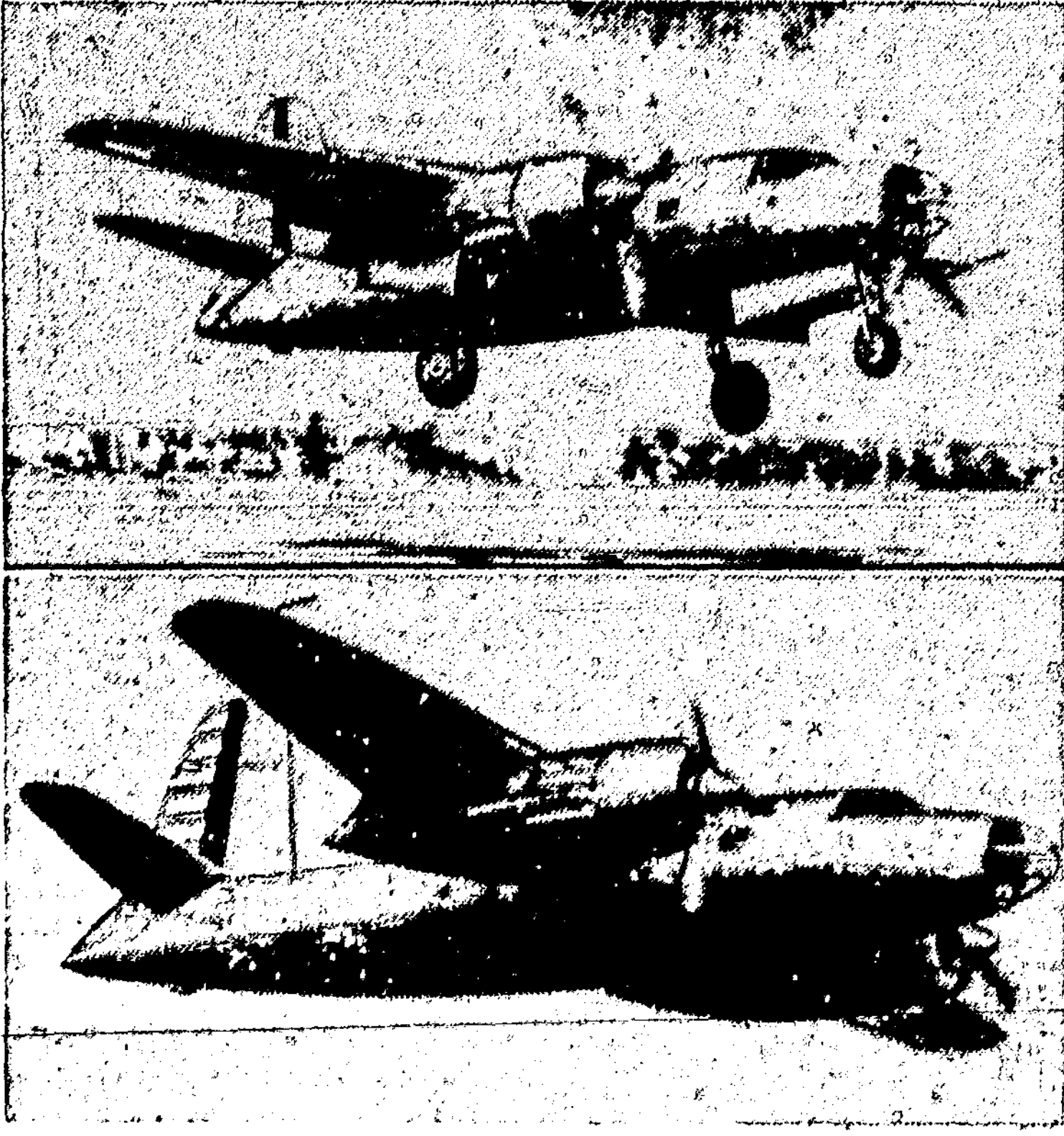


Bomber in Flight



The newest and best of the U. S. medium bombers is B-26, shown here taking off (above), and in the air (below), during a test flight at Baltimore, Md. Product of the Glenn L. Martin factory at Baltimore, this high performance dealer of destruction will soon be rolling off the production lines at mass production rate.

Power for Defense



John O. Garand, inventor of the army's famed semi-automatic Garand rifle, is shown at work in his model shop at the Springfield, Mass., armory, where his grand gun is in mass production to arm our defense forces.

History-Making Events of 1940 Pass in Review

Nine Nations Fall Before Conquering Forces as U. S. Arms.

By ROGER SHAW
(Released by Western Newspaper Union.)
Of the many significant events in the ill-starred year, 1940, the sudden and generally unexpected collapse of liberal France was perhaps the outstanding disaster. Other significant happenings were the re-election of Mr. Roosevelt to a third term as President of the United States, and the triumph of Churchill over Chamberlain in British imperial circles. Another phase, not to be overlooked by any manner or means, was the surprising success of the 1940 U-boat campaign against the British Isles, and the comparative lack of success in the matter of German air raids, the destruction of Coventry notwithstanding. Still another upset was the silly double collapse of Italian armies in Albania-Greece and in Libya-Egypt, with savage repercussions at home in the Italian peninsula, where there appeared to be something rotten in—Rome.

RUSSO-FINISH WAR
The year 1940 opened with the continuation of one lesser war, in addition to the two major Anglo-German and Sino-Japanese conflicts. This was the Russo-Finnish war, which lasted a little more than three full months. It began at the end of November, 1939, and ran on through a little more than the first two months of 1940 before Finland finally gave up.

The Finns were virtually disarmed, the Russians took over the Mannerheim line, and the second city of Finland, Viborg or Viipuri, as well as certain highly strategic points in the Finnish gulf. The Finnish war president, Kallio, resigned. Following the Finnish war, the other three little Baltic states, Lithuania, Latvia, and Estonia, "voted" themselves into the Soviet Union.

Early in April the Germans pulled their No. 1 surprise of the No. 2 World war. Like a streak of lightning, they occupied Copenhagen, the capital of little Denmark, and Oslo, the capital of Norway.

The Norwegian war was a brick affair. The port of Narvik, way up north, changed hands between the British and Germans, and was the scene of bitter fighting. It was chiefly important because it was an embarkation point for the Swedish iron, en route for Germany. The British eventually evacuated Narvik, in the light of the subsequent British defeats in Flanders. Norway was placed under the local dictatorship of Vidkun Quisling, a German sympathizer.

FALL OF FRANCE
People were surprised by Norway, early in April. They were even more surprised by Flanders, in May, 1940. Suddenly the hammer of Thor came down on the western European anvil. Manfred von Brauchitsch, the German field commander, and William Kettel, who ran the Berlin war office, sent the field-grays over the Dutch, Belgian, and Luxembourg lines like a sudden whirlwind. Luxembourg, like Denmark, did not resist. The famed Belgian forts collapsed (as they had in 1914) quite promptly, and the Dutch held out for less than a week.

In Holland, German parachute troops, dropped from the ubiquitous Junkers transports, showed a remarkable military example.

British and French troops poured up into Flanders, to help the Dutch and Belgians. The Germans took on all four of them. King Leopold of the Belgians suddenly made an armistice, and thereby saved his army, and retained his tottering throne. The British made an epic retreat via the Flemish channel port of Dunkirk, an operation in which the royal navy and royal air force covered themselves with glory. They lost most of their motorized and mechanized equipment, but a good part of the B. E. F. got back to England, somehow.

The Germans went ahead and captured Paris. Premier Reynaud, who had taken the place of Premier Daladier, made defiant speeches, then ran away. France surrendered, and a semi-military government of Marshal Petain, General Weygand, and Admiral Darlan, took control. These men founded the Vichy government. The Germans divided France into two portions, two-thirds occupied by German troops, and a third "independent" and directly under Marshal Petain, who was much under the influence of a politician who always wore white neckties—swarthy Pierre Laval. Alsace-Lorraine was annexed directly to Germany, who had lost it in 1918. Bits of the French navy clashed with the British navy twice: once at Oran in Algeria, and a second time at Dakar, in West Africa.

Meanwhile, a minor French general named De Gaulle—a tank expert—escaped to England, and organized a group known as Free Frenchmen, to carry on the war by pestering the Germans and the allegedly "pro-German" Vichy government. De Gaulle had the special ear of Churchill. De Gaulle planned the unsuccessful Dakar operation, and his agents were active in various other French colonies.

Serving Time



ed: Newfoundland, Bermuda, Bahamas, Jamaica, Antigua, St. Lucia, Trinidad, and British Guiana in South America. Our army and navy at once set about the fortification of the newly acquired bases.

This was not all: it was decided that the U. S. possess two navies—Atlantic and Pacific—instead of one. We had 15 battleships, for example, and 37 cruisers; but we were to have no less than 32 battleships and 65 cruisers, before we got done. Also, the first peacetime conscription in American history was passed in congress. The new conscripts were already being called up, at the close of 1940. Close to 17,000,000 lads, between the ages of 21 and 30, were registered.

At Washington, a national defense board was called into being, including military experts, labor leaders, and capitalists. The nation's war industries were speeded up to top pitch, and congress voted billions for armaments. The President declared that the British would get a rough 50 per cent of our production.

Franklin Roosevelt defeated Wendell Willkie in the 1940 election. The total score was roughly 20,000,000 votes, to 22,000,000. The electoral vote, however, was overwhelmingly for the third term, although an estimated three-quarters of the nation's press campaigned for the Indiana utilities lawyer. Willkie stood for the draft, and for "aid to Britain" but he received most of the isolation vote, and carried the outstandingly-isolation-minded states in the Midwest.

POOR ITALY
Italy entered the war just in time to look in on the collapse of France, a la factal. The Italian troops captured one French "city" of 8,000, and another of 3,000 inhabitants.

After the battle of France, Italy skirmished with England's Mediterranean fleet, while a few Italian fighters appeared over London, and the royal air force bombed Turin and Milan, Italian industrial centers for Fiat and Isotta-Fraschini. In September, under General Graziani, the Italian Libyan army invaded the British protectorate of Egypt, and bogged down 50 miles up the coast, in a feeble effort to take the distant Suez canal.

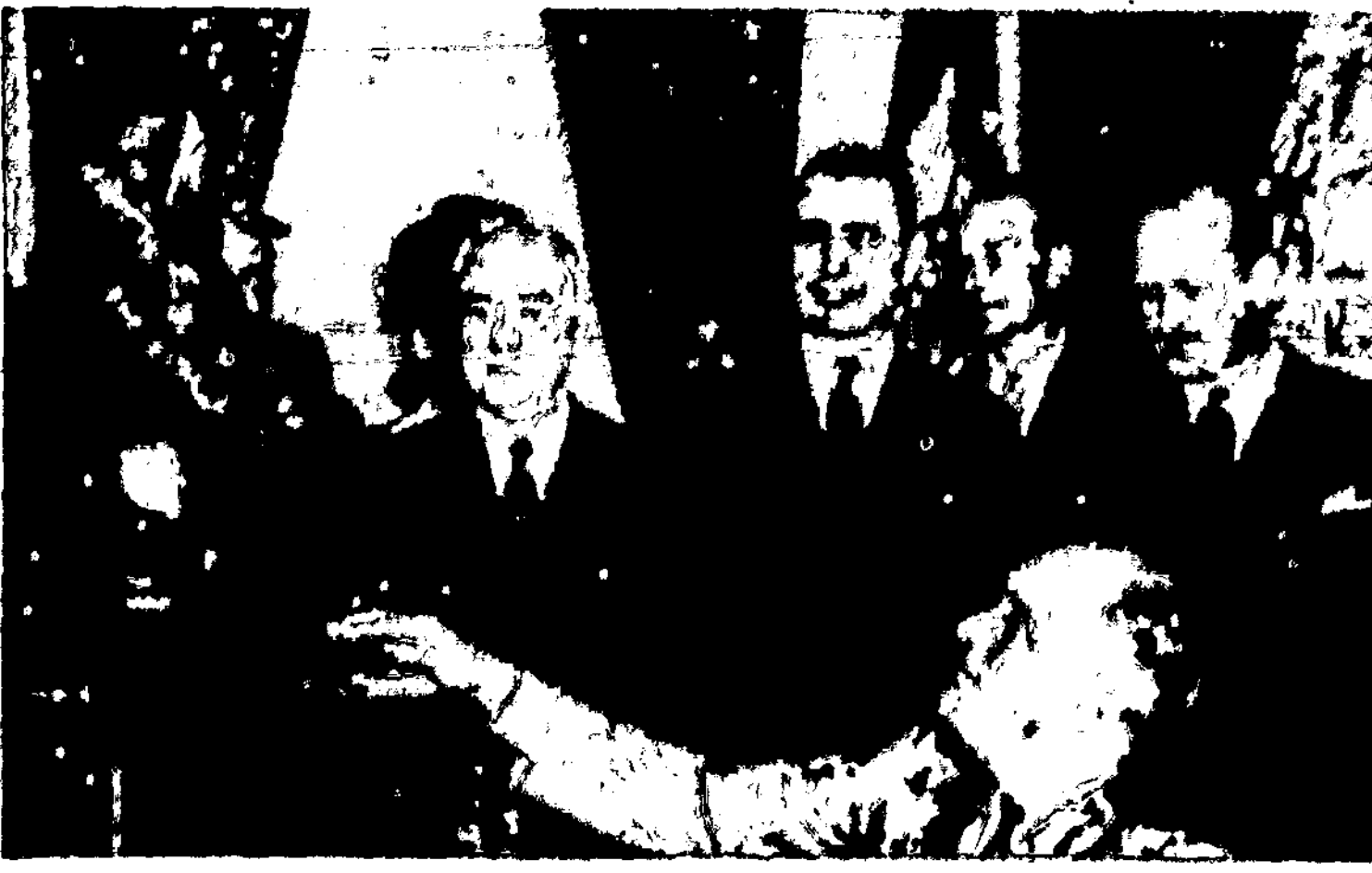
Late in October, under Marshal Badoglio's staff work, the Italians abruptly invaded little Greece, from the Italian foothold of Albania. The inoffensive Greeks turned around, and counter-attacked with the greatest success. The British navy, air force, and Australian units came to their aid. The Italians were chased out of Greece, and the Greeks occupied close to a quarter of Italy's restless Albanian colony. Badoglio resigned, as chaos reigned at home.

On top of this, the Italian Libyan army took a bad beating in Egypt, and went into retreat, with the British in pursuit. The royal navy and the Australians co-operated, and 30,000 Italians were captured by mid-December.

RUMANIA PARTITIONED
Rumania was another major victim of the year 1940. It was subdivided between Russia (Bessarabia and the Bukovina); Hungary (northern Transylvania); and Bulgaria (the southern Dobruja). What was left underwent an Iron Guard revolution, which ousted King Carol and his friend, red-headed Magda Lupescu. Carol's son, Michael, became monarch. The German army moved in, to police the Balkans, establish air bases, and control the Rumanian oil wells.

The new Rumanian puppet government, under dictator John Antonescu, joined the Rome-Berlin-Tokyo Axis, so-called. So did Hungary, and the little Slovak puppet state which is the rump of what used to be Czechoslovakia. Meanwhile, Russia was still on the make, and held the balance of power in Europe—something that England had held for centuries. Within a year, Stalin had acquired a third of Poland, parts of Finland, the three little Baltic states, and a piece of Rumania, all of which Russia had lost after the first World war.

President Awards Collier Aviation Trophy



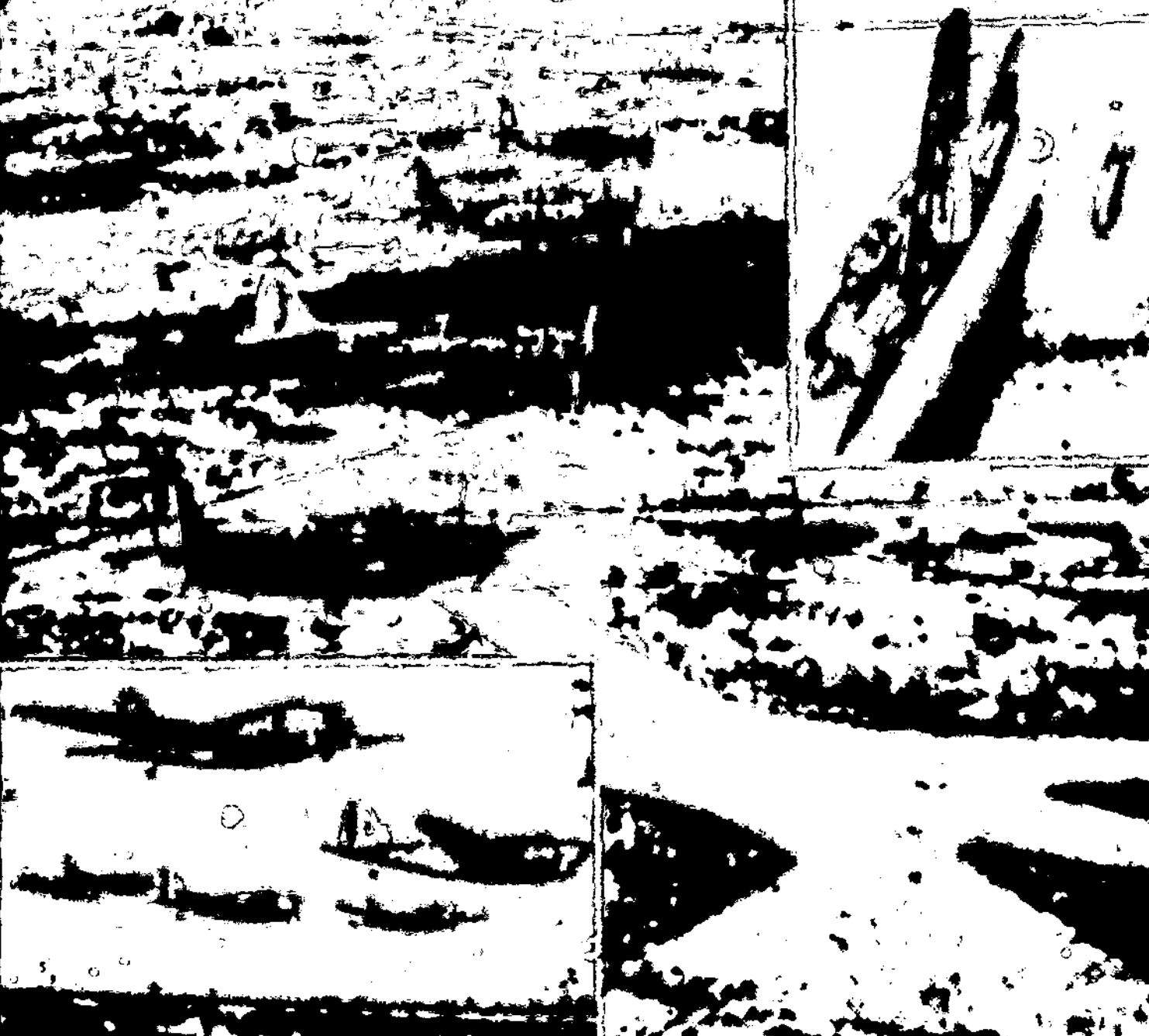
President Roosevelt awarded the Collier trophy, principal aviation award of the year, to 15 representatives of commercial airlines for the safety record achieved last year. Three physicians were also honored for developing an oxygen mask. They are L. to R., standing (front), Dr. W. Boothby and Dr. W. Lovelace II, of the Mayo Foundation, and Capt. H. Armstrong of the army medical corps, Wright field, Dayton, Ohio.

See's Fascism's End



Count Carlo Sforza, former Italian premier, who is credited with the statement that the Italian people are dissatisfied with Fascism. He is now an exile in the U. S.

The Olympics of Aviation



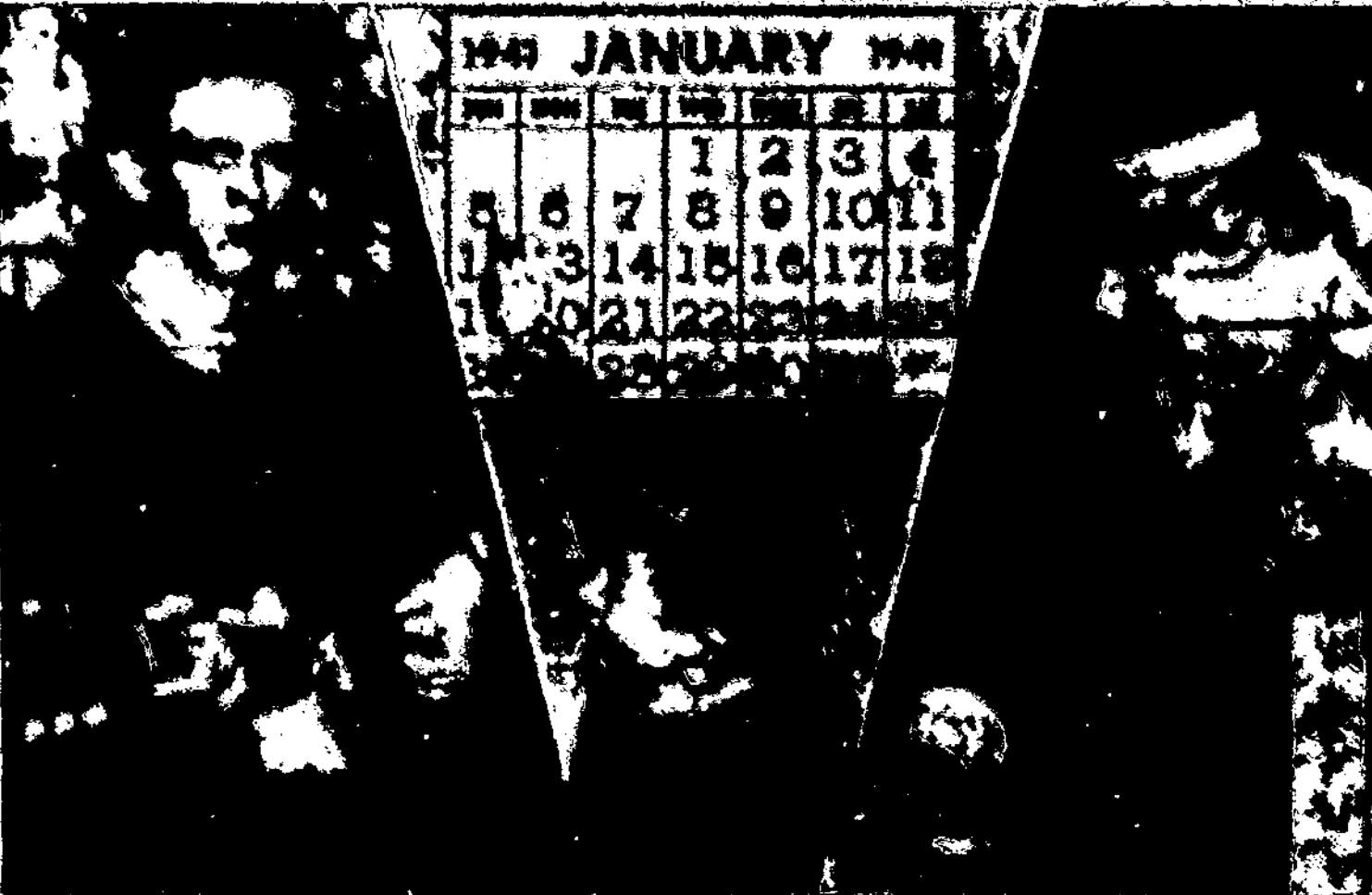
Dive bombers will demonstrate their prowess at the annual All-American Air Maneuvers—the Olympics of Aviation—in Miami, Fla., January 16 to 18. One of these "Stuka" bombers is pictured, upper right. Crack torpedo bombers are shown above flying over the Miami airport. Low-flying army air corps planes appear in the bottom panel as they seemed low in last year's exhibition.

Will Defend Title



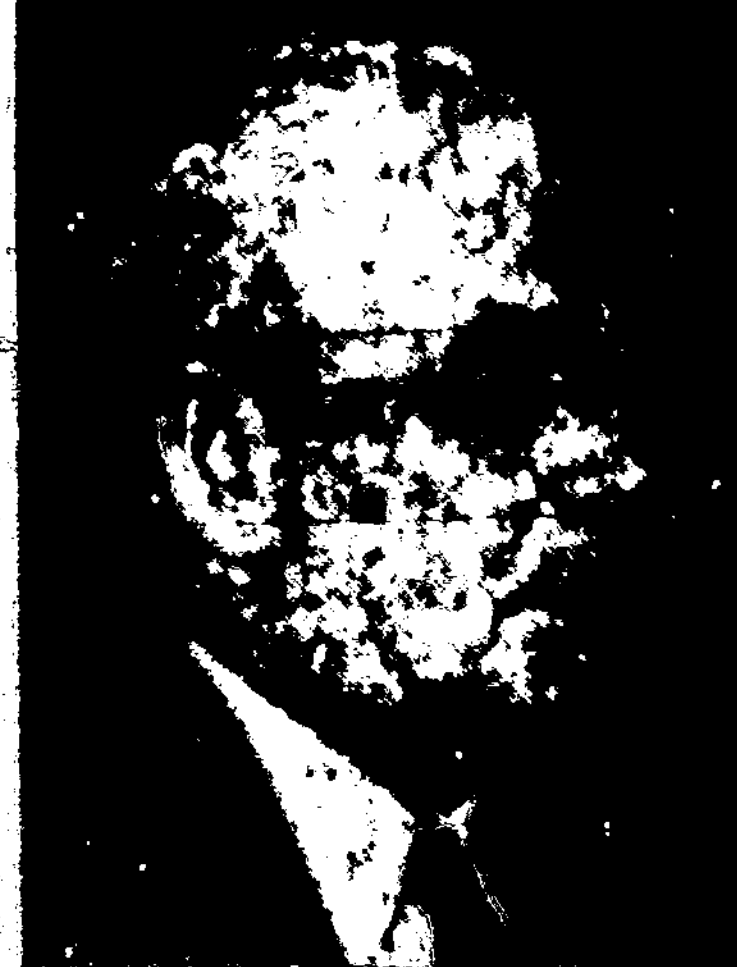
The world three-cushion billiards tournament will be held in Chicago on January 13. At this tournament Willie Hoppe of New York (shown above) greatest billiard champion of all time, will defend his title.

Celebrate 'Old Christmas'



The young boy above points to January 5, the day when the people in his village of Rodanthe, N. C., celebrate Old Christmas on the day before Epiphany. Santa Claus is shown making a delayed visit in one of the houses while "local taken" provides music for the dancing which always accompanies the celebration.

Leads C. I. O.



Philip Murray, new C.I.O. president, will preside at an important board meeting Jan. 5. It is believed this meeting will open a campaign of organization in all industries.

Science May Soon End Fog Menace at Airports

Controlled artificial dissipation of fog, the greatest enemy of airplanes, is foreshadowed by recent scientific discoveries in the United States, according to Dr. Sverre Pettersen, Norwegian meteorologist. It is entirely possible, Dr. Pettersen said, that at a not-too-distant date, pilots coming into an airport where ceiling zero conditions prevail because of fog may see the fog dissolve to reveal the runways. He explained that one method developed at the Massachusetts Institute of Technology was shown to be entirely practical in a large-scale experiment. It consists of spraying the air with a liquid solution of sulphur chloride. It was found that by spraying 25 gallons of the solution a minute, a slice could be cut out of the fog 20 feet high, 150 feet wide and 1,000 feet long in the direction of the prevailing wind, Dr. Pettersen said.

Lincoln County News

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, 1979.

Subscription, in advance, \$2.00 per Year

Advertising Rates Furnished on Request

FRIDAY, JAN. 3, 1941.

Mrs. Era B. Smith, Editor and Publisher

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

WALTER RIGGS, Plaintiff,

VS.

Dr. E. L. Woods, Impleaded with the following named defendants against whom substituted service is hereby sought to be obtained to-wit: Russel C. Dodgen, Jimmie Dodgen; The following named defendants, if living, if deceased, their unknown heirs: Julius E. Poston, also known as Julius E. Postin, Mrs. Emma Moore, Jerry H. Hoekradle, W. A. McIvers, H. B. White, J. H. Washburn, C. A. Niles, H. B. Niles, F. S. Trickey, H. B. Shultz, Louis A. Shultz, J. J. Ayers, Cyrus B. Moore, Mrs. Nancy Cox, Mrs. Marion Mayca, unknown heirs of the following named deceased persons: Thomas J. Moore, Nathaniel Moore, Eusebio Moore, Mary J. Woods, Jose Torres Y Chavez, Adelaida Chavez, and all unknown claimants of interests in the hereinafter described premises, adverse to the estate of the plaintiff. Defendants.

No. 4827 Civil.

NOTICE OF PENDENCY OF SUIT

THE STATE OF NEW MEXICO: To each of the above named defendants against whom substituted service is hereby sought to be obtained, GREETING:

You and each of you are hereby notified that a certain cause wherein you and each of you are defendants, and Walter Riggs is plaintiff, being Civil cause No. 4827 in the Civil Docket in the above named Court, is now pending against you.

The general object and purpose of said suit is to establish and quiet plaintiff's title in and to the real estate and property described in the Complaint in said cause, the same being in the County of Lincoln, State of New Mexico, and in:

Sections 31 and 32, Township 8 South 13 East, and in Sections 6 and 6 Township 9 South, Range 18 East, against the adverse claims of you and each of you, and anyone claiming by, under, or through you, or any of you, and to forever bar and estop you and each of you from having or claiming any lien upon, or right or title to, or interest in said real estate and property.

You are further notified that unless you enter your appearance in said cause on or before January 24, 1941, judgment will be rendered in said cause against you and each of you by default.

That the name of plaintiff's attorney and his postoffice address is John E. Hall, Carrizozo, New Mexico.

GIVEN under my hand and the seal of the Third Judicial District Court of the State of New Mexico, this 11th day of December, 1940.

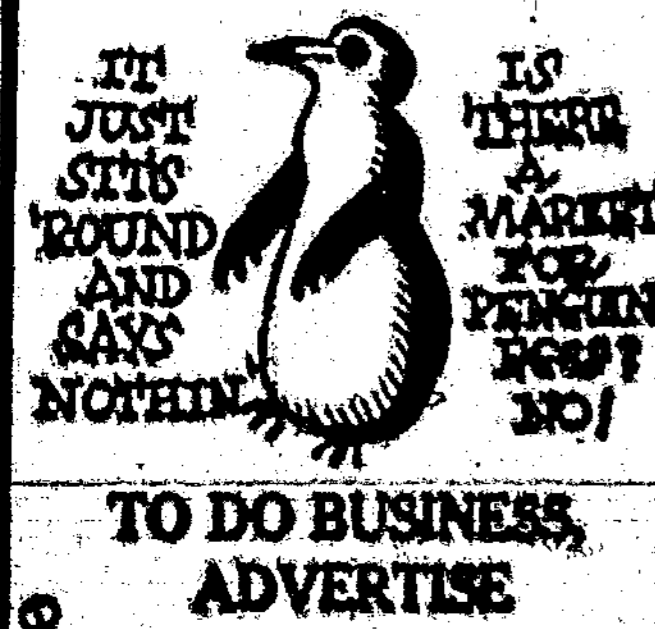
Edward Penfield, District Court Clerk. (D. C. Seal) D18-J-3.

WPA Certification

The County Office of the Department of Public Welfare will accept applications for WPA certification beginning Monday, Dec. 28. Applications for WPA will be accepted only on Mondays of each week.

Ethel C. Boettcher, County Director.

The PENGUIN



NOTICE FOR PUBLICATION STATE LAND SALE LINCOLN COUNTY OFFICE OF COMMISSIONER OF PUBLIC LANDS

Santa Fe, New Mexico Notice is hereby given that pursuant to the provisions of the Act of Congress approved June 20, 1910, the laws of the State of New Mexico and the rules and regulations of the State Land Office, the Commissioner of Public Lands will offer at public sale to the highest and best bidder at 10:00 o'clock a. m., on February 25th, 1941, at the front door of the Court House in the town of Carrizozo county seat of Lincoln County, New Mexico, the following described tract of land, to-wit:

SALE NO. 2693

N 1/2 Sec. 9, Township 8 South, Range 11 East, containing 80.00 acres, more or less.

No bid will be accepted on the above described lands for less than Five and No/100 Dollars (\$5.00) per acre, and successful bidder will be required to pay at the time of sale five per cent (5%) of the amount of his bid, the value of the improvements and the costs of sale. The balance of the price offered will be payable in thirty years, with interest on all deferred payments at the rate of four per cent (4%) per annum in advance, in accordance with the terms of the contract to be entered into by the successful bidder, form of which will be furnished on request.

All minerals on the said lands are reserved to the State and the Commissioner reserves the right to reject any and all bids.

Dated at Santa Fe, New Mexico, this 28th day of November, 1940.

FRANK WORDEN

Commissioner of Public Lands

- 1st publication Dec. 6, 1940. 2nd publication Dec. 13, 1940. 3rd publication Dec. 20, 1940. 4th publication Dec. 27, 1940. 5th publication Jan. 3, 1941. 6th publication Jan. 10, 1941. 7th publication Jan. 17, 1941. 8th publication Jan. 24, 1941. 9th publication Jan. 31, 1941. 10th publication Feb. 7, 1941. 11th publication Feb. 14, 1941.

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.

The Gateway Hotel COFFEE SHOP

Garage Facilities CAR WASH \$1.50 and \$2.00

EL PASO

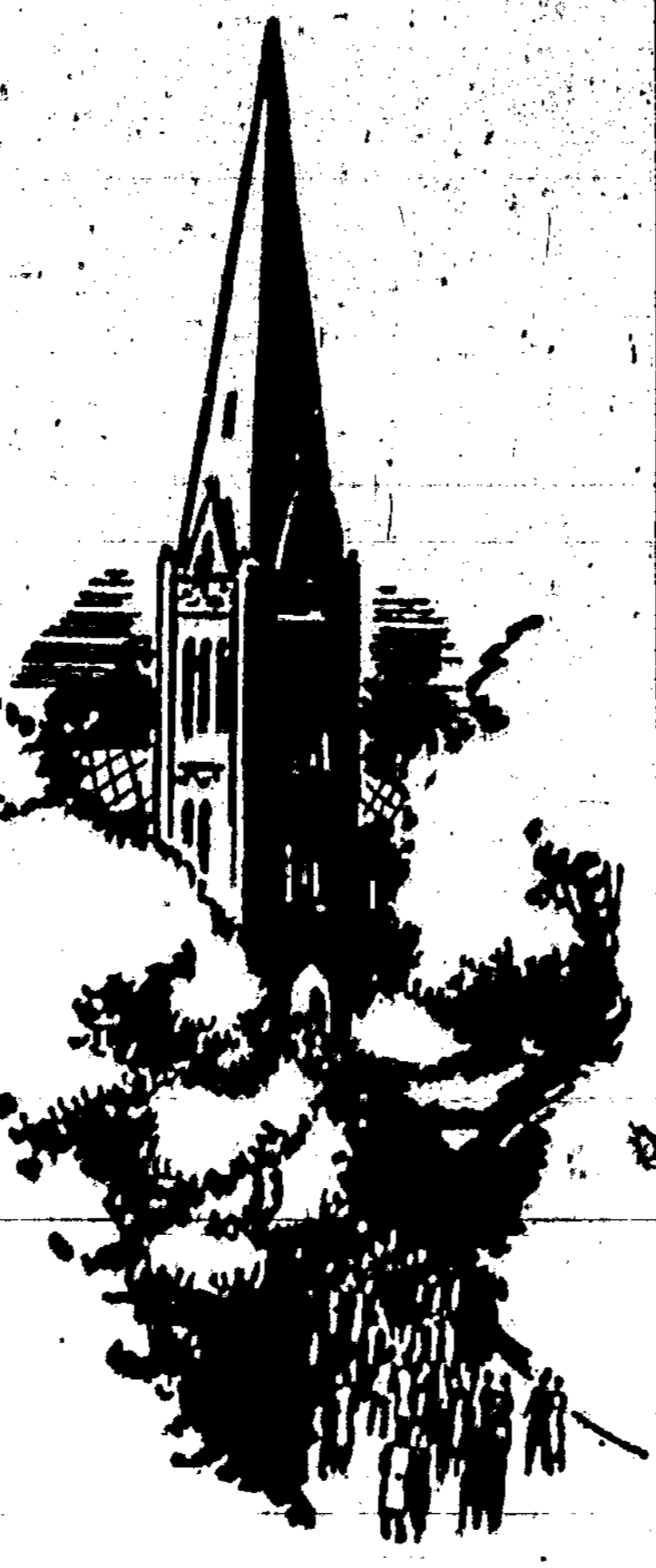
BE SURE You go to the right place There is Only One ZOZO BOOT SHOP Across from the Depot

Carrizozo Assembly No. 7

Order of Rainbow for Girls Meetings 2nd and 4th Fridays. Worthy Advisor—Kathleen Smith, Worthy Matron—Margaret English.

S. B. BOSTIAN NOTARY PUBLIC Located at Harkey's Lumber Yard Phone 106 Res. Phone 64

Local Churches



Order of Service of First Baptist Church

Sunday School 10 A. M. Preaching service 11 A. M. B. T. U. 6:15 P. M. Preaching Service, 7:15 P. M. W.M.U. Wednesday afternoon 2:30 P. M. Prayer meeting Wednesday evening 7:00 P. M. Choir practice Wednesday evening 7:45 P. M.

L. D. Cochran, Pastor. Santa Rita Church

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

Church of Christ

Elvin Boat, Minister Sunday Services Bible School 10:00 A. M. Preaching at 11 A. M. & 7 P. M. Midweek Bible Study on Wednesday at 6:45 P. M. Ladies' Bible Study on Thursday at 2:30 P. M. All services in new building two blocks west of Postoffice.

The Methodist Church

(L. A. Hughes, Pastor) 10:00 A. M. Sunday School, Frank Adams, Supt. 11:00 A. M. Morning Worship. 6:15 P. M. Epworth League 7:30 P. M. Evening Worship We invite you to come and worship with us.



Reil Beauty Shop For FASHIONABLE Hair Dress and Attractive MANICURES All New Equipment Latest Model 1940 Dryer 2 Operators PHONE 118 Mrs. Reil, Proprietor

First Lifeboat The first lifeboat is believed to have been one built by Edward Latham in England in 1704.

LINCOLN COUNTY TO PARTICIPATE IN FOOD STAMP PLAN

ALBUQUERQUE, — Claude H. Wickard, Secretary of the U. S. Department of Agriculture, announced November 26, 1940 the extension of the Food Stamp Plan in the state of New Mexico to the counties of Chavez, Curry, Eddy, De Baca, Gualapue, Lea, Lincoln, Otero, Quay, and Roosevelt.

The plan will begin operation in these ten counties about the middle of December. This program reaches 202 cities and rural areas in the United States today. Based on the averages in other areas, officials of the Surplus Marketing Administration estimate that approximately \$325,000.00 worth of surplus foods will be consumed annually by the persons receiving public assistance in this area.

Participation is voluntary. However, all persons certified by the Department of Public Welfare are eligible to purchase food stamps may do so.

Two Type of Stamps There are two types of stamps, both issued in denominations of 25c and combined in books similar to postage stamp books. The orange-colored food-stamps are good for the purchase of all edible foods at retail food outlets. They cannot be used to purchase beer, wine, liquor, tobacco, or household articles. Food bought with stamps may not be consumed at the point of purchase.

The blue-colored stamps are given free by the U. S. Department of Agriculture to all eligible relief families who participate and must be used to purchase specially designated surplus food products at regular grocery stores. These are the foods the farmer grows and cannot sell at a profit.

Since the Food Stamp Plan is a supplement to and not a substitute for local relief, all participants must buy orange food stamps in an amount equal to their former food purchases. Then they are given the free blue stamps enabling them to get \$1.50 worth of food for each \$1.00 they spend for the orange stamps.

The requirement that, in order to take part in the plan, orange stamps must be purchased in an amount equal to former food purchases, protects the farmers by insuring that foods obtained free are in addition to, and not in place of, food formerly purchased by eligibles.

Under this plan eligible participants get half again as much food for their money; food merchants in the area will increase their sales by approximately \$325,000 annually, and the greatly increased consumption of surplus foods will be of direct benefit to our farmers.

The currently designated surplus foods are: butter, raisins, rice, pork lard, pork, corn meal, Irish potatoes, fresh oranges, apples, pears, cabbage, grapefruit, onions, (except green onions), eggs, prunes, hominy grits, dry edible beans, wheat flour, and wholewheat flour.

Changes From Time to Time The surplus food list changes from time to time in accordance with market and crop conditions. A stamp issuing office will be established in Alamogordo by the N. M. Dept. of Public Welfare, where eligible participants may purchase stamps. Notice of location will be sent to all families eligible to participate.

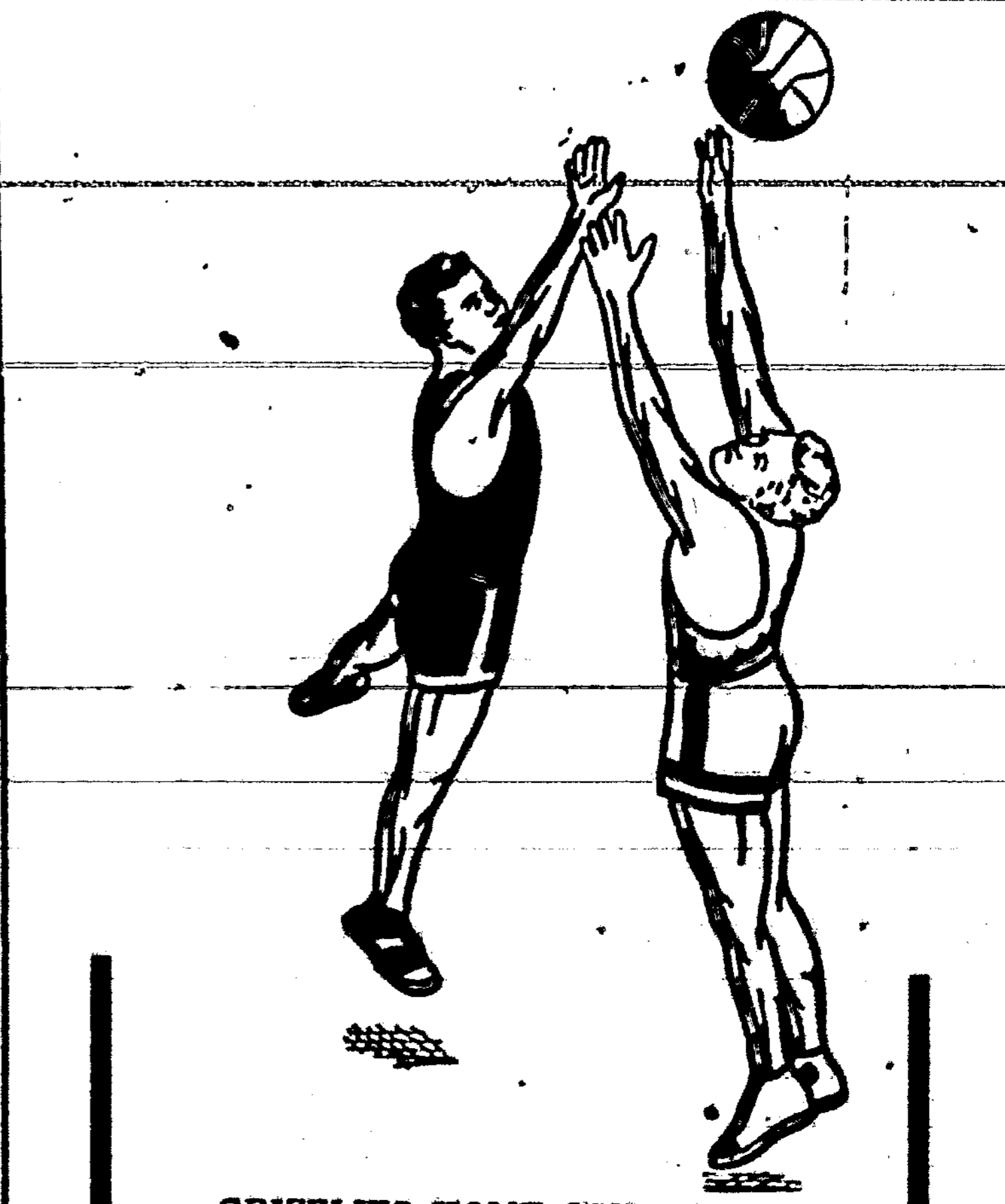
- Want a cook, Want a clerk, Want a situation, Want a partner, Want to sell a farm, Want to sell livestock, Want to borrow money, Want to rent any rooms, Want to sell town property, Want to recover lost articles, Want to sell secondhand furniture, Advertising keeps old customers, Advertising will gain customers, Advertising makes success easy, Advertising begets confidence, Advertising brings business, Advertising shows energy, Advertise and succeed, Advertise consistently, Advertise or bust, Advertise weekly, Advertise now.

Subscribe to the News.

Why Try it Yourself? Better Service and Quicker Cleaning AT THE Nu-Way Cleaners Delivery and Pickup Service Phone 81 Expert Hat Cleaning and Re-Blocking

Why send abroad for articles you can get at home, and at substantial saving to you? Read News Ads.

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 looks. FINE WHISKIES T. E. KELLEY Funeral Director and Licensed Embalmer 'Phone 83 Carrizozo N. Mex JOHN E. HALL Attorney and Counselor at Law Carrizozo Hardware Building—Upstairs Carrizozo, New Mexico



GRIZZLIES HOME SCHEDULE RESULTS Dec. 12 C'zozo-23 Forest-11 Dec. 13 C'zozo-28 Capitan-10 Dec. 14 Socorro High School Jan. 4 Hot Springs High School Jan. 11 Tularosa High School Jan. 17 Causey High School Jan. 24 Reserve High School Jan. 31 Hondo High School Feb. 8 School of Mines 'B' Team Feb. 15 Alamogordo High School GAMES AWAY FROM HOME Dec. 19 Socorro High School Dec. 21 Corona Jan. 10 Hondo Jan. 18 Hot Springs Jan. 25 Alamogordo Feb. 1 School of Mines 'B' Team Feb. 7 Tularosa High School Feb. 14 Capitan Feb. 21 Clouderoff GRIZZLIE PLAYERS Joe Phillips, Alton Beck, Bobby Shafer, Benny Barnett, George Sanchez, Henry Burton, Lino Mearns, Pick Warden, Milton Evans, Manuel Mirabal, Dick Hicks, Joe West, Jimmy Hodson, Sammy Payne, Ralph Pruitt, Milton Huffman, Earl Dew, Herman E. Kelt, Duane Chausser, Bill Hobbs.

New Gas Rates Effective Oct. 25, 1940

First 1500 cu. ft.	\$1.50 Minimum
Next 1500 "	.70 per M.
Next 7000 "	.65 "
Next 20000 "	.60 "
Next 20000 "	.55 "
All in excess	.50 "

Plant is being remodeled for 15 to 25% more heat value per cubic foot.

Attention Trappers

We Buy Furs

Don't Ship-Try Our Prices

HARKEY LUMBER COMPANY

Coal! Coal!!

Cold Weather

IS HERE, SO

When in Need of Coal NOTIFY

JIMMIE DUNCAN

Reasonable Prices Prompt Delivery

I. O. O. F.

CARRIZOZO LODGE, NO. 30



Meets Every Tuesday evening

W. J. Langston, Glen Dorsett

Sec.-Treas. Noble Grand

Call at Rolland's Drug Store FOR WOLF BAIT

Service Men

To the men of Lincoln County, whose numbers were drawn in the National Lottery and who are inducted into the Military Services of our country; The American Legion, cordially invites you to avail yourself of every facility of the American Legion and Auxiliary of Post No. 11, Carrizozo. We wish to assure you of our heartiest co-operation and the services of this post are offered in any possible way that may be of benefit to you.

Albert Scharf, Commander, By: Dan Conley, Adjutant.

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

COMET CHAPTER No. 29 ORDER EASTERN STAR

Meets on the first Thursday in each month.

Visiting Stars cordially invited

Mrs. Pearl Bostian W. M. Jeannette Lemon, Sec.

HUNTERS

Let LEWIS FARRIS Mount Your DEER HEADS, Etc. Work Guaranteed Carrizozo, N. M. 470 Carrizozo Hdw. Co.

81.

Ancho Items

Ben Smith of Aztec is visiting at the Straley home.

The Heveretts have visitors for the holidays from Tucumcari and Conchas Dam.

On December 22, 1940, the Mountain View Sunday School and the Jicarilla Sunday School met jointly, Mrs. Roselle was in charge.

Following a sumptuous dinner was served. In the evening at 2 P. M., a Christmas tree with nuts and fruits for all was given. Two preachers were present, Rev. Wall of Corona and Rev. Hughes of Carrizozo. Among the tree gifts was a check "Donation to the Mountain View Church" much appreciated, given by Mr. B. W. Wilson and family.

All enjoyed the day very much. There were one hundred and one present.

Weather is pretty, some flu, not serious type.

READ THE ADS Along With the News

Jenny Lind's Grave Jenny Lind, the Swedish nightingale, is buried in Malvern, England.

TRUTH about ADVERTISING

By CHARLES B. ROTH

HOSS TRADING

MY FRIEND asked me if I would go with him to buy a horse. I went. We traipsed from one dealer's to another. One man asked us \$300 for a horse. The next man had a horse which looked no better, but his price was \$450. Before the afternoon was over we had seen horses ranging in price all the way from \$150 to \$14,000.

Now, the \$14,000 horse was a much better animal than the \$150 horse. No use to deny that.

But nowhere along the line did we find a stabilized market.

Had we bought we would have been paying a price which the seller thought his horse was worth. There was no market authority we could consult which would tell my friend whether he was being overcharged or undercharged.

That same evening I went out to buy a small household item—one which is advertised in all the newspapers. I knew what the market price would be: advertising had told me.

With confidence I asked the clerk for what I wanted and put my 25 cents down on the counter. Had he said: "I am sorry, sir, but the price is 50 cents," I would have left and gone somewhere else.

What assurance have I, as a con-

sumer, that someone won't take advantage of me and overcharge me in this bold way?

My only assurance is the advertising which I read in the newspaper. That is my market and my buyer's guide. It tells me the prices I must expect to pay. Let the seller who tries to charge me more beware.

It also tells me what quality I may expect. Let the seller who tries to give me a poorer substitute beware.

So you see that advertising stabilizes prices and enables me, no matter how inexperienced I am in business, to buy with the same expertness and assurance of a professional buyer who spends his life buying for a large concern.

No one objects to paying the established price for something he wants. But all of us hate to be robbed by an unscrupulous man who, taking advantage of our ignorance, "soaks us good and plenty."

The way to avoid being "cooked" in this complete way is to buy advertised goods from merchants who advertise.

There was a time in America when there were no set prices. Each merchant charged what he thought "the traffic would bear." Advertising came to the rescue of the consumer. It led the way to the established prices you pay when you buy anything today—except, perhaps, horses.

© CHARLES B. ROTH



Charles Roth



"I get around at little expense"

IT PAYS TO TELEPHONE. You get an immediate, spoken answer to your questions—no delay getting replies.

If you have a youngster away at school, enjoy a telephone visit every week or so. In a three minute conversation two people can exchange over 300 words.



For rates to any town, just ask the operator

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 news. The Monitor does not exploit crime or sensation; neither does it ignore crime, but deals constructively with them. Features for busy men and all the family, including the Weekly Magazine Section.

The Christian Science Publishing Society

One, Haverly Street, North, Boston, U.S.A.

Please enter my subscription to The Christian Science Monitor for a period of

1 year for \$4.00 6 months for \$2.50 3 months for \$1.50

Name _____

Address _____

Local and Personal

Mr. O'Dell Baker came home Sunday to spend the day with his wife and baby.

Harold Hoffman returned to State College last Saturday.

Sergeant Theodore Hobbie and wife have returned to Salt Lake City, after a pleasant holiday at home

FOR SALE -- Good 5 room house on corner lot. Big cistern; City water, and good out buildings. See Mrs. V. Reil J - 3 - 17

Mrs. Mae Jordan spent Christmas day at Hobbs with her daughter, Mrs. Lenora Turner; came home the 27th accompanied by Mrs. Turner and her daughter Estelline, who left Wednesday by way of El Paso where they attended the Sun Carnival before returning to Hobbs.

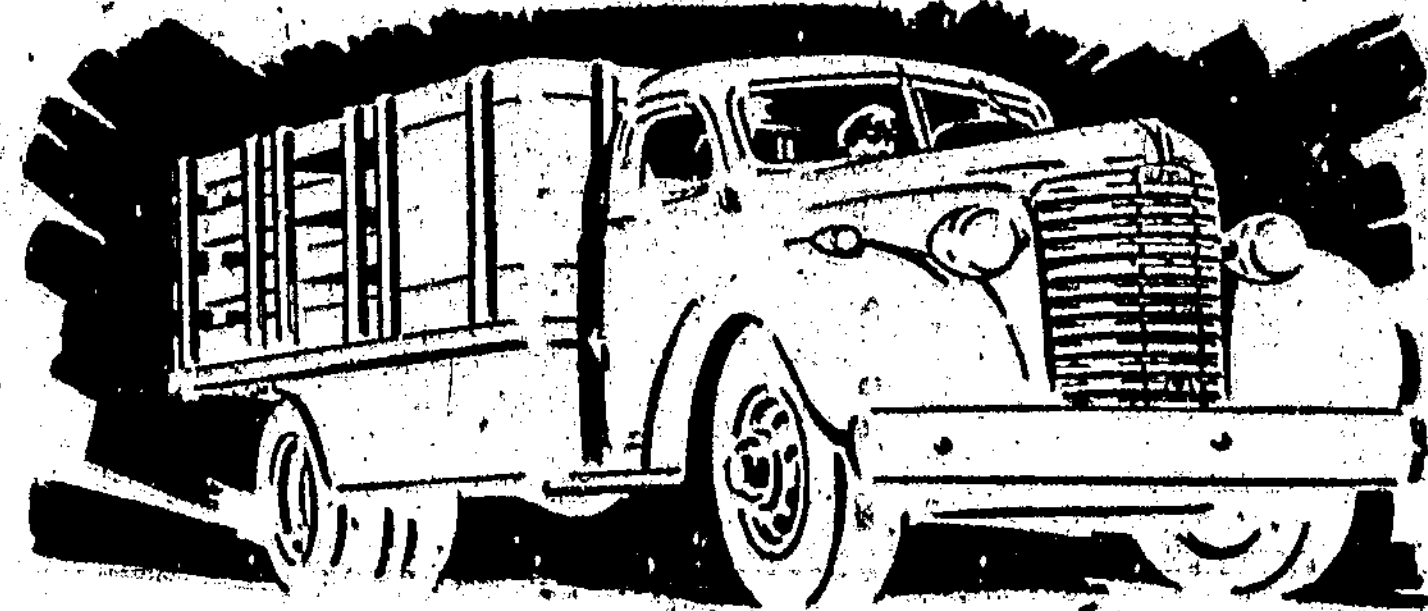
Mrs. Mack Brazel and her sister, Mrs. Will Mc Clane of California visited friends and relatives here last Saturday. Mrs. Mc Clane was formerly a Carrizozo resident.

A great many from Carrizozo went to Madrid to see the Christmas lights. Among whom were Mr. and Mrs. Albert Snow and family, Mrs. Degitz, and Mr. and Mrs. V. Reil and children.

Little Margaret Duncan has been seriously ill at the home of her grandparent, Mr. and Mrs. Henry Hoffman.

FOR SALE -- Good work team and some milk cows. See Tennis Bigelow at the City Garage. 8J10.

By Rocket Ship to the moon No, it's not fiction - for the flight has already been scheduled for A. D. 2033. Wagner Seibinger, distinguished director, of the Fels Planetarium, Philadelphia, tells you all about it in The American Weekly, the magazine distributed with next week's Los Angeles Examiner.



GMCs are breaking all records for GAS ECONOMY

GMC owners report gas savings of 15% to 40% over other makes of trucks. In engineers' tests, GMC SUPER-DUTY Engines score highest in the industry on gas mileage as well as pulling power, size for size. You'll be surprised what one of these light-duty GMCs can do and save for you, with your loads on your routes.

Western Motor Co.

Carrizozo, N. M. Phone 36 V. Reil, Prop.

GMC TRUCKS GASOLINE - DIESEL

Entertain Holiday Guests

Mrs. R. W. Church and two sons of Ilmo, Mo., were guests of Mr. and Mrs. L. J. Adams from Tuesday until Friday of last week. Mrs. Church is Mrs. Adams' sister. During their stay here Mr. and Mrs. Adams took them to the Carlsbad Cavern, to El Paso and to Juarez and to see the famous lights of Madrid, which show scenes from the life of Christ in the marvelous and effective use of electricity. The Christmas lights will be on display at Madrid until January 4 so that any belated visitors may still see them. Mr. and Mrs. Caton of Lovington spent part of the holidays with Mr. and Mrs. Adams. Mrs. Caton was formerly Miss Bobbie Church and a teacher in the local school.

The world's most blissfully ignorant Romance. For sixteen years the wealthy man and beautiful girl lived in the same apartment; yet now they can't agree on whether they were married or not. Don't miss this cupriating illustrated story in The American Weekly the magazine distributed with next week's Los Angeles Examiner.

WHY WORRY? I CARRY ANTI-WORRY INSURANCE-A Regular Ad In This Newspaper

Thank You-America!

OVER A MILLION CHEVROLETS IN 1940

GENERAL MOTORS No. 1 CAR

THE NATION'S No. 1 CAR

and now people in State after State all across the country are buying new Chevrolets for 1941 with even greater eagerness and even greater enthusiasm... because they are fully convinced that with these new products Chevrolet has widened still further its value leadership in the industry!

"FIRST BECAUSE IT'S FINEST!" Again CHEVROLET'S THE LEADER

City Garage V. REIL, Prop. Phone 36 Carrizozo, N. M.



THIRST ASKS NOTHING MORE
 It's natural to get thirsty. So it's natural to pause at the familiar red cooler for an ice-cold bottle of Coca-Cola — the perfect answer to thirst. Enjoy one now.
 Delivered by truck to Carrizozo, at El Paso Prices
Magnolia Coca Cola Bottling Company
 Visitors Welcome to our plant



Local and Personal

Miss Lola Gossett of Prescott, Arizona is spending two weeks at Nogal with Miss Helen Gatewood. Miss Gossett lived at Nogal until a little over a year ago when the family moved to Prescott.

Misses Ida Greer, La Wana Conley and Jimmie Loudeh went to El Paso to the Sun Carnival.

Mr. and Mrs. Roy Shafer, Mr. and Mrs. Doyle Rentfrow, and Zane Harkey were among the Sun Carnival visitors New Year's day.

A few of the changes to be made in residence are as follows:

Mr. L. B. Chapman will occupy the house vacated by Mr. Meyer Barnett; Mr. Barnett is to move into the Gallacher cottage; Mr. Walter Burnett will occupy an apartment in the Riel building next to Rolland's drug store; Mrs. Hendricks and son, Bryan have moved into the Houston cottage.

We have heard of a new restaurant next door to Rolland's Drug store, and of a new Beauty Shop to be in operation in a few days, formal announcements have not been made yet.

Mr. Jack Isaacs of the telephone directory department arrived here yesterday afternoon and is arranging for the new directory.

The Alamogordo Odd Fellows and Rebekahs have extended an invitation to the local lodges to come to Alamogordo for a joint installation Jan. 11, which is to be accepted.

Mrs. Andy Sandoval and children are ill this week with the flu.

"Stomach Distress So Bad I Could Hardly Work"

Days C. S. Gross: "After taking Adia Tablets the pains are relieved and I eat anything." Try Adia for excess stomach acidity on our money back guarantee.
 --- Rolland's Drug Store.

Miles Calls for End To Politics

Santa Fe N. M., Jan. 1 - Governor Miles, taking office here today for his second term urged that "politics now be forgotten" and that "we turn our attention and our energy to the big job of building New Mexico."

The executive cited New Mexico's growth of the decade past and predicted an even brighter future.

An a "realist" he saw prospects for New Mexico to profit in a material way from the nation's vast defense program, but he warned that only "peacetime development is permanent development."

"Our remarkable growth came during a period of world peace," he declared. "We must plan now so that it will continue unabated when peace is again restored. Only in that way can New Mexico permanently benefit from present expansion." --- El Paso Herald Post.

Mrs. Cruz Dea Perea

Word has been received here of the death of Mrs. Cruz Dea Perea. She passed away Wednesday January 1, at El Paso, Texas, 72 years of age, and is survived by four children, Dea Perea of San Diego, Cal.; Mrs. Rose Frelick and Mrs. Clara Lux of El Paso and Mrs. F. J. Breneman of Oakland, Cal. Funeral services were held at 10 a. m. Thursday at Harding Memorial Chapel with Rev. Father Buckley officiating. Burial was in Ft. Bliss National Cemetery.

Mrs. Perea was well known in Lincoln county, her husband Mr. Demetrio Perea who preceded her in death, held various county offices in Lincoln county during territorial days.

Highway 54 Mentioned

This is the first time in years that Highway 54 has been mentioned by the press as being in any way improved. The indications are that 54 has a good chance of being designated as a military highway.

The Las Vegas Optics says, "It would appear essential to immediately develop and improve a military road along the route of U. S. 54 which traverses the central section of New Mexico and connects with all other transcontinental highways."

Mr. and Mrs. Louis Nalda attended the Sun Carnival the first.

Miss Nina Norris of Coyote spent New Year's with Miss Marian Pruet who is in training at the Masonic hospital El Paso.

Mrs. Mattie Littleton and daughter La Ola spent the holidays with Mr. and Mrs. Walter Leonard in El Paso.

Mr. Tommy Cook was in El Paso on business last Saturday.

Mrs. Tommy Hughes of El Paso is visiting her parents in White Oaks. Miss Kathleen Smith who had been in El Paso accompanied her home.

Reconditioned Used Cars

AT GREATLY REDUCED PRICES

- 1 1939 Ford Sedan \$595.00
- 1 1938 Ford Tudor 495.00
- 1 1938 Ford Pickup 390.00
- 1 1937 GMC Truck 325.00

CARRIZOZO AUTO COMPANY



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

The Lincoln County News

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

Capitan Business Directory

The Titsworth Company, Inc.

We have a fine assortment of all-wool Sweaters, Gloves and Parka Caps for men, women and Children

Suede Cloth Shirts for men and boys priced at

69c and 79c

For these icy days we have a new and complete line of overshoes for every member of the family.



Our Prices Are Reasonable

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

IT'S YOUR MOVE--
 Here Are Money Savers

Home Cafe
 Regular Meals and SHORT ORDERS

Liberty Garage
 Phone 11-03
 New and Used Cars
 J. A. Brubaker, Owner

Hardcastle Beauty Shoppe
 Open every day except Friday. We have a new steamer which reconditions the hair before giving a permanent. 1/2 block west of Buena Vista Hotel.

Reddy's Food Market
 Staple and Fancy Groceries
 Fresh and Smoked Meats
 Mr. & Mrs. Jack Parnell
 Mgrs.

Shoe Shop
 Geo. Hyde, Prop.
 Equipped with new electric machines
 Press cement machine for turned Soles

Buena Vista Hotel
 Mrs. L. A. Boone, Prop.
 Dinner Parties our specialty

BEER, WINES
BUCKHORN BAR
 Capitan, New Mex.
 FINE WHISKIES

Barney's Place
 Fine Wines and Liquors on U. S. Highway 380

Littleton's
 Help Yourself Laundry
 Help yourself and See How Easy it is

Fisher Lumber Co.
 Phone 18
 Paints, Varnish, Oil
 All kinds of Building Material
GOLD SEAL CONGOLEUM

Jimmie's Place
 Wine, Liqueur and Beer
STOP
 For a Glass that Cheers

A FINE GIFT FOR SOME ONE

 A SUBSCRIPTION TO THIS NEWSPAPER

Bachelors' Friend

The laundry tested approval seal on the toe of each pair is the certification of 2800 laundries serving their 6,000,000 families that Bachelors' Friend Sox give the best laundering satisfaction.

GUARANTEED SOX
 The manufacturers of Bachelors' Friend Sox Guarantee 6 pairs To Wear 6 Months or SIX PAIRS FREE. Buy 6 Pairs and get This Guarantee.
 Sold by The Titsworth Co. Inc., Capitan, N. M.

It's A Cinch!

... to get your money's worth from Justin's. They are made in a large assortment of leathers styles and patterns. Square and round toe. The arches are pegged, and they have a patented steel shank built into the arch. Justin Boots are made to satisfy you ... give you style, comfort, wear and your money's worth

JUSTIN Famous Cowboy BOOTS

Genuine Justin's Are Made Only By The JUSTIN BOYS Fort Worth

The Titsworth Co., Inc. Capitan, New Mexico

NAZARENE CHURCH SERVICE

Sunday School 9:45 a. m.
 Preaching Services 11:00 a. m.
 Young Peoples' Meeting 7:00 p. m.
 Prayer Meeting Wed. 7:00 p. m.
 You are cordially invited to attend our services.

J. S. COLLINS, Pastor.