# PENASCO VALLEY NEWS

Vol. 17. No. 43

Hope, N. M. Friday, Dec. 21, 1945

# Hope Wins From Artesia & Hagerman

Last Friday the Hope Yellowjack-ets journeyed to Artesia and stung the Bulldogs to the tune of 33 to 28. Hope started off fast and led 8 to 2 at the quarter; at the half, Artesia led 14 to 11. Something must have happened in the Hope dressing room at the half as Artesia only led 22 to 21 at the third quarter. In the last quarter the fireworks really began as Hope tied the score at 22 all and again at 24, 26 and 28. Then Hope picked up 5 points and the game ended with score 33 to 28. The Yellowjackets have won 3 out of 7 games, losing two of them in

In an exciting game Hope defeated Hagerman Thursday night by a score of 20 to 19. At the close of the game the score was 17 to 17. In the three extra minutes of play Hope scored 3 points and Hagerman 2. The visitors took the lead early in the game but in the last few minutes of play the Hope boys took a spurt and tied the score. The last three minutes of play was fast and furious with the Hope boys showing the visitors a few fine points of the game.

NEW EQUIPMENT The athletic department has pur-chased the following for both boys and girls to use: ping-pong table;

dart boards; skip ropes; medicine balls and a large cage ball. SCHOOL NEWS This year in the Hope High School whenever a student is absent she writes her own excuse and leaves a

duplicate in a book. Some of the reasons for being out of school are as follows: went to Artesia, stayed with a sick girl, had to to Texas, had to grind feed, went to the dentist, went after cow and calf.

The army of investigators in Wash- urday. ington are still trying to pin the blane on somebody for failure of in the Clenn Stevenson home. the United States Navy to go into action when the Japanese attacked at present.

Pearl Harbor, December 7, 1941. Apparently the president of the United account of sickness. States, the Secretary of State and their representatives in Japan and elsewhere throughout the Pacific were positive that the Japs would do Hawaii expected the Japs to make good judgement.
the attack. When you think of all Mrs. Joss Musgrave and Ernestine account of this negligence, we think somebody ought to be courtmartialed. And another thing, just because a the day. rich man's son gets to go through West point or Annapolis and comes out of there with a lot of gold braid Dunne. and brass buttons it is no sign that he is a soldier or a navy man.



PINON NEWS

work, had a flat, went to the doctor, was sick, missed the bus, went to Roswell, didn't get up in time, went try and Mrs. Eva Gage. Both are ported better at the time of this

> day morning. Wavens bought Vernon Helms'

> visiting in Hope last Friday and Sat-Janice McGuire spent the week end

5 . 8 . 4 . G

of the boys that lost their lives on Cogburn and children went to Rosweil Tuesday on business. Alta Musrave was in charge of the store for

the dentist, went after cow and cut cabbage, bus got stuck, working cut cabbage, bus got stuck, working meep, went deer hunting, working last week. The depth was about 1100 or 1200 feet.

truck last week.

Mr. and Mrs. Emitt Gage are here

School closed most of last week on

Jesse Bates of Elk who drives the school hus from Elk to Hove was in just what they did. The testimony the News office and got his driver's also seems to prove that the United license for 1946 and also subscribed tates Navy and the Army forces in for the News for a year. He shows

Mrs. N. L. Johnson has been a visiting Mr. and Mrs. H. J. Supt. John Moore was a business

visitor in Artesia last Saturday.

Mrs. Anderson Young was on the We had our first big snow Thurs- sick list Monday afternoon. Seet as though we are having our through Hope last week. We hope

State highway equipment went

IN THE DISTRICT COURT OF EDDY COUNTY, STATE OF NEW MEXICO

BOOHER, Plaintiff

ROSA LEE BOOHER, Defendant
NOTICE OF PENDING SUIT
THE STATE OF NEW MEXICO TO ROSA LEE BOOHFR, GREETING: You will take notice that there has been filed in the District Court of Eddy County, New Mexico, a civil of said court wherein M. S. BOOHER Fact if and yau, ROSA LEE BOO. HFR, are Defendant; that the purpose of said sait is to obtain a divorce answer or defe d herein on or before he 4th day of February, 1946, the he relief prayed for in his Complaint days.

led herein and judgment wil endered against you in said cause The Address of Plaintiff is Carls ad, New Mexico, and J. S. McCall Carlsbad, New Mexico, is attorney

or the Planitiff. IN WITNESS WHEREOF I have ereun's placed my hand and affixed on business. the seal of the court this 11th day of December, 1945. (SEAL)

Marguerite E. Waller District Court Clerk 1st. Pub. 12-21-45 Last Pub. 1-11-46

IN THE DISTRICT COURT OF EDDY COUNTY, STATE OF NEW MEXICO

MARY SHAFER, Plaintiff

D.E. SHAFER, Defendant NOTICE OF PENDING SUIT

THE STATE OF NEW MEXICO TO D. E. SHAFER, GREETING: You will take notice that there has been filed in the District Court of Eddy County, New Mexico, a civil action numbered 9200 on the docekt of said Court wherein Mary Shafer, Plaintiff and you, D. E. Shafer, are Defendant; that the purpose of said suit is to obtain a divorce from you and obtain custody of minor child, and unless you appear, answer or defend herein on or before the 21st we desire to express our deep appreciation to the brayed for in her Complaint filed herein and judgment will be rendered

against you in said cause The address of Plaintiff is Carls bad, New Mexico, and J. S. McCall of Carlsbad, New Mexico, is attorney

IN WITNESS WHEREOF, I have hereunto placed my hand and affixed the seal of the Court this 27th day of November, 1945.

(SEAL) DISTRICT COURT CLERK
1st pub. 11-30-45 last pub. 12-21-45 Top Ranking 4-Hers in New Mexico

SUPERICR records of achievement in home beautification, frozen foods and dairy foods demonstrations, have won 1945 state championship honors for five New Mexico club members. The state winners and brief outlines of their records follow:





Mary Hendley

Mary Ann Hendley, 16, of House, received the state 4-H home grounds beautification award of a 17-jewel gold watch provided by Mrs. Charles R. Walgreen, Chicago, for her landscaping achievements during eight years in club work. They included preparing the ground and planting Bermuda grass, planting trees, shrubs and flowers, installing a sub-irrigation system for yard vegetation, erecting a picket fence around the yard, and a trellis over the front gate, building an outdoor fireplace, and laying a concrete walk from doorstep to gate.

Dorothy Pate, 19, of Portales, is New Mexico's state winner in the new National 4-H Frozen Foods Activity. Her reward is a \$50 U. S. Savings Bond provided by the International Harvester Co. The girl's record shows that she prepared, packaged and froze beans, peas, squash, peppers, beets, peaches, pineapples, cherries, eggs and 450 pounds of beef for placement in a frozen-food served by other methods. In her seven years of club work, Dorothy completed 46 projects, gave 28 demonstrations, won \$495.00 in cash prizes on exhibits, and held many offices in her club. She is now attending the Eastern New Mexico College.



Mary Cleveland and Pauline Kurtz

New Mexico's winners in the 1945 National 4-H Dairy Foods Demonstrations are (individual) Henrietta Perea, 16, of Albuquerque, and (team) Pauline Kurtz, 15, of Clayton, and Mary Cleveland, 15, of Amistad. Each re-ceives a \$50 U. S. Savings Bond from the Kraft Foods Co. Henrietta demonstrated "Milk Drinks," and the team's demonstration was titled "Meat Alternates." The purpose of the demonstrations was to show others good methods of preparing dairy products for all occasions, gain experience in public speaking, and develop portsmanship Among the drinks Henrietta prepared were buttermilk, fruit shake, chocolate flip, grape shake, fresh banana frosit and eggnog supreme. Pauline and Mary used a combination of foods, mainly milk products, which were equal in food value to meat.

celivities were conducted under the direction of the Extension Service of the State Agricultural College and USDA co-

J. F. Watson was visiting in Ar- him home tesia Monday. Chester Schwalbe was a visitor in

tesia Monday. Mr. and Mrs. Chester Schwalbe and Mrs. A. A. Smith are planning to go Artesia and attended Bible stude Ozona, Tex., to visit Mrs. Jennie the Church of Christ in the Schwalbe over the Christmas holi-

John Prude was visiting in Hope Mrs. Ben Babers was shopping in ranch Wednesday and transacted bus-

Artesia Moreny.
Mrs. Jack Parrish who has had the flu is reported much better.

Bennie Forrister who has been in tains Wednesday after a motor.

Ray Chalk was in Artesia Monday it Mr. and Mrs. H. V. Dorsey. n business. H. V. Dorsey went to the moun-

Santa Claus was in Artesia last Saturday. It was so cold we did not wait to see him.

Rev. Waller was here Tuesday from Artesia and attended Bible study at

oung People's Meeting in the evening. Mr. and Mrs. Jess Anderson • id Jean Kimbrough were in from the

iness in Artesia. Mr. and Mrs. James Campbell will be here Christmas week and will vis-

the service in Japan is home on a Mr. and Mrs. Paul Cobble and chilfurlough. He looks as if army life dren will be guests of Mr. and Mrs. agrees with him. We are glad to see Joe Young, Christmas Day.



Jidings of Joy

## At the Close of **Another Year**

people of Hope and Penasco Valley for their good will and friendship. Our wish for you is a Merry Christmas and Happy and Prosperous New Year

> W. L. (Bill) High, County Treasurer



## Christmas is **Here Again**

and with it the opportunity to wish the Hope and Penasco Valley folks a very Merry Christmas and a Happy and Prosperous New Year. For your many evidences of good will we sincerely thank you.

> Mr. and Mrs. Dwight Lee Carlsbad

#### WEEKLY NEWS ANALYSIS

### Resume Wage Talks After Truman Bid for Anti-Strike Legislation; Prize Steer Brings \$10 Per Lb. Released by Western Newspaper Union. -

(EDITOR'S NOTE: When opinions are expressed in these columns, they are those of Western Newspaper Union's news analysts and not necessarily of this newspaper.)

#### U. S. DIPLOMACY: Charges Double-Dealing

In one of the most boisterous cengressional hearings of recent years, wily, silver-haired Maj. Gen. Patrick Hurley ripped into the state department career men for their alleged interference with his efforts to unify China and establish it as a base for far eastern political stabil-

Alternately calm and heated, Hurley, recently resigned as ambassador to Chungking, told the senate foreign relations committee that during his discussions with Chinese communists he concluded that certain state department officials had convinced the Reds that his policy for unifying the country under Chiang Kai-shek would be scrapped. Instead, the officials were said to have declared that the U.S. would seek to stabilize Asia with a controlled Japanese empire.

In hitting at the career men, Hurley charged that they sided with imperialist Great Britain, France and the Netherlands for keeping the orient divided to permit the continued exploitation of the subject

In alleging underhanded state that war plans drawn up for the Big Three meet at Yalta and favoring the distribution of Allied arms to Chinese Reds if they were within



Maj. Gen. Patrick Hurley

the area of proposed American landings, were communicated to the communists. As a result, the Reds moved en masse toward the prospective beaches in an effort to secure the arms ahead of Chiang's nationalists.

Mentioning George Atcheson Jr., and John S. Service as two of the career men working against his unification plan in Chungking, Hurley said they returned to the U.S. to be promoted as his superiors.

### LABOR:

### Truman Scare

Because President Truman's proposal for the creation of fact-finding machinery to speed settlement of industrial strife was reported to have thrown a scare into both capital and labor, General Motors and the CIO's United Automobile Workers agreed to a resumption of negotiations over the union's demands for a 30 per cent wage in-

At the same time, expert observers looked to settlement of wage disputes involving two other major CIO organizations, the United Steel Workers against U. S. Steel corporation and the Electrical Workers against Westinghouse, General Electric and other corporations in this

Decision of G. M. and UAW to resume bargaining reportedly followed a secret meeting between company and union officials in Pittsburgh, Pa., in which the danger of the President's proposal to free negotiation was said to have been discussed. Under Mr. Truman's request for congressional authority to set up fact-finding machinery, government representatives would be empowered to look into both company and union books to determine validity of rival claims and strike | bonds action would be withheld during the investigations.

Advanced after failure of the labor - management conference in Washington, D. C., to establish mechanism for speedy settlement of or stopped at a hotel, and 50 per DAV asserts that he can do a job industrial warfare, the President's proposal drew quick fire from train ride in coming to the mes. union circles, the CIO announcing vigorous steps would be taken in an effort to divert the requested legislation.

In openly breaking with the Democratic administration on the proposed measure, CIO Chieftain Philip | pations due to increasing efficiency Murray declared the design of such and mechanization.

legislation was to weaken and destroy labor organization while appeasing American industry which has refused to bargain sincerely over wage demands.

### PEARL HARBOR:

#### Prepared: Marshall

Declaring that American military forces in Hawaii were more adequately equipped than at any other installation in the army, Gen. George C. Marshall, former U. S. chief of staff, told the congressional commitdisaster that he felt Maj. Gen. Walter Short was prepared to meet a surprise attack on quick notice.

Reflecting general military opinion, however, Marshall testified that he did not expect a Japanese at- have for it. tack on the big base, even though both the army and navy were aware that enemy spies there were forwarding information on fleet movements in Pearl Harbor to Tokyo. A conservative Japanese thrust southward to Thailand and Malaya was anticipated, Marshall related.

Acknowledging receipt of Short's reply to Marshall warning of possible hostilities sent on November 27, the ex-chief of staff said special attention was not called to the fact department workings, Hurley stated | that the Hawaiian commander had only reported alerting his forces against sabotage without mentioning other preparations.

Regarding U. S., British, Dutch and Canadian pre-Pearl Harbor discussions, Marshall said their purpose primarily concerned the defeat of Germany rather than Japan. In a message to President Roosevelt sometime in the summer of 1941, the former chief of staff opined that the Allies could not defeat the Nazis with supplies alone, but large ground forces would be required.

Jap Chief Faces Death First major axis personage to be convicted of war crimes, Japanese General Tomoyuki Yamashita's life depended on a U. S. Supreme court disposition of his appeal that the military commission trying him lacked authority, and finally upon Gen. Douglas MacArthur if the high American tribunal denied his nanced them. With typical Japanese humility in defeat, Yamashita thanked the U. S. for supplying him with "brilliant and conscientious" lawyers for his trial, and also praised the fairness of the hearings.

### FAT STOCK:

### Record Sale

Market Fat Stock show, Tomahawk, ridden. On directions from the sleek Shorthorn steer raised by Carl A. Henkel of Mason City, Iowa, and Joseph Duea of Belmond, Iowa, brought the highest price ever paid for a steer when it was auctioned yet receive some income. In the off to John R. Thompson, Chicago man's community there was a restaurateur, for \$11,100.

by Chicago Packer Thomas E. Wilson, Tomahawk scaled 1,100 pounds, bringing the owners' return to \$10 a pound, \$1.15 less than the all-time top per pound paid to the Eastern States exposition champion of 915 pounds in 1929. Tomahawk's huge return justified the confidence of its owners, who turned down a \$500 bid for the steer 17 months ago.

High prices prevailed for stock champions, Karl Hoffman, veteran Hereford breeder of Ida Grove, Iowa, receiving \$30,660 for his grand prize carload of 15 steers averaging 1,022 pounds, and George E. Hoffman and his son, George Jr. of Ida Grove, Iowa, obtaining \$1,742 for the top carload of 26 Berkshire hogs averaging 268 pounds.

### Honor 4-H

Climax to the whirlwind 4-H congress held in Chicago, Ill., 151 delegates received approximately \$32,-000 in awards at the annual banquet staged in the Stevens hotel. Of the total, \$17,200 was paid in scholarships mostly of \$200 denominations while \$14,600 was disbursed in travelling expenses and \$900 in victory

Of five-day duration, the 24th annual 4-H convention proved a field day for the 1,200 delegates in atnever been outside their home states cent of whom had enjoyed their first

Stressing the need for individual progress and enterprise to assure survival, Secretary of Agriculture Anderson told 4-H delegates that 50 per cent of the youth living on farms will have to seek other occu-

### Washington Digest

### Strive for Employment Of Disabled Veterans

Act to Furnish Handicapped With Chance for Gainful Occupation; Industry Pledges Its Full Co-Operation.

> By BAUKHAGE News Analyst and Commentator.

WNU Service, 1616 Eye Street, N.W., | it. The answer was that pilots, Washington, D. C.

When a lot more workers than jobs begin to plague the employment offices of the country, some tee investigating the Pearl Harbor 21/2 million men stand to have a little tougher sledding than their fellows . . . that is, unless the program that will be getting under way as these lines appear achieves the worthy purpose that its designers

The potential workers who are going to get this special help are the men who have made the second greatest sacrifice in World War IIthe ones who gave all never came back. I'm going to talk about the disabled American veterans.

In times of great unemployment a person with a disability has two strikes on him when pitted for a job against a perfectly able-bodied worker. Therefore, the Disabled American Veterans, a veterans' organization whose membership is confined solely to the war disabled, is setting up the machinery to go to bat for him so that he from whom much has been taken to keep the rest of us secure within the wide bounds of these United States will have at least as good a chance as his able-bodied colleague in getting a job where he can earn a living for himself and his family.

For the first time in its history, DAV, the Disabled American Veterans, has set up a highly integrated national network of employment officers headed in Washington by Dr. Gilbert S. Macvaugh, a disabled veteran of this war and a former lieutenant commander with wide experience in personnel and employment counselling. These employment officers have their hands reaching out in two directions-one toward the disabled veteran and one petition. Though Yamashita was not toward the employer in an endeavor meet and reach an agreement on a job.

> Let me give you two small examples of the type of thing the DAV is getting ready to do in a big way.

Take the case of the man who had been wounded in the invasion of Normandy. An injury to his spinal column paralyzed him from Grand champion of the Chicago the waist down so that he is bed-Washington DAV office, the local employment officer of the DAV contacted the man to see what kind of work he might do while in bed and small plant for making hooked rugs. Sired from a Shorthorn bull bred The DAV representative arranged to have the bed-ridden veteran make hooked rugs and market them

with this concern. Then there is an entirely different type of case-seeing that justice is done the disabled veteran after he does get a job. A guard was employed in a certain public building. He had a slight nervous disorder for which a psychiatrist was treating him, prescribing a little medication to be taken while on duty. One day the medicine made the veteran feel drowsy and he asked to be relieved from duty for a few hours until he could overcome it. That was refused him. Subsequently charges were preferred against him and he was given a letter of suspension. The DAV National Employment officer went to the mat for him and had the whole case uncovered.

#### Find Boys Can Do Job Well

Back of the helping hand offered to the disabled veterans to get them into jobs a lot of spade work has been going on - the ground has been prepared with great care so that when the crisis comesmany workers and few jobs-the former G.I. who literally gave part tendance, 80 per cent of whom had of himself for the rest of us will have an opportunity to work. The well in spite of his handicap. It points to records it is accumulating which show that when a disabled veteran is hired, he shows great care and conscientiousness in performing his task. It's something like the story of the old Washington airport-it was one of the most dangerous in the United States, but there were no major accidents on

knowing the hazards, took extra precautions in using the field. So a disabled veteran; already knowing what it is to be handicapped, uses considerable extra care.

I said the DAV had set up a national employment program for the first time in its existence, headed up in Washington by a National Employment officer. Then each state has a Chief Employment officer. The DAV in each state is divided into chapters, or local units, and each has an employment officer also, thus bringing the contact of this helping hand right down into the community where the veteran lives or is hospitalized.

Before the program can begin operating in the complete way envisioned by its planners, the men who can offer the jobs have to be contacted personally and the challenge of their opportunity to make work available to handicapped veterans has to be put squarely before them. This has been the first task of Dr. Macvaugh and his corps of employment officers.

#### DAV Gets Off To Good Start

A strong beginning was made when at a conference in Atlantic City the following representative organizations, among others, were contacted personally by the DAV eral farming. A. R. Garrett, Delta, Coto. National Employment officer and asked to influence the businesses for which they are spokesmen to put disabled veterans on their work rolls: the National Association of Manufacturers, the American Bankers association, the Chamber of Commerce, the National Council of Farmer Co-operatives, the American Farm Bureau federation, the American Retail federation, the Air Transport association, Aircraft Indirectly charged with committing atroci- to bring the two together so that dustries association, Investment the employer and the veteran may | Bankers association, Committee of Economic Development, American Trucking association, American Waterways Operators, Association of American Railroads, National Foreign Trade Council, National Retail Dry Goods association, International Association of Lions Clubs, National Grange, National Association of Motor Bus Operators, and so on. But this gives you an indication of the scope of the cultivation of the soil for jobs for disabled vet-

Available jobs are made known to the Veterans' Employment Representative of the United States Employment service, which has agreed to designate an assistant in each state who will specialize in the employment of war disabled G.I.s.

The DAV has developed a system whereby its chapter employment officer knows as soon as a man who has a disability is released from an institution and is available for work in his community. He also knows the disabled veterans living there who need jobs. It is his task to bring the men and the jobs to-

It is the DAV chapter employment officer who takes the man to the veterans' employment representative of the USES where the jobs are registered, and on to the prospective employer, if necessary, to clinch the employment of the ex-

There are five planks in the employment platform of the DAV.

First, to convince employers that they should employ disabled American veterans, somewhere, IMMEDIATELY;

Second, to support the training of disabled veterans for more than one key job in an industry so that when heavy unemployment develops, the disabled man will not be the first discharged, for he will be able to do more than one job;

Third, to advocate increased wages for disabled veterans because they have become more valuable as a result of the multiple training;

Fourth, to try to improve working conditions for the disabled ex-G.I. so that his job is a pleasant one:

Fifth, to see that preference is given the disabled veteran in staying on the job when people have to be released.

#### Credit Should Be Given Where Credit Is Due!

The Chinese tell a little story about a pauper couple that used to sleep under a bridge crossing the Yangtze river. Each night as they would go to sleep they would think over the day's activities.

One day the richest man in the town-the banker-was crossing the bridge, muttering to himself about his losses that day at the marketplace.

The pauper's wife heard the muttering, and said to her husband, "Fortunate indeed are those of us without financial worries."

Her husband felt elated and, throwing out his chest, said: "Yes, and to whom do you owe your fortunate position?'

### **Classified Department**

HELP WANTED-MEN MFG. JEWELERS and WATCHMAKERS

RICKYS JEWELERS, Klamath Palls, Ore. BUSINESS & INVEST. OPPOR.

BOOKKEEPERS—Operate your own "Dollar-a-Week" Bookkeeping and Tax Service. Full or spare time. Details free. ELLIS, Box 212. Cedar Grove, No. Carolina. Modern Chick Hatchery, 46,000 capacity, all new equipment, 20 years in bustness priced to sell, write.

CHAPPELL HATCHERY
Chappell Nebr.

Wenderful Opportunity. Dairy herd and equipment. Selling 250 to 300 quarts milk daily. Great opportunity for expansion. Only dairy in town of 2,000. Reasonable. Schiltt's Dairy, Box 733, Windsor, Colo.

FARM MACHINERY & EQUIP. IDAHO RED CEDAR POST maker wants sale, carload lots, low prices. Write Hugh Chisholm, Bonners Ferry, Idaho,

#### FARMS AND RANCHES

800 ACRES-50 in alfalfa, beside 150 in culsoo ACRES—50 in affalfa, beside 150 in cui-tivation, balance in pasture and saw tim-ber. Irrigation. Beautiful view of the moun-tains, 1 mile of Rye, Colo. Two places with improvements. Would sell separately or all together. Reasonably priced. Electricity and used Surge milker. Write DON GARDNER - Rye, Colorado.

Write for information about Delta County,

COLORADO RANCHES
1240 ACRE FARM, 160 acres under cultivation, 130 in alfalfa, small orchard, good water rights, 7-room house on H, W, 85 near school, 825 per acre, 160-acre potatoranch in Costilla Co., irrigated, raises 300 or 400 sacks per acre, Price \$10,000.

WRITE A. S. WILLBURN

Box 555 Walsenburg, Colorado.

### HOME FURNISHINGS & APPLI.

MAYTAG WASHERS Use only genuine Maytag Multi-Motor Oil in your Maytag engine. Save wear and expense. Genuine parts for any Maytag ever built at your local Authorized Maytag Dealer or write Factory Distributor.

Maytag Rocky Mountain Co. Colorado Springs - - - - Colorado.

### INSTRUCTION

COYOTE TRAPPERS COYOTE TRAPPERS
Do the Coyotes go just so close to your sets
and no closer? These same coyotes will go
right up to your sets without fear. no matter how trapwise they are. Results guaranteed. Write FRED TYREE, 1929 4th
St., Bremerton, Washington.

MISCELLANEOUS

DISCHARGE BUTTONS FOR SALE World War I and II and Navy. 1622 WELTON - Denver, Colorado.

### RUPTURES?

Barlow Finger Pressure Truss Co. Barlow Finger Pressure Trass Co. for information for an entirely new method of Rupture Control, Builds up broken down muscles, works like your fingers, breathes with your body, automatically controlled. All inquiries by mail promptly answered. Worked 10 years perfecting a live Pressure Pad. The Barlow Finger Pressure Truss Co.

118 N. W. 3RD STREET
P. O. Box 703
Oklahoma.

plete satisfaction guaranteed. Details. Stanley Goddard, Box 1943, Tucson, Ariz. POULTRY, CHICKS & EQUIP.

U. S. APPROVED BABY CHICKS and tur-

Steinhoff & Son Hatchery, Osage City, Kan.

REAL ESTATE-MISC. 118 ACRE PLACE on mt. hiway. Lunch room, filling station, large dance hall, four cabins. Splendid place for more. Large amount timber. Write A. S. WILLBURN, Box 555, Walsenburg, Colo.

### SEEDS, PLANTS, ETC.

NURSERY STOCK
Fruit and nut trees, apples, peaches, pears, cherries, plums, prunes, apricots, walnuts, filberts, berry plants, roses, shrubs, etc. Free 40-page catalogue upon request. Buy direct from grower. Tualatin Valley Nurseries, Route 3, Box 310, Sherwood, Oregon.

### WANTED TO TRADE

FOR SALE OR TRADE for good hardware, furniture or other business. 640 acres choice smooth wheat land near Akron, Colo., all in wheat, Landlord's share goes. A bargain at \$30 per acre. R. J. HOKR, Albany Hetel, Denver.

WANTED TO BUY HIGH PRICES PAID for Stamp collections, old envelopes or anything in stamps.

MID-STATES STAMP COMPANY

1602 D Locust Street - St. Louis, Mo.

WNU-M





"Let not one heart be sad today, May every child be glad and gay, God bless thy children, great and small,

In lowly hut or castle hall, And may each soul keep festival At Christmastime."

We wish all of our friends a

MERRY, MERRY CHRISTMAS

### THE MYERS CO.

Artesia



### To One And All

of the window at a desolate landscape try to catch a glimpse of a mythical sleigh drawn by mythical reindeer. But there is naught that is mythical about the spirit of Christmas that transforms the commonplace. That Christmas of 1945 may be for you the happiest Christmas of all is our sintere wish.

V. D. BOLTON, Consignee PHILLIPS 66 PRODUCTS JOHN LIVELY, Truck Salesman



TOWERING ABOVE A CARE-BOUND WORLD IS THE CAREFREE SPIRIT OF CHRISTMAS. INDEPENDENT OF TIME, INDEPENDENT OF PLACE, INDEPENDENT OF CIRCUMSTANCE, IT EMBRACES ALL. NONE CAN ESCAPE ITS MAGIC SPELL.

FOR YOUR MANY EVIDENCES OF GOOD WILL IN

### BRAINERD-CORBIN HDWE. CO.

327 Main
Artesia
FOR 38 YEARS



AS the light of Christmas again brightens our faces and lightens our hearts, we turn our thoughts from ourselves to help others. For this is the spirit that first saw the light of day in a stable at Bethlehem, two thousand years ago, and which has endured ever since.

May God bless and protect you and your dear ones and bring happiness to your home this Christmas season.

# BALDWIN

**ARTESIA** 



### CHRISTMAS IS THE TIME

for friendliness, for the open house and the open heart

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

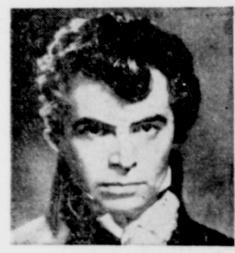
# Artesia Lumber Co.

1010 N. First St.

Artesia

By VIRGINIA VALE

TAMES MASON, who recent-J ly won a national poll as "England's most popular motion picture actor' for the second time, is likely to chalk up similar honors for himself Universal Pictures - and probably in American-made pictures as well, due to that tieup between Univer-



JAMES MASON

sal and J. Arthur Rank of England, Leo Spitz and William Goetz. Mason's known as "The English Humphrey Bogart," which gives you an idea of the kind of roles he plays; he's murdered many young ladies on the screen, in a variety of ways, but says that the way he extinguishes Margaret Lockwood in "The Man in Gray" is the worst

"Two Hours of Stars" (stars from stage, screen and radio) will be broadcast on the afternoon of Christmas Day over the full Columbia network. The list includes Bob Hope, Vera Vague, Ginny Simms, dicates, but better quality lines of Jack Benny, Artur Rubenstein, Alan ("Falstaff") Reed, and many assured. Rubber toys are not exothers, with Don Ameche as mas- pected to appear in any volume and ter of ceremonies. There may be a plastic items will be limited to the comedy skit done by famous same small quantities as last year stooges-Vera Vague, Jerry Colon- due to material shortages. na, Reed and Rochester, among oth- The brightest spot on toyland is ers; people so clever they're stooges the doll parade and the parlor game no longer.

It seems as if everybody's singing in "The Bells of St. Mary's. The famed boys' choir, St. Luke's Choristers of Long Beach, will sing. Bing Crosby, naturally, will singfive numbers, including "Adeste Fidelis." And Ingrid Bergman will lift her voice in song for the first time on the screen; she'll do a Swedish folk song. The picture's a Christmastime release.

Humphrey Bogart and Lauren Bacall, who like to wear matching gray flannel slacks and red flannel shirts, also each wear a tiny gold whistle -hers on a bracelet, his on his watch chain. They said they'd never take them off for any reason. But it wasn't long before she went into "Confidential Agent," and had to take off her bracelet-for romantic closeups with Charles Boyer!

Nice goings-on - Ginny Simms, who raises prize pigs on her ranch, traded a young porker to Dorothy Lamour, in exchange for a turkey from Dorothy's prize stock. Incidentally, Ginny's going to have a 30-foot circular staircase constructed entirely of lucite in that new home she's building; it'll rise from the center of a 30 by 40 foot hall.

It takes conductor Nat Novick and pianist Tom Howard Jr. more than four hours to arrange and orchestrate that weird music you hear on "It Pays to Be Ignorant"; nothing is left to chance, every discordant effect is carefully prepared.

Charles Boyer says his imitators are all wrong when they present him as saying to Hedy Lamarr, "Come wiz me into ze Casbaa-aah, presumably in Hedy's screen debut in this country. Matter of fact, in the picture he didn't ask her to go anywhere with him.

Marlin Hurt, star of the Sunday CBS "Beulah" program, would have gone right on tripling for himself if he hadn't been talked into accepting credit on the air. It was Producer Helen Mack who talked him into acknowledging that he's "Beulah," himself and "Bill."

Director Frank Borzage ordered Maureen O'Hara to hit Binnie Barnes hard, really hard, for a scene in "The Spanish Main." Maureen did, again and again-11 times. The last time Binnie, stunned, landed in a blazing fireplace; that's Whe shot you'll see.

### Games and Dolls Hold First Spot in Santa's Toyland

Busy With War Work, He Was Unable to Make New Metal Toys.

The celebration of V-J Day didn't come soon enough to put Santa Claus' toyland schedule to a peacetime basis. Although he will carry more than a \$200,000,000 pack of playthings this Christmas, less than up similar honors for himself 8 per cent of the teys under Yule-in America. You'll see him in tide trees will be of metal and most "The Man in Gray," released by of these will be the simplest types of stamped-out metal.

There will be only a token showing of wheel toys, electric trains and mechanical toys of metal, a survey of toyland supplies in-



Dolls a big favorite.

wood and cardboard playthings are

sector where there are reported to be good supplies of many old favorites like Camelot and Monopoly that children and parents can enjoy together, although cardboard and dyecut limitations have made new items scarce. Classic card game favorites like Rook, Pit and Crossword Lexicon have been produced in large volume, as they require a minimum of cardboard. Bonanza, combining the technique of Michigan and rummy, is another favorite that provides fun for all the family. Escape-type games that are easy to learn pre-

#### Nation's Christmas Tree Was Dedicated in 1925

The Nation's Christmas Tree was so dedicated on Christmas Day, 1925.

The tree, one of the Sequoia gigantea, is estimated to be 267 feet tall and is located in General Grant National park, 64 miles east of Fresno, Calif.

Appropriate and well-attended ceremonies are held beneath the tree each year, weather and other conditions permitting.

### ETERNAL STAR OF BETHLEHEM

The Wise Men may have been the only ones who actually saw the Star of Bethlehem.

According to St. Matthew, when Herod heard that the Wise Men were seeking the Christ Child whose star they had seen in the east, he summoned the chief priests and scribes of the people and demanded of them where it had been predicted that the Christ should be born.

"And they said unto him, In Bethlehem of Judea: for thus it is written by the prophet."-St. Matthew

It was written by the prophetand nothing could prevent it.

And after the Wise Men had been directed to Bethlehem by Herod: . . . lo, the star, which they had seen in the east, went before them till it came and stood over where the young Child was.

"When they saw the star, they reoiced with exceeding great joy."-Matthew 2:9-10.

Apparently, even the Wise Men lost sight of the Star temporarilyhence they rejoiced when it returned to their vision after they had departed from Herod.

The Star of Bethlehem was neither kindled nor extinguished when Christ was born in Judea-it was written by the prophet, it has vanquished every despot from Herod to Hitler and survived every tyranny and cruelty that evil men could think of: and the hearts of men, turning from foul memories and associations, 'have-and shall-rejoice in the eternal light of righteousness

### HOLD CHRISTMAS IN BETHLEHEM

All Bethlehem turns out on December 24 for the arrival of the Patriarch of Jerusalem-Cardinal of the Holy Land - who each year brings to Bethlehem an ancient effigy of the Infant Jesus, which



he lays in the manger within the cave where Christ was born.

Dramatically the procession approaches; heralded by a single horseman, his banner streaming aloft. A corps of native police mounted upon fiery Arabian horses follows, and then another single horseman upon a prancing black steed carrying the cross on high; the patriarch in his cardinal and ermine, mitred bishops, clergy in embroidered vestments and white robed acolytes-swinging golden censers-precede the jeweled pavilion of the Holy Child.

The procession enters the Church of the Nativity. The public is not permitted to witness the actual placing of the effigy, as that part of the church-built above the Cave of the Nativity-is under the jurisdiction of the Greek Orthodox church.

On Christmas Eve, members of all denominations assemble to sing carols above the birthplace of the Holy Child before midnight mass is solemnized in the Church of the

### IMPROVED UNIFORM INTERNATIONAL SUNDAY L

By HAROLD L. LUNDQUIST, D. D. Of The Moody Bible Institute of Chicago. Released by Western Newspaper Union.

#### Lesson for December 23

Lesson subjects and Scripture texts se-lected and copyrighted by International Council of Religious Education; used by

#### THE MESSAGE OF CHRISTMAS TO THE WORLD

LESSON TEXT: Luke 2:1-14.
GOLDEN TEXT: Glory to God in the highest, and on earth peace, good will toward men.—Luke 2:14.

Christmas again! Yes, and it's going to be a joyful Christmas this year, isn't it? Let's not miss a single bit of the joy and gladness of the season. Let's observe all the precious customs and traditions. Let's share in the pleasantness and the laughter. Some may have to do it with a sense of sadness hidden in their hearts, but even they will join us in really keeping Christmas this year.

But don't forget to keep Christ in your Christmas this year as never before! We who know Him should realize how much the world needs Him. We should see in the months just ahead our greatest opportunity to make Him known.

Our lesson topic is "The Message of Christmas to the World." What is that message? Here it is:

I. Make Room for Jesus! (vv. 1-7). "It came to pass"-yes, it always does when God has given His promise. For seven centuries God had said, "He is coming," and then He came. God rules the affairs of this world even though thoughtless and unbelieving men not only grieve Him, but often defy Him.

Jesus came-but He came to a manger, "because there was no room for him in the inn." Is it not the same today? There is no room for Him now in the hearts of most men. Is He wanted in our places of business, in our governmental offices, in our social gatherings?

Remember, it was not because they hated Him that there was no room. It was just that they were "preoccupied." That is the trouble in men's hearts today.

That is the message of Christmas! Make room in your heart, in your life and in your home for Jesus! Then go quickly and

II. Tell Others About Jesus! (vv. 8-

The religious leaders slept soundly the night Jesus was born. They knew the prophecies of His coming, but they were not looking for Him. Perchance some of them slept in the very inn where He could not be received.

But the shepherds were awake. They knew that something unbelievably great had happened, for the heavens were ablaze with celestial

At first they were afraid, but they were soon comforted by the words 'Fear not." How characteristic that message is of the whole gospel testimony. Fear not, there is salvation; Jesus has come to seek and to save the lost.

But be sure to note that such a message is not just for one's personal joy and encouragement; it is for "all people" (v. 10). The shepherds realized that and the verses following our lesson tell us that "they made known" what they had seen (vv. 17-20).

How great that need is today! After all these centuries since Jesus came there are still multitudes of people on this earth who have never heard about our Saviour. There are children who would ordinarily have been in church and Sunday school who, because of the war, have grown up in heathen darkness.

Make room for Jesus, and then make Him known to others. That will lead you to

III. Praise God for Jesus (vv. 13-

The angels could hardly wait with their praise. "Suddenly" a multitude of the heavenly host appeared, praising God for the blessed message of peace and good will. The Christian life is quite incom-

plete and unbalanced if it does not include much praise. The Lord is worthy of all the praise of every believing heart this Christmas Day! The writer of these notes extends

to you the heartiest of good wishes at this glad Christmas season. He pleads with you if you are not a Christian, make room for the Saviour in your heart! Then, let us all make Him known everywhere, to the praise and glory of His name.

It would please the one who prepares these notes to have a word from his friends everywhere, assuring him of their interest and prayers. Just a postcard will do. The address is at the head of the column. Don't expect a reply, but be assured that he will pray for you.

#### Gems of Thought

HE mind is the master over every kind of fortune: itself acts in both ways, being the cause of its own happiness and misery.-Seneca.

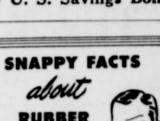
Kindness in ourselves is the honey that blunts the sting of unkindness in another.-Landor.

If a man does not make new acquaintances as he advances through life, he will soon find himself alone. A man must keep his friendship in constant repair.-Dr. Samuel Johnson.

A man can fail many times, but he isn't a failure until he begins to blame somebedy else. -John Burroughs.

### -99999 DIONNE 'QUINTS' promptly relieve coughing of CHEST COLDS

A Safe, Sound Investment— Buy U. S. Savings Bonds!



A recent survey reveals that 84.5% of the nation's post-war travelers will prefer to use automobiles as their method of transportation.

It is expected that repair bills on future cars may be re-duced by the use of a num-ber of synthetic rubber parts. Average passenger tire cost per 1000 miles of travel has been reduced from \$2.35 to 65c during the last 25 years.

It's the air in a tire that carries the load and not the tire itself. Too little air pressure may result in fabric breaks or uneven tread wear. In 45 years the American automotive industry has produced 88 milllon motor vehicles.



### When Your **Back Hurts**

And Your Strength and

Energy Is Below Par It may be caused by disorder of kid-ney function that permits poisonous waste to accumulate. For truly many people feel tired, weak and miserable when the kidneys fail to remove excess acids and other waste matter from the blood.

You may suffer nagging backache, rheumatic pains, headaches, dizziness, getting up nights, leg pains, swelling. Sometimes frequent and scanty urination with smarting and burning is another sign that something is wrong with the kidneys or bladder.

There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. It is better to rely on a medicine that has won country wide approval than on something less favorably known. Doan'r have been tried and tested many years. Are at all drug stores. Get Doan's today.

### "All the Traffic Would Bear"

 There was a time in America when there were no set prices. Each merchant charged what he thought "the traffic would bear." Advertising came to the rescue of the consumer. It led the way to the established prices you pay when you buy anything today.

### "O Come, All Pe Faithful"



Calling from all Churches throughout all the lands, with the hymn most often heard, "O Come, All Ye Faithful," carol singers have become a most vital part of every community's Christmas. Without the boys and girls singing in the Churches, in the homes and over the air, Christmas would lack the real spirit that it has acquired in this country.



### TO OLD FRIENDS AND NEW ₩₩₩

We are quite old-fashioned over here — old-fashioned enough to know that to merit the confidence of the entire community every transaction we make must rest upon the solid foundation of full value given.

May good old-fashioned Christmas cheer brighten for you the hours of this glorious Yuletide season.



### LVERY holiday

has its significance, but none can compare with Christmas. It is the one time of the year when self-seeking gives way to selflessness, and all are united in one common attitude of good will towards our fellowmen.

Our entire personnel joins in wishing Christmas joy to those whom we have served, and to others as well. Accept our sincere thanks for the privilege of being of help in making this Christmas of 1945 truly merry.



## HART MOTOR CO.

207 W. Texas

Phone 237 W

Artesia



Today's grownups are only yesterday's children who once stood before a fireplace on the Christmas Eves of the past, or who, just before Christmas, were as good as they could be.

The heart of the Christmas season is friendship and eternal youth, and we could not ask for finer friends than ours. It makes us happy to greet all our friends this Christmas season of 1945 with the best of Yuletide wishes.

## Bowman Lumber Co.

D. S. HIGGS, Mgr.

Artesia



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

As for ourselves, we desire to express our appreciation for your loyalty to us in 1945, and wish you a Merry Christmas.

PIOR RUBBER CO.
Artesia

# Nelson-Pounds FOOD STORE

601 W. Main

ARTESIA



The long awaited occasion is here—CHRISTMAS—and with it the opportunity of renewing friendships. We cannot tell you how much these friendships have meant to us. We treasure them, every one.

Let us celebrate the Yuletide with rejoicing and good cheer. Let us celebrate it with a genuine thankfulness in our hearts for the blessings that have been ours to enjoy.

Wishing You a Merry Christmas and a Happy New Year

Central Valley Electric Cooperative, Inc.

E. A. White, Pres.; Roger Durand, Sec.; V. L. Gates, Vice Pres.; R. L. Cole, Treas.; S. O. Higgins, H. V. Parker, J. R. Stanley, Directors Otto Wood, Mgr.; Neil B. Watson, Atty.



### A Salute

to our friends and a big, hearty Christmas wish to you all, this merry, merry Christmas season.

Looking back over the year calls to mind our greatest source of pleasure has been our contact with folks like you.

### ARTESIA FURNITURE CO.

"Bill and Clarence"



A GOOD WAY to keep Christmas well is to bring joy to everyone we can. This, we believe, is the spirit of this community . . . one of the important reasons why living here affords such genuine pleasure.

To you who have stood by us so faithfully during the year 1945 we wish a whole world of happiness pressed into this Christmas season. Merry Christmas to you and to every member of your family.

### BROWN MERCANTILE CO.

Artesia



### THE QUEST OF HAPPINESS

has ever been the ultimate goal of human beings. Some find happiness in one way; some in another; and many never find it at all. Whatever road you may have been taking in your pursuit of happiness, may your fondest hopes be realized during this Christmas season of 1945.

One other thought: we want every one of you to know that we deeply appreciate everything you have done for us during the past year.

### FIRST NATIONAL BANK

Artesia SINCE 1903



That best part of a good man's life—
His little, nameless unremembered acts
Of kindness and of love.
—WILLIAM WORDSWORTH

#### THE

Christmas is the season of the open heart and the open door. Let none stand out in the cold or be unremembered.

In this community of good fellows, where each helps share the other's happiness and all do their part towards making the Christmas season enjoyable for each and everyone, it is a privilege to be in a position to serve you. We take great pleasure in wishing you a Merry Christmas.

# GUY CHEVROLET COMPANY ARTESIA



★ Stealing over the countryside is the blessed peacefulness of Christmastime. The very air seems charged with it. Even the birds—what few remain—appear to share in the general rejoicing that has come over the world.

We earnestly hope that this Christmas season of 1945 will bestow unusual blessings upon you and yours . . . that it will bring to your home the soft glow that even Christmas tree lights cannot bequeath—the full joy of Christmas seasons long past but forever remembered. May such a Christmas be yours!

PURDYS' FURNITURE CO.
Roswell, New Mexico

#### MORE PEOPLE Every Day, Pand

### THE FORT WORTH STAR-TELEGRAM

than any Newspaper in Texas

Complete News More Pictures **Best Features** Fast Delivery Clear Type

These are some of the reasons why Texans prefer it.

In addition to its own highly trained staff correspondents, the FORT WORTH STAR-TELEGRAM publishes news from the . .

Associated Press (four wires) International News Service New York Times Wire Service Chicago Tribune Wire Service Chicago Daily News Wire Service American Newspaper Alliance

#### NOTICE

The Annual Bargain Days Mail Reduced Rates are now in effect. The same low price prevails; there has been no increase. However, this year on account of the print paper shortage, the Offer is open ONLY to OLD subscribers. We are distressed that we can no accept new subscriptions.

To renew, bring your label to this new paper office. This newspaper is Home Town Agency

#### Methodist Church

Rev. E. A. Drew, Pastor Church School. 10:00 a.m.

Mrs. Chester Teague, Supt Morning Worship, 11:00 a.m. Epworth League 6:15 p.m. Evening Worship, 7:15 p.m.

Sun ay evening at 8 30.

#### CHURCH OF CHRIST Sunday

10:00 A. M. 11:00 A. M. 1:30 P W.

2:15 F. M.

Church School Worship **Bible Classes** Preaching

Monday

2:30 P. M. Ladies Bible Class in Romans

Young l'eople's Meeting Monday R. A. Waller, teacher

### GOD BLESS YOU

I seek in tender rhyme, my dear, My heart's true wish to send you, That you may know, or far or near, My loving thoughts attend you.

I cannot find a truer word Nor fonder to caress you, No song or poem I have heard Is sweeter han "God bless you!"

God bless you! So I've wished you al Of brightness life possesses, For can there any joy at all

Be thine unless God blesses? God bless you! So I breathe a charm Lest grief's dark night oppress you Then how can sorrow bring you harm If 'its God's way to bless you?

And so all thy daye are fair, And shadows touch thee never, But this alone, God bless you dear-So art thou safe forever. -AMORETTA FITCH



### For the 42nd Year

We wish all of our friends a Very Merry Christmas and a Happy New Year. We thank you for your patience and patronage during the present crisis and assure you that as soon as materials are available we will carry a complete stock and improved service.

### KEMP LUMBER CO.

Artesia

### FROM EACH OF US TO ALL OF YOU

### A Salute

to our friends and a big, hearty Christmas wish to you all, this merry, merry Christmas season.

Looking back over the year calls to mind our greatest source of pleasure has been our contact with folks like you.

### Mr. and Mrs. J. C. Buckner Hope

### Young People's meeting every Friends and Neighbors...!

In this community of good fellows, where each helps share the other's happiness and all do their part towards making the Christmas season enjoyable for each and everyone, it is a privilege to be in a position to serve you. We take great pleasure in wishing you a Merry Christmas

### and Happy New Year Mark and George Fisher

of the Penasco Garage at Hope

### Revolutionary Troops Left Bayonet Marks As Tally Of Company Roster

Bayonet points in the ceiling of | Marlborough Tavern was built in the Marlborough Tavern at Marl- 1740 and was operated by Col. borough, Conn., are that historic Elisha Buell during the Revolution. inn's visible link with the Revolu- His successor was his son, Enos H. tionary War. Buell, who later

attained the

rank of Briga-

dier General

after service in the War of 1812.

Among the tav-

ern's distin-

guished guests

were Presidents

James Monroe

in 1817 and An-

The marks were made there byaMarlborough company of Continental troops, who, following demobilization orders on October 18, 1783, marched into the tavern taproom



Revolutionary troops heading for Marlborough Tavern for final muster.

muster and discharge. They smartly stacked their | The Marlborough Tavern was guns with an upward flourish that for years maintained as a mudrove the bayonet points into the seum by the Society of Colonial ceiling, making a tally mark of the Dames. On August 1, 1945, it was company roster that has endured reopened as a tavern under private



HARK THE HERALD ANGELS SING

Once more we assemble in happy reunion to celebrate the age-old tradition of Christmas. Short though the days, long though the nights, the glowing background of Christmas makes all hearts light.

Recalling now the happy relationships of 1945 we wish you the choicest blessings this holy season can bestow.

### ROSS Baking Company ARTESIA



This is the season of good will, and, looking down the long list of names of those who have shown their good will towards us in 1945, we come to yours. We want to thank you for this good will on your part, and to send just the friendliest of wishes for your happiness and cheer at Christmastime.

### J. C. PENNY **COMPANY**

ARTESIA



公

The prevailing spirit of good will enforaces us all during this joyous season. We, too, want to extend to you personally our hearty good wishes for an exceptionally

MERRY CHRISTMAS

### McCaws Hatchery 13th & Grand

Artesia



### Time To Hang Up Your Stocking

\* One of the biggest items in your Christmas stocking this Yule season of 1945 will be our note of thanks to you and our wish for the biggest, merriest, happiest Christmas you have ever had.

### Russell Auto Supply Co. ARTESIA



Christmas is always a welcome event with us, for two reasons:

First, because we enjoy spirit of friendliness that is all-prevailing; second, because it affords an appropriate opportunity of expressing our sincere appreciation for your valued patronage.

It has, indeed, been a pleasure to serve you, and in sending you our best wishes for a Merry Christmas we do so with the hope that the Christmas season of 1945 will transcend all of its predecessors in real happiness for you.

### Wilson & Anderson **Purina Dealers** ARTESIA



Santa Claus would never get down the chimney with our load of good wishes for a Merry Christmas to the people of this community, because he just couldn't squeeze through.

You've been mighty good to us and we appropriate it beyond words. We want you to enjoy Christmas this season of 1945 as never before.

### Leone's Studio ARTESIA



### Noel! Adeste Fideles! Holy Night!

Hark! The Herald Angels sing.
Once again the air is filled with song and music... the music of the spheres. Once again it's Christmas with all that this sacred holiday implies.

We hope that this Christmas of 1945 will be a truly happy Christmas for you and yours.

### MUSGRAVE'S STORE

Hope, N. M.



At Christmastime we feel more sensibly the charm of each other's society, and are drawn more closely together by dependence on each other for enjoyment.

—WA #INGTON IRVING.

May this spirit of Christmas, which Washington Irving so ably wrote about, pervade your home this Christmas season of 1945.

Best wishes from us for a Merry Christmas

## JENSEN & SON

Jewelers Artesia



Our entire personnel joins in wishing Christmas joy to those whom we have served, and to others as well. Accept our sincere thanks for the privilege of being of help in making this Christmas of 1945 truly merry.



PENASCO VALLEY NEWS



#### As the Shadows

fall on the close of another year, we desire to express our deep appreciation of your good will and friendship, and to wish for you during the Christmas season of 1945 all the better things that life affords.

# Hopkins Home & Auto Supply

ARTESIA



o Measured by the span of years, it has been a long, long time since that first Christmas night, but it might have been but yesterday when we measure the spirit of kindness which Christmastime releases.

Christmas means happiness, and Christmas happiness is to Larred. We want to share our 1945 Christmas happiness with you.

### The Hub Clothiers

305 W. Main

Artesia



### Listen!

Hear that horn! Hear that excitement in the air, that laughter! It's Christmas, neighbor, the most hopeful Christmas in years!

Imbued with this buoyant spirit of hope we express our wish for a genuine Merry Christmas to all our friends and patrons.

### Package Liquor Store

410 W. Main

Artesia

### FROM EACH OF US TO ALL OF YOU



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

It has been a privilege and a pleasure to have served you in 1945, and we look forward to your continued friendship.

### E. B. BULLOCK

Feed, Flour, Coal and Seeds Artesia



ABLANKET of snow on the roof, peace and stillness and warmth and firelight, the lovely litter of Christmas on the living room floor. Certainly there's a Santa Claus, and as we wish you a Merry Christmas we add this wish for good measure: May good old St. Nicholas come laden, this Christmas of 1945, with more of the good things of life for you than you have ever before enjoyed.

### MANN DRUG CO.

Artesia



THERE are a thousand and one ways of extending the season's greetings to you, but no words we can put into writing, no words we can frame with our lips, ring with more sincerity than the old-fashioned greeting—

MERRY CHRISTMAS
TO YOU
MID-WEST AUTO SUPPLY
Artesia

eye again, and looked. What he

"Stop!" he shouted. "Stop haul-

But it was too late. The slow for-

ward motion of the boat and the

slow reactions of the heaving fisher-

men drove the bow onto the mine.

The explosion could be heard eas-

ily in the town. The wives of farm-

ers and land laborers thought it was

just some blasting by engineers. But

the wives of fishermen ran down to

the harbor and looked out over the

There they saw unusual activity

among the fishing boats. They were

all clustered together, and there

At the moment of the explosion,

Tomasino turned toward the point

where Agnello's boat had been. For-

tunately Tomasino had his net in

When they reached the place they

found only splinters of wood, many dead fish floating, dead Agnello

floating, dead Merendino, and some

two whole bodies aboard as the oth-

er fishing boats came up.

Tomasino and his men hauled the

Tomasino shouted to the others:

'Continue to fish. Move farther off-

shore. I will take Agnello and Mer-

Someone from another boat shout-

"Sconzo," said Tomasino, not looking at the small pieces of Sconzo

floating in the water, "is missing."

jumped ashore and walked quickly

uptown to the Palazzo. He was the

first to bring the news to the Major.

Major said cheerfully. "I'm looking

forward to the party tomorrow

night. I hear you are one of the

Tomasino's face was black with

misery, but the Major had not

"I cannot go," Tomasino said.

"Why not, Tomasino? It wouldn't

Tomasino said grimly: "I came to

talk about the explosion. Did you

Major Joppolo said: "I did hear

an explosion. About half an hour ago, was it?"

Tomasino said: "About half an

"One of my ships. A mine, I

The Major stood up. His face

had gone white as soon as Tomasino

started talking about the explosion.

He went around his desk to Tomasi-

"It was Agnello's fault," Toma-sino said. "He was too far in. I

took bearings, and I know that he

"I am sorry," the Major said.

Tomasino said: "Why are you

"I feel as if I had killed your men,

"Accidents happened here before

you came, Mister Major. Men have

At about 9:30 in the morning, a

U. S. Navy truck pulled up in front

of the Palazzo. A Chief Petty Offi-

cer and five men unloaded a crate

from it onto the sidewalk, and the

Chief went inside and delivered a

Major Joppolo was busy at his

"The U.S. Navy is delighted to be

able to do the U.S. Army a favor.

The Major jumped up and shout-

Zito the usher said: "Where is

The Major said: "The bell! The

bell! They have brought us our

bell." And he ran out on the bal-

cony just in time to see the Navy

truck pull away. He saw the crate

He went to the phone and called

jor? This is Joppolo. Say, I won-

would take ages and maybe hack it.

What time you think they could get

en thirty to tell them what to do.

Don't know how to thank you, Ma-

(TO BE CONTINUED)

"Major Harvey, please. . . . Ma-

sitting there on the sidewalk.

desk, and had not noticed the truck.

note for Major Victor Joppolo.

He opened the note and read:

sorry? I thought you would be an-

"It is my fault, Tomasino, not

suppose, just as you warned."

no and put a hand on his arm.

was outside the fishing zone."

"Good afternoon, Tomasino," the

As soon as they tied up, Tomasino

and could move fairly quickly.

pieces of Sconzo.

endino in."

hosts.'

ed: "And Sconzo?"

thought that unusual.

hear the explosion?"

"What was it?"

yours," he said.

Tomasino."

died here before."

"Dear Major:

Here is your bell. . .

what, Mister Major?"

ed: "Where is it?"

up the Engineers.

jor."

hour ago."

be the same without you."

were one, two-only five!

saw was the last he ever saw.

ing!"

water.

## John Hersey ~ W. H. U. FEATURES

THE STORY THUS FAR: The American troops arrived in Adano, with Major Joppolo, the Amgot officer in charge. Sergeant Borth was in charge of security. The Major was determined to hold the confidence of the people and to replace their bell stolen by the Nazis. Despite orders issued by General Marvin, barring carts from the city, Joppolo recalled the orders, to permit food and water to enter the city. The Major placed a ceiling on prices to stop a black market caused by generosity of the Americans. General Marvin finally received the note from Captain Purvis telling of the Major's granting carts entrance to town. He issued orders to have the Major recalled at once.

#### CHAPTER XXI

The General said: "Right, stop the carts. Lousy Italians trying to hold up the whole damn invasion. They better carry out the order."

Lieutenant Byrd droned on, hardly noticing what he read: "On July 20, guards were removed on order of Major-"

Lieutenant Byrd suddenly realized what he was reading. He put the memorandum down and picked up the next.

But the General Roared: "Finish it, finish it."

The Lieutenant read: "-were removed on order of Major Victor Joppolo, Civil Affairs Officer, town of Adano, because carts were essential to town and town was-"

Now the General had forgotten about finishing the memorandum. "Joppolo," he shouted, and his face was the color of distant mountains. "Joppolo."

General Marvin's memory worked in a peculiar fashion. "Middleton!" he shouted. "Come in here, Middleton."

The Colonel came in.

"Middleton, remember the name of Joppolo, a lousy little wop named Joppolo?"

Colonel Middleton said, with a tired face: "Yes, sir. The carts." General Marvin bellowed: "I just remembered something. That wop was out of uniform that day. You remember? He had on pinks and a khaki shirt. You remember that, Middleton?"

Colonel Middleton said with a tired voice: "No sir."

"Damn him, he had the nerve to let the carts back in that town, what the hell was the name of

Lieutenant Byrd said: "Adano, sir."

"Adano. Damn upstart." Colonel Middleton said: "Perhaps there was some reason why he had

"Damn you, Middleton, you're getting too independent minded."

Colonel Middleton said: "Yes sir." Lieutenant Byrd said: "It goes on to say here, sir: 'carts were essential to town and town was in bad shape without same.'

The General stood up: He said: "I've had enough of that little wop. Middleton.'

"Yes sir," the tired voice said. "Make out an order recalling that Italian wop from that town, what's the name-

Lieutenant Byrd said: "Adano,

"Order him to report back to Algiers for reassignment. Make out a separate report to Algiers explaining why. I'll fix that little wop. Get it off today, too, none of your delays, Middleton.'

"Yes sir," the tired voice said. The day before the party, the fisherman named Agnello and his men talked about it as they fished.

"Are you going, Merendino?" Agnello asked.

Merendino, who was not one to commit himself too far, said: "I have been invited."

Sconzo, the youngest of Adano's fishermen, said: "I am going. You'd better go, Merendino. I hear that we fishermen are lucky. Mostly the guests will be officials and big peo-ple, but because of Tomasino—"

Agnello said: "And perhaps because the daughters of Tomasino are not pock-faced."

Sconzo said: "Perhaps," and laughed. The men hauled in their net. They

spilled the shining, flopping fish into the bins. They were good fish, mostly of the four- and five-lira grades. Sconzo said: "It is a rare chance for us fishermen, Merendino. You'd better go."

Merendino said: "I will think

about it."

They let the net over the side again, and Merendino took the wheel as the boat moved away from the net. As they slowly pulled away, Sconzo lay down at the very bow, with his cheek on the hawser eye, and he watched the forefoot cutting the water and the reflection of the upper parts of the bow moving across the glassy water. It was one of those rare Mediterransan days | He lay down at the bow again,

with not a breath of air on the and put his cheek on the hawser deep blue water.

Agnello said: "Merendino, don't you think perhaps we are getting too far inshore?"

Merendino said: "I will look at the chart."

Sconzo said: "He's just trying to get away from Tomasino's boat. Old Tomasino splashes his net so much that he scares the fish away. Tomasino has such a bad temper, he's probably angry with the fish and that's why he splashes the net. Merendino's just trying to work the boat away from Tomasino's, aren't you, Merendino?"

Merendino said: "I do not think Tomasino is angry at the fish."

Agnello said "We'd better not get in too far. We were warned about what would happen if we went out of the zone which they marked for us on the chart.'

Merendino looked at the chart and then at the headlands up and down the coast and he said: "Perhaps we are a little far inshore." And he put the wheel over and headed out, but diagonally away from Tomasino's boat.

Sconzo said: "Personally I like the younger daughter of Tomasino better than the blonde. I like honesty in the color of hair.

Agnello said: "Not that either of Tomasino's daughters would pay any attention to you, Sconzo."

Sconzo said: "Oh, I think I could make an impression if I wanted to." Agnello mimicked Sconzo: "'If I wanted to.' " And then he said:



"Order him to report back to Algiers for reassignment."

What makes you think you could?

Your nose is too big.' Sconzo said: "What makes you think the daughters of Tomasino are so hard to impress? What do

you think, Merendino?" Merendino said: "I think that people with big noses who are fishermen are apt to retain a smell of fish in their nostrils after working hours, and sometimes they attribute the smell of fish to the young ladies they are with. I think it is

time to pull the net in." The three men stood and began to tug at the net.

"We have a good catch this time," Sconzo said. "Feel that load."

They pulled some more, then Agnello said: "It feels sluggish. It does not have the lively feeling of a good haul of small fish. Don't you

agree, Merendino?" Merendino said: "I never divide the fishes into grades until they are in the bins."

But as the net came in it became more and more obvious that the net had something besides little fish in it.

Sconzo said: "Maybe Lojacono's painting has attracted a porpoise. Maybe Lojacono painted a she-porpoise and maybe it is the mating season among porpoises."

Agnello said: "It doesn't feel right. It feels like the time we pulled in the hogshead of nafta." Merendino made a positive statement: "It feels like something we

do not usually catch." The boat had come around as the men hauled at the net. They were pulling the dripping net in over the starboard bow by this time.

When the net was almost in, Scon-zo said: "Wait a second, let me look and perhaps I can see what we have before we haul it aboard."

### Harmonize the Odd Pieces for Nursery

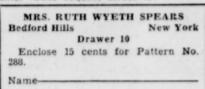


HERE is no trick in matching up an ill-assorted lot of furniture for the children's room. The set shown here is typical. An old chiffonier, a cut-down chair, a nondescript bed and an old wash-

stand were painted cream color and then decorated with a gay painting design.

This, with his Scottie and wooden sword, one of half a dozen appealing children to be painted on drawer fronts and panels. All you have to do is to trace the figures, flowers and ribbons as indicated on the pattern; then follow the color guide, filling in flat tones without any shading

NOTE-Painting Pattern 288 with large and small bow knots, flowers and figures of marching children—all different, is 15 cents. Send request direct to:



Address

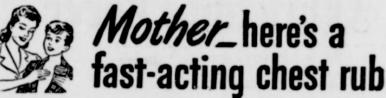
#### 'Juicy Fleet'

The U.S. navy has a fleet of vessels that sail about reclaiming oil that scums the water's surface, thereby eliminating a dangerous fire hazard. This salvaged "black gold" is used for oiling roadways and in power plants at naval bases.





# Baking Powder



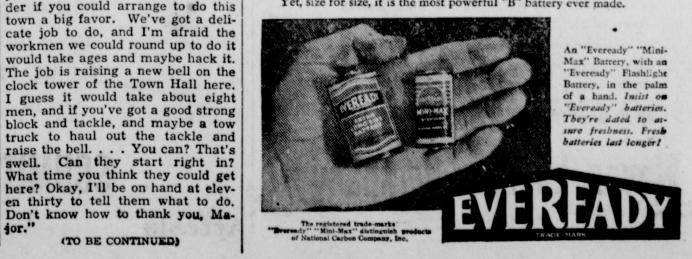
that will not irritate child's tender skin Remember, your

child's skin is thinner, more delicate than yours. He needs a chest rub that's good and gentle. Get the prompt, really effective results you want the your child rests better. Get gentle soothing, modern way . . . just rub on Mentholatum today. Jars, tubes 30¢.

Mentholatum. With no irritation to delicate normal skin, Mentholatum helps ease away soreness and tightness from cough-wracked aching chest mus-cles . . . rapors rise high into nasal passages, down into irritated bronchial tubes. Coughing spasms quiet down—



ELECTRONIC experts have lately outdone themselves in giving us "vest pocket" reception. They have made possible hearing aids easily concealed in the palm of the hand. They have designed radios the size of a cigarette case. Now they give us a postwar edition of the amazing Handie-Talkie-famed GI sending and receiving set. A key to these accomplishments is "Eveready" batteries. One of these storerooms of power, the "Mini-Max" battery, weighs only 11/2 ounces. Yet, size for size, it is the most powerful "B" battery ever made.





To each of us the word Christmas summons many happy memories. To some it recalls a ride over the frozen countryside to grandma's, sleighbells tinkling all the while. To others it recalls happy reunions in mirthfilled living rooms, gay banquets and glowing Christmas trees. But to all it recalls days of charm and endearment, the happiest days of our lives.

May you know this happiness in all its fullness once again, dear friends, this Christmas season of 1945.

### WILMOT

HARDWARE COMPANY
A Complete Hardware Department Store



Again may you know the fragrance
Of hemlock, pine and holly.
Again may friendly voices call
A greeting warm and jolly;
And again may the meaning of
Christmas,

Deep and still more true

Bring faith and hope and gladness

To the hearts of yours and you.

### ARTESIA AUTO COMPANY

FORD SALES & SERVICE

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New Mexico



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

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

HAPPY CHRISTMAS

Mayes Lumber Company Artesia



And now comes another Christmas to be added to your store of memories. We hope this Christmas of 1945 will be a very enjoyable one—a truly happy one—fulfilling all the fine traditions of Christmas.

Accept our hearty thanks for the pleasant business associations of the past year. Once again we say

## Merry Christmas!

### RIDEOUT'S SUPPLY CO.

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## YULETIDE HAPPINESS

公

At this time when Christmas trees are beginning to glow in the windows everywhere, and the holly wreaths are going up, we want to send you our best wishes for a very Happy Christmas. You have made 1945 a very pleasant year tor us, for which we are duly grateful.

SCHMITT'S 5c 10c 25c & Up

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**Next Door to Post Office** 

### THE CHEERFUL CHERUB Im very forgiving and sweet as a rule. The grudges I bear are all quickly erased. But there's one fellow creature I cannot forgive -The person who won't put the lid on the paste.

### **Upset Stomach**



Buy U. S. Savings Bonds!





Many doctors recommend good-tasting Scott's Emulsion be-cause it's rich in natural A&D Vitamins and energy-building oil children need for proper growth, strong bones, sound teeth, sturdy bodies. Helps build up resistance to colds too if diet is A&D deficient. Buy Scott's today! All druggists.

#### SCOTTS EMULSION YEAR-ROUND TONIC

#### HER BOSS LIKES HER WHITE UNIFORMS

HUNTSVILLE, ALABAMA. -Miss Minnie Belle Poole must have a particular boss. Here is what she wrote in a letter about Faultless Starch:

"I like Faultless Starch best of all because I work where I have to wear white uniforms. So with Faultless Starch I can keep them just like my boss wants them kept. Thanks to Faultless Starch! It is everything its maker says it is."

One of the wonderful things about Faultless Starch is the way it makes white things come out beautifully white, and colored things come out beautifully bright. There is a reason for it. You see, Faultless Starch is made a special way-with special starch and special extra ingredients. It doesn't turn brown under the iron and it doesn't put a film over the cloth. It penetrates the fabric-gives the cloth the "finish" from the inside out, instead of by coating the out-

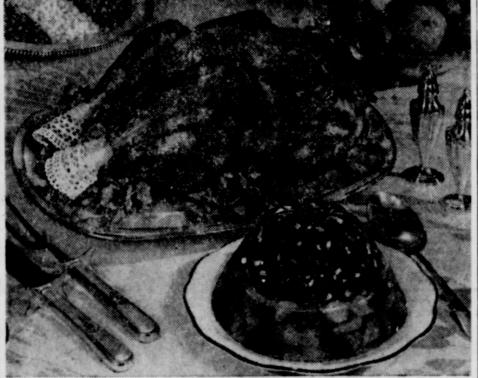
### EASY-FOR BUSY FOLKS

Another wonderful thing about Faultless Starch is that it makes it EASY for busy people to do beautiful starching and ironing. It takes only a minute to make perfect hot starch with Faultless Starch. Just cream it with a little cool water and add boiling water while stirring - that's all - it's ready to use.

Ironing is so easy, too. Faultless Starch contains ironing-aids that stop that "sticky" iron. That makes the iron just fly alongsmooth and easy. No wonder it's easy to do beautiful ironing, because Faultless Starch makes iron-

ing a joy-not a job. You should try Faultless Starch right away. You'll like it so much you'll never want to be without it.

HOUSEHOLD Chembers



Relish Adds Zest to Roast Turkey (See Recipe Below)

#### **Holiday Hints**



If you don't have baked ham or roast beef for Christmas, then you'll want to take full advantage of the plentiful supply of turkeys and have one of these birds. Roast turkey or plump, stuffed

chicken is excellent for a family dinner or a buffet style supper. Don't forget that you can add spice and splendor to the golden brown, roasted bird by serving it with all the trimmings-cranberry fruit relish, fluffy mashed potatoes, light feathery rolls and a bowl of fruits and nuts.

The table will be attractive if it carries a burnished bowl of bittersweet or bells laced together with holly wreaths. Or, you might like a bowl of fruit and nuts set on a shimmering white cloth. Yes, have candles, too, if you like, for they exude the welcome that really spells Merry Xmas.

The jellied cranberry relish may be molded in any number of interesting shapes-individually, in a loaf, melon or other shape. You'll like this duotone effect:

\*Cranberry Fruit Relish.

First Part: 1 envelope unflavored gelatine 14 cup cold water

1/2 cup hot water 1 1-pound jar cranberry sauce

14 teaspoon salt Soften gelatine in cold water and dissolve over hot water. Break up cranberry sauce in a bowl and pour hot liquid over it. Beat with rotary beater until smooth. Add salt. Pour into the bottom of a mold which has been rinsed with cold water and

Second Part: 1 envelope unflavored gelatine

1/4 cup cold water 1 cup hot water or fruit juice

1/4 cup lemon juice

1/4 teaspoon salt 2 to 3 tablespoons sugar or light corn syrup

11/2 cups diced mixed fruits

### LYNN SAYS:

Here's How to Remove Stains: Fruit and coffee stains are best removed by stretching the stained part over a bowl and then pouring boiling water from a height until the stain disappears. If the material is still stained after this treatment, hang in the sun to

Milk stains: wash out in cold water while still fresh.

Glue stains: apply vinegar with a cloth.

Mildew stains: if the stain is not too old, it may be removed by applying soft soap and powdered chalk, keeping it moist and

laying out in the sun. Rust stains: soak the spot in lemon juice, then cover with salt. Let stand in sun for several hours and wash in cold water with hard soap. Repeat treatment if neces-

sary.

Old coffee and tea stains: wet spot with cold water; cover with glycerine and let stand 2 to 3 hours. Wash thoroughly.

#### LYNN CHAMBERS' MENU

Holiday Buffet Roast Turkey Mashed Potatoes Vegetable Plate of Green Peas, Cauliflower and Carrots

Raisin or Apple Muffins \*Cranberry Fruit Relish Lettuce, Asparagus and Tomato Salad

Relishes Fruits Nuts \*Pineapple Souffle Beverage \*Recipe given.

Soften gelatine in cold water and dissolve in hot liquid. Add lemon juice, salt, sugar or light corn syrup and stir well. Cool, and when mixture begins to stiffen, fold in diced fruits. Pour on top of cran-

berry layer (which has already become firm) and chill. When firm, unmold and serve.

> \*Honey Raisin Muffins. (Makes 18 2-inch muffins)

2 cups flour 2 teaspoons baking powder

1 teaspoon salt 1 tablespoon sugar 1/2 cup raisins

1 egg 1 cup milk 1/4 cup honey

3 tablespoons shortening

Sift together flour, baking powder, salt and sugar. Add raisins. Beat egg, add milk, honey and shortening. Blend thoroughly. Add to flour mixture, stirring only until flour is moistened. Fill greased muffin pans % full. Bake in a moderately hot (425-degree) oven for 20 minutes.

\*Apple Muffins. (Makes 12 2-inch muffins)

2 cups sifted flour 3 teaspoons baking powder ½ teaspoon salt

1/4 teaspoon cinnamon 2 tablespoons sugar 1 egg 1 cup milk

1/4 cup melted shortening 1 cup finely chopped apples Sift together flour, baking powder,

salt, cinnamon and sugar. Beat egg and add milk, shortening and apples. Add egg mixture to flour mixture, stirring only until flour is moistened. Fill greased muffin pans one-half full. Bake in a lot (125degree) oven about 20 minutes.

#### \*Pineapple Souffle. (Serves 8)

1 tablespoon unflavored gelatine 4 cup cold water

3 eggs, separated

1 teaspoon grated lemon rind 2 tablespoons lemon juice

½ cup sugar 1/4 teaspoon salt % cup crushed, canned pine-

apple 1/2 cup heavy cream, whipped

Soften gelatine in water for 5 minutes. Beat egg yolks slightly and add grated rind, juice, sugar and salt. Cook in double boiler, stirring constantly until mixture thick-

ens. Add gelatine and stir until dissolved. Add pineapple and cool. When mixture begins to thicken, fold in whipped cream and stiffly beaten egg whites. Turn into mold and chill. When firm, remove from mold and garnish with cherries or other fruit

Released by Western Newspaper Union.

A quiz with answers offering information on various subjects

#### The Questions

of the United States to be born a citizen of the United States? 2. In weather language what is

a thundercloud called?

3. What is an aureole? 4. Through what cession did the

addition of territory? 5. What is a sadist? 6. Who was the first President who was subsequently a congress-

7. In archery to take the string

back the length of the arrow in 1. Who was the first President the average man's bow requires a pull of how many pounds?

#### The Answers

1. Martin Van Buren.

2. Cumulo-nimbus. 3. Illumination surrounding the United States acquire its largest body of a holy person in Christian

> Louisiana Purchase. 5. One who delights in inflicting

pain on others.

#### Arabs Had a Pipe Line Of Skins Under the Sea

Herodotus, born at Halicarnassus in 484 B. C., is sometimes called the father of history. He is the first of the Greek historians whose works have come down to us. He wrote of a pipe line under the ocean, as follows:

"There is a great river in Arabia, called the Corys, which empties itself into the Erythraean sea. The Arabian king, they say, made a pipe of the skins of oxen and other beasts, reaching from this river all the way to the desert, and so brought the water to certain cisterns which he had dug in the desert to receive it. It is a 12 days' journey from the river to this desert tract. And the water, they say, was brought through three different pipes to three separate places."

6. John Quincy Adams. 7. About 45 pounds.

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SUN-MON-TUES

### William Prince Ida Lupino "PILLOW TO POST"

### VALLEY THEATER

SUN-MON-TUES

Signe Hasso James Craig "DANGEROUS PARTNERS"

#### Penasco Valley News and Hope Press

Entered as second class matter Feb. 22, 1929, at the Post Office at Hope, N. Mex., under the Act of Mar. 3., 1879.

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OVOUS

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than the most precious

ewel or the most cost-

ly gift is happiness and

peace of spirit. Could

we wish more for you

this Christmas season

For your fine co-

operation and loyalty to us in 1945 you have our lasting gratitude.

than its attainment?





#### Christmas Is All of These

Christmas is the good will shared at the family hearth; the carol sung together; the candle in the window, the glowing faces gathered around the festive board. And it is much more -ever so much more!

We cannot begin to put into words all that Christmas is, nor begin to express how ardently we wish for you the complete enjoyment of Christmas. So, all we can say to you, kind friends, is Merry Christmas To You.

## PEOPLES MERCANTILE CO.

Artesia



OUR FOREFATHERS

celebrated Christmas sometimes under the greatest of difficulties, to say nothing of danger. Today, in warm, lighted homes we welcome the arrival of Yuletide, without thought of those early hardships. It might make our Christmas a little happier, our hearts a little more thankful, to take thought of these things.

> In the reverent spirit of this giorious season we now wish each and every one of you the deep joys which only Christmas car

### McClay Furniture Store Artesia

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We are now booking orders for Baby Chicks

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13th & Grand



#### When Snow Lies Softly on the Hill

Now, when the fir trees wear white collars, when the birds make tiny stitches in the snow and our footprints hurry towards the warmth of home and the companionship of loved ones, it's time to wish all our friends the fullest joys of the Christmas season. So, hello everybody . . . and Merry Christmas!

## L. P. EVANS STORE

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