

PENASCO VALLEY NEWS

AND HOPE PRESS

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Hope, Eddy County, New Mexico

Friday, Jan 22, 1954

Hope Well Being Drilled

Monday afternoon, the first load of the George drilling equipment arrived in Hope. Tuesday morning, the balance of the rig arrived and workmen started to get rigged up. Drilling started Wednesday morning. The contract calls for a 550 foot hole. A water test must show 450 gallons per minutes for a 24-hour period. If the test shows less water than the contract calls for, the hole will be drilled deeper. Mayor Aluman said, "We will go down deep enough so that we will have plenty of water."

The plans for getting a community water well started about two years ago with the purchase of 263 acres of government land situated within the corporate limits of the town of Hope. For this property the town of Hope through the efforts of the "Petticoat" government paid \$1002. Forty acres of this was platted into lots and sold at \$100 per lot. \$5000 was raised this way to pay for the drilling of the well. Everyone in Hope (with one exception) is much pleased with the drilling of a water well, which everyone believes will bring prosperity back to the town of Hope.

Dick Westaway May Be Candidate For Governor

An AP news dispatch in the Roswell Record says: "Richard Westaway, Eddy county assessor and prominent Democratic leader, indicated in a statement today that he might be available for his party's nomination for governor. The long-time party worker has frequently been mentioned as a possible candidate but he has so far declined to comment about his plans."

Registration Open Until April 5

New voters in Eddy county will have until April 5 to register for the 1954 elections, but persons wishing to change their party affiliations must do so before Feb. 1.

The county clerk's office reminded voters the state has set a Feb. 1 deadline for changing political party affiliations.

Persons not previously registered as voters, and those who become of voting age this year, may register at the clerk's office any time before April 5, one month before the May primary elections.

Billie Prue Crockett is sick with meningitis at her home at Electra, Texas. Her sister, Ella Lee Crockett, is there taking care of her.

W. G. Davis who has been in a hospital at El Paso, is expected home next Monday or Tuesday.

Mrs. Calvani Enters Politics

Mrs. Genevieve Calvani, formerly announced her candidacy for secretary of state, subject to the Democratic primary. Mrs. Calvani, better known as "Gebbie," is a native of Eddy county and her parents, the late Sam Campbell and Mrs. Claire Campbell were pioneer settlers of New Mexico.

Gebbie Calvani received her education in the Carlsbad schools, Shreveport, La. and Galveston, Texas. She has worked for various business firms in Carlsbad and is considered effi-



MRS. GENEVIEVE CALVANI

cient and experienced in meeting the public. She has been very active in the American Legion auxiliary, holding the offices of unit sargent-at-arms, district secretary, unit president and is presently the state chaplain. She is a member of the Sweet Adelines chorus, distaff of the Barber Shop Quartets. She is vice-chairman of Precinct 1, Eddy county and also a member of the state executive board of the Young Democrats.

Mrs. Calvani is the wife of Ralph B. Calvani who is engaged in the rock crushing business. She has been and is an ardent worker in the Democratic party.

Popular Couple United in Marriage

Two of our popular young people, Eula Marie Cox and Glenn Harrison, were united in marriage Monday night at the home of Mr. and Mrs. Lincoln Cox. The ceremony was witnessed by only a few intimate friends and relatives.

The bride, the daughter of Mr. and Mrs. L. Lincoln Cox, is attending school at Silver City. The groom is the son of Mrs. Tom Harrison and is in the armed forces. Prior to being inducted into the Army, he was employed in the post office at Carlsbad.

Both bride and groom are graduates of Hope high school.

Both Robert Waller, of the Church of Christ officiated.

Hartsell Martin Files for Sheriff

Hartsell Martin, of Otis, has tossed his hat in the ring for the Democratic nomination for sheriff of Eddy county.

Martin, who is making a political race for the first time, said "I feel I know enough about Eddy county and its people to operate an efficient sheriff's office. I would enforce all laws impartially and cooperate with all other law enforcement agencies."

Martin served three years as assistant superintendent of the New Mexico state penitentiary farm from 1945 through 1947 when Howell Gage was



HARTSELL MARTIN

warden.

He was also, for a while, a Carlsbad city officer. He has been a member of the Eddy county sheriff's posse for two years.

Born in Clarksville, Ark., in 1912, Martin moved to Carlsbad with his family in 1924 and has lived in Eddy county ever since.

He has farmed at Otis since moving here. He is a member of the Eddy County Farm and Livestock Bureau.

He was graduated from grade school at Otis and later from Carlsbad high school in 1928.

Married to the former Reba Tidwell of Carlsbad, Martin is the father of three children, two active in Eddy county FFA and FHA work. He is a member of the First Baptist church of Carlsbad.

In farming, he is associated with John Martin and Jim Derrick.

The work of cleaning out the Hope Retard Dam is progressing satisfactorily. We are predicting that March 1 will be the date for the dam to fill up, we mean the dirt will be all removed by that time. The spring and summer floods may not arrive until May or June.

Hartsell Martin, candidate for sheriff and Slick Shafer, candidate for re-election for county commissioner were visitors in Hope Monday.

Joe Clements, who has been in the hospital at Roswell, is much better and is expected home in a few days.



Can you imagine a pidesent getting up before Congress and saying that he is not smart politically? But that he would do the best he could for the country regardless where the votes go. He told what he thought and then rubbed in where it would smell the loudest. That kid may not be right but he thinks he is and don't give a dam what others think.

Stay in there soldier and pitch. You are the best we have had in that joint called the White House in a long time. He might put me to shoveling manure but it wont be the first time and the smell from that apray wont stink any worse than some smell that has come from Washington lately.

I was raised a Democrat and didnt know until I had been in jail several times that you could vote any other way. I VOTED FOR IKE AND I AM BRAGGING ABOUT IT. I know he will just be in the big joint one term for the people of today has not heard the truth in so long they would not loke it if it was good.

This great old United States has produced the man for every crisis. George Washington to free the country. Abraham to free the black people in the country. And Ike Isenhower to free the country of the demogorgry (guess where I learned that word) and polotical big headedness that wa staking the U.S. just like the grasshoppers took Kansas.

Go on Ike I am with you. That dont count but very very little but it shore dont hurt any. Some of you readers might not like this but if you dont like it dont read it.

Forty-Nine Agree

Following is a list of Hope property owners who have signed an agreement they will use water from the Hope well, when it is available.

Ethel Altman, W. E. Rood, Charles Crockett, Geo. R. Seely, Mrs. Ella Buckner, M. C. Newsom, Bill ones, Irvin Miller, Orland Parker, Bob Wood, Smokey McElroy.

Mrs. J. G. Fisher, Geo. B. Fisher, Ruth Harris, W. A. Young, John P. Bush, D C Burnam, Jake Cox, Temple Cox, Baptist Church.

Nelson Jones, Ada Belle Trimble, Henry Coffin, Ida Prude, Methodist Church, C. B. Teague, Della Wood, Alice George, Mrs. J. H. White, Mrs. C. Cope, Jim Davidson.

Jane Pitt, Mrs. M. E. Forister, Elmer Madron, Mark Fisher, Elsie Lovejoy, Mrs. M. D. Brantley, Lee N. Seely, Village of Hope.

Frances Johnson, Floyd L. Cole, Pat Riley, Madeline Prude, Mrs. Jess Anderson, Mrs. Anna Harrel, Winnie Wilburn, M. C. Livingston, Hope High School, Ben Marable.

Kodaks and Kodak Films

Leone's Studio - Artesia

Guy Chevrolet Co.

Dealer For

Chevrolet Buick Oldsmobile
and Chevrolet Trucks

Invites You in for any
Automobile Needs

101 W. Main Artesia

Artesia Gas & Appliance Co.

Butane Propane

Roper and Wedgewood Ranges
Servel Refrigerators

402 N. First St Phone 304
Artesia, New Mexico

ASK FOR

Payne's Finest Meats

At Your Favorite Grocery Store

Payne Packing Plant

Home Owned---Home Operated

KEY FURNITURE CO.

New and Used

Phone 877; W. Texas Artesia

We Sell

We Service

We will finance your bathrooms and any additional
structure needed—3 Years to pay

CLEM & CLEM

Plumbing and Heating

518 West Main, Artesia

We Install

We Guarantee

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

GENERAL EQUIPMENT Inc.

912 North First St. Artesia, N. Mexico

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

Accessories

Your Patronage Earnestly Solicited

The First National Bank of Roswell

Roswell, New Mexico

Member—Federal Deposit Insurance Corp.

Serving Southeastern New Mexico Since 1890

F. L. WILSON

Purina Feeds and Baby Chicks
Sherwin-Williams Paints

111 S. 2nd St.

Artesia

Peoples State Bank

We Invite Your Checking Account

Capital & Surplus \$200,000

Artesia, New Mexico

Hardware

Of every description at reasonable prices

Evans Hardware

Artesia, New Mexico

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.

IRBY Drug Store

A Good Place to Trade the Whole Year Through

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

What Is Going To Happen?

During the last few weeks there has been the usual new-year flood of reports and forecasts. The reports deal factually with business' experience during 1953 and look ahead to what is expected in 1954.

Measured by production and sales, 1953 was a boom year in anybody's book. Practically every business sold its output and came up with a reasonable profit. Practically everyone who wanted to work had a job, and at good wages. There were, of course, some soft spots during the latter months—notably in such fields as appliances and automobiles, where production has been running at extremely high levels. Even so, there was nothing resembling a real slump. Certain farm prices also dropped—but agriculture's income is very high as compared with almost any previous period.

What's going to happen in 1954? In the crystal ball business there can be no unanimity of opinion. But the consensus is that the economic machine will continue to roll along in high gear—even though it may not race its motor to quite the extent as in the recent past. This belief is based in large part on the fact that the public at large is earning more money, and has larger savings, than ever before. To take one example, there is a record \$24,000,000,000 now on deposit in mutual savings banks alone.

Even so, hard-headed businessmen in large numbers believe that financial success in the coming year will depend on aggressive selling to a greater extent than we have known since World War II. Just after the war, of course, there was a huge backlog of hungry demand for al-

most every conceivable kind of manufactured articles, and even inferior goods found ready buyers, for lack of anything better. This situation gradually corrected itself as the factories hit new production record after new production record. Now, as the Wall Street Journal recently pointed out, "The public must be sold harder because it's already bought so many of its needs." An outstanding example of this is the automobile—65 per cent of American families own a car now, as against 54 per cent in 1948.

The Journal polled 75 representative American corporations on the question of souped-up selling. Sixty-six expected competition to be tougher this year than last. A leader in the appliance field said, "It's going to be the manufacturer with a strong sales organization and who can keep his production costs in line, who survives." A spokesman for a major motor manufacturer said that there will be a hot competitive battle for the consumer's favor and money "such as this country has not seen in over 15 years." An executive of a big company making electrical products observed, "The 1954 edition of a salesman will have to stop thinking about his product only and concentrate instead on the customer's needs." From a leading paint and building material concern came this view: "Competition is certainly back with us in no uncertain terms." And a very significant observation came from a spokesman for a farm equipment company, who said, "A lot of younger men in sales have never experienced a highly competitive situation such as now. It'll take some time and hard work to get the best out of them."

All of this should add up to good news for the consumer. The buyer's market is here in full flower.

Mid-January SALE

In order to reduce our stock we are offering sensational bargains in all our lines.

- Big Discounts on all Overcoats and Jackets
- Buy two shirts and you get one FREE
- Buy a season base ball ticket and you get a Tie FREE

KEYS MEN'S WEAR

116 W. Main, Artesia

The Home of Nationally advertised
Men and Boy's Wear



LOOKING AHEAD

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

Toward Better Living

Something good has been happening to the American farmer. In a single generation he has been able to double the productivity of his farming effort. That's the greatest advance on the land since men of ancient times fashioned the first crude plows from tree boughs and cultivated the world's first farms. The farm implement companies, the chemical industries and agricultural agencies have teamed with the enterprising American farmers to achieve this great advance. And it has contributed to the improving welfare of every man, woman, and child in the nation.

Du Pont, one of the pace setting pioneers in farm chemicals research, presents the story of John D. Burkholder, of Lititz, Pa., as an example of what's happening to industrious, progressive farm families throughout the nation. His farm life, his farming practices and his family's living standard are typical of conditions on perhaps 20 per cent of the family farms. The other 80 per cent are constantly improving their situation, but the degree of scientific farming practiced is varying lower than on the Burkholder 80 acres.

Well Equipped

John Burkholder has 26 cows, 8 steers, 6 heifers, 1500 chickens. He grows corn, wheat, hay, tobacco, potatoes. He uses chemical fertilizers and soil conditioners, fungicides, insecticides, and a barnful of modern mechanical equipment. In the course of a year on his various crops he uses 38 different chemicals, not counting 20 tons of fertilizer which is one of his best investments. Fungicide spraying has helped boost his potato yield 100 per cent. Insecticides, medicinals and feed supplements for his chickens have increased egg output 71 per cent. And he estimates that just by eradicating flies which plagued his cattle, his milk production has been increased 20 per cent.

A big boost in his farm's productivity—and profit—came when he thoroughly mechanized his equipment. Either one of his two small tractors today do the work which used to require five men, five plows and 10 horses. He has an automatic hay baler, a self propelled harvester, and a dozen other machines which help him plant more crops, fertilize, spray and harvest them faster.

Production Increased.

From his 80 acres, Burkholder is getting considerably more than twice as much production and income as the average 80 acres around the country produced 25 or 30 years ago. This fact is important not only to this one farmer, his wife and two children; it is vitally important to the whole population. By 1975, the U.S. population will be 210,000,000—about 60,000,000 more appetites for the farms to satisfy. Ordinarily that would require, on the basis of average production, an additional 200,000,000 new acres of farm land.

There just isn't that much additional land to break to the plow. In fact our farm acreage has expanded hardly at all since 1920. The solution to the food problem seems obvious: Burkholder and the million or more

farmers who have utilized almost every scientific farming advancement must continue to push up their productivity; and the 80 per cent who have not fully mechanized not taken advantage of chemical developments must do so or quit farming.

The Future

The chemical industries, the agricultural agencies and the equipment manufacturers are going to make available untold new services to the farmers. And when you look at John Burkholder's income, his spacious modernly-equipped home, his good-looking automobile and his happy family, you can feel confident that most American farmers who have the ability are going to adapt their farming to the new developments and practices. The incentive to the farmer is the opportunity for better living and greater service.

In the evolution toward this goal some of today's 5,000,000 farm families will not be able to keep pace, and will cease farming. This is a normal, healthy transition. John Burkholder was born on a farm and has adapted himself to agricultural progress. He fits the requirements for successful farming. Some don't. They will be better off doing something else, more productive for themselves and for society. It is my prediction that in the scientific evolution now taking place on the farms, the capable, industrious, enterprising American farmers will recognize the indispensable value of the competitive market and the economic law of supply and demand.

Dimes Dance Sat., Jan. 23 to Be Gala Affair

From reports received from the outside world there will be a record breaking attendance at the March of Dimes dance next Saturday at the Hope gym. Mayor Altman has her eyes set on \$1000 to be turned over to the finance committee at Artesia. The mayor may be a little optimistic on the amount of money that will be turned in but everyone is going to do their best to raise as much money as we possibly can. The women are all getting brand new dresses for the occasion, the men will (who cares how the men dress, it's the women that everyone admires).

R. A. Young Announces Plans

State Conservationist R. A. Young announced the selection of personnel for the state office of the Soil Conservation Service in New Mexico has been completed.

Ray McDaniel will be deputy state conservationist, Lewis J. Korn, assistant state conservationist, C. W. Bennett conservation engineer, J. S. McCorkle, soil conservationist; H. J. Maker, soil scientist and K. P. Blair, administrative officer.

In announcing the reorganization plan for New Mexico, R. A. Young emphasized that very few changes and transfers of local SCS personnel assigned to districts would be made in the near future. Every change made will be after full consideration has been given to the needs of the districts and the funds and personnel available to meet those needs.

He said, "I am sure that every district supervisor in New Mexico will

IRRIGATED FARMS IN COLORADO

230 acres—water for 236 acres—150 acres levelled to Soil Conservation specifications. 25 acres of alfalfa—will cut four tons per acre per year. Nice home and a good buy.

For more information, write
Doughbeny Price, Taos, New Mexico.

Be happy to know that the people who have been working with their districts, by and large, will be the same people who will be with them in the months ahead."

In announcing these reorganization plans, R. A. Young stated that the soil conservation program for New Mexico, in his opinion, will go forward with even greater impetus, particularly because of the greater responsibility which is being transferred to the state office and additional personnel being assigned to New Mexico.

In other words, it's full steam ahead not only on regular soil conservation work, as conducted through soil conservation districts, but in the expanded soil and water conservation work which is being emphasized in the Sandia Mountain Tributaries (Bernalillo) and Upper Rio Hondo pilot watershed protection projects located in Sandoval and Lincoln counties.

Today's Meditation

The just shall live by faith. (Romans 1:17) Read Acts 22:4-10.

Unforgettable characters of Christian history have all been men and women who have had significant experiences. These experiences have largely typed their way of thinking and given direction to their lives.

John Wesley had such a determining experience in a room in Aldersgate Street, London, on the evening of May 24, 1738. His words describing it, "I felt my heart strangely warmed," have been repeated by Christians around the earth. But he used other words to describe what happened there: "I felt I did trust in Christ, Christ alone, for salvation; and an assurance was given me that He had taken away my sins, even mine, and saved me from the law of sin and death."

The Aldersgate experience of Wesley was an experience of faith. He dare then and there to trust in Christ completely.

What our religion asks of us all is to dare to exercise faith. Whenever we do, with Wesley and multiplied thousands of others, we find pardon, and power, and peace.

PRAYER

"Lord, I believe; help thou mine unbelief." Grant to me pardon for my sins in act and thought, power for serving Thee this day, and Thy peace which passes all understanding. In the Master's name. Amen.

THOUGHT FOR THE DAY

Through faith in Christ, we find pardon, power and peace.

"WHEN AN A-BOMB EXPLODES . . . YOU'VE GOT TWO MINUTES TO LIVE OR DIE!"

. . . An official Army report reveals that you can survive, your family can be saved—if you take a few simple precautions during the crucial two-minute period following an atomic explosion. Read this official Army report—a vitally important document appearing in two installments in *The American Weekly* that great magazine distributed with next Sunday's Los Angeles Examiner

Today's Meditation

Now concerning the collection . . . Upon the first day of the week let every one of you lay by him in store, as God hath prospered him. (I Corinthians 16:1, 2.) Read Malachi 3:8-10 or I Corinthians 16:1-4.

Candy, bubble gum, and movies were the chief concern of four giggling girls. They had money to provide themselves with these things, but had little to give to the interests of the church. What they did give they thought would deprive them of more candy, more bubble gum, or another movie.

One day something happened to them. They heard about the tithe as being the Lord's. One said to the others, "We haven't been fooling anybody but ourselves. We haven't been fooling God. Let's stop pretending we are Christians and start living like real ones."

These four girls are now supporting four girls in a Christian school in South America. The pastor of the four girls who are now giving until it helps says of them, "Their faces and their lives so shine that others beholding their good works are honoring God by doing likewise."

PRAYER

Our Father, we beseech Thee to help us to lift our giving to such a level that it helps. Help us to let our light so shine before men that they may see our good works and glorify Thee, through Thy Son, our Saviour. In His name. Amen.

THOUGHT FOR THE DAY

When we give until it helps, it helps both the receiver and the giver.

November Is Deadline Month for Mulching

Most farm gardeners know that November is the deadline month in most areas for mulching the garden plot. In many farm-home gardens, a soft blanket of granular mineral will be used to give this protection.

When the gardener is cozy in his house this winter, this protective material will keep plants in good condition and ready for cultivation in the spring.

The material is vermiculite, containing countless tiny air cells that insulate and protect plants in severe weather.

It protects against rapid or severe temperature changes, which often threaten bushes, plants, and shrubs in cold areas. It also guards them against over-soaking by melting snow or rain on mild days in winter and early spring.

Terra-Lite, as vermiculite is called by the Zonolite company, Chicago, is poured from its bag to the ground. For good mulching, it is advisable to clear away the soil about 12 inches in each direction from the root and about an inch deep.

All L.U. land in the Hope area is now in charge of the forest service.