





# FOLKLORE CORNER

By TED RAYNOR

## A LAST STRONGHOLD OF ARBUCKLE COFFEE

Arbuckle coffee was fighting a losing battle in competition with other brands in southwestern New Mexico right after the mid-1920's. The Arbuckle Brothers stuck to packaged and unground coffee while other companies were offering a ground, vacuum-packed product.

Arbuckle's, too, had long since abandoned two of its sales lures. First, it had had a stick of candy for children in each package. Next, it had adopted a better sales inducement by giving premiums for Arbuckle Brothers' signatures clipped from the packages.

Claude C. Fuller of Lordsburg, who was formerly in the grocery business there, recalled that in 1926 or 1927 the territory salesman from Arbuckle called regularly at his store but without hope of much business. The salesman would ask Fuller if he could handle Arbuckle coffee, and the inevitable answer was that the brand was not selling well in competition with others. The salesman then would ask Fuller if he could compromise on a dozen packages for display on the shelf to keep Arbuckle's before the public. To this proposal Fuller agreed, and the brand remained on the shelf although it moved slowly.

The salesman's territory covered Silver City, Santa Rita, Hurley, Deming and Hachita in addition to Lordsburg. Hachita, a Grant County community, 46 miles southwest of Lordsburg, consisted of a railroad station, store, cafe and boarding house.

On one trip the salesman's wife traveled with him as a lady although the poor business her husband did must have taken some of the pleasure out of the jaunt in the van-like vehicle. The Arbuckle man later told Fuller of the pleasant surprise his wife had in Hachita.

After pitifully small sales in Lordsburg, the salesman told him and his wife headed for Hachita. As their van bounced over the rough country road, his wife asked, "Why on earth did you drive way down here? You won't sell any coffee."

"I'll sell a few pounds," the salesman replied. The Hachita Mercantile Company bought a thousand pounds of Arbuckle's packaged, unground coffee. That store was a supply point for ranchers for miles around, and the ranchers, all of whom had coffee grinders, were sticking to Arbuckle's through the town folks weren't.

The Arbuckle man knew, of course, that he would make a big sale in Hachita.

## RED ROCK POST OFFICE ANECDOTES

It used to be said jokingly that when the Red Rock Post Office

office, 30 miles north of Lordsburg, was established that all the postal business it had was Arbuckle brothers' coffee signatures going out and premiums coming back.

In the early days of the Red Rock Post Office, a man with a good burro contracted to carry the mail between Red Rock and Lordsburg. He would go to Lordsburg one day and return to Red Rock the next. One day while returning from Lordsburg the mail carrier decided to take a siesta after eating his lunch. He fell asleep in a shady spot and slept too long.

When the mail carrier awoke he found that his burro had strayed instead of resting faithfully by his sleeping master. He searched quite awhile for his burro, but finally had to enlist the help of a posse of ranchers and cowboys to find the strayed animal. It took the posse quite awhile to find the burro. Luckily, the mail was intact.

Years ago Claude Fuller and several other ranchers stopped at a ranch house along the Gila River for dinner. They got into a discussion about the revenue and classification of the Red Rock Post Office. One rancher asked:

"What classification do you suppose Red Rock is in?"

A long-haired, hitherto silent fellow spoke up:

"How low can they get?"

That ended the discussion.

P. S.—The Red Rock Post Office no longer is in the target of such jokes, Fuller said. It is a busy little country post office in a secluded spot near the Gila River, surrounded by prosperous Grant County farms and ranches. There's a paved road, too, for about 25 miles of the distance to Lordsburg.

## NEW MEXICO PROVERBIAL SAYINGS

A bowl becomes a beller when the tongue is stickin' out.

A fellow can do it if he lists.

A penny for your thoughts.

A rolling stone gathers no moss.

A short horse in easy curled.

A cot answer turneth away wrath.

A windy is a fellow huntin' grizzly bears—in camp.

A wise man carries his coat on a dried egg.

(The above English proverbial sayings in New Mexico are from a list compiled by the New Mexico Committee for Collecting Proverbial Sayings.)

Most housewives will find cockroaches, ants, mosquitoes, and flies to be a nuisance, while gardeners will be plagued with many plant-feeding insect pests.

Your county extension agents can advise you about insect control problems. Contact them before insects invade your crops, garden or home.

## ALTO BRIEFS

By AILEEN LINDAMOOD

Gladys Thompson of Ruidoso visited the Bill Van Felts last Sunday.

Mr. and Mrs. Marian Embrey of Capitán stopped by on Wednesday.

R. Jack Stewart and Truett Evans of El Paso came by Thursday and made a quick trip to Eagle Creek Lodge before returning home.

Larry McKnight of Ruidoso was a business visitor in town Friday.

The George Dingwalls returned Thursday from El Paso where they had gone on Monday with Mrs. Wayne Hamilton of Carrizozo.

Mrs. Charlie Peebles has been suffering the past week from a severe cold.

Louise Rannels came by Saturday to and from Ruidoso where she spent some time securing subscriptions to the Lincoln County News for the contest.

Mrs. R. V. Billberry was confined to her home all last week due to illness.

Tourist season must be getting near if the crowds going to Mon Jean Lookout last week end mean anything and they usually do.

The Bill Van Felts won one of the 12 free baskets of groceries that Gateway Food Market gave away on "Appreciation Day."

Gary Crawford of Tularosa came by Saturday.

The Ivan S. Vanovens of Roswell stopped by Saturday on their way to Clouderoy.

Mr. and Mrs. G. A. Jay of Ruidoso and Mr. and Mrs. Alan Johnson of Carrizozo were Sunday dinner guests at the George Dingwalls.

The F. B. Lindamoods visited the Wayne Hamiltons in Carrizozo on Sunday.

## 'Urgent' Phone Service Costs Extra in Sweden

In this country, all long distance calls are considered equally important, whether they are for business purposes or just for pleasure. All of them are handled on the same basis as quickly and efficiently as possible.

In Sweden, however, telephone users have a choice of several classes or types of long distance service according to Ture Edlings, local manager for Mountain States Telephone.

The ordinary garden variety of long distance call is completed in a routine fashion, more or less leisurely. If faster service is required, Mr. Edlings said, the "urgent" call at twice the ordinary rate is used.

But where super-fast service is demanded, telephone customers there can ask for "lightning speed" long distance service, for which they pay twenty times the "garden variety" service rate, Mr. Edlings explained.

Could you sell hunting or fishing rights if you grew more game or more fish? The Soil Bank's Conservation Reserve can help you grow more wildlife. Your County ASC office has the facts... but the deadline for 1957 Conservation Reserve contracts is Monday, April 15.

**FIRE MAY FLARE IN YOUR HOME!**  
—but with PRESTO it's out in seconds!

ONLY \$4.95 each including Handy Wall Bracket

**FREE PROTECTION FOR HOME, CAR**

"In the Palm of Your Hand"

Ready for instant use on its handy wall bracket, PRESTO is so small, so light, it's handled easily even by a child. Yet it packs more fire-fighting power than extinguishers many times its size and weight! Effective against electrical, oil, gasoline and all types of fire.

So indispensable, you'll want one for kitchen, car, garage, attic. Don't delay. Don't take chances with your loved ones' safety.

**LEE ANDERSON**  
Lincoln County Distributor  
CAPITAN, N. M.  
Phone 2561 for Demonstration

—ON SALE AT—  
Carrizozo Hardware Company  
In Capitán at: Kell's Drug, Community Grocery and Chainy Service Station



## FOOD BUYS

**CAPONETTES** TENDER YOUNG BAKING CHICKENS ..... LB. **49¢**

**ROUND STEAK** U. S. CHOICE BEEF ..... LB. **69¢**

**CHUCK ROAST** U. S. CHOICE BEEF ..... LB. **39¢**

**FRANKS** SWIFT'S PREMIUM ..... LB. **43¢**

**PURE PORK SAUSAGE** GLOVER'S CHUCK WAGON ..... LB. **33¢**

**SLICED BACON** GLOVER'S CHUCK WAGON ..... LB. **59¢**

**LIVER** TENDER YOUNG BEEF ..... LB. **35¢**

**FISH STEAKS** TASTE O' SEA ..... 10 OZS. **2 FOR 89¢**

**BISCUITS** YOUR CHOICE OF BRANDS ..... **2 FOR 23¢**

**SAUSAGE** VIENNA — Libby's ..... No. 1/2 **2 for 33¢**

**POTTED MEAT** LIBBY'S ..... No. 1/2 **2 for 27¢**

**CORNER BEEF** LIBBY'S ..... 12 OZ. **43¢**

**BEEF STEW** LIBBY'S ..... 24 OZ. **39¢**

**TAMALES** LIBBY'S ..... No. 2 **23¢**

**CORNER BEEF HASH** LIBBY'S ..... 16 OZ. **29¢**

**SPAGHETTI and MEAT BALLS** LIBBY'S ..... 16 OZ. **25¢**

**CHILE CON CARNE** LIBBY'S WITH BEANS ..... 24 OZ. **39¢**

**FLOUR** PILLSBURY or GOLD MEDAL ..... 10-LB. BAG **89¢**

## Libby's Frozen Food Sale

Cut Corn	10 OUNCES	2 for 39¢	Orange Juice	6 OUNCES	2 for 29¢
Chopped Broccoli	10 OUNCES	2 for 53¢	Blended Juice	2 for 39¢	
Garden Vegetables			Lemonade		
Turnip Greens			Limeade		
Broccoli Spears	10 OUNCES	3 for 49¢	GREEN PEAS		10 OUNCES
Fordhook Limas	10 OUNCES	2 for 49¢	STRAWBERRIES, Sliced	10 OUNCES	2 for 33¢
White Baby Okra			POT PIES	Libby's Chicken, Beef or Turkey 8 oz.	2 FOR 49¢
Blackeyed Peas			FRENCH FRIED POTATOES	9 OUNCES	2 FOR 33¢
Baby Lima Beans			Cauliflower		

**Carrots** 1 LB. CELLO... **10¢** | **Cucumbers** PER LB. **19¢**

**LEMONS** PER- LB. **12 1/2¢** | **CANTALOUPE** PER POUND **8¢**

# FOOD MART

Prices effective April 12th thru 13th only S&H Green Stamps. Double Stamps on Wed.

Gladys Morriss  
**BEAUTY SHOP**  
Specializing in HAIR SHAPING and PERMANENT WAVING  
Phone 111

**Pre-Easter Sale**  
**20% REDUCTION ON ALL DRESSES**  
Other Merchandise Marked Down

**Lane Sisters**  
Carrizozo, New Mexico

Serving All of Lincoln County  
CHECKING ACCOUNTS - LOANS  
SAVINGS ACCOUNTS  
SAFE DEPOSIT BOXES

**Ruidoso State Bank**  
In the Year Round Playground of the Southwest  
Ruidoso, New Mexico  
CAPITAL AND SURPLUS . . . \$130,000.00  
Member Federal Deposit Insurance Corporation



# ANCHO

Mrs. Gladys Cline, sister of Mrs. Stoneman, her daughter Wanda, son Leo and friend Mr. Nippert all of Roswell and Miss Jones of Capitan were Sunday guests of the Clyde Stonemans.

Mr. and Mrs. J. I. Stephens of El Paso and Mrs. Tee Hobbs and children of Las Lunas were Ancho visitors Sunday.

Esther Straley of ENMU was home for the week end with her mother, Mrs. June Straley and family. Esther was accompanied by her friend A. E. Copeland.

Nat Palomarez made a three day business trip to Carlsbad last week.

Pete Straley and his friend Warren Ely were home for a few days last week. Pete and Warren are with the Forest Service and stationed at Reserve.

Albert Carter of Tularosa was a guest of Jimmie Klie and Jackie Silvers on Monday. He was on his way to Nogal to visit his daughter and family, the Randall Greens. He will go back to Denver in June for another check up. He then plans to move to Abilene where he has a lucrative position awaiting him.

The Henry Means family spent Sunday in the Jicarillas. Henry and his father-in-law also visited in Ancho.

Mrs. June Straley and Mrs. Lindsay attended the program given at the Carrizozo High School gym, Tuesday evening, in which Tommy J. Straley participated. Mrs. Straley assisted with the decorations.

Ancho ladies attending the Presbyterial held in Corona Monday and Tuesday were Mrs. Ruth Wilson, Mrs. Lindsay, Mrs. Ethel Hightower, Mrs. Maud Ringer and Mrs. Vernelle Hightower.

## Movie on Palm Sunday At Hondo H. S. Gym

By MRS. FRED G. TORREZ  
The Picacho-Hondo Ladies Altar Society met for their regular monthly meeting Sunday, April 7, at the home of Mrs. Teresita Fresquez in Picacho.

The main guest for the occasion was Father Don Barezak, who opened the meeting with a prayer. He then told the ladies that he had obtained a movie on "The Life and Passion of Our Lord" which the Altar Society will show on Palm Sunday, April 14, at three in the Hondo High School gym.

The public is invited. Admission for children of school age is 25 cents and adults 75 cents.

After the regular meeting and business, delicious refreshments of sandwiches, cake and coffee were served by the hostesses Mrs. Dick Fresquez and Mrs. Teresita Fresquez.

The next monthly meeting will be May 7, at the home of Mrs. Tomasita Montes in Hondo.

## Rehearsals Under Way For 5th Mexican Fiesta At Hondo High School

Students of the Hondo High School have been in rehearsal for three weeks for the fifth annual Mexican Fiesta to be presented at the gymnasium on Saturday, April 27.

In charge of the dance routines is Mrs. Fernla Montes who has so ably directed the talent of the valley in former fiestas.

Added to the perennial favorites, the Jarabo Tapatio, Las Chispanecas, Las Espuelas, and others will be two hit numbers from the first fiestas—Las Viejas and La Botella. To these have been added five or six new routines that will bring the total to some twelve or fourteen dances.

One of the new routines which will undoubtedly become one of the big favorites in our valley is the Castanet dance, La Jota Espanola. The new Mexican two-step, El Paso Noble, is another one of the new dances. Another great repertoire of dances is in store for those who enjoy this type of entertainment.

## Citizens Honored for Contributions to School

At a dinner on April 7, at Nob Hill Restaurant in Ruidoso, the Hondo teachers honored a number of lay citizens as part of nationwide celebrations of the one hundredth anniversary of the National Education Association.

Chosen for their various contributions toward the establishment and progress of better schools and toward a community that has known considerable advancement over the recent decades, the following people of the area were honored as recipients of "Apples from the teachers." Mr. and Mrs. Wilbur Coe, Mr. and Mrs. Fred McTeigue, Mr. and Mrs. Frank Tisworth, Mr. and Mrs. Ed Nelson, Mr. and Mrs. Albert Kimbrell, Ben Sanchez, Mrs. F. S. Montes and Mrs. Carl P. Radcliff. Mr. and Mrs. Wilbur McKnight were unable to be present.

In a brief talk explaining the purpose of the occasion, Supt. Montes toasted Louise Coe who will represent Hondo at Albuquerque in October.

## How College Students Pay Their Tuition

Most college undergraduates receive about half of their expenses from the current income of their parents, according to a recent survey reported in the March issue of Changing Times, The Kiplinger Magazine.

All in all 15,000 college students in over 100 colleges where expenses average \$1,600 a year were questioned. About 11,000 of this group receive an average of \$840 from their parents.

Two thirds of the men and half the women earn an average of \$390 each year (including summers.) Four out of ten students get an average of \$765 from long-term savings.

More than a fifth get some form of scholarship. The average is about \$450 for men, \$250 for women.

## STATE GAME DEPARTMENT

### FINE FISHING AT BLUEWATER

Opening day at Bluewater Lake (April 1) brought no less than 250 cars, mostly from Albuquerque and Grants, according to Mrs. Max Jones, whose husband is the local concessionaire at the lake. Many limits of rainbows were taken, averaging 10 inches and sometimes reaching 16 inches of fat, colorful specimens.

Nobody fell into the water, and Mrs. Jones says this established some kind of a record. Opening day heretofore has always been the occasion for at least one eager beaver to fall in. The water level appeared to Mrs. Jones to be about the same as it was last fall.

Bluewater Lake was treated for removal of rough fish in the fall of 1955 and heavily stocked with rainbows in the spring of 1956. Natural food is abundant, including crayfish, which were unaffected by the substance used for rough-fish removal. Fry planted in the spring of 1956 are believed to have attained a length of six to seven inches by last fall and should be seven to nine inches now. The larger trout caught were fish that the Department of Game and Fish planted in the spring of 1956 at seven to nine inches.

This spring's plantings were again both fry and a larger number of seven-to-nine inchers.

### BIG GAME SEASONS TO BE SET IN MAY

The State Game Commission will meet on May 27 to establish big-game hunting seasons for 1957-58. Director Pickens states that complete field information on the game surveys will be available at that time. Material has been presented to the Commission covering the interagency - landholder - sportsman meetings held throughout the State. Recommendations will be

## Lincoln County News

Page 5  
Carrizozo, New Mexico  
FRIDAY, APRIL 12, 1957

made to the Commission based on the findings of Department personnel as to game conditions and the discussions with the land-use agencies and sportsmen's organizations, so that seasons can be set for best game management and still conflict as little as possible with ranching and other industry.

### SPRINGTIME WARNINGS

Motorists are asked to be particularly cautious at this time of year in areas where deer and antelope may be crossing the highways. The Department of Game and Fish reminds all conservation-minded persons that the accidental killing of a deer or antelope does may also destroy one or more unborn young.

Another perennial springtime warning concerns fire. Grass and brush burnoff may destroy eggs or young of round-nesting birds and will almost certainly reduce natural food and protective cover for wildlife.

### TROUT PLANTINGS

Rainbow 7 to 9 1/2 inches in length, numbering over 32,300, were planted by the Department of Game and Fish from April 1 through April 6. They went into the Rio Grande below Elephant Butte Dam, the lower Jemez River, the middle Pecos, the Mora-Pecos and the Penasco River; Tularosa, Penasco and Negro Creek; McGaffel, El Vado and Jaritas Lakes; and Bear Canyon Reservoir. The six-day plantings weighed over 5600 pounds.

### RESOURCEFUL BEAVERS

Logs, twigs and mud are not the only materials used by beavers in dam building. LeVon Lee,

## REPORT FROM WASHINGTON . . .

By Repr. J. J. Dempsey

### RUSSIA TRIES ANOTHER BLUFF

The Kremlin Communists are once again trying another cold war maneuver that indicates pretty clearly there is more than a little desperation in Moscow. It might well be a rather transparent attempt to divert Western World attention away from the move the Reds are making through Egypt's Nasser to aggravate the turmoil in the Middle East and the Suez crisis.

Norway and Denmark first were warned that the Kremlin would regard their part in the NATO agreement, under which military installations could be located within their borders, as closely akin to a warlike gesture. The language used by the Reds was even stronger than that. It hinted retaliation with atomic weapons. Norway and Denmark did not scare easily. Nor have other NATO nations that Russia has told to watch their step.

Undoubtedly one purpose behind the Kremlin bluff was to impress the Arab nations with the danger they might incur in

Chief of Game Management with the Department of Game and Fish, says that the beavers in the Mt. Taylor area are using basalt rocks.

In Coal Mine Canyon and Water Canyon in that area, streams are partially blocked by huge boulders of basalt. Partial blocking, however, is not good enough for beavers when they are intent on creating a pond. So, with the boulders as base, the beaver block the chinks and apertures with their usual building materials, logs, twigs and mud.

"The Ganges River in flood wouldn't budge these dams," Lee comments.

falling to go along with Nasser in his apparent alliance with the Communist bloc. All of which should cause our foreign policy makers to give serious thought to how much longer it may be before they and the United Nations are going to have to adopt a sterner and firmer policy with Nasser and his ilk.

Incidentally, Russia's latest outburst proves just how phoney the Communist disarmament proposals really are.

**COLORADO RIVER LAW REPEAL SOUGHT**  
Representative Utt (R.-Calif.) introduced a bill, H.R. 6575, carrying this title: "To repeal an Act entitled 'An Act to authorize the Secretary of the Interior to construct, operate and maintain the Colorado River Storage pro-

ject and participating projects, and for other purposes." He is still seeking to get the entire Colorado River water supply for Southern California, regardless of the rights of the other states, including New Mexico. I doubt that his proposal will meet with much success, but it does serve as a warning to the Congressional delegations from the Upper Colorado River Basin States that they must be alert to continued attempts to deprive us of the water that rightfully belongs to our people under compacts entered into years ago. We battled long and hard to bring about the development of the Upper Colorado and conservation of our precious water supply and will continue to make that a highest priority for action whenever necessary.

**Have Fun!**  
IN THE WEEKLY CONTESTS AT  
**The Steak House**  
CARRIZOZO, NEW MEXICO

**SCRAMBLEGRAM CONTEST**  
If you are the first to unscramble the jumbled line in this ad, you can win two \$2.50 steaks at the Steak House.  
Contest Rules: You must bring your answer into the Steak House in person. No phone calls will be accepted.  
This week's line is a word and its definition:  
**RRTYATONGERILROLYEDA**

**39TH PERSON CONTEST**  
Also, each time you spend \$1.00 at the Steak House you are eligible to sign your name in the contest book. Every 39th person who signs will win a \$2.50 steak. So don't forget to sign each time. You may be the 39th!

**PRINTING OF QUALITY**  
QUALITY & SATISFACTION GUARANTEED ON ALL OUR PRINTING

- Tickets
- Handbills
- Envelopes
- Statements
- Letterheads
- Legal Forms
- Wedding Stationery
- Salesbooks and Guest Checks for Restaurants
- Proof of Labor Forms
- Lead Location Notices

**Lincoln County NEWS**  
CARRIZOZO, NEW MEXICO

**Genuine 1957 FRIGIDAIRE REFRIGERATOR**

All-New—Family-Size  
**'57 Frigidaire 8 CUBIC FOOT Refrigerator**

with the style-setting  
**SHEER LOOK!**

**\$169.95**

**Big Family-Size Refrigerator**

Model SA-81-37

LOOK! LOOK! LOOK! LOOK! LOOK!

**Big Full-Width Super Freezer Chest**

**Handy Storage Door with 5 shelves holds eggs, small jars, tall bottles**

**Sliding Chill Drawer for meats**

**Full-Width Removable Shelves for storing the biggest roast or turkey**

**Adjustable Cold Control with Semi-Automatic Defrost outling**

**One-Year Warranty plus Four-Year Protection Plan!**

**LIMITED TIME ONLY**

**Carrizozo HARDWARE CO.**

**\$16.95 DOWN WEEKLY PAYMENTS AS LOW AS \$2.50 FULL 8 CUBIC FOOT NO TRADE-IN NECESSARY**

PHONE 96-BOX 68 WE GIVE 5¢ GREEN STAMPS CARRIZOZO, N. M.





