIAL PUBLICATION FOR EDDY COUNTY

## THE ARTESIA ADVOCATE

HELPING TO BUILD A GREATER ARTESIA

ARTESIA, NEW MEXICO, TUESDAY, DECEMBER 23, 1952

NUMBER 103

Don't Mar Your  
Christmas Holiday—  
Drive Carefully

Late Shoppers—  
Only Two Days  
Until Christmas

VOLUME FORTY-NINE

### Saint Nicholas Has Plenty Of Help Among Artesians

When St. Nick makes his visit to Artesia Wednesday he'll find his helpers here have made his sleigh pack a better by unprecedented shopping tours amounting to between 7 and 10 per cent increase over last year, according to available local estimates.

St. Nick also will have his perennial problem in the South—according to the weatherman—he'll have to grease his runners, for Christmas Day will probably dawn bright and clear, that is, according to the weatherman.

### Theater Christmas Wednesday

St. Nick in the Inn," a Christmas play telling the Biblical story of Christmas for present-day children, will be presented Christmas Eve by Artesia Little Theater, it was announced.

Lightly-dramatic, fast-moving and scheduled for 7:30 Wednesday evening over KSPV.

Members in the play are all members of the newly-founded Little Theater organization of Artesia, which will be the first public production of the group.

The cast will present the play which has been made up with musical background. It is part in the production of Fletcher, Bonnie Milne, Dorothy Blessing, Dr. Harhart, Harold Saueressig, Florence, Bob Milne, and others.

### Christmas Seal Only Half Last Year's

Christmas Seal sales are nearly half of last year's, according to Mrs. Helen H. Patton, secretary for the Eddy County Tuberculosis Association.

The drive, which opened Nov. 17, has been extended beyond its formal conclusion so that as many uncontacted North Eddy residents as possible can be reached for contributions.

Floyd Springer, president of the Artesia Council of Social Agencies, of which the Community Chest is a fund-raising division, said the campaign will come very near its goal this year—nearer than ever before.

"By a careful conclusion and checking of the campaign, we may be able to reach our goal, with the cooperation of all our many splendid volunteer workers," Springer said.

Should Community Chest fall short of its goal, funds are provided among participating agencies on a share-alike basis.

Agencies taking part in the campaign are Girl Scouts, North Eddy County Tuberculosis association, United Defense Fund, Artesia Council of Social Agencies, and Council of Social Agencies welfare fund.

Springer has announced no formal meeting date to conclude the campaign, but it is believed it may be held sometime between the Christmas and New Year's holidays.

Artesians who have not contributed thus far and wish to do so may mail their contributions to Mrs. H. R. Patton, Springer, or Mrs. Robert Parks, or to Mrs. George Nickold, campaign treasurer.

Springer has reported the "most cordial reception ever" for the 1952 Community Chest campaign, which, it is believed, will be the most successful of any held in Artesia.

Nearly all Artesia merchants contacted this week-end report a general increase in business over last year; with estimates ranging around 10 per cent and some going as high as 15 and 20 per cent.

But businessmen are ready for the last minute shoppers—all report generally good selection of merchandise still left on shelves crowded which were crowded to capacity at the start of the Yuletide season.

Post office officials in Artesia report an 8 per cent increase over last year's mailings during the Christmas season.

Increased population is largely the cause for this big Christmas season in Artesia, according to most local observers, but a record cotton crop, high employment level, and excellent business conditions have all made for good reception of the Christmas spirit in Artesia.

### Community Chest Reports \$7,500 Given to Date

Community Chest workers have turned in \$7,500 toward the campaign's \$9,317 goal, officials reported Monday. Some money is believed to now be in the hands of campaign workers, but still unreported to the agency's checking point.

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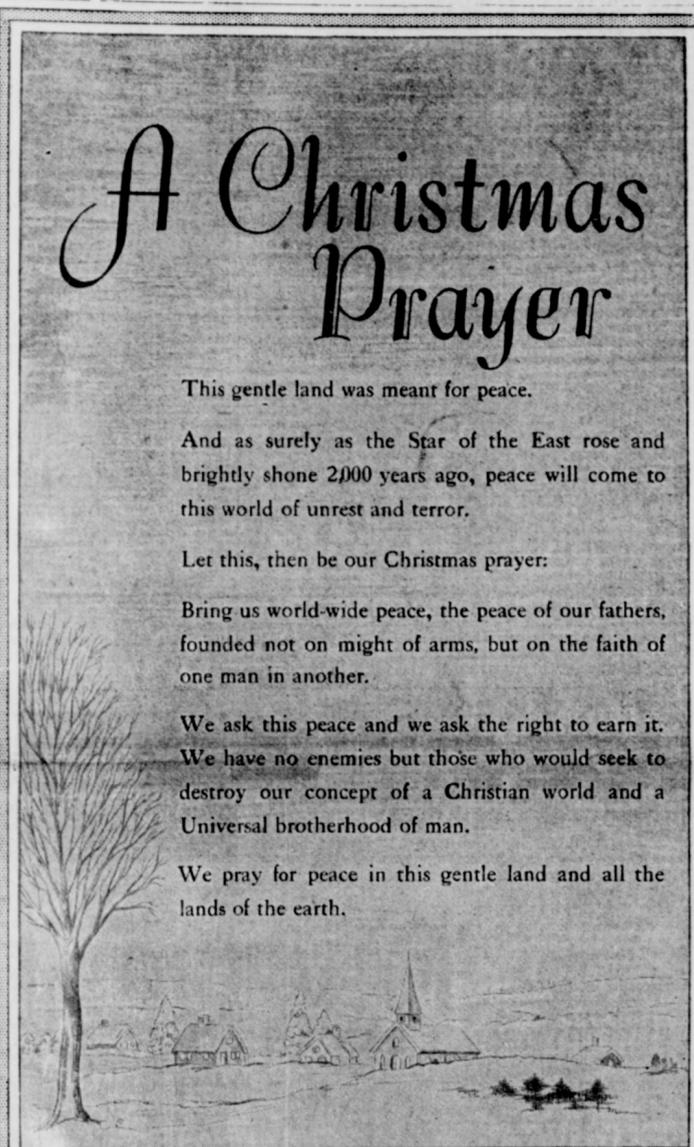
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### Artesia Weather

Day	High	Low
Thursday	42	22
Friday	63	22
Saturday	58	24



## A Christmas Prayer

This gentle land was meant for peace.

And as surely as the Star of the East rose and brightly shone 2000 years ago, peace will come to this world of unrest and terror.

Let this, then be our Christmas prayer:

Bring us world-wide peace, the peace of our fathers, founded not on might of arms, but on the faith of one man in another.

We ask this peace and we ask the right to earn it. We have no enemies but those who would seek to destroy our concept of a Christian world and a Universal brotherhood of man.

We pray for peace in this gentle land and all the lands of the earth.

### Connors Return From Attending Funeral Rites

Mr. and Mrs. Abe Connor of Artesia have returned from Dallas following the funeral of Mr. Connor's sister, Mrs. Lou Atkins, who was 83 at the time of her death.

Mrs. Atkins died Wednesday afternoon. Funeral services were held Friday afternoon. Burial was in Roselawn cemetery in Dallas.

She had visited Artesia a number of times. Mr. and Mrs. Connor were accompanied by Mrs. Ross Connor. Attending the funeral also was Mr. Connor's brother, Ed of Medford, Ore. The two brothers are now the only survivors in a family of eight children.

### Advocate News Deadline Moved To Wednesday

Next issue of the Artesia Advocate will be published Friday as scheduled, but office for the newspaper will remain closed Thursday to give the firm's 18 employees a day-long Christmas holiday.

Deadline for advertising will be at 12 noon Wednesday as usual, but deadline for all news matter will be moved to 12 noon Wednesday also rather than the usual Thursday noon deadline.

The second news section for Friday's paper will be printed Friday morning as usual to give Advocate readers coverage of holiday news events.

### Winners Judged In Christmas Lighting Contest

Nine winners in three Christmas lighting and decoration contest divisions have been announced by a special judging committee which made its tour of all homes entered in the contest Monday night.

In announcing its decisions, the judging committee noted several entrants in the Chamber of Commerce sponsored contest did not have their lights on, and therefore, according to previously announced rules of the contest, were ineligible.

Contest rules called for lights to be on until Dec. 25. Winners announced are: Best yard and home lighting and decorations—Mrs. Thomas Ditto, 304 Hermosa Drive, first; Clem Weindorf, 1515 Yucca, second; W. L. Swinford, 1006 Hank, third.

Best window or door decorations—Wilbur E. Ahlvers, 1020 S. Sixth, first; Mrs. M. A. Mapes, 1006 Ward, second; Mrs. B. J. Smith, 317 W. Missouri, third.

Most unique or original—Mrs. Jack Clem, 900 Mann, first; Lois Kidd, 1516 Hank, second; Mrs. R. F. McQuay, 813 S. Fourth, third.

### Only Few Retail Stores to Be Open Christmas

A city-wide observance of Christmas will find all offices and nearly all retail stores closed throughout the day Thursday.

In addition, officers will be on duty at the police headquarters, to handle Christmas mishaps, although the force is anticipating a quiet holiday.

### Cotton Crop Is 13 Per Cent Over Last Year

North Eddy county cotton growers will have produced a record 41,500 bales of cotton when the season ends near the first of the year.

This year's crop, now 99 per cent harvested, will be 13 per cent higher than last year's, when 36,428 bales were ginned by six mills in the Artesia area.

The cotton harvest is the greatest since 1948, when records were first kept on the cotton harvest, according to Carl C. Foster, manager of the New Mexico employment security commission office in Artesia.

Two gins are already closed and others are operating only two or three days a week at present.

Scraping Stage—Boll pulling is now in the scraping stage, Foster noted. Harvest is expected to be completed around the first of the year," he added, and will be finished about five weeks earlier than last year.

According to soil conservation service figures, 36,661 acres were planted in cotton in North Eddy county this year. The acreage devoted to cotton is 80 per cent of the total acreage under cultivation in the area.

Last year an estimated 28,000 acres were given to cotton.

This year's cotton crop set a record despite uncertain market conditions which have caused many farmers to go along with the production marketing administration's loan program and a plan calling for sale of one bale, and holding of one bale for the future until prices become more favorable.

400 Bales More—About 400 bales of cotton remain to be picked and ginned, Foster has estimated.

Ginning reported by six gins in (Continued on Page Six)

### Two New Members Named To C of C Directors' Board

### Koonce Resigns To Devote Time As Free-Lance

Resignation of Bob Koonce, manager of the Artesia Chamber of Commerce for the past three years, was announced Monday by C of C Pres. Ralph Hayes.

The formal announcement came just before a committee prepared to announce results in an election for four C of C directors. Koonce's resignation will be effective Jan. 31, although terms of a contract with the chamber call for him to serve in the job another 14 months.

In a statement, Koonce said a desire to go strongly into freelance writing played the major role in his decision to resign, although other factors are involved.

The C of C board of directors, according to Pres. Hayes, will begin receiving applications Jan. 10 to fill the vacancy created by Koonce's resignation.

Chamber officials "will move slowly," carefully screening all candidates before choosing a successor to Koonce, Hayes stated.

"The present manager has been with us nearly three years, has a contract for another 14 months, and has had a hand in many major advancements for the Artesia area during his service. I regret losing him," Hayes added.

Koonce said he will continue to live in Artesia and to be active in civic work. The retiring manager said in a statement Monday.

"A combination of factors led to my resignation to resign, with a desire to go into free lance writing being a major reason. I intend to remain in Artesia.

Some Budget Trouble—"We have had some budget trouble," he added, "but if the next man will visit more than I did, and spend less time on industry and publicity, he should like that problem. I can certainly recommend Artesia and the directors of its chamber to anyone interested in the job. As proof of that, I intend (Continued on Page Eight)

### School Proposal Up to State, Mayfield States

Decision on proposals to reorganize Eddy county's school system now rests with the state board of education and with the people affected, Artesia School Supt. Tom J. Mayfield said this week-end.

In making his statement, Supt. Mayfield refused to make any comment on a news story in which he was challenged by Supt. EH Candy of Loving.

Canady had charged the Artesia superintendent with making incomplete quotations from minutes of the Eddy county school administrative council, and with lifting quotations out of context.

Friends close to the Artesia superintendent were quick to point out, however, that in fact Supt. Mayfield's statement was not lifted from context, although the Carlsbad Current-Argus incompletely quoted Supt. Mayfield, giving the impression he had erred in the quotation.

"The case is now before the state school board and we shall take no further action in the matter, unless we are asked to do so by the state school board," Supt. Mayfield said.

Wire association reports have declared the state school board may not decide the county school question until after the legislature concludes its next session. Some authorities said the state board is withholding decision to see if proposals to form a new Artesia county are introduced before the state legislature for a second time.

The Carlsbad newspaper sought to inject that issue into the school proposals in an editorial Sunday, declaring in effect the school proposals are tied to proposals for a new county.

Strong denials were unofficially made in Artesia Monday by school leaders, who said the school problems under study have no relation to political issues.

### Five Producers Are Among Six Wells Completed

Five producers are among six completed wells reported this week in North Eddy county oil fields, and operators have located two more units.

Cable tools are being rigged in NW NE 14-18-28 for Franklin, Aston & Fair's No. 5 State-14. On location is the Carper Drilling Co. No. 1 Chadwick in SE NE 9-23-27. Completions include:

Sinclair Oil & Gas Co. No. 17 Keel "B" in SW NW 8-17-31, down to 3,286 feet and swabbing 45-barrels a day after acid.

Southern Production Co. No. 39 Turner "B" in SW NE 20-17-30, pumping 20 barrels per day after shot from 2,010 feet.

Southern Production Co. No. 38 Turner "B" in NE NW 20-17-31, pumping 21 barrels a day after shot from 1,949 feet.

Southern Production Co. No. 25 Turner "A" in NW NE 19-17-31, pumping 12 barrels a day from 1,915 feet after shot.

DeKalb Agriculture association, Inc., No. 1-6 Federal in SW SW 6-2-27, plugged and abandoned after drilling to 696 feet.

Drilling report is as follows: C. L. East et al, State 2, NW SE 33-17-29. Total depth 3100. Shut down for orders. (Continued on Page Eight)

Two former Chamber of Commerce directors and two new members of the board have been elected by the C of C membership, according to results announced Monday following ballot counting by the canvassing committee.

New directors on the board will be Neil Watson, attorney, and C. C. Nelson of Nelson's Grocery. Re-elected to the chamber board are Bob Bourland of Artesia Auto Co. and G. Taylor Cole of Cole Motor Co.

Defeated in the election were Bernard "Bud" Cleve, W. C. "Carrie" Thompson, Glenn Farmer, and T. E. Brown, Sr.

Fifty-nine per cent of the chamber's 250 members cast ballots in the election, which set a deadline as last Friday afternoon for return of the ballots. Members cast 147 ballots. Only two were spoiled.

One Write-In—Only one write-in ballot caused C of C Mgr. Bob Koonce to comment the membership seemed generally satisfied with the nominating committee's choice of candidates.

Hold-over members of the C of C board of directors include Clyde Guy, Wayne Paulin, Ralph Hayes.

The four directors elected Monday will join 11 other directors to form the 15-member C of C board of directors.

Hold-over directors include Clyde Guy, J. L. Taylor, George Ferriman, Thad Cox, Wayne Paulin, and Cecil Waldrep, whose terms all expire in 1953, and Stanley Carper, W. M. Siegenthaler, Ralph Hayes, A. C. Sadler, and Charles K. Johnson, whose terms all expire in 1954.

Members of the nominating committee which chose candidates for the C of C director election include Cox, C. L. Hopkins, R. N. Russell, Clarence Key, Ralph Lennon, M. L. Worley, and Siegenthaler as chairman.

Members of the canvassing committee which counted ballots Monday were Cecil Waldrep as chairman, Dave Rodwell, Dave Button, and R. N. Russell.

Others figuring in this year's C of C election were Bill Keys, who announced he would not be a candidate for re-election because of press of business, and Hopkins, whose second term expires this year, making him ineligible for immediate re-election.

One of the first problems to face the directors will be the chamber budget, which was unmet this year and which plagued the organization throughout the year, hampering many of its activities. New steps to insure financial security for the organization will be announced soon, it is expected.

The board of directors must also set about the task of hiring a new chamber manager, to succeed Bob Koonce, who announced Monday he will resign his post as chamber manager Jan. 31.

### Artesia's Needy Not Forgotten At Christmas

Artesia's needy will not be forgotten at Christmas time, thanks to a host of church, civic and fraternal organizations in the city.

Nearly every needy family receiving help from official welfare agencies will receive a small share of the community's rich bounty during the Christmas holidays.

Many other families will also be given thoughtful remembrances by spontaneous donors.

One of the largest projects undertaken is that of the veteran's toy repairs, with American Legion and Disabled American Veterans joining forces to repair and repaint a flood of toys donated by young citizens who had plenty of toys.

Artesia police officers have been helping in the project during their spare time.

Last night, Artesia Lions club held its annual Christmas party (Continued on Page Eight)

### Work With City to Give More Gifts

The plan to give a Christmas dinner to a needy family.

You'll want to make sure donation is going where it needed and won't be duplicated.

Send duplication of gifts to families, check with the Health and Welfare Center choosing the family with whom you wish to share Christmas.

# SOCIETY

## Beta Sigma Phi Chapter Marks Yule Holidays

XI Iota Exemplar of Beta Sigma Phi chapter met Wednesday evening for the Christmas party at the home of Mrs. Donald Fanning.

Mrs. Cecil Waldrep presided at the business meeting in the absence of Miss Nancy Haynes, president.

Mrs. Charles Sanford reported she had delivered Brownie caps to Brownies in the troop sponsored by the chapter and also had presented the troop with Santa Claus cookies.

Following the business meeting, a Christmas program was held, which was the Christmas Story of "St. Luke" and "Happy Christmas" by Daphne DuMaurer which was read by Mrs. Waldrep.

Members exchanged gifts from a beautifully decorated Christmas tree and mystery friends for the past year were revealed and mystery friends for the coming year were drawn.

Cranberry punch, Christmas cookies and cake were served from a table laid with a red lace cloth and centered with a Christmas motif.

Those present were Mmes. Charles Bullock, Lawrence Coll, Donald Fanning, H. B. Gilmore, Maynard Hall, Charles Sanford, William C. Thompson, Jr., Cecil Waldrep, M. A. Waters, Jr., Loyd Dorand and Donald Fanning.

## James Yates Is Pledge in A&M Fraternity

James H. Yates, son of H. E. Yates of Artesia, was recently pledged to Tau Kappa Epsilon, national social fraternity, at New Mexico A&M college.

Yates is a freshman engineering major.

## Alpha Nu of ESA Entertains At Yule Party

Alpha Nu chapter of Epsilon Sigma Alpha, held its annual Christmas party Tuesday evening, Dec. 16 in the home of Mrs. Douglas O'Bannon.

Preceding the party, Mrs. Don Johnson presided at the jewel pin ceremony and a pin was presented Mrs. Bob Chipman.

Mrs. Gene Chambers and Mrs. Don Johnson led the group in games after which members exchanged gifts.

Refreshments of sandwiches, cup cakes and coffee were served. Mmes. G. K. Lynch, Don Johnson, Albert Linell, Charles Gieghorn, J. B. Lanning, Charles Baldwin, Donald Knorr, Laurene Bealer, Jack Rogers, Bob Chipman, Vestal Yeats, Gene Chambers, M. L. Worley, Theda Smith, Arthur Van Damme, Lowe Wickgraham, Allen Mills and Donald Fanning.

## Past Matrons Hold Christmas Party Friday

Members of the Past Matrons Order of Eastern Star, held their annual Christmas dinner and party with husbands as guests Friday evening at the Masonic temple.

The Christmas motif was carried out in the table decorations. Gifts were distributed from a beautiful decorated Christmas tree. Canasta and other games were enjoyed.

Those present were Messrs. and Mmes. Sid Wheeler, Calvin Dunn, Jeff Hightower, Stanley Blocker and daughter, Jackie, Jess Funk, Ruffus Stinnett and son, Arba, Harold Kersey, A. B. Coll, J. D. Josey, Sr., and Arba Green.

Mrs. J. M. Story, Mrs. George S. Teel, Mrs. J. C. Floore, Mrs. Robert Cole, Mrs. Tex Park, Mrs. Meryl Story, Mrs. Edith Riddle, Miss Ina Cole, Mr. and Mrs. Tommy Williams, and Miss Whitson.

## B & P W Club Holds Christmas Party in Home

The Business and Professional Women's club held its annual Christmas party on Thursday evening at the home of Dr. Kathryn Behnke. Following a turkey dinner, the group gathered around the Christmas tree to sing carols, led by Mrs. Helen Perkins. Miss Margaret Whitson gave a reading of the "Christmas Story."

Club members brought groceries to be used in a basket for a needy family.

The club voted to change its monthly meetings from the fourth Thursday of the month to the second Tuesday, with the next meeting scheduled for Jan. 13, at Cliff's cafeteria.

The 1953 outlook forecasts smaller egg production than in 1952, but supplies still ample for the expected demand.

## Baptist Sunday School Class Has Yule Party

Faithful Workers' Sunday school class of the First Baptist church held its Christmas dinner in the educational building Monday evening, Dec. 15. Guests of the evening were the members' husbands.

A very interesting program was presented during the evening, including "Christ in Christmas," song fest, get-acquainted, and a prayer led by Mrs. D. M. Walter.

"Oh, Holy Night," was sung by Mrs. John Daugherty. "The Christmas Story from St. Luke," was given by Mrs. Marshall Belshe; "Silent Night" was sung by Mrs. John Daugherty and Mrs. Orville Chambers accompanied by Mrs. Gene Nunn, and "Christ in Christmas," by Rev. S. M. Morgan.

Mrs. B. J. Duke was mistress of ceremonies and Mrs. David Simmons, pianist.

Those present were Messrs. and Mmes. Gene Nunn, David Simmons, J. L. Williams, John Daugherty, Marshall Belshe, B. J. Duke, Carl McNally, G. L. Kreamer, James Powell, John Simmons, Leroy Holley, William Holley and Orville Chambers.

Mrs. Joyce Purdy, Mrs. Charles Ransbarger, Mrs. D. M. Walter, Mrs. Mace King, Mrs. Rufus Lee, and Rev. S. M. Morgan.

## Beta Sigma Phi Chapter Holds Christmas Meet

Alpha Lambda chapter of Beta Sigma Phi held its Christmas party Wednesday evening, Dec. 17, at the home of Miss Ruth Bigler. Hostesses were Mrs. Harold Bauman, Mrs. Victor Clack, and Mrs. Grant Ivers.

Misses Jean and Peggy Rogers presented a program of Christmas carols in which the group participated. Jean sang several other numbers accompanied by her twin sister, Peggy.

Mrs. John A. Mathis, Jr., told the story, "How Come Christmas." After the program members exchanged gifts.

Refreshments were served by the hostesses. Those present were Mmes. Glenn Collard, Blaine Haines, Bill Hart, Jerry Marshall, Jim Parmer, Ernest Houy, Charles Bruce, Charles Currier, Pat Faurey, Dillard Irby, John McFadden, Wanda Hamm, Harold Sauerssig, Gloria Anderson, and Dorothy Dunn.

Misses Mary Vandeventer, Jo Paton, Jean Rogers, Peggy Rogers, Sue Warren, and Ruth Bigler. Mrs. Lillian Bigler, educational advisor, and Betty Jane Kaiser, a guest of Beta Sigma Phi from Las Vegas.

## Personal Mention

Dan Booker of the U. S. Navy, stationed at Camp Magu, Calif., arrived here Sunday to spend the Christmas holidays with his parents, Mr. and Mrs. Glenn Booker. He has just completed radar and guided missile school. Upon leaving Artesia he will go to Norman, Okla., to attend school.

Mr. and Mrs. Reese Booker of Albuquerque arrived home Friday to spend the Christmas holidays with his parents, Mr. and Mrs. Glenn Booker.

Mr. and Mrs. Emery Carper and Mrs. Carper's sister, Mrs. Tissue of Beckley, W. Va., left Monday for San Diego, Calif., to spend the Christmas holidays. They plan to be gone a month.

Kay Booker, a student at Occidental college, Los Angeles, has arrived home to spend the Christmas holidays with her mother, Mrs. Grady Booker.

Mrs. Ernest Carper of Dallas is here visiting her sister-in-law, Mrs. W. H. Ballard and Mr. Ballard.

## Faithful Workers Sunday School Class Meets

The Faithful Workers' Sunday school class of the First Baptist church held its regular monthly business meeting Tuesday evening, Dec. 16, at the home of Mrs. W. E. Bazzell, 1006 S. Sixth street.

After the business session, refreshments of ice box fruit cake and coffee were served.

Those present were Mrs. Rufus Lee, Mrs. Olean Yates, Marshall Belshe, David Simons, Bill Duke, J. L. Williams, Orville Chambers, and R. L. Shockley and the hostess, Mrs. Bazzell.

## Story League Presents Church Yule Program

Artesia Story League presented a Christmas program Thursday afternoon at a meeting of the Christian Women's Fellowship of the First Christian church with members of the Artesia Council of Church Women as guests.

Several students of H. O. Miller's sang Christmas songs. Refreshments were served from a table laid with a lace cloth and centered with Christmas decorations.

Mrs. J. A. Richards and Mrs. Earl Darst presided over the silver coffee service.

## Three Thousand Bulbs Light Tree

Three thousand multi-colored electric bulbs and tons of Spanish moss decorate the world's largest Christmas tree located in Hilton Municipal Park at Wilmington, N. C. The giant, 300-year-old water oak rises to a height of 275 feet and its branches spread 110 feet.

Its magnificence has been enhanced by a radio station constructed beneath the spreading limbs from which emanates Christmas music that reaches the crowds from loud speakers concealed in the branches and an apparent voice from the heavens that comes from a speaker mounted atop a nearby giant water tower.

Thousands of people gather around it each night during December to listen or join in the Christmas caroling. The tree won its title as the largest Christmas tree in a contest held several years ago.

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**FLOYD & SHAW**  
Custom Made Slip Covers, Draperies and Upholsteries  
FINE FABRICS  
Phone 090-12

## HOPE

MRS. E. L. COX, Correspondent

Mrs. Forester and Frosty were Hope visitors on Sunday. They were up to a birthday dinner. Mrs. Forester, a former resident of Hope, now lives in Artesia. Also Mr. and Mrs. William Forester of Carlsbad were visiting in Hope on Sunday.

Two families of Patterson, one of Carlsbad and one of Wichita, attended the Church of Christ services on Sunday morning.

Mr. and Mrs. W. G. Davis are the proud parents of a new daughter born on Thursday, Dec. 4. Mrs. Davis is the former Mary Jane Hardin of Hope.

Mrs. Hilary White, Sr. of Artesia spent Friday afternoon with Mrs. T. E. Young.

Mr. and Mrs. Loren Reeves visited in the Lincoln Cox home on Friday night. Several games of "42" were enjoyed by the Cox and Reeves families.

Miss Alta Ruth Young was taken to the doctor in Artesia on Friday and Saturday. She is doing better now. Ruth Ann, Eula Marie Cox, and Jake Cox were Artesia visitors also on Saturday. Ruth Ann Cox visited a few minutes with a friend in Artesia, Miss Dorothy Deering. Dorothy is the granddaughter of Mrs. Durham, former resident of Hope.

Mrs. Austin Reeves and daughter, Eva Hendricks and her children stopped for a few minutes at the Lincoln Cox home on Saturday evening. Mrs. Reeves was reported sick on Sunday noon and Mrs. Cox and Mrs. George O. Teel, both daughters of Mrs. Reeves, rushed to Roswell to be with Mrs. Reeves while in the hospital there.

Mr. and Mrs. Ralph L. Lea went to the mountains to get a Christmas tree. Mr. and Mrs. Jack Noble and daughter Sherry, accompanied them. The group stopped back by the Flying H ranch.

Mr. and Mrs. Charles Kusulka visited with Mrs. Kusulka's sister and family, Mr. and Mrs. Haskell Harris, on Sunday of this week.

Ernest Harwell came by the Lincoln Cox house on Monday night and reported that Mrs. Austin Reeves was still in the hospital and still very sick.

George O. Teel stopped by the Cox house for a few minutes on his way to a school board meeting.

Mrs. Anderson Young and daughter, Alta Ruth, attended a concert with Mr. and Mrs. Neil Nelson playing on twin pianos. Mr. Ray G. Silkwood also attended.

The Women's Society of Christian Service met on Thursday at the home of Mrs. Lincoln Cox. A covered-dish luncheon was enjoyed by Messrs. Felix Cauhaup, Johnnie Casabonne, Jane Pitt, Martin Hibbard, Bob James, George O. Teel, LeRoy Bell, Fred Martin, Rex Seely, and the hostess, Mrs. Lincoln Cox.

Hog marketings probably will not increase in 1953. Slaughter during the first eight months of 1953 probably will be lower because of a nine per cent decrease in 1951 pig crops.

## Personal Mention

Jimmy Sears of the U. S. Navy, San Diego, arrived home Sunday to spend the Christmas holidays with his parents, Mr. and Mrs. Burl Sears.

Lt. and Mrs. T. J. Vandagriff of Ellington Field, Houston, Texas, arrived Sunday to spend the Christmas holidays with his parents, Mr. and Mrs. D. M. Walter.

Mr. and Mrs. Ralph Hayes and son, Bud, left Saturday afternoon for Elizabethtown, Ky., to spend the Christmas holidays with their son-in-law and daughter, Lt. and Mrs. David Hopkins and their son, Mrs. Hopkins will be remembered as Regina Hayes. The Hayes will return Dec. 30.

Miss Frances Ellinger, a student at Sacred Heart Academy, Wichita, Kansas, arrived home Saturday to spend the Christmas holidays with her parents, Mr. and Mrs. Bill Ellinger and sisters, Rhea and Billy. Frances was met in Clovis by her father and sisters.

Walter Douglas of Sacramento, who has been a patient in the Veterans hospital, Albuquerque, arrived in Artesia Monday, and he and Mrs. Douglas will spend Christmas here with Mrs. Douglas' mother, Mrs. Jack Hastie.

Mr. and Mrs. Tom Taylor of Escalon, Calif., spent the week-end with Taylor's sister, Mrs. J. W. Bradshaw and Mr. Bradshaw.

Mr. and Mrs. Don Brewer and daughter of Lubbock are spending the Christmas holidays with Mrs. Brewer's parents, Mr. and Mrs. H. L. Green.

Mr. and Mrs. Vernon Haldeman of El Paso are spending the holidays here with their parents, Mr. and Mrs. W. T. Haldeman, and Mr. and Mrs. F. L. Green.

Miss Shirley O'Dell, a student at Trinity college, San Antonio, arrived this week to spend the holidays with her parents, Rev. and Mrs. Ralph O'Dell.

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Mrs. Rufus Stinnett for the Christmas holidays are Mr. and Mrs. T. Watson and Mr. and Mrs. M. Stinnett of Portales. Mrs. Stinnett of Portales, Mrs. Stinnett is a sister and M. M. Stinnett is a brother of Rufus Stinnett attending New A&M college, Las Cruces, during the Christmas holidays with their parents are Emile Leon Darst, Kenneth N. Johnny Mathis, Bruce Franklin McAnally and Green.

A. L. Terpening, a student University of New Mexico, Albuquerque, arrived home last to spend the holidays with his parents, Mr. and Mrs. Johnson.

Epsilon Sigma Alpha of the Beta Gamma chapter Alpha Nu chapter held a Christmas dance Saturday at the Elks building with couples attending.

Ornaments on Christmas Tree Start in Stories

You may not realize it, but of the ornaments on your Christmas tree are symbols of legends that were popular thousands years before the birth of Christ.

At that time the Aryans living in the foothills of the Himalayas, saw in the rising sun, bent as it passed through the haze, a image of a gigantic tree, and sun poets added to the tree suggestions from the more heavens; the sun, the moon, the stars became the golden that hung on the branches larger clouds suggested swans and doves flying about the tree. The golden of heat-lightning became the floral flower that grew on the celestial mistletoe. The ers that watered the tree from the streams at its base.

From these fragmentary ends in folklore we get the self, the golden tinsel to the rising sun, the golden for stars and the moon, swans doves for clouds, mistletoe lighting and showers of ers of silver tinsel for water.

Plants, according to the Chinese, were a gift from the gods to the Chinese people. The Chinese people were a gift from the gods to the Chinese people. The Chinese people were a gift from the gods to the Chinese people.

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WE'RE WAITING ANXIOUSLY



to See THE NEW "FIREBALL" POWER

BUICK

FOR

1953

It's Coming Friday JAN. 9

The Biggest New Car Announcement in History of Guy Chevrolet Co. Also Chevrolet and Olds Showing on Same Day.

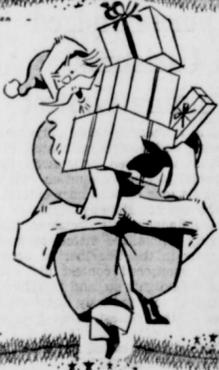
GUY CHEVROLET CO.

101 W. Main Artesia

Santa's loaded with many gifts and we hope most of them are for you because, frankly, we think you're the best customers, ever—so here's wishing you

A MERRY CHRISTMAS Mills Body & Radiator Shop

801 South First — "New Location"



**CONNIE'S STUDIO OF DANCING**  
Solve your Christmas Gift Problem by giving your child a DANCING LESSON COURSE from CONNIE'S STUDIO OF DANCING Where Dancing is an art, a profession and a serious business— not a hobby or pastime.  
For Information Call  
**ROSELAWN MUSIC STORE**  
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Lessons Paid for \_\_\_\_\_  
Studying \_\_\_\_\_ Agent \_\_\_\_\_  
Secretary \_\_\_\_\_ Date \_\_\_\_\_

# Trim your tree with dreams

## That Can Come True!

Regular thrift gives Christmas Club members nearly a billion dollars each year for better, happier living. Won't you join NOW, so that YOUR dreams can come true?

JOIN OUR Christmas Club

The Bank of Confidence

There's a Christmas Club Plan For Every Purse and Wish

Pay weekly for 50 weeks	Receive
50c	\$25
\$1	\$50
\$2	\$100
\$5	\$250
\$10	\$500

Gifts: CAR, EDUCATION, TAXI, BUSINESS, HOME, CONVENIENCES, VACATION, TRAVEL, PLEASURE, RETIREMENT, TAX MONEY, INSURANCE

**FIRST NATIONAL BANK**  
ARTESIA, NEW MEXICO  
Member Federal Deposit Insurance Corporation

# YOUR EYES will LIGHT UP



when you see the Beautiful Really New 1953 CHEVROLET

It's Coming Friday Jan. 9 SEE IT AT

The Biggest New Announcement in History of Guy Chevrolet Also Buick and Oldsmo Showing on Same

GUY CHEVROLET Company

101 W. Main

### Book on Southwest Gardening Can Turn Readers Desert to Bloom

"Southwest Gardening," a new book put out by the University of New Mexico Press, treats not only the desert of Arizona and New Mexico but is an exhaustive guide to gardening for Texas, Oklahoma and Colorado.

Complete planting calendar. Mrs. Doolittle belongs to the American Rose Society, Dirt Gardeners, The Albuquerque Green Thumb Club, and founded the Albuquerque Rose Society. Mrs. Tiedebohl was society editor of the Albuquerque Journal from 1929 to 1942 and a news reporter for the paper for another three years. She has been active in public relations fields for years. "You may not have a 'green thumb' now you'll want to have one after reading Southwest Gardening," Mr. Pragnell stated.

### Christmas Crib Tradition Founded By Medieval Tableau in Old Naples

In 1787, Goethe described Naples as the city of Christmas Crib: every church had its "Praesepe" and families erected evergreen shrines within their homes and upon the flat roof-tops of their dwellings where Vesuvius and the starlit Neapolitan sky created a Hollywood-like background. St. Francis of Assisi received special permission from the Vatican to present a Christmas tableau in 1223. This first "Praesepe," set up in the chapel of the church in Greccio, Italy, was complete with real live animals.

### Bean Winner

Epiphany, or the Feast of the Kings, is the great homecoming day in France; servant girls would rather lose their positions than miss the family reunion and expect receive an extra month's pay to wit. The elaborate dinner features a cake in which a china bean has been hidden; the cake is cut into as many pieces as there are persons in the party. Whoever finds the bean in his or her piece of cake automatically becomes King or Queen of Twelfth Night and proceeds to choose his or her partner. The King and Queen reign over the ensuing festivities—each member of the party being obliged to obey their ridiculous commands. Clerical employees expect a bonus and tradespeople anticipate Christmas boxes on Epiphany and Christmas trees are set up in stores and public places around which patrons pile heaps of gifts to be distributed in hospitals and among the poor.

A gallon of milk in the United States weighs about 8.6 pounds while a Canadian gallon weighs about 10.3 pounds.

### 1,200 4-H Winners to Receive Coveted Trips



A panel of 4-Hers discusses Club Congress theme "Serving as Loyal Citizens Through 4-H." More than \$750,000 in college scholarships, savings bonds, trips, leader training and other rewards is being contributed through the National 4-H Committee to promote the activities of 4-H—the world's largest volunteer youth organization.

CULMAX of a year of earnest 4-H Club work for some 1,200 enthusiastic 4-H boys and girls will be the 31st National 4-H Club Congress scheduled to convene in Chicago, November 30—December 4. These outstanding young people, selected from more than 2,000,000 4-H Club members in the 48 states, Alaska, Hawaii, and Puerto Rico, are winners in 4-H projects conducted through the Extension Service. For this select group of 4-Hers, the trip to the Congress is a coveted honor earned only through diligent effort. As Congress delegates, they receive various 4-H awards arranged through the National Committee on Boys and Girls Club Work, a citizens' group which lends support to the 4-H program. More than 40 business firms, foundations, and public-spirited individuals sponsor national and sectional 4-H award projects as their contribution to this grand, successful youth program. The donor organizations provide to the National Committee grants totaling more than \$750,000 to be used for 4-H medals, trips, college scholarships, watches, savings bonds, leader training, and other aids.

Among prominent citizens who provide award funds to be administered by the National Committee are Mrs. Charles R. Walgreen, Thomas E. Wilson, Edward Foss Wilson, Wm. Wrigley, Jr., and Gene Autry. Other sponsors are: Westinghouse Educational Foundation, Ford Motor Co., Standard Brands, Kerr Glass Sears Roebuck Foundation, Spool Cotton Co., Lederle Laboratories, Ida Cason Callaway Foundation, Carnation Co., Simplicity Patterns, Conrad Hilton Hotel, Hercules Powder, General Motors, International Harvester, Kellogg Co., Dearborn Motors, United States Rubber, Kodak, Firestone, Standard Oil Companies, Indiana, Kentucky and Ohio American Oil, General Petroleum, Pan Am Southern, Stanolind Oil and Gas, Utah Oil Refining Co., Pure Oil Co., Santa Fe and Illinois Central railroads, Toai Co., Proctor Electric, and Spinnerin Yarn Co. "The awards presented at the 4-H Club Congress are bestowed for self-earned advancement," G. L. Noble, director of the National Committee points out. "To 4-H Club members they are priceless symbols of achievement and public recognition. That is why so many of our agricultural and industrial leaders are interested in providing incentives that will help to build aggressive, sturdy citizens."

Donors also sponsor educational tours, meal events, and entertainment, which make the National 4-H Congress a memorable experience. However, sober purposes of the Congress are not overshadowed by festivity. Fortnight group discussions, addresses by prominent speakers, exchange of ideas with youths from other countries, and other stimulating features will stress the theme of the year, "Serving as Loyal Citizens Through 4-H."

### Magi Were Priests for Persian Faith

Along about this time of the year there's a lot written, said and sung about the Magi. Just who were the Magi, anyway? The Magi were priests of an ancient Persian religion called Zoroastrianism. The Greek historian Herodotus gives a very favorable account of them and their influence in a society which existed four hundred years before Christ's birth. According to Herodotus the Magi were powerful in public and private affairs. They conducted the

education of the young princes, and were in constant attendance upon the king as counselors. This description of a magi appears in the sacred writing of Zoroaster: "Thou shouldst call him priest, who sits the whole night thru and yearns for holy wisdom that enables man to stand upon death's bridge fearless and with happy heart, the wisdom whereby he attains the holy and glorious world of paradise." The three Magi, or Wise Men, who followed the Star of Bethlehem and brought gifts of gold, frankincense and myrrh to the Christ child remain nameless, but they were the first to recognize the importance of the birth of the Prince of Peace.



MONKEY BUSINESS IN KOREA is transacted by Army Private Abraham Hancock, of Pelham, Ga., right, and friend Hancock's simian sidekick takes a long pull on a cool drink during a pause from his duties as mascot for Third Infantry Division tankers. Not one to throw a monkey wrench in friendly machinery, the monkey—an expert at "gorilla" fighting—now feels quite at home in the mechanized Army unit.

### Uses Christmas Tree Five Years

The record of using the same Christmas tree for the last five holiday seasons is held by Mrs. H. R. Yount of Brunswick county in North Carolina. Mrs. Yount planted a small cedar by her farm house and the first Christmas it was about 15 inches high. She placed it in a pot and used it as a table tree with appropriate decorations. After the first Christmas, she replanted the small tree by the house, then dug it up again and placed it in a bucket on a table for its second holidays. Again it was replanted and the third year it took its place on the floor with the children adding the necessary decorations. It was very carefully treated and again resplended by the house. For the last two years it has been used as an outside Christmas tree to carry all the lights and decorations. Mrs. Yount and the other members of the family have made special preparations for decorating the traditional Christmas tree again this year.

Cattle production has been increasing since 1949, and an all-time high of 93,000,000 head appears likely in 1953. Beef slaughter probably will be 10 to 15 per cent higher than in 1952. This will tend to lower beef prices still further and keep pork prices at present or lower levels.



Artesia Advocate  
-PHONE 7  
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# PENNEY'S

ALWAYS FIRST QUALITY!

## WATCH THIS PAPER FOR PENNEY'S CLEARANCE SALE STARTS FRIDAY MORNING

...and all the joys of the Holiday Season to our friends!

### Bristow and Daniel Pump Co.

Johnston Pumps — Sales and Service  
North First Phone 0180-R6

### DIVIDEND NOTICE!

CHAVES COUNTY BUILDING & LOAN ASSOCIATION, Roswell, New Mexico, has declared its regular semi-annual dividend at the rate of 3% per annum, as of December 30, 1952, an EXTRA dividend of 1/2 of 1%, making an effective rate for the six months period ending December 30, 1952 of 3 1/2% per annum.

Regular and extra dividend will be available to our investors Dec. 30, 1952. On this date accounts of our savings members will be credited with both dividends and checks to holders of investment accounts will be mailed.

### Chaves County Building & Loan Association

BOX 806 309 N. RICHARDSON  
ROSWELL, NEW MEXICO

# Merry Christmas

Friendship is one of the outstanding rewards in business, and we are grateful for yours. That's why we take such a great delight in wishing you a very Merry Christmas and a Happy New Year.

The Modern Dress Shop

## Santa Says...

### Acrosonic

And Santa's right... because Acrosonic means Baldwin's spinet piano... the exquisite key to unlock the treasure of music in your home... on Christmas Day and every day of the year.

Choose the perfect CHRISTMAS GIFT for your family and home... A New Spinet Piano! Select with confidence from our large stock of Baldwin Acrosonic, Hamilton, Howard, Gulbransen and Wurlitzer Pianos. New Spinet Piano Prices as low as \$410. Only \$25 down with as long as 36 months to pay the balance. Complete stock of Used, Reconditioned Upright Pianos from \$160 and up.

### GINSBERG MUSIC COMPANY

Phone 10 Roswell, N. M.  
"Everything Musical"

## Again Ford tops the industry with the New Standard of the American Road

Its 41 "Worth More" features make this '53 Ford worth more when you buy it... worth more when you sell it!

When you see this new Ford... when you Value Check its 41 "Worth More" features... when you Test Drive it... you'll know that no other car is so well fitted to your family's driving needs. For you'll find the "Go" you need to "eat up" the distances in Ford's great V-8 and Six engines. You'll find a new concept of riding comfort and quiet on all roads... with Ford's new Miracle Ride between you and the bumps. You'll find you get "living" room that's the finest in the low-price field. And you'll find the nearly effortless handling, braking and parking that makes even city driving a treat. Yes, this new Ford sets a whole new standard of driving. No wonder Ford's worth more when you buy it... worth more when you sell it.

Here are a few of the 41 "Worth More" features that establish the '53 Ford as America's new standard of value.

Watch the swing to the '53 Ford

See it... Value Check it... Test Drive it!  
"SEE YOUR FRIENDLY FORD DEALER"

### ARTESIA AUTO COMPANY

302 West Main Artesia, New Mexico Phone 52

### Facts Forum Probes Citizens' Thought On Issues Demanding Congress' Action

Issues which may demand a decision from the next session of Congress are presented in the current poll of Facts Forum. Pres. Robert H. Dedman announced today.

The number one query on the poll, voting in which ends Dec. 31, is "Should benefits be increased and social security coverage expanded?" The poll also asks, "Should price and wage controls be discontinued immediately?"

As has been debated in Facts Forum discussion groups, those who favor expansion of social security maintain that America needs a guarantee of well-being for every citizen regardless of his earnings and that it is the American way of living an equal chance to all. Opponents declare that social security is a main prop in the welfare state, destroys individual initiative, and further point out that the money taken by the government for social security is being spent to meet current governmental expenses.

#### Still Emergency—

Proponents of price controls say that an emergency still exists, and that there is still need for controls since the regulator of prices—market competition—is not functioning normally during a period of crisis. Opponents say controls should be junked immediately, declaring that only the free market will produce maximum economic strength—which is what America desperately needs in times of emergency—and that we cannot have price and wage controls without ultimately having a completely planned government economy.

On other domestic issues, the poll propounds, "Should the Taft-Hartley law be amended to give union labor improved standing?" and "If the Democrats refuse, should Republicans provide Martin Dies a place on the House Un-American Activities Committee?" Concerning the international aspect, the poll inquires, "Was the appointment of Dulles to be Secretary of State a wise one?" "Should

Asiaties other than South Koreans be permitted to fight communists?" and "Will the UN succeed in preserving international peace?"

Other questions on the poll are: Should refusal to testify regarding communistic affiliation be a bar to holding a federal position? Can U. S. hope to keep communists out of its staff to the U. N. Are internationalists less tolerant of communism than the average citizen? Can textbooks and teachers promoting socialism in public schools be eliminated?

#### Unite Conservatives—

Can Conservatives now unite in one party to such an extent that the liberals will unite in the other party? In the transfer of administrations, are Acheson and Truman gaining a strong influence in the new one? Should taxpayers' money be spent on rainmakers?

Facts Forum posed the question

March 26 "Should the UN program UNESCO be promptly amplified?" The vote on this question was 47 per cent "yes." The merits and demerits of UNESCO have been debated in Facts Forum through radio and television programs. Since the poll was taken, volumes have been said through UN program favorable to UNESCO, while those opposing the UN organization seem to have launched a campaign of comment against it. Dedman observed it would be interesting to see what the Facts Forum vote would now be on that question.

Large supplies of fresh vegetables are likely in 1953 than were available in 1952, but with prices generally about the same.

There will be no marketing quotas and no acreage allotments on the 1953 crop of corn.

### Science Award Winner



Winner of the Bausch & Lomb science award, Miss Pat Johnson. Congratulations Pat!

—Photo by Callaway

### Pat Johnson Wins Science Award

By Glenn Bratcher

Miss Alyce Erickson, head of the Science department announced that Pat Johnson is this year's winner of the Bausch and Lomb honorary science award medal for achieving the highest scholastic record in science subjects during her high school career. Only winners of this award are eligible to compete for three scholarships sponsored by Bausch and Lomb Optical company at the University of Rochester.

The science award medal is presented upon graduation. However, the winner must be selected at an early date because applications for Bausch and Lomb scholarships must be filed on or before March 10. The choice of the winner is based upon scholastic achievement in science subjects, with incidental consideration of records in other subjects, qualities of leadership and extra curricular activities.

The honorary science award medal was instituted in 1932 and is presented in thousands of secondary schools throughout the country. The Bausch and Lomb science scholarship program was established in 1944 and now provides three scholarships with a

value of \$200 each.

Both the science award and the scholarship programs have been officially approved by the National Association of Secondary School Principals and many other educators throughout the country. They are recognized as significant evidence of scientific aptitude and

have proved the means of engaging countless young people the consideration of science careers.

Mr. Graham and Miss Erickson, science teachers, selected Pat Johnson as winner after averaging the grade of all students being eligible for the award. Pat had the highest average grade in biology, chemistry and physics, all of which were taken before one is eligible for the award.



The practice of holding "open house" has been a Christmas tradition through the years.

The Saxon lords threw open the doors of their great halls to peasant and noble alike during the festive season and all enjoyed great feasting, songs and the exchange of gifts. A tremendous Yule log was dragged upon an open fire pit and festivities lasted until the embers alone remained.

The same custom was followed in the pre-Civil War South. The slaves often soaked a log in the cypress swamps long before Christmas so that it would burn slowly, and extend their Christmas freedom.

"Open House" during the Yuletide season is a true mark of democracy and a realization that he who was born on Christmas day came to save all men.

### Cowboy's Party Is Real American Fest

One of the most typical of American holiday celebrations the Cowboy's Christmas Ball, was held last night at the El Comodoro Hotel in El Paso, Texas.

The celebration started as a dining party in the old Star when ranchers poured in from widely scattered ranges to be one with the cowboy. It was such a success that it is repeated year after year. Christmas Eve brought the of the old West to Anson. Cowgirls donned their colorful dress, gaiters and decorated by gingham dresses "like me wore". A cowboy band swung and the dancers perform the and toe polka, the Varsouviana and other old folk dances.

HAPPY NEW YEAR

Season's Greetings

May your enjoyment of the Holidays be young in spirit and gay in heart. And may you have A Merry Christmas and A Happy New Year.

E. B. Law & Son, Inc.  
and Employees



SOLDIER SHOPPERS in Japan pause before one of Yokohama's Christmas-bedecked department stores. Left to right are Private Wesley Wagner of Grawn, Mich.; Corporal Henry Hushey of 6417 Le Grand St., Detroit, Mich.; and Private Class Donald Gladstone of 8 Blackpool, London, Mo.

THIS IS... CHRISTMAS

Christmas is a tree with bright lights and travel and the Star atop. It is a tumble of gifts, wrapped with pretty ribbon, beneath its green boughs. It is the light and faith in little children's eyes on Christmas morning. It is the choking feeling of joy in mother's heart as the packages are opened. It is the tear that wells in dad's eye and he tries to hide it with a grin. It is the remembrances of many other Christmases by grandmother and grandfather, undimmed by golden time.

It is the sermon of the Story of Bethlehem. The hymns of the choir, the candlelight service, the softness of children's voices, the peace and goodwill that can come into men's hearts.

Christmas is the big tall tree in school, the only tree some of the children can call their own. It is the striped candy cane.

It is the joyful music of chimes and church bells, the carols from the record shop, the spirit of the season that makes strangers friends.

It is the garland and the candle in the window, the cards on the mantel, the wreath on the door, the mistletoe hung for six. It is sincerity in a handshake, the wishes of glad tidings, the vocal meaning in the bells from neighbors.

Christmas is a light. A light that vanquishes darkness, the light of charity.

Merry Christmas in other languages

Merry Christmas! Merry Christmas! The spirit conveyed by these words is the same in all countries, but the words themselves sometimes fall harshly on American ears. "Merry Christmas" in French has a soft and musical sound. It is "Joyeux Noel."

In Spain the greeting is "Feliz Pascuas," and in Italy, "Buon Natale". For Sweden it is "God Jul" and Norway, "Gladlig Jul".

In Germany and Holland the greeting is a tongue-twister that will stump the average American. The Germans say "Freudliche Weihnach-

CHRISTMAS Wishes

In an ever changing world... the sincerity and good feeling of Christmas Wishes remain the same. May you enjoy Good Health and Happiness this Yuletide and throughout the New Year.

### SANITARY BARBER SHOP

Christmas Greetings

Here's to a Merry Christmas... the jolliest, the healthiest and friendliest you've ever known. And here's to a Happy New Year... the brightest and gayest you've ever enjoyed.

Artesia Livestock Auction Co.  
Millard Long  
Bob Crumpton

NOEL

May the joyous spirit of Christmas light your future, and bring you the many blessings of friendship to illuminate this happy season.

LORANG CLEANERS AND EMPLOYEES

# Gift Suggestions

THIS CHRISTMAS— Give Practical Lasting GIFTS

Let Us... SUGGEST

- Deluxe Merriam Webster Dictionaries
- Esterbrook and Morriset Desk Pen Sets
- Esterbrook and Parker Fountain Pens
- 12 Inch Deluxe School Globes
- Leather Zipper Note Books
- Better Christmas Greeting Cards
- Leather Brief Cases

Give the Artesia Advocate  
104 Issues per Year  
\$3.50 Artesia Area  
\$4.00 in New Mexico  
\$4.50 in Other States

Every Business Man Needs a **BURROUGHS ADDING MACHINE**

Start taking the DRUDGERY out of figure work... NOW! Saves time and money on farm figure work.

We are the new Authorized Dealers for BURROUGHS in this area.

# THE ARTESIA ADVOCATE

Merry Christmas

To our many friends, whose good will and loyalty have contributed so much to the pleasure of every day business, we send these sincere greetings for happiness this Christmas and prosperity for the coming year.

Williams Grocery and Cafe  
Loco Hills, N. M.

### Press Association to Feature Critical Panel in January Meeting

Albuquerqueans have agreed to appear on a panel before the New Mexico Press association in January to discuss "What's Wrong with the Newspapers?"

The critical discussion will be the first of the problems of the annual winter convention at the Alvarado hotel in Albuquerque, N.M., on Jan. 23-24. The announcement was made by Pres. Orville Priest, publisher of the association, publisher of the Albuquerque Sun-News and the Albuquerque Advocate.

Guests of honor will include Gov. and Mrs. Edwin Mechem and Lieut. Gov. and Mrs. Tibo Chavez. Meals include a luncheon Friday, Jan. 23, at the Alvarado, and the annual banquet there Saturday night, Jan. 24. Dinner Friday night, Jan. 23, will be in Old Albuquerque, and lunch Saturday will be at Sandia Base, where the news men will be visitors by special bus.

Officers for 1953 will be elected during the convention. The Associated Press, with Frank Pfeiffer, publisher of the Raton Range, as chairman, will hold its meeting, as will New Mexico Press Women and the New Mexico public relations conference. A cocktail party preceded the Saturday banquet. Music during the convention will include a dance orchestra, a barber shop quartet, and a roving Spanish duo.

Members of the committee on arrangements are News Editor G. M. Munsley of the Albuquerque Journal, Managing Editor George Baldwin of the Albuquerque Tribune, and Lloyd Bloodworth of the Albuquerque Chamber of Commerce, formerly publisher of the Ruidoso News.

### 50-YEAR PROJECT IS DEDICATED



QUEEN ELIZABETH II, followed by her husband, the Duke of Edinburgh, (left), walks below Claerwen dam, biggest of its kind in England, at dedication ceremonies. Opening of the new reservoir is climax of project inaugurated by her grandfather, King Edward VII, nearly half a century ago. Work on this dam was started in 1906. With the queen is the lord mayor of Birmingham, W. T. Gowen. The mayor's wife is in rear, with the duke and Maj. G. T. Rafter.

### Parham Joins School Faculty

By Joanne Murdock

A former teacher, Mr. Robert M. Parham, will return to the high school faculty at the beginning of the next semester. Mr. Parham has taught in Artesia schools since 1945 with the exception of last year. He served as guidance director before leaving.

Mr. Parham's aim is "to help the boys and girls develop into useful citizens." His hobby, like his work, is working mathematical problems and new physics.

Mr. Parham will assume the duty of cashier, taking Mr. Bynum's place. He will also teach math and assist in the office.

### Band and Choral Group Join To Present Christmas Program

By Joanne and Philip

Friday, Dec. 19, the band will open the Christmas assembly. The assembly will last from 11:00 until 12:00. The music to be played by the band will be a variety of chorales, hymns, and less serious numbers, all of which are in the Christmas mood.

Then the high school chorus, under the direction of Mr. Howard Miller, will sing several numbers: "Angels We Have Heard on High," an old French song; "God Rest You Merry Gentlemen," an old English carol; "Sleep Holy Babe," by J. B. Dykes; "O Holy Night," by Adolphe Adam; "Ring Christmas Bells," a Ukrainian carol.

A girls' small ensemble will sing "Hark, Now, O Shepherds," a Moravian melody by Luvaas; "What Can This Mean," by F. Broadus Staley; and "The Christmas Story," by Christine M. Sentlebar, and arranged by Rieger.

If there is time, there will be assembly singing of familiar Christmas carols.

Girls in the small ensemble are: Gwinda Smith, Eva Beaty, Mary Jo Carter, Sally Scott, Carol Burch, Carolyn Zeleny, Margaret Henderson, Marie Plowman, Jonell Roberts, Pat Clark, Eileen Sheehan, and Bobbie Jean Freeman.



### Membership Party For Allied Youth December 18

(From Artesia High Beacon) By Jimmy Dew

A pre-Christmas membership party will be held Thursday, Dec. 18, at 7:00 in the girls' gym by the Allied Youth Post for all old members to renew their membership and to give prospective members an opportunity to affiliate with the local post. The program is being planned by a committee headed by the Allied Youth vice-president, Barbara Jones.

Don Golden is chairman of the membership committee which is mailing out special invitations to students inviting them to become members of Allied Youth.

Membership dues will be the same as last year, 50 cents. This includes the monthly publication of Allied Youth which is mailed to each member's home.

The Allied Youth Post has assumed the project of checking hats and coats at various functions being carried on at Artesia High school.

Allied Youth meets the third Thursday of each month in room 12 with Betty Thorp presiding, and Mr. Davis as sponsor. It has been necessary also to have some special called meetings during the month.

### Seniors Top Honor Roll

(From Artesia High Beacon) By Joanne Murdock

Seniors are at the top of the list of the honor roll for the second six weeks with 19 students having two A's and nothing less than a B. The following students have attained these grades:

**SENIORS**  
Eva Beaty, Wayne Bedingfield, Celeste Bradshaw, Glenn Bratcher, Pat Clark, Jean Coll, Jimmy Dew, Philip Dillard, Pat Johnson, Geraldine Long, Joanne Murdock, Lynda Naylor, Ella Sue Nunnelee, G. W. O'Bannon, Sally Sears, Gwinda Smith, Joyce Smith, Sherrie Lou Smith, and Marilyn Stack.

**JUNIORS**  
Wanda Adams, Louise Beaty, Bill Branson, Barbara Chadwick, Phyllis Earhart, Pat Euliss, John Gissler, Dell Hughes, Eireen Marshall, Ann McElroy, Marilyn Saikin, Wray Shiidneck, Laura Lou Smith, Barbara Stowe, Mim Stroup, Betty Thorp and Carolyn Zeleny.

senior class to fulfill this obligation. The Junior Kiwanian for the month of September was Jack Williams; October, W. L. Gray; November, Glenn Bratcher.

Don was selected because of his outstanding school leadership in all activities. Don is president of the "A" club, and president of Mrs. Bildstone's homeroom. Golden played center on this year's Bulldog team, and was elected to the All-State football team this year. During his spare time he sings in the boys' chorus and a Capella choir.



### Teachers Plan Holiday Trips

By Connie Snow

The teachers of the Artesia High school faculty are planning on spending their vacation in many different places. Some of these teachers are—Miss Wood, who is going to spend her vacation in her hometown, Louisiana, Mo. Miss Nethery plans to go to Oklahoma and Texas to visit. Mr. Davis plans on visiting some relatives in Illinois, and says he hopes to see Santa there. Mr. Schrader is going to spend his Christmas vacation in Artesia. Miss Erickson is going to spend her vacation in Belflower, Calif., her hometown. Miss Harston is going to spend her vacation in Artesia with her company. Mr. Witche is going to Las Cruces to spend the holidays with some relatives. Mr. Grabhorn says it could be possible that he might go to Indiana during the holidays, but most of the time he will be duck hunting.

Mr. Mayfield plans on spending most of his vacation in Artesia, but will spend two or three days in Las Cruces. Mr. Bynum is spending a few days before Christmas in Abilene, and will spend Christmas at Portales. Mr. Waltrip will spend his holidays visiting relatives in Portales, and Tucumcari.

Mr. Graham is going to spend his holidays in Albuquerque. Mr. Hall says he will spend most of his vacation in Artesia, and the first of January will go see the Sun Bowl game in El Paso. Mr. Altz-Stevens says he will spend his vacation in Artesia. Mr. Daugherty plans to go to California to visit relatives and see the Rose Bowl game. Mr. Slovall says he is going to reform the next two weeks, and do some carpentry.

### SERVING AS LOYAL CITIZENS THROUGH 4-H



Boys and girls who enroll in 4-H Club work soon know the joy of tangible accomplishment at home, on the farm, and in the community. This reproduction of the 1953 4-H Club calendar painting symbolizes their efforts—a real contribution to the nation's economy. On 4-H Achievement Day, observed November 8 this year, such youthful efforts merit recognition from all who appreciate the value of sound citizenship training.

**SOPHOMORES**  
Larry Brewton, Barbara Clayton, Bill Cox, Nancy Davis, Kathryn Doss, Bobbie Jean Freeman, Peggy Hodges, Helen Howell, Kay Ingram, Charles Johns, Charlene Johnson, Georgia Mulcock, Laura Norton, Jo Ann Nunn, Louise Reynolds, Tillie Terrell and Regina Ticer.

**FRESHMEN**  
Betty Ann Burch, James Coole, Claire Collins, Mary Ann Goodson, Bobbie Jo Hanson, Nora Jean Hilliard, Betty Juarez, Rutheda Mason, Carolyn Nelson, Doug O'Dell, Gary Ryan, Sallie Scott, Jo Ann Story, and Mabel Kinney.

### Don Golden Is Junior Kiwanian For December

By Glenn Bratcher

Don Golden senior in high school, will be representing the senior class this month as Junior Kiwanian.

The Kiwanian club sponsors a Junior Kiwanian each month and some senior is selected by the

### In Depreciation of The Night After Christmas

By Snilloe & Drallid

'Twas the night after Christmas And, boy, did Pa look ill. You could tell by his look that He had gotten another bill. In the bedroom the children Were as peaceful as could be. You wonder why? They were watching TV. And there on the couch Lay Uncle Ben. Looks like he had eaten Too much turkey again. Ma was in the kitchen. The presents to arrange. She was trying to figure out Which ones to exchange. The wrapping paper was strewn All through the house. No one could get through. Not even a mouse. The choir was in the street, Singing, but not very well. They had just finished slaughterin' That poor "First Noel." Up North old Santa gave vent To his sentiment. As he reached to the shelf After the linament. He had come down the chimney Mid "darnits" and "durnits" All the while cussing That new fangled furnace. But even though it's true, All you read here, They still can't wait For Christmas to come next year. HAPPY NEW YEAR!



MERRY CHRISTMAS

Like Santa, these words never grow old, but take on a richer meaning with each new Yuletide Season

1952

May all the Season's beauty And all its happy cheer Reach your heart this Christmas And remain there all the Year

**HILL AUTO SERVICE**

THE JOYS of CHRISTMAS

May you enjoy this Christmas with loads of good cheer and happy friendships.

**E. A. HANNAH AGENCY**  
INSURANCE—REAL ESTATE—HOME LOANS

greetings

Because it's Christmas, and you're all so nice to know, From our firm to your home, our friendly wishes go!

**Evans' Hardware**  
118 West Main

To All Our Friends

We wish you the gayest, most sparkling holiday season you ever had!

**ALLIED SUPPLY CO.**  
H. B. GILMORE  
R. D. COLLIER

MERRY Christmas

Our wish to you this CHRISTMAS DAY is tinsel-bright, holly-gay!

Sue and Russell Floore Floral

Byers and Fautleroy GENERAL INSURANCE

NOEL

May your hopes and dreams come true at Christmastime!

To our friends and neighbors we offer our sincere wishes for a very Merry Christmas.

To you, our patrons — we extend our thanks for your friendliness in the past year.

And for all of us we add the hope for a peaceful and bountiful New Year.

In 1951, \$1710 was the average net income per farm worker, while \$3416 was the average net income of the industrial worker.

**ARTESIA LAUNDRY & CLEANERS**  
115 North Fourth Phone 11

Artesia Advocate

SPORTS

Bulldog Quintet Concolation Winner in Blind Tournney. Carlsbad Takes Championship

Artesia had to be content with coming out winner in the consolation bracket of Friday's blind tournament held at Artesia, Carlsbad's Caveman cage squad downed Hagerman Friday evening to emerge the winner in the four team contest.

The Artesia Bulldog quintet was downed by Hagerman in the second game of the day to be routed into the losers' bracket. Hagerman conquered the Artesians 46-38.

In the first match, Carlsbad downed Hope 80-31 to go into the winner's bracket for the evening contest.

Artesia conquered Hope only in final minutes of the consolation game Friday evening, pushing to a 45-43 margin with 45 seconds of play left in the game.

In the first game Friday afternoon of the tournney, Carlsbad easily swept over Hope, making a safe 35-14 half-time lead and widening the advantage to 52-17 by the third quarter. Caveman defenses resisted all Hope attempts.

Artesia was clearly the loser in the second game Friday, with Hagerman displaying a fast offense that allowed the Bulldogs no chance to catch up despite strong efforts in final periods of the game.

By the first quarter Hagerman had established its supremacy with a 12-8 lead, and lengthened that to 27-16 at half-time. Artesia was unable throughout the game to consistently hit the rim, against a Hagerman offensive which combined set and play-up shots to penetrate the Bulldog defense.

In Friday night's consolation final, Hope fought the Artesia tide throughout the game, strongly enough to establish a 34-31 lead at the start of the final period.

Artesia piled up a five-point, 21-16 margin at halftime, only to lose it during the third period through inept shooting and the strong Hope will to win.

Only with the final gun was Artesia assured of a win against Hope.

In the championship final round Carlsbad was clearly an overmatch for Hagerman, winning 53-42.

The Cavemen established their lead early in the game at 15-10, but saw it whittled to three points as the half closed with 28-25 on the board. The margin was only a point larger when the fourth period started 39-35, but a last period push by Carlsbad shoved Hagerman back.

High individual scorer was Ed Gomez of Hagerman, who piled up 26 points. Close behind were W. L. Gray of Artesia and Bob Forrest of Carlsbad with 24 points each.

Artesia received no consolation trophy. Trophies were awarded to Carlsbad as champion and Hagerman as runner-up.

Construction on Carlsbad Ball Park Scheduled

Workmen will begin construction on a steel stadium and a new ball park for the Carlsbad Potashers shortly after the first of the year, according to officials of Carlsbad Baseball Club, Inc.

Seating capacity will be 3,000 for the new stadium, according to Pat McLaughlin, general manager. Completion date for the project has been set at 45 days after construction is launched.

Go-ahead for construction of the stadium was granted by the national production administration which has recently eased permits for construction of entertainment facilities and which granted use of steel in the stadium.

NPA said it realized if it did not

Job Sought In Artesia for Miller

Miller has been living in Carlsbad but would like to move to Artesia to work until the season starts in April. Anyone having a job or job ad is urged to telephone the Artesia Advocate today or Wednesday.

Here's How to Select a Tree

"How can we select a Christmas tree that holds its needles?" is a question fathers and mothers ask year after year.

The answer depends on the type of tree you buy and the care you give it once you set it up.

All trees tend to drop their leaves after they are cut and stored in a dry room. But some kinds naturally hold their needles longer than others. Trees used most commonly on Christmas are the spruces, fir, hemlock, pine and red cedars.

Spruces are the first to shed their needles. A spruce can be identified by grasping a branch tightly. Its sharp needles will prick your hand.

The ideal Christmas tree is the fir. It resembles the spruce except that its needles are not sharp. The needles stay on the tree for a long time, and become a golden brown before they finally drop off.

Needles of the Douglas fir are flat and soft to the touch. This popular tree can be easily identified by examining the cones which have small appendages on each side.

Pines have never been very popular as Christmas trees, in spite of the fact that they do not shed their needles easily. This is most likely due to their unsymmetrical appearance which does not closely resemble the traditional Christmas tree.

No matter what kind of Christmas tree you select, it will hold its needles longer if it is standing in water. Place a little water in the base of your tree stand and you will be bothered less with falling needles than you were last year.

Lettuce is one of the oldest of vegetable crops. It is a native of India or Central Asia.

Uruguay, smallest of the South American countries, has an area of 72,153 square miles.

authorize construction, the Carlsbad club would experience undue hardship not experienced by other firms in the same trade.



ADORATION OF THE MAGI... This Nativity scene was painted by Benvenuto di Giovanni (1436-1518) of Siena, Italy, and hangs in the National Gallery of Art, Washington, D.C. It is one of many famous "adoration" scenes painted by artists of all nationalities.

'Good Tidings To All People'

Christmas literally means "Mass of Christ" and is celebrated to honor the Nativity of Jesus. Nevertheless, many Christmas customs have originated in the folklore and traditions of pre-Christian peoples.

The season of the winter solstice—experts have figured that Christ was born during that time of year—has been celebrated as a time of rejoicing since, and even prior to, the recordance of history.

Peoples of northern Europe celebrated the Festival of Hwcol, or the sun wheel—when the sun—having been at its lowest point in the heavens—swung its course toward the earth once more. Great fires were kindled in defiance of the Frost King; fires to consume the enemies of the old year, whose ashes imparted fertility to the soil, and brands kept from year to year, were considered charms against the spirits of evil.

The Roman festival of Saturnalia honored the diety of Saturnus, patron of the agricultural arts. Saturnalia was a season—from December 17 through 25, and merged with the Calends of January—and was characterized by revelry, gift-giving, decorations within the home, entertainments, etc.

The followers of Mithras celebrated the Feast of Sol Invictus, the Druids solemnized the cutting of the Mistletoe, the Orthodox Jews commemorate the Festival of Lights, and the Egyptians dedicated their mid-winter festival to Isis and her symbol the palm tree.

As ancient people were converted to Christianity, ancient customs assumed place among traditions honoring the Babe of Bethlehem who grew into the Christ and bequeathed to mankind one of the foremost philosophies of human conduct.

Do you know what apple grades are? U. S. fancy apples are perfect with high color; U. S. No. 1 grade apples are perfect with 30 per cent color or better. U. S. No. 3 are perfect apples with no color requirements while U. S. Utility grade has defects that do not speed up decay. Utility grade is often called "orchard run."

The art of spinning was developed at least 3,500 years before the birth of Christ.

Christmas Medley

Christmas was once abolished by an act of parliament in England. That was in 1644 when the Puritans under Oliver Cromwell governed the realm. The Puritans' disbelief in holiday enjoyments was so intense that parliament ordered Christmas to be observed as a strict fast day. No roast beef, no plum pudding, no wassail were permitted.

Although turkey is the essential feature of Christmas dinner today, the bird was unknown in England in the 16th century. Introduced from America, it came into its present popularity in the early 1700s.

In several states of the Union there is a definite law forbidding anyone from interfering with a child's belief in Santa Claus.

Some European peoples have a superstition—dating from ancient times—that animals take on the power of speech at Christmas time.

Lewis Carroll wrote his famous book, "Alice's Adventures in Wonderland," as a Christmas gift for a little girl who was the daughter of one of his friends.

Animals Warmed Holy Infant in Bethlehem

Many legends attribute the power of speech to birds and animals during the midnight hour of Christmas Eve in recognition of the beasts who, sharing the stable of Bethlehem, warmed the Holy Infant with their breath.

To honor these traditions, Polish children masquerade in animal costumes on Christmas Eve.

Syria Camel of Jesus Blessed By Christ Child

In Syria, water and wheat await the Gentle Camel of Jesus who travels over th desert on Epiphany Eve bringing presents to good children.

Legend says the youngest of the camels which bore the Wise Men to Bethlehem was exhausted by the pressing journey and as it lay moaning before the Stable, the Christ Child blessed it with immortality.

MERRY CHRISTMAS

Advertisement for Artesia Building & Loan Association featuring a candle and the text: 'GREETINGS and Best Wishes. May the cheerful glow of Christmas candles be reflected in your heart and brighten the New Year with joy and contentment. Artesia Building & Loan Association. CLAYTON MENEFFEE, Sec'y-Treas.'

Communities Need To Give Needy Spiritual Care

"We're may be all right but why do those people on public assistance have to sit in the plaza all day long?"

You may have heard such a remark in your town or in almost any town in the state. Perhaps you felt like saying some such thing yourself, the implication being that such persons should look for work or at least stay out of sight.

"Only the years go nowhere. They sit in the plaza staring," a New Mexican poet who was advertising director of the Santa Fe Railway once wrote. His name was William Haskell Simpson. "Whoever say the years go anywhere? They sit in the plaza mumbing," he said.

Whatever the truth of that statement may be, some people receiving public assistance have no other place to go—unless it be home, which in most cases is not as cheerful and comfortable a place as your own. One may be an old man whose relatives and friends are

dead. According to the 1950 census, there were 33,064 persons in New Mexico 65 years or over; and almost one-third of them—9,785—were receiving old age assistance because they do not have enough income or resources to maintain themselves.

Another citizen of the plaza may be a mother who is unable to work, and receiving public assistance—probably about \$35.77 a month, the average payment a person for aid to the disabled.

Yet another familiar face in the plaza may be that of a blind woman receiving aid to the needy blind. Even if she could afford to go to the movies, there would not be much for her to see there. What she feels and hears in the plaza, with the movement of normal and varied life about her, may be approximately the total vision of her world.

But there are those who do look for work—and get it. Sometimes an older person receiving public assistance convinces a prospective employer that chronological age is not a good standard for measuring age. One man of seventy may be "younger" and more competent than another man thirty years old.

Such is the fact, as recorded medical case histories. Perhaps would be well if more persons in the plaza, with aid from their neighbors, could go some place leaving the emptiness behind—the communities must help the

American Mistletoe Not That Specie of European History or Its Legend

The mistletoe of history and legend is a different specie than American natives, and is found in Europe.

The specie found in the So Atlantic states is called Phoradendron (Greek word meaning "thief") flavescens. It is found often on the following trees: white, red maple, poplar, willow, yew, juniper, apple, locust, cedar trees. Occasionally, but often, it occurs on oaks.

The plant in its wild state gathered by collectors for sale during the Christmas holidays.

England sets aside a day in honor of the horse chestnut tree. Bees can distinguish between different degrees of brightness given a color, but seem blind to red.

Large advertisement for Cox Motor Co. featuring a car, a cash award of \$10,000, and the Christmas Club logo. Text includes: 'SPEEDY COX MOTOR CO.', 'TODAY'S BEST BUY... 1948 CHEVROLET FLEETLINE AERO', '\$10,000 CASH AWARDS', 'FOR CHRISTMAS CLUB MEMBERS AT FINANCIAL INSTITUTIONS DISPLAYING THE EMBLEM OF CHRISTMAS CLUB. A CORPORATION', 'Join the 1953 Christmas Club NOW!', 'PEOPLES STATE BANK ARTESIA, NEW MEXICO'.

Advertisement for a sewing machine featuring a cartoon character and the text: 'WATCH OUT FOR THE Beautiful, Entirely New 1953 CHEVROLET'.

Advertisement for Guy Chevrolet Co. featuring the text: 'The Biggest New Car Announcement in History of Guy Chevrolet Co. Also Buick and Oldsmobile Showing on Same Day. GUY CHEVROLET Company 101 W. Main Artesia'.

Advertisement for Ross Sewing Machine Service featuring a sewing machine and the text: 'SEWING MACHINE CHRISTMAS SPECIALS', 'Singer Electric Portable \$89.95', 'Singer Treadle 49.50', 'Minnesota Treadle 29.50', 'New Home Elec. Portable 89.95', 'Sew Easy Elec. Portable 119.95', 'Console Electric 159.95', 'Ross Sewing Machine Service 7088 WEST MISSOURI ARTESIA, N. M.'

Advertisement for Larez Grocery featuring a Christmas tree and the text: 'GREETINGS and Best Wishes. May we express our appreciation for your friendliness. MERRY CHRISTMAS AND HAPPY NEW YEAR LAREZ GROCERY 805 State Street Phone 1131-W'.

Advertisement for Sunny Brook Kentucky Whiskey featuring a globe and the text: 'Perfect for the holidays because it's "Cheerful as its Name"', 'WORLD'S LARGEST SELLING KENTUCKY WHISKEY', 'SUNNY BROOK KENTUCKY WHISKEY', 'OLD Sunny Brook BRAND Kentucky Blended Whiskey Contains 65% Grain Neutral Spirits - The Old Sunny Brook Company, Louisville, Kentucky'.

# CLASSIFIED ADS

**Classified Rates**  
 Minimum charge five lines)  
 Insertion 15c per line  
 Renewal insertions 10c per line  
**SPACE RATE**  
 (consecutive insertions)  
 \$1.20 per inch  
 \$1.10 per inch  
 \$1.00 per inch  
 90c per inch

**Business Opportunities**  
**SALE**—Grocery, cafe and filling station, doing good business. Charles L. Williams at Williams Grocery & Cafe, Loco Hills. 7-tfc

**Help Wanted**  
**TIME SECURITY.** Tele-operators urgently needed. 1 to talk to 10 men, 18 to 45, who are interested in permanent employment with railroads as tele-operators and station agents. Wage from \$300 per month. Jobs waiting. We train. Does not interfere with present health. Write C. Box 427, N. M. 103-4tp-1

**EMPLOYMENT SERVICE**—If you are a stenographer, bookkeeper needing employment, register with Juanita Denner Carper Building, Artesia. 103-tfc

**Services Offered**  
**LOANS**  
 on Ranch, City Property  
**STEVE MASON**  
 103, Carper Bldg., Artesia. 76-tfc

**MOVING STORAGE!**  
 nationwide moving, across the state. Agent Allied Van Southern New Mexico Warehouse, Carlsbad, N. M. Phone 5-141tfc

**Convalescent Home**—A home, plus nursing care for the crippled or senile people. Operated by Mr. and Mrs. G. Whitney, state licensed. 1002 S. Roselawn, phone 67-79-tfc

**Real Estate For Sale**  
**SALE**—61 equity in three-bedroom home. Will trade for property in Roswell. Phone 100-4tp-103

**SALE**—Ten unit tourist court. Three-bedroom home, all located on First St. Good bargain. 94-tfc

**SALE**—New three-bedroom home at 1001 Runyan and also one at 804 Bullock. See Clyde. 68-tfc

**SALE**—by owner, two-story home, located on corner lots; bedrooms, two baths, paving side yards. Immediate possession cash. Phone owner 776-21-tfc

**REAL VALUES IN REAL ESTATE. SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE.** 83-tfc

**For Rent**  
**RENT**—New one-bedroom apartment, unfurnished. Addition, phone 1326-102-tfc

**RENT**—Modern unfurnished three-room house, 1002 S. Roselawn, phone 67-102-2tc-103

**COLOGY SEZ!**  
 HERE'S SOMETHING ABOUT CHRISTMAS THAT MAKES ME WANT TO BE EVERYBODY'S FRIEND

would like to take this opportunity to wish all our many Merry Christmas and a Happy New Year.

**B. BULLOCK**  
 FLOUR, COAL, SEEDS  
 112 S. 2nd Artesia, N. M.

**6—For Rent**  
**FOR RENT**—Accordions, band instruments, floor polishers, vacuum cleaners and portable sewing machines. Roselawn Radio Service, 106 South Roselawn, phone 42-W. 13-tfc

**FOR RENT**—Store building on N. First Street about Jan. 1. Now occupied by A&D Grocery. Phone 32-W. 97-tfc

**FOR RENT**—Modern unfurnished one and two-bedroom apartments 12th and Main. Phone 434-43-tfc

**FOR RENT**—Three-room modern unfurnished apartment at 409 West Quay. Phone 351-100-3tp-103

**FOR RENT**—Duplex apartment furnished two rooms, utilities paid. 1015 W. Richardson. 100-tfc

**FOR RENT**—Three-room furnished apartment, with utilities paid, couple preferred; also two-room furnished apartment. Inquire 202 W. Texas Ave. 102-tfc

**FOR RENT**—Bedroom at 420 W. Quay Ave. 102-tfc

**FOR RENT**—Three-bedroom house on Mann Avenue, \$75 per month. Ray Bartlett, Landsun Theater. 103-tfc

**FOR RENT**—Nice bedroom, for gentlemen only, close in. See at 711 West Richardson. 103-2tc-104

**FOR RENT**—Three-room furnished apartment, all bills paid, for couple only. 807 W. Grand. 103-2tc-104

**FOR RENT**—Basement apartment, furnished, bills paid, suitable for one or two persons, no children. Inquire 712 W. Main St. 103-tfc

**FOR RENT**—Brand new two-room apartment, nicely furnished, utilities paid, close in, \$10 per week. 406 North Fifth St. 101-4tp-105

**DEFENSE HOUSING RENTALS**  
 New two and three bedroom duplexes, \$76 and \$86, for rent to defense workers. Built under Defense Housing Allocation Nos. X-116-(204)-1 and X-116-(204)-2. See them at 11th and Bullock or call 192 or 148-M in Artesia. 98-10tc-2

**7—Miscellaneous For Sale**  
**Hagerman Sand & Gravel Plant**, half mile south, 3 mile west of Hagerman. Chips for oiling roads, concrete rock, meets all specifications. Plant Phone Hagerman 2017. 72-tfc

**FOR SALE**—New crop turkeys at Artesia Locker Plant. Bryant Williams. 75-tfc

**WE BUY AND SELL** used furniture. Fairley's Trading Post, 511 North First, phone 843-28-tfc

**FOR SALE**—Woven wire and steel posts. See at Artesia Alfalfa Growers Association, East Main St. 87-tfc

**FOR SALE**—Apple wood, sawed to fireplace lengths. Bryant Williams, Hope, N. M. 77-tfc

**FOR REAL VALUES IN REAL ESTATE. SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE.** 83-tfc

**FOR SALE**—Grain fed geese, 1 1/2 miles east, 1/2 mile south of Artesia. J. M. Vogel, phone 013-F22-94-10tc-103

**FOR SALE**—1949 Spartanette trailer, very clean throughout, twin beds in bedroom, \$2000. Call 910-W or see Jim Dorris at air port. 100-4tc-103

**7—Miscellaneous For Sale**  
**FOR SALE**  
 Army Barracks  
 20 x 30 Feet  
 Ideal for Small Home.  
 Will Sell on Time.  
 Fairley Trading Post  
 511 North First  
 103-4tc-1

**FOR SALE**—Pair binoculars, 6x30, \$25; telescope, 15 to 40x; small Horner accordion, \$25; dining room suite, 10 pieces in oak, \$75; 1934 Cadillac Coupe. See at 603 W. Main. 102-3tc-104

**FOR SALE**—General Electric automatic ironer, cabinet model, perfect condition. Will sell cheap. See at 1105 Hermosa Drive. 102-tfc

**FOR REAL VALUES IN REAL ESTATE. SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE.** 83-tfc

**FOR SALE**—Hamster pets, male, females, pens, water bottles. Diana Vee Sutton, 816 S. Sixth St., phone 807-101-3tp-103

**FOR SALE**—85 HP Aerocina airplane, A-1 condition. See Jim Dorris, air port. 102-4tc-105

**FOR SALE**  
 Christmas Trees, Beans, Apples, Oranges, Potatoes, Nuts and other items too numerous to mention. A. G. Bailey, 110 W. Richardson, phone 239-101-3tc-103

**FOR SALE**—1948 Mercury motor, 4-speed transmission, generator, starter, radiator, 9 ft. steel truck bed. Call 0186-J6. 102-tfc

**PRICED TO CLEAR**  
 Limited number of used  
 ★ Gas Ranges  
 ★ Servel Gas Refrigerators  
 All clean, excellent condition. Good for years of satisfactory performance. See them today!  
 All Real Bargains!  
 Hurry! They'll sell fast!  
 Southern Union Gas Company

**8—Miscellaneous Wanted**  
**AUCTION SALES**  
 Book your farm sale now to avoid conflicting dates. Bob Cumpsten, Millard Long. Phones 2771 or 2042 Hagerman or 998 Artesia. Livestock Sales every Saturday, 2 P. M. Artesia Livestock Auction Co. 97-tfc

**READ THE ADS**

**8—Miscellaneous Wanted**

**AUCTION SALES**  
 Book your farm sale now to avoid conflicting dates. Bob Cumpsten, Millard Long. Phones 2771 or 2042 Hagerman or 998 Artesia. Livestock Sales every Saturday, 2 P. M. Artesia Livestock Auction Co. 97-tfc

**READ THE ADS**

**8—Miscellaneous Wanted**

**8—Miscellaneous Wanted**  
**WANTED!**  
 Persons wishing to join the Singer Sewing Machine sewing classes to register at 113 S. Roselawn. Two classes 9 A. M. and 1 P. M., each Wednesday. 87-tfc

**FOR REAL VALUES IN REAL ESTATE. SEE MULTIPLE LISTING REAL ESTATE GUIDE ON THIS PAGE.** 83-tfc

**REWARD**  
 For information leading to location of 10-12 year old boy, who saw accident between a Dodge and Pontiac in 200 block West Main in June, 1952. Phone 1215, Artesia. 101-3tp-103

**10—Used Cars and Trucks**  
**FOR SALE**—One D-S-35 international long wheelbase truck. I also have winch trucks for heavy oil field hauling. K. J. Williams, phone 1112. My business is trucking the public. 33-tfc

**FOR SALE**—Model U.T.U. Minneapolis Moline tractor, butane equipped, excellent condition at a great saving. Arrange to try it out. Fred Brainard. 101-tfc

**FOR SALE**—1950 Dodge Pickup, dual wheels, 1-ton stake body, A-1 condition. Will trade for passenger car or take \$250 for \$700 equity. Inquire at 1210 Sears Ave. 103-4tp-1

**10A—Automotive Supplies**  
 SAVE UP TO 50%  
 On all your automotive needs, tires and tubes, seat covers, batteries, motor oil, parts, accessories.  
 WHITE AUTO STORE  
 407 W. Main Phone 1042-W 68-tfc

**15—Public Notice**  
**ALCOHOLICS ANONYMOUS**—Our sole purpose is to help those who have a drinking problem. P. O. Box 891, phone 1264. 98-tfx

**15—Public Notice**  
**PUBLIC SALE**  
 Tuesday, Dec. 30, 1952  
 R. L. Paris Farm  
 103-1tc

**NOTICE**—This is to give notice that after this date, I am not responsible for debts contracted by anyone other than myself. Signed: James H. Hammond. 103-2tp-104

**IN THE PROBATE COURT OF EDDY COUNTY, STATE OF NEW MEXICO.**  
**IN THE MATTER OF THE ADMINISTRATION OF THE ESTATE OF JAMES N. EGGER, sometimes known as J. N. EGGER, Deceased.**  
**NOTICE OF APPOINTMENT OF ADMINISTRATOR**  
 Notice is hereby given that the undersigned was on the 12th day of December, 1952, appointed Administrator of the Estate of James N. Egger, sometimes known as J. N. Egger, Deceased, by the Probate Judge of Eddy County, New Mexico.

**WHEREFORE**, 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 (6) months from the date of first publication of this Notice, to-wit: the 16th day of December, 1952, or the same will be barred. /s/ W. L. SWINFORD, Administrator. 101-4t-1

**READ THE ADS.**  
**Financial Industrial Fund, Incorporated.**  
 A Mutual Investment Fund Prospectus on Request  
 Call or Write  
**FRED STOWE**  
 at  
**KIDDY AGENCY**  
 412 1/2 W. Main Phone 914

## Golden Pine Cones Started With Legend

Once upon a time—according to Harz mountain legend—a poor miner's wife was gathering pine cones in the forest. It was just before Christmas, her husband was ill, and there was no money in the house for food. So she gathered the cones and sold them to the Villagers for kindling—obtaining enough for the day's necessities.

One morning while she was looking for such cones, a little imp jumped out of a huge fir tree.

"Here, here are the biggest, driest cones of all! Take these," he shrieked, jumping up and down excitedly.

Suddenly, there was such a shower of cones that the poor woman was frightened. She tried to run away, but could not move until the little imp had filled her basket. And, having started home; the basket grew heavier and heavier—she wished the elf hadn't disappeared, he might have helped her.

When she finally reached her hut, she called the children to help her carry the basket inside. Emptying the basket, they found that every cone was made of solid silver.

Commemorating these legendary silver cones, gilded pine cones are sold in modern stores, to decorate our homes—to burn and crackle gaily in our Christmas fires.

## Little Care Can Keep Christmas From Tragedy

It only takes a small amount of carelessness to turn the joyful Christmas holiday into a tragic event. The Christmas tree is the danger spot. There are a few simple precautions that will assure a safe and merry Christmas.

Never burn real candles on your tree.

Don't risk using frayed cords and broken plugs.

Avoid placing powerful lamp bulbs near fancy ornaments, synthetic materials, paper or cotton.

Don't go away and leave your tree lighted.

Be very careful when smoking around Christmas package wrapping material.

Secure the tree by wires to the wall so that tiny twigs will not be able to bump or pull it over.

or fallen, it cannot block a door-



**REAL ESTATE GUIDE**

Farms, Ranches and Businesses Listings Exchanged with the ROSWELL and CARLSBAD Multiple Listing Bureau.

BUY OR SELL FROM A MULTIPLE LISTING BUREAU MEMBER

**Currier Abstract Company**  
 102 Booker Building Phone 470  
 A GLORIOUS HOLIDAY to You and Yours

**VALLEY EXCHANGE**  
 Realtor and Every Form of Insurance  
 114 S. ROSELAWN PHONE 1115

**MERRY CHRISTMAS**

HARVEY JONES R. E. GLAZE, Salesman  
 Res. Phone 1217-J Res. Phone 669

**KIDDY AGENCY**  
 REAL ESTATE AND INSURANCE  
 415 West Main Phone 914

Thanks Folks . . .  
 for Your Friendship the Past Year  
 and We Sincerely Hope for You  
 All the Joys of Christmas  
 and the New Year.

**ARTESIA INVESTMENT CO.**  
 303 West Main Phone 871  
 REAL ESTATE INSURANCE

We Are Wishing You All  
 MERRY CHRISTMAS  
 and a  
 HAPPY NEW YEAR

Dwellings Farms  
 Businesses Ranches  
 Virgil (Jake) Jakeway — Residence Phone 501-W

Phone 1066 **Southwestern REALTY** Phone 1065

OFFICE 315 QUAY AVENUE  
 Takes Time Out . . .  
 During This Holiday  
 to Wish Everyone a  
 MERRY CHRISTMAS  
 and a  
 HAPPY NEW YEAR  
 and to Express Their Appreciation  
 to the Many Friends Who Have Made Their  
 Operation Possible the Past Year.

**INSURANCE**  
 Salesmen:  
 Don Teed E. A. POE Don Jensen  
 Residence Phone 1519-R Res. Phone 1519-R  
 J. E. SHORT  
 Res. Phone 0198-J5 Res. Phone 359  
 A. B. THOMAS  
 Res. Phone 1251

**USED CARS**

ALL OUR USED CARS CARRY THE 50-50 INSURANCE GUARANTEE

1951 HUDSON HORNET \$1895  
 Extra Clean, only 24,000 miles.

1951 FORD 1/2-TON PICKUP \$1195  
 1950 MERCURY 4-DOOR 1695  
 1949 CHEVROLET CLUB COUPE 1145  
 1949 CHEVROLET 4-DOOR 1195  
 1948 FORD CLUB COUPE 735  
 1948 STUDEBAKER PICKUP 695  
 1946 PONTIAC SEDAN COUPE 695

**ODEN MOTOR COMPANY.**  
 Lincoln Kyle Clark, Mgr. Mercury  
 310 North First Phone 1007

**USED CAR VALUES**

WE ARE BONDED for your protection. If you buy a stolen car from us, our insurance will repay or replace your car—with no cost to you!

1951 PONTIAC Super Deluxe Catalina Coupe. A one-owner car with only 19,000 miles, all the extras \$2295

1950 PONTIAC SUPER DELUXE Catalina Coupe—A real clean car \$1895

1949 DESOTO CUSTOM 2-DOOR, fluid drive, heater and original paint, A REAL BUY \$1245

1946 MERCURY 4-DOOR, heater and original green paint, a lot of good transportation for \$745

1947 DODGE 1 1/2-TON TRUCK with high sideboards and recent motor overhaul, A WORK HORSE for \$795

1947 CHEVROLET 1/2-TON PICKUP, this pickup is a little rough but a lot of service left for only \$645

1940 DESOTO, good motor, a STEAL at only \$245

"We don't believe in CHEAP Merchandise, we believe in Good Merchandise at a CHEAP PRICE"

ALL CARS OVER \$500 CARRY OUR REGULAR 50-50 GUARANTEE FOR 30 DAYS!

**HOWARD'S AUTO SALES**  
 110 SOUTH SECOND ARTESIA, N. M.

**SPEEDY by COX MOTOR CO.**

**TODAY'S BARGAINS**

1948 Chevrolet Fleetline Aero, radio, heater, the cleanest used car in town!

1948 Chevrolet Fleetmaster Club Coupe, radio, heater, good rubber.

1948 Plymouth 2-Door Sedan, 10,000 miles on engine.

1950 Chevrolet 1/2-ton Pickup, very clean.

1950 GMC Model 452, low mileage.

1950 GMC 1/2-ton Pick-Up, 3-speed transmission, radio and heater.

1947 Chevrolet 1/2-ton Pick-Up, 1th NEW SHORT Block.

**EASY PAYMENTS TERMS ARRANGED**

**COX MOTOR CO.**  
 CHRYSLER-PLYMOUTH G. M. C. TRUCKS

### Confusion Slows Auto Registration Under New Plan

You don't have to mail those auto and truck license registrations to Santa Fe to get your plates—in fact, it's a whole lot better if you don't, according to Don Jensen, local distributor.

State officials never intended to have registrations mailed back to Santa Fe from outlying counties, Jensen points out.

Here's where all the confusion came in:

In an effort to speed up state auto registration service, motorists were mailed their applications for 1953 licenses already filled out from Santa Fe.

All the motorist has to do under this plan is to take the registration form to the license dealer, sign his name to it, and pay the fee. He'll be given his new plates.

"People simply haven't been reading down far enough on those forms or they would understand what to do," Jensen said.

In addition, some people already informed of the new method still haven't received those forms from Santa Fe yet.

"We urge them to wait a reasonable length of time so Santa Fe can get all the forms in the mail," the distributor added. "Once we can get on this new system, it will save

everyone a great deal of time." If motorists don't get those forms in a reasonable length of time, they can still register under the old system.

The only motorists who can't take advantage of the new system are those who have bought a new car or a different one than the last time they registered, or who have moved into New Mexico from another state.

Misunderstanding over the new system may have caused low registrations here, Jensen pointed out. To date 206 passengers cars and 46 commercial vehicles have been registered.

### Five Producers—

George Atkins No. 4 lies, NW SE 17-16-29.

Total depth 1555. Shut down for orders.

Stanley L. Jones, No. 7 State, NW SE, 7-19-29.

Total depth 2832. Shut down for orders.

Gulf Oil Corp. No. 1 General American, 24-17-29.

Drilling 12,040.

Richardson & Bass No. 1 Cobb, 23-20-31.

Drilling 11,779.

Owen Haynes No. 1 Malco NW NW 35-17-27.

Total depth 700. Waiting on rotary.

Geo. D. Riggs No. 4 Welch, NW NW 4-21-27.

Total depth 886, shut down for orders.

Richardson & Bass No. 1 Harrison NW NW 12-25-30.

Coring 9191.

Jack White No. 1 Thomas Boyd, NE SW 10-17-28.

Total depth 751. Shut down for orders.

S. Magruder No. 1 State, SE SE 19-21-27.

Total depth 562. Testing.

A. J. Johnston No. 1 Anderson, SW NW 20-17-27.

Total depth 450. Waiting on cable tools.

Thomas M. Mayfield No. 1 State, SE SW 32-20-28.

Total depth 403. Preparing to plug and abandon.

Harvey E. Yates No. 1 Whelan-St., S E NE 16-19-30.

OWDD.

Drilling 2877.

Stanolind Oil & Gas Co. No. 1 Lakewood, NE SE 34-19-25.

Drilling 8445.

Richardson & Bass No. 1 Fidel, SW SW 27-21-29.

Drilling 6485.

A. J. Smith Drilling Co. No. 1 Travis, SE NE 13-18-28.

Total depth 2697. Testing.

Thomas M. Mayfield No. 2 State NW SW 32-20-28.

Total depth 699. Shut down for orders.

Kersey & Company No. 18 State SE SE 32-17-29.

Drilling 970.

David C. Saikin No. 1 Magruder, SW NE 28-23-26.

Total depth 1910, shut down for orders.

Lubbock Machine Co., No. 1 Southern Pet. Expl., N WSE 15-24-27.

Total depth 50, waiting on rig.

Lubbock Machine Co. No. 1 Matlock, SE SE 17-24-27.

Drilling 2215.

Jenkins & McQueen No. 1 State, SW SE 19-20-27.

Drilling 1107.

J. M. Rector III, No. 2 Barnett NE NE 15-21-27.

Drilling 534.

Yates Bros. No. 2 Smith NW SW SE SE 30-17-28.

Drilling 8131.

J. E. Bedingfield No. 1 Blake-St. SE SE 30-17-28.

Total depth 609. Shut down for repairs.

Carper Drilling Co. No. 1 American Republics NE NE 27-20-26.

Total depth 1202. Waiting on cement.

Martin Yates III No. 2 Cordie King NE SW 22-23-26.

Total depth 1890. Testing.

Stanolind Oil & Gas Co. No. 1 Guadalupe Foothills Unit, SW SE 20-22-25.

Total depth 560. Fishing.

Malco Resier Yates No. 6 Dunn

"B", SW SW 12-18-28.

Drilling 2050.

J. E. Bedingfield No. 1 Delist-State NW NE 31-17-28.

Drilling 555.

R. R. Woolley No. 11 Arnold "B", SW SW 34-17-30.

Drilling 2150.

Yancey-Harris No. 2 Ballard "B", NW NW 8-18-29.

Drilling 2744.

Allan Hargrave No. 1 Hargrave, NE NE 23-24-26.

Drilling 350.

**NEW LOCATIONS**

Nix & Curtis No. 1 Muse-Federal, SW NW 15-21-28.

Drilling 680.

U. S. Smelting Rfg. & Mining Co., No. 1 Kelly-Fed., SW SE 10-23-23.

Moving in cable tools.

Tennessee Production Co. No. 3 Valley Land Co., 7-24-29.

Total depth 2797.

Rigging casing.

**NEW LOCATIONS**

Franklin, Aston & Fair, No. 5 State-14, NE NE 14-18-28.

Rigging up cable tools.

Carper Drilling Co., No. 1 Chadwick, SE NE 9-23-27.

Location.

**COMPLETIONS**

Wm. Sinclair Oil & Gas Co., No. 17 Keel "B", SW NW 8-17-31.

Total depth 3286.

Swabs 45 barrel of oil per day after shot.

Southern Production Co., No. 39 Turner "B", SW NE 20-17-30.

Total depth 2010.

Pumps 20 barrel of oil per day after shot.

Southern Production Co., No. 38 Turner "B", NE NW 20-17-31.

Total depth 1949.

Pumps 21 barrel of oil per day after shot.

Southern Production Co., No. 25 Turner "A", NW NE 19-17-31.

Total depth 1915.

Pumps 12 barrel of oil per day after shot.

DeKalb Agric. Assn., Inc., No. 1-6 Federal, SW SW 6-21-27.

Total depth 696.

Plugged and abandoned.

**Cotton Crop—**

(Continued from Page One)

the area to date are:

Association 2,992

Atoka 7,300

Espuela 8,865

Mill 6,176

Farmers' 6,841

Cottonwood 8,950

Total 41,224

### Henry Savoie Takes Part in Marine Maneuver

Marine Pfc. Henry G. Savoie, son of Mr. and Mrs. Fred Savoie, route 1, Artesia, recently took part in Third Marine Division maneuvers at 29 Palms, Calif.

The New Mexico Leatherneck is a machine gunner in the Ninth Marines, an infantry regiment of the division.

This maneuver is the first large scale land maneuver for the division since it was reactivated earlier this year. It had earlier performed a division amphibious exercise on the California coast.

The Third Division's home base is at Camp Pendleton, Calif. His wife, the former Oma B. McGuire, and their two children, Teddy and Gava, live at 611 W. Missouri avenue, Artesia.

### Koonce Resigns—

(Continued from Page One)

to go right on living here, and to be active in civic work."

As a part-time free lance writer and photographer during the past five years, both at Lovington and Artesia, Koonce has sold articles to several regional publications, including New Mexico magazine and Southwestern Crop and Stock magazine, and recently to national magazines, including Pathfinder new-feature magazine and Ford Times.

As a free lance writer, Koonce hopes to cover all southeastern New Mexico for material. He will also serve as correspondent for the El Paso Herald-Post, as well as manager of the Casa Bonita rental housing project.

Koonce came to Artesia from a similar chamber of commerce position at Lovington.

### Artesia's Needy—

for nearly 100 children from needy families. The club spent \$500 in its Christmas fund, which included donations from other civic organizations, to buy each child at the party \$5 worth of needed clothing, plus a small toy to brighten the otherwise practical and mundane necessities.

As the community noted a record cotton harvest, high employment, increased business activity, and other signs of general prosperity, the needy were not forgotten.

Many church organizations have worked with the Artesia Health and Welfare Center and other agencies to provide deserving families with food as well as needed clothing for the Christmas holidays. It is believed the city's thoughtfulness for its less fortunate families will hit a new peak of generosity this Christmas.

### Post Office—

(Continued from Page One)

dresses and carried no return address, and thus were destroyed as waste. Postal laws do not permit return privileges to the sender if two-cent stamps are used, even if the sender's address is written on the envelope.

"But with few exceptions, the public has apparently taken more patient time during the big rush to properly prepare and address the mail deposited at this office.

Truett parenthetically noted that post office business this year is over \$7,500 above last year. Post office business to Dec. 16 this year amounts to \$81,319.09, whereas last year receipts to the same date totaled \$73,707.67.

### MERRY CHRISTMAS

### HAPPY NEW YEAR

### Episcopalians To Hold Services Christmas Eve

Christmas Eve services at St. Paul's Episcopal church in Artesia will begin at 11:30 p. m. Wednesday, Rev. Milton Kohane, vicar, announced Monday.

Holy communion will be celebrated during the Christmas Eve service. Music will be presented by the choir under the direction of Mrs. Stanley Carper.

### Booker Chosen As Navy Cage Team Member

Dan E. Booker, airman, USN, son of Mr. and Mrs. Glenn Booker of 212 Carper Drive, Artesia, has been selected as a member of the Naval Air Missile Test Center basketball squad for the 1952-53 season, which is in its first round of league play.

Prior to entering the Naval service, Booker attended Texas Tech, Lubbock, where he was active in the sport. He enlisted in the Navy December 1950 and received his recruit training at the U. S. Naval Training Center, San Diego, Calif.

The Point Mugu basketball team has 28 games scheduled for this season in the service league. Known as the "Missilemen" the Point Mugu team will meet both Navy and Marine service teams in this area.

### Associates at Virtues to Get Yuletide Bonus

Board of directors of the W. W. Virtue Co has authorized a special Christmas bonus to be based on the sales volume of each of the 30 individual stores.

Dennis R. Short, manager of Virtue's in Artesia said that approximately 500 Virtue employees throughout Kansas, Oklahoma, Texas, Colorado and New Mexico would share in this bonus plan.

According to custom, these bonuses will be paid prior to Christmas as a special gift. The bonus will be paid to all employees who have been with the company for a year or more. New associates will receive proportionate amounts.

### Cannon Opens Holy Season Christmas Eve

A cannon fired from the historic Castle of San Angelo at sunset on Christmas Eve proclaims the beginning of the Holy Season in Rome. By 9 o'clock everyone is in

### Police Caution On Driving, Store Closings

Police department had some words of wisdom for all Artesians today.

Residents planning to drive out of town for the holidays are cautioned to check road conditions before they leave, especially if the trip is to be very long. Roads may be checked with police headquarters, or with the State Police office at Roswell.

Chief of Police Earl Westfall urged motorists to take special care over the holidays. State Police Chief Joe Roach has contacted Patrolman Arnold Smith of Artesia to join the department in a strict crack-down of all traffic violations.

In a second note of caution, Chief Westfall urged merchants to be especially careful to lock doors tight Wednesday night when closing their businesses for the Christmas holidays.

### Nuts From Over World Fill Bowls

Nuts from all over the world go into your nut-bowl at Christmas. Like Christmas traditions, the nuts so popular at this time of year are a mixture of many varieties and different histories.

The English walnut, for instance, is not English at all. It originated in Asia centuries ago and was called "the food of the gods."

The round little filbert and the almond came from the Old World. Other nuts, so familiar at Christmas, the hickory nut, the black walnut and the chestnut, to say nothing of the pecan, are strictly American. The pecan is native to America and is found nowhere else. Two other American nuts worthy of mention are the chestnut and the butternut.

Although many nuts originated in other parts of the world, almost every variety known is now grown on American soil and experts are constantly searching for more kinds of nuts to transplant to this country.

### BARGAINS In New and Used Furniture Stoves and Appliances. We Buy, Sell, Trade FURNITURE MART 1113 S. First Phone 45

church to witness the colorful solemn processions of ecclesiastical dignitaries which precede the orate midnight Mass.

Some everyone has lasted 24 hours, festive banquets ordered after the religious ceremonies. It is a gala affair in Rome: hotels and restaurants remain open, families and friends gather around sumptuous tables in gaily decorated homes; in anticipation of the festive many people attend church in formal attire.

Between Christmas and Epiphany, the Calabrian shepherd Pifferari — revisit the homes where they were most cordially welcomed during Advent — they came down from the hills to play their Italian bagpipes before the shrines of the Virgin. The Pifferari during their Advent playing the post-Christmas holiday and receive gifts of wine, figs, and small sums of money from their hosts.

### Mawing Colored Flames For Christmas Fireplaces

Would you like beautifully colored flames in the Christmas place?

Here are a number of chemicals which may be added to shellac carrier. Small pieces of wood be painted with the mixture of the chemicals and shellac with sawdust.

**Violet flame** potassium chlorate

**Yellow flame** potassium nitrate

**Orange flame** calcium chloride

**Red flame** strontium nitrate

**Apple-green flame** barium nitrate

**Emerald flame** copper nitrate

**Green flame** borax

**Purple flame** lithium chloride

The first driver's license issued to a woman was granted to French on March 22, 1900, to operate a steam engine.

### YOUR EYES will POT

when you see the Beautiful Entirely NEW 1953 CHEVROLET

It's coming FRIDAY JAN. 9 SEE IT AT—

The Biggest New Announcement in History of Guy Chevrolet Also Buick and Oldsmobile Showing on Same

GUY CHEVROLET Company

101 W. Main

**Why Personal IS YOUR Best Buy**

**LOANS \$25 TO \$500**

"Yes" promptly to 4 out of 5 employed men, women — married or single. Loans your way... and fast. Phone for 1-visit loan, write, come in.

Monthly Pay'ts	CASH YOU GET	
\$25 to \$500 on	\$14.49	\$172.93
Signature, Furniture, or Auto	\$24.85	\$302.41
		\$450.00

**Personal FINANCE CO.**

Ground Fl., Carlsbad National Bank Bldg. 213 SOUTH CANYON STREET, CARLSBAD Phone: 5-3663 - Frank C. Cross, YES MANAGER

OPEN EVENINGS UNTIL 8 P. M. • OPEN SATURDAY UNTIL 1 P. M.

We asked Santa to please give you this message when he stops at your house... Have a MERRY CHRISTMAS

**Virtue's**

### SINUS SUFFERERS.

**AMAZING NEW DISCOVERY — FREE TRIAL.**

THIS AMAZING NEW DISCOVERY gives quick relief from sinus headaches, pressure in forehead, soreness in eyes, aching cheek bones, bridge of nose, top of head, back of head and down neck, can't think straight or see well at times even the glasses have been recently fitted, nervousness, dizziness. This new treatment relieves most sinus headaches in few minutes and as general rule soreness in head, face and neck is entirely relieved in short time. No matter how long you have suffered or how chronic your case may be or how many different treatments you have tried or how much money you have spent without results, we believe you will be amazed at the fast relief this amazing new treatment gives you. It has given amazing fast relief to thousands. Write for FIVE DAY FREE TRIAL, post paid to you, no cost or obligation except this when you write for it, it is agreed that you will mail it back at the end of five days if not satisfied, since it is not a sample.

**NATIONAL LABORATORIES, — LODI, CALIFORNIA**

**SERVICE... 24 HOURS A DAY!**

COME TO SEE US... Located Just Outside City Limits on Roswell Highway

- MALCO GAS
- FISSK TIRES
- All Popular Brands Motor Oil

Regular Gas **24<sup>9</sup>/10¢** Ethyl Gas **26<sup>9</sup>/10¢**

**JONES SERVICE STATION**

**Season's Greetings**

OUR GIFT To You Is A HEARTY WISH for A HAPPY HOLIDAY SEASON!

With our sincere good wishes for a Holiday full of happiness and joy!

**ALLEN OIL COMPANY**

**Season's Greetings**

OUR GIFT To You Is A HEARTY WISH for A HAPPY HOLIDAY SEASON!

**LOYD DOWNEY TRUCKING CONTRACTOR**

**Dial 1450 KSVV Dial 1450**

• PROGRAM LOG — Subject to Change Without Notice •

TUESDAY P. M.	THURSDAY
12:00 World News	6:30 Artesia School Reports
12:15 Farm and Market	6:45 Neighborhood News
12:30 World News	7:00 Mutual News Reel
12:35 Neighborhood News	7:15 Bankhouse Serenade
12:45 Noon Day Forum	7:25 Tifun Moody
12:55 Sixties Time	7:30 Adventures of a Castaway
1:00 Eddy Arnold Show	8:00 Hawaii Calls
1:05 Matinee Melodies	8:20 On and Off the Record
1:15 Paula Stone	8:30 Bankhouse Talking
1:20 Jack Kirkwood Show	8:45 Jolly Jamboree
1:25 Luck-U Ranch	8:55 John Daniel Quartet
1:30 Air Mail Special	9:00 Ladies Fair
1:35 Intermountain News	9:25 World News
1:40 Western Hit Parade	9:30 Curt Massey Time
1:45 Voice of America	9:45 Farm Report
1:50 Sgt. Preston of the Yukon	10:00 Mutual News Reel
1:55 Sky King	10:15 Matinee Melodies
2:00 World News	10:25 Tifun Moody Show
2:05 Gabriel Heatter	10:30 Luck-U Ranch
2:10 John Daniel Quartet	10:35 Air Mail Special
2:15 Swap Shop	10:40 Intermountain News
2:20 Noon Day Forum	10:45 Western Hit Parade
2:25 World News	10:50 Requestingly Yours
2:30 Eddy Arnold Show	11:00 Green Heron
2:35 Mutual News Reel	11:05 Wild Bill Hickok
2:40 Bankhouse Serenade	11:10 Gabriel Heatter
2:45 Tifun Moody	11:15 Fulton Lewis, Jr.
2:50 Jack Kirkwood Show	11:20 Sixties Time
2:55 Luck-U Ranch	11:25 Eddy Arnold Show
3:00 Air Mail Special	11:30 Mutual News Reel
3:05 Intermountain News	11:35 Bankhouse Serenade
3:10 Western Hit Parade	11:40

**Hills Items**

Mrs. Rannell Jones and Nancy of the Raymond D. Jones family recently visited to hope to visit another home recently. The group consisted of Mrs. Rannell Jones, Mrs. Cecil Holman, Maljamar, Mrs. Garel Westall and Mrs. D. Jones went to Carlsbad last Wednesday in the home of Mr. and Mrs. Earl Smith and Mrs. Bill Parson. Mrs. Thorpe, Mrs. Walter Hammon and daughter, and Mrs. Collins spent the holidays in Carlsbad. Edwain McKinstry was hostess for the Wednesday bridge club in Maljamar. Coffee and pie were served to the group. Jack Kelly, Kenneth Othar Furrh and Luke Othar Maljamar, Mrs. Freeman of Maljamar, Mrs. Harold Taylor held high score in the home of Mrs. W. P. Taylor recently were Mr. and Mrs. H. H. Hill and Edith Sunday in the home of Mrs. Ed Jackson of Carper and Mrs. Mrs. Gracey of Roswell. Paul Harlow and Mrs. Taylor were in Roswell on Dec. 1. Mrs. Harlow attended a beauty counselor meeting. Mrs. Ben Vandagriff of Maljamar also attended the meeting. Mrs. L. B. James were her to attend the meeting of James Cox were Mrs. Edward Cantrell, nieces, Mrs. A. Domun and children, Mrs. J. C. Brown, all of Carlsbad, Mr. Cox' brother L. Z. Cox and son of Lovell, Mr. and Mrs. R. A. Cox, and Bill Cox and Dannie, Maljamar.

Miss Josephine Klier, seventh and eighth grade teacher, expects to spend her Christmas vacation visiting her parents, Mr. and Mrs. William Klier at Mt. Riley, N. M. Miss Barbara Ramer, commercial teacher, has left for her home in Sunrise, Wyo., to spend the Christmas holidays with her parents there. Delbert Robinson left Wednesday morning for Houston to bring back his bride to spend the holidays here in the home of his parents, Mr. and Mrs. Paul Robinson. Mrs. John Havener, Jr. was hostess to the firemen's wives at a canasta party in her home Monday evening. Her home was gaily decorated for the Christmas holidays. Colorful gelatin dessert salad, cake, coffee and tea were served after the games were over. She also treated the firemen who were in session at the City Hall with the

dessert course. The next regular meeting will be at the home of Mrs. C. E. Smith next Monday evening. Visitors Sunday evening in the home of Mr. and Mrs. Norman Shands, who recently moved east of Artesia from Lake Arthur, were Mrs. Shands' parents, Mr. and Mrs. E. H. Hill and her brother and family, Mr. and Mrs. Vernon Hill of Lovington, and her sister, Mrs. Cecil Parker and family of Artesia.

and Mr. and Mrs. O. E. Smith and daughter and son-in-law, Mr. and Mrs. Pat Coor who live there at the headquarters. **Hagerman News** The Hagerman Woman's club met Friday afternoon at the club house with the president, Mrs. George Didlake, presiding. The rooms were gay with Christmas decorations. A miniature town

with little church, a replica of the First Presbyterian church of Hagerman, and an angel court carried out the Christmas theme. This scene had been made by Mrs. V. R. Barnett and Mrs. Richard Harshey. The club will enter the civil defense movement, in conformity with the national plans. The annual Christmas lighting project will be sponsored by the Woman's club and only three prizes will be offered this year, in-

stead of several prizes in each division. The program was in charge of Mrs. D. N. Aiken with Mrs. Didlake reading, "The Night Before Christmas," and Mrs. Kirkpatrick giving Eugene Field's, "Just Before Christmas, I'm as Good as I Can Be." Christmas carols were sung by the group, with Mrs. Aiken as leader. A Christmas candle demonstra-

tion was conducted by Mrs. Aiken who made a very beautiful Christmas candle, at the cost of about 50 cents. This candle would cost several dollars if bought. The hostesses were Mmes. V. R. Barnett, W. R. Goodwin, Howard Menefee, Richard Harshey and Dub Andrus. The Hagerman high school roll for the second six weeks has been released. The following made grades required for this honor:

Billy Ackerman, Marilyn Bland, Lela Brady, Susie Boyce, Milton Brown, Louis V. Brown, Milton Creek, Garland Crockett, Roy Lee Davenport, Wanda Estes, Mary Evans, Ruth Evans, Leroy Hammons, Ruby Harrison, Kenneth Jennings, Janice Knoll, Rita McAlister, Wesley Menefee, Gloria Menoud, Shirley Newsom, Wanda Pilley, Annette Sartin, JoAnn Williams, Barbara Wrinkle and Dee Woolf.

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WE WILL  
SOON SEE**



the New "Rocket" Power

**OLDS FOR 1953**

**It's Coming Friday JAN. 9**  
The Biggest New Car Announcement in History of Guy Chevrolet Co. Also Chevrolet and Olds Showing on Same Day. **GUY CHEVROLET CO.** 101 W. Main Artesia

**AR-TOONES**



**Merry Christmas**  
The Kiddies Depending on You Must Have Dependable Service!  
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**Season's Best from SAFEWAY**  
Finest of foods for your festive fare

Appetizers		Miscellaneous		Salads and Desserts	
Grapefruit Juice Town House	46 oz tin 25c	Pickles Rainbo Sweet Mixed	22 oz tin 30c	Salad Dressing Duchess or Miracle Whip	quart 59c
Fruit Cocktail Hostess Delight	No. 2 1/2 tin 37c	Pineapple Lalani sliced	No. 2 tin 31c	Fruits for Salad Libby's	No. 303 tin 32c
Tomato Juice Sunnydawn Fresh Flavor	46 oz tin 28c	Apples Comstock sliced	No. 2 tin 26c	Pear Halves Highway	No. 2 1/2 tin 33c
Small Shrimp Shady River	50 oz tin 37c	Cherries Honeybird R.S.P.	No. 2 tin 26c	Cake Mix Pillsbury White, Golden or Choc.	17 oz pkg 37c
Tomato Soup Campbell's	No. 1 tin 25c	Plums Highway	No. 2 1/2 tin 23c	Fruit Cake Curtsy or Holiday Bar	14 oz 69c
Pineapple Juice Dole, Libby's or Lalani	No. 2 tin 15c	Shortening Royal Satin	3 lb tin 77c	Ice Cream Price's Vanilla	1/2 gal. 69c

**Fresh Eggs** Breakfast Gem Grade "A" large doz 69c  
**Cream Cheese** Philadelphia 3 oz pkg 17c  
**American Cheese** Dutch Mill sliced 1/2 lb pkg 37c  
**Pink Salmon** Prince Leo tall tin 55c  
**Syrup** Sleepy Hollow cane and maple 12 oz 27c  
**Marshmallows** Fluffice 1 lb bag 29c  
**Mince Meat** None Such 28 oz glass 49c

**Feast on the finest of TURKEYS**  
U. S. Government Inspected and Graded

Toms	Beltsville	Hens
U. S. Gov't. Inspected Grade "A" Birds	Hen Turkeys, Plump, Gov't. Inspected Grade "A"	U. S. Gov't. Inspected Grade "A" Birds
Average 16 to 20 lbs. 59c Pound	Average 4 to 8 lbs. 69c Pound	Average 10 to 14 lbs. 65c Pound

**Almonds** I.X.L. Soft Shell 1 lb pkg 53c  
**Pecans** Georgia Stewarts 1 lb pkg 49c  
**Mixed Nuts** No peanuts 1 lb bag 53c  
**Gum Drops** Roxbury 1 lb 25c

So nice to have around at Christmastime  
**CANDIES** from SAFEWAY'S big assortment

**Satin Mix** Roxbury 1 lb 29c  
**Peanut Clusters** Roxbury 1 lb 57c  
**Orange Slices** Roxbury 1 lb 25c  
**Jelly Beans** Roxbury 1 lb 29c  
**Swedish Mints** Roxbury 1 lb 31c

**Young Ducks** U. S. Government Inspected Grade "A" Ave. 4-6 lbs. 63c lb  
**Fancy Geese** U. S. Government Inspected Grade "A" Ave. 6-10 lbs. 69c lb  
**Fresh Hens** Fresh Dressed and Drawn Average 3-5 lbs. 55c lb  
**Pork Sausage** Armour's or Peyton's Pure Pork, roll style 35c lb  
**Smoked Hams** Popular Brands, Butt Half 59c lb  
Shank Half 53c lb

**Cigarettes** Popular Brands **2.13** Carton

**Coffee** Edwards, all grinds 1 lb tin 83c  
**Coffee** Nob Hill 1 lb pkg 78c  
**Coffee** Airway, fresh ground 1 lb pkg 76c

Prices Effective thru Dec. 27  
We Will Be Closed Christmas Day!

**Tangy-Sweet TANGERINES**  
Tangy Sweet Full of Vitamin "C" **2 lbs 23c**

**FANCY APPLES** Red Delicious from Washington State lb. 19c  
**CRISP CELERY** Tender Pascal variety lb. 12c  
**Lettuce** Large, solid heads lb 12c  
**Potatoes** U. S. No. 1 Russetts, baking size lb 7 1/2c  
**Cranberries** Tart and tempting lb pkg 33c  
**Green Beans** Tasty, fresh and tender lb 29c  
**Florida Oranges** Large size heavy with health lb 7c  
**Arizona Oranges** Sweet, Juicy half box 225

**FRESH COFFEE** Hills, Folgers or Maxwell House lb tin 85c  
**STRAWBERRIES** Scotch Treat Frozen 10 oz pkg 23c  
**CRANBERRY SAUCE** Ocean Spray 15 oz Tin 19c  
**PUMPKIN** Libby Custard No. 303 tin 10c  
**Beverages** Cragmont Ass't. Flavors, No bottle deposit 24 oz 29c  
**Pop Corn** Jolly Time 10 oz tin 19c  
**Poultry Seasoning** Crown Colony 13c  
**Toilet Soap** Woodbury reg bar 8c  
**Pinto Beans** New crop 5 lb bag 59c  
**White Rice** Showboat Zenith 2 lb bag 33c  
**Sandwich Spread** Lunch Box 8 oz jar 23c  
**Pumpkin Pie Spice** Crown Colony 15c  
**Chocolate Drops** Roxbury lb 33c

**ripe olives** for a touch of elegance  
★ dinners  
★ parties  
★ snacks  
**Ripe Olives** Ebony Medium No. 1 tin 24c  
**Stuffed Olives** Libby's Manz 30 oz glass 32c  
**Olives** Libby's large pitted, ripe No. 1 tin 35c

**SAFEWAY**

# The Artesia Advocate

PUBLISHED BY ADVOCATE PUBLISHING CO.  
Established August 29, 1903  
The Artesia Enterprise  
ORVILLE E. PRIESTLEY, Publisher  
VERNON E. BRYAN, General Manager  
DAVID H. BOWEN, Editor

Published every Tuesday and Friday at 316 West Main Street, Artesia, New Mexico. Entered as second-class matter at the Post Office in Artesia, New Mexico, under the act of Congress of March 3, 1879.

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## The School Survey

**DECISION ON COURSE** of action to be taken following the recent Eddy county school survey is now up to the state board of education, Supt. Tom Mayfield of Artesia has reported following his return from Santa Fe. The Artesia superintendent added that the state board Friday acknowledged receipt of the survey committee's report, but members of the state panel declared they had not yet had time to read and study the document, and will delay decision until that has been done.

It is to be sincerely hoped that the state board of education may be able to make its decision in the same spirit in which its appointed survey team made its excellent study. In its report the team observed "by its detached objectivity it (the survey team) has been spared the discordant voices of partisan personalities, even while recognizing that these are necessary in a democracy and desirable for a clarification of all views. It has listened to conflicting opinions and views with a view of always seeking a middle ground of reason."

In its preface the survey committee also postulated four important criteria. Leading those are its contention that an equitable educational reorganization should provide an opportunity for all parents of school children to be represented in decisions regarding school programs for their children and "an equally assessed financial base."

Artesia educators point out that the main base of the committee's later recommendations are based on the first criteria, calling for "an equitable educational opportunity for each child, whatever his or her home location, his or her economic status, or his or her ability to learn."

No one has yet declared there is equal educational opportunity for all children in Eddy county. There is not. This is the most important single consideration in the present study and proposals.

Those objections which have been raised to the committee's report are in the large based on erroneous facts, invalid comparisons, and pure selfishness.

That there are a few valid objections cannot be denied. Certainly the position of the proposed east-west dividing line where it cuts through potash developments should be so placed as to distribute that wealth on the basis of the number of children in each part of the proposed system which each district would have to support.

This single point has attracted great misinformation and the erroneous conclusions following. While the Carlsbad board claims it educates 90 per cent of the children of the Southwest Potash employees, and therefore should have most of that company's assessed valuation, it is in error. It is a serious error, since much of the Carlsbad board's position against the proposals are based on this.

Latest information from reliable sources indicate 107 children of Southwest employees are attending Artesia schools. The Carlsbad board says 144 Southwest employees' children are being educated in Carlsbad. Assuming the Carlsbad board's figure is correct, simple arithmetic shows Carlsbad is educating 57 per cent of the employees' children, rather than 90 per cent, while Artesia is educating 43 per cent, rather than 10 per cent.

The Carlsbad board also contends municipally subsidized housing and transportation exists in Artesia. Clyde Guy and Clyde Gilman, backers of Gilman Bus Lines, Inc.,

report this contention is not born out by their bank books, and that the subsidies the bus line has been receiving has come right from their own pockets. There was at one time a move for businessmen to back the bus line by providing a subsidy to make operating losses in the early months, but this was before Gilman even organized his line, and the idea fell through.

There is nowhere in Artesia any municipally subsidized housing.

The Carlsbad board jumps off the deep end in dealing with "potential values" of potash properties and future oil and potash development. The need for aid for North Eddy county school children is immediate and pressing, and it is certainly not right that their educational future should be as uncertain as the future course and location of oil and potash development. It is to be noted that latest information calls for the next new potash developments to be just east of Dexter, in Chaves county, and east of Carlsbad. The information is from a prominent Carlsbad citizen and potash official.

The Carlsbad board notes that on Jan. 1 it would have a bonding potential of \$996,322, or \$151,103 less than at present. This is in marked contrast to Artesia, now bonded to its limit in building the new Hermosa school, which will be overcrowded when it opens in January. While we have reached the limit, the Carlsbad district still has over \$1 million at present to work with, and would have nearly \$1 million after the new proposal goes into effect. And, as the Carlsbad board points out, oil and potash developments do rapidly change. Since next new potash developments will probably be in South Eddy county, it seems that proposed district is assured of ever-increasing new wealth.

This seemingly refutes the Carlsbad contention that "The need for taxable valuation for bonding purposes is far greater in Carlsbad than in the proposed North district."

While Supt. Mayfield has declined to answer a newspaper-inspired spanking with Supt. Eli Canady of Loving being the man chosen to administer it, it seems grossly unfair to us that Supt. Mayfield should be held accountable for lifting a statement out of context when instead it was the county seat daily newspaper which lifted it out of context in quoting Supt. Mayfield.

Concerned with printing the full, rather than slanted facts, we were able to quote Supt. Mayfield in full, in which he included that portion of the Feb. 14 minutes of the Eddy county administrative council which Supt. Canady says he skipped. It was the newspaper, in only partially quoting Supt. Mayfield, which was lifting statements out of context, rather than the Artesia superintendent.

The entire school issue has been given the full Carlsbad treatment so well known to Artesia and other residents of Eddy county by this time. Starting out with a demand that the survey committee report be made public even before the state board had received it, Carlsbad then presented misstatements, erroneous factual matter, and planted opposition statements, all under the guise of calm and rather aloof reasoning. It has culminated this attack by injecting personalities and political issues into the school study, where they have no place in being.

We do not believe the state school board is not naive as to accept the loaded "factual" statements, black newspaper headlines, slanted reports and deliberately created opposition based on false and misleading information as a firm foundation on which to decide an important question involving Eddy county's thousands of school children and millions of dollars in taxable wealth.

We should like to join with the Artesia school board and school administrators in endorsing the state survey committee report. It is a factual, searching report which postulates the ultimate welfare of all the county's school children as the most important premise on which to make its recommendations.

It is an enlightened, intelligent, fair approach to the county's school problems. The committee did not give a hang about the county's internal politics and who hates who. It was concerned only with bettering and equalizing the educational fare of all the school children.

It was on that basis that the Artesia school board endorsed the report.

We should like to commend the Artesia board and Supt. Mayfield for their position that personalities and politics should not be allowed to assume a major role in consideration of our school problems. We believe such a position is one which ultimately will work to the benefit of all the county's citizens and school children. We do not believe cheap and shoddy tactics will be of benefit to those opposing the plan.

## THIS LAND OF ENCHANTMENT—

# Roosevelt County Senator to Press for Bill Raising 1st-Class County Mark to \$20 Million

ROOSEVELT COUNTY IS GOING to press for passage of a bill in the next state legislature which will again put it back as a second-class county.

Law now provides that a county has to have \$14 million assessed valuation to be a first-class county. Roosevelt county edged by the \$14 million mark in June—just enough past to have to pay the higher salaries that first class status calls for. The county commissioners, up there have been hard-pressed ever since to raise the required money to meet the higher salaries.

Now State Senator-elect R. C. Morgan of Roosevelt county has

given notice he will present a bill which would return Roosevelt county to second class status in 1955 after present county officials finish their terms.

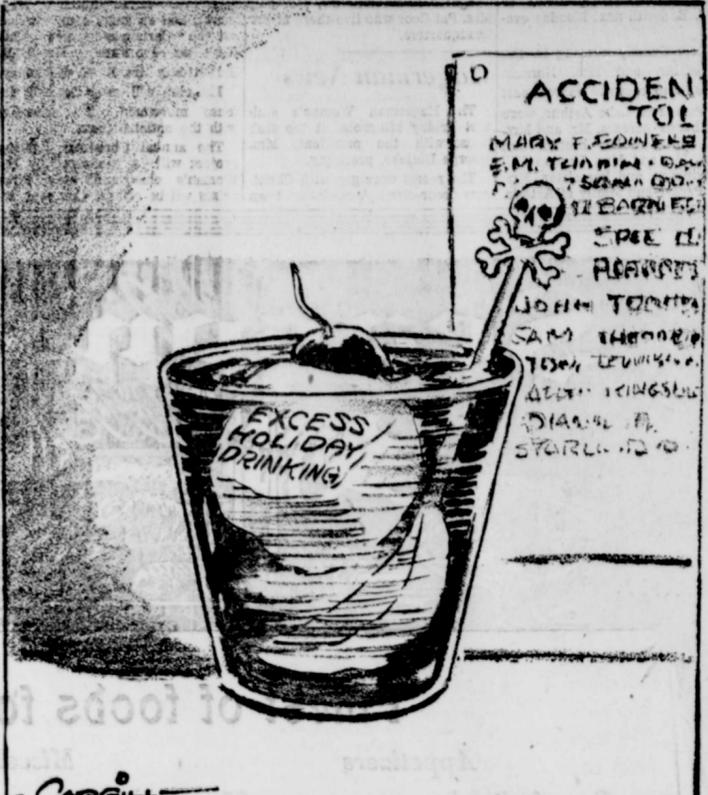
Requirements for a first class county would be raised to \$20 million, second class from 8 1/4 to 14 million up to 11 to 20 million, third class counties from 6 3/4 to 8 1/4 to 8 3/4 to 1 million, etc.

E. S. "JOHNNY" WALKER, land commissioner-elect, has put up a notice on the bulletin board in the state land office calling for resignations of all 68 employees. He'll then accept or reject

them "immediately," he said in his notice.

This is being done because "I owe the citizens, lessees, and others doing business with the state land office my very best efforts toward running a courteous and efficient office dedicated to the dispatch of business in the interest of the trust and service to those doing business with the office. I must have competent and loyal employees willing and able to work in line with my policies," Walker said.

## 'OLD FASHIONED' CHRISTMAS



## NEW MEXICO EDITORS ARE SAYING— With So Much Road Money Needed, Editors Suggests Permanent Plates to Cut Down Costs

**LICENSE PLATES**  
With so much work needed to improve New Mexico highways and so little money to accomplish it we wonder why the state has never adopted permanent automobile license plates. There would be a saving in cost of the annual renewals in metal needed, even in cost of distribution. States, which have adopted permanent plates, need to pay for only a small square of metal giving the year of issue, which replaces that of the prior year. Plates cost the applicant the same as full size new ones, and the state saves money on renewals, since only new license holders get full sized plates.—Magdalena and Catron County Round-up.

**ALCOHOLIC HOSPITALS**  
A recently-established Carlsbad hospital for alcoholics has folded up, just as the state prepares to establish a state hospital for alcoholics at Roswell.

In establishing three such hospitals in New Mexico, it might be that the state will be providing a service for the alcoholics that private industry cannot provide as yet in this state. On the other hand, could it be that the state competition is helping drive the privately-operated hospitals out?—Current-Argus.

**REVISION IS DEMANDED**  
Twenty-two cities in New Mexico will be affected by application of the Southern Union Gas Company for a substantial increase in utility rates if it is given approval by the Public Service Commission.

Spokesmen for the commission state that the burden of proof is entirely upon the utility concern, and that the application will be given a fine-tooth comb investigation before any action is taken.

The fact that the burden of proof is upon the company is considerably different to recent applications of telephone companies which went through the corporation commission where proof has to be established by the commission if it declares against authorizing an increase and which has caused many to believe that the corporation commission's power should be considerably strengthened by the coming session of the legislature.

It is probable that some conscientious lawmaker will press that sort of legislation, and make it mandatory upon corporations that they show good and sufficient proof why increases should be granted. Furthermore, it should be strengthened so that the commission has plenty of time to make its own investigations, and that higher rates cannot be put into effect until final approval is given.

Currently all a corporation has to do is state that it will increase rates, and within 30 days it can arbitrarily put them into effect. That sort of practice is not good for the people, and the weakness of the corporation law has been generally recognized. Now seems like a good time to correct that bad feature.—Roswell Record.

**POLITICAL UNDERCURRENT**  
The political undercurrent is that National Republican Committeeman Albert Mitchell, an old wheeler in state GOP affairs, doesn't like the idea of

working with Harry Robins, state chairman, in doling out federal patronage in New Mexico whenever it becomes available. It has been rumored for some time that Robins might be replaced with Fred Moxey, Gov. Mechem's fair-haired boy. But Mitchell isn't over fond of Moxey either, and it isn't being considered as possible that Mitchell will be ignored in selection of a new chairman, if it ever comes to a showdown.—Roswell Record.

**ROAD INFORMATION**  
One of the best suggestions coming out of Monday's safety meeting in Raton is the recommendation for a state road information center.

Accurate information about highway conditions is hard to come by in New Mexico, in spite of the efforts of state police and the ports-of-entry. A state center, operating through the state police radio network, bus and truck firms, weather observation sta-

tions and the highway department, might be just the answer. It could work something like an anti-aircraft intelligence center functions in the Army. It could be a place where information floods in, is evaluated, sifted and analyzed and then sent out in accurate style.

Properly set up, an information center could help avoid situations like that Sunday when a snow storm swept through the center of the state, and made highway travel miserable south of Las Vegas. Ration of Las Vegas, the highways were clear of snow and traffic was normal. But how would a person leaving Raton in clear but cold weather know the road would be practically blocked between Las Vegas and Santa Fe?

Good, up-to-the-minute data on wintre road conditions might save lives. It would be mighty convenient, too.—Raton Range.

**THOUGHTS IN PRINT—**  
**Teaching About UN Agency Brings 'Hysterical' Attacks on Schools**

**ATTACKS ON THE PUBLIC** schools amount to what educators see as a widespread "hysteria of fascist-minded right wingers" are receiving priority attention in educational circles, writes Millent Taylor, education editor of the Christian Science Monitor.

The editor declares: Leaders of the profession interviewed by this reporter see in these continued and at times "vicious" attacks one of the most serious and yet subtle threats to democracy the nation has ever faced. They feel that correcting false impressions and understanding the unprecedented pressures felt on all sides by the classroom teacher are—regrettably—the most urgent tasks. Other important things must take second and third place.

Teaching about the United Nations and the United Nations Educational Scientific and Cultural Organization seems to be the major target of the critics. The educators report that efforts of pressure groups are "so persistent and so subtle" that teachers in all parts of the United States have been intimidated.

"It had got so we wouldn't dare have a project on the UN," one top teacher in an Indiana city was quoted, and it was said that she added that many other teachers in her city have found it safer to ignore the very existence of the UN and UNESCO and to sidestep all other teaching about international relations in a modern world in which the United States has perforce a major influence.

Educators see in "this vocal minority movement" a typically totalitarian effort to control men's thinking through withholding information and making free discussion dangerous—a familiar pattern of communism and fascism, they point out.

"The American public should be aroused by the efforts of certain special-interest groups to control the minds of American youth by preventing them from

gaining knowledge of important movements in the world and even of official acts of the Government of the United States," declared a statement released by the NEA's National Commission on the Defense of Democracy Through Education, with John W. Davis, president of West Virginia State College, as chairman.

Many a classroom teacher is intimidated by pressure to the extent that she is afraid to teach children to inquire freely or to think freely, it was said. But the top educators representing these classroom teachers react with indignation and concern over this major problem. They see it as a serious subversive influence, undermining democratic education.

"The hysteria is that of a loud-voiced minority, and not from the American people as a whole," said Edgar Fuller, executive secretary of the National Council of Chief State School Officers, a nationwide organization of big-city superintendents, in an interview.

The best way to meet the attacks, according to Richard B. Kennan, secretary of the Defense of Democracy Commission, is to encourage citizens to tackle the criticisms locally. "With the help of their local teachers and administrators, they can get the facts and go over in detail what their schools teach and how. The schools, welcome honest criticism and are ready to cooperate with local citizens," he said.

If citizens in these local communities will refuse to be drawn into attacks by outside pressure groups, Dr. Kennan went on, and will work with their own school people in mutual confidence and cooperation, they can stem the "current tide" against public education in spite of probable increased tension during the next few months. "We need to rouse our citizens locally throughout the nation," he said. "That is the only effective way and are ready to cooperate with faith in an informed American people," he declared.

## COFFEE TALK—

# If Houses, Bus Are Subsidized, Someone Forgot to Tell Owners

**MESSRS. CLYDE GUY AND** Clyde Gilman, who incorporated a bus line to give service to Southwest Potash Co. and Potash Corporation of America from Artesia, didn't quite know whether to be made or laugh when that piece about "municipally subsidized transportation" came out in the Carlsbad paper the other day, wherein the Carlsbad board of education was pointing out it has to educate the children of 90 per cent of the Southwest workers.

But it didn't take them a minute to decide on the latter, laughing of course. The line, which has been operating some five months now, is just beginning to near the break-even point and after the first of the year could conceivably edge just slightly into the black, or at least break even. The operating subsidy has come right from the Guy and Gilman bank accounts, and they're willing to offer those battered bank books as evidence to the Carlsbad board.

We'll bet American Builders, who have built all those houses out in the Southwest part of town, are willing to throw in equally battered bank books as proof they haven't had any subsidy, either.

The bus misconception probably came about when someone misunderstood reports that businessmen here were trying to get together to put up a \$300 subsidy when Bus Essex was thinking of operating the line. That deal fell through, though, and Gilman Lines, Inc., was set-up to provide the service.

The misunderstanding about municipally subsidized housing probably came when someone read a headline to the effect the city had authorized building of the houses. In Artesia the city requires building permits be issued for all new construction, as well as alterations, etc.

But the whole thing is just another of those misconceptions Carlsbad has about Artesia in

general and facts in part. If Carlsbad needs a fact, make it up, or improve on feeble old ones lying around.

**VERY MUCH PUT-OUT** Artesian came into the office other day, seized a copy of today's paper, and pointed to pieces on the Christmas II and decoration contest.

"This is all fine and good said, "but what's the use of urging us to put up decorations but then someone comes and tears them down. For years our decorations have torn down. We enter the contest this year, and our are torn down again. What use?"

And this Artesian said no his but his neighbor's across the street had been down, too.

**THAT PIECE LAST FR** about the patient having at the hospital a half hour in after papers had been out wasn't fair nor just, it help the general situation one doctor telephoned to adding he'd sue for slander had been said about his practice.

Stuff like that should brought before the board or the city council, the said, and not printed newspaper where it serves to rile people up, make for more tense, etc.

Now you folks with com know who to go to.

**WE GOT ANOTHER L** to the editor from a write think is a lady. This one is charity giving. We'd like to it, and can do so, but for we have to have the name writer, since a newspaper responsible for any material in it, whether that be eral news story, editorial, to the editor, or advertisement. No newspaper can publish mous tips or contributions it has no check on the aut

## OUR READERS WRITE—

# Compromise in School Proposals For Consolidation Urged By Atoka

To The Editor,  
Artesia Advocate:

After talking with some of the merchants of Artesia I have been wondering how many people in the Artesia, Hope, Cottonwood, and Atoka area know what the Artesia school board are trying to do and how they are going about it.

There are very few people in the area that have not been affected by the world war that we have been in for the past 12 years and there is no difference what ever in what causes these wars than what the Artesia school board is trying to do to the adjoining districts. Just because they want or feel that they would like to have the revenue from these districts to spend in Artesia, they are trying to get control without the consent of the people living in the other districts.

For several years before 1946 the Atoka district sent their children from the fifth grade up to the Artesia schools which they were very glad to have and get the tuition that our district paid them, and when the Artesia school board decided why just take the tuition, why not take the whole district, and at this time instead of going at it in a decent way they told us to either join them or get out and provide for our own children, which we did. We now have, according to the people that have visited our school, the best rural school in the whole southwest.

One of the big gripes of the Artesia school board is that there is a lot of people living in Artesia working in the potash mines and the mines are in the Atoka district, this was not our doing, it was some of the citizens of Artesia that fought Carlsbad for a road out to the potash mines so as to get the miners to live in Artesia so as to build a larger town.

It has also come to me from some of the ones that worked for the county split two years ago that if they can get this school district consolidation put over that it will put them that much closer to the county split, which

a very few people might from and the rest would have to pay higher tuition order to keep up another county buildings and office they want to consolidate thing why not consolidate whole county under one system?

It has been our understanding that in order for district consolidated it had to be ment by the county board to the state board, have been informed in a about way that some of the officials have promised the Artesia school officials if they would give them support in the last election would see to it that they get what they wanted in of consolidating these districts.

We do not deny the fact our high school children go to school in Artesia, district is paying tuition and we also admit that we help provide some more inns for these high school desks, but the county board agreed to give up enough district to do this and two districts on a nearer dent valuation.

From the people that talked with in our district the Artesia and Cottonwood districts they feel that it will left up to the people in the handed communistic way is being done, which is back to what is keeping them in war today, if people in ing school districts can together and work out the lems in a Christian like what could you expect now do.

Some of the people are talking about it being minutes farther to Carlsbad their trading, and I know the businessmen of Artesia not like this to happen ed would I for I have a interest and a small part in eration of the largest bus in Artesia that has more with keeping the commun than all of the other.

RUSSELL ROGER

**SAY FOLKS—**  
... If You Are in Need of a Good Painter or Paperhanger — Textoning or Tapeing — Don't Fuss, Don't Cuss! Just Call Us! ... Let Us Sell You Your Next WALL PAPER ... We Are Agents for Many BEAUTIFUL PATTERNS You can save on your paper by buying from ... Hemby and Bean ... Serving the People of Artesia for 14 Years

**HEMBY AND BEAN**  
Painters and Paper Hangers  
Phone 919-M or 643-J

## A Merry, Merry Christmas to You

# TONIGHT'S THE NIGHT!

## TUESDAY AND WEDNESDAY, DEC. 23 - 24

### CAR GIVEN AWAY TUESDAY—CHECK NIGHT WEDNESDAY

**GENE KELLY**  
A.G. I. on a wild adventure!

**HER ANGEL**  
A girl in trouble!

*"Are you the man they always use to trap women?"*

**THE DEVIL MAKES THREE**  
M-G-M EXCITEMENT!

Hollywood filmed it where it happened... in Berchtesgaden! on the Autobahn! amid Alpine hideouts!

Screen Play by JERRY DAVIS • Based on a Story by LAWRENCE BACHMANN • ANDREW MARTON • RICHARD GOLDSTONE  
Directed by RICHARD GOLDSTONE  
Produced by RICHARD GOLDSTONE  
AN M-G-M PICTURE

### Christmas Cards Were Passing Fad in 1875, Now Are Tradition

...of \$1,000, \$500, \$300, and were offered. A panel of well-known artists was selected to judge the winners. Nearly 2,500 designs were entered. Inevitably, it was decided to make this contest an annual affair.

The following year 2,500 designs were entered. Again both the four prize-winners and many others were purchased for Christmas cards, and again these originals were widely exhibited. England expressed her admiration by holding a similar contest, and in so doing reminded the world that the first Christmas card was published in London in 1842.

**Wins First Prize—**  
Elihu Vedder won the first prize awarded in 1881. Vedder was probably the best known of the many artists who competed. Several of his paintings are exhibited in the Library of Congress today.

Partly to gauge public opinion, and partly to satisfy those who disagreed with the judges, a double set of awards was offered in 1882. Visitors to the New York exhibit were invited to vote for the Christmas card design they liked best. Human nature being what it is, a chance to second-guess the judges created more excitement than ever.

Surprisingly enough, however, Dora Wheeler's "Apparition" won both the judges and the "popular" awards that year. This unanimous selection indicated a general agreement on the best qualities of a popular Christmas card had finally been reached.

## THURSDAY - FRIDAY - SATURDAY LANDSUN THEATER

**WHEN THE BIG LEAGUES STOPPED CALLING HIM 'ALEX THE GREAT' SHE STILL CALLED HIM 'DARLING'!**

They'll win your heart too!... this hero who won fame the second time—this blue-eyed girl whose love helped turn jeers to cheers! The true and truly wonderful story of Grover Cleveland Alexander!

**DORIS DAY**  
**RONALD REAGAN**  
in... AND AS

**"The Winning Team"**

Everybody said "it couldn't last!"

**FRANK LOVEJOY**

WARNER BROS. PRESENT

**"Whip Wilson in NIGHT RAIDERS"**

Whip's trigger talks in rambling range showdown!

**WHIP WILSON**

**NIGHT RAIDERS**

**FUZZY KNIGHT**  
LOIS HALL - IRON EYES CODY  
A MONOGRAM PICTURE

Screen Play by TED SHERIDMAN and SEELEG LESTER & MERWIN GERARD  
Directed by LEWIS SEILER

## OCOTILLO

THURS. - FRI. - SAT.

**TWO BIG FEATURES!**

Wayne Morris in  
**"Arctic Flight"**

Actually Filmed in Alaska

— Also —

— Also —

**TWIN-GUN TRAP FOR RAIDER RING!**

Whip's trigger talks in rambling range showdown!

**Whip Wilson**

**NIGHT RAIDERS**

**FUZZY KNIGHT**  
LOIS HALL - IRON EYES CODY  
A MONOGRAM PICTURE

Screen Play by TED SHERIDMAN and SEELEG LESTER & MERWIN GERARD  
Directed by LEWIS SEILER

**DR. KATHRYN BEHNKE**  
PALMER GRADUATE CHIROPRACTOR

Chiropractic Seeks, Finds and Removes  
Nerve Pressure—The Primary Cause of Illness  
X-Ray — Neurocalometer

408 West Richardson Phone 861

**CHEER for Christmas**

May the joyful hours of Christmas overflow with good cheer and happiness for all our friends

**HOTEL CHARLES**  
"HOME-LIKE ATMOSPHERE"

Mr. and Mrs. J. E. Shortt — 506 South First

**Christmas Greetings 1952**

**ODEN MOTOR COMPANY**  
KYLE CLARK, Manager

Lincoln Mercury

**Happy Christmas to all...**

**1952**

And to all our hope that the spirit of the season remains within you in the days to come.

**IRBY DRUG CO.**  
AND EMPLOYEES

South Fourth Phone 440

### Good Yule Gifts Are Those for Whole Family

"Make it a real family Christmas this year by having Santa pack a few hobby supplies or games into his pack that the whole family can enjoy together." This suggestion comes from E. H. Regnier, a recreation specialist at the University of Illinois.

There are many hobbies that can help build companionship between parents and children. Mothers and daughters like jewelry construction and tapestry weaving. Dad and Junior go in for model-making—airplanes, boats, trains and other items of special interest to the male population.

Everyone enjoys operating a printing press. Small presses turn out newspapers that have a real professional look. Shells and woodburning are hobbies that produce genuinely useful articles. For family fun, rubber-tipped darts, indoor plastic horseshoes and marble games are excellent.

"Christmas is a time of 'to-

### Yule Thoughts

Heywood Brown once said, "Christmas is not a date. It is a state of mind."

No man lives today who does not seek, in some way, to follow a guiding star.

It was Christ who, by his volun-

tary acceptance of the role of servant, has been elevated to the royal purple and seated at God's right hand.

At few, if any, times since Christ was born have all the people of the earth needed faith, trust, and peace as much as they do now.

When we celebrate the birthday of Christ we ought not to think of Him only as a child. Those who think Christmas is only a festival about a child, for children, veer away from facing Him as an adult.

**WILLIAM E. TONEY, M.D.**  
Announces the Opening of His Office at  
702 WEST MAIN STREET  
for the Practice of  
**Medicine and Surgery**

OFFICE HOURS:  
9 to 12 A. M. 2 to 5 P. M. Saturday 9 to 12

Home Phone 1378 Office Phone 1298

**Merry Christmas**

Let the joy and faith of the holiday season be reflected everywhere.

**FROM US TO YOU AND A HAPPY NEW YEAR, TOO!**

**WILSON WELDING & MACHINE SHOP**  
1210 SOUTH FIRST PHONE 489

**Peace On Earth...**

The wonderful spirit that pervaded the manger is ours to share this Christmas 1952

**RUSSELL AUTO SUPPLY**  
AND EMPLOYEES



### A PACK OF MERRY CHRISTMAS WISHES FROM THE GANG AT BOTH H & J's

A LAST MINUTE GIFT—GIVE

Popular Brands

**CIGARETTES** Carton **2.13**

Baker's **COCOANUT** 4 oz. Tin **17¢**

Del Monte **PINEAPPLE JUICE** 46 oz. Tin **35¢**

## 'THIS YEAR GIVE FOOD'

Say "Merry Christmas" with Baked Food Gifts  
**BETTY CROCKER MIXES**

Party Cake .. **39¢**

Devil's Food . **39¢**

Softasilk ..... **47¢**

**BISquick**

Pound **54¢**  
Box

#### Holiday Foods

**MARSHMALLOWS** 33¢

Fireside, colored or white lb pkg

**RAISINS** 17¢

15 oz Package

**POWDERED SUGAR** 14¢

One pound box

**POP CORN** 19¢

3-Minute, white or yellow Reg. tin

#### Canned Fruits

**CRABAPPLES** 47¢

WhiteSwan, heavy syrup No. 2 1/2 glass

**SPICED PEACHES** 49¢

Del Monte No. 2 1/2 glass

**FRUIT COCKTAIL** 25¢

Hunt's No. 300 tin

**PINEAPPLE** 29¢

Dole, sliced No. 2 tin

#### Canned Vegetables

**ASPARAGUS** 43¢

Del Monte, Mary Washington, all green 303 tin

**SUGAR PEAS** 24¢

Del Monte No. 303 tin

**GREEN LIMA BEANS** 33¢

Del Monte No. 303 tin

**BEETS** 18¢

Libby's whole No. 303 tin

**WHOLE BEANS** Del Monte No. 303 Tin **24¢**

**EGG NOG MIX** Qt. **64¢**

**CHRISTMAS CANDY** Hard 29¢  
cello wrapped lb.

#### Farm-Fresh Produce

**PECANS** Georgia Soft Shell Pound **37¢**

FLORIDA — LARGE SIZE  
**ORANGES** lb. **8¢**

**YAMS** Portican variety lb. **18¢**

**COCOANUTS** each **17¢**

FIRM, CRISP HEADS  
**LETTUCE** lb. **13¢**

#### Quality Meats

**OYSTERS, Selects** pint **9¢**

**TURKEYS** Fresh Dressed and Drawn, Not Frozen, from Bryant Williams' Farm lb. **63¢**

**HENS** Fresh Dressed and Drawn lb. **49¢**

**HAMS** cured, half or whole lb. **57¢**

**BACON** All Brands — First Grade lb. **59¢**

**ROAST CHUCK** From U. S. Grade Good Beef, not calves **49¢**

Wed. Is Double Stamp Day!

Prices Effective thru Saturday!

MOTHERS

24 Oz. Jar  
**SWEET PICKLES** ..... **43¢**

10 oz. Glass  
**Salad Olives** ..... **43¢**

La Madrid Jumbo Size 8 1/2 oz. Tin  
**Ripe Olives** ..... **44¢**

Haase's Red Circle, poured 4 oz Jar  
**Stuffed Olives** ..... **30¢**

**CUCUMBER**

**WAFERS**

Lady Betty 15 oz. Glass **22¢**



**H and J Food Basket**

EVERY DAY LOW PRICES  
NO PARKING HEADACHES HERE

