

OIL PAINTINGS OF THE WEST HARRIS SHELTON Studio - Gallery 1 Mile Above Post Office

The Ruidoso News "SERVING ALL OF LINCOLN COUNTY"

See You at the RUIDOSO BAR

VOLUME 8, NUMBER 3

RUIDOSO, LINCOLN COUNTY, NEW MEXICO

FRIDAY, JULY 3, 1953

SUBSCRIPTION \$2.50 Per Year

1/2 and 1/2 WIT & WISDOM -By Vix-

Big Chief Carmon Phillips picked the hottest two days of the year recently to put his squaw to work setting up a teepee beside his Old Mill Trading Post...

We visited old Fort Stanton last Sunday—a rather quiet and lonesome place with all the merchant seamen patients gone...

Four people deserve a tip of the hat this week—all four retiring from responsible civic jobs. They are: Eusebio Clarke, president, and Mrs. Eusebio Clarke, secretary, of the New Mexico U. S. Highway 70 Association...

Four people deserve a tip of the hat this week—all four retiring from responsible civic jobs. They are: Eusebio Clarke, president, and Mrs. Eusebio Clarke, secretary, of the New Mexico U. S. Highway 70 Association...

Four people deserve a tip of the hat this week—all four retiring from responsible civic jobs. They are: Eusebio Clarke, president, and Mrs. Eusebio Clarke, secretary, of the New Mexico U. S. Highway 70 Association...

Four people deserve a tip of the hat this week—all four retiring from responsible civic jobs. They are: Eusebio Clarke, president, and Mrs. Eusebio Clarke, secretary, of the New Mexico U. S. Highway 70 Association...

Four people deserve a tip of the hat this week—all four retiring from responsible civic jobs. They are: Eusebio Clarke, president, and Mrs. Eusebio Clarke, secretary, of the New Mexico U. S. Highway 70 Association...

PROCLAMATION

WHEREAS, At the present time there exists an extreme shortage of water in the Village of Ruidoso, along with an extreme fire hazard, NOW THEREFORE, BY PROCLAMATION of the Mayor of the Village of Ruidoso and Claude Peterson, Water Superintendent, ORDINANCE NO. 46, SECTION 19, entitled "Water Shortage" must be enforced.

Passed this first day of July, 1953 Raymond C. Buckner, Mayor C. A. Culver, Clerk Claude Peterson, Water Supt.

Three Dozen Races Set For Holiday Week-End

The Ruidoso Racing Association will celebrate the Fourth of July week-end with three days of thoroughbred and quarter horse racing—offering three-dozen races. Friday will feature the sixth annual running of the Ruidoso Quarter Horse Championship with one of the finest Quarter Horse fields ever assembled at the local oval.

First race—Reno Sue (Dewell Norell, Colbran, Colo) 10.70, 6.50, 3.30; Billy Romund, 13.10, 6.20; Little Cabin, 3.30; 444 yards. T—10:24.

Second race—Frosty Sue (A. B. Wilkerson, Menard, Texas) 9.90, 8.10, 4.40; T. Bone 6.00, 4.30; John P. 2.80; 5/4 furlongs. T—1:09.6.

Third race—Bambi Jr. (C. L. Laughlin, Stephenville, Texas) 5.10, 2.90, 2.30; White Law 6, 3.30, 2.70; Zona Gale 3.20; 3/4 furlongs. T—1:11.2.

Fourth race—Rita, Clayton Collins (of Sonora, Tex) 11.80, 4.80, 2.70; Bob E. Two 4.40, 2.80; Miss Winnab, 2.50, 4.00 yards. T—0:22.

Fort Stanton Hospital Given To New Mexico

The U. S. Public Health Service hospital at Fort Stanton was presented informally to the State Department of Public Welfare Wednesday.

The Fort Stanton ceremony, held at the suggestion of Public Health Service officials, marked the transfer of the hospital plant and the 27,727 acres of surrounding land to the State of New Mexico for the purpose of caring for tubercular residents and tubercular Indians through contract for such care with the Indian bureau, details of which were worked out in conference last Thursday at Fort Stanton.

Fifteen new patients were brought to the hospital before the beginning of the ceremony. The location for the ceremony was by Father Jules H. Mollino of the Fort Stanton Catholic church. Presentation of the hospital was made by Col. Carl J. Mankinen of the U. S. Public Health Service and the acceptance by Alva Simpson of the Welfare Department.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.



RUIDOSO HAS A TRAIN — Ruidoso finally has a railroad. This mountain town this week heard the "chug chug" of a real steam locomotive and the blast of a steam whistle when J. W. Wright, Plainview, Tex., third from left above, installed a toy train for youngsters to ride in the park near Carter's Lodge. Photographed the first day the train operated last week-end, the News camera caught these people in the picture: John Daniel, left, who is operating the train for Wright, Mrs. Daniel, Clifford Bates, Travis Waters and Pat Lamb, passengers on one of the first runs.

Old Landmark Made Into Tourist Attraction

Buildings that were originally constructed in about 1925 as a summer school for the New Mexico Military Institute of Roswell, have now been converted into modern Carrizo Lodge here.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

WATER EMERGENCY DECLARED BY CITY

Ruidoso's Village Council meeting in called sessions this week to discuss the water situation here, passed an emergency proclamation Wednesday morning forbidding the use of water for any purpose other than drinking or sanitary use; prohibiting irrigating of lawns, gardens, shrubbery, washing cars or dampening drives and walks any day until the present scarcity is relieved.

Apache Ceremony Set This Week At Mescalero

Among the attractions in Ruidoso area expected to draw record crowds this week-end is the annual Mescalero Apache Indian Ceremonial which opened at dawn yesterday and lasts through Sunday. On the program for visitors are two days of rodeo action, Saturday and Sunday, and four days of Indian dances, which started yesterday and lasts through Sunday.

Gas Company Owner Injured In Fire, Blame

One man was hurt and a gas company destroyed in a \$50,000 blaze, said by Fire Chief Henry E. Porter of Hagerman to be the worst in his town's history.

CHINO FLIES TO CAPITAL

To press the Mescalero Apache Indian Reservation's claim for the land around Fort Stanton, where the State of New Mexico Welfare Department this week was given the government's U. S. Public Health Service Hospital, Wendell Chino, tribal council leader for the Apaches, flew to Washington, D. C. last Friday.

Indian Bed Deal Agreement Set At Ft. Stanton

The state and the federal government have worked out a tentative six-month agreement under which New Mexico will furnish 60 beds for Indians at \$14 a day at Ft. Stanton Hospital.

Lincoln County Gets \$75,000 In Road Money

Rep. L. S. Drake of Ruidoso told the News this week Lincoln County has been allocated \$75,000 for secondary road a summer visit to the State Highway Commission, with \$10,000 of that amount earmarked for right-of-way purchases.

WEATHER

Table with 5 columns: Date, Hi, Lo, Precip. Highest temperature of the season, 94 degrees, was recorded June 25. No rain during the period.

PORTALES MAN NEW PRESIDENT HIWAY GROUP

J. W. McCarty, operator of Mac's Drive-in restaurant in Portales, N. M., was elected president of the New Mexico U. S. Highway 70 Association in a meeting in Roswell, Monday. He succeeds Ezell Clark, Ruidoso.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Building Permits First Six Months Are \$137,675

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Patriotic Items Of Early U. S. Vintage On View

Milam C. Clarke, local antique dealer, in cooperation with Brunell's local dry goods store, have arranged a special showing of Presidential documentary material for July 4 here.

WIDEN BRIDGES

Narrow bridges along U. S. Highway 70 in Lincoln county are being widened. Highway department workers are now removing wooden guard rails on the shorter bridges to make the roadways wider.

Apache Ceremony Set This Week At Mescalero

Among the attractions in Ruidoso area expected to draw record crowds this week-end is the annual Mescalero Apache Indian Ceremonial which opened at dawn yesterday and lasts through Sunday.

Water Emergency Declared By City

Ruidoso's Village Council meeting in called sessions this week to discuss the water situation here, passed an emergency proclamation Wednesday morning forbidding the use of water for any purpose other than drinking or sanitary use; prohibiting irrigating of lawns, gardens, shrubbery, washing cars or dampening drives and walks any day until the present scarcity is relieved.

Old Landmark Made Into Tourist Attraction

Buildings that were originally constructed in about 1925 as a summer school for the New Mexico Military Institute of Roswell, have now been converted into modern Carrizo Lodge here.

CHINO FLIES TO CAPITAL

To press the Mescalero Apache Indian Reservation's claim for the land around Fort Stanton, where the State of New Mexico Welfare Department this week was given the government's U. S. Public Health Service Hospital, Wendell Chino, tribal council leader for the Apaches, flew to Washington, D. C. last Friday.

Indian Bed Deal Agreement Set At Ft. Stanton

The state and the federal government have worked out a tentative six-month agreement under which New Mexico will furnish 60 beds for Indians at \$14 a day at Ft. Stanton Hospital.

Lincoln County Gets \$75,000 In Road Money

Rep. L. S. Drake of Ruidoso told the News this week Lincoln County has been allocated \$75,000 for secondary road a summer visit to the State Highway Commission, with \$10,000 of that amount earmarked for right-of-way purchases.

WEATHER

Table with 5 columns: Date, Hi, Lo, Precip. Highest temperature of the season, 94 degrees, was recorded June 25. No rain during the period.

Fort Stanton Hospital Given To New Mexico

The U. S. Public Health Service hospital at Fort Stanton was presented informally to the State Department of Public Welfare Wednesday.

The Fort Stanton ceremony, held at the suggestion of Public Health Service officials, marked the transfer of the hospital plant and the 27,727 acres of surrounding land to the State of New Mexico for the purpose of caring for tubercular residents and tubercular Indians through contract for such care with the Indian bureau, details of which were worked out in conference last Thursday at Fort Stanton.

Fifteen new patients were brought to the hospital before the beginning of the ceremony. The location for the ceremony was by Father Jules H. Mollino of the Fort Stanton Catholic church. Presentation of the hospital was made by Col. Carl J. Mankinen of the U. S. Public Health Service and the acceptance by Alva Simpson of the Welfare Department.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.



RUIDOSO HAS A TRAIN — Ruidoso finally has a railroad. This mountain town this week heard the "chug chug" of a real steam locomotive and the blast of a steam whistle when J. W. Wright, Plainview, Tex., third from left above, installed a toy train for youngsters to ride in the park near Carter's Lodge. Photographed the first day the train operated last week-end, the News camera caught these people in the picture: John Daniel, left, who is operating the train for Wright, Mrs. Daniel, Clifford Bates, Travis Waters and Pat Lamb, passengers on one of the first runs.

PORTALES MAN NEW PRESIDENT HIWAY GROUP

J. W. McCarty, operator of Mac's Drive-in restaurant in Portales, N. M., was elected president of the New Mexico U. S. Highway 70 Association in a meeting in Roswell, Monday. He succeeds Ezell Clark, Ruidoso.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Building Permits First Six Months Are \$137,675

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Patriotic Items Of Early U. S. Vintage On View

Milam C. Clarke, local antique dealer, in cooperation with Brunell's local dry goods store, have arranged a special showing of Presidential documentary material for July 4 here.

WIDEN BRIDGES

Narrow bridges along U. S. Highway 70 in Lincoln county are being widened. Highway department workers are now removing wooden guard rails on the shorter bridges to make the roadways wider.

Water Emergency Declared By City

Ruidoso's Village Council meeting in called sessions this week to discuss the water situation here, passed an emergency proclamation Wednesday morning forbidding the use of water for any purpose other than drinking or sanitary use; prohibiting irrigating of lawns, gardens, shrubbery, washing cars or dampening drives and walks any day until the present scarcity is relieved.

Apache Ceremony Set This Week At Mescalero

Among the attractions in Ruidoso area expected to draw record crowds this week-end is the annual Mescalero Apache Indian Ceremonial which opened at dawn yesterday and lasts through Sunday.

Old Landmark Made Into Tourist Attraction

Buildings that were originally constructed in about 1925 as a summer school for the New Mexico Military Institute of Roswell, have now been converted into modern Carrizo Lodge here.

CHINO FLIES TO CAPITAL

To press the Mescalero Apache Indian Reservation's claim for the land around Fort Stanton, where the State of New Mexico Welfare Department this week was given the government's U. S. Public Health Service Hospital, Wendell Chino, tribal council leader for the Apaches, flew to Washington, D. C. last Friday.

Indian Bed Deal Agreement Set At Ft. Stanton

The state and the federal government have worked out a tentative six-month agreement under which New Mexico will furnish 60 beds for Indians at \$14 a day at Ft. Stanton Hospital.

Lincoln County Gets \$75,000 In Road Money

Rep. L. S. Drake of Ruidoso told the News this week Lincoln County has been allocated \$75,000 for secondary road a summer visit to the State Highway Commission, with \$10,000 of that amount earmarked for right-of-way purchases.

WEATHER

Table with 5 columns: Date, Hi, Lo, Precip. Highest temperature of the season, 94 degrees, was recorded June 25. No rain during the period.

Fort Stanton Hospital Given To New Mexico

The U. S. Public Health Service hospital at Fort Stanton was presented informally to the State Department of Public Welfare Wednesday.

The Fort Stanton ceremony, held at the suggestion of Public Health Service officials, marked the transfer of the hospital plant and the 27,727 acres of surrounding land to the State of New Mexico for the purpose of caring for tubercular residents and tubercular Indians through contract for such care with the Indian bureau, details of which were worked out in conference last Thursday at Fort Stanton.

Fifteen new patients were brought to the hospital before the beginning of the ceremony. The location for the ceremony was by Father Jules H. Mollino of the Fort Stanton Catholic church. Presentation of the hospital was made by Col. Carl J. Mankinen of the U. S. Public Health Service and the acceptance by Alva Simpson of the Welfare Department.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.



RUIDOSO HAS A TRAIN — Ruidoso finally has a railroad. This mountain town this week heard the "chug chug" of a real steam locomotive and the blast of a steam whistle when J. W. Wright, Plainview, Tex., third from left above, installed a toy train for youngsters to ride in the park near Carter's Lodge. Photographed the first day the train operated last week-end, the News camera caught these people in the picture: John Daniel, left, who is operating the train for Wright, Mrs. Daniel, Clifford Bates, Travis Waters and Pat Lamb, passengers on one of the first runs.

PORTALES MAN NEW PRESIDENT HIWAY GROUP

J. W. McCarty, operator of Mac's Drive-in restaurant in Portales, N. M., was elected president of the New Mexico U. S. Highway 70 Association in a meeting in Roswell, Monday. He succeeds Ezell Clark, Ruidoso.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Building Permits First Six Months Are \$137,675

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Patriotic Items Of Early U. S. Vintage On View

Milam C. Clarke, local antique dealer, in cooperation with Brunell's local dry goods store, have arranged a special showing of Presidential documentary material for July 4 here.

WIDEN BRIDGES

Narrow bridges along U. S. Highway 70 in Lincoln county are being widened. Highway department workers are now removing wooden guard rails on the shorter bridges to make the roadways wider.

Water Emergency Declared By City

Ruidoso's Village Council meeting in called sessions this week to discuss the water situation here, passed an emergency proclamation Wednesday morning forbidding the use of water for any purpose other than drinking or sanitary use; prohibiting irrigating of lawns, gardens, shrubbery, washing cars or dampening drives and walks any day until the present scarcity is relieved.

Apache Ceremony Set This Week At Mescalero

Among the attractions in Ruidoso area expected to draw record crowds this week-end is the annual Mescalero Apache Indian Ceremonial which opened at dawn yesterday and lasts through Sunday.

Old Landmark Made Into Tourist Attraction

Buildings that were originally constructed in about 1925 as a summer school for the New Mexico Military Institute of Roswell, have now been converted into modern Carrizo Lodge here.

CHINO FLIES TO CAPITAL

To press the Mescalero Apache Indian Reservation's claim for the land around Fort Stanton, where the State of New Mexico Welfare Department this week was given the government's U. S. Public Health Service Hospital, Wendell Chino, tribal council leader for the Apaches, flew to Washington, D. C. last Friday.

Indian Bed Deal Agreement Set At Ft. Stanton

The state and the federal government have worked out a tentative six-month agreement under which New Mexico will furnish 60 beds for Indians at \$14 a day at Ft. Stanton Hospital.

Lincoln County Gets \$75,000 In Road Money

Rep. L. S. Drake of Ruidoso told the News this week Lincoln County has been allocated \$75,000 for secondary road a summer visit to the State Highway Commission, with \$10,000 of that amount earmarked for right-of-way purchases.

WEATHER

Table with 5 columns: Date, Hi, Lo, Precip. Highest temperature of the season, 94 degrees, was recorded June 25. No rain during the period.

Fort Stanton Hospital Given To New Mexico

The U. S. Public Health Service hospital at Fort Stanton was presented informally to the State Department of Public Welfare Wednesday.

The Fort Stanton ceremony, held at the suggestion of Public Health Service officials, marked the transfer of the hospital plant and the 27,727 acres of surrounding land to the State of New Mexico for the purpose of caring for tubercular residents and tubercular Indians through contract for such care with the Indian bureau, details of which were worked out in conference last Thursday at Fort Stanton.

Fifteen new patients were brought to the hospital before the beginning of the ceremony. The location for the ceremony was by Father Jules H. Mollino of the Fort Stanton Catholic church. Presentation of the hospital was made by Col. Carl J. Mankinen of the U. S. Public Health Service and the acceptance by Alva Simpson of the Welfare Department.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.



RUIDOSO HAS A TRAIN — Ruidoso finally has a railroad. This mountain town this week heard the "chug chug" of a real steam locomotive and the blast of a steam whistle when J. W. Wright, Plainview, Tex., third from left above, installed a toy train for youngsters to ride in the park near Carter's Lodge. Photographed the first day the train operated last week-end, the News camera caught these people in the picture: John Daniel, left, who is operating the train for Wright, Mrs. Daniel, Clifford Bates, Travis Waters and Pat Lamb, passengers on one of the first runs.

PORTALES MAN NEW PRESIDENT HIWAY GROUP

J. W. McCarty, operator of Mac's Drive-in restaurant in Portales, N. M., was elected president of the New Mexico U. S. Highway 70 Association in a meeting in Roswell, Monday. He succeeds Ezell Clark, Ruidoso.

Plans were made at the meeting for a large delegation from various New Mexico centers along the Treasure Trail route to attend the organizational meeting of a national U. S. 70 group at Portales Aug. 7-9. Plans for the national association, to bring in Oklahoma and Texas towns to join with California, Arizona and New Mexico, were laid in a meeting attended by some 200 persons in Ardmore, Okla., in May.

Building Permits First Six Months Are \$137,675

Building permits issued by the village of Ruidoso during the first six months of the calendar year 1953 amounted to a total of \$137,675. Permits issued for the like period in 1952 were \$268,518.00, which included Nob Hill Lodge and the elementary school building.

Patriotic Items Of Early U. S. Vintage On View

Milam C. Clarke, local antique dealer, in cooperation with Brunell's local dry goods store, have arranged a special showing of Presidential documentary material for July 4 here.

WIDEN BRIDGES

Narrow bridges along U. S. Highway 70 in Lincoln county are





**QUEEN GETS KEY TO CITY**—Queen Shirley McCorkill, second from right, holds the key to Ruidoso given her by Mayor Raymond Buckner, left, as she stepped from Ralph Brown's plane at Ruidoso airport Friday afternoon, June 12. Picked on a national radio program to be Ruidoso's vacation guest, she had a whirl of fun for five days she was here.

Between the mayor and the queen stands Mrs. Buckner, and at right, is Queen Shirley's husband, Donald, who was her escort. (Carmon Phillips Photo)

Mrs. Ida Bloodworth of Boys' Ranch was here early this week. She will be joined by her husband, Lloyd, who plans to spend the holidays here, an annual custom the pair has followed many years here. Mr. and Mrs. T. C. Delaney, Sr., and Miss Verna Jane Crump, all of Lubbock, Tex., are visiting Mr. and Mrs. P. C. Delaney, Jr., here for a couple of weeks. O. E. Jeffers from Indiana has been visiting the M. H. Thorris, H. J. Engman is home with his family. Mr. and Mrs. Jack Boone of Lubbock, Tex., visited the Kiel Bonnell's Tuesday. John Sigler and girls visited El Paso last week-end. Perle Davison, ill several days, was in Roswell Thursday for a medical check-up. Rufino Sanchez is employed at

Fox Mercantile. Johnny Perkins of Wickenburg, Ariz., editor of Highway 70's booster paper, Treasure Trail News, was here on business several days last week. Mr. and Mrs. L. Ingwall are raising the old two-story house on the former Skinner farm north of Alto and will rebuild a modern home on the place which they are now farming. Mr. and Mrs. Erceel Givens and son, Jerry, Abernathy, Tex., spent last week-end in their cabin here. The Joe Crumps have rented the Bernard Rooney home for the summer. Mrs. Crump is here to direct work on setting up rock retaining walls, and walks, for the Church of the Holy Mount. The Ezell Clarkes are sporting a

new Chevrolet, purchased from Powell Chevrolet in Tularosa. Mr. and Mrs. Cotton Massey and boy from Hale Center, Texas, were in Ruidoso last week. Geo. L. Zimmerman, here from Carrizozo on Village legal business Monday, reported his wife and their daughters are vacationing in Colorado this week. Friends of Mr. and Mrs. Ben Allen of Hobbs received word last week that Ben has returned home from the hospital, but his condition is not improved. Letter to the News from Ernie Beagley, former Ruidosoan, says:

**Page 3**  
**RUIDOSO NEWS**  
Friday, July 3, 1963  
"The family is holding up OK but Louise (their small daughter) is under observation and we are concerned. My progress is as good as can be expected and we are looking forward to the day when I can join actively in the family and we can sit together." Beagley is in the veterans hospital in Livermore, Calif.  
**TRY A WANT AD IN THE NEWS**

**WE HAVE POLAROID FILM**  
For Land Cameras  
**PACK'S**  
HOME MADE ICE CREAM

**CATTLE MOVED FROM FT. STANTON**  
Some 500 head of cattle, some dairy cattle and hogs were shipped recently from the U. S. Public Health Service hospital at Ft. Stanton to the farm operated by the Federal Narcotics hospital in Ft. Worth. Considerable equipment also was moved to Ft. Worth. Patients at the hospital, all former Merchant Marine seamen, had their choice of going to four other U. S. Public Health Service hospitals in the nation, located in Michigan, California, Louisiana and New York.

**MULLINS-HAMILTON**  
ALAMOGORDO NEW MEXICO  
FUNERAL HOME  
PHONE 144

**NOB HILL RESTAURANT**  
Palmer Gateway, Ruidoso, N. M.  
Sandwiches...  
... Chicken ...  
... Steaks  
"Chew With a View"  
SERVING HIGHEST QUALITY FOODS  
—Hours: 11 a.m. to 10 p. m.—

**FOX MERCANTILE**  
We Give S & H Green Stamps  
When faced with a picnic Don't blow a gasket Come down to Fox Merc. And fill your basket!  
Paper Plates, Paper Cups The housewives' delight Plastic Forks, Plastic Spoons For that picnic just right.  
Most everything else on a picnic list Vegetables, fresh Fruits, Candy, Pop, Beans, Olives, Marsh-Mallows, Cookies, Cold Meats, Rolls, HELPI I'm getting HUNGRY Just writing this And if I don't stop it I'm apt to eat up all the profits!

**Service Your Car Here and Eat With Us**  
FOR A BANG-UP  
**24-HOUR SERVICE**  
**THOMPSON'S SERVICE STA.**  
GARAGE and CAFE  
On Highway 70 HOLLYWOOD East of Race Track

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 OLDSMOBILE AND CHEVROLET DEALER ADVISES:**  
**USED CARS**  
1960. Chevrolet 2-Door, radio and heater ..... \$1245.00  
1948. Chevrolet Station Wagon ..... \$995.00  
1947. Ford 2-Door ..... \$695.00  
1952. Olds. 4-Door, hydromatic, R & H ..... \$2395.00  
1949. Dodge Pick-Up, 3/4 ton ..... \$795.00  
1940. GMC 1/2-ton Pick-Up ..... \$295.00  
**G M A C FINANCING**  
**POWELL CHEVROLET CO.**  
Tularosa, N. Mex.  
**CLAYTON BENNETT, Ruidoso Rep.**  
Phone 3-11—West of Junction on Highway 70

**We'll Help You Enjoy A Happy 4th**  
Let us service your car with those fine **GULF PRODUCTS** to assure you of a safe and enjoyable holiday visit to Ruidoso  
**24-Hour Service**  
**HOLLYWOOD GULF**  
On Hwy 70 — Phone 32-12

**STILL OFFERING THE BIGGEST TRADE-INS OF ANYBODY**  
NEW **PONTIAC & GMC**  
ALSO LARGE STOCK GOOD USED CARS TO CHOOSE FROM—ALL PRICED TO SELL.  
**OGDEN CARROL, Agent**  
PHILLIPS "66" STATION  
RUIDOSO JUNCTION PHONE 321

**MIDWAY GARAGE**  
COMPLETE MECHANICAL AND COLLISION SERVICE  
**MAGNOLIA PRODUCTS**  
24-HOUR WRECKER SERVICE  
PHONE 28-04 BILL BLAKELY

For A Quick Snack—  
Buy 'Em By The Sack!  
For Picnic or a Quick Meal at Home  
**JUMBO SHRIMP HAMBURGERS CHEESEBURGERS FRENCH FRIES**  
**ROOT BEAR - COFFEE - COKES**  
**"Howdy Cousin" DRIVE-IN**  
— Opposite the Postoffice —  
**YES, WE GIVE CURB SERVICE**

**This could happen to YOU!**  
Wheels can be sheared off by the terrific friction in wheel bearings that are not safely lubricated. Car manufacturers recommend that wheel bearings be repacked every 3,000 or 10,000 miles, depending on make. For safety's sake, drive in today and let us inspect your wheel bearings, clean and repack them with Sinclair Litholine, the superior wheel bearing lubricant.  
**WILSON AUTO SERVICE**  
HIWAY 70 HOLLYWOOD

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

**RELAX!**  
And have fun, folks, on the Fourth  
If there is any way we can add enjoyment to your holiday week-end, please call on us.  
We are a family store, ready to serve your needs for the table, the home, the wardrobe, yard or garden and kitchen tools.  
**HARRIS BUILDERS SUPPLY**  
• Groceries • Meats  
• Hardware • Notions  
• Paint • Dry Goods  
• Green Tree, N. M.  
Phone 205

**WANT A NEW CHEVROLET OR OLDSMOBILE**  
Talk trade with me! Used cars and new trucks are also available!  
**CLAYTON BENNETT**  
Pho. 3-11 Hiway 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

**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

# Whirl of Sports

By Jim Lamb

Who says the fishing isn't any good this year? Last Saturday we had a report of a 22 inch trout that tipped the scales at 4 1/2 pounds.

Hear the eagle and coyote hunting is pretty good now. Some of the local fellows went out sometime last spring, and on one trip they bagged 22 eagles and 12 coyotes from the air.

Say, Herb Greggerson has got a regular dude ranch out at his Carrizo Lodge now, with horses and everything.

Great fisherman friend of ours, who had been reproached many times for telling of the "big fish" he caught, purchased a set of scales and then weighed every fish he caught, in the presence of witnesses. Never forget the doctor borrowed the scales to weigh a new born baby. The lit to had tipped the scales at 34 pounds.

Down on the creek the other day, and a little five or six year old boy came running up. "Catch me a trout," he urged. Just then his mother appeared and came through with "Don't you dare—try trying to teach him some manners. Wait until he says please." Love those tourists. P. S. We couldn't oblige with the first request.

Say, those Boy Scouts up in the reservation now have really got a swell camp. Went up there last week to look around. They've got about the same kind of set up that they had last year, and they've added trap shooting. They've got what's called a mo-skeet-to rig, that 22 caliber bird shot is used to break the clay disks. Very effective at close range but no danger beyond a few yards.

Took Donald McCorkill, Queen for a Day's husband out early Monday morning fishing. He was used to pulling in ocean going fish, but he seemed happy with the trout that we managed to pull out.

Noticed a very interesting item in Paul Baker's excellent column in last week's Lincoln County News concerning our English Professor at the University, E. W. Baughman, who wrote his thesis for his Ph. D. on folk tales. Baker mentions that all folk tales don't originate in Texas. Why shucks, Paul, Texans are

not such great liars—they're just telling gentle truths about their state. (All right, all right, so we do spring from Texas.) Anyway, congratulations to Doctor Baughman on his achievement.

Guess if we got going we could split tales about Texas by the hour—but since Al said nix, we'll leave 'em out this week.

Got down to the races last Saturday. We surely were impressed and delighted with the new improvements at Ruidoso Downs. Especially liked the new Tote boards, one in the infield and one under the stands in view of the buying windows. Doesn't seem like there is as much waiting between races this year as there has been in the past. Everything has been speeded up.

Saw the Governor at the track, but only for a few minutes. He was in a pretty big hurry; so we didn't get to talk with him very long.

The whole family went on a scouting expedition last Sunday above Bonito. We were looking for Bluehole, and although we must have driven right by it twice, we never did find it. Later we stopped at Arvel Rummel's cafe and had a swell time. Believe that was the most enjoyable part of the whole afternoon. He and his wife have a regular "way side inn for the weary." Swell little cafe, and he's got riding horses up there, too. They've got a little deer that roams about the place entertaining the tourists. The fawn, named "Frisky," likes everybody but little boys!

Behind the counter in the cafe are cutouts of fish that have been caught in that location. Some monsters are tacked up. One of the biggest bears the pencilled inscription: "Old Hawk-eye, caught on sow belly and cranberries. This fish was sired by old Jarbo in 1937. His brother, Old Splash, is still at large. 5-17-53." Cutout of Old Jarbo up there too. One of the local fisher-business man's name is pencilled on it. The fish, Old Jarbo, is said to have been 27 inches long.

Although it's a little late to be expressing our views on the question, this is the first time we've had a chance to publicly air the decision of the board of regents at

the University of New Mexico not to rehire head football mentor Dudley DeGroot. When word got around that DeGroot wouldn't be back for the next season, there was a regular blow up among the students. A big rally was held on the campus, and petitions were passed among the students to be signed and presented to the proper officials.

At the time we had stars in our eyes and could only see the injustice of the act. Had a bitter argument with Al over the question, and it nearly ended the lifelong friendship between us. Our English professor gave us a few pointers on why the action was taken, and then we were ready to agree.

Read a very good article on college athletics, football in particular, recently, and it pointed out the fallacy of "big time football." The article, "Gate Receipts and Glory" by R. M. Hutchins, presented the myths that the average fan is laboring under in regard to "big time" college athletics.

After reading the article we realize that college football is getting out of hand, and the University, small as it is, was unable to support a very large program. It was time for a de-emphasis program; although there had never been all out emphasis in regards to athletics at the University.

Here's something we picked up as reported by the Independent News in St. Johns, Arizona. Two Ruidoso fishermen were picked up by Game Warden Murphy for having 28 fish in their possession, exceeding the limit of 10 fish each. The fish were taken away from them, and they were fined 25 dollars each in the court of Justice of the Peace Carl Haws.

A poorly dressed man was standing in front of a vacant store building, and from her window above the store a woman noticed that several people stopped, in passing, and gave him some money. It was a scene that touched her deeply, and she took two dollars and wrapped them in a note saying "Take Courage," and tossed it to the man.

Two days later as she walked along the street, the man accosted her, "Here's your fifty-two

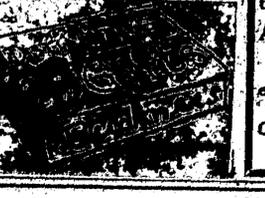
dollars," he said. "Take Courage" came in with 24 in 1 odds.

You know, we think the Indians here got a pretty good case in their class of priority to the Ft. Stanton property. Seems like they've always gotten a raw deal in their transactions with some of the late politicians and land grabbers, and it's about time that they got some of the land that was taken away from them, way back when.

Had a long discussion with Al about it, and he said that he'd like to see the land returned to the Indians.

Although we've never seen any bull fights, we know they couldn't be as exciting as the imitations we used to witness on Central Avenue in Albuquerque. Our very good friend, Jerry Gross from Des Moines, Iowa, would put on some exhibitions that would leave us gasping. He'd execute them at night on our little journeys to a cafe on Central, just off the University campus. He'd use a coat and stand in the middle of Albuquerque's busiest street and lead a car into his "cape." If the car tried to dodge him, he would force it over to the curb; until it couldn't move over any farther; and then it would, as he put it, "make its pass." He never lost a coat, but we noticed that he never used his own—he'd always borrow one. He said his highest desire was to execute a veronica on a bus.

Here's something we picked up as reported by the Independent News in St. Johns, Arizona. Two Ruidoso fishermen were picked up by Game Warden Murphy for having 28 fish in their possession, exceeding the limit of 10 fish each. The fish were taken away from them, and they were fined 25 dollars each in the court of Justice of the Peace Carl Haws.



**MOCCASINS**  
for All the Family!

Wedge, Crepe, Rubber and Soft Soles. Narrow and Medium Widths. Whole and Half Sizes. Full Range of Colors. Foam Insoles. HIGH QUALITY—LOW PRICE. CURIOS — MOCCASINS — JEWELRY — CAMERAS — FILM

**OLD MILL TRADING POST**  
Films Developed

**WE WISH YOU A GLORIOUS 4th OF JULY**

week-end, while in Ruidoso  
— Come in to see us —

**Ruidoso Dry Goods**  
Nolon and Gladys Hart

For Delicious —  
**Pit Bar-B-Que**

Stop at...  
**CHURCH'S BAR-B-QUE BARN**

Third place west of Old Mill

Bar-B-Que, Home Made Potatoe Salad, and Cowboy beans, served Cafeteria style

Beans & Potato Salad to go ..... 35c pt.  
Bar-B-Que Ribs to go ..... \$1.50 lb.  
All meat ..... \$2.25 lb.

Chicken each ..... \$2.00

Calvin & Elsie Churchwell  
Owners and Operators

**DOG SHOW EVERYDAY**  
FRIDAY THRU SUNDAY  
7:00 P. M. — Across from Ice Plant  
Pomeranian Puppies for Sale

WELCOME HOLIDAY VISITORS  
When It's Time To Eat  
Drive In To  
**ECKER'S**  
Hiway 70

REAL PIT BAR-B-QUE PLATE LUNCHES  
HOME-MADE CHILI WE SERVE BREAKFAST  
ALWAYS GOOD COFFEE—5c per Cup  
Open 6 a. m.—Close 8 p. m.—

You'll live happily with a dependable new **ROPER**  
"America's Finest Gas Range"

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 Alltrol "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 36 in.

Bottled-Tank Butane-Propane  
**Sacra Bros. Co.**  
JOSEPH HAWKINS

**INTER-MOUNTAIN SUPPLY**  
COMMERCIAL REFRIGERATION  
WESTINGHOUSE APPLIANCES  
WADF H. LANE JOHN G. BUCKNER

**IMPORTANT NOTICE**  
To Our Subscribers

Sometime in July or August we will change to a new type of mailing machine to stamp names of our subscribers on your paper or newspaper wrapper. In changing from one system to another it is possible we may omit by accident your name and address, and should you fail to receive your copy one of these days—be sure to get word to us so we may rectify the oversight.

Ruidoso News

**CLOSE OUT —ON— MOCCASINS**

**CLEARANCE —ON— LADIES' HATS**

**VILLAGE GIFT & APPAREL**  
Mildred Helms, Lorené Larson In P. O. Block

GET READY FOR THE **4th** WITH THESE BANG-UP VALUES!

We Don't Sell Fireworks at Our Store —But Our Specials Are Much Hotter

WE SELL ONLY THE **VEGETABLES**

Round STEAK Lyt. n. s. Grade A, lb. ....	69c	Radishes	<b>5¢</b>
SIRLOINS Peyton's Grade A, lb. ....	69c	Onions	
T-BONES Peyton's Grade A, lb. ....	79c	Mustard Greens	BUNCH
Lean Beef Ribs Grade A Beef, lb. ....	29c	LETTUCE Pound	8c
Rump ROAST Bone in, Grade A, lb. ....	49c	CANTALOUPE	2 for 15c
WEINERS Peyton's Del Norte, celo bag, lb.	49c	SQUASH Home Grown, lb. ....	15c
Beef Chuck Roast Peyton's Grade A, lb. ....	49c	TOMATOES Concho, 303 can	14c
Sun Valley OLEO Colored, Quartered, lb.	21c	TIDE Large	29c
CHEESE Swift Brookfield, 2 lb. ....	89c	SPINACH Wapco No. 303 can	14c
All Sweet OLEO Swift's, Colored & Quartered, lb.	28c	PEACHES Ralters No. 303 can	19c
FLOUR Sunbonnet See, 25 lbs. ....	\$1.79		

**PICNIC NEEDS**

**DON'S SKYLAND FOOD MART**  
Shop at the Market Where the Most Particular Customers Shop With Safety

WE CATER TO FAMILIES —featuring—  
★ BREAKFASTS  
★ LUNCHES  
★ SHORT ORDERS

Home of  
**Home Cooking CHUCK WAGON CAFE**

**BUCKHORN BARBER SHOP**  
Open 8 to 6:30 Weekdays  
8 to 8 Saturdays  
Two Chairs  
To Serve You  
Downtown Ruidoso



**IF YOUR CAR HAS LOST ITS GETAWAY PEP**

Does your car want to rest at every stop sign? Our expert automotive service will bring back its pep and power! Let us give your car a new lease on life!

**GOOD GULF PRODUCTS SKYLAND AUTO**

**THE Buckaroo**  
COCKTAIL LOUNGE  
Ruidoso, New Mexico

**Boots Anderson**  
Playing the Piano, the Solovox and the Organ Nightly

TOPS IN SERVICE and MIXED DRINKS

**Post Time 1 p. m. All Electric Odds Board**

**RUIDOSO DOWNS**

**Horse Racing in the Pines!**

Cool! Weekends and Holidays  
Cool! **ALL SUMMER LONG**  
Cool!

**RUIDOSO, NEW MEXICO**

WHILE THEY LAST . . .

# ROSE BUSHES

PATENTED ROSES \$2.65  
OTHERS \$2.00

If you want them to bloom this year without danger of frost — plant them now!



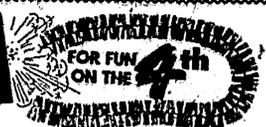
House of Flowers

Telephone 98-13 Hollywood, New Mexico  
HOURS: 10 a. m. to 6 p. m. — Closed Mondays  
REMEMBER TODAY IS SOMEBODY'S BIRTHDAY

### GAG PHOTO STUDIO

Jim Richards of the Richards Bros. woodworks here recently completed a gag photo studio at Ruidoso Club House. He built a stage setting of a mock bar, with various bottles of high octane on it, and another stage setting of a "Ruidoso Jail" where visitors may pose behind the bars for gag pictures to send the folks back home. He plans additional gag settings, with cutouts where visitors may poke their heads in a hole and be photographed in amusing situations. He and a brother are remodeling a cabin on lots opposite the old elementary school building where they manufacture rustic furniture. They will continue the manufacturing of picture frames, a business they opened here about a year ago and which supplies dealers in two states.

### VACATION NEEDS...



THERMOS BOTTLES — SUN GLASSES  
FILM-FLASH BULBS — SUNTAN LOTION

### COOK'S LOG CABIN

**LINCOLN COUNTY**  
**FEED & IMPLEMENT COMPANY**  
PURINA CHOWS  
MASSEY-HARRIS IMPLEMENTS  
Phone 88-12 — Ruidoso — On Highway 70

FOR A MORE ENJOYABLE HOLIDAY  
Buy Your Food Ready cooked From  
Our DELICATESSEN

- We suggest:
- CHICKEN and DUMPLINGS 75¢ (plenty of chicken) per pt.
- HAM and BEANS 75¢ ranch-style per pt.
- BARBECUED BEEF \$1.50 boiled, (sauce free) per lb.
- Chipped BARBECUE \$1.00 for sandwiches, per pt.
- BARBECUED SPARERIBS \$1.50 per lb.
- Barbecued or Broiled FRYERS \$1.50 whole, half, quarter — each
- POTATO SALAD 35¢ per pt.
- Tossed VEGETABLE SALAD 20¢ per pt.
- Special FRENCH DRESSING 25¢ (our own make) 8 oz.

### JOHNSON'S GROCERY and DELICATESSEN

Barbecue can be purchased at the store or at the Ruidoso Junction Pit. We invite you to inspect our kitchen.

The Number of Folks Who Specify "SINCLAIR"

Speaks louder than all other claims put together!



SINCLAIR PENNSYLVANIA MOTOR OIL

J. M. COLLIER, Distributor

Box 711 RUIDOSO Phone 68-12



QUEEN AND PONY—Queen Shirley McCorkill of Los Angeles, who came to Ruidoso last week as Queen for a Day from the Jack Bailey Mutual Broadcasting System's famous radio program poses here with one of the tiny Shetland ponies found at Roy's Riding Stables. She was honored in a chuckwagon supper there. The tiny ponies, which provide rides for children, are owned by W. B. Cox of Portales. (Carmon Phillips Photo.)

### WARNER MUSICAL

BOOKED ONE DAY ONLY  
A great cast of Virginia Mayo, Gene Nelson, Frank Lovjoy, Steve Cochran and Patricia Wymore will be seen in "She's Back on Broadway," new Warner Bros. colored musical which shows Tuesday only next week at the Pueblo. The story is about a Hollywood star who tries for a career on the Broadway stage. There are several huge production numbers as well as song and dancing specialties.

PAUL H. DOUGLAS  
REAL ESTATE  
Commercials — Ranches — Homes —  
Phone 53-03 Res. 20-21  
In Post Office Block

WE HAVE POLAROID FILM  
For Land Cameras  
**PACK'S**  
HOME MADE ICE CREAM

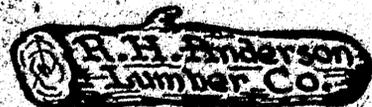
If We Don't Have It—  
You Don't Need It!

- AMEROCK HARDWARE
- ROOFING
- CEMENT
- LUMBER
- KNOTTY PINE
- PIPE
- GLASS
- PAINT - DUPONT
- DOORS - WINDOWS

WELCOME ALL VISITORS

Pour Yourself FREE Coffee.

at



### Revival Opens Here This Week



#### PAUL RAY

The evangelistic team for the Crusade for Christ campaign here July 2 through 19 rolled into the canyon early this week. Paul Ray, evangelist of Dallas, Tex., had arrived the previous week to make arrangements for the revival. Kenneth Watt, president of the Ruidoso Chamber of Commerce was to have welcomed the revival troupe

### Page 3 RUIDOSO NEWS Friday, July 3, 1953

here on its opening night services Wednesday. Song leader for the meet is Johnny Jackson of Arkansas, talented as a leader of mass singing and a soloist as well. He is accompanied on the piano by a younger brother, C. M. Bailey is leader of prayer groups and personal workers in the revival. He has had a wide experience in this field. Joe Ray, the brother of the evangelist, is caretaker of the big tent and all accessory equipment. He also drives the large truck which moves the equipment from one place to another. John Perkel is general chairman of the local committee on arrangements. The services will begin with a song each evening at 7:30 p. m. Paul Ray has conducted many evangelistic crusades in the South and Southwest and he says many have come to Christ under his ministry.

Ray conducted a revival campaign in Ruidoso for the local Baptist church early this year at which time arrangements were completed to have him return for the summer services. While his church affiliation is with the Southern Baptists, he welcomes people of all denominations. Also present for the revival is Dr. C. R. McDaniell, well known Southern minister.



You'll Find . . .

Just the Right Material in our Spring Samples for warm weather wear. Check through the samples we have from nationally known tailoring companies and get your suit . . .

MADE-TO-MEASURE

### Estes Cleaners

In Downtown Ruidoso

WE PICK UP AND DELIVER

Phone 26-03

Cleaning — Pressing — Laundry Service

### WE WELCOME YOU

VACATIONERS — RACE FANS — HOME PEOPLE

Make our store your headquarters: Our Stock is Complete—Our Price's Right!

CHOICE MEATS, LUNCH MEATS, FRUITS, VEGETABLES and PICNIC SUPPLIES

No Long Wait to Get Them—We Can Serve You Quick

S. & H. GREEN STAMPS

### WHITE MOUNTAIN GROCERY AND MARKET

It Pleases Us to Please You—Barney, Wallace & Darwin Gardner

Call for Wm. A. Rogers Silverware Coupons

AMEROCK HARDWARE  
ROOFING  
CEMENT  
LUMBER  
KNOTTY PINE  
PIPE  
GLASS  
PAINT - DUPONT  
DOORS - WINDOWS

WELCOME ALL VISITORS

Pour Yourself FREE Coffee.

at

R. H. Anderson Lumber Co.

dairy foods

FOR EVERY TASTE, EVERY USE...

SERVE MORE DAIRY FOODS

Wholesome dairy foods added to your recipes will make menus more nourishing more truly delicious. Dairy foods taste good, and are good for you, too!

Buy City Dairy Products in Lincoln County at Your Favorite Store . . .

**CITY DAIRY**

Manufacturers of POPULAR DAIRY PRODUCTS

NAVajo LODGE

NEW MEXICO'S FINEST RESORT HOTEL

IN COOPERATION WITH

**BOB BARTELL**

presents

"The Drunkard"

A Drama of Great Moral Significance  
Presented Nightly at the BUFFALO ROOM  
of the NAVAJLO LODGE in RUIDOSO

Staged and Directed by  
**BOB BARTELL**

Crowded Houses! Heartwarming Drama  
ENTHUSIASTIC APPLAUSE

Embracing within its Limits nearly the Entire Strength  
Of the Acting Company Who will Never Deviate from  
a true Course of Earning your Respect and Applause.

The Cast

Edward Middleton—Our Hero Joe Hoffman  
Mary Wilson—the Brave and Heroic Betty Burch  
Lawyer Cribbs—a Villainous Dastard George Spelgin  
Mad Agnes Dowton—Bare foot girl with cheek Joanne Platt  
Bill Dowton—Noble and Straightforward Bob Kaufmann  
Julia—an Average Cheeild Gail Smalley  
Landlady—a Pioneer Joanne Platt  
Farmer Stevens—a Teetotaler Bill Sickles  
Arden Rencelaw—a Friend in Need I. C. Sickles

Musical Director and Accompanist  
RHODES COOK

Expense Has Been No Object

Illuminated by Edison Incandescent Lamps

**Smoking Seegars Prohibited**

Minors are Forbidden to Partake of Alcoholic Beverages  
Stage Manager - WILLIAM SICKLES

The Performance will be interspersed by an

**OLIO**

Presenting the Finest Talent Available in a Series of  
Vaudeville Acts

PLEASE! Do not Throw Coins or Pennies  
at the Actors — Just Applaud!

**DANCING NIGHTLY**

Gentlemen will please behave — Ladies need not be  
cautioned thus.

Special prices for Teen-agers Sunday night

# Progressive Business and Civic-Minded People of Roswell and Vicinity

This department has been worked up largely as a reflection of public opinion. No person has written of themselves or their business. All articles have been compiled by a representative of The Ruidoso News as he saw conditions. These people are all leaders in their various lines of endeavor and the co-operation of those citizens in Roswell, who helped make this department possible is sincerely appreciated.

## BUD HERRING AND CHARLIE SPRINGER

Roswell has attained a prominent position in the business and rural life of this section of the state because of the foresight of those men who had the ability to envision the possibilities of the community and the trade area it serves. And two wide-awake, progressive men who justly should be included in this category are Bud Herring and Charlie Springer of the Herring Produce Company and who are also distributors of Budweiser Beer in this section.

Such men have many times over proven their worth to the community both as business men and active workers in the civic betterment and progress of the city. And Mr. Herring and Mr. Springer have earned the good will and respect of their fellow citizens for contributing their bit to the general welfare of the city and the people as a whole.

It is our duty to include Bud Herring and Charlie Springer in this group of progressive and civic-minded men who have done so much for Roswell and to express the wish that they will continue for many years to forge ahead with the success which they have enjoyed in the past.

## T. A. SACRA, JR.

In analyzing out some of the more progressive business and professional men of Roswell, we cannot but be amazed should we fail to include T. A. Sacra Jr. of the Sacra Bros. Furniture Company. He is a man who has never been content with his position in the community and has always been a leader in the civic betterment and progress of the city.

Mr. Sacra has always been an energetic and enterprising man who has never been content with his position in the community and has always been a leader in the civic betterment and progress of the city.

Mr. Sacra has always been an energetic and enterprising man who has never been content with his position in the community and has always been a leader in the civic betterment and progress of the city.

## JOE E. PHILLIPS

In bestowing credit upon some of those progressive business men of Roswell who in one way or another have contributed their bit to the betterment and progress of the city, we wish to say a few words about Joe E. Phillips of the Phillips Electric Shop.

Mr. Phillips has set a standard for himself and the operation of his business that under existing conditions has been very difficult to maintain. However, he has done so by the large volume of business which his Phillips 66 station continues to handle, much of which is due to his ceaseless attention to detail and his ability to cope with new and unexpected problems.

Mr. Phillips is a civic-minded man who has been asked cheerfully to operate on those civic activities to which he has been able to lend assistance. He more than deserves the respect and good will which he has earned and we wish his friends are confident that he will continue to maintain his usual integrity and high standards.

## G. T. REDDOCH

One of the more progressive business men of Roswell and a man who deserves the respect and good will of a great many residents of the city is capable of G. T. Reddoch of the Reddoch Electric Shop, whose wide knowledge and long experience in the electrical motor repair and maintenance business has raised him into a position of prominence in his line.

It is because of this that the Reddoch Electric Shop has earned a reputation for reliability—second to none.

Mr. Reddoch is also civic-minded and has always been ready to contribute his time and energy to any plan which promises to benefit this entire district. And the people of Roswell may regard with particular satisfaction the many services which he has performed for this community in the interest of progress and civic betterment.

We urge our readers to look to G. T. Reddoch as a progressive business man of whom we may well be proud. His devotion to the city has been constant and his achievements well merited. We wish for him further success.

## CHARLES M. SAWAY

Charles M. Saway has proved his progressiveness by constantly adding to and increasing the service which The Chuck Saway Gulf Service Station has extended to the people. The large volume of business handled by his Gulf station proves that "service," to him, is not "just a word," but something to be rendered to the motoring public to the fullest extent of his ability.

In addition to his close attention to his business, Mr. Saway has proved a man to judge his civic responsibilities, and help in those matters has always been cheerfully

## ROLAND AND SHIRLEY TESSIER

The honors that come to any individual in the community are a reflection of the respectability of the community. And Mr. and Mrs. R. L. Tessier of Tesco Neon Sign Inc., are two of those progressive business people who have discharged their responsibilities in the conduct of their business or in the promotion of civic programs.

They have lived in Roswell a large part of their lives which has been marked by public and civic service, and a strikingly successful business careers. The prominent part that Tesco Neon Sign Inc. has played in the building up and development of their city, in a large measure reflects the fine character and ability of these people. The Tessiers have consistently devoted their time to civic affairs and have been steadfast in their devotion to the city. Any community would be fortunate to number among its residents, citizens of such high caliber.

We are happy to include Roland and Shirley Tessier in this review of progressive and civic-minded people who are doing so much to make Roswell a finer and better place in which to live.

## FRANK B. McDANIEL

At the head of one of the district's more prominent tax-cab companies and as a leader in the civic betterment and progress of the city, Frank B. McDaniel stands out today as one of the best liked men on the panorama of Roswell activity. His friends are numbered by the hundreds and all of them are of the lasting fibre which comes of worthwhile associations, both in the world of business and in the realm of neighborhood life.

The Two-O-One Taxi Company has been a strong factor in the growth and progress of Roswell, and Mr. McDaniel's own efforts, in many instances, have been the stimulus behind the outstanding accomplishments of the company. The ease with which he has done so, while wearing his own personal prominence into an executive's life, with lasting benefits to both organization and individual.

We take pleasure in expressing these few words of commendation to Mr. McDaniel, who has done so much to promote the growth and progress of this entire district.

## TOM T. MANN

There are many men in their chosen fields who have gained recognition for the progressive manner in which they have conducted their business and their civic responsibilities, but who will not permit much to be said of their achievements.

But in reviewing a group of such citizens we should include Tom T. Mann of The United Engineering Company, well known and reliable consulting engineer, for he is a man who has always done his work effectively even though it has been accomplished in an unobtrusive manner.

Busy as he is Mr. Mann always manages to somehow or other do his bit in any movement calculated to benefit the community as a whole. His modesty, however, will not permit him to say the things about himself which are said by his friends who would also tell you that his professional conduct is a credit to his high sense of honor.

We wish also to pay tribute to Mr. Mann, who was formerly associated with Mr. Mann, much as he is deserving of a tremendous amount of credit for the part he has played in the development of this entire area.

## FRED A. MILES

Good motels and tourist courts are indispensable to the progress and development of a growing city such as Roswell. And The Wagon Wheel Tourist Court, combining the best features of both, has accommodated a great many tourists and business men in a manner that assures them of the continued patronage and good will of the motoring public.

The management of The Wagon Wheel Tourist Court has maintained an ideal of service which is thoroughly exemplified by the manner in which every need of the traveling motorist has been anticipated and met. Nothing is too good for granted; nothing is forgotten, and hospitality and service is always their first and last consideration.

Much of the credit for the splendid reputation of this modern drive-in court is due to the executive management and the untiring effort, foresight and careful attention to detail, have maintained a standard of hospitality and service which would be difficult to surpass. It is a pleasure to say these few words of praise about The Wagon Wheel Tourist Court and its able owner and operator, Fred Miles.

We fully appreciate the value of good will, and has more than his share of it. It is a pleasure to say these few words of praise about The Wagon Wheel Tourist Court and its able owner and operator, Fred Miles.

It is because of the unflinching optimism and faith which they have shown in the future of Roswell and vicinity that we are prompted to call the attention of our readers to the fine service which Lee E. Green and Robin W. Crouse of The Palace Transfer and Storage Company, agents for Allied Van Lines, perform in the conduct of their business.

Mr. Green and Mr. Crouse are progressive and resourceful persons

## LEWIS E. NEFF

To serve the public honestly, efficiently and cheerfully is the basic foundation many progressive business men of Roswell have found to be the shortest route to success. In making this statement the man we have in mind is Lewis E. Neff of The Neff Lumber Company. The popularity and patronage enjoyed by his (lumber contracting services accentuates the ideals of courtesy and efficiency which he has consistently given impetus to the management of his contracting business.

The conduct of such a business, and the men who operate them all have done much to make Roswell a better place in which to live. We give credit where credit is due to such men as Mr. Neff for his part in the upward progress of the city. In doing so, we are merely putting into words the opinions of those who know him.

Lewis Neff has earned his success by the method in which he has accepted both civic and business responsibilities, and we trust that he will continue to prosper.

## RAYMOND P. JENNINGS

In critical times such as these, it takes business men of more than average ability to carry on their operations successfully. In making this statement, the man we have in mind is Raymond P. Jennings of the Jennings Show Case & Fixture Company, who has a wide circle of personal friends and customers throughout this entire district.

His contagious optimism and freely expressed belief in the assured future prosperity of the people of Roswell and its metropolitan trading area are characteristics which are to be appreciated in a progressive business man. He has always taken an interest in community affairs and has shown a willingness to shoulder his share of the civic load.

It is men like Raymond Jennings who, because of the successful conduct of their business and private affairs, are willing to contribute to the public good, are wholly deserving of a few words of commendation. It is a pleasure to pay him this brief, but sincere tribute.

## ROY A. and RALPH A. TERRY

It is not often that two men do just happen to be in the same line of business and their civic responsibilities that their city must grow and prosper and be something other than just another place on the map that has brought results and made it possible for the city of Roswell to be an outstanding one, and for those within it to prosper.

Mr. Roy A. Terry of Roy A. Terry & Co. developers of The South Highland Development Co., are two of those men to whom much credit must go for playing a small part in the growth and progress of Roswell and the surrounding area.

The Terry's would be the last men to mention the matter, but when the call goes forth to rally round something worthwhile for the community, they are among the first to volunteer. But their friends are outspoken in paying them this well deserved tribute, and they do so because of the high caliber of their activities. Roy and Ralph Terry are equally successful in the promotion of civic progress.

## ALFRED L. GADBERRY

Alfred L. "Al" Gadberry of The South Main Auto Service, is one of those progressive men who has always done his bit to maintain the prestige of the city of Roswell as the leading metropolis of this section of the state. He has always worked for the development of the city and his many services are worthy of sincere appreciation.

His men are easily understood, knowing the value of the honest which characterizes all of his business dealings. And it is a combination of technical knowledge, mechanical skill and business ability which has elevated Mr. Gadberry to the position of leadership in the automotive repair and maintenance business.

He is completely aware of his civic responsibilities and is wide awake to the many opportunities for service, and always ready and willing to lend his support to any project which promises to benefit the community as a whole.

We compliment "Al" Gadberry on his accomplishments, and wish for him continued success.

## LEE E. GREEN and ROBIN W. CROUSE

It is because of the unflinching optimism and faith which they have shown in the future of Roswell and vicinity that we are prompted to call the attention of our readers to the fine service which Lee E. Green and Robin W. Crouse of The Palace Transfer and Storage Company, agents for Allied Van Lines, perform in the conduct of their business.

Mr. Green and Mr. Crouse are progressive and resourceful persons

## R. I. WILSON AND MAURICE MCFEELY

Progressiveness, coupled with ability, always a praise-worthy feature in the passing scene of any community's daily life, is to be highly appreciated. In full realization of this and in recognition of the splendid personalities which give impetus to the personal success in their case, many residents of Roswell and our own community, regard R. I. Wilson and Maurice W. McFeely of the Food Locker Company distributors of Cedargreen Frozen Foods, as true assets to their city and this district.

Mr. Wilson and Mrs. McFeely are keeping their company at the forefront at all times, both in business and civic activities, and have maintained a position of leadership in their field of endeavor. Capable and energetic in the management of the business they have come to be recognized as two of the city's more progressive business people.

What Mr. Wilson and his daughter, Maurice, have accomplished in the past, both in business and civic activities, is the best indication of what may be expected of them in the future. They have our admiration and best wishes for continued success.

## LANGFORD KEITH

The city of Roswell has assumed its place of importance in this section of the state because of the efforts of its business and professional men who have helped in developing its industry or in some manner, extended the trade advantages of the locality. One of the men who has taken an important part in many progressive movements in Langford Keith of The Roswell Hardware Co.

Mr. Keith has devoted his sharp mind and energy to the growth and development of Roswell and this district and it is fitting at this time that we attempt to express in a small way, our appreciation for his unselfish contributions to the general welfare of the community.

He is a man of wide acquaintance whose many friends admire and respect in him those virtues which inspire confidence and promote good feeling. His upright business methods are but an outward reflection of his inherent appreciation for fair dealing and his splendid record of service and wish him continued success.

## VERA R. ELLIOTT

In mentioning some of those men and women who are taking a progressive part in the evolution of the business and civic life of Roswell and vicinity, we would be negligent if we failed to include Vera R. Elliott of the Post-It Co.

Mrs. Elliott is that cold type of citizen whose fairness and friendliness and a sincere desire to serve only the finest foods, properly prepared and served in a manner that leaves nothing to be asked for—which are accountable for a large measure of her success.

As time goes on her personal interests have become more closely interwoven with the business and civic activities of the city and she has become accepted as a person who can always be called upon to further community activities.

Herbert is wholly deserving of our sincere praise, and these few words of commendation are but a just recognition for the many activities he has conducted on behalf of the general welfare of the community.

The honest and successful conduct of his business affairs is not a mere boast, but a fact which has also been a strong factor in maintaining him in a position of leadership in his field of endeavor.

We trust Maurice Herbert will continue to serve the people of Roswell and the surrounding area for many years to come.

## W. I. CHRISTIAN AND HARLAN McCRAW

In making this review of progressive Roswell businessmen, it is fitting that we include some of the men who have, by their aggressive, definitely established themselves in the business and civic life of the city and area.

Two such men are W. I. Christian the manager, and Harlan McCraw, the representative in this area for Mead's Fine Bread Company, who also deserve an additional word of praise for being more than just successful. They are enthusiastic and energetic promoters of the home and industrial city. We are glad to pay tribute to W. I. Christian and Harlan McCraw and to point out to our readers that their sincere desire to be of service to the community and their aggressive methods of advertising the products of Mead's Fine Bread Company in the Roswell area.

We are glad to pay tribute to W. I. Christian and Harlan McCraw and to point out to our readers that their sincere desire to be of service to the community and their aggressive methods of advertising the products of Mead's Fine Bread Company in the Roswell area.

## GERALD R. SHORT and L. G. MANSEL

Recognized as authorities on all residential and commercial masonry contracting problems, Gerald R. Short and L. G. Mansel of Short & Mansel, Contractors, have turned their knowledge and advantage of the people of Roswell and vicinity. More than that, Mr. Short and Mr. Mansel are men who have always been vitally interested in the civic betterment and progress of the city and have backed up their interest by lending assistance in one form or another to the successful promotion of many things which have benefited the community as a whole. Roswell owes much to such men for their part in making the city the business center of this area.

They have always been alert to the many opportunities for service, and more than ready to recognize and accept their share of civic responsibility.

Because of these things, L. G. Mansel and Gerald Short have become accepted as progressive business men who are assets to both the people of Roswell and the surrounding country for the progressive part they have taken in making the city the business center of this area.

## M. E. ED YORK

M. E. Ed York of The M. E. Ed York Auto Trim Shop, located at 1209 North Missouri Avenue, has won the respect and good will of the people of Roswell and the surrounding country for the progressive part he has taken in making the city the business center of this area.

Mr. York is not the kind of man who makes himself conspicuous by the manner in which he conducts himself, either in business or other matters. Yet, his quiet reserve and air of confidence mark him as a man of sound judgment, whose opinions and advice are sought after and listened to with respect.

New and old customers of The M. E. Ed York Auto Trim Shop, attest their satisfaction to their being able to select the right materials from a large selection of fabrics, and their tailor-made workmanship and service, regardless of condition or age. We compliment Ed York for the successful operation of his business and for the interest he has shown in the residents of Roswell.

## MAURICE B. HERBERT

Roswell owes much to those progressive citizens who are taking an active part in the growth and progress of the city and who have helped to make it the business center for this section. In mentioning some of these men, it is only fair to include Maurice B. Herbert of the Herbert Electric Company, whose outstanding knowledge of the residential and commercial electrical contracting business, backed up by his many years of experience, has brought him to the forefront in his particular field.

Mr. Herbert is wholly deserving of our sincere praise, and these few words of commendation are but a just recognition for the many activities he has conducted on behalf of the general welfare of the community.

The honest and successful conduct of his business affairs is not a mere boast, but a fact which has also been a strong factor in maintaining him in a position of leadership in his field of endeavor.

We trust Maurice Herbert will continue to serve the people of Roswell and the surrounding area for many years to come.

## H. L. JONES

It is a privilege in this Roswell review to recognize a man who has been a great aid to the growth and development of this section of the state to place such a man as H. L. Jones of The Main Trailer Sales, on an equal plane with all others in this rank. In the past, few men have exceeded him in contributions to the home and industrial city. We are glad to pay tribute to H. L. Jones and his son, John Paul, for the part they are playing in the onward progress of their city.

Such a man is H. L. Jones, well known and reliable licensed carpenter, mason, brick and earth moving contractor, who has done so much for the home and industrial city. We are glad to pay tribute to H. L. Jones and his son, John Paul, for the part they are playing in the onward progress of their city.

Mr. Jones is generally recognized as one of the more progressive automobile trailer dealers of this district, and still retains that distinction in the admiration and respect of his wide circle of friends. Also his interest in, and the valuable assistance he has rendered to many projects of a civic nature, reflect the principles which he has always so successfully applied to his business affairs.

We congratulate H. L. Jones on his success in the years he has spent in the business of automobile trailer sales in the Roswell area.

We congratulate H. L. Jones on his success in the years he has spent in the business of automobile trailer sales in the Roswell area.

## BUCK and KITTIE MYRTLE RUSSELL

We wish in this edition to pay tribute to Buck and Kittie Russell of The Buck and Kittie Plumbing and Heating, for their many services to the city of Roswell and their splendid record of achievement in the business life of the city.

Mr. Russell and his daughter, Kittie, have a wide circle of friends as any other two people who could name, because they are just naturally the kind of folks who make friends with almost everyone and conduct themselves at all times in such a manner as to deserve the respect and good will of all who know them. A civic forum at being able to number among its more progressive citizens business people of this type.

They are also always ready and willing to lend their support to the promotion of any project which promises to benefit this entire district. They may be depended upon and their services to the people are too many in number to be described here. It is sufficient to say that we consider Buck and Kittie Myrtle Russell, as assets to the community and progressive business people of whom their city may be proud.

## RAYMOND SMITH

Raymond Smith of The Smith Motor Company, who, since 1925, is one of those progressive DeSoto and Plymouth Sales & Service dealers in Roswell who has consistently forged ahead in business. He has also put his shoulder to the wheels of civic progress whenever concerted help was needed in furthering enterprises promoted for the general welfare of the community.

Mr. Smith was never a man given to wishful thinking. Because his methods are those of direct action and whether the problem at hand is one concerning his own business or that of a civic nature, he attacks it with optimism and vigorous enthusiasm. Add to this his acknowledged business ability and his keen sense of values and it is easily understood why he is almost invariably successful in business or other matters.

The Smith Motor Company has been established in the Roswell area for forty-five years, and we feel that it is our duty to call the attention of our readers to the worthwhile characteristics of Raymond Smith and to pay him a well deserved tribute for his straightforward business methods and for the unflinching interest he has shown in public welfare.

## R. J. HENDRIX

Recognized as one of the more progressive business men of Roswell, R. J. Hendrix of The Hendrix Office Equipment Co., authorized dealer for Remington-Rand Sales & Service in addition to carrying a complete line of office printing, performs a real service for the people of his city and his contributions to civic betterment are too well known to require repetition in these columns. His personal success has been achieved, in a large measure, because he never misses an opportunity to nature the attitude his company renders to the public. A policy which has and continues to build up good will for The Hendrix Office Equipment Co., throughout this entire district.

Mr. Hendrix is deserving of praise and this small tribute is but a just recognition for the many activities which he has performed in the way of both business and civic activities. Also his reputation for the successful conduct of his business affairs is no greater than his reputation for the honest practices which characterize his every transaction.

We congratulate R. J. Hendrix on his splendid record and trust he shall continue to serve the people of Roswell and vicinity.

## W. C. and JOHN P. HOLLAND

Two of the more progressive real estate men of Roswell and whose names can hardly be mentioned in a deep insight to the direction in which the city will develop are W. C. and John P. Holland of Holland's Real Estate. They also have a sound basic knowledge of real estate values and have turned that knowledge to the advantage of the people with whom they do business. And their aggressive methods coupled with their sound and practical ideas have made the services they have rendered to the people more valuable and materially contributed to their well earned success.

The Holland's are also civic-minded and have always shown a cheerful willingness to shoulder their share of time and energy to the promotion of community projects.

It is because of the activities of such progressive business men that year after year, Roswell continues to show such a healthy growth and expansion. We are glad to pay tribute to W. C. Holland and his son, John Paul, for the part they are playing in the onward progress of their city.

It is a privilege in this Roswell review to recognize a man who has been a great aid to the growth and development of this section of the state to place such a man as H. L. Jones of The Main Trailer Sales, on an equal plane with all others in this rank. In the past, few men have exceeded him in contributions to the home and industrial city. We are glad to pay tribute to H. L. Jones and his son, John Paul, for the part they are playing in the onward progress of their city.

Such a man is H. L. Jones, well known and reliable licensed carpenter, mason, brick and earth moving contractor, who has done so much for the home and industrial city. We are glad to pay tribute to H. L. Jones and his son, John Paul, for the part they are playing in the onward progress of their city.

Mr. Jones is generally recognized as one of the more progressive automobile trailer dealers of this district, and still retains that distinction in the admiration and respect of his wide circle of friends. Also his interest in, and the valuable assistance he has rendered to many projects of a civic nature, reflect the principles which he has always so successfully applied to his business affairs.

We congratulate H. L. Jones on his success in the years he has spent in the business of automobile trailer sales in the Roswell area.

We congratulate H. L. Jones on his success in the years he has spent in the business of automobile trailer sales in the Roswell area.

## JACK DOLLAGHAN and JERRY MILLER

Every progressive and successful business man in Roswell contributes in some manner to the growth and progress of the city. And two men who are always willing to do their part in both civic and business activities are M. J. Dollaghan and J. F. Miller of The Zum Corporation.

The prominent part that The Zum Corporation is playing in the business and civic life of Roswell and the surrounding country, attests the progressiveness and ability of such men as these. Furthermore, Dollaghan and Miller have demonstrated their devotion to the surrounding country, and on many occasions have lent their support to the successful promotion of meritorious civic projects.

Roswell and this district are fortunate to have such men as Jack Dollaghan and Jerry Miller in positions of responsible standing and service, and this newspaper feels that it is merely reflecting public opinion in paying this brief tribute to two of the city's more progressive business men.

## BOB and WANDA ROBBS

Bob and Wanda Robbs are two of the more successful restaurant owners of Roswell, who, by maintaining a high standard of service and high quality foods, has made The Yucca Cafe, located at 217 West 3rd, one of the more popular eating places in the community. We are glad to give them credit for their well earned success in a field which is so highly competitive.

It is also a pleasure to give them credit for taking part in community affairs and lending their assistance to various activities and public projects. When to take part in such matters they always do so without ostentation, but in a quiet manner which lends dignity to their cheerful acceptance of their share of the civic load. It is a pleasure to be associated in the promotion of community activities with such folks as Mr. and Mrs. Robbs.

This review of progressive and civic-minded people of Roswell would not be complete were we to fail to mention the names of Bob and Wanda Robbs. Theirs is the kind of success which deserves recognition and we wish them both, many more years of the same.

## R. F. NASH

Our issue today proposes to call the attention of our readers to some of those progressive and civic minded people who have contributed their share of time and energy to the building up of Roswell and the surrounding territory to the position of prominence which it enjoys at present.

One of those men to whom we wish to call the attention of our readers is R. F. Nash of The Nash Pharmacy, a Roswell store which has been a great help to the community. His business man who has never spared himself in his aggressive march forward and one whose competitors respect as much as do all others with whom he comes in contact.

Mr. Nash is at all times conscious of his civic responsibilities, and he more than makes up for the many opportunities which present themselves to be of service to his city. R. F. Nash's record of achievement is one of which he may well be proud. His value to his city and this district is an established fact and we wish to give him the credit which is justly due.

## EARL WORLEY

Logically a man who has earned the reputation of being one of Roswell's more progressive and well used car dealers would in so doing, have earned the friendship and good will of a great many people throughout this entire district. A man who has done so much for the home and industrial city, efficient, friendly Earl Worley of The Worley Auto Sales, who numbers many of our readers as some of his best customers.

Mr. Worley is the type of man who would be an asset to any community, and one who will render back to his community a successful conduct of his business plays a definite part in the general civic scheme, but because the ultimate measure of his value to his city and this district lies in the fact he is untiringly zealous and remarkably successful in the promotion of civic projects.

It would be difficult to estimate the actual dollars-and-cents value of such a man to his community. We congratulate the people of Roswell for numbering among their more progressive citizens such a man as Earl Worley and we wish him many more years of successful progress of his city.

Mr. Worley is the type of man who would be an asset to any community, and one who will render back to his community a successful conduct of his business plays a definite part in the general civic scheme, but because the ultimate measure of his value to his city and this district lies in the fact he is untiringly zealous and remarkably successful in the promotion of civic projects.

It would be difficult to estimate the actual dollars-and-cents value of such a man to his community. We congratulate the people of Roswell for numbering among their more progressive citizens such a man as Earl Worley and we wish him many more years of successful progress of his city.

Mr. Worley is the type of man who would be an asset to any community, and one who will render back to his community a successful conduct of his business plays a definite part in the general civic scheme, but because the ultimate measure of his value to his city and this district lies in the fact he is untiringly zealous and remarkably successful in the promotion of civic projects.

It would be difficult to estimate the actual dollars-and-cents value of such a man to his community. We congratulate the people of Roswell for numbering among their more progressive citizens such a man as Earl Worley and we wish him many more years of successful progress of his city.

Mr. Worley is the type of man who would be an asset to any community, and one who will render back to his community a successful conduct of his business plays a definite part in the general civic scheme, but because the ultimate measure of his value to his city and this district lies in the fact he is untiringly zealous and remarkably successful in the promotion of civic projects.

It would be difficult to estimate the actual dollars-and-cents value of such a man to his community. We congratulate the people of Roswell for numbering among their more progressive citizens such a man as Earl Worley and we wish him many more years of successful progress of his city.

## W. H. GREENHAW

Generally speaking, civic pride is one of those things that goes hand-in-hand with success, because a man must have been successful to fully appreciate the advantages that were afforded him by the community in which he lives.

W. H. Greenhaw of Greenhaw Signs, is one of the better known and more reliable sign contractors in this area, in addition to being one of the more popular landscape and portrait artists of the city. He has shown his appreciation for his success by his attention to civic matters. His willingness to become a part in the wheel of community progress, whenever united effort is needed to put over some movement or project advanced for the good of the city, has always been taken for granted.

Mr. Greenhaw's quiet assumption of responsibility, not only in connection with his own business, but in regard to other matters as well, has often lent a feeling of confidence to others interested in the same movements. In complimenting Bill Greenhaw upon his high standing in the community, we do not more than express the admiration and respect of his many friends and associates.

## ANISE BEILAMAH and REMO J. FRANCHINI

Due to the efforts of a group of wide-awake business men the city of Roswell has attained a dominant position in the commercial life of this section of the state. And two of the men who have done so much to make Roswell a better place in which to live are Anise J. Beilamah and Remo J. Franchini of The Southwest Distributing Company, dealers for Calvert, Hamm, Carls Blanca and Ballentines Beer & Ale in this area.

It is because of the successful operations of such business as theirs that the city

**PRESTON WILSON  
AND BURTON  
H. BROWN**

In every community there are a number of business and professional men who can be pointed out as having taken a three-fold part in the onward progress of their city. Two well known business men of Roswell who belong in this category are Preston Wilson and Burton H. Brown of The Purdy Electric Company.

Their leadership in the electrical contracting business is recognized throughout this entire district. Their furtherance of civic activities and support of those organizations whose main objectives are directed along lines of civic betterment and community progress is well known to their immediate associates.

Mr. Wilson and Mr. Brown are men who are equally well liked and respected by their intimate friends and their associates.

They are loyal to the community, thankful for their success in business, and have shown their appreciation by their contributions to various civic movements of benefit to the city.

We congratulate Burton Brown and Preston Wilson for being good citizens, progressive business men and boosters of their home community.



**FORMAL OPENING HELD**—Free prizes, coffee, doughnuts, wafers and biscuits were among the treats in store for visitors in the spacious new Ruidoso Food Mart, which held its formal opening Saturday last week. Mr. and Mrs. Warren Tucker, opened the store over a month ago, but got around only last week to holding their formal opening. The two views here are of the exterior and an interior shot, with Mrs. Tucker at one of the two checking stations. Modern electrical refrigeration in the store's many departments, a large meat market and fruit and produce section are among features of the store. (Carmon Phillips Photo.)

ing Saturday last week. Mr. and Mrs. Warren Tucker, opened the store over a month ago, but got around only last week to holding their formal opening. The two views here are of the exterior

and an interior shot, with Mrs. Tucker at one of the two checking stations. Modern electrical refrigeration in the store's many departments, a large meat market and fruit and produce section are among features of the store. (Carmon Phillips Photo.)



**Good Morning!**

No. 1  
One Egg, Hominy Grits or Potatoes  
Toast or Biscuit & Coffee  
**39c**

No. 2  
Ham, Bacon or Sausage  
One Egg, Hot Bread & Coffee  
**55c**

No. 3  
Cereal, Toast & Coffee  
**45c**

No. 4  
Two Hot Cakes  
One Egg & Coffee  
**45c**

No. 5  
Hot Cakes, Bacon or Ham  
& Coffee  
**65c**

No. 6  
Two Eggs, Any Style  
Hot Biscuits & Coffee  
**50c**

No. 7  
Waffle, Syrup & Coffee  
**30c**

**TO ORDER**

- Fruit Juices, Small 15c — Large 30c
- Milk 10c Coffee 10c
- Hot Chocolate 15c
- Ham, Bacon or Sausage with Two Eggs & Coffee 75c
- Cereals 30c
- Doughnuts (We make our own) 5c
- French Toast 35c
- Buttered Toast & Jelly 20c
- Hot Biscuits & Jelly 20c
- Short Stack—Cakes 20c
- Regular Order 30c

CLOSED TUESDAYS

THANK YOU

**COPPER KETTLE CAFE**

Overlooking Ruidoso Downs **Highway 70**  
Near Wheeler Museum

**ANTIQUES**

For the Discriminating Collector

**Milam C. Clarke**

**AUTHENTIC ANTIQUES**  
RUIDOSO, NEW MEXICO

Located in "Holiday House" approximately one mile West of the Postoffice on the Main Road. Look for the large green and white "Antique" sign.

**ANTIQUES**

**MESCALERO**

(By Mrs. E. P. Bruninger)

Wendell Chino, Chairman of the Mescalero Apache Business Committee, left for Washington, D. C., Friday, June 26, on official business for the Mescalero Apaches.

The Mescalero Indian Cattle Growers' Association held a special meeting on Wednesday night, June 24, for the purpose of screening applications for the CGA manager position. Six men were chosen. Saturday, June 27, the six men chosen were interviewed by the Board of Directors. The CGA, after interviewing each one, hired W. Chandler Elkins of Mulshoe Ranch, Hillsdale, Ariz. Mr. Elkins was a former manager of Mulshoe Ranch and which was recently shut down. Darrol P. Young, former manager



*Louis Philippe*  
Of Ruidoso, N. M.

**COMMERCIAL  
PHOTOGRAPHY**

**BETTER  
FILM  
DEVELOPING**

of the CGA, expects to leave Mescalero July 1 for Montecello, Utah, where he plans to enter private business with his brother.

Miss Sonya Pellman is at present visiting her father, William Pellman. Sonya makes her home with her grandmother, Helen Chiny, in Apache, Okla.

A baby girl was born to Mr. and Mrs. Clayton Blaylock in Alamogordo on June 6. Mrs. Blaylock, formerly Elbys, is a daughter of Mr. and Mrs. Christian Nalche.

Mr. and Mrs. Lee Barney of Macey, Neb., were recent guests of Mr. and Mrs. Dorland Robinson on the reservation. Mr. and Mrs. Barney are from San Carlos, Ariz., but are at present making their home in Macey.

Mr. and Mrs. D. Boone Laceywell, both teachers at Elk Day School, have recently returned from the summer school in Brigham, Utah. Mr. Laceywell reports on entering several golf tournaments while away this summer.

Private Donovan Bigham, son of Mr. and Mrs. Mack Bigham, is home on leave from the U. S. Marine Corps.

**WASHBURNE FORSTER  
OPENS ART SCHOOL**

Washburne Forster, widely known Southwestern artist, who makes his home at Hatch, New Mexico, will begin an art school here Monday in Ruidoso Woman's Club building.

On exhibition during the school will be several of Forster's paintings. Visitors are welcome, he announced. Forster has conducted schools in many of New Mexico's art centers the last several years. Among his students in Ruidoso who have gained note locally are Mrs. Frank Matthews and Mrs. Graves.

THE Indian Trading Post...  
CLAYTON BENNETT'S  
Highway 70 — West of the Junction  
Page 7  
**RUIDOSO NEWS**  
Friday, July 3, 1953

**EVERY day is INDEPENDENCE DAY**



**When Reddy Does  
Your Work**

You can enjoy a holiday... every day, when Reddy Kilowatt takes over those dreary household chores. With modern electric appliances in your home, you command an army of electric servants—ready to do the cooking, dishwashing, washing, ironing and cleaning! Yes, mam, put Reddy on the job... find new FREEDOM! You'll be at liberty to relax and enjoy yourself! Today, visit your appliance dealer's or Community Public Service Company, discover better living... electrically... be independent of household drudgery!



**for a GLORIOUS 4<sup>TH</sup>**

**FRIDAY AND SATURDAY SPECIALS**

**Shortening** Swift's Jewell 3 lb. tin **73c**

Fresh Meats		Miscellaneous	
<b>BEEF RIBS</b> Pound	<b>29c</b>	<b>CHEESE</b> Swift's Brookfield 2 Pounds	<b>89c</b>
<b>FRANKFURTERS</b> All Meat Pound	<b>49c</b>	<b>OLEOMARGARINE</b> M'dow L'ke lb	<b>27c</b>
<b>POTATOE SALAD</b> Pound	<b>35c</b>	<b>FLOUR</b> Kimbell's Best 25 lbs.	<b>\$175</b>
<b>GROUND MEAT</b> Fresh, 3 pounds	<b>\$1<sup>00</sup></b>	<b>NEW POTATOES</b> Wapco No. 303 tin	<b>10c</b>
<b>Fruits And Vegetables</b>		<b>PORK &amp; BEANS</b> Diamond 2 for No. 303 tin	<b>25c</b>
<b>CELERY</b> Stalk	<b>19c</b>	<b>BROOMS</b> Banner a good one	<b>\$139</b>
<b>PLUMS</b> Santa Rosa, lb.	<b>19c</b>	<b>TISSUE</b> Northern 3 rolls	<b>29c</b>
<b>CARTALOUPE</b> Large, each,	<b>15c</b>	<b>PINK SALMON</b> Tall can	<b>73c</b>
<b>BANANAS</b> Large Pound	<b>12c</b>	<b>Coffee</b> White Swan Pound	<b>85c</b>
<b>BUNCH ONIONS</b> or RADISHES	<b>4c</b>	<b>We Reserve The Right To Limit</b>	
<b>POTATOES</b> Red or White Pound	<b>4c</b>		

**RUIDOSO FOOD MART**

**WARREN and LOIS TUCKER — We Appreciate Your Business**

**Mt. Vue**  
*Sho-Dyn*

DRIVE-IN THEATRE  
ON ALTO ROAD  
Last times to-night

CLAUDETTE GOLBERT  
JACK HAWKINS  
**Outpost in Malaya**

SAT. ONLY

**DARING.**  
Adventure of 7 men  
and a girl who placed  
the center of the earth!

a thousand  
miles  
down...

**UNKNOWN WORLDS**

ten-thousand  
thrills deep!

Produced by A. R. BARIN and A. BLOCH. Directed by  
FRANK O. WELLS. Original Story by HENRY KATZMAN.  
Screenplay by WALTER REISLER.

SUN. \* MON.  
Marjorie Main  
and  
Percy Kilbride  
in

"Feudin',  
Fussin' and  
Fightin'"

TUES. \* WED.  
BLOODHOUNDS  
OF BROADWAY

THURS. \* FRI.  
MY PAL  
GUS

**HONEYMOON CLUB**

Honeymooning in Ruidoso June 27 were Mr. and Mrs. Rex Saffle of Lubbock, Tex. The newlyweds were married June 26 in Petersburg, Tex. The bride is the former Miss Doris LaVorn Crabtree, daughter of Mr. and Mrs. J. H. Crabtree of Petersburg, and the groom is the son of Mr. and Mrs. E. F. Saffle of Mt. Grove, Mo. The couple stayed at Spearhead Cabins while here.

**BOB KAUFMANN JOINS CAST OF 'THE DRUNKARD'**  
Bob Bartell, director and producer of the stage production, "The Drunkard," now in its second month on the boards here, said this week that Bob Kaufmann of Ruidoso will join the cast tonight, Friday. Kaufmann replaces Bert Weil. He plays Bill Dowton, a noble and straightforward hero.

**FIRE BLAZES AT TRASH PIT**  
The Ruidoso Volunteer Fire Department answered a call to the village trash pit north of town on Tuesday afternoon and quickly had the fire under control. No damage was reported.

**LINCOLN COLLECTS \$218,469 IN TAXES**  
Lincoln county merchants collected and remitted \$218,469.88 in sales tax during April this year. The state total was \$1,991,516.90.

**MUCH SMOKE—NO FIRE**  
Firemen answered a call Saturday at Lester Dowd's Pit Bar-B-Q found lots of smoke but no fire caused when insulation melted in a ventilator. The fire department was called out again Monday night on a false alarm.

The Most Popular Curio Store  
"The Curiosity"  
CLAYTON BENNETT'S  
Highway 70 — West of the Junction

**ZOZO SOLDIER IS PROMOTED**

With U. S. Forces in Korea—Rudolfo J. Padilla, son of Mrs. Lena Padilla, Carrizozo, N. Mex., was recently promoted to corporal while serving in Korea with the 5th Regimental Combat Team.

**GUN BLAZING ACTION IN PUEBLO FILM**  
Rugged action, brawling violence and wild Indian fighting are coupled with an outlaw search for the blood-stained hold-up loot in a Western ghost town in the colored western, "Ambush at Tomahawk Gap," to show Sunday and Monday at Pueblo theatre here. In the cast are John Hodiak and John Derek. The story is of a single man hunting three killers and then joining them to battle ruthless Apaches—stalking the quartet.

The Dwight Watkins family is to move this summer to Portales where he has secured a teaching job. He was manual training instructor in the Ruidoso High School several terms.

**WE HAVE POLAROID FILM For Land Cameras**  
**PACK'S HOME MADE ICE CREAM**



**IN 3-D SHOW** — Pueblo theatre patrons this week are seeing the new 3-D (or third dimension) motion picture thriller, "Man in the Dark." The illustration above shows the affect of 3-D, with the audience being part of the screen. Stars of the show are Edmond O'Brien and Audrey Totter.

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

**OH BOY... TURKEY DINNER**  
With all the fixin's for Sunday  
**CLUB HOUSE CAFE**  
Mr. and Mrs. Norman Allen  
Home of Good Food Ruidoso

**PAINT & HARDWARE**  
**Buckner's**  
FRIGIDAIRE MAYTAG APPLIANCES  
Phone 53-11 Ruidoso, N. M.

**RUIDOSO—Where We Take Time To Live**  
TRUCK SIGNAL LIGHTS & PARTS  
EXTRA LAMPS and FLASHERS  
SCOTCHLIGHT REFLECTO TAPE  
COTS and CAMPSTOOLS  
PLASTIC PITCHERS & MUGS  
CAR ICE CHESTS & THERMOS JUGS  
COMFORTABLE LAWN CHAIRS  
GARMENT BAGS  
SOFTBALL EQUIPMENT  
SPORTSMEN'S CAPS

**CHINAMEL PAINTS & VARNISHES**  
**WHITE**  
Auto Store  
CARPENTER & MECHANIC TOOLS

**DAIRY QUEEN**  
Taste that fresh, frozen dairy goodness  
Malts — Shakes — Sundaes  
Cones — Quarts — Pints  
HIGHWAY 70 HOLLYWOOD, N. M.

**Pueblo Theater**  
NOW HOME OWNED AND OPERATED  
CONTINUOUS SHOWS FROM 2:00 P. M. EVERY DAY FROM SATURDAY ON  
**TWO MORE DAYS!**  
FRI. — SAT. JULY 3-4  
—ALSO MIDNIGHT MATINEE SATURDAY NIGHT—

**TERROR STRIKES IN 3 DIMENSIONS**  
IT HAPPENS TO YOU IN 3-D!  
**MAN IN THE DARK**  
EDMOND O'BRIEN AUDREY TOTTER  
Plus Selected Shorts  
Admission, . . . \$1.20 Adults, Children 50c  
**SUN. — MON. JULY 5-6**  
JOHN HODIAK JOHN DEREK  
in  
**"Ambush at Tomahawk Gap"**  
in Technicolor  
PLUS NEWS & CARTOON  
**TUESDAY ONLY — JULY 4**  
VIRGINIA MAYO  
in  
**"She's Back On Broadway"**  
Filmed in Warner Color  
PLUS SELECTED SHORT  
**WED. — THURS. JULY 8-9**  
Murder and Mystery!  
**"Remains To Be Seen"**  
PLUS VARIETY SHORT SUBJECT

**RECEIVE DEGREES**  
Ernest J. Booky, Honda, received his M. A. degree from Highlands University at the commencement exercises held June 12. Booky, an education major, was president of the graduating class. Jonah W. Washington, Mesalero, received his B. A. degree in philosophy at the same time. Washington minor-ed in social science.

**NEW WHOLESALERS**  
Mr. and Mrs. Jack Buzbee from Abilene, Tex., recently moved into Ruidoso and are operating a wholesale sandwich business, selling a variety of their products to bars, grocery stores and drug stores. It is their first year in Ruidoso.

**FEATURING CHICKEN-in-a-BASKET \$1.00 ENCHILADAS \$1.00**  
Lunches & Short Orders  
**ASHER Cafe & Court**  
In Skyland Ruidoso

**EVERYTHING for the SPORTSMAN**  
FISHING TACKLE BAIT  
**RUIDOSO HARDWARE**  
Pat & Leon Farrar.

Mr. and Mrs. J. E. Brownfield will spend the week-end in El Paso with their children, the Frank Barons and the Eddie Willingtons.

**NOW IN OUR NEW BUILDING**  
NORTH ACROSS THE RIVER FROM OLD APACHE THEATRE.  
Anything...  
Yes, Anything in the Woodwork Line  
• Construction Work  
• CABINET WORK  
• FURNITURE  
• REPAIRS  
Our New Phone Number Is 11-12  
**ARTS & WOODCRAFT**



**CARRIZO LODGE**  
RUIDOSO, NEW MEXICO  
Square Dancing • Tile Baths  
Swimming Pool • Tennis Court  
Dining • Horseback Riding  
Beginners' Classes Friday Night  
Square Dances Saturday Night

**CUT THE COST of HOME REPAIRS!**  
FOR ESTIMATES PLANS, LABOR, MATERIALS...  
Plans, materials and building know-how are all available here.  
CONSULT WITH US FIRST!  
WHEN IN NEED OF BUILDING FIGURES, LET US HELP YOU  
**Bonnell Hdwe. & Building Supplies**  
Box 1640 Ruidoso, New Mexico

Right On The Corner Right On The Price  
**BONNELL FOOD MARKET**  
Ruidoso, New Mexico  
Frontier Saving Stamps Given With Each Purchase

<b>SHORTENING</b> Crisco, 3 lb. tin .....	89c	<b>SHORTENING</b> Swift Jewell, 3 lb. tin .....	79c
<b>Grayson OLEO</b> Colored & Quartered, lb. ....	24c	<b>Alsweet OLEO</b> Swift, Colored & quartered, lb.	28c
<b>FRUIT COCKTAIL</b> Avondale, large 2 1/2 can .....	39c	<b>FRUIT COCKTAIL</b> Avondale, brand, 303 size can ....	26c
<b>BLACKBERRIES</b> Oregon, Avondale, lg. No. 2 can	29c	<b>TOMATOES</b> Diamond brand, 303 size can ....	15c
<b>COFFEE</b> All Best brands, lb. ....	89c	<b>TEA</b> Lipton, 1/4 lb. bx. . . 34c 1/2 lb. bx.	69c
<b>Tomato JUICE</b> Libby's, lg. 46 oz. can .....	34c	<b>CHEESE</b> Swift Brookfield, 2 lb. box .....	99c
<b>CHEESE</b> Kraft Velveeta 2lb. box .....	98c	<b>English Peas</b> Happy Vale brand No. 2 can ....	14c
<b>Byackeys PEAS</b> Kimbell, fresh lg. No. 2 can ...	19c	<b>STRAWBERRIES</b> Frozen, 12 oz. box .....	39c
<b>HOMINY</b> Diamond brand, 300 size can ....	9c	<b>Orange JUICE</b> Old South Frozen, 6 oz. can .....	18c
<b>Wrigley's GUM</b> Carton .....	69c	<b>HERSHEY BARS</b> Fresh shipment, carton .....	95c
<b>Fresh and Cured Meats</b>		<b>Fresh Fruits and Vegetables</b>	
<b>Ground BEEF</b> Fresh Pure, lb. ....	55c	<b>POTATOES</b> California Long White, lb. ....	5 1/2c
<b>FRANKFURTERS</b> Swift Premium, 1 lb. celo bag ...	55c	<b>Fresh Fruits of all Kinds</b>	
<b>Picnic HAMS</b> Payton & Glovers, lb. ....	44c	<b>Green ONIONS</b> Pound .....	5c
<b>Fresh Dressed Poultry</b>		<b>RADISHES</b> Pound .....	5c
<b>HENS</b> Dressed, lb. ....	59c	<b>BELL PEPPERS</b> Sweet, lb. ....	21c
<b>FRYERS</b> Dressed, lb. ....	62c	<b>TOMATOES</b> California, Nice slicers, lb. ....	23c

OLD ONLY IN THE GENUINE SPUDNUT SACK!  
**Spudnuts**  
UPPER RUIDOSO  
FRESHEST THING IN TOWN!  
COAST TO COAST... CANADA TO MEXICO