## PENASCO VALLEY NEWS

 Travel Highway 83 Through Artesia, AND HOPE PRESS Hope, Elk, Mayhill and Cloudcroft$\overline{\text { Mal. 22, No. } 14}$

## Slaughtering

 At Packing PlantSlaughtering began last Wednestay
attermoon at the new Payne Packing
 tesias newest industry, with Mayor
Oren cc. Roberts of Artesia,
felling the first animal.
With an iniormal ceremony mark. ing the start of actual operationss the
new business brought to
to Aresia
bi
 oit to to and orderly start
$F$


 ered Here eord caill raised by Council
aiso on hand at the eremomimy of tity officils, repesesnatives of Chamber of commerce and others
terested atenended ber of commerere took teoteran pie
tures. including one of the felling of the tirst animana one or theor Reibing
 of operations, 1 , grow aso
warrants. Artesia
divocate.


## Coming Events

In New Mexico
July $13-16$ Rodeo de Santa Fe, fea
uring cowboy sweetheart contest.
July 14-Annual fiesta July 14 -Annual fiesta and cor
dance at Cochiti Pueblo. Aug. 10-12-V-J Day c Sept. 23 through Oct. $1-$ New Mexi

## Married Today

At Lakewood
 George Edward Kaiser. The oride is
the daughter of
Mr and
 irs. George Kaiser of Artesia. Th
oung couple will make their home ing them a home on the Hope high

## Cavern Travel

## Shows Increase

 929 cars eniered the parki to 0 visist the underground wonderland daring the
holiday period $J u l y$
1 to
4
 949. Comparatiday periods:
days for the holiday
1949-July 1, 1649 visitors; July 2 2422; July 3, 5944; July 4, 3625. Total
13,640 . 1950-July 1, 2208 visitors; July 2,
4734; July 3, 4387; July 4, 3668 . To

Firm Incorporated Artesia Sports Enterprises, Inc., has
been formed to operate a baseball
club and conduct any athletic events ound desirable, according to a cer
ound ounty clerk's office.
Incorporators are
a. C. Goodwin Pal L. Frost, J. L. Taylor, Oren C
Roberts and William M. Siegenthale The corporation begins business 10,000 is capital stock and a tota ays.-Current-Argus.
Mrs. Mittie Hamill and Mrs. Chas


## Mrs. T. V. Coffin Is Honored On 80th Birthday

|  |
| :---: |

## Many Improvements

At State Fair
 see many improve
ings and grounds.
Over $\$ 130,0000$ has been spent since
closing day last year to bring closing day last year to bring the to-
tal net worth of the State Fair plant tal net worth of the State Fair plant
to well over the $\$ 2,000,000$ mark, ac-
cording to Leon H. Harms, State Fair manager.
Principa
Principal sum to be expended this
summer is for a new addition to the
grandstand. Mr. Harms says that the
stands will beable to provide for 8 ,grandstand. Mr. Harms says that the
stands will beable to provide for 8 ,
000 persons. Construction is 000 persons. Construction is well un-
derway and the completed grand-
stand addition wil be ready for opening day, Saturday, Sept. 23
Other improvements for 1950 in
clude a new paddock and saliva-test ing room, a new section providing additional turnstiles at the main enadministration building.
Mr. Harms said


 address their request to topy should
Harms, Secretary-Manal co State Fair, Box 1693, Albuquerque.
"A Little Love for Papa" . . Learn why mothers should pay more atten-
tion to their husbands and less to
their children $\ldots$ read how many husbands have revolted and headed
for the divorce courts because the
children came first. Read this children came first. Read this sound
advice on building a happy home life
in The American Weekly, that great magazine distributed with next Sun-
day's Los Angeles Examiner.


Hope, Eddy County, New Mexico

## V-J Day Celebration Payne Packing <br> Is Three-Day Affair Begins Operation

 From the Junior Chamber of Com-merce in Artesia the Penasco Valley
News has received the for News has received the following let
ter which we take the pleasure in
 Dear Editor: The United Veterans
Club of Artesia, composed erican Legion, Veterans of Foreign
Wars and the Disabled Veterans are sponsoring an annual V-J Day cele
bration. Artesia is brasion. Artesia is one of the few cele
bes in the United States that cele
ies. ies in the United States that cele
brates this day of victory. We weuld like to make it an atfary. well woulth
lemembering. Our three-day celebra
remat tion will open about 4 p . m . on the
afternoon of Aug. 10 with a parade. afternoon of Aug. 10 with a parade.
There will be many floats, several bands, some Army troops and equip.
ment, sheriff's posse and several Boy
Scout units participating in this Scout units participating in this par-
ade.
We extend a cordial invitation to We extend a cordial invitation to
you and all the people of Hope and
vicinity to vicinity to attend our three-day cele
bration. Anyone or organization, may enter floats. There is no theme anu the prizes are as follows: First prize,
$\$ 2000$ second, $\$ 100 ;$ third, $\$ 50$. Yours
$\$$, truly, Artesia Junior Chamber of
Commerce, Eugene B. Roberts, Secy In answer to the above letter will
state that the News and the people of Hope and vicinity will support the
V.J Day celebration 100 per cent. We
will go all out in an effort to make this celebration a success in every
way. We hope that Mr. Roberts will furnish the News with a news item or
article every week from now until the
openin gdate of the celebration. On Friday, Aug. 4, the News will sponsor
an advertisement booosting for the
success of success of the celebration. And fur-
thermore if there is anything the people of Artesia want done, let
and we will do our durndest.

## "Squirt" Returns

## And Pays Off

 dow at the Altman Cafe. We told them that all we knew him by was "Squirt."
Upon further investigation Tuesday



Menefee Building Burglarized
Last week some one pried the lock
off the side door of the Menefee building and ransacked the interior.
It is not known if they made away
with anything or not. Someone said, "Oh, well, it was the work of some
of these kids around here." Just as much as to say the law will have
overlook this breaking in business was just some of the kids.". We have
our suspicions about who did this and if we get the goods on
will pour it on him.

## Large Croved

## Attends Barbecue

## A crowd estimated at about 500

A crowd estimated at about 500 peo- of hides.
ple attended the barbecue in James or
Canyon Park Monday. The oceasion Back inside the main building are
ing anniversary of $\mathbf{M r}$ and Mrs. W . . . The entire plant is light and bright Joy and Mr. and Mrs. Leslie Bates
Guests were present Alamogordo, present from El Pas Artesia. Ten goats and one Hope an barbecued and everyone said that
was the best barbecued meat they ever tasted. Mr. Joy meat they had
furnished the meat, Bates furnished the meat, coffee, bread and
pickles. The guests brought cake, pie,
salad etc. salad etc. The Bates-Fisher orchestra
furnished music during the day. It was a celebration that will long be
remembered by everyone that at-

Batie Stores Sold To Food Mart, Inc.

per building was completed, moved
there. Under the new the stores will be enlarged.

Artesia's newest industry, one
which will have about 20 persons on its initial payroll, the Payne Packing
Plant, began operating last Wednes. Plant, began
day morning.
Co-owners
Co-owners of the plant, which has
just been built north of the city adja-
cent to the $\mathbf{E}$, cent to the E. B. Bullock feed pens,
are J. L. Payne and N. T. Otterson. are J. L. Payne and N. T. Otterson.
The building, constructed for the
slaughtering of about 40 cattle or 80 slaughtering of about 40 cattle or 80
hogs a day, is of pumice brick con-
struction with concrete floers roof, making it fireproof and is $69 \times 100$
feet.
Every inch of the building has been figured out for the greatest of effic-
iency, while losing none of the sani-
tary, requirements. With the exceptary requirements. With the excep-
tion of the $20 \times 24$ foot office at the
front, all parts of the building will be front, all parts of the building will
used in some of the various opera-
tions in connetion with the business,
with which Payne and Otterson hop with which Payne and Otterson ho
to serve the entire Pecos Valley.
Their principal products Their principal products will
beef, pork and a complete line
lunch
$\qquad$ which they have their own trademark.
The lunch meats and other products
wil lbe offered in wil lbe offered in a red, white and
blue package. Top grade will be
"Payne's Finest."
Payne's Finest."
Work on the plant started in Feb
ruary, after the two men had made ruary, after the two men had made
survey both of Artesia as a likely
point for slaught ing and the Peco Valley as a market. They purchased
10 acres from Bullock for the pur pose and received permission from
the Artesia City Council to slaughter
animals within three miles of the animals within three miles of the
center of the city, as is provided in a
state law The plant opened without having
completed feed pens, which are ex-
pected to have a capacity of pected to have a capacity of about 500
head. It is planned to keep some
cattle on feed at all times. In expecson have been feeding at both
son then pens and at Roswell.
Bullock pens
Otterson in axp
Otterson in explaining the various
departuents and rooms said the tem-
perature in both the chill room and

## 33 to 35 degrees at all times. North of the beef cooler and

east side of the building is the saus-
age kitchen in which will be made
he line of lunch meats by Cecil Wad
ine line ot lunch meats by Cecil Wade
plant foreman and sausage maker
who has had 22 years of experience
in the packing business.
Equipment in this department in.
cludes large grinders and mixers, a
Equipment in this department in-
cludes targe grinders and mixers, a
meat stuffer, a sausage stuffer and
stuffer table and a large stainless
steel chili cooker.
Just beyond that room and slightly
away from the main building, but con-

## vected and floor, are two smokemouses, gas fired, for the curing of hams and

acon. Otterson said they will be
And with hickory smoke.
Adjacent to the smokehouse is
large steam cooker, for the cook
large steam cooker, for the cook-
ing of wieners, bologna and certain
kinds of lunch meats.
Beyond the smoke houses and steam
of the building, for the furnishing of
hot water and for steam for cleaning.
Also in the rear are the compres.
Also in the rear are the compressor
and engine room, as well as a hide
bath room for the salting and curing
with white walls and ample overhead
lighting.
From
From the ample office, Payne and
Otterson plan to transact much o
heir business by telephone, both buy
ing and selling. And they woill surve
their customers with three large re
their customers with three large re
frigerated trucks, distinctively paint-
ed white at the top and red at the
bottom.
The men
ouse and barbecue, probably early in
he fall.-A
We have just the things you will
be glad to give to your friends for
any oocasion. Salt and pepper shak-
any occasion. Salt and pepper shak-
ers, ash trays, plastic snack bowls
handkerchiefs, children's books, food
bags, etc. We also have a nice assort
ment of sample stationery. informal
cards and notes. Asosrted boxes of
cards and notes. Asosrted boxes of
birthday, get-well, sympathy and anni
versary cards. Penasco Valley News
Hope, N. M.
-Adv
Water, water, water in the canals,
in the roads, everyhere. If this keeps

Friday, July 14, 1950

Good Citizens
Made, Not Born
Good citizen
It begins with the children growing up in the homes to which the Penasco
Valley News goes each week. It beValley News goes each week. It be-
sins and grows and develops in home owns like Hope.
The qualities The qualities that embody good citgreat: honesty ,a sense of justice are
guty uty, tempered judgment and a faith n the nation that is our home.
These qualities are self-perpetuating because they are taught in the
home and in the schools and are giv
en further expression en further expression in our customhrough churches, newspapers and al
the politital, social and business inYet, these same qualities can be
self-destructive, through the corrosion of disuse and synicism. There is
he danger. On another page of this issue is an
article entitled "Good Citizen" It article entitled "Good Citizen." It is
one of a series of 10 pointedly chal-
lenging stories which will set forth len of a series of 10 pointedly chal
lenging stories which will set forth
he rights and duties of an American he rights and duties of an American.
The News is proud to call its readers' attention to them because they const.
ute, in a sense, a rededication to the
fundamental ideals which motivate fundamental ideals which motivate
every demonstration of decent Am rican citizenship. No one will deny the priceless
worth of those ideals, nor the neces-
sity for a rededication sity for a rededication of ourselves
to them. Seldom in the course of history has
he simple fact of being a free citizen of the United States appeared so mag.
nifieiently important to those of us who reads the "Good Citizen" series
vil lcome to an even deeper realization of the
citizenship.

## Hope News

Madeline Prude who is in Texas
Writes to Hope friends and wants a
Vew Mexico drivers license. She has been away long enough she had bet-
er come back and get a drivers li-

Mrs. Ida Prude made a trip to Ala-
mogordo Tuessay to attend the wed
Mr. Bridgeman and Lawrence Blakeuesday morning.
REMEMBER-Merit Feeds get best
results. Mcaw Hatchery, 13th and
Mesin
Mr .and Mrs. Delbert Ivans of Ar-
eesia were callers in Hope Tuesday.
Henry Jernigan of Pinon and Mrs.
my Champion of Artesia were mar Amy Champion of Artesia were mar-
ied in Alamogrodo Tuesday afterHollis Buckner was a visitor in Ar-
tesia Sunday returning Monday. Geo. Teel was a visitor in Hop. Mrs. Ethel Altman went to Carls.
ad Monday to visit Mr. and Mrs Jesse Buckner and family,
ROTECT YOUR FAMILY WITH OUR POLIO AND DREADED DIS-
EASE POLICY. Entire family protected for only $\$ 10$ per year. Kiddy
Linell Agency, $4151 / 2$ West Main,
Artesia, N. M.

Mrs. Lee Green of Tularosa was .
Mr. and Mrs. K. J. Moose and four children of San Angelo, Texas,
here Tuesday calling on friends.
Mr. and Mrs. M. D. Brantley are D. W.

It is not too early to begin to think
your Christmas cards. We would your Christmas cards. We would
ike to have you come in and look over our large selection. They are priced from $\$ 1$ for 5 cards wither
without your name printed on them.
Also boxes of plastic or metalic cards
as well as others. We also have cards
to be sent for Christmas tree orna-
ments and gift wrappings.-Penasco ments and gift wrappings.
Valley News, Hope, N. M.
WEEKLY NEWS ANALYSIS-
Cold War Flames Into Hot War
On Korea Front; U.N. Coindemns
Invasion by Communist Forces


| THE PRESS: <br> A New Note |
| :---: |
| It has been a nur |
| since the press of this country has |
| trea $\begin{aligned} & \text { ralsed a united howl on any one } \\ & \text { subject. A new note was evident. }\end{aligned}$ |
| wever, shortly after the invasion |
| outh Korea |
| sored North Korea. |
|  |
|  |
|  |
|  |




Bruising Causes Great Meat Waste Packing Industry Loss
$\$ 25,000,000$ Last Year


than any
other cigarette!

eSigned as manager of the
Boston Red sox and retired
Ben Bom baseball because of his
tealth. He led the New York bealth. He led the New York
Yankes to seven world chamionships before, retiring tn
1946. He came out of retire.
 rom the family pet as he ar-
vees home.
 section of an airplane log plane,
parts
fook, and from the lake.
The plane ished on a flight from New York to
Seattle by way of Minneapolis.
St. Joseph is St. Joseph is about 110 mile
southeast of Milwauke on the east
ern shore of Lake Michigan ern shore of Lake Michigan.


- THE OLD GAFFER



tale. It coomes Dr. Foreman
from the times of the Judges,
which were very rugged times in deed. . .
Working Together
" $\mathbf{A}$ everything else has shut up is not a true proverb. For if that is a boarding house and not a very
attractive one at that. att is the people who live in it
who make it. But just Who make it. But just throwing
people together within four walls, even if the people are
closely related, will not make closely related, will not make
a home. When you read the
story of Ruth you see one thing standing out:
all working people.
To this day, there are fewer di
vorces in the contry
vorces in the country than in the
cities, and one big reason for that is that country Yamilies have to
work together, while city families
often have little in common. In the country everybody turns to and
does something about the house
everybody helps everybody else everybody helps everybody else
while in the cities where so much is done by machines and houses
are very small, there isn't much a
family can do together.

Unity in Variety
$\mathrm{I}^{\mathrm{T}}$ is striking that in the Bible the shown by one persson to another. is expressed by one woman to her
mother-in-law, by Ruth to Naomi mother-in-law, by Ruth to Naom
Ruth was of a different race and
generation and nation. Yet she genes Naomi's family for her ow
That illustrates another beautiful feature of living in a family. You learn to live with all kinds of people. Even in so
small a group. no two are small a group, no two are
alike. And the thing that holds a family together almost bet-
ter than anything else is not ter than anything else is not
similar tastes in breafast
for similar tastes in breakfast
foods, or identical educations,
or equality of age or temperaor equality of age or tempera-
ment: it is common ideals, it ment: it is common ideals, it
is agreement about the imis agreement abo
portant things in lii.
What do you, for example, think
is the greatest thing in the world? Do your family agree with you? I
they do (or you with them) then you have a basis for a happy fami
Unity in Worship
$\mathbf{H}_{\text {mon, are almost hest the best fami- }}^{\text {IGH }}$
ly cement; but better and best is
religion. When you read the story
of Ruth you are struck not only by turar high ideals but by their na
tural, heart-felt, everyday religious of Boaz. It was one of the things
that no doubt had attracted Ruth that no doubt had attracted Ruth
to the family in the first place. The climax of her famous promise
to her mother-in-law is "thy God shall be my
It is at best confusing, an at worst tragic, when families
are divided in their religions are divided in their religions
faith. Some one has said that when the father belongs to one
denomination and the wife to
another, the ehildren are likely to become Nothingarians.
The old family pew, happily no out of style in many places, is
more than a quaint custom. It a
fine symbol fine symbol of family life at its
best. Where are the most of the
broken homes? Ammong the families where father and mother send
the children to Sunday school while they themselves lie around
at home reading the paper, or
at among the families where all go to
the house of God together? A home without real religion is a home
without its surest foundation.

the penasco valley news and hope press


Saves money for miluons
St.ioseph aspirin
SCRAP IRON WANTED


H's Always
APICNIC
when youserve


Van Camp's
Pork and Beans
pienic, for Van Camp Truly a picnic, when you
make Van Camp's the main
dish for outdoor meals. Easy to carry, quick to serve -
bot or cold - -a treat to eat. Stock up today, for quick,
tasty meals - good picnic
eating. Hact Eat Enioy.

| MIRROR <br> Of Your <br> MIND | How Seltish <br> By tomence Gould |
| :---: | :---: |



Does city life make people "selfish"?
Answer: 1 do not believe so. Ob - $\left\lvert\, \begin{aligned} & \text { of amnesia for days afterwards. } \\ & \text { iously, the more neighbors you } \\ & \text { The hypnosis had released buried }\end{aligned}\right.$ Viously, the more neighbors you The hypnosis had released buried
have, the less interest you can emotional disturbances which had
take in them as individuals, and in
given him no previous trouble. Al-


The Way it Happened
IN PITTSBURGH...Nigbtctub doorman Herbert Gibbs began a
year's jail sentence for taking over a patron's car bis tirst day on the iob year's yail sentence or taking over a patron's and
and not parking it until be reacbed Cleveland.
IN GALESBURG, ILL ... A police station custodian found a mouse
in a near-empty wbisky botlle that bad grown so big living on whisky that it could not get out. When the boutle was broken, the mouse tried to run away, but collapsed in a drunken stupor
IN MEMPHIS... A woman, retwsing to Sother a storage company
with ber tur coat during warm months, kept it in the vegetable bin of ber with ber tur coat during wind
refrigerator.
IN INDIANAPOLIS ... A thug aimed a shatiering blow at Chartes Plake's midritt. connected with the
back iniury. and tled sore-banded.
IN GODERICH, ONT ARIO ...WVather Henry, 92, gave up riding
is motorcycle because it was "too much red tape and too much nuisance bis motorccile be
getting a license.




NO MOTOR TO WEAR - NO MACHINERY TO GROW NOISY


Different from all others, you'll find the new 1950 Gas Refrigerator is your biggest refrigerator value. For Servel alone has a reezing system without a single moving part. Nothing to wear or cause noise. So Servel alone stays silent, lasts longer.
We have new 1950 Servels now on display. Before you choose any refrigerator stop in and see them. Inside and outside, they're designed for lasting satisfaction. Come see how mueh more you get for your money with the Servel Gas Refrigerator. every new convenience, too $\checkmark$ Big froxen food compartment
Big troxen food comportment $\checkmark$ Plastic-coated shelves
$\checkmark$ Dew-action vegetable fresheners
$\checkmark$ Plenty of room for tall bottles

## Fervel <br> The GASS Refigerator

## Artesia Gas \& Appliance Co.

P. 0. Box 278<br>N. 1st St., Artesia

[^0]Who was RIGHT in this Oriving situation?


Drive R/GHfT with Phillips 66



## Bolton Oil Co., Artesia



July 13, 14, 15, 16 -SANTA FE, Rodeo de Santa Fe .
July 14-COCHITI INDIAN PUEBLO Annual Fiesta and Corn Dance.
July 24-FARMINGTON, Pioneer Day.
July 25-TAOS PUEBLO, Santa Ana Day, Corn Dance.
July 25, $\mathbf{2 6}$-TAOS, Spanish Colonial Fiesta, Taos Plaza.
July 26 - TAOS PUEBLO, St. James Day, Corn Dance.

> You'll enjoy attending New Mexico's Pogeant of Events . . . just as you enjoy the fine flavor of good beer . . . for beer is the beverage of good fellowship and sensible moderation.


19.20 Wright Buiding


Preserves, Relishes Add Appetite Appea To Ordinary Menus
$\mathbf{D}_{\text {special }}^{\text {ON'T FEL Linner? }}$ Then ser making a
 pickles!
Many Many families wouldn't think of
stting down to a meal, even



Small Chest Has Many Uses
$I^{F}$ YOU can use a hammer, saw and screwdriver, you can
make this chest. The sturdy blockfront drawers require no difficult joinings.
 WORKSHOP PATTERN SERVICE


- College Planetarlum The Morehead planetarium at the University of North Carolina
is the only one on an American campus. It draws thousands of visitors.


## How mild can a cigarette be MORE PEOPLE SMOKECAMELS <br> than any

 other cigarette!

- ALL RAYON GUM-DIPPED CORD BODY
- fULL LIfEtime guarantee

I doesn't pay to run the risk of tire failure on ou can get new Firestone Standard tires at such low prices. See your Firestone Dealer or Firestone Store and find out how much your old tires are worth in trade on the new Firestone Standard -

- PROPOTHER SIzES worth in trade on the new Firestone Standard -

FARM ACcountr tow $1{ }^{1165}$ aiv 4
 -
Firestone TRUCK TIRES
FOR EVERY LOAD, ROAD AND CONDITION OF SERVICE!
cross at the corner ITS SAFER!


LANDSUN THEATER SUN-MON - TUESBetty Hutton "Annie Get Your Gun"

OCOTILLO THEATER SUN-MON-TUES Betty Grable Victor Mature "WABASH AVENUE"

## Circle "B" Drive-II Theater

One Mile West on Hope Highway SUN-MON-TUES

JAMES DUNN "Golden Gloves Story"

Admission-15c, 35c, 45c

## Peoples State Bank

We Invite Your Checking Account
Capital \& Surplus $\$ 200,000$

## Take a Kodak With You

on your vacation. We have them here for sale. We give good service in developing films.
Leone's Studio - Artesia

| E. B. BULLOCK \& SONS |
| :---: |
| FEED |
| El.Ranchg |
| On the Corner 36 Years Artesin, New Mexico |

## When in Artesia

Stop and shop at the finest drug store in New Mexico. Coffee, tea and hot sandwiches served also.
IRBY Drug Store
The Drug Store in the Carper Bldg.

BRAINARD-CORBIN HARDWARE CO. Appliances Housewares Farm Supplies DuPONT PAINT
Phone 103 327 W. Main

Artesia, N. Mex.



[^0]:    ARE YOUR AUTO INSURANCE RATES TOO HIGH? $\$ 5,000$. 10,000 . Bodily injury and $\$ 5,000$. Property Damage. Auto insurance protection covering all Farm and Ranch, family autos, pickups and small trucks $\$ \mathbf{\$ 7 . 9 0}$. All other private passenger autos, also pickups and small trucks used for contractors, carpenters, painters, plasterers, plumbing, business and pleasure. $\$ 9.90$

    New current semi annual rates. $\$ 5.00$ Non recurring Fee at beginning of Policy.
    Fire, Theft and Collision at comparably low rates
    Standard form non Assessable Policy.

    One of the Wests largest Auto Insurance carriers. Acceepted by U. S. Government Posts and leading lending agencies.

    SAVE YOUR MONEY-SAVE YOUR DRIVERS LICENSE
    Charlie Stroud
    Valley Fxchange
    Sam Nicholas
    Local Agents
    

    107 S. Roselawn Phone 1115, Ariesia

