



THE SOCIAL SIDE OF LIFE



Piano and organ students of Jane Shafer recently present a recital in Trinity Church which was well received by the large audience. Students are shown here: Sandra Carey, Debra Wells, Russell Carey, Joy Dee Simpson, Lisa Ferguson, Lois McBride, Debbie Gallacher, Melanie Vega, Kimberly Vallejos, Jeffery Whyman, Maurita Lovelace, Joy Dee Simpson, Welda McKinley, John Chavez, Lois McBride, Leanne Straley, Mark Nicholas, Tawna Colwell, Cheryl Johnson.

**Carrizozo Alumni Reunion this week**

Plans are made for the annual reunion of the graduates of Carrizozo High School this weekend. The first event will be a dance Saturday night at the Carrizozo Country Club. A picnic

**Dinner For The Burns**

Friday evening a farewell dinner honoring Mr. and Mrs. C.E. Burns who are leaving soon for their new home in Hobbs was given by the members of the First Methodist church. Mr. and Mrs. Burns were presented with a copy of the New English Bible with the names of those present inscribed on the fly leaf. The pastor, Rev. Jim Reynolds made the presentation speech and Mr. and Mrs. Burns both responded, saying that they regretted leaving their many friends in Carrizozo and promised to be back often to visit.

**Miss Annie Ham is Worthy Advisor**

At an open installation of officers of Carrizozo Assembly #7, Order of Rainbow for Girls, held May 30, Miss Annie Ham was installed as Worthy Advisor. Line officers installed were Jan LaMay, Worthy Associate Advisor; Carolyn Lucas, Charity; LeAnne Straley, Hope, and Nancy Dross, Faith. Installing officers were June Hein, Abby Allen, Ginger Armstrong, Kathy Robinson and LuEllen Harkey. Annie's colors are green and white. Her theme is "Abiding in Faith"; her motto is "to have faith is to have wings"; her symbol is the dove. Faith is Annie's honor station; scripture is John 11:1, and her flower is the white daisy. Mrs. Dorothy Straley is Mother Advisor of the Assembly and Mr. C.E. Burns is Rainbow Dad. After Annie had taken her vows at the altar, she was escorted to the East by Charles McGee, Debra Wells and Kathy Robinson. Following the presentation of the gavel to Annie, she sang "Put Your Hand in the Hand" her other song. After a very impressive talk about her term, Annie closed the installation. Refreshments were served in the dining hall with decorations carrying out the installation theme.

Sunday noon in Nogal is still planned. If the forest is still closed at that time the picnic will be held at the Valley of Fires State Park. Among those expected to attend from out of town are: Mr. and Mrs. John Senty of Pueblo Colo. (Mrs. Senty is the former Perola Stevens), Mr. and Mrs. Emerson Gross, Springfield, Ill., Mr. and Mrs. Otto Bilbo, Clovis, John Keit, Tucuman, Mrs. Lois Bally and son Bill Reynolds, Kansas City, Mo., Mr. and Mrs. Addison McPike, Lansing, Illinois, and Lucille King of Great Bend, Oregon. The committee in charge of plans are Mrs. Joe West, Mrs. Fay Harkey, and Roy Harmon.

**LINCOLN COUNTY GIRLS AT RAINBOW INTERNATIONAL**

Jan LaMay, Abby Allen, Kathy Robinson, LeAnne Straley, Ginger Armstrong, and Sally Dean were among the 1,300 girls attending Grand Assembly of Rainbow for Girls held June 10-12 on the campus of New Mexico State University. Sally Dean served as Grand Representative to Hawaii and Ginger Armstrong as Member of Grand Cross of Color Team. Appointed to offices for the next year were Kathy Robinson, Grand Representative to Maryland and Abby Allen, Grand Representative to Kansas. Elected to office of Grand Faith was Ginger Armstrong.

**News and Notes**  
By Mary Ellen Payne  
Lincoln County HDA

Looking ahead to July, the foods on the U.S. Department of Agriculture's list of plentiful foods are turkey, frozen and fresh salmon, rice and watermelon, fresh vegetables, fresh plums, eggs and cranberry sauce and juice. Watch for special prices on these plentiful foods and work them into your menu plans.

Mrs. Bill McTelgus of Hondo, Mrs. Cruzita Stone of Ruidoso and Mary Ellen Payne, Lincoln County Home Agent attended the Annual Homemakers College on the campus of New Mexico State University last week. The keynote address was given by Mrs. Elizabeth Koontz, Director of the Women's Bureau, U.S. Department of Labor. She

hazard to children represented by wringer washers. Washers made since 1968 have an additional safety feature built in, but those prior to 1968 do not. The good news is that the washers made from the end of the war until 1968 can have the added safety feature installed on them now. This safety device designed to be added protection for both children and adults is available in a conversion kit on a non-profit basis to franchised Matag dealers. If you, or one of your friends or relatives have a wringer washer manufactured before 1968, please consider the new safety feature for your families protection. Contact any franchised Matag dealers and discuss it with him.

With an increase in warm weather and picnics comes an increase in the chance of food poisoning. Use common sense, says USDA's Consumer and Marketing Service, when it comes to refrigerating picnic foods! Keep hot foods hot—above 140 degrees F.—and cold foods cold—below 40 degrees F.—especially nonacid dishes!

**July schedule of preschool clinics**

The following Preschool Immunization Clinics will be held in Lincoln County for the month of July 1971:

Thursday, July 1, 1971 - Hondo Clinic - held at Hondo school from 10:30 a.m. to 2:00 p.m.

Monday, July 6, 1971 - Carrizozo Clinic - held at Health Office in Court House from 9:30 a.m. to 4:00 p.m.

Monday, July 12, 1971 - Ruidoso Clinic - held at Ruidoso High School in Board Room from 10:00 a.m. to 12:00 noon.

Thursday, July 15, 1971 - Capitan Clinic - held at Capitan School from 10:00 a.m. to 2:00 p.m.

Tuesday, July 20, 1971 - Corona Clinic - held at Corona School from 10:30 a.m. to 12:00 noon.

Mrs. Ruth O. Eckland  
Public Health Nurse

**"Around Town"**

By Eleanor Payton

Mrs. T.A. Spencer, Sr. and Mrs. Truman Spencer, Jr. and Shirley entertained their husbands on Father's Day for brunch at High Country Lodge.

Mrs. Wesley Dross returned Monday from Roswell where she had undergone surgery at Eastern New Mexico Medical Center. She is feeling fine and expects her mother, Mrs. Fred Goodwin of Pampa, Texas, here for a visit this week.

Mr. and Mrs. Paul Bass of Beebe, Arkansas, arrived Sunday for a visit with Mr. Bass's uncle, Mr. J.E. Thornton, and Mrs. Thornton.

Mr. and Mrs. Johnnie Otero of Albuquerque and Mabel Sandoval were here last weekend visiting their parents, Mr. and Mrs. Henry Sandoval.

Mr. and Mrs. Bobbie Rickerson and two children of Silver City and Kirk Rickerson of Clovis were visitors in the W.H. Rickerson home last week end.

Mrs. W.H. Rickerson and grandchildren and Mrs. Mary Shrum were in Roswell Friday.

Mr. and Mrs. Wm. MacVeigh arrived home Tuesday from a two week vacation spent in New Jersey with Bill's parents.

Mr. J.T. Clegg, former superintendent of schools in Carrizozo who is now living in Portales, is a patient at Eastern New Mexico Medical Center and no doubt would appreciate hearing from Carrizozo friends.

Mrs. Austin Wooten had the misfortune to fall when stepping off the curb after leaving the dentist's office in Ruidoso last Thursday and breaking her knee cap. She is in Eastern New Mexico Medical Center.

The Old Timers' picnic held annually in Nogal Canyon which was scheduled for last Sunday was postponed because the Lincoln National Forest is closed temporarily due to forest fire hazards.

Mrs. Violet Cardin of Flagstaff, Arizona and Mrs. Lois Chapman of Cornville, Arizona, were in Carrizozo visiting their mother, Mrs. Homer McDaniel and brother, J.C. McDaniel and Maydelle.

Mrs. T.J. Chisholm, who is a patient at Eastern New Mexico Medical Center with a broken hip is getting along nicely and expects to be home in about three weeks. Her daughter, Mrs. Elmer Eaker, who had been with her in Roswell, returned Thursday and left for Roswell again Tuesday to be with her mother.

Mr. Kelley Stephenson suffered a painful accident Tuesday afternoon. He was trimming the tamarisk hedge west of the house when a limb fell and a branch pierced his right eyeball. He was taken to Roswell and is a patient at Eastern New Mexico Medical Center. Mrs. Stephenson is in Roswell with him this week.

The Spencer's Bar W hosted boys and girls from Ruidoso's (grades 3-8) Episcopal Church, First Christian Church and United Methodist Church. Swimming and ranch style barbeque were enjoyed by all.

Andrew Benevedez returned Monday from Albuquerque where he had been on duty with the State Police who had been called in to help the Albuquerque police during last week's riots.

Claudia and Judy Brantum of Albuquerque arrived Friday for a two week's visit with their grandmother, Mrs. C.A. Brantum. Raymond LaFave, son of Mrs. Bertha LaFave will complete his basic training at Ft. Polk, Louisiana, in two weeks and then will be home on leave.

Kathy Stephens of El Paso, eight-year old granddaughter of Mr. Elmer Eaker, is here for a visit with her grandfather and Mrs. Eaker. Her mother is the former Ann Eaker.

Terri Vega and Mrs. Bertha LaFave made a business trip to Alamogordo last Thursday.

Mr. and Mrs. Frank Sheehan and daughter, Kelly, and Mrs. Refugio Najar drove to Mayhill Sunday afternoon to see the Burgett Floral Co. On the way home they were caught in a severe rain & hail storm that halted traffic for a while.

Mr. and Mrs. Vernon Petty made a business trip to Omaha, Nebraska, last week. On the return trip they went through Ellsworth, Kansas, and were impressed with it's appearance.

Mr. and Mrs. Marvin Hill and Buddy visited in Alamogordo Sunday with Mr. and Mrs. Tom O'Rear, Jr. and family.

Mr. J.F. Fallis was in Clovis last weekend visiting Mrs. Fallis who is a patient at the Clovis Retirement Ranch. Mr. Fallis's sister, Mrs. Gertrude Lay is visiting him in Carrizozo this week.

Mrs. Dee McDaniel of Phoenix, Arizona, visited last week with her parents Mr. and Mrs. C.E. Degnar and other relatives. Eugene and Sharon Degnar of Alamogordo were visitors in the Degnar home Sunday.

Mr. and Mrs. Eli Casey were in Las Vegas June 6 & 7 where Mr. Casey attended a coaching clinic at Highlands University. On the return trip they stopped at Denver, Texas for a visit with Mr. Casey's parents, Mr. and Mrs. A.E. Casey. Their children had been visiting with their grandparents while the Caseys were in Las Vegas. They returned home Thursday.

Mr. and Mrs. Jack Turner spent a week in Texas visiting Mrs. Turner's relatives.

Mrs. J.E. Bunton of Marfa, Texas, visited friends in Carrizozo last week. The Buntons will be remembered by many Carrizozoians as they had a ranch above White Oaks several years ago.

Mr. and Mrs. Calvin Barlow of Tacoma, Washington, spent several weeks as the guests of Mrs. Louis Farris this month. Mrs. Barlow is a granddaughter of Mrs. Farris. Mrs. Farris and Mrs. Barlow attended a family reunion on June 3 at San Angelo, Texas. There were 122 attending the reunion.

Mr. and Mrs. J.C. Steinpries visited relatives in Lovington and Odessa, Texas last week.

**Worry**

No more about hot water for your shower, for washing the dishes or clothes. — about gas for cooking or heat to take the chill off in the evening —

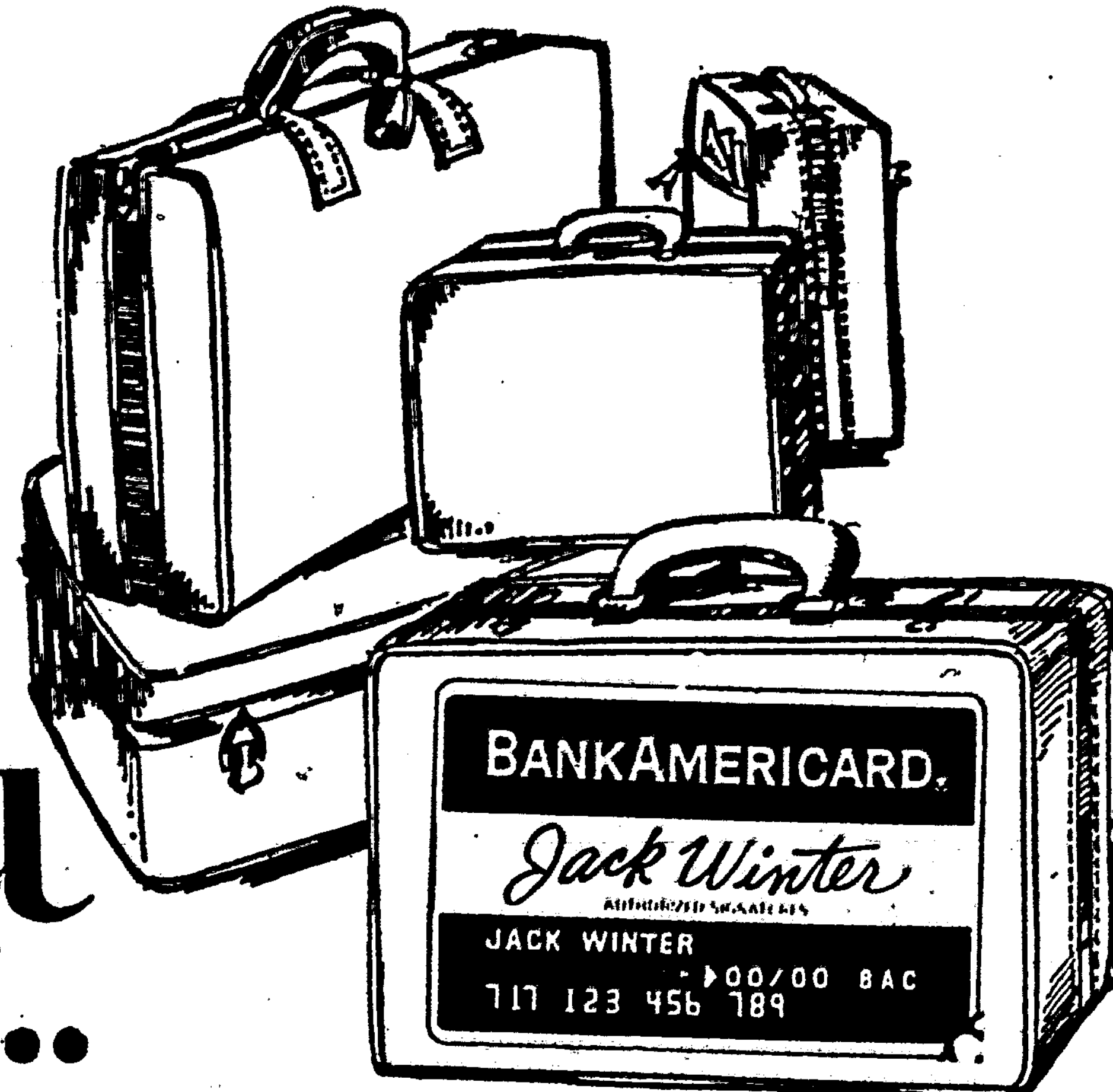
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A vacation should be carefree and easy. See us about the "Vacation Card" that can make yours both. BankAmericard. Available now at the bank that would like to help you get where you're going.



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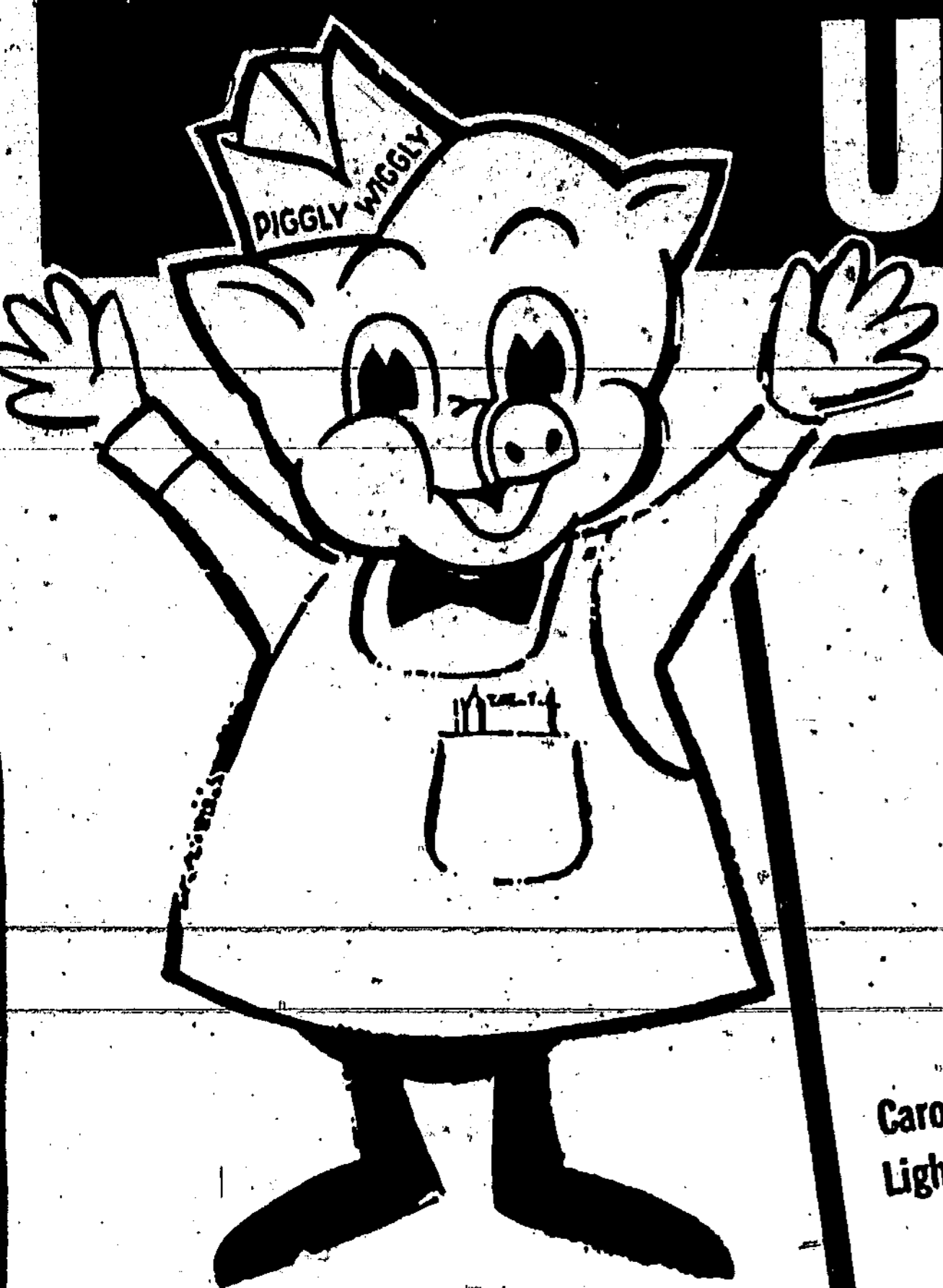
"RANCHER'S HEADQUARTERS" — CARRIZOZO

A request has come from the washer company concerning their older model machines. The company estimates that there are two million wringer machines made since world war II that are still in use. In its concluding report to Congress the National Commission on Product Safety expressed a concern over the





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Farmer Jones Fresh Eggs!  
Large Eggs Farmer Jones, Grade AA Dozen 49c  
Medium Eggs Farmer Jones, Grade AA Dozen 33c

**CHUNK TUNA**  
Carol Ann, Light Meat  
**3 \$1**  
6 1/2-Ounce Cans  
Suzan Salad Dressing 32-Ounce Jar 35c

**FRUIT COCKTAIL**  
Carol Ann  
16-Ounce Cans  
**23¢**  
Farmer Jones Cottage Cheese 16-Ounce Carton 35c

S & W  
**COFFEE**  
All Grinds  
Pound Can  
**79¢**

Shop and Compare these Low Prices!

Unbeatable for saving!

UNBEATABLE PRICE + STAMPS **Soft Margarine** 4c OFF LABEL Blue Bonnet One Pound Package **47¢**

UNBEATABLE PRICE + STAMPS **Lipton Tea** 1/2-Pound Box **45¢**

UNBEATABLE PRICE + STAMPS **Oxydol Detergent** 25c Off Label King Size **\$1.29**

UNBEATABLE PRICE + STAMPS **Wesson Oil** Buttery Flavored 32-Ounce Jar **87¢**

UNBEATABLE PRICE + STAMPS **Snack Pack** HUNT'S, Diced Peach, Fruit Cup, Applesauce, 4-Pack 5-Ounce Can **69¢**

**Chuck Roast**  
USDA CHOICE  
Pound **59¢**

**ICE MILK**  
PRICE'S All Flavors, 1/2-Gallon Carton  
**69¢**  
Carol Ann, Yellow Cling, Halves or Sliced Peaches 29-Ounce Can 29c

Frozen Food Specials!  
**CREAM PIES**  
Morton's, All Flavors 14-Ounce Pie **29¢**  
Breakfast Treat, 6-Pack Frozen Waffles 5-Ounce Package 11c  
Simplot, Frozen Shoestring Potatoes 3 20-Oz. Pkgs. **\$1.00**

Glover's **Hot Links** Pound 69c  
USDA Choice Beef, Waste Free **Boneless Chuck Steak** lb. 89c  
USDA Choice Beef, Round Bone, Shoulder Cut **Swiss Steak** Pound 89c  
USDA Choice Beef, Waste Free **Boneless Chuck Roast** lb. 89c  
**All Meat Franks** Rath, Black Hawk, 12-Ounce Package **49¢**  
**Family Steak** USDA Choice Beef, Ranch Style, Chuck Cut Pound **78¢**  
**Breaded Shrimp** Gulf Gem, Alaskan Tidbits Pound Package **89¢**

USDA Choice Beef, Excellent for Cook-Outs  
**Boneless Brisket** Pound **\$1.18**  
Lean USDA Choice Beef Cubes Pound 78c  
Dated to Assure Freshness **Ground Beef** Pound 58c  
Honey Dipped **Peyton Hams** Pound **\$1.29**

Carol Ann **Instant Potatoes** 16 1/2-Ounce Package 39c  
Orange Drink Mix **Tang** 18-Ounce Bottle 89c  
3c Off Label, Bonna **Liquid Bleach** 1/2-Gallon Jug 28c  
20c Off Label **Dishwasher All** 50-Ounce Box \$1.05  
Bluebonnet, Whipped, 4c Off Label **Soft Margarine** Pound Package 40c

**PINEAPPLE JUICE**  
Carol Ann  
**3 \$1**  
46-Ounce Cans  
Drinks Rite Good, Assorted Flavors 10 12-Ounce Cans 89c

**POTATO CHIPS**  
Morton's Twin Pkg. **59¢**  
Carol Ann **Cake Mix** 14 1/2 Oz. Box 25c

**FACIAL TISSUE**  
Soft Ply, Assorted Colors  
200 Count Boxes **22¢**  
COLD OR DRY, Regular 99c  
**Ponds Skin Cream** Medium Size 89c

Chiquita **BANANAS** 10¢ Pound  
Cantaloupes Vine-Ripened Pound 15c  
Plums Burmese Pound 29c  
Head Lettuce Fresh, Crisp Pound 15c  
Garden Fresh, Each Bunch  
**CORN** 5 EARS 39¢ **GREEN ONIONS** Bunch 5¢

Health & Beauty Aids  
Macleans Regular or Mint 3.25 OZ. TOOTHPASTE **39¢** WITH THIS COUPON  
GIANT SIZE LIMIT OF ONE PER CUSTOMER COUPON EXPIRES 6-27-71 VOID WHERE PROHIBITED  
Without Coupon 49c  
Vitalis HAIR TONIC 7-Ounce Bottle 99c  
Right Guard Spray Deodorant, Extra Dry 15c Off Label, 8-Ounce Can \$1.29  
Shampoo New Improved Subdue - 6 Oz. 69c  
Del Monte **Tomato Sauce** 8-Ounce Can 10c  
Carol Ann **Shoestring Potatoes** 1 1/2 300 Can 10c  
Jello Gelatin All Flavors 3-Ounce Package 13c

THESE PRICES EFFECTIVE IN CARRIZO, THURS., FRI., & SAT., JUNE 24, 25, & 26.  
**PIGGLY WIGGLY**  
You Can Save More!

W-6-24-71



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

Any one wishing a burial plot in White Oaks cemetery must see a member of the White Oaks Cemetery Association: Bryan Hightower, Ancho; Bud Crenshaw, White Oaks; Zane Leslie, Orris Smith, Capitán; Paul Mayer, Alamogordo; Roy Harman and Elynn Cady, Carrizozo. 24-3c

**WEANER PIGS FOR SALE** --  
 Al Seay, Carrizozo - Phone 648-2922. 26-6p

**CLEAR VINYL MENU COVERS**  
 Double \$9.95 dozen, single \$6.50 dozen. Menu clips, stick on strips, pockets, border cards, printed inserts, colored vinyl covers -- all available at the Lincoln County News. Tmp

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**25# All Purpose**

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**Stock Tub**

**Stock Tub**

**Tile**

**Doors**

**Dishwasher**

**This is Not A Weekend Sale. Prices Good Until July 31, 1971**

**Carrizozo**

**Hardware Co.**

Phone 648-2262  
 Carrizozo, New Mexico



Bob Fontaine, president of Arts - N - Authors branch 121 at Holloman AFB and Mrs. Mary Goodwin, president of Cacti Branch 132 are looking over copy of the "Roaming Roadrunner," written by members of the two leagues, printed by the News and distributed over the southwest especially for our visitors.

**Advertising value not to be judged on immediate sales**

The whole value of advertising to a retailer can not be judged on the basis of immediate sales of an advertised product. True, returns on advertising are often immediate and obvious. However, the major aim of retail advertising should be to increase overall store traffic.

Usually when a customer enters a store to look at an advertised product, he will buy other things before he leaves. More important, when advertising draws a consumer to a store one time, there is a good chance that he will return in the future.

An advertisement featuring a one dollar item may cause a shopper to come to a store in the first place. Often, however, the full value of the advertisement is not realized until that same shopper has spent perhaps hundreds of dollars on return trips.

In this connection, the sales manager of a department store chain tells how his stores evaluate advertising: "Day to day returns on individual ads mean little to us. We have learned that our total sales show a decline when we cut advertising, and that the sales curve rises when advertising is increased."

**Weather**  
 By L. Z. Manine

	H	L	W	M
June 17	92	59	10	--
June 18	89	64	10	--
June 19	97	61	10	--
June 20	96	61	30	--
June 21	93	61	8	--
June 22	91	58	8	--
June 23	92	58	5	--

**News and Notes**  
 By Mary Ellen Payne

If you're a home sewer, then you've been faced with the decision of which thread to use for your outfit. A general rule of thumb is to select a thread compatible with the fiber content of our fabric. For an animal fiber such as wool or silk, select a silk thread. On rayon, acetate, cotton and cotton blends a 100 percent mercerized cotton thread is the best choice, Mer-

cerized cotton thread is less susceptible to shrinkage, is stronger, and smoother. The polyester-core cotton wrap and 100 percent polyester threads are best for knits. This thread helps provide the necessary stretch in the seam that gives knits their comfort and allows freedom of movement. If you're looking for a thread especially for decorative stitching, top stitching or working hand buttonholes, then select silk buttonhole twist.

**Cheddar Cheese Biscuits**  
 2 cups all-purpose flour  
 1 tablespoon baking powder  
 3/4 teaspoon salt  
 1/2 cup shredded cheddar cheese  
 1/3 cup shortening  
 About 3/4 cup milk

Sift dry ingredients together 3 times. Add shredded cheese. Cut in shortening until well blended. Add enough milk to make a soft dough. Turn out on a lightly floured board. Roll to 1/2 inch thickness and cut with a biscuit cutter or into squares with a knife. Place on a baking sheet and bake at 425 degrees F (not oven) for 12 to 15 minutes. Makes 12 two-inch biscuits.

Do you know the difference between natural and processed cheese? Natural cheeses are made by coagulating milk and then separating the curd, or the solid part, from the whey, or the watery part. They can be ripened (aged) or unripened. Processed cheeses are a blend of fresh and aged natural cheeses that have been melted, pasteurized and mixed with an emulsifier. Pasteurization prevents further ripening.

**New livestock law passed**

Cleo C. Ainsworth, Chairman of the New Mexico Livestock Board, points out that many livestock owners in New Mexico are not familiar with the 1970 law passed by the New Mexico

The 1971 Legislature appropriated funds for the Property Appraisal Department to employ a full time employee to work with the County Assessors of New Mexico to see that they get all of the livestock on the tax rolls.

Ainsworth states that prior to 1970 livestock were assessed for taxes on the first of January each year. The 1970 law allows only 20 days after receipt of livestock to be rendered for assessment purposes to the County Assessor of the county in which they are located. If the livestock are not rendered within 20 days the owner may be subject to a 25% penalty.

**HERRILL REALTY**  
 HENDRICKS REALTY  
 HOFFMAN'S MUSIC AND APPLIANCE  
 HYDRO AIR CORPORATION  
 JOYNER'S AUTO & GLASS & UPHOLSTERY  
 HIGHWAY PACKAGE STORE  
 KENTUCKY FRIED CHICKEN  
 IE LOCK SHOP  
 BARLETT'S TENTH STREET TEXACO  
 THE LONE STAR SALES & LEASING INC.  
 MITY NICE BAKERY  
 BARBARA'S HOUSE OF FLOWERS  
 MORRIS MACHINE  
 MOTOR MACHINE

First published in the Lincoln County News Thursday, June 17, 1971. Last published Thursday, July 8, 1971.

The law states "The New Mexico Livestock Board shall furnish to the State Tax Commission, and to the County Assessor of each county information obtained by the Livestock Board as to the number, description, movement and origin or destination of livestock moving into or from any county."

The law further states "The County Assessor shall take the information furnished by the New Mexico Livestock Board as a declaration of livestock in the county and shall place the livestock on the tax rolls of the county."

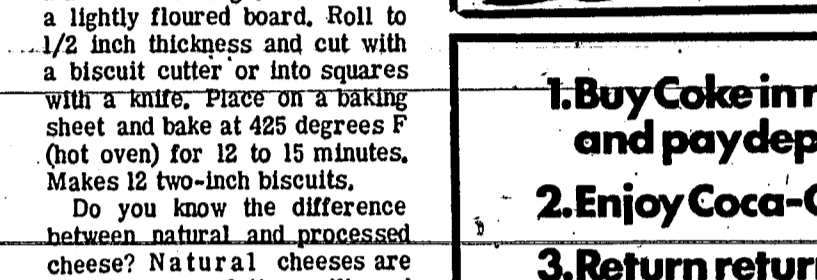
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HOURS  
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**4. You've paid only for the Coke. Not for the bottles.**



Coke in returnable bottles. Your best value. It's the real thing. Coke.

**Care for your car TODAY..**

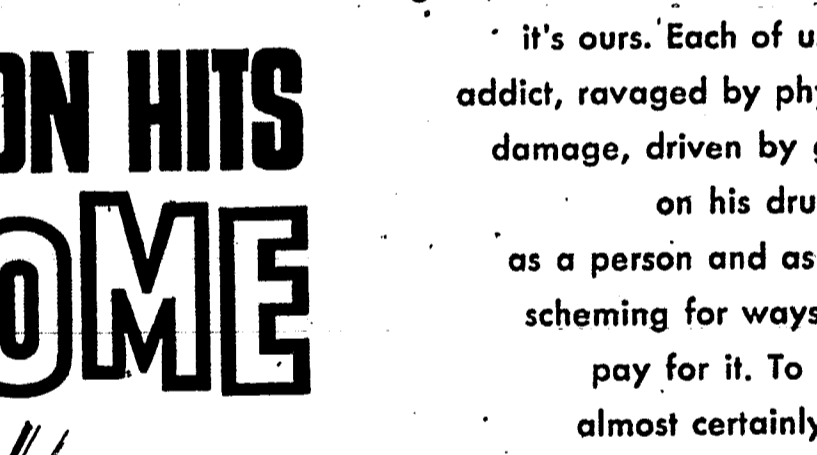
**Care for Your Car** LINCOLN County News **Care for Your Car**

The Newspaper for All of Lincoln County

Page One

Spring-Summer 1971

**DRUG ADDICTION HITS HOME**



Drug addiction isn't somebody else's problem... it's ours. Each of us is a loser when the addict, ravaged by physical and emotional damage, driven by growing dependence on his drug, turns his potential as a person and as a citizen into frantic scheming for ways to get his drug and pay for it. To support his habit, he almost certainly turns to crime. Most alarming -- and of grave concern to parents -- is the spread of drug addiction downward, into the classrooms of our high schools and even grade schools. There are no easy answers... but stopping drug addiction begins by honestly facing its problems.

We all share the responsibility to educate ourselves and our children about the dangers of drugs. We must: Learn the facts and fallacies about drugs. Set a good example. Don't misuse drugs... including alcohol and sleeping pills. Be prepared to understand and discuss drug problems. Support community efforts to combat drug addiction. By mobilizing sound knowledge, we can help to end drug addiction and its problems.

**This Message Is Published In The Community Interest By The Following Concerned Alamogordo Business Firms, Professional People And Private Citizens**

**HERRILL REALTY**  
 HENDRICKS REALTY  
 HOFFMAN'S MUSIC AND APPLIANCE  
 HYDRO AIR CORPORATION  
 JOYNER'S AUTO & GLASS & UPHOLSTERY  
 HIGHWAY PACKAGE STORE  
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 BARLETT'S TENTH STREET TEXACO  
 THE LONE STAR SALES & LEASING INC.  
 MITY NICE BAKERY  
 BARBARA'S HOUSE OF FLOWERS  
 MORRIS MACHINE  
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**OFFICE SUPPLY**  
 RANDALLS COUNTRY STORE  
 OTERO PEST CONTROL  
 PITTMAN CONSTRUCTION  
 RAZOR EDGE  
 RED ROOSTER BOWLING LANES  
 ALAMOGORDO TRACTOR IMPL.  
 HEIN'S JEWELRY  
 ROLLERINA  
 ROYAL BAKERY  
 MR. FRANZER  
 J. B. ELLIS  
 THE SHOE BOX  
 SCHYNE REALTY

**TV CABLE OF SPACE CITY INC.**  
 CITY GLASS CO.  
 TESTING LABORATORY  
 THOMAS PLUMBING AND HEATING  
 TIDWELL PLUMBING AND HEATING  
 CALVIN BOLES  
 ROLLAND DRUGS  
 GEORGE HAMADON  
 MR. BRAVO  
 MR. SHEEHAN  
 MR. & MRS. BREMMNER  
 SANFORD CONSTRUCTION  
 SOUTHWESTERN LIFE

**AND you're set for Sun Fun TOMORROW!**

# Vacation-Bound Families Can Hold Down Expenses With Car Care Check

"George Washington, if he were alive today, couldn't throw a dollar across the river. A dollar just doesn't go as far now as it did in Washington's time."

The sixth-grader who spoke those words to his classmates will soon be leaving with his family on their summer motoring vacation. And he doesn't have to tell his mother or father that a dollar doesn't go far these days.

The budget-conscious vacationer can make sure his transportation expenses are kept minimal by doing the following:

Take your car to your favorite service outlet for a pre-vacation check-up. By doing so, you can avoid unexpected problems that could take a huge bite out of your vacation budget.

## Maybe It's Time to "Re-Tire"

For example, suppose your service man finds a tire in need of replacement. He may have a tire sale and can replace the tire inexpensively. Or perhaps you will have time to visit a retail outlet for a new tire.

Should the tire blow on the road, you may have to replace it at the price the traffic will bear.

Still another benefit of caring for your car before the trip is the fact that you can control the expense as you wish. Likely, you have a credit card or other budget-payment provision at the place you have your car serviced.

So you charge the service to make more cash available for your trip.

When out of town and in a strange facility, it's likely to be "Cash Only" and maybe your meal money for the next week is spent on an unexpected repair bill.

Also, a car that's put into top condition will cost less to operate.

## Tuned Engines Hum

A freshly-tuned engine will reduce your gasoline bill, not to mention giving better, safer passing performance.

By proper wheel alignment, tire balancing and proper inflation, you'll save on tire wear.

In addition to financial consideration, a well-cared-for car will increase your vacation enjoyment. Riding in and driving the car will be more pleasurable.

You'll avoid unplanned-for stops caused by need for emergency repairs thus giving

## Free Listing Gives Sources For Camping

A list of sources for camping information in the United States and Canada is now available, free. To receive one, send a self-addressed, stamped envelope to: Camping, c/o Champion Spark Plug Company, P. O. Box 910, Toledo, Ohio 43601.

In Canada the address is: Camping, c/o Champion Spark Plug Company of Canada, Box 910, Windsor 12, Ontario.

you more time for sight-seeing and relaxation.

## Read This Section

Read the contents of this section carefully, both the articles and the advertisements. They will tell you what it takes to make sure your car is ready for that long-awaited summer vacation.

Then see your favorite service man who'll make sure your vacation dollars go as far as you want them to in a car that goes as far as it needs to on your vacation.

## Simple Steps Can Help Prevent Theft of Car

While waiting for a special theft protection device to be installed on your new car or "old faithful," there are several things that can be done to prevent having your car stolen.

Keep your car doors locked at all times.

Never keep valuables inside your car.

Keep only necessary items in your trunk.

Another simple way to deter car theft is to keep your car parked under a light at night, if possible.

## YOU DON'T NEED PULL

If your car begins skidding or pulling to the side when you apply your brakes, it may be a sign that your braking system needs attention. One brake is probably exerting less stopping force than the other — thus causing the skid.

## Here's a Most Revealing Test

One of the most revealing tests an experienced mechanic can make for you is a compression test, in which all spark plugs are removed and pressure readings are compared with specifications.

This procedure helps your mechanic determine if the problem is in valves, rings or both. Such a test usually is part of a major engine tune-up, or may cost about \$5.00 or \$6.00 when done as an individual operation.

A compression test can be the first step toward putting new life in the old car.

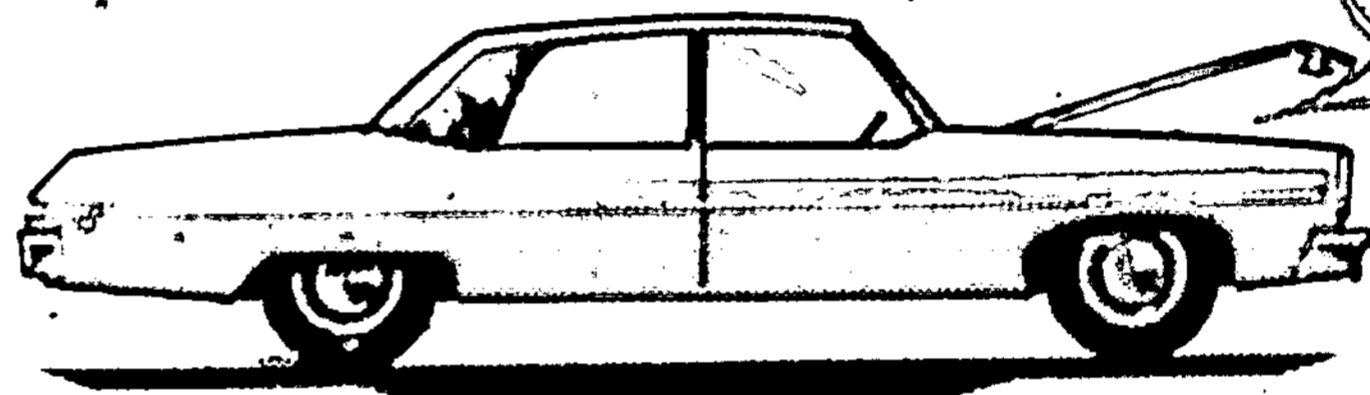
## WINTER WEATHER WAN

After the winter's weather has gone, strong chemicals, used for melting snow and ice on roads, may still be on your car. A thorough paint cleaning and polishing helps prevent auto body deterioration.



There is nothing as delightful as leaving the well-traveled highways on a summer vacation trip. Yet, these out-of-the-way roadides can prove exasperating if your car should break down, far away from service facilities. To make certain this doesn't happen to you on your outing, take your car to your favorite service outlet for a thorough pre-trip check of all components, and have a fun filled, care-free vacation.

## Hear! Hear! a Car Care Quiz



Cowboys, riding the lonesome range, often talked to their horses for want of better conversational company, although there is no record of the horse ever answering in intelligible English.

Your car often communicates with you and when it does it's usually in the form of a complaint. See if you can identify the following sounds in terms of what your car is complaining about.

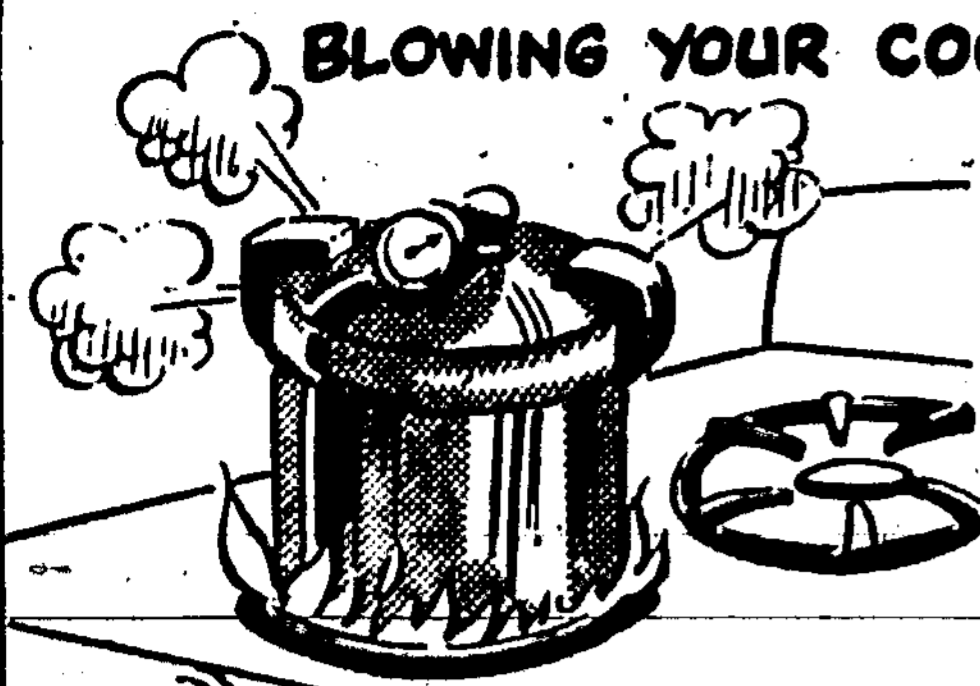
- Your brakes squeal when applied. Two of these conditions may be the cause:
  - Weather conditions are cold and damp, affecting linings.
  - You are low in brake fluid.
  - Steering linkage is rubbing against the brakes.
  - Brake linings are worn.
- Upon sudden acceleration, there is an engine sound something like the rattling of B.B. shot in a tin can. The cause is most likely:
  - Air cleaner is loosely mounted.
  - Detonation (pinging) or spark knock.
  - Dirt particles in the cooling system.
- You hear what sounds like the chirping of birds from the engine compartment. A likely cause is:
  - A dry fan belt.
  - An unusual wind condition on the grille.
  - Carburetor icing.
  - Birds in the engine compartment.
- Low-key rumbling sound in the engine, particularly accompanied by power loss and stalling, probably means two of the following:
  - Preignition.
  - Worn bearings.
  - Worn pistons and/or rings.
  - Thermostat needs adjustment.
- There's no sound but a click when you turn the ignition key. Two probable causes are:
  - Battery is dead.
  - Starter mechanism is defective.
  - Spark plug wire is worn.
  - You're out of gas.
- There is a thumping sound from a tire. Assuming it's not the fault of the road surface, probable reason is:
  - A defect in the tie rod.
  - A power steering system leakage.
  - A defect in the body of the tire.
- Your car suddenly develops a "sports car rap" and makes excess noise under the chassis. The cause is undoubtedly:
  - A leaking exhaust system.
  - The gasoline you're using is too powerful for your engine.
  - Due to fibrillation, your engine is experiencing horsepower surge.
- A screeching sound when you turn your steering wheel as far as it will go usually means:
  - Defective steering linkage.
  - Underinflated tires.
  - Worn or loose power steering belt.
- Upon shutting off the ignition, the engine keeps running, sounding something like Jack Benny's old Maxwell. Two of the possible causes are:
  - Gasoline is of too high an octane.
  - The engine is running too cold.
  - The idle speed is set too fast.
  - Fuel mixture is too lean at idle.
- There is the sound of a quick, insistent rapping on metal, like a woodpecker was at work under the hood. It is most likely:
  - A defective alternator or generator.
  - Sticky hydraulic valve lifters.
  - A cracked distributor cap.

## ANSWERS:

1. A or D; 2. B; 3. A; 4. B or C; 5. A or B; 6. C; 7. A; 8. C; 9. C or D; 10. B. (Any of these conditions warrant a trip to your favorite service outlet for corrections.)

# AUTO FACTS

## BLOWING YOUR COOL!



WORKING ON THE SAME PRINCIPLE AS A PRESSURE COOKER—YOUR CAR'S COOLING SYSTEM OPERATES AT AS MUCH AS SEVENTEEN POUNDS PER SQUARE INCH, PRECISELY CONTROLLED BY A PRESSURE CAP.

TO PREVENT LEAKAGE OR SUDDEN BURST UNDER SUCH PRESSURE, RADIATOR HOSES AND CLAMPS MUST BE IN GOOD CONDITION. ONLY A CLEAN SYSTEM WILL INSURE EFFICIENT COOLING.



**CAUTION!!!**  
THE BOILING GEYSER RESULTING FROM REMOVAL OF THE CAP FROM A HOT RADIATOR CAN BE DANGEROUS. THE CAR CARE COUNCIL ADVISES: "ALLOW AN OVERHEATED ENGINE TO COOL FIRST, THEN REMOVE THE CAP SLOWLY, USING A THICK GLOVE OR RAGS FOR PROTECTION."

adding unduly to the nation's air pollution problem.

Even though the nation's auto manufacturers have taken significant strides in reducing air pollution from automobile engines, the failure of the car owner to keep his engine in shape has helped slow progress.

For example, studies by Champion Spark Plug Company show that a five percent incidence of spark plug misfiring, caused by engine neglect, can increase the emission of pollutants by 300 percent. And studies by a group at the University of Michigan engineering school show that harmful emissions can be reduced by an average of 55 percent after a tune-up.

### HOW TUNE-UP CONTROLS POLLUTION

Causes of pollutants are the wastes from gasoline that are incompletely burned. These wastes are minimized in a tuned engine.

When an engine is out of tune, there may not be complete combustion of the gasoline/air mixture and a greater production of contaminants is the result.

Therefore, an engine check every 5,000 miles and a complete tune-up every 10,000 miles is recommended.

## Here's a Most Revealing Test

One of the most revealing tests an experienced mechanic can make for you is a compression test, in which all spark plugs are removed and pressure readings are compared with specifications.

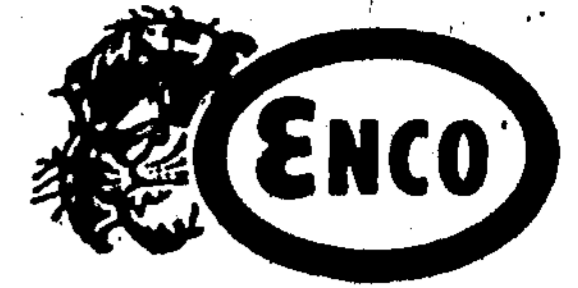
This procedure helps your mechanic determine if the problem is in valves, rings or both. Such a test, usually is part of a major engine tune-up, or may cost about \$5.00 or \$6.00 when done as an individual operation.

A compression test can be the first step toward putting new life in the old car.

### WINTER WEATHER WAN

After the winter's weather has gone, strong chemicals, used for melting snow and ice on roads, may still be on your car. A thorough paint cleaning and polishing helps prevent auto-body deterioration.

Inspect tire exterior regularly for excessive or abnormal wear, fabric breaks, and cuts. Remove imbedded foreign matter.



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## Autos Kept In Tune Hum Clean Air Song

In addition to elements of a tune-up, there are other key items to help cut down on pollution: the PCV valve, the oil filter, the air filter and the gas filter.

PCV means "positive crankcase ventilation," but we can call it "pollution control valve" for easier understanding. The system has a valve which regulates the flow of noxious fumes into the carburetor so that engines will continue to run while reducing pollution.

PCV valves should be changed every 12,000 miles or every tune-up. If a valve becomes plugged or worn it is useless.

**OIL FILTER:** Smoke-belching engines are worn out. They wear out when grit, acids and other junk in the oil enlarge the cylinder walls permitting the engine to burn the oil.

The best way to prevent this polluting wear is to

change oil and oil filter at least every 4,000 miles.

**AIR FILTER:** With every gallon of gasoline a car burns, it also inhales 10,000 gallons of air. If the air is dusty, the grit wears out the cylinder walls, permitting oil to be burned, which pollutes. Also, as the filter traps dust, the amount of air entering the engine is reduced... enriching the fuel-air mixture, which pollutes.

So change the air filter every tune-up.

**GAS FILTER:** Grit in gasoline can plug carburetors and cause stalling. So it's also important to change gasoline filters.

It used to be when a motorist pulled into a service outlet and told an employee to "Check the air," it was a natural assumption to look at tire pressure.

Today, checking the air has an additional meaning. It means checking the engine to make sure the car is not

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Some Important Pointers on . . .

## Proper Tire Care

Proper tire inflation is essential. Underinflation causes extreme sidewall flexing, builds up excessive heat, and causes rapid wear on the tire tread's outer edges.

Overinflation causes tires to run hard, subjects them to damage and weakening of the carcass, and causes excessive wear in the middle of the tread.

Check your owner's manual for recommended tire pressure.

Inspect tire exterior regularly for excessive or abnormal wear, fabric breaks, and cuts. Remove imbedded foreign matter.

Add an extra three or four pounds of pressure to cold tires prior to long trips where you anticipate driving at sustained high speeds.

Replace tires when tread is thinner than 2/32 of an inch, or the "wear indicator" on the tire appears.

Use the "air loss" method of spotting a potential tire failure. A tire that loses three or more pounds of pressure in a week or less, when the others remain the same, should be removed and inspected.

Carry a spare tire that is properly inflated and in good condition.



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## Increased Car Safety and Smoother Ride Are Rewards of New Shock Absorbers

Standard operating procedure in many homes at this time of the year is installation of screens in windows and doors. It is the time to check hardware, tighten a few screws here and there and add a drop of oil where necessary.

You may find an adjustment needed in the door closer, too. A combination of wear on the plunger and the lighter screen insert makes the door close differently.

This plunger is not unlike the shock absorbers on your car, which may be showing signs of wear after the rigors of winter. Shock absorbers are, essentially, plungers.

As the plunger on your screen door is designed to resist the forces of the closer spring, allowing the door to close gently, so the shock absorber resists the tendency of the wheel on your car to hop

as it bounces off an obstruction in the road.

### Maintain Status Quo

Shocks also keep the car's body from bobbing up and down like a rowboat at sea. The shock absorber's philosophy is to maintain the status quo; the wheels shouldn't hop and the body shouldn't bob.

Eventually, with age, a worn shock absorber loses its control of the situation. Instead of easing your wheels over bumps in the road, it lets them bounce, sometimes setting up an oscillation like a ball on a long rubber band.

If this only caused an uncomfortable ride, it would be bad enough. But there are other problems created by worn shocks. Most important is the safety factor.

When the wheel is bouncing a few inches in the air, it

cannot contribute much to the steering and/or braking of your car. During this short but critical period you are virtually out of control.

### Worn Shocks, Higher Bills

Tires and suspension parts also take additional punishment when shocks lose their control. If a worn shock absorber permits these parts to suffer two or three rebounds after a bump, they will have taken double or triple punishment. You'll feel this in your repair bills sooner or later.

As a rule of thumb, any time after your shocks are two years old, they may be due for replacement. New ones will give your car a whole new lease on life.

Think about it the next time you are driving over a bumpy road. Or better yet, before you do.

Going or coming, first or last . . .

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# Properly Planning Vacation Load Lets Auto Enjoy The Trip, Too!

By JODY CARR  
Courtesy MEMA

Taking a vacation trip this summer? Planning to take the kids, the water skis, half a ton of luggage and your Irish Setter?

Join the happy throngs. Tens of thousands of families will be out there on the superhighways with you, hauling trailers, boats, car top carriers and — in too many cases — more weight than their cars are prepared to handle.

To be sure your car is up to the task, have a talk with your automotive service man about the services you'll need to be safe.

## For Safety's Sake

Remember that brakes will have additional energy to absorb under heavily loaded conditions. Your shock absorbers will have extra work to do, too.

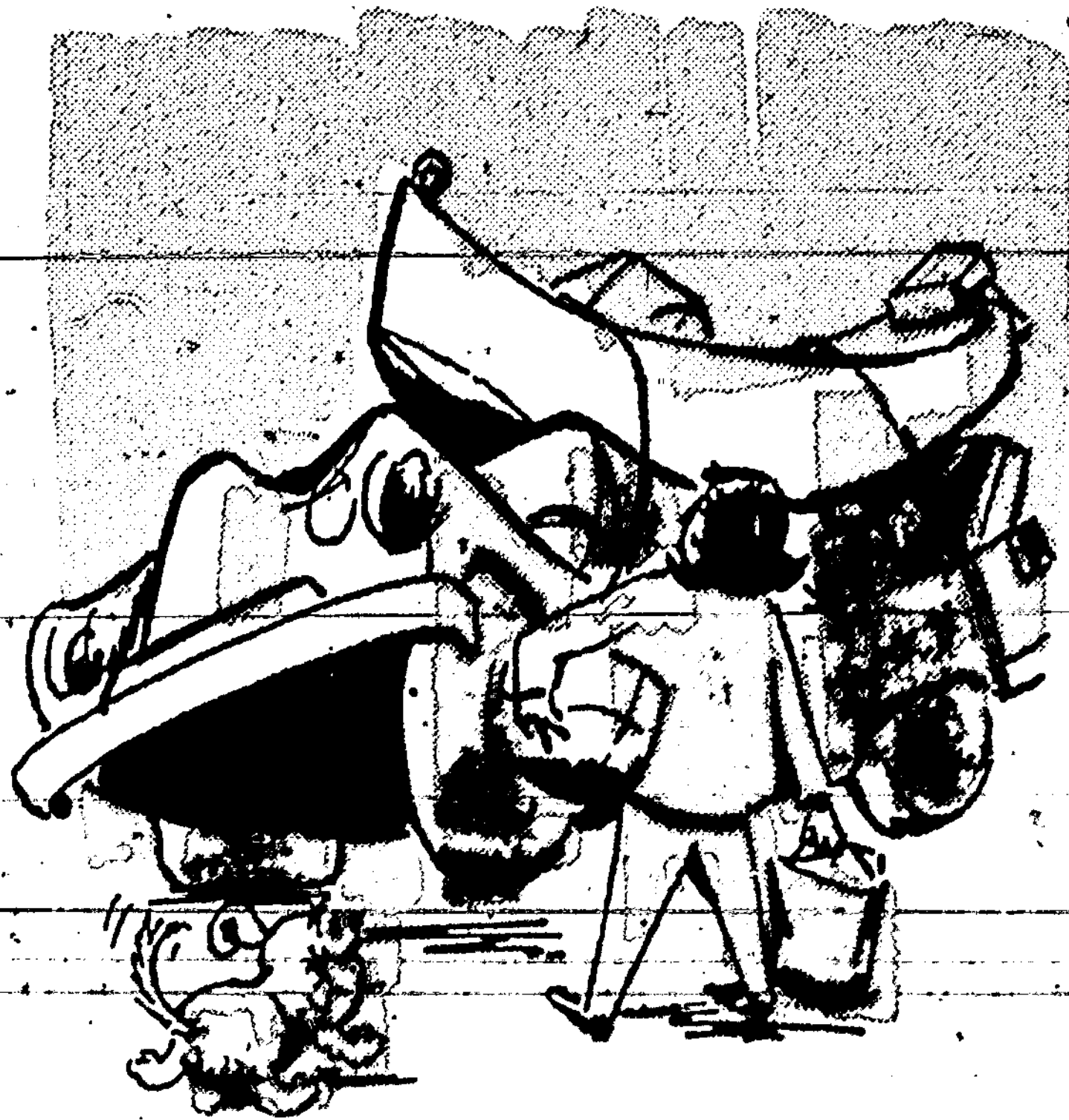
Your engine has to be in tune so it will have the get-up-and-go it needs to pass other cars safely and help you avoid possible problems.

Steering must be right — and tight. How about your tires? Can they safely carry all that weight?

Remember the little things, too — the smeary windshield wiper you've been intending to replace and the turn signal that went on the un-blink last week.

## Estimate Load

The best way to handle a



... Oh! Not more stuff.

pre-trip auto check-up is to estimate the load you will be carrying. Tell your mechanic that you'll have 200 pounds of luggage on top, the family inside — including Aunt Tillie's reported 180 pounds in the back seat — and your out-board motor in the trunk.

Then ask him, with that in mind, to bring everything right up to snuff and replace anything that might be on the verge, so you won't be stuck with a problem out in the middle of nowhere.

Avoid concentrating too much of your load in the rear

of the trunk. This can lower the rear end excessively, affecting your car's handling and its headlight aim.

Once you are properly packed and you know the car can carry the load, remember that it will handle differently with all that weight. This is especially true if you use a car top carrier, which adds the elements of wind resistance and higher positioning of weight.

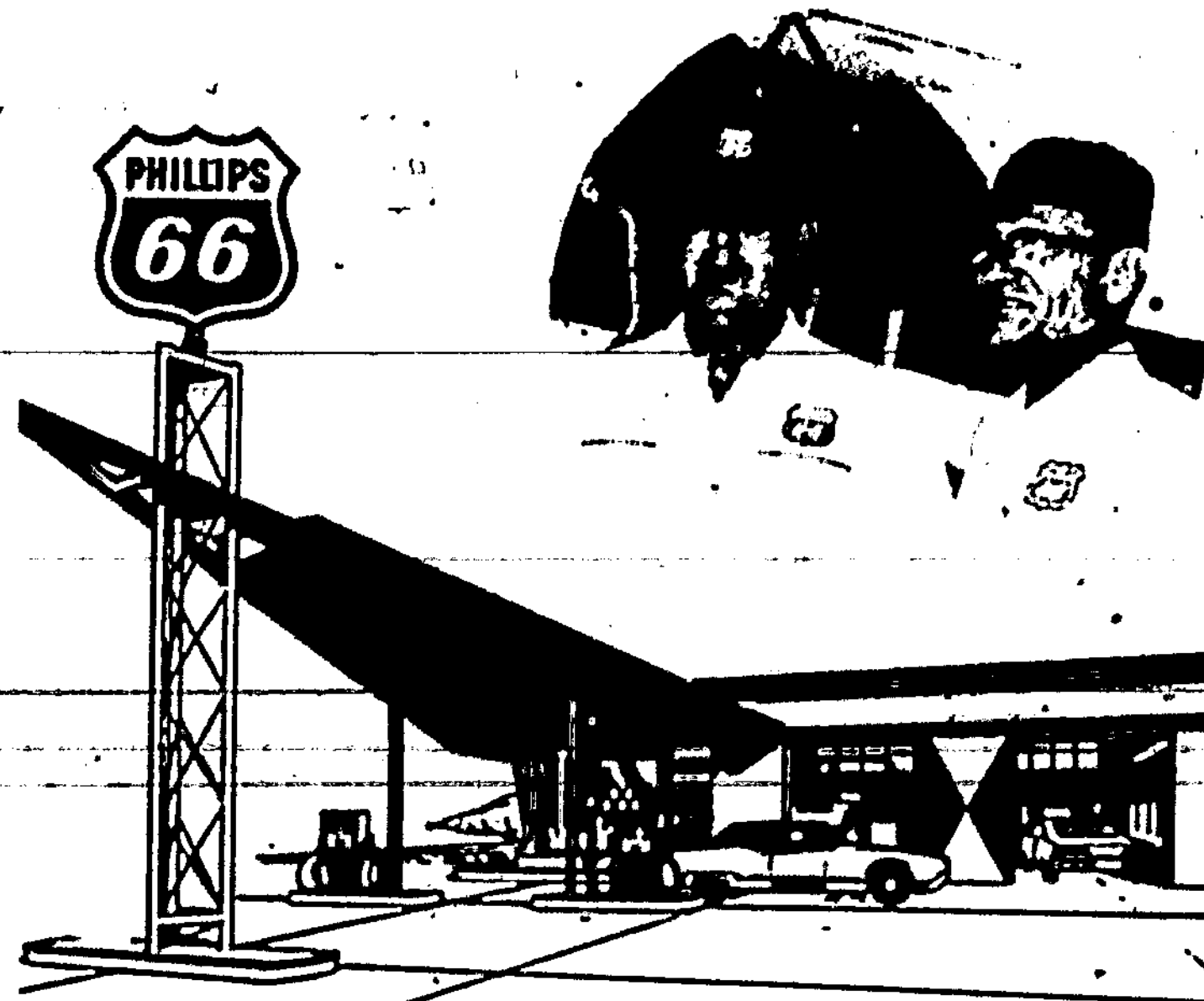
Don't push yourself — or the car — and you, Aunt Tillie and the kids ought to have the best vacation yet.

## SMOKE SCREEN

If you're looking for another reason to quit smoking, consider your driving safety. Tobacco smoke leaves a dulling film on the inside of your windshield. The result

is reduced visibility and stronger glare. If you do smoke, periodically clean the inside of the windshield with a solution of water and vinegar to wash away tobacco film.

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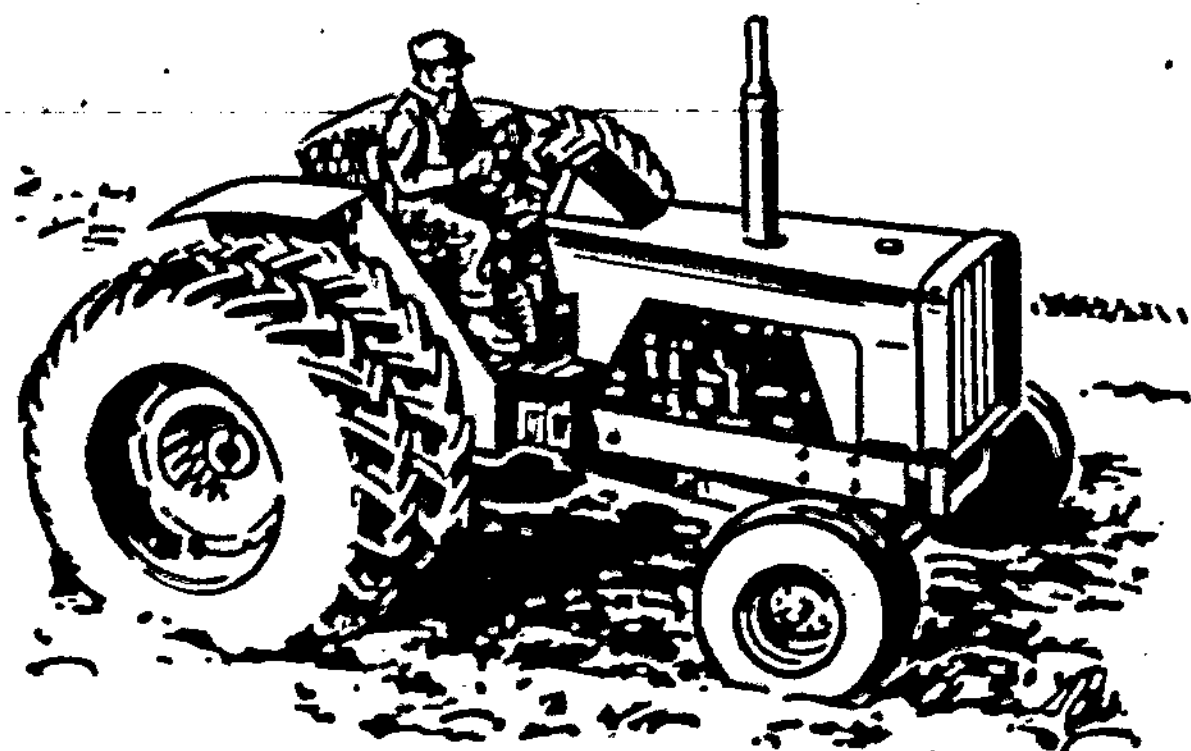


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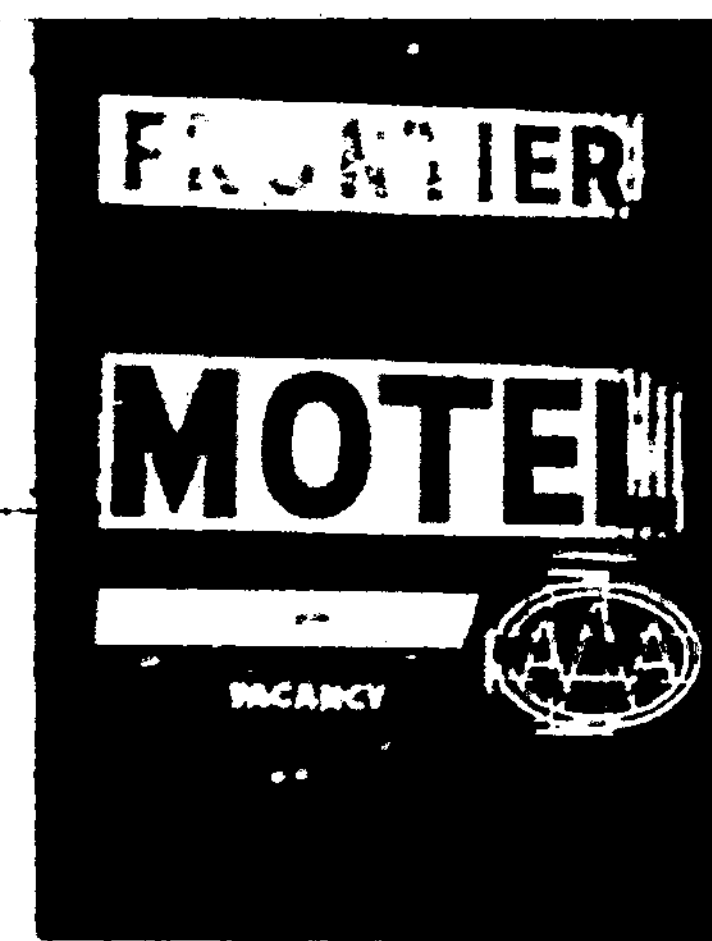
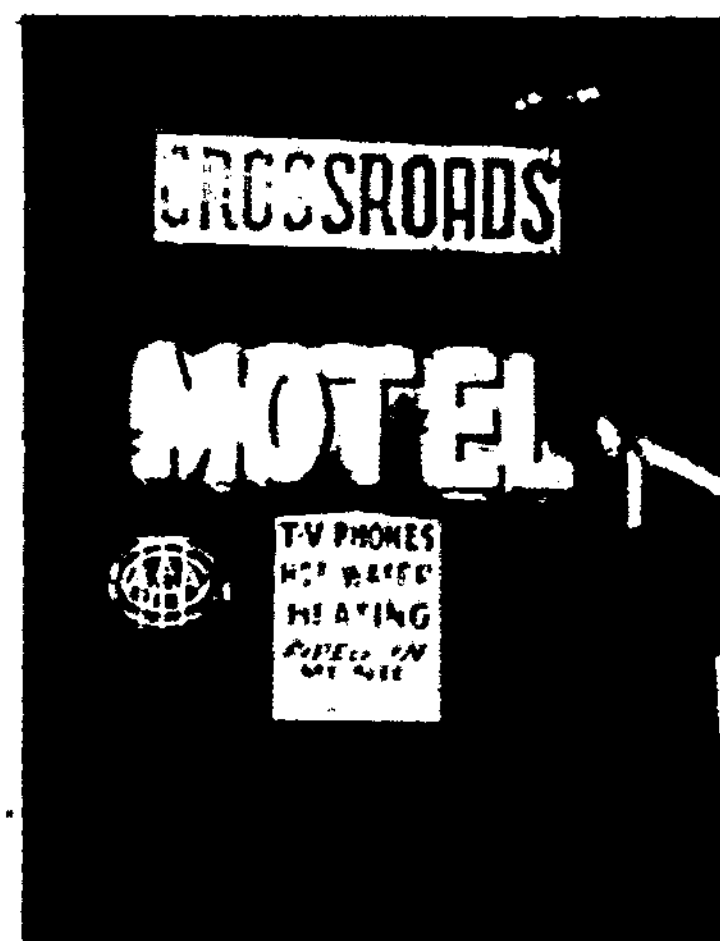
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Our Congratulations to the Car Care Industry!

# New Car Service Equipment Saves Time, Money

## Mechanical Technicians Now Use Electronic Instrumentation To Speed Auto Repairs

In automotive service, necessity has literally become the mother of invention. New developments in service equipment and techniques have been brought about by a growing shortage of mechanics.

In 1960, there was one mechanic for every 60 cars. Today the ratio is over one to 90 and conservative estimates raise that figure to one mechanic for 120 cars during the present decade.

How to handle the increased load? The automotive service industry has come up with several approaches to the solution, not the least of which is improved facilities, from building design to space-age equipment.

Electronic instrumentation, power equipment and specialized tools make it possible for mechanics to diagnose and correct car troubles in a fraction of the time it took just a few years ago. Imagine having four tires installed, wheels aligned and balanced... all during a lunch hour stop!

### Some Repairs Routine

Accident repairs which would have been prohibitively expensive if not impossible, now are routine, thanks to impressive new equipment which scientifically "de-crashes" the car.

Electronic testing equipment makes it possible for a technician to analyze an engine's condition with extreme accuracy, pinpoint potentially troublesome components and put the car back into optimum performance condition in much less time actually, than the old fashioned "guess and replace" tune-up used to take.

In the long run, such service is a true bargain, since the owner is paying for the parts and service he needs, yet no failure-prone components go overlooked.

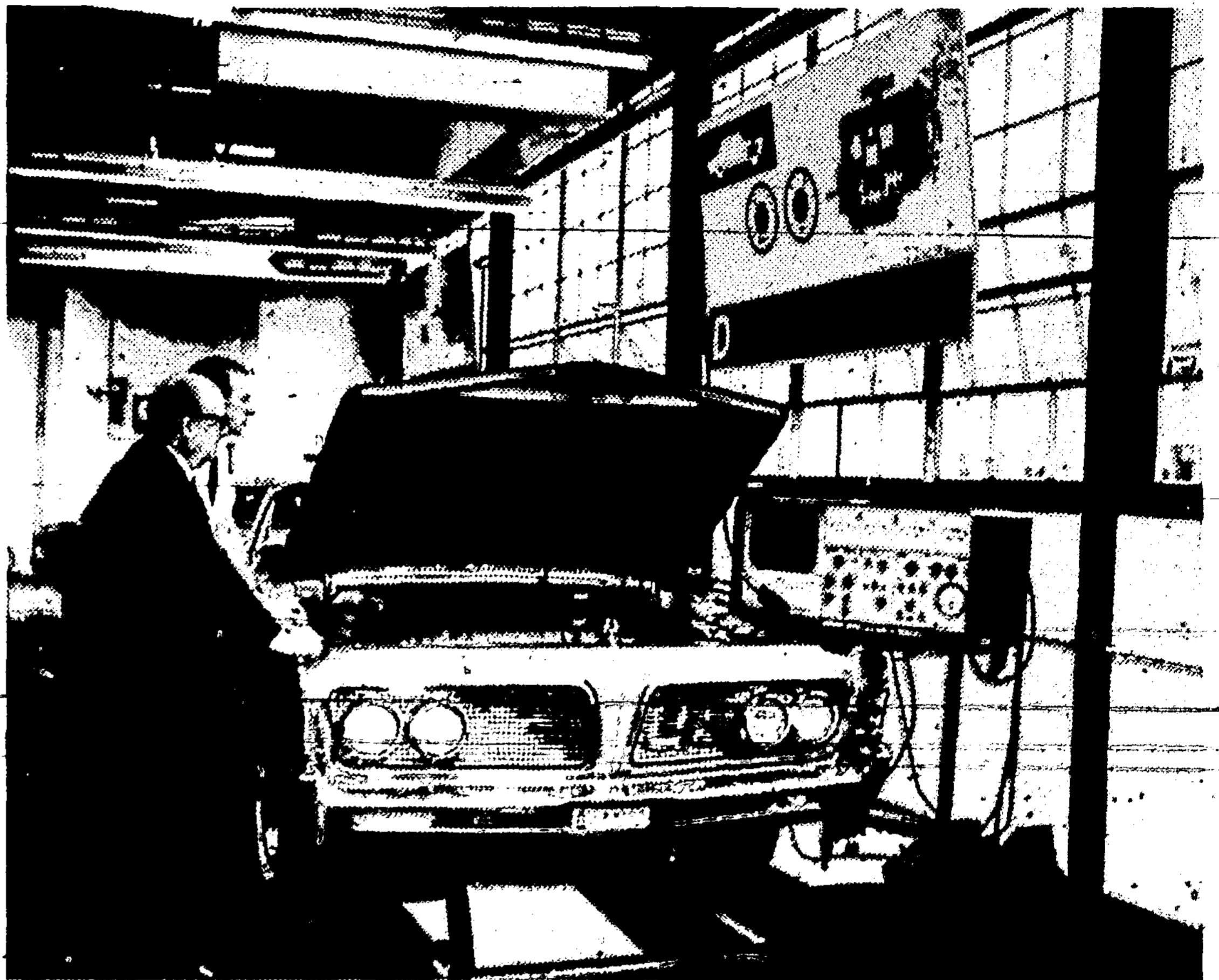
The tremendous increase in the popularity of air conditioning in cars has added another dimension to automotive service. Whereas these units once were handled only by a limited number of specialists, many shops now offer air conditioning service.

Developments in tools and training techniques have made this possible.

New training facilities are being made available to service stations and repair shop personnel by car factories as well as by manufacturers of parts and services equipment. This promises to add to ranks of qualified service technicians needed today and in the future.

### Easing the Load

Improved dissemination of information on new models, available to all service personnel, means that most routine maintenance operations can be handled by literally hundreds of thousands of service stations, garages and other outlets throughout the country. This helps to ease the load on franchised car dealers who then are able to accommodate customers with special problems requiring their service facilities.



Equipment such as that in use at the Auto Club of Missouri's St. Louis diagnostic center takes the guess work out of car service. This machine checks ignition condition in a matter of minutes with complete accuracy. It's just one of the new tools available to technicians to help them do their work more quickly, accurately and at a lower cost to the motorist.

and consumed in the combustion process.

### Federal Requirement

Evaporative control systems were required for new vehicles sold in California

starting with the 1970 models. Their introduction, under federal requirements, on a national scale is the third big step auto makers have taken in the past decade to eliminate emissions as a factor in air pollution.

The first two steps were eliminating emissions from crankcase ventilation and reducing pollutants that emanated from the exhaust pipe.

On cars built prior to the introduction of emission controls in the early 1960's, 60 percent of hydrocarbon pollutants were traced to the exhaust pipe, 20 percent to evaporation and 20 percent to crankcase ventilation.

### Pollutant Reduction

Improvements in the design of engine components and modification of many engine adjustments resulted in sizeable reductions of pollutants emitted through the exhaust pipe.

Hydrocarbons which were formerly released into the atmosphere from engine crankcases are now sealed and recirculated for burning in the combustion process.

The motorist can now do his share towards obtaining cleaner air by maintaining his car.

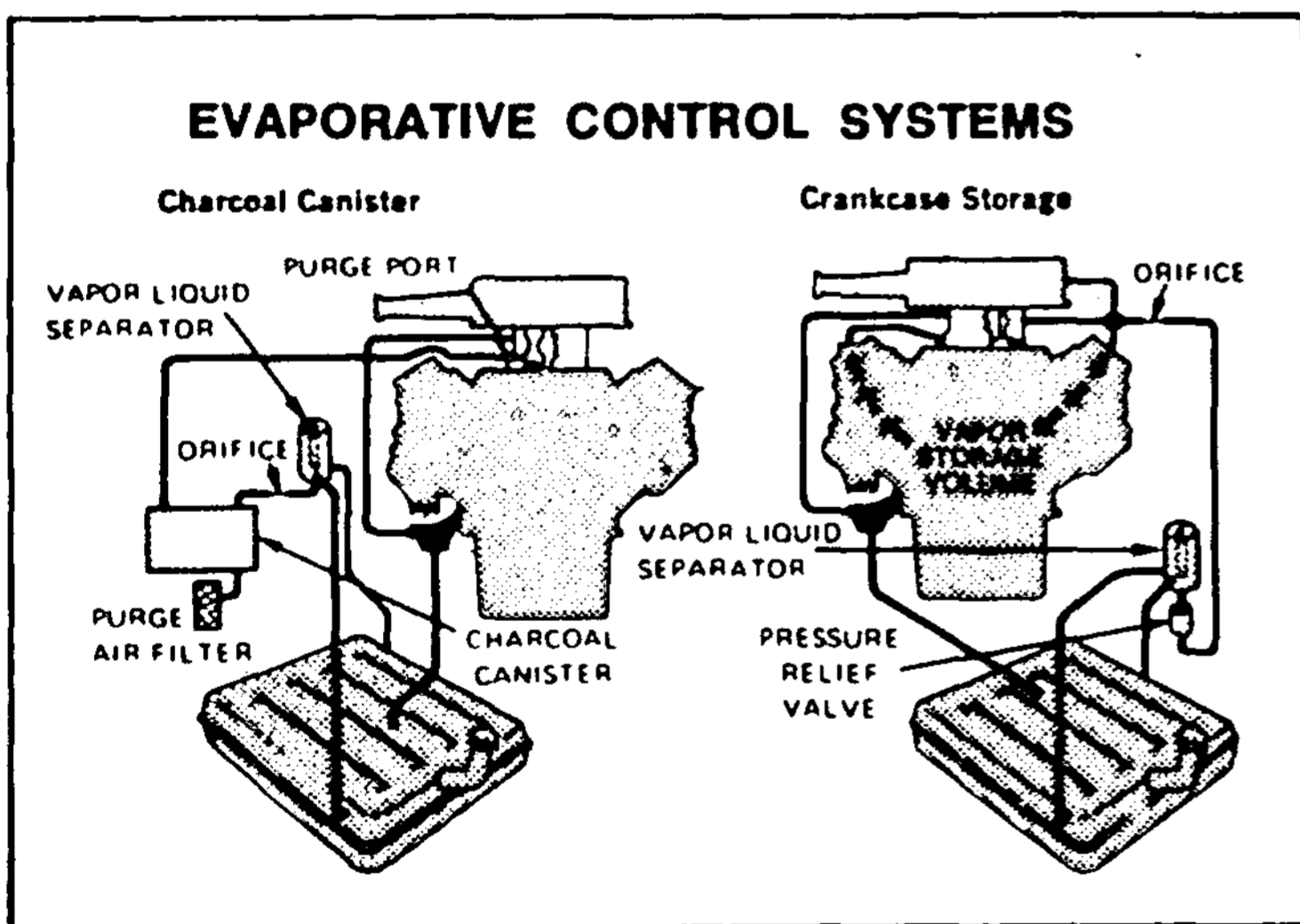
### BANG!

The backfiring car almost seems a relic of bygone days. However, the modern car can backfire, too — especially when the fuel mixture is too lean and the engine cold. Other possible causes are sticky or leaky valves or ignition leakage. If your car backfires, take it to your favorite service outlet.

Cars of today are 60 percent more pollution free than those of 1964 and in a few years the internal combustion engine will be virtually non-polluting. But conscientious maintenance will still be needed to keep them that way.

### ANTENNAE UP

On a long trip, radio reception can sometimes become weak or full of static. Putting up the antenna will usually improve the quality of reception.



## New Anti-Pollution Devices Are Built Into '71 Cars

Starting with the 1971 models, all new cars sold throughout the United States feature fuel evaporative control systems to help reduce air pollution that may be caused by automobiles.

Unlike exhaust or crankcase emissions which become a factor only when the engine is running, the evaporation process is a continuing one and is a factor when a vehicle is at rest as well as when it is under power.

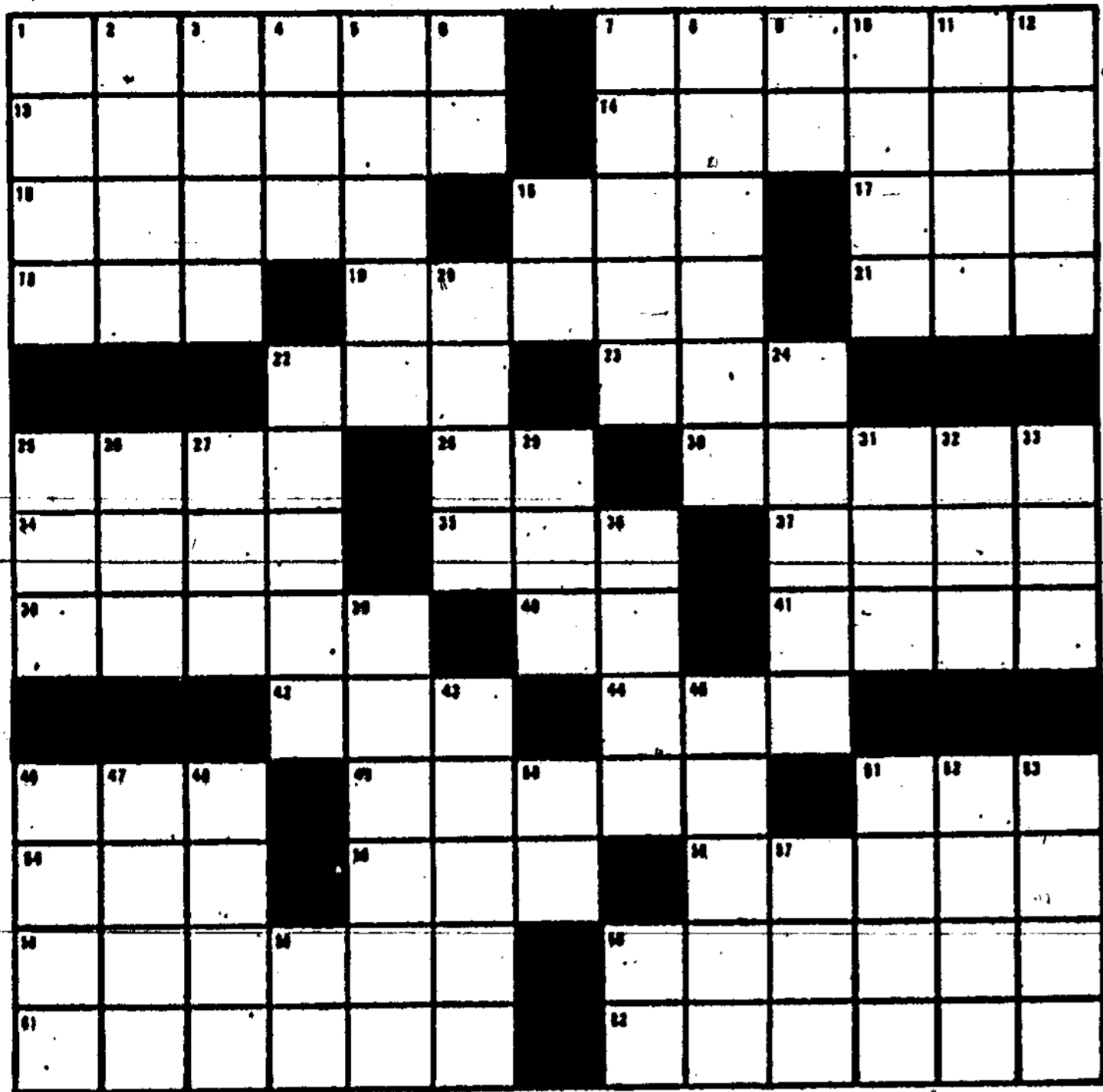
Evaporative emissions from the fuel tank and carburetor are believed responsible for

20 percent of the total emissions of hydrocarbons from cars that do not have controls. Hydrocarbons, parts of fuel not burned in the normal combustion process, are released into the air by both the exhaust system and by evaporation from the fuel tank and carburetor.

The evaporated fuel, which formerly was vented into the atmosphere, now will be eliminated by a system which stores the vapors in the crankcase or in activated charcoal canisters until they can be drawn into the engine



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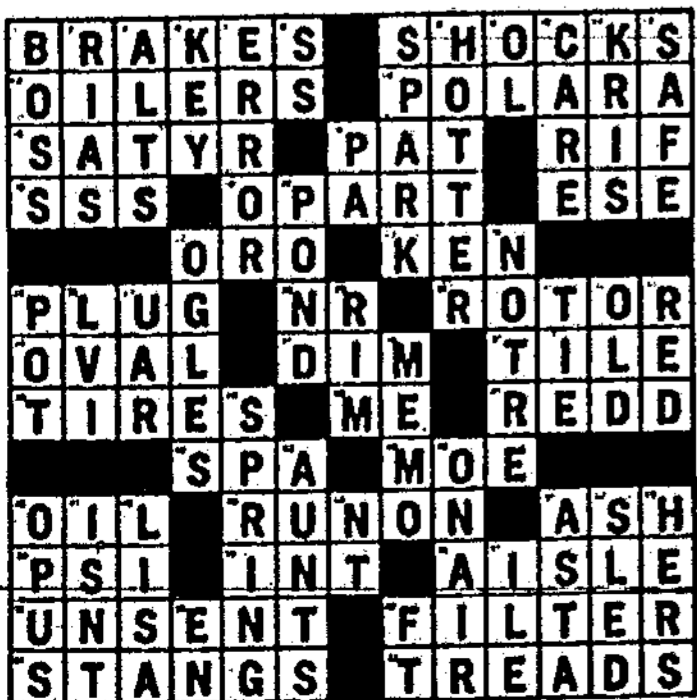
- ACROSS**
- 1 These need adjusting every six months for safe stopping.
  - 7 These should be replaced every 24 months for smooth riding.
  - 13 Houston gridders.
  - 14 Dodge car.
  - 15 Part man, part goat (Myth.)
  - 16 Singer Boone.
  - 17 Desert Song nomad.
  - 18 Social Security System (Init.)
  - 19 Recent painting fad.
  - 21 Direction (Abbrev.)
  - 22 Gold (Span.)
  - 23 Comedian Murray.
  - 25 With 7 Down, the heart of the ignition system.
  - 28 Close to (Abbrev.)
  - 30 Vital part of distributor.
  - 34 Shape of Indy "500" track.
  - 35 How your headlights should be to oncoming traffic.
  - 37 Bathroom wall material.
  - 38 Inspect air pressure in these often.
  - 40 "Just Molly and \_\_\_\_\_"
  - 41 Comedian Foxx.
  - 42 Resort.
- DOWN**
- 1 Employer.
  - 2 Inlets.
  - 3 Vital parts of electrical system (Abbrev.)
  - 4 Ignition \_\_\_\_\_.
  - 5 In maintaining your car, there's no margin for \_\_\_\_\_.
  - 6 Super-sport model (Abbrev.)
  - 7 See 25 Across.
  - 8 How engines with defective cooling systems will run.
  - 9 Our Lady (Abbrev.)
  - 10 What you should always do for your car.
  - 11 \_\_\_\_\_ Kringle.
  - 12 What good brakes are.
  - 16 Ma and \_\_\_\_\_ Kettle.
  - 20 Walden \_\_\_\_\_.
  - 22 Stares at \_\_\_\_\_.
  - 24 \_\_\_\_\_ Dame.
  - 25 Cooking utensil.
  - 26 Fifty Six (Roman numeral).
  - 27 Another name for Egypt.
  - 29 Important part of wheel.
  - 31 \_\_\_\_\_ rod, vital steering component.
  - 32 \_\_\_\_\_ radiator hoses are likely to be defective.
  - 33 Color of light warning that oil pressure is low.
  - 36 Short note.
  - 39 Vital part of suspension system.
  - 43 Female relatives.
  - 45 Walking \_\_\_\_\_; happy \_\_\_\_\_.
  - 46 Musical composition.
  - 47 Fine day, \_\_\_\_\_ it?
  - 48 Mona \_\_\_\_\_.
  - 50 Biblical Book (Abbrev.)
  - 51 Thin Man's Dog.
  - 52 Winter conveyance.
  - 53 His and \_\_\_\_\_.
  - 57 Island, in Paris.
  - 59 Printers measure.
  - 60 Foot (Abbrev.)

**CAR PICTURES**

If a photo is to be taken from a car, it is always best to shoot from a stopped vehicle. If impossible to stop, it is best to shoot through the front window. If you shoot out of the side window, the foreground of the scene will be blurry. Hold the camera as steady as possible (a rule in all situations) without bracing it against the car, as the vibrations will blur the picture.

*Seat belts save lives, but you have to use them to find out.*

Never "bleed" a tire, even if pressure builds up an extra six or more pounds after the tire is heated from prolonged use.



# Auto Survey Advises "Know Your Car"

If the results of a survey just released by the U.S. Department of Transportation are any indication, many motorists are deluding themselves about the safe mechanical condition of their cars.

Three quarters of the 14,500 motorists surveyed described their cars as "very safe," yet vehicle inspection reports show over half the cars on the road need repairs to restore them to safe mechanical condition.

Twelve percent of the motorists answering the D.O.T. questionnaire called their cars only "somewhat" safe.

The study, conducted by Intext, Transportation Research Division, Scranton, Pa., involved a representative sampling of car owners in 50 states. Purpose of the survey was to determine the attitudes and habits of the motoring public, as related to vehicle maintenance.

**Cafer Drivers Know More**  
Significant among the findings disclosed by DOT: people who are relatively knowledgeable about their cars report 1/2 to 1/3 fewer accidents or near-accidents due to mechanical trouble than those who are not. The report also shows that the more knowledgeable owner is more likely to be conscientious about car care.

How do people feel about car care as it relates to safety? Eighty-six percent of those surveyed believed that regular maintenance helps prevent accidents. Ninety-one percent agreed that all states should have compulsory vehicle inspection.

**Women's Communications**  
When asked where they obtained information about keeping their cars in safe mechanical condition, 36 percent said they draw upon their own knowledge. Twenty-eight percent relied upon

their mechanics for their information. Twenty-two percent said their primary source was their owners' manual.

Eight out of ten correctly answered all questions related to mechanical knowledge of the car.

Women appear to be more conscientious about regular car maintenance than men, and they reflect more concern for automobile safety, according to Dr. Harold L.



## Bad brakes may stop you...

But not the way you expect! Play it safe by letting us check and adjust your car's brake system—TODAY!

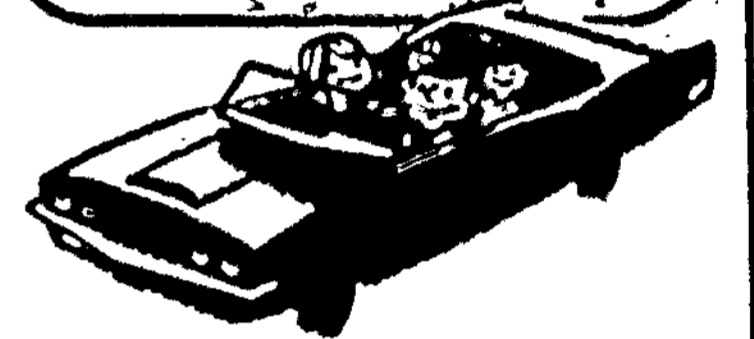
### SIMMONS AUTO REPAIR

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Henderson, Intext's Principal Investigator on the study. "While female respondents reported having their cars checked more frequently, they did not rely on their own knowledge for these checks or for decisions on car maintenance. Their main source of expertise was service station and garage mechanics.

SPRING-SUMMER 1971

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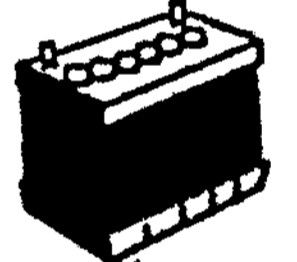
**ENGINE**



We'll check condition and adjustment of ignition and carburetion systems and tune if necessary.

**BATTERY**

We'll check for full power and see that water is at the proper level.



**COOLING SYSTEM**



We'll make sure coolant is at proper level and that the cap, hoses and connections are tight.

**LIGHTS**

We'll make sure all lights are burning properly and correctly aimed.



**WIPERS**



We'll check arm and blade condition and windshield washer tank fluid level.

**TIRES**

We'll check pressure, tread and general condition.



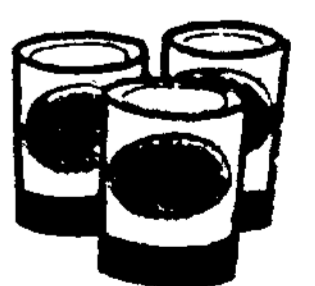
**BRAKES**



We'll check fluid level, linings, cylinders, adjustment.

**LUBRICATION**

We'll check engine transmission and power steering oil. Lubricate chassis, change oil and filter if needed.



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