

OIL PAINTINGS OF THE WEST HARRIS SHELTON

Studio - Gallery 1 Mile Above Post Office

The Ruidoso News

"SERVING ALL OF LINCOLN COUNTY"

RUIDOSO BAR

VOLUME 8, NUMBER 6

RUIDOSO, LINCOLN COUNTY, NEW MEXICO

Friday, July 24, 1953

SUBSCRIPTION \$2.50 Per Year

GOUGH BROS. PURCHASE CREE MEADOWS GOLF CLUB

1/2 and 1/2 WIT & WISDOM

Following his visit here during the Independence Day week-end...

Indications point to one of the greatest tourist seasons in New Mexico history...

Dr. E. F. Gough of Wapakoneta, Tex., and C. H. "Dad" Gough of Ruidoso Saturday completed a deal whereby they became owners of Cree Meadows Golf and Country Club...

Due to lateness of the season, "Dad" Gough said this week the annual tournaments held at Cree Meadows would not be held this year.

Search For Man 'Lost In Woods' Unsuccessful

Kenneth B. Schwartz, a California boy who disappeared Tuesday, July 14, after deserting his car in Dark Canyon southwest of Ruidoso...

Schwartz eventually left his car, a late model Buick, some time Tuesday. He was in Alamogordo all day Sunday looking for the man.

The only address given in connection with the missing man is that of sister, Fern Tullar, at Buena Park, Calif.

Schwartz is described as 34 years old, 5 feet 8 inches tall, weighing between 155-160 pounds. He has dark hair, brown eyes, and a slight limp in his left foot.

State policeman A. B. Munsey, Ruidoso City, and Deputy Game Warden Mescalero Apache Indians and four men from Holloman Air Force Base aided in the search.

The relatives from California stayed here at Carrizozo Lodge, which was the nearest tourist accommodation in the area where the man disappeared. Munsey told the News the search was not ended, and two other state police, with other searchers, had found no evidence the man was in the woods.

HEAVY RAINS WASH OUT BRIDGES

Cloudbursts last week brought torrents of water down arroyos and water sheds of the area, washing out several bridges on rural roads in Lincoln county.

On different days, heavy rains were reported in the Hondo and Bonita water sheds. The road running parallel with the Ruidoso on the north side of the river had one bridge washed out last week-end. At least three were washed out south of the river near Hondo. Heavy losses in crops and to orchards is expected in many parts of the county.

Rainfall for over a week in Ruidoso now totals over five inches.

REMOVING LINES

Ruidoso Telephone Co. is removing telephone poles and single wires along U. S. Highway 70 through Hollywood and Green Tree, having replaced that old system with new cable, much of which is in use for phone customers along that route.

The cable eventually will be tied into the new dial system planned for Ruidoso early next year.

LIONS CHANGE MEETING PLACE

Ruidoso Lions Club this week moved to Carrizozo Lodge for its weekly Tuesday night supper sessions. The meetings open at 8 p.m.

publisher of the highly successful Lovington Leader, a semi-weekly newspaper, was among the many newspaper people to call in the Ruidoso News office in the last few days.

Our light and power service is becoming a hardship on a number of the firms and individuals in Ruidoso striving to serve the thousands of tourists now vacationing with us.

Three power failures in one week, one of them of very long duration, has caused a reflection on the town as a whole—and steps should be taken to prevent further recurrence of the black-outs.

Some of the power failures were due to the elements—bad weather can cause that to happen most anywhere—but some of it, we believe, could have been prevented.

Within a month's time we have had four power failures. Usually the individual who suffers financial loss because the power is off gets no restitution for his loss—the power company "blames it on an act of providence."

A community which has a summer-time population of 25,000 or better needs more dependable power service—and action should be taken to see that supplemental electricity is available.

Did you know that the Ruidoso News prints more want-ads than any weekly newspaper in New Mexico. We're printing more than 20 a week now!



WINNER GETS ROSES—Bar Victory, winner of the Thoroughbred Futurity last Saturday at Ruidoso Downs, receives a horseshoe of flowers from Mrs. Ralph Siebert of Casa de Flores. Grouped at the left in the picture are members of the W. J. Lewis family of Clarendon, Tex., owners of the horse.

Green Tree Man, Again Has Winner At Ruidoso Downs

For the second time in two weeks, L. G. Simon of Green Tree had a long-shot winner at Ruidoso Downs. In the final race last Sunday his Hommes Lass placed first, paying a big 62.10 to win.

Effective this date the management, after considering the increase in handle and your cooperation in helping to make this a most successful meeting, has decided to increase the purse schedule for the balance of the meeting.

For the first 13 days of racing at Ruidoso Downs, the total purses paid has amounted to \$113,339.50, with an average purse of \$276.531.

Our new stakes book which includes Stakes Races for Quarter Horses and also the First Annual Running of the Ruidoso Derby is now available in the office.

Beginning July 25th and continuing until September 7th there will be a Trainers Bonus; each win counting 3 points; each second counting 2 points and each third counting 1 point.

There is to be a street parade at noon, and afterward, a basket lunch on the grounds. Free coffee will be served by the society, and sandwiches sold for those who do not care to bring a lunch.

The afternoon entertainment is under the supervision of Wilbur Coe, president of the society, which will feature a fiddler's contest with many other interesting numbers.

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RACES STILL MARK UP NEW HIGH RECORDS HERE

In keeping with the larger purses now offered by Ruidoso Downs Saturday's racing card will offer one of the finest thoroughbred races ever presented at the local track.

The driver told State Policeman A. B. Munsey here that he attempted to dodge a dog or a coyote and that the truck went out of control.

The wreck occurred at Ruidoso Junction.

Flaxman, Phillip T. Frontiers Cafe 127-03

Trucker Hurt In Accident

Riley Brown, 25, of El Paso, Tex., received emergency treatment for a lacerated left hand when the truck and tractor he was driving for El Paso-Pecos Valley Motor Freight Line overturned on U. S. Highway 70 early Monday morning.

The driver told State Policeman A. B. Munsey here that he attempted to dodge a dog or a coyote and that the truck went out of control.

The wreck occurred at Ruidoso Junction.

Flaxman, Phillip T. Frontiers Cafe 127-03

Bank Assured For Ruidoso

BEN ALLEN BURIED HERE

Ben Allen, pioneer Hobbs insurance man and a summer resident of Ruidoso for many years, was buried in the new Ruidoso cemetery here Thursday afternoon of this week.

Joe Evans, another summer resident in love with this country, spoke in brief graveside rites yesterday.

Allen had been in ill health several months, and had been in the famed Mayo Clinic in Rochester, Minn., earlier this spring, where he learned he was not to recover from a malignant disease.

More than fifty changes in the present Ruidoso Telephone Co. directory have been listed by officials of the local concern.

Flaxman, Phillip T. Frontiers Cafe 127-03

Indians Arriving At Ft. Stanton Medical Center

The Fort Stanton Medical Center has started operating for the State of New Mexico literally with a flying start.

The good people of Lincoln County, and our friends all over the state who have done so many generous and thoughtful things for the Seaman patients here at the last half century, we hope will continue to remember our new patients with magazines, paper covers, comics for the children, puzzles which are proving very popular with the Navajo patients.

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WEATHER

Table with 4 columns: Date, Hi, Lo, Rain. Shows weather forecast for the week of July 24-30, 1953.



ON HIT PARADE—Rosemary Clooney sings the song she helped make famous, "Come On-A My House," in this ear-pleasing scene from Paramount's music delight, "The Stars Are Singing," next Tuesday only at the Pueblo Theatre. Co-starred with Rosemary in the entertainment-loaded package of celluloid are Anna Maria Alberghetti and Lauritz Melchior.

Mr. and Mrs. Mat Jones and children of Gatesville, Texas, were visiting in Ruidoso last week. Mr. Jones is the editor and publisher of the Correll County News. Betty and Louise Cleaver of Clovis were visiting in Ruidoso last week.

Mr. and Mrs. Victor Powell and their three children, Ernest and Helen, twins, and Bobyn, all of Palsades, N. Y., are spending the summer with Mrs. Powell's father, Ernest McDaniel. They will be here until the end of August.

Mr. and Mrs. J. A. Culver and Mr. and Mrs. Hudson Croy and son, all of Dallas, Tex., are here visiting C. A. Culver, L. A. is a brother of C. A., and Mrs. Croy is a niece of his.

The Freshens of Carizozo were in Ruidoso Sunday, July 19. Freddie Titworth of Tinnie is visiting in Ventura, California.

Mrs. Charles Hurst of Fort Worth, Texas, is visiting her daughter and family, the Vic Lamba.

Harry Powell and family, well known in Ruidoso, are in Colorado this week.

Mr. and Mrs. Leonard Tucker of near Tyler, Tex., were here early this week visiting his brother, Warren, and family.

Mr. and Mrs. G. P. Thompkins, Slaton, Tex., were here this week vacationing. He is editor of the Slaton Slatonite.

Gerald Smith, son of the Herb Smiths here, has shipped out to Greenland where he is employed in civilian construction work.

Warren Tucker was in Roswell Wednesday on business.

WELL IS SUCCESSFUL.

Ray Taylor of Lincoln completed drilling of a well on the Makin Drilling Company's property, north of Cree Meadows, last week. The well, drilled to a depth of 409 feet, has the bottom of the uplift sitting at 372 feet. It is pumping 100 gallons per hour. The water, exceedingly soft, it was said, is to be used to supply residents in the area.

The pump on the well, that was drilled through solid rock and granite and pours a steady two inch stream of water, was installed by Smith Machinery Co. of Roswell.

The water has been reported as "some of the best in Lincoln County."

ROTARIANS SEE BEAR HUNT MOVIE.

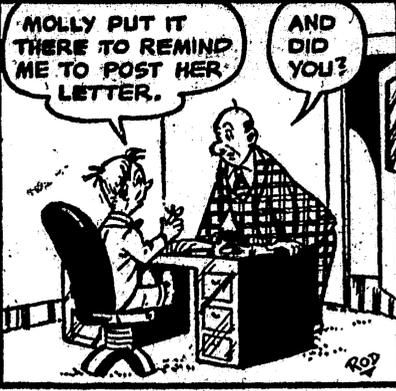
The Ruidoso Rotary club saw motion pictures that Ruidoso's Alaska bear hunters made on their recent trip to Kodiak, Alaska. The movie, taken by Ralph Brown, H. K. Keeseeke and Dewey Gann, were enjoyed by those present.

The trio presented the movie. Guests at the regular Tuesday noon meeting were: Wayne West, Ozona, Texas; Dr. S. H. Shultz, Boy City; D. C. Unger, Eastland, Texas; Raymond Goddard, Waco, Texas; A. O. Manake, Waco; C. A. Eiland, Lamesa, Texas; Earl Vanderoot, Sweetwater, Texas; W. J. Standford, Jr., Nel Lane, Conley Chappis and Jimmie Wayne all of Alamogordo; Til Thompson, Van Nuys, Calif.; Bill Davies, Las Cruces; Ralph Brown and Dewey Gann, Ruidoso; and Kenneth Bonnell.

A collection was taken at the meeting to give to the fund for

building the proposed nurses home. The board of directors decided to sponsor a fund raising for the project.

By FRANK THOMAS



NEW DEPUTY SHERIFF HAS LONG SERVICE IN POLICE WORK.

Newly appointed deputy sheriff for Ruidoso, M. S. "Mannie" Balsa, has been in police work 28 years. Balsa, who comes here from El Paso after retiring from 25 years service on the detective bureau of the El Paso force, was appointed

by Sheriff William Glen Bradley July 6.

Balsa began his long term in police work in Los Angeles in 1924 where he served for over a year. From Los Angeles he moved to Lordsburg, his original home, and served for a year. Balsa has owned property and has been coming to Ruidoso since 1938.

IT NEVER FAILS



N O W

You can obtain Valuable S & H Green Stamps at these Eight Local Stores

"It's Smart to Save as you Spend."



L O O K

For the S & H Mobile Display Unit! It will be in Ruidoso and Green Tree Next Week.

You can see the Merchandise and Redeem your S & H Books through this Unit for its Valuable Premiums.

GREEN STAMPS

enable the merchant to give you a discount on small as well as large cash purchases. It's an easy and profitable practice for you.

Your **S. & H. GREEN STAMPS** have been the key to many a longed-for treasure. A filled book will help you obtain that wonderful something you have always felt would be too extravagant to buy.

You will find the merchant who gives you **S. & H. GREEN STAMPS** just the kind you like to trade with. The merchandise he sells is just the type you want to buy; the prices fair and reasonable.

"A penny saved is a penny earned"

—B. Franklin

"An S. & H. GREEN STAMP in your book is extra buying power for your pocket"

—Sperry & Hutchinson

BRUNELL'S DEPARTMENT STORE
"Ready-To-Wear, Shoes and Piece Goods"
W. M. Garner, Mgr.
Ruidoso, New Mexico

WHITE MOUNTAIN GROCERY
"It Pleases Us To Please You"
Barney Gardner and Sons
Ruidoso, New Mexico

NAVAJO SERVICE STATION
Your Garage Dealer
Dick Ratliff, Mgr.
Ruidoso, New Mexico

ESTES CLEANERS
Made to Measure Men and Women's Suits, Sports Wear and Top Coats
Elmer and Wayne Estes
Ruidoso, New Mexico

FOX MERCANTILE
The Friendly Store
Green Stamps Given with Everything Except Food
Mr. and Mrs. E. Davidson
Green Tree, New Mexico

ALAMO LUMBER COMPANY
"Home of Better Building Supplies"
Bob Dodson
Hollywood, New Mexico

RUIDOSO JUNCTION SERVICE STATION
"Your Phillips 66 Dealer"
Ogden Carroll
Ruidoso, New Mexico

RUIDOSO CHEVRON STATION
—Downtown Ruidoso—
A. G. Wilkinson, Mgr.
Specializing in Washing and Greasing

S & H GREEN STAMPS

Famed Nurseryman Visits Lincoln County Orchards

By DAN STORM

Through the hard work and enterprise of Mr. and Mrs. W. S. Campbell of Green Tree, the Ruidoso-Hondo Valley was honored last Thursday and Friday by a visit from a distinguished American gentleman who has been a friend of Lincoln County people for many years.

The visitor was Mr. Lawrence Stark, Secretary and Treasurer of Stark Brothers, Missouri, one of the famous pioneers in orchard culture and present-day leaders in the development, production and sale of fruit trees. Mr. Stark came to present Mr. Campbell a light blue 1953 Ford as a prize for doing the best job in the nation during 1952 of selling Stark Brothers fruit trees. Presentation took place at the Wagon Wheel Motor Company in Ruidoso.

"Among the many pleasant experiences that I will always remember of my visit here," said Mr. Stark, "was that every place I went everyone was delighted that Mr. Campbell won the car. Mr. Campbell is greatly blessed with friends, which are of course the true wealth and the people of your community here have shown me that they are certainly generous natured and kind hearted."

Mr. Stark said that when he got off the train at Carrizozo, he looked

in every direction and could see no fruit trees. "It didn't look much like an orchard country right around Carrizozo, though there is plenty of room for lots of orchards to grow over there," Mr. Stark said. "By the time I got over into the Bonito Valley and went on up into Ruidoso, I could see that people do not get the true idea of New Mexico by riding through on a train. I knew there were valleys with orchards in this section, but I had no idea this fruit-growing area was so extensive."

Thursday evening Emmett Reese and Mr. Campbell took Mr. Stark on a drive around Ruidoso and the canyon and the Cree Meadows. Mr. Stark was greatly impressed with our City in the Pines, saying he had realized any such place existed.

Friday Mr. Campbell took Mr. Stark down the valleys on a visit with the fruit growers. "It is wonderful," Mr. Stark said, "to see the trees we have been sending you folks year after year growing so well. I have not seen a bad orchard in all my visit here, and many of them are truly outstanding."

Ferry Ranch visited. During a visit with Mr. and Mrs. Elzy Perry Mr. Stark was highly

pleased with the Perry orchards especially the Mesa Orchard irrigated by a well and electric pump. On this orchard there are some of Stark's newest apples, The Red Gold, coming into bearing. Questioned about this apple, Mr. Stark said it was gaining in popularity because it is red with a flavor resembling the Golden Delicious and ripens before either the Double Red or the Golden Delicious. "During the visit at the Elzy Perry ranch a humorous incident occurred which gave Mr. Stark an opportunity to illustrate his philosophy of success. Before dinner Elzy, his brother Lewis, and Mr. Campbell had all laid their hats on some beds outside under the shade trees. After dinner they went out to the beds and could not find their hats, and went looking elsewhere. Mr. Stark walked over to the beds and threw back a cover and found the hats under a blanket that the wind had blown over them."

"I always pay to take one more look to try one more time." He went on to say that the man who succeeds in orchard growing, the same as in any other business is the man who keeps trying.

Regarding Elzy Perry's orchards, Mr. Stark said, "This man gives the trees everything they need. He pays attention to all the little things about an orchard. These little things are important."

Good Future For Apples. Mr. Stark said that the demand for apples was on the increase, and that the orchard men who kept studying and did a first class job of fruit growing would make a success of his business. Along this line Mr. Stark said the forming of the fruit association and the building of the apple processing and marketing plant was an all-important step in the right direction. He added that study and work in the field of storage and marketing would profit the orchardists greatly.

In answer to many questions of spraying, cultivation, cover crops, and pruning, Mr. Stark said that rather than take a hard and fast rule on any of these operations it would be best to get all the information available and then make the decision according to the particular conditions of the individual tree or orchard. He said he person-

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RUIDOSO NEWS
Friday, July 24, 1953
ROSWELL METHODISTS
SUNDAY SCHOOL GROUP
PICNICS HERE

About 50 members and their families of the Open Door Sunday School Class of Roswell Methodist Church held a picnic up Cedar Creek Sunday, Clyde Backenstoss, teacher, led the group. Games were enjoyed, a picnic lunch spread and a devotional service held.

See Paul Mayer's want ad about the best car buy in town.

ally and his company stood ready to help in any problems of orchard growing, that it was to their advantage that those engaged in the growing of fruit should have every success.

Mr. Stark predicted a brilliant future for fruit growing in the Three Valleys saying there is much room for expansion.

Among the orchards visited and highly praised by Mr. Stark were: E. R. Poteet, Ewing Carter, Emmett Reese, Wilbur E. Coe, Kenneth Nosker, Mrs. Gloria Limacher, Bert Flanagan.

Mr. Stark made a tremendously favorable impression among the local families and warmly expressed his appreciation for their genuine friendliness.

There is an old saying "As American as apple pie." Mr. Stark is a true representative of one of the most typically American establishments in our country, and it is no wonder that he was received by the people of Ruidoso, Lincoln County and The Three Valleys with open hearts. We hope he will come to visit us again many times through the years.

WESTINGHOUSE APPLIANCES
Inter-Mountain Supply
ELECTRICAL CONTRACTING
WADE H. LANE JOHN G. BUCKNER

Antiques and Handcrafts
Handwoven Fabrics — Stoles
Impôts from Spain, England, Portugal, Morocco and Mexico
Brass — Copper — Pottery — Glass — Prints
Dresses — Chimayo Blankets
EVA BALL
Near Nob Hill Lodge

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

FOR SUMMER FUN - -
Cameras — Film — Flashbulbs
Sunglasses — Sun Tan Lotion
Stationery — Thermos Bottles
COOK'S LOG CABIN

WHERE ELSE CAN YOU GET ALL THESE SERVICES AT ONE STOP FOR 24 HOURS?
Eat With Us While We Service Your Car or Make Repairs on It
OPEN DAY AND NIGHT
Serving Fine Foods and Soft Drinks
Fine Motor Fuels and Motor Repair Service
THOMPSON'S SERVICE STA.
GARAGE and CAFE
On Highway 70 West of Race Track
HOLLYWOOD

COVERED WAGON CURIO
Has a Good Selection of
JEWELRY GIFTS CURIOS
Downtown Ruidoso

Congratulations To
Mr. and Mrs. Carmon Phillips of the Old Mill, moccasins and curios, the proud owners of a new 1954 Motorola television set, purchased from Joe Reinhardt at the Record Shop.
Mr. and Mrs. Dad "Nob Hill" Gough now at the Cree Meadows Golf course having a new 1954 Philco Television set, purchased from Joe Reinhardt at the Record Shop.
George "Commissioner" Fuchs of the Fox Cave on highway 70 for presenting his family with a new 1954 Motorola Television set, purchased from Joe Reinhardt at the Record Shop.

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

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 Potatoes Saled, and Cowboy Beans, served Cafeteria Style
Picnic Supplies - Sandwiches
Beans & Potato Saled to go . . . 35c pt.
Bar-B-Que Ribs to go . . . \$1.50 lb. All Meat . . . \$2.25 lb.
Chicken . . . \$2.00
Cavin & Elsie Churchwell Owners and Operators

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

FREE INSTALLATION!

Hotpoint SUPER OVEN Electric Range
with deep-well Thrift Cooker
BRAND NEW!
Installed in your kitchen for only
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Extra-big Trade-in Allowance
Imagine getting this full-size, feature-packed Hotpoint Super-Oven Electric Range for only \$219.95 less liberal trade-in allowance for your old range . . . with range outlet and all necessary wiring included at no extra cost. It's the range buy of the year. Trade-in your old range now and enjoy cool, clean, carefree cooking the Hotpoint electric way!
HOTPOINT QUALITY THROUGHOUT
• Giant Super Oven — largest in any full-size range • Three roomy storage drawers • Appliance outlet • Six-quart deep-well Thrift Cooker • Famous Calrod Hi-Speed Heat • Oven temperature control • World's fastest broiler • Scratch-resistant porcelain finish, with acid-resistant top • 1-to-60 minute Time Measure with signal bell.
Easy Terms — 25 Equal Monthly Payments
COMMUNITY PUBLIC SERVICE COMPANY



ARE WED JULY 13—Mr. and Mrs. Kenneth Stewart Harris are pictured here at their reception held the evening of July 13 in the S. W. Stout home following their marriage earlier in First Baptist Church in Green Tree. The bride was the former Barbara Louise Gazaway, daughter of Mr. and Mrs. J. B. Gazaway. (Carmon Phillips-Photo.)

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

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

In all these important ways . . .
Chevrolet's farther ahead than ever!

The sleek and the All Sport Coupe. With 3 great new series, Chevrolet offers the ideal choice of models in its field.
IN POWER AND PERFORMANCE
Chevrolet's entirely new 115-h.p. "Blue-Flame" engine (teamed with Powerglide) is the most powerful in the low-price field in gear-shift models, you get "Thrift-King" engine. Both give brilliant new performance and greater economy.
IN STYLE AND LUXURY
The sleek, low-slung beauty of this new set provides one more reason Top Chevrolet's truly amazing popularity. The new Fisher Body provides roomy luxurious interiors, modern appointments and colorful, fine-fabric upholstery that can be matched only in costlier cars.
IN EASE OF DRIVING
Entirely new Powerglide automatic transmission, with faster getaway and greater economy, eliminates the clutch pedal completely. And Chevrolet's new Power Steering* does 80% of the work . . . lets you squeeze in or out of tight spaces with wonderful new ease.
IN ECONOMY AND VALUE
Chevrolet now brings you the most important gain in gasoline economy in its history. Ask your sales representative for the complete list of all models. Or visit with all its wonderful new things. Chevrolet remains the lowest priced line in the low-price field.
IN FIRST PLACE POPULARITY.
Again this year—as in every single postwar year—more people are buying Chevrolet than any other car. In fact, latest official registration figures show Chevrolet over 23% ahead of the second-place car. Nearly 2 million more people now drive Chevrolet than any other make.
*Optional on some 1953. Cost: \$10.00. Chevrolet's new 115-h.p. "Blue-Flame" engine, with Powerglide transmission, and Power Steering is available on all models.
MORE PEOPLE BUY CHEVROLETS **CHEVROLET** THAN ANY OTHER CAR!
POWELL CHEVROLET
Tularem, New Mexico
RUIDOSO REPRESENTATIVE, CLAYTON BENNETT, PHONE 3-11 Telephone 461

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.

V. L. BURROW

In bestowing credit upon some of those progressive business men of Roswell and vicinity, who in one way or another, have contributed their bit to improve both business and civic conditions, we wish to say a few words about V. L. Burrow of The V. L. Burrow's Service Station.

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

J. 'COYE' BURKHEAD

Logically a man who has earned the reputation of being one of Roswell's more progressive electrical appliance dealers, would, in doing so, have earned the friendship and good will of a great many people throughout this entire district. And a man who justly deserves that distinction is J. 'Coye' Burkhead, owner of The Universal Appliance Company, who numbers many of our readers as some of his best customers.

Mr. Burkhead is the type of man who would be an asset to any community, not only because of the successful conduct of his business, but also because of his general civic attitude. In the general civic scheme, because of the use of his money for the benefit of his city, and this district lies in the fact that he is unflinchingly zealous and remarkably successful in the promotion of civic progress.

W. E. NELSON

In compiling this review of progressive Roswell business men, it is fitting that we should include some of those men who, by their aggressiveness, have definitely established themselves among the business and civic life of the city.

Such a man is W. E. Nelson, the manager in Roswell for The Navajo Freight Lines Inc., who also deserves an additional word of praise for being more than just successful. He is a consistent and enthusiastic booster of the home community, and in the city of Roswell, he has done much to advertise the city.

Mr. Nelson has pursued the progressive policy of stepping up his business ahead of the times thus setting a pace for which he has earned the reputation of being a go-getter who does not sit back and wait for the business to come to him.

We are glad to pay tribute to W. E. Nelson and to point out to our readers that his sincere desire to be of service coupled with his aggressive methods are largely responsible for the standing of The Navajo Freight Lines in the Roswell area.

DON ROFF

One of the better informed insurance executives of the city of Roswell is Don Roff, who has been operating a complete service for his large clientele over a period of time and during that time he has made a great many friends both for himself and for the companies his insurance agency represents.

Mr. Roff has also contributed considerably his time and energy to the growth and progress of Roswell and this district, and has been content to take his reward in the quiet knowledge of a work well done, and the respect and admiration of his many friends. The value of such a man to his city and the surrounding territory cannot be overestimated when, considering the many personal sacrifices he has made in order to contribute to the general welfare of the community as a whole.

We congratulate a "Don" Roff on his splendid reputation and wish for him a continued successful career as a leader in the insurance field in the Pecos Valley.

E. N. GALLOWAY

It is because of the unflinching optimism and faith which he so consistently displays toward the future of Roswell and vicinity that we are prompted to call the attention of our readers to the fine service which E. N. Galloway of The Safety Cab Company and Yellow Cab Company, performs in the successful conduct of his business.

Mr. Galloway is an aggressive and successful personality whose progressive policies have earned him a widespread reputation as a business man of more than average ability, and his apparent willingness to devote some of his time to the promotion of civic

ELTON ELLIS

To be a consistent booster of the home community often takes courage and plenty of optimism. It is because of this quality of faith in the future of Roswell and the surrounding country and his untiring efforts to promote its development, that Elton Ellis of The Elton Ellis Motor Company, Studebaker Sales & Service, is selected now for this brief tribute.

Mr. Ellis has a host of friends and satisfied customers living in the Ruidoso area. He has always followed the policy of planning his business ahead of the times, a policy adopted by many other progressive men and firms which has caused Roswell to become recognized as the logical business center for the Pecos Valley. He is a man of sound business judgment whose ideas have been the inspiration of many who know him. His personality and energy in directing the operations of the business have been important factors in his well earned success.

We are glad to pay this well deserved tribute to Elton Ellis for being one of the more progressive and aggressive automobile dealers and to wish for him continued success.

LEE ROY WALKER

It is a well-known fact that a man's true character must come through in his work; whether in business or professional activities or in public life. So when a man conducts himself in such a manner as to cause the public to recognize in him the qualities of an over and above the average, he is deserving of a few words of praise. Such a personality is Lee Roy Walker, well known and reliable building contractor whose motto is "No Job Too Big or Too Small," who is a leader in the business and civic life of Roswell.

His attention to being one of the city's more progressive building contractors, Mr. Walker was never one to shirk his civic duties. More than that he enters cheerfully and with enthusiasm and optimism into those civic affairs in which he has time to take a part, and seldom does he fail to find time to do his share.

Lee Roy Walker deserves his share of credit for being one of those progressive citizens of Roswell who has contributed so substantially to the onward progress of his city.

LEE GLOVER

It is not always the kind of a business which determines its importance to the community. But, more or less, the methods used in its management. The services rendered to the public. And the way in which it meets both business and civic obligations.

The cheerfulness of the entire personnel of The Century Cleaners and Furriers and The Wing Cleaners, and the contacts with the public. And the ready acceptance of all business and civic obligations by Lee Glover, proves conclusively that he is a man who is well-versed in the principles of successful business management.

As most people know, these companies are leaders in the dry cleaning and maintenance business. This is partly so because of their long experience but also because of a never ending policy of keeping abreast of the times in their particular field.

It is a pleasure to compliment Mr. Glover for the successful management of The Century Cleaners and Furriers and The Wing Cleaners for his many contributions to those civic projects aiding in the growth and progress of Roswell and the adjacent territory.

MILFORD N. ROBERTS

The progress of any community hinges to a great extent upon the activities of the more progressive men in the district. And this is true in this locality as well as in other sectors and local leaders are to be congratulated for their part in the general advancement of this section of the state. Any one of the more progressive lumber men of Roswell who should thus be congratulated is Milford N. Roberts of The Bowman Lumber Company, who is widely known and universally liked.

Few men have such a thorough knowledge of every phase of the lumber game. And to say that Mr. Roberts knows the business from A to Z, is in no way an overstatement. The honesty which has always characterized every transaction has gained for him the respect and confidence of the many men and firms with whom he does business.

The successful career of Milford Roberts illustrates the merits of integrity, ability grounded in experience and coupled with the added asset of a pleasing and sincere personality. We wish him many more years of continued success.

activities further enhances his value to the city. The safety and efficiency of the operations of both The Safety Cab Company and Yellow Cab Company, reflecting as it does the executive ability of this man, has earned for both companies a well deserved popularity among the people they serve. We are glad to give E. N. Galloway his credit as well deserved for his achievements and to wish for him a most successful career in the promotion of more progressive business men.

C. M. HESTER

The honors that come to any man bring him equal responsibilities. And C. M. Hester of The C. M. Hester Co., a progressive business man who has discharged worthily the responsibilities which have come to him in the conduct of his business or in the promotion of civic projects.

He has lived in Roswell a large part of a life that has been marked by public and civic service, and a strikingly successful business career. The prominent part that The C. M. Hester Co. has played in the development of his city, in a large measure reflects the fine character and ability of this man. Mr. Hester has consistently devoted a part of his time to civic affairs and has ever been steadfast in his devotion to the city. Any community would be fortunate to number among its residents a man of such high caliber.

We are happy to include C. M. Hester in this review of progressive and civic-minded men who are doing so much to make Roswell a finer and better place in which to live.

GUS J. SPORES

Gus J. Spores is one of the more successful restaurant operators of Roswell, who, by maintaining a constant standard of service and quality foods, has made The Indian Grill one of the more popular eating places in the community.

We are glad to give him credit for taking part in community affairs and lending his assistance to various activities and public projects. When asked to take a part for such a cause, he is always doing his part with a quietness and dignity which lends dignity to his cheerful acceptance of his share of the civic load. It is a pleasure to be associated in the promotion of community activities with such a man as Mr. Spores.

This review of progressive and civic-minded people of Roswell would not be complete were we to fail to include Gus Spores, in the kind of success which deserves recognition and we wish him many more years of the same.

J. R. CHAPPEL

Progressiveness coupled with ability, always a praiseworthy feature in the passing scene of any community's daily life is to be duly appreciated in full realization of the splendid personality which gives impetus to the personal success in his case, many residents and business people of Roswell and our own community, regard J. R. Chappel of The America Four Claim Office, as a true asset to his city and this district.

His Chappel is keeping his company at the forefront at all times, both in business and civic activities, and has maintained a position of leadership in his field of endeavor. And his ability to equitably adjust all types of insurance claims has gained for him the respect and good will of both company and client alike.

What J. R. Chappel has accomplished in the past in the way of both business and civic activities is the best indication of what may be expected of him in the future and he has our admiration and best wishes for continued success.

H. D. HUGHES

Most cities, if they amount to much, are man made. They do not just happen. It has been the realization of its more progressive citizens 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 among those within it to progress.

H. D. Hughes, well known and reliable building contractor of H. D. Hughes & Company, is one of those men to whom much credit must go for playing no small part in the growth and development of Roswell and the surrounding area.

Mr. Hughes would be the last man to mention the matter, but when the call goes forth to rally around something worthwhile for the community, he is among the first to volunteer. But his friends are outspoken in paying him this well deserved tribute, and they do so because of his thorough knowledge of his activities. Successful in his own business, H. D. Hughes is equally successful in the promotion of civic progress.

BILL AMEEN

We wish in this addition to pay tribute to Bill Ameen of the Ameen Agency and The Roswell Gift Shop, 100 Main Street, for his many services to the city and his splendid record of achievements in the business life of this area.

Mr. Ameen probably has as wide a circle of friends as any other man we could name, because he is just naturally the kind of man who makes friends with almost every one, and always conducts himself in such a manner as to deserve the respect and good will of all who know him.

Roswell is fortunate in being able to number, among its more progressive business men, citizens of this type. He is always ready and willing to give his support to the promotion of any project which promises

DAVE MILLER

Dave Miller of The Car Parts Dept., has won the universal respect and good will of the people of Roswell and the surrounding country for the progressive manner in which he has played the cards dealt in the forefront of the business and civic life of this entire district. Also for his efficient and friendly willingness he has displayed in accepting his share of responsibility in aiding civic projects.

Mr. Miller 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 a 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.

We compliment Dave Miller for the successful management of The Car Parts Dept.; also for his constructive advice and help on those civic affairs in which he has found time to interest himself. He is a man whom many are proud to call friend.

JIM HAMILTON AND DON DONOVAN

To serve the public honestly, efficiently and cheerfully, is the basic foundation many progressive business men and women of Roswell have found to be the shortest route to success. In making this statement the persons and we wish to mention are Jim Hamilton and Don Donovan of The Five Points Service Station. The popularity and patronage enjoyed by their many services accentuates the ideals of courtesy which they have consistently applied in the management of their station.

The conduct of such a business and the people who operate them have done much to make Roswell the business center for many miles around. And it is fitting that we give credit where credit is due to such men as Mr. Hamilton and Mr. Donovan for their part in the onward progress of the city. In doing so, we are merely putting into words the opinions of those who know them.

Don Donovan and Jim Hamilton have done their best by the method in which they have accepted both civic and business responsibilities, and we trust that they will both continue to prosper.

LOWELL E. ORRISON

There are a number of business and professional men in Roswell who have gained recognition for their progressiveness and we wish to mention in this category is Lowell E. Orrison, District Manager for The Equitable Life Assurance Society of U. S.

Mr. Orrison is well established in the forefront of the business and civic life of his city. He is an aggressive person, who has earned a high reputation for his personal and professional services. He has conducted his business affairs in the ethical manner in which he has conducted his business affairs, and his outstanding success. Also, aside from his business activities, he has accepted his share of responsibility in aiding civic projects. As a result of the combined efforts of men like him, Roswell is firmly established in the minds of the people as the logical business center for the Pecos Valley.

We congratulate Lowell Orrison for his success in the business and civic affairs and trust that he will continue for many years to enjoy that success which he has so justly earned.

BARBARA BLAKE AND HARRY D. BLAKE, JR.

In compiling this review of progressive Roswell business people, we have endeavored to select those citizens who, by the manner in which they have conducted their business and their civic responsibilities, have earned for them positions of leadership in their various fields of activities. Two such people are Barbara Blake and Harry D. Blake, Jr., of Blake's Electric Vacuum Cleaner Agency, who are well known to many of our readers because they have many friends and customers in this area.

Mr. Blake and her son's main interests have not been solely confined to their own business and private affairs, but have also included their contributions, in one form or another, to those projects of a civic nature which come within the scope of the activities.

Barbara and Harry Blake, Jr., are people of wide experience whose exploits in the business and civic life of Roswell and vicinity merit more than a passing attention and the writer is privileged to pay this brief tribute to two citizens who well deserve more credit than is accorded them here.

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He may be depended upon, and his services to the people are too many in number to be described here. It may be sufficient to say that we consider Bill Ameen an outstanding citizen, and a progressive business man of whom his city may be proud.

JOHN L. MOSS

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 the present.

One of these men to whom we wish to call the attention of our readers is John L. Moss of The City Drug Store, a Roswell establishment where pharmacy is a profession and not merely a job. He is a man who has never spared himself in his aggressive march forward and one whose competitors respect as much as do all others who will bow to him in contact.

Mr. Moss is at all times conscious of his civic responsibilities and may be depended upon to meet in every detail the many opportunities which present themselves to him of service to the city.

His record of achievement is so high that he may well be proud. His value to the city and his district is an established fact, and we hasten to give him the credit which is justly due.

LILLIAN L. CRANE AND ELWIN F. MILLER

Recognized as two of the more progressive business people of Roswell, Lillian L. Crane and Elwin F. Miller of Crane Supplies, perform a real service for the people of this city and their contributions to civic betterment are well known to require repetition in these columns. Their personal success has been achieved in a large measure because they never miss an opportunity to further the service they render to the public. A policy which has and continues to build up good will for Crane Supplies throughout this entire district.

Mr. Crane and Mr. Miller are deserving of praise and this "small tribute" is but a just recognition for the many services which they have performed in the way of both business and civic activities. And their reputation for the successful management of their business is no greater than their reputation for the honest practice which characterizes their every transaction.

We congratulate Elwin Miller and Lillian Crane on their splendid record and trust they shall continue to serve the people of Roswell and vicinity.

W. V. ALLEN

It is fitting in this review of progressive Roswell business men that we acquaint our readers with the man to be credited with having maintained The State Distributing Co., Distributors for Millers High Life Beer in this area, in the enviable position it holds in the business and civic life of this district. The personality of W. V. Allen, the manager, whose genius for organization and for converting new ideas into actual deeds has played a vital part in the distinctive reputation throughout the Pecos Valley.

Mr. Allen has found time, in addition to his business interests, to give thought and energy to community projects. He is a citizen whose talents have been steadfastly devoted to the best interests of the city. He has been successful in his own business and in the promotion of the general welfare of the community.

We are glad to pay this brief tribute to him and to say that this district owes much to the many benefits which W. V. Allen and The State Distributing Company have rendered to the people.

J. F. DARREFF

J. F. Darreff, who just a few months ago assumed the operation and management of The Battery Shop, 100 Main Street, in Roswell, quite readily demonstrated his executive ability by his quickness to appreciate the obligations and responsibilities of his new endeavor and to conduct his affairs accordingly.

Although he has been operating the business for a comparatively short time, he has already made many new friends and customers for his battery shop.

Mr. Darreff is an active, energetic man whose sincere and friendly personality and desire to be of service is rapidly earning a place for him in this district. He has already taken an interest in community affairs and is already making his full share of civic responsibilities.

Mr. Darreff deserves a word of praise for having so quickly established himself in this new endeavor and we are glad to give him this brief, but sincere mention.

W. R. AND BOB McVICKER

W. R. and Bob McVicker have shown a fine progressive attitude consistently adding to and improving the service which The Central Seper Service Station has extended to the people. The large volume of business handled by their business station proves that "service" is not just a word, but something to be rendered to the customer in the fullest extent of the ability.

'DUFFY' AND 'MELINDA' DAUGHENBAUGH

It is no coincidence that more frequently than not the people who take a progressive part in the business and civic life of their city are the same ones who are pre-eminently successful in conducting their own private affairs. In connection with the foregoing statement we wish to mention and pay tribute to Mr. and Mrs. Glenn H. "Duffy" Daughenbaugh of Duffy's Studio.

Mr. and Mrs. Daughenbaugh have proven very ably that they are photographers of more than average ability for it is largely due to their progressive methods coupled with their sound and practical ideas that their studio holds its high position in the public's opinion. Their business a profession, with the result that they are today two of the more popular photographers in Roswell, giving to their patrons an excellence of artistic service seldom equaled.

It is true also that "Duffy" and "Melinda" Daughenbaugh do their share toward community improvement and have given freely of their time and energy to those enterprises which have benefited the city at large. We are glad to voice our praise of two people who are successful in their own business and who also have time to give to community development.

MR. and MRS. O. E. DIVAN

We desire in this Roswell review to call the attention of our readers to the well-earned position which Mr. and Mrs. O. E. Divan have reached in the business life of this section. During the comparatively short time they have been operating The Nilbert Building, 100 Main Street, they have made many personal friends as well as a host of new friends and patrons for their reducing salon.

Mr. and Mrs. Divan have worked hard to deserve the confidence which the people of the Pecos Valley have in them and they continue to work hard to maintain in every way that high standard which they have set, not only for themselves, but for the operation of their salon as well.

They have also shown a willingness to assist in every manner at their disposal in the growth and development of the city and are always ready and willing to lend their hands to any worthy cause. They most certainly deserve our heartfelt congratulations and we sincerely hope for their continued success.

R. H. HUTCHINSON AND CHARLES L. ALLISON

Having well earned reputations for honesty, dependable judgment and complete knowledge of the residential and commercial contracting building business far above the average, R. H. Hutchinson and C. L. Allison of Allison & Hutchinson Company Inc., merit brief tributes in this Roswell review.

Without assumption or seeking public acclaim they have, for years, filled their individual places in the community with the way they have performed their duties of citizenship quietly, yet efficiently. As leading and progressive building contractors Mr. Hutchinson and Mr. Allison hold high positions in the esteem of the public generally.

It is not only as a practical executive with sound judgment and far-sighted planning, have brought such fine things to themselves, but it is because of their inspiring optimism and loyal friendship that Charles Allison and Robert Hutchinson are held in such high regard by the people of this district. We gladly praise the records of these two progressive Roswell business men.

ROWAN S. ROBINSON

It is appropriate that we include in this review of progressive Roswell business men, Rowan S. Robinson of The Children's Fashion Center, who has many friends and customers living in the rural areas outside of the city. Furthermore, he is a man who not only has the reputation of being progressive, but also the added one of being a willing supporter of many community affairs.

Aside from his business activities, Mr. Robinson has always shown an interest in civic betterment and progress of the city and has backed up his interest by his contributions to many projects which have benefited Roswell and the surrounding trade area. He is a good and loyal citizen and the full measure of his loyalty is most apparent because of his willingness to aid community activities.

His help along these lines has made Roswell a better place in the eyes of the type of man we all appreciate. We congratulate and extend to him of behalf of all citizens interested in better business and civic progress sincere appreciation for his contributions to the general welfare of Roswell and vicinity.

McVicker said his son Bob, were never men to dodge the civic responsibilities, and help in those matters has always been cheerfully given.

They fully appreciate the value of good will and have more than their share of that intangible commodity because of the manner in which they meet both business and civic obligations. They are a credit to the community and are thoroughly established in the forefront of the business life of the city. Mr. McVicker and his son have many friends and it is a pleasure to bring them before our readers in this review of progressive Roswell men.

B. E. OVERHOLT

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, friendly B. E. Overholt of The Excelsior Cleaners & Dyers, whose wide knowledge and long experience in the cleaning and dyeing business has raised him into a position of prominence in his line.

It is because of this that The Excelsior Cleaners & Dyers has earned a reputation for reliability—second to none.

Mr. Overholt 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 the community in the interest of progressive and civic betterment.

We urge our readers to look to the Excelsior Cleaners & Dyers as a business man of whom they may well be proud. His devotion to the city has been constant and his achievements well merited. We wish for him further success.

LEONARD FORD

L. L. Ford of The Ford Auto Sales is one of those progressive used car dealers of Roswell who has consistently gone ahead in his business. He has also put his shoulder to the wheels of civic progress wherever concerted help was needed in furthering enterprises promoted for the general welfare of the community.

Mr. Ford was never a man given to wishful thinking. He has always taken those 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.

We feel that it is our duty to call the attention of our readers to these worthwhile characteristics of Leonard Ford and to pay him a well-deserved tribute for his straightforward business methods and for the unselfish interests he has shown in public welfare.

MR. and MRS. R. T. 'JACK' SWINK

In critical times such as these, it takes business people of more than average ability to carry on their operations successfully. In making this statement the people we have in mind are Mr. and Mrs. R. T. 'Jack' Swink, the new owners and operators of the Western Motel. Their contagious optimism and freely expressed belief in the assured future prosperity of the people of Roswell and its metropolitan area are characteristics which are to be appreciated in progressive business people.

Mr. and Mrs. Swink have already made a large number of personal friends and business associates in their new endeavor. They have also already taken an interest in community activities and have shown a willingness to shoulder their share of the civic load.

It is citizens such as Mr. and Mrs. Jack Swink who because of their interest in the better business and private affairs and their willingness to contribute to the public good, are wholly deserving of a few words of commendation. It is a pleasure to pay them this brief tribute.

TAYLOR C. CANFIELD

Performing an outstanding service for the people of Roswell and the surrounding territory, Beatty's Steam Laundry, has achieved an enviable reputation for its progressive policies of business administration. Most of the credit for the success and popularity of this establishment is largely due to the executive ability and pleasing personality of Taylor C. Canfield.

Mr. Canfield is a man of ideas and he is as practical as he is aggressive in putting those ideas to beneficial use in furthering the service his laundry renders to the people. His sound business judgment and unwavering honesty are characteristics which place him in the front rank of business leaders of Roswell. Yet he is unassuming and modest in his personal contact with the people; always ready and willing to listen to their ideas and desires.

We are glad to pay tribute to citizens of this type for it is such men as Taylor Canfield who have caused Roswell to become recognized as the metropolitan trading center for the Pecos Valley.

RALPH D. CLARK AND PAUL PETE FOWLER

Good hotels and tourist courts are indispensable to the progress and development of a growing city such as Roswell. And The Zuni Court, which recently installed Carrier Refrigeration in every unit, 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 Zuni 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 prepared for. Nothing is taken 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 abilities of Ralph D. Clark and Paul Pete Fowler, whose untiring efforts, foresightfulness 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 Zuni Court and its friendly operators, Paul Fowler and Ralph Clark.

ANN ELLIS

A city grows and prospers by reason of the public spirited men and women who take an active interest in its development. Roswell has its share of these progressive and civic-minded people and one who is deserving of recognition is friendly, likable Mrs. Ann Ellis of The Alterrite Shop.

Her business and professional ability coupled with a sense of obligation to the public and a sincere desire to be of service have been major factors in maintaining the Alterrite Shop in a prominent position in the business life of the city.

Mrs. Ellis has always been ready and willing to contribute her time and energy to the promotion of any project which promises to benefit the community as a whole. As a result, she has often sacrificed personal interests to the assistance to the city, and her efforts are deserving of commendation and support.

We congratulate Ann Ellis on her past success and predict that the future will bring her even greater success.

DANIEL E. CARPENTER

It is gratifying to include Daniel E. Carpenter of The Carpenter Nursery & Garden Center, in this review of progressive and civic-minded men of Roswell. Aside from his success in business he has had a wide experience in being a part in some manner in those activities which will promote the growth and progress of the city and the surrounding trade area.

Mr. Carpenter is a nurseryman and landscape architect who, literally and figuratively, knows his business from the ground up. His knowledge of the way in which plants and ideals of service have made him one of the more popular nurserymen in Roswell. All of which combined with his sound and upright business principles are sure to keep him in the public's favor.

Daniel Carpenter's integrity, responsibility and thorough knowledge of business and his wide range of experience will always keep him in the forefront of his line. And it is a pleasure to compliment him for his many successes.

HOLLAND WILLIAMS

Every progressive and successful business man in Roswell contributes in some manner to the growth and progress of the city, and it is a pleasure to mention to do his part in both civic and business activities is Holland Williams of The Williams News Agency, who is well known and has many friends and associates throughout the Pecos Valley.

The prominent part that The Williams News Agency is playing in the growth and progress of the city, and the way in which he has done his part in both civic and business activities is Holland Williams of The Williams News Agency, who is well known and has many friends and associates throughout the Pecos Valley.

The prominent part that The Williams News Agency is playing in the growth and progress of the city, and the way in which he has done his part in both civic and business activities is Holland Williams of The Williams News Agency, who is well known and has many friends and associates throughout the Pecos Valley.

It is citizens such as Mr. and Mrs. Jack Swink who because of their interest in the better business and private affairs and their willingness to contribute to the public good, are wholly deserving of a few words of commendation. It is a pleasure to pay them this brief tribute.

W. H. 'BILL' PURDY

It is a privilege in this Roswell review of progressive men and firms that have been such a great aid to the growth and development of this section of the state to place such a man as W. H. "Bill" Purdy of The Purdy Furniture Company, on an equal plane with all others in this rank. In the

State Farm Bureau Officers Join With County Leaders For Mountain Camp Meeting

New Mexico Farm and Livestock Bureau state officers and directors, county presidents, secretaries and boards of directors, and their wives will gather for a summer business-vacation meeting August 4 & 5 at State 4-H Camp Scott-Abbe in the beautiful Sacramento mountains above Cloudercroft.

The meeting will start at 10 a. m. on August 4 and will end the afternoon of August 5.

Arrangements have been made to take over the camp Thursday evening, August 3, and supper will be served to all folks who drive up to camp Aug. 3. Also, facilities for sleeping will be available the evening of August 3.

Breakfast will be served Sunday morning, August 6, before people start leaving the camp.

The cost per person will be 50 cents a night and the meals will be \$1 each.

What To Bring

Blankets and beds will be furnished at the camp and all the people will have to bring will be sheets, pillow cases and towels.

The facilities at the camp are very fine for a meeting. There is a large auditorium, or meeting hall,

With tables and chairs. It is our hope that all the county and state officers attending will bring their wives, as there will be plenty of facilities, said one official.

The Sacramento mountains, during August, are very fine for a place to visit, as it is cool and restful.

Purpose of Meeting

The purpose of having this summer meeting is that—first—it is the regular quarterly meeting of the state board of directors. The state directors believe that it is very helpful for county presidents and secretaries, and directors to meet with them periodically to study Farm Bureau programs and help make policy for the state organization.

Second—Among the purposes of the meeting is a discussion on national issues confronting American agriculture. We have asked Jack Lynn of the A. F. B. F. Washington Office, to be with us to discuss these issues.

Third—There will be discussion and formulation of a program to assist the livestock industry in New Mexico.

Fourth—A discussion on building the Farm Bureau organization in New Mexico.

Fifth—Promoting the women's activities in New Mexico.

Sixth—Planning the program survey which the New Mexico Farm and Livestock Bureau will make along with Farm Bureau all over the nation, to assist the Department of Agriculture in developing a strong, workable agricultural program, as Secretary of Agriculture Benson has asked the Farm Bureau to assist with this survey. This will be one of the most important Farm Bureau programs carried out during the year.

NEW PHONE NO.

Casa de Flores announces a new telephone number is now in use for their florist shop, and urge local residents to write this new number in their phone book: 134-01.



IN MUSICAL—Jane Farrow and Patryl Stanger appear together for the first time as the romantic stars of "Small Town Girl," new M-G-M Technicolor musical, coming to the Pueblo Theatre next Wednesday and Thursday. Others in a big-name cast include Ann Miller, Z. Suissa, Robert Keith, Nat King Cole, Billie Burke, and Bobby Van.

2,000 Visitors See Museum At Old Lincoln

Attendance at the Old Court-House Museum in Lincoln during July reached the 2,000 mark. There were 2,071 visitors registered from every state in the Union. Besides visitors from South America, Mexico and Canada, 505 people were from New Mexico.

One of the favorite displays among adults is a group of gold nuggets contained in an exhibit on gold mining in Old Lincoln County. Among children, the most

HOVEYMOON CLUB

Mr. and Mrs. Fred Schmidt of Slone, Texas, honeymooned here June 29. While in Ruidoso the newlyweds stayed at Weatherby Cabins. The bride is the former Miss Peggy Tison, daughter of M. B. Tudor of Slone, and the groom is the son of Fred Schmidt, also of Slone. They were married June 29 in their home town.

Also staying at Weatherby Cabins on their honeymoon trip to Ruidoso were Mr. and Mrs. Ken Miller of Abilene, Texas. They were here July 15 to 17.

They were married here June 14 in Springlake, Texas. The bride is the former Mill Juanita Crawford, daughter of Mr. and Mrs. Floyd Crawford of Springlake, and the groom is the son of Mr. and Mrs. E. Miller of San Antonio, Texas. The couple remarked that Ruidoso was an ideal place.

A popular exhibit is the diorama of cowboy life. Students of history and researchers are always most interested in the frames of photos and letters of people involved in the Lincoln County Wars, as well as the letters exchanged between Lew Wallace and Billy the Kid.

RUIDOSO NEWS
Friday, July 24, 1953

CORRECTION

In last week's edition, the News reported the story of Mr. and Mrs. Warren Barrett joining in with other relatives to wish Mrs. Barrett's mother a happy birthday. The News listed Mrs. Catson as being Mrs. Barrett's mother—she is Mrs. Barrett's mother. The News is sorry for this oversight.

PERMA LIFT BRAS

The Lift That Never Lets You Down

WATCH OUR WINDOWS

For Some Real Bargains!

VILLAGE GIFT & APPAREL

Mildred Helms, Lorene Larson In P. O. Block

RESTYLE NOW FOR SUMMER BEAUTY

Newest styling, cut and permanent

There's more Vacation Fun for you with a Permanent that is "ready to go" no matter what the occasion.

MERLE NORMAN STUDIO
ROSE BROWNFIELD
Corner of Main Road and Mechem Drive

TO HOLD SERVICES IN CLOUDCROFT

The Church of Christ will hold services in the Cloudercroft Community Church Building the first Sunday in August, the 2nd. The service will begin at 11:00 a. m. and lunch will be served on the grounds after the service.

ILL IN ALBUQUERQUE

Seriously ill with what has been diagnosed as a brain tumor is Hugh Bancroft, prominent Lincoln County rancher and president of the Capital Chamber of Commerce. He has been hospitalized in Albuquerque almost three weeks.

LINCOLN COUNTY FEED & IMPLEMENT COMPANY

PURINA CHOWS
MASSEY-HARRIS IMPLEMENTS
Phone 56-12 — Ruidoso — On Highway 70

BAR-B-Q TO GO

ECKERT'S PIT BAR-B-Q

Hiway 70—Hollywood

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

MOCCASINS
for All the Family!

Largest Stock in the SOUTHWEST
JEWELRY - CAMERAS - FILMS

OLD MILL TRADING POST
Films Developed

THEY'RE HERE!

The New 1954 Model PHILCOS
And the New 1954 Model MOTOROLA
TELEVISION SETS

We Handle Yagi Antennas
Complete Line of Installation and Parts
Our Motto is SERVICE!

We Offer a Congenial Financing Plan
RADIOS REPAIRED
Radio and Record Players

JOE REINHARDT
THE RECORD SHOP

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 Allrol "Center-Simmer" top burners... "Insta-Flame" lighters... big "Bake-Master" oven with interior lighting and "X-Ray" oven door... "Easy-Glide" broiler... and handy timer. Come in and see it! Floor space 26-3/4 x 36 in.

Bottled-Tank Butane-Propane

Sacra Bros. Co.
JOSEPH HAWKINS

YOUR PHONE Is As Near As YOUR CLEANER.

Call 26-03 for Pick-up and Delivery

You'll Get Your Clothing Back in a Jiffy, Sparkling Clean and Tailored Like New!

Made-to-Measure Suits
Sports Wear — Top Coats
For Men and Women
See the Samples in Our Store

Estes Cleaners

In Downtown Ruidoso
Cleaning — Pressing — Laundry Service

THE CENTRAL BAR

—of—
RUIDOSO, NEW MEXICO

Owned and Operated by
C. C. Cooke

Finest in Mixed Drinks

DOWNTOWN RUIDOSO, NEW MEXICO

DAIRY QUEEN

Taste that fresh, frozen dairy goodness

Malts — Shakes — Sundaes
Cones — Quarts — Pints

HIGHWAY 70 HOLLYWOOD, N. M.

Boots Anderson

Playing the Piano, the Solovox and the Organ Nightly

TOPS IN SERVICE and MIXED DRINKS

Price's Milk

It's a fact! You need more food energy during the summer months. An excellent source of that vital food energy is Price's 27-way protected milk. And Price's milk is a refreshing, delicious way to get the nourishment you need. Enjoy it often during these summer months. Refresh or reenergized... it's carried at lower cost... yet chosen the consistently better milk when it's Price's.

Price's products, in the widest selection of dairy products in the Southwest, are sold at your favorite food store.

A Reminder...

If you haven't used our **NEW PHONE NUMBER**

114-01

Write it in your book and USE IT when you need some information about Building Materials, Sporting Goods or Kitchen and Hardware Items...

BUT—You'll have to COME BY to get that FREE GUP of FOLGER'S COFFEE

Post Time 1 p. m. All Electric Odds Board

RUIDOSO DOWNS

Horse Racing in the Pines!

Part-Mutual Weekends and Holidays
Handle to date:
1952 \$1,227,847
1953 \$1,523,790

ALL SUMMER LONG

RUIDOSO NEW MEXICO

TO RECEIVE DEGREE
 New Mexico Western College at Silver City announced last week that Cy Leland, Jr., of Hollywood would be one of the forty-three students to complete degree requirements at the end of the summer term. Leland will get a Master of Science degree in education in the field of administration and supervision.

VACATION BIBLE SCHOOL SET AT GREEN TREE
 Green Tree First Baptist church plans a Vacation Bible School from August 3 through 15, for children four years of age to 16. Classes will be from 8 a.m. until 11 a.m., with instruction in handicraft, Bible study and other subjects. Everyone is welcome.

BRAKE AND LIGHT STICKERS EXTENDED TO FIRST OF YEAR
 Present brake and light stickers have been extended to Jan. 1, Motor Vehicle Commissioner Tony Luna said today.
 The move is in line with re-vamping of the inspection procedure to conform with the 1953 motor vehicle code. After next year cars will be inspected for faulty safety mechanisms every six months on a staggered basis. Existing stickers would have expired Sept. 1.

FATHER DIES
 Ruidoso friends of Bruce Pemberton, summer resident here from Slaton, Tex., learned last week-end of the death of Bruce's father here.



MISS VIRGINIA BREEDLOVE

Midland Girl, Ruidoso Man Are To Marry

The engagement and approaching marriage of Miss Virginia Breedlove of Midland, Tex., to Don Ross Hart, son of Mr. and Mrs. Nelson E. Hart of Ruidoso, have been announced by the bride-elect's parents, Mr. and Mrs. F. D. Breedlove of Midland. The pair will be wed in a ceremony at 8 p.m. in the Midland First Methodist church on Sept. 1, with the pastor, Dr. Luther Kirk officiating.

The bride-elect, who is spending the summer in Ruidoso, was graduated from Midland High School and attended Ward Belmont College for Women, Nashville, Tenn. The prospective bridegroom was graduated from Lubbock, Texas, High School and for the past two and a half years has served in the U. S. Navy, assigned to the USS T. E. Chandler.

Whirl of Sports
 By Sam Lamb

Rode the Skyrider with Woody Moore the other day. Just as impressive as we remembered it from last year. We got to wondering about the fellow who works there. A good twenty minutes ride, and we were wondering if they just got an hour off for lunch. They've got an hour off riding it, that they just read a magazine while they ride it up or down from the top.

Guide in New York City. "And this is one of our tallest sky scrapers."

Woman on tour, "Oh really? I'd just love to see it work!"

MAKE OUR IMAGINATION
 We build here every one we saw a golfer out on the Green Meadows Course last Friday in the middle of the two inch rain.

PLEASANT MOMENTS
 The other day Bob Rice came in the office and picked up a copy of a Journalism book that's been lying around the shop for years.

He proceeded to read it to us and point out how we're not successful. Seems we've been flaunting some of the proven theories of Journalism. Vin was painting some signs at the time. Rice started reading about how the newspaper could be compared to a never-ending car race, so if you find any signs around the canyon after a canned car race, you'll know that we're not really nuts—just can't concentrate on five things at once.

Like the old saying—you don't have to be crazy in this business, but it helps.

Somehow or other word has been passed around our canine friends that the News Office's rest haven of last dogs. Anyway this last week we counted five stray dogs that wandered in the open door and rested awhile, and then moved on. Never a dull moment.

The other night at the Navajo Lodge, we ran into another patron of the "Fountain of Learning in the Land of Enchantment" good ole U. N. M., George Charles. We got to reliving some of the pleasant memories at the University.

Saw "The Drunkard" the other night, thanks to the very able director, Bob Bartell. Certainly was blessed with the stage production. Bob Kautman, Ruidoso, playing one of the heroes was a natural in his part. We were laughing most of the time, so we couldn't follow the plot, but it was great.

Members of the cast presented a number of acts between scenes that were show stoppers. The acts alone are well worth the price of admission.

Bartell master of ceremonies kept spelling jokes every time he appeared.

When you go to see "The Drunkard" go prepared to laugh, roar and hard. It's "tee rue" that you'll like it.

Had a note from Byron Autry the other day. Byron is in Corsicana, Texas, now. Said he hoped we were all in fine feathers. Says he wishes he could drop in on Ruidoso and shoot the bull with some of the locals. Thanks a lot Byron for the note.

Our old friend, Pat Chubbuck, is now running the cafe and bar at Cree Meadows Club House. The cafe and bar are some of the nicest in the area. Pat should really make it go.

The Old Urge
 The old fishing urge must have hit Dutch Collins, Leon Farrar and Bill Maier last Wednesday morning. Bill and Leon got their fishing rods and went out into the vacant lot across from the Ruidoso Package Store to practice a little casting. Dutch Collins soon joined them, no doubt to act as judge.

Bill decided to cast first—and he got off a beauty. It snagged on a wire way up high. Step ladders, and saw horses were rushed to the scene and soon the line was rescued. (We noticed that they started looking for more open pastures to practice after that.)

The golf course wasn't held any tournaments this summer. After being idle for so long, it's a little late to plan for any large scale tournaments and the present owners decided to wait until next summer.

LOCAL FIRM NEW DEALER
 The Ruidoso Washateria will offer Speed Queen washing machines for sale. Officers of the company, O. E. Durham and James A. Rogers of the Saunders Company in Big Spring, were in town recently to complete the deal and to check advertising possibilities in Ruidoso.

M. B. KINCAID BUYS SWITZER RANCH
 M. B. Kincaid, rancher at Hagerman, N. M., recently purchased the Switzer ranch at Corona. The ranch, comprised of seventeen sections, has 8,000 acres of deeded land.

them, no doubt to act as judge. Bill decided to cast first—and he got off a beauty. It snagged on a wire way up high. Step ladders, and saw horses were rushed to the scene and soon the line was rescued. (We noticed that they started looking for more open pastures to practice after that.)

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BETTER BE SAFE THAN SORRY
 Register servicing of your car is the greatest safety insurance you can have.
 Greasing, proper tire inflation, good products, all add up to safer motoring. Let us serve you your auto needs—our station is open day and night.
 Get Your Car Serviced Here While You Are Attending the Race or While You're Sleeping.
HOLLYWOOD GULF
 On Highway 70 — Phone 32-12

SPECIAL THIS WEEK
 Indian Handmade Jemez Pottery
 Bowls & Vases & Love Pitchers
 Peppers and Salts
 Indian Handmade San Domingo Pottery
 Small Bowls 30c and Up
 NAVAJO RUGS \$4.95 UP
 Souvenir Salt and Pepper Shakers
 New Mexico Plates
 Cups and Saucers and Spoons
CLAYTON BENNETT
 Highway 70 West of Junction

If You've Been In Our Store YOU KNOW IT'S SO!

The Friendly Store Where We Try to Please To Make Our Friends Always Feel at Ease

If It's Grub You Want Then Come On In Otherwise, Come Visit Like an Old Friend!

We're a Friend to the Wife With Ideas Galore On What To Serve When There's Company and More

We're a Friend to Pop When He Pays the Bill Our Prices Are Kind We're Not Trying to Buff Our Tilt

FOX MERCANTILE
 We Give S. & H. Green Stamps

LARGE STOCK OF DINNERWARE
 In a Variety of Patterns
 20-Piece Set \$4.49 Up
PINK'S POTTERY CORRAL
 Distinctive Gifts at Prices You Can Afford
 Main Road in Skyland

COOK 'N KETTLE Junior
 The World's Finest Charcoal Brier

YOU GET A NEW DOUBLE BRILLET-LID AT NO EXTRA COST

COOK 'N KETTLE Junior will broil the finest steaks, chops, fish and game you ever tasted and you can cook for as many as six people at a time. Use it on patio or set direct in club room fireplace. Makes heavy cast iron safe, even heat distribution, no burn heat penetration and maximum heat retention. Ideal for heating a dark blind or cabin.

\$29.75

Buckner's
 FRIGIDAIRE MAYTAG APPLIANCES
 Phone 53-11 Ruidoso, N. M.

CUSTOM BARBECUEING
JUNCTION BAR-B-Q STAND
 Bar-B-Q Sandwiches
 Hot Dogs
 Cold Drinks
 Coffee
 Cherry Cider
 PHO. 3-21

WE GIVE S. & H. GREEN STAMPS
FRIDAY AND SATURDAY SPECIALS

COFFEE Bright & Early Lb. 82c	WASHING POWDER White King Lge. Size 29c
SHORTENING Jewel 3 Lb. Can 79c	KATSUP Kurer's Bottle 16c
TOMATO JUICE Kurer's No. 303 Can 2 For 15c	PORK & BEANS Van Camp's No. 2 1/2 29c
TISSUE Silk Roll 7c	FLOUR Kimbell's 25 Lb. Print Bag \$1.75

All Kinds of Fresh Fruits and Vegetables
 All Kinds of Beef and Pork
WHITE MOUNTAIN GROCERY AND MARKET
 It Pleases Us to Please You—Barney, Wallace & Darwin Gardner
 Call for Wm. A. Rogers Silverware Coupons

SPEED QUEEN

SPECIAL OFFER!

TWO WEEKS ONLY!
 July 24 Thru August 27

- Year's Supply of Soap
- This Famous Speed Queen Washer
- Two Roll Away Tubs

Get All 3 Today!
All For \$138.00

WHY Speed Queen is America's Best Washer Label!

RUIDOSO WASHATERIA
 Phone 45-12
 Carrizo and Main
 Ruidoso, N. M.

Mr. and Mrs. Charles W. Bradford of Austin, Tex., made their first visit this week to Ruidoso. Bradford is a nephew of Mrs. Jack Hull of this city.

PUEBLO
— THEATRE —
NOW HOME OWNED
AND OPERATED

FRI. - SAT.
JULY 24 - 25



Plus Cartoon and Serial

SAT. MIDNIGHT
MATINEE, 11:30 p.m.

"The
Invisible
Ray"

Plus Selected Short

SUN. - MON.
JULY 26 - 27

That Talking Mule and
Donald O'Connor
are BACK
In a brand
new HIT!



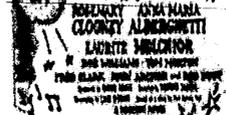
Plus News-Cartoon

TUES. ONLY
JULY 28



Plus Selected Short

WED. - THURS.
JULY 29 - 30



Plus Selected Short

HERE'S THE NEW
TIPPITY-TOP MUSICAL
FROM M-G-M!



Plus Selected Short

MESCALERO

(By Mrs. E. P. Brouniger)

Mr. David E. Curry is the new farm management supervisor at Mescalero. He arrived here with his wife the first part of July from Pendleton, Oregon. Mr. Curry replaces Mr. Kenneth Zirkler.

Mr. Jonah Washington and fam-

Mt. Vue
Sho-Dyn

DRIVE-IN THEATRE
ON ALTO ROAD

Last times to-night



Plus Selected Short

SAT. ONLY



Plus Selected Short

SUN. * MON.



TUES. * WED.



THURS. * FRI.



THURS. * FRI.



THURS. * FRI.



TUES. ONLY
JULY 28



WED. - THURS.
JULY 29 - 30



Plus Selected Short

HERE'S THE NEW
TIPPITY-TOP MUSICAL
FROM M-G-M!



Plus Selected Short

ly are back at Mescalero helping with duties at the Dutch Reformed Church. Mr. Washington was graduated from the Highlands University in Las Vegas, New Mexico, this past spring.

Samuel Cooper, Jr., son of Mrs. Amelia Carrillo, was recently discharged from the U. S. Navy. Sam's plans to continue school this fall.

Miss Euna E. Speake, former elementary teacher at the Mescalero Day School, was recently transferred to the Isleta Day School near Albuquerque.

Mr. Jay Hoag of Washington, D. C., was at the agency conferring with the Land Claims Commission on Monday. Mr. Hoag is an assistant to Mr. James E. Curry who is attorney for the Mescalero Tribe on land claims.

Rev. Wendell Chino recently announced his forthcoming marriage to Miss Patricia Gutierrez. The wedding will take place at the Dutch Reformed Church on August 7, 1933. Invitations have been sent out for the reception which will follow the wedding in the Church parlors. Miss Gutierrez was a former nurse at the Mescalero Hospital.

TO TRAINING MEET

Mrs. Rosalind Barnes, Manager of Ruidoso Chamber of Commerce, left last week-end for Dallas, Tex., where she is attending a training institute for Chamber of Commerce managers, conducted by the U. S. Chamber of Commerce. It is her second course of study in the training school.



We Have One of the
Finest Stocks
of

AUTO
ACCESSORIES

To Be Found
Anywhere

Check Your Needs and
Drive in for Us to
Fix Up That Car.

For Safer, More
Pleasurable
Driving

GOOD
GULF PRODUCTS

SKYLAND
AUTO

THURS. * FRI.

THURS. * FRI.



THURS. * FRI.



THAT MULE'S HERE AGAIN—Donald O'Connor and his talking mule co-star, Francis, return to the screen in Universal-International's hilarious "Francis Covers the Big Town," fourth comedy hit in the popular Francis series. Yvette Dugay, Gene Lockhart and Nancy Guild are seen in important supporting roles. The picture shows Sunday and Monday at the Pueblo.

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We Have One of the
Finest Stocks
of

AUTO
ACCESSORIES

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Anywhere

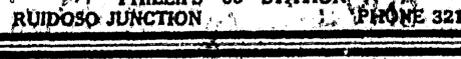
Check Your Needs and
Drive in for Us to
Fix Up That Car.

For Safer, More
Pleasurable
Driving

GOOD
GULF PRODUCTS

SKYLAND
AUTO

THURS. * FRI.



THURS. * FRI.

Letter to Ye Editor

Dear Sir:
Will you please my paper to 1040 N. Magholla Ave. El Cajon, California?
I would like for you to publish a note of appreciation for me in the paper.
To all my friends and neighbors in Lincoln County, I wish to take this opportunity to express my thanks and appreciation to all of you, for the many kindnesses shown me during my recent illness. My wife and I regret that we have to leave Lincoln County but it is necessary for me to move to a lower climate. Sincerely, B. B. Luck

Knox City, Texas
July 16, 1933

Dear Sir:
I understand my friend Roy A. Baker is contemplating opening a new pharmacy in Ruidoso, and thought you might be interested in knowing that, if he does, your paper will be a good, consistent advertiser and your town will have gained a solid citizen.

Here, we always found Roy a progressive business man, very cooperative with the newspaper and willing to bear more than his share in any civic undertaking.

Knox City hates to lose the Bakers as citizens, but we hope they like your town and that your town likes them.

Yours very truly,
J. C. Branch, Publisher
Knox County Herald

P. S. Roy handed us a copy of your paper, and it is very nice.

STATE LEGISLATORS
INVITED TO SPEAK AT
FARM BUREAU MEETING

Lincoln County's State Senator J. G. Moore, and Representative, L. S. (Heavy) Drake, each have an invitation to speak at the next meeting of the Ruidoso local of the Lincoln County Farm & Livestock Bureau in Hondo Wednesday night, Aug. 6, according to Kenneth New-ber, county farm bureau official.

HOSPITAL

Patients receiving treatment the last several days in Ruidoso-Hondo Valley General Hospital have been Mrs. Estelle Natera, Alamogordo; Mrs. Lucy Sanchez, Joe. Ben and Gilbert Montoya, Agapita Ramos, Mrs. Bertha S. Allen, Tularosa; Miss Marjorie Miller, Roswell; Mabel Snyder, Mrs. Mary Buchanan, Mrs. Leone Phillips, Ruidoso; Mifford Chavez, Mrs. Onestima Corona, San Patricio; Edna Schlerenberg, Glencoe; Mrs. Helen Lynch, Dallas; Mrs. George Schilling, Pochico, Ariz.; Mrs. Stella Hale, San Angelo, Tex.; Martin Groman, Mansfield, Ohio (a trucker passing through who suffered an insect bite); Mrs. Helen Fior, who was to have been transported to a hospital in El Paso Thursday; and Manuel Chavez, 12, Carrizozo.

RUIDOSO NEWS

Page 10
Friday, July 24, 1933
Born to Mr. and Mrs. Manuel Jarez, a daughter, weighing 4 lbs., 12 oz., July 9.
Born to Mr. and Mrs. Santos Herrera, Tularosa, a son, weighing 8 lbs., 12 oz., July 9.
THREE CONVENTIONS
BOOKED AT NAVAJO
Three conventions are slated in the next few weeks at Navajo Lodge here, July 29-30-31 and Aug. 1 the Tri-State Electrical Contractors Association will meet here, with about 40 persons expected. The third week-end in September, the Tri-State Kiwanis Clubs division will return to Ruidoso for its second year in a row, Sept. 15-16 the New Mexico Veterinary Association convention, with about 60 people, will headquarter at the Navajo.



CARRIZO LODGE
RUIDOSO, NEW MEXICO

Square Dancing
Swimming Pool
Dining

Tile Baths
Tennis Court
Horseback Riding

'Beginners' Classes Friday Night
Square Dances Saturday Night

For Two Weeks Only

Friday, July 24 through Thursday, Aug. 7

9x12 LINOLEUM RUGS

\$495

Cane Bottom Chairs . . . \$3.95

All Kinds and Types of Roofing Supplies

— We'll Put Your Roof On For You —

No Job Too Big or Too Small

WHEN IN NEED OF BUILDING FIGURES, LET US HELP YOU

Bonnell Hdwe. & Building Supplies

Est. 1840

Right On The Corner Right On The Price

BONNELL FOOD MARKET

Ruidoso, New Mexico
Frontier Stamps Given With Each Purchase

COFFEE	White Swan	Per Lb.	89c	COFFEE	Chase & Sanborn	Lb.	89c
TOMATOES	Avondale	No. 303 Can	15c	TOMATOES	Concho	303 Size Can	15c
MILK	White Swan	Tall Can	13c	MILK - Tall Can	Carnation, Pet & Borden	Per Can	14c
FLOUR	Gold Medal	10 Lb. Sack	98c	PORK & BEANS	White Swan	1 Lb. Can	11c
CLING PEACHES	Large	No. 2 1/2 Can	29c	FRUIT COCKTAIL	Avondale	Lg. 2 1/2 Can	39c
ENGLISH PEAS	Valley Vale	No. 2 Can	14c	HONEY	Powell	1 Lb. Jar	33c
Strawberry Preserves	Kerns	2 Lb. Jar	69c	GRAPE JELLY	Welch Concord	10 oz. glass	25c
APPLE BUTTER	White Swan	2 Lb. Jar	32c	TOILET SOAP	Lux Bath Size	2 Lg. Bars	23c
SHORTENING	Crisco	3 Lb. Tin	89c	SHORTENING	Swift Jewell	3 Lb. Tin	79c
FRESH AND CURED MEATS				FRESH VEGETABLES AND FRUIT			
FRYERS	Fresh Dressed	Per Lb.	65c	TOMATOES, California	Nice Large Slicers	Per Lb.	24c
HENS	Fresh Dressed	Per Lb.	59c	CUCUMBERS	Fresh	Per Lb.	15c
LINK SAUSAGE	Swift Brookfield	Per Lb.	75c	PEACHES	California	Per Lb.	15c
CHEESE	Wisconsin Longhorn	Per Lb.	69c	CABBAGE	Fresh Solid Heads	Per Lb.	6c
AMERICAN CHEESE	Kraft Sliced	Per Lb.	65c	GREEN ONIONS	Per Bunch		5c
FRANKS	Swift Cuts	Per Lb.	55c	RADISHES	Per Bunch		5c
GROUND BEEF	All Beef	Per Lb.	55c	POTATOES	California Long White	Per Lb.	5c
HAM ROCKS	Cured	Per Lb.	49c				

**Cree Meadows
GOLF & COUNTRY CLUB
NOW OPEN**

Where Dad and Lucille Gough are on Duty
BAR and LUNCH ROOM
Operated by Pat Gough
Where the Finest of Mixed Drinks and Delicious
Food Is Served
These Home Folks are Looking Forward to Your Visit

THE VERSATILE ASTER IS IN BLOOM . . .

Get a Dozen for \$2.35
 . . . and a corsage for the races
 "If everyone loved flowers, the whole world, she would be a garden."
 —Luigi.



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Armstrong, a rancher, was en route to Roswell from Ruidoso. He was brought to the Roswell hospital by Basil Donald Huguley, a soldier, of the 531st Anti-Aircraft Artillery Battalion, Battery C., Ft. Bliss.

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FLYING RED HORSE
CLYDE (MOBIL) McCLINTOCK



Use The Mails
 To Do Your
 Banking . . .

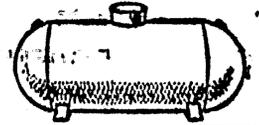
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FRIDAY AND SATURDAY SPECIALS

Potatoes	Long White, U. S. No. 1	4¢
Tomatoes	Fresh	25¢
Bananas	Large	15¢
Green Onions	Bunch	4¢
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Shop and Save at Ruidoso Food Mart
 THE TUCKERS

OUTSTANDING!

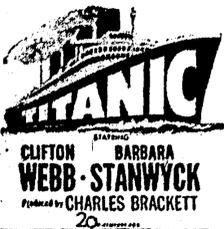
The Ruidoso News has built its Classified Advertising Page into one of the most remarkable in the state of New Mexico in the last year and a half. The Ruidoso News now prints more want-ads than any weekly newspaper in New Mexico. It has one of the widest readerships of any want-ad page in New Mexico. It offers amazing bargains in all types of merchandise and real estate. It pays to read every ad in the want-ad columns, for there you may find an outstanding buy. "Everybody Reads the Want Ads" is a slogan that is certainly true in Ruidoso.

BUY . . . SELL . . . SWAP . . . ADVERTISE WITH RUIDOSO NEWS WANT-ADS

Mr. and Mrs. Charles W. Bradford of Austin, Tex., made their first visit this week. Ruidoso, Bradford is a nephew of Mrs. Jack Hull of this city.

PUEBLO
— THEATRE —
NOW HOME OWNED
AND OPERATED

FRI. - SAT.
JULY 24 - 25



Plus Cartoon and Serial
SAT. MIDNIGHT
MATINEE, 11:30 p.m.

"The
Invisible
Ray"

Plus Selected Short

SUN. - MON.
JULY 26 - 27



Plus News-Cartoon

TUES. ONLY
JULY 28



Plus Selected Short

WED. - THURS.
JULY 29 - 30



Plus Selected Short

MESCALERO

(By Mrs. E. P. Brauninger)

Mr. David E. Curry is the new farm management supervisor at Mescalero. He arrived here with his wife the first part of July from Pendleton, Oregon. Mr. Curry replaces Mr. Kenneth Zisker.

Mr. Jonah Washington and fam-

Mt. Vue

Sho-Dye

DRIVE-IN THEATRE
ON ALTO ROAD

Last times to-night



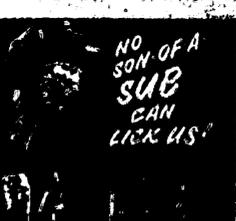
SAT. ONLY



SUN. * MON.



TUES. * WED.



THURS. * FRI.



TUES. ONLY
JULY 28

They are back at Mescalero helping with duties at the Dutch Reformed Church. Mr. Washington was graduated from the Highlands University in Las Vegas, New Mexico, this past spring.

Samuel Cooper, Jr., son of Mrs. Amelia Carrillo, was recently discharged from the U. S. Navy. Sam's plans to continue school this fall.

Miss Euna E. Speake, former elementary teacher at the Mescalero Day School, was recently transferred to the Jaleta Day School near Albuquerque.

Mr. Jay Hoag of Washington, D. C., was at the agency conferring with the Land Claims Committee on Monday. Mr. Hoag is an assistant to Mr. James E. Curry who is attorney for the Mescalero Tribe on land claims.

Rev. Wendell Chino recently announced his forthcoming marriage to Miss Patricia Gutierrez. The wedding will take place at the Dutch Reformed Church on August 1, 1953. Invitations have been sent out for the reception which will follow the wedding in the church parlor. Miss Gutierrez was a former nurse at the Mescalero Hospital.

TO TRAINING MEET
Mrs. Rosalind Bearnes, Manager of Ruidoso Chamber of Commerce, left last week-end for Dallas, Tex., where she is attending a training institute for Chamber of Commerce managers, conducted by the U. S. Chamber of Commerce. It is her second course of study in the training school.



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Check Your Needs and
Drive in for Us to
Fix Up That Car

For Safety, More
Pleasurable
Driving

**GOOD
GULF PRODUCTS
SKYLAND
AUTO**

PHILLIPS "66" STATION
RUIDOSO JUNCTION



THAT MULE'S HERE AGAIN—Donald O'Connor and his talking mule co-star, Francis, return to the screen in Universal-International's hilarious "Francis Covers the Big Town," fourth comedy hit in the popular Francis series. Yvette Dugay, Gene Lockhart and Nancy Guild are seen in important supporting roles. The picture shows Sunday and Monday at the Pueblo.

**Lost Opportunities
Bishop's Sermon
Text, Glencoe Visit**

The Right Reverend James M. Stoney, Bishop of the Episcopal Church in New Mexico and Southwest Texas, expressed himself as tremendously encouraged about the future of the Episcopal church. Bishop Stoney expressed this thought as part of his sermon and message to the congregation of St. Anne Chapel at Glencoe, Sunday evening July 12.

Bishop Stoney gave a deeply inspiring sermon upon the theme of "Lost Opportunities," saying that every day of our lives we let tremendously precious opportunities go by. Opportunities to be of service to our fellow man, our church, and our Lord.

The Bishop said the opportuni-

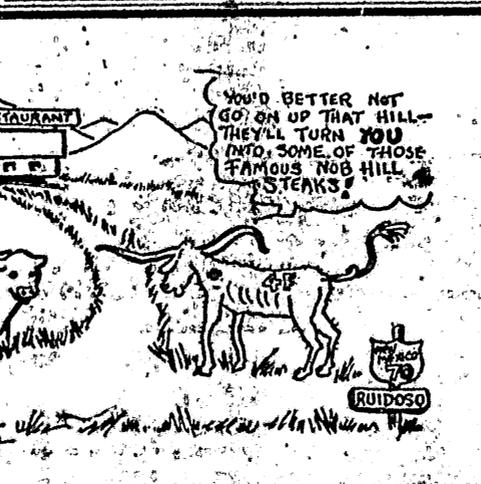
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PONTIAC & GMC
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ALSO LARGE STOCK GOOD USED CARS TO
CHOOSE FROM—ALL PRICED TO SELL

OGDEN CARROL, Agent
PHILLIPS "66" STATION
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Letter to Ye Editor

Dear Sir:
Will you please my paper to 1040 N. Mariposa Ave. El Cajon, California?
I would like for you to publish a note of appreciation for me in the paper.
To all my friends and neighbors of Lincoln County: I wish to take this opportunity to express my thanks and appreciation to all of you, for the many kindnesses shown me during my recent illness. My wife and I regret that we have to leave Lincoln County but it is necessary for me to move to a lower climate. Sincerely, B. L. Luck
Yours very truly,
B. L. Luck
Knox City, Texas
July 16, 1953

HOSPITAL

Patients receiving treatment the last several days in Ruidoso-Hondo Valley General Hospital have been:
Mrs. Estelle Nafers, Alamogordo; Mrs. Lucy Sanchez, Jbe. Ben and Gilbert Montoya, Agapita Ramos, Mrs. Bertha S. Allen, Tularosa; Miss Marlayne Milner, Roswell; Mabel Snyder, Mrs. Mary Buchanan, Mrs. Leona Phillips, Ruidoso; Mumford Chavez, Mrs. Onestina Corona, San Patricio; Edna Schlegelberg, Glencoe; Mrs. Helen Lynch, Dallas; Mrs. George Schilling, Pochico, Ariz.; Mrs. Stella Hale, San Angelo, Tex.; Martin Groman, Mansfield, Ohio; (a trucker passing through who suffered an insect bite); Mrs. Helen Fior, who was to have been transported to a hospital in El Paso Thursday; and Manuel Chavez, 12, Carrizozo.

RUIDOSO NEWS
Friday, July 24, 1953

Born to Mr. and Mrs. Manuel Tares, a daughter, weighing 4 lbs., 12 oz., July 9.
Born to Mr. and Mrs. Santos Herrera, Tularosa, a son, weighing 6 lbs., 12 oz., July 9.

THREE CONVENTIONS BOOKED AT NAVAJO
Three conventions are slated in the next few weeks at Navajo Lodge here: July 28-31 and August 1 the Tri-State Electrical Contractors Association will meet here, with about 40 persons expected. The third week-end in September, the Tri-State Kiwanis Clubs division will return to Ruidoso for its second year in a row. Sept. 14-16 the New Mexico Veterinary Association convention, with about 80 people, will headquarter at the Navajo.



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

For Two Weeks Only . . .
Friday, July 24 through Thursday, Aug. 7

9x12 LINOLEUM RUGS

\$495

Cane Bottom Chairs . . . \$3.95

All Kinds and Types of Roofing Supplies
— We'll Put Your Roof On For You —
No Job Too Big or Too Small

WHEN IN NEED OF BUILDING FIGURES, LET US HELP YOU

Bonnell Hdwe. & Building Supplies
Box 1640
Ruidoso, New Mexico

BONNELL FOOD MARKET

Ruidoso, New Mexico
Frontier Stamps Given With Each Purchase

COFFEE	Per Lb.	89¢	COFFEE	Chase & Sanborn	Lb.	89¢
White Swan	Per Lb.	15¢	TOMATOES	Concho	303 Size Can	15¢
Avondale	No. 303 Can	13¢	MILK - Talk Can	Carnation, Pet & Borden, Per Can		14¢
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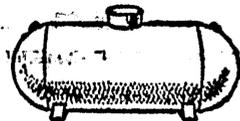
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The Ruidoso News has built its Classified Advertising Page into one of the most remarkable in the state of New Mexico in the last year and a half. The Ruidoso News now prints more want-ads than any weekly newspaper in New Mexico. It has one of the widest readerships of any want-ad page in New Mexico. It offers amazing bargains in all types of merchandise and real estate. It pays to read every ad in the want-ad columns, for there you may find an outstanding buy. "Everybody Reads the Want Ads" is a slogan that is certainly true in Ruidoso.

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Trip in Wagon Back in 1910 From Alamogordo to Ruidoso Proved Adventure for Family

By CAROL F. JOHNSON

Tularosa, N. M.—In 1910 a dusty wagon-trail full of ruts, rocks, and occasionally mud, marked the way across the Sacramento Mountains from Roswell westward. Travel was still in the horse-and-wagon stage. One would find that U. S. Highway 70 now follows with few variations the old trail, but considerable difference has been made in the amount of traffic and the comfort of travel in the intervening years. These dreams were dreamed, and work was done to bring them to fulfillment.

Perhaps many people dreamed of the same highway, but the first to do anything about making this trail a modern transcontinental highway was a retired minister of the Presbyterian Church who wandered in to Southern New Mexico in search of health. Dr. S. M. Johnson of Chicago and his family found a measure of health, and much contentment in the Ruidoso Valley. They began to establish a home, which grew from a peaceful retreat to a quiet, green valley into the "White Mountain Inn," landmark until recent years, near the present town of Green Tree.

From there by back or wagon, Dr. Johnson visited the surrounding country from the Pecos Valley to the Tularosa Valley. He was always seeking out people whom he could interest in improving roads, or in bringing people with money into this area. Dr. Johnson's name became almost a byword when speaking of enthusiasm for a cause. In modern times he would, no doubt, be holding a position as secretary of some Chamber of Commerce, or head of some Tourist Bureau.

It was natural that Dr. Johnson should have imparted some of his enthusiasm to a minister of the Presbyterian Church in Alamogordo, whom he had often visited. The Rev. Herbert Doran did not need much encouragement to plan a vacation trip to the Ruidoso country in the summer of 1910.

Having placed his aged mother, his chickens and the parsonage in care of my mother, and having arranged for me, aged 11, to go along as a baby-sitter for 5-year-old Herbert and 6-month-old David, he brought his plans to the starting point one hot August morning. After a trip on foot to some ranch near town, he arrived at the par-



IN SEA DRAMA—Clifton Webb gives a spectacularly fine performance as a debaucher international socialite, teamed with Barbara Stanwyck, in the stirring Twentieth Century-Fox film, "Titanic," which opens tonight at the Pueblo Theatre.

sonage leading two ponies which had scarcely made each other's acquaintance, nor that of a harness. With much patience he hitched the two unwilling animals to the light covered wagon which he had made ready by noon his wife, Ethel, and the two little boys and I had been loaded into the wagon with what was thought to be enough equipment for any emergency. What fears my mother and the neighbors felt as we drove away with each horse trying to follow its own device, I shall never fully know.

All the afternoon the ponies labored and sweated. It was not until night that we arrived 15 miles on the road toward our destination, at the Pat Coghlan Wagon-Yard in Tularosa. It consisted of an open space surrounded by low adobe buildings, now gone from sight, on part of what is now the main block of the town. We found the entrance to the wagon-yard at the north side where the narrow street was made very dark by the interlacing boughs of the immense cottonwoods which bordered the street on both sides. A storage room near the entrance became our "motel" for the night. White Mr. Doran cared for the fire team, and I played with the children. Mrs. Doran warmed most inviting supper of canned corn and

tomatoes, and bacon on the old cook-stove in one corner of the room. Though we were eating from dusty boxes and barrels, and though we caught glimpses of rats scurrying about the room, food never tasted better. That the rats kept up a constant din on the metal roof that night did not keep us from sleeping, and we awoke from our pallets next morning eager to see what the road through the mountains would bring us in the way of sight-seeing or excitement.

This trail, winding ever upward, brought us by noon to the ford of the Tularosa Creek near where the road now crosses it on a modern concrete bridge. Picnicking in the shade of the ancient cottonwoods, we wished we had time to climb the inviting slope of Round Mountain. Mr. Doran related what he knew of the battle between the Spanish-Americans of Tularosa and the Apaches, in which the Indians were defeated, and tried to point out the hills on which he supposed the last stand had been made. We could not linger, for we must try to reach Mesalero in time to camp that night.

During afternoon shower had damped the weeds and grass where we chose our most likely place to camp, and pitched our small tent. One could scarcely recognize the spot now, for it is surrounded by the massive stone church built by Franciscan Father Albert Braun during his mission to the Mesalero Apaches. Little did we know that the ground we were sleeping would some day be hollowed ground!

After crossing the Summit next day, we would not have been long in reaching our proposed fishing camp by the Ruidoso Creek, had it not begun to rain. It was almost as if we were on the confluence of the Ruidoso and Carrizo Creeks, so we could go no farther. It was in the midst of a downpour that Mr. Doran pitched our tent and tried to make us as comfortable as possible, though most of our belongings had become very wet before he could dig a trench around the tent. I think we went to bed with very little supper, for there was no dry wood for a campfire. Little chance was provided in the next few days to dry our clothes, find dry wood, or to fish. The rising creek became increasingly noisy and muddy.

During one brief respite from the rain one day, we made an attempt to find a better camping site upward along the creek. The horses were not as interested as we in climbing the rocky slope of Carrizo Hill. We all had to get out of the wagon and walk up the hill trying to encourage the balky team. There was no tent window as we rounded one of the seemingly endless curves on the bumpy road. It was the home and little store of the Fount Miller family, about a mile west of the present Ruidoso Junction. Though we were rather late in inviting ourselves to supper on the Miller home, we could not have been made to wait, for Mrs. Miller supplemented the remains of the family's supper with food from the store. I remember that while she was taking articles off the shelves, she chuckled over the fact that one of her sons, named Edgar, had tried to help her that day by chaining some of the animals in the store, but that he had begun at the bottom instead of at the top, with rather questionable results!

The horses had been cared for, and we were glad to go to bed in high feather-beds with plenty of warm, home-made covers. For the night was one of that damp, moldy variety of which we had had a few too many on this trip. We were experiencing Western hospitality at its best. Mrs. Doran was feeling better by next morning, so we soon found ourselves on the way to the Summit. The clouds disappeared, but the road through Dark Canyon was none other than two parallel ruts, hub-deep in black mud. Fortunately, we met no other travelers on this part of the journey, for there was no place to pass.

We felt most like picnicking than we had for nearly two weeks, so rested and ate at the Summit, and added our contribution of pine cones to the huge pile we found beside the road to mark the Summit. The rest of the road would lead down-hill, and we rejoiced that we would at least be more comfortably warm than the days best on this trip so far. When we reached Mesalero, we were glad to find an empty house on the outskirts of the town where we made down our pallets for the last night of our camping trip. Nothing marred the final day of our journey. The horses sensed that we would soon be at home, and they trotted more than they had at any other time.

Home looked so good to us! But the sights and sounds and smells of that vacation trip have lingered with me all these years. I never go near these places without a feeling that "It, Kitroy, was here." I shall not wait to get to those days before Dr. Johnson dreamed a dream of a highway. I silently rejoice as I whizz along U. S. Highway 70, that all the improvements I see have come to pass because of the fulfillment of dreams of people, some of whom I have known.

One afternoon, Mr. Doran walked over to the "Inn" and brought back what he thought would be a treat for us all. His metal canteen contained fresh cider. It tasted so good, but alas, it had been too long in the canteen. It was not long before we were all sick, but only Mrs. Doran suffered further consequences from the poisoning. She grew steadily worse all night. There was no doctor and no medicine, and the rain had set in again. The muddy roads and the bronch horrid up to a very grave worry for the loving busboys who had planned a happy vacation for his family. Mr. Doran and I tried to prepare what food we had left, care for Mrs. Doran, and attend to the baby until the rain would let up. We hoped Mrs. Doran would see the light enough to allow us to make a dash for home.

It was rather late one afternoon when Mr. Doran decided to make the effort to get us down off that hill. The horses slipped and slipped and came near to sitting down several times, but we finally "made it" down to the main road. The clouds were still threatening overhead, but now the sun had peeked through

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.

THEREFORE, it shall be unlawful for any person to use city water for sprinkling or wetting parks, lawns, trees, shrubs, flowers, vegetables, grains, walks, drives, streets or washing cars, beginning on Wednesday, July 1st, and continuing until further notice.

Passed this first day of July, 1953

Raymond C. Buckner, Mayor

Attest: C. A. Culver, Clerk Claude Peterson, Water Supt.

Critical Fire Season Ended, Forester Says

The critical fire season in the Lincoln National forest was declared at an end last week as dozens of fire control personnel were discharged.

According to Dean Earl, assistant forest supervisor, recent heavy rains in all forest areas have about eliminated the danger of further fires. He stated that the "critical fire season" usually runs from May 1 to July 1, the period when the forests are in the driest condition.

The last blaze controlled was one which broke out on Hornbuckle hill above the Sacramento river last Thursday. Lightning was blamed for the blaze.

Fifteen firefighters were rushed into the area, but 10 acres was burned over before the flames could be controlled. Four loads of supplies were flown in and dropped to the men. The last spark was quenched Sunday evening.

The lightning struck in an obscure area that, somehow, had been entirely missed by rain. Earl said the ground beneath the pine needles was cracked with dryness.

Next job for forest service work-

IN KOREA

With The 25th Infantry Div. in Korea (Spl.)—Pvt. Antonio Luear, son of Mr. and Mrs. Manuel Luear, Carrizozo, N. Mex., recently arrived in Korea for duty with the 25th Infantry Division.

Private Luear, a cannoner, was last stationed at Fort Bliss, Texas, where he received basic training. He entered the Army last December.

Mr. and Mrs. Sally Ortiz and family were dinner guests of the Reinhardt's July 10.

ers is cleaning up after the season. The so-called Circle Cross fire, which burned 23,000 acres in the Sacramento late in April, is having its after-effects now. Water erosion has damaged several forest roads. One, in Jim Lewis canyon, has had to be abandoned.



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CHURCH Directory

FIRST BAPTIST CHURCH
Great Tree, New Mexico
Rev. Jesse F. Allen, Pastor
Sunday School 10:00 a. m.
Mack J. Edwards, Supt.
Preaching Service, 11:00 a. m.
Training Union 6:30 p. m.
Dea Simpson, Director.
Preaching Service, 7:30 p. m.
Wednesday night service, 7:00. The church where everybody is somebody, and nobody a stranger.

CHURCH OF CHRIST
M. A. Elkins, Minister
Services
Bible Study at 9:45 a. m.
Worship Service at 10:45 a. m.
Communion at 11:40 a. m.
Evening Service at 7:00 p. m.

COMMUNITY METHODIST CHURCH
Frank Matthews, Pastor
Sunday School—10:00.
Morning Worship—11:00
Methodist Youth Fellowship—5:30.
Evening Services—7:00.

ASSEMBLY OF GOD CHURCH
Green Tree, New Mex.
Pastor, D. D. Moore
Sunday School—10 a. m.
Morning Worship—11 a. m.
Booster Band—7 p. m.
Evangelistic Service—7:30 p. m.

FIRST BAPTIST CHURCH
Rev. Landre P. Lee, Pastor
Sunday School, 9:45 a. m.
Worship Service, 11:00 a. m.
B. T. U., 6:30 p. m.
Worship Service, 7:30 p. m.
Wednesday Night Service, 7:30.

ST. ELEANOR'S CHURCH
Rev. George Mackay
Schedule of Holy Days—7:00 a. m. and 11 a. m.
Week Days—7:30 a. m.

FIRST PRESBYTERIAN CHURCH
William B. Holmes, Jr., Pastor
A Home for the Soul in the Heart of the Canyon.
Temporary place of meeting, Women's Club Building.
Sunday School at 10 a. m.
Morning Worship at 11 a. m.
Evening Worship at 8:00.
You are cordially invited to all the services of this church.

HOLY MOUNT EPISCOPAL CHURCH
Nob Hill
Vicar, Robert Davis
Services
2nd and 4th Sundays, 11 a. m.

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CLAYTON BENNETT, Ruidoso Rep.
Phone 3-11—West of Junction on Hwy 70

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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

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NOTICE

The Ruidoso-Hondo Valley General Hospital Is No Longer a Member of the Blue Cross Plan

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