COUNTY of LINCOLN COUNTY

COMING APRIL 24th—
The Annual Ruidoso News
SEASON OPENING
EDITION
Deadline for Copy and Ads April 22

The Ruidoso News

"SERVING ALL OF LINCOLN COUNTY"

See You at the
RUIDOSO BAR

VOLUME 7, NUMBER 43 | RUIDOSO, LINCOLN COUNTY, NEW MEXICO | FRIDAY, APRIL 10, 1953 | SUBSCRIPTION $2.50 Per Year

½ and ½
WIT & WISDOM
—By Vix—

Note to Wendell Chino: I don't know who else to address this to, Wendell, since you're president of the tribal council there, maybe you'll know who to talk it over with. Seems to me the greatest danger on U. S. Highway 70, and one that will increase as summer tourist traffic begins to enlarge, is the fact so many horses roam freely on the roadside in the Mescalero reservation. This columnist makes a trip at least once a week, and sometimes twice, through the reservation, and we notice the number of horses loose along the roadside is more than it has been in a couple of years. We sure wish you could look into, or talk to, somebody about eliminating this hazard which could lead to some deaths this summer. Regards and congratulations on your nuptials.

* * *

Traveling up and down the canyon this week, we noted some 17 construction projects underway! And, Geo. L. Zimmerman tells us he thinks Carrizozo has had more building in the last two years than Ruidoso. Boy, that's fine, but we'd like to see the figures on the two towns just to compare.

* * *

Word has reached us that Frank Smith, staunch Democrat and printer at Ft. Stanton for many years, died at New Orleans several days ago, where he had been flown for medical attention when his condition worsened in March.

* * *

Dots and dashes: Edna Schirenberg, who operates La Huerta, says Linda Darnell, one-time Dallas high school student and now one of Hollywood's brightest feminine stars, has purchased a ranch near Picacho. The place formerly belonged to the mother of Mrs. Ed Breese of Green Tree. . . . Another bit of news from down the valley: Louise Massey may open a curio shop on her place. . . . Paul Horgan, retiring librarian at New Mexico Military Institute of Roswell, plans to live on a ranch in the valley, near the Peter Hurd place. Horgan won the Harper Prize for his "Saint of Arcola" several years ago. . . .

Kenneth Watt is in need of a couple or three good mousers down at his Lincoln County Feed & Implement Co. Anybody with some surplus cats can unload them on him. . . . Mrs. Warren Tucker, reporting that some of the stock is already ordered, said the new Ruidoso Food Mart will likely be ready for opening May 15. . . . Sid Courvalle is driving a couple of sparkling new GMC pick-ups in his plumbing business, reports Ogden Carroll. . . . Both the V. F. W. and the American Legion joined in an impressive officer installation program last Wednesday evening here in the Legion home, details of which were crowded out of this week's news-packed paper. . . . Our columnists have some news worth reading this week, including Marian Elberson's sprightly school column reporting on the F. B. L. A.-Lions club supper, and Mrs. Breuniger, telling of conservation work in the Mescalero reservation. . . . Next week the News will stuff an extra section in it, Johnny Perkins' Treasure Trail News which will have a circulation of over 25,000 and which will feature the Ruidoso area. . . . The week after that, April 24, the Ruidoso News has its own annual spring tourist promotion edition to be mailed to an extra large additional mailing list. . . .

Warren Barrett mailed some 200 pennies this week to prospective customers in a letter which ended "A Penny for Your Thoughts." . . .

L. P. Bloodworth, who is expected here this week-end with his wife, and who is now manager of Boys Ranch, went to Truth or Consequences last week-end where he was one of three judges for the Ralph Edwards parade held there. He told us over the phone the other day he saw lots of Ruidosoans at the big celebration.

* * *

A short note from Byron Autry, now in the VA hospital in Temple, Tex., reports he is getting married, but he doesn't say who the bride is to be.

NEW CAFE PLANNED

Construction started this week on a concrete tile building just east of Don's Skyland Food Mart to house a new cafe for Ruidoso, to be operated by Margaret and Ed Winans. A. C. Kelley is to build the cafe.

The Winans last week sold their interest in the Valley View Service Station and cafe to Mr. and Mrs. Jim O'Neal of Hobbs. The Valley View place is located only a short distance east of Green Tree, on U. S. 70.

JIM HALE OFFERS FREE CHICKS

Jim Hale of Lincoln County Feed & Implement Co. proved in a most generous mood this week. He asked the News to urge local people who would like free baby chicks to drop in at the Purina store and register for same. He'll tell you details of the gift when you see him.

NEW GARBAGE PIT

The Village of Ruidoso is negotiating with the Forest service for some acreage about five miles up Carrizo canyon for a new garbage pit. The other, near the airport, is to be covered after it is closed.

County's Land Use Planning Committee Votes to Apply Next Allotment on Route 37

From County Agent Ralph Dunlap comes the following transcription of minutes of the annual meeting of the Lincoln County Land Use Planning committee, held Monday afternoon in Carrizozo:

A meeting of the Land Use Planning Committee in relation to roads was held April 6, 1953 in the courtroom in Carrizozo for the purpose of making it a permanent committee.

Present at the meeting were: Kenneth Nosker, Edward Penfield, Walton Wilson, John Cooper and his assistant George Simeros, Charles Jones, Archie Perkins, Guy Dabney, Albert Snow, B. L. Luck and Jud McKnight representing George Shanks.

The County Agent Ralph Dunlap served as temporary chairman until the permanent officers were elected for the committee; he opened the nominations for chairman. Charles Jones was nominated by John Cooper. Archie Perkins moved that nominations cease and Mr. Jones be elected by acclamation. The motion was seconded and carried.

Mr. Jones then asked for nominations for vice-chairman. Archie Perkins was nominated by Walton Wilson and Kenneth Nosker moved that he be elected by acclamation. The motion was seconded and carried.

Mr. Guy Dabney moved that the county agent be appointed secretary ex-officio, the motion was seconded and carried.

A motion was made by Guy Dabney and seconded by Archie Perkins that the committee hold meetings annually on the first Monday in March. Motion carried.

Kenneth Nosker made the motion that the Lincoln County Land Use Planning Committee adopt the following items to set up a schedule of construction for the Federal Aid Secondary roads in Lincoln County and that the present priorities will not be changed in any way by this schedule of construction. The construction shall proceed in the exact order they are stated.

Item No. 1

That the road be finished to Arabela.

Item No. 2

That the next allotment be used on the road from the end of Mechem Drive on Highway No. 37 as far as that one allotment will take it towards Angus.

Item No. 3

Any further allotment shall revert back to Land Use Road Planning Survey made April 14, 1952.

The motion was seconded by John Cooper and carried.

As there was no further business a motion was made by Kenneth Nosker that the meeting adjourn.

The motion was seconded and carried.

Attached to the copy of the minutes was this listing of members of the county's committee, giving the areas or communities they represent: Charles Jones, Encinosa, Capitan area; George Shanks, Lon area; John A. Cooper, Arabela area; B. L. Luck, Angus, Ruidoso and Alto area; Walton Wilson, Angus, Picacho area; Guy Dabney, Nogal area; Archie Perkins, Corona area; Edward Penfield, Lincoln area; Kenneth Nosker, Glencoe area; Ed. Nelson, Picacho, Tinnie area; Albert Snow, White Oaks area; Virgil Jones, Angus, Capitan area, and Wm. Nickels, Oscura area.

Previous to the official session the committee held a brief hearing, at which five Ruidosoans were present, to urge for consideration for early action on the Ruidoso to U. S. Highway 380 routes. Representing this group were E. E. Kyrkendall, president of the Ruidoso Chamber of Commerce, Jack Hull, Estell Clark, W. A. Hart and Pat Chubbuck.

Also at the hearing was S. B. White, state highway representative, who remarked that the tourist industry should be recognized in the planning of priorities of secondary roads. Local spokesmen pointed out that all of the county would benefit from extra gasoline taxes and sales of goods bought by thousands of tourists who would tour the area if improved roads were available.

70 SCOUTERS TO ATTEND MEETING HERE

About 70 men of the Southeastern New Mexico Boy Scout area will meet in Ruidoso April 11 for an executive board meeting, according to word from Johnny Sparks, Eastern N. M. Area council field executive.

White Mountain District, of which Geo. L. Zimmerman, Carrizozo, is chairman, will be host district.

A dinner costing $1.25 per plate, will be served by the Ruidoso Parent-Teacher association in the ward school cafeteria here at 6 p. m. The board meeting follows at 7:30 p. m. Earlier in the day, at 4 p. m., the council's advancement, camping and finance committees will meet.

A program of entertainment is planned for the visitors and families of members attending, it was announced.

All adult Scouters and persons interested in Scouting are invited to attend, according to Zimmerman.

Open House Set By Artist, Cosmetic Firm

Open house will be held all day Monday here in the building next door east of Quality grocery where a group of scenic paintings by Mrs. Frank Matthews, wife of the local Methodist minister, will be on view for sale. The one-artist show will feature dozens of landscapes painted by the artist of scenes in Texas, New Mexico and other states.

In addition, on display will be the full line of cosmetics made by Beauty Counsellor, for which Della Hale of Ruidoso is zone distributor. With her will be her Ruidoso representatives, Theta McCraw and Bonnie Coe. The cosmetic line is handled in other nearby cities for Mrs. Hale by Lucille Bingham, Carrizozo; Marian Daugherty, Tularosa; and Alice Heleman, Mabel Bailey and Mary Kilgore, Alamogordo.

Coffee and cookies will be served during the open house.

Ft. Stanton Girl Wins Scholarship At N.M.U.

Albuquerque (Spl.)—Miss Donna Kuslanovich, sophomore journalism major at the University of New Mexico, who lives in Ft. Stanton, has been awarded the $100 Raton Range scholarship for women in journalism.

The announcement came from Prof. Keen Rafferty, chairman of the department of journalism at the University. It will be given Miss Kuslanovich at registration next fall and spring, Prof. Rafferty said.

The award is based on ability and interest in journalism, and is one of four scholarships given by the department.

Miss Kuslanovich is the daughter of the Don Kuslanovichs of Ft. Stanton.

NEW POUND MAN

Cliff Robinson was employed by the village council in its meeting last Friday evening as city pound man.

O. E. S. TO MEET

Ruidoso Chapter No. 86 of the Order of the Eastern Star will have its regular meeting Wednesday, April 15, at Wingfield hall.

Visitors are invited.

Chubby and Ann Sell Chuckwagon

Chubby and Ann Hicks this week announced the sale of their popular Chuckwagon cafe to Mr. and Mrs. Boris Litowich of Texas, cotton buyers who have been engaged in buying and selling cotton in Plainview, Houston and other Lone Star markets.

The Hicks said they would take a rest before engaging themselves in any other work just yet. They will likely operate the Chuckwagon for the Litowich couple during the winter months, Chubby said.

Committees Named To Outline Plans For ENMU Retreat

Portales (Spl)—With the appointment of committees and subcommittees, final plans are now being completed at Eastern New Mexico university for the annual leaders' retreat to be at Ruidoso April 9-12.

The three principal committees and chairmen are student affairs, Bill Reid, Ranchvale; physical plant, Lefty Kempson, Brownfield, Texas; and Doyle Balko, Lingo.

Chairmen of the subcommittees are Sandy Pawol, Clovis, student government; Joyce Laing, Charlton, Iowa, personnel; Hunt Zumwalt, Artesia, religious affairs; Reid, social activities.

Margie Titsworth, Tinnie, housing; Elta Chalk, Portales, academic facilities; Kempson, recreational facilities; Frances Carmichael, Portales, liberal arts; Balko, business and economics; Norman Hatch, Portales, music; Joe Beaty, Artesia, teacher education; and Wilda Ingram, Clovis, technology.

Over 30 students have been selected to attend the retreat. They will make a study of the university and its problems. Upon returning to the campus, the delegates will present a list of recommendations and ideas for improvements.

EASTER ATTENDANCE AT CHURCH SETS RECORD

Fair weather Easter Sunday brought out the largest attendance in years at all Ruidoso churches.

SCHOOL BUDGET HEARINGS

School budget hearings for Lincoln County will be held in Carrizozo at 9 a.m., April 16. The Lincoln County School Budget Commissioners are Leandro Vega of Carrizozo and J. Emmett Reese of Ruidoso.

HIGH WINDS HOWL

High winds howled three days here this week, kicking up dust and blowing down some of the old pine trees back up in the hills. Wind velocity reached as much as 40 miles per hour in some gusts.

Fire Fightin' Red Hats Honored In Annual Camp

(By Dorothy Guck)

The fifth annual Mescalero Apache fire training camp was held on the reservation April 1. Under the joint direction of the Indian service and the U. S. Forest service, the all-day event provided a thorough discussion and training of all men in Lincoln county who might be available for fighting forest fires.

Every year camp is set up in Carrizo canyon as an exact replica of the camps operated on a project fire. This year the weather was favorable for a most successful day of training. The Dodson sawmill closed for the day to allow all their personnel to attend. There were representatives of all the other local sawmills who are always so very cooperative in answering forest fire calls. The timber constitutes their means of livelihood. Many ranchers and interested citizens attended the meeting, as did persons from various state and federal agencies and all regular fire season employees of the Forest and Indian Service, including the famed Red Hats.

Clerks Powell and Beggy registered all volunteers, putting them on the imaginary payroll. Charlie Sutton supervised the portable field kitchen which cooked a substantial meal of steaks, potatoes, beans, and coffee.

Mescalero Supervisor Lonnie Hardin welcomed the trainees and turned the schedule over to Arthur Lusher, Indian Service Forest Supervisor on the Mescalero. In recognition of the valuable service the Red Hats have rendered during the past three fire seasons in New Mexico, California, Idaho, and Oregon, each man was presented a red tin hat bearing his name in fluorescent aluminum. Ironically, the Apaches have won national recognition as the "Red Hat Fire Fighters" without ever wearing red hats. The new head pieces, fashioned on the order of the hard safari helmets, not only fit the name, they protect the wearer from burning limbs and embers.

During the morning, fire behavior, line construction, and mop-up technique were discussed and demonstrated by Regional Forest Service Fire Chief C. K. Collins of Albuquerque, Mescalero Forest Supervisor Arthur Lusher, and Lincoln Forest Fire Chief Dean Earl of Alamogordo. After the hot camp dinner, an actual fire was set burning. The Red Hats, under the direction of Ranger Bert Shields, quickly built an adequate line to suppress the blaze. Veteran firemen Rufus Lester and Fabien Dolan, were on hand to put the crews through their paces.

It takes a woodsman with know-how to furnish a worthwhile hand on the fighting line against the dreaded forest fires which still continue to destroy many thousands of acres of our most attractive resource. The Red Hats formed their organization in the spring of 1949, registering charter members, electing officers, drawing up certain rules and regulations, and choosing their own fire bosses. Endowed with the natural abilities of the woodsman, forest knowledge, endurance, and steady nerves, these boys studied fire behavior, worked out a rhythmic 3-lick method of building a fire line with korticks, pulaskis, axes and backfiring to destroy the fuel between the fire and the line. Their strategy has never failed them.

The Red Hats, more than half of whom are war veterans, live in all sections of the reservation. Fire calls are transmitted by their own system of communication. On the reservation, they travel to fires in a red truck with benchlike seats which carry the tools. To fires off the reservation, they have traveled by bus, horseback, by plane and afoot. One year in California, six of them were dropped by helicopter at the head of a fire. In the Capitan Gap blaze, they dog-trotted up the rugged terrain to the line. Hacking brush in scorching heat of southern California, trying to rest in the freezing cold of autumn in Idaho, the Red Hats perform their job in such a proficient manner, they gain the highest acclaim from all who have seen them work.

Realizing the potential man-power obtainable in the Indian tribes of the Southwest, the Forest Service sought the help of Bert Shields last year in organizing and training crews in New Mexico and Arizona. He and Rufus Lester spent several weeks teaching their tactics to other Indians.

With the training camp in Carrizo canyon, preparations have begun for the protection of the forests of Lincoln county in 1953. Let's hope the Red Hats don't have to earn their laurels here. You can prevent most fires. Incidentally, the training camp, believed to be the only one of its kind in the nation, disbanded abruptly when a fire call was issued from White Tail. Ranger Shields and the Red Hats left to squelch it.

COMMISSIONED—James F. Lackey, Jr., of 3800 Coal ave., Albuquerque, has been commissioned a second lieutenant following graduation from the 26-week Engineer Officers Candidate school at the Army's Engineer center, Fort Belvoir, Va. Lackey, whose parents live in Hollywood, N. M., was formerly a student at the University of New Mexico.

CAPITAN C.C. SPONSORS MAGICIAN

Ruidosoans and residents of all this area are invited by the Capitan Chamber of Commerce to attend a one-night exhibit of sleight-of-hand, baffling stunts and mystery Tuesday of next week, April 14, when that organization presents Surat, the modern magician in the high school gymnasium at Capitan.

Curtain time is 7:30 for the "Mysteries Around the World" presentation to feature such acts as cutting a volunteer from the audience in half, probably a girl high school student of that city; the escape from a packing box 30 inches by 35 inches by 40 inches in size, built this week by members of the Capitan C. of C. especially for the show, and other wierd and unusual performances, Hugh Bancroft, president of the sponsoring group, said Surat declared he would escape from the packing box after its lid had been nailed, within 30 seconds. He also features the world-famous Houdini chain escape stunt.

With him will be Bossy, the magical cow, which gives milk when pumped by the tail; Otto, a mind reading duck, and Oscar, the globe trotting rabbit. The enchanted princess, who sits on upright swords, will also be presented, he added.

One of the features of the shows will be decapitation of some volunteer from the audience. Surat insists on chopping off the head of some youngster who will volunteer, but Bancroft said he preferred some New Mexico politicians for the stunt, probably someone like "Heavy" Drake.

Admission for the show will be $1.00 for adults and 50 cents for children. Profits from the exhibition will be used for some local project, Bancroft said.

Tres Valles Club Installs Officers

A meeting of the "Tres Valles Garden Club" was held March 31 in the home of Mr. and Mrs. Bill Schreecengost at Hondo. The hostess was assisted by her mother, Mrs. Bert Pfingsten.

The day was warm and sunny with lovely blossoms on the fruit trees showing through every window, with artistic flower arrangements indoors of lavender lilac and many colorful spring flowers, brought by members. All enjoyed a delightful covered dish luncheon.

Business of the meeting was installation of officers for the coming year, Mrs. Luther Dudley of Roswell honored the club by officially presenting each officer with a colorful corsage. Each corsage color representing the virtues expected of the respective recipient.

Mrs. Dudley recently resigned as state counsellor of Garden clubs, since she and her family are moving to Denturo, Calif.

New officers installed were: Mrs. Charles Fuller, president; Mrs. Schrecengost, vice-president; Mrs. Wilbur McKnight, second vice-president; Mrs. Tom Babers, secretary; Victoria Watson Limacher, parliamentarian and Mrs. Bert Bonnell, historian.

Mrs. Fuller appointed committee chairmen as follows: Mrs. Ed Nelson, horticulture; Mrs. McKnight, junior guidance; Mrs. Limacher, publication; Mrs. Wilbur Coe, flower show; Mrs. Charles Read, yearbook; Mrs. L. B. Hodges, scrapbook.

The club also discussed the coming flower show, to be held in July. Mrs. Wilbur Coe was appointed chairman. Much enthusiasm was shown among members and all will strive to make it a bigger and better flower display than in 1952. The club voted to again hold its flower show in Ruidoso because of the fine co-operation and outstanding flower arrangements given the show last year from people of Ruidoso, Roswell and visitors from Texas.

M. A. Elkins, Church of Christ minister, received a medical check-up while seeing a doctor in El Paso last week-end.

Warning Issued On Trash Fires

Acting Fire Chief Tom Jones this week asked the News to carry a warning that no outside trash fires would be permitted unless incinerators were screened. He pointed out the danger of outdoor fires during the present dry, windy season, might lead to a serious conflagration. Violation of this city rule may bring a fine of $10, city officials declared.

Sarah Lewis, 79 Dies March 28

Sarah Elizabeth Lewis, 79, wife of Dr. A. J. Lewis, died March 28 at Fabens hospital in Fabens, Tex. Burial was in the military cemetery March 31 at Ft. Bliss, Tex., friends here have learned.

She was survived by her husband, two daughters, Mrs. Ila Lewis Bean, Oklahoma City, and Mrs. Alice Lewis Vickers, Fabens; three grand children and three great grandchildren.

Mrs. Lewis was born in Auburn, Ind., in 1874, moved to Las Cruces in 1920 where the doctor practiced medicine until 1945, then moved to Ruidoso in 1946.

Mrs. Lewis was a member of the Presbyterian church here.

Rev. Wm. B. Holmes, Jr., local minister, officiated at the funeral held in a funeral chapel in El Paso, with Rev. Dillertine of Fabens assisting.

She was a member of the American Legion auxiliary of Ruidoso, of the Eastern Star chapter in Las Cruces and also was a past president of the Las Cruces Woman's club.

FORMATION IN RUIDOSO OF SHERIFF'S POSSE TO BE DISCUSSED

Persons interested in the formation of a Sheriff's Posse, similar to groups found in many Southwestern communities, are invited to meet tonight (Friday) in the Ruidoso Club House, one local resident, who belonged to such an organization in the town from which he came, told the News this week.

BUSINESS FIRMS NEED TO BUILD RAMP FOR LARGE TRASH CANS

The Village of Ruidoso has an ordinance defining the legal size of trash cans with covers, to be used by residents, which are the medium, home-type size. In some cases, business houses need larger such disposal containers, and use discarded oil barrels, Cecil Jones, trash hauler, reports. These larger barrels are acceptable if they are placed on a ramp high enough for him and his crew of workers to lift for emptying into his truck. "We simply can't lift those heavy barrels to the height of a truck, and will only handle trash for those people having the large size if they have them on a platform or ramp equal to the height of our truck bed," he said.

TO HIGHWAY MEET

Mrs. Susan Oliver, state secretary of the U. S. Highway 70 association, attended a meeting of the state officers in Silver City Tuesday and Wednesday this week.

HOLIDAY NEXT MONDAY

Ruidoso schools will be dismissed for a one-day holiday Monday while faculty members attend an educational association area meet in Carrizozo.

The Gardenside Courts have been opened for public accommodation here near the H. C. Caylor residence on Alto road.

Race Track Gets New Tag For '53 Meet, 28 Days Set

CITY REJECTS ELECTION PETITION

Ruidoso's village trustees, meeting in regular session last Friday night at the city hall, rejected a petition with about 190 names which asked that a local option election be held to determine whether liquor would be sold on Sundays here. Mayor Raymond Buckner made the recommendation to the council that the petition be rejected after securing advice from the district attorney, C. C. Chase, Jr., and the Village's own attorney, Geo. L. Zimmerman. Mayor Buckner said he based his recommendation on two statutes the attorneys pointed out to him which he felt did not allow such an election to be held in this village. One statute said local option elections could be held only in cities or counties of 5,000 or more population. The other statute had to do with a disputed portion of a bill once vetoed by a state governor.

An attorney representing a few of the petitioners, appearing at the council meeting, indicated by remarks a mandamus court order may be sought to force the village to call election for which they petitioned.

Mrs. Ike Kenedy Named President Of Woman's Club

Mrs. Ike Kennedy will be the next president of Ruidoso Woman's club, succeeding Mrs. C. J. Leland, Sr., that group voted in its regular meeting Wednesday. Her nomination, along with that of all other officers submitted by a nominating committee headed by Madeline Burdett, were adopted unanimously by the members.

Other officers are to be: Mrs. Joe McLaurin, vice-president; Mrs. June Brooks, secretary; Mrs. Ruth Longabaugh, treasurer; Mrs. Ralph Oberholtzer, parliamentarian; Mrs. R. K. Knox, historian.

Mrs. Leland and Mrs. J. P. McFarling were named delegates to the state federation meeting to be held in Lordsburg April 14, 15 and 16.

An investiture service for Intermediate Girl Scouts was held in this week's club meeting.

On the program interesting and timely talks were given by Mmes. Vic Lamb, McFarling and Oberholtzer.

Hostesses for the afternoon were Mmes. E. T. Carter and L. R. Spires, assisted by Mrs. Brooks. The centerpiece, arranged by Mrs. Carter, was an attractive floral piece entitled "Springtime in America." It was very appropriate and earned many compliments.

Mr. and Mrs. E. T. Carter played the piano and drums during the tea hour.

Final meeting of the club year is to be held May 13 when a covered dish luncheon will be held.

NEW STORE UNDERWAY

Construction began early this week on a 20x40 concrete tile structure to house a new business, to be operated in the Skyland area by Sterling Parrish of Lubbock, Texas. W. A. Hart is contractor for the new building, located a few doors west of Jack Lee's grocery and market.

With considerable improvement of the plant itself, with new officers and with two extra weekends of racing slated, the newly re-named Ruidoso Downs is expecting to top all previous years in attendance, interest and wagering this summer. Twenty-eight days are booked, as compared with 25 in 1952.

The association's catalogue, issued recently, shows racing will start Saturday, June 13, and will be held each week-end through Sept. 7. Two week-ends will feature three-day race programs, on July 3, 4 and 5 and again on Sept. 5, 6 and 7.

Officers in the association, which changed the name of the track from Hollywood Park to Ruidoso Downs this season, are: Jim Derrick, president; Eugene V. Hensley, vice-president; Jim Hensley, secretary-treasurer, and Stanley Cochran, general manager, a post he retained.

Other racing officials are: R. S. Snedigar, presiding steward; Will Ed Harris, associate steward; Ray Lewis, state steward; James Powers, racing secretary-handicapper; Iris R. Powers, assistant racing secretary; Virgil Bond, announcer; William Herden, track superintendent and starter; Alice Bogard, auditor; Al Lews, clerk of scales and jockey room custodian; J. E. Knott, mutuel manager; Dr. Joe Miller, veterinarian, and James Powers, paddock judge.

Featuring thoroughbred and quarterhorse racing, the association announced these dates for the new season:

June—13-14 and 20-21 and 27-28.

July—3-4-5 and 11-12 and 18-19 and 25-26.

August—1-2 and 8-9 and 15-16 and 22-23 and 29-30.

September—5-6-7.

Jockey stakes for the new season total $1,000, with awards as follows: $500 to the leading rider of the meeting; $250 to second leading rider; $150 to the third and $100 to the fourth.

Thirty-seven stakes and feature races are carded for 1953, highlighted by the Ruidoso Quarter Horse Futurity to be run Saturday, July 11, with a purse of $2,000 added; the Thoroughbred Futurity to be run Saturday, July 18, with a purse of $2,000 added; the Quarterhorse Championship Stakes, to be run Friday, July 3, with a purse of $1,000 added, and the Ruidoso Championship handicap, with a purse of $500 added, set for Saturday, Sept. 5. Other feature races will offer purses of from $300 to $400 added.

Each of the 28 days will see a dozen races on the calendar, with a full entry in almost every one.

Barns owned by the track have all been rented, and have been for several weeks. Already, several owners have moved to Ruidoso, bringing their string of horses with them for early training.

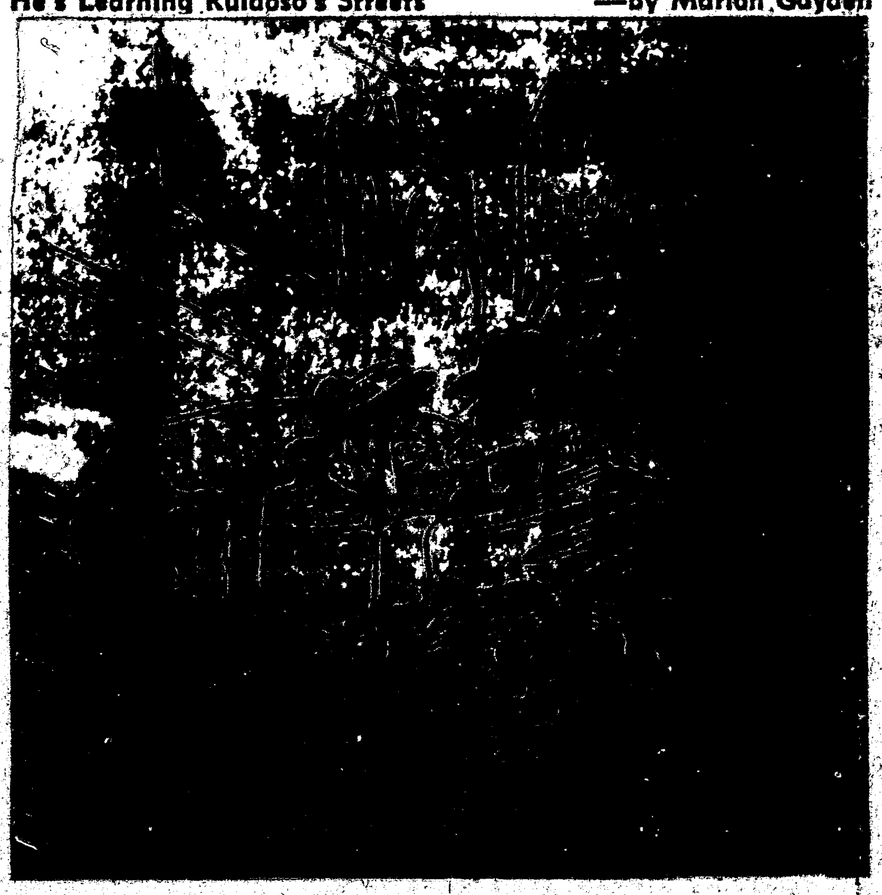
Improvements at the track include an electrical odds board, more shaded area and other features.

DAN SWEARINGIN ENTERS INSURANCE BUSINESS

Dan D. Swearingin, operator of Dan Dee cabins, is now associated with Burdett and Campbell Insurance department. This agency was established in 1932 and has been very active ever since that time.

As of April first this agency will be known as Burdett-Campbell-Swearingin Insurance agency and will write fire, casualty, automobile, inland marine, polio and other lines.

He's Learning Ruidoso's Streets —By Marian Gayden



The Ruidoso News

SERVING LINCOLN COUNTY

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Jim Lamb ..... Associate

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LIFE-O-GRAMS

"SCENES ALONG TH' PATH O' LIFE"

By Suzanne Oliver

There was brooding silence in the room. The air was tense with distressed emotions. A young man stood by the big picture window and stared out across the lawn toward the rising sun. He was wearing the uniform of Marine Reserves. He stood motionless, watching the day creeping in as if considering what each following day would bring—days that must be spent in a world which he had never lived. A world in strange countries, perhaps, and far-flung battle fields, a world which time, fate and age were forcing him to enter. No longer could he live under parental love and protection, he was now a man grown up. Manfully he played down the tensions inside him—around him. His youthful face was firm with determination.

Then pandemonium broke out behind him. A baby's frightened cry rent the air. A sobbing mother, scarcely more than a child herself, rushed frantically to comfort her son. The young father was instantly at her side. Back into the world from which he had escaped for a few seconds. He unbuttoned every emotion that had been pent up inside him for days—surrendered completely to their need for expression.

Tenderly, he took his infant son and held him close, gazing deep into his face as if seeing him for the first time. Then he pulled his young wife into his arms, the three united for parting. The picture that was taking shape filled him with a sick anger against war. The chill shadow of the full truth fell across his face.

The loud honking of a car horn came through the door. Suddenly the room was deadly quiet again. Faces became ghostly pale. Other members of the family rushed in—father, mother, brothers. Borrowed smiles tried to hide anguished hearts. Light, gay remarks hit the ceiling and walls of the room like toy rubber balloons.

His shoulders straightened. His chin jutted forward. A look of pleased admiration covered his face. He picked up a tightly stuffed duffle bag, and walked out the door. Faces behind him were bright now with pride and excitement, a father and son had gone to defend their country.

LAFF

And You'll Live Longer

Beginning To Regret

A widow attached the following note to one of many forms she had filled out for the insurance company.

"You have asked me to fill out so many proofs of claim and I've had so much trouble getting my money that I sometimes wish my husband hadn't died."

—o—

Reason Enough

"Why does a bee buzz?"

"You'd buzz, too, if someone took your honey and nectar."

—o—

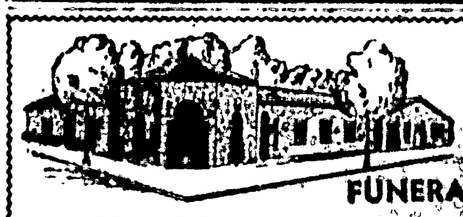
Masculine Lure

Customer—"You say you recommend this particular shave lotion if I have girl friends. Why?"

Clerk—"It smells like money."

BLOOD DAIRY
GOOD RICH FRESH RAW MILK
—From U. S. Tested and Approved Cows—
Delivered to you home or favorite store daily

Estes Cleaners
(FORMERLY LANE'S)
IN DOWNTOWN RUIDOSO
WE PICK UP AND DELIVER
Phone 24-03
Cleaning – Pressing – Laundry Service



PHONE 144
FUNERAL HOME
MULLINS-HAMILTON
ALAMOGORDO NEW MEXICO

ALAMO MOTOR CO.
DODGE PLYMOUTH
Sales and Service
Box 668 Phone 56
Alamogordo, New Mexico

MOB HALL LODGE
On U. S. Highway 70 — Ruidoso, New Mexico
Simmons Beautyrest Mattresses
Ranch Style Furniture - Tiled Showers and Baths
"With the World's Most Beautiful View"

NOW IN OUR NEW BUILDING
NORTH ACROSS THE RIVER FROM OLD APACHE THEATRE
Anything ... Anything
Yes, Anything in the Woodwork Line
• Construction Work
• CABINET WORK
• FURNITURE
• REPAIRS
Our New Phone Number Is 44-12
ARTS & WOODCRAFT

MESCALERO

By Mrs. E. P. Breuninger

The Mescalero American Legion Post No. 48 held its regular meeting on April 1, 1953, at the Agency office. Would like to mention that the meeting proved very successful since this Post had not had such a good turn-out of members in quite some time. There were at least 20 members present and all renewed their memberships except one. Commander William Breuninger presided over the meeting and conducted the election of new officers. The new officers elected were: Jesse Campbell, commander; Arvel Wall, vice-commander; Samson Miller, adjutant; Evelyn Breuninger, service officer, re-elected; David King, chaplain; John Knox Balatche, sergeant-at-arms; and Fred Pellman, historian. Jim Hale, member of Ruidoso Legion Post, and Mr. Weaver, member of the Alamogordo post, were present at the meeting and contributed a lot toward the renewal of memberships. Refreshments of coffee and cookies were served after the meeting. The next regular meeting of the Post is on Wednesday, May 6.

The annual fire camp school which was held in cooperation with the Lincoln National forest at Carrizo on the reservation brought in 200 men to view demonstrations put on by various officials of the forest service. Registrants represented various towns in the state of New Mexico (Mescalero, Ruidoso, Artesia, Roswell, Socorro, Alamogordo, Albuquerque, Green Tree, Hollywood, Las Cruces, Capitan, White Sands, Glencoe, Mayhill, Sacramento Peak, High Rolls and Hondo). An actual fire camp was put up and conditions under which men would work were carried out. The highlight of the fire camp was the presentation of 55 hats to members of the "Red Hats" who proved exceptional fire-fighting ability in the states of Washington, Oregon, Idaho, California and Montana.

The Mescalero Soil Conservation enterprise, a tribal organization, recently completed cabeling juniper in the extent of 4,268 acres on the reservation. Two large tractors and a cable were used. 150 acres of land on the McDaniel ranch adjacent to the reservation has also been cleared of juniper. The juniper eradication project began on the reservation during the year 1948.

During the past month in connection with Soil Conservation practices on the reservation, 18½ acres of land in the Whitetail district was sowed with sweet clover and barley. Very little commercial fertilizer has been used on dry lands at Mescalero prior to this. Commercial fertilizer on the 18½ acres was applied at varying rates to improve the general fertility of the soil.

The Mescalero Women's club is holding a bake sale and show at the Club House on April 9.

Mrs. Jesse Campbell has recently been employed at the Mescalero Employees club as cook. Aryliss Kanseah has also recently been employed as clerk at the Mescalero store.

The regular meeting of the Mescalero Apache Business committee has been postponed to April 18.

BOWLING

Mixed League (April 2)

Team	W.	L.
Navajos	46	29
Brunell's	44	31
Hob Nobbers	40	35
Mescal Arrows	28	47
Apaches	27	48
Sacra Bros.	25	50

High lady, one game, Betty Tully, 177; three games, Tully, 503.

High man, one game, Rufino Sanchez, 215; three games, Jim McEuen, 500.

High team, three games, Navajos, 2,289.

Ladies League (April 7)

Team	W.	L.
Newsettes	19	9
Frigid Airians	17	11
Toppers	15	13
Brunell's	12	16
Hi-Flyers	12	16
Merle Norman	9	19

High lady, one game, Bonnie McEuen, 197; two games, McEuen, 350.

High team, one game, Newsettes, 589; two games, Newsettes, 1,030.

CRIME'S INFLUENCE FILMED IN MOVIE

Paramount's "The Turning Point," the exciting suspense drama that opens next Wednesday and Thursday at the Pueblo Theatre, stars William Holden, Edmond O'Brien and Alexis Smith. Tom Tully, Ed Begley, Ray Teal, Ted De Corsia and Howard Freeman head an unusually large cast.

The thrill-packed story emphasizes stark realism in the telling of a story of a crime investigating committee's attempts to destroy a vast network of organized corruption and evil.

Indian Moccasins
of the Finest Style & Workmanship
CLAYTON BENNETT
Hiway 70 West of Junction

LEVI'S
REG. U. S. PAT. OFF.
In A Wide Range of Sizes
MANNIE'S
Western Toggery
BOOTS • SHOES
Ruidoso

Merle Norman
PRODUCTS
YOU
Are Cordially Invited To Be Our Guest . . . Learn How to Perfect Your Make-up Technique In Just Minutes!
Your Individual Color Chart Carefully Prepared.
Gena Rose
Beauty Salon
Corner of Main Road and Mechem Drive.
Rose Brownfield
Merle Norman Studio

MOCCASINS
for All the Family!

Largest Stock in the SOUTHWEST
—o—
Wedge, Crepe, Rubber and Soft Soles. Narrow and Medium Widths. Whole and Half Sizes . . . Full Range of Colors. Foam Insoles.
HIGH QUALITY—LOW PRICE
OLD MILL
TRADING POST
CURIOS • MOCCASINS
JEWELRY - CAMERAS - FILMS
—o—
Films Developed

LEGAL NOTICE

STATE OF NEW MEXICO
COUNTY OF LINCOLN
IN THE DISTRICT COURT

Mark W. Maddox Sr., and Jettie G. Maddox also known as Jettie L. Maddox, Plaintiffs, vs. George W. McCarty, Lucille McCarty, Virginia B. Hamilton, M. S. Hamilton, Delcie Mae Palmer, Joe C. Palmer, Dorothy G. Palmer, D. B. Morgan, Jr., Ruby L. Morgan, Clayton Richner, Mrs. Clayton Richner, Ernest A. Hanson, Beulah I. Hanson, Y. C. Grimland, Trustee in bankruptcy, A. O. Pipkins, Mrs. A. O. Pipkins, White Mountain Development Company, a partnership, and all unknown claimants of interest in the premises described in the complaint adverse to the plaintiffs, Defendants, No. 6033.

NOTICE OF PENDENCY OF SUIT.

THE STATE OF NEW MEXICO TO: Each of the above named defendants, against whom substituted service is hereby sought to be obtained, GREETING:

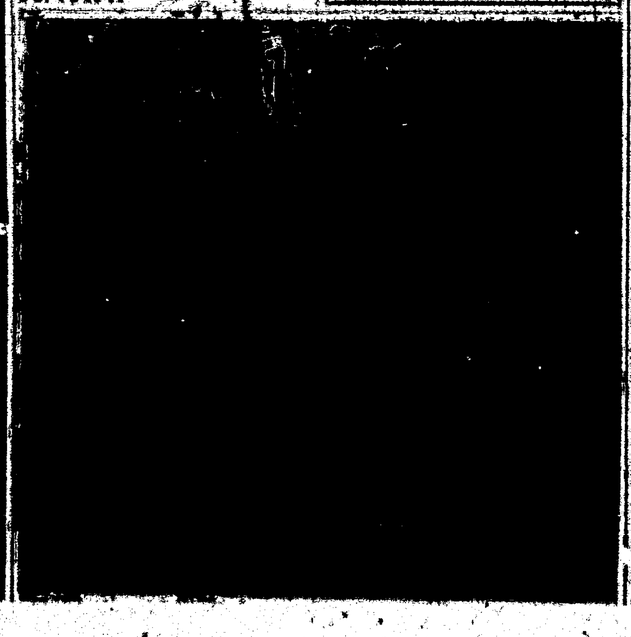
You and each of you are hereby notified that the above named Plaintiffs have filed their Complaint against you in the above numbered and entitled case and court. The general object of said suit is to quiet Plaintiff's title to the real estate described in the Complaint, situated in Lincoln County, New Mexico, and being Lots 12, 13, 14, 15 and 16 in Block 2, and Lots 12 and 13 in Block 3, Hamilton Terrace Subdivision, Ruidoso, Lincoln County, New Mexico.

Unless you enter your appearance in said cause on or before the 22nd day of May, 1953, judgment will be rendered in said cause against you and each of you by default. Plaintiff's attorney is GEO. L. ZIMMERMAN, Box 85, Carrizozo, New Mexico.

GIVEN under my hand and the seal of the Third Judicial District Court of the State of New Mexico, this 19th day of March, 1953.

/s/ JAMES EARL HARCROW
/s/ JAMES EARL HARCROW
District Court Clerk

(Seal)
3-27-4-3-10-17



CLASSIFIED ADS

Market Place of Canyon & Valley—BUSINESS DIRECTORY—Where to Find It In Ruidoso

ALL classified ads must be paid in advance with the exception of those run by regular display advertisers. The rate for classified advertising is 1¢ per time, counting five words to the line, with a 35c minimum charge. This rate holds true for one week's insertion and can be multiplied by the number of weeks the ad is to be run. WHEN MAILING IN CLASSIFIED ADS PLEASE ENCLOSE CHECK OR MONEY ORDER OR IF YOU LIVE IN RUIDOSO BRING THEM BY THE OFFICE BEFORE TUESDAY AFTERNOON EACH WEEK.

A DELUXE BUILDING SITE—In the vicinity of Green Tree near highway; 8 acres, $2,400. Walt Crosby at Thunderbird Lodge.

GRAMMA HAY. For Sale—and it's A-1, Lincoln County Feed & Implement Co., on Hiway 70. tfc

FOR SALE—Gasoline powered grass mower. Rancho Rinchuelo, off U. S. Highway 380 between Capitan and Carrizozo. P. O. Box 548, Carrizozo. 2tc

FOR SALE—Seven-unit modern court and cafe; seats 35, see Mrs. Asher at Asher's Courts, Ruidoso.

OSTEOPATHIC PHYSICIANS
W. D. Horton
D. E. Snyder
GENERAL PRACTICE
X-RAY
Phone 62-02
Across From
Wagon Wheel Motor

WHEN IN DOUBT
—CALL—
ROY NELSON
"The Plumber"
NO JOB TOO LARGE OR TOO SMALL
Phone 36-02

Church of Christ
Ruidoso, New Mexico
SUNDAY SERVICES
Bible Classes ..... 9:45 a. m.
Sermon ..... 10:45 a. m.
Communion ..... 11:40 a. m.
Evening Services ..... 7:00 p. m.
Blessed are the pure in heart: for they shall see God.
M. A. ELKINS, Minister
A Hearty Welcome To All

Refrigeration
Service
Domestic and Commercial Refrigeration Sales and
New and Used Boxes For Sale
W. A. HART
Phone 26-13

JOHN EMDE
GENERAL CONTRACTOR
• Experienced
• Well Equipped
COMMERCIAL and HOME BUILDING
Phone 14-12 Write Box 1852
RUIDOSO, N. M.

When You Need To Make A Hurried Trip
—CONTACT—
RALPH BROWN
Fly Chartered Plane
Residence Phone 71-11
Air Port Phone 1403

VAUGHNLAND
"Live The Life of Riley In A Cabin in the Pine"
24 Modern Cabins
Kitchenettes Baths
Completely Furnished
Among The Pines
On The Noisy River
"Open Year 'Round"
Playground For Children

MAN'S BEST FRIEND is his dog, we hear. Treat your friend right, feed him Purina dog foods. Lincoln County Feed & Implement on Hiway 70.

5-ROOM Modern winterized home, excellent buy at $4,750. Walt Crosby, Thunderbird Lodge. tfb

FOR SALE—Ideal home, modern, nicely furnished, wall to wall carpet, fireplace and floor furnace, beautiful view of Cree Meadows; reasonable. PAUL DOUGLASS.

LOTS FOR SALE—I have lots in the Gateway for as low as $750.00. Around the Golf Course for $500.00 and in the upper canyon for $450.00. Paul Douglass.

Seeing Is Believing!
Motorists Wake Up!
Have your tires vulcanized
Save $'s—Any Size, All Work Guaranteed. Bargains in New & Used Tires.
ROY PIOR TEXACO STATION

FOR SALE—Small modern furnished cabin, in the pines, only $1,750 terms. Paul H. Douglass Real Estate.

ROYAL TYPEWRITERS
SALES & SERVICE—All types typewriters & adding machines, new or used. Allied Business Machines Co., 410 N. Richardson, Roswell. Pho. 3674-W, or call Ruidoso News. tfb

PLAY CANASTA? You are invited to bring your own foursome, or come by yourself, to play canasta Monday afternoons at the Woman's club house. tf

FOR SALE—Large modern winterized furnished home, deeded land, only $8,500. Paul H. Douglass Real Estate. tfc

PENCIL SHARPENERS — Carbon paper, adding machine paper, rubber stamps, paper clips, file folders, typewriter ribbons, etc., in RUIDOSO NEWS.

FOR RENT—Or lease, Star Liquor building. Also have two nice furnished apartments for rent. Yolanda Manley. tfc

ASK THE PEOPLE Who are feeding Purina Chick Startena, Lincoln Co. Feed & Implement Co., on Hiway 70.

FARM FOR SALE OR TRADE—An irrigated farm and equipment near Roswell. Easy terms, or will trade for tourist court or good income property. Write owner, 1520 N. Kentucky, Roswell, N. M.

KIDDIE KORRAL
Children of All Ages Cared For
By Hour, Day or Week
Begonia Road by El Corral Court
In Skyland
Aleen Glascock
Phone 92-03

Tell Your Troubles To
CECIL JONES
SEPTIC TANK SERVICE
Phone 80 Ruidoso

If your drink is a pleasure—that's your business.
If your drinking is a problem—that's our business.
For a confidential talk with a member call 9011 or write Box 52, Hollywood.
Ruidoso-Hollywood-Green Tree Group of
Alcoholics Anonymous
Meeting every Sunday morning at 10:30 in old Grandview Pharmacy Building.
Public Invited tf

CLARKE'S
Insurance Agency
Insurance Of All Kinds
Billie and Ezel Clarke

Louis Philippe
Of Ruidoso, N. M.
COMMERCIAL PHOTOGRAPHY
BETTER FILM DEVELOPING

FOR SALE—1936 Dodge panel $250. Also Frigidaire electric range, used one summer. See Alvin Posey, Green Tree, N. M. 1tp

YUM-YUM—They're good—Trolley Burgers, large size or regular. Also the best barbecue sandwich in town. Burger Trolley. 1tc

FOR SALE—Three-bedroom house, excellently finished in knotty pine; winterized; large corner lot on pavement. Priced $8,500. Walt Crosby, Thunderbird lodge. tfb

FOR FRUIT TREES, Shrubbery, roses, shade trees, other nursery stock BUY THE BEST. Get Stark Bros. products from W. S. Campbell, Green Tree. tfb

WANTED!

Have buyers for house $2,500 to $3,000; also buyer for house $3,000 to $4,000 as well as buyer for house between $4,000 and $5,000. W. D. Crosby, Thunderbird Lodge. tfb

BUSINESS OPPORTUNITY — For woman, or couple, very fine year 'round business, ideal location, unusually low lease, bargain. PAUL DOUGLASS.

FOR SALE — Modern 2-bedroom home with 4 rental units, 8 lots, on pavement, Alto road. Dick Ratliff. 2tc

LOOKING FOR BUSINESS IN RUIDOSO? I believe I can show you one that will yield a satisfactory income on your investment. Walt Crosby, Thunderbird Lodge. tfb

FOR SALE—4-room furnished cabin, two nice deeded lots, good location, only $3,750.00. PAUL DOUGLASS.

FOR SALE—Nice three bedroom furnished house, deeded lot, fireplace, has own water system and on river; priced $6,500.00. Paul H. Douglass.

FOR SALE—One of the most beautiful homes in the west, four bedrooms, two baths, beautiful location, deeded land, shown by appointment only. Paul H. Douglass Real Estate. tfc

Contract Ditch Work
MACHINE DIGGING
By Foot, By Hour, By Yard
Foundations Dug
JOE HAWKINS
at SACRA BROS. CO.

FOR SALE—Tourist courts and lodges. I have courts and lodges in desirable locations, priced reasonable, see me if you want a court. Paul Douglass, Real Estate. tfc

SOLD!

Five bedrooms, 3 baths, 5 acres land, A-1 construction, nothing nicer, $25,000. Walt Crosby, Thunderbird Lodge. 1tb

FOR SALE—Nice 3-bedroom home, modern, fireplace, large deeded lot, hardwood flooring, knotty pine finish, bargain, $9,500, terms. PAUL DOUGLASS.

FOR SALE—1938 Chevrolet truck with a 1950 motor, $295. Clayton Bennett on Hiway 70, west of Junction.

FOR SALE—1936 4-door Packard, radio, heater, runs good, fair tires, $100. C. W. Byers. Phone 92-21. 2tp

FOR SALE—1941 Mercury 2-door with new motor and tires, less than 7,000 miles on tires and motor. Ray Rice at Bennell Food Mart. 1tc

IDLE HOUR LODGE
MODERN LOG CABINS
Open Year 'Round
Phone 57-04 Box 573
Mr. and Mrs. Luther Bynum

COURT FOR SALE
Owner Says "Sell Now!"
Small court and Rental cottages—perfect location for year 'round rentals.
Warren Barrett
REALTOR - INSUROR

We Have Buyers . . .
—for—
• Business Property
• Cabins
• Residence
If you have something to sell worth the money let us have your listing.
LELAND REALTY CO.
at Harvey Accounting Office
P.O. Box 43—Phone 4-04
Ruidoso, New Mexico

HULL'S REAL ESTATE
Ruidoso, New Mexico
Located In The Adobe
Next To The Post Office
If interested see us for cabins, homes, lodges, business locations, tourist courts, cafes, grocery stores, garages, ranches, farms and beautiful building sites.
If you are interested in selling your property contact us at—
THE ADOBE

Custom Assay Office
CHEMISTS and ASSAYERS
Shippers Representatives
P.O. Box 811 El Paso, Texas

A. C. KELLEY
Licensed Contractor
ROCK and CEMENT WORK
Ruidoso, New Mexico
Phone 59-11

APACHE VILLAGE
On The Alto Road
MODERN CABINS
Open Year 'Round
L. A. Fegel—M. E. Standefer

ERNEST WOOD
PLUMBING
CONTRACTOR
Box 156 Ruidoso, N. M.
Phone 74-03

BEN ROY
INSURANCE
TAX SERVICE
Box 156 Ruidoso, N. M.
Phone 68-02

NO JOB TOO LARGE OR TOO SMALL
W. P. (Bill) Chancey
BUILDING and CONSTRUCTION
Phone 721 P. O. Box 642
Ruidoso, New Mexico

PAUL H. DOUGLASS
REAL ESTATE
RANCHES - COMMERCIALS
HOMES - RENTALS
Phone 53-03 Box 20-21
In Post Office Block

RUIDOSO REALTY Company, Inc.
Tom and Emadair Chase Jones
Local Agents
Lots for Lease or Sale
Cabins For Sale
Ruidoso and Upper Cedar Creek

MESCALERO
INDIAN AGENCY
AT
Tribal Wood Yard
HAS
JUNIPER and OAK
$11.00
—o—
PINE and FIR
$10.00
—o—
4-FOOT CORD LENGTHS
—o—
Delivery in Ruidoso and surrounding area will be made for $5.00 per load or portion thereof on cord-wood. Load averages 2¼ to 3 yards.
—o—
Mescalero, New Mexico

The One and Only True
INDIAN TRADING STORE
That's Clayton Bennett's
Hiway 70 West of Junction

THANKS EXPRESSED FOR ASSISTANCE IN F.B.L.A. BANQUET

Mrs. Cunningham and the F.B.L.A. wish to thank the following for helping make the banquet Tuesday night a success: Fermin Montes, Mrs. Roy Nelson, Mrs. Mable Wimberly, Mrs. Cecil Jones, Mrs. Opal Easley, Mrs. Arba Jones, Mrs. Perk Long, Mrs. John Emde, Mrs. Aleen Glascock, Mrs. Bill Ha[illegible] Harlan McCraw and Mead's bakery, Herbert Smith, Mrs. Paul Vance, Jim Whitesides, Mrs. Williams, the lunch room, Mon Jeau cafe, Club cafe, Buckaroo, those mothers who loaned sheets for table cloths, Mrs. Knox, the girls who served, Veda Tucker, Shirley Holmes, Jane Emde, Barbara Gazaway, Crusita Silva, Mary Lynn Hart, the Lions club, the Methodist church, Thompson's cafe, and any others who helped in any way.

GARDEN SUPPLIES
COMPLETE STOCK

SEEDS — LAWN and GARDEN TOOLS
and SUPPLIES for SPRING CLEAN-UP and PAINT-UP
GET TWO PAINT BRUSHES
FOR THE PRICE OF ONE
Save 79c by buying a 4-inch brush—will give you a 2-inch brush at no cost.
HARRIS BUILDERS SUPPLY
• Groceries • Meats
• Hardware • Notions
• Paint • Dry Goods
Phone 205 Green Tree, N. M.

Featuring—UNION "76" GASOLINE
HANK MEANS MOTOR SERVICE
General Motor Overhauling and Repairs
24 Hour Wrecker Service
Welding
West of Bennett's Hollywood, N. Mex. Highway 70

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

WARNING!!
No outside fires will be permitted within the Village Limits of Ruidoso, except those in screen-covered barrels, until further notice.
THIS PRECAUTION is necessary due to extreme dryness and danger of fires spreading.
The VILLAGE of RUIDOSO

Compare These Prices for Friday - Saturday

COFFEE Bright & Early ..... 1 Lb. Can	79c	SHORTENING Kimbell's ..... 3 Lb. Ctn.	64c
FLOUR Kimbell's ..... 25 Lbs.	$1.79	JOWLS Sugar Cured ..... Lb.	29c
SPRY 3 Lb. Can	89c	FRYERS Fresh ..... Lb.	63c
ORANGES 5 Lb. Bag	29c	GRAPE JUICE Quart	37c

OLEO Colored and Quartered, 1 Lb. .. 22c
Plenty of Fresh Fruits and Vegetables
WHITE MOUNTAIN GROCERY AND MARKET
It Pleases Us to Please You—Barney, Wallace & Darwin Gardner
Call for Wm. A. Rogers Silverware Coupons

ALAN LADD gives VIRGINIA MAYO a bit of rough treatment in Warner Bros.' "The Iron Mistress," Technicolor drama moving into the Pueblo Theatre on Sunday. Film is based on best-selling novel.

Executive Panel Re-Elected Monday By Fruit Growers

(By Dan Storm)

Members of the executive committee of the White Mountain Fruit association were re-elected by acclamation at a meeting of members of the organization held at Bonnell's ranch Monday evening, April 6.

These members are: A. T. (Bert) Pfingsten, chairman; Tom Babers, secretary-treasurer; Ralph Bonnell, vice-chairman; and Elzy Perry and Fred McTiegue, members.

The local fruit association was formed last year when it became clear to the orchardists of the Three Valleys that modern methods of apple production and marketing were essential to the future of the Lincoln county apple industry.

C. R. Keaton, agricultural economics specialist at New Mexico A. & M. college, gave a review of the prices received for apples run through the association packing plant last season at Hondo.

Keaton's figures revealed that the Double Red Delicious from Lincoln county brought top price on the market because they got on the market before any others in the United States. After the main apple season all other varieties sold at the regular market price when packed in top United States grades.

Keaton said the lesson in last year's figures was plain to growers: that if they took all steps to present their apples at their best, the local fruit industry would prosper.

A. T. Pfingsten, chairman of the board and president of the association, said that the promise so far of a good fruit crop were favorable, but that there was still a chance of frost. With this in mind Pfingsten set the date for the next meeting for May 12, stating that May 11 was a safety deadline for apple-killing frosts in most parts of the Three Valleys.

Pfingsten said, "Practically every apple grower in the county has expressed interest in the association, and a few at a time they are all coming in. We need the co-operation of every fruit grower in the county. We are engaged in this enterprise in a serious way on an all-year basis. We are going to do a full job of cultivation, spraying, irrigating and pruning so that the apples will be at their best when they reach the homes of our friends and neighbors in the cities."

THANK YOU!

To All My Friends
And Customers:

For your fine co-operation and your patronage while I did the trash hauling for the Village of Ruidoso. To those who still owe us for this service, we would appreciate your coming by El Charro cafe in Skyland and settling up your bill.

GEORGE RUE

HOSPITAL

Patients receiving treatment the last several days in the Ruidoso-Hondo Valley General hospital have been Rafael Miranda of San Patricio and Ralph Siebert, Ruidoso.

Born, to Mr. and Mrs. Albert Montes, Hondo, a son, weighing 6 lbs., 8 oz., April 6.

Born, to Mr. and Mrs. Emiliano Villescas, San Patricio, a son, weighing 6 lbs., 3 oz., April 6.

Born, to Mr. and Mrs. Orlando Lucero, San Patricio, a daughter, weighing 6 lbs., 1 oz., April 5.

Mr. and Mrs. Buford England and children, Bethany, Okla., visited in the canyon last week-end.

Mr. and Mrs. Pat Farrar were Roswell visitors for a few days.

Mr. and Mrs. Ernest Wood, Mr. and Mrs. J. L. Surginger and daughter, Rose, visited Mayhill Sunday.

The Joe Reinhardt family spent Easter with friends in Carrizozo.

We Have . . .
FISHING LICENSES
FISHING TACKLE
BAIT
RUIDOSO HARDWARE
Pat & Leon Farrar

Make It A Point
TO HAVE A
SPRING CHECK-UP
Don't neglect your car . . . . make it a point to bring it in to Luallin's soon for that all important spring check-up. The cold winter weather is hard on your car and in order to get the best performance from it the motor should be tuned up now. Come in soon . . . get set for tops in driving pleasure.
SKYLAND AUTO

Observe Victory Of Round Mountain Battle in Service

Tularosa (Spl.)—Friday, St. Francis Catholic Church in Tularosa will observe the annual celebration of the victory of the Battle of Round Mountain when the people of Tularosa gained their liberation from Indian raids and freed the mountain water for use in the Valley.

This battle took place on April 27, 1868. A promise was made during the battle, that if the Spanish settlers were victorious they would erect a church in honor of their patron saint, St. Francis, and commemorate one day each year to him.

Thus the St. Francis Catholic Church was built in Tularosa and the day of thankfulness is combined with the regular Church feast day of St. Francis de Paula.

Friday night the Tularosa High School band will give a fifteen minute concert in the churchyard while a procession is forming in front of the church. The band will play "Faith of Our Fathers" which will start the candlelight procession. Leading will be the Mayordomos of the church, Clovis B. Aguilar, Miguel Baca, Miguel Salazar and Manuel Fields, carrying a large picture of St. Francis and followed by Father Dennis Mahoney and Father John Borley both of Tularosa, and Father Sylvester Mancuso of Mescalero.

Parishioners of the church will follow saying the Rosary. On their return to the entrance of the church they will attend a special service ending with the Benediction Service.

Starting at 9 a. m. on Saturday, the Feast of St. Francis de Paula will be observed for the people of the Tularosa parish with a solemn high mass. Father Dennis will be the celebrant, Father Sylvester will be the deacon and Father John will be the sub deacon and also preach the sermon which will be in Spanish.

Mr. and Mrs. Jesse Robinson of Skyland visited their daughter and family in El Paso several days last week.

Mr. and Mrs. Mack Bior of Valley View Motel were in Roswell Monday.

LINCOLN COUNTY
FEED & IMPLEMENT COMPANY
PURINA CHOWS
MASSEY-HARRIS IMPLEMENTS
Phone 86-12 — Ruidoso — On Highway 70

WHETHER IT'S WINE, LIQUOR or BEER,
Stop In Awhile, We're Always Here.
STAR LIQUOR
CAN SERVE YOUR NEEDS IN
ICE COLD PACKAGE GOODS

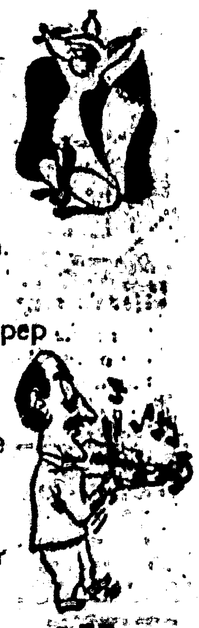
NEED . . .
PLUMBING
Then See
Sid Courvelle
TRY HIS EASY PAYMENT PLAN
1 to 36 Months to Pay
Payments to Meet Your Budget
NO DOWN PAYMENT REQUIRED

NOTICE . . .
We have sold our electrical contracting (outside work) business to Melvin Knox
BUT WILL CONTINUE
The Sales, Service and Installation of
APPLIANCES
—and—
NEON SIGNS
Yes, we will continue operating our repair shop—and when our new, enlarged quarteres are opened, will offer you the widest selection of labor-saving, electric appliance stocks in the area.
Buckner's
FRIGIDAIRE MAYTAG
APPLIANCES
Phone 53-11 Ruidoso, N. M.

DISTINCTIVE GIFTS
For All Occasions
• BIRTHDAYS
• ANNIVERSARIES
• SPECIAL EVENTS
All Gifts Wrapped Ready to Present
Fine stock of NEW Ready-To-Wear
On Hand for Your Selection
VILLAGE GIFT & APPAREL

four beauty values by COTY that really add up!
"AIRSPUN" FACE POWDER
NEW CREAM POWDER
NEW INDELIBLE "SUB-DED" LIPSTICK
. . . and a glamorous new COTY purse-size
PARISIENNE VANITY
$3.00 value for Only $2.00 plus tax
COOK'S LOG CABIN

I've plenty of cakes,
But not a rake,
Unless you want to call
me one.
Breakfast food,
If you're in the mood
With fruit and milk to go
on it.
The milk comes early
And the guy is surly
But I'm sure that it is fresh.
Put it on, 'twil ring a gong,
And you can do the rest.
Most of them will give you pep
According to reports
I won't say,
For at least a day,
'Cause I can't afford to lose
my rep.
Some folks need it,
Some folks don't
We'll let you judge whether
you will or won't.



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We Give S. H. Green Stamps

GET A SPRING
MOTOR TUNE-UP
Now!
Sure, You Can Get That Old Family Bus Humming Smoothly With Conoco's Nationally Advertised Spring Check-up Service Right Here in Ruidoso at the Sign of the Red Triangle. . .
We check your radiator, your crankcase, battery and other important parts of your car . . . and get them in shape for spring-time driving fun.
NAVAJO SERVICE STATION
W. D. RATLIFF, Mgr.

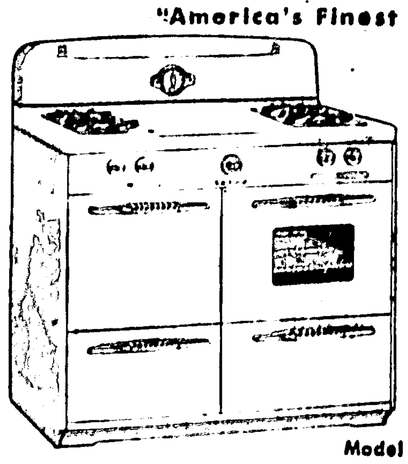
See Ogden Carroll
For New and Used
General Motors Cars and Trucks

A WARM WESTERN WELCOME ALWAYS AWAITS YOU AT . . .
THE Buckaroo COCKTAIL LOUNGE
Ruidoso, New Mexico
TOPS IN SERVICE AND MIXED DRINKS

Pat Chubbuck attended an installation of officers ceremony Wednesday night in Alamogordo for the newly organized B. P. O. E. chapter there. He was accompanied by other Ruidosoans, all charter members with Pat in the new Elks lodge.

Mr. and Mrs. J. L. Hemby of Sweetwater, Tex., recently moved to Ruidoso.

ANNOUNCING . . .
Della Hale is Zone Distributor for
BEAUTY COUNSELLOR COSMETICS
Contact your Local Distributor for Your Cosmetic Needs:
MRS. THETA McCRAW
BONNIE COE
Ruidoso, N. Mex.
ALIXE HELEMAN
MABEL BAILEY
MARY KILGORE
Alamogordo, N. Mex.
LUCILLE BINGHAM
Carrizozo, N. Mex.
MARIAN DAUGHERTY
Tularosa, N. Mex.

Like the famous Pony Express, ROPER dependability always comes through.
You'll live happily with a dependable new ROPER
"America's Finest Gas Range"

Get it now for only $169.50
Model 1372-XOPJ
Here's superb quality for the years ahead
This talented ROPER will serve you faithfully day in and day-out. With it you'll enjoy the advantages of Allrol "Center-Simmer" top burners . . . "Insta-Flame" lighters . . . big "Bake-Master" oven with interior lighting and "X-Ray" oven door . . . "Easy-Glide" broiler . . . and handy timer. Come in and see it! Floor space 26-3/4 x 56 in.
SACRA BROS. CO.
Joseph S Hawkins, Mgr.

HONEYMOON CLUB

Mr. and Mrs. Bob Noyes of Lamesa, Texl, honeymooned here at Weatherby cabins in March following their wedding March 20 in Hobbs. The bride is the former Mattie Blackstock, daughter of the Dee Blackstocks of Lamesa, Tex., and the groom is the son of the B. B. Noyes of Hereford, Tex.

Mr. and Mrs. Marc W. Limieux of Box 167, Duncan, Ariz., honeymooned at Weatherby cabins March 31 following their wedding in Duncan on March 30. The bride is the former Marlene Smith, daughter of Mr. and Mrs. H. L. Smith, Duncan, and the groom is the son of Mr. and Mrs. H. P. Cannaday, El Paso.

Mr. and Mrs. H. L. Bentley, Rt. 2, Box 239-G, El Paso, who were wed April 4 in Las Cruces, honeymooned here last week-end at Navajo Lodge. The bride is the former Claire Utt, daughter of Mr. and Mrs. Dale Utt, and the groom is the son of Mr. and Mrs. H. W. Bentley, all of El Paso.

Honeymooning last week-end at Vaughnland were Mr. and Mrs. Herbert L. Cummings, box 979, State College, N. M. The bride, the former Marian Johnson, is the daughter of Mr. and Mrs. H. W. Johnson of Roswell, and the groom is the son of Mr. and Mrs. E. C. Cummings, Wheaton, Ill. They were wed April 3 in Roswell.

Mr. and Mrs. Harry Tatarian of 412½ North Halagueno, Carlsbad, who were wed in Carlsbad March 28, honeymooned here at Mockin' Bird Hill cabins April 1. The bride is the former Sue Folsom, daughter of Mr. and Mrs. G. Folsom, Ringling, Okla., and the groom is the son of Mrs. E. Tatarian, Long Island City, N. Y.

You Need a Laugh? Then See the Party and Gag Novelties at
CLAYTON BENNETT'S
Hiway 70 West of Junction

Canyon Echoes . . .

The Carl Longabaughs have been redecorating their White Mountain cabins.

Mrs. C. D. Weems visited in Hobbs during the Easter holidays.

Mrs. Cecil Casey and sons of Brownfield, Tex., visited Mr. Casey, who is working here now. The Caseys once operated Quality Grocery.

Mr. and Mrs. H. L. Bentley of El Paso spent their honeymoon in Ruidoso this week. She is the daughter of Mr. and Mrs. Dale Utts who have a cabin at the old Odd Fellow camp.

G. Ganschow, advertising manager for the Hobbs News-Sun, was in the canyon over the week-end.

Mr. and Mrs. N. K. Robb visited here enroute from El Paso to Houston early this week.

Mr. and Mrs. M. D. Clark of El Paso have been here redecorating their cabins. They expect to finish the job when they return in May.

Paul Littell and family of Roswell spent the Easter holidays in Ruidoso.

Mr. and Mrs. C. A. Miller, Roswell, spent Easter in their cabin on the river here.

The Wayne Estes family is vacationing in Arizona this week.

Mr. and Mrs. Henry Jackson are visiting in several central and south Texas cities.

Mr. and Mrs. Ray Lager of Sacramento, Calif., are expected here in early May, with their two youngsters, to visit Mr. and Mrs. Terry Easter.

The H. E. Carters are expected back from Arizona this week-end.

Frances Douglass underwent surgery in the Malone-Hogan clinic in Big Spring, Tex., and is reported as "doing fine."

White Mountain Grocery and Market has redecorated the interior and restocked and looks mighty fine. The Gardner family now operates this store, which they bought from the Carl Longabaughs.

R. T. Helm was in Hatch, N. M., on business last week.

Mr. and Mrs. George Austin and two children of El Paso visited the Warren Barretts over the holidays.

R. T. Helms and Art Gilland were in Roswell Wednesday.

Visiting in Ruidoso over the week-end were Mrs. Connie Walker, Miss Irene Clarke and Mr. and Mrs. Anderson and son all of Lubbock, Tex.

Lorene Gill visited here from Clovis last week-end.

Mr. and Mrs. Alva Smith and daughter, Pat, Lubbock, Tex., and Mrs. A. Cope, Brownfield, Tex., were here during the Easter holidays. Mr. and Mrs. Smith have a cabin here and usually spend the summer in Ruidoso. He has been employed at Tucker's Ruidoso Food Mart while staying in Ruidoso.

Mr. and Mrs. L. Lingefelt and son, Jimmie Lee, of Tucson, visited their cousins, Steve and Pearl Bostian, April 2 and 3 on their way to visit her parents, the L. M. Marks, at Lyndon, Kans.

The Prehm family of Carrizozo, operators of Prehm's unique store and restaurant there, visited the S. B. Bostians here Easter.

SANCHEZ BROS.
GROCERIES & CURIOS
Two Miles East of Tularosa
MAGNOLIA PETROLEUM PRODUCTS

CLAYTON BENNETT
Phone 3-11 U. S. Highway 70
RUIDOSO SALES REPRESENTATIVE FOR POWELL CHEVROLET COMPANY
TRUCKS and PICK-UPS
1952 Ford 2-Speed Truck
With Only 16,000 Miles
1951 Ford 2-Ton Truck
2-Speed Deluxe Cab
1949 Dodge ¾-Ton Pick-Up $795.00
1946 Ford ½-Ton Pick-Up $595.00
1946 2-Ton Chevrolet Truck
1942 Ford ½-Ton Pick-Up $245.00
1940 GMC ½-Ton Pick-Up $245.00
1950 Chevrolet 2-Speed Truck $995.00
USED CARS
1949 Mercury Station Wagon
1946 Ford 4-Door $595.00
1941 Ford 2-Door $295.00
POWELL CHEVROLET CO.
Chevrolet and Oldsmobile
Phone 461 Tularosa, N. Mex.

Chevrolet is the only low-priced car to offer . . .
Extra-Easy Power Steering

The Bel Air 4-Door Sedan (above) and the "Two-Ten" 2-Door Sedan (right)—two of 16 beautiful models in 3 great new series.
You park and steer with finger-tip ease; yet the familiar feel of the road is still there.
Driving is easier—and safer than ever!
CHEVROLET
MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!
Power Steering! It's yours in Chevrolet for 1953 and in no other low-priced car!
This wonderful new feature, optional on all models at extra cost, marks the most important advance in driver convenience and safety since the automatic transmission, which Chevrolet also introduced into its field.
Power Steering makes steering virtually effortless on all roads and at all speeds. It permits you to park, even in a tight space, with finger-tip ease. It cuts steering effort approximately 80%; reduces driver fatigue; makes driving simpler, safer and more enjoyable than ever before.
But come in! See and drive Chevrolet for 1953 with Power Steering and all its other exclusive advantages!
Continuation of standard equipment and trim as illustrated is dependent on availability of material.
POWELL CHEVROLET
Tularosa, New Mexico Telephone 461
RUIDOSO REPRESENTATIVE, CLAYTON BENNETT, PHONE 3-11

CAPITAN CHAMBER OF COMMERCE
Invites All Lincoln County to This Show

"Mysteries Around The World"
Presented by
SURST
THE MODERN MAGICIAN
Sponsored by Capitan Chamber of Commerce
Capitan High School Gym 7:30 p. m.
TUESDAY, APRIL 14

See BOSSY
The Magical Cow!
ADMISSION
Adults $1.00 — Children 50¢
SEE A GIRL SAWED IN HALF!
SEE THE CHAIN ESCAPE ACT!
See the Escape from a Heavy Packing Box!
See the Enchanted Princess Seated on Upright Swords!
See a Boy's Head Chopped Off!

See OSCAR
The Globe-Trotting Rabbit!

Calling All GARDENERS . . .
We have Plants and Seeds from
Asters to Zinnias
Plant Food — Fertilizers
Weed Control
Casa de Flores
House of Flowers — Phone 96-13 — Hollywood, N. M.
HOURS: 10 a. m. to 6 p. m.—Closed Mondays
REMEMBER TODAY IS SOMEBODY'S BIRTHDAY

CANASTA PARTIES NOW AT CLUBHOUSE

Ruidoso Woman's club weekly canasta parties, to which all who enjoy this diversion are invited, will be held in the future in the Woman's club building, moving there from the Navajo Lodge where games were enjoyed all fall and winter.

-:- AROUND -:- HIGH SCHOOL

By Marsha Elkarson

Approximately 60 persons were present at the annual Future Business Leaders of America banquet held at the Home Ec cottage last Tuesday night. Club members, Lions club members and members of the RHS faculty enjoyed a lovely supper prepared by mothers of the FBLA members. Entertainment was provided for the group also. Jim Whiteside of Ruidoso sang three lovely numbers and Mrs. Paul Vance played three violin solos. Both were accompanied by Patsy Long.

Fermin Montes, superintendent of Hondo schools, was guest speaker of the evening, and he gave the group a talk on getting along in business and the people with whom you work. His talk was most inspiring.

Sixteen F.B.L.A. members and two sponsors left yesterday (Thursday) for the annual state meeting at Las Vegas. Ralph McGuire and Mrs. Lem Sallee sponsored the group. Various activities are included at the convention, such as a dance, a play, a swimming party and a press banquet. Two sessions are to be held for the FBLA members. The group will return on Saturday evening.

A representative of New Mexico Western college, Robert Hunyard, spoke to the Seniors of RHS last week. He stressed the fact that New Mexico has a shortage of teachers, and for those who are planning to attend college, to think about teaching. About 14 of the 20 Seniors due to graduate this year are planning to attend college next fall.

RHS students will have another welcome holiday on Monday when the faculty members will attend the south central district teachers meeting in Carrizozo.

The Journalism class will travel to El Paso next Wednesday, April 15, to see the composition and printing of the El Paso Times. The group plans to attend a football game at Texas Western college that evening. Wade Hedgecoke, former RHS great, will start at fullback on the Orange team. This is the annual intra-squad game held each spring as a wind-up of spring practice at TWC.

Sheering Time Best to Control Sheep Ticks

Shearing time is the best time to control sheep ticks, according to County Agent Ralph R. Dunlap, Carrizozo.

Ticks multiply rapidly during the winter and early spring, when the wool is long, Dunlap pointed out. "Shearing usually removes a large number of ticks but many remain on the shorn ewes and soon spread to the lambs. The unthrifty condition of the ewes and lambs probably costs about 25 cents per head a month. In other words it costs 25 cents a month to feed the ticks on each sheep.

Spraying before lambing helps to keep the tick population down as lambs must be several weeks old before they can be sprayed safely. Also lambs can acquire a large tick infestation soon after birth.

"Rotenone, DDT, BHC, toxaphene and lindane are effective insecticides against sheep ticks. Dipping gives the best control because it affords the best coverage. Spraying, is, however, more widely used because it is an easier method of application.

"All of these pesticides have their advantages and disadvantages," the county agent added. "But all of them will do a good job if applied according to the manufacturer's directions. None of them except rotenone, should be used on sheep within 30 days prior to their slaughter for food. Only wettable powders should be used.

For further information ask the county agent for a copy of Extension Circular 228, "Let's Control Livestock Pests."

Mr. and Mrs. Bryan McLaurin of O'Donnell visited his parents, the Joe McLaurins, here this week. With them were Mr. and Mrs. H. G. Franklin and young son, also of O'Donnell.

Mrs. Herbert Smith has been quite ill, but is improving.

Ask for Free Demonstration . . .
HOMELITE
ONE MAN CHAIN SAW
LIGHTER • FASTER • TOUGHER
27 POUNDS • 4 HORSEPOWER
A one man saw that does the work of other two-man saws.
Built by a firm that has had 30 years' experience. There's a Homelite chain saw for every type of cutting—ask about their other models.
GEORGE FALLIS
ROBIN ROAD DEALER RUIDOSO, N. M.

RUIDOSO—Where We Take Time To Live
Garden and Lawn Tools
Hose and Sprinklers
Thermos Jugs and Bottles
Car Ice Chests
Fishing Tackle and Supplies
Kitchen and Household Items
Garbage Cans
Picnic and Camping Supplies
Hi-Lo Barbecue Grill for Charcoal
CHINAMEL PAINTS & VARNISHES
WHITE Auto Store
CARPENTER & MECHANIC TOOLS

I'LL TRADE!

CLAYTON BENNETT
In business 26 years in Ruidoso and working with one business code: Strive to do what is right! We Want every customer to be pleased with his trade with us and we'll stand behind our products. Phone 3-11 for information on good transportation, new or used cars and trucks.

MYERS
WATER PUMPS
Sales & Service
INTERMOUNTAIN SUPPLY
Phone 33-03

LOOK!
When You Think of Food
We Are Headquarters
For the Best
Our customers depend on us for good service and good food.
Chuck Wagon Cafe
Mr. and Mrs. Boris Litowich

MOST UNIQUE — MOST COMPLETE
Selection We're Ever Offered In
BLOUSES
Cotton Sport Blouses — Linens
Dressy Nylons and
Beverly Hills Cleverly Designed
Sports Printed
—ALL NATIONALL ADVERTISED BRANDS—
RUIDOSO DRY GOODS

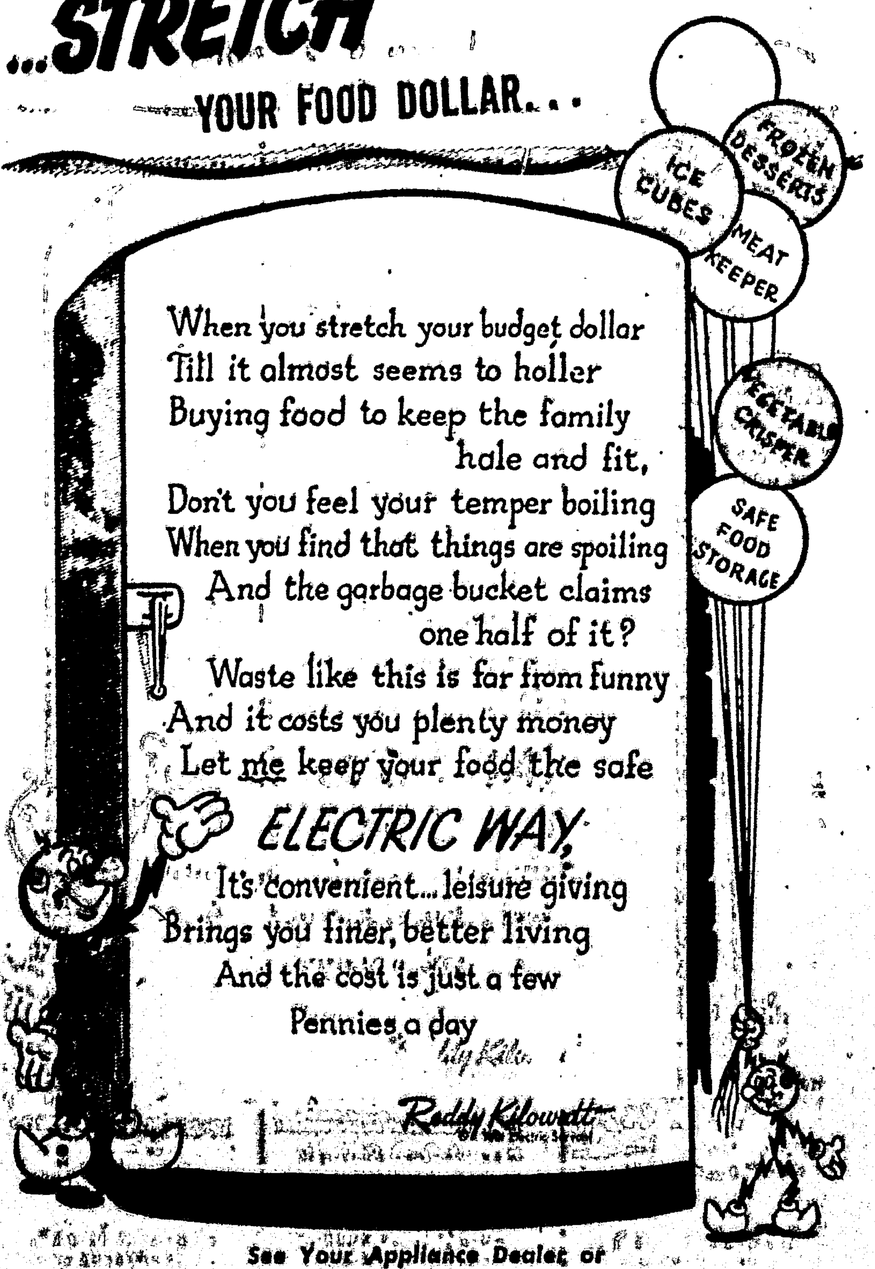
USED TIRES
GIANT STOCK — ALL SIZES
at Prices that Will Surprise you!
HOLLYWOOD GULF
On Hiway 70 — Phone 32-12

dairy foods
FOR EVERY TASTE, EVERY USE . . .

SERVE MORE DAIRY FOODS
Wholesome dairy foods added to your receipes will make menus more nourishing more t r u l y delicious. Dairy foods taste g o o d, and are good for you, too!
Buy City Dairy Products In Lincoln County at Your Favorite Store . . .
CITY DAIRY
Manufacturers of
POPULAR DAIRY PRODUCTS

365 DAYS A YEAR X 3 MEALS A DAY
EQUALS 1,095 GOOD REASONS
FOR SHOPPING HERE . . .
Serving your family 3 delicious nutritious meals a day—7 days a week—52 weeks a year is a mighty important job—a big job—and you can't do it with a few "weekend specials". You need a full variety of grand-tasting foods . . . scores of "everyday values" And that's why 3 fine meals a day—365 days a year—add up to 1095 mighty good reasons for shopping here. Every price is a low price every day—which gives you unrestricted choice of our vast variety of top quality foods for every meal.
QUALITY Grocery & Market

Announcing!
K-K THRIFT TRADING STAMP
Two New Stores in Canyon Area Now Offer
K-K THRIFT STAMPS
Wilson's Auto Service
Just East of Hollywood on U. S. 70
Stamps Given on Sales and Service
SINCLAIR PRODUCTS REPAIRING
ELECTRIC and ACETYLENE WELDING
Star Liquor Store
Heart of Ruidoso Village
Issue To Begin After Moving Into New Quarters—Stamps Given On Each Purchase
Also Available at
FINE'S GROCERY
In Ruidoso
HART'S SELF-SERVE GROCERY
Visit Our Premium Display
GREENTREE WASHATERIA
Greentree
ARMSTRONG'S COUNTRY STORE
Hollywood

...STRETCH ...YOUR FOOD DOLLAR...


See Your Appliance Dealer or
COMMUNITY PUBLIC SERVICE COMPANY

Crippled Children Society President Thanks County

An expression of sincere gratitude on behalf of crippled children of Lincoln county was given today for local participation in the 20th annual Easter Seal campaign by Louis J. Hinkel, President of the New Mexico Society for Crippled Children.

"Although the campaign ended Easter Sunday, we believe that returns will continue to come in for several days," said Mr. Hinkel. We are confident that we have reached and possibly even surpassed our State goal of $48,000, and present indications show that we will be able to build the services we so earnestly hoped for

"Public spirited citizens of Lincoln county have demonstrated that they want to help. They have done their part. Now it is up to us to establish, develop and maintain the many services our crippled children so desperately need. You can be assured that we will do the very best that is in our power."

A total of 91.7 per cent of the funds raised will remain in this state for local services. The balance will be used to help finance a nationwide program of research, education and direct services.

The New Mexico Society for Crippled Children is just one of the National Society's more than 2,000 Easter Seal affiliates that participated simultaneously in the campaign.

—o—

Ruidoso Drive Nets $150

The drive in Ruidoso brought in about $150 this year, Vic Lamb, chairman of a special Lions club committee in charge of Easter Seal sales, estimated Tuesday. Final report will be given later, he said.

Jack Jorstad is back in Ruidoso from El Paso, readying his courts for the summer season.

AT FUEBLO—Screen action reaches an exciting high when Maureen O'Hara is accused of being involved with a range rustling gang in this highlight scene from Universal-International's Technicolor "The Redhead from Wyoming," also starring Alex Nicol, left. Wililam Bishop, second from right, and Alexander Scourby, right, are seen in important supporting roles. It shows at the Pueblo tonight and tomorrow.

DAN GRIFFITH WINS SPORT SHIRT IN CONTEST

State College, N. Mex. (Spl.)—Dan Griffith, son of Mr. and Mrs. Bruce Griffith of Green Tree, won a sport shirt as a result of a radio advertising contest at New Mexico A&M college.

The contest was sponsored by C. R. Anthony stores and contestants were required to write copy for an advertising radio program.

Griffith is a senior journalism student at New Mexico A&M college.

NEWLYWEDS TO BE HONORED IN MISCELLANEOUS SHOWER

Mesdames Juanita Gann, Marie Farrar and Pat Farrar and Misses Mary Lynn Hart, Shirley Holmes and Jane Emde are to be hostesses in a miscellaneous shower to be held Monday from two until five o'clock, in the home of Mrs. Gann, honoring Mr. and Mrs. Billy Warren Tucker, who were wed last month. Mrs. Tucker is the former Veda Hedgecoke.

METHODIST CONFERENCE MEETS MAY 13 IN ROSWELL

With the annual Methodist end-of-year conference set for May 13 in Roswell, the Community Methodist church this week sent out a finance report, which revealed $5,097 has been raised to date in the current year's operation. Only funds lacking, the report shows, which must be raised in the next five Sundays, include part of the world service, retired ministers, bishop's fund, minimum salary, district superintendent, insurance and pastor's salary items on the budget. That totals about $1,135.

WOOL GROWERS ASKED TO HOLD SHOW FLEECES

By County Agent Ralph Dunlap

As the county will be designated on all show fleece entries in the 1954 wool show, I would like to see Lincoln county have a large group of entries. Lincoln county having the largest number of sheep in the state will have a good chance to show what is being raised in Lincoln county.

If you're planning on entering some fleeces in the state wool show here are a few points to keep in mind in selecting those fleeces.

Show fleeces can be selected "on the sheep's back" or from the shearing floor. But you can usually make a better choice if you save several shorn fleeces, then weigh, test, and compare them before selecting possible show entries.

Show fleeces should have super length-for-grade, good clean fleeces weight, considerable fiber strength, desirable processing qualities, and be free from defects. Fine, one-half blood and three-eighths blood fleeces should be over 3, 3½, and 4 inches respectively in unstretched lengths.

Fleeces from range-run 12 month growth ewe lambs, mature ewes, and aged rams should scour-out over 4, 5½, and 7 pounds clean wool respectively.

A "tender" fleece is usually down graded by the wool judging committee. Hand-testing of small locks from various parts of the fleeces will help to determine fiber strength.

Desirable processing qualities include boldness and evenness of crimp; "super" near equal-length over the fleece; uniform fineness of wool grade throughout the fleece; freedom from numerous "second cuts"; and general attractiveness of the fleece. Defects which usually result in down-grading of fleeces are excessive hairiness, burrs, etc.

Ewes and ram fleeces should have close to 12-months wool growth—lamb fleeces may run as much as 14 months.

The Bern Wilson family moved this week from El Rancho Ruidoso courts to the Joe McLaurin apartment.

Loise Chubbuck, who underwent surgery in an El Paso hospital last Thursday, is at home and is doing "as well as could be expected."

Apache Village, La Fiesta courts, and Mon Jeau Courts are among local accommodations making repairs and doing redecorating for the new season.

Mr. and Mrs. Mack Osborne of Gateway are visiting relatives in Texas.

The Wayne Brownd family of Sudan, Tex., visited here Saturday and Sunday, staying at Thunderbird Lodge.

TECHNICOLOR WESTERN PACKED WITH THRILLS

Western range war provides the exciting background for Universal-International's Technicolor "The Redhead from Wyoming" opening tonight at the Pueblo Theatre with Maureen O'Hara and Alex Nicol in the star roles.

The film is packed with excitement from the moment that Miss O'Hara and her dancing girls roll into the Wyoming frontier town where most of the scenes are laid, to the roaring finale in which Maureen kills the heavy and annexes Nicol as her fiance.

Robert Strauss, Jeanne Cooper, William Bishop, Alexander Scourby, Palmer Lee and Jack Kelly round out the strong supporting cast.

INTER-MOUNTAIN SUPPLY
COMMERCIAL REFRIGERATION
WESTINGHOUSE APPLIANCES
WADE H. LANE — JOHN G. BUCKNER

For Convenience
BANK BY MAIL
Your mailman becomes your banker when you use First National's "Bank by Mail" plan. Mail us your deposit—we return the duplicate deposit slip. Convenient—time saving!
THE FIRST NATIONAL BANK
OF ROSWELL
Established 1890
"A Home Institution"
Member Federal Deposit Insurance Corporation

YOUR MAGNOLIA DEALERS
Want To Deal With You . . .
Midway Garage & Station — Ruidoso
Sunshine Ranch Grocery & Station — Bent
Valley View Service Station AND CAFE — 2 Miles East of Green Tree
Ventura's Grocery & Station — Lincoln
Alpine Court & Station — Ruidoso
CLYDE (Mobil) McCLINTOCK —Distributor—
Sanchez Bros. Grocery & Station — 2 Miles East of Tularosa

EL RANCHO RUIDOSO
COURTS
CLEAN — COMFORTABLE — CONVENIENT
TWIN or DOUBLE BEDS — TILE BATHS
Phone 40-03

IF YOU WANT
A NEW CAR
and don't have the cash, let us finance it for you!
CLARKE INSURANCE AGENCY

THIS IS TO SAY
THANK YOU!
To each and every one of our fine customers, for your very fine patronage while we operated the
CHUCK WAGON CAFE
We have sold our cafe to
MR. and MRS. BORIS LITOWICH
and want all our friends to drop in and give them a big welcome.
CHUBBY and ANN HICKS

KEETH GAS CO.
RICH IN B.T.U.'s
RELIABLE SUPPLY
DEPENDABLE SERVICE
We Sell and Install
Tanks and Appliances
Call 67-04 Collect For Service
ANYWHERE IN LINCOLN COUNTY AND VICINITY
KEETH GAS CO.
PROPANE and BUTANE
Phone 67-04 — Ruidoso

SEE! Youngstown 6-STAR COLOR KITCHENS from McCall's
We Their Exclusive Agents
We Will Sell The Kitchens Installed
Bonnell Hdwe. & Building Supplies
Box 1640 — Ruidoso, New Mexico

Right On The Corner — Right On The Price
BONNELL FOOD MARKET
Ruidoso, New Mexico
FRONTIER STAMPS WITH EACH PURCHASE

FLOUR - Golden West Print Bags 25 Lbs.	$2.10
Grayson OLEO Colored and Quartered Lb.	22c
CHEER - New Blue Washing Powder Lg. Box	29c
SHORTENING Crisco 3 Lb. Can	95c
JELLO - GELATIN Per Box	8c
APPLE JUICE Church Quart	29c
PINEAPPLE - Sliced Avondale No. 2 Can	29c
SARDINES in Oil Flat Can Each	8c
Frozen STRAWBERRIES Cedar Green Brand, 12 oz. Pkg.	39c
FLOUR - Golden West Print Bags 50 Lbs.	$4.10
PURE LARD Peyton 4 Lb. Carton	69c
PORK & BEANS White Swan 1 Lb. Can	10c
SHORTENING Crisco 6 Lb. Pail	$1.89
SHORTENING Swifts Jewell 3 Lb. Pail	79c
GRAPE JUICE Church Concord Qt. Btle.	37c
HOMINY White Swan No. 300 Can	10c
TUNA Treasure Flat Can	25c
Frozen ENGLISH PEAS Honor Brand Lg. Box	23c

Market Fresh & Cured Meats

BACON - Sliced Cora King Lb.	52c
GROUND BEEF Fresh Per Lb.	49c
PICNIC HAMS Glovers Per Lb.	42c
Choice U. S. Graded Baby Beef ROUND STEAK Per Pound	79c
SIRLOIN STEAK Per Pound	79c
Fresh Dressed Hens & Fryers	

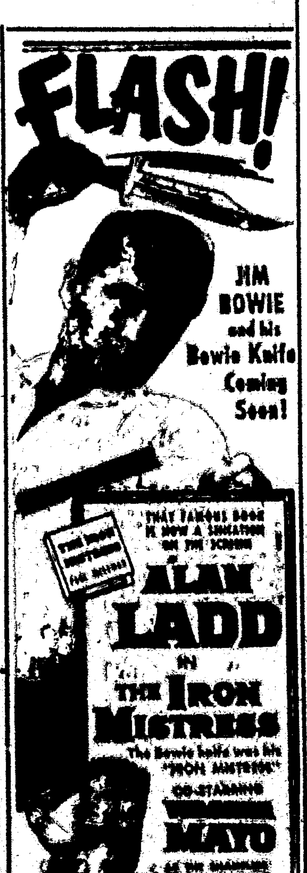
-:- Fresh Fruit & Vegetables -:-

HEAD LETTUCE Large Solid Per Lb.	12c
FRESH CABBAGE Per Pound	5c
POTATOES Large Irish Cobblers Per Lb.	6½c
POTATOES Large White 10 Lb. Mesh Bag	65c
AVOCADOS Large Each	17c
CAULIFLOWER White As Snow Lb.	17c

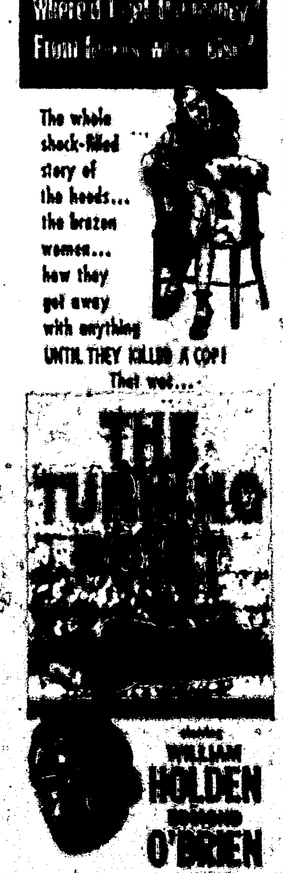
We Really Have terrific FOOD BUYS!
We're hitting a new HIGH in LOW PRICES!
AT—
DON'S Skyland Food Mart

PUEBLO—THEATRE—
BOX OFFICE OPENS 6:00 P. M. MONDAY through FRIDAY
CONTINUOUS SHOWS SATURDAY & SUNDAY FROM 2:00 P. M.

added shorts— POPEYE CARTOON and SON OF GERONIMO
FRIDAY and SATURDAY APRIL 10-11



Plus . . LATEST NEWS and Tom & Jerry Cartoon
Sunday • Monday and Tuesday APRIL 12-13-14



—Plus— SPORTREEL PETE SMITH SECIALTY and NOVELTY
WEDNESDAY and THURSDAY APRIL 15-16