







### THE OUTLOOK

Published weekly in the interest of Carrizozo and Lincoln County, New Mexico.

A. L. BURKE, Editor and Publisher.

Largest Circulation in The County

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Office Phone No. 24

### EDITORIAL COLUMN

#### Benefits of Gasoline Tax Seen in Good Roads

The El Paso Herald, in one of its recent issues, quotes Gerson Gusdorf, merchant of Taos, N. M., on what he thinks of our state tax on gasoline, where it goes and what benefits are derived from it in the way of highways, etc., as follows:

A pioneer merchant and hotel keeper of Taos, N. M., Gerson Gusdorf, thinks highly of New Mexico's tax on gasoline, for with it, highways are being built. A good highway has been the making of Taos and many other towns, says Mr. Gusdorf.

"Progress in Taos has been entirely due to this tax in getting good roads in here", he asserts.

A merchant from Van Horn, Texas, says fully 65 percent of his trade comes from tourists.

"The highways have been good to me," he says. "I take off my hat to them."

And a restauranter in Pecos, with seating capacity in his establishment for 250 diners at a time, feeding 1500 people a day and employing 54 persons in various capacities, would be content with a small room and a cook and couple of waiters were it not for the tourists and for the prosperity the tourists bring the town itself.

Mr. Gusdorf is right. Highways have been the making of many a southwestern town and many a business institution. They have brought the tourists and are bringing more. We must have paved highways to keep the number increasing, and treat the tourists so well they will want to return.

See the lovely new Peter Pan Gingham and fancy Wash Goods we are showing now. Ziegler Bros.

ONE Good Way to cut down campaign expenses would be to have both parties nominate nothing but Scotchmen.

JUST RECEIVED — A Beautiful Line of Hand-Made Handkerchiefs. Outlook Art & Gift Shop



You May Talk to One Man

But an advertisement in this paper talks to the whole community.

Catch the Idea?

For the very latest Millinery, go to Ziegler Bros.

### PROFESSIONS

GEORGE B. BARBER  
LAWYER

Phone 28 Carrizozo, N. M.

T. E. KELLEY  
Funeral Director & Licensed Embalmer  
Residence Phone 33  
Carrizozo New Mexico

DR. R. E. BLANEY, Dentist  
Masonic Building —  
Carrizozo New Mexico

### LODGES

COMET CHAPTER NO. 29  
ORDER OF EASTERN STAR  
Carrizozo, New Mexico.

REGULAR MEETING  
First Thursday of each month.

All Visiting Stars Cordially Invited.  
Mrs. Elizabeth Green, W. M.  
S. F. Miller, Secretary.

COALORA REBEKAH  
LODGE  
NUMBER 15  
I. O. O. F.

Meets second and fourth  
Fridays of each month.  
Mrs. Allie Greer, Noble Grand  
Mrs. Lou Kelsey, Sec'y.  
Carrizozo New Mexico

CARRIZOZO LODGE NO. 41—  
Carrizozo, New Mexico;  
A. F. & A. M.  
Regular Meetings, 1928  
Jan. 7, Feb. 4, Mar  
3-31 Apr. 25, June  
2-30, July 28, Aug.  
25, Sept. 29, Oct. 27  
Nov. 24, Dec. 22-27.  
A. L. Burke, W. M.  
S. F. Miller, Sec'y.

CARRIZOZO LODGE NO. 30, I. O. O. F.  
Carrizozo, New Mexico.  
J. L. Bryan,  
Noble Grand  
W. J. Langston,  
Sec'y.  
Regular meetings every Tuesday night.

W. H. BROADDUS

—Optometrist—

Will be in Carrizozo the Fourth Tuesday and Wednesday of each month at the office of Dr. Shaver. Practice limited to fitting glasses.

### BULLETIN

LINCOLN ABSTRACT & INVESTMENT TRUST  
Carrizozo, N. M.

Phone 119 Box 296  
ABSTRACTS; ALL KINDS OF INSURANCE; Quickest service available in all classes of compensation insurance and Surety Company Bonds.

Political Announcement  
I wish to announce myself as a candidate for the office of County Clerk, subject to the decision of the coming Democratic County Convention.  
Zoe Glassmire.

Flowers! Flowers!

Flowers by the dozen or in set pieces for any occasion. Roses a specialty. All colors.  
Mrs. C. E. Agnew, Phone 78  
Alamogordo, N.M. M 25 Oct. 1

Political Announcement  
I hereby announce myself as a candidate for the office of School Superintendent, Lincoln County, subject to the action of the Democratic County Convention.  
J. E. Koonce.

Good Insurance—  
Good Investment  
JESSE WILLIAMS, Agent for the New York Life Insurance Company, will visit Carrizozo ONCE a MONTH and will be at the Carrizozo Eating House. Good Insurance — Good Investment. Box 908, Las Cruces, N.M.

## A STATEMENT

### RELATING TO THE FUTURE OF THE CHRYSLER CORPORATION and DODGE BROTHERS, INC.

The widespread public interest in recent events affecting the Chrysler Corporation and Dodge Brothers, Inc., deserves an authentic and official statement and an assurance regarding the future of these two corporations.

Subject to the approval of stockholders, Dodge Brothers, Inc., will be acquired by the Chrysler Corporation, the plan of amalgamation having been recommended by their respective boards of directors.

Each of these great institutions will retain its identity, and will continue, as heretofore, to produce and market its own product in accordance with the high and progressive standards from which motor car buyers the world over have previously benefited.

Each will benefit from the consummation of a plan which unites such tremendous resources in material, manufacturing facilities, financial power and manufacturing genius.

Dodge Brothers will continue to be Dodge Brothers, and Chrysler will be Chrysler. Their products will be separate and distinct and will be continued in production without interruption. Their sales organizations will be unrelated except as they shall mutually share in the advantages of the consolidation.

Both public and dealers may look forward to the greater benefits which the consolidation of such tremendous resources will produce—and the men identified with these businesses may be assured of a stable and definite future, inspired by the progressiveness which has been responsible for this uniting of two great companies.

**CHRYSLER CORPORATION  
DODGE BROTHERS, INC.**

## - Enjoy Yourself At -

# Ft. Stanton July 4th

## BASEBALL!

## Free Barbecue! Fireworks!

## Athletic Events!

# Big Dance!

### Carrizozo Eating House

#### Best of Accommodations To All the People, All The Time.

#### Table Supplied With Best The Market Affords

**E. H. SWEET,**  
Proprietor

**FOR SALE** — A five-room house on 3/4 Lots, shade trees, windmill, cistern and garage. Located near the Captain High School. For further particulars, inquires of E. V. Abeyta, Captain, New Mexico. June 1-July 1. Ziegler Bros. pay the highest market prices for Hides and pelts.

Political Announcement  
I hereby announce myself as a candidate for Superintendent of Schools, Lincoln County, subject to the action of the Republican County Convention.  
Alice M. French.

## B & B SERVICE STATION

—Service with a Smile!

GENERAL CORD TIRES—\$12.60 to \$22.30

### Texas & Sinclair Gasoline

### Quaker State Oil & Pennzoil

**MIKE BARNETT, Prop.**—East End of El Paso Ave.  
Carrizozo New Mexico

## STAR MARKET & CAFE

### Hussmanized Sanitary Market

Better Meats Cleaner Meats

### QUICKER SERVICE

Bring the Folks and have Dinner with us any day.  
We'll Treat you RIGHT.

**R. A. WALKER, Prop.**

## Carrizozo Meat Market

(HUSSMANIZED Electric Refrigerator)

### Is equipped this summer for the handling of Meats of all kinds.

We have the Best YOUNG Meats that can be had. Lunch Meats, Fresh Breakfast Bacon, Liver, Fresh Salt Pork, Fancy Cheese. GIVE US a TRIAL.

**L. Leslie, Prop.**

### Episcopal Church

(Joseph Sherrin, Dean)

Regular church services the third Sunday of each month at the Wetmore Hall. Preaching by Dean Sherrin of Tucuman. Morning service at 11 o'clock; evening service at 7:30.

The Ladies' Guild meets the second and fourth Wednesdays of each month at the above-named place.

To these services, the public is most cordially invited.

### First Baptist Church

Rev. F. C. Rowland, Th. B., pastor  
Sunday School — 10 a. m.  
Preaching—11 a. m. & 7:30 p. m.  
B. Y. P. U. 6:30 p. m.  
—Public Cordially Invited.

### Methodist Church

Rev. Thos. V. Ludlow, Pastor

Sunday School, 9:45 a. m.  
Preaching, 11 a. m. and 7:30 p. m., except first and third Sunday mornings of each month, when pastor will preach at Capitan at the 11 o'clock services.  
Epworth League, 6:45 p. m.

### Catholic Church

(Fr. Felipe De J. Lopez, Pastor)

First mass, 8 a. m., preaching for English speaking people.  
Second mass, 10:00 a. m., for Spanish speaking people.  
Sunday School at 2:30 p. m.  
Evening services at 7:30 p. m.

A Full New Line of the celebrated Selby make of Ladies' Slippers just received.  
Ziegler Bros.

NOTICE—For quick service, cheap groceries, oil and gasoline, try the Davis Grocery, O. C. Davis, Manager, Nogal, N.M.

WE ARE RECEIVING a Full Supply of fresh fruits and Vegetables daily.  
—Ziegler Bros.

A SELECT Line of Art Needlework — see it at the Outlook Art & Gift Shop.



## Low Fares to California

This summer make the Pacific Coast your play-land. Enjoy Los Angeles, San Diego, world famous beaches and resorts. Then on to Santa Barbara, San Francisco, and the Pacific Northwest. See the whole Pacific Coast this summer at low cost.

For Example, roundtrip to:

Los Angeles	\$ 58.35
San Diego	56.35
Santa Barbara	61.40
San Francisco	75.55
Portland	102.85
Seattle	101.55

Save Time—Go by Train  
Deluxe flyers carry you swiftly, in comfort, to this all-year vacation land. Through Pullmans without change to Los Angeles, San Diego, Santa Barbara, San Francisco and intermediate points.

## Southern Pacific

C. P. Hupperts  
Agent

Rainbow Pins for Girls — the Outlook Art & Gift Shop.

Second Sheets 60 cents per Ream at this office







## PERSONALS

### Back From Louisiana

Tommy Cook arrived home last Saturday from a visit with his father in Louisiana. He would have remained longer, but for the accident his brother, Everett sustained a short time ago, in accidentally shooting himself in the arm. Everett is doing nicely and will soon be able to resume work at Mayer's Store.

### Lower Rates

Rates on second class mail matter will be lowered beginning with July 1, at the local postoffice, according to a notice sent out by postmistress Gumm.

### Moved to Ranch Near Corona

A. P. Alexander, one of our esteemed subscribers, who has for the past year been at Vaughn, has moved to his ranch near Corona. Mr. Alexander, like many other ranchmen of this county, would welcome some rain just now.

### Resigns at Tucumcari

G. S. (Sephus) Brown arrived here this week from Tucumcari, where he has been employed at the shops of the S. P., since leaving here some four years ago. He resigned about one week ago and will take up his abode at the old Brown ranch home on the Bonito and follow the mining game in the mountains, where he has some valuable claims. He left for the mountains Wednesday, accompanied by D. LaVelle and wife of the City Service Station, who returned after taking Sephus to the ranch.

### Sabino is Daddy

Born—To Mr. and Mrs. Sabino Vidaurri, June 27, a girl. Mother and daughter are doing nicely and Sabino gets around more livelier than ever. (No. 4, said Sabino.)

### Dr. Broadus Coming

Dr. W. H. Broadus, Optical Specialist, will be in Carrizozo at the office of Dr. Shayer, July 5 and 6. Glasses Fitted. 2t

OLD DOC BIRD says:  
Hot?  
Don't Sit on a Cake of Ice  
or Wish You Was up in  
an Airplane  
Go to Rolland's Fountain!



**NO. 20**  
**SUMMERTIME**  
Is Cold Drink Time  
At our Fountain you will find delicious refreshing Ice Cream, Mixed Drinks, Sodas & Sundaes all kept clean, cold and sanitary by automatic refrigeration.

Our Soda Dispensers are always on the alert to give you prompt and efficient service.

### Rolland's Drug Store

Carrizozo — N. M.

Fresh vegetables daily at  
Ziegler Bros.

### Mr. Ford Leaves

Earl Ford, who had been pasturing his cattle on the old O. Z. Finley ranch for the past six months shipped the herd to Texline Colo., this week and followed them by motor. We are sorry to lose Mr. Ford, as he made many lasting friends during his stay here.

### 4th of July Specials

Watermelons, 4c per lb.  
Oranges 35c - 49c - 59c  
Lemons, 31c per doz.  
Bananas, 3 lbs. for 28c  
Watch the paper for our price lists every week.  
Mayer's Store

## Famous Mining Strikes

By THOMAS E. STEWARD

**Spanish Strike in Arizona**  
THE region now known as the State of Arizona was a remote mountain area in the northern section of Spain's American possessions back in the Eighteenth century. As early as 1600 Spain had sent expeditions into the districts now known as California, New Mexico and Arizona, and some gold and silver had been found. In 1739 a remarkable deposit of silver nuggets was discovered in Arizona, but it was exhausted in three years. The celebrated and rich silver strike in the Santa Rita mountains of Arizona, made in the year 1763, has been described in an old Spanish work entitled "Apostolic Labours of the Society of Jesus." It says:  
"In the year 1763 a region of virgin silver was discovered on the frontier of the Apaches, a tribe exceedingly warlike and brave, at the place called Arizona."  
"News of such surprising wealth attracted a vast multitude to the spot. At a depth of a few yards masses of fine silver of a globular form and 25 to 50 pounds in weight were found, and one lump, discovered by a government official, weighed 3,800 pounds."

Under the pretense that he was acting for the safety of the treasure that had been discovered, the captain general of the district sent troops who escorted the silver train bearing this wealth to his own headquarters. When he had his hands on it he seized it in the name of the crown, claiming that it had been found on crown property. The discoverers had little liking for this procedure and appealed to the Mexican authorities at Guadalajara, but they were unwilling to take action and referred the whole matter to the royal court at Madrid. Seven years dragged by before an order came from the Spanish crown, and even then it dashed the hopes of the miners. The crown claimed the entire property and whatever it had produced. This discouraging situation, together with repeated attacks by hostile Indians, finally put an end to mining in the Santa Rita mountains and no further important mining was done in Arizona until about 1870. Then came the silver strike at the town of Tombstone.

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## We Carry in Stock:

Lime	Wagon Tongues
Sulphur	Wagon Axles
Portland Cement	Bolts
Water Kegs	Lath
Window Sash	Glass
Steel Roofing	Axes
Sheathing Papers	Hammers
House Paints	Columbia Dry Cells
Wall Plaster	Hot Shots
Wall Board	Blasting Caps
Metal Batts	Fuse
Door Stops	Black Blasting Powder
Mouldings	Dynamite
Flooring	Black Leaf 40
Dressed Lumber	Denatured Alcohol
Rough Lumber	Sloane's Colic Cure
Barbed Wire	For Horses
Poultry Netting	
Men's and Boys' Shoes	Purina Chicken Feeds
Doors	Purina Cow Feeds
	Auto Casings
	Auto Tubes
	Gasoline
	Lubricating Oils
	Greases
	Separator Oil
Sulphur Blocks	Hay and Grain
Stock Salt	

We Buy Hides, Sheep Pelts and Goat Skins

Special Prices Quoted on Quantities

OUR PRICES ARE REASONABLE.

(Mail orders given prompt attention.)

The Titsworth Co., Inc.

CAPITAN NEW MEX.

## City Service Station

"THE KIND OF SERVICE YOU LIKE"  
(D. LAVELLE IN CHARGE)

Open Day and Night  
Competent Mechanic in attendance for Small Adjustments and Assurance of Proper Lubrication.

Fuel and Lubricants are —  
Texaco Gasoline, Oils & Pennzoil  
Goodyear Tires

Willard Batteries, Tube Work,  
Car Washing, & Simonizing  
Are Included in our Service List

Waiting Rooms

EL PASO AVENUE CARRIZOZO, N. M.

## Ziegler Brothers

# July Clearance

Beginning Saturday,  
June the 30th

FORMER PRICES mean nothing in this  
July Clearance SALE!

Its all High-Class Merchandise - - - that's all  
WE Carry. But come and judge for your-  
self and COMPARE! You'll Save More  
Money than Ever Before on your  
4th of July & Summer Needs!

ALL of the OFFERINGS in this GREAT SALE ARE  
Money Savers, but these rank at the Top of the List

## Millinery Clearance, 1/2 Price

All Ladies' and Children's Summer Hats at Half Price, is a  
Sale of Much Importance to All Women.

## Summer Dress Event

A Splendid Group at  
20% off

Complimentary to Style—a Tribute to Value and Economy is what you'll  
find in this July Clearance of Silk Dresses, at 20 percent Discount.

## Suit and Coat Sale

All Ladies' Summer Suits to Clear at 20% off.

Men's and Boys' Suits  
at 20% off

DON'T NEGLECT Examining These SUITS — The Savings will Delight you  
at 20 percent Discount

Men's & Boys' Straw Hats  
15% off

FOR SUMMER COMFORT & Summer Style you'll want a STRAW HAT.

NOW IS YOUR CHANCE—  
at 15% off

## Odd Lot Sale

Many Odd Lots will be offered you during this  
July Clearance Sale. Priced so low that

Everyone will be quickly cleared to make room for new merchandise.

COME EARLY to share in these tremendous  
SAVINGS!

## ZIEGLER BROTHERS

"UNIVERSAL PROVIDERS" CARRIZOZO, N. M. ESTABLISHED in 1886