

YOU CAN HELP! SUPPORT THESE BENEFITS Sophomore Enrichment Supper Jan. 30, La Fiesta Cafe...

The Ruidoso News

"SERVING ALL OF LINCOLN COUNTY"

RUIDOSO BAR

VOLUME 7, NUMBER 31

RUIDOSO, LINCOLN COUNTY, NEW MEXICO

FRIDAY, JANUARY 16, 1953

SUBSCRIPTION \$2.50 Per Year

1/2 and 1/2 WIT & WISDOM

FRICION DIVIDES COUNCIL

Fricion between the mayor of Ruidoso and members of the Village council in its session held Monday Jan. 5...

A letter to the Village's attorney, Geo. L. Zimmerman, was the main point of friction...

Ratliff was out of the city this week and could not be reached by the News for a statement...

One councilman, who asked his name not to be used, said none of the Village trustees had advance knowledge of the letter being sent...

300 People Attend School Open House

About 300 persons turned out Sunday afternoon for a view of the fine new elementary school...

Members of the school board, faculty members and P.T.A. members gathered for the hearing...

Flowers used in decorating the place were provided by Casa de Flores.

Members of the school board, faculty members and P.T.A. members gathered for the hearing...

Thanks to the people of this community, those from the valley, across the mountains and probably some from the plains for your wonderful turnout...

Members of the school board, faculty members and P.T.A. members gathered for the hearing...

Over eleven million people took vacations last year, who never went on vacations before...

Formulation that will aid the tourist. They must know correct information about their town...

Coincidence: When Ruidoso held open house for its new elementary school building...

Seventeen photos, including the Ruidoso Sunland map produced by the Ruidoso News...

The residents of a resort area must acquit themselves with...



NATIONAL COMMISSIONER HERE—Dillon S. Myer, national commissioner of Indian Affairs...

HOLLYWOOD CHEMICAL CO. LAYS PLANS TO STEP UP LARGE SCALE PRODUCTION

Preparations are being made this week for Hollywood Chemical Co. local concern headed by Roy Anderson...

Funeral Rites Set Here Sunday For Mrs. Bogar

Funeral services for Mrs. J. G. Bogar will be held in Community Methodist church here Sunday at 9:30 a. m.

Mrs. Bogar, born Cynthia Marie Meers, died Thursday of last week in Truth or Consequences...

Burial will be in the new Ruidoso cemetery, surveying of which was completed this week...

REDDYS PLAN ANNIVERSARY OBSERVANCE

Mr. and Mrs. Herbert M. Reddy of Green Tree will celebrate their 50th Wedding Anniversary...

SCHOOL BOARD ELECTION SET FEBRUARY 3

An election to fill three expiring terms on the Ruidoso Elementary School Board...

Complete Deal In Store Sale

The Perle A. Davison family of Dalton, Nebraska, last week completed the purchase of Fox Mescalero in Green Tree...

Sport Car Meet Arrangements Made This Week

Final plans for the Winter Rally of the Southwest Sports Car Club in El Paso to be held in Ruidoso...

The meeting will include a series of contests, demonstrations, speed tests and exhibitions...

A banquet and dance will be held at Navajo lodge Saturday evening, Jan. 31...

Making the arrangements were Chuck Saftel of White Sands Project Grounds and Bob Powers of El Paso...

Green Tree Council To Act On Phone Franchise Jan. 20

Green Tree's village council held an initial reading of a proposed franchise for telephone service...

The council will act on the franchise on Jan. 20...

March of Dimes Benefit Dance Set January 30

A benefit dance for the March of Dimes will be given by the Beta Sigma Phi sorority...

Missouri Men Get Pen Terms For P. O. Entry

Albuquerque (Sp.)—U. S. Dist. Judge Carl A. Hatch fixed prison terms for three Missouri men...

Complete Deal In Store Sale

The Perle A. Davison family of Dalton, Nebraska, last week completed the purchase of Fox Mescalero in Green Tree...

FUNERAL HELD SUNDAY FOR MRS. DENNY DAVIS IN KNOX CITY, TEXAS

Funeral services were held in the Methodist church in Knox City, Tex., last Sunday for Mrs. Denny Davis...

FUCHS LEASES CAVE STORE ON U. S. 70

George Fuchs last week announced he has leased the Chimney Rock cave rock store building on U. S. Highway 70...

The cave store site Sunday for an hour and a half...

He has just completed the sale of his Fox Mercantile in Green Tree and said it would be about a month before he would open the new establishment...

At the time he counted 110 people who stopped to view it...

The story of old Chimney Rock Cave Store—on a reservation in tradition in Otter, Lincoln and Chavez counties of Southern New Mexico...

The cave and overhanging ledge still remain but to add to its interest now, Bill Brem of Green Tree...

The building has been enclosed by the building of a substantial rock wall which contains large plate glass windows...

To have New Mexico realize its just share of the tourist dollars, the residents must awaken to the fact that the tourist is an intelligent person...

Some of the leading resort areas conduct schools to instruct the residents to cater to the tourist trade...

Representing the Mountain States Telephone Co. here were V. H. Nachtrieb, state community manager...

The Earl Holley family of Otter recently moved into their new summer home on Alto road.

BUILDING WAREHOUSE

Construction started this week on a warehouse, 24x80 feet in size, on U. S. Highway 70 just west of Ramona courts...

LOCAL PHONE COMPANY UNVEILS HUGE PROGRAM OF EXPANSION FOR AREA

Lions-P. T. A. Basketball Game Set January 23

The date for the coming athletic classic, the Lions club-Parent-Teacher association benefit basketball game, was set this week...

The hearing was opened by Geo. L. Zimmerman, village attorney...

He planned to do to improve the service, Fuller introduced Hiteckons who told of work already done...

The dial service will offer one-party, two-party, four-party or multiparty telephones for subscribers from Ruidoso to Green Tree...

When and if an improved road is finished out of Ruidoso north over the mountains...

John E. Wright of Carrizozo, secretary-treasurer of the phone company...

Ruidosoans Attend Organizing Meet Of Tourist Council

Five Ruidosoans attended the first meeting of the state-wide Tourist Industries Council...

The newly formed Tourist Industries Council is composed of members of four groups...

In his speech to the group, Johnson remarked that New Mexico has greater possibilities as a vacation land than any other state...

In a resort area, the owner of the resort only gets 27 cents of every tourist dollar...

Hiteckons told the group the last 87 telephones installed in the Ruidoso area have been the type that can be converted to dial service...

He said a building to house the new equipment will be built in the rear of the present phone company structure...

Representing the Mountain States Telephone Co. here were V. H. Nachtrieb, state community manager...

FRONTIER ROOM

BUFFALO ROOM

DINING ROOM—food you will enjoy

"MISS PERSONALITY"

Songs and Music Every Night



NEW MEXICO'S FINEST RESORT HOTEL

NAVAJO LODGE

Famous Smorgasbord DINNER

EVERY FRIDAY EVENING—
ALL YOU CAN EAT \$150

News From MESCALERO

Mrs. Herwanny Chihuahua, who has several children on the reservation, died at the Kiawa Indian Hospital in Lawton, Okla., Jan. 6. Mrs. Chihuahua was a resident of Whitehall District for many years.

She was a Comanche Indian. Survivors are her children: Eva Comanche, Alfred Hosetosavit, Levi Hosetosavit, and Kathleen Yuzos, all of whom attended her funeral in Oklahoma. Bruce Klinekole of Three Rivers is also a nephew of Mrs. Chihuahua.

An area wide Resources Committee meeting was held in Albuquerque last week. Mr. Hardin, Mr. Falbanks, Mr. Griffiths, Mr. Wilson, and Mr. Woodward attended the week-long meeting. Among the

speakers at the meeting were Mr. Woodward, and Mr. Wilson.

Mr. Dickenson of Thurston and Grider Auditors in El Paso is at the agency auditing the C. G. A. records.

Victor Randall of Carrizo District is now one of the Associate Judges on the Tribal Court.

Leroy Coonie has replaced Ralph Chee, Jr., as Tribal truck driver.

Dr. and Mrs. Rogers are in Albuquerque on business.

A baby boy was born to Mr. and Mrs. Carl Wilson at the Gerald Champion Memorial hospital in Alamogordo, Saturday, Jan. 10. Mr. Wilson is employed in the SMCQ Division of the Agency.

Raymond Chico, who has been hospitalized at the Mescalero Hos-

Whirl of Sports

By Jim Lamb

Before we leave we'd like to get around and thank all the swell people who have helped us in our short stay here, but this would probably take days to do, so we'll try to list everyone here in our column (?). We'd also like to thank all of our faithful readers, but on second thought, it would probably be a lot easier to do over the supper table tonight.

We're sure that if we list everyone who has been so swell to us, that we'll miss someone, but it will be unintentional, so we'll plow right in by saying thanks to: The Ruidoso Warriors, The Carrizo Grizzlies, The Captain Tigers, Coaches Ralph McGuire, Cy Leonard, Dwain Darling, the gate keep-

Phyllis Shosh is the new clerk to be employed in place of Kathleen Kenseh at the Mescalero store.

ers at the Captain, Ruidoso, Carrizo and Tularosa; George Trimble, R. H. Hodgecock, Lee Britten, Pete Parker, Claude Peterson, Dewey Gann, Mrs. Rosalind Barnes, C. G. Ray, Bill Hart, Cliff Robinson, Elsie Egan, Mrs. E. Elberson, Jack Shaul, Reynolds Jones, Dan Storm, Geo. L. Zimmerman, Stanley Cochran, Carmon Phillips, Pat Farrar, Pat Chubbuck, Leon Farrar, Lorie Gill, Dutch Collins, W. D. Ratcliff, Ralph Brown, Tommy Jones, Mrs. Nell Parks, Mabel Snyder, R. G. Chastain and the many others who have given us information and help in writing this column.

Jesse Barnes, at Star Lite cabins at the Alto Road, has three little colie pups to give away. Jesse said if any one wants one to come up and get it. The pups will be given the first come, first served basis.

Word has been received that the Southwestern Sports Car association of El Paso is planning to hold some extensive road trips in Ruidoso sometime in May. Plans for the event are not complete, but it was hinted that maybe the group would conduct a 200 mile race, if Ruidoso is selected for the site.

A rodeo, which is billed as the "World's Champions" will be held in El Paso Feb. 11 through the 15 in El Paso. Afternoon performances will be held Feb. 14 and 15 and will start at 2:00 p. m. Evening performances, Feb. 11 through 14, will start at 8:00 p. m. Tickets can be picked up at the El Paso Electric Company or by writing to the Chamber of Commerce in El Paso.

AROUND HIGH SCHOOL

By Marsha Elberson

The Ruidoso Warriors bowed to the Carrizo Grizzlies in a basketball game played last Friday evening at the Carrizo gym. The final scores were: "B" game—Ruidoso, 14, Carrizo, 49. "A" game—Ruidoso, 26, Carrizo, 55.

The Futuro Homemakers of America box supper, scheduled for last Friday evening, had to be cancelled, because of the basketball game. Plans are being made to have a combined box supper and style show sometime in the near future.

A committee was chosen at the last meeting of the Future Business Leaders of America, to make arrangements for the student supply store. On this committee are Barbara Jones, Betty Jones and Marsha Elberson.

Final semester exams were taken on Wednesday and Thursday of this week. The new semester begins today. It still is not known when graduation will be.

Try-outs for the Senior play, "A Feudin' Over Yonder," were held this last week. Robert Kaufman and Leroy Gooch will select the cast, members of which should be revealed next week.

The Warriors face the Captain

OLD STAGE COMEDY
MADE INTO COLOR
MUSICAL FOR PUEBLO
There are eleven bouncy tunes, a heap of dancing and a bushel of funny doings in Paramount's "Aaron Slick From Punkin' Creek," which shows next Tuesday and Wednesday at the Pueblo Theatre.

A Technicolor version of the play (that earned a lot of laughs and a lot of records in its more than 50,000 performances, this lively William Foxberg-George Scoton production has Alan Young, Elvira Shore and Robert Merrill carrying the major burdens of singing and fun-making—and it's clearly no

figures today at 12:30, on the home court. It surely would be nice to have a large attendance this afternoon. Routin' for the Warrior team!

The Journalism class got underway with their selling of ads for the annual Barbara and Gene Nelson are co-Business Managers of the project. The class hopes to have everyone in Ruidoso supporting the TOMAHAWK this year!

RUIDOSO NEWS

Friday, January 16, 1953

burden for them at all. Young, a TV comedian with a warm and winning personality, plays the not-so-dumb hayseed of the title. Pert and mellow Miss Shore appears as the gal Aaron's courting.

ENCHILADA SUPPER SET
Sophomores of Ruidoso High school are sponsoring an enchilada supper from 5 to 8 p. m., Saturday, Jan. 21, at Mabel Snyder's Cafeteria. The supper will cost \$1.00 per plate.

ASTHMA COUGHS
Don't let difficult breathing, coughing and wheezing due to recurring attacks of bronchial asthma or simple bronchitis run your sleep and energy without trying MENDACO. Work your blood to help loosen and remove thick, strangling mucus. This usually always coughing which permits free breathing and sound sleep. Get MENDACO under money back guarantee at drugists.

**Use The Mails
To Do Your
Banking . . .**

Pay by Check for Safety,
Speed, Accurate Records
and Convenience

OTERO COUNTY STATE BANK
Alamogordo, New Mexico
Member Federal Deposit Insurance Corporation

NOB HILL RESTAURANT
PALMER GATEWAY RUIDOSO, N. M.

OPEN YEAR ROUND
SANDWICHES CHICKEN STEAKS
11 A. M. to 9 P. M.

SERVING ONLY HIGHEST QUALITY GRADE A FOOD
'CHEW WITH A VIEW'

Pick Your Favorite Flavor In Delicious
CITY DAIRY ICE CREAM!

Packaged in caps, pints (round or square), quarts (round or square), half gallons or gallons.

- ★ Vanilla
- ★ Chocolate
- ★ Strawberry
- ★ Burgundy Cherry
- ★ Orange Pineapple
- ★ Strawberry Marble
- ★ Chocolate Marble
- ★ Pineapple Marble

On sale at your favorite grocery or drug sundry store

Kids and Grown-Ups, Too
Will Love Our
EMPIRE ICE CREAM SANDWICH

A delicious refreshment on sale this season wherever you go — try one. You'll want more.

CITY DAIRY
Manufacturers of
Popular Dairy Products

BACKACHE?
If you are bothered by backache, getting up nights (too frequent, burning or stinging urination), pressure over bladder, or strong odor urine, due to infection, temporary kidney and bladder irritation, for immediate relief ask your druggist about OVERTZ. Four to eight 25 milligram capsules used. Satisfaction or money back guaranteed. Ask druggist about OVERTZ today.

MULLINS-O'DELL
ALAMOGORDO NEW MEXICO
FUNERAL HOME
PHONE 144

BLOOD DAIRY
GOOD RICH FRESH RAW MILK
From 4:30 Tested and Approved Cows
Delivered to you home or favorite store daily

RUIDOSO—Where We Take Time To Live.
—featuring—
CHI-NAMEL PAINTS & VARNISHES
Thinner - Paint Remover - Filler & Sealer
Flexon Interior Rubber Base Wall Paint

BLACK & DECKER 6-INCH ELECTRIC SAW
BLACK & DECKER 1/2-INCH DRILL & STAND
ELECTRIC SOLDERING IRONS
ARVIN PORTABLE RADIOS
DORMEYER FRIWELL
UNIVERSAL MIXERS
ARVIN and G. E. TOASTERS
HOUSEHOLD SCALES
ELECTRIC BLANKET
LADIES' ZIPPER-TYPE OVERSHOES
MEN'S HEAVY OVERSHOES

WHITE
Auto Store
CARPENTER & MECHANIC TOOLS

Pains, distress of "those days" stopped
or amazingly relieved
in 3 out of 4 cases
in doctors' tests!

Here's wonderful news for women and girls who — each month — suffer the tortures of "bad days" of functionally-caused menstrual cramps and pain — headaches, backaches, and those "no-good," dragged-out feelings.

It's news about a medicine famous for relieving such suffering!

Here is the exciting news. Lydia E. Pinkham's Vegetable Compound — gave complete or striking relief of such distress in an average of 3 out of 4 of the cases in doctors' tests!

Scientific Modern Action
Yes! Lydia Pinkham's has been proved to be scientifically modern in action!

This news will not surprise the thousands of women and girls who take Lydia Pinkham's regularly and know the relief it can bring.

And it should encourage you (if you're not taking Lydia Pinkham's) to see if your experience doesn't match theirs — to see if you, too, don't avoid



New Lydia Pinkham's works
It has a "calming" and soothing effect on the uterus — easing the contractions (see the chart) that so often cause menstrual pain, cramps, other distress.

the nervousness and tension, weakness, irritability — and pain — so often associated with "those days!"
Remember Lydia Pinkham's, too — if you're suffering the "hot flashes" and other functionally-caused distress of "change of life."
Get Lydia Pinkham's Compound or new, Improved Tablets with added iron (trial size only 50¢). Start taking Lydia Pinkham's today!

A WARM WESTERN WELCOME ALWAYS AWAITS YOU AT . . .

THE Buckaroo
COCKTAIL LOUNGE
Ruidoso, New Mexico

TOPS IN SERVICE AND MIXED DRINKS



HERE'S THE PLACE . . . HOLLYWOOD GULF ON HIGHWAY 70

The New Manager Is Bill Harris

And he's ready, willing and able to help you get the best service out of your car.

WASH & GREASE \$3.00

TRADE IN YOUR OLD TIRES ON A NEW SET—
Get Our Prices—They'll Surprise You

SOME OF THE SERVICES WE OFFER—

- Full Line of Commercial and Truck Tires
- Both Electric and Acetylene Welding
- Washing, Greasing, Vacuuming and Waxing
- Complete Motor Repair Service; experienced mechanics

HOLLYWOOD GULF
C. A. GLOVER, Prop.
GO GULF WITH GLOVER!
ON U. S. HIGHWAY 70
HOLLYWOOD, NEW MEXICO

B. & T. W. CLUB BUILDS CAR PORT FOR NEW GIFT AMBULANCE

Ruidoso Business & Professional Women's club is financing the construction of a car port with cement driveway to house the new ambulance being provided by the Ruidoso area free of cost by Bert Ballard's Funeral home of Roswell. The ambulance is kept at the Ruidoso-Hondo Valley General hospital for service at any hour for the people of this region. The Ballard firm is giving a new ambulance this month to replace the former one which has had several years' service.

HARRIS BUILDERS SUPPLY OFFERS UNIQUE GIFTS
In a large ad in this week's News, Harris Builders Supply of Green Tree announces the addition of a new service, that of giving Unique Gift Stamps with each purchase. Stamps are given for each 10c in cash spent with the store, and are redeemable for many valuable and useful premiums, some of which are on display in the store. The albums of stamps may be redeemed at the store, L. A. Brown, manager said, or may be mailed to the company's home office: Unique Gift Stamp Co., 401 Farmers & Bankers Bldg., Wichita 2, Kans.

FRUIT GROWERS MEETING SET JANUARY 29

Insect control will be emphasized in the morning session of the Fruit Growers meeting on Thursday, Jan. 29, at the Bonnell ranch, Glencoe. Mike Swoboda, Extension Entomologist, will give the latest developments on insect control as well as how to apply the insecticide in the coming season. L. C. Gibbs, Extension Horticulturist, will demonstrate pruning principles and how pruning can help insect control.

The control of insects is very well demonstrated in the percentage of apples marketed through the White Mountain Fruit Growers Association by the various growers. Three of the growers averaged between 72-82% packed apples, whereas 72-82% of the growers averaged under 50% packed apples. The difference of 25% could easily mean the difference between a good profit or a large loss in the operation of an orchard.

COES LEAVE ON SEA TRIP

Mr. and Mrs. Wilbur F. Coe of Glencoe left Thursday for a boat tour of the Caribbean sea. They will leave from New Orleans on a freighter and stop at various ports in central America, Puerto Rico, the Bahamas, Cuba, and northern South America.

Mr. and Mrs. Coe will visit Acapulco, Mexico, after their tour, to end their vacation trip. They plan to be gone six weeks.

Engagement Is Announced For Miss Lucas



MISS LUCAS

Mrs. Fred Labay of San Patricio, N. M., announces the engagement of her daughter, Nellie Ruth Lucas, to Earl Dave Foster, son of Mr. and Mrs. Henry Dee Foster of North Syracuse, N. Y. Date of the wedding is to be announced later.

Miss Lucas is a graduate of Hondo, N. M., high school in the class of 1951 and is at present attending Colorado Women's college at Denver.

Mr. Foster is serving in the U. S. Air Force at present, and is to

Three Receptions Are Carded To Honor Vicar

Three receptions are planned for the Reverend O. J. Rainey, chaplain of the Fort Stanton hospital, who will retire from the ministry February the first of this year.

On Sunday, Jan. 18, a reception will be held at Nob Hill restaurant for the Reverend and Mrs. Rainey after the regular 2:00 p. m. service at the Church of the Holy Mount in Ruidoso. This will be the last service held in this church by the Reverend Mr. Rainey before his retirement.

On the evening of the same day, the Fort Stanton group will hold their reception for the Reverend and Mrs. Rainey at the community hall in Fort Stanton at 7:30.

Following the final service at Saint Anne chapel at Glencoe on Sunday, Jan. 25, at 10 o'clock in the morning, a reception will be held at Bonnell ranch. All members and friends of Saint Anne chapel are invited.

Local Man Named Official In State Resort Group

Carl DeBord, manager of the Navajo Lodge, was elected vice-president of the New Mexico Resort Operators association in a recent meeting in Albuquerque. The New Mexico Association is directly affiliated with the National Resort Owners association. Other officers elected were: President—Harvey Duran, Bishop's Lodge of Santa Fe; and Secretary-Treasurer—Mrs. M. A. Lockwood, La Posada hotel in Santa Fe.

Vaughnland Courts, Apache Village, Nob Hill Lodge, Thunderbird Cabins, Oliver's Cabins, and the Navajo Lodge are members of the New Mexico Association. Carmon Phillips is an associate member. The New Mexico Association will have a meeting later in January.

DATE IS CHANGED FOR HONDO CLINIC

Date for the well child clinic, first set at Hondo for Jan. 22, will be held Jan. 29, announced Lela Brewster, county health nurse. Mrs. Brewster is to attend a maternal and child care institute in Las Cruces on the date originally set for the Hondo clinic, she announced.

leave soon on an overseas assignment. He is a graduate of 1949 at North Syracuse High school.

Miss Lucas is the granddaughter of the late Mr. and Mrs. Frank Coe of San Patricio, pioneer New Mexico family. She is also the niece of R. C. Lucas of El Paso.

Soothe Itching, FIERY PILES

Don't let sore, fiery, painful, itching, itchy piles drive you nearly crazy. In 15 minutes GILLETTE starts giving you wonderful cooling, soothing, temporary relieving relief from pain, burning and itching. Get your money back guaranteed. Genuine GILLETTE costs only \$1.00 at drugstores.

Commercial Refrigeration
Sales and Service
Inter-Mountain Supply
U. S. Quality Food Machines
J. G. BUCKNER
Phone 33-03
— Ruidoso —

ENJOY UTMOST SHAVING EASE AND CONVENIENCE
Gillette
Super-Speed RAZOR
WITH BLUE MADE DIFFERENT AND STAYING CARE
\$1.00

IS YOUR BATTERY WEAK?
At the first sign of battery weakness come to see us. We have complete equipment to diagnose battery troubles. Fast charge, repairs — new batteries. **Drive in today.**
WILSON
AUTO SERVICE
110
HIGHWAY 70 — HOLLWOOD



Here's Big News for Everybody!

More for Your Money at

Harris Builders' Supply

We are now giving UNIQUE GIFT STAMPS with each 10c in cash spent in our store... These stamps are redeemable for hundreds of beautiful premiums for the home... for personal use, for the family!

Get one of our stamp albums now... start saving UNIQUE Stamps today... in a very short time you'll have enough to trade in on the gift you choose... Ask for a premium catalogue to see the many choice items your stamps will earn for you...

See the Beautiful Gifts in Our Store

We have on display many of the hundreds of premiums you Unique stamps will get...
Come in and see them! If you so desire, you may mail your albums for redemption to the home office:
Unique Gift Stamp Co.
401 Farmers & Bankers Bldg.
Wichita 2, Kansas

SPECIAL OFFER

ONE DAY ONLY... TUESDAY, JAN. 20th
We Will Give...

one page of UNIQUE Stamps

(\$3.00 worth) as a SPECIAL INTRODUCTORY OFFER On this new feature! This offer open to everyone

New customers as well as regular customers! You do not need to buy anything to get the first page of stamps free next Tuesday. All purchases on that day earn additional stamps of course, at 10c each.

HARRIS BUILDERS' SUPPLY
G. A. BROWN, Manager Green Tree, N. Mex.

NOW IN OUR NEW BUILDING
NORTH ACROSS THE RIVER FROM OLD APACHE THEATRE
Our New Phone Number Is 11-12
ARTS & WOODCRAFT

OUR THANKS!
This week, after six and one-half years, we have sold our store in Green Tree to MR. and MRS. PERLE A. DAVIDSON FIRST, we want to express our thanks to each and everyone for your very fine trade during the time we ran
Fox Mercantile
and SECOND, we want to invite you to continue letting the new owners serve you your family needs. We wish them every success in their new venture and would like for you to come in and get acquainted with them.
It Has Been A Pleasure To Serve You...
GEORGE and MILDRED FUCHS

CLEARANCE SALE BRUNELL'S

MOBIL KEROSENE
A Free-Flowing Fuel At Any Temperature
A PLEASANT, ECONOMICAL and DEPENDABLE WAY TO HEAT YOUR HOME
CLYDE (MOBIL) Phone 42-13
McCLINTOCK

ANNOUNCING...
The Purchase of Fox Mercantile in Green Tree
By Mr. and Mrs. Perle A. Davidson
We want to welcome all of the former customers of Mr. and Mrs. George Fuchs to continue letting us serve you—and we also extend a welcome to new customers.
You'll find the same courteous treatment, fair prices and good merchandise here you have been accustomed to.
Come to see us—we want to get acquainted with everybody in the country... **MAY WE SERVE YOU?**
FOX MERCANTILE
WE GIVE S. & H. GREEN STAMPS

BOWLING
Ladies League (Jan. 13)

Team	W.	L.
Frigidairians	4	0
Toppers	3	1
Newettes	3	1
H. Flyers	2	2
Brunella	2	2
Merle Norman Cox	0	4

High lady, one game—Bonnie McEuen, 185.
High lady, two games—Bonnie McEuen, 370.
High team, one game—Frigidairians, 521.
Lee Wimberley was scheduled to undergo surgery at St. Mary's hospital in Roswell Wednesday this week.
High team, two games—Frigidairians, 1,008.

Warriors Drop Two Cage Tilts
The Ruidoso high school Warriors basketball team lost both ends of a double header last Friday to the team from Carrizozo. The "A" team lost by a score of 55 to 26, while the "B" team tumbled to the tune of 49 to 14.
The local quintet will meet Captain in two games today (Friday) at 12:30 this afternoon in the Youth Center Gym here.



El Paso Men Advertise Rodeo
A group of El Paso boosters were in Ruidoso Wednesday advertising the World's Champions Rodeo that will be held February 11 to 14 in The Coliseum in El Paso. The group consisted of: C. W. Hurd of the El Paso Chamber of Commerce; Captain C. H. Green, exchange service officer of Ft. Bliss; and Donald Wilson, Regional Editor of the El Paso Times.
The group was making an extended trip to West Texas cities and all of New Mexico boosting the rodeo. Tickets may be acquired for the rodeo by writing the Chamber of Commerce in El Paso.

NEW PHONE DIRECTORIES BEING ISSUED HERE
Reflecting the growth of Ruidoso, new telephone directories were being mailed to patrons here this week. An increase of about 100 telephones here is noted compared with the old directory. Operators in the local exchange report some of the phone numbers are incorrectly listed in the new directory, and a corrected list is being prepared for publication in the News soon. Meanwhile, subscribers are asked to take a pencil and scratch out the last two figures in the Ruidoso hospital's number. It should be 76 instead of 76-04.
FINISH SETTING STREET MARKERS
Catherine Loughbridge of the Ruidoso Business & Professional Women's club is this week directing the completion of setting up the more than 200 street marker poles at street intersections in Ruidoso. Part of the poles were set up last fall by a volunteer group of Lions club members. She asked the News to urge howe owners to replace poles which were pulled up by Halloween pranksters and to "keep an eye on the ones now up."

CLEARANCE SALE
BRUNELL'S

THANKS EXTENDED BY SCHOOL BOARD
The Ruidoso Municipal Board of Education requested the Ruidoso News to make the following statement:
"Your school board is very grateful for the work done in the completion of the cafeteria for the new elementary school building. Without this assistance, the time of moving into the new school building could have been delayed, and even when we could not have equipped it to the present magnificent extent. Our sincere thanks and appreciation to every one who has a part in this. It is a pleasure to have a community that manifests this splendid co-operation."

AT PUEBLO—Gigi Perreau has Bonzo the educated chimp for a playmate as she co-stars with Maureen O'Sullivan, Charles Drake, Edmund Gwenn, and Gene Lockhart in Universal-International's hilarious comedy, "Bonzo Goes to College," showing here Sunday, Monday and Tuesday.

ROTARY CLUB PROJECT REPORTED COMPLETED
Ruidoso Rotary club was about ready this week to write "Gris" to its project of securing a cemetery for Ruidoso. Keil Bonnell, chairman of a committee which worked on securing forest land near Ruidoso airport for a graveyard, told the club this week surveying was nearing completion on the plot, which measures about five acres. He had as his guests in the club's noon luncheon Tuesday Carrollton and Sandoval, surveyors who worked with him in establishing a lot for the grave of Mrs. J. G. Bogar, whose funeral is set for Sunday.
For the program Tuesday, a motion picture on Democracy was presented by Emmet Reese.
Mr. and Mrs. Mack Pior were in Carrizozo Monday.

VALLEY VIEW SERVICE STATION and CAFE
MARGARET and ED WINANS

WASHING MACHINES CONVENTIONAL - AUTOMATIC ON TIME-PAYMENT
Buckner's ELECTRICAL CONTRACTOR
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Phone 53-11 Ruidoso, N. M.

FLU RAGES HERE
Local doctors estimate there are some 200 cases of influenza in the Ruidoso area. Most of the cases are mild, they reported, but they issued a warning to the people to practice care in guarding against complications. Most of the cases are among adults, not too many absentees being reported by the school here as in other communities of the nation.

Canyon Echoes...
The Holiness church of Green Tree completed an addition to their church building last week.
Nob Hill Lodge has erected a giant neon sign atop its building to catch the eyes of passing motorists on U. S. 70. Gateway Courts, Wally Crosby and Joe Reinhardt's Record shop have also set up new signs recently.
Ernest McDaniel is visiting with a daughter and her family in New York state.

into the Jimmy Rogers house in Gateway.
Mr. and Mrs. Roy Anderson plan a late business trip to the Texas Panhandle mid-week.
E. D. Brown of Canutillo is adding a new room to his house near the old mill.
Mrs. Larry Moore was a visitor here from Dallas last week.
Mr. and Mrs. N. C. Fritz returned last week-end from an extended visit in Texas.
Louis Conner, local shoe shop operator, has been visiting in Texas.

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FREE FRIENDLY COFFEE
—with—
FREE FRIENDLY CHATTER

R. H. Anderson Lumber Co.
Hollywood, New Mexico

VALUABLE DIAMOND LOST
George Bonal is offering a \$250 reward for the return of a diamond ring, valued at several hundred dollars, which is missing from the Bonal's living quarters in their El Taos courts here. The ring has one diamond of a karat and a quarter and with 21 other smaller stones.

WOMAN'S CLUB HEARS TALK BY MINISTER
The Rev. Frank Matthews, local Methodist minister, gave a talk on the theme "The Church in the World" at the meeting of Ruidoso Woman's club. A memorial service for the late Mrs. J. G. Bogar was held. She was a former member of the club. Mrs. Ruth Longbaugh led the memorial service, then gave a discussion on the club collect. Refreshments were served.

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THE FIRST NATIONAL BANK OF ROSWELL
Established 1890
"A Home Institution"
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ON SUNDAY ENJOY A TURKEY DINNER AT Mabel's La Fiesta Cafe
In Gateway \$1.50
11:00 a. m. to 8:00 p. m.
PHONE 68-14

O. E. S. INSTALLS RUIDOSO ORDER
Ruidoso Order of the Eastern Star Chapter No. 63 installed new officers Jan. 14. A complete list of newly elected officers will appear in a later issue. The next regular meeting of the Chapter will be Jan. 21 in Wingfield Hall, and all visitors are welcome.

MOUNTED PATROL MAKES DONATION TO HOSPITAL
Troop 5 of the New Mexico Mounted Patrol, which held a dinner session here Sunday at Navajo Lodge, voted to contribute \$25 to Ruidoso-Hondo Valley General hospital.

"Was a nervous wreck from agonizing pain until I found Pazo!"
says Mrs. A. W. San Antonio, Texas
Speed amazing relief from miseries of simple piles, with soothing Pazo's Aids to relieve pain, itching, tenderness—soothe inflamed tissues—lubricates dry, hardened parts—helps prevent cracking, soreness—redness, swelling. You get real comforting help. Dab Pazo's relief on or between simple piles. Get Pazo for fast, wonderful relief. Ask your doctor about Pazo's suppository form—also tubes with perforated plastic pipe for easy application.
Pazo's Relief Laxative

SALCIDO-McTEIGUE WEDS AT LINCOLN
Miss Johnnie Salcido became the bride of Bill McTeigue on Saturday, December 27. Saint John's Church at Lincoln was the scene of the wedding.
Miss Salcido is the youngest daughter of Mr. and Mrs. Proceso Salcido of Hondo. Mr. McTeigue is a son of Mr. and Mrs. Fred McTeigue also of Hondo. He has been associated with his father in farming and ranching for several years. The couple plan to make their home in Hondo.

TO HUNT BEAR
R. H. Hédercocke and W. H. Brown are to fly to Kodiak the latter part of March to hunt bear in the Alaskan grizzly country.
Mr. and Mrs. H. C. Gough plan an extended visit in Texas this month. Mr. and Mrs. Chubby Hicks visited in Lubbock last Thursday.

THE GIRL FRIENDS
MOMMY, IF I GET MARRIED, WILL I HAVE A HUSBAND LIKE DADDY? YES.

MOLLY AN' ME
MOLLY, DON'T SEND MY SLITS TO BE CLEANED AT JOE'S ANYMORE! HOW COME?
HE TOOK OUT THE SPOT FROM MY GREY SLIT! BUT ISN'T THAT WHAT HE'S SUPPOSED TO DO?
NO! THIS WAS A TEN SPOT!

HEATER SALE 20% Off List!
—on—
DEARBORN HEATERS and BRILLIANT FIRE HEATERS
SALE STARTS MONDAY JANUARY 19th
SACRA BROS CO.
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THE FIRST NATIONAL BANK OF ROSWELL
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QUALITY GROCERY & MKT.
We don't want to boast. But, honestly we take special pride in bringing you the freshest of fine foods... garden-freshness in our vegetables... fruits that are orchard-sweet. And don't forget our meats are always choice. You get more for your money when you buy where the foods are guaranteed fresh... when you shop regularly in our store.

MOMMY, IT SURE IS A HARD WORLD FOR US WOMEN, ISN'T IT?

RUIDOSO NEWS
Friday, January 16, 1953

SQUARE DANCE HELD AT CARRIZO LODGE
Friends of Mr. and Mrs. Herb Gregerson gathered at Carrizo Lodge Saturday evening for a square dance and some folk dancing. Wilbur Coe's Cowboy Ranch Hands played for the dance. About 40 persons attended. Another dance is planned for Saturday night, Jan. 24.

STORY OF AUSTRALIA SEEN IN 'KANGAROO'
"Kangaroo" (The Australian Story), outdoor spectacle in color by Technicolor, has been listed by the Pueblo Theatre for showing tonight and tomorrow. The Twentieth Century-Fox project represents the culmination of a massive trek to Australia for the first location shooting there by an American film company. Entirely photographed in the land "down under," "Kangaroo" stars Maureen O'Hara and Peter Lawford.

CLAYTON BENNETT
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RUIDOSO SALES REPRESENTATIVE FOR
POWELL CHEVROLET COMPANY

USED CAR DEPARTMENT
1950 Buick 4-Door
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1950 Ford 1/2-Ton Pickup

SPECIAL THIS WEEK

1950 Ford 2-Door \$1295
1951 Chevrolet 1/2-Ton Pickup
1950 Chevrolet 2-Door \$1445

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Chevrolet and Oldsmobile
Phone 461 Tularosa, N. Mex.

Mother of Ruidosoan Dies Tuesday in Alamogordo
(From Alamogordo News)
Mrs. Ruby Woolman Tompkins died early Tuesday night at Gerald Champion Memorial hospital following a stroke she suffered earlier in the day at the Chaffield school where she was a teacher. Mrs. Tompkins was brought to the hospital by Mullins-O'Dell ambulance Tuesday afternoon.

BUS STRIKE HARSHIP GROWS HERE
Failure to settle the strike of drivers against the New Mexico Transportation Co., which had a schedule of seven buses a day each way through Ruidoso on U. S. Highway 70, is beginning to work a real hardship in this community. The bus line is the only passenger service in and out of southern Lincoln county.

Wedding Set January 24
Mr. and Mrs. C. W. Byers announce the approaching marriage of their daughter, Betty Anna, to Robert H. Peebles, son of Mr. and Mrs. Henry Peebles of Nogal, New Mexico.

SCHOOL BUS DRIVER URGES CAUTION IN PASSING
Ben Sanchez, of San Patricio, chairman of the Lincoln County School Bus Drivers' association, this week asked the News to remind motorists that they must observe the state law which provides that all approaching traffic, no matter whether coming or going, must come to a complete stop when school buses are taking on or discharging passengers. "We have had some of our home folks disregard that law, and if they don't begin observing it, we will have to file complaints," he said.

EL PASO STUDENTS HERE
About 40 to 50 students of Austin High school of El Paso were here Monday on a brief vacation. They made the trip to Ruidoso in a chartered commercial passenger bus.

ON TOUR OF MEXICO
Mr. and Mrs. Warren Barrett were to leave Thursday for San Antonio, Texas, where they will join a group of insurance salesmen from Colorado for a week-long tour of Mexico. The trip is a special award for an insurance agency in Colorado.

Services will be held in the chapel at Mullins-O'Dell Funeral Home Saturday morning at 9:00 o'clock with the Reverends H. H. Allen, pastor of Grace Methodist Church, and Frank Matthew of Ruidoso Methodist Church conducting the services. Burial will be on her ranch in Dona Ana County.

The strike began Dec. 8 and three meetings of officials of the bus company and the drivers have been held at Roswell, with no settlement reached. Rumors here, were another meeting of the parties involved might be held this weekend.

Feed, Implement Firm Opens Here
The Lincoln County Feed & Implement Co., a new type of business for Ruidoso, opened its doors to the public this week in the former Hollywood Packing Plant building on U. S. Highway 70. Owned by Kenneth Watt, the new concern has a franchise in parts of two counties for the full line of Purina feeds. The firm also is local dealer for Massey-Harris tractors and farm equipment.

15 ALAMOGORDOANS ATTEND INSTALLATION
Attending the recent joint installation of the Oddfellows and Rebekahs held here were these 15 Alamogordo residents: Edwin Kimmonet, Mr. and Mrs. Clay L. Smith, Chas. E. Thomas, James E. Anderson, Wayne A. Johnson, Edgar Cook, F. Daugherty, Alvin Cook, Mr. and Mrs. Mark A. Virden, Rev. Happy Graves and Mrs. Roach. Johnson is grand master of the New Mexico lodge and Virden is deputy grand marshal for this district.

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Featuring—UNION "76" GASOLINE
HANK MEANS MOTOR SERVICE
General Motor Overhauling and Repairs
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BODY and FENDER REPAIRS
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Box Office Opens 6 p.m. Monday Through Friday
Continuous Shows Saturday and Sunday From 2 p.m.

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SAVAGE ROMANCE IN THE CONTINENT THAT TIME FORGOT!
KANGAROO
Technicolor
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FRIDAY and SATURDAY
JANUARY 16-17

Remember Your Valentine WITH A GIFT OR CARD
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Wins Convention Attendance Prize
Representatives of 17 County Farm Bureaus which made their 1952 member quotas received the refund checks upon behalf of their organizations at the recent state Farm and Livestock Bureau convention at Roswell.

"Honeymoon Club"
Mr. and Mrs. C. Alsup of Rt. 1, Wilson, Tex., honeymooned here Jan. 3 at Navajo Lodge. The party was wed Jan. 3 in Lubbock. The bride is the former June Holyfield, daughter of Mr. and Mrs. Holyfield of Lubbock and the groom is the son of Mrs. L. A. Alsup of Wilson.

Mr. and Mrs. Buddy Barron, 5311 10th, Lubbock, honeymooned here here in December at Mocking Bird Hill cabins following their wedding Dec. 27 at Amarillo. The bride is the former Jo Benesch, daughter of the J. M. Benesch of Amarillo, and the groom is the son of Jimmy and Jessie Barron of Waco, Tex. The bride wrote: "Honeymooners should be barred from making—reason, one broken ankle—but we enjoyed the trip."

Mr. and Mrs. Marvin B. Daniels, Morton, Tex., who were wed on Dec. 13 at Morton Baptist church. The bride is the former Jackie Crowden, daughter of Mrs. Davis Crowden, and the groom is the son of the E. P. McDaniels, all of Morton.

Mr. and Mrs. Gene Struve, of Hale Center, Tex., stayed at Apache Village on their honeymoon trip to Ruidoso. The couple was wed Jan. 11 in Clovis. The bride is the former Miss Christine Hogan, daughter of Mr. and Mrs. H. K. Hogan of Coweta, Okla. The groom is the son of Mr. and Mrs. George Struve of Hale Center.

At the Christmas vacation schedule, he said this was desired to be set up on a seniority basis. Neither side, however, has come forward with a specific statement as to exactly what they want. One bus driver remarked that persons in many cities have no knowledge of why the buses aren't running.

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Wedge, Crepe, Rubber and Soft Sole. Narrow and Medium Widths. Whole and Half Sizes. Full Range of Colors. Foam Insoles.

HIGH QUALITY—LOW PRICE

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We have a New Shop Man Now
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Right On The Corner Right On The Price
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Ruidoso, New Mexico.

An Additional Saving — Frontier Stamps With Each Purchase

SHORTENING Swift Jewel, 3-lb. tin	69c	Corn Beef HASH Swift, 1-lb. can	39c
OLEO, Meadowlake Quartered and Colored, Lb.	30c	SHORTENING Mrs. Tucker's, 3-lb. box	69c
PORK & BEANS White Swan, 1-lb. can	11c	PURE LARD Peyton's, 4-lb. box	59c
TUNA FISH Treasure, Per can	25c	SARDINES Maine Flat can	8c
Strawberry Preserves World Oyster, delicious, 2-lb. jar	69c	PINTO BEANS Colo. grown, new crop, 10-lb. bag	\$1.19
PINTO BEANS Colo. grown, new crop, 4-lb. bag	52c	Peach Preserves World Over, the Best, 2-lb. jar	55c
FLOUR Gold Medal, 10-lb. bag	97c	TOMATOES Diamond Brand, No. 2 can	18c
MUSTARD White Swan, pure, 1-lb. jar	21c	HOMINY White Swan, 1-lb. can	9c
SUGAR Crystal, 10-lb. bag	99c	DOG FOOD Kim, Lge. 1-lb. can	9c

MARKET FRESH and CURED MEATS

SLICED BACON Corn King, cello wrapped, Lb.	49c	CARROTS Fresh, 1-lb. can	15c
PICNIC HAMS Glover, Per lb.	39c	POTATOES Idaho Russetts, 10-lb. bag	79c
BOLOGNA Swift Premium, all meat, Lb.	49c	CRANBERRIES Fresh, 1 Lb. or Qt.	39c
GROUND BEEF Fresh, Lb.	67c	ORANGES Large Navel, Per Doz.	12c
DRESSED HENS Fresh, Lb.	59c	BANANAS Cen. American, lge yellow, Lb.	14c

ALL NEW MONKEY-SHINES!

BONZO GOES TO COLLEGE
MAUREEN O'SULLIVAN • EDMUND SWENN • CHARLES MAKE
SKE PERREAN • GENE LOCKHART • BONZO

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WEDNESDAY and THURSDAY
JANUARY 21-22