

THE OUTLOOK

THOS. O. LUSTER, Publisher

Published Weekly In The Interest of Carrizozo and all of Lincoln County, New Mexico.

LARGEST CIRCULATION IN THE COUNTY

Entered as second-class matter January 6, 1911, at the post office at Carrizozo, New Mexico, under the Act of March 3, 1879.

Advertising forms close Wednesday at noon News columns close Thursday night. If you do not receive your paper regularly, please notify the Publisher Advertising rates on application.

SUBSCRIPTION RATES

ONE YEAR, In Advance \$1.50
SIX MONTHS, In Advance .75
OFFICE PHONE NUMBER 24

FRIDAY MARCH 26, 1915

HEIGHT OF LITTLENES

Last week in sending out statements to delinquent subscribers, we happened to get a prominent Carrizozo citizen on our list who did not take very kindly at receiving a statement for a newspaper subscription, and at first opportunity he proceeded to tell us just what he thought of a man so little of soul. He called us a "Short Horse", "Tight Wad", "Cheap Skate," and in fact everything, but a gentleman, and informed us that such actions on our part would hurt our business. He did not forget to remind us that he had been a reader of the Outlook since it was established at White Oaks, some nine years ago and that it had never cost him a cent and, that that was the first time he had ever been asked to contribute anything for its support, saying that if we were going to reverse the policy of the paper so that in the future he would have to pay the same as an ordinary citizen, for us to remove HIS name from our list. We have been in the newspaper business for sixteen years and have had dealings with some pretty hard customers but for a real, genuine case of unmitigated gall this certainly caps the climax. Notwithstanding all of this he is a prominent citizen of Carrizozo. With all the logical arguments that could be produced, this Prominent? citizen could not realize that subscription and advertising was all that a newspaper had as its stock in trade and its only source of revenue. This same Prominent? citizen's name has been removed from our list and this same Prominent? citizen will in the future have to subscribe and "Pay In Advance" as an ordinary, private, individual or borrow the paper from his neighbor if he reads it in the future. Since the removal of this Prominent? citizen's name from our list the Outlook, (to our surprise) continues to move on like a thirsty ox to its watering place.

TRY IT ONCE

The ranchers and dry farmers in the Carrizozo valley should not neglect to plant a good crop of Sudan grass as it appears to be the hay plant that the Southwest has been looking for all these many years. It has been grown here in the dry land sections for about six years, yielding a ton of hay in dry seasons, and about four tons an acre during an ordinary season. It has done well in the dry sections of Kansas, Oklahoma, eastern Colorado and many parts of New Mexico. Even over in Curry county this hay is being grown to a good advantage. Surely it will grow here in Carrizozo valley if given an opportunity.

ARBOR DAY PROCLAMATION

How much forests influence climate is not appreciated generally? The importance of this ought to be emphasized and impressed upon the minds of our people. One who plants, cares for and adds to our resources a tree, is a public benefactor. If we can produce forests on our arid plains we may change our climate.

By law and custom it is made the duty of the Governor to set aside one day of each year for tree planting. This, however, is only to emphasize the importance of the work. The planting of trees in the various localities must necessarily be governed by local conditions.

Therefore, For the purposes contemplated, I do now designate and proclaim:

FRIDAY, APRIL 2, 1915 AS ARBOR DAY

I earnestly and urgently recommend that this day be celebrated by all the people of New Mexico in the true spirit of progress, as having a distinct bearing on our future welfare.

Appropriate exercises should be held in all of our schools when the import of the day can be thoroughly impressed upon the young minds. All who are able to do so ought to be encouraged and assisted in the work of planting trees and shrubs for beautifying and enriching the school grounds. Nor should older people forget or overlook in their present haste and anxiety for fulfillment of temporary desire, the future welfare and growth of the state and its people for whom we are now holding in trust the bounty of nature, so that it may be transmitted not only unimpaired by us but expanded and enlarged as the heritage of the future.

I request county school superintendents to give notice of this proclamation and so far as practicable arrange for the proper observance of the true spirit of the day.

Done at the Executive Office this 22nd day of March, 1915

Witness my hand and the Great Seal of the State of New Mexico.

WILLIAM C. McDONALD (Seal)

Attested:
ANTONIO LUCERO,
Secretary of State.

SUBSCRIBERS NOTICE

Since taking charge of the Outlook we have mailed out several hundred dollars worth of statements to those who were indebted \$1.50 or more, and those whose subscription had expired we mailed statements to them for the advance subscription now due. Some have remitted, but the majority have remained as silent as the seven spirits. We kindly ask every one indebted to us to send in their remittance at once. It seems a little unfair for us to have to pay interest to keep our business going when we have due us in amounts from \$1.50 up, enough to pay all we owe. In fact we cannot understand why a subscription to a newspaper should be the last obligation considered, when most of those indebted are able to pay promptly. A payment now will be appreciated.

A HOME-LIKE PLACE TO STOP

GRANDVIEW HOTEL

J. F. MORSE, PROP.

Good, clean and well lighted rooms, well kept.
Table supplied with good home cooking.
Good service at reasonable rates.
Give us a trial and be convinced.

The New Spring Millinery

IN ALL ITS BEAUTIFUL ARRAY

MEN'S STORE

Suits, correct in style, color and weave. Your well dressed look depends quite as much on the color, weave and pattern as the cut of your garment. Let us help you select your next suit.

\$18 SUITS OUR SPECIALTY

New Blouses of Crepe de Chene and Wash Silks; flesh, maize, white and fancy, \$2.25 to \$5.00

Another big shipment of Hats received this week, an unusually brilliant display, the best in style and quality. Price in the reach of all

\$3 to \$6

See our windows

Picturesque evening gowns in pale pink, blue and white puffings and corded ruffles---the flaring skirt.

\$12.50 and up

Ziegler Bros.

NOTICE

To Whom It May Concern:

In view of the fact that numerous complaints have been made to this office concerning the throwing of trash, filth and other refuse in and around the Town of Carrizozo, and for the benefit of the general public, I take this occasion to call attention to the provisions of Chapter 19 of the Laws of 1912, which provides in substance that it shall be unlawful for any person to place or deposit any filth, litter, refuse, carcass or other matter or thing, on along or near any road or highway, so that the same is or may become offensive or nauseous to persons being or traveling over, through or upon said road or highway, or near to any inhabited building so that the same is or may become offensive to persons in or about said building or the premises adjacent thereto and any one found to be guilty of so doing shall, upon conviction, be punished by a fine of from \$5.00 to \$50.00, or by imprisonment in the county jail for a term not exceeding sixty days, or both such fine and imprisonment in the discretion of the court.

Any person violating this act will be promptly prosecuted.
H. B. HAMILTON
District Attorney.

N. B. Taylor & Sons

The Only Exclusive Hardware in Lincoln County

STOVES, RANGES, GUNS, AMMUNITION, PAINTS, OILS, HARNESS, BEST LINE SADDLES IN LINCOLN COUNTY, POULTRY NETTING, WALL PAPER, HORSE BLANKETS, AUTO ROBES, LAP ROBES, BABY SWINGS, BABY PUSH CARTS.

WE CARRY A FULL LINE OF ELECTRIC GOODS, SUCH AS IRONS, SHADES, INCANDESCENT GLOBES, MAZDA LAMPS, Etc.

A Complete Line of Aluminum Ware

Gasoline Engines, Windmills, Barbed Wire, Water Tanks made to order, all kinds of Sheet Metal and Repair Work, Blacksmithing.

In fact we carry everything to be found in a first class Hardware store.

EVERYTHING GUARANTEED : PHONE NO. 9

Carrizozo, : : New Mexico

PUBLIC NOTICE

Parties knowing themselves indebted to the Carrizozo Outlook are requested, when remitting, to make checks or money orders payable to the Outlook or the undersigned, as we have no authorized collectors.

Thos. O. Luster,
Publisher.

Turn Over a New Leaf

By subscribing for THIS PAPER