

# The Ruidoso News

Printed and Published in the Playground of the Southwest

RUIDOSO, LINCOLN COUNTY, NEW MEXICO

FRIDAY, JUNE 15, 1956

"INVENIEMUS VIAM AUT FACIEMUS"

SUBSCRIPTION \$2.50 Per Year

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## AROUND TOWN

By Nosey Waters

Nell Crain Parks, Box 784, Panhandle, Tex., owes two cups of coffee this week she asks you to put another cup in our mug about her nice house for rent down in Palmer's Gateway. Price is reasonable, see she, and it's available until Aug. 15. . . . Glen Westall has returned to Ruidoso, according to the Norman, Okla., postmaster, who claims to be returning to Ruidoso News up there. He's been a student at the University of Oklahoma there. . . . Postal note from Leona Lumpkin asks us to send her the News at Miles, Tex., so she can keep up with the race. . . .

Bonnell Hdw. & Building Supply last week unveiled its "Forest Fire" warning sign at the junction of the two paved strips in Palmer's Gateway near the Wagon Wheel Motor site. The large sign has colored discs with an arrow pointing in the direction of the danger conditions. The arrow is changed to fit the seriousness of the situation, pointing to low, moderate, high, very high and extreme. The indicator was changed from extreme over the week-end to moderate place the same. . . .

Mrs. Jess Crump, traveling with her husband, Joe, on a three-month tour of Europe, sends friends here a postcard from Venice saying she has bought a gift of a lovely shawl for Ruidoso. Holy Mt. Episcopal Church. . . . Nothing is so holy, we feel, than a venerable old family Bible that has been used and read and thumbed through for several generations, where folks have found comfort, strength and joy, and where old, newlyweds and those observing their golden anniversaries of marriage—especially a Bible in which a family record has been kept. Nothing is so promising and inspiring as a brand new Bible, with its pages crisp and unused. . . . While we're on the subject—there are many families, we have observed, so true to their churches they have made a second home in that church—where all the family participates in the activities of the church and they take with them, when they go elsewhere, memories that cannot be erased of the events happening in that church—perhaps a marriage, a funeral, now found friends, etc. Don't you know such families? . . .

Ruidoso residents and visitors could see a puff of smoke for several hours Sunday up on Baldy's lap where a bolt of lightning Saturday started a small woods fire. . . . We understand the fire was being a large machine in helping to cut those roads on the side of Moon mountain, discovered traces of remains of an old, old fish, or prehistoric animal, with scales almost as large as a saucer printed in a stone. The fossil remains crumbled as he investigated them. . . .

Glad to see Ed Wimberly back in the bank as teller. He's majoring in business at Eastern New Mexico U. Ruidoso. . . . High School had a number of students here for a holiday over the week-end. . . . Nobby Water Lodge, up the Ruidoso near the reservation line, was opened for the first time for the new season last week-end. . . . Going like wild about the beautiful and colorful still picnics made by 81-year-old C. B. Chase of Pecos, Ill., and on sale at the store operated by his daughter, Mrs. Carter, west of Community Public Service Co. office here. He uses shells from the beach for the wall plaques, which range in size from 4x4 inches to bigger than platter size. They shell for the petals for flowers in his work. . . .

Driving a new Volkswagon (German make) now, Johnny Collins and wife visited Ruidoso last week with their families, the Zach Collers and the Herb Gregersons. Johnny is sporting chin whiskers and mustache for the Duke City's forthcoming 25th anniversary observance. . . . Sixty-two low-cost homes are to be built at Tularosa. The housing project, to cost three-quarters of a million dollars, started last week. The branch of the Otero County State Bank at Tularosa is being opened in its old quarters now being remodeled. . . .

Woodrow Gary, Hatch, N. M., state flying farmer president, was here with other officers of that organization laying plans for their convention to be held here for members from three states in July. He conferred with Port Manager Ralph Brown. . . . The Ewing Carters had their first grandchild last week-end, and the little lady, named Susan Faye, was born on her grandmother's place, the Ewing Carters, near Lubbock, and his family, including their son-in-law, the postmaster of O'Donnell, Tex., Hal Singleton, were up this week to visit. Bernis, a pharmacist in Lubbock, was held up and robbed of cash and jewelry at the store here in the week-end. . . .

On March 21, 1956, Ruidoso Had Completed

**THREE YEARS**  
Without a Traffic Death  
New Law's Hales It

**FOUR YEARS**  
It's Been

**1182 DAYS**  
Since our auto death has occurred in Ruidoso

**Stay Alive In 1956!**  
Observe Safety Laws

## Paul Creek Resigns As Cashier At Ruidoso Bank; Directors Pick Mrs. Lois Tucker As Successor

Paul Creek, cashier of Ruidoso State Bank since October of 1954, resigned that position this week to accept the promotion of executive vice-president of the Winkler County State Bank. It was announced following a meeting of the bank directors here Tuesday evening. The resignation and his move to Wink, Tex., is to be effective July 1.

Mrs. Lois Tucker, who was the original teller at the bank when it opened in December 1953 was elevated to the position to be vacated by Creek. T. B. Hood, executive vice-president, said Wednesday.

Creek has expressed regret at leaving Ruidoso, Hood said, but the opportunity with the Winkler bank was too good to pass up. Creek came here from his home town of Portales.

## Three Trials Are Carded Saturday For Downs' Thoroughbred Futurity

With an outstanding field of thoroughbred futurity hopefuls ready to charge at what promises to be the largest purse ever offered in the state, the Ruidoso Downs racing card to Southwestern turf fans.

The thoroughbred two-year-olds listed in the three trials carded for Saturday's meet will be striving to become eligible for the eight-horse field of the \$154,000 estimated, poke of \$14,500.00 on Aug. 11.

Naughty Ike owned by Dr. S. I. Bloomfield of Phoenix, looks to be the outstanding contender for the futurity trials honor by virtue of his record win at Tucson, Ariz., in that spring meeting. A possible contender could be No Gal, owned by Dick Gray of Gorman, Texas, who was in the money three times at Hot Springs, and Miss Iris owned by Jack Shaw of Ruidoso, who ran well at Tucson several months ago. Because of the large field of entries, track officials and owners agreed to run three trials on Saturday and three more to be included in the Sunday racing program.

## Garbage Puzzle Is Growing

Ruidoso's growth, and the lack of any area of any size for a large garbage disposal site is a puzzle that has worried the Ruidoso Village council for many months. The old one that was closed was of fair size, and at a convenient distance from town, but it was both a fire and a health hazard. A newer one, designed for a sanitary fill system, was opened last fall, but has been abused so the village closed it to the public for a period of several weeks this spring.

The public dumping of all types of trash, bulky and hard to cover, was the reason it was closed. But, where could you put such trash, the council was asked. Through co-operation with the Forest Service, such an area was opened up Gavelin Canyon, and many people are availing themselves of the newer site. (It was closed this week to further public use.)

This week, Village Sanitary Commissioner Jack Hitchens announced the village sanitary fill will be being reopened to the public, for two hours each day, with a paid attendant to direct those using the disposal site how and where and what to put in it.

Re-opening the site to the public was a definite necessity—for the reason some of our people had so little trash to dispose of they cannot afford to pay for having it hauled, and, secondly, they have some kinds of trash which the village garbage contractor refuses to haul.

In the last several weeks, when those who went to the village sanitary fill with trash found a chain ferret across the entrance—rather than drive nine miles back down the canyon to the site provided by the Forest Service, they drove off on several side roads coming from the village and dumped their garbage in ditches. A tour by air over that area reveals that if this continues, Ruidoso will have a few thousand little dump grounds instead of one. If Ruidoso had hundreds of acres of prairie and brush, its hills and lovely trees, thus a continuing fire hazard, there'd not be much problem for our council. In this newest move by the Sanitary Commissioner, your understanding and co-operation is asked.

There seems to be a considerable amount of misunderstanding on garbage disposal for the Village of Ruidoso.

The Village was forced to lock the sanitary fill when various individuals started dumping their trash and everything but in the designated spots. They also were dumping tree limbs, brush, etc. in the pits and ignoring our signs altogether.

We are limited to the space that is now available and to make this space go as far as possible it is necessary that everyone cooperate with the Village as far as possible.

The sanitary fill will be open from 1:00 to 3:00 p. m. Mondays thru Fridays from this date on. There will be an attendant on hand to supervise the disposal of garbage.

The location in Gavelin Canyon as designated by signs is for hauling tree limbs, brush, pine needles and refuse of that type. No household garbage is to be dumped in this location. If the citizens of the community continue to dump their trash as they have in the past we stand to lose it altogether.

I might add at this point that we do have people in our community that will dump their trash and garbage along the highways and roads both on public and private land. If and when these individuals are caught they will be prosecuted to the full extent of the law.

The trustees realize that garbage disposal for the Village of Ruidoso presents a major problem and the present system is not adequate to handle it. We want to assure the public that we are doing our best to improve existing conditions and hope to come up with an answer to the problem in the near future.

## Forest Opened To Campers

Urging extreme caution by campers and picnic parties, the Alamogordo office of the Forest Service Tuesday announced lifting of the ban on campfires in Lincoln National Forest.

Relaxation of the ban does not affect the Mesquero Apache Reservation, which recently was closed to the public except for designated areas.

Reason for permitting campfires during the summer vacation season was given by Bob Doty, assistant warden in charge of the area. He said that the fire danger is not so great as it was during the winter months, and that the fire danger is not so great as it was during the winter months, and that the fire danger is not so great as it was during the winter months.

## Mrs. Bert Smith Dies Here Tuesday

Mrs. Mary Agnes Smith, 53, wife of Bert Smith, operator of the Book Shop in Palmer's Gateway, died of a stroke about sunup Tuesday morning this week in the couple's living quarters in rear of their store. Mullins-Hamilton Funeral Home of Alamogordo took the body to that city, from where it was shipped via rail to Sherman, Tex., for funeral rites this week-end. She was survived by her husband and several brothers and sisters, but no children. She was born July 29, 1902, in Denton, Tex., and the couple came here from Canyon City, Colo., only four months ago.

## 13-Room Oddfellows Hall Burned Ten Years Ago Up Cedar Creek; News' First Issue In '46 Reports

(Editor's Note: In the middle of May this year the Ruidoso News observed its 10th anniversary. Recounting in 1946 by Donald and L. P. Bloodworth, the paper has recorded the tragedies, the happiness, progress and setbacks of the community for a decade. As another in a series of features in observance of the News' birthday, this week we reprint a column, "Fifteen Years Ago," from the first issue, Vol. 1, No. 1, dated Friday, May 17.)

Ten Years Ago in Ruidoso  
Six races are scheduled for the second annual opening of the Hollywood N. M., race track Sunday, May 26.

The 13-room Oddfellows' Lodge on Cedar Creek burned to the ground Wednesday afternoon, May 8.

Nine students graduated in the 1946 eighth grade in Ruidoso school. Graduates and others on the program were: Jessie Romero, salutatorian; Virginia Montoya, valedictorian; Ray Young, Dave Parks, Jean Wray, Jean Fisher, Donald Davis, J. W. Peterson, Rudolph Bivens, Bill McCarty, Jo Helen Meyer, Robert Peterson, Patricia Wright, Helen Barajas and E. C. Bruce, who presented the diploma.

"The Enchanted Forest" was showing at the Pueblo.

A lengthy article gave a Ruidoso history, along with photos of the Old Mill and Ike Wingfield, as a feature.

H. N. Morgan, owner of the Caprock Water Co. of Artesia, was granted a franchise to operate a water system in Ruidoso by the board of trustees.

Road repairs through Ruidoso are nearing completion.

Ruidoso adopted state building codes with a local inspector to be named.

City Clerk Joe Dryden announced the city would take over and supervise garbage collection.

Mission school Parent-Teacher Association held a meeting with Mrs. Ole Jones elected president.

Mrs. S. W. West gave selections on her medical saw.

## Indian Ruins Excavated Near Angus

Stewart Peckham, archeologist from the Museum of New Mexico, Santa Fe, with a crew of men last Saturday completed excavation of a small Indian pueblo ruin on Bonito Creek only a few hundred yards from the old Angus school, according to Mrs. Allison Lindamood who visited the site and talked with Peckham.

She said the crew of five persons excavated for about two weeks after the Museum was informed of the find by a representative of the Bureau of Federal Roads, assisting in surveying the new two-mile paving site through there on Highway 37.

"Three rooms were uncovered, one large room, measuring about 15x15, which might have been the ceremonial room. In the large room they found pieces of pottery which is believed to have come from Albuquerque in 1493, Chihuahua, St. Johns, Ariz., and Mountainair; a stone axe, a turquoise pendant, an arrowhead, the bone of a human arm and bones of deer and buffalo, and they also uncovered holes in the hard floor of the rooms which could have been for roof supports.

"Burned corn and charred poles were uncovered also. Peckham said he believed the ruins to be about 500 years old, and that the pueblo walls were made of poles and adobe and floors appeared to be made of mud. The site probably was of adobe dirt pounded."

Ruidosians visiting the site Sunday found several fragments of metals (grinding stones), a great mass of pottery sherds and some arrowheads.

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**READ THE WANT ADS**

**COMMUNITY CALENDAR**

July 13—Episcopal Church annual barbecue, Bonnell Ranch, 6 p. m.

June 25 thru July 4—Gateway Church of Christ Revival with services each evening at 7:30 p. m. Ruidoso Downs—Racing each week-end through Sept. 9.

July 4, 5, 6, 7—Mesquero Apache annual ceremonial dances and feast. Rodeo three days only, July 4, 5 and 7.

Aug. 4—A Day In Old Lincoln pageant, story of Billy the Kid's last days, Lincoln.

July 2-14—Frederic Taube art colony, Carrizo Lodge.

**CLUB NOTES**

Ruidoso Chapter No. 66, Order of the Eastern Star, meets the third Wednesday of every month, 8:00 p. m., Wingfield Hall. Visiting members welcome.

First Presbyterian Church Fellowship Group Women meet each second Tuesday of the month at the church.

Lions supper every Tuesday night, Carrizo Lodge.

Rotary luncheon every Tuesday at Village Restaurant.

Play Casino every Monday, 1 p. m., Ruidoso Woman's Club.

Ruidoso Civil Air Patrol Unit meets each 2nd and 4th Thursday each month, 7:30 p. m. at airport.

## Cotton Ginners Of State Return To Ruidoso For Annual Convention

New Mexico cotton ginners will hold their seventh annual convention at the Navajo Lodge in Ruidoso June 21 and 22. The convention program will feature talks by several national representatives of the cotton industry. It is the fourth year the group has held its yearly meet here.

On June 21, Ed Gillespie, field representative of the National Cotton Council, Bakersfield, Calif., will explain the Council's expanded program of education and research; Victor L. Stedronsky, engineer in charge of the USDA Cotton Ginning Laboratory at Mesilla Park, will speak to the group on new developments in cotton ginning research; Clifton Kirkpatrick, director, Field Service, National Cotton Council, Memphis, Tenn., will discuss the direction and developments of promotional and research programs of the Council; and James F. Cole, Berlin, chairman of the newly-formed Cotton Industry Advisory Committee of New Mexico, will outline some of the problems which the committee will tackle in 1956.

Election of directors of the Association, and a delegate to the National Cotton Council will top off the business session on June 21. W. E. Hedrick, National Cottonologist with the USDA Cotton Ginning Laboratory, Mesilla Park, will open the June 22 session with a demonstration of fiber-testing machines. Robert T. Hoover, Jr., of the Robert T. Hoover Company, El Paso, will talk on use and de-

mands for cotton as a result of various fiber tests; W. L. Griffin, ginner of Deming, will report on the cotton bale covering program of the National Cotton Council, and E. J. O'Neal, extension cotton marketing specialist at New Mexico A&M College, will evaluate his weekly reports of grade and staple of cotton at gins.

The group will also consider the accident frequency in New Mexico gins as compiled by the Mountain States Compensation Bureau, discuss comparative ginning costs, and Mellorin legislation.

Preliminary judging in the Maid of Cotton Contest will be held at 2:30 p. m. The ginners will have their annual banquet at 7 p. m. in the Navajo Lodge dining room, and final judging in the Maid of Cotton Contest will follow at 9 p. m.

Completing the arrangements for the second annual Maid of Cotton Contest is a five-man committee, representative of the cotton industry in New Mexico. Members of the committee are: Winston Lovelace, chairman, cottonseed crusher, Loving; J. L. Taylor, producer, Lake Arthur; Carl Meriwether, ginner, Las Cruces; T. E. Nixon, warehouseman, Deming; and Edward Freilahn, outwatter, Irrigated Cotton Growers Association, El Paso, Tex., representing the cotton merchants.

The Maid of Cotton chosen at the Ruidoso finals will be New Mexico's representative in the National Maid of Cotton Contest in Memphis in December.

Members of the company of the Ruidoso Summer Theatre, sponsored by Eastern New Mexico University, moved into Ruidoso Monday in preparation for the theatre's second season.

An educational project, the summer theatre will present three productions, each on two successive week-ends.

Scheduled for this summer are "The Show-Off," "Ladies in Resistance" and "Smiling Through Productions" will begin Friday, June 29, and will close on Sunday, Aug. 5. The plays will be presented on Friday, Saturday and Sunday nights of each week.

This season productions will be presented in the high school auditorium in downtown Ruidoso. The company will continue to lodge in rustic cottages of Cedar Creek in the Lincoln National Forest.

Four students who attended the theatre a year ago will be back this summer. They include Donald Marley and Bill Blinham, Portales; Patricia Walton, Clovis, and Jeannette Jung, Austin, Tex.

Marley appeared in three productions including a leading role in "Papa Is All," while Blinham made a bit with the company as Abraham Lincoln in "Ladies in Resistance." He also appeared in ten roles in two other productions.

Miss Walton a graduate of West Texas State and now a music teacher in Clovis, was in two of last summer's productions, and Miss Jung, a drama student at the University of Texas, was in three other students enrolled this summer include Anne Brown, McMullen, an ENMU graduate teaching in Alamogordo; Betty Bennett, Hollywood; Billie Jean Mowbray, Artesia; Whitney Dugan, Pecos; McCamey, Texas; Vernon Shirley, Fort Sumner; Deanna Kay Stout, Artesia; Joan Snowden, Stuart, Okla.; and Richard Lanier, Ann Mills, and Ronald Mills, all of Portales.

Dr. R. Lyle Hagan, associate professor in speech and drama, at ENMU, is director.

Mrs. Roy Reed, who has been visiting in New Mexico, Arizona and California points, returned home Saturday.

She and Don and Live.

Upon resignation of Paul Creek, Lion Boss-elect, at Tuesday night's supper session of the club at Carrizo Lodge, Ruidoso Lions, by acclamation, elected Pat Valliant, who had been a candidate for the office in a special election, as president of the Ruidoso Lions.

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## Ruidoso Woman Dies In Collision

A Ruidoso woman was among the state's 15 auto traffic deaths last week-end. Her husband was critically injured and early this week reports were he was close to death.

The couple was employed by C. C. Cooke in his Central Bar in downtown Ruidoso.

Monday morning at 5:10 a. m. Sunday morning 13 miles east of Roswell on U. S. Highway 70-380. Instantly killed were Cora Lee Montgomery, St. Louis, and Mrs. Mary Pauline Lacy, 34, Ruidoso.

The injured, taken to Eastern New Mexico Medical Center, were: Mack Montgomery, 58, husband of Cora Lee, laceration of arms and legs, condition "good"; Earl Lacy Jr., 35, Ruidoso, husband of Mary Pauline, head and internal injuries, condition critical; and Richard Anton Hnulik, 40, 1710 N. Kentucky Ave., Roswell.

The Montgomery's, a Negro family, were in a 1956 Oldsmobile sedan, with Mack as driver, and headed west; the Lacy machine was a 1948 Chevrolet station wagon, headed east, driven by Earl Jr., Hnulik the Roswell man, was a passenger in the Lacy's car.

State police report says the Chevrolet was headed east and was on the wrong side of the road and that the Montgomery's Oldsmobile attempted to make the Chevrolet but was unsuccessful. Both automobiles were total losses.

Investigation of the smash was by Odeil Parrish, New Mexico Police.

A sister of Mrs. Lacy, Mrs. Gertrude Sowell, from McAlester, Okla., was here early this week. She reported funeral services will be held this week-end in McAlester. The body was sent from Roswell Thursday night this week to Oklahoma.

## Ruidoso Summer Theatre Group Preparing For '56 Stage Season

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**PINE TREE STAMPS**

Starting this week-end, three business firms in this area will offer Pine Tree Savings Stamps, a stamp to be given with each 10¢ purchase. The stamps can be saved in a book or in a plastic folder. The stamps can be redeemed at the store issuing them for \$4.00 in merchandise.

Unique feature of the stamps is that they are a home product. They were designed and printed by the Ruidoso News, Inc., and the three firms. Each has requested some form of trading stamp to be issued as a gesture of appreciation to customers, and after about a month's preparation, the stamps are now ready for distribution.

The names of the stamps are Harris Builders' Supply in Green Tree, Burns and Roberts Lumber & Supply Co., Hollywood, and Fine's Grocery & Market in Ruidoso. Stamps given by each store must be redeemed at the store issuing them and in each case, the three merchants offer a wide variety of merchandise for the savings stamp.

customer to receive in exchange. Get Acquainted Day at Harris Builders' Supply to introduce the new stamps and to introduce the new Borden's Dairy Products available in this region, the firm plans a "Get Acquainted" Day, with 13 door prizes, free samples and souvenirs, plus a long list of grocery specials for both Saturday only and for all next week.

**WEATHER**

| Date | Hi | Lo | Precip. |
|------|----|----|---------|
| 7    | 86 | 36 | .00     |
| 8    | 74 | 40 | .48     |
| 9    | 78 | 48 | .11     |
| 10   | 78 | 45 | .03     |
| 11   | 82 | 45 | .03     |
| 12   | 83 | 44 | .04     |
| 13   | 80 | 43 | .04     |

Precipitation since Jan. 1—4.00.  
Precipitation this month—1.63.  
(As compiled by C. A. Calver, co-operative weather observer for the U. S. Dept. of Commerce Weather Bureau.)

**The Ruidoso News**  
SERVING LINCOLN COUNTY

Mr. and Mrs. Vic Lamb Editors & Publishers  
Jim Lamb Associate  
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**THE SILVER LINING**  
By Daniel A. Storm

Trees in All Their Charm of Summer  
It is a special pleasure when you find that some thought or sentiment that you cherish is also dear to others.

That is why I was happy last winter when my little sketch of the different kinds of wood burning in the fireplace was so well received by you folks.

Now it is summertime. And there is no need to light up the fire of a night. It doesn't seem any time at all ago when I was looking out these windows and could see the trees along the river, the cottonwoods and the poplars and aspens and woods and all others of the leaf family with each twig and branch outlined against the winter colors of the evening sky, all bare of leaves.

Trees blend their many different charms along with all the rest of Nature's companions in loveliness through the seasons of the year.

Not long ago the blossoms were resplendent along the rivers. Their perfume drifted mingling everywhere on the springtime air. All up and down the valleys' winding way.

The Enchantment of Summer Leaves  
Right now the leaves are in their indolent glory. The many shades of green are so inviting to our eyes, so thirsty for cool refreshing colors. Each tree, ever so slightly different in its hue of green, is a separate treat to the gaze, so weary of looking at things of drooping.

And on the hot and burning noontimes, and the searing afternoons, who can describe the comfort of the cool and leafy shade? Did I ever tell you that each tree has a shade all its own? Yes, every tree has a shade of its own and comforts and refreshes you in a little different way.

The breeze blowing through the leaves of the cottonwood are, oh, so cool and reviving. It is almost like a drink of cool water. The oak casts down a gentle shade, not too cool for early morning. The sycamore or a break airy day.

And there is a fragrance, mingled too, with every shade. The sun, shining above upon the leaves of the peach tree brings forth a sweet aroma of the golden fruit, fairly wafted in the breeze of the gentle breeze beneath flavor laden leaves.

Whispered Songs in The Bower Overhead  
And then, each tree softly hums its own song overhead. The white-trunked quaking aspens leaves keep up a soft, rattling, shattering sound as the thousands of leaves playfully knock against one another. The voice of the pine, it is something like a soft sighing, and yet it lulls our cares away, renews our hearts with joy. And there above the splendor of the fragrant healing incense is wafted down. What could be more wonderful!

**LETTER TO THE EDITOR—**  
Dear Vic:  
We'll forgive you this time for the way you mixed up your "R," "N" and "T" in spelling the name of this exquisite new jewelry we have just received. The name is:

**NAPIER**  
Not Napier as you wrote it last week—but, in a way it just helped to advertise it all the more by keeping the customers guessing. If you want to see something truly beautiful, see the new and novel ideas in jewelry by this firm.

The Post Office is next door to

**The Oldobe HULL'S**  
JEWELRY

**EVERYBODY'S INVITED TO OUR "GET ACQUAINTED" DAY**  
Saturday, June 16  
**FREE**

13 Big Door Prizes to be Awarded 5 p. m. Including 12 Baskets of Groceries and an All-Wool Filled Comforter.

We are having this "Get Acquainted" Day to introduce our new

**PINE TREE SAVINGS STAMPS**  
Produced for us right here in the Playground of the Southwest. Each book is worth \$4 in trade in our store where you can find groceries, ready-to-wear and hardware.

**WEDNESDAY IS DOUBLE STAMP DAY EACH WEEK!**  
Also, we are introducing the New Borden's Dairy Products and will have

**FREE ICE CREAM**  
Favors for All Who Come!

**SPECIALS SATURDAY ONLY**

- TOMATOES, Fresh, Lb. . . . . 15c
  - LETTUCE, Head . . . . . 15c
  - CANTALOUPE, Each . . . . . 20c
  - WATERMELONS, Klondike, Pound . . . . . 6c
  - APRICOTS, Local, Pound . . . . . 21c
- PRICES BELOW GOOD ALL WEEK**
- PEACH PRESERVES, Or Apricot, Kimbell's 4-Pound Jar . . . . . \$1.19
  - CINCH CAKE MIX . . . . . 25c
  - TOMATO CATSUP, Val-Tex . . . . . 19c
  - CORN MEAL MUSH, Ellis . . . . . 12c
  - VIENNA SAUSAGE, Chuck Time . . . . . 2 for 25c
  - POTTED MEAT, Sell Well . . . . . 3 for 17c
  - CUT GREEN BEANS, Concho or Diamond . . . . . 14c
  - SALAD DRESSING, Food Club, 8 oz. Quart . . . . . 19c
  - PURE LARD, in Buckets, 4 Lbs. . . . . 89c
  - BLEACH, Kalex, Gallon . . . . . 54c
  - Quart . . . . . 16c
  - DETERGENT, Topco, Giant Size . . . . . 59c
  - All Popular Brands, Giant Size . . . . . 76c
  - TOILET TISSUE, Prim . . . . . 2 for 15c
  - PAPER PLATES, Pkg. of 5 . . . . . 10c
  - PAPER CUPS, Pkg. of 6 . . . . . 15c

**—DRY GOODS DEPARTMENT—**  
Men's Rubber Boots — Sport Caps—89c  
New Shipment Fowlke's Open Range Hats From \$2.98 to \$3.98  
New Shipment Men's Wrangler Western Shirts Ladies' Blouses on Special 75c and Up

**HARRIS BUILDERS SUPPLY**  
Green Tree 2541 1st St. N.M.  
DEPT. GOODS — HARDWARE — GROCERIES — MEATS

**MR. AND MRS. CECIL JENNINGS HOSTS IN OPEN HOUSE AT NEW HOME HERE.**  
An interesting social event of Thursday evening, June 6, was the open house at the new home of Mr. and Mrs. Cecil Jennings on Country Club Drive. In the house party were Mr. and Mrs. E. Haynesworth, Ruidoso, and El Paso; Mr. and Mrs. Jesse Pericot, Ruidoso; Mr. and Mrs. W. L. McDonald, Ruidoso and Artesia; Mr. and Mrs. James L. Cowan, Ruidoso and Graham, Tex.; and Mr. and Mrs. Jennings, Ruidoso and Pecos, Tex. The women wore corsages of white carnations presented by the host. The men wore single red carnations presented by the hostess. Carrying out the red and white color scheme, flowers were placed at vantage points around the reception rooms, among them an arrangement of red and white and white peonies and red-purple iris.

slightly different in its hue of green, is a separate treat to the gaze, so weary of looking at things of drooping.

And on the hot and burning noontimes, and the searing afternoons, who can describe the comfort of the cool and leafy shade? Did I ever tell you that each tree has a shade all its own? Yes, every tree has a shade of its own and comforts and refreshes you in a little different way.

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**CAPTAIN PATA HAS LARGE GROUP AT TULARESA MEET**  
Captain Pata, Teachers Association had the largest delegation present last Friday at the PATA Officers' School of Instruction conducted at Tulare, Calif. by National and State PATA officials. Communities represented were Ruidoso, Captain, Tulare and Alamo, and attending from Captain were Mr. and Mrs. Otero, Mrs. Fletcher Hall and Rev. and Mrs. Charles L. Conder.

**ARTIST IS HERE**  
Helen Zlotkowski, Phoenix, Ariz., has set up an outdoor studio near Carrizo bridge to display her lighting art work. She has numerous paintings on display. She is a student of Luther Paul who used the same site the last two summers for an outdoor studio.

**— ALOHA SHIRTS — BROCADE ROBES —**

**Please Dad**  
On Father's Day With a Gift That is Different from—

**THE TREASURE CHEST**  
See the Beautiful Brocade Western Shirts Exotic Clothes from Hawaii, India, Hong Kong and Japan—Shoes and Bags from Italy, Morocco, India and Japan.

New Light-as-a-Feather Jewelry from France

**THE TREASURE CHEST**  
Gifts from Around the World Across from Ruidoso Trailer Park on Main Road — TIE CLASPS AND CUFF LINKS —

**SID COURVELLE**  
**PLUMBING & HEATING**  
Fixtures & Installation  
For Every Plumbing Need

Use Our Easy Payment Plan (FHA Plan ABC)  
No Money Down, Low Monthly Payments  
Up to 3 Years to Pay  
Dial 2055 Ruidoso, N. Mex.

This Week's Laff-Coated Truth—  
Pessimist: Man who backed an optimist.  
—Mary Poole

**★ ★ ★**  
**YOU ARE LUCKY**

You were not among the 15 persons killed on New Mexico Highways last week-end. That is a terrible toll of life, and in most cases, carelessness, failure to obey safety laws and other neglect was the cause. It is important that you be alert at ALL times when driving. Remember, the life you save may be one of our customers.

Ask About Our Liberal Terms.  
We Give S. & H. Green Stamps

**HOLLYWOOD LUMBER CO., Inc.**  
Highway 78 Hollywood, N. M.



**TO WED—**Mr. and Mrs. Fidel A. Trujillo, Sr., are announcing the engagement and approaching marriage of their daughter, Helen, to Billy Mitchell, son of Mr. and Mrs. Norman D. Mitchell, Anderson, Mo., now at Ogdenland Park, Kans. The couple will marry on Saturday, June 15, at St. Eleanor's Catholic Church. Miss Trujillo is a graduate of Ruidoso High School. She presently is a secretary at Holloman AFB, Alamogordo. A 17-year-old Mitchell graduated from Anderson High School, and served in the United States Coast Guard five years and is now in the U. S. Air Force at Holloman.

**Early Services Are Announced By Methodists**  
The Rev. T. L. Atkins, III, announced this week the plan of the Community Methodist Church to conduct early services in their parish service, in addition to their other services, each Sunday during the summer months. The first such service will be held at 8:30 a. m., next Sunday, June 17; the 8:30 hour will be the regular time for this service throughout the tourist season.

It is hoped that such a service will prove of real value to various local residents whose summer work prevents them from attending at a later hour, as well as to those visitors who are accustomed to attending early services in their home churches—or who would for any other reason prefer this service.

**Ben Vaughn To Wed Ft. Geo. Meade Girl**  
Friends here have received invitations to a wedding set for Saturday, June 30, in Grace Episcopal Church, Elk Ridge, Md., for Ben Vaughn, son of Mr. and Mrs. Ben Vaughn of Plainview, Tex., former Ruidoso resident, and Miss Margaret Suzanne Atwell, daughter of Col. and Mrs. Richard Nelson Atwell of Ft. George Meade, Maryland. Benny Vaughn is in the class of 1952, and went into an Army band after a schooling in music at McMurry College, Abilene, Tex. The parents were partners with the Vic Lambs in operation of the Ruidoso News from October, 1951 to May of 1952.

**Lincoln County Girls Attend YWCA Camp**  
In attendance this week at the Episcopal Girls' Friendly Society Camp at Cloudcroft YWCA Camp was Mrs. J. Paul Turner of Carrizo and five Lincoln County girls—Annette Zimmerman, Wendy Lamb, Janice Turner, Patricia Shier and Linda Shier. The girls left for camp Monday, and are expected to be back this week-end.

Rev. Charles L. Conder was at the annual Clergy Conference for New Mexico and Southwest Texas, Monday through Friday this week at Gellenthien Ranch near Las Vegas. Friday night he will meet at Bonnell Ranch, Glencoe, with committee chairman for the forthcoming annual barbecue to be held Friday, July 13, at Bonnell Ranch. He and his family will leave Sunday afternoon, June 17, for a visit to Los Angeles, returning Friday, June 20. Services during his absence will be on regular basis and will be conducted by Lincoln County lay readers.

Thursday morning church school in Ruidoso will be at the Church at 9:30 a. m. Thursdays through the summer, with Mrs. Vic Lamb in charge during Conder's absence in June.

**CAPTAIN CUB SCOUT NEWS**  
The Fort Stanton section of Captain Cub Scouts enjoyed baseball on the Fort Stanton diamond last Wednesday with every cub in attendance. During the absence of Cubmaster Charles L. Conder on the last two Wednesdays in June, Mrs. Henry Meyer, wife of the acting medical director of the sanatorium, will have direction of the ball game. Money raised at the baby clothing hanging. At the fire-place sat a white baby bassinet, running over with presents. Of the many lovely presents received by Mrs. Carter, no two were alike. Beautifully decorated pastel yellow and green cakes were served with delicious punch. A table covered with a pastel yellow cloth. The honoree expressed thanks to all who made the event such a pleasant surprise.

**EXPECTING COMPANY**  
Mr. and Mrs. George E. Miller and son, George, of Kinman, Ariz., will be in Ruidoso this week-end for a visit with Mrs. Miller's mother, Emma Miller, and aunt, Iva Coleman.

The Paul West family moved last week and will be leaving the old place for a new home.

**PAGE TWO**  
**Ruidoso News**  
Friday, June 15, 1956

**Joan Marie Matthews Attending Annual Girls State Meet**  
Attending the annual session of the New Mexico Girls' State this week in Albuquerque is Miss Joan Marie Matthews, chosen from the 1955-56 Junior Class of Ruidoso High School by the faculty. The affair is held on the campus of the University of New Mexico. She left Ruidoso early in the week for the Duke City with several other Girl Staters of Southeastern New Mexico.

In elections held early this week, Joan Marie was named a councillor in the mythical town of Pinon.

**Madeline Rachels, John Leverton Wed In Houston**  
Madeline Rachels, immediate past secretary of the Ruidoso Chamber of Commerce, and John Leverton, formerly with the New Mexico State Highway Department, as an engineer, were wed June 6 in a Baptist church in Houston, her parents, Mr. and Mrs. Henry Thorne, were informed last week-end by telephone.

After a brief honeymoon at Galveston, the pair came to Ruidoso early this week and were honored in a dinner given by the Thornes at Nob Hill Lodge. Attending were the honorees' sister, Marcella Thorne, and a sister-in-law, Eaves and children, all from Albuquerque. The Levertons took the Rachels' children, Jackie and Martha, back to Houston with them when they returned there Tuesday.

**Senior Girl Scouts Hold Three-Day Camp At White Oaks**  
Ruidoso's Senior Girl Scout Troop returned last Friday from a three-day encampment at Lincoln County's famed old gold mine town, White Oaks, northeast of Carrizo. Accompanying the Scouts was Mrs. R. K. Knox, sponsor, and providing transportation were Mrs. Ruth Moore, Ray Carpenter and Jackie Jackson. Scouts making the encampment were Beverly Watkins, Linda Moore, Ada Lu Gragg, Ella Ruth Jackson, Mary Evelyn Jackson, Marie White, Bertha Reese, Dixie Dryden, Joan Matthews, Carol Ann Harris and Jeanne Carpenter.

**VISIT CROWSONS**  
Mr. and Mrs. Pat Haynes and son, Pat, Jr., and Mrs. and Mrs. J. F. Province and daughter, Beaneen, and Mary Cleon Crowson, granddaughter of Mr. and Mrs. C. E. Crowson, spent the week-end here with the Crowsons and have promised to return for another visit. The granddaughter, Mary Cleon, plans to spend some time with her grandparents. The group was from Fabens, Tex.

Expected here this week from a trip to California in which they were injured when they were involved in a car wreck were Mrs. and Mrs. Harold Barnes of Carlsbad. He is the son of Mrs. T. A. Williams. The couple had left their three sons here with the grandmother while they went on their

**FIRST CHRISTIAN CHURCH**  
Palmer Gateway — Ruidoso

**1956 Summer Schedule of Services**

- 8:00 a. m. Preaching and Communion
- 10:00 a. m. Sunday School
- 11:00 a. m. Preaching and Communion
- 6:00 p. m. Youth Program
- 8:00 p. m. Preaching and Communion

Attend Church Somewhere Every Sunday!  
If You Do Not Have a Church Home, You Are Cordially Invited to Worship with Us.

**FRANZ ALFORD, B. D.**  
Minister

(Courtesy Baker Pharmacy)

**HONORED ON BIRTHDAY**  
Mary Russell was honored with a birthday party, including cake and coffee and presents, at Central Grill Wednesday afternoon, attended by Iva Coleman, Zell and Billie Clarke, Eva Waltrip, Della O'Kelley, Emma Miller, Susie Miller, Rella Eason and Lorene Parker.

**Card Of Thanks**  
The family of Mrs. Pauline Lacy wishes to express its appreciation for the many floral offerings, the many kind deeds and the sympathy extended in her untimely death. We shall always remember Ruidoso and its people for the wonderful help offered so unselfishly at this time.

MRS. GERALDINE SOWELL

Mr. and Mrs. Stanley Sigler had as their guests last week-end, Miss Irma Sigler and Mr. and Mrs. Carl L. Hale of Tulsa, Tex. Miss Sigler is a sister of Mrs. Sigler and the Hales are old time friends.

Mrs. Caille Baze, Monahans, Tex., and a longtime resident of Ruidoso who once operated Baze's Cabins in the upper canyon, is here visiting with Mrs. Geta Williams in her summer home. Mrs. Williams is of Trent, Tex.

Mr. and Mrs. H. L. Pennington and daughter, Miss Lynn, El Paso, and J. F. Pennington, Dardanelle, Ark., were week-end guests in the Stanley and John Sigler homes. Mrs. Pennington is the daughter of Mr. and Mrs. Stanley Sigler.

**Pearl LAGER BEER**

**Pick PEARL**

**Tops with Meals**

Copyright Mering Co.

## Catholic Youth Camp Opens Up Mon-Jeau

(By AILEEN LINDAMOOD)  
Camp Way-Tay-Win is located on the Mon-Jeau road five miles from Alto and is under the directorship of Julius Lowenberg, scout executive for the Catholic Youth Organization in El Paso, and Rev. James F. Madden, camp chaplain. The first session opened with seventy-five boys arriving for the period of June 10 thru 16. Other sessions are set for June 17 to 23; 24 to 30 and July 1 to 7. All Catholic scouts in the El Paso Diocese are qualified to attend as well as any Catholic boy 11 years of age or older. While this camp is primarily for Catholic boys, it is open to all boys regardless of race, color or creed, Father Madden said.

**Roadside Tables**  
Set up on Highway 37  
The past week two men from the State Highway Department have been setting up roadside tables along 37. They are made of concrete and have given a great

## RUBBER STAMPS

All Sizes  
**RUIDOSO NEWS**

deal of pleasure to picnickers already.

**Lightning Fires in Area**  
Saturday lightning was the cause of two fires in the Lincoln-National Forest. One was on the west side of Sierra Blanca and the other in Brady Canyon. They were both contained in short order.

The L. J. Adams of El Paso enjoyed a week end at their home at the top of Peters Hill. Henry Hoffman of El Paso and Carrizozo visited them on Sunday.

Mr. and Mrs. Charlie Nabours arrived Saturday from Cameron, Texas, for an indefinite stay at their Eagle Creek home.

D. K. McNear, S. P. trainmaster at Tucuman, and his father, E. Denman McNear of Petaluma, Calif., were in Ruidoso, Alto and Mon-Jeau visitors last week-end.

The Wayne Hamiltons came up from El Paso for a week-end with the Lindamoods.

The Neal Chapman of Carlsbad were in the community the past Saturday and Sunday doing some survey work for L. J. Adams and Henry Hoffman.

Henry and Lyda Peebles of the Mesa country visited the Charlie Peebles Sunday and also stopped in the Alto store.

Bill Van Pelt suffered a painful injury on Saturday while working at the Blood Dairy. One finger was cut so deeply it required eight stitches and the other finger required four.

The Richard Rowleys of Clovis

came in Tuesday for a vacation at their Eagle Creek home.

Mrs. C. E. Donohue of El Paso spent a couple of days at Eagle Creek last week in preparation for opening her home there for her return in about ten days.

The Alan Johnsons came up from Carrizozo Thursday to spend the day with the George Dingwalls.

J. O. Donohue returned from Blythe, Calif., last week and with him came his wife and son, Rob, to spend the summer at the Ruidoso Chinchilla Farm.

Mrs. Ernest Blood is on a trip to Denton, Texas, to visit her daughter, Mrs. Alice Lindsay and children, Jimmy and Sue. The two grandchildren will return with her to spend the summer here.

Garland Alvis was in Tularosa on business Thursday.

Mrs. Geo. L. Zimmerman and daughters Charlotte and Rebecca of Ruidoso were visitors on Wednesday.

Joe Rodgers of Carrizozo visited with the Garland Alvis family the past week.

There was enough rain on Sunday to cause a wall of water to flow down Little Creek for the first time this summer.

You haven't seen all of Ruidoso's attractions. You see the most beautiful curio store and most complete Indian trading post in the entire Southwest. It's on highway 70 west of the Junction—It's Clayton Bennett's.

## PAGE THREE Ruidoso News Friday, June 15, 1935

### Hospital News

Patients receiving treatment the last several days in Ruidoso-Hondo Valley General Hospital have been:

Mrs. Robert Battle, Alamogordo; Claude Taylor, Green Tree; Mable Sanchez, San Antonio; James Davis, El Centro, Calif.; Charles Gresswell, Carl Klein, Robert Tucker, Mrs. Pearl Lea, Yolanda Manley, Mrs. O. V. Comer, Karen Farus, Johnny Barajas, Ruidoso; Elzy Perry, Glencoe.

Born, to Mr. and Mrs. Juan Montoya, San Antonio, a son, June 4, wt. 8 lbs., 15 oz.  
Born, to Mr. and Mrs. D. S. Barron, Ruidoso, a son, June 12, wt. 5 lbs., 10 oz.  
Born, to Mr. and Mrs. Herbert

**These Accommodations Open Year 'Round in the Playground of the Southwest**



24 Modern Cabins Among The Pines

On The Nolsy River  
**Open Year 'Round**  
"Live The Life of Riley In A Cabin in the Pines"  
Kitchens, Bathrooms, Baths Completely Furnished  
**PLAYGROUND FOR CHILDREN**

**PINES MOTEL**  
Ruidoso's Newest & Most Modern  
Panel Ray Heat—Tiled Baths  
Carpeting—Innerspring Mattresses  
Pho. 3142—Box 1573  
On Main Road  
MEMBER RUIDOSO C. OF C.

**APACHE VILLAGE**  
On The Alto Road  
MODERN CABINS  
Open Year 'Round  
L. A. Page—M. E. Standefer  
MEMBER RUIDOSO C. OF C.

**Idle Hour Lodge**  
Open Year 'Round

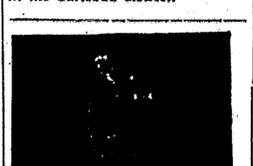
- ON THE RIVER
  - PANEL RAY HEAT
  - KITCHENETTES
  - ELECTRIC REFRIGERATION
- Mr. and Mrs. James H. Littlefield  
Phone 3245 Ruidoso

**El Rancho Ruidoso Court**  
MAIN ROAD  
OPEN YEAR ROUND  
Modern  
Kitchens Available  
Phone 2245

Carter, Green Tree, a daughter, June 8, wt. 6 lbs., 15 oz.  
Born, to Mr. and Mrs. Justo Rojo, Ruidoso, a son, June 11, wt. 6 lbs., 18 oz.  
Born, to Mr. and Mrs. Henry Page, Green Tree, June 7, wt. 7 lbs., 11 oz.  
Born, to Mr. and Mrs. Muriel Adams, Hollywood, a daughter, June 9, wt. 7 lbs., 12 oz.

**Conservationist For Upper Hondo Makes Home Here**

Clem Weindorf, new soil conservationist for the Upper Hondo Soil Conservation District, with offices in Capitan, is making his home in Ruidoso at the A. C. Kelley rock house in Palmer's Gateway. He and his family moved in there last week-end. He succeeds Archie Fuchs who was transferred to the Roswell district office. Weindorf was with the Fenasco district, with offices at Hopewell for nine years, and prior to that was in the Carlsbad district.



... before it TALKS

... is the way our doctors put it—"Our chances of curing cancer are so much better when we have an opportunity to detect it before it talks."

That's why we urge you to have periodic health check-ups that always include a thorough examination of the skin, mouth, lungs and rectum and, in women, the breasts and generative tract. Very often doctors can detect cancer in these areas long before the patient has noticed any symptoms.

For more life-saving facts phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society

## Noisy Water Lodge Opens For Season

LeRoy Harlike, El Paso, this week announced the opening for the summer season of the Noisy Water Lodge, 2 1/2 miles above the Ruidoso postoffice. Assisting in operation of the place will be George and Dorothy Vandaveer, who will have charge of the cocktail lounge, Harlike announced. They are well known in South-eastern New Mexico, he added.

IF YOU WANT A New Cadillac, priced right, see Clayton Bennett the Trader.

## IT'S WISE To Do Your Real Estate Business Through A REALTOR

(This is one of a series of articles published in the public interest by the Ruidoso Board of Realtors to acquaint you with the purpose of this organization.)

Through the REALTOR, the land resources of the nation have been husbanded and developed; and through his ownership, has attained its widest distribution—a distinguishing mark that differentiates this from other civilization and provides the real radical impetus. The REALTOR is a creator of homes, both urban and rural, and by his activities molds the form of his future city, not only in the living of its people, but of its commercial and industrial aspects.

THEREFORE, IT IS WISE TO DO YOUR REAL ESTATE BUSINESS THROUGH A REALTOR. Members of the Ruidoso Board of Realtors who have subscribed to this code: Henry T. Wicker, Ruidoso, N. M.; Iva Coleman, Ruidoso, N. M.; Burdett-Campbell, Ruidoso, N. M.; W. D. Crosby, Ruidoso, N. M.; Warren Barrett, Ruidoso, N. M.; Luther Bynum, Ruidoso, N. M.; Lewis Farris, Carrizozo, N. M.; Tom Jones, Ruidoso, N. M.; Cy Leiland, Sr., Ruidoso, N. M.; Lucille McCarty, Ruidoso, N. M.; and Lela Easter, Ruidoso, N. M. Salesmen who are associate members: Mrs. C. C. Turner with Burdett-Campbell and Terry Easter with Lela Easter.

### FILMS DEVELOPED OVERNIGHT

SEE Our Selection of Cameras And Equipment . . . Reasonable Prices.

**TAPE RECORDERS**  
And  
**SUPPLIES**

**SHOP**  
Our Store For  
**GIFTS**

**CARMON OLD MILL TRADING POST**  
GIFTS - CAMERAS - FILM - TAPE RECORDERS - PROFESSIONAL PHOTOGRAPHER

**Hollywood, Green Tree Residents Get New Garbage Pit**  
Hollywood and Green Tree residents now have a garbage pit for their use, to be opened Friday at a site two miles east of Green Tree and half a mile south off of U. S. Highway 70, announces Green Tree Councilman Tom Bingham. A sign will indicate where to turn off the highway to reach the dump, Bingham said.

**Machinery Moved In For Road 37 Paving**  
Armstrong & Armstrong, successful bidders on paving two miles of State Highway 37 from atop Peters Hill to Angus, have moved in considerable of their equipment, and have installed it on J. J. Land's property. Surveying has been completed and actual construction should get underway soon, according to Mrs. Aileen Lindamood of Alto.

### NOB HILL RESTAURANT

Chicken & Steaks  
Quality Always

Open 11:00 a. m. 'til 10:00 p. m.

### GOOD NEWS for Phillips Users

## MIDWAY GARAGE

new features Phillips 66 Petroleum Products, Lubrication work, and accessories—in conjunction with the Garage servicing all makes of cars. We will honor most Credit Cards. General Repairing will be featured as in the past.

**BILL BLAKELY—OWNER**

### LOOK For This Sign On Our Garage On Main Road

It means complete Front End and Frame Alignment . . . Wheel Alignment  
Wheel Balancing . . . Tire True-ing  
. . . and Brake Service.

**SKYLAND AUTO**  
(GULF SERVICE STATION)  
—AND—  
**SKYLAND GARAGE**  
Tune-Up — Parts — Accessories  
THE LUALLINS

Sorry! Due to Unexpected Delays We Have Had to Postpone This for One Week!

Everybody's Invited To Our  
**OPEN HOUSE**

## TWO DAYS NEXT WEEK FRIDAY AND SATURDAY

When We Will Be Serving  
**FREE COFFEE**

and will demonstrate this modern new method of cleaning without odor!  
Hollywood — Next Door to Dairy Queen

## ODORLESS CLEANERS

FRANK LILLY, Prop.  
A New Kind of Fast One-Day Cleaning Service and a New Business For the Playground Area

### The Ruidoso News Sells FILING CABINETS

We offer a wide choice in filing cabinets for either the business office or the home.

Below are Some of the Cabinets We Have For Sale—With Delivery Within a Week.  
f. o. b. Amarillo, Texas.

|  |         |
|--|---------|
| H-O-N Filing Cabinets, 2-Drawer, Letter Size, with lock \$47.95, without lock . . . . .                                | \$41.95 |
| H-O-N Filing Cabinets, 2-drawer, Legal Size, with lock \$53.95, without lock . . . . .                                 | \$47.95 |
| H-O-N Filing Cabinets, 4-drawer, Letter Size, with lock \$69.95, without lock . . . . .                                | \$62.95 |
| H-O-N Filing Cabinets, 4-drawer, Legal Size, with lock \$76.95, without lock . . . . .                                 | \$69.95 |
| Other 4-Drawer Cabinets ranging from \$31.45 to \$58.95  |         |
| Small 2-Drawer Letter Size, Model 29 . . . . .   | \$26.95 |
| Combinations of Filing Cabinets with letter files, card file drawers, storage shelves, ranging from \$46.95 to \$66.45 |         |
| We also have file folders, indexes, and card file boxes from 3x5 to 5x8 inches, short or long lengths.                 |         |

## Announcing

The Opening in Ruidoso Of

# Baxley Motor Co.

## Ruidoso Branch

On Main Road—West of Shipley's Cities Service Station

**AUTHORIZED DEALERS**  
—For—

### PONTIAC—CADILLAC GMC TRUCKS

Buy From Your Authorized Dealer

## BAXLEY MOTOR CO.

Dial 3193 — Jerry Patillo, Salesman

### QUALITY—FAIR PRICES

That's what we feature. Also, we have a financing plan that will let you ENJOY YOUR IMPROVEMENTS While You Pay for Them. NO MONEY DOWN

And easy monthly payments can give you a new bedroom, or other additions to your home you are needing. We'll Help with the Plans

HERE'S JUST A FEW OF OUR MANY SPECIALS THIS WEEK—

Big New Shipment of GARDEN WATERING HOSE

|   |        |
|---|--------|
| Plastic, with 5-yr. guarantee, 50 Ft. . .   | \$2.89 |
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**PLYWOOD SPECIALS**

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| Three-Quarter Inch, per Square Ft. . . . .  | 35c     |
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And, we have other bargains for you. We can always Save You \$\$\$ On Your Building Needs.

**THIS WEEK-END—ASK FOR PINE TREE SAVING STAMPS ON YOUR PURCHASES**  
—You Can Redeem Them For \$4 per book on ANYTHING in our store.

Ruidoso Dial 2875 Hollywood Box 22  
"THE SUPPLY HOUSE OF BETTER BUYS"

## BURNS & ROBERTS LBR. & SUPPLY CO.

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THE  
**FIRST NATIONAL BANK**  
OF ROSWELL.

Established 1890 "A Home Institution" Member Federal Deposit Insurance Corporation

# -:Sports-:

## Eight Two-Year-Olds Quality In Quarterhorse Futurity Trials

**Saturday Races**  
Despite a heavy track soaked by day-long rains Friday, a crop of speedy two-year-olds galloped into the finals of the Ruidoso Quarter Horse Futurity here Saturday. Eight of the two-year-old speeders qualified in the four trials for the Futurity itself, which will be run off July 21.

A small crowd watched the fourth day of racing at Ruidoso Downs.

Best time in the trials was the 23.9 clipped off by Mr. Mackay in winning the first heat. It was just 14 seconds off the track record and observers said that on a normal track Mr. Mackay owned by J. B. Ferguson of Wharton, Tex., would have clipped the mark.

Mack Shade, running second in the opening heat, also qualified for the Futurity.

Others who qualified by winning or placing in their heats were Double Bid, owned by G. C. Ziegler Estate, Orlando, Fla., owner, 2.30, 2.60, 2.40; Dark Intruder, 5.30, 3.10; I'll Be There, 2.60; T-24.1.

Tenth race, 5 1/2 furlongs—Pegmar, A. J. Pendergast of Tolleson, Ariz., owner, 7.70, 3.50, 2.70; Top Distance, 2.90, 2.50; Little Esier, 2.3, T-12.4.

Eleventh race, one mile—LX Bar, Mendelbaum Inc. of Tucson, owner, 4.80, 2.80, 2.60; Super Lunar, 3.60, 2.70; Mondes War, 5.10, T-15.3.

Twelfth race, 1 1/16 miles—Tunt Sandiway, C. A. Romine of Amarillo, owner, 13.30, 7.10, 4; Harney Dick, 14.10, 6.80; Ask Hills, 4.90, T-19.2.

Long Shells Win Sunday  
Despite hail and rain storms and a flash flood, a record early-season crowd estimated at 4,200 spectators watched a series of longshells come through on a muddy track in the fifth day of racing at Ruidoso Downs Sunday.

Five horses in the first nine races of the day's program came home at 5-to-1 or better odds as the weather slowed favorites and generally affected the running.

Biggest pay in the early races was the \$51.90 for a \$2 ticket returned by Saint Meru, owned by John Hand of Albuquerque, in the

Red T, 5.90, 3.90; War Tuffy, 5.60, T-11.5.

Fifth race, 870 yards claiming—Bob Hope; Lavar Allred, Thatcher, Ariz., owner, 5.60, 3.30, 2.70; Bob's Dude, 4.40, 3.40; Talosito, 2.90, T-50.1.

Sixth race, 440 yards Futurity Trials—Mr. Mackay, J. B. Ferguson, Wharton, Tex., owner, 9.70, 4.10, 3; Mack Shade, C. T. Guss, Ariz., owner, 5.60, 3.30, 2.70; Dude, 4.40, 3.40; Talosito, 2.90, T-50.1.

Seventh race, 440 yards Futurity Trials—Double Bid, G. C. Ziegler Estate, Orlando, Fla., owner, 4.60, 3.80, 3.10; Alf Rate Jr., W. C. Ricketta, Houston, owner, 7.60, 4.40; Hopeful Lady, 3.80, T-24.4.

Eighth race, 440 yards Futurity Trials—Vell Array, W. C. Butler, Eagle Pass, Tex., owner, 9.20, 4.10, 3.40; Five Slash, 3.70, 3.10; Furioso, 3.60, T-25.1.

Ninth race, 440 yards Futurity Trials—Hy Alwin, D. E. Packett, Fayetteville, Ark., owner, 2.30, 2.60, 2.40; Dark Intruder, 5.30, 3.10; I'll Be There, 2.60; T-24.1.

Tenth race, 5 1/2 furlongs—Pegmar, A. J. Pendergast of Tolleson, Ariz., owner, 7.70, 3.50, 2.70; Top Distance, 2.90, 2.50; Little Esier, 2.3, T-12.4.

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## Whirl of Sports

By Jim Lamb

Albuquerque (Sp.)—After a fast tour of La Mesa's plant recently only one criticism—the folks there are some day going to be in the same shape as the folks out at the Fairgrounds — not enough room.

But . . . Ruidoso Downs is still the fastest growing of New Mexico's three parks. Understand the Downs is planning a day to salute Albuquerque's 250th Anniversary July 1.

Raton's new clubhouse is even better than pictures. And it's not (repeat NOT) exclusively a "members only" clubhouse. Besides the best possible view of the finish line, the clubhouse has dining service non pariel.

But for all the chrome and glass, the thing that drew the most comment-opening day was the system of identifying those entitled to the clubhouse. Patrons of the clubhouse are stamped with an invisible ink, which glows (in the dark) under a "black light" fixture at the gate. (Ed. note: They do that here at the Downs, too, Jim.)

Karl Johnson, Ruidoso Downs publicity man, explained why the Downs is holding back on the 870 yard dash now. The middle distance sprint used to be the most popular run at the Downs. "Got to get the quarter horses acclimated," Johnson avers. Quits a jump from the lower elevations to Ruidoso's 6,000 feet plus altitude.

And it looks as if the Thoroughbred Futurity at the Downs is going to pass the rich Quarterhorse Futurity in size of purse this year. The top thoroughbreds will be after a purse expected to top \$12,000, Johnson reports.

Did you hear about the wag who reported he lost \$5 on a horse he could have bought for \$7.00.

6 1/2 furlong fifth race.  
Hail storms which covered the Ruidoso area at one time had stones as large as marbles standing two inches deep at the track. Intermittent thunderstorms also contributed to the general heaviness of the track, but did not slow down the spectators or the wagers.

War Tuck, the iron horse of Ruidoso Downs, turned in his third win in nine days. Proving that he can run on slow as well as fast tracks, the six-year-old gelding, owned by Jess Barker of Sonora, Texas, and piloted by Jockey J. Longoria, emerged victorious in the featured Gillette Pipe and Supply Co. purse.

War Tuck negotiated the mile distance in 1:45.

The co-featured event, the Motor Supply Co. purse, was won by Tidalis, owned by J. P. Woodruff of Raton, N. M. The horse paid 12.00, 5.50 and 4.20. Jockey H. Hinojosa, who turned in three wins in the day's mud melee, was up.

A total of 4200 spectators watched \$124,210 at the pari-mutuel windows.

Results of the racing:  
First race, 5 1/2 furlongs claiming—Aunt Frank, W. L. McDonald, Artesia, owner, 4.30, 2.50, 2.50; Halley's Comet, 3.90, 4.40; Modest Ann, 5.70, T-11.4.

Second race, 5 1/2 furlongs claiming—T Bone, H. M. Gray, Sr., Amargillo, owner, 20.70, 8.60, 4.50; Just Sue, 3.90, 2.90; Blue Terry, 3.50, T-11.1.

Daily double paid \$48.20.

Third race, 400 yards claiming—Little Traffic Joe, Jess Ross, Culberson, N. M., owner, 4.70, 3.50; Hoop Waggoner, 4.10, 3.50; Indian's Pet, 4.20, T-21.7.

Fourth race, 400 yards claiming—Earl's Girl, Bobby Michelet, Dexter, N. M., owner, 11.40, 4.90, 3.20; Sonny Reno, 4.10, 3; Nettie Lou, 3.30, T-21.8.

Fifth race, 5 1/2 furlongs claiming—Saint Meru, John Hand, Albuquerque, owner, 51.90, 34.10, 16; Mighty Late, 16.10, 7.40; Rebelways, 12.10, T-125.3.

Sixth race, 6 1/2 furlongs claiming—Arizona Bride, R. B. Feffer, Phoenix, owner, 24.10, 7.70, 3.50; Britches, 3.80, 3; Rulers Model, 3.70, T-124.3.

Seventh race, 350 yards claiming—Baba Lu, Gene Maxwell, Silver City, N. M., owner, 29.30, 10.90, 5.10; Capricho, 4, 3.30; Snooky's Pride, 4.50, T-19.2.

Eighth race, 6 furlongs claiming—Go Chalm, C. R. Austin, Amargillo, owner, 10, 4.40, 3.60; Left-

## Cree Meadows Names New Managers

W. J. Williams, Jr., new owner of Cree Meadows Golf Course, who last week purchased the interest of a partner, Johnny Mack, in the beautiful links, this week announced that Ken Newton and Cr. Land would be managers of the pro shop. Newton handled the Cree Meadows dining room and cocktail lounge concession last year when Edd Amosett was owner. George Brooks was to be placed in charge of the cocktail lounge, Williams said.

Tournament dates for this summer have been announced by the new managers as follows:  
Ladies' invitational, July 28 through 29.  
Men's invitational, Aug. 9 thru 12.

Posters and invitations regarding the two annual events are being distributed this month advertising the dates.

## Texas Enters 30 Hopefuls In Futurity

Attending to the increasing popularity of the Ruidoso Thoroughbred Futurity with the horsemen of the Southwest is the response which they gave in the form of nominees for the race. The first closing date, May 3, found sixty hopefuls in the entries at a cost of one hundred dollars each. Two late nominations prior to the second closing date, May 20, paid the two hundred fifty dollar penalty to become eligible for the race.

Entries were accepted until the final closing date, June 8, with a five hundred dollar penalty making the total entry fee six hundred dollars at that time.

Sectionally, Texas led the list of horsemen nominating entries with thirty, New Mexico owners were next with twenty-two, Oklahoma forty, Arizona five and California one. Leading the list of individual subscribers with three each were: Lazy H Ranch, May, Okla.; O. M. Lee Jr., Alamogordo, N. M.; and Ken Gaston of Roswell, N. M.

With a conservative estimate of thirty colts starting in the Trials June 8, a cost of one thousand dollars each, plus the two thousand dollar purse and the five percent of the mutuel handle on the race the gross purse will exceed any purse ever offered in New Mexico racing. With an estimated value of twelve thousand dollars, the winner of the Futurity, August 11 will net approximately sixty-five hundred dollars.

Track officials said if the race was to be run soon the probable favorite might be No Gal, the two-year-old colt owned by Dick Gray of Gorman, Texas. By August 31—Quinn Sabes?

The first WAVE officer of the Medical Services Corps was ordered to duty aboard the USS Haven, a hospital ship, in July 1953.

Ha's Boy, 3.10, 2.70; Boerac, 4.20, T-117.4.

Ninth race, 7 furlongs claiming—Angle King, Mrs. G. E. Persons, Hollywood, N. M., owner, 10.40, 5, 3.90; Texas Babe, 7.20, 4.80; Tom's Neleh, 3.10, T-131.3.

10th race, 5 1/2 furlongs allowance—Tripartalis, J. P. Woodruff, Raton, N. M., owner, 12.50, 5.50, 4.30; Double Hygro, 4.30, 3.20; Des-fair, 4.80, T-111.2.

11th race, 1 mile allowance—War Tuck, Jess Barker, Sonora, Tex., owner, 3.90, 3, 2.40; Brother Butch, 4.50, 3.20; Bart's Energy, 2.80, T-145.

12th race, 8 1/2 furlongs claiming—Royal Gun, W. C. Campbell, Hollywood, N. M., owner, 5.10, 3.40, 2.80; Moon Zinn, 6.20, 4.80; Hotlimesow, 3, T-125.3.

POST TIME 1:30 P. M. — ALL ELECTRIC ODDS BOARD

# Horse Racing in the Pines!

2 Big Days  
Saturday and Sunday  
This Week-End

Weekends and Holidays

## ALL SUMMER LONG

# RUIDOSO DOWNS

## RUIDOSO, NEW MEXICO

### Want To Buy A FORD ?

See Lowell Morgan  
Right Here in Ruidoso!

For the convenience of residents and visitors in the Ruidoso area

THE COMMUNITY METHODIST CHURCH of Ruidoso  
H. L. Atkins, III, Minister, announces an additional Worship Service, 8:30 A. M., each Sunday, beginning June 17.

### NOW OPEN

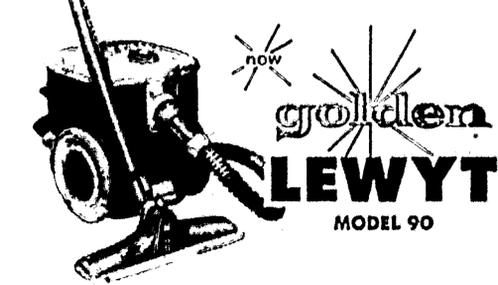
## NOISY WATER LODGE

2 1/2 Miles Above Postoffice on Main Road  
in Ruidoso  
DUNCAN HINES RECOMMENDED

Dining Room      Cocktail Lounge  
Superb Food

Special Attention Given to Parties  
Reasonable Prices  
Special Rates to Large Groups  
LeRoy Harlies, Mgr.  
PLENTY OF PARKING SPACE

## NEWEST, BIGGEST CLEANER VALUE



WITH THE 3 GREATEST ADVANCES IN VACUUM CLEANER DESIGN!

BIG WHEELS float the new golden Lewyt smoothly over deep rugs, door mats, everywhere.

ROLLING NOZZLE glides easily on small wheels. No more lunging push-pull.

RIDE-ALONG TOOLS on built-in rack do 23 cleaning jobs without one wasted step.

**TWO WEEKS ONLY!**  
**LEWYT SPECIAL MODEL 70**  
Demands like it sold for \$99.90!

**NOW ONLY \$55.00**

## Buckner's

GIFTS — APPLIANCES  
Maytag — Frigidaire

### THREE Businesses Giving These New Thrifty Trading Stamps ARE:

Harris Builders Supply  
Fine's Grocery & Market  
Burns & Roberts Lbr. & Supply

Printed and Produced in the Playground for Our Homefolks' Own Savings.  
Stores Issuing Them Redeem Them for \$4.00 in Trade at Their Own Stores

## SAVE PINE TREE STAMPS!

**PINE TREE Stamp \$4.00**

## FISHERMEN!

If you don't make your catch, don't go home without fish.

COME TO . . .

## RAINBO LAKE Trout Fishing

At Its Best

Free Bar-B-Q Pit  
NO LICENSE REQUIRED  
Catch Guaranteed  
Fish from 9 to 18 Inches!

### UP CARRIZO CANYON

1 1/2 Miles South from Sallee's Riding Stables

## WELCOME RACING FANS

Announcing Our Ruidoso Downs Dinner Buffet  
8:30 — 10:00

## NAVAJO LODGE

Ruidoso, New Mexico  
Mrs. Albee Lee — Mr. and Mrs. Harold Summers

THROUGH THE SUMMER SEASON  
Every Friday Evening—\$1.75

## GMC's new Model W550

makes earth-moving more profitable five ways:

- BIGGER LOADS**  
Oversize tandem axles (34,000 lbs. rated capacity)—double frame or L-type reinforcement available.\*
- FASTER TRIPS**  
210-hp V8 means quick get-up-and-go, on or off road!
- ENDS SHIFTING LAGS**  
Hydra-Matic Drive\* zooms it up ramps in one steady sweep—takes off faster—makes more trips—keeps drivers happy!
- EASIER HANDLING**  
Better weight distribution—Hydra-Matic and Safety Power Steering\*—make maneuvering easier.
- LOWER COSTS**  
Reasonable operating costs—far less down-time—GMC quality at a real competitive price.

Big choice of Blue Chip GMC's waiting Model W550 (40,000 GVW) is one of a wide range of heavy-duty 4- and 6-wheel construction models. Come in and write your own ticket!

See us, too, for Triple-Checked used trucks

## CITY GARAGE

Carrizozo, New Mexico

# PROGRESSIVE BUSINESS AND CIVIC MEN 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 leaders in their various lines of endeavor and the co-operation of these citizens in Roswell who helped make this department possible is sincerely appreciated.

## M. Alexander and Richard J. Pierce

M. Alexander and Richard J. Pierce have proven their progressiveness by constantly adding to and increasing the service which the Alexander Chevron Service, and the R. J. Pierce Chevron Service have extended to the people. The large volume of business handled by their own Chevron stations proves that "service" to them, is not "just a word," but something to be rendered to the motoring public to the fullest extent of their abilities.

In addition to their close attention to their business affairs, Mr. Alexander and Mr. Pierce were never men to dodge their civic responsibilities, and help in those matters has always been cheerfully given.

They fully appreciate the value of 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.

Richard Pierce and M. Alexander have many friends in and around the city and it is a pleasure to bring them before our readers in this review of progressive Roswell business men.

## J. F. Starling

In making 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 in the business and industrial life of the city.

Such a man is J. F. Starling, the manager in Roswell of the International Harvester Company, who also deserves an additional word of praise for being more than just a manager, but a constant and enthusiastic booster of the community, and in his way has done much to advertise the city.

Mr. Starling has pursued the progressive policy of stepping up his business ahead of the times thus earning 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 J. F. Starling and to point out to our readers his sincere desire to be of service coupled with his aggressive methods are largely responsible for the standing of the International Harvester Company in the Roswell area.

## Wayne Adams and Lloyd Pierce

Two of the better informed real estate and insurance executives of the city are Wayne Adams and Lloyd Pierce of the Adams-Pierce Insurance Agency.

They have been operating a complete service for their large clientele over a period of time and during that time they have made a great many friends both for themselves and for the companies their agency represents.

## Orville C. Compton and J. B. Riley

Because this is a period of growth and expansion for Roswell, those progressive business men who have the foresight and ability to lay their plans so as to be able to take advantage of those conditions, are entitled to more than ordinary acclaim. We are therefore glad to pay tribute to Orville C. Compton and J. B. Riley of the Compton and Riley Builders, for they have become well known figures in the business and industrial life of the city.

Mr. Compton and Mr. Riley's persistent optimism and steadfast belief in the continued future prosperity of the people of Roswell and vicinity are characteristics which are deserving of our highest commendation.

J. B. Riley and Orville Compton have also always shown a willingness to do their part in civic advancement and have contributed their bit, in one form or another, to the progress of the city.

Richard Pierce and M. Alexander have many friends in and around the city and it is a pleasure to bring them before our readers in this review of progressive Roswell business men.

## L. A. Cassity and B. E. Wolfe

In every community there are a number of business men who are national men who can be pointed out as having taken a three-fold part in the onward progress of their city. Two well known business men of Roswell who belong in this category are L. A. Cassity and B. E. Wolfe of Cassity & Wolfe, contractors.

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

Mr. Cassity and Mr. Wolfe are men who are equally well liked and respected by their intimate friends and the business associates they are loyal to the community, thankful for their success in business, and have shown their appreciation by their contributions to various civic movements of benefit to the city.

We congratulate L. A. Cassity and B. E. Wolfe and L. A. Cassity for being good citizens, progressive business men and boosters of their community.

## John H. Barton

Logically a man who has earned the reputation of being one of Roswell's more dependable new and used car dealers would in so doing, have earned the friendship and good will of a great many people throughout this entire district. A man who justly deserves that distinction is another excellent, friendly, John H. Barton of the Barton Auto Sales, located at 1006 West Second.

## Clarence L. Hope

Every progressive and successful business man in Roswell contributes in some manner to the growth and progress of the city. And a man who is always willing to do his part in both civic and business activities is Clarence L. Hope of the Pecos Valley Compress Company, who is well known and has many friends and business associates throughout this entire district.

The prominent part that the Pecos Valley Compress Company is playing in the business and rural life of Roswell and vicinity mirrors the progressiveness and ability of such men as he. Furthermore, Mr. Hope has also at all times been steadfast in his devotion to the city, and the surrounding country and, on many occasions, has lent his support to the successful promotion of meritorious civic projects.

Roswell and this district are fortunate to have such a man as Clarence Hope in a position of responsibility and service and this newspaper feels that it merely reflects public opinion in paying this brief tribute to one of the city's more progressive business men.

## Kermit and Virginia Shotts

Mr. and Mrs. Kermit E. Shotts of the Roswell Country Club are two of those progressive types of citizens upon whom the community depends upon a great deal for leadership in business or other matters. They are also civic minded and have, in the past, and no doubt will continue in the future to give more of their time and energy for the welfare of others than themselves.

They are the kind of people who make friends, and friendships once formed by them are never broken by an unkindly act on their part, and they spare no effort in order that their services to the motoring public shall be more dependable.

Mr. and Mrs. Shotts have never been known to inject themselves into a situation for the mere purpose of gaining publicity. However, they have succeeded in a most unobtrusive manner, and accomplish their objectives with a quiet dignity. We do hesitate to recommend Kermit and Virginia Shotts to our friends as good examples of the more progressive type of business people who have aided in the growth and development of Roswell and the surrounding country.

## W. Leo Thompson

In mentioning some of those men who are making a progressive part in the evolution of the business and civic life of Roswell we would be censored if we failed to include W. Leo Thompson, Branch Manager of the Security Finance Company, a firm that has long been recognized as a leader in the finance and loan business.

Mr. Thompson is that solid type of citizen whose fairness and friendliness and sincere desire to be of service, are accountable for a large measure of his success. And, as time goes on, his personal interests have become more closely interwoven with the business and civic affairs of the city. As a result he has, quite naturally, become accepted as a man who will cheerfully do his part to further the development of those civic activities to which he is best fitted to lend assistance.

Leo Thompson has, by the conduct of his business and by his attention to civic affairs, earned the friendship and good will of a great many citizens. He is a man who is interested in his activities and we only express the desire of his many friends and associates in wishing him continued success.

## Lynn W. Perkins

There are a number of business and professional men in Roswell who have gained recognition for their progressiveness, and a well known insurance man who belongs in this category is Lynn W. Perkins of the Franklin Life Insurance Company, located at 1700 West Juniper, whose years of fair dealing with many of our readers has earned for him a host of friends and a high regard throughout this area.

He is well established in the forefront of the business and civic life of his city. And the ethical manner in which he has conducted his business affairs is but one of the reasons for his outstanding success.

In addition to his insurance activities, Mr. Perkins has also accepted his share of responsibility in aiding civic projects. As the result of the combined efforts of men like him, Roswell is firmly established as a progressive city and we congratulate Lynn Perkins for this section of the state.

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

## John Miller

In all business and professional pursuits there are men who have met with success because they have honestly deserved it, and such a man in his field is John Miller of Miller's House & Window Upholstery Cleaning, who has earned the reputation he has earned for being one of Roswell's more progressive business men.

His thorough knowledge of everything pertaining to his business is exemplified by the manner in which he fulfills each and every demand upon him in line with his business.

Furthermore such experience as Mr. Miller has gained in the successful management of his business has been turned to the advantage of his fellow citizens by applying the same principles to the promotion of those civic projects to which he has been called upon to lend his able assistance. Thus his success in business has further enhanced his value to the city.

It is a pleasure to have the opportunity of including John Miller in this group of progressive and civic-minded people who are actively taking part in the evolution of the business and civic life of Roswell.

## John G. Maloof

At the head of one of the district's more prominent wholesale liquor and beer distributing firms, and as a leader of recognized ability in community life, John G. Maloof stands out today as one of the best of our men in the business and civic life of Roswell.

## G. Clifford Keith and Aubrey Barlow

Roswell owes much to these progressive citizens who have taken an active part in the growth and progress of the city and who have helped to make it the business center for this section of the state. In mentioning some of these men, it is only fair to include G. Clifford Keith of the Keith Auto Repair, and Aubrey Barlow of the South-west Auto Glass, whose outstanding knowledge of the automotive repair and maintenance and glass fitting business, has brought them to the forefront in their particular field.

Mr. Keith and Mr. Barlow are wholly deserving of our sincere praise, and these few words of commendation are but a just recognition for the many activities they have conducted on behalf of the general welfare of the community.

The honest and successful conduct of their business affairs is not only a reflection of their character, but also a strong factor in maintaining their position of leadership in their field of endeavor.

We trust that Aubrey Barlow and Clifford Keith will continue to serve the people of Roswell and the surrounding area for many years to come.

## Ruth L. and Frank L. Goodwin

Ruth L. and Frank L. Goodwin of the Ranchers Supply Company and Goodwin's Green Thumb Nursery, have well earned reputations for progressiveness because they have consistently forged ahead in their business, never letting up in their efforts to make their service to the people more valuable. This invariable policy has made the Ranchers Supply Company and Goodwin's Green Thumb Nursery, outstanding in their field, a fact that is well known to the public in the Roswell area.

But the Goodwins have accomplished much more than just making a success of their business and private affairs, and we take this opportunity to pay tribute to them for devoting what time they could spare to the general welfare, not only to the city of Roswell but this entire district as well.

It is such people as they, who are both successful in business and appreciative of their civic obligations that are deserving of recognition. We take pleasure in publicly praising the Goodwins and their son Frank, the credit for their accomplishments which their friends and associates have so long accorded them.

## W. E. Nelson

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 W. E. Nelson, of the Navajo Freight Lines, Incorporated, performs in the successful conduct of his business.

Mr. Nelson is an aggressive and resourceful personality whose progressive policies have earned for him a widespread reputation as a business man of more than average ability; and his apparent willingness to devote some of that ability to the promotion of civic activities further enhances his value to the city.

## Ewing R. Hill

We take pleasure in this Roswell review to call the attention of our readers to one of the more progressive personalities of this district. That personality is Ewing R. Hill, of the Pecos Basin Sample Laboratory, who is rendering a valuable service to the oil producers of the state.

The production of petroleum in this section has been one of the greatest single factors in the growth and progress of Roswell and this district, and Mr. Hill is a man who has taken an important part in many phases of oil field activities.

He is a resident of Roswell and has a large circle of personal friends throughout this entire district. He has also considered his civic responsibilities in a serious manner and is always ready and willing to help in the promotion of any project which promises to benefit his city and this district.

We congratulate Ewing Hill for the part he is playing in the development of the petroleum resources in this section of the state and we wish him many more years of successful operations.

## "Buck" Russell

The true value of a citizen is not gauged by his personal success, but rather by the manner in which he shares that success by his contributions to the community in which he lives. A city grows and prospers according to the number of public spirited men and women who compose its population.

Buck Russell of the Buck Russell Plumbing & Heating Company, is one of those men who has given much toward the development of Roswell and vicinity. He has turned his personal success in the business field to the advantage of the people as a whole and has accomplished much toward making his city a better place in which to live.

Mr. Russell's thorough knowledge of every phase of the plumbing and heating business has earned him a position of leadership in his field of activities and has gained for him recognition as one of the city's more progressive business men. We compliment Buck Russell in this Roswell review and wish to thank him for his small evidence of public esteem.

## R. F. Nash

We wish in this edition to pay tribute to R. F. Nash of the Nash Pharmacy, for his many contributions to the city of Roswell and his splendid record of achievements in the business life of the city.

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

## William J. "Bill" Koprian and F. D. "Ferry" Lewis

In critical times such as these, it takes business men of more than average ability to carry on their operations successfully. In making this statement the two men we have in mind are two of Roswell's more dependable farm implement dealers, William J. "Bill" Koprian and F. D. "Ferry" Lewis of the Triangle Implement Company, Oliver Farm Machinery, Sales and Service, who have a wide circle of personal friends and business associates throughout this entire district.

Their contagious optimism and freely expressed belief in the assured future prosperity of the people of Roswell and its metropolitan trading area, are characteristics which are to be appreciated in progressive business men. They have always taken an interest in community affairs and have shown a willingness to shoulder their share of the civic load.

It is such men as "Ferry" Lewis and "Bill" Koprian who, because of the successful conduct of their business and private affairs and their willingness to contribute to the public good, who are wholly deserving of a few words of commendation. It is a pleasure to pay them this brief tribute.

## Raymond Pollard and David Haney

Due to the efforts of a group of wide awake business men the city of Roswell has attained a dominant position in the commercial life of this section of New Mexico. And two of the men who have justly earned credit for being progressive members of that group are Raymond Pollard and David Haney of the Mutual Septic Tank Company.

It is because of the successful operations of such a business as theirs that the city of Roswell has earned the reputation of being one of the more progressive communities in this area.

Mr. Pollard and Mr. Haney have been conspicuously successful in spite of the fact that they have repeatedly neglected their own private affairs to devote a part of their time and efforts to the successful promotion of civic projects. It is considered a privilege to include David Haney and Raymond Pollard in this Roswell review and to publicly give them credit for their success in business and for their many contributions to the general welfare of the city.

## SCOTTY'S HIK-RY PIT

422 North Main — Roswell  
HEADQUARTERS FOR FAMOUS  
SCOTTY'S BARBECUED MEATS  
SAUCES AND SALADS  
These products are available in the better stores throughout this area—and are manufactured and distributed through—  
SCOTTY'S HIK-RY PIT

You'll Find At Our Store All the Famous  
Name Brands of Wine—Beer—Liquors

Star LIQUOR  
Downtown Ruidoso — Smalls' Wallace, Prop.

## Eugene E. Kenney

In paying tribute to some of the more progressive business men of Roswell we would be remiss in our duty should we fail to include Eugene E. Kenney of the Art Body Shop, whose business ability is no greater than the "know-how" and professional skill, which has contributed to his well-earned success in the automotive body repair and painting business, with emphasis on customizing, upbeasting and re-styling.

He has also contributed generously to the welfare of his city and the community for many miles around. And his civic spirit is evidenced by the many services which he has performed and will continue to perform in the interest of the people as a whole.

Mr. Kenney is a man of wide acquaintance, whose many friends admire and respect in him those virtues which inspire confidence and promote good feeling. And his upright business methods are a credit to his inherent sense of fair play.

We congratulate Eugene Kenney on his splendid record of service and trust he shall continue to assist us for many more years to come.

Mrs. Doris Malloy, Los Angeles, Calif. arrived here last week to visit with her son, Joe Malloy.

Florence Alford, daughter of Rev. and Mrs. Franz Alford, who has been attending Arlington State Teachers College, Arlington, Tex., is here for the summer to visit her parents. She is presently working with her mother in operation of La Florida Cafe in Palmar Gateway.

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A Satisfied Customer Is Our First Consideration

# New Church Building, Huge Growth Noted During Brian's Pastorate At Ruidoso First Baptist Church

(Editor's Note: Two and a half years as pastor of Ruidoso First Baptist Church saw much progress for the Rev. Walter L. Brian and his congregation. Recently called by a mission as minister in Alamogordo, a church reporter prepared this review of Brian's record here for the Ruidoso News.)

(By CHURCH REPORTER)

On Sunday, Oct. 4, 1953, the First Baptist Church of Ruidoso extended a call to Bro. Walter Brian. He and Mrs. Brian moved on the field the week of Oct. 18. When he started his work here there was no church budget. Bro. Brian immediately appointed a budget and a building committee. The church was in debt but by Jan. 3, 1954, the church was free of debt and they burned their notes at this time.

From the first of January to

REMEMBER THE DATES—  
June 24 Through July 4

## Gateway Church of Christ GOSPEL MEETING



DICK POWELL  
Redondo Beach, Calif.  
PREACHING



JOHN H. MCCOY  
Brownfield, Tex.  
SONG LEADER



## Plant Your Savings

WHERE MONEY GROWS

Your funds earn 2% interest in our bank compounded semi-annually.



Ruidoso, New Mexico

Telephone 4075

Capital and Surplus \$112,500.00

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Calm Down—  
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Drink 3 glasses of milk every day

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All Over  
Lincoln County—  
Frozen Foods  
Frozen Desserts  
Eggs  
Dairy Products  
Of Every Kind

Sold All Over Lincoln County in Your  
Favorite Food Stores

**CITY DAIRY**



ON THE JOB—Richard Triggs, affable employee at Ruidoso Food Mart the last four summers, is shown at work in the store in this photo.

June the church grew rapidly in membership and spirit. During this time the building fund was growing also, and on June 24, 1954, work was begun on the new building. This new building consisted of a Sanctuary which would seat 365 persons, a complete nursery department, church office, pastor's study and three class rooms. The approximate cost of this building and furnishing was \$60,000 of which \$30,000 was raised in cash and \$30,000 in Broadway Bonds. This building was dedicated Feb. 15, 1955. Bro. Brian worked untiringly during the entire building program, and each time we view our beautiful building we will realize anew how thankful we are for his having come to be our pastor.

When Bro. Brian came to us our church was not giving to the cooperative program or to associational missions. In the 2 1/2 years that he was pastor the church gave more according to per capita membership than any other church in Lincoln Association to all mission causes. In 1953 the church gave to all missions \$247.00; in 1954, \$1,509.00, and in 1955, \$3,761.00; and for all gifts in 1953, \$7,612.00; in 1954, \$19,205.00; in 1955, \$30,134.81. At the present time the church is giving 15% to cooperative program and 5% to associational missions. During his ministry here the church sponsored five mission Vacation Bible Schools.

### THE BIBLE SPEAKS

ACTS 16:11  
And God, which knoweth the hearts, bare them witness, giving them the Holy Ghost, even as He did unto us.

And put no difference between us and them, purifying their hearts by faith.

10. Now therefore why tempt ye God, to put a yoke upon the neck of the disciples, which neither our fathers nor we were able to bear?

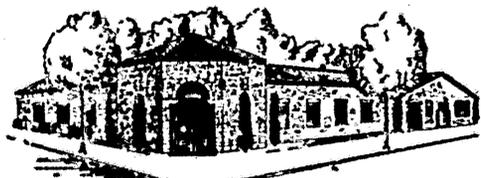
11. But we believe that through the grace of the Lord Jesus Christ we shall be saved, even as they.

### FIRST BAPTIST CHURCH

GREEN TREE, N. M.



Services Every Sunday  
**CHURCH OF THE HOLY MOUNT**  
(Episcopal)  
RUIDOSO  
The Chapel is open for meditation and prayer



**MULLINS-HAMILTON FUNERAL HOME**  
Phone 144 — Alamogordo, N. M.

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No Floor Cleaning Done—ANYWHERE!

Alamogordo Drive



### SAVES ON WATER BILL—

Richard Triggs, Texas Tech college student from Lubbock, Tex., washes his car in the Rio Ruidoso in this photo made last

summer. Triggs has entered Army service this summer and his many summer acquaintances here will miss his smiling countenance.

### Collegian Who Summers Here Dunks Car In River For Washing

(Editor's Note: Subject of this brief feature story is well known to many hundreds of summer visitors here who have seen him at Ruidoso Food Mart as a checker the last four seasons. He volunteered for Army duty at the end of his school term this summer. He told his friend, Bill Tucker of Ruidoso, on a recent visit here. Bill says he has not learned yet where the youth has been assigned.)

By Frieda and Samuel Hyatt  
"I've never seen anyone else doing it," says Richard Triggs of his car dunking, "but it's a good way to wash your car without getting a water bill. Richard literally dunks his car in the Ruidoso River and both he and the car enjoy every minute of it."

It all started when Richard, a senior at Texas Tech majoring in finance, bought a 1941 Chevrolet out of his earnings and drove the car down one of the scenic roads not far from his place of work, the Ruidoso Food Mart. It was a clear day and the young man came to a place in the road that is always under the water. The lad from Lubbock decided it would be a good place to wash his car and he drove into the middle of the noisy stream.

"I like washing my car in the river because it doesn't cost anything," says this student of the dollar. "I get out in the stream and stand in the water all the time. No water bill but plenty of water pressure just the same." Equipment for the job is a pair of rubber boots, a pail, and a sponge. "Extras" that are also furnished free by Nature, are the canopy of gorgeous pines, the saucy river with its foam caps against the boulders, birds that try to outshine the stream, and the cool invigorating air.

Richard, 20, is the son of R. A. Triggs, Sr. of Lubbock, Texas. He is working his way through college and has spent four summers in Ruidoso as checker and produce man in a local supermarket. He likes to work in the finance department of an oil company. But he wouldn't mind seeing the world before getting with the figures and estimates Uncle Sam will see to this. Six feet tall and weighing 160 pounds, the crew-cut collegian will make good Army material when called.

"I've never really been in any heat," points out rustic Richard

### If You Are NOT NOW

Attending Church Somewhere in Ruidoso, Then Let Us Extend You a Cordial Invitation to

Worship At The

FIRST CHRISTIAN CHURCH

Sunday School—9:45 a. m.

Preaching and Communion—8:00 and 11:00 a. m.

Preaching and Communion—8:00 p. m.

FRANZ ALFORD, S. D.

Minister

**RUIDOSO**

FIRST CHRISTIAN CHURCH

(Disciples of Christ)

Palmer Gateway Chapel

Come Hear Our Preacher Preach!

## REFUGE and STRENGTH



Into the House of God they have come for spiritual strength and comfort. The care or sorrow or need which brought them here is not important. It is important that the experiences of a lifetime have taught them that God is their refuge and their strength.

The beauty of faith shines in their faces, and from this devout worship they will go forth stronger in spirit.

But faith is not the exclusive possession of age. From childhood to the grave, man may find hope and comfort and peace in God. For faith banishes fear, overcomes difficulties and imparts new life.

In these troubled days, men need religion more than ever before. In the presence of vast powers hitherto unknown, we may feel frustrated and helpless. Human problems lie heavy upon our spirits. But God is a Rock of Refuge and Pillar of Strength to those who trust Him. Come to the House of the Lord.

THE CHURCH FOR ALL... ALL FOR THE CHURCH

The Church is the spiritual factor in the building of character and good citizenship. Without a strong Church, neither democracy nor civilization can survive. There are four reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

| Day       | Book        | Chapter | Verses |
|-----------|-------------|---------|--------|
| Sunday    | Psalms      | 46      | 1-11   |
| Monday    | Psalms      | 62      | 1-12   |
| Tuesday   | Matthew     | 6       | 1-13   |
| Wednesday | Matthew     | 6       | 16-23  |
| Thursday  | Matthew     | 7       | 1-14   |
| Friday    | Matthew     | 7       | 15-28  |
| Saturday  | Philippians | 4       | 6-12   |

This Special Church Feature Is Sponsored by the Merchants

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We Give It and It Gives Millions

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In Palmer's Gateway Building

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The Plaza

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Of Lincoln County  
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The Greenest Whisker Family  
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**Ruidoso Auto Supply**  
Automotive & Supply  
Selling Supplies

**Compliments of A Friend**

PAGE SIX  
**Ruidoso News**  
Friday, June 18, 1954

READ THOSE WANT-ADS! Slow down after sundown.

**Dan D. Swearingin Ins. Agency**  
Dependable Insurance  
Phone 4258 Ruidoso, New Mexico  
MEMBER RUIDOSO CHAMBER OF COMMERCE

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**GAS**  
IS THE IDEAL FUEL!  
For Heating... For Cooking  
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GAS heats plenty of water  
**3 Times Faster**

Be Sure Your Water Heater Is the Right Size  
Our Night Phone Is 3285

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PROpane and BUTANE  
Phone 4025 Ruidoso

### Church Directory

**FIRST CHRISTIAN CHURCH**  
Ruidoso, N. M.  
Franz Alfred, S. D., Minister  
Sunday School—9:45 a. m.  
Morning Worship and Communion—8 and 11:00 a. m.  
Evening Services—8:00 p. m.  
C. Y. F.—7:00 p. m.

**FIRST BAPTIST CHURCH**  
Green Tree, N. M.  
Rev. Jesse F. Wilson, Pastor  
Sunday School 9:45 a. m.  
Eugene Gay, Supt.  
Preaching Service, 11:00 a. m.  
Training Union 8:30 p. m.  
Mrs. J. B. Sawaway, Organist  
Preaching Service—7:30 p. m.  
Wednesday night service—7:30  
The church where everybody is somebody, and nobody a strange phone 2241.

**GATEWAY CHURCH OF CHRIST**  
Evan B. Waddell, Evangelist  
Phone: Res. 4204; Study, 4381.  
You are invited to see our TV program each Sunday, 2:30 to 5 p. m. over channel 8, Roswell.  
**COMMUNITY METHODIST CHURCH**  
Rev. H. L. Atkins, III, Pastor  
Sunday School—9:45  
Morning Worship—10:55  
Methodist Junior Fellowship—3 p. m.

Youth Fellowship—6 p. m.  
Evening Service—8 p. m.  
**CHRISTIAN SERVICE SERVICES**  
Every Sunday, 11:00 a. m., in Ruidoso Woman's Club. Testimony meeting following regular service each third Sunday. A cordial welcome is extended to all who may wish to attend.

**FULL GOSPEL HOLINESS CHURCH OF GREEN TREE**  
Sunday School—9:45 a. m. Sunday. Preaching—11 a. m. Sunday. Evangelistic Service—7:30 p. m. Sunday.

Prayer Meeting—Tuesday evening. Young Peoples Service—Thursday Evening.

**ASSEMBLY OF GOD CHURCH**  
Green Tree, New Mex.  
Pastor, George Perry  
Sunday School—10 a. m.  
Morning Worship—11 a. m.  
Boys' Band—7 p. m.  
Evangelistic Service—7:30 p. m.  
**CHURCH OF JESUS CHRIST LATTER DAY SAINTS**  
Mesquite, N. M.  
Sunday school and Sacrament, 10 a. m. Sunday.

**FIRST PRESBYTERIAN CHURCH**  
Ruidoso  
A Home for the Heart in the Heart of the Hill.  
William E. Nelson, Jr., Pastor  
Church School 9:45 a. m.  
Morning Worship 11:00 a. m.  
Young People of the Church 8:00 p. m.  
Worship and Bible Study 7:30 p. m.

A Cordial Welcome To All  
**METHODIST CHURCH**  
Rev. Charles L. Conder, Pastor, Fort Stanton  
Church of the Holy Mount, Ruidoso: Every Sunday, 9 & 11 a. m.  
St. Anne's Church, Greenlee: 2nd and 4th Sundays, 7:30 a. m.  
Chapel at Our Home, Fort Stanton: 1st, 3rd, 5th Sundays, 7:30 a. m.  
Church School every Thursday, 9:30 a. m., Holy Mt., Ruidoso. Women's Meetings: 2nd Tuesday, 8:00 a. m.; and Glasses every 2nd, 4th & 6th, 7:30 a. m.; Fort Stanton, 7:30 p. m.

**FIRST BAPTIST CHURCH**  
Rev. Walter Brian, Pastor  
Sunday School, 9:45 a. m.  
Worship Service, 11:00 a. m.  
S. T. U., 8:00 p. m.  
Worship Service, 7:30 p. m.  
Worship Service, 7:30 p. m.  
St. Barbara's Church, 11 a. m.  
St. Barbara's Church, 11 a. m.

# New Church Building, Huge Growth Noted During Brian's Pastorate At Ruidoso First Baptist Church

(Continued from Page 5)  
 and provided workers for each. At the close of Bro. Brian's work here the church membership had grown from 47 to 249; the Sunday School enrollment from 51 to 187, and the Training Union to 31. Also we now have a fully organized W. M. U. and a full-time music director. Many things too numerous to mention have been accomplished in our church during the time Bro. and Mrs. Brian were with us. All in all we can say that it has been wonderful having them here and working with them, and they will long be remembered by this church and community. Our best wishes and prayers will go with them in their new field of work.

Don't forget Dad on his day Sunday. We have wallets, bolo ties, neckties, many gifts that will be a pleasure to him.  
 Clayton Bennett's

## HOW OLD IS SHE?



Who cares? She has  
 You, too, can have the same, radiant, actually lovely Mele Norman look. Phone today for a free demonstration of the famous Mele Norman Beauty System of Beauty Care. Enjoy a demonstration of the Mele Norman Beauty System at our expense, and take home with you your personal make-up analysis. There is no obligation. Call today for an appointment.

**MERLE NORMAN STUDIO**  
 Why Worry About Broken or Spilt Nails—Have a Manicure With A-A-Nail Along With Your Other Beauty Services  
**THE VILLAGE**  
**GENA ROSE**  
**BEAUTY SALON**  
 Downtown Ruidoso—Main St. Dial 3905

## PAGE SEVEN Ruidoso News Friday, June 16, 1956

### PUEBLO OFFERS DOUBLE BILL FRIDAY-SATURDAY

Two shows are booked for Friday and Saturday this week at Pueblo Theatre, which now has daily matinees starting at 2 p. m. One of the offerings will be a western thriller, "Oklahoma Woman." The second is a mystery, "Postmark for Danger," starring Terry Moore and Robert Beatty.

In "Postmark for Danger," Terry Moore plays the role of an actress with a facility for escaping murder. She is the enticing girl friend of a newspaperman about to expose an international gang of diamond smugglers. After an argument with him, she luckily gets out of his car just before he is killed in a crash engineered by the gang.

In the art studio of the dead reporter's brother, she surprises a man who claims to be looking for cameras. When she recognizes him as one of the smugglers, he tries to strangle her. Miss Moore's fate and the solution of the mystery combine in an electrifying climax.

### LETTER TO EDITOR

June 8, 1956  
 Mr. Kiel Bonnell  
 Ruidoso, New Mexico  
 Dear Kiel,  
 Although it may be slow in coming due to necessary procedures, you will receive another one thousand dollars (\$1,000.00) to be used on the Leisure Lodge.

I know that upon completion both General Electric and the folks in Ruidoso will be pleased with the results of your combined efforts (in dollars and cents returns). Unfortunately I have never seen a promotion of this scope run



AT MT. VUE—New underwater camera techniques are demonstrated in the new CinemaScope color movie, "Unconquered," starring Jane Russell and produced by Howard Hughes, showing Sunday and Monday at Mt. Vue Sho-Dyn Drive-In Theatre.

### DEWILLE'S UNCONQUERED SHOWS AGAIN AT PUEBLO

One of the greatest of all of the Cecil B. DeMille spectaculars, Paramount's Technicolor "Unconquered," starring Gary Cooper and Paulette Goddard, is being offered to film fans again, showing Tuesday and Wednesday at the Pueblo Theatre.

DeMille, master creator of screen classics, with his legendary flair for action on an heroic scale, chose an adventure-packed portion of American history to recreate on celluloid and fashioned a film that made cinema history.

"Unconquered," a dramatization of Nell H. Swanson's novel, is a stirring saga of American heroism in the days before our Revolution. It deals with the events and people involved in the terrible "Potomac Conspiracy" in which several Indian nations banded together in a merciless campaign to drive the advancing colonists back into the sea.

There is plenty of romance, too—a tempestuous love between Gary Cooper, a Virginia millitiaman and patriot, and Paulette Goddard, as the fiery and beautiful slave-girl Abby.

Headed by the hand-placed supporting cast are Howard Da Silva, Boris Karloff, Cecil Kellaway and Ward Bond, all of them contributing performances that make it well worth seeing "Unconquered" again, if you've seen it before—and if you haven't, don't let it get past you this time!

**TV Programs**  
 Over KSWB-TV, Roswell

- FRIDAY—**  
 10:00 Test Pattern  
 10:59 Sign On  
 11:00 Sign On  
 11:10 My Little Margie  
 11:40 Channel Eight News  
 11:57 Weather Capsule  
 12:01 NBC Matinee Theatre  
 1:00 Petticoat Profiles  
 1:30 NBC Queen for a Day  
 2:00 Joan Davis, I Married Joan  
 2:30 To be announced  
 3:00 Movie Matinee  
 4:30 Happy Days  
 4:45 NBC News Caravan  
 5:00 To be announced  
 5:30 Boy Scouts of America  
 5:45 Weather Story  
 6:00 Date Line Europe, Intrigue  
 6:30 Liberace  
 7:00 Cavalcade of Sports  
 7:45 NBC Sewing Show  
 8:00 Celebrity Playhouse  
 8:30 Dr. Hudson's Secret Journal  
 9:00 Channel Eight News  
 9:10 Sports Desk  
 9:20 Moonlight Serenade  
 9:25 Trader's Time  
 10:00 NBC's Talent Show  
 10:30 This Is Your Life  
 11:00 News, Sports—Final  
 11:05 Sign Off
- SATURDAY—**  
 11:00 Test Pattern  
 11:59 Sign On  
 12:00 Big Picture  
 12:30 Facts Forum  
 1:00 Nat'l Open Golf Champ.  
 2:00 Big Picture  
 2:30 Facts Forum  
 3:00 Watch Mr. Wizard  
 3:30 Western Playhouse  
 4:30 Fury  
 5:00 This Is The Life

## PUEBLO THEATRE

Adults 50c; Children 25c  
 Boxoffice open from 2 to 9:30 p.m.

### FRIDAY & SATURDAY DOUBLE BILL

again the hand-writing of the post card killer!  
 TERRY MOORE  
 ROBERT BEATTY  
 WILLIAM SYLVESTER  
**POSTMARK FOR DANGER**  
 with GEORFFREY KEEN  
 JOSEPHINE GRIFFIN

### —PLUS—

**"OKLAHOMA WOMAN"**  
 Fine Serial & Cartoon  
**SUNDAY - MONDAY**  
 —In Color—  
 Mickey Rooney  
 Wendell Corey  
**"The Bold and The Brave"**  
 In SuperScope  
 —In Color—  
 Plus News & Cartoon

**TUES. - WED.**

### Remodeling Building Construction

FOR SALE—  
 3-bedroom home, modern with tub and shower, 5 miles north on Alto road, on REA and school bus route, has spring water, 5 acres of land.  
 Call 2725  
**Chas. R. Martin**

### M-G-M presents KISMET

... Ecstasy of Love!  
 HOWARD HUGHES PRESENTS  
**KEEL-BLYTH-GRAY**  
 with VIC DAMONE  
 in COLOR and CINEMASCOPE  
 Plus Selected Short Subjects  
**THURSDAY ONLY**

### For PLUMBING Service - Appliances Dial 2222

### GREEN PLUMBING CONTRACTORS

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### CLARK GABLE LANA TURNER HONKY TONK

Coming Fri.-Sat. June 22-23

### IT'S HOT! IT'S BRAWLING! IT'S TOUGH AND TENDER!

Plus Selected Short Subjects  
**THURSDAY ONLY**

### WARNER BROS. presents TARGET ZERO

The Story of the Glory of the Fighting G.I.  
 RICHARD CONTE - PEGGY CASTLE  
 Plus Cartoon  
**THURS. - FRI.**

### FOR PLUMBING SERVICE - APPLIANCES

Dial 2222 RUIDOSO

**6:59 World's Story**  
 6:59 Inspiration thru World's Mu.  
 7:30 Crossed and Dem.  
 8:00 Dear Phoebe  
 8:30 Paul Whitman Show  
 8:50 Channel Eight News  
 9:10 Sports Desk  
 9:30 The Tonight Show  
 9:50 Dollar A Second, Jan Mur.  
 10:00 Crossroads  
 10:30 News, Sports and Weather  
 10:58 Sign Off

### TV Programs

- SUNDAY—**  
 12:00 Sunday Serenade  
 12:30 American Forum  
 1:00 Frontiers of Faith  
 1:30 Youth Wants To Know  
 2:00 Zoo Parade  
 2:00 Telephone Time  
 3:30 Roy Rogers Show  
 4:00 Topper  
 4:30 First Church of Christ, Sci.  
 4:45 Matinee Melodies  
 5:00 Disneyland  
 6:00 Trader's Time  
 6:05 Matinee Melodies  
 6:30 Channel 8 Weather Story  
 6:40 Break the Bank, Bert Parks  
 7:00 Racket Squad  
 7:30 Platt Playhouse  
 8:00 Loretta Young Show  
 8:30 Tales of the Texas Rangers  
 9:00 Life of Riley, NBC  
 9:30 Channel Eight News  
 9:40 Sports Desk  
 10:00 The Ed Sullivan Show  
 11:05 Sign Off
- MONDAY—**  
 10:00 Test Pattern  
 11:00 Sign On  
 11:10 My Little Margie  
 11:40 Channel Eight News  
 11:58 Weather Capsule  
 12:00 NBC Matinee Theatre  
 1:00 To be announced  
 1:30 Queen for a Day  
 2:00 I Married Joan  
 2:30 To be announced  
 3:00 Movie Matinee  
 4:15 Building America  
 4:45 News Caravan  
 5:00 Cartoon Carnival  
 5:30 Dinner Date  
 5:45 Channel Eight Weather  
 6:00 Jimmy Blakely West, Band  
 6:30 Date Line, Intrigue  
 7:00 I Love Lucy, CBS Comedy  
 7:30 December 1944, CBS  
 8:00 Caesar's Hour  
 9:00 Channel Eight News  
 9:10 Sports Desk  
 9:25 Trader's Time  
 9:30 Badge 714  
 10:00 Texas Rasinin'  
 11:00 News, Sports and Weather  
 11:05 Sign Off

### TUESDAY

- 10:00 Test Pattern  
 11:00 Sign On  
 11:10 My Little Margie  
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 11:58 Weather Capsule  
 12:00 NBC Matinee Theatre  
 1:00 Powderpuff Scrapbook  
 1:30 Queen for a Day  
 2:00 I Married Joan  
 2:30 To be announced  
 3:00 Movie Matinee  
 4:15 Gene Autry Show  
 4:45 NBC News Caravan  
 5:00 To be announced  
 5:30 Dinner Date  
 5:45 Channel 8 Weather Story  
 6:00 Jane Bryan  
 6:30 This Is Your Music

### HARRIS TV & RADIO

Featuring: Radio, Zenith & DuMont Televisions and Radio Sales & Service  
 Phs. 3181 - A. B. HARRIS

### Mt. Vue Sho-Dyn

DRIVE-IN THEATRE ON ALTO ROAD

Last Times Tonight

### DAY OF FURY

Plus Cartoon  
**SATURDAY ONLY**

### ALL BAD! ALL KILLER! THE DESPERADO

Plus Cartoon  
**SUNDAY - MONDAY**

Jane Russell  
 Gilbert Roland  
 —In—  
**"Underwater"**  
 In SuperScope  
 —In Color—  
 Plus Cartoon  
**TUES. - WED.**

### WARNER BROS. presents TARGET ZERO

The Story of the Glory of the Fighting G.I.  
 RICHARD CONTE - PEGGY CASTLE  
 Plus Cartoon  
**THURS. - FRI.**

### FOR PLUMBING SERVICE - APPLIANCES

Dial 2222 RUIDOSO

7:00 You Are There!  
 7:30 Crossed and Dem.  
 8:00 Dear Phoebe  
 8:30 Paul Whitman Show  
 8:50 Channel Eight News  
 9:10 Sports Desk  
 9:30 The Tonight Show  
 9:50 Dollar A Second, Jan Mur.  
 10:00 Crossroads  
 10:30 News, Sports and Weather  
 10:58 Sign Off

### TV Programs

- SUNDAY—**  
 12:00 Sunday Serenade  
 12:30 American Forum  
 1:00 Frontiers of Faith  
 1:30 Youth Wants To Know  
 2:00 Zoo Parade  
 2:00 Telephone Time  
 3:30 Roy Rogers Show  
 4:00 Topper  
 4:30 First Church of Christ, Sci.  
 4:45 Matinee Melodies  
 5:00 Disneyland  
 6:00 Trader's Time  
 6:05 Matinee Melodies  
 6:30 Channel 8 Weather Story  
 6:40 Break the Bank, Bert Parks  
 7:00 Racket Squad  
 7:30 Platt Playhouse  
 8:00 Loretta Young Show  
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Dial 2222 RUIDOSO

2:30 To be announced  
 3:00 Movie Matinee  
 4:15 Building America  
 4:45 News Caravan  
 5:00 To be announced  
 5:30 Roy Rogers Show  
 6:00 Topper  
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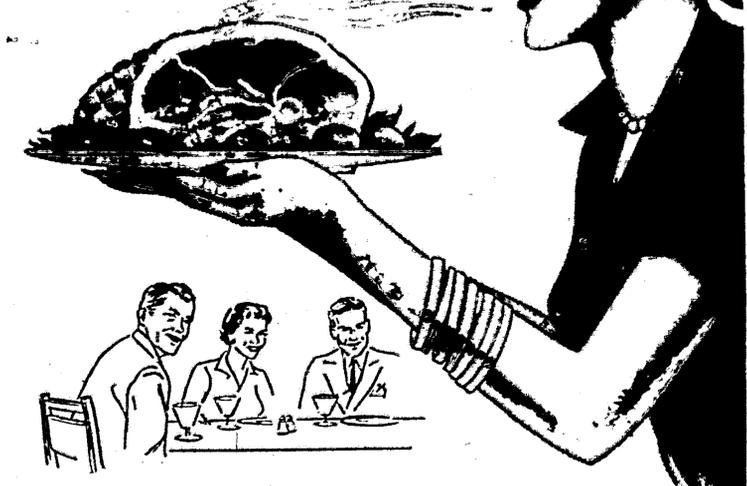
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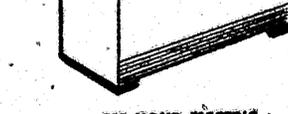
Dial 2222 RUIDOSO

# Unexpected Dinner Guests?



You're always ready for any occasion with a well-stocked **ELECTRIC FOOD FREEZER**

There's no need to be embarrassed when company drops in unexpectedly before dinner... no need to make emergency trips to the store in order to serve them. With an Electric Food Freezer, you can double or triple recipes when you cook, freeze and store the extra portions for just such an occasion. You can keep party sandwiches, cakes, cookies and frosty desserts on hand for between-meal servings, too! Yes, with an Electric Food Freezer, entertaining's quick, easy and much more fun!



SEE YOUR ELECTRIC APPLIANCE DEALER

COMMUNITY PUBLIC SERVICE  
 LIGHT POWER

## NOTICE

We surely regret restricting you to only 17 Hours a Day  
 When You Can Eat Our Delicious Foods—but we have to close some time. Our hours are:  
 Open 5 a. m., Close 10 p. m.

## THOMPSON'S SERVICE STA.

GARAGE and CAFE  
 HOME OF CONOCO MOTOR FUELS  
 HIGHWAY 78 HOLLYWOOD, N. M.

NO. 7 IN A SERIES—

## WE SALUTE

THE BUILDING SUPPLY AND HARDWARE AND BUILDING AND CONSTRUCTION CONTRACTORS OF OUR COMMUNITY

Contributing greatly to the growth of Ruidoso have been the lumber yards, lumber mills, the hardware and supply houses—and the various contractors, including plumbers, electricians, rock masons, and building contractors, whose work has brought consistent and steady growth to our area in recent years. Their modern equipment and stocks leave nothing to be desired in the way of construction needs here. The same goes for insurance needs, with your local agents keeping up to date on new services, rates and protection.

## CLARKE INSURANCE AGENCY

EZELL RAY BILLIE  
 Phone 2415 Ruidoso



While in Ruidoso Be Sure to Visit — **FOX CAVE**  
 New Mexico's Most Unique Caves & Gift Shop  
 NINE MILES EAST OF RUIDOSO

**Odessa Couple Open Antique Shop**  
Featuring early American furniture, ceramics, dishware and other items, Mr. and Mrs. J. M. Ater this week opened an antique shop here in the Wingfield building vacated by Quality Grocery last month, three blocks west of Community Public Service Co. office. Among items on display and for sale are a 1740 urn decorated and signed by Prince Sevrès; a Virginia hunting board, at which fox hunters, in their riding habits, stood to eat on their return from the chase; jolly cupboard, dough boards, dry sinks, chandeliers and many other articles, some of them from Europe. Ater, a bookkeeper for a construction firm in Odessa, started collecting antiques as a hobby seven years ago and has secured quite a collection now. The pair is living in rooms in rear of the store.

Mrs. Clarence Gallup and Mrs. Fred Schmidt of Delta, Colo., came to Hollywood Friday to visit Mrs. Gallup's sister and family, the Lee Wimberly. Mrs. Margie Tucker, their mother, has been visiting the Wimberlys and will go to Delta when they return.

Sweet rolls, home-made bread, doughnuts, cookies in addition to our pies and cakes. Johnson's Cafeteria & Grocery.

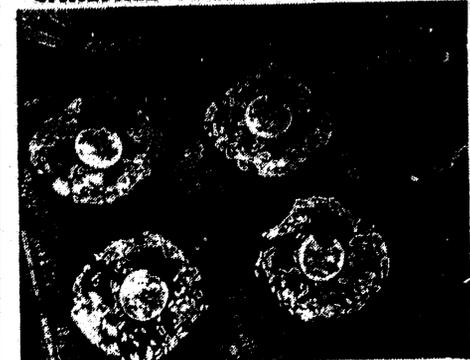
**LIGHTNING STRIKES MABLE RANCH HOME WEST OF PICACHO**  
Lightning struck El Rancho del Padre, ranch home of Louise Massey Mable and Milt Mable, one mile west of Picacho, about 2:15 Saturday, during a thunder storm, according to word received here. It was stated that about \$4,000 damage was caused by fire and the dining room was demolished. Some of the loss is covered by insurance.

Mrs. Mable said the tile floor on the dining room probably averted further damage other than the almost complete demolition of the dining room.

She said that there were about 40 cars parked at the curio shop which is on the highway at the front of the Mable property. "The occupants of these cars pitched in and helped us in every way possible, for which we are very grateful," she said.

**Baxley Motor Opens New, Used Car Lot**  
Jerry Patillo is salesman representing Baxley Motor Co. of Alamogordo, Cadillac, Pontiac and GMC truck dealer, in the firm's new and used car lot opened Saturday on property east of La Fonda Motel on Main Road. The lot is displaying several late model passenger cars.

**TEMPT WILTED APPETITES WITH CAREFREE PATIO RICE DINNER**



For summertime casual living and simple patio meals — your family will welcome tempting, nourishing hot foods as well as cold dishes. Patio Rice Casseroles in individual dishes are the quick and easy answer for they are a complete one-dish meal and remain warm if served out of doors.

The cream sauce that makes this dish so delicious is failure proof when you use Carnation's recipe — it's lump-free and smooth every time.

Eye appeal of Patio Rice Casseroles will spur summer faded appetites and you get another bonus — no special shopping. All ingredients are on your pantry shelf. Serve it with a crisp salad and cooling iced coffee for the quick meal your family will ask for again — indoors and outdoors.

**PATIO RICE CASSEROLES**

- (MAKES 4 SERVINGS)
- 1 1/2 cups (about 4 ounces) cut dried beef
  - 2 tablespoons butter
  - 2 tablespoons flour
  - 1/4 teaspoon salt
  - 1/4 teaspoon pepper
  - 1 1/2 cups (large can) undrained evaporated milk
  - 1/4 cup dried milk
  - 2 tablespoons dried green pepper
  - 2 hard cooked eggs, chopped
  - 1 cup cooked rice

Place dried beef in a strainer. Rinse with hot water. Drain well. Melt butter in a saucepan over medium heat. Add flour, salt and pepper. Stir until smooth. Gradually add evaporated milk. Cook until thickened and smooth, stirring constantly. Add remaining ingredients. Mix well. Place about 3/4 cup of rice mixture in 4 individual casseroles. Bake in moderate oven (350° F.) about 15 minutes or until bubbly. Serve immediately.

**WATCH THE Band Boosters UNIFORM FUND GROW**

Goal \$3,000.00

- \$2000
- 2700
- 2800
- 2850.00
- 2400
- 2300
- 2200
- 2100
- 2,000.00
- 1800
- 1700
- 1600
- 1,500.00
- 1300
- 1200
- 1100
- 1,000.00
- 900
- 800
- 700
- 600
- 500.00
- 400
- 300
- 200
- 100

Anyone wishing to contribute to the fund may do so by sending a check through the Ruidoso News, or to Mrs. Cora Carpenter, treasurer, the Band Boosters Club, Hollywood, N. M.

**Richardson Named Delegate To National Demo Convention**

Fred L. Richardson, Ruidoso precinct chairman for the Democratic party, was named a delegate to the national convention in Chicago this summer when he attended the state meet in Santa Fe early this week. Also attending from here was Pat Chubbuck, County Chairman Harris Cummins, Capitán, headed the county delegation.

**BACK FROM BOYS' STATE**  
Ken Newcom, an unsuccessful candidate for governor at New Mexico Boys' State on the campus of New Mexico Military Institute at Roswell last week, and Ray Dean Carpenter, elected to a mythical state legislature, returned home Sunday from a week-long program sponsored by the American Legion. They were picked from last term's junior class of Ruidoso High School. Newcom was named a city clerk in one of the municipalities set up in the program.

**ORDINANCE NO. 84**  
AN ORDINANCE TO REPEAL ORDINANCES NOS. 62 AND 75 AND TO AMEND SECTIONS NO. 2, 6, 43 AND PARAGRAPH 1 OF SECTION 5 OF ORDINANCE NO. 46 OF THIS VILLAGE OF RUIDOSO, LINCOLN COUNTY, NEW MEXICO, AND TO SET SERVICE CHARGES AND WATER RATES TO CONSUMERS OF THE MUNICIPAL WATER DEPARTMENT

**Wilbur Coe Named On Governor's Staff**  
The governor of the State of New Mexico has recently appointed Wilbur Coe of Glencoe to the governor's staff to act in the capacity of Colonel Aide-de-Camp. The citation reads as follows: "The said Wilbur Coe is therefore carefully and diligently to discharge the duties of said office by doing and performing all manner of things thereunto belonging in compliance with the law, the orders of his superior officers, and the usage and discipline of the United States Army."

This commission is dated February 15, 1936, and remains in force until further notice.

**70 Register Here For Annual Camp Farthest Out**  
Seventy persons had registered by Wednesday night for the second annual Camp Farthest Out, interdenominational religious retreat at Carrizo Lodge. Spiritual messages by a large number of prominent laymen and religious leaders of the Southwest are featured in a series of meetings scheduled throughout a full-packed week's program. The camp will end next Tuesday.

Those registering for the camp are from several states.

Rudicoms are invited to attend any or all of the sessions, the Rev. Wm. B. Holmes, Jr., local Presbyterian minister, has announced.

**BUILDING John R. Emde**

Commercial and Home Building  
As Good as the Best  
As Cheap as the Rest  
For Free Estimates Call—  
Phone—3555  
Box—1652  
Ruidoso, New Mex.

**SMOKEY SAYS—**

1. Hold your match 'til it's cold.
2. Crush out your smokes—use our ash tray.
3. Drawn your cigarette—kill every spark.
4. Ask about the law before burning grass, brush, fence rows, or trash.

OF THE SAID VILLAGE AND TO REPEAL ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH.

BE IT REVEALED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF RUIDOSO, NEW MEXICO:

Section No. 1. THAT SECTION NO. 2 of Ordinance No. 46 be amended to read as follows: THERE IS HEREBY ESTABLISHED for all water users and/or users of municipal water works service within the corporate limits of the Village of Ruidoso, New Mexico the following minimum service charges and water rates:

For metered services 3/4 an inch in diameter there shall be a minimum annual service charge of \$24.00 per annum.

For metered services 1 inch in diameter there shall be a minimum annual service charge of \$36.00 per annum.

For metered services of 1 1/4 inch in diameter there shall be a minimum annual service charge of \$48.00 per annum.

For metered services 2 inches in diameter there shall be a minimum annual service charge of \$72.00 per annum.

For metered services of 3 inches in diameter there shall be a minimum annual service charge of \$120.00.

Minimum monthly charge for water consumed shall be as follows and shall be charged in addition to the service charge on all services:

For the next 5,000 gallons—\$0.75 per 1,000 gallons—  
For the next 5,000 gallons—\$0.50 per 1,000 gallons—  
For the next 10,000 gallons—\$0.40 per 1,000 gallons—  
For all over 25,000 gallons per month—\$0.30 per 1,000 gallons—

Failure on the part of the consumer to pay the minimum service charge and water rate shall entitle the Village of Ruidoso to file a lien against the owners of the property for the amount of unpaid charges.

Section No. 2. THAT PARAGRAPH NO. 1 of Section No. 5 of Ordinance No. 46 be amended to read as follows:

WHERE WATER SERVICE is being furnished on the flat rate basis at the time of passage of this ordinance the rates for such service shall be \$3.50 per month, or such sum as may be agreed upon not less than \$3.50 per month between the Water Department and Consumers, until such time as the Water Department deem it practical to install meters on such services, whereupon such flat rate service shall immediately cease and the meter rates provided shall apply.

Section No. 3. THAT SECTION 6 of Ordinance No. 46 be amended to read as follows:

DEPOSITS. All persons desiring to use the Village water shall make a money deposit with the Water Department. The amount of said deposit shall not exceed the estimated amount of two months bill and shall be a reasonable amount to protect the Water Department from loss due to unpaid bills and in no case be less than \$10.00 for each service connection.

Section No. 4. THAT SECTION 43 of Ordinance No. 46 be amended to read as follows:

PENALTY. The violation of any of the provisions hereof by any person, persons, firms or corporations, shall be deemed a misdemeanor and upon conviction shall be punished by a fine of any sum not exceeding \$300.00 as set in the general penalty ordinance of the Village of Ruidoso.

Section No. 5. If any part or parts, section, subsection, sentence, clause or phrase of this Ordinance is for any reason declared void, such decision shall not affect the

FATHER WILL APPRECIATE A GIFT FROM

**Buckner's**

ON HIS DAY, SUNDAY, JUNE 17

GIFTS

WE ARE NOW AFFILIATED WITH THE FAMOUS . . . . . AAA



DIAL (8)2375  
If You Need Either One of Our Two Wreckers

**FRONTIER MOTOR**

Highway 70 — Green Tree

Diesel Fuel      Mechanic

PAGE EIGHT  
**Ruidoso News**  
Friday, June 15, 1936

validity of the remaining portion of this Ordinance. It is hereby declared by the Board of Trustees of the Village of Ruidoso, New Mexico that it would have adopted such remaining provisions of this Ordinance, excluding any such void part, parts, section, subsection, sentence, clause or phrase heretofore.

PASSED AND APPROVED this 7th day of June, 1936,  
D. E. SNYDER, Mayor  
Attest: L. F. Dryden, Village Clerk (Seal)

DON'T FORGET— WE ARE THE

**AUTHORIZED DEALER**

In This Area for Chevrolets and Oldsmobiles  
We're the ones you'll see LAST for when you see us—the trade is made! HOW'S THIS FOR A WIDE SELECTION OF USED CAR BARGAINS?

|  |        |
|--|--------|
| 1941 Chevrolet 2-door                              | \$119  |
| 1940 Pontiac 4-door                                | \$135  |
| 1939 Chevrolet 2-door, radio & heater              | \$285  |
| 1940 Oldsmobile, 4-door, radio & heater, hydraulic | \$375  |
| 1939 Mercury 2-door, radio & heater, overdrive     | \$425  |
| 1939 Buick 4-door, radio & heater, hydraulic       | \$495  |
| 1932 Chevrolet 2-door, heater                      | \$235  |
| 1935 Chevrolet 4-door, radio & heater, overdrive   | \$195  |
| 1934 Pontiac 4-door, radio & heater                | \$1225 |
| 1932 Dodge 3/4-ton Pick-up                         | \$275  |
| 1930 Chevrolet 2-ton platform                      | \$445  |
| 1934 GMC 1/2-ton stake                             | \$375  |

**POWELL CHEVROLET**  
Phone 461      Tularosa, N. Mex.  
CLAYTON BENNETT, Ruidoso Rep.  
Phone 2381—West of Junction on Highway 70  
Financing — Insurance

**HENS IN CAGES FED PURINA CAGE LAYENA**

... are making easy, profitable incomes for lots of folks. More than 1,500,000 hens in cages are fed PURINA CAGE LAYENA every day.

AND—  
Housewives Who Want to Buy These Always-the-Best Eggs Can Find Them Here in These Stores—

RUIDOSO FOOD MART  
BENNETT'S FOODLINER  
WHITE MT. GRO. & MARKET  
**LINCOLN COUNTY FEED**  
Highway 70      Hollywood, N. M.

The Store with the Checkerboard Sign

Spectacular! Malts and Shakes

Only Dairy Queen makes 'em so good! Only Dairy Queen has the smooth texture and hearty goodness that melt and shake layers come back for again and again! Choice of Savers.

© 1936 NATIONAL DAIRY QUEEN DEVELOPMENT CO.

**DAIRY QUEEN**

Highway 70      Hollywood

"I can't describe it, but there's something so good about the food and service on S.P."

**Southern Pacific**

THE BEST OF RIDES—FOR FOLKS OR FREIGHT

**WATCH**

And

**JEWELRY**

**Repair**

One or Two-Day Service

**SAM'S WATCH SHOP**

Next Door to Brunell's — Ruidoso

Have a taste of QUALITY!

**Price's Meadow Gold**

- ★ GOLDEN GUERNSEY MILK
- ★ PRICE'S MEADOW GOLD HOMOGENIZED
- ★ PRICE'S MEADOW GOLD ICE CREAM
- ★ PRICE'S & PRICE'S MEADOW GOLD COTTAGE CHEESE
- ★ PRICE'S MEADOW GOLD BUTTER
- ★ PRICE'S MEADOW GOLD FRUIT DRINKS
- ★ PRICE'S MEADOW GOLD BUTTER

Quality in the dairy industry doesn't just happen. It's a combination of experience, know-how, scientific methods and modern facilities. Price's Creameries has enjoyed over 30 years of quality dairy leadership in the Southwest, producing superior dairy products for thousands of people in New Mexico and West Texas. So, for freshness . . . flavor . . . richness and purity, enjoy Price's Quality Dairy Products. Get the Price's habit, now—during June Dairy Month!

**AT YOUR FAVORITE FOOD STORE**

Model 3804 — 1-ton, 108 1/2" box

Model 3104 — 1/2-ton, 78 1/2" box

Model 3204 — 1/2-ton, 90" box

Model 3604 — 3/4-ton, 90" box

Take your pick of today's most modern Pickups!

They're the champs of the lightweight class, loaded with the kind of features that pay off in fast-working efficiency on any job!

Under the hood you've got Chevy's famous Thriftmaster 6 engine, the work-horse of the industry! Or, optional at extra cost, an ultra short-stroke V8. You get Ball-Gear Steering, High-Level ventilation, concealed Safety Steps and Work Styling! You get a grain-tight tailgate, flat-ledge side panels and a low platform for easy loading! Stop by for details on today's best Pickup buy!

**New Chevrolet Task-Force Pickups!**

**CHEVROLET**

Cameo Carrier — sharpest Pickup on the road!

**POWELL CHEVROLET**  
Tularosa, New Mexico  
RUIDOSO REPRESENTATIVE, CLAYTON BENNETT, PHONE 2381

**CALL FOR BIDS**  
SEALED BIDS will be opened by the Board of Trustees of the Village of Ruidoso, New Mexico at the Municipal Building in Ruidoso, at 7:15 P. M. Thursday, June 21, 1956, at the time of the regular Board Meeting, for the construction of an 8 ft. x 20 ft. cinder block comfort station on City Park, complete with plumbing.

Any contractor desiring to bid may view plans and specifications on contact of Park Commissioner Jack Little.

The Board reserves the right to reject any and all bids and to waive all formalities.

Board of Trustees  
Village of Ruidoso,  
New Mexico

Attest: L. F. Dryden, Clerk  
(Seal)  
6-1-15

**IN THE DISTRICT COURT  
STATE OF NEW MEXICO  
COUNTY OF LINCOLN**  
WILLIAM G. SCHRECKEN-  
GOST, Plaintiff,

**THE UNKNOWN HEIRS OF  
THE FOLLOWING NAMED  
DECEASED PERSONS, TO-  
WIT:**  
HENRY FRITZ  
MANUELLA FRITZ  
MAUDE A. FRITZ  
CHARLES FRITZ  
LAWRENCE P. MURPHY  
NANCY THURBER  
SANTIAGO GONZALES  
JESUSITA T. D'GON-  
ZALES; and  
ALL UNKNOWN CLAIM-  
ANTS OF ESTATE IN  
THE ESTATE OF THE  
LAST WILL AND TESTA-  
MENT OF MAY HERMAN,  
DECEASED.

No. 8472  
NOTICE OF PENDENCY OF SUIT  
IN THE STATE OF NEW MEXICO,  
TO:

Each of the above named de-  
fendants, against whom substituted  
service is hereby sought to be  
obtained.

**GREETING:**  
You and each of you are hereby  
notified that the above named  
Plaintiff has filed his Complaint  
against you in the above number-  
ed and entitled case said court.

The general object of said suit  
is to quiet Plaintiff's title to the  
real estate described in the Com-  
plaint, situate in Lincoln County,  
New Mexico, and being:

**BURDETT & CAMPBELL**  
REAL ESTATE SINCE 1931  
Lots — Cabins — Ranches  
Businesses  
Five Salespeople to Serve You  
"It Costs Nothing to Look"  
Office: So. Main Street — Phone Ruidoso 4125

All that part of the SE 1/4 NE 1/4  
and E 1/4 SE 1/4, Section 32, Twp.  
10 South, Range 17 East, NMPM,  
lying south of the Rio Bonito,  
against the adverse claims of you  
and each of you, and anyone  
claiming by, under or through you  
will be rendered in said cause  
against you and each of you by  
default.

Unless you enter your appear-  
ance in said cause on or before  
the 21st of July, 1956, judgment  
will be rendered in said cause  
against you and each of you by  
default.

Plaintiff's attorney is GEO. L.  
ZIMMERMAN, Carrizozo, New  
Mexico.

GIVEN under my hand and the  
seal of the Third Judicial District  
Court of the State of New Mexico,  
this 21st day of May, 1956.

CLAUDE W. CRAIG  
Clerk of the District Court  
6-1-15-12

**STATE OF NEW MEXICO  
COUNTY OF LINCOLN**  
IN THE PROBATE COURT  
IN THE MATTER OF THE  
LAST WILL AND TESTA-  
MENT OF MAY HERMAN,  
DECEASED.

No. 869  
NOTICE OF HEARING  
ON  
FINAL ACCOUNT AND REPORT  
OF THE ESTATE OF NEW MEXICO  
TO: MARY LOUISE MARTIN,  
JANIE LOUISE MARTIN, and  
JOHN FRANCIS MARTIN, all re-  
siding at 3801 Van Buren Street,  
El Paso, Texas; FRANK HEN-  
RY FRITZ, 5330 Clifton Street, El Paso,  
Texas; MAUDE EDWARDS, 324  
West Missouri, El Paso, Texas; and  
to all unknown heirs of said decedent  
and all unknown persons  
claiming any lien upon or right,  
title or interest in or to the estate  
of said decedent. **GREETING:**  
You, and each of you, are here-  
by notified that Mary Louise Mar-

tin, Ancillary Independent Execu-  
trix, has filed in the above entitled  
Probate Court and cause her final  
account and report as Ancillary  
Independent Executrix of said es-  
tate, and that the Probate Court  
has set Tuesday, the 7th day of  
August, 1956, at 10:00 o'clock A.  
M., in the Probate Court cham-  
ber in the Lincoln County Court  
House in Carrizozo, New Mexico,  
as the time and place for hearing  
objections, if any there be, to the  
approval and settlement of said  
final account and report and the  
discharge of said Mary Louise  
Martin, Ancillary Independent  
Executrix; and at said time and  
place the Probate Court will pro-  
ceed to determine the heirship of  
said decedent, the distribution of  
her estate and the interest of each  
respective claimant thereto or  
therein.

The attorney for the above named  
Ancillary Independent Execu-  
trix is GEO. L. ZIMMERMAN,  
Carrizozo, New Mexico.

Witness the Honorable BRYAN  
HENDRICKS, Judge of the Pro-  
bate Court of Lincoln County, New  
Mexico, and the seal of this Court,  
this 8th day of June, 1956.

INICE HUST  
Clerk of the Probate Court  
(Seal)  
6-15-22-29; 7-5

Ditch Digging — Septic Tanks  
Land Leveling  
Gravel Service & Hauling

**LOFTIS  
CONSTRUCTION  
CORPORATION**  
Tom Loftis, Contractor  
Phone 3158 P. O. Box 1224  
Paradise Canyon  
Ruidoso, New Mexico

**HENRY T. WICKER  
REALTOR**  
Real Estate Exchanges of All  
Kinds a Specialty  
Member of Roswell  
Multiple Listing Exchange  
Office at Ruidoso Trailer Park  
Phone 3662 — If no answer phone  
Navajo Lodge.

**WATER - WATER**  
Cool Clear Water.  
Running all over the place — (not  
thru a meter) — but in waterfalls —  
to the patio and grounds.

**NEW  
RANCH STYLE HOME**  
3 Baths — Central Heat — Fire-  
places, Sliding Glass Doors — Brick  
Woodwork, Beam Ceiling. Beauti-  
ful Views among the pines and  
neighbors. One mile from Ruidoso  
Down.

**FOR SALE**  
Beautiful new three bedroom house, just completed. Fully  
insulated, equipped throughout. Large living room and garage.  
Magnificent view. Lot is 171,200 foot in area, overlooking lovely  
Cruz Meadows. Priced to sell. Come by and see it, owner lives  
next door.

Franklin — Fleet Furnace  
**R. T. HELMS**  
Ruidoso, N. M.

**PICKED UP BY MISTAKE**—We  
have a camera we picked up at  
Ruidoso Downs by mistake, and  
will be more than glad to return  
to rightful owner if you will de-  
scribe same. Please write Roy Wil-  
sons, Rt. 2, Hale Center, Tex. 52-2p

**FOR SALE**—Nice 2-bedroom mod-  
ern house, half acre of land, small  
payment down, balance like rent.  
J. E. Cooper, Green Tree, N. M.

**ALL SIZES** of petunia plants,  
home grown, climaxed, field  
clump hardy perennials (Festuca  
\$1 doz.) foliage plants for planter  
boxes, aquariums, decorative ar-  
rangements. Cut flowers and veg-  
etables in season. Fritz Florist &  
Nursery, Mcgarden Lane, dial 3141.

**FOR SALE**—Forsmanian puppets,  
grown dogs, male, female. High-  
way 70 between Hollywood and  
bus station, Pop Smith.

**TO RANCHERS**—Have dragline  
and excavators with 12  
dozers. Would like stock tank work.  
Cleaning, building new ones. Dikes  
and all pits also. Reasonable.  
Phone Main 2-5155, Roswell, or  
write J. L. Volner, 602 E. Country  
Club Road, Roswell.

**IRONING**—By hour or piece. Dial  
3755.

**SAVE ON NEW** and used office  
filing cabinets, adding ma-  
chines, typewriters, chairs, safes,  
filing cabinets and check writers.  
**ALAMO OFFICE MACHINES** and  
**EQUIPMENT**, 308 Ninth, Phone  
420-M, Alamogordo.

**NOTICE**  
**W. E. BEAVER'S  
Ruidoso Shoe Shop**  
Has Moved to New Quarters Two  
Doors West of Community Public  
Service Co. Open 8 Days a Week.

**FOR SALE**—16x16 ft. frame  
buildings with three windows and  
a door. Set up on your property  
for only \$200.00. Ideal week-end  
cabins. Enjoy privacy and add ac-  
commodations for guests. Ideal  
living space for a week-end  
workshop, utility rooms, garage,  
storage room. We are using one  
for an office in Hollywood next to  
the Hollywood Inn bar across  
Highway No. 70 from Gulf Service  
Station. Hired property to set  
these buildings up for week-end-  
ers. More people in Ruidoso vicin-  
ity, means more business. Week-  
enders are good spenders.

**FOR SALE**—Choice cabin sites in  
Carrizo Canyon, new roads, shal-  
low spring water, small down pay-  
ment, see owner, Rainbo Lake. 1to

**For Motor Freight  
Service—Dial  
3 4 4 5**  
Herman Reynolds, Agent  
**EL PASO PECOS VALLEY  
MOTOR FREIGHT**  
Highway 70 — Hollywood

**DIAL Ruidoso 2510**  
—For—  
**Pick Up & Delivery  
Service**  
ON CLEANING AND LAUNDRY  
**ALVIN BEACH  
WYSON'S CLEANERS**

**FIREPLACE WOOD**  
Any Kind  
Any Amount  
Write a Postcard to  
**ART BRADLEY**  
Green Tree, New Mexico  
Dial (8) 2121

**METAL WORK**  
Gutters, Chimney Tops, Tanks  
Payne Central Heat & Cooling  
All Sheet Metal Work

**LACEY  
SHEET METAL SHOP**  
413 E. 2nd St., Roswell  
Ph. MA-2-2950 for Free Estimates

**QUICK SERVICE**  
—on—  
All Types  
Office Machines  
Authorized Agent  
—for—  
Royal Typewriters  
Victor Adding Machines  
And Printing Calculators  
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Machines  
Guaranteed Factory  
Trained Service  
Pick-up and Delivery  
Call 420-M, Alamogordo  
Collect

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With  
**SPEARS**  
REAL ESTATE

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Offices in—  
**HOBBS RUIDOSO**  
308 N. Tupper 408 E. Main  
Box 1246 Box 1246

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Licensed Broker

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

**BUSINESS AND  
RESIDENTIAL  
PROPERTIES  
FOR SALE OR  
RENT**  
Qualified by 19 Years  
Residence on the  
Ruidoso  
**Iva Coleman**  
Real Estate  
Sales - Rentals  
P. O. Box 2  
Phone 2985

**FOR SALE**—Young Jerseys, fresh,  
three speckers, on farm. 1. 1st  
crop of Ails. E. E. Brock. 1to

**FOR FREE**—Used ice boxes. We  
deliver distilled water in two bot-  
tle quantities, Ruidoso Ice Co., dial  
2474.

**APPLE WOOD**—For fireplace,  
stove or outdoor barbecue pit, ap-  
ple wood is great. Not much  
smoke, very little ash. Burns  
long time, gives cheerful warm  
fire. Sends out pleasant aroma.  
Sold by cord, at reasonable prices.  
Stock up now for fall and winter  
and cool summer evenings. Ken-  
neth Nooker, Glencoe. 1to

**FOR SALE**—9x12 grass rug, \$10;  
oak china cabinet \$25; round oak  
table \$15; tea wagon \$15; chrome  
dinettes, small, \$39.50; mirrors \$1  
up; 2-pc. living room set \$25;  
drapes, shades, curtain rods, il-  
lustrated. Apache Furniture, dial  
2035.

**BOOK MATCHES**—Finest line of  
book matches in America, with  
standard designs, single or double  
ends, some with art work, or write  
your own copy. Call Ruidoso News  
and salesman will call with sam-  
ples. 1to

**FOR SALE**—Small home, new, on  
70x140 ft. level lot, in Green Tree.  
See Dick Hull at Long's Hollywood,  
Mart. 52-4to

**WANTED**—To buy baby buggy.  
Dial 2476.

**TO TRADE** For real estate, small  
house or lots, 24-ft. modern Trav-  
ersite trailer home, like new. An-  
drew Graham, Box 882, Ruidoso.

**FOR SALE**—Rangente gas cook  
stove. See at Burns & Roberts,  
Mrs. Arthur Struve. 52-2

**FOR SALE**—1934 32-ft. American  
trailer, 2-bedroom, full bath, good  
condition, see it across street from  
hospital, week days. 1to

**FOR RENT**—House in Palmer's  
Gardens, reasonable. Get key from  
Donathans, Restwell Courts. 1to

**WILL CARE** For children in  
will, references. Mrs. Mary  
Hicks, north of high school. Call  
3182.

**FOR SALE**—Used Ajax ice ma-  
chines, recitiding guaranteed,  
sizes 200 pounds and 400 pounds,  
installed and terms. Hart Electric,  
dial 2495.

**OPPORTUNITY!**—A builder or  
anyone else can make money on  
this! 346-ft. x 200-ft. on golf  
course, 2 good houses, one new 3-  
bedroom, one good 2-bedroom,  
furnished. Plenty of room to build  
other income or investment houses.  
Priced worth the money. Can be  
bought as unit or separately. R.  
T. Helms, Box 267, Ruidoso, N. M.

**J. P. (Jake) HALEY**  
BUILDING CONTRACTOR  
Box 114 Phone (8) 2185  
Green Tree, N. M.

**HOME OF SOUND INVESTMENT**  
I am a Member of the National Real Estate Board

"Recompense to no man evil  
for evil—Provide things honest  
in the sight of all men." Rom.  
12:17. The above quote has  
been the basis of my business  
in the past and will continue  
to be my policy in the future.

I have a 3-bedroom modern  
house furnished, priced to  
sell, only \$4,800.00 with  
terms.

If you want a cheaper mod-  
ern cabin I have modern  
cabins furnished on deeded  
lots \$2,000.00 and up.

This is a good time to get in  
the Cafe business. I have one  
for sale worth the money.

If you have business prop-  
erty in a good town would  
be interested in trading a  
sake Tourist Court in Ruidoso.

Have Houses to rent fur-  
nished and unfurnished.

600 feet on river, 2-bedroom  
furnished modern house,  
priced to sell with terms.

Have lots for sale; most any  
part of town, business or re-  
sidence lots, \$100 down, bal-  
ance \$25 month.

Have a business for \$6,000.  
Will gross \$5,000.00 to \$5,-  
000.00 per year.

If you want a ten-room, 3-  
bath house, I have that.

70 acres on pavement near  
Ruidoso, only \$7,000.

Have most any kind of busi-  
ness you might be interested  
in.

**PAUL H. DOUGLASS**  
REAL ESTATE  
In Postoffice Block Box 294  
Business Phone 3005 Residence Phone 2365

**LELA EASTER REAL ESTATE**  
"YOUR FRIENDLY BROKER"  
**CABINS—HOMES—BUSINESSES**  
RENTALS — NOTARY PUBLIC

**EXCLUSIVE**—If you are looking for a bargain, this is it. Two  
bedroom, modern unfurnished house, two deeded lots that can  
be bought for \$3,750.00 cash or \$4,500.00 on time. Due to ill  
health, owner must sell. Let me show you this house today.  
For Sale—Two beautiful lots in Young Heights Addition, pay-  
ments only \$25.00 per month each.  
OFFICE PHONE 3308 Res. No. 2742  
POST OFFICE BLOCK  
**TERRY EASTER—Building—Remodeling—Rock Work.**

**NO APOLOGIES  
ON THIS ONE**  
This ad is addressed to those  
who are interested only in the best  
available and appreciate fine de-  
tails in building, furnishings, etc.  
To such I will appreciate the priv-  
ilege of showing a home in Ruidoso  
I have for sale. Description:  
3 bedrooms, two tile baths with  
glassed-in showers, plus tubs.  
Large den, extra large living room  
with fireplace, kitchen, 11 x 11 d  
porch and patio, central heat,  
carports, ample storage rooms,  
lawns, approximately 3 acres of  
land with all-metal fence. This is  
located among large pines and is  
excellently furnished. I consider  
this an excellent buy at \$30,000.00.  
Will consider terms, also some  
trade on good income property or  
land in or near growing city in  
West-Texas or Eastern New Mex-  
ico, or good property in Ruidoso.

7-room house, two baths, ap-  
proximately 3 acres of land, sev-  
eral big trees, view of river. This  
can be bought right.

**PACKAGE STORE**  
Prominently located, good busi-  
ness. This is a good buy.  
500 foot on Highway 70, close to  
Ruidoso.

350 feet on pavement. This is  
one of the best available locations  
that is available for any type of  
business. Reasonably priced.  
Three bedroom home on golf  
course, will sell furnished or un-  
furnished, \$25,000.00 down, good  
terms on balance.

**WANT A HOME  
ON THE RIVER?**  
Have one on pavement and riv-  
er in upper Ruidoso, living room  
with fireplace, 3 bedrooms, kitchen,  
bath, carport, fully furnished,  
large deeded lot. I consider this a  
good buy at \$6,950.00.

**OPPORTUNITY!**  
If you want a cafe and  
are serious, I have one  
that you cannot afford to  
pass up.

**TRADE!**  
Five room home in Wichita  
Falls, Tex., for Ruidoso property.  
Prefer residence here.

Interested in going business or  
good court. See me.

**LUTHER BYNUM**  
Is Connected With  
**WALT  
CROSBY**  
Dial 2525  
Thunder-  
bird  
Lodge

**TELEVISION  
Console  
FOR SALE  
17-Inch**  
Powerful Emerson  
Completely Reconditioned  
Mostly New Tubes  
\$150.00  
Terms If Desired  
\$135.00 Cash  
Ideal For Trailer  
Or Cabin  
See at Joe Reinhardt's  
Call Ruidoso 3362

**SALBS AND SERVICE**—All types  
typewriters and adding machines,  
new or used. Allied Business Ma-  
chines Co., 111 E. Third, Roswell.  
Phone MA-2-4661 or call Ruidoso  
News.

**THEDA SHIER  
FLOWERS**  
POTTED PLANTS — CORSAGES —  
CUT FLOWERS  
Flowers for Banquets, Antiver-  
saries  
Holidays or Any Occasion  
Phone 3285 or 2135  
HOLLYWOOD, NEW MEXICO

**ERNEST WOOD  
PLUMBING  
CONTRACTOR**  
Box 156 Ruidoso, N. M.  
Dial 3361

**BEN ROY  
INSURANCE  
TAX SERVICE**  
Box 156 Ruidoso, N. M.  
Dial 4245

You Don't Have to Buy It  
To Try It  
**For Better Living**  
ENJOY CONDITIONED WATER

**CULLIGAN**  
Water Conditioning  
P. O. Box 782 — Phone 361  
TULAROSA, N. M.

**FOR SALE**—Used 22 rifle, Arvin  
car radio and aerial, new Jeep,  
4 wheel drive; Savage combination  
model 220 shotgun and 30-30  
rifle, \$37.50. Clayton Bennett the  
Trader, Hwy 78.

**FOR RENT**—Four-room apart-  
ment, private bath, nicely furnis-  
hed; also two bedrooms with con-  
fessioning bath. No children. Rose  
Brownfield, dial 3905 in daytime,  
after 5 call at Main Road and  
Mechem Drive. 51-1to

**FOR SALE**—Used Servel refrig-  
erator, \$60. Ruidoso Gas Co. 1to

**FOR SALE**—100 pounds of mixed  
nails, \$4.95. Buckner's. 1to

**WILL KEEP** Your children while  
you play. References. Sewing, al-  
terations, patching, children's  
clothing a specialty, across street  
from Ramona Courts, Hollywood.

**PHLOX, Daisies, peonies, flower-  
ing shrubs, gladioli bulbs, double  
hollyhocks, carnations, bone meal,  
plant gro. rose food, peat moss,  
Ruidoso Nursery, dial 2945. 4to**

**SELL OR TRADE**—50 Hi-grade  
chinchillas and equipment, sell or  
trade for lots or property around  
Ruidoso. Contact A. L. Sonntag,  
Box 952, Denver City, Texas. 9to

**FOR SALE**—Three-room house,  
with bath, service porch, modern  
carport, three blocks from town,  
on quiet street, a block from pav-  
ing. Write Box PD, Ruidoso News.

**A. C. KELLEY**  
LICENSED CONTRACTOR  
ROCK & CEMENT WORK  
Ruidoso, New Mexico  
Dial 4158

**Contract Ditch Work  
MACHINE DIGGING**  
By Foot, By Hour or By Yard  
**FOUNDATIONS DUG  
JOE HAWKINS**  
Dial 3882

**RUIDOSO REALTY  
COMPANY, Inc.**  
Lots for Lease or Sale  
Cabins for Sale  
**TOM & EMILIAE CHASE JONES**  
LOCAL AGENTS  
Ruidoso and Upper  
Cedar Creek

**When You Need To  
Make A Hurried Trip**  
—Contact—  
**RALPH BROWN**  
FLY CHARTERED PLANE  
AIRPORT —  
DIAL  
4981

**When in Doubt . . .  
—Call—  
ROY NELSON**  
"THE PLUMBER"  
NO JOB TOO LARGE  
OR TOO SMALL  
Dial 2875

**RUIDOSO REALTY  
COMPANY, Inc.**  
Lots for Lease or Sale  
Cabins for Sale  
**TOM & EMILIAE CHASE JONES**  
LOCAL AGENTS  
Ruidoso and Upper  
Cedar Creek

**ALICE SPEARS**  
Licensed Broker

**ALICE SPEARS**  
Licensed Broker

Letter To The Editor

Dear Vic:  
I want you to know that I am greatly disturbed over the news that three prostitutes were deported from our community recently. We seem to agree that Ruidoso needs more entertainment, yet we banish three entertainers from our midst. Confining their activities to a certain district would constitute segregation and be unconstitutional. My faith in our Village Fathers and Peace officers remains unshaken and I surmise that the three women were deported because they neglected to secure occupational licenses. Philosophers throughout the ages have strongly recommended moderation in all things. Great thinkers seem to consider Moses a fanatic. Perhaps a moderate amount of adultery, murder, theft, and bearing false witness is good for one and all, though I find that after one enters the beautiful autumn of life the question of adultery becomes purely academic. Opinion on a moderate definite line of demarcation is usually found between those commonly known as the Church crowd, and the honky-tonk crowd. I cannot claim membership in either, but have belonged to both and hold animosity for a moderate amount. The sermon on the Mount is one I hold in high esteem and adhere to that portion which admonishes us to go not into the Synagogue (or a facsimile) and pray. It was good to see Dan Storm on the front page. He could place some of these one any week. The unnamed author of the letter to the Albuquerque paper deserves hearty congratulations. I felt certain that no true son of Texas would resent any of my past remarks. Texas don't care what we say about them but they hate to be ignored. The occasional one who does not have a sense of humor usually proves to have lived close to the Oklahoma border or has a taint of Yankee blood in his veins. Phil Halst.

Dear Vic:  
If you want to live to see 90, don't look for it on your speedometer. Especially not in the city limits of Ruidoso. I've been there years since we have had a fatal accident in our town. Let's make it four years in a row. Drive carefully! The life you save may be mine, and I'd like to enjoy these lovely mountains and pine trees a while longer. F. M.

Mr. Bill Heech, Albuquerque Journal, Albuquerque, N. M. Dear Sir:  
Following your recent visit to Ruidoso, you chose to take a little clip at the resort city, for charging 90c and a dollar for drinks and sixty cents for western beer. Must have been some reason for your remark. I do not know where you did your drinking. I travel all over the southern part of New Mexico and a good portion of southwest Texas, and I find prices about the same all over. In fact out of all the bars in Ruidoso, I do not know of one where beer is over 30c or 35c, and mixed drinks 60c to 70c. I do not buy much drink and I have been charged too much in some places—not Ruidoso. But only once, I pass 'em up next time. This does not apply to drinks only, but meals, lodging and other things. One of them is a newspaper. I bought one Albuquerque Journal a few years ago. I paid a nickel to the cashier, and started out, but was called back for two more cents. She said "that paper is 7c." Well that was the only Albuquerque Journal I ever bought. I buy a paper every day—take your choice. El Paso Times, Lubbock Avalanche, Dallas News, Fort Worth Star Telegram and a dozen others, take your choice brother at

5c, but if you want one at 7c there is just one—Albuquerque Journal. 2c is not much, only 40% above the others. There is an old saying—something about folks who live in glass houses throwing rocks. Ever hear of it Bill?  
Come back and see us again Bill. Maybe we can show you around, and if you want a drink at a reasonable price we will pilot you to just where you can get it—but if you want to buy your own paper bring along an extra 40%. Not because the agent wants to charge that—the paper makes its own price tag.  
Yours very truly,  
W. B. Alexander  
Box 7, Ruidoso, N. M.  
June 10, 1935.

Fred Harvey  
80 East Jackson Boulevard  
Chicago 4, Illinois  
June 11, 1935  
President Ruidoso Lions Club  
Ruidoso, New Mexico  
Dear Sir:  
I do want you to know how very much I enjoyed the breakfast and program you put on for the Travel Editors' Tour of New Mexico. All of us considered it one of the highlights of our trip. I am sure your area will enjoy good publicity from those of us who were fortunate enough to be with you on this occasion. I personally have many opportunities to pass along information from Chicago to travel writers and publishers and travel promotion throughout the country. I was delighted to have this opportunity to see your lovely area and the pictures I took of the dancers will be shown frequently.  
Cordially,  
Alice V. Donahue  
Director of Promotion and Public Relations

SHOE SHOP MOVES  
W. E. Beaver has moved his Ruidoso Shoe Shop from the building opposite La Fonda Courts to the Wingfield building, two doors west of Community Public Service Co. The change in locations was made last week.  
The Ed Nadolskis, Ft. Worth, former Ruidoso residents, visited here with the Bram Vanderstoks last week.

IT'S HERE  
NEW Chevrolet Skypower Gas With No City Tax!  
Clayton Bennett's  
IT HAPPENED TODAY  
Father's Day Sunday, June 17  
Give him a Special Shirt  
From—9:35 up  
MANNIE'S TOGGERY  
Hats—Shoes—Togs

RUIDOSO FOOD MART  
SPECIALS

Your \$\$ Buy More At Our Store

SAVE WITH FRONTIER SAVING STAMPS  
DOUBLE STAMP DAY ON WEDNESDAYS

Fryers Swift's Premium Cut Up Pan Ready, Pound 39c

Swift's Premium Fully Cooked 1/2 or Whole Pound HAMS 69c

Fort Howard 3 Rolls TISSUE 29c

CANTALOUPE 12c Pound

Concho No. 303 TOMATOES 15c Per Can

Indian Girl FLOUR 50 Lbs. \$2.79

We Have a Selection of Dietetic Foods Fresh Fruits at Market Price

Cabbage Fresh Green Pound 5c

WE GIVE S. & H. GREEN STAMPS  
GASOLINE, Regular, Gallon 26 9/10  
LONG'S HOLLYWOOD MART

THESE SPECIALS GOOD FRIDAY AND SATURDAY ONLY

Wilson's OLEO 18c Pound ONIONS or RADISHES 5c Bunch

Wilson's Chicken FRIERS 39c POUND

Payne's Finest Slab, Lean BACON 24c 1/2 or Whole POUND

Libby's CORN Golden 303 Can 15c

LONG'S HOLLYWOOD MART  
GASOLINE, Regular, Gallon 26 9/10  
SEE US FOR AUTO INSURANCE — WE GIVE S. & H. GREEN STAMPS

LINCOLN ARMY OFFICER GRADUATES FROM CLASS AT INFANTRY SCHOOL  
Fort Denning, Ga. (Spl) Army Lt. Emilio B. Zamora, son of Mr. and Mrs. Custodial Zamora, Lincoln, N. M., recently was graduated from The Infantry School's basic infantry officers course at Fort Denning, Ga.  
The lieutenant entered the Army last January. He is a 1935 graduate of New Mexico College of Agriculture and Mechanic Arts. His wife lives in Vaughn.  
NEW FRIED CHICKEN SPOT IS OPENED  
Mr. and Mrs. Richard Omev of Roswell have opened a new fried

chicken specialty house here in a cabin a block east of Carrizo creek bridge on Main Road. The place is known as Dick's Boxed Chicken-to-go and opened for the first time last Saturday. Omev is a construction worker out of Roswell.  
READ THOSE WANT-ADS!  
Don't Drive Yourself to Death.

BENNETT'S Foodliner

Plenty of Parking Space  
On Mechem Drive — Ruidoso  
R. A. and Vida Bennett — Clyde Whitt

Monarch APPLE SAUCE 303 Can 2 for 37c

Golden Brand OLEO 19c Pound

Monarch FRUIT COCKTAIL 25c

Ideal DOG FOOD 2 for 25c

Fryers 39c

SUGAR PEAS, Monarch, 303 Can 24c  
TOMATOES, Diamond, 303 Cans 2 for 31c  
PEANUT BUTTER, Diamond, 25 oz. 63c  
California POTATOES, 10 Lb. Cello Bag 89c

PRESENTS SPECIALS FOR FRIDAY — SATURDAY

MONARCH COFFEE 95c Pound

Payne's Finest Slab BACON, By Piece 29c Pound

Payne's Finest HAMS, Small, Whole 49c Pound

Snowcrop Frozen CUT CORN or GREEN PEAS or BUTTERBEANS 19c Your Choice

Lean BEEF RIBS 19c Pound

APPLE BUTTER, Kimbell, 12 oz. 17c  
PORK & BEANS, Kimbell's No. 300 10c  
TOILET TISSUE, Ft. Howard, Assorted Colors, Roll 10c

We Have a Complete Line of PICNIC SUPPLIES—Paper Plates, Plastic Forks, Spoons, Napkins, Etc.

Pioneer Satin-Flo RUBBER BASE PAINT

Rubber base SATIN-FLO is the only revolutionary change in the paint industry for the past 20 years! Its unyielding non-porous surface is resistant to dirt... scuff proof... mar proof... scrubable... odor free... flows on easily without streaking or brushmarks. Use tap water to clean up after painting. In 12 rich, Southwestern colors.



See a color card at your local Pioneer Paint dealer

DO-IT-YOURSELF

INSTALL YOUR OWN GOODYEAR UNDERGROUND LAWN SPRINKLING SYSTEM THIS YEAR!



We have the Goodyear all-rubber parts and fittings you need. Come in!

AS LOW AS \$37.50 for an average 20 x 50-ft. lawn

FREE! booklet with complete information  
FREE! planning and instruction forms and folder

do-it-yourself be your own interior decorator with new Karpets-Squares by Allen

You can put down Karpets-Squares in patterns and contrasting colors of your own designs, and you can do it yourself... quickly, easily.

KARPETS-SQUARES are 18-inch squares of self-cushioned carpet that adhere to the floor with just a pat of the hand. They are easy to put down and easy to maintain.

Choose from 12 gorgeous fashion-right colors. See KARPETS-SQUARES today—enjoy their comfort in your forgotten rooms tonight.

We Have Pipe and Materials For Do-It-Yourself PLUMBERS We can cut and thread pipe up to 2 inches.

18-inch KARPET-SQUARE only \$1.89

WE HAVE THE FAMED WRIGHT 24-INCH Reciprocating Power Saw \$182.50

We Have a Complete Stock of Linoleum and Floor Covering and All Types of Roofing. We Can Find a Man to Apply Same for You. Paints of Every Kind — Garbage Cans We Offer "Easy" Payment Plan for Those Who Want Remodeling Jobs Financed.



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Scottie Stamps with every purchase—Wednesday Double Stamp Day

FRIDAY & SAT. SPECIALS  
June 15th and 16th

|                                |             |                          |           |
|--------------------------------|-------------|--------------------------|-----------|
| Breakfast Cup                  | 1 Lb. Can   | Bake Rite                | 3 Lb. Tin |
| COFFEE                         | 85c         | SHORTENING               | 79c       |
| Diamond                        | 303 Can     | Golden, Colored Quarters | Pound     |
| GREEN BEANS                    | 12c         | OLEO                     | 19c       |
| Gold Medal or Puranow          | 25 Lb. Sack | Little Crow              | No. 2 Can |
| FLOUR                          | \$1.99      | PEAS                     | 15c       |
| Diamond                        | No. 2 Can   | Wapco                    | 303 Can   |
| TOMATOES                       | 14c         | Blackeyed Peas           | 13c       |
| Elna, Diamond or Mountain Pass | 303 Can     | Havanap, Dispenser       | 100 Count |
| PORK & BEANS                   | 9c          | NAPKINS                  | 17c       |
| Big Mike                       | 1 Lb. Can   | Fresh Grade A Large      | Doz.      |
| DOG FOOD                       | 7c          | EGGS                     | 52c       |
| Choice Beef                    | Per Lb.     | Long Whites              | Per Lb.   |
| BEEF RIBS                      | 29c         | POTATOES                 | 7c        |
| For Chicken Fry                | Per Lb.     | Ac                       | 1 Pound   |
| STEAKETTS                      | 59c         | BACON                    | 31c       |
| Swift's Premium                | Per Lb.     | Iced                     | Per Lb.   |
| FRANKS, Bulk                   | 39c         | WATERMELONS              | 7c        |