



# LINCOLN

THURSDAY, OCT. 30, 1969 • VOLUME 63, NUMBER 44 • 15¢ PER COPY • 302 CENTRAL • P.O. BOX 398 • CARRIZOZO, NEW MEXICO

## Grizzlies are No. 1 in district



**WORK CUT OUT FOR THEM** — David Lock, Rusty Leslie and Leland Jackson did an outstanding defensive job in Carrizozo's win over Reserve. This week Hatch, a strong Class B team, comes to town and Zozo defense will have to work to keep its win streak.

### Hunters have good prospect

Saturday, November 8, is the kickoff day for the 16 day-1969 southeast New Mexico deer season. Hunters who plan to hunt the southeast part of the state have excellent prospects of success.

The bag limit for the area is one fork antlered buck except for those lucky enough to have drawn an either-sex validation. Four thousand either-sex validations have been issued for the south east area; 2,500 of these are for the Guadalupe Mountains, 1,000 for the Sacramento Mountains, and 500 for the Capitan Mountains. Those holding either-sex validations may take one deer of either sex.

The three major deer hunting areas in southeast New Mexico are: the Guadalupe Mountains just west of Carlsbad, the Sacramento Mountains around Cloudcroft and

the Capitan Mountain-Ruidoso area just west of Roswell. Field personnel throughout southeast New Mexico deer areas report that the 1969 deer hunt should be an excellent one.

The Capitan Mountains-Ruidoso area and the Sacramento Mountains offer the hunter three trophies to pursue — deer, bear and turkey. All three areas offer fair to good turkey hunting and the Ruidoso area and Sacramento Mountains offer fair bear hunting. Hunters in the Capitan Mountains also have a chance for bear.

Hunters going afield during the big game season are reminded to respect private property and follow the ten commandments of safe hunting. You can guarantee a good hunt by making it a safe hunt.

With only 4C District yet to report in the C Football Conference, New Mexico is about ready for semi and final playoffs early in November. Carrizozo wrapped up the 3C District Friday at Reserve with a 12-0 win and is working on a 6-2 season record.

In District 1C Navajo Mission, 2-3-1 for season, has one game left with Corona Friday to get in the semifinals. Navajo Mission is the defending state champion. The Vaughn Eagles have clinched District 2 and have 6 wins against 2 losses for season.

The winner of District 4C will be determined Friday night when Capitan plays at Cloudcroft. The two teams should be evenly matched, the Tigers with 4-4 and Bears 3-3 for the season. Lots of speculation around these parts about winner on this game. We saw Cloudcroft play Corona on a night when they couldn't move the ball, and Capitan play Carrizozo early before the Tigers got going as a team. We pick the Tigers to win as the most improved team.

The grizzlies have a real tough game this week when Hatch in Class B comes to Carrizozo. Coach Tommy Pannell says that with a six-game win streak going his team will be playing to win and let the next week take care of itself.

Location of the semifinal game between Carrizozo and Navajo Mission is uncertain and will not be decided until after Navajo Mission and Corona conclude their game Friday. It's an all day drive to Navajo Mission, or the other way and chances are good that a neutral field will be selected, like in Albuquerque which would give fans from both areas a chance to see the game — to be played November 7 or 8. The winner of the Capitan-Cloudcroft game will play Vaughn next week, again the site to be determined after the game Friday.

The Grizzly squad left Carrizozo at 6:30 a.m. last Friday, taking lunch in Dali and arriving at Reserve around 11:30 a.m. after five-hour ride.

It was a good defensive game for the Grizzlies. Reserve never got close enough to seriously threaten. Coach Pannell said that David Lock made 12 tackles and blocked a punt, Rusty Leslie did as well and Leland Jackson was a power on defense.

The second time Carrizozo got the ball the drive payed off with Ben Stuvell going over for six points in the first quarter. Pass attempts after both Grizzly touch downs failed.

It was a day when the Grizzlies moved the ball up and down the field missing several scoring opportunities on penalties or fumbles. Stuvell went 70 yards with a punt return only to have that score voided on penalty called for roughing the kicker.

In the 3rd quarter Willie Gallegos bounced off tackle, got loose and made a beautiful 40-yard run to score making the final 12-0.

The Capitan Tigers will have to get back their strength after a 16-6 loss to Mountainair last Wednesday. The Mustangs scored first on 20-yard pass and carried over for two extra points in the first quarter. Frank Najer recovered fumble on the one-yard line and ran in for Capitan's only score, making it 8-6. Mountainair went 12 yards to score for the Mustangs with only 53 seconds remaining to close out the game Mountainair had 144 rushing and 55 passing, Capitan 64 rushing and 12 passing.

Odds are very much in favor of the Corona Cardinals closing out a winless season this Friday. The Cards have a good squad but no depth and the second half of any tough game ruins them. They lost to Dulce 20-0 last week.

**Lightning Rods are challenged by Chiefs.** The Carrizozo Lightning-Rod football team has been hard at work this week trying to round into shape after having accepted a challenge by the Ruidoso Chiefs town team.

The game is to be played in the Ruidoso football field, Nov. 2nd at 3:00 p.m. Total gate receipts will be split evenly between the two teams. The Lightning-Rods' share of the profits will go into the Carrizozo Booster Club treasury. The Booster Club in turn uses the



**BIG NOISE FOR BIG TEAM** — Carrizozo bandsman Vernon Miller will have his big bass horn in action Friday night booming out loud for the Number 1 team in 3C District. A spectacular band show is planned for halftime of the Hatch game.



**SPEEDY MUSIC MAKER** — Marg Chavez will be moving her fingers fast to help speed the Grizzlies to victory Friday.

Former Carrizozo High School coach and athletic director, Berno Laabs will be making a brief comeback, having taken over as coach of the local team for Sunday's game.

While most of the Lightning-Rod team is made up of former Zozo H. S. graduates, it is nicely complimented by local-out-of-town graduates such as Carrizozo head coach Tom Pannell, who will quarterback the ball club, and his two assistants, Lee Fleming and Fred Hase, and also Charlie Casillo.

Former Carrizozo graduates on the team include Fred Vega, Robert (D.D.) Ortiz, Frank Gallegos, Peter Aguilar, Nick Serna, Danny Narvaez, Choncho Morales, Bobby Baroz, David Ortiz, Marcos Villescos, and others.

Tickets for the game are now on sale at the Rec. Center, for those who wish to purchase their tickets here in town.

**ORTIZ AND LUNA SPLIT THE FOOTBALL JACKPOT**

Except for a small handful of football jackpot contest entrants who hedged by picking Reserve to win, the guessing went as high as 40 points for Zozo to 0 for Reserve and lots of cards had it 20-0 for Carrizozo.

The payoff goes to Albert Luna and David Ortiz, both of Carrizozo, on their guess of 12-0. Eddie Sedillo of Capitan gave Zozo 32, Reserve 24, Josephine Kimbrell of Picacho had the game 33-7.

There's another big game Friday and another jackpot for some good guesser. Your last chance at winning cash so pick up an entry card from your favorite merchant and get in the game.

### Area Scores

Carrizozo 12, Reserve 0  
Vaughn 46, Tatum 6  
Shiprock 22, Navajo Mission 6  
Dulce 20, Corona 0  
Mountainair 16, Capitan 6  
Ruidoso 26, Lordsburg 14  
Tularosa 28, Hatch 12

### Big show for Hatch game

October 31 — this Friday — the Carrizozo Grizzly Marching Band under the direction of Mr. Arnold Boyce will begin the Hatch-Carrizozo home game with the playing of the Star Spangled Banner at 7:30 p.m., then the pep music will sound from the band section during the first half of the game and at half time the band will present a half-time show. Zozo's beautiful Golden Girl, Miss Virginia Pritchett and the band will appear at the goal post at the north end of the field and play a stirring fanfare, then troop the field to the march, independently by half, turning left they will stop in front of Hatch section and form a letter H and play "Our Directors March," by Bigelow, after which a counter march will return the band to the middle of the field and a witches hat will be formed, spoons, witches will descend upon the field, a spirited drum section led by drum sergeant Burdette Means will form the band in two numbers (55) a bow, up, and roll off for an exit march.

Come see what "55" means to the show, this Friday night, also see, the lovely Pom Pom girls led by Colleen Leach as well as the featured midget section and the attractive Mercie Samora.

### Not At All Inquisitive!

"Est, honey," protested the worried husband, "where am I going to get the money to pay for all these clothes?"

"Now, now, dear," said the wife soothingly, "you know I am not at all inquisitive!"

## \$98,200 over suit men's perfume

Four of the best lawyers in the State of New Mexico will be in District Court in Lincoln County in the near future contesting the safety of a men's perfume with a total of \$98,200 riding on the outcome.

The case originated in Otero County and was shifted to Lincoln County on joint motion for change of venue. Judge Forrest Sanders will hear the case in District Court and is expected to set the trial date soon.

It all began when Terry Clark, a resident of Alamogordo, bought a bottle of "Jade East", a man's cologne, from Security Drug and gave the cologne to Tom Nemer as a Christmas gift in December of 1966.

Nemer started using his gift of Jade East during the month of March 1967, applying it to his face, neck and hands. Nemer alleges that as a direct result from use of the cologne his face broke out in a rash and subsequently began to swell and itch, causing serious discomfort to the

plaintiff's face and eyes. That as a result of use of Jade East, Nemer is now suffering the growth of a cataract over his left eye which will require the removal thereof and considerable treatment.

Nemer's cause of action was filed January 14, 1969 in Otero County District Court. His amended complaint was filed May 8, 1969 and asks \$96,000.00 general damages and \$2,200.00 special damages. Nemer is represented by John J. Wilkinson of Alamogordo and James L. Brown of Farmington.

Jade East is manufactured and distributed by Perry Brothers, Inc., a New York corporation doing business as the Northern Trading Company in Madawaska, Maine. Perry Brothers, Northern Trading and Security Drug (bankrupt) are defendants. Edward E. Triviz of Las Cruces is attorney for Northern Trading, William W. Bivins of Las Cruces is attorney for Swank, Inc. and Perry Brothers, Inc.

### Bid call December 1st for Zozo intermediate care unit

Lincoln County Commissioners Don Stark, Charles Jones and Hold Lovelace met with the Board of Directors of Lincoln County Municipal Hospital, Jackie Spencer, Johnson Stearns, Dimmitt

Bond and Alva Sitton Monday noon to discuss details of selling bonds, architect's plans, and calling for bids on the new intermediate care unit to be added on to Carrizozo Hospital at cost of \$212,000. This money comes from two sources, \$142,000 from bonds voted September 30 and \$60,000 from the Bancroft Foundation.

### Building deal finally settled

James E. Hunter & Company, original contractor on school building built last year and used for first time this school year in Carrizozo, got into financial trouble and completion of the job had to be taken over by the United States Fidelity and Guaranty Company that bonded the contractor.

As a result of the problems Hunter had, job completion was delayed and several extra charges were made which were unacceptable to the school board.

A letter dated October 22 from the bonding company to Bill G. Payne attorney for Carrizozo school states: "After following the matter of final payment from the Board of Education, our company has decided to accept payment as suggested in your letter of July 17, 1969, and forego any lawsuit on the subject. Thus, we request to be paid as follows:

Contract price	\$98,851.09
Previous payment	\$88,965.91
Less difference on plaque	71.00
Less charges for use of school equipment	110.00
Less architect's extra charge	1,711.88
Less penalty	2,700.00
Total deduction	93,558.87
Net due	5,292.22

Plaque item of \$71.00 was that much higher than original estimate. Hunter used school equipment on pay agreement and the school is collecting \$110.00 for that use, the architect tacked on extra charges over and above original agreement and school is not paying the \$1,711.00. The school is collecting fee of \$2,700.00 as penalty because of late completion.

This letter is going to Hugh Rowland, architect, for approval and the Carrizozo school board expects to make the final payment of \$5,292.22 at its November 4 meeting to close out the deal.

Darrell Fowler of Stern Bros. in Albuquerque met with the group to discuss sale of bonds, Edwin French, architect, discussed minor changes in plans. Sale of bonds will start immediately, bid calls to be issued early in Dec. and construction expected to start in January.

The name "Intermediate care unit" is the proper name for the new hospital addition and it conveys the proper meaning of service to be given as being for people who do not require hospitalization or constant nursing care, and yet need the kind of care where both doctor and nurse are available.

A sketch in the News issue of September 11 shows the addition on the south (left) side of present facility and space at back (west) available for later addition if necessary. There will be both private and semi-private rooms,

dining-recreation area, work area, Jolite, janitor area, nurse station, storage, bath, shower, area for mechanic, and dirty utility area in the new addition. Alton Whitaker, hospital administrator, and Virginia Curtis, secretary were present at the Monday meeting.

**Coe Book Selling Good**  
Ranch on the Ruidoso, written by the late Wilbur Coe of Glencoe, has been selling well and has now gone into its third printing. Mrs. Wilbur Coe is to appear on KTNM Radio in El Paso to be interviewed on the book November 4 at 10:45 a.m.

### WEATHER BY MANIRE

	H.	L.	W.	M.
Oct. 22	69	45	15	.51
Oct. 23	62	42	8	
Oct. 24	60	40	5	Fog
Oct. 25	63	35	15	
Oct. 26	72	38	20	
Oct. 27	57	40	15	.43
Oct. 28	53	41	8	

The rainfall the past week brings our moisture up to normal for the year.

## John Cooper is awards speaker



John W. Cooper things for granted here — things that in Brazil are pretty big to them. Cooper is the son of Mr. and Mrs. John Cooper of Tinnie and a former 4-H member from Lincoln County.

The Lincoln County 4-H awards program will be held on Sunday, November 2nd, at 2:00 p.m. at the Recreation Center in Carrizozo. The 4-H Awards program will honor 4-H members and leaders for their efforts and achievements in Club work. The program will be opened with an invocation by the Reverend Earl Bell. Bill Tyree of Corona will be the master of ceremonies for the event.

The featured speaker will be John W. Cooper who will talk on his stay in Brazil "as an IFYE delegate. During his stay he lived and worked with farm families. He observed many facets of life in Brazil that the ordinary person would not have the chance to see. Before leaving Brazil, he was able to talk to large groups in their language, Portuguese. Upon returning from Brazil he said "I have a better view of everything as a result of the visit in Brazil. You look at a new country when you return to the United States after a visit such as the one I've just completed. We take so many

project work will be presented to the winners by the Extension staff. 4-H members from all of the clubs in the County will present their leaders special appreciation gifts. Honorary 4-H memberships will be bestowed on Mr. T. A. Knight of Ancho, and Mr. Ben Powell of Hondo.

There will be two state awards conferred at the program, Danny Knight of Ancho and Christina Pacheco will be awarded Santa Fe Educational Awards that entitle them to attend 4-H Club Congress in Chicago, Illinois later in November. This award for outstanding club work is based on records of their club work covering the last several years. They are among seven 4-H boys and girls from New Mexico who are receiving the award. The program will conclude with completion pins for the members. Refreshments will be served. All who are interested in the 4-H Club program in Lincoln County and enjoy an entertaining program are invited to attend this Awards ceremony.

## THE WAY OF THE... West

Couple of long-time friends, Roy and Maynard Snook of Ford, Kansas stopped for visit Monday on their way to T or C to get whatever people get in the baths over there. Maynard said he was clean with his banker in '61 and should have gone south, but next bunch of years wheat farming was not so profitable.

Sure going to miss Nasario Montes, a real help to us at the News getting our clutter of paper cartons and waste hauled off and we're sure he did an equally good job for the Town of Carrizozo in a lot of ways, operating heavy equipment and helping the fire department.

The New Mexico Press Association convention at Roswell was one of the real good ones, put five university presidents on a program, a Pulitzer prize winning photographer, NASA public relations head, and others and it makes for interesting discussions.

We talked with Lieut. Gov. and Mrs. E. Lee Francis at the convention. They will be in Carrizozo for the postoffice dedication and are looking forward to that special event.

Tommy Pannell is some uncertain about his alma mater football team, Tommy said that headline in Oklahoma daily read "The moon, the Mets and how K-State" after the Kansas team walloped Oklahoma the worst in 75 years.

University of New Mexico President Dr. Ferrel Heady told the press people that he wouldn't handle the Love Lust poem race any different if he had it to do over again.

Bob Brown, editor of Albuquerque Tribune was on public relations panel with Payton and Howard Graves, AP head in Albuquerque. Brown said that government agencies ought to clean up their mailing lists. The Journal gets big stacks of mail three times a day, much of it

a total waste. The News still gets mail addressed to Era R. Smith, Publisher, who sold this business some 25 years ago and has been dead since 1964.

Letter from Troy Elliott, public chair for group of New Mexico taxpayers, says his group has obtained 9000 signatures from overburdened taxpayers asking legislature to call a special session devoted only to reducing existing taxes. As long as the taxpayers remain silent, the legislators will continue to think we are not overburdened with taxes and will listen to the wheels in Santa Fe who are always squeaking so loud about their need, is his message. You can write Box 6261 in Albuquerque 87107 if you want to praise or cuss such action.

The News editor worked average of 30 hours a week while in college and decided later that a little more time for college activity and study (maybe) would have been better. Times are a changing. Dr. Stirling Colgate, president of New Mexico Tech at Socorro, told press people that there ought to be more jobs for students to work their way through college, so they would not have to feel dependent on their parents. With us it was the only way to get a degree, being independent had nothing to do with our job.

Swiped from Duffy — Old age is when you find yourself giving good advice instead of setting a bad example. Wife (to husband who is shaving): "I'd like to try out my new camera, dear, and take a picture of you." Husband: "Okay, shoot." Wife: "I'm using color film — would you mind cutting yourself?" Octopus — a cat that's lost one life . . . . Midget auto; squat car . . . . Gossip: the art of saying nothing, in a manner that leaves nothing unsaid . . . . Ghost story: a yarn with hex appeal . . . . Marriage: one union that defies Management, Parting thought: Finding a way to live a simple life is today's most complicated job.

# Fall

Social events  
By Eleanor Payton

## "Let It Snow" at Style Show

The Capitan Woman's Club held their annual style show October 9th at the Woman's club building. The theme of the style show

### Get Well card sent to Cookie Sherrill

The Jennie Thornton Circle of W. S. C. S. met at the home of Miss Grace Jones October 23rd at 2:00 p.m. Mrs. Farris, Chairman, opened the meeting with the Lord's Prayer. A get well card was signed by all and sent to Mrs. Cookie Sherrill, who is in the hospital in Kansas.

After the business, Frances Degner gave the program on "Call to Prayer and Self-Denial." The hostess served lovely refreshments during fellow ship hour, to the following ladies: Mrs. Bill Gallacher, Mrs. John Hein, Mrs. Carl Degner, Mrs. Lewis Farris, Miss Frances Degner, Mrs. Clara Snow and her grand daughter, Robin Evan of Alamogordo, New Mexico.

The next meeting will be at the home of Mrs. Lewis Farris November 19th, instead of the 26th.

### Diane Shaw honored with bridal shower

Miss Diane Shaw, bride-elect of Mike Riska was the honoree at a bridal shower Sunday afternoon at the home of Mrs. Howard Wright. The decorations were carried out in the bride's wedding colors of shades of pink. A milk glass basket of pink mums set on a pedestal of pink hearts and graced by white doves centered the refreshment table.

Special guests were Mrs. Jack Shaw and Mrs. Drews Riska, mothers of the couple, and Mrs. Helen Sears.

Hostesses for the lovely occasion were Mrs. Howard Wright, Mrs. Gerald Dean, Mrs. N. E. Britton, Mrs. Fred Pfingsten, Mrs. Bill Randie and Mrs. Duane Darling.

Miss Shaw and Mr. Riska will exchange vows November 1 in the home of the bride's parents in Capitan with the Rev. Clyde Shultz officiating.

was "Let It Snow." Sixteen winter outfits were modeled by six of the club members. Those modeling were Mrs. Gerald Dean Jr., Mrs. Kenneth Huey, Mrs. Dave Barber, Mrs. Hollis Cummins, Mrs. Ronnie Eldridge and Mrs. N. E. Britton. The ladies modeled winter dress clothes and winter sports wear.

Clothing for the style show was donated by Olma's Style Shop, The Clothes Closet and New Mexico Mr. and Miss all of Ruidoso. Footwear was from Cummins Dry Goods of Capitan.

Guests at the style show were Mrs. Emelita Jenkins, Mrs. Bill Edgar, Mrs. Grady Eldridge, Mrs. Charles Engleking, Mrs. Bob Herndon, Ellen Cornelius, Mrs. Gerald Dean Sr., Mrs. Floyd Hale and Ruth Moore.

The hostesses for this month were Mrs. Ronnie Eldridge and Mrs. Wayne Langford. The program chairman was Mrs. Kenneth Huey. The door prize was won by Mrs. Dave Barber.

### Gamma Tau Chapter plans costume party

Gamma Tau Chapter of Beta Sigma Phi met October 22 in the home of Margaret Stearns. Roll call was answered by members naming their favorite gem. Final plans were made for the Costume Party and Box Supper at the Country Club on November 1st.

Lola Burns presented the program for the evening on Jewelry. She gave a very interesting history of jewelry highlighting on the birth stones, cultured and Oriental pearls and Indian jewelry from New Mexico tribes. Mrs. Burns had a beautiful jewelry display on a gold bath covered table. This included everything from very "Mod" jewelry to plain silver bracelets made by the Indians before the use of turquoise. She referred to many pieces of jewelry on display all through the program. Among these were genuine camoes and black camoes made from melted lava. Mrs. Burns showed many lovely pieces of jewelry belonging to herself and her family. Some members brought treasured pieces of jewelry to show. Mar-



SHOW MODELS — Members of Capitan Woman's Club are shown modeling for annual style show with theme "Let It Snow".

Jorie Whittaker brought a silver bracelet set with amethysts that had been her grandmother's first piece of jewelry; Sharon Hefker brought a pair of topaz earrings that her grandmother, Mrs. Tom DuBois, had given her as they were set with Sharon's birthstone; Elizabeth MacVeigh brought a little stuffed animal pin from Newfoundland.

The hostess served cake with whipped cream, Halloween candies, hot tea and coffee. The next meeting will be November 12 in the home of Marjorie Whittaker.

### What's Cooking IN LINCOLN COUNTY

By Mary Ellen Payne  
Lincoln County Home Demonstration Agent



Of all fresh fruits apples are probably the best keepers. With a little extra care, they will stay fresh tasting and firm for several weeks -- even months. These are some suggestions that will help when you sort fruit, you should take out any with soft spots, skin breaks or bruises to use immediately. Wash the root, and if it's a small quantity, pat dry and store in a moisture tight bag in a cold, well-ventilated place or the refrigerator. Large quantities of apples should be stored in a cool, well-ventilated room with slightly moist air, to prevent shriveling. You should check the apples often and remove any that have developed soft spots. If you leave apples in a warm room, they will tend to turn mealy or mushy, develop an over-ripe flavor, and lose crispness rapidly.

**Spiced Stuffed Apples**  
6 or 8 medium size apples (cored and pared) -- 1 cup sugar -- 2 small plgs. cinnamon red hots candy (about 1/2 cup) -- 2 cups water -- Several drops of red food coloring -- 2 3 ounce plgs. cream cheese -- softened -- 1/4 cup chopped pecans -- 2 Table spoons mayonnaise

Combine sugar, red hots and water in large saucepan. Bring to a boil and simmer until red hots are dissolved, put in food coloring. Place apples in simmering syrup and cook approximately 20 minutes or until apples are fork tender. Turn apples once during cooking to let the color and flavor penetrate all of the apple. After cooking is complete, chill for several hours, chill remaining syrup also. Mix cream cheese, pecans and mayonnaise with mixer until smooth. Pour some chilled syrup over the chilled apples. Place apple on lettuce leaf. Stuff the center of the apple with the cream cheese mixture and garnish with a sprig of parsley stuck under the edge of the apple. Delicious and beautiful. Hope you enjoy them.

A Golden Delicious apple would be a good choice for this elaborate looking individual salad. This was my mother's recipe that I have enjoyed for years. This is strictly a "hand full of this" and a "pinch of that" so you may decide to vary it to suit your tastes.

### AROUND TOWN IN CARRIZOZO

By Minnie Therton

Friends of Mr. Harry Lloyd will regret to hear that he has been a patient at St. Mary's Hospital for several weeks and plans to go to Clovis for further X-rays this week.

Mr. and Mrs. W. J. Lueb of Hereford, Texas and their son, Neil Lueb of Amarillo were guests of the L. Y. Jacksons for the weekend. The Luebs came through Portales and brought Dee Dee Jackson and her friend Sue

Goeiting home for a weekend visit. Mrs. Katherine Calley has returned to her home in Pecos Texas, after an extended visit with the J. A. Hightowers.

Lee Straley made a business trip to El Paso last week. While there he was the guest of Mr. and Mrs. Pat Driskoll and family.

Mr. and Mrs. L. Y. Jackson, accompanied by Leann, G. L. and Phil Straley, attended the football game at Reserve Friday. At Socorro, Harry (Pete) and Patty Straley and children joined them and went on to the game with them.

Mr. and Mrs. Stewart A. Appgar and sons of Los Alamos will be in Carrizozo next weekend for a visit with Mr. Appgar's parents, Mr. and Mrs. S. A. Appgar.

Mrs. Rielee Sidwell and daughter Mary stopped for a short visit with Mr. and Mrs. S. A. Appgar Sunday on their way home to Mountainair from Alamogordo and Tularosa.

Mrs. Wm. Gallacher, Sr. and Mr. and Mrs. Wally Ferguson spent Monday in Roswell.

Mr. and Mrs. Jack Hefker and Melody spent last weekend visiting Mrs. Hefker's brother Miles Waldron and family, in Mountainair.

Mr. Willis Hill and son, Collin are on a deer hunting trip in northern New Mexico.

Mr. and Mrs. M. D. Johnson of Las Vegas visited Mr. and Mrs. Frank Lindsey and family last weekend. Mrs. Lindsey is their daughter.

Mr. and Mrs. Don Means visited in Vaughn last weekend with Mr. and Mrs. Clyde Halsten. Mrs. Halsten is teaching first grade in the Corona schools again this year.

Mr. and Mrs. Glen Philipott spent last week end in northern New Mexico on a deer hunting trip. They report "No luck".

Mr. and Mrs. Don Means and Mr. and Mrs. Leon Lock went to Ruidoso Friday night to see Stephen Harper quarterback for the Lordburg Mavericks.

Mr. and Mrs. John Titch of El Paso visited their daughter, Mrs. Don Means, last week end. Mr. and Mrs. Tom O'Rear are in Houston this week visiting their daughter Mrs. Jimmy Oakley and family.

Mrs. Sherrle Grundhauser of Takoma, Washington and her nine month old daughter, Heidi Christina are here visiting Mrs. Grundhauser's great grand mother, Mrs. Lewis Farris. Little Heidi is Mrs. Farris's first great grandchild. They plan to stay a month.

Mr. and Mrs. Johnson Stearns and Mr. and Mrs. Billy Petree were in Carlsbad Saturday to attend the open house at the American Bank of Commerce, a recent acquisition of Bank Securities, Inc. The building has been completely remodeled. Malcolm Petree, a former employee of the Citizens State Bank in Carrizozo is vice president of the Carlsbad bank.

Mrs. C. E. Burns is in Hobbs this week visiting her daughter, Mrs. Dale Cabon. She plans to be there for a week or ten days.

Mr. Roley Ward returned Sunday from an elk hunting trip in Colorado. Roley did not get his elk and reports a tremendous amount of snow in Colorado much earlier than usual.

Mr. and Mrs. Arrel Posey had as their guests this weekend Mrs. Audrey Latham of Albuquerque and Mr. and Mrs. Joe Jackson of El Paso. Mrs. Latham and Mrs. Jackson are sisters of Mrs. Posey.

Mr. and Mrs. Joe Anderson of Seattle, Washington are the parents of a boy born October 19 1969. The new baby is a great grandson of Mr. and Mrs. T. E. Falls, their fourteenth great grandchild.

Funeral of Mrs. Holm Bursum, Sr. Mr. and Mrs. J. E. Thornton arrived home Monday afternoon from a weekend spent in Texas, where they visited Mrs. Thornton's niece, Mrs. Doris Peters, at Big Spring, and her sister, Mrs. F. M. Hill and Mr. Hill at Waco. Another niece, Mrs. Roland Meharg and Mr. Meharg, drove over to Waco from Italy, Texas to see them.

Mr. and Mrs. Buster Alford were in Amarillo, Texas last weekend to attend a family gathering of Mrs. Alford's family to celebrate their mother's, Mrs. Clara Quinn's, birthday. Mrs. Harold Ashbaugh and Mrs. John Robinson both of Amarillo, and their families and Mrs. Virgil Bixler, of Kansas City, Mo. who flew in for the occasion were among those present. The three ladies are sisters of Mrs. Alford. They also visited Mr. Alford's two sisters who live in Amarillo.

Mr. and Mrs. Dillard Deal, of Snyder, Texas, were weekend guests of Mr. and Mrs. Kenneth Warren.

Mr. R. C. Barham was in Albuquerque Friday and Saturday where he judged a 4-H Horse Clinic sponsored by the Bernalillo County 4-H Clubs.

Becky and Gordon Barham spent the weekend at home visiting their parents Mr. and Mrs. R. C. Barham. Becky is a junior at Eastern N.M. university this year and Gordon is a sophomore at N.M.S.U.

Mrs. T. E. Kelkey was in Albuquerque last weekend for a visit with her daughter, Mrs. Bryson Corbett and family. She made the trip with Mrs. Thelma Parish who spent the weekend at her home in Albuquerque.

Robin and David Evans and their friend Soxy Neilson of Alamogordo visited their grandparents, Mr. and Mrs. C. A. Snow, over the weekend and went pinion hunting.

Mr. and Mrs. Dimmitt Bond of Corona were Carrizozo visitors Monday.

Mr. Dick Bonbach of Las Cruces visited with Mr. and Mrs. C. A. Snow last Tuesday. He reported lots of rain in that locality.

Mrs. Mattie Littleton returned Tuesday from Hurley where she has been visiting her son Raymond and family. He and his wife brought her home.

The Truman Spencers, Jr. joined a bus load of N.M.M.I. alumnae in Roswell Saturday evening to attend football game in Artesia in Bull Dog Stadium. The cadets beat the Phoenix Bears by one point.

The Happy 4-H Homemakers celebrated Halloween early with a picnic at Nogal. They picked apples there and then returned to Bar W Ranch to judge costumes.

### SAFE DRIVING TIPS

Driving on icy or snow covered roads, requires far more sensitive car handling than the average motorist exercises on dry surfaces.

You need a lighter touch on the brake, accelerator and steering wheel. Accelerate slowly and gradually to avoid spinning the wheels. Do try to avoid situations in which quick stops may be necessary. In stopping your car pump brakes gently to maintain steering control so as to prevent car from going into a skid.

Turn corners gingerly thus avoiding a skid-starting jerk to the steering wheel. You should turn the steering wheel gently in the direction the car is skidding. After directional control is established reduce the speed by breaking gently, and return to your planned route.

### LETTERS

Williamsburg, N. M. Box 503 87042 October 5, 1969

Dear Mr. Payton: Change our address from T. or C. to above address. We have sold the motel and moved back to our house. We took out our back door into the Rio Grande River. Now we hope to catch some fish.

Sincerely,  
Mrs. Virgil Wallace

### For Comfort For Efficiency!

The Answer Is . . .

### L-P GAS

FOR APPLIANCES, OR BUTANE AND PROPANE

CALL

### Keeth Gas Co.

G. H. "Sharty" Stoneman  
MANAGER

Phone CL-4625 Ruidoso

## Obituary

Frances Mae Conley

Funeral services for Mrs. Frances Mae Conley, the former Frances Ferguson, 54, who died in Casper, Wyoming on October 16, were held October 22 in the Angus Chapel, Angus, New Mexico, with the Rev. R. N. Hudgins, pastor of the First Baptist Church at Tinnie conducting the services. Burial was in the Angus cemetery.

Pallbearers were Billie Ferguson, Wallace Ferguson, Duane Evans, Johnny Werner, Fletcher Hall, and Tom Lamay.

Mrs. Conley lived in New Mexico 26 years before moving to Wyoming three years ago. Her brother, Mr. Champ Ferguson and a sister-in-law, Mrs. Louise Ferguson live in Capitan.

She and Jack N. Conley, who survives, were married Dec. 21 1941 in Bernalillo.

Nasarlo Montes

Nasarlo Montes, age 45, a life long resident of Carrizozo, passed away Friday morning in an Albuquerque hospital after a brief illness. Mr. Montes had been a City employee as heavy equipment operator for the past ten years. He is survived by his wife, Mrs. Ortilia Montes, four sons, Gilbert, Robert, David, Louis and one daughter Silvia, one sister Mrs. Flora Barron, of Texas, two brothers, Simon, Chavez, Big Spring, Texas, and Fernando Chavez, San Jose, Calif. Services were held Monday at 9:00 a.m. in St. Rita Catholic Church with

Fr. Kevin J. Moynanhan officiating. Casket bearers were Richard Perez, Ted Zamora, David Luercas, Edward Vega, Jarlin, Tony Zamora. Interment was made in St. Rita cemetery under the direction of Clarke-Wooten Chapel of Roses Mortuary.

### IMMUNIZATION CLINICS SET FOR NOVEMBER

The following Pre-school Immunization clinics will be held in Lincoln County for the month of November 1969:

Tuesday November 4 - Carrizozo - held at the Health Office in Court House from 9:30 a.m. to 4:00 p.m.

Thursday November 6 - Hondo - held at Hondo School from 10:30 a.m. to 2:00 p.m.

Monday November 10 - Ruidoso - held at Ruidoso High School in Board Room from 10:00 a.m. to 12:00 noon.

Thursday November 13 - Capitan - held at Capitan School from 10:00 a.m. to 2:00 p.m.

Tuesday November 18 - Corona - held at Corona School from 10:00 a.m. to 12:00 noon.



WEDDING - RANCH - AERIAL

BUNKER PHOTOGRAPHY

Box "P" Ph. 437-4921  
Alamogordo, N. M.

"If it's photography . . . it's our business"

## How to get more mileage from your newspaper ad dollar

That ad you're running in tomorrow morning's paper. Will it do the job you want it to do? Build your reputation? Attract customers? Help you beat competition? If not, you're wasting some, if not all, of your money. Here are some guidelines to help you invest those dollars wisely.

### Which products and/or services should you advertise?

1. Choose a product or service that is wanted. When newspaper ads feature fast-turning, wanted products and services, they produce maximum sales and profits.
2. Pick a product or service that is timely. Advertising too early or too late can be costly. Ten days to two weeks before the peak selling season is about the proper time for most goods and services.
3. Choose an item that is stocked in depth. Although it's nice to have a sell-out by midmorning, it's bad customer relations for a shop or service to run out of an advertised item.
4. Advertise an item or service that is newsworthy. If possible, it should have a feature or two you can brag about. Or maybe your low price is possible because of an opportunistic purchase. Say so in your ad.
5. Feature items that are typical of your shop. Readers may get the wrong impression if the items you advertise do not reflect the true "personality" of your shop.
6. Select items which are your best values. Remember that value doesn't necessarily mean low price. It is wise to advertise values that compare favorably and provide more benefits than those being offered by your competitors.
7. Advertise related products or services. As a rule, don't push the brake jobs and tune-ups in the same ad. The danger of mixing unrelated products or services is that the first item the reader may see may not interest him and he turns the page.
8. Don't be "on sale" every day. When you advertise sale-priced goods and services time after time, your sale prices can eventually become your regular prices in the eyes of your customers. There are, of course, many times when products and services can be successfully promoted at regular and not sale prices. No advertising should rely too heavily or too frequently on low-profit promotions.

So much for how to go about selecting the item to be advertised.

### How should the ad be laid out?

Here, two fundamental principles regarding newspaper reading habits should be kept in mind: first, what will the reader see in the first three seconds that he looks at the ad; and second, what can the reader read in the first 30 seconds? Once having determined that . . . 1. Use a simple layout. Ads are not crossword puzzles. The layout should carry the eye through the message easily and in proper sequence . . . from art to headline, to copy and price, to your shop logo and address. Avoid too many different type faces. And make sure those you do select are easy to read. 2. Don't overcrowd your ads. Be generous with white space. Give illustrations and copy blocks room to breathe. Disorderly, over-crowded ads reduce readership. Make your ads as easy to read as possible, just as you make your shop as inviting as possible. 3. Make your ads easily recognizable. Studies have shown that stores and services which make their ads easily recognizable by using distinctive art, layouts and type faces gain impressively higher readership . . . and better store identification. In every city there are retailers whose ads literally stand out. See that your own ads have a consistent personality and style of their own.

### Some guidelines for merchandising your advertising

1. Repeat your ads. If you have a particularly successful product or service you are promoting, repeat ads featuring it as long as you have it available. Good ads can be re-run indefinitely, especially as long as they continue to pull extra business. When you have an ad format that works well, keep it.
2. Time up your timing. Advertise what consumers want . . . when they want it. Sales are greatly improved when advertising support appears at exactly the right time. This is especially important for merchandise or services with a seasonal appeal.
3. Watch the weather. Weather has an important effect on the sales productivity of any ad. It's wise to arrange with your local newspaper to "pull" or postpone it if the weather is inclement and you feel it would have an adverse effect on the ad.
4. Tie in for increased traffic. Be sure to co-ordinate your ads with your shop banners, posters, and other displays. If the goods and services you select to advertise are such that you wouldn't normally do this, you are advertising the wrong item.
5. Alert your personnel. Show them the layouts of your ads and your merchandise selection lists. Advise them well ahead of time as to which products and services are going to be covered.

There is one final note. The newspapers want to do a good job for you and are always glad to help you. Professional copy and layout assistance usually are readily available at no charge through the representative who calls on you.

Adapted with written permission from material published by the Bureau of Advertising, American Newspaper Publishers Association.



MUSCLE MEN — Dana Warren and Michael Barrels are hauling out the tackling dummy for team practice getting ready for tough game with Hatch Friday. We're with the Grizzlies all the way and wish them the best of luck.

### Paden's Drug Store

"ACCURATE PRESCRIPTION SERVICE"  
Phone 648-2361 • Carrizozo, N. M.

CLOSED SUNDAYS

SMOKEY BEAR COUNTRY — By Margaret Rench

### Cat gets Bill Stienke

It was reported to me that Mr. Bill Stienke was badly scratched by a cat that was in their garage and on the hood of their car. When he tried to make it leave, it turned on him. Therefore he is taking rabies shots. Bill, I wish you good results, and a good recovery.

The Forest Service Wives Club will hold the monthly meeting this time in Capitán November 6.

There is work being done in the Smokey Bear Museum. New tile is being laid, and other repairs will be done. That is good news. For we should keep that alive and active. After all the real Smokey Bear is our Symbol. We do know that.

Just one week today Monday rain started and since we have had 3 1/2 inches. Slow and easy. It looks as if it might come again today. I have had report that it has given much more out north in the ranch country. That is such good news to us all. We need that moisture. It will feed the roots all winter. We are so delighted and happy to have it. So grateful.

We have a new subscriber, Rev. Garth Hyde of Delta, Colo. So glad to have you and we do want you to enjoy it. May you have many happy hours of enjoyment reading and reminiscing about your home territory and friends. We have not forgotten you.

Mrs. Kingston and I made a business trip to Ruidoso last Friday. We took Miss Lou home to Ruidoso Downs and enjoyed dinner with her and visited the Jess Harrises. Then took care of business in Ruidoso. We had the pleasure of meeting and getting acquainted with Mr. and Mrs. Pop at the Whitlock Jewelry store. They are lovely people and should do well there. I do send a hearty welcome to them. It is Ruidoso gain to have them. They are friendly and have lovely personalities. People here will be glad to know that.

We were so saddened by Mr. Whitlock's unexpected death and missed him so much. Luckily these fine people have taken his place and I am certain you will love them too. I wish them worlds of success there.

The Mobile TV man Mr. Lawrence Shows has moved his trailer home from Ruidoso Downs to a new location near the Shamrock Station near the Plaza Doo Shopping center. He has built a new shop and seems so happy as if a dream has been realized. He deserves to succeed for he is excellent in his work.

Miss Jane Cozzens of Elida spent last weekend at home here

with her parents, Mr. and Mrs. S. M. Cozzens. She took her parents and Mr. and Mrs. Lewis Cummins to the Wortley Hotel for dinner Sunday—honoring her mothers and Mrs. Cummins birthdays which is Wednesday, 29th. But since she would not be here she took care of it while she was. I wish you two ladies many more very happy birthdays. Mrs. Howard (Maxine) Wright has her birthday on that same day. She too has my wish for many more very good happy birthdays.

Mrs. Harriett Kline was in Truth or Consequences on business last Wednesday thru Friday.

An early Halloween party was held by Beth and Jennann Kline at their home on Outpost Hill last Saturday evening. Fifteen persons began by cooking hamburgers and hotdogs over an out door fire. The boys soon developed a split-level football passing game, using the sundeck as the upper level. A contortion game called "twister" was played by placing hands and feet on numbers on the floor, as called out by a leader. A fast game of seat-changing, always resulted in one being left unseated. After taking a turn at dancing the evening ended in a surprising game of "Who is My True Friend?" Refreshments of chip dips, pop corn, cookies, punch and apples rapidly disappeared.

Miss Beverly Cornelius enjoyed her 13th birthday Thursday Oct. 23. I do wish you many such happy birthdays little lady and May God bless you.

Mr. and Mrs. James Stone of Post, Texas, spent several days with their daughter Mr. and Mrs. Gerald Dean, Jr.

Mr. and Mrs. Chad Horton of Galveston are visiting her parents Mr. and Mrs. Bert Chaney.

Mr. and Mrs. Jack Robinson, Kathy and Jackie left last Tuesday afternoon after school for Springfield, Mo. where their daughter Ann, Mrs. Price and her daughter Rae Eilyn of Indiana joined them in her car. They drove on to Dallas and visited Virginia and then came home Sunday afternoon. Mr. Price is in Viet Nam. So Ann will visit here a while. That was a good gesture of her family to meet her. Welcome home dear lady.

Mr. Bob Yankee of San Patricio is moving into the Walker Apt. He has several students here. He teaches music. He said he wanted to be completely moved by Nov. 10. He came in Saturday. Welcome to Capitán and we are happy you joined our midst.

### RANCHERS!

Are you guessing at your calf crop next year or are you making sure which cow is carrying a calf?

The only sure way is to have your cows pregnancy tested.

For this inexpensive service, call or write:

Dean's Cattle Testing Service

P. O. Box 347 Phone 354-2443 Capitán, New Mexico 88316

### "Open Season"

On hunters has already started!



### GET 3 WAY INSURANCE PROTECTION COVERING...

- Accident
- Baggage and Personal Effects
- Sportsmans Liability for Injury To Others

AT VERY LOW COST

### Moore Agency CARRIZOZO, NEW MEXICO

Home-cooked "Fried Chicken" dinner is being served by ladies of Capitán United Methodist Church, this Sunday evening (Nov. 2nd). All friends and members are welcome to gather in the dining room of the church at 6 p.m. Please bring a salad, vegetable, or dessert (not-luck style), beverage provided. We will also hold a church family "swap shop" after the dinner. Please bring any items from your home you wish to give away or would be happy to have someone else use, (kitchen items, household items, clothing, etc.) and we will offer what we think it is worth to us to shop at the "SWAP SHOP".

Mr. Joe Hastings, Regional Manager of World Book Encyclopedia for New Mexico was a dinner guest of Chaplain and Mrs. Alfred Kline on Wednesday of this week.

Mrs. Annie Petree of Portales spent a week with her son Mr. and Mrs. Billy Petree and family in Carrizozo then came to Capitán for a couple of days and visited friends. It was good to see and talk to her. She says she likes Portales and her health is much better in the lower climate. She looks good. She visits Malcolm and family in Carlsbad too, often.

Mr. and Mrs. F. R. Whitley went to Delta, Colo. and spent a week with Rev. and Mrs. Garth Hyde and family. They enjoyed every minute there. He mentioned Garth's trip to the Holy Land. Saw slides on it. We are so happy Garth did go and we know he benefitted from it. We can enjoy it with you.

Mr. and Mrs. Whitley visited other friends all along the way. Just had a grand time with the most pleasant memories.

Mr. and Mrs. Rufus Waltrip of Artesia stopped last Saturday to visit Mrs. Maude Kingston for a few hours while enroute home from the teachers convention. They both are retired teachers though keep up with their profession.

Mrs. Ray Province FHA advisor and Miss Patricia Grantham President of our Chapter and State Parliamentarian went to Albuquerque to attend State FHA Executive Council meeting Wednesday 22. The State officers served at the reception to Miss Wilma Ludwig, new state supervisor of the Vocational Home Economics.

Mr. and Mrs. Jess Harris of Ruidoso Downs attended the wedding of their niece, Miss England, daughter of Mr. and Mrs. Ben England in Oklahoma City. They had a happy weeks vacation visiting relatives. They went by bus and enjoyed it.

Mrs. Annie McInnes returned home from Albuquerque Friday 17 after several weeks with her daughter and family.

Mr. Johnnie Soderback entered the hospital last Tuesday morning very ill. I wish you a good recovery.

Mr. and Mrs. Jack Aldrich left last Wednesday to spend a few days on the ranch near Springer and Clayton.

Mrs. Lee Anderson while out doors slipped and fell last Tuesday morning. Though no broken bones she did have strained muscles and bruises. Mr. and Mrs. N. C. Grantham took her to Dr. Spencer. She at this time is improving. I wish you a quick recovery.

I wish at this time to relate an article I read in the New Mexico Boys' School - Camp Sierra Blanca paper. The picture of Mr. Lewis Cummins, who is Academic Teacher at Camp Sierra Blanca. Mr. Cummins is a veteran of thirty five years in the teaching profession. He retired in 1957 after serving 35 years as principal of the Capitán Elementary School. A graduate of New Mexico Highland University, he holds a Masters Teacher's Elementary Life Certificate. He agreed to come out of retirement to teach at Camp Sierra Blanca during 1968-69 school year. He found the work quite interesting last year and agreed to come back again this year.

Mr. and Mrs. Cummins live in Capitán. He spends much of his spare time working in his flower garden, working in the grocery store owned by his son and entertaining his grandchildren. They have kept active in SS and Church of the Nazarene. They also have kept any number of children who needed a home.

We are very proud of them. You are so worthy of all of the good spoken. May you stay in good health and enjoy many more years.

Mr. Ben (Candy) Raes, wife and son of Minn, spent some time with his mother Mrs. Julia Raes. Then went on to Calif. to spend the winter. When spring gets warm they will return to Minn. Candy is one of our boys born and raised here.

I had such a pleasant visit with him. He had not been here for 11 years. He is such a nice young man. It is so good to see and talk to the youngsters whom I have known always. To see them grown and successful and happy. It is such a joy to me. God bless them all.

Leota Ringsten gave a talk on Tour of Russia and showed slides at Lions Club meeting Oct. 20,

Smokey Bear Restaurant and school. Also at the Future Home makers of America meeting Oct. 21 Tuesday in the music room of the elementary building.

She included slides of England in them.

The girls enjoyed trying on the three fur hats she purchased in Russia.

Mrs. Pfingsien attended a work shop on Thursday 23 on Coty College at Roswell. This is a 2 year woman's College.

Mr. and Mrs. Dale Courtney and 4 month old Clay Henry spent the weekend with her parents and baby's grandparents. Mr. and Mrs. N. E. Britton.

Joy Berlemann On Tour Mrs. U. S. Savings Bonds: Far East and Southeast Asia Tour. Mrs. Joy Berlemann.

Korea: Thursday: The weather has cooperated with balminess while we were in Japan, but before leaving for Seoul, Korea, Mr. and Mrs. Keeley (Jerry and Ursula), and I all bundled up as the report was for cold weather at our destination. During the trip aboard Korean Air Lines, we all read up on the material which had been sent us regarding the "Land of the Morning Calm" its people, and our position there.

The country is still technically at war, with only an armed truce keeping things relatively quiet-- and this has been the case since 1953. The Dorean Armistice Agreement is unique; at its conclusion on July 27, 1953, neither side shook hands with the other. The Republic of Korea never signed it. But the ROK fully supports and observes the agreement strictly. The Demilitarized Zone winds 151 miles across the Korean peninsula -- about 2/3 of it is in rugged mountains and this part is manned and patrolled by about 700 ROK troops, while the other 1/3 is policed by 300 American troops. This DMZ dwarfs the Berlin Wall: it is a barrier 4,000 meters wide and 151 miles long-- a symbol of the tragic division of Korea.

When the Keeleys and I arrived at Kimpo International Airport in Seoul, a light rain was coming down; it was 8:45 P. M. We were met by three energetic young men who would be our escort officers for the next 48 hours-- Lt. Col. Lewis Hawkins, Lt. Com. Richard Asche, USN, and Major Harvey Hartman. As we rode in the two sedans provided for us, I was amazed at the wide highway and ease with which we drove right into Seoul from the Airport.

On our way in Dick Asche informed Ursula and I that there is a 12:00 curfew in Seoul. If one is out beyond that time, he is likely to have a machine gun pointed right at his nose as the police and ROK troops see that the curfew is strictly observed. We observed a couple of buses which had broken down beside the road-- it seems that there are green buses, blue buses, etc., depending on how much it costs to ride them--the military are not allowed to ride certain of the colored buses. After we went over the next day's itinerary with Lew and Dick, the Keeleys and I adjourned to a well deserved rest at the Se Jong Hotel.

Friday: This was to be the most unusual Valentine's Day I have ever spent or that I will probably spend: I awoke at 3:00 A. M. after retiring at 12:30 A. M. finally got up at 4:00 A. M. since I was wide awake. That biological clock told me it was about 1:00 P. M. on Thursday in Las Cruces and I ought to be up and about so--I caught up on my correspondence and listened to AFKN (Armed Forces, Korean Network), which was playing good Country and Western music and made me feel right at home. I also looked out my window and saw the most beautiful, fluffy flakes of snow gliding slowly to earth. I mused and wondered whether we would have to follow the "Inclimate Weather Itinerary," or the regular schedule. As it turned out the snow stopped by 7:15 when we were picked up for breakfast. On our way to the Yongsan Compound "where all the U. S. troops are quartered and all the business is carried out" and the USO Club. We were fascinated by the amount of and the variety of things carried by those energetic Koreans on their push carts. The carts were always piled nearly twice as tall as the person pushing them. Then there were the people carrying wood, or other items on the huge "A" frames strapped on their backs; these too were piled to an unbelievable height.

The children were out on their way to school--they all have round, pink cheeks and an extremely healthy look about them. After breakfast, we visited with Col. James Goodwin, assistant Chief of Staff, and Comptroller of the 8th. I. S. Army in Korea. We also visited with the personnel in the Comptroller's office and then underwent an informal briefing by Command Sergeant Major Richards. Following the briefing we made a call on Major General Higgins, Chief of Staff,

8th. U. S. Army who then escorted us in to see General Charles H. Bonsteel, Commander in Chief, United Nations Command (UNC).

### Economy report from Freeman

Gaylord A. Freeman Jr., a Lincoln County rancher and chairman of the board of the First National Bank of Chicago, addressed the New Mexico Oil and Gas Association early in October and a part of his talk takes a look at the practical business of politics which very much controls the economy of our nation.

No doubt but that Freeman has a good understanding of the economy of our country, and we think his application of political forces as they work to control our economy, is accurate. Following are some quotes from the Freeman address.

President Nixon is an able, honest man who wants to do the best possible job as President but also wants to be re-elected in 1972. He under took an anti-inflationary program because he felt it was good for the country and because he felt it was popular.

There is no question that his is a wise policy and will be the best for our country in the long run. But as Lord Keynes enjoyed pointing out, "We don't live in the long run; we live in the short run" and this is especially true of presidents.

In a few weeks, if not already, labor leaders will complain about the restrictive policy which is slowing up entrants into the labor force and may lead to unemployment. In another month one of Nixon's financial supporters may call up and say that he was happy to give \$10,000 to Nixon's campaign but that he has lost half million in the stock market. Already liberal politicians and representatives of the blacks are arguing that a restrictive policy bears most heavily on those least able to look out for themselves.

Within a few months Republican Congressmen looking forward to the election of November of next year, will be suggesting that it would be nice to have a booming economy by next summer. They may point out that while Mr. Nixon's chances for re-election in 1972 might be aided by overcoming inflation, his chances will certainly be handicapped if Republican Congressmen and governors are replaced by Democrats in the 1970 elections.

At the same time, Mr. Nixon's secretaries of health, education and welfare, defense, agriculture, and transportation are all likely to tell him that they absolutely need additional outlays for their departments and cannot live within the present restrictive budget.

The president is a strong and able man. He is a determined man. He wants to lick inflation but he will remember the congressional elections in 1958 when, as the Vice-President, he stumped the nation and in large part due to the recession of that year, the Republicans lost 47 seats in the House and 13 in the Senate.

Mr. Nixon would have to be a convinced economist totally objective, in fact a complete saint to persist in a restrictive monetary and fiscal policy when faced with this series of difficult questions.

So, at some time and I don't know when, but I would guess not before the end of the year and not later than the end of the first quarter, in consultation with his new Chairman of the Governors of the Federal Reserve System and his present economic advisors he will probably say: "Let's ease up just a little bit."

In short Freeman is saying that we face a continuation of some degree of inflation, hopefully with a booming economy.

### ASC committee plans for '70

The Chairman of the County Agricultural Stabilization and Conservation Committee, R. Archie Perkins, has listed the following aims for the recently announced Agricultural Conservation Program (ACP) for 1970: Stronger emphasis on enduring conservation practices.

Addition of measures for abatement of water or air pollution. Continued encouragement for low-income farmers to do needed conservation work. Development of special conservation projects having community-wide benefits.

"With the recent announcement of the program by Secretary of Agriculture Clifford M. Hardin, farmers were assured of the continuation of this conservation program on farmlands. Under ACP the Federal Government shares approximately half the cost of needed conservation work with farmers who install approved measures," said the ASC Committee Chairman.

He made the fund allocation for the 1970 ACP is expected to be received soon by the County ASC Committee(s). Requests for cost-sharing under the 1970 ACP can not be approved, Chairman Perkins said, until the fund allocations are received.

However, some requests are being approved under the 1969 ACP for conservation work which will be completed before the end of the year.

More complete details on funds available, approved conservation practices, rates of costsharing, and sign-up dates for the 1970

ACP will be announced soon, ASC Committee Chairman Perkins said.

### Plans made for Scouts

Mr. Robert Tooley of Roswell was in Carrizozo Monday evening to meet with a group of prospective cub scouts and their parents to organize a Cub Scout group here. Frank Vega, Cub Scout master for Carrizozo and Scott Lewis, scout leader for the Weibols, the 10 year old boys, were also assisting Mr. Tooley.

The boys joining the Weibols group, ten year olds, with Scott Lewis as leader are: Edward Vega, Jr., Johnnie Sanchez, Roy Hernandez, Jimmie Samora, John Kiefer, Scott Lewis, Jr. and Michael Herrera.

Cub scouts in Den 1 are: Gary Vega, Lee Vega, Jimmie Lassau, Gabriel Palomarez, Mitch Colwell, Steve Sanchez, and Ben Critchett.

Cub scouts in Den 2 are: Frank Ibaez, Jimmie Ortiz, Michael Monreal, Christy Beltran, Johnny Beltran, Darryl Lewis, James Lueras, and William Roy Swift.

SEND THE Lincoln County News 52 Gifts A Year Only \$5.00 \$6.00 Out Of County



Santa will enjoy his trip a lot more if it's warm in your house when he gets there -- call us now for estimate on installation of NATURAL GAS -- the economical, convenient way to heat!

### Capitan-Carrizozo Natural Gas Association

Capitan 354-2260  
PHONE: Carrizozo 648-2833



Debby says, "Oh Boy, I'm getting my very own Savings Account!"

Great news, Debby! A special-purpose Savings Account, just for baby, makes a lot of sense. It earns a lot of money through the years. Interest, compounded regularly, helps steady savings really mount up. Are you listening, Mom and Dad?

### Citizens State Bank

Member Federal Deposit Insurance Corp.  
VAUGHN - CARRIZOZO - ESTANCIA

Send The LINCOLN COUNTY NEWS 52 Gifts A Year Only \$5 (\$6.00 Out of County)

### Redi-Mix Concrete

Dozer & Grader Work  
Paving - Ditching - Excavating  
RADIO DISPATCHED  
BILL MCCARTY  
Phones 257-4299 or 257-2921, Ruidoso, N. M.

**Legal Notices**

**NOTICE OF SALE OF REAL ESTATE UNDER FORECLOSURE DECREE**

NOTICE IS HEREBY GIVEN that under and by virtue of the Judgment by Default, Final Judgment and Decree, entered by the District Court of Lincoln County, New Mexico, on the 21st day of July, 1969, in the case of NOBLE SNOGRASS and ELSIE MAE SNOGRASS, Plaintiffs, vs. A. CHANCEY THOMSON and GENEVA M. THOMSON, Defendants, being Cause Number 8327 on the civil docket of said Court, the undersigned will offer for sale and sell to the highest bidder for cash at 10:00 o'clock a.m., on the 8th day of November, 1969, at the front door of the Building occupied as Corona Trading Company, Corona, New Mexico, the following described property situate in Lincoln County, New Mexico, to-wit:

A portion of Lots 1 and 2 in Block 4 of the Townsite of Corona, New Mexico, described as follows:

Commencing at the Southwest corner of said Lot 1, Block 4 being Corner No. 1; Thence Easterly along the South line of Lot 1 a distance of 140 feet more or less, to the Southeast corner of said Lot 1, being Corner No. 2; Thence North along the East line of said Lot 1 a distance of 45 feet, more or less, to the Northeast corner of the Corona Trading Company building on said Lot and being approximately 5 feet South of the Northeast corner of said Lot 1 and being Corner No. 3; Thence west a distance of 50 feet along the South line of the tract conveyed by Charles Terfeld and wife to Stockman's State Bank of Corona by Warranty Deed dated February 3, 1913, and recorded in Book A-1, Page 357 of Deed Records in the office of the Clerk in Lincoln County, New Mexico, being Corner No. 4; Thence North a distance of 12 feet to Corner No. 5; Thence West a distance of 23 feet to Corner No. 6; Thence North a distance of 43 feet, more or less, to a point on the North line of said Lot 2 and being Corner No. 7; Thence West along the North line of Lot 2 in said Block 4 a distance of 67 feet, more or less, to the North west corner of said Lot 2 and being Corner No. 8; Thence South along the West line of Lots 2 and 1 in said Block 4 a distance of 100 feet, more or less, to Corner No. 1, the point of beginning, TOGETHER WITH ALL Equipment, furniture and fixtures and All inventory now at the building occupied as Corona Trading Company, Corona, New Mexico, together with all and singular the lands, tenements, hereditaments and appurtenances thereunto belonging, or in anywise appertaining, and the reversion and reversions, remainder and remainders, rents, issues and profits.

NOTICE IS FURTHER GIVEN that the amounts awarded by the Court in said Decree and to be realized at said sale, from said property, with interest calculated to date of sale, are as follows:

1. Cost of sale, including Special Master's fee.

2. Principal debt of \$19,466.10, plus interest from date of judgment to date of sale in the amount of \$356.40, for a total of \$19,822.50 to the Plaintiff.

The terms of the sale are that the purchaser must pay cash at the time the property is struck off to him.

DATED this 6th day of October, 1969.

BH G Payne  
Special Master

First published in the Lincoln County News, October 6, 1969. Last published October 30, 1969.

IN THE PROBATE COURT NO. 1233, STATE OF NEW MEXICO, COUNTY OF LINCOLN, SS, IN THE MATTER OF THE ESTATE OF R. D. KINGSTON, DECEASED.

NOTICE OF HEARING UPON FINAL REPORT AND ACCOUNT OF ADMINISTRATRIX STATE OF NEW MEXICO TO: Maude Kingston, Betty J. Allmans, Willa Mae Luck, Hallock Kingston, Paul Kingston, and all unknown persons claiming any lien upon, or right, title or interest in or to the estate of decedent, GREETING.

NOTICE IS HEREBY GIVEN THAT Maude Kingston, Administratrix, of the estate of R. D. Kingston, deceased, has filed her Final Report and Account as Administratrix of said estate, together with her Petition for Discharge, and for a Determination of the Heirship of said decedent, and the Probate Court of Lincoln County, New Mexico, has fixed the 20th day of November 1969, at the hour of 10:00 A. M., at the Courthouse at Carrizozo, New Mexico, as the time, place and day for hearing objections to said Report, at said time and place, the Court will proceed to determine the heirship of those claiming the estate, the ownership of the estate and the interest of each respective

USE A CLASSIFIED AD TO BUY, SELL OR TRADE

claimant therein or thereto, and the persons entitled to the distribution thereof.

H. Elfred Jones, whose address is Box 415, Carrizozo, New Mexico, is the Attorney for the Administratrix.

THEREFORE any person or persons wishing to object hereby notified to file their objections with the Probate Clerk of Lincoln County, New Mexico, before the time set for hearing.

WITNESS my hand and seal this 6th day of October, 1969.

Alice King  
Lincoln County Probate Clerk  
By Inice Hust, Deputy.

(SEAL)

First published in the Lincoln County News, October 9, 1969. Last published October 30, 1969.

LEGAL NOTICE is hereby given that on August 22, 1969 Robert O. Anderson, P. O. Box 1000, Roswell, New Mexico filed application (x) number 0756-A and H-676 with the STATE ENGINEER for permit (s) to change place of use of public waters and change point of diversion of surface waters by abandoning the use of a ditch from the Ruidoso River a tributary of the Hondo River the point of diversion of which is located in the SW 1/4 SW 1/4 of Section 31, Township 10 South, Range 17 East, N. M. P. M., at a point whence the S 1/4 corner of Section 31, Township 10 South, Range 17 East bears N. 40° W, 1810 feet distant, for the appropriation of 15.0 acre feet per annum of surface water for the irrigation of 5.0 acres of land described as follows:

SUBDIVISION  
PL N1/2NW1/4NW1/4  
SECTION TOWNSHIP  
5 11 S.  
RANGE ACRES  
17 E. 5.0

and commencing the use of existing shallow well No. H-676 located in the NW 1/4 NW 1/4 of Section 23, Township 11 South, Range 18 East, N. M. P. M., for the appropriation of 15.0 acre feet per annum of shallow ground water for continuing rights for the irrigation of 5.0 acres of land described as follows:

SUBDIVISION  
PL E1/2NE1/4NE1/4  
SECTION TOWNSHIP  
25 11 S.  
RANGE ACRES  
18 E. 5.0

Any person, firm, association, corporation, the State of New Mexico or the United States of America, deeming that the granting of the above application will be detrimental to their rights in the waters of said surface and/or underground source, may protest in writing the proposal set forth in said application. The protest shall set forth all protestant's reasons why the application should not be approved and must be filed, in triplicate, with S. E. Reynolds, State Engineer, within ten (10) days after the date of the last publication of this Notice.

First published in the Lincoln County News October 16, 1969. Last published October 30, 1969.

STATE OF NEW MEXICO  
COUNTY OF LINCOLN  
IN THE DISTRICT COURT  
IN THE MATTER OF THE  
LAST WILL AND  
TESTAMENT OF THE  
ESTATE OF FOUNT A.  
MILLER, DECEASED

NOTICE OF HEARING ON FINAL ACCOUNT AND REPORT TO:  
ELGER ESTER MILLER,  
JOTINE MILLER WRIGHT,  
ULRIC FOUNTAIN MILLER,  
IRA BUTLER MILLER,  
ROBERT F. MILLER, BILLY J. MILLER, IRA D. MILLER,  
RICHARD C. MILLER,  
MILDRED A. KINNIKIN,  
TRAVIS C. MILLER, YULE NEVIL MILLER, IVA MILLER,  
all unknown heirs of the decedent, and all unknown persons claiming any lien upon or right, title or interest in, or to the estate of the decedent.

The Administrator has filed his Final Account and Report; and, on December 11, 1969, at 9:00 a.m., in the County Courthouse in Carrizozo, New Mexico, this Court will hear objections thereto and the settlement thereof, and will determine the heirship of the decedent, the ownership of the decedent's estate, the interest of each claimant therein or thereto, and the persons entitled to distribution thereof. The attorney for the Administrator is Sutin, Thayer & Browne, P. O. Box 1045, Albuquerque, New Mexico 87103.

WITNESS the Honorable GEORGE L. REESE, JR., Judge of the Lincoln County, New Mexico, District Court.  
Edward Penfield  
Clerk of the District Court  
Lincoln County  
By Eugenia Vega

First published in the Lincoln County News Thursday, October 16, 1969. Last published November 6, 1969.

USE A CLASSIFIED AD TO BUY, SELL OR TRADE

STATE OF NEW MEXICO, SS.

COUNTY OF LINCOLN, IN THE PROBATE COURT NO. 1231 IN THE MATTER OF THE LAST WILL AND TESTAMENT OF HATTIE L. SHELTON, DECEASED

NOTICE OF APPOINTMENT OF EXECUTOR

Notice is hereby given that on the 24th day of September, 1969, the undersigned, was appointed Executor of the estate of Hattie L. Shelton, Deceased, in the above named Court, and having qualified as such, anyone having a claim against the said estate is hereby notified to file the same within six (6) months from October 2d, 1969, and make proof as required by law.

Frank White Shelton  
Executor.

First published in Lincoln County News, October 23, 1969. Last published October 23d, 1969.

EXECUTOR'S NOTICE No. 1232

In the Probate Court of Lincoln County, New Mexico, In the Matter of the Estate of ELIZA H. TAYLOR, Deceased. Notice is hereby given that the undersigned was, on the 8th day of October, 1969, duly appointed Executor of the estate of Eliza H. Taylor, deceased, by the Probate Court of Lincoln County, and having qualified as such Executor, all persons having claims against the estate of said decedent are hereby notified and required to present the same to the undersigned in the manner and within the time prescribed by law.

Dated October 9, 1969,  
Theodore V. Hobbie  
1127 Lester Drive, NE  
Albuquerque,  
New Mexico 87112

First published in the Lincoln County News October 16, 1969. Last published November 6, 1969.

NOTICE AND WARNING

Notice is hereby given that in accordance with section 53-4-5 of the New Mexico Statutes Annotated, Compilation of 1953, Winnie D. Walker and Robert Creel desire to protect the game birds and animals within their enclosure; said enclosure being more particularly described as follows:

Lot 1, Section 19, Township 8 South, Range 9 East, Lots 1, 2, 3, 4, 5, 6, NE 1/4 SE 1/4, Section 20, T 8 S, R 9 E, Lots 3, 4, 5, SE 1/4 NW 1/4, Section 21, T 8 S, R 9 E, N/2 Section 20, T 8 S, R 9 E, NW/4SW/4, SW/4NW/4, Section 27, T 8 S, R 9 E, SE/4, E/2 SW/4, Section 28, T 8 S, R 9 E, Lots 1, 2, 3, 4, 5, S/2 SE/4 - Section 15, T 8 S, R 9 E, Lots 1 and 2, Section 21, T 8 S, R 9 E, N/2 NE/4, N/2 NW/4, Section 22, T 8 S, R 9 E.

All persons are further warned that it shall be and is, after publication of this notice, unlawful for any person to kill or injure any birds or animals within the boundaries of the said lands at any time without permission of the undersigned.

Dated in Carrizozo, N. M., this 10th day of October, 1969.  
/s/ Winnie D. Walker  
/s/ Robert Creel

First published in the Lincoln County News October 16, 1969. Last published October 30, 1969.

NOTICE TO BIDDERS  
The Capitan Municipal School Board is calling for sealed bids for blanket institutional insurance on Capitan Municipal School Property and employee's bonds.

Bids will be received in the office of the superintendent until 7:00 p.m., November the 11th, 1969 when the bids will be opened and publicly read.

Specifications and statements of value may be obtained in the office of the superintendent. The board reserves the right to reject any or all bids and to waive any irregularities contained in the bids.

DUANE DARLING  
Superintendent and  
Purchasing Agent

First published in the Lincoln County News Thursday October 23, 1969. Last published October 30, 1969.

RESOLUTION

AT the regular monthly meeting of the Lincoln County Board of Commissioners at Carrizozo, New Mexico, on the 6th day of October, the following resolution was unanimously adopted:

RESOLVED, effective the 1st day of January, 1970, pursuant to Section 55-3-24 New Mexico Statutes Annotated, 1969 Pocket Supplement, the County of Lincoln will assess property owners in all subdivisions, outside the corporate limits of any municipality, whose property abuts upon the streets of the subdivision, a portion of the costs for the maintenance of said streets.

THAT at 1:00 o'clock P.M. on the 3rd day of November, 1969, at the Commissioners' room, in the County Court House, in Carrizozo, New Mexico, there will be a special meeting at which meeting anyone may appear and show cause why a particular sub-

division should not be included in this assessment.

PASSED, ADOPTED and APPROVED this 6th day of October, 1969.

Don B. Stark  
Chairman

ATTEST:  
Alice King  
Clerk  
SEAL

Published in the Lincoln County News October 30, 1969.

NOTICE OF SALE OF REAL ESTATE UNDER FORECLOSURE DECREE

NOTICE IS HEREBY GIVEN that under and by virtue of the Final Decree entered by the District Court of Lincoln County, New Mexico, on the 3rd day of October, 1969, in the case of THE FIRST NATIONAL BANK of Midland, Texas, a Texas-Banking Corporation, Plaintiff, vs. J. E. PAYNE and ROY NELL PAYNE, A/K/A ROY NELLE PAYNE, Defendants, being Cause Number 8435 on the civil docket of said Court, the undersigned will offer for sale and sell to the highest bidder for cash at 10:00 o'clock a.m., on the 4th day of December, 1969, at the North Door of the Municipal Building in Ruidoso, New Mexico, the following described property situated in Lincoln County, New Mexico, to-wit:

Lot 6 of Block D of the SINGING PINES SUBDIVISION, Ruidoso, Lincoln County, New Mexico, as shown by the official plat thereof filed in the office of the County Clerk, Lincoln County, New Mexico, together with all and singular the lands, tenements, hereditaments and appurtenances thereunto belonging, or in anywise appertaining, and the reversion and reversions, remainder and remainders, rents, issues and profits.

NOTICE IS FURTHER GIVEN that the amounts awarded by the Court in said Decree and to be realized at said sale, from said property, with interest calculated to date of sale, are as follows:

(1) Cost of sale including Special Master's fee of \$50.00.  
(2) Principal debt of \$8,212.50, plus interest from date of judgment to date of sale in the amount of \$134.40 for a total of \$8,346.00 to the Plaintiff, The First National Bank of Midland, Texas.

The terms of the sale are that the purchaser must pay cash at the time the property is struck off to him.

DATED this 10th day of October, 1969.

/s/ Richard A. Parsons  
Special Master

First published in the Lincoln County News October 23, 1969. Last published November 13, 1969.

NOTICE TO BIDDERS

It is the intent of these specifications to describe a used motor grader to be purchased by Lincoln County.

Bids will be opened on the 4th day of November, 1969 at 1:30 P.M. at the Lincoln County Court house at Carrizozo, New Mexico. Bidders must submit with their bid the printed specifications and advertising literature on unit they propose to furnish.

Bidder shall supply a parts book and an operator's manual for the machine. Bidder shall be prepared to give a complete demonstration of the merits of the machine offered as directed by the purchaser. The machine so demonstrated shall be complete as offered by the bidder for this bid.

The price or prices quoted shall include all transportation charges fully prepaid to Corona, New Mexico.

Purchaser desires delivery to be completed within three days from date of award. The purchaser reserves the right to reject any or all bids, to waive any informality in bids, to accept in whole or in part such bid or bids as may be deemed in the best interest of the purchaser.

Bidder will state warranty on used motor grader.

Bid Specifications:  
One (1) Used Caterpillar Model No. 120 Motor Grader with the following equipment:  
50 Amp Alternator,  
14 ft hydraulic side shift blade, enclosed cab heater, defroster wiper, lights, Battery Box doors, Tow temp. starting system and 1300 x 24 12 ply tires.

The County will trade in one used No. 12 Caterpillar Motor Grader S/n 87-21840. For location of grader see LeRoy McKnight, Road Supt. Capitan, New Mexico. Published in the Lincoln County News October 30, 1969.

NOTICE TO HUNTERS

The hunting rights on the E. T. Bond Ranch, 16 miles south of Corona, New Mexico, have again this year been leased for private hunting.

In order to prevent difficulties and hard feelings it is requested that all persons, local or new comers please observe this posting.

Thank you.  
E. T. Bond Livestock Co.

First published in the Lincoln County News October 30, 1969. Last published November 20, 1969.

NOTICE

Erramouspe Ranch, Inc., owners and operators of the Erramouspe Ranch situated in Lincoln County, New Mexico, hereby serves notice that posted signs have been placed upon premises which prohibit hunting and trespassing upon said premises. Violation thereof subject hunter and/or trespasser to fine, imprisonment or both as prescribed by New Mexico Statute.

First published in the Lincoln County News October 23, 1969. Last published November 14, 1969.

**Round-up**

By Ralph Dunlap

Put apples down on the list as one of the best buys in the coming weeks. We are approaching the end of the harvest season with an estimated 22% increase in production for 1969. With growers getting up to \$5.00 per 42 lb. packed box you should be able to choose a quality apple of your favorite variety at a reasonable price.

If you like a tart apple try some Jonathan or Stamen Winesap. The red Delicious is a sweet apple that excels in salads. The Golden Delicious is a sweet apple that can be used in salads, baked, or in pies.

Lice that are on your livestock now are the ones that start the winter infestation. If you kill all the lice now, animals will stay clean unless they come in contact with a lousy animal. Give animals a good dipping or spraying now before their hair gets long, and the weather gets bad. If you wait

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Central New Mexico Electric Cooperative, Inc.

MOUNTAINAIR, NEW MEXICO

In Case of Trouble Call Main Office 847-2302

AFTER HOURS CALL  
Mountainair 847-2418 or  
MOUNTAINAIR 847-2418  
or 847-2277  
VAUGHN 845-2347  
or 845-2468

CORONA 4211 or 4511  
ESTANCIA 847-2418  
or 847-2277  
MORIARTY 832-4265  
or 832-4338

LINCOLN COUNTY NEWS, THURSDAY, OCT. 23, 1969 — PAGE 4

until animals are noticeably infested, cattle are weakened and lice are more difficult to control. High pressure spraying is effective if the job is done right. Animals must be soaked to the skin over every inch of their bodies to achieve lashing control. It takes about one pint of spray per 100 pounds of body weight. In spraying use a coarse, high pressure stream of at least 250 to 450 pounds. Use an orifice that puts out two to two and one-half gallons of spray per minute. Spray only a few animals at a time in a small pen so that every animal is thoroughly soaked. New animals should be treated before they are put with treated animals.

All insecticides registered for use on beef cattle will control lice. Most insecticides should be applied twice, 14 to 18 days apart, for best control. The second spray is to kill any lice hatching from eggs. The label on the insecticide container should be read before purchase. Pay particular attention to warnings and restrictions which are listed. Check on waiting periods, especially if some of the treated cattle may go to slaughter.

Another example of why hunters should be properly prepared and wear proper clothing was demonstrated recently during a search for a lost hunter, Dick Brown, helicopter pilot for the Game Department, advised that they would have been able to find the lost hunter on the first pass over the area had the hunter been wearing blazeorange material or if the hunter had matches with which to build a fire. Due to the heavy brush conditions they flew right over the lost hunter. Consequently, five hours were spent before the hunter was found. Remember to wear brilliant clothing and carry matches when ever you go into the woods. Recommend this to all other hunters who are associated with you.

Phillips 46 HONORED FOR 50 YEAR'S SCOUT WORK

The Nation's largest youth organization, the 6-million member Boy Scouts of America, recognized the Phillips Petroleum Company today for 50 years of service to the Scout movement.

Warren A. "Bob" Roberts senior vice-president of Phillips was presented a replica of a historic Boy Scout statue and a citation in recognition for the petroleum company's nationwide support of Scouting.

Since its founding over half a century ago, this corporation has actively supported the policy and program of the Boy Scouts of America. Its founder, Frank Phillips, received the Silver Beaver Award, Silver Antelope Award, and Silver Buffalo Award for distinguished service to boyhood, the highest award presented by the Boy Scouts of America. So great was his dedication to boys and to Scouting that upon his death, which occurred in the east, Bartlesville Boy Scouts formed an honor guard—one every 8 feet on the boulevard—as

the cortege proceeded from the railroad station to his family home some 16 blocks away.

Thus encouraged, literally hundreds of the employees of the Phillips Petroleum Company have given unreservedly of their time

Coach Larry McQuinn states "There are no superstars on the club. This is a team effort." A clipping from the Hanau, Germany Stars and Stripes has a picture of Will Locke, a defensive stand-out, a five foot eleven inch 195 pound raving line backer who McQuinn says, "is hard-nosed and likes to hit." Will is a graduate 1966 of Corona High School. His father lives at Duran, and his grandmother, Mrs. Anne Locke lives in Corona.

Mrs. Jesse Wade has returned from Grants where she spent several days with her new grandson, Dean Perry, and other members of the Bobby Wade family.

Mr. and Mrs. John Erramouspe Jr. are the parents of a son born October 22nd in Roswell. The baby has one brother, Michael.

Mrs. Charlie Strickland Socorro, and Mr. Lyman Strickland, Roswell, were in Corona on business Monday.

Mrs. Walter B. Cape, Ronnie Cape, and Joe Davis spent the convention week end in El Paso visiting with relatives.

Mr. and Mrs. Jimmy Bryan, St. Louis, are parents of a son born October 20th. Mrs. Walter Bryan is visiting her son's family and expects to return via Oklahoma for a visit with relatives there.

Mr. and Mrs. Paul Otero went to Albuquerque Monday, and Mrs. Otero was to undergo gall bladder surgery. They were accompanied by Mr. and Mrs. Johnny Otero.

the cortege proceeded from the railroad station to his family home some 16 blocks away.

Thus encouraged, literally hundreds of the employees of the Phillips Petroleum Company have given unreservedly of their time

**Corona**

By Zelpha Kuykendall

The Hanau Warriors with a 5-1 record are hoping to win their conference and so represent the 3rd Armed Div. in the post-season USAREUR Championship playoffs.

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SAVE MONEY

1x8 Surface Boards  
Top Quality  
\$74.00 Per M

Exterior White Paint  
Complete With Seat  
\$1.99 Per Gal.

Toilet & Tank  
\$28.95

Field Fencing

2 1/2" x 2 1/2" ..... \$11.97 rl.  
2 1/2" x 3 1/2" ..... 13.95 rl.  
3 1/2" x 3 1/2" ..... 15.95 rl.  
3 1/2" x 4 1/2" ..... 18.95 rl.

6' Posts  
Heavy Steel  
98¢

Barbed Wire  
1 1/2" ga.  
\$7.39 rl.

Sheet Rock 4x8  
1/2" ..... \$1.17 ea.  
3/4" ..... 1.27 ea.  
1" ..... 1.37 ea.

Aluminum Windows  
2x2 ..... \$6.85 4x3 ..... \$11.15  
3x2 ..... 8.15 5x3 ..... 12.20  
4x2 ..... \$9.95

Bathroom Set  
3 Pc.  
\$116.00

Sanded Plywood  
1/2" ..... \$2.20 3/4" ..... \$4.95  
3/4" ..... 3.19 1" ..... 3.90  
1" ..... \$4.29

Galv. Iron Roofing  
6' ..... \$1.37 8' ..... \$2.10  
7' ..... 1.68 10' ..... 2.35  
8' ..... 1.86 12' ..... 2.78

Stock Tanks  
5' ..... \$33.95  
6' ..... 41.75  
7' ..... 52.95  
8' ..... 62.75  
9' ..... 77.95

Over 7,000 sheets of top quality full 1/2" pre-finished paneling from 3.99 per sheet. This is not reject, shop or junk grade.

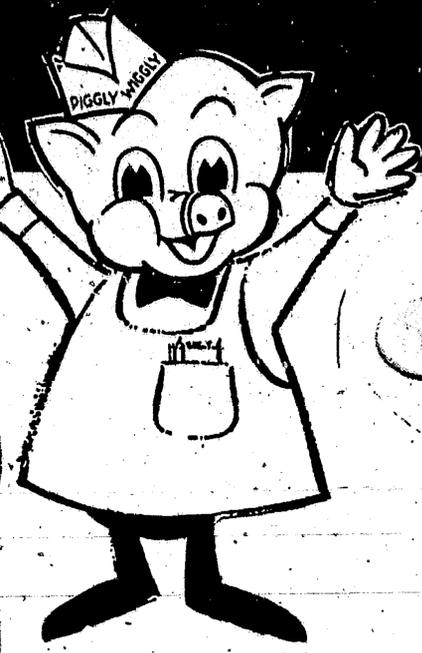
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# DISCOUNT DOLLAR SALE!

LINCOLN COUNTY NEWS, THURSDAY, OCT. 23, 1969 — PAGE 5



*Dairy Specials!*

- 8-Ounce Can 39c
- 8-Ounce Cup 36c
- Country Style Pound Carton 35c
- 1/2-Gallon Carton 69c
- 10-Count Can 8c

Prices Good In Carrizozo, New Mexico  
October 30, November 1, 2, 1969



**PORK CHOPS**  
Family Pack, Full 1/4th Loin  
Pound **78¢**

- Booth Pre-Cooked **FISH STICKS** Pound Package 49c
- Singleton Tidbits **SHRIMP** Pound Package \$1.17
- Glover's Chuck Wagon **HOT LINKS** Pound 79c



**PORK ROAST**  
Lean Boston Butts  
Pound **78¢**

- Peyton Del Norte **PORK SAUSAGE** Pound Package 68c
- Farmer Jones Hickory Smoked **SLICED BACON** Pound Package 83c, 2-Pound Package \$1.65
- Peyton Honey Dipped **BONELESS HAM** Pound \$1.49



**SPARE RIBS**  
Small, Lean & Meaty  
Pound **69¢**

- Peyton Del Norte All Meat **SLICED BOLOGNA** Pound Package 79c
- Peyton Del Norte **BRICK CHILI** Pound Package 89c
- Peyton Del Norte All Meat **FRANKS** Pound Package 79c

**PORK CHOPS** Wafer Thin, for Breakfast  
Pound **98¢**

FULL SATISFACTION OR



*Bakery Specials!*

- Rainbo, Assorted **COFFEE CAKES** Package 43c
- Rainbo, **FRENCH BREAD** Pound Loaf 39c
- Rainbo, 100% Whole **WHEAT BREAD** Pound Loaf 39c
- Try the Roman Meal Diet **BREAD ROMAN MEAL** 1/2-Pound Loaf 39c
- Rainbo, Foot Long **HOT DOG BUNS** 6-Count Package 39c



**CLING PEACHES**  
Number 2 1/2 Cans  
**\$1**

**PARKAY MARGARINE**  
Contains Liquid Vegetable Oil  
Pound Packages  
**\$1**

**CANNED TOMATOES**  
High Plains, New Pack  
Number 303 Cans  
**\$1**

**FRUIT PIES**  
Morton's Frozen Apple, Peach or Cherry  
20-Ounce Pies  
**\$1**

**PINEAPPLE JUICE**  
Santa Rosa, Tropical Flavor  
46-Ounce Cans  
**\$1**

*Prices to Fit Your Budget!*

**SWEET PEAS**  
Carol Ann, Garden  
Number 303 Cans  
**\$1**

**YAMS**  
Sugary Sam  
Number 2 1/2 Cans  
**\$1**

**FRUIT COCKTAIL**  
Hunt's  
Number 300 Cans  
**\$1**

*Garden-Fresh Produce from Piggly Wiggly!*

**ORANGES** 5-Pound Bag **55¢**  
Texas Juicy

**FANCY APPLES** Pound **29¢**  
Fancy Red Delicious

**ONIONS** Pound **11¢**  
White

**LETTUCE** Pound **17¢**  
Large Tender Heads

**FIRM TURNIPS** Pound **19¢**  
New Purple Top

**GRAPES** Pound **28¢**  
Deliciously Refreshing Seedless

*Highest Quality Available!*

**DOG FOOD**  
Red Heart, Assorted Flavors  
8 15 1/2-Ounce Cans **\$1**

**GREEN BEANS**  
Del Monte Cut  
Number 303 Cans **\$1**

**GOLDEN CORN**  
Carol Ann, Cream or Whole  
Number 303 Cans **\$1**

*Low, Low Prices on Frozen Foods!*

**MEAT PIES** 6 8-Ounce Pies **\$1**  
Pork, Beef, Chicken or Turkey

**GOLDEN CORN** 6 10-Ounce Packages **\$1**  
Tender

**GREEN BEANS** 5 10-Ounce Packages **\$1**  
Cut

**CHEESE PIZZA** 2 14-Ounce Packages **\$1**  
Boyardee

**LARGE EGGS** **52¢**  
Farmer's Pride, Grade AA

Schick Injector Krona-Chrome, Regular 89c Value  
**RAZOR BLADES** Package of 4 **66¢**  
Vitals, For Men

**HAIR DRESSING** Med. Size Bottle **77¢**

**PINEAPPLE** 5 Number 300 Cans **\$1**  
Good Hope, Golden Sliced

**TOMATO SAUCE** 5 8-Ounce Cans **\$1**  
Hunt's, Tangy Flavor



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**GET RESULTS**

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One time, per word 6c  
Two times, per word 5c  
Three times or more 4c  
Class. display, in. or more \$1.25  
Blind ad handling charge \$1

Tank steel plate sheets 1/2", 7/16", 3/8", 1/4", and 3/16" cut to order, any size. 250 barrel bolted tanks. Doyle Pennington Salvage, 206 Logan, Artesia, N.M. Day phone, 746-2412, night phone 746-4465, 45-4c

**LIMITED TIME OFFER** -- Especially for people with new P.O. box number. Box 500 6-3/4 regular envelopes printed \$6.50, 6-3/4 window envelopes printed \$7.00, No. 10 regular envelopes printed \$7.50. 45-3p

**FOR SALE** -- Unusual 5-piece bedroom set, in excellent condition, brought from Germany. Call 648-2276 after six p.m. 44-3c

**You Can Make Your Best Buy On FORD Cars & Trucks Right Here!**

Our overhead is very low, our operating expense is at the minimum and nobody can undersell us.

We CAN and WILL make you the BEST DEAL and give you the highest trade-in allowance on your present car or truck.

**Engle Ford Co.**  
Authorized Ford Dealer  
Mountainair, N. M.  
Phone 847-2485  
Nite Phone 847-2566

**CARD OF THANKS**

The family of Mrs. Nannie Hightower want to thank everyone for the food, flowers, cards, and other expressions of sympathy during their recent bereavement.

**FOR SALE** -- New 12-foot wide mobile home, \$3,995.00. Lone Star Trailer Sales, 609 South Pennsylvania, Alamogordo, Phone 437-4603, tnc

**FOR RENT** -- Six room house, Modern, H. Alfred Jones, Carrizozo. tnc

**FOR SALE** -- Ten radiator type gas-steam butane heaters with thermostats. \$20 each at Payne's Petty Motel. 46-3c

**KEYS FOUND** -- For short time News will hold ring of three keys, two Yale, one GM. Claim by paying for this ad. 44-3c

**SPAGHETTI DINNER** -- sponsored by Band Boosters Club, Hg School Cafeteria Friday Oct. 31, 1969. Time, 5 to 7 p.m. Adults, \$1.25, children, 50¢. Proceeds for majorities uniforms. 44-1p

**Letter Comments Zone**

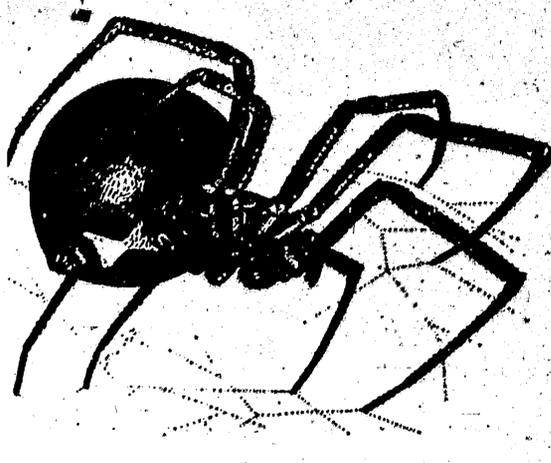
October 15, 1969  
The Honorable Mayor  
Carrizozo, New Mexico  
Sir:

One week ago, while traveling to my new home in Tucson from Detroit I had the unfortunate experience of having automobile trouble upon entering Carrizozo. As a result of this I spent two days in your fine town awaiting repairs.

Now that I have arrived in Tucson I feel compelled to write to tell you how grateful I am for the warm friendly hospitality shown me by three of your citizens who went out of their way to help me and to make my stay as comfortable as possible. Mr. Obaid Simmons, who repaired my automobile, spent his entire weekend working in his garage rather than camping in the mountains with his family, as planned. Mr. and Mrs. Fred Hase, who operate the Frontier Motel were most kind in offering me special courtesies of the motel and for this too, I wish to extend my thanks.

I recall vividly the sign at the outskirts of town which read "1500 friendly people welcome you to Carrizozo". I can say that in every respect the sign reflects the friendly cooperative spirit of your citizens and from a stranded motorist, this hospitality was most welcome. I would be pleased if you would pass along to these kind people a copy of my letter along with whatever words of thanks you may wish to add.

Sincerely, George H. Mack  
Associate Administrator,  
University Hospital of Arizona



**UNWARRANTED EXCITEMENT** -- Black widow and brown recluse spiders, are they really as bad as you think? Both can produce a fatal bite, but no such fatalities have been reported in New



Mexico in recent years, says John Durkin, extension entomologist at New Mexico State University. The more common black widow spider is shown at left, while the brown recluse spider, with the fiddle on his back, is at right.

**Scanning the Weekly Press**

Red Lodge, Mont. Chamber of Commerce planning "get acquainted" party for women who are newcomers in the community. Same week, same paper, war on skunks continues, 30 knocked out with 410 handgun.

Grant County is over-run with groups, Rolling Stones, Kiwanis, Archaeological Society, Jaycees Knights of Columbus, Lions, Optimists, Sing Out Group, Audubon Society, Sportsmen's Ass'n, Rockhound group, Girl Scouts, Boy Scouts, DeMolay, Campus Clubs--all getting in on county-wide cleanup.

Deming city council has approved zoning for an 18-acre mobile home park, planned, landscaped, paved and offstreet parking.

Ruidoso hospital people have word from the state planning board for hospitals that Lincoln

**Weekly papers are different**

Rewrite of talk given at breakfast meeting of New Mexico public relations people by Lincoln County News editor during press convention in Roswell October 18-19-20.

Weekly newspapers of New Mexico are the source of information for 300,000 to 500,000 people, they invite your use of their printed pages but under circumstances that are different from other media of the state. We believe it will be to the benefit of all concerned if you pay attention to the news needs of the weekly press and their readers.

1) Timing is most important. Most weekly newspapers put their product in the mail on Thursday. News releases arriving Thursday and on through Sunday have the least chance of seeing print because their content will be stale a week later.

2) Writing news exclusive for the weekly press is important. Weekly newspapers can easily fill their pages with live local news and pictures, and most editors will discard news releases that are printed in the daily press before the weekly can get a paper in the mail.

3) Brevity is essential. The process of offset printing has made use of pictures so practical for the weekly press that many weekly newspapers are using more pictures than a daily news paper will any one day. Pictures also put a strain on space allowance for news, result is that news releases, especially those from out of the immediate area need be brief, like half a type writer page double spaced.

4) Advertising not necessary but it helps. Most professional news people will recognize a good news story and use it without regard to advertising. However, advertisers do get preferential treatment. We follow the policy of "Do all we can for our advertisers because they make the entire content of the newspaper possible." An advertiser can get news written about his business and activities, it would be unfair to extend this same service to non-advertisers.

5) Appearance of publicity envelope and street is important. Over a weekend we get a half-bushel of mail, of necessity it gets speedy handling. The attractive printed (no sympathy for rubber stamp jobs) envelope in bright color will get more than casual treatment. The grab mimeo sheets rarely get a second look.

In summary -- weekly news papers of New Mexico do solicit your participation in their pages. Our readers expect us to bring them fresh news and pictures as well as advertising and we must keep faith with them. By virtue of publishing only once a week, weekly newspaper have unusually high readership -- serving an important segment of New Mexico's population. -- PWP

County now has too many hospital beds, total of 46 which is beyond the needs of the county. Result, modernization plans will have to be cut back about \$100,000 at Ruidoso.

Smog from two sawmills in the Espanola Valley as well as Farmington power plants seriously reduce the size and value of Espanola apples, a valley apple grower told committee conducting hearings on air pollution at Espanola.

Ad in Springer Tribune--Every thing ordered sold to the bare walls, Floorsheim's is quitting

business.

Jal city council approved ordinance Monday night that will enable them to declare dilapidated buildings and sites as a public menace or a health and safety hazard and to remove them if the owner is unknown or refuses to repair or remove.

Jack Guffey at Aztec raised a banana squash which measured 41 inches and weighed 51 pounds. Same paper, case of TB discovered in Aztec school.

Hot issue at Lovelock (Nevada) is freeway interchanges. "We're most in need of something that will stop the tourists and keep them here for a while", says the Review-Miner.

**Hospital Notes**

Admissions:  
October 21 Judy Lovelace, Corona  
23 Leroy LaMay, Nogal  
24 Riley Barnes, Carrizozo  
Dismissals:  
October 21 George Herrera, Carrizozo  
23 Nasario Montes, Carrizozo  
23 Judy Lovelace, Corona



PICKUP JACKPOT CONTEST CARDS AT ANY OF THESE BUSINESS PLACES

- Nike Tavern**  
EDDIE & CARMEN O'BRIEN
- Capitan-Carrizozo Gas Assoc.**  
CAPITAN, NEW MEXICO
- Smokey Bear Coffee Shop**  
HOWARD WRIGHT - CAPITAN
- Carnell Standard Station**  
BUTCH CARNELL - CORONA
- Ernest's Shell Station**  
ERNEST LUERAS - CORONA
- Otero County Electric Co-op**  
CLOUDCROFT, NEW MEXICO
- Enco Service Center**  
ZIGGY LESSAU - CARRIZOZO
- Crossroads Motel**  
MR. & MRS. GEORGE MAKI
- Monte Vista Service Station**  
W. H. "RICK" RICKERSON
- Chapel of Roses**  
AUSTIN WOOTEN - CARRIZOZO
- Malpais Grocery**  
OPEN SEVEN DAYS A WEEK
- Lincoln County Abstract**  
MR. & MRS. JETE VOSS
- J. E. Thornton Grocery & Market**  
"ALWAYS GOOD MEATS"
- Coffee Cup Cafe**  
PAUL ORITZ - CARRIZOZO
- Hill 66 Service**  
WAYLAND HILL - DALE LAMAY
- Petty's General Merchandise**  
MR. & MRS. VERNON PETTY
- Franklin Variety Store**  
RAY & MARGIE WELLS
- Lincoln County Motors**  
JOHNNY JOHNSON - CARRIZOZO
- Pinkies Lucky Star Beauty Shoppe**  
PINKIE - CONNIE - STELLA
- Central Package Store**  
MR. & MRS. JOHN VLAHOVIC
- Johnnie's Bar & Package Store**  
LLOYD & MABLE VIGIL
- Moore Insurance Agency**  
JOHNSON & MARGARET STEARNS

**Jackpot Contest This Week**

**\$15**

IN THE JACKPOT THIS WEEK

**Cash to Winner**  
— HOW TO WIN —

1. Hand will point at contest game each week during the football season.
2. All entries must be in Lincoln County News office before game time.
3. To win the "Jackpot Money" you must guess exact score of contest game.
4. If no one guesses exact score \$15 will be jackpotted making \$30 next week.
5. In case of tie any week, cash money will be divided.
6. Mail entries to Lincoln County News, Box 398, Carrizozo, New Mexico 88301.

**Capitan at Cloudcroft**

**Hatch at Carrizozo**

**Corona at Navajo Mission**

**Jesuit of El Paso at Ruidoso**

**LINCOLN COUNTY NEWS** SINCE 1905

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**Warren Pledges Phi Kappa** dean of men. Pledge ceremonies were conducted after the issuing of bids by the eight Greek-letter organizations for men at TCU. Among pledges of Phi Kappa Sigma is Gary A. Warren of Carrizozo.

**It's a good time of year to lay a new tile, or linoleum floor, just like a Christmas present for the family**

**POSEY LUMBER, INC.**  
Ph. 648-2201 'Rancher's Headquarters' Carrizozo