

# LINCOLN COUNTY NEWS

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U.S. Land Dist.  
Paper

VOLUME XV—(Carrizozo News, Vol. 28)

CARRIZOZO, NEW MEXICO, FRIDAY, JULY 14, 1939

NUMBER 3

## State-wide Hook-Up

Radio history will be created July 27 when for the first time a hook-up of all radio stations in New Mexico will be completed.

Governor Miles will start the program with a few minutes talk direct from the State's "White House" in Santa Fe, after which an hour of selected entertainment will be broadcast which will include bona-fide Indian chants; Jubilee singers; Negro spirituals; Cowboy folk songs; Symphonic classics; flippant jazz melodies; and comedy offerings, making the most variegated entertainment yet heard locally.

The broadcast will be presented in the interest of highway safety and the Governor promises a message that will unquestionably interest all ages with a warning that bodes no good to the freedom of "drunk-drivers" Governor Miles being determined to rid highways of this unnecessary evil.

In that the program will be heard throughout the entire Southwestern States, only numbers of particular worth and interest will be presented, starting promptly at 8 P. M., and continuing for one hour.

A pleasing feature will be the absence of any advertising blurbs and the entire program being completely non-political.

## Lyric Theatre

Friday and Saturday  
Donald O'Connor, Billy Cook,  
Porter Hall in

### "Tom Sawyer, Detective"

A picture with all the rich humor and heart-warming sentiment of the original Mark Twain story. See what happened to them in the graveyard at night.

ALSO:

Popular Science and "Music Thru the Years"

Sunday, Monday and Tuesday  
Jeanette MacDonald, Nelson Eddy in

### "Sweethearts"

An all-technicolor musical, rich and beautiful. Nelson and Jeanette at their best in their first modern romance.

ALSO:

"The Story of Alfred Nobel" and "Our Gang in 'Dual Personalities'"

Wednesday and Thursday.  
Reginald Owen, Gene Lockhart, Cathleen Lockhart, Terry Kilburn in Charles Dickens'

### "Christmas Carol"

Once again you meet Tiny Tim, the villainous Scrooge, old Marley's ghost, the Cratchits and memorable Christmas dinner and those world cherished lovers, Fred and Bea.

ALSO:

"The Art Gallery" & "Mental Poise"

Sunday matinee 2:30 p. m.  
Night show at 8:00

## O. E. S. BAKE SALE

Sat. July 15, 2 P. M.  
CARRIZOZO HARDWARE CO.

ICE CREAM & CAKE 1c

## Mrs. Robert E. Hemphill Honored

A bridal shower was given at the home of Mr. and Mrs. Edgar Phillips Tuesday afternoon honoring Mrs. Robert Hemphill, nee Catherine Smith, at which Miss Mary-Lou Phillips was hostess. About 40 guests were present and the array of useful and beautiful articles received filled the large table to overflowing.

Mrs. Don English sang "Dan Cupid" accompanied by Mrs. T. E. Kelley at the piano.

Games were played, and each guest was required to give a favorite recipe to the bride.

Refreshments were several varieties of home made cookies, fruit punch and pop-sickles.

## Coyote News

Josie and Dorothy Ferguson return home Sunday from a visit with their Aunt Edna and Uncle Joe Thomas in Okla.

Miss Garrison of Mountainair is visiting Miss Raymond Hobbs. Vernon Hefker and wife have moved back to Coyote from Luna where Mr. Hefker relieved John Brickley nearly two months.

R. H. Woodard, Pumper at Coyote, and his family left Wednesday morning on a trip to Boston, Mass., and to the New York World's Fair. Mr. Hefker will relieve Mr. Woodard.

W. R. Pfingsten relieved Mr. Porter at Luna several days last week, but is now back on the job as helper.

T. J. Shields and W. J. Ferguson attended the Sunday afternoon session of the Lincoln County Singing Convention at Tonic, last Sunday.

M. L. Norris and daughters, Doris and Anina, attended the ball game at Lincoln Sunday.

Miss Marian Pruitt, of Carrizozo, visited the Norris girls and went with them to the Lincoln ball game, Sunday.

Robert Stewart was home over the week-end from over on the West end of the Rio Grande Division where is with the bridge gang.

Walter Leonard and family visited Robert Stewart and family, Sunday. Mr. Leonard is with the water service gang and resides in El Paso.

Ray and Geo, Hobbs were home with their families over the week-end.

Mrs. J. T. Boyed visited at the home of her parents Mr. and Mrs. T. J. Shields this week.

Several from this place are planning to attend the all-day session of the Lincoln County Singing Convention at Ruidoso, Sunday July 23rd.

L. V. Hefker transacted business in El Paso over the week-end, returning home, Tuesday.

## The Church of Christ

is now meeting in the Odd Fellows Hall, just East of Paden's Drug, for preaching, Bible study and worship, and no longer use the court house.

We wish to thank the board of County Commissioners for their kindness in allowing us the use of the Court House.

Order of worship Bible study 10 a. m. preaching 11 a. m. and the Lords Supper at 11:45 a. m.

We invite you to come and be with us in Christ's Kingdom.  
By R. L. Allen, minister.

## Singing Convention At Ruidoso

The next Lincoln County all-day singing convention will be held at Ruidoso on Sunday, July 23rd. Several visiting singers are expected. Come and bring a well-filled basket.

## LINCOLN LOCALS

The Ancho baseball team played a game vs. the Lincoln Juniors Sunday—one of the best matched games yet. Up to the 6th inning the tie was one and one. Ancho in the 7th made their last score, 2 more and Lincoln, in the 9th ran it up to 8 in Lincoln's favor. Cruz Maes, made a home run. Melcor Gonzales pitched for Lincoln.

On this coming Sunday, July 16th the Carrizozo CCC Camp will play at Lincoln. We hope to give them a good game. Let's everybody come and see this game.

Mr. Carlos Perea, wife and mother Mrs. Precilliana Gonzales Perea were in Lincoln last week visiting old acquaintances and friends. Mr. Perea was reared in Lincoln. They are now residents of Los Angeles, California.

Mr. and Mrs. Larry Dow visited their daughter, Mrs. Wilson Sunday, and while here attended the baseball game—Si vuelvan, ustedes amigos.

Mrs. Ralph Dow from El Paso, visited the Wilsons last week-end.

Mrs. R. W. Rudolph and daughter, Betty, were Las Cruces visitors last week.

## First Methodist Church

J. M. Glazier, Minister  
(Sunday, July 16th.)  
Sunday School, 10:00 A. M.  
Mr. Frank Adams, Superintendent.

## First Methodist Church

Mr. and Mrs. W. D. Myers of Big Springs, Texas, came last Monday and bought the cleaning and preasing business which was started two weeks ago by Johnie Herron.

Sermon Theme:  
11:00 a. m. "What is Spirituality?"

This is your church home. It will be here when I have gone. The way to make it live and grow strong is by your interest and attendance. We have the one service in the morning.

You are cordially invited and welcome to what this church has to offer.

## BANKING LOOKS AHEAD

### Teamwork Wins

The traditional American formula for success is teamwork... cooperation... mutual helpfulness. Few men reach the top purely through their own efforts. Rather, they succeed because they cooperate with—and have the cooperation of—others.

Likewise no nation can achieve and maintain a standard of living such as we have in America without teamwork among all classes and groups. If we are to go forward to greater prosperity in the future, we must do it hand in hand as a united people.

This bank will continue to cooperate for the best interests for the community and nation.

† † † †

LINCOLN COUNTY AGENCY,  
Citizens State Bank of Vaughn,  
Carrizozo, N. M.

Member Federal Deposit Insurance Corporation

## New Mexico State Fair

New Mexico is to have a real livestock show this year as an outstanding feature of the 1939 State Fair, September 24 through October 1st. With approximately \$12,000 in cash premiums offered for several classes of livestock and with the state's livestock organizations actively behind the fair management, prospects for a show that will be truly representative of New Mexico's major cash producing industry are bright.

At its recent meeting in Las Vegas the Cattle Growers Association directed President C. W. Jackson to appoint a special committee to cooperate with the fair management. This committee consists of J. L. York, manager of the Albuquerque Production Credit Corporation, August Seis, veteran livestock grower and Geo. Dominick, III, Hereford breeder, of Lucy, N. M. The committee is holding its initial meeting with the fair management July 15th.

A similar committee has been appointed by the State Wool Growers Association. Supporting the senior livestock show will be the first annual state-wide 4-H and Future Farmers fat stock show and sale in which boys and girls will enter their animals from every county in the state. Judging of the Junior division will take place Monday, September 25th, which has been designated by the fair management as Governor's Day and All-Schools Day, on which day all school children of the state will be admitted free. The junior fat stock sale will be held Friday, September 29, with Earl Garten, Greensboro, Indiana, nationally known auctioneer, in charge. The 2nd annual New Mexico Ram Sale will follow on Saturday, September 30th, with Col. Garten presiding in the sale ring.

New Mexico now boasts some of the finest Hereford cattle in the nation and breeders are being offered every inducement to enter their show stock in this year's fair.

Mrs. S. O. Sproles, who has been visiting relatives at Rose Mead and Los Angeles, Calif., returned home last Saturday night. Mrs. Frank Abel and little son, Frank Jr., and little Leslie Ellen Ayers, who went with Mrs. Sproles, remained for a longer visit, and will possibly remain through the month of July.

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## Sunday School Notes

The Methodist Sunday School is operating through the summer months with a full corps of teachers and officers. The attendance so far since school was out, has been very good, much better than previous summer months, according to the ones who have been members for several years.

There is a class and a teacher for each age class, with a thirty minute class period each Sunday. Every one is invited to come who does not attend another Sunday School.

The Methodist Sunday School is going to have a basket picnic in Nogal Canyon Sunday, leaving the church after the Sunday School hour, which will be between eleven and eleven thirty Sunday morning.

All the members wishing to go on the picnic, please be at the church by eleven, with a picnic basket. There will be cars to take those who do not have a car.  
Frank Adams, Supt.

## Card of Thanks

We take this opportunity to extend our sincere thanks to all our neighbors and friends for their kindness, help and sympathy extended to us during the illness and death of our father and brother, Charlie Bryan. We also extend thanks for the beautiful songs and lovely floral offerings.

—THE FAMILY.

## Order of Service of First Baptist Church

(Sunday, July 16th.)  
Sunday School 10 A. M.  
Preaching service 11 A. M.  
Evening service 7:30 P. M.  
Choir practice Wednesday evening 6:45 P. M.  
Prayer meeting Wednesday evening 7:30 P. M.  
L. D. Cochran, Pastor.

Mrs. R. E. Blansy went to El Paso last Tuesday.

Mrs. Ralph Jones of Tucumanari was a guest of her mother, Mrs. Warden, and her sister Mrs. Maudie McMillan the first of this week.

Mr. and Mrs. Cooper Hightower left last Monday for a trip to San Francisco.

Mrs. Ayres, who has been visiting her daughter, Mrs. S. O. Sproles returned to El Paso last Monday.

Mr. Lee Stimmel of Avenal, California, arrived last Tuesday and is a guest of his parents, Mr. and Mrs. Ben Stimmel and of his sister, Mrs. Tennis Smoot.

Mr. Glen King, who is employed at Gallinas spent Sunday here visiting his wife.

Miss Louise Cee of Alto visited Mrs. J. C. Jackson here Monday.

Mrs. Turner, of Artesia is spending the week with her son, Dr. J. P. Turner, at the Turner hospital.

Tony Chavez who has been taking medical treatment at Las Vegas returned this week.

Brether R. L. Allen is now in a revival at Nogal School House.

The Nogal folk are Church goers, and are manifesting interest in the Christ and his Kingdom.

All are welcome. Come be with us in these Christian services.  
R. L. Allen, minister.

## G. O. P. Denounce Pact

Chronic critics of the Roosevelt Administration's reciprocal trade policy lost no time in attacking the agreement under which 600,000 bales of American cotton are to be exchanged for 85,000 tons of British rubber, both commodities to be held as emergency reserves for use only in the event of a major war. Obviously, the agreement partly solves the twin problem of America's cotton surplus and rubber deficiency. Ambassador Kennedy estimated that the United States would obtain in exchange for \$30,000,000 worth of cotton, rubber which if bought through regular channels would cost no less than \$36,000,000.

The announcement in Washington as well as in London emphasized that the exchange was in no sense "barter," such as is employed by the totalitarian governments. These latter result in "canalization" of trade between two countries so that all exports and all imports exactly balance. The British-American agreement is in an entirely different category and as an exchange of goods for goods is not in conflict with the reciprocal trade policy being carried out by the Department of State. The stocks of cotton and rubber are not to be used for commercial purposes to the detriment of either cotton interests or rubber interests. Britain must keep its cotton and America its rubber safely as an emergency reserve for at least seven years if there is no war.

Clearly the purpose is to insure each country an emergency supply of a commodity which, in each instance, the country does not itself produce and whose importation would be difficult under war conditions. It is a part of the definite policy of the United States government to build up reserve stocks of essential raw materials.

But notwithstanding that the agreement must have the approval of the Senate, as it also must pass the British parliament, the Republicans who have been the bitterest critics of the American reciprocal trade agreement program at once attacked the exchange agreement as being "destructive" of the trade agreements. They denounced the cotton-rubber exchange as "completely totalitarian in principle," which it decidedly is not.

However, the conservative Republican newspapers generally gave grudging approval of the Anglo-American agreement, especially as an essential measure for national defense. The New York Herald Tribune even characterized it as "a proposal which is soundly conceived and well worked out in detail."

Mrs. A. J. Gilmore was quite ill at the home of her daughter, Mrs. Paul Mayer, last week.

Mrs. Jimmie Dunean is entertaining about twenty little guests at her home this afternoon in honor of the twelfth birthday of her little sister, Dorothy Hoffman.

"From all evidence we yet have, the Republican opposition in Congress will enter the 1940 campaign with just as lame and silly and contradictory a record and proposal as it did in 1936."  
—Gen. Hugh S. Johnson.



# Look Pretty as a Picture in Frocks of Dainty Silk Sheer

By **CHERIE NICHOLAS**



**SO LITTLE MISSY** and Miss Sweet Sixteen are dated up for just one party after another this summer? Hearts set all a flutter as to delectable gowns that will make young moderns look pretty as a picture? Which leads up to the why and wherefore of the accompanying illustration. This group of adorable party frocks conveys an all-important style message in regard to summertime party frocks, namely that of the supremacy of fine silken sheer fabrics in the mode.

The weaves in the category of silk sheers that are favored most include silk organdies in white or pastels, marquisettes, mousseline de soie, also either soft or starched silk chiffons, frothy white silk tulle, silk nets and of course the loveliness of silk laces is not ignored. Not a cheer in the above mentioned lot but that works like magic in accenting the endearing young charms of party-going young daughters this season.

The outstanding characteristic of the new sheer frocks is a quaintness that reminisces of Civil war fashions. To give the ultra-feminine look and the coy simplicity that present styling implies, designers are indulging freely in such fetching details as flounces, dainty ruffles, bow-knot or flower appliques, and the newest gesture is the revival of gay ribbons (supposed to change the color of your ribbons to tune to your mood) run through yards and yards of beading, just like in the old-fashioned days.

The majority of party frocks look very bouffant with their wide skirts, and the most ultra models have nipped-in waistlines like heirloom daguerrotypes portray, for the

trend at present is more and more to waup waist silhouettes. The flounce that flourished in Civil war times have returned.

Sometimes just one knee-deep flounce gives added fullness about the hemline. Then again flounces are tiered one above another. The old-fashioned way of heading the flounce with lace or embroidery beading, through which colorful beading has been run, adds to the quaintness of present day styling.

In the lovely girlish frock to the left the bow-knot applique done in ribbon enhances the full skirt. The little girl in the background has her silk organdy dress similarly fashioned, thus carrying out the popular idea of *glorified fashions*. Frocks of this type are equally lovely fashioned of either white or pastel chiffons or silk organdies.

The little girls in the foreground are charmingly gowned. The diminutive lace jacket worn, as shown centered in the picture, is enough to delight any little girl's heart.

Very prettily styled is the other little girl's dress. It is made all of lace with fittings of self lace adorning the bodice top and outlining the waistline.

A styling trend very noticeable in the smartest new gowns is that of the all-over shirred waist. The new sheers yield to this treatment very pleasingly. The shirring can be easily done by the home dressmaker, by loosening the tension of one's sewing machine and lengthening the stitch. Then when the machine stitching is done pull the top thread and even shirring will result. This paper placed under chiffon while stitching keeps material flat. It tears away easily.  
(Released by Western Newspaper Union.)

# Household News

By *Eleanor Howe*



**KEEP COOL WITH REFRIGERATOR MEALS**  
See Recipes Below.

## Refrigerator Meals

It's a smart stunt to get meal preparation out of the way in the cool of the morning. Knowing that dinner's ready and practically waiting to be served helps you to look and feel cool, calm and collected, and it leaves you free for "vacationing" during the hot hours of the day.

Here's a menu that can be prepared in the morning, almost down to the last sprig of parsley, so that it will be ready to serve at the appointed dinner hour with only a little additional work.

- Pineapple Upside Down Loaf
- Tomatoes Stuffed With Macaroni
- Buttered Fresh Peas
- Minted Pear Salad
- Hot Biscuits
- Strawberry Fluff
- Biscuits.

(Makes 12-14 Biscuits).  
2 cups flour  
4 teaspoons baking powder  
3/4 teaspoon salt  
1/2 cup shortening  
3/4 cup milk

Sift dry ingredients together and cut in shortening. Add liquid slowly. Turn dough onto lightly floured board, pat to 1/2-inch thickness, and cut in rounds. Place on greased cookie sheet. Brush biscuits with melted butter and store in refrigerator until 20 minutes before dinner. Bake in hot oven (450 degrees) for 15-20 minutes.

- Pineapple Upside Down Ham Loaf.
- Sliced pineapple
- Whole cloves
- 1 1/2 pounds ham (ground)
- 3/4 pound veal (ground)
- 1 green pepper (minced) 1/2 cup
- 1 cup rice (cooked)
- 2 tablespoons onion (minced)
- 1/2 teaspoon paprika
- 1 teaspoon salt
- 1 egg (beaten)
- 1/2 cup chili sauce or catsup
- 1/2 cup water

Dot several slices of pineapple with whole cloves. Arrange in the bottom of a loaf pan. Combine meat, green pepper, rice, onion and seasonings. Add egg, chili sauce (or catsup) and water. Shape into loaf, and bake at 375 degrees for one hour. Turn out onto platter. Serve hot or cold.

**Buttered Fresh Peas.**  
Simply place the shelled peas in a saucepan, partially filled with water. Set in refrigerator, then just before dinner, cook in this same water. For variety, sprinkle finely chopped garden mint over peas before serving.

**Tomatoes Stuffed With Macaroni.**  
Remove the centers from the desired number of tomatoes and fill with cooked and seasoned macaroni, topping with slices of cheese, or better yet, if the refrigerator diviliges some freshly kept, left-over macaroni and cheese, this may be used instead, with a buttered crumb topping. Chill until dinner time, then bake in a hot oven (400 degrees) for about 20 minutes.

**Minted Pear Salad.**  
1 package mint-flavored gelatin  
1 cup boiling water  
1 cup cold water  
1/2 teaspoon salt  
5 or 6 pear halves (canned)  
Lettuce  
Salad dressing.

Dissolve gelatin in boiling water, add cold water and salt. Let stand in refrigerator until cool. Dip pear halves in cold gelatin mixture and

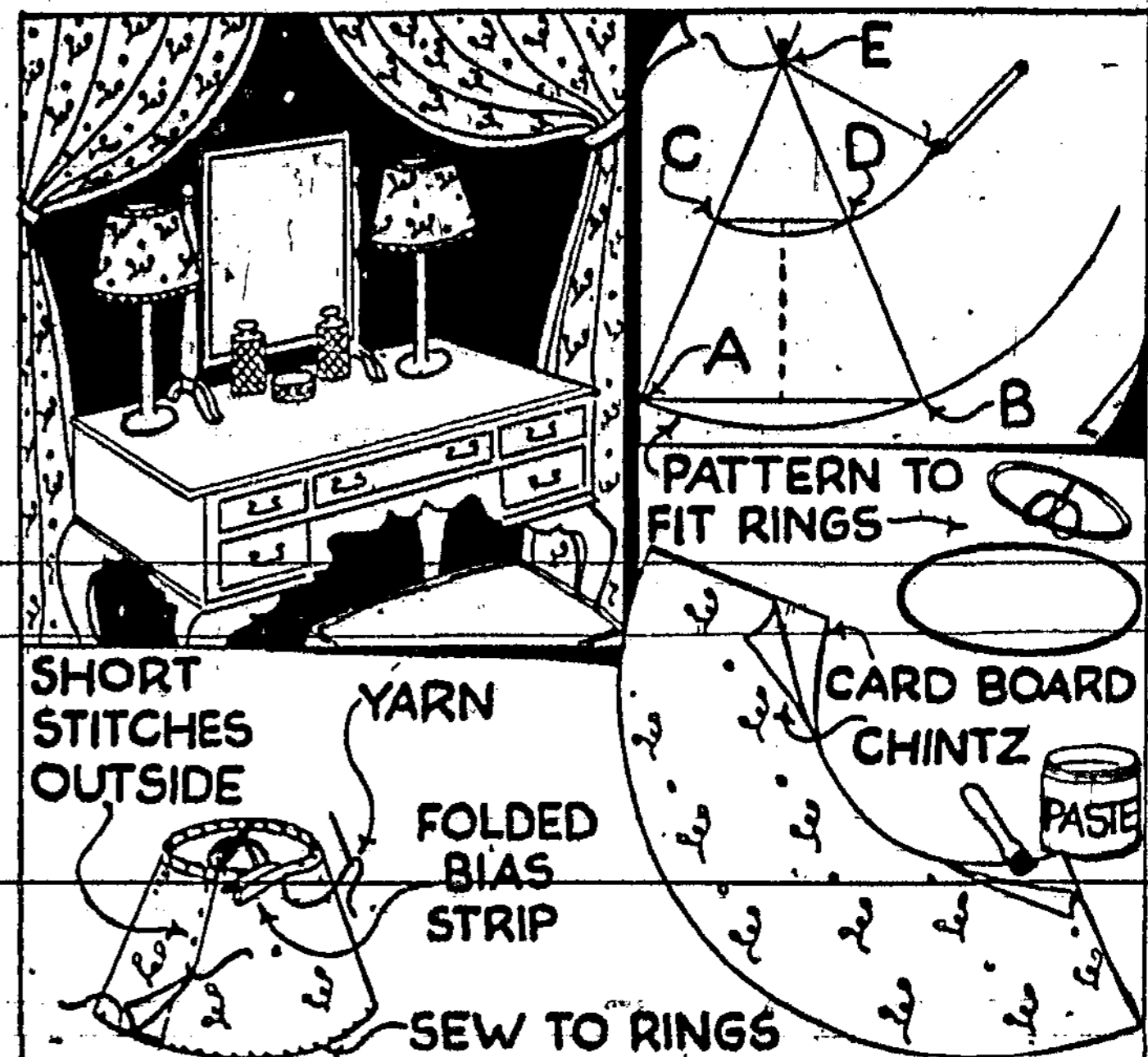
arrange in ring mold. Place in refrigerator until set, and fill the mold with the cooled gelatin mixture. Chill until firm. Serve on large platter with a small bowl of salad dressing and lettuce for garnish.

**Strawberry Fluff.**  
And for dessert, combine whipped cream, sliced strawberries and marshmallows cut in quarters. Place in sherbets and chill for several hours or overnight.

**Get Your Copy of This New Book.**  
Just imagine being able to turn to a helpful little book for the answers to puzzling questions about home-making. Tips on how to save work while ironing, how to remove old paint and varnish from furniture, what to do when your net curtains tear and the budget just won't permit a new pair, the answers to these and many other questions will be found in Eleanor Howe's useful little book "Household Hints." Send 10 cents in coin to Eleanor Howe, 919 N. Michigan Avenue, Chicago, Ill., and get your copy of "Household Hints" now.  
(Released by Western Newspaper Union.)

# HOW TO SEW

by *Ruth Wyeth Spears*



Make a pattern for chintz-covered lamp shades.

"DEAR MRS. SPEARS: I have a pair of lamps for my dressing table, and I would like to use some of my curtain material to cover plain shades. Can you tell me how this is done? C. H."

Here is a method that is shown for a living room lamp in Book 1. It may be used for a shade of any size. You will need the top and bottom rings from an old lamp shade. A cardboard foundation is cut to fit these, and the chintz or other fabric is pasted to the edge of this.

The AB line in the pattern diagram is as long as the diameter of the bottom ring. The dotted vertical line is approximately as long as the depth of the shade. The CD line is as long as the diameter of the top ring. Draw the diagonal lines to touch the ends of the AB and CD lines. Place a tack where they meet at E. Place a pencil through a loop in a strip, as shown, and draw

the bottom line of the shade making it as long as the measurement around the bottom ring plus a half inch. Shorten the string and draw the top to fit the top ring allowing for a half inch lap.

NOTE: Book 1—SEWING, for the Home Decorator, and No. 2, Gifts, Novelties and Embroideries, are now 15 cents each, or both books for 25 cents. Readers who have not secured their copies of these two books should send in their orders at once, as no more copies will be available, when the present stock is sold. Your choice of the QUILT LEAFLET showing 36 authentic patchwork stitches; or the RAGRUG LEAFLET, will be included with orders for both books for the present, but the offer may be withdrawn at any time. Leaflets are 6 cents each when ordered without the books.

Everyone should have copies of these two books containing 86 How to Sew articles by Mrs. Spears. Send your order at once to Mrs. Spears, 210 S. Desplaines St., Chicago, Ill.

## HOUSEHOLD QUESTIONS

**Removing Finger Marks.** Sweet oil will remove finger marks from varnished furniture.

**Handy Duster.**—The duster with a long handle is a convenience for the housewife who has a bad back.

**Getting Ready to Can.**—Zinc covers for fruit jars should be washed, then dipped in a solution of soda, dried, and allowed to sun for several hours.

**Aid to Golfers.**—If the strap on your golf bag makes your shoulder sore, take a piece of old sheepskin and mount it on the strap with the wool inside.

**Pink Mayonnaise.**—Mayonnaise can be given a decorative pink by the addition of tomato catsup or cooked tomatoes.

## Dependable Citizens

The prosperity of a country depends, not on the abundance of its resources, the strength of its fortifications, or the beauty of its public buildings; but it consists in the number of its cultivated citizens, in its men of education, enlightenment and character.—Luther.



**Speak for Literature**  
When men of learning are act-ed by a knowledge of the world they give a reputation to literature and convince the world of its usefulness.—Addison.

## Lumber-Jacket Top



The lumber-jacket influence continues throughout summer fashions. So much so many of the daintiest sheer lingerie blouses are now made with belts (some worked with lace insertion and edging) that fasten over the skirt. Printed silk sheers such as pictured proclaim the new fad in this youthful lumber-jacket silhouette that has come in on the crest of the widely heralded "little girl" vogue. Note how its belt buttons over the skirt. The remarkable thing about the silk that fashions this dress is that it is the new sanitized type, treated with process that acts as a deodorant.

## Flare for Rubber

### Flowers Growing

The idea of wearing the new rubber flowers as a corsage or boutonniere elsewhere than on the beach is gaining. These lovely flowers are too attractive to confine within a limited realm. Then, too, they are eminently practical, for soap and water will keep them fresh-looking indefinitely.

Natural colors, grace of design and true reproduction of nature marks these corsages as outstanding. Anemones in pastel colors enliven a swim suit with true artistry. Deep pink camellias are lovely to wear in an evening coiffure. Roses of realistically colored rubber and dahlias in colors true on sport jackets are ever so effective and outstanding.

## Stripes Back in Fashion Picture

The cycle of fashions continues to revolve and now the indicator stops at 1915, the era of the Castle walk and, from the sartorial standpoint, of stripes.

But-striped materials in the hands of the modern designer have a spiciness wholly different from those recorded in the fashion books of almost a quarter of a century ago. One of their paramount virtues is that they are slimming. However, their chief charm is that they lend themselves to such varied and exciting adaptations.

### Flowers and Sweets

A charming evening headdress, if you wear your hair long enough to use a snood, is the combination of snood and flowers.

## WHY BE SATISFIED WITH ORDINARY CORN FLAKES FLAVORED THE ORDINARY WAY



## MERCHANTS

**Your Advertising Dollar**  
buys something more than space and circulation in the columns of this newspaper. It buys space and circulation plus the favorable consideration of our readers for this newspaper and its advertising patrons.  
**LET US TELL YOU MORE ABOUT IT**

**Lincoln County News**  
Published Every Friday

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FRIDAY, JULY 14, 1939.

Mrs. Era B. Smith, Editor and Publisher

**State Police Promotion**

Moving to decentralize the New Mexico state police within 10 days, Chief Tom Summers Saturday announced the appointment of five new captains and four sergeants.

Each captain will head a district. They will all go to Santa Fe for discussions and instruction.

Summers' appointments were: district 1, Santa Fe, Lieut. A. B. Martinez promoted to captain; district 2, Albuquerque, Lieut. Wm. A. Ehret promoted to captain; patrolman William Aking to sergeant; district 3, Roswell, Sgt. Jack Niemi to captain; patrolman A. P. Winston to sergeant; district 4, Las Cruces, Sergeant Carlos Salas to captain; patrolman Charles Eagleton to sergeant; district 5, Las Vegas, patrolman Roy Vermillion to captain, patrolman Albert Hathaway to sergeant.

Mr. C. E. Smith was a business visitor in Roswell Tuesday.

**Serious Unemployment in Alaska**

Albuquerque July 10. The recent publicity given to the proposed construction of Army and Navy Air Bases at Fairbanks, Sitka, and Kodiak, Alaska has been the cause of a serious unemployment problem in the Territory, according to a letter received today by J. C. Mitchell, Director of the New Mexico State Employment Service, a division of the Unemployment Compensation Commission of New Mexico.

Joseph T. Flakne, Director of the Alaska Territorial Employment Service advised, "We are receiving numerous inquiries regarding work opportunities and other general questions about Alaska."

"At the present time we are experiencing a serious unemployment problem which is causing suffering to many people who had been misinformed as to the true labor conditions in the Territory."

"Job seekers should be discouraged from coming to Alaska unless they have sufficient money to meet their needs until work can be found or to pay return transportation if work cannot be found."

Miss Velma Barrows arrived in Carrizozo from Clayton, New Mexico last Tuesday. She is now employed in the Farm Security Administration to fill a vacancy there.

**Village Report**

Minutes of regular meeting of Board of Trustees, of the village of Carrizozo, held at City Hall July 5, 1939, at 7:30 P. M.

Members present: F. E. Richard, Mayor; A. J. Rolland, John W. Harkey, Roy E. Shafer, members, Roley Ward, Marshal and Morgan Lovelace, Clerk.

Members absent: Daniel Chavez.

Minutes of last meeting were read and approved.

Motion by A. J. Rolland and seconded by John W. Harkey that office supplies be ordered from the Bronson Printing Co., Las Cruces, N. Mex., as follows:

1,500 Village Clerk receipts with serial numbers 1 to 1,500. 1,500 Village Clerk receipts without serial numbers. 1,000 Miscellaneous license forms. 1,500 meter deposit receipts in duplicate. 1,000 meter consumera ledger sheets. 1 post Binder for water ledger sheets. 1 index.

Motion carried.

Motion by Roy E. Shafer and seconded by A. J. Rolland that the Gas Revenue Bonds be printed by the Clovis Printing Co. Motion Carried.

The following bills were approved and ordered paid.

Morgan Lovelace, 50 3c	
Envelopes	\$1.68
S. P. Co. water for May	398.50
S. P. Co. frt. on meters	3.01
Otto E. Prehm, meter dep. ref.	2.50
Pedro Rodrigues, clean park pool	.70
Lincoln County News, Printing Notice	1.43
T. J. Bass, meter Dep Ref	2.50
Eugene Dow, painting 27 fire plugs	18.50
Ola G. Jones, m. dep. ref.	2.50
Bostitch Western Inc, office supplies	9.50
Nick Vega, Marshal, May 29-31-39	9.00
Tennis Bigelow, expense Las Vegas Fire School	40.52
J. W. Beck, expense Las Vegas Fire School	17.00
C. E. May, m. dep. ref.	2.50
Roly Ward, Marshal salary June	100.00
Nick Vega, Marshal salary June	90.00
Morgan Lovelace, Clerk salary, June	75.00
Fay Harkey, Meter supt.	17.50
J.M. Beck, Fire Truck m.	5.00
John Douering, park care	20.00
A. S. Roberts, Audit Village books, May 19, 1935- June 30, 1939	300.00
Lolo Apodaca, re. dead dog	.50
Theo A. Rosenwald, 5 sets fire plates	5.17
Western Lumber Co. mat.	.88
M States Phone	4.50
C'zo Hdwe Co. supplies	12.00
Lin. Co. Utilities st. lights	42.16
" " " office	2.40
" " " material	1.00
C'zo Auto Co. re: old car	1.50
Star Cafe, 3 meals ind'gts	1.40
J. W. Harkey & Sons, sup.	4.80
Fay Harkey, labor, w dep.	18.95
T. E. Kelley, box fuse	.25
Richard Ser Sta gas, oil	9.47
Henry Lutz, Marshal sal. 5, 1-5, 21-39	63.00
	\$1,276.38

There being no further business the meeting adjourned.

Attest: Morgan Lovelace, Clerk.

**Notice To Voters**

For the purpose of compiling the new permanent registration of voters throughout the County of Lincoln, all qualified Electors desiring to be registered for the purpose of voting in any forthcoming election, will be required to register with the Registration Clerks of their precinct. The Registration Clerks of each precinct will meet at a certain place within their precinct during the month of July to register voters on Friday and Saturday, July 7 and 8, and Friday and Saturday, July 14 and 15, between the hours of 9 A. M. and 5 P. M.

In order to assist the Clerks in compiling the new Registration, each qualified elector is urged to appear before the Clerks of Registration at the place selected by the clerks to conduct the registration, which place will be recited in hand bills or posters. Each voter must register during the month of July, 1939, regardless of any previous registration.

Lincoln County Board of Registration

**Notice**

On Saturday, July 15th, a grave yard working will be held at Angus. Everybody is urged to attend this meeting, as important business is to be discussed. One thing is the subject of permanent markers for every grave in Angus Cemetery. Be sure to come and bring your lunch.

**Rolland's Drug Store**

**Our Certified Goods will receive the stamp of your approval**

High Class Cosmetics, Tooth Paste, Shaving Cream, Candy, Cigars, Cigarettes, Magazines, Fountain Service

Bring Us Your Prescription To Be Filled

When You Buy at ROLLAND'S You double your Buying Power

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Mail Orders Given Prompt Attention

**THE LINCOLN COUNTY NEWS**



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**Two trains daily!**

Next time, try the cool way to California—a Southern Pacific air-conditioned train. Every regular car on every S. P. train is delightfully cool and clean, no matter how hot it is outside. Let the engineer do the driving while you relax and enjoy the comfort and safety of the train. Arrive at your destination rested and fresh for business and pleasure.

**Low Fares!** Ask your nearest S. P. agent about our low fares to Los Angeles and San Francisco. For economy it is hard to beat an S. P. train. There is no extra fare on the Golden State Limited or The Californian.

**GOLDEN STATE LIMITED** All types of accommodations, including standard Pullmans and two luxurious lounge cars to Los Angeles. Barber, valet, maid, shower bath, radio. Connects with the all-Pullman Sunset Limited at Los Angeles for San Francisco. Pullman and chair car service to San Diego.

**THE CALIFORNIAN** This "Economy Travel Train" to Los Angeles is reserved for chair car and tourist passengers exclusively. Tourist sleepers and reclining chair cars. Radio equipped lounge for tourist passengers. Private chair car for women and children. Stewardess, nurse. 25¢-40¢-35¢ meals. Connects at Los Angeles with the streamlined Daylight for San Francisco.

**See both Fairs by train for only \$90**

**ROUND TRIP** in chair cars and coaches.

**\$135 ROUND TRIP** in Pullmans (Lower Berth \$45 for entire trip).

Starting from any Southern Pacific station, you can go to San Francisco and see the beautiful Golden Gate International Exposition on Treasure Island—then go East on one S. P. route, see the great New York World's Fair, and return to your starting point on a different S. P. route. Thus you not only see both Fairs but twice as much of the United States in the bargain.

**Southern Pacific**  
R. C. Hemphill, Agent  
Carrizozo, N. M. Phone 57

**COMET CHAPTER**  
No. 29  
**ORDER EASTERN STAR**

Meets on the first Thursday in each month.

Visiting Stars cordially invited  
Mrs. Clara Snyder, W. M.  
Jeannette Lemon, Sec.

**Baptist W M U**

The Women's Missionary Union of the Baptist church will meet in the church the first and third Wednesdays of each month.

**COOL as a cucumber**

The air-conditioned rooms and coffee shop offer the utmost in comfort at the Knox. You pay only \$1.50, lowest priced air-conditioned rooms in the West. You get more for your money at the

**KNOX HOTEL EL PASO**

W. P. KELLY, Manager

**Notice for Publication**

United States Department of the Interior. General Land Office at Santa Fe, N. M., July 6, 1939.

NOTICE is hereby given that Jod B. Maynard, of Capitan, N. M., who, on September 12, 1934, made Original Stockraising Entry, No. 069911, for All of, Section 33, Township 5 S, Range 16 E, N. M. P. Meridian, has filed notice of intention to make three year Proof, to establish claim to the land above described, before Eunice P. Hall, Notary Public, at Capitan, N. M.; on the 28th day of August, 1939.

Claimant names as witnesses: Guss Everett, of Frazier, N. M. Curtis Jackson, W. B. Payne, Vernon Payne, all of Capitan, N. M.

Leo F. Sanchez, Register.  
July 14-Aug. 11.

Places, Lots and Proof of Labor blanks for sale at the News office.

Mr. and Mrs. Shorty Moore and baby were in town Monday from their White Oaks home, doing some shopping.

**New Mexico State Fair**  
September 24-October 1

The thunder of pounding hoofs, close finishes, by thoroughbred runners from all parts of the nation, roaring crowds, and pari-mutuel betting, will fill each afternoon's racing program. The dashing steeds, with colorful jockeys on the fine new mile track against the beautiful setting of the Sandia Mountains, towering to a skyline of 11,000 feet, the bright New Mexico sun and serene blue sky, all add to an afternoon of racing pleasure, found only here in the southwest.

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TO HELP YOU SELL

We can print you anything from a calling card to a book. Best of workmanship—Lowest prices.

**Notice for Publication**

United States Department of the Interior. General Land Office at Las Cruces, New Mexico, June 29, 1939.

NOTICE is hereby given that Hilario Gomez, of San Patricio, N. Mex., who, on July 6, 1934, made homestead entry, No. 048525, for ALL, Section 28, Township 6 S., Range 9 E., N.M.P. Meridian, has filed notice of intention to make 3 year Proof, to establish claim to the land above described, before Mrs. Eunice P. Hall, Notary Public, at Capitan, N. Mex., on the 11th day of August, 1939.

Claimant names as witnesses: Manuel Romero, of Hondo, N. Mex.; Frank Gomez, Will Gallacher, Juan Herrera, all of Carrizozo N. Mex.

Paul A. Roach, Register.  
June 30-July 28

**Santa Rita Church**

Rev. Fr. Salvatoro announces Sunday Masses at 8:00 a. m. and 10 a. m. at Carrizozo.

**FOR SALE**— Good, young milk cows. See George Smith, Tinnie, N. M. N 6-1f

**DAUGHTERS OF REBEKAH**  
Coalora Lodge, No. 15  
Meeting dates 1st and 3rd Saturdays of each month at 2 p. m.  
Nellie Lee Baker, Noble Grand; Birdie Walker, Secretary.

**JOHN E. HALL**  
Attorney and Counselor at Law  
Carrizozo Hardware Building—Upstairs  
Carrizozo, New Mexico

**T. E. KELLEY**  
Funeral Director and Licensed Embalmer  
Phone 38  
Carrizozo : : : N. Mex

**Carrizozo Assembly No. 7**  
Order of Rainbow for Girls.  
Meetings 2nd and 4th Fridays.  
Worthy Advisor— Louise Degner  
Worthy Associate— Ruth Skinner  
I. O. O. F.

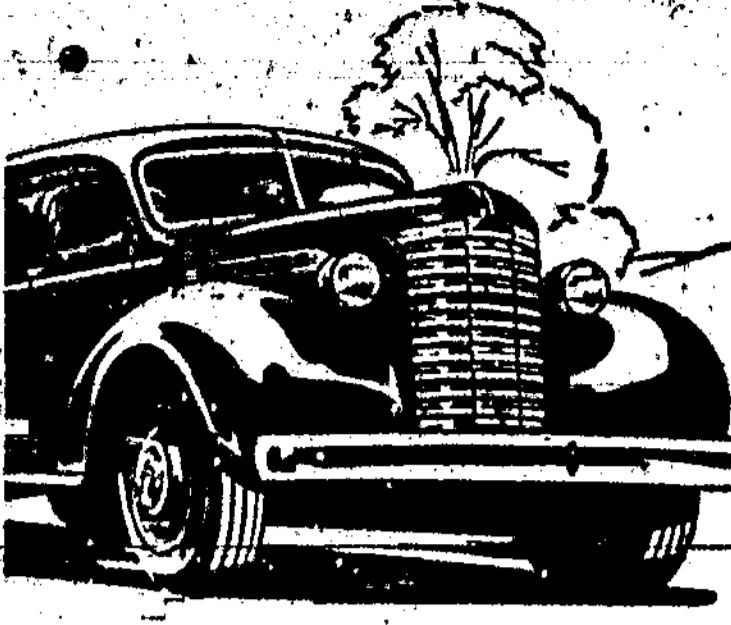
**CARRIZOZO LODGE, NO. 30**

Meets Every Tuesday evening  
W. J. Langston, Bradley Smith, Sec.-Treas. Noble Grand

**Miller Service Station**  
Highway 380, west of City Limits  
NATIVE WINE  
Quart ..... 50c  
Pint ..... 26c  
Standard Oil Products. RPM OH

**Visit Our RESTAURANT**  
SHORT ORDERS  
We Appreciate Your Patronage  
O'Dell Baker, Prop.  
PHONE 34

**LOWEST PRICE IN HISTORY FOR ALL THIS...**



- OUTPULLS ANY 1/2-TON
- SAVES MORE GAS
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- BIGGEST BODIES
- 4 SHOCK ABSORBERS

Owners report gas savings of 15% to 40% over comparable trucks. Tests rate GMC first in power. With three truck-built body styles—panel, pick-up and stake—you get most for your half-ton investment in this 1939 GMC. Check up and see!

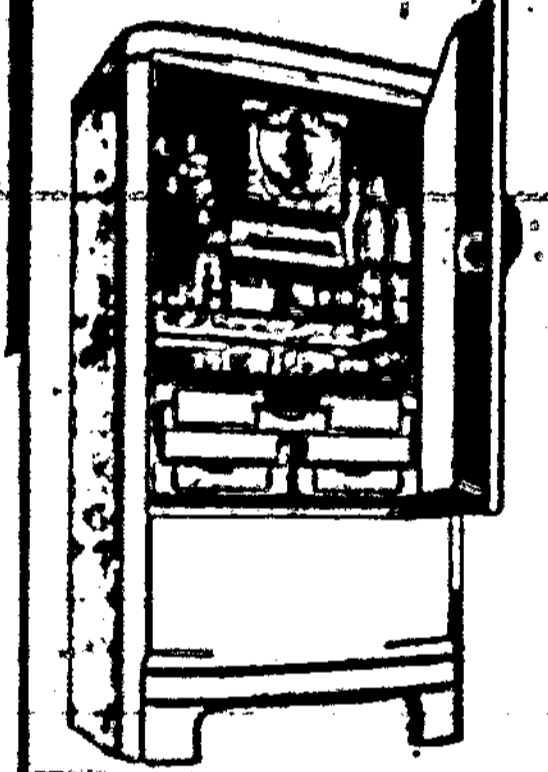
Time payments through our own YMAC Plan at lowest available rates

**Western Motor Co.**  
Carrizozo, N.M. Phone 36 V. Reil, Prop.

**GMC TRUCKS TRAILERS DIESELS**

**NEW FOOD-KEEPING MIRACLE NOW AT OUR STORE!**

**World's First "Cold-Wall" Refrigerator**  
**1939 FRIGIDAIRE**



**WITH THE METER-MISER**  
BUILT ON AN ENTIRELY NEW PRINCIPLE

● Come in—see how this revolutionary new "Cold-Wall" Frigidaire with the Meter-Miser saves food's vital juices from drying out. How it preserves even highly perishable foods days longer... prolongs their original freshness—retains rich nutritional values—saves peak fresh flavor! Don't buy until you've seen our demonstration of this great new refrigerator. Convenient terms as low as 25c a day.

**Carrizozo Hardware Co.,**  
PHONE 96 CARRIZOZO, N. M.

**Local and Personal**

Mr. Lee Richard of Las Cruces spent Sunday here with Mr. Sam Welsh.

Everyone positively must register for the primary during the month of July.

Mr. G. T. McQuillen, local telephone manager is on the committee to help arrange the program for the dedication of the Lincoln National Monument which will be held at Lincoln on July 30th. A very interesting program will be given. Don't forget the date, the last Sunday in July.

Mr. and Mrs. C. M. Luckey and daughter, of Nogal were in town last Monday.

Mr. Harry Johnson of Laredo, Texas, visited Robert H. McPhill here last Monday, enroute to San Pedro, California.

Miss Betty Magruder, Charles Magruder, Don Lemmon, and C. W. Cory, jr., who have been visiting Mr. and Mrs. Don English at their summer cottage on Bonito Creek, have returned home. Miss Magruder and Mr. Cory came Saturday evening and the others returned yesterday.

Tucumcari News July 10.  
Mrs. Preciliana Perea of Los Angeles, California, was a Carrizozo visitor Saturday. While here she visited Mr. Joe Romero, her brother-in-law.

Mr. Otto Lowe, active vice-president of the Farmers and Merchants State Bank of Turkey, Texas, sent us this week a condensed statement, which shows the bank to be substantial, and in a prosperous condition.

Mr. and Mrs. B. S. Burns are driving a new Buick which was purchased at the City Garage last week.

Mr. and Mrs. Campbell and Mrs. Anita Cathy were here from Roswell for the week-end. Mrs. Cathy visited her mother, Mrs. Reil and the Campbell's visited Mr. and Mrs. R. C. Blackshire.

Mr. and Mrs. Harold Franks and Mr. Jobie McPherson of Roswell visited friends and relatives here last Sunday.

Mrs. Dudley and son Mr. Reed visited Mr. and Mrs. Halley Hall in Socorro last Sunday.

Mr. Manuel Marquez was an Alamogordo visitor Saturday.

**Annual Meeting Of State Bar of N. M., To Be Held Aug. 18**

The Board of Bar Commissioners of the state of New Mexico, following a meeting held Monday, announced the annual meeting of the association will be held in Santa Fe on August 18th and 19th. The announcement was made by Herbert Gerhart, clerk of the supreme court, secretary and treasurer, of the association.

Former District Judge H. A. Kiker, who divides his time between Santa Fe, Taos, and Raton, is president of the State Bar.

**Prehistoric House To Have Place in Institution**

Pueblo Bonito, famous prehistoric apartment house in Chato Canyon National Monument, is to have a permanent place in one of the major scientific institutions of the nation through construction of a large model that is being planned for New York's Brooklyn Museum.

Dr. H. J. Spinden, Curator of Indian Art and Primitive Culture of the Brooklyn Museum, outlined the program in conferences with officials at Region III Headquarters of the National Park Service. He visited Chato Canyon July 7, accompanied by Regional Archaeologist Erik K. Reed, to take a series of photographs to be used for study purposes in making a replica of the ruin. The model will be built in Brooklyn.

The five-story Pueblo Bonito, constructed more than 1,000 years ago, is believed to be one of the largest apartment houses built anywhere in the world, prior to about 1887. It is estimated to have housed, at one time, as many as 1,200 people.

**Dealer's Certificates For Compensation Tax**

Applications for dealer's certificates, at the rate of 100 a day, are pouring into the office of the state revenue commission for operation under the new compensating tax law now in operation.

Mr. and Mrs. Fredericks and Mr. and Mrs. Gilmore Atkinson, of Carlsbad visited Mr. and Mrs. Jack Walker the past week end. They had been to Portales.

**WE'RE SPREADING THE NEWS!**

**NOW WE'RE DEALERS FOR KELVINATOR!**



**COME IN TODAY BIG 6 CUBIC FOOT "THRIFTY 6" KELVINATOR ONLY \$194.50**

THE FIRST TIME we saw the new Silver Jubilee Kelvinators—we knew that here was one of the greatest "values" in electric refrigeration history. Once you set eyes on this new 1939 Kelvinator... see its new design... hear proof of its economy—you'll want to own it.

LOOK! New operating economy—cold enough for five refrigerators—for only a few pennies a day!

LOOK! New convenience cabinet interior "family-planned". Nearly 14 square feet of shelving!

LOOK! The amazing Pelarsphere... sealed away... runs only 20% of the time, the most efficient cold maker made!

And that's easy. Today, to celebrate Kelvinator's Silver Jubilee, the new 1939 models are now offered at low anniversary prices. Every housewife can enjoy Kelvinator's luxury and economy for only a few cents a day. Stop by our show-room, see these new Silver Jubilee models today—start saving!

**T. E. KELLEY'S Hardware & Sport Shop**  
Phone 110 Carrizozo, New Mexico

**LET US GIVE YOU A NEW PERMANENT**

We also give Machineless Permanent. Our prices are reasonable. We specialize in every line of Beauty Work—Facials, Manicures, Finger Waving, Shampooing.

Three Operators—Private Booths.  
Sallie Mae's Beauty Shoppe

For rent—2 room house. Inquire at News Office. J 9-4t

For up-to-the-minute job work try the News. Best of workmanship—lowest prices. Mail orders will receive prompt attention.

Mr. R. S. Jones of Corona was a business visitor in Carrizozo Monday.

**FOR SALE—Some two-year-old Hereford Bulls. The Titworth Co., Inc., Capitan, N. M. A 14-t**

**Gateway Hotel**  
ALL ROOMS WITH BATH  
GARAGE COFFEE SHOP  
FACILITIES HOTEL Paso \$1.50

Stop at El Paso's most congenial hotel. Enjoy the comfort of the enlarged and remodeled Lobby and your Air Cooled Room.

**THE WORLD'S GOOD NEWS**  
will come to your home every day through **THE CHRISTIAN SCIENCE MONITOR**  
An International Daily Newspaper  
It records for you the world's clean, constructive doings. The Monitor does not excite or excite; neither does it ignore them, but deals constructively with them. Features for busy men and all the family including the weekly Magazine Edition.  
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Please enter my subscription to The Christian Science Monitor for a period of: 1 year \$10.00 6 months \$6.00 3 months \$3.00 1 month \$1.00  
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Sample Copy on Request

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**Coca Cola Agent**  
Phone No. 14

**WATCH YOUR SATURDAY EVENING POST**  
And GOOD HOUSEKEEPING MAGAZINES and see what they say about SANTITONE.  
**EXCELSIOR CLEANERS & DYERS**  
Master Dry Cleaners, Hatters and Dyers : PHONE 6  
116 SOUTH MAIN STREET : ROSWELL, NEW MEXICO

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**WOMEN'S HOME COMPANION** ... Recipes for every day in the year, fashions for every age and purse, stories and novels to suit your every mood. **SILVER SCREEN** ... with complete news about your favorite stars. One of the country's leading movie publications. **HOUSEHOLD MAGAZINE** ... a favorite magazine with millions of families. Brings you fascinating stories, stimulating articles and informative features. **FARM JOURNAL-FARMER'S WIFE** ... one of the largest farm papers in existence ... literally two magazines in one—packed with news for men and features for women—an ideal magazine. **WOMAN'S WORLD** ... for over 30 years the preferred magazine for city and country women alike.

**Use this Coupon and Save \$2.25**

GENTLEMEN: \_\_\_\_\_ Date: \_\_\_\_\_

I accept this "bargain offer" and enclose \$ \_\_\_\_\_ full payment for a one year subscription, new or renewal, to THE LINCOLN COUNTY NEWS and the following FIVE MAGAZINES.

WOMAN'S HOME COMPANION...1 YEAR FARM JOURNAL-FARMER'S WIFE.....1 YEAR  
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HOUSEHOLD MAGAZINE.....1 YEAR

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Town \_\_\_\_\_ State \_\_\_\_\_



**OCTAVUS ROY COHEN**  
writes

**CHILD OF EVIL**

Key Forrest, beautiful, plucky girl of the Southland, dares the capture of home town folks to protect the friends she loves.  
Though those friends cannot understand her hasty marriage to Kirk Reynolds, gambler and black-sheep, they stand by her side unwaveringly through the ultimate happy solution.  
"Child of Evil" is one of Octavus Roy Cohen's best serials... a story every member of the family will enjoy thoroughly.

**IN THIS PAPER**

Starting with the issue of August 2. This story deals with a murder mystery and is one of the best serials that we have been able to secure for our readers, and is bound to please both young and old. Follow it through to the end. Do not miss a single chapter. **SUBSCRIBE NOW!**

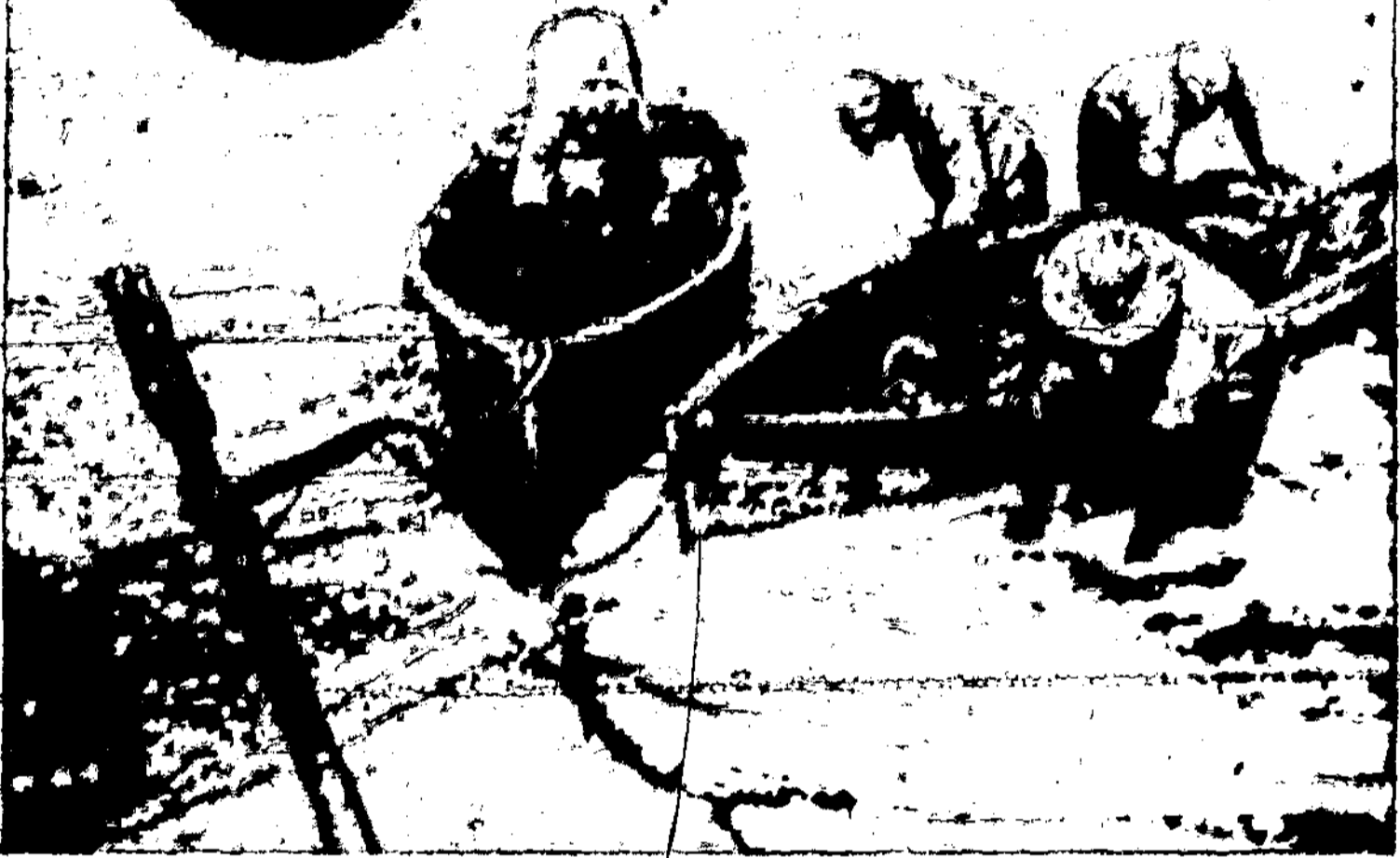
## July Is Sponge Fishing Season; Big Tropical Industry Revived



IN MID-JULY begins the annual sponge take between coasts of Miami, Fla., and Nassau, of the Bahama islands group, from which comes most of the sponges used in U. S. homes, bath rooms and gasoline stations. The above picturesque view shows the sponge fleet at anchor off the British colonial quay at Nassau. Sponges are taken from dinghys which put out from the sloops when a bed is sighted. Fishermen carry glass-bottomed buckets and spears. Others (right) pick by hand.



Picture Parade



Sponges grow at almost any depth of water. Above photo shows natives picking them from a shallow pool. Left: A fisherman depositing part of the day's catch in a rock-in coral pool on a small island where the sponges will remain soaking until the fleet returns to Nassau. The British colonial government is experimenting in planting of sponge beds. There are three varieties: Silk sponge, wool and common type, most generally used in North America. When the fleet sets out from Nassau it usually remains away for two weeks to a month. Each boat carries small dinghys.



When fishermen have secured a catch they return to Nassau where sponges are dried out and placed on sale at an auction similar to a southern tobacco auction in the United States. Actual drying process is shown above. Sponges are buried under weeds and straw to dry out in the sun.

Since the unique sponge can be classed neither with the "metazoa" or the "protozoa" many zoologists place it in a special subkingdom known as porifera. Sponges may range in size from a pin's head to masses several feet high, and vary in weight from a grain to more than 100 pounds.



## Britain Prepares for Gas and Bombs, Hoping Civilization Will Win Next War

'ARP' Rushed to Save Civilians If Enemy Planes Arrive.

By WILLIAM LONGREN  
(Released by Western Newspaper Union.)

LONDON.—Some day soon death may rain from the British heavens, a screaming, explosive death whose maker will then turn tail and hie for a hidden haven on the European continent. It will be war, an unfair conflict of helpless men against merciless planes and bombs. But England will be prepared—in a measure.

In the city which first felt aerial warfare from 1914 to 1918, last autumn's Munich crisis gave impetus to a matter-of-fact resignation that whatever happened, London must be ready to take it. During four days of frantic table-pounding in the capitals of Europe, the folks back home made deliberate, purposeful plans to evacuate 2,000,000 persons from London in two working days. Today, with the "air raid precautions" program going full tilt, even more could be evacuated. What's more important, a lot of the folks left behind would be safe.

### Week-end Sport.

"ARP" has become a fetish with the Britishers, a hobby like golf or gardening to Americans. Over week-ends you'll find them building rock gardens over awkward-looking mountains in their backyards, beautifying the steel shelters to which they may some day flee before gas and shrapnel. You'll find them fitting gas masks and gas-proof uniforms, or studying an official book of regulations covering civilian behavior in time of emergency. They're taking the whole thing with good humor, mostly because they can't take it any other way. Britain must be prepared.

Children come first. When sirens scream their warning every teacher must rush her charges to railroad or subway stations, or maybe she must hide them in bomb-proof shelters until the raid passes. This is where the human element enters, a question of decision by those least able to decide; it is the weakest point of the entire ARP system and might bring needless tragedy if key personnel were to act on the impulse of excited emergency.

### Infants, Cripples, Too.

Evacuated with elementary school children would be youngsters too young for school, accompanied by their mothers, and the physically handicapped. Men must stay, or must women whose children are old enough to care for themselves. Fur-



DARK DAYS AHEAD? A Londoner and his wife emerge from their bomb-proof shelter, equipped with gas masks as they would appear after a sudden air raid. The heap of cement balls would deflect any direct hit.

thermore children of 14 and over—out of elementary school—must share their parents' fate.

When the evacuation starts, be it before or after the first raid, arterial highways and express subways will be devoted exclusively to this one purpose, depositing a precocious human cargo in outlying districts where bombers would not look for victims. If they secure gasoline beforehand, private groups can drive their automobiles to the country; it is estimated that 800,000 to 1,000,000 Londoners have made such extra-official arrangements.

The government is very explicit and exacting in its emergency regulations, which would place the entire nation under virtual military rule. For example, the following plan is outlined for children:

"They should go to school as usual. They should be dressed in their warmest clothing. They should be given an overcoat or mackintosh, hand luggage, a blanket if possible, food for the journey and an apple or orange, but no drinks in bottles. They should take their respirators."

### Parents Can't Interfere.

To reassure worrying parents, the government points out that teachers accompanying the children in the evacuation process "will be in constant personal touch with them" after they arrive in the country. But parents are not allowed to intrude in the arrangements by accompanying their children to trains or subway stations. Instead notices will be posted at schools informing parents where each child has been sent, and the youngsters themselves will

be given a stamped postcard to mail their parents upon reaching safety.

The government offers no guarantee of complete protection; indeed it is very frankly admitted that the civilian population should be willing to take its share of risks while men in the field are giving their lives. Although every unnecessary person will be evacuated, it is hoped enough key personnel will remain to keep business moving as usual.

For adult refugees, a 48-hour ration of food will be supplied at railroads, where householders will be under compulsion to provide shelter, access to water and sanitary services. For housing both adults and children, people in the "reception areas" will receive about \$2.50 a week. Householders have already been located and catalogued by the government.

### New Mask for Babies.

Standard equipment for every Englishman must of necessity be the gas mask, since it is the least expensive means of providing nominal protection. Between 40,000,000 and 50,000,000 of them were distributed during last September's crisis and in the following months, but not until recently was a method found to protect babies, who could not get air through filters and who could only be wrapped in blankets while parents rushed them to the nearest gas-proof chamber. Now the government has devised a six-pound gas-proof cylinder which looks much like a diver's helmet. Air is pumped in through the filter by bellows, which can be idle for as long as two minutes without inconveniencing the child.

The ideal ARP plan would provide a gas-proof, bomb-proof shelter for every civilian, but this has very logically been ruled out. Not only would the expected seven-minute warning provide inadequate time for all people to reach their shelters, but deep underground rooms would require years to build. That is why London's shelters are actually being constructed not for civilians but for such key personnel as doctors, nurses, police and ARP officials.

### Give Emergency Instructions.

Nevertheless home owners in the big English cities are encouraged to make whatever arrangements they can. The government is concentrating on steel "backyard" shelters, 1,400,000 of which will be distributed by the end of this year. Strengthening and air-proofing of basements is recommended, while all factory owners employing more than 50 men are required to build underground shelters. Thousands of homeless people could be accommodated temporarily in the famous trenches dug under London's parks, while subway stations would serve a similar purpose as they did during Madrid's bombing. For emergencies the government tells people to place strips of brown paper over the windows as a method of combatting the effects of a bomb exploding just outside.

Paris is making similar preparations, but the more war-hardened Frenchmen place less emphasis on air raid shelters and more on special trains to evacuate citizens into the country. If war comes to Paris, no one knows where he will go, but a train will be waiting to take him somewhere. France could use more of the system England has devised, otherwise families will be hopelessly split asunder.

Even art has its place in this scheme of things. During the hectic days of last September both London and Paris closed great cathedrals and museums, including the Louvre, and rushed priceless treasures to bombproof cellars. Some cathedrals removed expensive stained glass.

Which, coupled with ARP plans, offers evidence that Europe plans eventually to emerge from the next war, and that civilization will still have a place in the scheme of things. Encouraging, if true!

### English Sparrow

The common (English) sparrow is the most numerous bird in England; both in town and country.

## Crocheted Edgings For Every Purpose



Pattern No. 2002.

You'll want to crochet these edgings—they're all different widths—since they lend themselves to so many uses. Some are suitable for round doilies. Pattern 2002 contains directions for making edgings; illustrations of them and stitches; materials required.

Send 15 cents in coins for this pattern to The Sewing Circle, Needlecraft Dept., 82 Eighth Ave., New York, N. Y.

Please write your name, address and pattern number plainly.

## Strange Facts

Regional Moods  
Ears to Hear With  
Who Is Perfect?

Motion-picture producers, wishing to adapt movies to different regional tastes, have been known to make pictures with two types of endings—a tragic one for the East and West coasts and a happy one for the Middle West.

Among the remarkable physical features that have been produced in animals through selective breeding are the enormous ears of the "lop-eared" rabbits. Some on record are six inches wide by twenty-eight inches long.

In at least 99 per cent of the American people, the left eye is nearer to the nose than the right eye.

The tropical American vine called the coriman, *Monstera deliciosa*, bears a peculiar fruit that resembles a pine cone and is about a foot in length. This fruit deteriorates inch by inch as it ripens, and must be eaten as it matures, a period that extends over several days.—Collier's.

## There's a Good Reason You're Constipated!

When there's something wrong with you, the first rule is: get it the cause. If you are constipated, don't endure it first and cure it afterward. Find out what's giving you the trouble.

Constipation is simple if you eat the suggested foods and people do: meat, white bread, potatoes. It's likely you don't get enough "bulk." And "bulk" doesn't mean a lot of food. It's a kind of food that isn't consumed in the body, but leaves a soft "bulky" mass in the intestines and helps a bowel movement.

If this is your trouble, you should eat a natural "bulk" producing food—such as one as the crunchy, toasted, ready-to-eat cereal—Kelllogg's All-Bran. All-Bran is the source of prevention that's worth a pound of emergency relief. Eat it every day, drink plenty of water, and "Join the Regulars." All-Bran is made by Kelllogg's in Battle Creek.

### To Spend Wisely

A fool may make money, but it takes a wise man to spend it.

## How Women in Their 40's Can Attract Men

Here's good advice for a woman during her change (usually from 35 to 42), who fears she'll lose her appeal to men, who worries about hot flashes, loss of pep, dizziness, upset nerves and moody moods. Get more fresh air, 8 hrs. sleep and if you need a good general system tonic take Lydia E. Pinkham's Vegetable Compound, made especially for women. It helps Nature build up physical resistance, thus helps give more vitality to enjoy life and assist calming jittery nerves and disturbing symptoms that often accompany change of life. **WELL-WOMEN TALKING!**

## BEACONS of SAFETY

Like a beacon light on the height—the advertisements in newspapers direct you to newer, better and easier ways of providing the things needed or desired. It shines, this beacon of newspaper advertising—and it will be to your advantage to follow it whenever you make a purchase.

## He Adopts Grocer's Technique To Help Folks Shop for Homes



CHICAGO.—You can shop for a suit of clothes or a box of crackers, but as for shelter—well, that's different. It's been bothering Percy Wilson, nationally known housing authority so long, this complex and abstract business of shopping for a home, that he's done something about it in hope of quickening the lagging pulse of America's construction industry and providing the 1,500,000 new homes he thinks the country needs.

His complaint: "With the exception of houses, practically every requirement of man is sold by well-known and proved advertising and promotional aids, because you have to show 'em to sell 'em. But the build industry is so big and complex that it strangles itself. Material firms purposely avoid launching large-scale construction programs since they would then be in competition with contractors, to whom they sell their products. As for the contractors, they're essentially craftsmen and are neither expected nor equipped to sell homes. So who's going to do it?"

His solution: A more integrated merchandising plan.

Mr. Wilson believes a puzzled prospective home-builder should be able to visit a museum of miniature homes, point at one and say: "I'll take it."

ABOVE: Mr. Wilson examines his brainchild come true, a "shopping place" for homes.

His idea, developed while he was organizer and regional director for the Federal Housing administration, has taken shape in just such a house museum in the Merchandise Mart at Chicago, where visitors can not only examine miniature homes but see every conceivable item that goes to make up a home, from cellar to attic.

The exhibit, Mr. Wilson's personal brainchild, shows modern materials used in building construction, together with all home services and equipment. Huge rooms are devoted exclusively to lumber, brick, stone, marble, terra cotta and other materials, with sidelights on their general values and particular uses.

The village of model homes, designed by architects from all parts of the country, includes all sectionally popular designs—Cape Cod, colonial, English cottage, Spanish, modern and ultra-modern types. Not only is each tiny detail incorporated, but floor plans and prices are given.

"It's just like a grocer would do business," says Mr. Wilson. "We're simply transferring to housing the technique used by merchants in selling other needs."

MOUNTAIN MAN HAROLD CHANNING WIRE



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CHAPTER XIX—Continued

Breck sprang up, shot by the suggestion of Irene's words. "What did Art say? Anything about a fire?" "It might have been that," she admitted. "Tonight?" "He said later he had some important business," Irene sighed. "Please don't make me use my brain. It's tired."

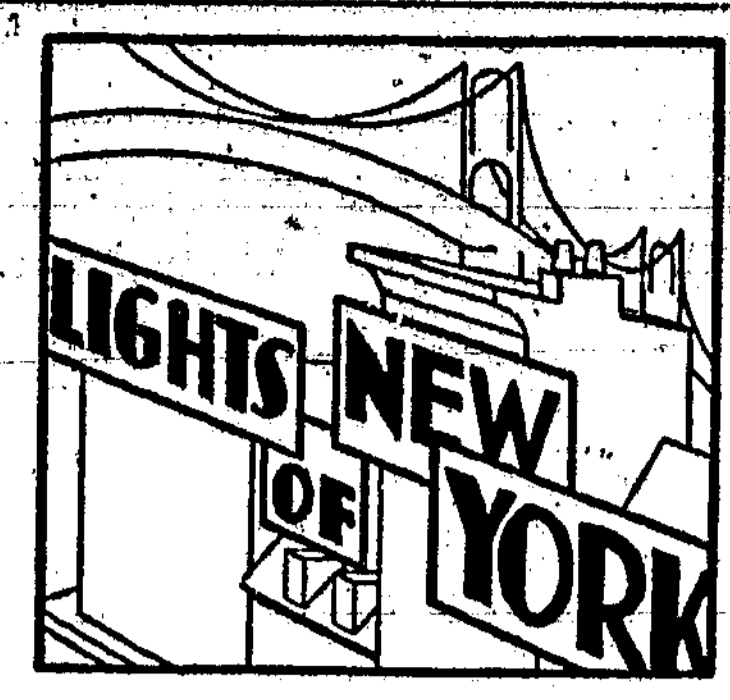
Without going into details as to the source of his information, Breck told what he had learned. "The best way I can figure it," he finished, "is for me to go up Sleeping Beauty and lay for the fire-bug, while you watch the trail where the Tillsons will come out of Sulphur Creek. I have a hunch where that is."

Sierra wagged his head thoughtfully. "That might be the way to do it. Looks like the Tillson outfit is figurin' to use Quakin' Asp trail down the valley. But you and me had better stick together. Jud won't move till the fire's big and all us rangers is onto it. Looks like our play is to pick up the gentleman on Sleepin' Beauty first and see the color of his eyes. We might make him tell somethin'."

It was past one o'clock in the morning when Breck reached Temple's cow camp. He rode through a meadow with cattle lying in dark blobs on silvery, dew-laden grass, then came to the corrals, and continued beyond them, purposely avoiding the two cabins as he approached the forest service telephone. So far he had aroused no sign of life. He hoped to put in his call without waking Temple and Louise.

CHAPTER XXI In matters of rodeo entertainment, Tom Temple was no short-horn. He knew the fundamentals, plenty of action and plenty to eat—and how to supply them. This was his day. About noon Breck came over the ridge trail and halted his party where they could look down on the cattleman's meadow. The scene had changed miraculously. The camp that had always been a quiet, secluded spot, now swarmed with life; horses filled the corrals and were tied among the trees; men and girls moved in front of the cabins; smoke rose from barbecue pits in a clearing close to the stream; and the forest echoed with shouts, talk and laughter.

Words 'Debonair,' 'Quality,' Among Some That Have Passed Along With Macassar Oil The word, "debonair," was once very debonair. Sixty years ago, or so, it was made to do heavy duty, properly and otherwise. But styles change and words change with them. And today, we hesitate to say "debonair" even when that is the only word, observes a writer in the Washington Post.



By L. L. STEVENSON

Impressed: Dorothy and Bill came up from Washington for a little visit with Mom and Pop and needing a haircut, Bill went to a barber who used to do his work when he lived on Washington Heights. The barber was very glad to see him and that of course led to conversation during which Bill remarked that he would be a guest of the President at the White House the next Wednesday evening.

CLASSIFIED DEPARTMENT PERSONAL Work on Steam Ships. Full details send 50 cents. P. O. Box 24, Los Angeles, Calif.



Uncle Phil Says: With Taxes What They Are. The meek do not ask to, and we wonder if they want to, inherit the earth. Far too many thought-provoking discussions turn out to be merely provoking.

COUNT THE EXTRA SMOKES IN CAMELS

By burning 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them—CAMELS give smokers the equivalent of

5 EXTRA SMOKES PER PACK



TODAY'S big news in cigarettes means real smoking pleasure and more of it for SMOKERS! Read the results of scientific laboratory tests on 16 of the largest-selling brands:

- 1 CAMELS were found to contain MORE TOBACCO BY WEIGHT than the average for the 15 other of the largest-selling brands. 2 CAMELS BURNED SLOWER THAN ANY OTHER BRAND TESTED—25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS! By burning 25% slower, on the average, Camels give smokers the equivalent of 5 EXTRA SMOKES PER PACK!

CAMELS COSTLIER TOBACCOS PENNY FOR PENNY YOUR BEST CIGARETTE BUY!

Variation: A couple of out-of-towners, a little the worse for wear, dropped into a downtown spot for further refreshment. Soon they became rather well acquainted with a young man who had a supply of excellent stories. Suddenly, the young man was attacked with a headache of great violence. Taking a dollar from his pocket, he asked one of the out-of-towners to go to the corner drugstore and get some aspirin. The out-of-towner was quite willing, but a complication arose. New York is full of crooks, the young man said, and he wanted to be sure the out-of-towner wouldn't vanish with his buck. The upshot of it was the out-of-towner left his wallet and his pal as security. When he returned, he found his pal but not the young man. The pal said the young man with the headache had become so ill he had had to retire to the wash room. An investigation disclosed the fact there was a door leading from the wash room to the street.

Surprise: A motorcycle rider, on a brand new machine, was proceeding gayly up Riverside drive the other evening when he heard a familiar putt-putt behind him. As he was keeping strictly within the law as to speed, he merely continued on his merry way. But the motorcycle officer drew up alongside of him and forced him to the curb. "What's the matter?" asked the rider with indignation in his voice. "I haven't broken any of the rules."

Start: Everyone, of course, had heard of the Great White Way with its thousands and thousands of feet of neon tubing and thousands and thousands of electric lights which produce the glare that turns night into day and lures moths from all over the country. It was only the other day, however, that Nicholas J. Kelley, a chief engineer in the department of water supply, gas and electricity, told how the whole thing began. Back in 1826, 120 gas lamps were installed from the Bowery to Grand street to replace 75 oil lamps which up to that time had been the only illumination.

Night Street Scene: Curiously bent and misshapen figures stealing out of shadows . . . and darting up to garbage cans . . . a policeman whistling softly as he strolls along swinging his club . . . A taxi driver removing the license from his cab before he goes into a restaurant . . . That piece of paper is his living and if stolen, it means trouble for him . . . A young couple whispering as they lean against the iron railing around an arway . . . and exchanging quick kisses before she slips into an old tenement.

End Piece: It was my impression that women's hats couldn't get any funnier. Continued observation on the streets, in the subways, in night clubs and at the World's-fair convinced me that I was wrong. (See Syndicate—WNU Service.)

Testing of Seeds Weeds Out Many Inferior Types LUBBOCK, TEXAS.—West Texas farmers are becoming more test-conscious, according to Early Peltier, seed analyst for the state department of agriculture stationed at Texas Technological college. "By asking that all seed be tested before buying they are gradually weeding out the sale of inferior seed," Peltier says. Volume of seed tested at the branch laboratory this year has been twice that of the first year. The branch was established in September, 1937.

News! Clam Bites Duck BENTON.—United States Marshal Hal Harvin took a clam into custody for duck hunting out of season. He found the clam clamped on the foot of a duck. The clam was so heavy the duck could not escape.

# The Titsworth Company, Inc.

**WE CARRY IN STOCK:**

Eave Trough	Hog Fence
Charcoal	Barbed Wire
Down Pipe	ALFALFA SEED
Garden Rakes	Cane Seed
Garden Hoes	Kaffir Seed
Chicken-Wire	Milo Seed

CEMENT, LIME, SASH and DOORS, PAINTS, Etc.



Our Prices Are Reasonable

The Titsworth Company, Inc.  
Capitan, N. M.

## FOR SALE!

Unfinished Lumber direct from the mill at \$12.00 on up.

ROY G. SKINNER  
ANGUS, N. M.

S. B. BOSTIAN  
NOTARY PUBLIC

ELECTRICIAN

Located at Harkey's Lumber Yard

Phone 105  
Res. Phone 64

## RECTAL DISEASES

Successfully treated without the pain, bleeding and hospitalization which usually accompanies the treatment of these conditions.

DR. EDWARD V. CHANCE  
TULAROSA, NEW MEX.

FOR SALE--600 ft. 2 inch black pipe, 12 cents foot. 500 ft. 4 1/2 inch, extra heavy galvanized pipe, price 60 cents ft., like new. Truck--1 1/2 ton Chevrolet, long wheelbase, Dual wheels, price \$160. Walter J. Krohne, P. O. Box 304, Carrizozo, N. M., Lynn Apartments, west of Garrard Hotel.

See us for your job work.

Baker's Cafe  
On Alamogordo Ave.

Hamburgers, Chili,  
Short Orders and  
Coffee

Chewing Gum, Cigarettes,  
Tobacco, etc.

We Appreciate Your Patronage

O'Dell Baker  
Proprietor.

PHONE 85.

## Local and Personal

Mr. Zimmerman of Gladstone, New Jersey, is visiting Mr. and Mrs. Vaughn Hobbie.

Messrs. Means and Birdwell of the Sacramento Motor Company, Alamogordo were in Carrizozo on business last Wednesday.

Attorney and Mrs. H. B. Hamilton of Santa Rosa were here this week. Mr. Hamilton attending to legal business, and Mrs. Hamilton as a guest of Mrs. R. E. Blaney and other friends.

Mrs. G. Melvin Waters left Monday for Sacramento, New Mexico where she will continue as Dietician for the Methodist Assembly Adult and Young Adult Camp. Mrs. Charles Marshall of Albuquerque who has been visiting Mrs. Waters the past week will also assist in the kitchen.

Miss Marian Pruettt visited Misses Doris and Nina Norris at Coyote last week.

Local golf players who went to El Paso Sunday were Dr. Turner, Messrs. Sat Chavez, Ted Purcey, Lonnie McClintock, and Ralph Petty.

Mr. Walter La Fleur and little son were in Carrizozo from Tinnie Monday.

Messrs. Ben Sanchez, Tino Lopez and Abe Sanchez left Monday morning for Elephant Butte dam where they will spend a few days fishing.

Mr. and Mrs. Roy G. Skinner entertained some guests from El Paso Sunday.

Mrs. Lena Devine went to Alamogordo Monday night to spend a week of her vacation with her sister and brother Mr. and Mrs. Ward Charles.

Mrs. Albert Snow and children left Saturday for Farmington to visit Mrs. J. A. Bell, Mr. Bell was formerly pastor of the Carrizozo Methodist church.

Mrs. Jack Cleghorn, White Oaks, were Tularosa and Ruidoso visitors Tuesday.

Mrs. S. W. Buie and little Shirley left Saturday for their home at Hachita, having spent ten days with the parents, but is much improved at this writing.

Miss Pansy Morris is visiting friends at Socorro this week.

Mr. J. C. Brickley returned last Saturday from a three months' visit with his family in Pennsylvania and a visit to the New York World's Fair. J. C. is looking fine.

Mr. and Mrs. L. V. Hefker are back at the job at Coyote. They have been at Luna the past three months. Mr. Hefker taking Mr. Brickley's place during his absence.

The community extends sympathy to Mr. and Mrs. Don Jump and family in the death of Mrs. Jump's brother, Mr. Robinson, who was killed riding in a rodeo in Arizona, on Sunday before the 4th of July.

Mr. and Mrs. Henry Morris gave another good dance last Saturday night. A large crowd was on hand for a good time as usual at the Morris home.

Mr. Bob Pfingsten from Nogal, has been relieving Mr. H. T. Porter at Luna during Mrs. Porter's illness.

The Straley family are entertaining relatives and friends from El Paso this week.

Mr. and Mrs. Robert Poage and daughter, from Albuquerque, visited Mrs. Poage's parents Mr. and Mrs. J. E. Hall last week.

Mr. and Mrs. Jap Lewis and sons were in from the ranch this week.

Mr. and Mrs. A. W. Drake were shopping and visiting in town this week from the ranch.

## Coaching School

Creates Interest

Albuquerque, New Mexico, July 14. Interest in the University of New Mexico's first annual Football Coaching School here July 24-29 was running high in the Southwest today.

Ray Morrison, famed Vanderbilt mentor, will head the school with Coach Ted Shipkey, University of New Mexico, as his assistant.

Arizona will be represented by at least six coaches while from New Mexico the school will draw at least 80 prep coaches, Shipkey believed.

Twenty local football players will be used in the night demonstration work under lights. Classes will be held in the afternoons in both the gymnasium and stadium buildings.

Albuquerque will have nearly 100 per cent turnout.

Assistant District Attorney Cuba Clayton and wife have gone to Hollywood, California to visit Mr. and Mrs. Russel Hayden, Mrs. Hayden was the former Miss Jane Clayton.

Mr. and Mrs. Geo. Goodson and mother, Mrs. Collier were Carrizozo business visitors last Wednesday.

Jerry Climer of Deming arrived last night to spend a few days with his grandfather and uncle, Messrs. Les and Roy Harman.

The Baptist Assembly is holding its annual 10 day session at Ruidoso. Rev. and Mrs. Cochran and Mrs. Ben Greisen attended the sessions last Monday and Tuesday.

Showers have fallen several times this week and created delightfully cool breezes.

Mmes. Adams, Hemphill and Hodges entertained the Methodist Missionary Society at the Bar-W ranch last Wednesday afternoon.

Attorney John E. Hall gave a very illuminating talk on Old Mexico at the Business Men's Club Wednesday evening. While in Mexico City Mr. Hall met a gentleman from Iowa who was acquainted with Dr. Van Robinson, who preceded Dr. Turner at the local hospital.

Fred Aragon of Ancho, age 20, almost severed his toes when he struck his foot with an ax yesterday. He was brought to the Turner hospital where two of the toes were amputated.

Mr. and Mrs. R. C. Hemphill entertained at a dinner last evening in honor of Mr. and Mrs. Robert Ellis Hemphill.

Bill Brazel of Tularosa received an eye injury from a file and is in Hotel Dieu for treatment. His mother, Mrs. Mack Brazel accompanied him.

In last week's paper we stated that Mr. and Mrs. Albert Scharf entertained with a steak fry in honor of Mr. Conley's birthday. This should have been "a group of Mr. Conley's friends entertained at at the Scharf home," etc.

Mrs. May Jordan and daughter Elizabeth will accompany Estelline Turner to Hobbs tomorrow afternoon and will return home Sunday. Estelline has been visiting here for the past three weeks.

## Zozo Boot Shop

We shoe anything but geese. Heal anything but a broken heart. Try us for fine shoe repairing. All work guaranteed. In old Western Union building. G. H. Dorsett, Prop.

# ZIEGLER BROTHERS

THE BIGGEST

## Dress Event of the Season!

Every one of these SILK DRESSES is brand new and is correct in every detail of style. You'll be smart if you'll buy several at these sale prices.

\$3.65 to \$3.95 Dresses at \$2.45

\$6.85 Dresses at \$3.95

\$7.85 to 8.50 Dresses at \$4.85

## Wash Dresses

These Dresses are vat dyed Sheers and Prints in new patterns and colors. A full range of sizes to start with.

\$1.00 to \$1.25 Values at 79c.

\$1.95 to \$2.25 Values at \$1.45

## Coats and Suits

LADIES' SUMMER COATS AND SUITS

33 1/2 OFF

## SUMMER HATS

Any Ladies' Summer Hat--your choice

\$1.00

Closing out all discontinued numbers in Foundation Garments and Girdles at REAL SAVING to you.

ZIEGLER BROTHERS

## TRUTH about ADVERTISING

By CHARLES B. ROTH

### A MAN NAMED CAXTON

YOU may not remember ever hearing the name of William Caxton, but it was his life which makes your life today comfortable. He it was who introduced printing into England. This was in 1476. The introduction of printing has made all progress possible.

It wasn't until 1639 that America had a printing press, this at Harvard University, but after that printing grew, and newspapers sprang up, and modern American life began.

The printing press is the forerunner of knowledge wherever it is introduced. The printed word, even to this day, has no rival as a quick means of disseminating vital facts and ideas.

The newspaper of today is one of the modern wonders of the world. It is the broadest, quickest, most flexible and most economical way of getting a message into the minds of the people.

Early in our national history, manufacturers and merchants sensed this power of the press. They began using it to carry their advertising facts and ideas into the homes.

These early advertisers were careful business men. The fact that

the newspaper would complete the educational process for their goods wasn't enough. It also had to do the job at less cost than any other medium.

And they found, after many trials in different fields, that it did. It got their message to prospective buyers in a manner which was economical as well as effective.

Today this same condition is unchanged. Advertisers, using newspapers year in and year out, find it the most profitable way in which to tell their story to buyers.

The reason is simple. The newspaper is the great common denominator of modern life. It reaches practically every family. It has the confidence of its readers. It stands for everything which is right and good and modern.

The advertisements in your newspaper are as much a part of its vital importance as the editorial and the news columns.

As a matter of fact, most readers find it hard to tell what interests them most--the commercial news, which is called advertising and which touches their lives every day, or the general news, in news story, editorial and cartoon.

They're both valuable. This man named Caxton was one of the great benefactors of mankind. He lighted the lamp--and it is still burning bright, though centuries have fled since he lived.

© Charles B. Roth.



Charles Roth

## ANNOUNCEMENT!

WE have opened a store in the building formerly occupied by Herron's grocery. We invite a share of your patronage, and will do our utmost to PLEASE. We have---

STAPLE and FANCY GROCERIES

Garner's Store