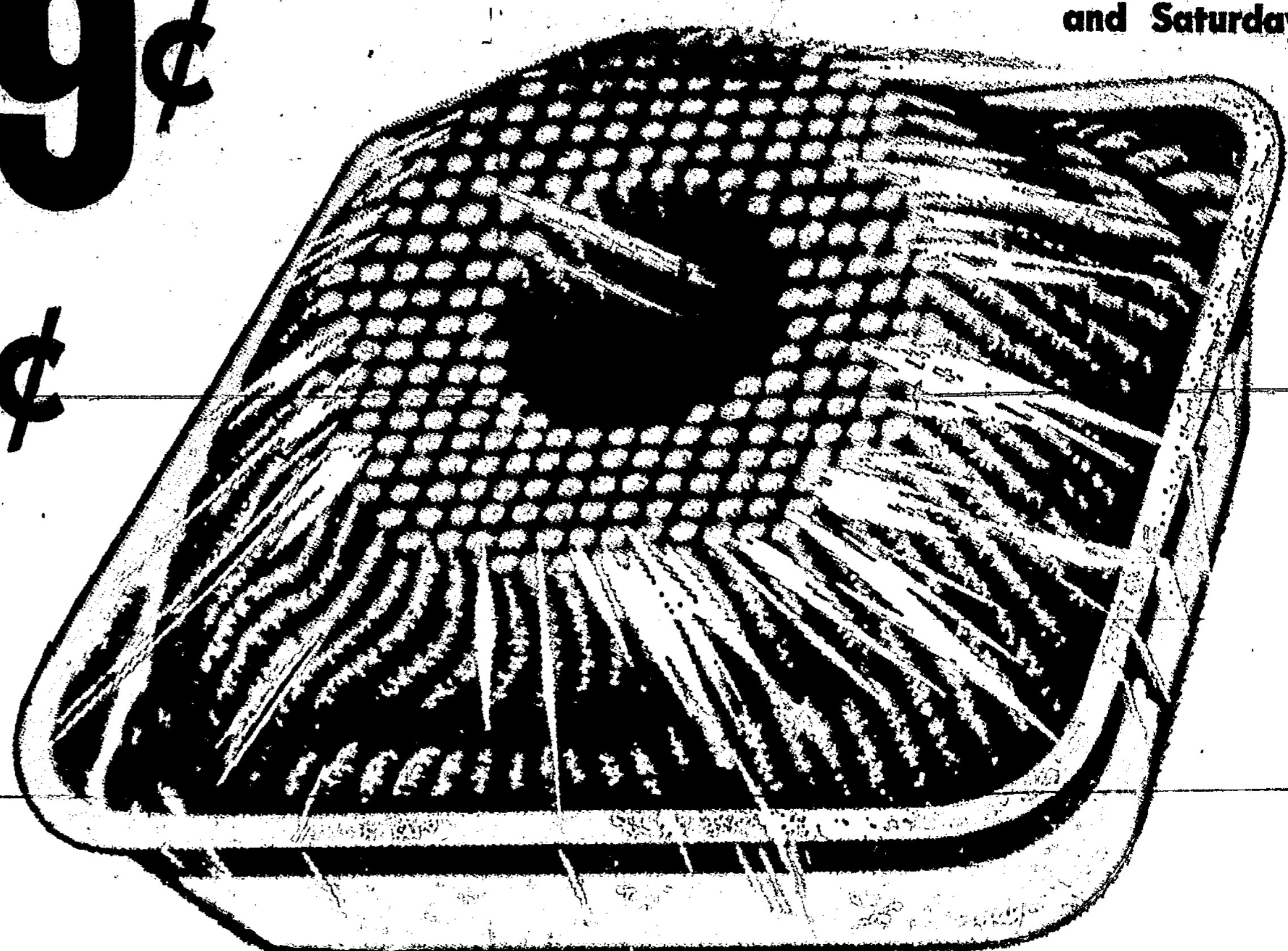


FOOD MART FOOD MART FOOD MART

Prices Effective Friday and Saturday

Loin Roast Pork Loin End
Half or Whole Lb. 49¢
2 to 3 Lb. Average
Pound

Sausage PORK
Peyton-Del Norte
Pound **33¢**



2 To 3 Pound Average Pound
RIB END ROAST . . . 43c Pork - Lean Boston Butt Cuts - Semi Boneless Pound
SHOULDER ROAST . 49c

Peyton Del Norte Pound Small - Lean and Meaty Pound
SLICED BACON . . . 59c **SPARE RIBS 49c**

Fish Portions Taste O Sea
BREADED **3 For \$1.00**
Cattfish - Perch
Haddock
10 Oz. Packages

Lean Center Cut Rib Chops - Lb.
Pork Chops . 69c

**Borden
Pet Or
Carnation**
MILK
TALL
CANS
7 For 89¢

KRAFT DINNERS Macaroni & Cheese **3 FOR 49¢**
7 1/2 Ounce Package

GREEN BEANS TAORMINA **3 FOR 29¢**
No. 383 Can

TOMATO JUICE HUNT'S FANCY **2 FOR 49¢**
46 Ounce Can

VIENNA SAUSAGE VAN CAMP'S **3 FOR 59¢**
No. 1/4 Can

PINTO BEANS U. S. No. 1
5 Pound Bag **49¢**

**NOTEBOOK FILLER
PAPER**
325 Sheets In Package
2 for \$1.00

COMET RICE White Long Grain
2 Lb. Pkg. **47¢**

Sunshine Krispy
Crackers
Pound Box 31c

- | | |
|---|--|
| Pineapple Libby's Crushed No. 2 Can 2 for 57c | Chicken Noodle Soup - Lipton's Mix Twin Pack - Box 31c |
| Cream Pies Merton's Frozen - Choice of Varieties - 14 Oz. Pie 39c | Jet Spray Bon Ami 15 Oz. Can 69c |
| Giant Grain Rice Comet 24 Oz. Pkg. 47c | Hydrox Cookies Sunshine 12 Oz. Pkg. 39c |
| Fancy Tuna Brest O Chicken Chunk No. 1/2 Can 35c | Salvo New Detergent Tablets Box of 12 43c |
| Italian Dressing Wishbone 8 Oz. Bottle 39c | Cascade For Dishwashers Regular Box 49c |
| French Dressing Deluxe Wishbone 8 Oz. Bottle 33c | Mr. Clean Liquid Cleaner Giant Bottle 73c |
| Russian Style Wishbone Dressing 8 Oz. Bottle 39c | Dreft Detergent for Dishes Large Boxes 37c |
| Lipton Soup Mix Beef, Noodle, Veg. Twin-Pack - Box 37c | Spic & Span Heavy Duty Cleaner Economy Size 99c |

- | |
|--|
| Oranges Jumbo Size Juice Navels Pound 10c |
| Potatoes U. S. No. 1 Russets 10 Lb. Bag 49c |
| Grapefruit Florida Marshseedless Pound 2 for 25c |
| Green Beans Improved Kentucky Wonders Pound 25c |
| Bell Peppers Excellent For Stuffing Pound 21c |
| Pears Sweet D'Anjou's Pound 2 for 35c |

S.W. GREEN STAMPS
For the Big Difference
FOOD MART
S.W. GREEN STAMPS

EDITORIAL

"A page for independent thought"

Living Costs Going Up?

After two years of fairly even living costs — yes, we'd say that the end of 1963 will see the spiral start up again.

In the long run every measure of economic control attempted by government agencies has failed to achieve unqualified success.

The reading public is pretty well aware of how our president backed down the president of a large steel company, which action was followed by unshakable business reaction and a 20 billion paper loss on the board of trade.

A reverse action is going on now and the president is scared to step in. Seven New York daily newspapers (putting all seven together, they were operating at a loss) out of business over a month due to a strike for shorter hours, more fringe benefits. Coast shipping all tied up because of strike, for more money and benefits for the workers.

Unions have a definite place in America... their leaders grasping for every edge to keep their cushy jobs are hurting the American economy. Government forces cannot control union leaders any more than they can control the number of bales of cotton, the number of bushels of wheat farmers will raise.

Living costs are going to rise, probably slowly but definitely, and our administration lacks the guts to put the economy of the United States on a sound basis... and out of government control.

The Worthwhile Things

Gems of thought are as cheap as drugstore quarterbacks but people can get occasional encouragement — those that are plugging along at things they consider worthwhile — just from reading the gems that apply to their work. We especially like No. 6 in this list from the Skyliner, publication of Northeast El Paso Rotary Club.

Gems Of Thought

1. What I was going to do for a living — exactly what my life work would be.
2. That my health after 30 depends in a large degree on what I put into my stomach before I was 21.
3. How to take care of money.
4. The commercial aspect of being neatly and sensibly dressed.
5. That habits are mighty hard to change after you are 21.
6. That worth while things require time, patience and work.
7. That the world would give me just what I deserved.
8. That a thorough education not only pays better wages than labor, but it brings the best of everything.
9. That my parents weren't old fogies after all... Amen.
10. (from News editor) That petty bickering is the biggest holdup up to the forward progress of worthwhile things... such as the town you live in.

Young man: "Doctor, I just dropped in to tell you how much your treatments have benefited me."
 Doctor: "But you aren't one of my patients. You never have been."
 Young man: "I know — but my uncle was, and I'm his heir."
 We've been taking those little green pills to perk up our blood stream and find that many of our town buddies are doing the same. Wonder if the doctors are working for us or our heirs.
 W * W

For a reason we best understand we can't get enthused over printing a bunch of free publicity for the Air Force, even when the cause could be good as for the "Minuteman" missile. The federal government has a sneaky way of telling the people what is advertising and what is not... we don't agree with their methods and in the Lincoln County News they can pay just like Joe, Curly, Fred, Don, Ken, Johnson, Mildred, Alice, Marvin and the rest.
 W * W

You might have missed this letter to the editor in the El Paso Times which tells some more of the good will that Will Ed Harris, who will always be one of Carrizozo's top citizens, is spreading around the country.

Out Of The Past

A very interesting letter has been received from Mrs. Alexia Fall Chase of Ruidoso, daughter of the late A. B. Fall, who was prominent in these parts years ago, even before he became a U. S. senator and later secretary of the interior.

I think Mrs. Chase will not mind too much if I publish her letter. Here it is:

"Dear Bill:
 "Have been in the Gerald Champion Memorial Hospital convalescent wing for the past six months, following two months' very serious illness in Ruidoso hospital.
 "Yesterday my son came in and gave me a fine old card case he had been given by Will Ed Harris in Carrizozo. It had been lost by my father and found recently in the basement of the old Carrizozo Bank Building, closed many years ago.
 "From a journalistic, historical as well as personal standpoint, its few contents are most interesting. Thought I would give you a rundown on the contents first so if you wanted to use any before I let anyone else have it. The most important, in history but not in news, is a letter from Charles Evans Hughes, written from Bridgehampton, N. Y., July 4, 1916, saying, 'I should like very much to have a talk with you in the near future, particularly in regard to Mexican affairs...' He gives dates of where he would be, he would be glad to see Dad at any time it suited his convenience or would make a call on Dad at any other place or date named by Dad.
 "I think it must have been as Hughes prepared for his Presidential campaign.
 "One item was a copy of stock market reports between 1915-1921, on the subject of amounts of wheat; one page from a copy of the Colombian treaty as first drafted by Dad; a Confederate bill; and a few unimportant items."

Vet Service Office Here

Mr. Joseph W. Darnell, Field Service Officer with the New Mexico Veterans' Service Commission will be in Carrizozo from 2 p.m. to 4 p.m. in the Court House, County Clerk's Office, Thursday, January 10th.

"Old Mac Says"

Near Capitan New Mexico
 Give A Dam Canyon
 January 3, 1963

Editor Lincoln County News
 Carrizozo, New Mexico

Dear Editor:
 After many years of New Deal, Free Deal, Any thing but a squar deal, and now at last The New Frontier, we think that the following would be in order for the many that are leaning so far towards socialism in our American way of life. How much federal aid did the people in the early days have, in the late 1890 and the early 1900 the people lived in very depressed areas, no one guaranteed them high prices for any thing that they raised. They built their own roads, and also their own schools. They also run their own schools, while now our schools are so centralized, and are run by a bunch of politicians in our Capitol, many trying to get federal aid for the schools, so that the politicians in our Capitol at Washington can dictate what can be taught in our schools and what can't.
 The early day Americans had no security rely they made for themselves they did their own saving, or starved. All that they had was character, all that they did was work, and all that they wanted was self respect, the sum of these traits become our beloved America. But what

is going to be the sum of the traits that you see today, the traits or character or rather the lack of it, the demand for more money or less work, also putting security before self respect, pampering self-pitying criminals instead of punishing them, and giving away our great resources that we desperately need to protect ourselves.
 Just that list to the many weaklings that are on welfare, and want the Government to take care of them, when they should take care of themselves.
 Long years of early-American self respect and work built this great America of ours, but the traits that we have seen in people in the last thirty or forty years is gradually destroying it. A friend that was recently in a large city was telling me that there was an old gentleman that came walking up the street and as he neared a building that was flying the American flag from a pole in front of the building and when this old gentleman came up to the flag he straightened up as well as he could and gave that Great flag a very healthy salute. Yet we have many people in our America today who refuse to salute the American flag nor will they repeat the Alligance to the flag. I believe instead of putting communistic text books in our schools that there should be text books put in our schools teaching Americanism, and how to be an American. Paul we are strating new club in the canyon, "Federal Aid for Tax Payers" better join up, Ha.
 So long
 Old Mac, over in the canyon

white wash, I know where you may obtain a bountiful supply of "hope" which the Spanish speaking ladies have used since Simon Bolivar freed all of south America, to white wash inside walls of their adobe houses, and they look so clean and inviting.
 I saw the evidence, the original and photostatic statemnets from the Pecos Valley Auto Co. of Roswell.
 Its a bad precedent to establish, and when they are caught "red handed," pay up, and obtain a clean bill of political health.
 Yeh! By all means lets build a new Court house, so people from eastern, southern and northern Lincoln County can economize on gasoline, oil and tires-and meet a very friendly people. And as the late Clark Hust said, "Poor but Friendly."
 And when moving day comes we will meet you at the west end of town, with a sincere smile, and shake your hands, until your jaw bones rattle, no cricks in your necks guaranteed and our brass band will furnish the music. However let's have a vote on the proposition by all means.
 In case you do not care to publish this in full, please send it back and I will get the message over.
 Respectfully submitted
 S. J. Bigger
 Who ordinarily does not like to make himself conspicuous by appearing in public print.

So long
 Old Mac, over in the canyon

Letters to Editor

Editor the News:
 When the advocates of a new Court House, start building the structure, why not erect this building in Capitan?
 It has been a known fact that Capitan is within three miles of the exact center of Lincoln County.
 Let's start the ball a rolling we'd be tickled pink, as it would enhance property values in and around Capitan.
 Sure admire the stand of the dissenting member of Mr. and Mrs. Hill. I presume it is a man, any way they had the courage to take issue, and stand for the right.
 Now if you need any more

- For Week of January 13-18
- MONDAY — Frito Pie, cabbage slaw, cake, milk, butter and hot bread.
- TUESDAY — Meat Stew, green jello salad with pineapple, carrot cheese, milk, butter and hot buns.
- WEDNESDAY — Turkey Pie, lettuce & tomato salad, fruit, milk, butter and hot bread.
- THURSDAY — Scalloped potatoes and meat, green beans, fruit cobbler, milk, butter and hot buns.
- FRIDAY — Red beans, spinach, tomatoes and bread, pie, milk, butter and hot buns.



TOPS IN ITS FIELD

Just as the Grand Champion is tops in its field, so is a loan from the Land Bank tops in the field of farm and ranch improvement. Low-cost, farmer-owned... the Land Bank is first for security and progress.

FARM & RANCH LOANS

Federal Land Bank Of Roswell

P.O. Box 698 - Ph. MA 2-1354
 216 North Richardson
 ROSWELL, NEW MEXICO
 Vonnie Jasper, Manager

BY DATE THE WAY OF THE... West

About lights — Kino Ortiz has brightened "E" Street with a new sign in front of his Mal Pais store. The holiday season is over... the town can now turn off its Christmas lights and make a small saving on kilowatts.

Something like the following surely could be worked out for beer cans which gather at favorite stopping places up Lincoln County lanes:

A bright idea came to birth in a Cincinnati convention hall. The janitor got tired of picking up soft drink bottles all over the building and lugging them back to the crates next to the dispensing machine. He brooded about, and then one day put a small hand-lettered sign on the soft-drink machine: "Test Your IG—Put the Round Bottle in the Shmure Hole." The results were miraculous. A sign lettered like this placed on an oil drum located in the right spots might do "Test your aim, the one missing the barrel has the blackest bottom".

Ellnor Tripp, back from attending the Rose Bowl festivities tells the true story of the couple who slept out all night at the site of the parade-start — then were so tired next day they slept through the parade.

We know Elmo Traylor, area supervisor for the Game and Fish Department at Raton, who died December 15, 1962, back in Clayton at the time he took on the supervisor's job. Elmo

was the kind of man who believed in his work, was proud of his job, and as a result of this dedication was highly respected both in and out of his profession. His family moved to Lincoln County in 1914 and Elmo attended school at Capitan. Graveyard services were at the family plot in Angus Cemetery.

We've been intending to compliment David G. Jackson, editor of New Mexico Wildlife magazine, for some time on the appearance and content of this publication. It is both interesting reading and beautiful printing.

The Ouray (Colorado) County Herald, published by Paul and Clara Baker, is coming along each week and looks good. A letter to the editor in this paper discusses disciplinary action in the Ouray schools by means of unexcused absences resulting in 3% cut on every grade if the student made up the work, and a 6% cut if he didn't. Tardiness might also bring about a 3% cut. Backed up by several years teaching experience we want to say that the Ouray school administrators are alays as well as poor administrators. You do one of two things to correct such a situation — the polite way is to take away something the student wants... this is not grades for the majority. The best and most effective way is to apply the strap where it fits best.



ACCIDENT!

Perhaps it was no one's fault but you could be held liable for damages due to the injury of an employee, friend or guest if it occurred on your property.
 Farm liability insurance will protect your pocketbook at low cost. Call us.

J. G. Moore Agency
 Phone 22
 Carrizozo, New Mexico

If you like 'em solid, sure-footed and quick, Fairlane's your kind of car!

SLAM THE DOOR—and listen to the solid thump of a car that's all muscle. GET BEHIND THE WHEEL—and discover this hot new middleweight gives you the room of a big car. MOVE 'ER OUT—and learn how Fairlane unclogs traffic. (It's over a foot shorter than standard cars.)

HIT THE OPEN ROAD—This tight, trim Fairlane has the solid feel of a big car!

Choose from two lively Challenger V-8's with up to 164 horses... 9 models: hardtops, wagons and sedans.

AND REMEMBER—in any Fairlane, you enjoy the kind of care-free driving for which Ford cars are famous (maintenance stops are reduced to twice a year, or every 6,000 miles).

America's liveliest, most care-free cars!

FORD

FORD • FORD • FORD • FORD • FORD

LINCOLN COUNTY MOTORS
 MAIN STREET and TULAROSA AVE.
 CARRIZOZO, NEW MEXICO

