

# WIND & SAND

Distributed to Military and Civilian Personnel on White Sands Missile Range. Published weekly by Las Cruces Citizen, Las Cruces, N. M., a private firm in no way connected with Department of the Army. Opinions expressed by publishers and writers herein are their own and are not to be considered an official expression of Department of the Army. Appearance of advertisements in this publication does not constitute an endorsement by Department of the Army of products or services.

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## 34 Civilian Employees Receive Army Honors At Sands Ceremonies

Thirty-four civilian employees at White Sands Missile Range received awards this week under seven categories of the Army's Incentive Awards Program. Norbert Binkle and Erich Schuetze, scientists with Computer Directorate, shared double citations for support given a missile test program. In recognition of their work, the men received special act awards and Certificates of Achievement, fourth highest award given to civilians by the Army.

**Other Awards**  
Twelve individuals received quality step increases, six received outstanding performance ratings and four sustained superior performance ratings.

An invention brought William Trexler, Data Collection Director, a \$50 award, and Robert P. Perez, Civilian Personnel Office, was cited for a special act. Eleven received awards for suggestions that were approved for adoption. Joseph Zucco, Plans and Operations, received \$265, the highest suggestion award, and Donald D. Hill, Services Division, was runner-up with \$150 cash-prize.

By place of residence, persons honored were:  
El Paso — Raul M. Carpio,

Lorenzo B. Perea, Oscar Barbo, Dolores Anguiano, Donald D. Hill, Darwin Brandenburg, David Herzmark, Sylvia Balsari, Beverly Derner, William A. Moore, Bess Curtis, Lois Laubstein, Rodney Smith, Edna Inabinette, John Kramer, Hec-  
(Continued on Page 11)

## Parade Set For Today

White Sands Missile Range's Annual Senior Noncommissioned Officers Retirement Review steps off today at 3:30 p.m. at the John F. Kennedy parade grounds.

More than 500 military personnel from six units will participate in the parade honoring retirees Sergeant Major W. H. Moore, Sergeant First Class Loretta Van Leuvan (WAC), Sergeant First Class Joseph D. McCarren and Specialist 5 William C. Morgan.

Post Sergeant Major H. J. Moosagian, the reviewing non-commissioned officer, has as members of his staff Sergeant Major H. W. Dickey, N. N. Hughes, and L. D. Myers.

Commander of troops is Sergeant Major H. Wilcockson. Assisting him are Master Sergeant C. Morris, G. Fernandez and H. Alicandri.

Commanding officers of the Battalions are: Master Sergeants R. McCloud, 1st Battalion, C. Durham, 2nd Battalion, and J. Wilson, 3rd Battalion.

## Louis Romo Ends Career

A veteran civilian employee at White Sands Missile Range, was honored Thursday at a retirement ceremony ending 34 years in government service.

He is Louis Romo, 4410 Cumberland, El Paso, who came here in September 1950 from Douglas, Ariz. During his 15 years at the national missile range, he has worked as a painter leader and foreman with construction section of Facilities Division.

Mr. Romo served in the U.S. Army from January 1921 until January 1927. Upon separation from the Army, he entered government service as a civilian.

## Junior Fire Marshals



INSPECTOR E. L. HART (center), Fire Prevention Branch, White Sands Missile Range, instructs four ninth grade students from the post school in fire fighting techniques, using the "buddy systems." Each year 10 boys are appointed Junior Fire Marshals. Those selected assist school authorities and Fire Prevention representatives in fire evacuation drills and training classes. (U. S. ARMY PHOTO)

## Credit Unions Asked To Give Special Aid

Washington (AFPS) — Special financial assistance for lower-ranking enlisted men is one of the main provisions in a new directive on credit unions serving Department of Defense personnel.

Signed by Deputy Secretary of Defense Cyrus Vance, DOD Directive 1000.9 encourages the operation of one credit union at each installation for use by military and civilian personnel.

In accordance with accepted practices, the directive explains lending policies should be as liberal as possible and still be consistent with the interests of the

credit union and the individual member.

**Specific Reference**  
Special reference was made concerning guidance to be afforded military members in pay grades E-1, E-2 and E-3 in securing a loan for budgetary purposes.

Bert Leslie, president of White Sands Missile Range's Credit Union said:

"The range's credit union signatures loans to military of all grades and civilian personnel employed here. These loans are made for provident purposes without requirements for colla-

teral or any type service charge. The credit union staff is available each day to provide financial guidance and advice.

"The goal of WSMR's credit union is to have funds available for all members when required, at the lowest rate of interest charge. At the same time to establish the habit of savings.

"Special emphasis will continue expanding credit union services to lower ranking enlisted men in accordance with requests by the Department of Defense."

The new policy points out that without charge, skilled counseling should be available to all members.

Emphasis was placed on particular attention to the youthful and inexperienced serviceman and young married families. Such guidance should help personnel solve money problems and budget effectively. This assistance and instruction should continue, the directive explains, until financial problems can be solved without guidance.

The directive notes, "To be avoided are unnecessarily restrictive, unreasonable, or out-of-date rules on the size of  
(Continued on Page 11)

## Changes Announced For Overseas Tours

Sweeping changes in overseas short and long tour assignments have been announced by the Army.

The alterations make long-tour areas and the Continental United States (CONUS), the "rotational base for short tour areas."

**Other Priorities**  
Under the policy, volunteers are considered immediately available for short tours and

applied to the first appropriate requirement. Other priorities for overseas assignments to short tours are: those with the longest time in CONUS, single personnel and personnel accompanied by dependents returning from a long tour area. Single personnel and personnel accompanied by dependents from long tour assignments are eligible for direct assignments. Personnel from short tour areas other than Viet Nam and from long tour areas unaccompanied by dependents, are eligible for Viet Nam duty after nine months in CONUS.

Except for volunteers, no personnel will be assigned to Viet Nam who have served a

## Missile Range's NCOA Chapter Slates Meeting

The White Sands Missile Range Chapter of the Noncommissioned Officers Association meets Wednesday to elect new officers. The election is slated for 7 p.m. at the Noncommissioned Officer Open Mess. All members are urged to attend. Free refreshments will be served after the meeting.

normal tour there during the previous two years.

Policy on long tours calls for assignment of returnees from short tour areas with the longest time in CONUS who meet requirements plus those in short tour areas who complete a tour and others necessary to fulfill Department of Army requirements.

Personnel slated for Viet Nam after notification of selection to military or civil schools will be considered for the school as  
(Continued on Page 11)

## WSMR's 1st Combined Federal Campaign Set; Gets Underway Tuesday

The first Combined Federal Campaign ever conducted at White Sands Missile Range gets underway Tuesday, and concludes Friday, November 5. This one-time campaign consolidates all the health, international and United Fund agencies normally included in the two fund drives

previously conducted at the range.

Organizational chairmen convened in the conference room of Bldg. 1504 Wednesday, September 22 to be briefed on methods of conducting the drive. James Jackson WSMR CFC chairman, addressed 23 representatives present, pointing out

the role each will play in the conduct of the drive.

**First Time**  
Recent changes in Army and Civil Service regulations, support this one drive in an effort to save time and money. For the first time in any fund solicitation, the donor may make a voluntary payroll allotment to cover donations. This makes it possible for contributors to use three methods of donating. The donor may make a direct cash contribution; sign a pledge for which the recipient would bill the donor periodically or authorize payroll deductions for a specific amount-time period.

Another change is the name of the campaign "1966 El Paso Area Combined Federal Campaign." The El Paso Federal Business Association is the coordinating group for the El Paso-WSMR areas. Las Cruces, Alamogordo and other WSMR community fund agencies will be supported by this organization. Main objective of combining widespread units into one central coordinating office is economy and efficiency in the distribution of funds to the recipients.

President Johnson has sent the following message to all military and civilian employees participating in the CFC "This combined Federal Campaign consolidates in one drive the fund-raising campaigns of all voluntary health and welfare agencies which solicit contributions from Federal employees and members of the Armed forces.

**Combined Drive**

The combined drive saves time and expense and makes possible for you a single annual pledge that can be paid, if you desire, by payroll allotment during the year. What you set aside for support of these services is entirely a personal decision for you and your family. I am sure that as a representative of the United States whether in a civilian or military capacity, you will want to set an example of generosity and compassionate citizenship in your community.

"Whatever our individual station or circumstance, we in America are very fortunate men and women. Our good fortune today is, in large measure, the legacy of America's traditions of generosity and concern for others. I am sure you will proud  
(Continued on Page 11)

## Army Outlines New OCS Training Goals

The Continental Army Command expands the Officer Candidate Training Program from an annual input of 3,400 to an input of 11,700, beginning October 1965.

To reach new candidate goals, the Army is stepping up officer training recruitment efforts among enlisted men. In accordance with regulations, applicants must be between 18 and 28, a citizen of the United States, a high school graduate, eligible for a confidential security clearance, and have an Officer Candidate test score of 115 or higher. In the general technical area, the score must not be less than 110.

Staff Sergeant C. Kale, chief, Personnel Actions Branch, Bldg. 126, is the OCS Councillor at White Sands Missile Range. Sergeant Kale will assist interested enlisted personnel with application processing.

Lieutenant Colonel William W. Paris, deputy director, Army Missile Test & Evaluation Directorate, a 1942 graduate of the Officer Candidate program said of OCS: "The Officer Candidate program is excellent, since it meets the Army's requirements for junior officers. Also it gives enlisted men with leadership abilities the opportunity to advance their careers. The OCS officers I have served with have done outstanding jobs."

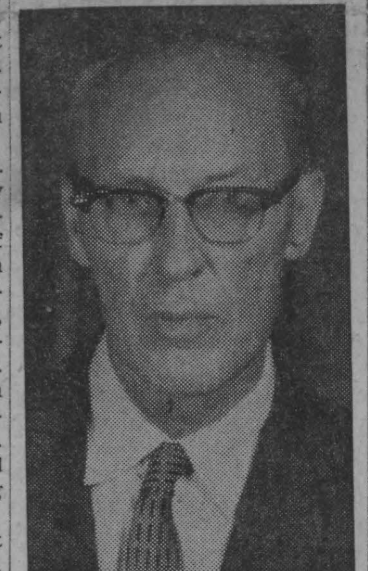
Another graduate, Lieutenant Colonel Harold D. Cunningham, deputy Staff Judge Advocate, commented that: "The OCS program provides a unique opportunity for potential leaders among the enlisted ranks to advance themselves and develop greater capacity for service. Successful graduates of the  
(Continued on Page 11)

program can take pride in having received training that is rigorous, challenging and well designed to fit them to meet their responsibilities as officers."

In addition, the Army plans  
(Continued on Page 11)

## IRD Chief To Retire

Olin D. Radebaugh, chief, Internal Review Division, Officer of the Director of Programs



OLIN D. RADEBAUGH (U. S. ARMY PHOTO)

and Budget, retires next week with more than 25 years active Federal service.

Mr. Radebaugh, a native of  
(Continued on Page 11)

## Senate Approves Earlier Pay Day

WASHINGTON (AFPS) — The Senate has cleared a bill that would allow the services to pay uniformed personnel as much as three days in advance of their regular pay date.

Service officials sometimes advance payday, but are held liable for collecting money advanced to persons who die before earning the pay. Under the bill, beneficiaries are not required to reimburse the government.

The new authorization would provide all-service uniformity, an official said, and help personnel collect their pay without waiting a day later when the payday falls on a weekend or holiday.

An example of the three day maximum advance is a pay date falling on a legal Monday holiday. The bill would authorize payment the preceding Friday, instead of the day after the holiday.

Also, Saturday and Sunday paydays could be held on the preceding Friday. Should Friday be a legal holiday, pay could be received on Thursday.

The policy would apply to both check and cash payments.

## Soldier of the Month



SELECTED AS "Soldier-of-the-Month" in the U. S. Army Electronics Research and Development Activity at White Sands Missile Range is Private First Class Janet Elmore, shown in her assignment as a computer operator in ERDAV's large scale digital computation complex. Her home is in Denison, Texas, where she graduated from Senior High School before enlisting in the Womens Army Corps. (U. S. ARMY PHOTO)

## Two White Sands Sailors Repair Toys For Underprivileged Children at Xmas

Although it's a little early to be thinking of Christmas and Santa Claus, two sailors at the Naval Ordnance Missile Test Facility at White Sands Missile Range, are already making plans for the gift-giving occasion.

Kennet J. McNaughton, Fire Control Technician Second Class, and James B. Mitcheltree, Fire Control Technician Second Class, have laid the groundwork for a Christmas project conducted each year in communities across the United States.

**Collecting Toys**

They are collecting and repairing broken toys for underprivileged children. The two sailors, assigned to the USS Desert Ship, began by placing posters in the range headquarters area, asking persons to donate any broken, old, or unwanted toys to the project. Both men repair the toys, getting them "ship-shape" during their lunch hours and in the evenings.

"We expect to make at least 1,000 children in this area a little happier this Christmas," stated McNaughton.

**Distribute Toys**

"The toys will be distributed to orphanages, children's hos-

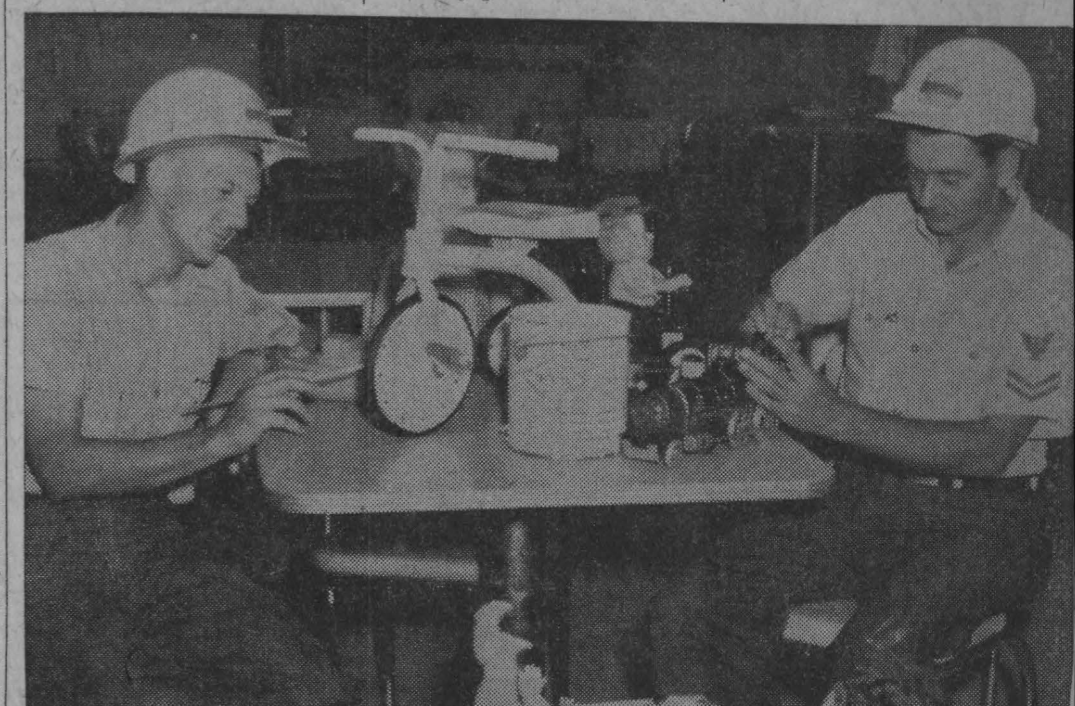
pitals and to underprivileged children," he said.

McNaughton, while stationed in Norfolk, Va., last year and with the help of several other sailors, put smiles on more than

500 tots' faces in the Norfolk-Portsmouth area.

Anyone desiring to assist with the project by donating toys should contact either McNaughton, duty phone 679-9191, home

phone 524-8361 (Las Cruces) or Mitcheltree, duty phone 678-1304, home phone 678-2148 (WSMR), and they will pick the toys up.



CHRISTMAS TOYS for underprivileged children are repaired and painted by Kenneth J. McNaughton (left), Fire Control Technician Second Class, and James B. Mitcheltree, Fire Control Technician Second Class. The two sailors at the USS Desert Ship, expect to have at least 1,000 toys by the middle of December. (U. S. NAVY PHOTO)



# MOVIE REVIEW

All women, especially the young and beautiful, are truthful to a mild-mannered English policeman in **THE SECRET OF MY SUCCESS**, opening Sunday at the White Sands post theater. Shirley Jones, Stella Stevens and Honor Blackman portray key roles in a thriller, combining comedy and suspense to run through Monday. The naive policeman is involved with a female revolutionist and a breeder of man-eating spiders. The color film is for mature young people.

**Sheer AniMagic**  
**WILLIE McBEAN AND HIS MAGIC MACHINE** brings an adventure - fantasy story in color, song and music to the screen Tuesday, told through a new process of AniMagic. Centering on a boy of the space age and his talking monkey, a fast pace is set, focusing the excitement on a journey back into time. The mad, time romp is for the family.

**Marriage Falls**  
 Frank Sinatra, Deborah Kerr and Dean Martin star in a rollicking comedy, **MARRIAGE ON THE ROCKS**, showing Wednesday and Thursday at the theater.

Attempting to escape boredom after 19 years of marriage, Sinatra and his wife vacation to Mexico in an effort to strengthen a faltering relationship. The two are talked into a speedy divorce and before they can re-tie the knot, Sinatra's wife is accidentally married to his pal, Martin. The

movie is for mature audiences. Friday night's entertainment, **THE HILL**, features five English soldiers forced to face rehabilitation in a British military stockade during World War II. Sean Connery, Michael Redgrave and Harry Andrews make up the cast in a film for mature audiences. One man, imprisoned unjustly, is determined to expose the mistreatment that leads to a climax after several die trying to climb the man-made hill.

**Matinee Comedy**  
 Michael Craig, Anne Helm and Jeff Donnell hold leading parts in **THE SWINGIN' MAIDEN**, an attraction for the family at the Saturday Matinee.

A top aircraft designer is fired from his job because of a great desire to enter his steam traction engine, "Iron Maiden," in a race and rally. The designer's entry wins and he gets back the job in a smashing ending.

**Hot Saigon**  
 A report of a perilous event within five days takes C.I.A. agent Burt Reynolds to Saigon in **OPERATION C.I.A.**, set for Saturday evening.

When it is learned that an assassination of the American Ambassador is planned, the agent tries to put together the pieces of the puzzle and finds himself the target of numerous murder traps. Reynolds acts with Danielle Aubrey while searching for the Viet Cong agent responsible for the plot. The film is for mature, young people.

## NASA Seeks Applicants For Manned Space Flight

**WASHINGTON (AFPS)** — Recruitment is underway by the National Aeronautics and Space Administration (NASA) to select additional pilot-astronauts for manned space flight missions. To be eligible for selection applicants must be citizens of the United States; be no taller than six feet; have been born on or after Dec. 1, 1929; have a bachelor's degree in engineering, physical, or biological science; and have acquired 1,000 hours jet pilot time or have been graduated from an armed forces test pilot school. All applicants must be able to pass a Class I flight physical examination which requires 20/20 uncorrected vision. NASA said the selection process will be completed next spring, and the new pilot-astronauts will report for duty at the Manned Spacecraft Center in the summer of 1966. Military applicants must apply through their respective services. Others should send

applications, postmarked no later than midnight, Dec. 1, 1965, directly to: Pilot-Astronaut, P.O. Box 2201, Houston, Tex. 77001. Civilian applicants and military reservists should submit a Standard Civil Service Form 57, or resume of employment experience and academic training plus a statement of total jet flying time. There are presently 28 pilot-astronauts and five scientist-astronauts participating in the NASA manned space flight program. **Named to Board**  
**WASHINGTON (AFPS)** — Former Ambassador to the Republic of Viet-Nam General Maxwell D. Taylor, is among three new members named to the President's Foreign Intelligence Advisory Board. Also appointed to the board were Augustus C. Long and Admiral John H. Sides, United States Navy (ret.).

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**ROBERT BARTO**, (second from right), makes a point during an informal discussion at the recent 34th Inter-Range Instrumentation Group Steering Committee meeting at Ft. Bliss. Others in the discussion are (from left), H. G. Hungate, area frequency coordinator; G. R. Sutherland, Naval Ordnance Test Station, China Lake, Calif.; R. E. Colander, Aerospace Corporation, El Segundo, Calif.; and P. J. Schnert, Air Force Flight Test Center, Edwards Air Force Base, Calif. Mr. Barto is with the Range Instrumentation Systems Office at White Sands and Mr. Hungate coordinates military radio frequencies in New Mexico, portions of Texas, Utah and Colorado from his office at White Sands. (U. S. ARMY PHOTO)

### Three DOD Officials Are Named to ARC

**WASHINGTON (AFPS)** — President Johnson has appointed three Department of Defense officials to serve on the American National Red Cross Board of Governors. They are Cyrus R. Vance, Deputy secretary of defense; Norman S. Paul, assistant secretary of defense for manpower; and Dr. Shirley C. Fisk, deputy assistant secretary of defense (Health and Medical).

The U. S. used 2,600,000 tons of aluminum in 1964.

### U. S. Navy To Reactivate Vessels

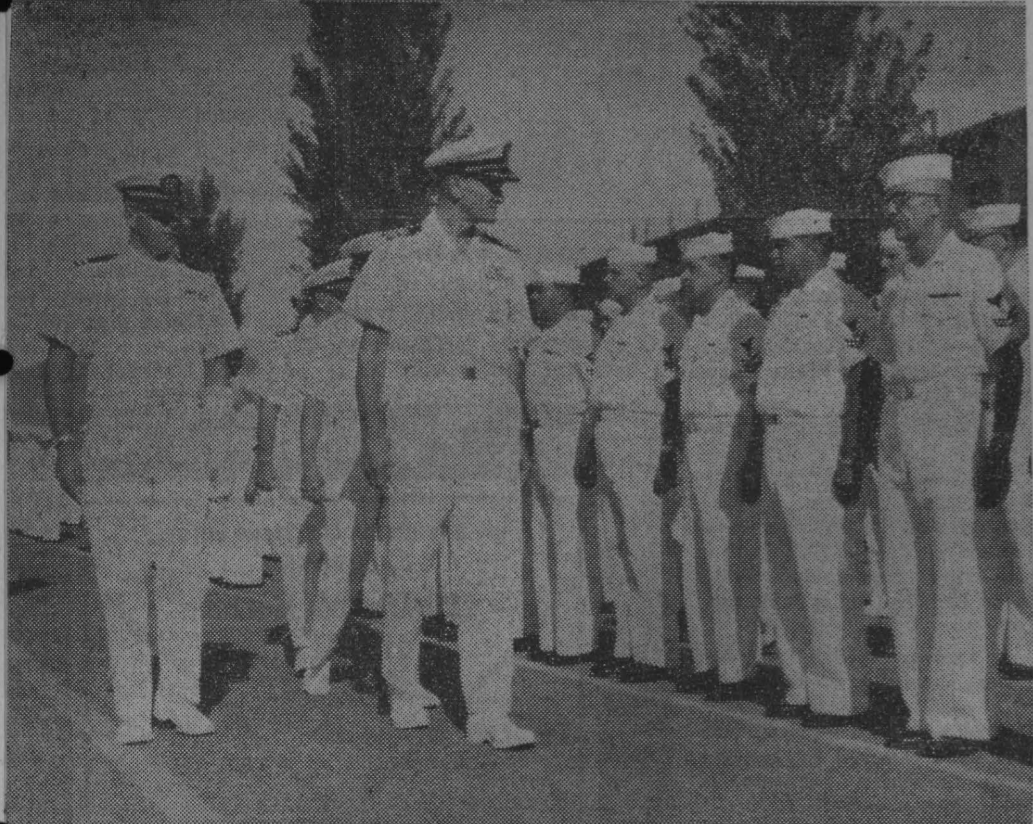
**WASHINGTON (AFPS)** — The Navy has announced the reactivation of 23 ships and 16 landing craft to meet increased requirements resulting from operations in Southeast Asia. Included among the moth-balled Navy and National Defense Reserve Fleet are the fleet oiler Tappahannock and attack cargo ships Virgo and Chara.

In addition to the three major ships, 17 tank landing ships, 16 utility landing craft and three gasoline tankers are returned to Pacific fleet.

### Trim Air Divisions For Easier Airlifting

**WASHINGTON (AFPS)** — The Army has "slimmed" its 82nd and 101st Airborne Divisions for easier air-lifting by eliminating some heavy equipment and reducing each division's personnel strength from 14,000 to around 13,000.

The 101st is stationed at Ft. Campbell, Ky., and the 82nd at Ft. Bragg, N.C. Both divisions have elements overseas, with "All American" 82nd troopers in the Dominican Republic and the 101st "Screaming Eagles" in the Republic of Viet Nam.



A **PERSONNEL INSPECTION** was given sailors at the Naval Ordnance Missile Test Facility, White Sands Missile Range, by representatives of the Bureau of Naval Weapons in Washington. Inspecting the Fire Control Division is Captain D. M. Birdsall, of BUWERS, as Lieutenant J. R. McGregor, division officer, accompanies. The inspecting party also performed a two-day administrative inspection of facility divisions as well as personnel inspection. (U. S. ARMY PHOTO)

## First Communications Relay Ship Now Operating In Southeast Asia

**REPUBLIC OF THE PHILIPPINES (AFPS)** — One of the strangest looking ships in the U. S. Navy has arrived in Southeast Asian water.

The ship, USS Annapolis, is converted World War II escort aircraft carrier. On her deck, once the scene of aircraft launches and recoveries, rise five odd-shaped masts and towers, all taller than the ship's island.

The Navy's first communications relay ship is equipped to serve as a mobile, fully supported, seagoing communications station. The five masts on her light form a specially designed antenna system. The Annapolis was moved

into waters of the South China Sea to help existing shore communications stations handle the massive message load developed in the Republic of Viet-Nam. Her equipment, including 24 radio transmitters, is such that in an emergency she can assume full communications duty for the fleet. With a capacity of handling up to 200,000 messages a day, the Annapolis fills a vital communication need for the navy's operating forces.

The ship was originally commissioned July 1944 as the escort carrier USS Gilbert Island. She saw service in the Okinawa-Gunto operations in the Pacific and again in the Korean Conflict. The Gilbert Island was recommissioned as the USS Annapolis after conversion in 1963.

### Awards Given

Two employees of the Army Missile Test & Evaluation Directorate, White Sands Missile Range, have received Toastmasters International Certificates of Merit. The pair, Oscar Calderon and Creed Dye, both with the Environmental and Instrumentation Branch, were awarded the certificates for outstanding contribution to the range's Toastmaster Club 3422.



**AN ERDAW WEATHERMAN**, Staff Sergeant Eugene Walker is honored with a Certificate of Achievement by Lieutenant Colonel Herbert D. Harback, commanding officer of the U. S. Army Electronics Research and Development Activity at White Sands Missile Range, Sergeant Walker is a meteorological team chief in the Met Support Division of the Electronics R & D Activity. (U. S. ARMY PHOTO)

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## Army Airborne Brigade to Jump In Annual NATO Exercises

FORT BRAGG, N. C. (ANF) — Paratroopers from the 82nd Airborne Division here will make a drop near Adapazari, Turkey, late this month as part of a U.S. STRIKE Command Joint Task Force participating in DIAMOND BLUE 65 and DEEP FURROW 65, annual NATO field training exercises.

The 3d Brigade of the Division will conduct the parachute assault in support of Al-

lied Southern Region Forces maneuvering in Northern Italy, North East Greece, and North West Turkey between September 20-26.

According to a Department of Defense announcement, forces of the Southern European Area will carry out live play on a limited scale.

At the conclusion of the exercise, the brigade will return to Ft. Bragg, N.C.

## Experience, Faith Drive Passwords For Success

Do you believe that experience is useless as a teacher... that faith in others is more important than faith in yourself... that it's not drive, but luck, that accomplishes things? If your answer is "yes," you may be holding yourself back in life without even knowing it — for experience, faith in yourself and drive are three important factors of success.

If you admit defeat readily, you may not be using your assets to the best advantage. According to studies made by psychologists at Syracuse University, a person's failings do not necessarily keep him from getting ahead, but his inability to deal with these failings can be a major hindrance. Other psychological studies have revealed that wishful thinking holds many people back. Achievement demands acceptance of things as they really are.

**Some Principles**

Some of the principles put to use by successful executives can benefit men and women in all professions. One of the oldest qualities of success is what executives call "creative thinking." You may think of it as intelligence or brainmanship. But even if you have plenty of brainpower, you may not be using the old noggin as much as you could. Other things that hold people back are poor use of time, inability to concentrate and lack of a definite goal.

The successful person is one who never stops learning. His mind is constantly open to the world around him. He's always looking for new ideas. Taking an occasional classroom course can be a good way of keeping your mind active and getting the cobwebs out of your brain.

But while they're of vital importance, your brains alone won't make you a success. After analyzing the records of 10,000 people, the Carnegie Institute of Technology estimated that 90% of the people who fail in life do so because they are unable to deal intelligently with others.

Success in business and social life requires confidence in others, which can only come from your own self-confidence. It may also depend on your ability to converse — and also on how well you listen.

The successful person is usually more mature emotionally than the person who never "makes it." Leading psychologists have found that personal

values — a living and consistent code of ethics are also at the heart of achievement. Few people succeeded without a sense of responsibility.

**Express Ideas**

Don't be afraid to formulate and express your own ideas. Contrary to much popular thinking, it's not the person who plays follow-the-leader and never has a thought of his own who gets ahead. The most successful people are those who are capable of coming up with good ideas and putting them across to others effectively.

One good way to get yourself pegged as the "man with all the answers" is to have periodic brainstorming sessions. Create your own idea bank from which you can pull ideas as you need them.

What psychologists call a "problem-solving attitude" can be a tremendous asset. It's the scientific approach applied to solving daily problems. Learn to be objective about yourself and your problems. Define the problem, evaluate all the possible solutions, then carry out the answer which seems the most reasonable.

Another measure of success is happiness. When asked the question, "Is it difficult for the very intelligent to be happy?" one group of Mensa split down the middle. On the question of whether it was more difficult for the highly intelligent to be successful, about two-thirds thought that intelligence made success easier. However, about half of those questioned felt that they by no means made full use of their intelligence in their work.

The fact of the matter is that ability to deal with the complexities of modern life and to adjust to the rapid changes taking place around us are of growing importance. It takes many other attributes, but intelligence well utilized can take a back seat to none of them. It's certainly possible, as any Mensa man or woman can tell you, to "Think your way to the top."

**INCENTIVE AWARDS**

Key objective of the Government Employees' Incentive Awards Program is to improve the efficiency and effectiveness of Federal Government operations by encouraging full use of employee skills and ideas.

—(Federal News)



NEW CHIEF OF STAFF of the Army Electronics Command, Colonel Robert D. Terry (right) poses with Lieutenant Colonel Herbert D. Harback, commanding officer of the U. S. Army Electronics Research and Development Activity, during a visit to White Sands Missile Range. Colonel Terry has recently returned from the Dominican Republic, where he won the Legion of Merit for building a military communications system. (U. S. ARMY PHOTO)

## Army Successfully Fires Anti-tank 'Tow'

REDSTONE ARSENAL, Ala. — The Department of Defense announced last week that the Army had successfully fired guided rounds of its new long range super-sonic anti-tank missile, the TOW. Developed for use against hardpoint targets such as tank and gun emplacements, TOW gets its name from the description Tube-launched, Optically-tracked, Wire-guided.

In these firings, TOW missiles scored center hits on tank-sized targets more than a mile away. Both stationary and moving targets have been used. The firings were directed by the Army Missile Command at Redstone Arsenal, Ala. Data obtained from the current tests will be used to refine a final design of the missile system.

In the next few months of the program, TOW missiles will be fired from a variety of military vehicles as well as its ground tripod. It is the first super-sonic missile guided in flight by means of a wire-link between the launcher and the missile.

A major improvement of this weapon over present anti-tank missiles is the simplified and highly accurate aiming device. To fire at stationary targets or moving targets, the gunner simply aligns the cross hairs of his telescopic sight on the target and then launches the missile which automatically flies along his line of sight. With TOW, the gunner does not have to estimate range to the target, speed of the target, or angle between the course of the target and his weapon. He needs only to keep the cross hairs of his sight on the target. Signals transmitted through the wire link automatically correct the missile's course.

TOW can be carried by troops and fired from a simple lightweight launcher mounted on a tripod. It can also be mounted

on a variety of ground vehicles including the M-113 armored personnel carrier. TOW development is under the direction of the Army Missile Command at Redstone Arsenal, Ala., a major element of the U.S. Army Materiel Command. Lieutenant Colonel Ballard B. Small, Jr., is project manager. Hughes Aircraft Company, Culver City, Calif., is prime contractor for the TOW. Warhead development is under the Army Munitions Command at Picatinny Arsenal, N. J. Launcher and missile power sources are being developed under advice of the Army Electronics Command.

## Trouble Spots Battle Plans Are Readied

WASHINGTON (ANF) — A major assault is taking shape on three of the Army's most troublesome manpower problems — personnel turbulence, a shortage of men with critical skills, and the difficulties of retaining the best officers and enlisted men.

In recent testimony before a House of Representatives Defense Appropriations Subcommittee, Lieutenant General James L. Richardson, then Deputy Chief of Staff for Personnel, outlined the Fiscal 1966 battle plan.

Regarding each of the three problem areas, the General said: —Improved programming of moves and an overhaul of controls on PCS travel costs should

## General Finn Slated For Mutual Security Office

Brigadier General John M. Finn, former chief of staff, I Corps, Korea, has been assigned to headquarters, U. S. Army Materiel Command (AMC) effective October 11. In this new assignment he will assume the position of chief, Mutual Security Office, replacing Major General Clarence C. Haug, recently assigned to U. S. Army Pacific.

A 1938 graduate of the United States Military Academy, General Finn was assigned to the Military Assistance Advisory Group, Viet Nam, as advisor to the Secretary of Defense, Viet Nam, in 1955. He remained in that assignment for 26 months.

During World War II he participated in the Aleutian, Kwajalein, Leyte, and Okinawa campaigns. He holds the Silver Star with two Oak Leaf Clusters, the Bronze Star, the Purple Heart, Army Commendation Ribbon with Oak Leaf Cluster, and the Legion of

Merit.

A graduate of the Army War College and National War College, General Finn's other key assignments include: Student in the first class of the NATO Defense College, Paris, France; Operations and Training Officer, J3, Allied Land Forces Central Europe, Fontainebleau, France; Chief of Staff, 9th Infantry Division, Ft. Carson, Colo., and Chief of Staff, U. S. Army Ryukyus, Okinawa.

## Shillelagh Project Gets Col. Baen For Manager

Lieutenant Colonel Spencer R. Baen has been named Shillelagh project manager, succeeding Lieutenant Colonel Robert M. Pearce. The Shillelagh is being tested at White Sands Missile Range.

Colonel Pearce has been named Future Missile Systems Division chief at the Army Missile Command, Redstone Arsenal, the home of the Shillelagh project management. Shillelagh is the Army's first guided missile to be launched by a tank cannon.

A native of San Antonio, Texas, Colonel Baen is a graduate of Texas A&M College. He holds an MS and PhD degree in Mechanical Engineering from California Institute of Technology.

Prior to his assignment at Redstone Arsenal in July, Colonel Baen attended the Industrial College of the Armed Forces, Washington, D. C.

One of the Army's newest

weapon systems now under development, Shillelagh will be effective not only against tanks but against field fortifications as well and will provide high

accuracy against moving or stationary targets. The Shillelagh gun-launcher can fire either missiles or conventional ammunition.


It can be mounted on a wide variety of combat vehicles. One of the first applications is on the General Sheridan, a light armored reconnaissance airborne assault vehicle.

He holds the Army Commendation Medal with Oak Leaf Cluster.

—(Army Materiel Command)

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MRS. JOHN CONE, wife of the commanding general, White Sands Missile Range, is received at the Noncommissioned Officers Ladies Auxiliary's 12th Anniversary Tea by (from left) Mrs. R. H. Hanson, club president; Mrs. J. E. Wilson, vice president; Mrs. J. B. Micheltree and Mrs. W. J. Wiley, secretaries. Other special guests at the event in the NCO Open Mess, were wives of WSMR staff officers and members of NCO Ladies Auxiliaries at Ft. Bliss, William Beaumont General Hospital, Biggs and Holloman Air Force Bases, and the Ft. Bliss Japanese-American Wives Club. (U. S. ARMY PHOTO)

### McCafferty Chosen As Representative

Specialist Five Charles W. McCafferty has been selected as the regional representative of the Southwest New Mexico Region of the state's Credit Union League.

The White Sands soldier was selected during a monthly meeting held at the WSMR Federal Credit Union Monday. Specialist McCafferty was designated to coordinate the services of this area's credit union program.

The new regional representative's duties will include field visits and counseling affiliated credit unions. He will head a delegation to the annual convention.

Attending the meeting were delegates from Credit Unions at Silver City, Alamogordo and Las Cruces.

### Officer's Wives Host Tea Oct. 12

The White Sands Missile Range Officers' Wives Club will be hostess to area club women at a tea from 2 to 4 p.m., Oct. 12, in the White Sands Officers' Open Mess.

Invitations have been sent to members of 16 women's organizations in El Paso, Las Cruces and Alamogordo. Special guests include the wives of military and civic officials in El Paso, Alamogordo, Old Mesilla, and Las Cruces.

The fall tea is a biennial event for the White Sands club. On alternate years, the missile range ladies entertain guests with a range tour and a missile firing if one is scheduled.

(Continued on Page 11)

### Mrs. Saye Slated As Speaker, NSA

Mrs. Mildred Saye will speak on "CPS - Emblem of Excellence" at the regular meeting of the Sun and Sage Chapter, National Secretaries Association Tuesday at 5:45 p.m., in the Sun Room of the Hotel Cortez, El Paso.

Mrs. Saye is Secretary of the Texas-Louisiana Division of the National Secretaries Association (International) and is employed with the law firm of Kerr, Fitz-Gerald & Kerr, Midland, Texas since 1959. The highlight of the program will be the presentation by Mrs. Saye of the Certified Professional Secretary's certificate to Mrs. Ellen Stone, a member of Sun and Sage Chapter who successfully passed the test.

## Army Asks For Pilots

The U.S. Army announced that 3,000 more men are needed as Army pilots.

Today, the Army has close to 9,000 rated aviators with requirements for 12,000 fliers.

Soldiers and civilians who are high school graduates, between the ages of 18 and 30, who meet physical and mental standards may apply for flight instruction under an expanded Army flight training program.

The program is aimed at forming 20 new helicopter companies. "Civilian pilots qualifying for the training program enter the Army as warrant officers," explained Chief Warrant Officer A. G. Thomas, installation flight training program coordinator, Ft. Bliss. "High school graduates selected for the training go directly to Ft. Wolters, Texas, for four weeks pre-flight training and 16 weeks of primary flight training. The final 16 weeks of cargo-helicopter and tactical training is given at Ft. Rucker, Ala."

Volunteers for the program may apply through any local Army recruiting station. Mr. Thomas may be contacted at the Ft. Bliss recruiting station in Logan Heights or telephone, El Paso 568-1795.

Pssnrd chsrhis sonf

### Executive Center Progress Pleases The President

President Johnson is "pleased" with the report of the Civil Service Commission Chairman on the progress of the Executive Seminar Center, Kings Point, N. Y., which recently marked its second anniversary.

The Center, which has provided two-week interagency training periods to 1,064 promising Federal mid-career executives mainly in grades GS-14 and 15, has been a new concept in career development since it was launched in the fall of 1963 at the U.S. Merchant Marine Academy.

**Significant Contributions**

"I am pleased by your report that the Center is making significant contributions to the excellence in the public service for which we strive," the President commented on the report of Chairman John W. Macy, Jr. "I am pleased to find that the Center draws on the intellectual resources of the academic, business, labor, and Government communities to enrich trainees' educational experience and broaden their perspective by exposing them to divergent ideas, views, and approaches the varied visiting faculty brings to the seminars."

The President stressed that agencies continue to select carefully seminar participants. "They should be sure to nominate not those who can most easily be spared, but those who ordinarily can't be—the men and women who show real potential for assignment to career positions of greatest responsibility."

He told Mr. Macy, "I will be particularly interested in hearing more of your plans for establishment of similar centers in other areas."

Participants in the Center have come from headquarters offices and field installations of 47 departments and agencies. A profile of the "average" participant reveals a man of 45 with 18 years Federal service, holding a grade GS-14 job. He has at least a bachelor's degree and is held in high regard in his agency as a person with potential for positions of higher responsibility. Although most participants have been in grades GS-14 and 15, many trainees were in grades GS-13 and 16, and a number were women.

A total of 32 seminar sessions each two weeks long, have been given by the Commission-operated, but first truly inter-agency training facility, over the two-year period.

The curriculum is composed of 10 related 2-week courses designed to develop knowledge and understanding in three basic areas—public administration, Federal policies and programs, and management and organizations. Each seminar is designed as an independent unit and as part of the pattern of a series. Depending on individual backgrounds, needs, and progress, trainees may participate in a single seminar, in several over a few years, or in the complete curriculum.

Calls for trainee spaces for the next cycle of seminars were double the number of spaces that will be available in the fall. This and previous interest

(Continued on Page 11)



ARMY NURSES aboard a Navy ship — unusual? Not aboard USS Desert Ship at the Naval Ordnance Missile Test Facility. Nurses from White Sands Missile Range's McAfee Army Hospital were hosted at the Navy's launch complex by Lieutenant J. R. McGregor (far right), Facility Fire Control Officer. They were given a general briefing and tour of the desert-locked vessel where Navy missiles are tested. Nurses visiting the ship were (left to right) Mrs. Marion Lindsay, RN, Mrs. C. Alexander, RN, Second Lieutenant Linda K. Nanzer, Major Jean C. Rancolita, Mrs. K. Conner, RN, Second Lieutenant Nancy K. Van Slooten, and Major Margarita E. Breton. (U. S. ARMY PHOTO)

## Reserve Officers Choose Active Duty Extensions

WASHINGTON (ANF)—The Department of the Army has announced that approximately 25-percent of more than 10,200 Reserve officers completing their active duty obligations during Fiscal Year 1965 decided to extend their active service in the voluntary indefinite category.

In addition, almost 3,500 of the eligible officers extended for periods of less than one year under the Army's short-term extension option.

The Army had hoped to retain approximately 3,620 or roughly one-third of the Reserve officers on the Army Promotion List to meet its estimated minimum requirement for the retention of junior Reserve officers.

Among the WAC and "professional branches" — Chaplain, Judge Advocate General, and the six medical Corps—about 23-percent or 645 of approximately 2,830 eligible officers opted for the voluntary indefinite program. There were also 480 short-term extensions in this group.

The Army continues to place heavy emphasis on its program

## Cartoonist Gets Scholarship

NEW YORK (AFPS)—Specialist 5 William J. Dolan, art director of the U.S. Army, Europe Public Affairs Division publication, "Army in Europe," has been named winner of the National Cartoonists Society (NCS) War Cartoonist Contest.

Specialist Dolan will receive a three-year art scholarship to the Famous Artists School, Westport, Conn. The award will be presented by General Omar N. Bradley, USA (ret.), as part of a special "Tribute to the War Cartoonist," also sponsored by the NCS, to be held here Sept. 22.

The contest was open to U.S.

(Continued on Page 11)

## Army Flooded By Volunteers For Vietnam

deluge of volunteer applications for Vietnam service continues to swamp Army personnel offices. The Department of the Army recently announced that more than 12,000 soldiers have volunteered since July 1964 and the daily average of applications has more than tripled since April 1965.

When the Vietnam volunteer program began in 1962, Army requirements were primarily for a limited number of advisers and instructors to the South Vietnamese Army. With the increase in Army strength in Vietnam, a wider range of specialists was needed and applicants increased from an average of about 30 per day to more than 100 per day at present—more than 1,440 volunteers were reported during the first two weeks in August.

In an example of unit-wide participation, the 25th Infantry Division in Hawaii has supplied door gunners for Army helicopter operations in Vietnam for more than two years. Groups of about 350 volunteers

(Continued on Page 11)

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# NATIONAL 4-H CLUB WEEK

This is the second successful year of the New Mexico State 4-H Council.

The purposes of the Council are to promote all phases of 4-H work, assist in developing plans for 4-H projects and activities, provide exchange of ideas and promote a State-Wide Junior Leadership Program.

Bobby Earl has been a member of 4-H for eight years in the Hatch Willing Workers 4-H Club. He has been active during these eight years and he states his most valuable 4-H projects to him have been his Fat Lambs, Feeder Swine and Public Speaking. Last year he was a State Agriculture Winner and received a trip to Chicago. Other achievements in 4-H have been State Public Speaking Winner and he is Past State 4-H Council Reporter. Some of Bobby Earl's activities outside of 4-H are Hatch Valley High School Student Body President, New Mexico State FFA Reporter, Sub-District MYK Treasurer and he was Lt. Governor of Boys' State.

Bobby Earl is 17 years of age and resides in Hatch, New Mexico. His parents are Mr. and Mrs. Joe Richardson.

The 24 4-H Clubs with total membership of about 350 will be observing National 4-H Club Week—September 25 through October 2. The theme of this year's National 4-H Club Week is "Learning by Living."

Some interesting activities have been planned by the Dona Ana 4-H Council for the week. Saturday, September 25, will be an eventful day starting off with 4-H Tag Day, at 9:00 a.m., in the Las Cruces, Hatch, Anth-

ony areas. The main purpose of Tag Day is for the 4-H members to give these tags to the public in appreciation for the help and support they have given 4-H throughout the year. Also to remind the public that it is 4-H Club Week.

The 4-H members will not accept donations as this is not a money raising activity.

At 2:00 p.m., on Saturday the 4-H members will have a rally through town and the King and Queen candidates will be riding in the cars. At 5:30 p.m., the 4-H members and friends will have a box supper at Conlee School. Mr. Earl Youngren will auction these boxes off that the girls have prepared to the boys and men in the crowd. The contributions from the box supper will go to the 4-H Council.

Following the box supper at 7:00 p.m., there will be a talent show by 4-H members of the various clubs.

At 8:00 p.m., the Coronation of the 4-H King and Queen for 1965.

Some of the King & Queen candidates are Elaine Matkin, Santos Thomas 4-H Club; Grace Tejada, Bellamah Lucky Clovers; Wesley Smith, King, and Jan Sommerville, Queen, from Anthony 4-H Club; Yolanda Aguillar, queen, and Fernando Escobedo from Mesquite Lucky Clovers; Lynn Coburn, TWT 4-H Club.

The 4-H Clubs are going to have window exhibits in 16 stores throughout Las Cruces, Hatch, and Anthony. The 4-H members invite you to be sure and see the exhibits so they can show what they have learned by being in 4-H.

The 4-H members will also

be doing radio programs and have club activities throughout the week.

The yearly Junior Livestock Show on September 30 through October 2 will close the 4-H Club Week.

## Join 4-H

Aiding Dona Ana's 4-H Club members with 4-H Week Events are 58 4-H Local Leaders, who guide 4-H work in their communities throughout the county. More information on 4-H is available from the Dona Ana County Extension Service you

may contact Mrs. Janet Paz, Assistant Home Agent or Mr. Larry Brown, Assistant County Agent by phone, 524-7756, either or visit the Extension Office in the Courthouse.

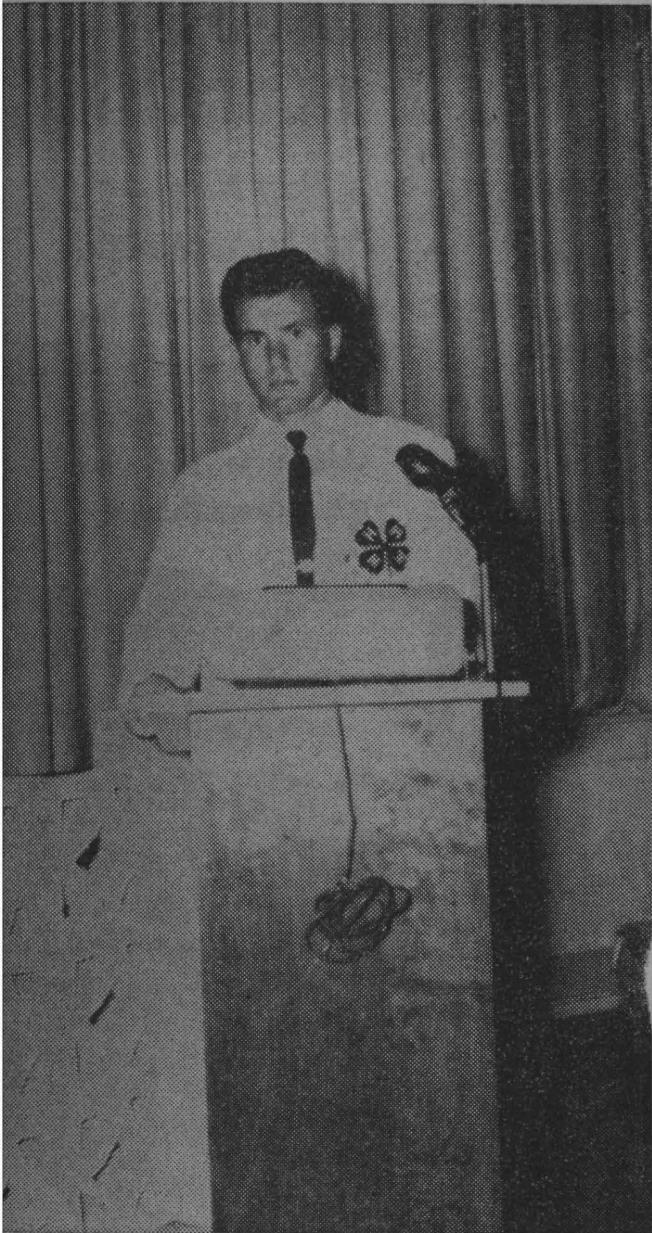
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If you are interested in being in such a club call Mrs. Janet Paz, Assistant Home Agent, County Extension Service at 524-7756 for more information.

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Bobby Earl Richardson, Pres. State 4-H Council

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**AMERICA'S YOUTH!**

WE HONOR  
**4-H CLUB WEEK**

Sept. 25 - Oct. 2

4-H training prepares our youth for better farming and homemaking ... for better ways of working and living together, for being better Americans!

Lend your support to this great program.

FRIEND OF 4-H

**Las Cruces Citizen**

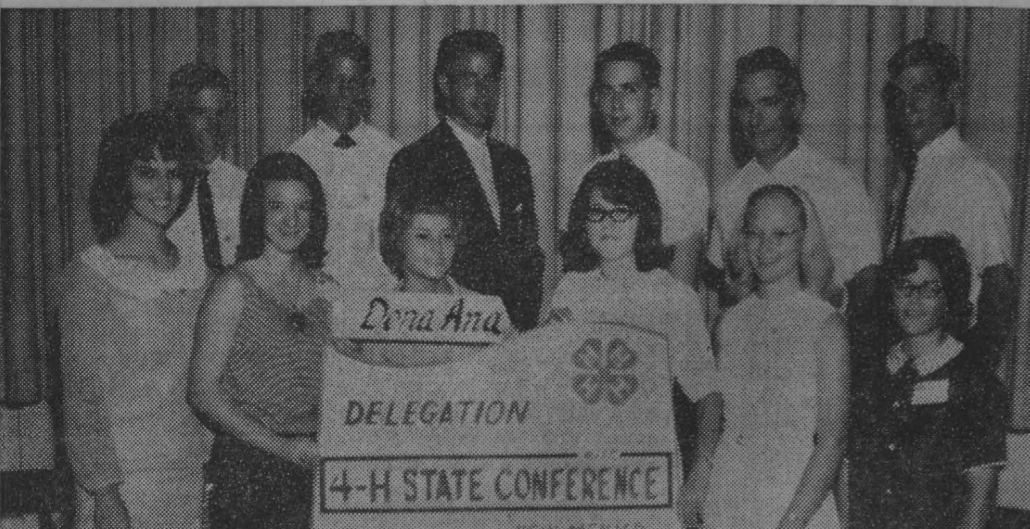
PRINTERS — PUBLISHERS

114 S. Church St. Phones 526-5575; 526-5576

*Health Heart Head Hands*



# "Learning By Living" --4-H Theme



## Annual Dona Ana County Jr. Livestock Show Oct. 1-2

The 20th Annual Dona Ana County Junior Livestock Show will be held on October 1 and 2 at the Fair Grounds at University Park, New Mexico. The Fair is sponsored by the Dona Ana County Junior Livestock Show and Fair Association. On Thursday, September 6, at 4:00 o'clock, weighing and sifting of Livestock begin. Friday, October 1, at 8:00 o'clock the show is open to the public. Judging of Fat Barrow, Judging Fat Calf, Judging Fat Lambs, and Judging of Poultry and Rabbits will be held Friday morning. On Friday afternoon at 1:30 p.m., the Livestock Judging Contest will be held. The Livestock Judging Contest is sponsored by Border General Merchandise from Rincon, New Mexico. Trophies will be awarded to the three high Junior individuals and three high Senior individuals. Friday

night at 8:00 p.m., a Livestock Auction will be held auctioning off the prize winning animals picked that morning. Thirty-nine head will be auctioned and will consist of three calves, twelve sheep, twelve swine, and twelve poultry and rabbits. At eight o'clock Saturday morning the breeding Livestock show will begin with the judging of breeding swine, sheep, beef, dairy cattle, and commercial cattle to be released at noon, Saturday. The showmanship contest will also be conducted with trophies going to the best showman in the sheep division, the best

showman in swine, and the best beef showman. Trophies will be donated by the Las Cruces Kiwanis Club. Showmanship winners are picked through their care and fitting of animals, the showmanship exhibited by the exhibitor, conduct in the show ring, cleanliness and neatness of pins and stulls and cooperation with show officials. A hosting dairy cattle contest will also be held and it is sponsored by the Holstein Dairy Cattle Association of New Mexico and a certificate is awarded to 4-H, and FFA members winning first in showmanship for hosting dairy cattle at the County Show. About seventy

4-H and FFA members this last year have "feed and care for livestock" projects. The members learn responsibility, handling of animals, how to keep records and general management from such activities. The Junior Livestock Show is another step in the training of the members through caring and feeding an animal for show. The members learn to take pride in what he has done. The

sale helps to award the members that do the best job. The officers of Dona Ana County Fair Board are John Townsend, President. Connecticut is the fourth New England state — and fifth in the nation — to achieve freedom from brucellosis, the costly livestock disease that can be transmitted to humans as undulant fever.

THESE ARE THE 4-H Senior Members who attended State 4-H Camp during August at the NMSU. They participated in the various contests and activities throughout the week. Top Row: L to R, Tom Crawford, Crops Judging Team; Bill Crawford, Crops Judging Team; Bobby Earl Richardson, Land Judging; John David Hammett, Crops Judging; Larry Brown, Assistant County Agent; Jimmy Hackey, Livestock Judging Team. Bottom Row: Janet Pazz,

Assistant Home Agent; Linda Zickelsose, 4-H Voting Delegate to the Council; Adrian Matkin, Gave Clothing Demonstration on Stretch Fabrics; Mary Ann Tharp, Junior Leader, President of Senior 4-H Club of D.A.C.; Janice Black, Gave Demonstration on Color interior decorating and placed second in the State; Gracie Tejada, Participated in Dress Revue with her Wool Dress.

a 4-H leader is always ready to help...

and so are WE

**Pat Campbell Insurance**

304 N. Church Ph. 526-5579

NATIONAL 4-H CLUB WEEK  
SEPT. 25 — OCT. 2

NOW... the part-time farmer or rancher can now receive the benefits of long term loans from the farm-owned Land Bank to improve his land, his home, and his security. Whether the part-time farmer is a factory worker or white collar worker, he will like working with the Federal Land Bank.

Friend of 4-H:  
**Federal Land Bank Association**  
OF LAS CRUCES

340 N. WATER 526-8591

WE HONOR  
**4-H CLUB WEEK**

SEPTEMBER 25 -  
OCTOBER 2

WELL DONE  
**4-HER'S!**

113 South Main Jay Drexler Las Cruces, N. M.

**4-H**

WE SALUTE  
NATIONAL 4-H CLUB WEEK  
SEPT. 25 - OCT. 2

**ROMNEY EQUIPMENT CO.**

HIGHWAY 28 LAS CRUCES, N. M. 524-2822

**4-H Youth**

**AIM HIGH**

FRIEND OF 4-H:  
**Picacho Co-operative Assn.**

Fairacres, N. M. Ph. 526-5132

IT'S **TIME!**

TO OBSERVE  
NATIONAL 4-H CLUB WEEK

SEPT. 25 — OCT. 2

Just a line to say we think you are tops. Keep up the good work. We'll back you all the way. Good luck for the coming year!

Friend of 4-H:  
For The Finest Names  
In Western Wear

Learn, Live, Serve  
Through 4-H

National 4-H Club Week  
Sept. 25 - Oct. 2

**FORWARD with 4-H**

4-H HARVEST: CITIZENS OF TOMORROW

perseverance character initiative learning achievement citizenship leadership ownership friendship

WE SALUTE NATIONAL 4-H CLUB WEEK  
SEPT. 25 — OCT. 2

Friend of 4-H:  
**B. E. HARVEY GIN CO.**

480 N. Compress Rd. 526-5312

SEPT. 25 — OCT. 2

Friend of 4-H:  
For The Finest Names  
In Western Wear

**DEL NORTE SADDLERY**

116 N. Main St. Las Cruces, N. M.

Friend of 4-H:  
**NEW MEXICO FARM & RANCH**

240 W. Court Ave. Ph. 526-5521

- LEARN
- LIVE
- SERVE

**THROUGH 4-H!**

NATIONAL 4-H CLUB WEEK  
SEPTEMBER 25 - OCT. 2

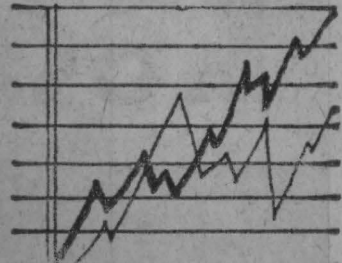
Congratulations for Your Outstanding Work!

FRIEND OF 4-H:  
**WHOLESOME DAIRY, Inc.**

327 E. Las Cruces Ave. Ph. 526-8151



# BUSINESS REVIEW and FORECAST



## Local Business

Often new products are introduced into the market and make a sudden spectacular showing. Then just as suddenly the product disappears. The cause is usually a failure in the use of advertising.

Stable companies influence purchases of their product by continuing advertising week after week. By calling the product to consumers' attention, they are able to maintain high sales records for long periods of time.

A happy medium must be reached for an advertising program to be beneficial to both the company and the consumer. Successful combinations depend on the type of product and the business itself.

Interaction of the advertising, promotion, and general

merchandising forces prices down, yet still yields the businessman a fair rate of return. Consumers and retailers gain from increased markets and lower prices.

The wisest businessman determines where his money is best spent and constantly uses that outlet for his well-being.

Researchers have found that newspapers are the most "read" and most "re-read" local medium available. Thus, the newspaper has become the basic retail advertising medium.

Since all business is local, advertising which finally moves the consumer to action, sells more than other media and costs the advertiser less. Such is the nature and value of newspaper advertising.

(Copyright, 1965, S. S. Talbert)

## Mosley Is New Mgr. Of Wholesome Dairies

Mr. Aubrey (Al) Mosley is the new manager of Wholesome Dairies in Las Cruces.

Al, which is the name he prefers to Aubrey, hails from Tennessee. He is an immigrant to the Southwest and now makes his home in El Paso.

Mr. Mosley originally came to the arid west about ten years ago with Firestone Rubber Company. The company located him in El Paso and he remained with them for several years until an offer came from Bordens Dairies for an assistant manager's position.

So Al left the rubber industry and fit easily into the Dairy industry.

After many productive years with Bordens, he decided to make another step forward and accepted the job of General Manager of the Wholesome Dairy here in Las Cruces.

According to the new man-

ager, Wholesome Dairy is the only Dairy in this area that requires no outside source for its products. All of the many fine dairy foods from "Wholesome" are produced on the B.K. Farms of Anthony, New Mexico.

As head man of the growing local company, Al plans to add new routes and improve the service as well as offer the best product to dairy food users in Las Cruces and the surrounding area.

To qualify for the job he now holds, Mr. Mosley has acquired a Bachelor's degree from the Goodyear College in Akron, Ohio.

Al resides in El Paso with his wife, Betty Jane, and two of their three children, Larry and Bruce. His daughter, Mrs. Janet De Gooyer resides with her husband in California.

Mr. Mosley has been married for 25 years.



PICTURED ABOVE is the home of "Nervous Bob" Weinreich. The reason for Bob's jitters is the fact that 1966 is closing in on him fast. He has got to get rid of all 1965 stock no matter what. Drop in at 848 North Seventh street and watch Bob shake. But be careful — he may be so nervous that he may

just up and GIVE you a brand new 1965 Buick, Pontiac, GMC or Opel. Never can tell about Bob; anything can happen now! Better stop in and be sure you're not the one to miss out on Nervous Bob's shaky condition.

## From The Las Cruces Chamber of Commerce

The Mesilla Valley Chamber of Commerce wants immediate information on availability of women for employment in the field of General Office work such as stenographers, clerks, typists, filing clerks, receptionists, etc.

1. Those who are unemployed, but had training or experience in these categories.

2. Those presently employed in lesser occupation but had training and are interested in working in this field of work if jobs are available.

3. Unemployed or interested in taking training so they would be able to be employed in this training force.

Send information to Box 996 or telephone the Chamber Office, 524-1968.

Give:  
Name .....  
Address .....  
Age .....  
Job Classification .....  
Previous Experience (how long) .....

"The Devil's Mistress"  
Don't forget the Hollywood-

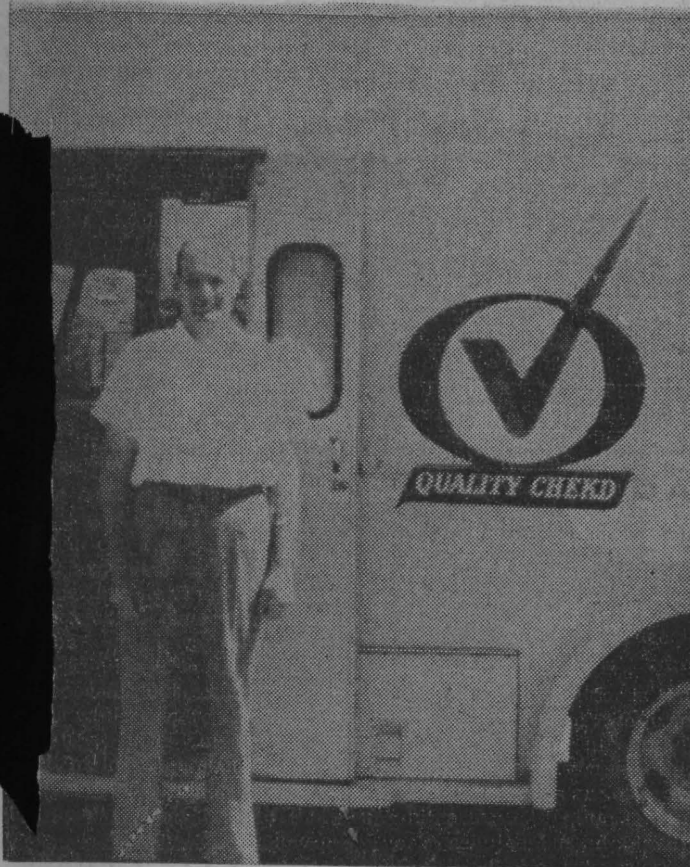
ticket purchases call your Chamber of Commerce.

**DID YOU KNOW?**  
YOU CAN BUY A CHARCOAL BROILED STEAK FOR ONLY ...  
**\$2.50**  
WHERE? AT ...  
**ORGAN MT. LODGE**  
ORGAN, N. M.

1-Day Service on Shirts and Dry Cleaning  
• Individual Laundry Service  
**ALAMEDA LAUNDRY & CLEANERS**  
452 S. Alameda Ph. 524-2888  
Las Cruces, N. M.

You Will Enjoy A  
**COCKTAIL**  
From The  
Organ Lodge Bar  
**ORGAN MT. LODGE**  
ORGAN, N. M.

**BUSCH'S BAKERY**  
2113 N. MAIN  
The house of Dutch Oven Bread.  
• WEDDING CAKES  
• SPECIAL BREADS  
• FINE PASTERIES  
• PIES



AUBREY (AL) MOSLEY

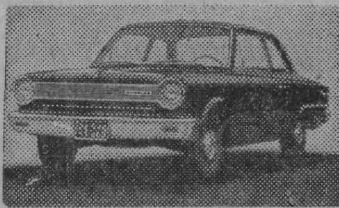
LARGEST STOCK WESTERN WEAR IN THE SOUTHWEST

**DEL NORTE SADDLERY**

116 N. MAIN

LAS CRUCES, N. M.

**RAMBLER** —Authorized— Sales Service Parts



• EXPERT REPAIR SERVICE ON ALL MAKES!  
• MOTOR TUNE-UP • ELECTRICAL SERVICE

**MITCHELL RAMBLER**

1840 N. Main

Las Cruces, N. M.

Ph. 524-7741

PEOPLE LOVE OUR TIRES!



**SHOOK TIRE COMPANY**

717 N. Main

Ph. 524-4661

## COTTON MARKET NEWS

Increased activity in western cotton markets was pretty much confined to cotton from California's San Joaquin Valley, according to the USDA's Consumer and Marketing Service. Inquiries were more numerous than in the preceding week but only a small amount of trading was reported. Some demand for small lots of low grade cotton for immediate shipment was reported. Growers remained reluctant to contract cotton at offered prices.

Middling 1-1/16" was quoted September 16 on the Fresno market at 35.50 cents per pound, unchanged from last week. Phoenix price for this quality was down 15 points from a week earlier at 30.25 cents.

Weather conditions were generally favorable except for low normal temperatures which slowed maturity of the crop. Ginning was expanding slowly with limited machine picking under way in a few sections.

**NEW ACCOUNTS INVITED**

**SAVINGS MEANS SECURITY**

We Have Never Paid Less Than ...

**5%**

**Dividends On Savings!**



Accounts Insured Up To \$10,000

By The Federal Savings & Loan Insur. Corp.



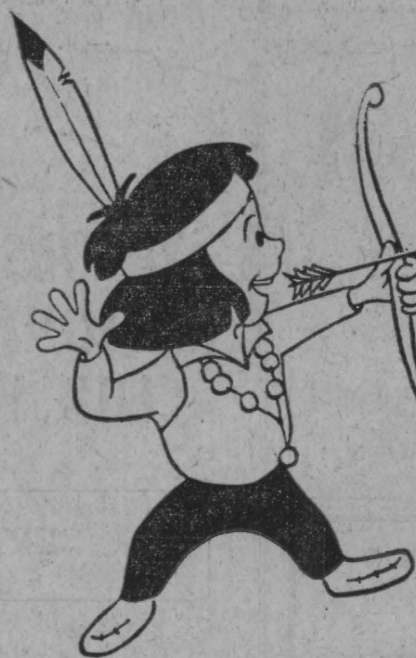
Organized March 18, 1926

**The Mutual Building & Loan Association**

OF LAS CRUCES

220 N. Church

Ph. 526-5577



**Santa Fe's Special Bargain Fares are back!**

Save approximately 20% on your round-trip fare

From September 15th through April 30th, the Santa Fe is a tremendous travel bargain.

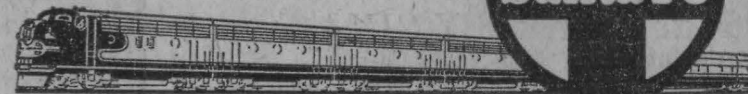
You save approximately 20% of the regular individual round-trip fare. Pullman or chair car. Any day of the week. Everywhere in Santa Fe country except for local trips within California. And your return Special Bargain Fare ticket is good for 30 days.

This time, go Santa Fe. Where the traveling's easy. And so are the savings.

Call your local Santa Fe Agent!

And don't forget these Santa Fe Bargains

\$12 Dining Club Book for meals between Chicago and California  
Go now—pay later plan







# IT'S GAME TIME FOOTBALL

8 P.M.  
AGGIE  
MEMORIAL  
STADIUM

SATURDAY, SEPTEMBER 25  
N. M. STATE UNIVERSITY AGGIES  
VS.  
LAMAR TECH

FRIDAY - SEPT. 24 - LAS CRUCES BULLDOGS Vs. BEL AIR - AT EL PASO, TEXAS



FOOTBALL SCHEDULE — MAYFIELD HIGH SCHOOL — 1965

NOTE: Games here will be played at Las Cruces High School Football Field!

Sept. 11 — Tularosa	There 8:00 p.m.
Sept. 18 — Irwin "B"	Here 2:00 p.m.
Sept. 25 — Silver City "B"	There 2:00 p.m.
Oct. 2 — Deming "B"	Here 2:00 p.m.
Oct. 9 — Andrews "B"	Here 2:00 p.m.
Oct. 16 — Burgess "B"	There 2:00 p.m.
Oct. 23 — Alamogordo "B"	There 2:00 p.m.
Nov. 6 — Lydia Patterson Inst.	Here 2:00 p.m.



## SUPPORT THE HOME TEAM

The following sport minded merchants urge you to support your team by attending the games... this page is made possible through their cooperation!

**MYERS CO., INC.**  
• Sporting Goods Headquarters  
118 S. Main Ph. 526-6651  
**Bulldog & Aggie Boosters**

**BURKE OUTDOOR ADVERTISING INC.**  
"Bulldog & Aggie Boosters"  
436½ S. Main Ph. 524-7233

**SHAMROCK DRIVE-IN**  
"Come In After The Game"  
550 N. Church Ph. 524-0113

**PONCA WHOLESALE**  
"Cigarettes and Candy"  
223 E. Bowman Ph. 526-6212

**SHORT & TELLYER, INC.**  
"Developers of Tel-Shor Hills"  
2210 Telshor Blvd. Ph. 524-1959

**Jerry Podaca** GOOD LUCK  
Aggies & Bulldogs  
STATE FARM MUTUAL 1035 El Paseo Ph. 524-3061

**FARMERS COMPRESS CO., INC.**  
"Serving the cotton interests of the Valley since 1929!"  
1053 W. Hayner Ph. 524-1978

**ECON-O-WASH COIN OPERATED LAUNDRY**  
• 60 Washers • 22 Dryers • Open 24 hours  
2151 N. Main Ph. 524-9955

**DRUM APPLIANCE**  
"Your Frigidaire Dealer"  
910 El Paseo Rd. Ph. 524-7778

Follow The Aggies and Bulldogs with...  
**TODD TRAVEL**  
106 S. Water Ph. 524-2861

**LYNN'S TRADING POST**  
• Sporting Goods • Hardware  
Ph. 382-5985 P. O. Box 140 Organ, N. M.

**H-K MAYFLOWER MOVING & STORAGE**  
• Moving • Packing • Storing • Crating  
1400 Hernandez Ph. 524-1931

**"WELCOME TO THE PANCAKE HOUSE"**  
Featuring Pancakes like you've never eaten!  
1765 S. Main Try Our Buffet Dinner Ph. 526-6605

**BUILDERS BLOCK & SUPPLY CO.**  
"Building a better Las Cruces!"  
1020 E. Kansas Ave. Ph. 524-3633

**HAYDEN'S HARDWARE CENTER**  
• Sporting Goods • Home Supplies  
1210 Foster Road Ph. 524-3559

**WHOLESOME DAIRY INC.**  
"Fresh as the morning sunrise"  
327 E. Las Cruces Ave. Ph. 526-8151

**BURN CONSTRUCTION COMPANY**  
Good Luck Aggies!  
2335 E. Lohman Ph. 526-2465

**OFFICE SUPPLY CO.**  
"School Supply Headquarters"  
316 N. Main Ph. 526-2426

**GRAHAM'S**  
"Good Luck Aggies & Bulldogs!"  
555 W. Amador Ph. 526-6891

**FRED'S WELDING & SHEET METAL SHOP**  
Heating — Air Conditioning  
642 W. Organ Ave. Ph. 524-7795

**AGGIE WAY DRIVE INN**  
COMPLETE CARRY-OUT SERVICE  
1408 S. Solano Ph. 526-6466

**HARRY MILLER INSURANCE CO.**  
"See us for all your insurance needs"  
1317 W. Picacho Ph. 524-1891

**L. C. LAUNDRY & CLEANERS**  
and AMERICAN LINEN SUPPLY  
500 N. Main, 525 N. Church Ph. 526-6641

**WEINREICH BUICK & PONTIAC CO.**  
"Authorized Sales & Service"  
848 N. 7th Ph. 524-7707

**LEN MCKENZIE MOTORS**  
"Your Authorized Volkswagen Dealer"  
1115 S. Truck By Pass Ph. 524-3561

**PALMS MOTOR HOTEL - RESTAURANT**  
Cocktail Lounge — Restaurant — Beauty Salon — Dress Salon — Steak House  
105 Large Beautiful Rooms — M. C. "Tommy" Tomson, Managing Partner  
2405 W. Picacho Ph. 524-1953

**WHITFIELD BUS LINES**  
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Las Cruces, N. M.

**BALLARD'S PHOTO SHOP**  
— YOUR CAMERA STORE —  
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**BULLOCK'S SELF SERVICE SHOES**  
Shoes for the Entire Family — Lots of FREE PARKING  
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**DON'S SHEET METAL SHOP**  
DON HUBAND, Owner  
235 W. Organ Ave. After Hrs. Call 526-6986 Ph. 526-8501