

PENASCO VALLEY NEWS

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Meditation for The New Year

"I am the light of the world: he that followeth me shall not walk in darkness, but shall have the light of life.—John 8:12. Read II Corinthians 5:17-21.

When the year ends, we look back over the path we have traveled. Voices deep within us call out, "We are your lost opportunities. We are the love and the pity and the kindness you locked within your heart."

At this milestone we also look forward. We try to look ahead into the future. We do not know what it will hold for us of joy or sorrow, friend or foe, success or failure, life or death. We face this challenge of change. As we do so, we need faith and power.

We look up. We come to the place where stands the cross on which the Prince of glory died. We see that "love divine, all loves excelling." There only do we hear that sure word of forgiveness for past failures. In Christ only can we find power that will hold our spirits strong and steady. In Him is our hope for the future as He has been our salvation in the past.

PRAYER

O Lord God, lead us onward into the new year. May Thy hand ever guide us, the Holy Spirit abide with us to strengthen and sustain us. Help us that we waiver not on the pathway of the new year. In Thy Son's name we pray. Amen.

THOUGHT FOR THE DAY

"The Lord is my shepherd; I shall not want."

It Shouldn't Be Long Now!

Last week Jack Sprague and Joe GideoGideon of the FHA were in Hope and interviewed the president and members of the Hope Water Cooperative, Inc. They said the loan for the construction of the Hope water system would be available in about two weeks.

All those who are planing on using water should drop in at Altman's Cafe and sign an agreement that they are ready to use water as soon as the meter is installed.

It has been decided that each prospective water user put up a deposit of \$10. This is a meter deposit which insures the payment of the water bill at the end of the month.

This is nothing unusual. A meter deposit is required in every town that has a water system. If a person moves out of town, the deposit will be refunded.

In order that the water system will pay for itself the following rates will have to be charged:

First 1000 gallons	\$6.00
Second 1000 gallons	1.00
Third 1000 gallons	.50
Additional water	
per 1000 gallons	.25

The above rates are subject to change.

Sage and Cactus

By Doughbelly Price

The time for peace on earth, good will toward men is here. The angel that brought the great Messiah to earth passed over the homes of the rich and mighty and deposited the great Baby in a manger. But the tickle finger of destiny points any way but to peace on earth.

The North Koreans don't want peace for they are not whipped. When a man is thrashed out good he will not argue about stopping the fight.

Our great leaders are confused, torn between the destructiveness of the atomic bomb and the powerful voting ballot. One can blow them out of office. The other can blow them off the face of the earth. Both have to be considered it looks like. No two has the same view.

Our President is doing the best he can with the tools he has to work with which is many and varied. He is going to have to have the wisdom of Solomon and the patience of Job to weather the storm for 1954 is going to be stormy. As the dark war clouds gather let's give him our support, regardless of what you believe polotically.

What if it does take all you have made to pay the income tax. You are still living in the greatest country in the world. If you don't like the country yget your dirty socks and tooth brush and move.

Try to put as much in this great government as you take out. If you have made enough money to have to pay income think how lucky you are and the many millions that has not been so lucky.

And don't say Oh it was my brains. You might think you are the master of your ship. NUTS! You are not even a deck hand on a river scow. The old hand of destiny is over you all the time, guiding your every move. And the few paltry dollars you have was made from the sweat of some ones elses brow. Meet your fellowman, give them a smile. It don't cost nothing. Don't think you are so high and mighty. The Great Babe of Bethlehem was borned in a manger.

Wool Growers to Meet in February

Nearly a thousand wool growers from all parts of New Mexico, Southern Colorado and West Texas are expected to attend the 51 annual convention of the New Mexico Wool Growers association in Albuquerque Feb. 7-9, according to Floyd W. Lee, San Mateo, president. "Because of renewed interest being felt in the sheep and wool business this year, we expect the convention in 1954 to be the largest in history of the organization," Lee said.

Legislation which will be pending before Congress on wool trade, price level programs and government stock piles of wool promise to highlight subjects of national interest to wool growers of the west next year, ac-

ording to Lee. "Our industry also has a vital interest in current legislation now pending before Congress on public land administration and forest regulations," Lee said.

Headquarters for the meeting will be in the Hilton Hotel, wher convention sessions will be held. Entertainment will include a buffet supper and a luncheon for the ladies, the annual lamb barbecue which will take place at Washington Junior high school.

The wool school this year under management of Professor P. E. Neale and van Watson, sheep and wool specialists at New Mexico A&M college, will bring producers up to date on the latest scientific research in wool improvement. A huge wool show which is expected to fill the entire mezzanine floor of the Hilton Hotel will have representative fleeces from all corners of the state.

New Mexico problems which will receive special attention at the convention include plans for the next annual ram sale in Albuquerque in August; state land matters; disease effecting sheep in New Mexico; state taxes; wool improvement practices; predatory animal control and improvement of the sheep experimental laboratory at State College. Bruce M. Barnard, Jr., Shiprock has been appointed chairman of the general resolutions committee whic hwill recommend association policy for 1954.

Current officers include Lee and Vice Presidents Charles Fuller, Picacho; Eugene Perez, Jr., Vaughn and Barnard. Miss Isabel Benson of Albuquerque is executive secretary.

Think— While You Drive!

At the time of writing this article, six members are still needed to fill the quota of the 399 Club's membership drive. It appears that the needed six members will be enrolled before the year 1953 is written off the record books.

One thing is certain, and that is that the fatality toll is going to reach the mark of 399 for 1953. It is certain unless we, the drivers, take it upon ourselves to stop the mounting tol lat 393 which is where it stands at this writing.

Six persons who might very well be reading this article at this minute, may be dead when tomorrow's edition of the paper reaches their doorstep.

Six people between now and Dec. 31 will leave home min the morning after kissing the wife and kiddies, never to return again. They will have filled the membership quota of the 399 Club.

Please don't let this happen to a reader of this paper. Let's make our community traffic safe.

Remember that safety is a thing of the mind. Your safety and mine depends on each of us thinking while behind the wheel of our car. Let's both live!

HOUSEWIVES — Address advertising post cards. Must have good handwriting. LINDO, Watertown, Mass. Adv-4t



LOOKING AHEAD

BY GEORGE S. BENSON
President—Harding College
Searcy, Arkansas

What a System!

When the original 13 states of the USA began to function as a Constitutional Republic in 179, the private enterprise system had already demonstrated its great worth as a creator of material welfare for a nation's people. Although hampered by the many economic restrictions imposed by Great Britain, the system had revealed several of its basic assets to be unmatched in previous human history. And these assets began to flower when the yoke of Britain's regimentation was thrown off. The most important assets are:

The Principle of Private Ownership of Property: This most fundamental of the elements in the American economic system provides the basic incentive that brings from each individual his most productive effort. What each person produces is his to do with as he pleases. He can work harder, and produce more, and have more. And that's what successful Americans do: they put forth their best effort, and are rewarded.

Creating New Wealth

The Profit Motive: Profit is property, in one sense. It is a small fraction of created wealth. Therefore, it comes from production. When an individual produces more than the basic living requirements of himself and family, he turns the surplus into profit which he can use as he sees fit. An automobile is not a basic requirement for survival, nor is a radio set; but most American families want them, and have them—because the profit system gives them the privilege of earning and keeping enough wealth to afford them.

The Free Market: This is not only of benefit to business and industry, but to the individual as well. In a free market the individual worker's ability goes to the highest bidder. Tens of thousands of agricultural workers have left the farms and have learned industrial skills that bring them bigger cash income. Any employe can advance on his individual efforts in a free market system. And of course, the competition existing for business and industry constantly gives the consumers a bigger dollar's worth.

For the Few

How well do I remember the first automobile that came to our town 40 year ago. It was a chain-driven Metz, a one-seater. You cranked it on the side. It had a rubber bulb horn, high pressure tires, an da buggy top. It broke down constantly. Yet its owner was envied far and wide. Of course he was the richest man in the area. Only the wealthy could afford an automobile when I was a boy. And yet today there are more automobiles in America than there are families and almost every family owns one.

Competition—the free market—

Continued on Page 8

Peace
Prosperity
Happiness



doughBelly Price

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



Let's Pound
It Home! . .
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7th & Richey, Artesia

KEY FURNITURE CO.

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GENERAL EQUIPMENT Inc.

912 North First St. Artesia, N. Mexico

- Farmall Tractors International Trucks
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Roswell, New Mexico

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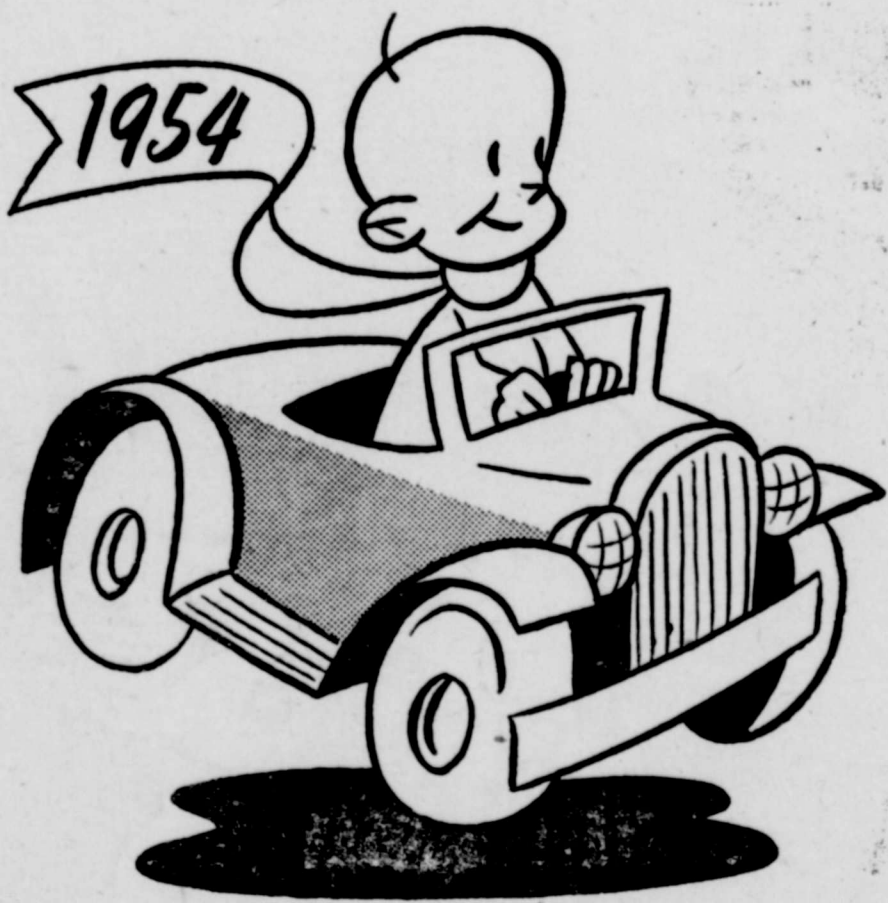
Serving Southeastern New Mexico Since 1890



New Year

We greet all of our fine friends in every corner of this community.

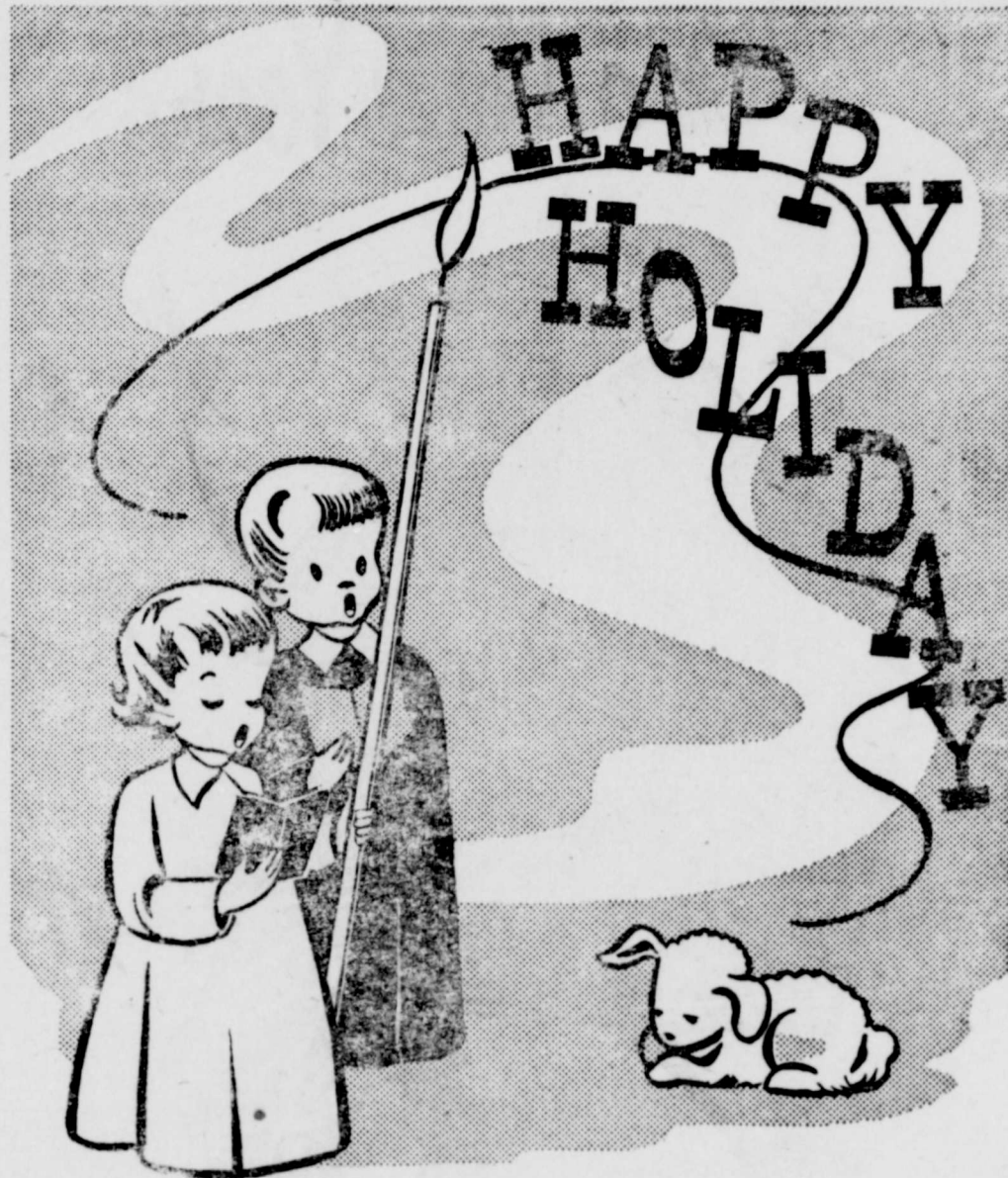
Central Valley Electric Co-op., Inc.
Artesia, N. Mexico



Happy New Year

May your road
be clear of "road blocks"
to happiness.

F. L. Wilson Feed and Farm Supplies



Our wish of the
New Year is for peace
... everywhere.

Paulin Funeral Home
7th at Grand

Happy New Year



Our thoughts turn
to our friends
as a new lamp is lit.

H. & J. Food Basket
No. 1 at 913 S. First No. 2 at 13th and Main

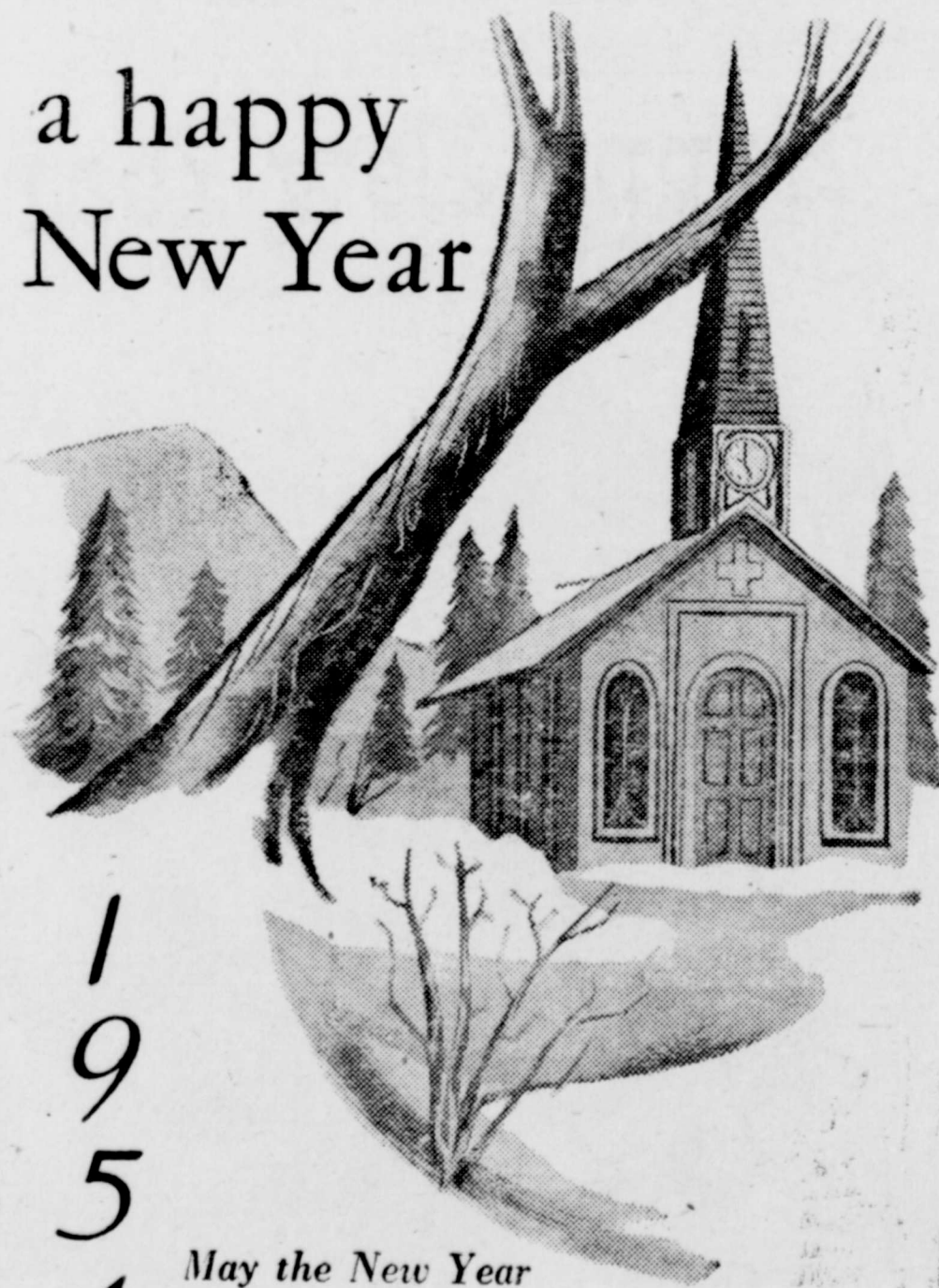
It's a New Year!



And we hope it is filled
with good things for you.

Artesia Locker Plant

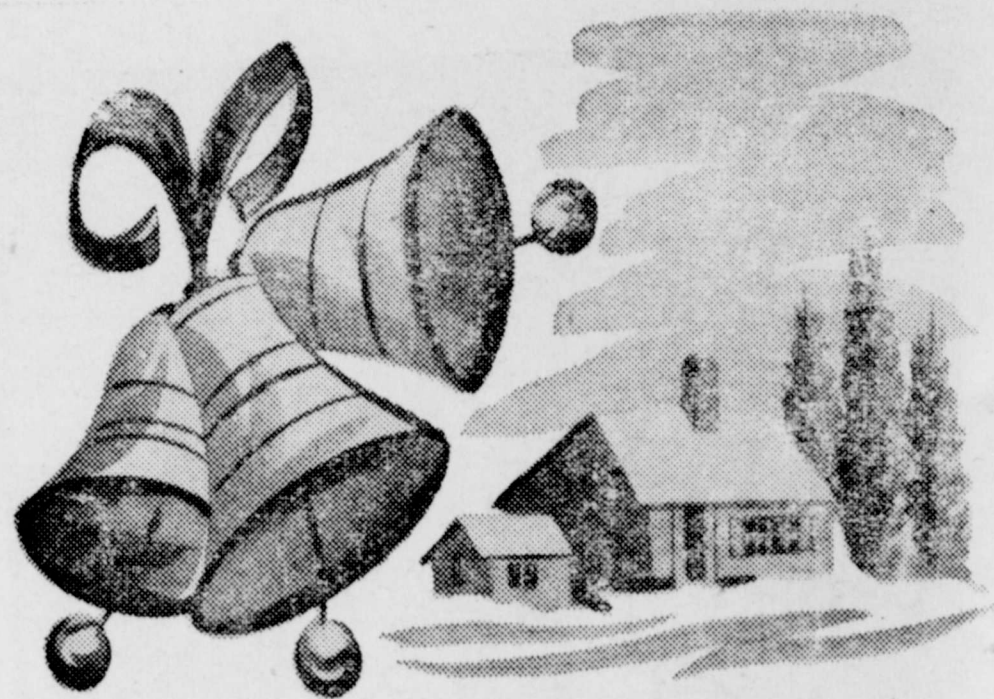
a happy
New Year



1
9
5
4

May the New Year
bring us Peace,
everywhere.

Artesia Gas and Appliance Co.



Happy New Year



Let all the joys
of the holiday season
be yours.

Evans Hardware

CHEERIO



A Bright
and Happy New Year
to Our Friends

J. C. Penney Co.

**a joyous
New Year**



We hope to add to our history of service to you this year.

Keys Men's Wear

**...AND ENTER
THE
NEW**



*Make that good
resolution now!*

Hartsill Martin

Democratic Candidate for Sheriff



To You,
Your Family
and Your Friends . . .

**Brainerd-Corbin
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Luck and
Happiness
all year
long.



Irby Drug

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**New Year
Cheer**

A New Hope
Is Born
With the
New Year . . .



Clem Appliance

West Main, Artesia

HELLO!



We Greet Our
Friends as
A New Year
is Welcomed

The
Floore Floral Shop

106 S. 10th Phone 312

Happy New Year



*Each year we strive for a new way to say it,
but we always come back to our simple, friendly
"Happy New Year".*

Peoples State Bank

Artesia, New Mexico

Member of Federal Deposit Insurance Corp'n



*Season's
Greetings*

Gone is the Old
Year. Let's Greet
the New.

Chandler Jewelry

Artesia



A "MERRIE"

New Year

May the Joy
of the Season
be Yours All Year

Southwestern

Realty Co.

Artesia

**Drive Carefully
And Live!**

By the time midnight rolls around and the bells ring, the whistles blow and you drink that last toast to 1953 at least 399 persons will have lost the chance to see the lad with the fancy pants and the safety pins take over for 1954.

They gained but one thing. The

chance to participate in a New Year's spectral parade.

Visualize a procession of 399 caskets carried by the pallbearers, each accompanied by the mourning family marching behind every casket in double file. This gruesome procession would extend over a distance of 5586 feet or something over a mile.

Visualize that procession moving at half-step or 15 inches every sec-

ond. If you stood in one spot, uncovered, in full appreciation of the fact that you were seeing 399 reasons for driving carefully, you would stand for one hour, 14 minutes and 28 seconds.

We can all begin now to shorten that procession when New Year's Eve, 1954 rolls around. We can do it by thinking safety behind the wheel of our cars. We can do it by practicing the 3 C's of safety—cour-

tesy, caution and consideration. Let's Both Live!

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

New 1954 Chevrolet

COME SEE IT!

**First and only low-priced car to bring you
all these new features and advantages!**

New!

POWER BRAKES

First in the Low-Price Field!

Chevrolet Power Brakes make stopping wonderfully easy and convenient. Optional at extra cost on Powerglide models.

New!

AUTOMATIC WINDOW AND SEAT CONTROLS

More Chevrolet "Firsts"!

Touch a button to adjust front windows or seat. Optional on Bel Air and "Two-Ten" models at extra cost.

New!

NEW POWER IN "BLUE-FLAME 125" ENGINE

Most Powerful in its Field!

Most powerful Chevrolet passenger car engine ever built! Teamed with Powerglide, optional at extra cost.

New!

NEW POWER IN "BLUE-FLAME 115" ENGINE

Out-Powers All Other Low-Priced Cars!

In gearshift models, the more powerful "Blue-Flame 115" engine also gives you finer performance with money-saving gas mileage!

New!

NEW STYLING IN BODY BY FISHER

Another Chevrolet Exclusive!

All around the car, and from every angle, you see new beauty in the *only* Fisher Body in Chevrolet's field.

New!

FINEST, MOST COLORFUL INTERIORS

in the Low-Price Field!

Here are the most luxurious interiors on any low-priced car. New interior color harmonies are keyed to brilliant new exterior colors.

New!

LOWER PRICED POWER STEERING

Another Chevrolet "First"!

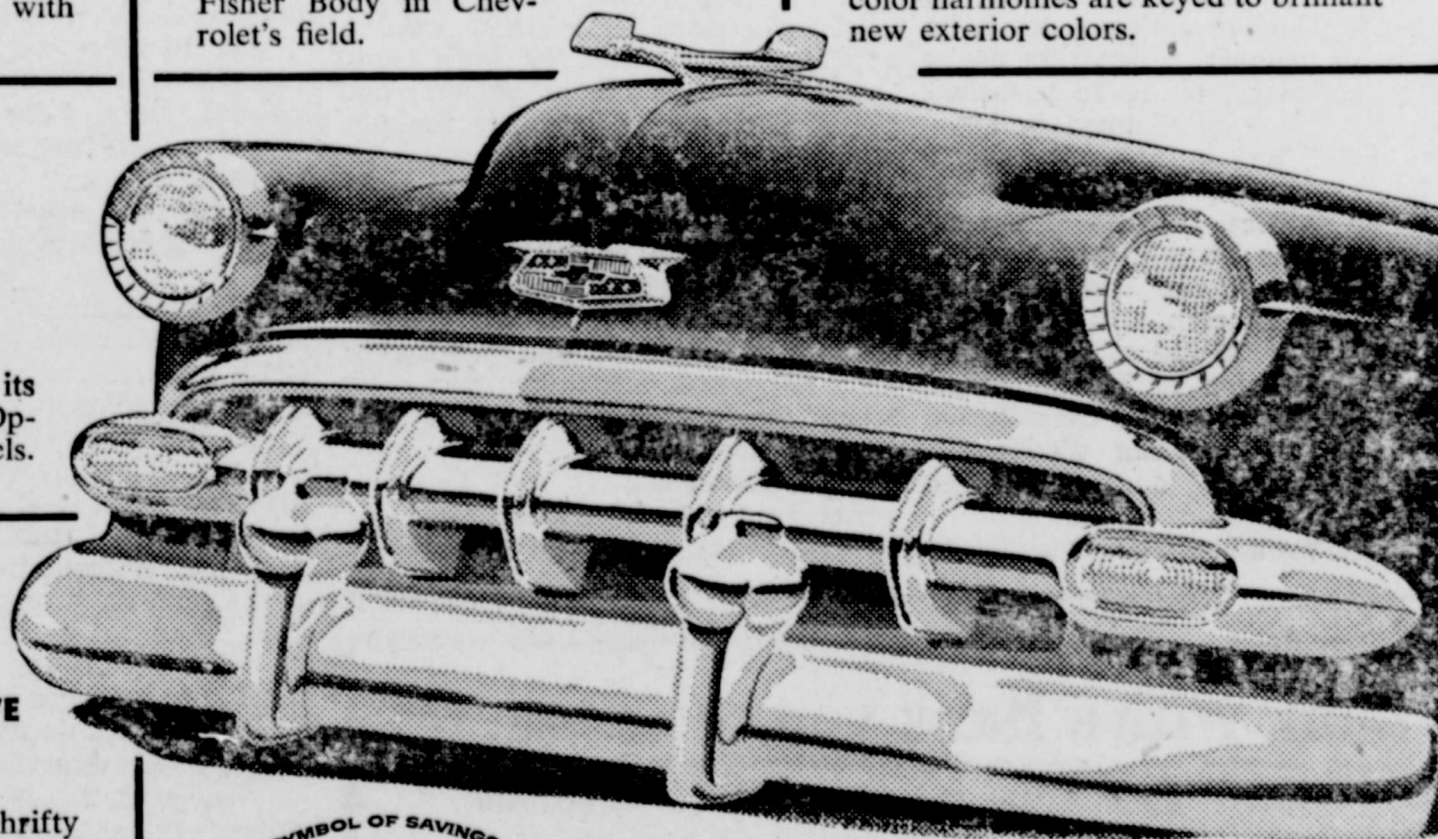
The first Power Steering in its field now reduced in price! Optional at extra cost on all models.

New!

CHEVROLET'S EXCLUSIVE POWERGLIDE

Now for All Models!

Now you can have smooth, thrifty Powerglide on any model. Teamed with the "Blue-Flame 125" engine, it's optional at extra cost.



More things more people want, that's why
MORE PEOPLE BUY CHEVROLETS
than any other car!

Guy Chevrolet Company, Artesia, New Mexico

Looking Ahead—

(Continued from Page One)

did this. And what it has done in the production of automobiles, it has done in many other things, too. When Henry Ford began making his "tin lizzie," automobiles were still beyond the reach of most Americans. But he was determined to outstrip other manufacturers, and produce a car that all Americans could own. He won the low price market—but not for long. Chevrolet, Plymouth and others competed. And they competed so well that the product continued constantly to improve.

For the Many

The low priced cars of today, which are driven by millions of Americans are 50 times better than the high priced car of 1910 which only the few wealthy people could own. In my opinion, this adequately illustrates the unmatched benefits to the whole population of our unique American economic system, with its principle of private ownership, its profit motive and its free market.

Other nations, at times, have had some of these three elements in their economic system, but never all three of them together to the extent that they have been functioning in our country. And what about the comparative results? Automobiles serve as a good example. With its free market, keen competition and great incentives, America produces 85 per cent of the world's automobiles and Americans actually drive 80 per cent of the world's total automobiles, though we have but 7 per cent of the world's population.

Do your children know these vitally important facts about the American economic system? If they do not know these facts and do not appreciate the worth of our system in bringing about further human progress, then our American heritage is to that extent jeopardized. Let's be sure such facts are taught in our homes and in our schools.

Last Week's 'Looking Ahead'

"Let It Be Taught"

"Let it be taught in schools, in seminaries, and in colleges; let it be written in primers, in spelling books and in almanacs; let it be preached from the pulpit, proclaimed in legislative halls, and enforced in courts of justice. And in short, let it become the political religion of the nation." Abraham Lincoln said that. He was speaking of the United States Constitution. Lincoln also said: "As the patriots of '76 did to the support of the Declaration of Independence, so to the support of the Constitution... let every American pledge his life, his property, and his sacred honor."

Lincoln knew, as well as any man

of history, that the great founding documents of America breathed the spirit of Christianity and provided the framework for maintaining the nation's strength and the individual's freedom. Benjamin Franklin, who helped frame the Constitution, had known this too. When the work on the Constitution had been finished, he said to the Convention delegates: "You have a Republic—if you can keep it!"

Bill of Rights

Thomas Jefferson, who wrote the Declaration of Independence, revered the Constitution, though he had had no part in its writing. He helped prepare the "Bill of Rights," the first 10 amendments which were attached two years after the Constitution itself was ratified. And why was the Bill of Rights necessary? Many of Jefferson's colleagues asked that question.

Jefferson replied that although most of the freedoms set forth in detail in the proposed amendments were written into the Constitution itself in general terms, he felt they should be spelled out and reemphasized. The writers of the Constitution had noted that each state had its own Bill of Rights; and that these guaranteed all the freedoms. But Jefferson and others pressed for the amendments. They were acceptable, of course, to everybody—including the writers of the Constitution—Madison, Washington, Franklin, Wilson and the others. All were quite willing to emphasize and reemphasize the nature of individual freedom within the nation.

Spelling Out Freedom

Article I (of the Bill of Rights) specifically sets forth freedom of worship, of speech, of press, and freedom to assemble and to petition for redress of grievances. Article II acknowledges the right of the people to keep and bear arms. Article III acknowledges the sanctity of private property—prohibiting the quartering of soldiers in any house without consent of the owners. Article IV details the rights of citizens to be secure in their person, houses, papers, and effects against unreasonable searches and seizures.

Article V provides that no person shall be arrested for a crime without a prior presentment or indictment by a grand jury; that no person shall be twice placed in jeopardy for the same offense; nor shall anyone be compelled in a criminal case to be a witness against himself. Article V also restates the sanctity of private property—declaring that a person cannot be "deprived of life, liberty, or property without due process of law; nor shall private property be taken for public use without just compensation."

For the Accused

Article VI protects the accused. It guarantees the right to public trial;

the right to information on the nature of the accusation; the right to be confronted with the accusers, to subpoena defense witnesses, and to have access to counsel. Article VII provides similar right in civil cases according to the rules of the common law. Article VIII restricts bail to a reasonable amount and prohibits excessive fines and cruel and unusual punishments.

Article IX makes it clear that the Constitution points to certain rights specifically but that in so doing it does not deny or disprove other rights retained by the people. Article X is the "States' Rights" amendment. It says: "The powers not delegated to the United States by the Constitution nor prohibited by it to the States, are reserved to the States respectively, or to the people." This Bill of Rights spells out some important freedoms. But they cannot survive unless the citizens enjoying them accept the individual responsibilities which are the price of freedom.

"ARE YOU A GOOD HUSBAND?"

Here's a simple test that will help you determine your success or shortcomings as a husband—provided by Dr. Emily Hartshorne Mudd, president of the American Association of Marriage Counselors. Look for it in The American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

Think (Don't Drink) While Driving!

At the close of 1953, we will have had traffic fatalities on the average of one every 21 hours and 54 min-

utes, according to Charles P. Dunwiddie, director of the traffic section of the governor's traffic safety coordinating committee.

"The cost of these fatal accidents will be \$1935.61 each passing hour," said Dunwiddie, "with an overall cost for the year of \$16,9913,610. This seems a staggering sum but is actually trivial when compared with the approximately 399 lives which were spent in the same accidents."

The most tragic aspect of this awesome picture, according to Dunwiddie, is that 99 per cent of the lives and the money could have been saved if all drivers had been thinking behind the wheel of their cars.

399 Membership Drive Ends

After the 399th victim has been enrolled as a member of the 393 Club, the membership drive will be at an end and no further applicants will be accepted, according to the Friendly Skeleton, sponsor of the club.

"All those who become traffic fatalities after the date on which our membership is filled will be on their own in the great beyond," the Skeleton said, continuing, "so any drivers anxious to join the club had best do so at once."

The current membership drive is succeeding beyond the fondest expectation of any of the charter members, the Skeleton added, saying that at the present rate the rolls should be filled well before the bells ring out the old and ring in the new. Let's Both Live!

On Being a Good Neighbor

We all pride ourselves on being neighborly. Within the circle of our community, the helping hand is extended to those in distress. But being a good neighbor in just our own community is not enough. There are many mutual problems facing all of us that can be solved only on a national level. Some of these are health and welfare problems that are much better solved voluntarily—through all our own efforts—than by a paternalistic all-embracing government.

The scourge of polio is one problem that cannot be solved locally. Victory can be won only if every community voluntarily supports a coordinated national attack against the disease. This requires a national organization to lead the fight. Fortunately we have a battle-tested leader in the National Foundation for Infantile Paralysis.

For 16 years the National Foundation and its county chapters have spear-headed the attack against polio. It is a purely voluntary organization financed solely by the March of Dimes. It grew out of the recognition of millions of people that polio could be conquered only through an expensive and expansive effort.

This is the American way of doing things, as opposed to the totalitarian way in which government does it all and people must simply accept what is done.

Some people believe that neighborliness should stop at the borders of their own community. They would have the government take over all large health and welfare programs. We don't believe these people realize what this kind of government program would involve.

As President Eisenhower recently said when talking about voluntary agencies: "The slogan of a true democracy is not—Let the Government do it. The true slogan is—Let's do it Ourselves."

Robert T. Landsdale, New York State Welfare Commissioner, recently said this: "Without the facilities and services of voluntary agencies, vast sums would have to be spent by the State to build plants and institute programs" and "while public and private agencies complement each other, it is the voluntary groups which have explored, pioneered, and developed techniques of assistance and set the pace for all programs. Government and voluntary agencies do not conflict; both have found a sound basis for their existence in the American social structure."

We think this is sound reasoning. We hope that such voluntary organizations will continue to be an integral part of the American way of life. They provide a bulwark against regimentation and totalitarian tendencies.

The 16th March of Dimes is just starting. It may well be the most significant one ever held. The announcement of a new program—POLIO PREVENTION—with a trial vaccine to be tested this year—may mean a grim and expensive battle soon won. Victory seems close, but it can only be reached if we all dig down and give more than ever before.

Here is our chance to be good neighbors on a national scale and prove that the spirit of voluntary cooperation is a mighty weapon against disease and disaster.

Bank with a Bank you can Bank On

Capital \$250,000

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You will find the going easier
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First National Bank

Artesia, New Mexico.