

LINCOLN COUNTY NEWS

Official U.S. Land Dist. Paper

VOLUME XV—(Carrizozo News, Vol. 29)

GARRIZOZO, NEW MEXICO, FRIDAY, AUG. 2, 1940

NUMBER 5

Superintendent of Schools

Mrs. Ola C. Jones has announced her candidacy for County Superintendent of Schools on the Democratic ticket.

Mrs. Jones has been in office in this county for several years and her experience and ability assure the people of efficient handling of every department of this important office. Her entire term of office was filled with accomplishment. She has to her credit during those years, nineteen new school buildings, and she sponsored the rural school library. She inaugurated Spring Activity Day, which includes curricular, athletic and musical contests with awards to those winning the most points.

At various places in the county she organized the P. T. A. and they have been useful adjuncts to the county schools. Mrs. Jones also inaugurated the salary schedule and a testing program for all the grades. The hot lunch project which she sponsored for Ancho has proven very beneficial and she hopes to have other projects of the kind started before long. She will appreciate the support of her many friends in the September primary.

For Commissioner

Mr. Roman C. Nunez of Picacho has announced for Commissioner from District No. 1. He was reared in Lincoln County; is married and has a family. He has been in the livestock business practically all his life. He is a taxpayer in the county and is therefore interested in the county's progress. This is the first time he has aspired to office, but he feels himself qualified through interest in good schools, road improvement and everything of a progressive nature.

He will appreciate your support and your votes in the September primary.

Summing It Up

It is a good thing to be rich and a good thing to be strong, but it is a better thing to be loved by many friends.

BAKED SALE

Sat. Aug. 3

Eastern Star

ENGLISH HARDWARE

2:00 O'Clock

KNOW YOUR BANK

Americans Demand Convenience

America has 20 million telephones, 30 million automobiles, 49 million radios. It leads the world in the use of electric appliances, automatic heating and other conveniences. Logically, too, it leads in the use of bank checks. America's banks handle 10,000 checks every minute and have 23 billion dollars of checking deposits—eloquent proof that Americans demand financial convenience, too.

Come in and start an account

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

Member Federal Deposit Insurance Corporation

Attend Funeral

Rev. Fr. (Salvatore, Messrs. Sabino Vidaurri, son Lucio and Ben Sanchez went to Socorro and Hot Springs last Friday to attend the funeral of Rev. Fr. Canova who died in Salt Lake City. His Excellency Archbishop Gerken officiated at requiem pontifical high Mass. Burial was at Hot Springs. Fr. Canova was parish priest at Monticello, Sierra County for 20 years.

Notice for Publication

Department of the Interior General Land Office at Las Cruces, N. M., July 26, 1940
Notice is hereby given that Ivy Russell Giovengo, deserted wife of Charley B. Russell, of Ancho, New Mex., who on July 3, 1938, made homestead entry No. 047981 S-half, Section 28, Township 2-S., Range 11 E., N. M. P. M., has filed notice of intention to make 3 year proof under act of Oct. 22, 1914, to establish claim to the land above described, before Edward Penfield, County Clerk at Carrizozo, N. M., on the 18th day of September, 1940. The entryman, Charley B. Russell, is notified that by submission of said proof, his wife Ivy Russell Giovengo seeks to obtain patent for the land in her own name.

Claimant names as witnesses:

Bryan Hightower, John Straley, C. H. Straley, all of Ancho, N. M., A. D. Simmons of Carrizozo, N. M., Paul A. Roach, Register.

Scenes in Color

With millions of color reproduction of Western scenic views already received by motorists, Standard Oil Company of Texas is now distributing a new and remarkable view of "Mesa Vedre."

Mrs. M. M. Ward, Wholesale Dealer, announced here today.

"Any motorist is welcome to a copy of this fine color reproduction, as long as they last," said Mrs. Ward. "There is no obligation to buy anything."

"We want to provide every Western home with one of these rare and beautiful color prints. They can be framed at very little cost and become a source of permanent pleasure."

"Most of all, we want the people of the West to see more of their own scenic wonderland."

Mr. Norman Owen of the car license bureau and Mr. Miles, son of Governor Miles, both of Santa Fe were visitors at S. H. Nickels ranch at Jake Springs the first of the week.

For Sheriff

Roley S. Ward has announced his candidacy for nomination for sheriff subject to the action of the Democratic primary. Mr. Ward was reared in Lincoln Co., mostly at White Oaks and attended the county schools. He was formerly a ranchman, but of late years has been City Marshal. He has a record of useful service in that capacity, and as city marshal has put a stop to petty robberies around town, has stopped speeding and has taught the proper observance of traffic laws.

He is a useful, thoughtful citizen, interested in the people and their welfare. He will fulfill the duties of his office with industry, capability and care. He will appreciate your support in the primary to be held September 14.

180 Report At Fort Bliss

One hundred and eighty nine boys from Texas and New Mexico and Colorado have reported to Fort Bliss, Texas for thirty days training in the Citizens Military Training Camp during the period of July 9 to August 7. Trainees are classed as basic, red, white and blue course students based on whether it is their first, second, third, or fourth year of attendance. The trainees are receiving instructions in Cavalry and Artillery drill and have as their instructors four officers of the regular army, 30 reserve officers 41 enlisted men of the regular army. By the end of the thirty day training period, the trainees will have received mounted and dismounted drill, military courtesy and customs of the service.

The trainees arrived in El Paso, Texas, by train, bus and and private automobile and were met by receiving parties. They were immediately brought to the Camp at Fort Bliss and ran through the "processing procedure" which was conducted along "assembly line" methods and consisted of the following function in this order: 1 Registration in the headquarters; 2 Depositing of valuables with Camp Adjutant for safe keeping; 3. Filling out of questionnaire on religious preferences, athletic ability, etc. Boys from Carrizozo were: Ralph Hines, Durward Moberly, Dan Conley, and Albert Sanchez.

"— Them Daltons'd Ride Again —" So sang old Jack Dalton, one-man mystery of the West, swearing till he died that he was one of that famous gang even though the officials record had all the quick shooting boys safely under the sod. Don't miss this thrilling illustrated feature in the American Weekly, the magazine distributed with next week's Los Angeles Examiner.

No more "Hicks" so no more tease in the strip. Billy Rose, the well-known impresario of beauty defends the bathing suite against the birthday suit and hails happy improvements in the tastes of audiences in an illustrated feature in The American Weekly, the magazine distributed with next week's Los Angeles Examiner.

Mr. and Mrs. R. B. Kinnannon of Waco, Texas, Mrs. F. M. Goddard of Temple, Texas and Mrs. L. D. Harding of Bruceville, Texas visited Mr. and Mrs. Bonnie Cox here this week.

Nautical Notes

Well Fod: The ration of the American Navy is superior to that of any other navy, service, or institution in the world, in both quantity and quality. It is extremely doubtful if our service will ever become afflicted with an outbreak of any of the acknowledged dietary deases, such as scurvy, beri-beri, rickets, pellagra, etc.

The first American Man of War to round the Horn and enter the Pacific was the frigate ESSEX. She was also the first American Man of War to round the Cape of Good Hope.

Between the years 1775 and 1785 the American Navy had 44 vessels, mounting to 1016 guns. The WASP, (80 guns), was the smallest, and the EXPERIMENT (50 guns), was the largest.

Bluejackets in the U. S. Navy wear neither suspenders nor belts with their trousers. The trousers are made waist tight fit. In the days of sailing ships when it was necessary to go aloft to furl and unfurl sail, it was not desired to any loop or articles of clothing which might be caught on belaying on pins or pin rails.

The United States Flag is the third oldest of National Standards older than the Union Jack of Britain or the Tricolor of France. Annapolis now has the finest and the best technical naval school in the world valued at \$25,000,000.

Local and Personal

Mr. and Mrs. Sam Nickels were in from their Jake Springs ranch last Tuesday. They had as their guests last Sunday their daughter and son-in-law, and little granddaughter. Mr. and Mrs. Dick Willis and Sharon Willis of Duran.

Mr. Robert Hemphill, Sr., is still dangerously ill at Hotel Dieu El Paso.

Mr. Shrum of Nogal was ill last week and spent some time at the Turner Hospital.

Mrs. Ola C. Jones was a business visitor here Wednesday. She was accompanied by Miss Martha Roush of Pittsburg, Penn., who has spent the last two summers at the Jones ranch at Glencee.

The Mora Sun came out this last week, July, 25 th wearing a red jacket in honor of the Mora fiestas which were to take place the 27 th and 28 th of July.

Quite a buzz was heard among the country weeklies last week when Mr. Tingley came out with page ads for every country weekly in the state. Wishes were unanimously expressed that all candidates could afford page ads.

Mrs. Rebecca Townsend and daughter, Mrs. Johnny Curbello arrived yesterday from Lovington to visit in the home of their daughter, and sister Mrs. P. M. Welch. Mrs. Townsend accompanied by her granddaughter Joyce, Welch, returned to her home last night while Mrs. Curbello will spend a week visiting her sister. —Tucumcari Daily News July 28, 1940

Mr. Les Harman and daughter Mrs. Jack Graves went to El Paso Sunday to visit Mr. Graves at Hotel Dieu. On their return they brought little Jerry Clymer and one of his little friends to spend a few days.

BUSINESS MEN'S CLUB

Fourteen members and 6 visitors were present. Guests were Dan Garrett, Ponca City, Okla.; R. E. Bright Phoenix; C. H. Boyd, W. C. Hendren, Fort Stanton; Joe Evans, El Paso; J. J. Lane, Roswell.

Messrs. Evans and Lane were present in connection with the camp meeting being held on Indian Divide. Mr. Evans has been a member of the Encampment in the Davis mountains of Texas for 50 years.

Mr. Garrett was the speaker of the evening, using as his topic, "Conditions in Europe as compared with those in the United States. This discussion was one of the most interesting that has been presented to the club for some time.

—Frank Adams, Sec'y.

Complete Record of Active Churches

Albuquerque, Aug. : Containing the first complete record of all active churches, ministers, officials and religious organizations, the New Mexico Directory of Churches and Religious Organizations will be distributed this week by the Historical Records Survey and the University of New Mexico Press.

Over fifty religious sects in New Mexico and more than 1,500 churches and ministers are listed in the directory which also contains twenty-seven maps and charts showing churches and membership throughout the State. Short historical sketches present the foundation and development of the various sects. The directory, containing approximately 400 pages is the result of a years intensive work by the Church Archives unit of the Historical Records Survey. An artistic cover depicting an Indian buffalo dancer before the ancient Santo Domingo Pueblo Church was designed by Paul Goodbar, New Mexico Indian Artist, and was produced by the New Mexico Art Project.

The U. S. Army Recruiting Representative Will Be At

Vaughn, New Mexico, on Aug. 5th, 1940, from about 11:00 AM to 4:00 PM.

Corona, New Mexico, on Aug. 6th, 1940, from about 8:00 AM to 12:00 noon.

Carrizozo, New Mexico, on August 7th, 1940, from about 8:00 AM to 12:00 Noon; up stairs in the court room at the court house.

Alamogordo, New Mexico, on August 8th, 1940, from about 8:00 AM to 12:00 Noon.

Ruidoso, New Mexico, on August 9th, 1940, from about 8:00 AM to 12:00 Noon.

Mr. and Mrs. Frank Adams have as their guest, Mrs. Adams' mother from Midland, Texas.

Charles Spence of Santa Fe has enlisted in the army and is now stationed at San Antonio, Texas. He is a grandson of Mr. F. J. Sager.

Mr. J. M. Carpenter has returned from a two weeks' fishing trip in Colorado. He was successful and enjoyed his trip.

Mr. Marion Hust was ill from food poisoning at the Turner several days this week.

LYRIC THEATRE

(Air conditioned)
R. A. Walker, Owner
"The Theatre Beautiful"

Shows start promptly at 8:00. Sunday matinee at 2:30 p.m.

Friday & Saturday

Ann Sothern, Wm. Gargan, Walter Brennan, Lewis Stone in: "Joe & Ethel Turp Call on the President"

A story of a mail man, taken from the Saturday Evening Post and regarded as one of the best short stories ever published. Of down-to-earth human interest and comedy.

—Also—

"Southward Ho" and "Swing Social"

Sunday—Monday & Tuesday

Barbara Stanwyck, Fred McMurray, Beulah Bondi and Elizabeth Patterson in—

"Remember: The Night?"

Anything could happen in this picture, but it doesn't — and it turns out to be one of the best pictures you've ever seen in a long time

—Also—

Paramount News

Wednesday & Thursday

Lana Turner, Richard Carlson and Artie Shaw in—

"The Dancing Co-Ed"

Partly a collegiate story and a dance and music frolic for jitterbugs. Light, gay and never to be taken seriously.

—Also—

"Women in Hiding."

100 ATTEND 4-H PICNIC

One hundred parents and club members attended the Corona community 4-H club picnic held at Red Cloud Canyon, July 24. The group assembled at 10 a. m. and spent the remainder of the morning hiking, visiting and making ice cream. At noon a basket lunch was served. After lunch both adults and members joined in the recreational activities. Relays and ball games entertained part of the group, while others played miscellaneous table games. Fourteen gallons of home-made ice cream were served during the day. The group adjourned at 4 p. m. The picnic was sponsored by Mrs. William Klier, local 4-H Club leader and Carl P. Radcliff, County Extension Agent

The Methodist Sunday School held their annual picnic at Nogal Canyon last Sunday. 31 members attended. A basket lunch was served by the adults. Games were played by the children. Rev. Bennett gave the devotional after lunch.

Mrs. Dan Elliott went to Alamogordo Monday to attend a party given by the Alamogordo Sewing Club.

Mr. Vaden Elliott of Albuquerque visited his parents Mr. and Mrs. D. S. Elliott here Saturday.

Mr. Davis of Menard, Texas and Mr. and Mrs. Leo Catonwood of Brownwood, Texas have returned home after a visit to Rev. and Mrs. Cochran.

WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON (Consolidated Features—WNU Service)

NEW YORK.—The first World War tipped over 20 reigning princes and dukes, four emperors and seven kings, in addition to a scattering of small-royalty...

It is understood that the Empress Zita of Austria will be in America before long. The word "former" is omitted here, in deference to a clever, purposeful woman, who has never admitted that she isn't still the empress.

In early-day San Francisco a stately old gentleman with a splendid, kindly uniform announced that he was "Emperor Norton," and was pleased to make San Francisco his royal domain.

This department was never particularly partial to kings, but in addition to child refugees it might be a nice idea for each city over here to adopt a king, or a prince, or a duke.

Philadelphia probably would put in a bid for the Grand Duchess Charlotte of Luxembourg, a thrifty homebody, now in Quebec. The news is that, if England falls, she and her six children will come to the U. S.

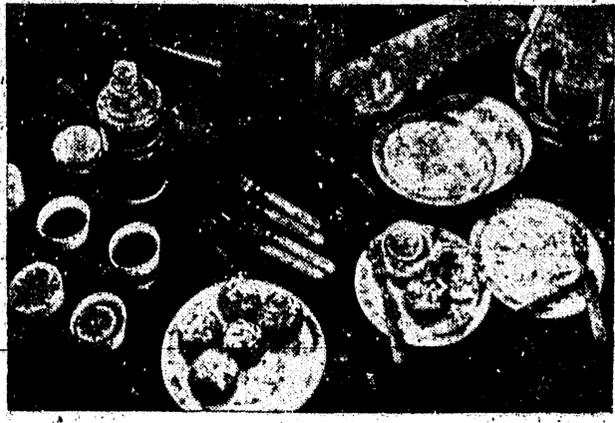
In case the above should appear to be a callous reference to tragic unhappiness, the main idea is that this democracy might well accord a certain respect to fugitive royalty because it appears to have something it really believes in.

AT MIAMI, FLA., IN October, 1934, John Dwight Sullivan, then commander of the New York department of the American Legion, urged the Legionnaires to concentrate less on more and bigger bonuses and to center their efforts on understanding and supporting the government in constructive undertakings.

Now Mr. Sullivan has placed before the convention of the New York County Legion a proposal, for a single, unified United States air force, in which all air arms of all services would be under a single command.

He has been active in the furtherance of civil and military aviation for many years and was appointed a member of the New York state aviation commission by Governor Roosevelt in 1930. He is 47 years of age, scholarly and ascetic in appearance, preaching social responsibility in the Legion for more than a decade.

He insists that the organization cannot attain its high purpose without widening activities in political education, and an informed attitude on basic questions of domestic and foreign policy.



IT'S PICNIC TIME! (Recipes Below)

Household News By Eleanor Howe

Summertime is picnic time, and you pack up your troubles as you unpack your picnic kit. Perhaps one reason why a picnic is such a popular outdoor sport is because its preparations are so easy on the lady of the house.

No dishes to wash afterward... paper cups and plates eliminate all such labor. Carry the tea in a thermos bottle, if you like, or brew it "fisherman style" over an open fire.

Remember the wonderful ice cream you used to love, as a child—the kind you had at parties and picnics and Sunday school socials, too? Eleanor Howe has a collection of her favorite ice cream recipes to give you, next week, and recipes for frosty drinks, as well.

Butter. Add green pepper, and tomatoes. Add sugar and salt and cook until the green pepper is tender. Make sausage into flat cakes.

Raisin Drop Cookies. 1/4 cup butter, 1/2 cup granulated sugar, 2 eggs, 1 1/2 cups cake flour, 2 teaspoons baking powder, 1/2 teaspoon salt, 1 teaspoon cinnamon, 1 cup seedless raisins, 1 tablespoon milk, 1 teaspoon vanilla extract.

Crazy Cake. 1 cup sugar, 1 egg, 1/2 cup cocoa, 1/2 cup lard, 1/2 teaspoon salt, 1/2 teaspoon baking powder, 1/2 teaspoon soda, 1 teaspoon vanilla, 1 1/2 cups flour (sifted), 1/2 cup boiling water.

One-Dish Meal for a Picnic. 1 pound country style sausage, 2 medium size onions (sliced), 1 can lima beans, 1 No. 2 can tomatoes, 1 teaspoon chili powder.

Baked Macaroni—Creole Style. (Serves 4) 1/2 package macaroni, 2 tablespoons butter, 2 tablespoons onion (minced), 1 green pepper (chopped), 1 No. 2 can tomatoes, 1 tablespoon granulated sugar, 1 teaspoon salt.

Glyph N Tang. A little horseradish added to salad dressing or white sauces makes a piquant sauce for fish. Horseradish also may be added to whipped cream and served with baked, boiled or fried ham.

Use Chicken Fat. Chicken fat may be substituted for butter in cakes and cookies or for creaming or browning foods. Beef drippings may be used for seasoning soups, meats or fowl stuffings or meat loaves.

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Lights of New York by L. L. STEVENSON

Meanderings and meditations: Pigeons feeding on rice in front of Eglise de Notre Dame on Morning-side drive where there has just been a wedding. Much confetti on the sidewalk also but the birds disregard that. Workmen busy on the Cathedral of St. John the Divine.

The One Hundred Tenth street elevated station, the highest in the city... where so many world weary have leaped to their deaths. Entrances boarded up now because elevated trains no longer run.

The most amazing blaze of clothes colors I've ever seen—a flock of young colored boys on bicycles, each arrayed in an eye-arresting get up. Memorial hospital where cancer patients used to be treated, now silent and dusty.

Visitors flocking into the American Museum of Natural History. Many undoubtedly headed for the Hayden planetarium. Where the various heavenly bodies revolve overhead.

A big, new apartment house looking down on Columbus circle. That reminds me I haven't as yet signed a lease for a place to live during the coming year.

Movie Conversation: "Can you see all right, precious?" asked the boy. "Yes, dear," replied the girl. "Is that lady's hat in your way, honey?"

The 41 Little Pigs MERCEDES, TEXAS. — J. C. Lear, farmer, thinks his sow has given him a fair start in the hog business. In her first three litters she produced 41 pigs.

Tonsils Removed On Wholesale Scale NEW ORLEANS.—The Lorio family here believes in having tonsils removed en masse. Four children of Mr. and Mrs. Philip Lorio, ranging in age from 7 to 16 years, had their tonsils removed at 20-minute intervals and three others, 13 to 15 years old, planned to have theirs taken out two weeks later.

PATTERN SEWING CIRCLE DEPARTMENT



looks slim but is completely unrestraining — nothing about the dress to catch you up short when reaching into the top shelf or dusting down the stairs.

The front fastening makes it easy to get into. This is an easily tubbable dress, too. Make up design No. 1968-B in seersucker, linen, percale or gingham. Even this simple pattern includes a detailed sew chart.

Barbara Bell Pattern No. 1968-B is designed for sizes 12, 14, 16, 18, 20 and 40. Corresponding bust measurements 30, 32, 34, 36, 38 and 40. Size 14 (32) requires 3 1/2 yards of 35-inch material without nap. Send order to:

SEWING CIRCLE PATTERN DEPT. Room 1124 Chicago 211 W. Wacker Dr. Enclose 15 cents in coins for Pattern No. Size Name Address

Strange Facts Unfiltered Sunrays Gods Pay Homage Twitching Plant

The ultraviolet rays of the sun, which cause sunburn, are endurable because they have been "filtered" by the earth's atmosphere. But at an altitude of 75,000 feet, these rays would destroy the human skin in two or three minutes.

The Japanese observe a "God-less Month" each year during which time few of them go to the temples as the gods and lesser divinities are said to be absent, paying their annual visit of homage to the mikado at his imperial palace in Tokyo.

The telegraph plant, decaodium gyrans, of tropical Asia, still puzzles scientists, who cannot explain why its lateral leaflets spontaneously jerk up and down every few minutes, even in still air.

MAKE it in a few hours, and wear it day after day after day! You can see, from the small diagram sketch, how easy this dress is to put together—merely five pieces, including the sleeves, and the only detailing consists of a few simple darts at the waistline.

Waterlily Luncheon Set. A flower peddler disputing with a shopgirl over a location at the One Hundred Third street subway entrance.



ENRICH a new luncheon cloth with this cross stitch waterlily motif, whose distinguishing feature is its simplicity of design. A pastel tulle with green leaves is suggested for natural effect. Z91C3, 15 cents, gives motifs for cloth corners and for matching napkins.

AROUND THE HOUSE

Camphor will remove the white rings left on tables by water glasses.

When rag rugs are washed they should be rinsed thoroughly because soap left in them makes them catch dirt more easily.

Select pot-holders that are easy to launder and large enough to protect your hands. Hang a generous supply of them near the stove—or keep them in a nearby drawer.

To clear the living-room of stale tobacco smoke: Prepare a jar with a few drops of oil of lavender on a lump of crystal ammonia. Pour on a little boiling water and leave the jar in the room. You will be pleased with the pleasant fresh scent it leaves behind.

To slice or cut marshmallows easily, dip a dry scissors into powdered sugar.

Gifts of Life

Let us thank God in gladness and humility for the great and simple gifts of life; for the friendship, for the gift of wonder and the joy of discovery; for the everlasting freshness of experience, for the newness of life each day as we grow older.

AUNT MARTHA Kansas City, Mo. Box 168-W Enclose 15 cents for each pattern desired. Pattern No. Name Address

Wakefield's BLACKBERRY BALSAM Compound. The public good is, like it were a common bank in which each citizen has his or her respective share; and whatever damage is done the bank therefore injures each and every sharer of its stock.

DIARRHEA. DUE to dietary indiscretions, change of drinking water or sudden changes in weather can be quickly relieved by Wakefield's Blackberry Balsam. For 94 years a household remedy. Sold at all drug stores. Be sure to ask for genuine.

Business Education. INTENSIVE Courses that prepare for the best office positions. Send today for free booklet. BARNES SCHOOL OF BUSINESS 1210 Ogden St. DICKINSON

YOU ARE AN INFLUENTIAL PERSON. The merchant who advertises must treat you better than the merchant who does not. He must treat you as though you were the most influential person in town. As a matter of fact you are. You hold the destiny of his business in your hands. He knows it. He shows it. And you benefit by good service, by courteous treatment, by good value—and by lower prices.

Lincoln County News Local and Personal

Published Every Friday

Entered as second-class matter July 30, 1926, at the post office at Carrizozo, New Mexico, under the Act of March 3, 1879.

Subscription, in advance, \$2.00 per Year

Advertising Rates Furnished on Request

FRIDAY, AUG. 2, 1940.

Mrs. Era B. Smith, Editor and Publisher

DEMOCRATIC

Political Announcements



The following have announced their candidacy for nomination for county offices, subject to the action of the Democratic primary election on September 14, 1940.

- For SHERIFF: Alex J. Jenkins. For SHERIFF: Roy Ward. For COUNTY CLERK: Felix Ramsey. For COUNTY SUPERINTENDENT: Ola C. Jones. For PROBATE JUDGE: Marelal C. St. John. For COMMISSIONER, District No. 1: Manuel Corona. For COMMISSIONER, District No. 1: Roman Nunes.

REPUBLICAN

Political Announcements



The following have announced their candidacy for nomination for county offices, subject to the action of the Republican primary election on September 14, 1940.

- For SHERIFF: R. W. (Pecos) Dowlin.

Advertisement for The Gateway Hotel and Coffee Shop, featuring a building illustration and text: 'The Gateway Hotel COFFEE SHOP', 'You'll enjoy a stop at the Gateway Hotel... the friendly, congenial atmosphere... the comfort of your room and of the newly enlarged lobby.', 'GARAGE FACILITIES', 'All Rooms with Bath \$1.50 and \$2.00', 'EL PASO'.

S. B. BOSTIAN NOTARY PUBLIC Located at Harkey's Lumber Yard Phone..... 105 Res. Phone..... 64

Why Write Here? The few writers who read this column... they have too much imagination... American Magazine.

Mayor and Mrs. M. U. Finley have gone to the mountains for the week-end.

Mr. and Mrs. G. T. McQuillen are driving a new Ford bought from the Shafer garage.

Mrs. Ethel Boetcher will leave early Saturday morning for Aztec. She expects to return Monday.

Notice

World war veterans and others of our county, possessing experience in any of the many trades required to construct and maintain the various mechanized equipment, necessary to the vast defense program, should write or see Dan Conley, chairman American Legion employment committee, Carrizozo, for preliminary data covering a long list of jobs and positions now open through U. S. Civil Service.

Illustration of two men talking. Text: 'I'LL BUY THAT SHOT-GUN NOW- I SOLD SOME STUFF FROM THE ATTIC WITH A WANT AD'. Below: 'Sell "White Elephants" Buy What You Want!'.

All Set

Keep a list of "emergency calls" near your telephone. Just because you may have memorized the doctor's number and others of similar importance, the rest of the family may lose valuable time in looking up these numbers in your absence.

AMERICAN BOY MAGAZINE COMPANION TO THOUSANDS

Hundreds of thousands of boys and young men read THE AMERICAN BOY Magazine every month and consider it more as a living companion than as a magazine.

"It's as much a buddy to me as my neighborhood chum," writes one high school senior. "THE AMERICAN BOY seems to understand a boy's problems and considers them in such a sympathetic and helpful way. It gives advice and entertaining reading on every subject in which a young fellow is interested. It is particularly helpful in sports. I made our school basketball team because of the playing tips I read in THE AMERICAN BOY."

Many famous athletes in all sports credit much of their success to helpful suggestions received from sports articles carried in THE AMERICAN BOY Magazine. Virtually every issue offers advice from a famous coach or player. Football, basketball, track, tennis, in fact every major sport is covered in fiction and fact articles.

Teachers, librarians, parents and leaders of boys clubs also recommend THE AMERICAN BOY enthusiastically. They have found that as a general rule regular readers of THE AMERICAN BOY advance more rapidly and develop more worthwhile characteristics than do boys who do not read it.

Trained writers and artists, famous coaches and athletes, explorers, scientists and men successful in business and industry join with an experienced staff to produce in THE AMERICAN BOY, the sort of reading matter boys like best.

THE AMERICAN BOY sells on most newsstands at 30c a copy. Subscription prices are \$2.00 for one year or \$3.50 for three years. Foreign rates 50c a year extra. To subscribe simply send your name, address and remittance direct to THE AMERICAN BOY, 7450 Second Blvd., Detroit, Michigan.

SMART MONEY

KNOWS WHERE TO GO AFTER READING THE ADS IN THIS NEWSPAPER.

Notice of Hearing of Final Report and Account

In the Probate Court of Lincoln County State of New Mexico

In the Matter of the Last Will and Testament of William J. Humphrey, Deceased. No. 490

To Mamie E. Humphrey Lewis, Margaret M. Humphrey, John D. Humphrey, Henry R. Humphrey, Leo M. Humphrey, Winifred Humphrey and Eleanor Humphrey McClish and to all unknown heirs of the said decedent, and all unknown persons claiming any lien upon, or right, title, or interest, in or to, the estate of the said decedent, and to whom it may concern:

You, and each of you are hereby notified, and notice is hereby given, that John E. Hall, Administrator C. T. A. of the Last Will and Testament of William J. Humphrey, deceased, has filed in the above entitled Court his final report and account as such Administrator C. T. A., and the Court has appointed Monday, the 2nd day of September, 1940 at the hour of 10:00 o'clock A. M., as the hour and day for hearing of objections, if any there be, to the approval and settlement of said final report and account, and the discharge of the said John E. Hall as such Administrator C. T. A. and at the hour on the day named, the Probate Court will proceed to determine the heirship of said decedent, the ownership of his said estate and the interest of each respective claimant thereto and therein and the persons entitled to the distribution thereof.

The name and post office address of the attorney and Administrator C.T.A. is John E. Hall, Carrizozo, New Mexico. Witness the honorable John Mackey, Judge of the said Court, and the seal thereof, the 9th day of July, 1940.

Edward Penfield, Clerk. By Bryan Holdricks, Deputy.

J12-Aug. 2.

IN THE DISTRICT COURT OF THE THIRD JUDICIAL DISTRICT OF THE STATE OF NEW MEXICO, WITHIN AND FOR THE COUNTY OF LINCOLN.

Thompson Brothers Livestock Company, A Corporation, Plaintiff, against, No. 4777 Asa E. Ellis, et al., Defendants)

Notice of Pendency of Suit

THE STATE OF NEW MEXICO TO: Asa E. Ellis, impleaded with the following named defendants against whom substituted service is hereby sought to be obtained, to-wit: Asa E. Ellis, if living, if deceased, the Unknown heirs of Asa E. Ellis, Deceased, and All Unknown Claimants Of Interest In The Premises Adverse To The Plaintiff.

You are hereby notified that the above named plaintiff has commenced suit against you in the above styled court and cause, the general objects of which suit are to quiet, establish, and forever set at rest the plaintiff's title and estate in fee simple in and to the following described real property, situate in Lincoln County, New Mexico, to-wit:

All of Section twenty-six, Township one south of Range eight, Town East, N. M. P. M.

and to bar and forever estop the defendants and all persons claiming under them from having or claiming any right, title or interest in or to the real estate above named and described, or any part thereof.

You are further notified that unless you enter your appearance in said Court on or before the 6th day of September, 1940, judgment by default shall be rendered against you and the relief prayed for by the plaintiff granted and decreed. Richard M. Krannawitter, Esquire, of Vaughn, New Mexico, appears as Attorney of Record for the plaintiff.

WITNESS my hand and official seal this 22nd day of July, 1940. (D. C. Seal) Edward Penfield, Clerk of the District Court of Lincoln County, New Mexico.

J26-Aug. 16.



The Lost is Found By Our Want Ads When you lose 'n' advertise They Don't Stay Lost Long

Legend "Where is the Devil's bridge? And why so called?" asks a correspondent. The legend of the devil throwing himself over a bridge is told of any natural arch spanning a great chasm. The most celebrated in the British Isles is on the Plynlimon Road, between Aberystwyth and Rhayader.

Santa Rita Church

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

DAUGHTERS OF REBEKAH

Coalora Lodge, No. 15 Meeting dates 2nd and 4th Wednesdays of each month at 7 p. m.

Virginia Pierce, Noble Grand Birdie Walker, Secretary.

Illustration of a man holding a sign. Text: 'THIS WAS ADVERTISING ONCE BUT NOW THE NEWSPAPER DOES IT BETTER'.

For Better Service and Quick Cleaning Expert Hat Cleaning and Re-Blocking Phone 81 Na-Way Cleaners Delivery and Pickup Service

BE SURE You go to the right place There is Only One 'ZOZO BOOT SHOP Across from the Depot

T. E. KELLEY Funeral Director and Licensed Embalmer Phone 88 Carrizozo : : : N. Mex

Advertisement for ROLLAND'S THE OLDEST AND BEST KNOWN DRUG FIRM IN THE SOUTHWEST. ROLLAND'S, The old reliable PRESCRIPTION DRUGGISTS. WE HAVE A full line of cosmetics and face creams. All reliable brands to beautify and embellish a Woman's natural good locks. FINE WHISKIES

Advertisement for ROAD-BUG REMOVIN'! EXTRA SERVICE FOR EXTRA SERVICE GET STANDARD Gasoline - Unsurpassed. YOU can't stop road-bugs from splattering on your windshield—but, if you stop at Standard, they'll clean 'em off! It's just one of the many Extras you get at Standard! STANDARD OIL COMPANY OF TEXAS

Advertisement for Reil Beauty Shop. For FASHIONABLE Hair Dress and Attractive MANICURES All New Equipment Latest Model 1940 Dryer 2 OperatorS PHONE 115 Mrs. Reil, Proprietor

Baptist W M U The Woman's Missionary Union of the Baptist church will meet in the church the first and third Wednesdays of each month.

Placer, Lode and Proof of Labor blanks for sale at the LINCOLN COUNTY NEWS

Church of Christ R.L. Allen, Minister. Order of services: Bible study 10:00 a. m. preaching 11:00 a. m. The Lord's Supper 11:50 a. m. Each Lord's Day Evening Services 7:00 P. M.

I. O. O. F. CARRIZOZO LODGE, NO. 30 Meets Every Tuesday evening W. J. Langston, Howard Barnes, Sec.-Treas. Noble Grand

Illustration of a woman reading a newspaper. Text: 'A LETTER from HOME Welcome GIFT to the Home Resident IN THIS NEWSPAPER'



READ THE ADS Along With the News For screen door repairing, painting etc. see Gene Dow. Sr.

Order of Service of First Baptist Church Sunday School 10 A. M. Preaching service 11 A. M. Evening service 7:00 P. M. Choir practice Wednesday evening 6:30 P. M. Prayer meeting Wednesday evening 7:00 P. M. L. D. Cochran, Pastor.

The Famous WILKNIT HOSIERY. The finest you can buy. For Ladies; for Men; for Children. And real GUARANTEE Sold by Lobell G. Bennett. In large brick house Three blocks west of the Post Office. Telephone 112. I shall be happy to have your orders.

COMET CHAPTER No. 29 ORDER EASTERN STAR Meets on the first Thursday in each month. Visiting Stars cordially invited Mrs. Marbry Burns, W. M. Jeannette Lemon, Sec.

For Plain and Fancy DRESS MAKING Redesigning, turning collar & cuffs SEE DOROTHY CURRENT At Mayer Apartments

Notice The Womens' Missionary Union of the Baptist church will meet Wednesday of each week. You are invited to join us.

Carrizozo Assembly No. 7 Order of Rainbow for Girls. Meetings 2nd and 4th Fridays. Worthy Advisor—Mary Freeman, Worthy Matron—Margaret English.



You Can't Afford To Be Without Your Home Newspaper

Important Comment on National and International News

Fiction and Features of Interest to All

Worthwhile Bargains Each Week from Our Merchants.

Local and Social News About You and Your Neighbors

See that your name is on the list to receive

Lincoln County News

Doctor Townsend Says

In years to come the story of how the American people have been readied for war through an unceasing barrage of propaganda and war pictures will be told. In this process we have been made to forget our own unsolved national problems which will be the more devastating once this new World War is ended. We

must have a strong national defense, but there is a dry rot in our very midst against which no defense has been prepared. We must have an economic defense. Without it we can never be sure that these embittered souls, to whom America has offered little or nothing, will not turn against us when national unity and patriotism is most necessary. We must break the economic stalemate if we are to have real national defense.

Live Stock Situation

Los Angeles Union Stock Yards July 26 Western Agricultural, Livestock and Civic interests are deeply concerned in the proposal of the Transcontinental Railroads to reduce the rates on fresh and cured meats from Missouri River and East to the South Pacific Coast. This proposal was docketed with the Transcontinental Freight Bureau on 11th inst, application No. 22719.

The present rates from Missouri River packing centers to South Pacific Coast territory are, fresh meat 2.95 per cwt, cured 2.05, with added differentials from interior Iowa points and Chicago. So, the proposed reduction, starting with a base rate of a 1.50 per cwt., on the complete list of fresh and cured meats means a reduction on fresh meats of \$1.45 per cwt., \$.55 per cwt. on cured meat -- a reduction of nearly fifty per cent on fresh meat and one-third on cured meat. The reason for the reduction is stated to be to meet truck competition.

Women's Bureau

The women in industry service, under the jurisdiction of the Department of Labor, was established in July, 1918, as a war measure. In June, 1920, the bureau was given a permanent status, by the passage of the creative act under which it now functions.

Some five years ago there was an application made to the Interstate Commerce Commission by middle Western and Eastern packers to reduce the rates on meat food products because of an alleged discrimination in rates between products and livestock. The complaint was directed particularly to pork products. The Interstate Commerce Commission held hearing at several places and, after a very thorough investigation, declined the application. A tremendous amount of testimony was given by Chambers of Commerce, livestock and agricultural interests and by the packers owning plants on the West Coast and throughout the interior because of the effect the proposed reduction would have on the whole economic structure of the Southwest.



Coronado and the Seven Cities of Cibola

IN 1540 Don Francisco Vasquez de Coronado left Mexico, leading a band of fellow-adventurers north into the unknown wilderness to extend the Spanish empire by half a continent. Before the English Pilgrims first landed at Plymouth Rock, Coronado and his successors had built a royal palace in Santa Fe.

Crossing southern Arizona, New Mexico, visiting the Grand Canyon, Taos, and on across the Texas panhandle into Kansas, Coronado and his army failed to find the fabled "Seven Cities of Cibola," and considered their expedition a failure because they did not find gold.

But the brave exploits of Coronado and his men will be celebrated in a score of communities in New Mexico, Arizona, Colorado, and other states in 1940.

Today these and hundreds of other communities in the mountain states are united by telephone wires which speed your voice in a split second over mountains, deserts and plains... vast expanses which Coronado's band needed months to traverse. Although Coronado did not discover the "Seven Cities of Cibola," today your voice may be hurled over the seven seas. Telephone pioneering and research have blazed trails to bring you a service which connects with 93 per cent of all the telephones in the world.



The Mountain States Telephone & Telegraph Co.

-Millionth 1940 Chevrolet to be Contest Award-



Some conception of the demand for the 1940 Chevrolet may be gained from the fact that the one-millionth model of this year's production left the assembly line at Flint, Mich., on July 12. In celebration of the public appreciation reflected by this tremendous production record, M. E. Coyle, general manager of Chevrolet, shown (left) above with W. E. Holler, general sales manager, announced that the one-millionth 1940 car, together with a trip to the New York World's Fair, would be awarded in a contest which is open now and will close Aug. 31. Details are obtainable at any of the company's dealers.

DOLLARS SENT AWAY FOR PRINTING Never Come Back Let Us Do Your Printing

UNPREPAREDNESS OF AMERICA IN WORLD AT WAR SHOWN BY ANALYSIS

BLITZKRIEG TIME TABLE

Sept. 1—Germany invades Poland.

Sept. 3—Britain and France declare war.

Sept. 10—Canada enters war.

Sept. 27—Devastated Warsaw falls, ending Polish campaign.

April 9—Denmark occupied; Norway invaded by Germans.

May 2—British admit defeat in southern and central Norway.

May 10—Invasion of Low Countries begins.

May 14—Netherlands capitulates.

May 14—Germans break through at Sedan.

May 28—Belgian Army surrenders.

May 29—Dunkirk evacuation starts.

June 3—254 killed in air raid on Paris.

June 10—Italy enters war.

June 14—Paris falls.

June 17—Petain admits defeat of France.

June 22—France signs armistice.

June 24—Fighting ceases in France with Germans in complete control.

Next—Assault by sea, land and air on British Isles.

NOW—The United States cannot afford to gamble on what might happen to British seapower. WE MUST PREPARE FOR DEFENSE NOW!

THE ONLY ANSWER
The U.S. is woefully unprepared for defense in trained personnel and all forms of modern equipment. (See accompanying chart.) Selective compulsory military training and service is the only practical solution of the vital personnel problem.

BASE FOR INVASION
The eastern bulge of Brazil is less than 2,000 miles from bases in French West Africa, now at the disposal of Hitler and Mussolini. Invasion of Brazil at this point would give the aggressors bases from which to launch operations from the air against the Panama Canal. Some military observers believe this will be the first step taken by the Nazi-Fascist coalition, if it decides to invade the Americas.

MILITARY AND NAVAL FACTS

United States Army

Regulars	264,000
National Guard	242,300
Reserve Officers	109,900
Total	615,300

Mechanized Units

Scout cars	462
Combat cars	146
Tanks (light)	297 #
Tanks (medium)	18
Tanks (heavy)	NONE

(# Obsolete tanks and those on order not included. A single German Panzer division has greater striking force than the entire mechanized corps of the U. S.)

Aircraft

U. S. Army	2,422
N. G. and Reserves	372
U. S. Navy	1,765
Germany and Italy	30,000 to 40,000

(About 1,600 U. S. Army aircraft are combat planes.)

U. S. Army Anti-Aircraft Guns

3-inch	448 #
90 mm.	NONE
37 mm.	15
.50 caliber machine guns	1,044

(# Only guns actually in service counted. If ALL of these guns were massed about a city the size of St. Louis, they would not be adequate to defend it against a mass air raid.)

Navies

U. S. (tons)	1,257,360
Britain	1,461,294
Japan	968,296
France	544,468
Italy	515,900
Germany	281,074

Germany and Italy have more than 10,000,000 fully-trained and equipped soldiers. Counting reserves, Russia has from 10,000,000 to 12,000,000 troops.

The combined regular armies of the 20 Latin American republics is approximately 400,000, with partially-equipped reserves totaling 1,750,000.

LIGHTNING war in the Low Countries and France has brought home to Americans a consciousness of the inadequate defense establishment of the United States. While 30,000,000 men are under arms in Europe, Africa and Asia, there are less than 750,000 regular troops in the twenty-one republics of the entire Western Hemisphere. Counting reserves and U. S. National Guard, these nations could put into the field approximately 2,500,000 trained men—less than the number recently called to the colors in Rumania alone.

BECAUSE of this weakness, the Western Hemisphere, with its vast natural resources and raw materials, now is as great a lure for conquest as ever existed. With our Navy in the Pacific, the British Fleet is our first line of defense in the Atlantic. Our second is our regular army of 264,000 men and a National Guard of 242,300, ill-equipped for mechanical warfare. How long can we continue to depend on the supremacy of the British Navy in the Atlantic?

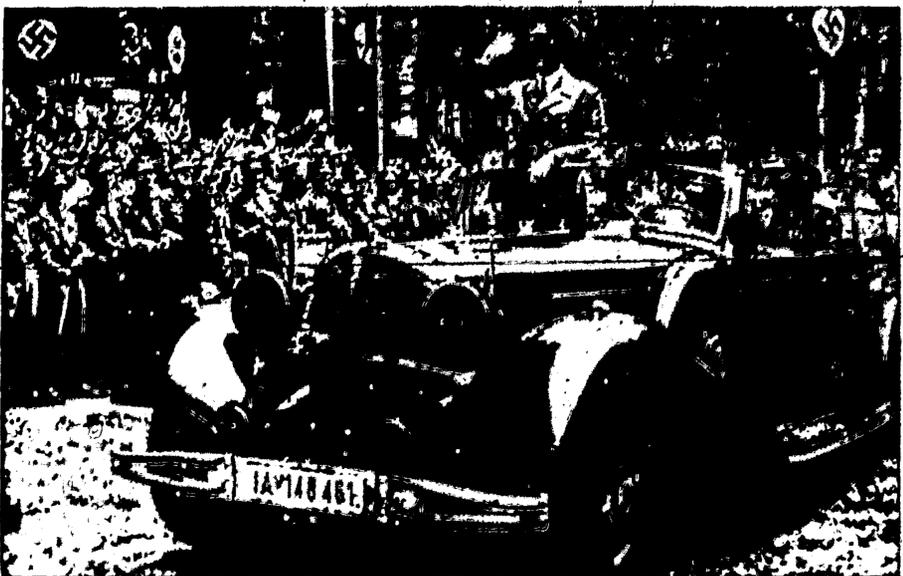
PROVISIONS for the speedy expansion of our armed forces on a scale great enough to insure the continued safety of the nation are included in the selective, compulsory training and service bill introduced in the Senate by Senator Edward R. Burke, Democrat, of Nebraska, and in the House by Representative James W. Wadsworth, Republican, of New York. Under this measure, sponsored by the National Emergency Committee of the Military Training Camps Association, a gigantic reservoir of manpower would be trained and be on call for service in emergencies, in numbers determined by the President and the Secretaries of War and Navy.

Democratic Nominees Plan Campaign Strategy



Unlike Republican presidential and vice presidential nominees Wendell L. Willkie and Sen. Charles E. McNary who had never met before their selection as the party's 1940 standard bearers, Franklin D. Roosevelt and Henry A. Wallace, the Democratic candidates, have been closely associated in the past seven and a half years. President Roosevelt and Secretary of Agriculture Wallace are shown above conferring on strategy for the coming campaign in which the President will seek a third term.

When Hitler Returned in Triumph to Berlin



Storm troopers with arms linked held back the crowds as Adolf Hitler, leader of the Reich, returns to Berlin in triumph after the successful military operations of his armies in France. One of his first acts on his return was to promote a number of his generals to the rank of marshal. Goering was made a "Reich's Marshal." Hitler stands upright in his official car and returns the salutes of thousands of his greeters.

Sino-Japanese War Goes Savagely Ahead



While the war in Europe has diverted attention away from the Sino-Japanese conflicts, scenes like the one above show that hostilities are still in progress. The Japanese soldier is one of a party wiping out the streets of Ichang, one of the most important strategic points in the defending army of Generalissimo Chiang Kai-shek. A bomb exploded in the background.

Young Briton Inaugurates Big Push



This young citizen of Southgate, England, is doing his bit for King and country, following a call by the mayor of his city for citizens to turn in their old scrap metal and help make the knives of war for the defense of Britain. The youngster went from door to door with his homemade cart collecting odds and ends. The campaign in Southgate was duplicated in other English towns with citizens turning in scrap metal.

'Phonics' Beware



As a means of aiding citizens to detect counterfeit bills and coins, paper match folders such as the young lady above is holding are being issued by the U. S. secret service in Washington, D. C.

Radio Executive



Miss Trammell, newly elected president of the National Broadcasting company, is shown above. A pioneer in network broadcasting, Mr. Trammell has been associated with radio for 12 years.

W. C. T. U. Leaders See Tippling Decrease As State Liquor Regulation Gains Ground

By MILTON FORREST
(Released by Western Newspaper Union.)
THERE is less tippling in America today than there was a year ago. The pendulum of public opinion is swinging steadily toward temperance.

That is what leaders of the Women's Christian Temperance Union will tell you. While they do not claim that prohibition is just around the corner, they point out that support for regulatory legislation on liquor is continually gaining ground.

The White Ribboners are preparing for the most enthusiastic convention this year since the days of prohibition. Three thousand of them, representing hundreds of thousands more of their fellow workers throughout the United States, will rally for their sixty-sixth annual convention in Chicago, August 9 to 14.

Methods for intensifying the war against alcohol in the coming year will be studied by the delegates.

In a rallying cry to women everywhere, Mrs. Ida B. Wise Smith, national president of the W. C. T. U., declared:

"We again call upon America's women to enroll for true home defense—to roll up their sleeves and scrub the dirty spots out of the nation's social and moral fabric."

Sociologists will tell you that the liquor problem is as old as history itself. In America there always was a strong trend toward strong licensing and regulatory systems. Men who believed prohibition of the traffic to be the best answer sponsored such a movement in the early days. By 1850 there were 13 states with prohibition laws.

The ebb came and by 1874 there was no state prohibition.

The same post-Civil war period saw stirrings of the feminist movement. Women were throwing off their bonds. In 1873 praying bands of women began sporadic efforts to pray saloons out of their towns—and were amazingly successful. In 1874 a number of these women were at Chautauqua for a religious gathering and conceived the idea of a united temperance party for women. In Cleveland in November of that year, the W. C. T. U. was organized.

'Protect the Home.'

Their platform was "protection of the American home." They neglected no phase of that program, advocating a single standard for the sexes both in morals and in law; labor reform, such as the eight-hour day and a living wage; international peace; woman's suffrage; personal abstinence from harmful things. They sought legal prohibition of alcoholic beverages and other narcotics, of white slavery, of gambling, of obscene literature, of war as a means of settling international



Mrs. Ida B. Wise Smith, national president of W. C. T. U., above at microphone, broadcasts a temperance message as national officers look on. Below, leaders of Youth's Temperance council count congratulatory telegrams received from scores of cities.

wrongs the country over.

They believed then, and their successors still believe, that the liquor traffic and liquor itself are the most insidious and powerful enemies of the American home. So, underlying all their social welfare activities was the struggle against liquor. Frances E. Willard, their founder, and her fellow workers laid down the broad strategies of this still-continuing war in 1874.

Their lines of attack then, and now, were education and legislation. Mothers made up the Union and their attitude was motherly: First, try to educate your child away from wrong thoughts and practices; second, if he persists, stop him with a firm "no" with the safeguard of removing the temptation from his reach.

The odds against their success were overwhelming. They won, but it required 40 years.

The years of 1920-1925 marked the zenith of W. C. T. U. aspirations. Every legal goal had been achieved. But it seemed too good to last.

Comes Repeal.

If 1925 was the zenith, then 1933 was the nadir. For that year brought an end to prohibition and most of the enforcement or regulatory laws put on the statute books during 60 years.

Those who were at national W. C. T. U. headquarters in Evanston, Ill., the night of Nov. 7, 1933, when Utah, the thirty-sixth state, ratified the re-

peal amendment say that quite a few tears were shed. But, the next day they began reforming their lines for a continuing struggle.

Law enforcement had been the prime necessity of prohibition days. Now the W. C. T. U. turned to education. Never sensational in its methods, it had never stressed the emotional side of the alcohol story. Now it stressed scientific research into the effects of alcohol on the human body—and on the social body. Always adapting its tactics to the use of current modern weapons, the research laboratory and medical science now furnished the ammunition for its educational campaign. It added the weapons of motion pictures, radio, the press, road signs, printed material, and other tools which had served its enemy so well during the repeal fight.

Some Bright Spots.

One of the few bright spots in the 1933 picture was the fact that 47 states still had laws requiring education in temperance to be taught in public schools. Much of its educational program was centered in this field, with such effect that now the "liquor trade" is pushing campaigns in many states to hasten these laws or to put administration in the hands of state liquor control boards.

A five-year program was begun in 1934 to strengthen the Union's resources and push its educational work in the effects of alcohol and other narcotics. A sum close to \$1,000,000 was raised and today \$750,000 has been spent strictly for temperance education. This program culminated in international observance during 1933 of the centenary of Frances E. Willard.

Seemingly routed in 1933, the forces of temperance have made such a comeback, that the Chicago convention in 1940 will be told that:

"Dry areas have been created by vote in 23 states since 1933. It is estimated that at least 6,000 such elections have been held in individual communities with the dries winning far more than one-half."

The new dry sections, plus the prohibition areas of Kansas, Mississippi and Oklahoma, represent one-sixth of the nation's population.

That an estimated one-fourth of the 40,000 incorporated U. S. communities have prohibition.

Churches Are Active.

That the strong temperance forces of the Protestant churches and of other dry groups again had become active in the fight.

That in the January, 1940, Gallup poll 34 per cent of the electorate had committed itself as favoring prohibition.

Particularly significant will be the release of membership figures, showing that W. C. T. U. added 32,000 members in 1938 and 38,000 in 1939 enrollment periods. More important perhaps was the addition of 985 new W. C. T. U. units in 1939.

These additions make a total of approximately 500,000 members in more than 10,000 local units.

There are five principal divisions of the organization, that is the city, county, state, national, and world's Unions. Administration is strictly democratic with each group having autonomy within its area. The World's W. C. T. U. is organized in 52 nations but its work has been stopped in some nations by current conditions of world affairs.

The national leaders are women long active in church and social welfare work. The national officers are: Mrs. Ida B. Wise Smith, Des Moines, Iowa, president; Mrs. D. Leigh Colvin, New York city, vice president; Mrs. Anna Marden DeYo, San Francisco, Calif., corresponding secretary; Mrs. Nelle G. Burger, Springfield, Mo., recording secretary; and Mrs. Margaret C. Munns, Seattle, Wash., treasurer. Headquarters are in Evanston, Ill., at the rear of the former home of Miss Willard, now maintained as a shrine.

American Red Cross Answers Pleas From War-Torn Europe

A FILING cabinet in a handsome white office building on Washington's Seventeenth street holds stories of misery and suffering endured by millions of civilians who since September, 1939, have found themselves in the path of mechanized invading armies.

This file, in the American Red Cross national headquarters building, contains eye-witness reports from Red Cross workers in Europe. Although the cries for help from masses of tortured souls are condensed into the terse language of the cable, the chronological file reflects only too accurately the swiftly moving catastrophe of the past year.

Another file tells a more encouraging story. It contains America's answer to the despairing pleas for aid.

Aid for Victims.

Each country which has felt the crushing blows of lightning attacks has been aided by the American Red Cross, beginning immediately with the invasion of Poland. A commission of Red Cross officials was dispatched in October to make a survey of the most urgent wants in every country. Using the reports made by this commission, and its successors, as a basis, national officers of the society kept a steady flow of supplies, valued at millions of dollars, moving from this country first to Poland, then Finland and later Norway, Belgium, Holland,

England and France.

Until the "Black Friday" of May 10, when hostilities entered the "total war" phase with the invasion of the Lowland Countries, the American Red Cross expended a total of \$1,500,000 in purchasing war-relief requirements. No organized "drive" was staged, but the public voluntarily contributed \$800,000. The remaining \$700,000 came out of reserve funds of the national Red Cross. This money was sufficient to take care of the most urgent relief requirements of the stricken nations, supplemented by the half million garments and more than 2,000,000 surgical dressings.

Within 10 hours after headlines screamed the news of Germany's entrance into Belgium and Holland, however, the Red Cross launched a public appeal for \$20,000,000. "Total War Calls for Total Mercy" became the slogan, and the American people responded with traditional promptness and generosity. As the campaign moved into high gear, contributions poured in from all sections of the country.

Support for Work.

Prominent leaders in every field of American life endorsed the public appeal, including leading churchmen, jurists, journalists, mayors and governors, civic leaders and heads of fraternal organizations.

Even before the dollars of mercy began to roll in the Red Cross speeded up its overseas operations to help take care of the 5,000,000 Belgian, Dutch and French refugees who crowded into the already heavy populated districts of southern France.

Headquarters were hastily set up in Paris in charge of Wayne Chatfield-Taylor, European delegate. A number of trained disaster relief experts flew by clipper plans to complete the staff in Paris and set up sub-headquarters in Bordeaux to receive American relief supplies.

Purchasing began immediately for a million-dollar cargo to be shipped on the S. S. McKeesport, a freighter chartered by the U. S. maritime commission for the job of carrying desperately needed supplies to the beleaguered subjects.

Organized Mercy

Because of its long years of experience in relieving distress caused by all manner of catastrophes, the organization of the Red Cross is so flexible that it can change its course overnight.

This was illustrated recently when the capitulation of Paris and its evacuation threw the refugee situation into utter chaos. The Red Cross laid plans to be ready for all kinds of emergencies.

TRAILER GIRL

By VERA BROWN

WNU Service

THE STORY THUS FAR

Lynn Morrow, beautiful blonde New York girl, is stranded in Palm Beach in her bathing suit with only 50 cents when her employer, Mrs. Helen Warren, disappears with car and trailer from a camp where she, Buddy, her son, and Lynn had been living. A note from Mrs. Warren advises Lynn to call at her New York attorney's office for her clothes and wages. She is rescued by Terry McNair, whom she met at the beach. She goes to his home, where he has a maid provide her with some of his sister's evening clothes. They then go to a beach club. His sister appears and a quarrel ensues. Lynn accepts the help of a stranger to escape. He takes her to his home where he identifies himself as Raymond (Dick) Austin. He accuses her of trying to blackmail him. Greatly incensed, Lynn goes. Stopping at a coffee shop, she meets a young artist, Rene Bouchier, who is returning to New York by trailer and offers to take her there. They enjoy roughing it along the road. She finds Rene to be a decent sort of a fellow. Lynn tells Rene her story. He knows McNair and Austin as moneyed playboys. The car breaks down. They proceed to stay at the Lovell farmhouse during repairs, the Lovells believing them playboys.

CHAPTER V—Continued

When Rene came in later Lynn was still laughing.

"Wasn't it priceless?"

"It was! I begin work tomorrow."

"Are you serious?"

"I was never more serious in my life." He slumped on to the sofa.

"Lynn, that car's a mess. Just about everything is wrong with it. The last guy who tinkered with it certainly fixed it! The bill is going to be at least \$40. That will take all our cash."

"Oh, Rene!"

"Now don't worry. The old boy said he'd give me \$5 if I'd paint the garage two coats. I can do it in two days."

"But, Rene—"

"We'll manage somehow."

"Rene—" Lynn did not know how to begin.

"I know what you're going to say. Yes, he thought we were married, and I let him think so. I never dreamed we'd be stuck here. There was nothing else to do, Lynn. They'd never understand."

"I don't suppose anybody else would, either."

"Of course, they would, if they knew you!" Lynn then suggested she write to Mrs. Warren's lawyer and ask for her money.

"Maybe I should tell him to wire it? What do you think?"

"It will cost money to do that, but maybe it is better than being stranded."

So that is the way it was left. Mortimer was to wire the money to Lynn to the Western Union office in "Lur Lu," the nearest town.

Bright and early the next morning Rene was up and at his painting. Lynn waited until the hired man was going to town and sent her letter in by him to be mailed. And there was nothing to do but for the two young people to hope for the best. Mrs. Lovell came to call on her in the morning.

"Why don't you folks come up to the house and eat with us? It will save you money, and my husband tells me you are a little hard up. You can help me with the work."

Obediently Lynn went up to the big farmhouse. That morning she helped Mrs. Lovell clean an upstairs bedroom. Mrs. Lovell gave her a couple of cotton dresses, for which Lynn was grateful, and she wore one of them to the dinner table.

Of course, there was the dreaded conversation always. Lynn finally told Mrs. Lovell she and Rene had been married in Florida. That seemed simplest.

All in all, the day went smoothly enough, although Lynn was exhausted when night came. She came back to the trailer after dark and found Rene there, the curtain up, their beds made.

"Did Mr. Lovell ask you where we were married today?" Lynn called.

"Lord, did she ask you, too?"

"I said Florida."

"I said New York!" Rene groaned. "I'm a fool."

CHAPTER VI

Lynn and Rene would not have been so confident of their situation if they could have seen ahead. On the second day, Rene was finishing up the paint job.

All day there was a stream of farmers' wives and sometimes their husbands from neighboring farms who wanted to look through "Mr. and Mrs." Bouchier's trailer.

Once when Lynn came into the living room unexpectedly the conversation stopped with telling suddenness. She knew they had been discussing her.

One of the neighbors was driving into the village of Lu Lu and Lynn went along to see whether there was any word yet from New York. Until the moment when she walked into the telegraph office she did not think about the complications which might arise, since she'd naturally given her own name to Mr. Mortimer when she wrote. But only the operator was in the place, so Lynn did not worry. There was no message for her.

By the third day both Lynn and Rene were discouraged. The car was done, the bill would be \$50. With what Rene had earned they could just about pay it. But where was money coming from for gas and oil and food on the rest of the trip?

When she heard Rene talking to somebody she came to the doorway.

"That your wife?" the garage man asked. "She's real pretty."

Rene nodded without enthusiasm.

"By George! You say you paint pictures, too? How about painting a picture of her here by the trailer? I would like it for my garage window."

Rene shrank a little. The garage he did not mind, but painting a picture to put in the window of a country garage was something else again.

"Tell you what I'll do," seeing Rene's reluctance. "I'll cut a third off your garage bill."

"I'll paint it." Rene's voice was sharp as he spoke. "How big do you want it?"

"Pretty big—like this," he said, motioning a five-foot canvas with his hands. "When can you have it done?"

"Tonight, within two hours," Rene said crisply.

"We're going to paint your picture for Mr. Welks," he said to Lynn.

Lynn meekly took up her pose near the door of the trailer as Rene directed. Grimly, Rene began to paint.

Gradually a crowd began to gather.

Had Lynn not felt so sorry for Rene she would have liked to laugh. It was all so absurd. Rene painted

Lynn tried to control her sobbing. "What shall we do?"

"Get that car, hook it on and run for it."

"We couldn't, they'd know and stop us!"

There was no sleep for Rene that night. He could see no way out. Even the morning light brought little help. Lynn, when she awakened and remembered, she called out to Rene:

"Did you think of anything?"

"Only of something called a shotgun wedding!"

Then on either side of thatingham curtain they laughed hysterically.

"The only thing left is for this darned trailer to burn down!" Rene remarked.

Before they were through breakfast Lovell came to the door. He came in evidently embarrassed.

"Mrs. Lovell wants me to take you to town now to get the license."

Lynn, pleadingly, turned toward him. "Will you give us just a little more time?" she begged.

"I'll wait outside," he said firmly. As he waited on guard the girl and the man looked at each other helplessly.

"No."

"All right, then. If it makes them happy, we'll have to get married." He came over to the girl. "I swear I'll never make any demands on you and just as soon as I get a little money I'll see you have a divorce. Nobody need know."

Lynn grasped at a straw: "We'll go and get the license, Rene. Then we can stop at the telegraph office. If that money has come from Mr. Mortimer, then I'll hide some place until the bus comes along."

When Lovell came back into the trailer they were both silent. "I hate to get mixed up in your affairs, children, but you see Mother feels pretty strongly." He turned severely to Rene. "She's making you marry her for the girl's own good. My child, you'll be glad some day you met us and did not go on your way in sin."

Rene groaned and Lynn did not dare meet his eyes. In an hour they were ready and Lovell drove them to the County Clerk's office. Rene was nervous and his hand shook as he signed his name, and Lynn had a hard time to keep the tears back. At the telegraph office she went in and asked about a wire. The girl handed it to her. It read:

"Report to me immediately on arriving in New York. Will pay you then." Signed Mortimer.

"I am doing this in the memory of the girl I lost."



"I am doing this in the memory of the girl I lost."

for an hour. The picture took shape, a pretty calendar-like picture.

"Can I take it tonight?" asked Welks.

"It's wet, better leave it till morning. You can get it when you bring the car out."

Gradually the crowd dispersed.

It was when the two were doing the supper dishes that Mrs. Lovell exploded the bombshell.

"If my daughter had lived she'd have been about your age," she said, and tears came to the woman's eyes.

"I'm sorry, I didn't know."

"I wanted to tell you that before you heard what I'm going to say. You and Mr. Bouchier aren't married are you?"

Lynn could find no words with which to answer.

"I sensed it all along. You didn't wear a wedding ring which was funny for a bride. Mr. Lovell told me to mind my own business. But I kept thinking of Nancy, and I just couldn't bear to think of you going around the country this way."

"But Mrs. Lovell, you don't understand—"

"I know. I know what you're going to say, but I know best. Mr. Lovell is going to speak to you—Mr. Bouchier tonight."

"Oh, please, Mrs. Lovell. You've been so kind to us, I wish—" Lynn found it hard to face Mrs. Lovell's honest, sincere gaze. The poor woman was deeply hurt.

"But Mrs. Lovell, Rene has been kind to me, he's taking me back to New York. You must understand our friendship is purely platonic—"

Mrs. Lovell held up her hand. "It doesn't help any to call it high-falootin' names, my dear. You're too nice a girl. Father is going to bring that man to his senses." She patted Lynn's arm, reassuringly. "He's going to see that Rene marries you."

Aghast, Lynn turned around and stared.

"But, I don't want to marry him—oh, please, Mrs. Lovell! Let us alone. This is something you know nothing about—"

"And me married for thirty-five years? My dear girl! Come, now, I know you must care for him a lot—"

She went on and on until in despair Lynn ran out of the kitchen, down to the trailer. Rene was not there, and Lynn threw herself on the sofa and wept. Thus it was Rene finally found her. He stepped into the trailer, slammed the door.

"My God, Lynn! Stop crying! I don't know what to do. Do you know what that old fool threatens to do? He says he'll have the law on us if we're not married tomorrow!" Rene slumped into a chair.

"That's what he called it, 'having the law on us.' Lynn, I feel terrible. Here we have the money to get out of here, and then this happens!"

CHAPTER VII

When they got back to the farm there was a car beside the back porch.

"That's the parson," Lovell said. "I want to see Mrs. Lovell," Lynn said. "Let me talk to her alone."

Lynn went inside the house and was introduced to the minister. The Rev. Mr. Hoffman smiled pityingly on the erring girl, and Lynn was wild with a helpless fury. The kindly old man talked to her as you might talk to someone who was very ill, had just escaped death.

"May I see you just a moment, Mrs. Lovell—before—" Lynn could not complete the sentence.

Mrs. Lovell, kindly severe, ushered Lynn into her austere bedroom. Lynn, her back to the closed door, was desperate.

"Mrs. Lovell, you don't realize what you're doing. I don't love Rene and he doesn't love me! Please understand that."

Mrs. Lovell looked horrified. "Of course he loves you, my child. I know love when I see it. When a man wipes dishes for you, that's love. Now when I was first married, Mr. Lovell—"

"Please—listen to me. I never saw Rene before until early this week. I've known him since Monday. We're not sweethearts—"

Mrs. Lovell took off her glasses and wiped them. It was plain she was shocked beyond measure.

"If that is the case, my child, it is certainly a blessing you fell into my hands. If I had an erring daughter I'd want some good woman to do the same for me!" She cleared her throat. "There will come a time when you'll thank me. I am doing this in the memory of the girl I lost!" She was silent, and, to Lynn's horror, Mrs. Lovell began a prayer.

Lynn had no weapon for such simple faith.

In a daze Rene and Lynn, each equally desperate, heard the beginning of the marriage service. In the middle of it Lynn heard Mr. Lovell whispering to his wife that he'd got a wedding ring at the 10-cent store when he was in town. Two minutes later it was over and Lynn had the cheap gold ring on her left finger.

She caught a glimpse of Rene's face and he was furious.

"Kiss your wife, my son," said the Rev. Hoffman.

Rene pecked at Lynn's cheek. Mrs. Lovell was crying into her pocket handkerchief. She took Lynn into her arms and wept over her. Then the Rev. Hoffman read them a long lecture about morality. He gave Lynn the marriage certificate, carefully made out, with a triumphant flourish. It was while all this was going on that Welks drove into the yard with their car.

(TO BE CONTINUED)

Gay Plaids and Stripes Add Zest to Smart Play Clothes

By CHERIE NICHOLAS



AN outstanding movement developing in the world of fashion during the last several seasons is the increasing attention given to the styling of play clothes. It is indeed something to reckon with, this matter of being correctly outfitted in the field of sports. This new importance attached to play clothes is proving a lively incentive to designers to turn out outfits that shall add to the picture as well as prove practical down to the last detail. There is no more fascinating endeavor than that of costume design has to offer than this of creating play-clothes for young moderns.

It adds greatly to the pleasurable excitement that materials these days are produced so nearly perfect, not alone from the pictorial standpoint, but that they neither fade nor shrink in the wash, neither do they wrinkle or prove unseemly in the wearing. Playgrounds this season, because of the spectacular garb of fun-loving outdoor enthusiasts, burst forth in a blaze of color that fairly dazzles the eye. And of all the conspirators in the color game we know of none that are so loyally flying cheer-inspiring colors as are the fashionable-for-play clothes plaids and stripes.

The picture shows how dramatically and picturequely color-bright stripes and plaids are being fashioned into clothes that go golfing, tennis playing, cruising, dude-ranching and so forth wherever your wanderlust happens to take you this summer.

The very attractive outfit which you see to the right in the illustration makes one parol-conscious at very first glance. Which is as it should be for one of the very most important events on the fashion program this summer is the come-back of parasols. Designers of beach clothes find big appeal in the para-

col idea and whenever and wherever it is consistent to do so they introduce an eye-thrilling parasol. It worked out beautifully for the outfit pictured to add a matching parasol, and here you see it in all its glory flaunting the same gay stripes that give color to the smartly fashioned skirt. The fabric combination for this costume is a very happy one of striped-printed celanese crepe for the skirt and parasol with sharkskin in monstons for the blouse top.

You can get such easy-to-follow patterns for play clothes nowadays, and modern sewing machines have such a vast equipment of gadgets and attachments that almost perform miracles in cutting, tucking, quilting, shirring, cording. It is a temptation to make one's own outfit. Many smart, fashion-aware women are doing just that, buying up pretty materials and making their own. It is a fact the records show that the home-sewing idea is decidedly on the increase.

Consider, in the light of being your own dressmaker, the charming gaytime sun suit which the girl seated is wearing. Just a few yards of neersucker plaid in vivid colors were required. You can make the whole outfit by spending only a couple of hours at your sewing machine even if you are a beginner at the sewing game. A little gathering attachment in your sewing machine will dispose of the yards of gathering at the waistline in just a few moments. You'll love the swirling ballerina skirt and the smartly styled jacket top that furnish the styling theme for this outfit.

(Released by Western Newspaper Union.)

col idea and whenever and wherever it is consistent to do so they introduce an eye-thrilling parasol. It worked out beautifully for the outfit pictured to add a matching parasol, and here you see it in all its glory flaunting the same gay stripes that give color to the smartly fashioned skirt. The fabric combination for this costume is a very happy one of striped-printed celanese crepe for the skirt and parasol with sharkskin in monstons for the blouse top.

New Handknit



Fashion experts predict an enthusiastic revival of knitted costumes with emphasis on hand-knit sweaters for fall. This pert little bolero sweater is just the thing to slip on with your summer outfits and it will prove a life-saver to bridge over midseason days. It is easily made in simple drop stitch using contrasting pastel yarns. Though the yarn gives the impression of being heavy and substantial it is in reality light as a feather.

Patriotic Jewelry

The latest fashion gesture is to wear a decorative piece of patriotic jewelry. Of course the American flag comes first in clips or brooches. It has jeweled stripes and stars in red white and blue. Glittering American eagle emblems eloquently bespeak patriotism and they are ever so decorative posed on suit label or at the neckline of your summer frocks.

Sheer Black Hat

The new hats of sheer black horsehair braid or of thin net or chiffon are registering as one of the season's outstanding successes. The smartest ones have large brims that are styled to wear far back on the head so that they halo hair and face with a mist of wispy black. They give you the dress-up look that is so important for special occasions. You'll love a hat of this type with your black and white prints and with the all-black afternoon sheer costumes that are high fashion this summer.

Berets for Smart

For chic millinery to wear now and through the fall, the beret, big, black and dramatic carries the honors. The present beret vogue is gaining momentum by leaps and bounds. One way of wearing the new beret is to pose it far back on the head. There are also dramatic profile berets that turn up picturesquely at one side. It is worth while to study up on the beret movement for be assured berets are important millinery news.

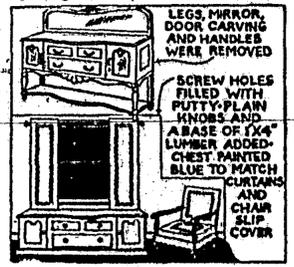
Big Revival for Knitted Fashions

Knitwear enthusiasts here's good news for you, in that nearly every fashion report mentions the coming importance of hand-knitted costumes, capes, sweaters and three-quarter cardigans. So "attend to your knitting" so as to be ready and smartly knif clad when fall comes. A charming novelty is the sweater with a picturesque detachable matching knitted hood.

Transformation of Gram's Old Buffet

By RUTH WRETH SPEARS

YOU have heard quite a good deal in these articles about Grandmother, who is just "Gram" to her family. Also about her favorite grandson, Bill, and his up-and-coming bride, Marty—the same for whom Gram made the stunning rag rug in Sewing Book 3. Then there is Bill's kid sister, Betsy, who streamlined the old iron bed illustrated in Book 3. You all know "Mom," too. She has be-



come almost famous because of her curtains and slip-covers and "The Rug That Grew Up With the Family." And there is "Dad" who is handy with hammer, saw and screw driver.

Well, recently the family have "ganged-up" on Gram about her fancy out-of-date buffet. They think she deserves and can afford something new. Gram decided to get rid of the buffet, then Marty said that she wanted it! This sketch shows you one of the things she and Bill did with it. Watch next week for what became of the mirror and legs.

NOTE: That is white rick-rack that trims the blue chambray curtains and slip-cover. The chair is the one made over from an old rocker described in the new Book 5. To get your copy send order to:

MRS. RUTH WRETH SPEARS
Bedford Hills, N.Y.
Enclose 10 cents for Book 5.
Name
Address

Played Her Part

The only person who ever played a part on the screen that she had played in real life in a famous historical event was Madame Ada Bodart, declares Collier's. In 1915 she underwent much questioning by German army officers about her friend, Nurse Edith Cavell. In 1927 she played the part of herself in the British film, "Down," which was the story of this English nurse who was executed for having helped Allied soldiers escape from Belgium.

INDIGESTION

may affect the heart
Gas trapped in the stomach or bowels may act like a hammer on the heart. At the first sign of distress, heart trouble may be caused by indigestion. Do not neglect it. No laxative, but DOAN'S KIDNEY PILLS. They will relieve the indigestion, and will also relieve the heart. Doan's Kidney Pills are sold in every drug store.

To Know Others
He that knoweth himself knoweth others; and he that is ignorant of himself could not write a very profound lecture on other men's heads.—Colton.

That Nagging Backache

May Warn of Disordered Kidney Action
Modern life with its hurry and worry irregular habits, improper eating and drinking—its lack of exposure and infatuation—throws heavy strain on the work of the kidneys. They are apt to become over-taxed and fail to filter out the waste and other poisons from the life-giving blood.
You may suffer nagging backache, headache, dizziness, getting up aching, leg pain, swelling, loss of appetite, tired, nervous, all worn out. Other signs of kidney or bladder disorder are sometimes burning, scanty or too frequent urination.
Try Doan's Pills: Doan's help the kidneys to pass off harmful waste body-waste. They have a long record of a century of public approval. Are recommended by grateful users everywhere. Ask your neighbor!

DOAN'S PILLS

WNU—M 31—40

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Capitan, N. M.

City Garage Sales For July

The City Garage, Mr. Reil, proprietor and his salesmen, took time by the forelock this month and really made the sales. As was previously published, Mr. Kelt, postmaster, bought a new '40 Oldsmobile 60 Sedan and will shortly take his family on a trip to Louisiana in it.

Mr. Frank English bought a 1940 Chevrolet 85 Coupe pick-up and takes his summer Sundays in our local mountains.

Mr. J. A. Wright bought a new Chevrolet truck.

Another new 1940 Buick previously mentioned in our columns is Mr. R. E. Lemon's new coupe in which he and Mrs. Lemon will travel to Kansas, leaving tomorrow. Mr. Willie Sulzmeier of Vaughn will be at the Lincoln County Agency during Mr. Lemon's absence.

The City Garage has another distinction: They sell more GMC trucks than any other motor company in the southwest their size and sold 4 new ones the last two weeks.

Other sales include 8 Chevrolet (passenger cars, 4 Chevrolet trucks, 1 Pontiac, 1 Buick, 1 Olds.

Reid Dudley and brother Elbert went to Lubbock this week.

Alvin Carl fractured his wrist while skating at Harry Miller's rink last evening.



STONE AGE STUFF

FER SAIL

The Poor Cave Man Had No Newspaper To Advertise In. But You Have!!

Real Dollar Bird
While the term "dollar bird" may be used as a slang name for the American eagle, the real dollar bird is an Australian roller, prevailing blue and black in plumage. It is so called from the large roundish spot of white on its wings, known in flight.

Our Petulance, Too
Not that professional athletes and criminals have anything in common, but it's a curious fact that we lavish most of our pet names on these two classes.—San Bernardino Sun.

Born . . . To Mr. and Mrs Bryson Corbett in Albuquerque, Saturday morning, July 27, 1940 a son, weight 7½ pounds. He has been named Bryson Kelly Corbett.

FOR SALE—Transparent apples one cent a pound at the orchard.

Mrs. Pearl Stearns Noga, New Mexico

Hon. John E. Miles, governor of the state, has announced for renomination. . . The slogan adopted is: "One good term deserves another."

Messrs. L. J. Adams and G. L. Strauss were in town from Tucumcari Wednesday. According to their version politics will be more and more exciting between this and August 14 in Quay County. The same prophecy will hold good for Lincoln County too.

Mr. Henry Hoffman came up from El Paso last Wednesday to visit his family.

Mr. Wilson was a visitor from Alamogordo last Monday, in the interest of Standard Oil Company.

FOR RENT—One sleeping or light housekeeping room. See Phipps

Rev. and Mrs. Lawson and son were visitors from Roswell last Wednesday.

The Highway from Lincoln to Hondo is now beginning to take shape and in a few months people can travel to Roswell and other points in unbroken pleasure.



Waiting For a Sail
The Modern Merchant Doesn't wait for SALES HE ADVERTISES

Lesson From Chinese
In a Toronto court a Chinese who had been giving evidence through an interpreter was found to be quite fluent in English. It is a characteristic of the oriental mind not to reveal all it knows; and this is not a bad plan for any other division of the human race.—Toronto Globe.

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TRUTH about ADVERTISING

By CHARLES B. ROTH

CAN YOU READ LATIN?

THE law used to recognize the doctrine of Caveat emptor.

That is Latin. It means "let the buyer beware." The doctrine for which it stood was simply this: Whenever you bought from another it was your responsibility to see that you got your money's worth, not his.

If he were a dishonest man and wanted to cheat you, you had to protect yourself. The law wouldn't help. "Let the buyer beware," it said. Caveat emptor.

That doctrine, as unsound doctrines always must, has given way to a better one. The modern business man, if he expects to remain in business and warrant your patronage year after year, doesn't expect you to protect yourself.

He assumes the obligation of protecting you. He makes sure that his quality is high. He religiously subjects his product to tests. He introduces improvements. And he establishes a price which is the minimum on which he can remain in business.

For this change, which is one of the most important improvements in business, advertising has been largely responsible. Advertising has given a permanent quality to bus-

ness. A man who advertises must be scrupulous in his integrity. He cannot write lies. He has to live up to all claims. This means that you, as a customer, can buy from such a man with absolute confidence.

Not long ago Owen D. Young, one of America's clearest thinkers, and a great business executive, declared that:

"Dishonesty in various forms is becoming rarer in business. Whenever it occurs it is exploited in newspapers, because it is the unusual, not the common, thing.

"A store keeper may short-measure or short-weight his customer and make a little. He may even induce a clerk to short-measure or short-weight. But he cannot build a big business on that basis. Honesty and uprightness must exist in great business organizations."

And it must also exist in smaller business organizations, which expect to grow large.

Whenever a business man advertises, it is a sign that he wants to operate an honest business, one from which you can buy with confidence and trust.

Advertising is thus the guiding-light which you can follow in getting more for your money.

Daily it leads millions of American customers to better values, to greater satisfaction, to the serenity which comes from dealing with men and organizations they know they can trust.

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