

PENASCO VALLEY NEWS

AND HOPE PRESS

Vol. 25, No. 25

Hope, Eddy County, New Mexico

Friday, Sept. 26, 1952

**YOUR
STATE FAIR
OPENS
SATURDAY**



**9 DAYS
9 NIGHTS**

HORSE RACING
Pari-Mutuel Wagering

RODEO
\$10,000 cash purse

**LIVESTOCK SHOWS
HORSE SHOWS
FARM CROPS
EXHIBITS
QUEEN CONTEST
CARNIVAL
JUNIOR DIVISIONS
FAT STOCK SALE
AERIAL ACTS
FIREWORKS
PARADE
BANDS**

Plenty of thrills for
everyone—young and old

Something exciting every
minute for nine full days

**IT'S
YOUR FAIR
COME AND
ENJOY IT**

Mr. and Mrs. Tommy Young announce to their friends in Hope the birth of a baby boy born last week in Lubbock, Texas.

Mr. and Mrs. Sam Lovejoy and son Reil of Carlsbad and Mrs. S. C. Lovejoy were guests for the day last Sunday in the Roy Bell home.

Attend Highway Meeting in Artesia

D. W. Carson and Bonnie Altman of Hope attended a highway meeting in Artesia last Saturday morning. They represented the Hope community.

Members of the highway commission present were chairman Ralph Jones, G. D. Hatfield, Tito Valdez and Thomas Mann. Also present were C. O. Ervin, T. B. White and James Bird from the state engineer's office.

Representing Artesia were T. E. Brown, V. S. Welch, A. J. Losee, Bertha Cleve, J. D. Smith, county commissioner W. T. Haldeman, Ralph Hayes, president of the Artesia Chamber of Commerce and Bob Koonce, secretary.

The commission pointed out that the state would make a survey of State Road 83 between Artesia and Hope, and that it was possible that a relocation program and elimination of tight curves could be developed.

On the Hope program were limitations that such a survey would have to be approved by the Eddy county commissioners and that they would have to obtain right-of-ways.

SCS Barbecue Enjoyed By Many

The barbecue held Friday, Sept. 19, at the school grounds was attended by a large delegation of farmers, ranchmen and business men. This happy occasion was sponsored by the Penasco Soil Conservation district officials in observance of Soil Conservation month. The supervisors of the

district are D. W. Carson, chairman; Bryan Runyan, secretary-treasurer; Bryant Williams, Oris Cleve and George Casabonne, members, with Clem Weindorf as unit conservationist.

After the guests had partaken of barbecued beef, mutton, beans, salad, pickles and sampled about a dozen different kinds of delicious cakes, G. L. Beene, area conservationist for the southeastern New Mexico region spoke on the development of soil conservation practices in this area since the district was established in 1941.

Also appearing on the program was Dallas Rierson, Eddy county farm agent, who presented a film on farm progress.

Some of the visitors who were there we mention Mr. and Mrs. F. L. Wilson, Ross Sears, Mrs. George S. Teel, Mrs. Robert Cole of Artesia, Mary McDonald of Loving, Jack Casabonne of Hagerman and many others.

Supervisors Express Their Appreciation

We, the supervisors of the Penasco Soil Conservation district, wish to take this opportunity to thank all those who assisted us in sponsoring our district barbecue last Friday. Also we want to extend our appreciation to Mr. R. Lea and the Hope school board for the use of the school grounds.

The large number of farmers, ranchers and businessmen of the district present assured us of the personal amount of interest taken in the Soil Conservation program of the district.

We again invite any landowners, who as yet are not cooperators with the district, to contact any one of us

or the Soil Conservation Service representative, for a complete soil and water conservation plan on your land.

Road and Bridge Improvements Are Needed

In a short ride around the valley, we note that two bridges southwest of Hope need new flooring. One of these bridges is over an irrigation canal and the other is over the Penasco river. A county road that needs attention badly is the part from Katherine Williams corner to the Penasco river. At present writing, this road is impassable. The school bus travels this route every day but to avoid this stretch of road the bus driver has to make two trips.

Soaking Rain Benefits Valley

Rain commenced falling Sunday night and continued Monday and Monday night at intervals. Tuesday, the official rain gauge registered 9/10ths of an inch. This moisture is of great benefit to farmers and ranchers.

"The Real Tallulah" . . . Famous Broadway reporter Maurice Zolotow, after years of studying the complex personality of dynamic, boisterous, brilliant Tallulah Bankhead has found a surprising explanation for her spectacular career. Don't miss the first of this fascinating three-part series beginning in The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

LANDSUN

FRI. - SAT.

"Mutiney"

Mark Stevens
Angela Lansbury

★—————★

SUN. - MON. - TUES.

"Carson City"

Randolph Scott
Lucille Norman

★—————★

WED. - THURS.

Wed Check Night

"3 For Bedroom C"

Gloria Swanson
James Warren

OCOTILLO

FRI-SAT

DOUBLE FEATURE PROGRAM

"African Treasure"

with Bomba

"Dead Men's Trail"

Johnny Mack Brown

★—————★

SUN. - MON. - TUES.

"High Noon"

with Gary Cooper

★—————★

WEDNESDAY ONLY

"El Rancho De
La Discordia"

Sarah Garcia

Circle B Drive-In

FRI-SAT

Double Feature Program

"Dakota Lil"

George Montgomery
Rod Cameron

"Leave it to the
Marines"

★—————★

SUN. - MON. - TUES.

"My Friend Irma"

John Lund
Dianna Lynn

★—————★

WED-THURS

BUCK A CAR NIGHTS!

"Father of the Bride"

Spencer Tracy
Elizabeth Taylor

Dodge Cars
Dodge Job Rated Trucks
Plymouth Cars

Bring your cars and trucks where you can get trained mechanics and genuine factory parts.

WE FINANCE NEW MOTORS AND MAJOR OVERHAUL JOBS

HART MOTOR CO.

207 W. Texas, Artesia Phone 237W

Guy Chevrolet Co.

Dealer For

Chevrolet Buick Oldsmobile
 and Chevrolet Trucks

**Invites You in for any
 Automobile Needs**

101 W. Main Artesia

Bank with a Bank you can Bank On

Capital \$250,000 Surplus \$250,000

You will find the going easier with your account in the

First National Bank

Artesia, New Mexico.

When you need a cup of coffee

or a cold drink stop at the

IRBY Drug Store

The Drug Store in the Carper Bldg.

F. L. WILSON

Purina Feeds and Baby Chicks
 Sherwin-Williams Paints

111 S. 2nd St. Artesia

The First National Bank of Roswell

Roswell, New Mexico

Member—Federal Deposit Insurance Corp.

Serving Southeastern New Mexico Since 1890

GUY TIRE & SUPPLY CO.

Goodyear Tires, Tubes and Batteries

ADMIRAL Refrigerators

● Guns ● Ammunition ● Sporting Goods

1st and Main, Artesia

Peoples State Bank

We Invite Your Checking Account

Capital & Surplus \$200,000

Artesia, New Mexico

BRAINARD-CORBIN HARDWARE CO.

Appliances Housewares Farm Supplies
DuPONT PAINT

Phone 103 327 W. Main Artesia, N. Mex.

**For Best Results Advertise
 in the Penasco Valley News**

The Low Down From Hickory Grove

Today I go in for Questions and Answers. I am trying to locate some guy or dame who does anything—or could do anything—about the many predictions as are dished out, breathless like, by our synthetic economists there in Swivel-Chair Town. The great man there will say, "the number of eggs set under the nation's hens in April were 8 per cent less than in April 1951." So I say to you, man to man, what do you do about it or do you know anybody who does anything about it—that is my question today.

It is costing us plenty to be told this egg story—there are Govt. statistic collectors galore throughout the land, almost one behind every tree—and Wash., D. C. and a 100 other cities have typewriters clattering and adding machines working overtime compiling the data. And from eggs you can go to the cranberry crop predictions, the blueberry output surveys, the probable output of straw

hats this year versus last year. And what happens. Well, a hot spell comes along—hotter than last year—and the prediction of the wise boys on straw hats is a complete fizzle—and likewise with eggs and cranberries and blueberries—and there you are.

Folks, instead of listening—and with equanimity—to such useless blather as these great men peddle, and at your expense—start something. Start on your senator. My word, says Henry, "Equanimity"—what's that? Quiet, I says.

Yours with the low down,
JO SERRA.

A New Feature Starts Next Week--For Hope People Only

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.

Friday, Sept. 19, 1952

Adv. Rates 40c per inch
Local Readers 20c per line

Subscriptions \$2.50 per year

W. E. ROOD, Publisher

REMEMBER—Merit Feeds get best results. McCaw Hatchery, 13th and Grand, Artesia. 6-10-1f

Modern Septic Tank Service, located at Artesia Transfer, 1406 W. Main. Phone 1168. —Adv.

Regular Advertising Pays Dividends

Artesia Credit Bureau
DAILY COMMERCIAL
REPORTS AND
CREDIT INFORMATION

Office 307 1-2 Main St.
Phone 37
ARTESIA, NEW MEX.

**YOUR EYES
NEED ATTENTION**
Consult
Dr. Edward Stone
Artesia, N. M.

Bill Keys Recommends--

that all wool growers can raise
the price of wool by buying
good, new, wool suits at---

KEYS MEN'S WEAR

116 W. Main, Artesia

Artesia Gas & Appliance Co.

Butane Propane

Roper and Wedgewood Ranges
Serval Refrigerators

402 N. First St Phone 304
Artesia, New Mexico

Hardware

Of every description at reasonable prices

L. P. Evans Store

Artesia, New Mexico

Kodaks and Kodak Films

Leone's Studio - Artesia

GENERAL EQUIPMENT Inc.

912 North First St. Artesia, N. Mexico

- Farmall Tractors International Trucks
 - Parts ● Service ● Farm Implements
- Accessories

Your Patronage Earnestly Solicited

Threemen Tire & Supply, Inc

110 N. First, Artesia

- Seiberling Tires ● Philco Appliances

Sporting Goods & Auto Accessories

PHONE 904

Dodge Cars
Dodge Job Rated Trucks
Plymouth Cars

Bring your cars and trucks where you can get trained mechanics and genuine factory parts.

WE FINANCE NEW MOTORS AND MAJOR OVERHAUL JOBS

HART MOTOR CO.

207 W. Texas, Artesia Phone 237W

Guy Chevrolet Co.

Dealer For

Chevrolet Buick Oldsmobile
 and Chevrolet Trucks

Invites You in for any Automobile Needs

101 W. Main Artesia

Bank with a Bank you can Bank On

Capital \$250,000 Surplus \$250,000

You will find the going easier with your account in the

First National Bank

Artesia, New Mexico.

When you need a cup of coffee

or a cold drink stop at the

IRBY Drug Store

The Drug Store in the Carper Bldg.

F. L. WILSON

Purina Feeds and Baby Chicks
 Sherwin-Williams Paints

111 S. 2nd St. Artesia

The First National Bank of Roswell

Roswell, New Mexico

Member—Federal Deposit Insurance Corp.

Serving Southeastern New Mexico Since 1890

GUY TIRE & SUPPLY CO.

Goodyear Tires, Tubes and Batteries

ADMIRAL Refrigerators

● Guns ● Ammunition ● Sporting Goods

1st and Main, Artesia

Peoples State Bank

We Invite Your Checking Account

Capital & Surplus \$200,000

Artesia, New Mexico

BRAINARD-CORBIN HARDWARE CO.

Appliances Housewares Farm Supplies
DuPONT PAINT

Phone 103 327 W. Main Artesia, N. Mex.

For Best Results Advertise in the Penasco Valley News

The Low Down From Hickory Grove

Today I go in for Questions and Answers. I am trying to locate some guy or dame who does anything—or could do anything—about the many predictions as are dished out, breathless like, by our synthetic economists there in Swivel-Chair Town. The great man there will say, "the number of eggs set under the nation's hens in April were 8 per cent less than in April 1951." So I say to you, man to man, what do you do about it or do you know anybody who does anything about it—that is my question today.

It is costing us plenty to be told this egg story—there are Govt. statistic collectors galore throughout the land, almost one behind every tree—and Wash., D. C. and a 100 other cities have typewriters clattering and adding machines working overtime compiling the data. And from eggs you can go to the cranberry crop predictions, the blueberry output surveys, the probable output of straw

hats this year versus last year. And what happens. Well, a hot spell comes along—hotter than last year—and the prediction of the wise boys on straw hats is a complete fizzle—and likewise with eggs and cranberries and blueberries—and there you are.

Folks, instead of listening—and with equanimity—to such useless blather as these great men peddle, and at your expense—start something. Start on your senator. My word, says Henry, "Equanimity"—what's that? Quiet, I says.

Yours with the low down,
JO SERRA.

A New Feature Starts Next Week--For Hope People Only

Bill Keys Recommends--

that all wool growers can raise the price of wool by buying good, new, wool suits at---

KEYS MEN'S WEAR

116 W. Main, Artesia

Artesia Gas & Appliance Co.

Butane Propane

Roper and Wedgewood Ranges

Servel Refrigerators

402 N. First St Phone 304

Artesia, New Mexico

Hardware

Of every description at reasonable prices

L. P. Evans Store

Artesia, New Mexico

Determine Death Cause, Bury Carcass, Warning

When a farmer is in doubt about cause of death of livestock on his farm, have an accurate diagnosis made by a veterinarian before burying the carcass, Dr. Glen Reed, Michigan State College extension veterinarian advises.

Dr. Reed has some other suggestions for reducing the spread of livestock diseases. He advises against having the rendering truck drive onto your farm to pick up the carcass of an animal if it can be avoided.

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.

Friday, Sept. 19, 1952

Adv. Rates 40c per inch
Local Readers 20c per line

Subscriptions \$2.50 per year

W. E. ROOD, Publisher

REMEMBER—Merit Feeds get best results. McCaw Hatchery, 13th and Grand, Artesia. 6-10-1f

Modern Septic Tank Service, located at Artesia Transfer, 1406 W. Main. Phone 1168. —Adv.

Regular Advertising Pays Dividends

Artesia Credit Bureau
DAILY COMMERCIAL
REPORTS AND
CREDIT INFORMATION

Office 307 1-2 Main St.
Phone 37
ARTESIA, NEW MEX.

YOUR EYES

NEED ATTENTION

Consult

Dr. Edward Stone

Artesia, N. M.

Kodaks and Kodak Films

Leone's Studio

Artesia

GENERAL EQUIPMENT Inc.

912 North First St. Artesia, N. Mexico

● Farmall Tractors International Trucks

● Parts ● Service ● Farm Implements

Accessories

Your Patronage Earnestly Solicited

Threemen Tire & Supply, Inc

110 N. First, Artesia

● Seiberling Tires ● Philco Appliances

Sporting Goods & Auto Accessories

PHONE 904

Here are the STRAIGHT SOLID FACTS that lead thousands to better truck buys!

**FACT
No. 1** Costs Less
to Buy

**FACT
No. 2** Rock-bottom
operation
and upkeep

**FACT
No. 3** On-the-job
efficiency
saves
money

**FACT
No. 4** Keeps
its value
longer

Veterans of the trucking business buy for good, solid, levelheaded reasons. And they buy more Chevrolet trucks than any other make. Here's why. Chevrolet trucks—tires, frame, axles, springs, engine, transmission, brakes—all are factory-matched to your job.

Come in and let us show you how great these Chevrolet trucks really are.



RUGGED
as they come!

(Continuation of
standard equipment
and trim illustrated is
dependent on availability
of material.)



MORE CHEVROLET TRUCKS IN USE
THAN ANY OTHER MAKE!



Guy Chevrolet Company, Artesia, New Mexico

Mrs. Irving Miller and Mrs. Tom Harrison spent Saturday in Artesia the guests of Mrs. Odell Walters.

Mrs. Bea Tweedy of Roswell was a guest Sunday of Mrs. Ada Beile Timb.

Mrs. Leland Whitcock of Artesia spent Thursday afternoon visiting at the McAshan ranch.

Mr. and Mrs. R. H. McAshan spent last week end in Kermic, Texas, visiting her parents Mr. and Mrs. Seth Campbell.

Why not drop in and let us show you our gift items and cards. They are different than found elsewhere!—Penasco Valley News.

Mr. and Mrs. L. E. Irons and daughter Bonnie of California were guests last week of Mr. and Mrs. J. H. Clement. During their stay here they visited the Carlsbad Caverns. Enroute home they visited in Las Cruces with Mr. and Mrs. Charlie Manser.

Mr. and Mrs. Wren Smith and daughters of Yuma, Ariz., and Mrs. Smith's uncle, Mr. John Canderwalker of Casa Grande, Ariz., spent Thursday night at the home of Mr. and Mrs. W. E. Rood.

Mrs. Fletcher Gardner, a former resident of Hope, was in Artesia last week visiting her brother, Pat Riley and her sister, Mrs. Johnny Prude. Mrs. Gardner will be remembered to Hope friends as Beulah Riley.

Mr. and Mrs. C. B. Altman and Ralph Lea were guests last Thursday at a dinner given by the Chamber of Commerce of Artesia at the Country Club in honor of Senator Dennis Chavez and his wife. Sen. Chavez who is chairman of the Public Works Commission gave a short interesting talk. The meeting was non-political.

Did you know we had a nice assortment of Christmas cards, all occasion cards, stationery and gift items for everyone? Come in and let us show them to you.—Penasco Valley News.

Mrs. Carl Adamson of Roswell accompanied by her daughter Mrs. Tom Skeen passed through Hope last Sunday enroute to the Clements ranch where they spent the day visiting with her son Joe and Mrs. Clements.

School News

Third, Fourth and Fifth Grade News—Mrs. Lea returned to school Monday. Johnny Hidaigo and Manuel Cortez are back in school. Lessie Fisher brought us a lovely bouquet of dahlias from her home. We received a shipment of library books from the state library commission. We are keeping a record of our books to see how many we read during the year. We have drawn scenes of the covered wagon during pioneer days. The fifth grade pupils have made a newspaper and put it on the bulletin board. Dorane Teague who has been attending school in St. Louis visited our room Tuesday. We saw a very interesting educational film on Old Mexico this

Penasco Valley News and Hope Press

Friday, Sept. 26, 1952

week.

First and Second Grade News — First graders are very happy because they have finished their first book. They thought they had been pretty smart when they completed the big book. Now they know they are smart. They are taking their books home today to show their parents how well they can read. Socorro Cortez is back. She is away behind but maybe she can learn to read anyway.

Second grades have put up stars in spelling for three weeks now. Karen Teel, Pauline Bush, Ann Parker, Linda McCabe and Jerry Parker all have three stars each. Work begins in our second readers soon. We have been reviewing our first grade books so that we can read fast in our second grade readers.