

Travel U. S. Highway 70. the Treasure Trail Through the Scenic Southwest, to Reach Ruidoso, World's Largest Year-Round Mountain Playground

OIL PAINTINGS OF THE WEST HARRIS SHELTON Summer Studio Ruidoso, New Mexico Winter Studio 3411 Richmond St. El Paso, Texas

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RUIDOSO, LINCOLN COUNTY, NEW MEXICO

FRIDAY, AUGUST 2, 1957

"INVENIENS VIAM AUT FACIENS"

SUBSCRIPTION \$2.50 Per Year

Around Town

By Nosey Waters Pueblo Theatre's ad was too long for its customary spot on the back page today—you'll find it on page five instead.

The following note was handed us this week by Manager Claud Whitlock of the local hospital: "One of the most touching stories was told by a patient brought to the hospital on a stretcher in an emergency car."

"Dee Dee" Swearingin says he's still got a surplus of pups of assorted styles, kinds and dispositions he'll give anyone who'll give them a good home.

Travis Hicks at Lincoln Feed tells us there are a couple of very nice looking HI Club calves being raised by the Sanders boys on their place down the Ruidoso Valley.

News of school opening will likely be ready for announcement next week following a meeting of the Ruidoso Municipal School board here Thursday evening this week.

Dan Kusianovich, employed as business manager at the Ft. Stanton hospital for many, many years, has resigned.

Lightning struck a barn at the Ruidoso Chinchilla Ranch last Friday afternoon and left the Walker Schneiders, operators of the place, without lights and power for several hours.

Hanging up her shingle here is a psychologist, Jacqueline Johnson, Ph. D., diplomate Columbia U., who offers counseling on personal problems.

Friends of the Ezell Clarke family are advised that if they brought dishes of food to the home last week before, during or after the funeral of Ezell, the dishes will be returned by Mrs. Clarke if owners will advise just what dishes they left.

On the news stands now is the August issue of New Mexico Magazine with two color photos of Ruidoso scenes by Carmen Phillips.

M. N. Roberts is now operating a riding stable at Carrizo Lodge in addition to his many other businesses here.

Mrs. Joe Dryden and Jennie and her mother, Mrs. S. E. Bibbo, moved to Post, Tex., last week-end.

EMERGENCY PHONE NUMBERS Ruidoso Fire Dept or Police Day or Night 3833

GOOD RAIN AT FT. STANTON Ft. Stanton received a soaking rain the middle of last week.



PROPOSED ADDITION—Board Members W. A. Harz, president, and Emadad Jones, secretary, of the local hospital were to announce plans this month for a campaign to solicit \$50,000 for the construction of a five-room, ten-bed addition to the hospital.

ON MARCH 21, 1957, RUIDOSO HAD COMPLETED FOUR YEARS Without a Traffic Death Now Let's Make It FIVE YEARS It's Been 1595 DAYS Since an auto death has occurred in Ruidoso Stay Alive in 1957! Observe Safety Laws

May Let Bids In October On Hiway 70

Proposed reconstruction on U. S. Highway 70, from the Lincoln-Otero County line east, will be discussed at a public hearing in Ruidoso next Tuesday, August 6.

COMMUNITY CALENDAR

Aug. 2, 3 and 4—"The Last Escape of Billy the Kid" Pageant and A Day in Old Lincoln program at Old Lincoln.

Aug. 5-9—Men's invitational golf tournament, Cree Meadows Golf Course.

Aug. 10—Camp Farthest Out, Carrizo Lodge.

Aug. 11—Benefit dinner for Quarterback Club, Nob Hill School cafeteria, starting at 5 p. m.

Aug. 12—Racing Friday, Saturday and Sunday at Ruidoso Downs each week-end in July, August.

Aug. 13-14—Lincoln County Fair at Stanton.

Aug. 17-18—Carrizo Community Rodeo in afternoon, Indian dances at night, admission \$1 adults, 50c children.

Aug. 19—Angus cemetery work day, lunch at noon.

Aug. 12-11 a. m. to 7 p. m., B. & P. W. Club dinner, Cafeteria.

First Hearing Held On Golf Course Suit

Judge W. T. Scoggins last Thursday held the first hearing on a petition filed by Attorney Geo. L. Zimmerman of Alamogordo in behalf of Johnny Williams, owner of Cree Meadows, Inc., seeking a declaratory judgment action against the White Mt. Development Co., and naming George McCarty, Ruidoso; Joe Palmer of Arizona, and M. S. Hamilton, Roswell, as defendants.

ARRESTED ON CHARGE OF "BOOTLEGGING" Chief Deputy Sheriff Fred L. Richardson of Ruidoso, assisted by Village officers and State Police, last week-end arrested John Langston, cook in a local cafe, on charges of being in possession of beverages during illegal hour.

WORK DAY IS SET AT ANGUS CEMETERY Mrs. Henry Peebles, secretary of the Angus Cemetery Association, reports the annual work day at Angus Cemetery will be held Saturday, August 10, with all who call attend invited to bring tools for a clean-up, and also a picnic lunch at noon.

GOOD RAIN AT FT. STANTON Ft. Stanton received a soaking rain the middle of last week.

GROWING WITH RUIDOSO—Keeping pace with Ruidoso's growth is Ruidoso State Bank, which now has nine employees.

Tularosa Rancher Buried At Angus

John Franklin Lackey, 78, veteran rancher and resident of Tularosa for 33 years, died at his home here Monday night.

Funeral services were conducted at 3 p. m. Tuesday at the Mullins-Hamilton chapel in Alamogordo and burial was in Angus cemetery, between Ruidoso and Stanton, Paul Forney was funeral speaker.

Active pallbearers were: Chas. H. Wood, James Goforth, Joe Coe, Bonnie Allen, Aubrey Dobbs and Jim Livingston and honorary pallbearers were: G. V. Clayton, Ernest Blomquist, McDonald, Bud Nelson, Charles Peebles and Ed Sanders.

Lackey was born Jan. 7, 1879, in San Saba County, Tex. He is survived by his wife, Mary Ann Lackey, and two sons, Johnny W. and Ed Lackey; two daughters, Roy Whittier, Calif.; two brothers, Roy Lackey, Copperas Cove, Tex., and Edgar, White Salmon, Wash.; three sisters, Mrs. Prude Johnson, Mrs. Jennie Hays and Mrs. Hester Maddox, all of San Angelo, Tex., and seven grandchildren.

MOTHER OF FRED RILEY DIES IN TEXAS

Mrs. K. O. Riley, mother of Fred Riley of Ruidoso, operator of Fred's Cafe here in the downtown section, died at the age of 88 Tuesday morning. Fred and son, Freddie, left early Tuesday for Abernathy where funeral services were to be held this mid-week at Lakeview Baptist Church. Burial was in the Strip Cemetery, between Abernathy and Petersburg, Tex. Mrs. Riley had visited her son here on several occasions—the last time eight years ago. She is survived by another son and a daughter and one grandchild.

Bank Outlines Its Contribution To City's Growth

This week's Ruidoso News carries an institutional advertisement from Ruidoso State Bank in which is pictured the bank interior, recently remodeled, and its nine employees. Copy in the advertisement records the bank's great contribution to the community in services extended, in its payroll, its credits and in other ways, since its opening three and a half years ago.

IN ROSWELL HOSPITAL

Admitted last Friday to St. Mary's Hospital in Roswell was Mrs. Dan Kusianovich of Ft. Stanton for medical attention.

Veteran Conservationist Recognized For 20 Years Of Service

Daniel A. Giles, acting unit conservationist in the Carrizozo Soil Conservation District, was recently awarded a 20-year service award by G. L. Beene, area conservationist for serving 20 years in the Soil Conservation Service. During the past 20 years Dan, as he is known throughout Lincoln County, has done an outstanding job in assisting farmers and ranchers in applying soil and water conservation practices on the land.

GETS AWARD—Daniel A. Giles of Lincoln, right, receives a citation from G. L. Beene, area conservationist, for his 20-years work with the Soil Conservation Service.



Quarterback Club Supper Is Saturday To raise funds for the school's recreation field, used by elementary students as well as high schoolers for physical education as well as for athletic events, a supper is being served Saturday night this week, with ham and all the trimmings on the menu, by the Ruidoso Quarterback Club. Serving starts at 5 p. m. in the Nob Hill School Cafeteria. Plates are \$1.50 for adults and 75c for children 10 and under.

HEAVY RAIN AT CAPITAN

Rainfall in July was estimated at nearly five inches in the Capitan area, particularly on the Nogal Mesa country, by Mrs. Henry Peebles, who visited in Ruidoso Monday. She said her husband kept a record of rainfall and it totaled 5.70 inches for July to far. Their place is on the Mesa. She said a rain estimated at more than two inches fell in Capitan last Friday, the same time Ruidoso received a deluge.

BINGO GAMES SET

Bingo games are offered under sponsorship of the local American Legion Post in the Legion home here in downtown Ruidoso each Friday and Saturday evening during August.

FORCED TO SELL We have several commercial properties at reduced prices. If you're interested in purchase of Ruidoso property for a profit, see us. WARREN BARRETT, REALTOR.

CAST OF HUNDREDS TO APPEAR IN PAGEANT

\$100 Is Given Building Fund For C. Of C. Ruidoso Chamber of Commerce proposed building plans were given a start and a boost last week with the gift of \$100 from Mr. and Mrs. John Y. Francis.

There is an urgent and immediate need for this building. It will add efficiency and prestige to our community, earnest efforts to improve Ruidoso and environs, as an ideal location for homes and vacations. Your encouragement and substantial financial support is deeply appreciated.

Church Attendance ZOOMS Over 1,000 Last Sunday

Fair weather and a large crowd of visitors in town last week-end boosted church attendance to what was believed to be a new high for the year Sunday. Nine of 12 churches here or in Green Tree, were polled by the Ruidoso News Monday, and the total was 1,037.

Lincoln Plans Bar-B-Q Feast To Raise Funds

Enough barbecue to feed 3,000 people will be served up at Lincoln during the three days of the annual Billy the Kid Pageant to be presented Aug. 2, 3 and 4. Ingredients for this favorite western dish are now being assembled for Fernando Gonzalez, Lincoln County's well-known cook, who will barbecue 1,000 pounds of pen-ficed beef for the occasion.

Public Is Invited To Eat With Golfers

Ruidoso Lions Club will utilize its chuckwagon, a vehicle it uses frequently here in the summer for preparing its famed chuckwagon breakfasts, to serve two meals early next week as part of the entertainment for the Cree Meadows Men's Golf Tournament. Visitors in the community, and the home-folks, also, are invited to eat with the golfers, either at a chuckwagon supper on Monday evening, from 6 to 9 p. m., at the Ruidoso Hotel, or at a breakfast the next morning, Tuesday, from 6 to 9:30 a. m. on the menu for the supper will be chicken fried steak, potatoes, ranch style beans and coffee for \$1.50 per plate, and the breakfast will be eggs, hash, sausage, bread, hash brown potatoes and campfire coffee, at \$1. Advance ticket sale was underway this week with members of the Lions Club offering the ducaats for either or both meals.

HEAVY RAIN FRIDAY WASHES OUT BRIDGE; DAMAGES TRACK SLIGHTLY

A rain measuring about two inches last Friday afternoon in the Hollywood area brought a wall of water down Gavilón canyon to wash out the recently installed bridge near the entrance to Ruidoso. Ruidoso Downs received a similar deluge and water, draining from the mountains surrounding the track rushed in to leave a deposit of mud on one of the chutes, and threatened to break through the track at another place or two. Maintenance men were on the track to save serious damage as soon as the danger was apparent.

CLUB IS DISSOLVED

In a meeting called by President H. H. Shier at a breakfast session at 7:30 Wednesday morning this week, the organization of Hollywood and Green Tree residents, known as "The Booster Club," was dissolved by a vote of those present. Jess E. Allen and past president's notices to all members prior to the meeting.

NEAL LOTS ARE SOLD

Paul Douglas Real Estate office reports the sale of the Neal lots in Young Heights to Ben Hurst and M. W. Lunde, both of Wellington, Tex. who intend to build homes in the near future.

ROSWELL WOMAN BUYS HOME HERE

Mrs. Ruth Johns of Roswell, N. M., has purchased the Glenn Hamilton home in Ruidoso. It is a two-bedroom house with guest house, reports Alice Realty Associates, who handled the sale.

FORT WORTH MAN BUYS ACREAGE NEAR ALTO

The Herbert Lee Traylor land consisting of 80 acres near Alto was sold last week to R. L. Lucas of Ft. Worth, who operates a funeral home in that city. He plans to build a home there and stables to keep racing horses the year round. The transaction was made through Paul Douglas' Real Estate office.

The Weather table with columns: Date, High, Low, Precip. Rows for 25, 26, 27, 28, 29, 30, 31.

Precipitation since Jan. 1, 1957. Precipitation this month, 4.28. (As compiled by C. A. Culver, co-operative weather observer for the U. S. Department of Commerce Weather Bureau.)



In the photo, left to right, Eddie Wimberly, assistant cashier; Mrs. Carl Johnson, Mrs. Truett Shultz, Betty Carpenter; Mrs. George Brooks, Joseph Brooks, Mrs. Ogden Carroll, Mrs. Warren Packer, cashier; T. B. Hood, executive vice-president.

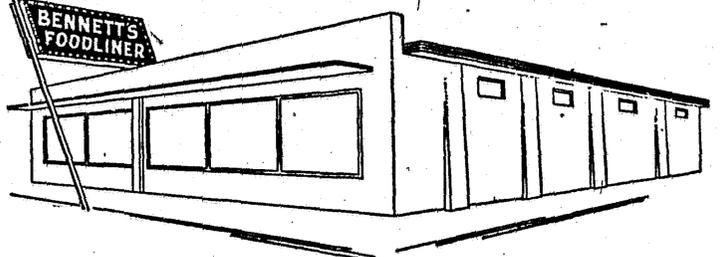
Wilson's Golden Brand Pound
OLEO 21c
 Staley's (Flavored with Pure Honey) Qt.
BISCUIT SYRUP 69c
 Morton's Quart
Salad Dressing .45
 "Mocha-Rich Monarch" Pound
Coffee 89c
 "KIM" (Color or White)
TOILET TISSUE, 3 rolls 23c
 Jewel
Shortening 79c
 3 lb. can



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We Have NO Parking Problem — Plenty of Space!

Kimbell No. 2 1/2 Can
PORK & BEANS 21c
 Kitch-N-Kraft No. 2 Can
BLACK EYE PEAS 19c
 Bits-O-Sea TUNA . Can **25c**

--- Produce ---
HOME GROWN
 Yellow SQUASH . 2 Lbs. **29c**
 CUCUMBERS . 2 Lbs. **29c**
 Italian SQUASH . 2 Lbs. **29c**

--- Meats ---
 Glover's Smoked (Half or Whole) Pound
HAMS 59c
 Pound
Pork Loin ROAST 57c
 Center Cut Pound
Pork Chops 63c
 Lean
GROUND BEEF, 3 Lbs. \$1.00
 White Swan
EVAP. MILK, 3 tall cans 43c
 10 Lb. Print Bag
Golden West FLOUR . . 98c
 (By Supreme) Pound Bag
PECAN SANDIES . . 49c
PICNIC SUPPLIES
CANNING SUPPLIES
DIETETIC FOODS



Look Better — Feel Better
 After a Trip to
Griff's Barber Shop
 Next Door to Moujeau Cafe

Rare Totem Pole



Photo Courtesy Canadian National Railway
 This 70-foot totem pole in the plaza of the Canadian National Railway station at Jasper in the Canadian Rockies is an exceptionally rare specimen. The pole was brought to Jasper from the Queen Charlotte Islands off the Pacific coast of mainland British Columbia. It was carved by a family of Masset Haida Indians, whose family crest appears in the form of a killer whale at the bottom of the pole.

Canyon Echoes...

Mrs. Jackie Thomas of Roswell, with her mother, Mrs. C. F. Overby, also of Roswell, and a sister, Mrs. L. E. Sanders, Cleburne, Tex., were in Ruidoso Monday.

Visiting her sister, Mrs. W. S. Campbell, for several days has been Mrs. Anna Belle Pieper, her sister from Midland, Tex.

Dr. and Mrs. V. E. Wratton are again enjoying the company of the M. C. Ledbetters and their six pretty blondes from Morton, Tex., who are here on their regular ten-day vacation in the Wratton's guest cottage. Mrs. M. E. Gowdy, Mrs. Ledbetter's mother, is with them. Mrs. Gowdy is Mrs. Wratton's sister-in-law.

The Virgil Winnos of Plainview, Tex., were here in their summer cabin last week-end, with several friends.

Mr. and Mrs. L. J. Hicks are visiting in Texas this week.

Johnny Brooks, son of Mr. and Mrs. George Brooks, is visiting his aunt and uncle, Mr. and Mrs. B. W. Botter at their home on Lake Hamilton near Hot Springs, Ark. He plans to stay until after Labor Day. The Botters were guests of the Brooks several days last week.

Mr. and Mrs. Bruce Poorbaugh and children of Roswell are house guests of the V. W. Robertson for a week. Other guests have included Mr. and Mrs. Fred W. Poorbaugh and children of Albuquerque.

You haven't seen the best 'til you've visited Clayton Bennett's, 14-MI. West of Nob Hill on Highway 70. Sterling silver jewelry, hand-made leather goods, beaded belts in a choice of all sizes.

Marge Garner and Della

Matthews accompanied a group of boys to Alamogordo Sunday on a swimming party at the pool there.

Mrs. B. R. Estes and Mrs. Helen Lynch, both of Dallas, are staying at Navajo Lodge for a week or more.

Mr. and Mrs. H. H. Shropshire and daughter, Susan, Tokio, Tex., are visiting the Cy Leland, Sr. family here.

Mr. and Mrs. Wm. Roy Baker and two children are here from Haskell visiting the Roy Bakers. Wm. Roy is now superintendent of a school in that area.

Mrs. Joe H. Morris and children, Scott, and Patricia, spent last week-end with the J. H. Morriszes. They are from Tyler, Tex.

Mrs. C. R. Jeffers and son have been here several days from Houston. She operates the Gateway Knit & Gift Shop.

Returning last week-end for a longer stay were Mr. and Mrs. Joe Crump, from Midland. They had been here earlier this summer, but returned to Midland for a few days.

The Buddy Rogers family from Odessa, Tex., was here last week-end in their cabin on the river below Oliver's Cabins. He is district attorney at Odessa.

Indian doll collection, Indian head-dresses for 49c to \$35, Indian suits for boys and girls, size 4 to 6; moccasins, tom-toms, bows and arrows, Clayton Bennett's, 14-MI. West of Nob Hill on Highway 70.

A carpet and an extra room is being added on the Harry Eckert house in Palmer Gateway.

The Truman Spenter, Jr., family of Carrizozo was here last week-end.

The J. H. Johnsons have re-



SCOUTING DISCUSSED FOR ROTARIANS

Tom Cochran, area Boy Scout executive from Roswell, spoke on Boy Scout work for the local Rotary Club program at its luncheon meeting at the O. E. S. hall here Tuesday noon. Visitors included Bruce Pemberton, Slaton, Tex.; John Francis, Junction, Tex.; Walter Collins, Lameca, Tex.; C. J. Lewis, Amarillo, Okla.; Roy Lock, McAllen, Tex.; J. E. Miller, Alamogordo; Leland Hanah, Monday, Tex.; Vern H. Writson, Roswell; Dr. Tom E. Smith, Dallas; and C. A. Elrod, Lamesa, Tex.

Dr. Smith is president of the Dallas Rotary Club. He visited all who were present Tuesday to attend the Rotary convention in Dallas in June next year.

The greatest deposits of potash in the United States, near Carlsbad, New Mexico, were discovered in the late 1920s during oil exploration, which proved to be unsuccessful.

Scratch pads, 2 for 15c. News. turned to Big Spring after a visit of several days here.

Lula Eaves of Texas Tech, Lubbock, arrived here recently to stay for several weeks in her place near Hollywood.

EMPLOYED AT ALAMOGORDO
 Marcella Thorne, who has been working with the State Police in Albuquerque as a telephone operator, has been transferred to Alamogordo with the State Police there. She is living in Ruidoso with her parents, Mr. and Mrs. Henry Thorne, at Nob Hill Lodge, and drives to and from work.

SIX FROM AREA GET DEGREES

Silver City (Spl.) — Seventy-eight persons are candidates for degrees at New Mexico Western College commencement exercises to be held at 8 p. m. Thursday, Aug. 1, in Light Hall auditorium, Donald Overturn, dean of admissions and records, has announced. This includes 38 for the degree of master of science, 33 for the degree of bachelor of science and seven for the degree of bachelor of arts.

Bachelor of science degree candidates include Ola Jones, Alamogordo; James Little, Ruidoso; Benito Montoya, Tularosa; Marie Pineda, San Patricio; Leola Pfingst, Captain.

Candidates for the degree of bachelor of arts include Hilda Ma Pryor, Lincoln.

In Unity There Is Strength Allied Realty Associates Phone 3303 — On Main Road

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

Idle Hour Lodge

Open Year 'Round

- ON THE RIVER
- PANEL RAY HEAT
- KITCHENETTES
- ELECTRIC REFRIGERATION

Mr. and Mrs. James H. Littlefield Phone 3255 Ruidoso Member Ruidoso C. of C.

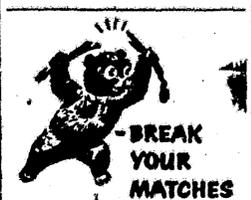


24 Modern Cabins Among The Pines On the Nolsy Water River

Open Year 'Round "Live The Life of Riley In A Cabin in the Pines" Kitchenettes Baths Completely Furnished

PLAYGROUND FOR CHILDREN

RUBBER STAMPS All Sizes RUIDOSO NEWS



PREVENT FOREST FIRES!

Massive Sierra Blanca peak, which rises 12,000 feet in the mountains of southern New Mexico, marks the southernmost point of glaciation on the North American continent. Although the glacial ice cap never moved as far south as Sierra Blanca, the mountain developed an independent glacier, signs of which are still evident.

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PINE TREE SAVINGS STAMPS

Filled Books Are Redeemed by Each Store From Their Own Stocks of Merchandise at \$4 per Filled Book. (These Stamps Are Printed and Produced In Ruidoso.)

- HOME & AUTO STORE
- SAM'S WATCH SHOP
- FINE'S GROCERY
- Ruidoso
- BURNS & ROBERTS
- LBR. & SUPPLY
- Hollywood
- M. N. ROBERTS
- LBR. & SUPPLY
- Green Tree

Cars — Trucks — Pick-Ups
 Clayton Bennett's
 Highway 70

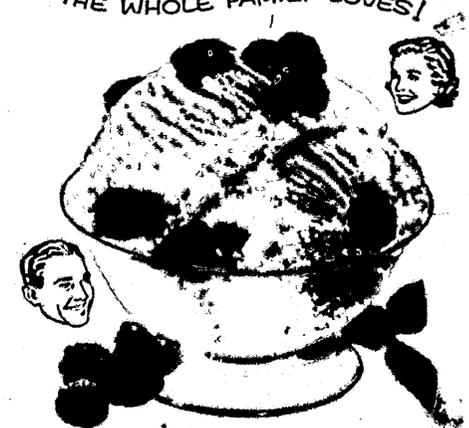
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Ruidoso News
 Friday, August 2, 1957



DAN D. SWEARINGIN INSURANCE

ANTIQUES—

Antique & Modern Indian Jewelry — Old China
 Cut Glass — Navajo Rugs — Antique Mirror
 Rare Bibelot Table — Antique Furniture
EVE BALL
 Near Nob Hill Restaurant — Palmer Gateway



Just spoon it and enjoy it! No fixin'! No fussin'! Ice cream's an ever-ready treat! Quick, easy and so delicious! Cooling, refreshing, so full of good things, too! Keep ice cream handy in your freezer compartment! Get your favorite flavor now!

ICE CREAM IS PURE PLEASURE
 Sold All Over Lincoln County in Your Favorite Food Stores
CITY DAIRY

THEY'RE HERE—
 THOSE FAMOUS
 THOSE DEPENDABLE
 AND REASONABLY PRICED
B. F. GOODRICH TIRES,
TUBES AND BATTERIES
HOWARD'S CONOCO SERVICE
 Woodrow Howard — On Main Road
 Phone 3661
 "We Serve to Serve Again"



When You Visit Ruidoso Be SURE You See The **WHEELER MUSEUM**
 It's Like the Smithsonian Institute! On Highway 70 — One Mile East

SHOPPING STARTS IN THE PAGES OF THIS NEWSPAPER

HOW TO REACH your biggest market with the Greatest Selling Impact

Your advertisement in this newspaper will reach the most people at the best time to do YOU the most good! When a woman (or man) sits down with her newspaper, she is practically asking to be sold... she wants to know what's NEW in the stores... wants to study comparative values... wants to pre-plan her next shopping expedition. If you really want to SELL her, that's the time to TELL her!

RUIDOSO NEWS

NOW OFF THE PRESS!
 Use This Mail Order Form To Be Sure You Get Your Copy of "PICTORIAL RUIDOSO"
 Carmon Phillips' 72-Page Publication With Dozens of Pictures.
 Remit 50c with this order blank. The book costs 35c and 15c is for wrapping and postage. Mail this coupon now, and we will send you your copy THE DAY YOUR ORDER ARRIVES.
 To Ruidoso News, Ruidoso, N. M.
 Please send me _____ copies of "Pictorial Ruidoso" at 50c per copy.
 Name _____
 Address _____



LARGEST ENTRY LIST IN HISTORY DUE HERE FOR MEN'S TOURNEY

The management and personnel of Cree Meadows Golf Course this week was preparing to welcome the largest entry list in the history of its annual men's tournament...

Second Quarter Horse Maturity Slated At Downs Saturday

The second annual running of the Ruidoso Quarter Horse Maturity for 4-year-olds, will be featured at the Downs this Saturday...

Vandy's Flash From California Takes Downs' Quarter Horse Derby

Vandy's Flash, a three-year-old California colt, showed his heels to the favorites Saturday to win the featured Ruidoso Quarter Horse Derby at Ruidoso Downs...

The Carl Mercer entry from Woodland Hills, Calif., returned \$23.00, \$5.20 and \$3.80 for his backers...

Go Man Go, top quarter horse at the Downs last year, made his first start Saturday in the eighth race but finished second to Brigand...

The Double L Farms of El Paso added another win to their credit Saturday when Campeiro raced home in front to pay \$19.80, \$10.80 and \$10.10...

mine, owned by Joe Pastorini of Scottsdale, Ariz., paid \$34.80, \$10.30 and \$8.50.

Alfalfa Bill helped out with the daily double payoff of \$72.80. The horse, owned by W. M. Wilson of the lateral, Kan., came home in the second half of the double to pay \$23.60, \$10.90 and \$4.80...

First race, 5 1/2 furlongs—Thelma, Miss W. O. Spoonmore, Hobbs, N. M., owner, R. Hays up, 4.90, 5.10, 3.80; Smiling Gus, 4.90, 5.10, 3.80; Smiling Gus, 4.90, 5.10, 3.80...

Second race, 6 furlongs—Indian Wise, R. W. Stewart, Phoenix, Ariz., owner, H. Strimling, given 9.70, 5.30; Chatter, 4.10, 2.90; Mad Poco, 3.10, T—1:23.6.

Third race, 400 yards—Duke Priest, Haw Creek Ranch, Bunnell, Fla., C. Toussain up, 19.40, 7.80, 5.50; Mr. Pawlaka, 3.80; Andy, 3.60, T—1:13.4.

Tenth race, 550 yards—Tonta, yards—Tales of Old, Mr. and Mrs. George Till, Globe, Ariz., owner, E. Minchey, 6.40, 4.20, 3.10; Haughtily, 6.70, 5.40; Go Bob Go, \$5, T—1:55.4.



M. B. "Pete" Sullivan, District Representative For Triple "A" Can Be Contacted by Calling 3465, and will welcome inquiries about membership, emergency service, ball bond, free accident insurance and many other benefits.

RUIDOSO DOWNS

Table with columns for race days and times: Sat.-Sun. 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st.



Feature For Friday / "Riverside Estate Allowance" for Thoroughbreds (11th) "The Texan" Quarterhorse Allowance (10th) at 400 Yds. Feature Race for Saturday Will Be Second Annual Quarter Horse Maturity at 440 Yds. (11th) \$1,000 Plus Purse FEATURES FOR SUNDAY WALKER AIR FORCE BASE HANDICAP A Thoroughbred Handicap at 5 1/2 Furlongs (11th) And "New Mexico Bred Quarterhorse Futurity" (6th) RUIDOSO DOWNS Lincoln County's Greatest Payroll! Pari-Mutuel Wagering - 12 Races Daily Week-Ends & Holidays

FISHERMEN! COME TO... RAINBO LAKE TROUT FISHING At Its Best! NO LICENSE REQUIRED Catch Guaranteed - Fish from 9 to 18 Inches! UP CARRIZO CANYON 1 1/2 MI. South from Sallee's Riding Stables

RECREATION CENTER FOR ALL THE FAMILY Billiards - Bowling - Other Games LECK'S LANES

BIG RAINBOW TROUT At SEEPING SPRINGS TROUT LAKES On Highway 70, 4 1/2 Miles East of Ruidoso Downs NO LICENSE - NO LIMIT - Guaranteed Catch FREE GRILLS AND PICNIC TABLES

NOW YOU CAN OWN A SWIMMING POOL FOR AS LITTLE AS \$70 a month. Nothing down 36 Mos. to pay. Order your SUNPLAY POOL on MONDAY and have a swimming party the following SUNDAY. It's a reality not a dream—Completely installed in a week. SEE THE SUNPLAY DISPLAY AT ODELL SPEAR RESIDENCE PHONE 3475 RUIDOSO

Fresh Shipment of Miss Saylor's Candles - also - We Have Received A Beautiful Line of Stationery To Add to Our Already Fine Selection Film - Flashbulbs Cosmetic Hosiery COOK'S PROPRIETARY & SUNDRIES

Do You care? Price's cares about the richness you expect in FRESH MILK. Richer milk is better tasting milk. Price's Meadow Gold consistently tests richer than the area's standards. Controlled feeding and constant laboratory checks on all milk received and sold by Price's are just two of the many reasons why Price's milk is superior in richness and flavor. For good, rich milk always select Price's Meadow Gold. Drink the milk produced with care. Price's Creameries, Inc.

PUEBLO THEATRE
Matinees Daily, 2 p. m. Race Days and 3 p. m. Other Days. Admission 50c and 25c.
Last Times Tonight

GARY COOPER
INGRID BERGMAN
FOR WHOM THE BELL TOLLS
AN ERNEST HEMINGWAY PLAY
TECHNICOLOR

Plus Selected Short Subjects

SATURDAY ONLY Double Bill!

IT'S A S-S-SOREAM
with **STANLEY CLEMENTS**

HUNTZ HALL
and **the Bowery Boys**
SPOOK CHASERS
with **STANLEY CLEMENTS**
AN ALLIED ARTISTS PICTURE

Late Show Saturday Night

Man Afraid
CINEMASCOPE
with **PHYLLIS THAXTER - TIM HOVY**
AN ALLIED ARTISTS PICTURE

Man Afraid
CINEMASCOPE
with **PHYLLIS THAXTER - TIM HOVY**
AN ALLIED ARTISTS PICTURE

DRAGON WELLS MASSACRE
AN ALLIED ARTISTS PICTURE
Plus Newsreel & Cartoons
TUES. - WED.

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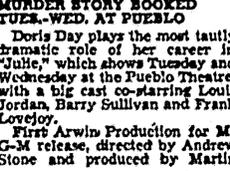
AT PUEBLO—Showing Sunday and Monday at the Pueblo in CinemaScope and in color is the new western, "Dragon Wells Massacre," starring Barry Sullivan, Dennis O'Keefe and Mona Freeman.



AT MT. VUE—Marnie Van Dorn, above, is one of the stars in "Untamed Youth," showing Sunday and Monday at the Mt. Vue Sho-Dyn Drive-In Theatre. She is teamed with Lori Nelson.



SATURDAY ONLY — Booked Saturday night only is "The Last Hunt," a story of the annihilation of buffalo, with Robert Taylor and Stewart Granger in the cast. It shows at Mt. Vue Sho-Dyn Drive-In Theatre. In the scene above are Taylor and Debra Paget.



MURDER STORY BOOKED TUES.-WED. AT PUEBLO
Doris Day plays the most tautly dramatic role of her career in "Murder Story Booked," which shows Tuesday and Wednesday at the Pueblo Theatre, with a big cast co-starring Louis Jordan, Barry Sullivan and Frank Lovejoy.

FOR WHOM THE BELL TOLLS RETURNS TO PUEBLO
One of the all-time great adventure romances, Ernest Hemingway's "For Whom the Bell Tolls," starring Gary Cooper and Ingrid Bergman, has been released by Paramount in response to the rising popular demand that has followed Miss Bergman's Academy Award triumph in "Anastasia." Graced by what has been called the superb Miss Bergman's finest and most appealing characterization, the distinguished film is showing now at the Pueblo Theatre.

Three years in the making, the spectacular Technicolor screen production of a great Hemingway novel read by over five million people tells one of literature's most haunting love stories woven into a plot rich in suspense and roaring action and teeming with colorful characters.

Five levels of animal existence, Eighteen top level naturalist photographers, each a specialist in his field, collaborated with Disney and his True-Life Adventure staff on this truly remarkable entertainment film, dramatizing Nature's marvels and mysteries.

Involved in bringing "Secrets of Life" to the screen as a pageant of drama, color and action, were magnifying lenses, time-lapse photography and the technical skills known only to veteran wildlife cameramen.

"Secrets of Life" will show as part of a double bill Saturday only at the Pueblo.

DISNEY'S 'SECRETS OF LIFE' AND 'BOWERY BOYS' ON DOUBLE BILL
In his latest True-Life Adventure feature, "Secrets of Life," filmed in print by Technicolor, Walt Disney deals with the behavior of living things rather than the ultimate mysteries of life itself. The production, partly in Cinemascope, seethes with the drama of creatures in action, showing their relation to each other on the lower and more primitive levels.

The laughs come fast and continuously in Allied Artists production, "Spook Chasers," which is the other picture Saturday at the Pueblo. Huntz Hall and the Bowery Boys are up to their usual madcap antics as they get involved with ghosts, goblins and a pretty girl that inhabit a haunted farmhouse. Darlene Fields is the pretty girl and Stanley Clements also is featured in the film, produced by Ben Schwab and directed by George Blair.

DANCE SATURDAY NIGHT
Carrizo Lodge Dining Room
IS OPEN
Phone In Your Reservations—Or Just Come On In!

Buy 'em Wife Squaw Dress \$5.95
BOWLIN'S RUNNING INDIAN
6 Miles South of Tularosa
Highway 54 - 70

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 \$48.95 to \$68.45
We also have file folders, indexes, and card file boxes from 3x5 to 5x8 inches, short or long lengths.

Letters to the Editor...

White Tail, Mescalero Reservation, Mescalero, New Mexico
Secretary of Interior
Washington, D. C.
Dear Sir:
I am a Mescalero Apache, sixty-five years of age. My wife, Isabel, is a Chiricahua, daughter of Perico, half-brother of Geronimo. I have had a shoulder dislocated, which has never been put in place. Before this accident I worked with the cattle, but am unable to use my right arm much now. My wife is a victim of arthritis, for which little can be done. She is 62.

We have been getting \$17.50 each per month from the Tribal Relief, but are told that the funds are exhausted.
We own cattle, but are unable to find out how many, for they do not tell us. They branded 37 calves for us last year.
We were informed that the sale of our cattle last October and November brought about two thousand dollars. Of this sum seven hundred was retained by the Cattle Growers' Association, supposedly for maintenance of the herd during the winter. Three hundred twenty-five was paid to the Tribal Store on our debt for groceries the past year. We got seventy-five in cash.
Now, our credit at the store has been cut. Our \$35 a month is to be

SATURDAY LATE SHOW IS 'MAN AFRAID'
From its opening scene to its spine-tingling climax, there is ever-mounting suspense and tension in "Man Afraid," Universal-International production filmed in Cinemascope, co-starring George Nader, Phyllis Thaxter and Tim Hovey, which shows late Saturday night at the Pueblo Theatre.
In a sense it's a chase picture from start to finish, an unerring sort of chase in which the quarry is the little boy played by Tim Hovey.
The lad is the son of a minister, played by Nader, who has slain a young burglar during a struggle after the intruder has almost blinded the minister's wife by slashing her across the eyes with a length of rope.
The slain youth's father tries several suspenseful stratagems to entrap little Tim in order to avenge his own son's death. At first only Tim is aware of this, and the audience is on tenterhooks until he convinces his father he is in peril.

CANCER'S SEVEN DANGER SIGNALS

- 1 Unusual bleeding or discharge
- 2 A lump or thickening in the breast or elsewhere
- 3 A sore that does not heal
- 4 Persistent change in bowel or bladder habits
- 5 Persistent hoarseness or cough
- 6 Persistent indigestion or difficulty in swallowing
- 7 Change in a wart or mole

None of these symptoms necessarily means that you have cancer but any one of them should send you to your doctor! Cancer is usually curable when detected and treated early.

REMEMBER THE DANGER SIGNALS! FIGHT CANCER WITH A CHECKUP...AND A CHECK

cut. And we have no other income. When people have no jobs and no credit what can they do?
I have worked six quarters of a year toward social security, but am physically unable to do any work even if I could get a job. We are twenty-seven miles from the Mescalero Agency, have no transportation. And winter is coming.
What are we and many others in similar position to do?
We cannot get relief from the state of New Mexico because we own cattle. Do we own them? If we do why can't we have some of the money obtained from the sale of them? And if we don't, why make a pretense of it?
We most humbly and sincerely ask for some relief from the system that permits this condition.
Yours truly
(Name withheld)

New—Our highest oceans ever
New—New Gas No. city tax at Clayton Bennett's, 1/4-Mi. West of Nob Hill on Hiway 70.

HOLLYWOOD BUSINESS DIRECTORY
Services Available in the Friendly Community on Hiway 70
PLENTY OF PARKING SPACE
(WATCH THIS LISTING GROW)

RANDY JOHNSON
FIX IT — REPAIR IT
CONSTRUCT IT

- ★ Painting and Repair Service
- ★ General Carpentry
- ★ Cabinet Making
- ★ Furniture Repair
- ★ Rock—Brick and Cement Work
- ★ Knife and Tool Sharpening
- ★ Property Upkeep and Care

ESTIMATES GIVEN
Dial Ruidoso 2381
Residence in Back of
Hollywood Postoffice

Auto Sales—
R. H. Anderson Auto & Trailer Sales
W. R. Long Car Sales

Accessories, Tires, Batteries—
Hollywood Gulf Service
Batteries, \$9.95 up
New, Used Tires

Amusements—
Wildcat Mountain Sky Way Ride
Hollywood Pony Ride
Wheeler Museum

Bus Stations—
New Mexico Transportation
Lee Wimberly, Agent, Dial 3931

Building Supplies—
Hollywood Lbr. Co.
Burns & Roberts Lbr. & Building Supplies

Cafes—
Thompson's Cafe & Garage
Cafe 70
Copper Kettle Cafe

Cleaners—
Odorless Cleaners

Curios—
Clayton Bennett's
Hollywood Trading Post

Feeds, Farm Needs—
Lincoln County Feed
Branum's Enterprises & Trailer Park

Flowers—
Theda Shier Flowers

Grocers—
Long's Hollywood Mart

Ice Cream—
The Dairy Queen

Hotels, Courts—
Ramona Courts
Clayton Bennett's
Arrowhead Motel & Sta.

Prescription Druggists—
Prescription Pharmacy
Petroleum Products—
Homer Allison, Sinclair Products, Dial (8)2266

Service Stations—Garages—
Thompson's Cafe & Garage (Conoco)
White's Sinclair Service & Garage
Clayton Bennett's
Arrowhead Motel & Sta.
Easley Texaco Station
Hollywood Gulf Service
Long's Oil Well Ser. Station

Trailer Parks—
Branum's Enterprises & Trailer Park

Trailer Sales—
R. H. Anderson Auto & Trailer Sales

Wrecker Service—
Thompson's Cafe & Garage
Dial 3495



WHAT THE RUIDOSO STATE BANK HAS MEANT TO THIS COMMUNITY

EXTENSION OF CREDIT
Since the Ruidoso State Bank opened on December 1, 1953, 6,503 loans have been made as follows:

1,853 loans were made for purchase of automobiles, appliances and other articles.	Total \$ 767,000
351 loans were made for property improvement, repairs, remodeling, additions, etc. Total	\$68,000
1,644 loans were made to local businessmen for use in their businesses. Total	2,089,000
1,187 loans were made to farmers and ranchers in the Ruidoso Trade area. Total	739,000
2,208 other loans were made, mostly to local residents for personal, family and other needs. Total	1,497,000
6,503 loans, total amount	\$5,660,000

PAYROLL
Total payroll, December 1, 1953 to June 30, 1957 \$87,237.10
Payroll is now at the rate of nearly \$25,000 per year, most of which is spent with our local merchants. Except for the school system and City Government, this is no doubt the largest payroll in Ruidoso.

LOCAL TAXES
The Ruidoso State Bank pays its share of taxes for City and County governments, based on its real estate and equipment. In addition, several of the Bank's employees own and pay taxes on property, automobiles and personal effects.

COMMUNITY AFFAIRS
The Ruidoso State Bank is a wholehearted supporter of the Chamber of Commerce and all other worth-while community enterprises. In addition, its officers and employees have made significant contributions to many civic organizations such as Village Trustees, Lions Club, Business & Professional Women's Club, Rotary Club, Ruidoso Chamber of Commerce, Eagle Creek Water Users Association, and many others.

MANY OTHER SERVICES have been provided. Several million dollars in coin and currency have been handled as a convenience to local merchants; a total of \$14,888.88 has been paid out in interest to savings and time depositors; safe deposit boxes have been made available; many escrow collections have been handled; U. S. Savings Bonds are sold and redeemed, to mention a few.

THIS RECORD, we believe, IS ONE OF OUTSTANDING COMMUNITY SERVICE. SUPPORT THE BANK THAT IS SUPPORTING YOUR COMMUNITY.

Ruidoso State Bank
MEMBER F. D. I. C.

CLUB NOTES

Ruidoso B & P. W. Club meets every third Monday evening, place to be announced.

Episcopal Church Auxiliary meets each third Tuesday.

Ruidoso Chapter No. 65, Order of the Eastern Star, meets the second Thursday of every month, 8:00 p. m., Eastern Star building, Gateway Visiting members welcome.

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

Ladies day at Noisy Water Lodge every Monday 1 p. m. play Chiasta, bridge, samba or dominoes, sponsored by Ruidoso Women's Club.

Loans supper every Tuesday night, Carrizo Lodge.

Rotary luncheon every Tuesday at O. E. S. chapter home.

Woman's Society for Christian service meets each third Wednesday of the month, place to be announced.

American Legion Auxiliary meets each third Thursday at 1:30 p. m. at the American Legion Hall.

The Christian Women's Fellowship of the First Christian Church meets on the first Monday of each month for business and study at the church at 7:30 p. m.

HARRIS TV & RADIO
Featuring DuMont and Emerson Television and Color TV and Radio Sales Service
Phone 3181 - A. B. HARRIS

Telephone 3783
JOE REINHARDT
At the Record Shop
When you want a new TV set or Radio, Nationally Known Products.

NOTICE
The Bus Station is now in a new location at the Ruidoso and Hollywood at the New Building Beside Hollywood Postoffice.
The Bus Schedule:
— East —
1:53 a. m. — 2:50 a. m.
7:49 a. m. — 10:28 a. m.
2:05 p. m. — 2:51 p. m.
— West —
8:00 a. m. — 1:58 p. m.
8:45 p. m. — 11:05 p. m.
Open 8 a. m. to 7 p. m.

PAGE SIX
Ruidoso News
Friday, August 2, 1957

ADVERTISEMENT FOR PLUMBING BIDS

Sealed bids will be received by the Hondo School Board of Education of Hondo, New Mexico, until 4:00 p. m. Wednesday, August 14, 1957 for materials and installation for the plumbing of two shower rooms and two rest rooms. Specifications can be procured at the home of Fernin S. Montes, Superintendent of Schools, Glencoe, New Mexico, at any time, or at his office on any Tuesday or Thursday morning between the hours of 9:00 a. m. and 12:00 noon. The board reserves the right to reject any or all bids, and to waive all technicalities.

Board of Education
Hondo Valley Public Schools
Frank Titsworth, President
ATTEST:
Mrs. A. N. Kimbrell,
Secretary

Card Of Thanks

Dear Friends:
Life without friends would be like a flower without fragrance. The kindly sympathy of friends—how blessed it is! We hold only a small number of friends throughout life, for many drop away as we increase in years. But in our hour of need, the kind words and smiles of loyal friends revive our confidence and faith. The clasp of a hand, the tender words, "Don't cry, we are here with you," an arm around our shoulders—and contentment, doubt, and fear are soothed away. The above is our thanks to you for the kindness you have shown in our sorrow.
The Kuykendalls.

Card Of Thanks

The gestures of love, sympathy and friendship extended to us by this entire community—and those outside our limits as well, leave us powerless to express what we feel in our hearts. Our gratitude is infinite—and we want each one of you to realize that every expression of your love has helped us so much, and is deeply appreciated. It is this bond of friendship, so beautifully demonstrated that lifts our hearts, to the realization that God is love, and every where present. Our thanks and blessings to you all.
THE EZZEL CLARKE FAMILY
Belo lies, all prices; rocks for rock hounds; souvenir New Mexico plates, saucers and cups. Clayton Bennett's, 34-Mi. West of Hob Hill on Hwy 70.

People Sports In The News

SOFTBALL The Dogota boomer didn't slip. He's executing a great backward-overhead kick in soccer game played at 8,500-foot elevation in the Andes.



WILD Y. while puffing cigarette while awaiting cue for filmed TV inter-lux.



LIGHTNING-LIKE automatic analyzer developed by Republic Aviation uncovers short circuits on partially-built F-47F Thunderstreak. It can check 1200 different circuits in less than a minute.



... of Guajira Peninsula in Colombia S.A. are harvested by 2,000 Guajira Indians who are cattle and sheep ranchers rest of the year. These salt beds in a 19th century will yield some 42,000 tons of salt this year.

Shiprock, a steep, volcanic formation on the Navajo Indian Reservation of northern New Mexico, is considered an extremely difficult peak by mountain climbers. Rising 1,640 feet above the surrounding plain, Shiprock was first conquered in 1939, and has since been scaled only 23 times by skill-



TRADING POST—Clayton Bennett's beautiful trading post, pictured here, is headquarters for authentic Indian-made jewelry, Navajo rugs, rocks for rock hounds, souvenirs, curios, Chevron gas and a friendly "hello."

Speed Limits In New Mexico Are Defined

In a move to help dispel public confusion regarding speed limits in New Mexico, Chief Highway Engineer L. D. Wilson said today that "unless highways are otherwise marked as provided by law, the legal speed limits are as set up by the 1957 act passed by the state legislature."

Commenting that Highway Commission members, as well as the state road department, had been receiving numerous inquiries regarding the new law, Wilson quoted portions of the act which state that the speed limit is 70 miles per hour in the day time and 60 miles per hour at night "in open country" and 60 miles per hour day time and 45 miles per hour night time "in other locations."

Trucks of a rated capacity of more than two tons may not exceed 50 miles per hour at any time.

Wilson said he assumed the phrases "open country" and "other locations" would have to be interpreted by the courts on the basis of each individual case.

The road chief declared that "as the law has been interpreted for these limits apply to all state highways until, of course, lower speed limits are posted by the Highway Department on any highway after the following things have been done:

1. A detailed study of the stretch of highway. These studies must take into consideration 13 separate factors such as terrain, roadside development, sight distance,

traffic volume, etc.

2. The Highway Commission, on the basis of the detailed study, may determine that lower speed limits are "reasonable and safe."
3. The detailed study may then be filed with the Supreme Court Librarian of New Mexico.

Speed limits signs are constructed and posted for the stretch of highway in question and enforcement begins.

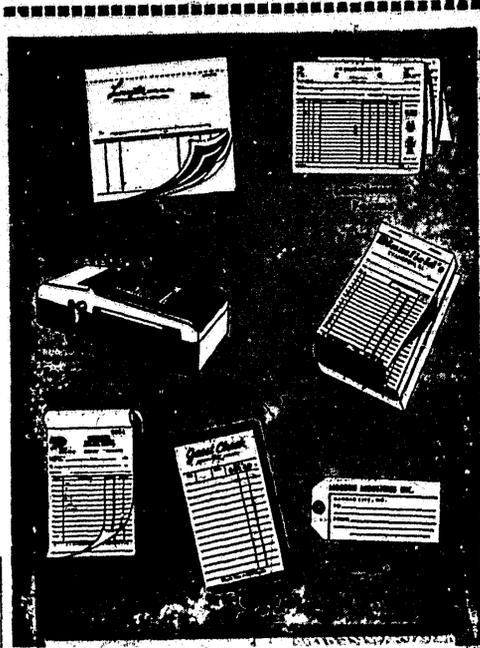
Wilson emphasized that the Department's highway study crews have been concentrating on roads on which the State Police have requested priority action, including U. S. 85, Santa Fe to Anthony; U. S. 64, Santa Fe to Taos; and portions of U. S. 66.

He said the Department plans to submit all completed studies to the Highway Commission at its July 25 meeting and that it is very likely that the Commission will find that certain stretches are not adequate to carry the maximum speed limits.

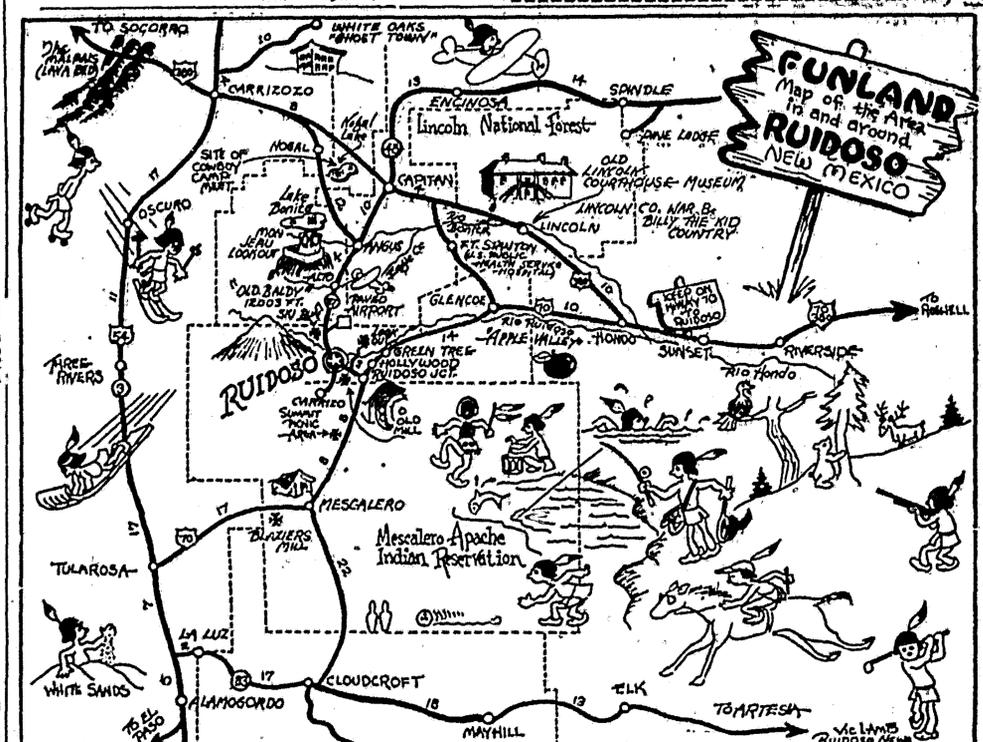
Wilson noted that should this occur the studies will be filed with the Supreme Court Librarian and posting of restricted zones will begin.

In the meantime, the road department head stated that studies of other stretches of road would be prepared "as rapidly as it is humanly possible to do so" and that results of the studies would be presented to Highway Commission members at the earliest opportunity.

The deer population of New Mexico, once in danger of vanishing, has increased tremendously in the last twenty years under expert supervision. There are now yearly hunting seasons, and conservation officers estimate that there are 300,000 deer of all species roaming New Mexico's mountains and plains.



THE RUIDOSO NEWS



TO OUR VISITORS—
Things to See and Do
In the Playground Area
Of Ruidoso & Lincoln County

All of these things listed are within 60 Miles of Ruidoso—

- Lincoln National Forest**—With its campgrounds, scenic trails and drives. Three riding stables here provide horses for riding into our forest which surrounds us.
- Cedar Creek**—Winter sports area and park-like shrubs and evergreens.
- Golf Course**—One of the most beautiful golf courses in the world is Cree Meadows.
- Mescalero Apache Indian Reservation**—Can be entered in the recreation area west of here, or you may visit at Mescalero, on U. S. Highway 70.
- Lake Bonito, Bear Canyon**—Scenic mountain lake offering a wonderful drive through the mountains. Several abandoned gold mines with tunnels down buildings and their caves can be explored.
- Nogal Lake, Nogal Mesa**—The mesa is scene of the annual Summer Cowboy Camp Meetings.
- White Sands National Monument**—Stupendous deposit of pure white gypsum.
- Lava Beds**—The Mal Pais is a fascinating and different attraction.
- Ruidoso Summer Theatre**—Presenting stage plays each Friday, Saturday, Sunday, June 29-Aug. 8, 8:00 p. m. U. S. Postales, in Ruidoso auditorium.
- Old Lincoln Courthouse**—In Old Lincoln town, with three museums, and once where bitter Lincoln County War centered, see "The Kid" and two guards in jail escape from the jail there.
- Big Game**—Deer, antelope, bear, wild turkey and bobcat are found on 1200 acre state game preserve here.
- White Oaks**—Old ghost town once thickly populated and once having newspaper, stores, saloons.
- The Three Valleys**—Scenic ranchland and mountains.
- Capitan, Capitan Gap and Indian Gap**—Beautiful orchards, ranches along Ruidoso, Hondo and Bonito. Home of internationally famous artist, Peter Hurd; screen star Linda Darnell; author, writer Dan Storm and Louise Massey and Milt, Mable, radio and screen entertainers.
- Ruidoso Downs**—Popular summer race track, with horse racing each week-end in summer.
- Night Clubs**—Numerous clubs with entertainment.
- Churches**—In the immediate area are nine churches of various denominations.
- Climinate**—The most wonderful in the world—you will especially enjoy our autumn season when fall foliage is a riot of color.
- Mon Jean Look-Out**—Drive to the top of this forest look-out tower, 10,000 feet high.
- Fort Stanton**—19-year-old fort once policing Apache Indians, later used as Mexican Serrano Hospital, now a state TB sanatorium. Where Territorial Gov. Lew Wallace killed and where Gen. "Black Jack" Pershing once stationed learned to play his guitar.
- Cloudcroft**—High mountain resort area.
- Artists' Art Schools**—Ruidoso is home of several resident artists including Ernest S. Blythe, "Blythe" Jones, Martha O'Brien, and others, and art school, the best of its kind. Open to students also operates here in summer.
- Mayhill Nurseries**—Giant greenhouses growing many beautiful flowers shipped to wide-area.
- Wheeler Museum**—Most unique privately owned museum in New Mexico.
- Ruidoso Lookout Tower**—Gives panoramic view of Playground of the Southwest.
- Ruidoso Sky Ride**—Unusual cable car lift to top of Wildcat Mountain on U. S. Highway 70.
- Dowlin Mill, Blazer Mill**—Both in immediate area, pioneer adobe structures once housing flour mills, both over 100 years old. Dowlin Mill in Ruidoso now grinding flour each summer. General Franklin, Lew Wallace, Billy the Kid and Pat Garrett were among early day visitors at Dowlin's Mill in Ruidoso.
- Carrizo Lodge**—With unique history, museum and scene of square dance soboles, bordering an Indian reservation.
- Fun In Downtown Ruidoso**—With skating, bowling, shooting galleries, bingo, theatres, children's rides, billiards, and many curio shops.
- Places To Dine**—More than 50 restaurants and dining rooms to choose—some of them with specialties.
- Green Tree Indian Aqueduct**—Stone aqueduct built over 200 years ago to carry water from Palo Verde Springs into Ruidoso Valley.
- Indian Ruins**—Ruins and pictographs of various Indian settlements in Carrizo, near Carrizo, in Ruidoso area.
- Airport**—Paved runways long enough to accommodate two-engine aircraft.

—and at further distances, but still within 4 to 5 hours' drive are El Paso and Juarez, Holloman Air Force Base (General Hospital) and White Sands Proving Ground; Carlsbad Caverns; Organ Pipe Cactus Bomb site; Botanical Garden, Albuquerque and Santa Fe; Elephant Butte Lake; Truckee, Calif.

STOP AT THE RUNNING INDIAN
For Reservation Prices on Navajo Rugs, \$3.50 Up
6 Miles South of Tularosa

This Week's Laff-Coated Truth—
Small opportunities are often the beginning of great enterprises. —Demosthenes

★ ★ ★
NO MONEY DOWN
36 MONTHS TO PAY
—with—
A. B. C.
FINANCING
Hollywood Lbr. Co., Inc.
Hwy 70 Hollywood, N. M.
We Give S. & H. Green Stamps

MORE PEOPLE THAN EVER BEFORE

Yes, more people than ever before are buying and reading the RUIDOSO NEWS.

For the most complete coverage of the local area and a sure fire way to reach the many visitors in Ruidoso, advertise through the Ruidoso News.

It's easy to reach this large audience. Just dial 3415 and ask to have a representative call on you.

Featuring the Most Outstanding Classified Page of New Mexico Weekly Newspapers

OUR VISITORS PLAN THEIR TRIPS WITH A COPY OF THE RUIDOSO NEWS.

NOW OPEN!
For The Season ...
WILDCAT MOUNTAIN SKY-WAY RIDE

Recently Renovated with All New Cable and Other Safety Features Added.

Get a breathtaking view of the Ruidoso Valley and the Mountains from This New Feature. **DON'T GO BACK HOME WITHOUT A TRIP ON THIS SCENIC CABLE CAR RIDE** On U. S. Highway 70 Between Hollywood and Green Tree. Overlooking the Downs.

Alto Briefs
By MRS. AILEEN LINDAMOOD

Blood Family Reunion
The past week the Blood family has been together at the home of Mr. and Mrs. Ernest Blood near here. His sisters, Mrs. E. S. Allen, Mrs. G. T. Hammond and Miss Georgia Blood of Richland, Texas, are here. E. S. Allen came with Mrs. Allen.

Their daughter, Mrs. Alice Lindsey and children Jim and Sue of Denton, Texas, are here for the gathering and also another daughter Mrs. Charlie Brooks of Ft. Smith, Ark. Her husband Captain Brooks will arrive on Sunday to join the crowd. Friday the 28th there was a big family dinner and added to the above guests were Mrs. Blood's relatives: Mrs. W. N. Hightower, her mother, the George Hightowers of Silver City and the J. B. Hightowers of Alto.

Extension Clubs Have Meeting At Angus
The Extension Clubs of Corona, Carrizozo and the Ruidoso Hondo Valley combined for a meeting at the Angus Community Building on the day of the 24th. As always the food was delicious and plentiful. An interesting demonstration and lecture was given by Mrs. Hazel Roberts of State College. The theme was the altering and fitting of a pattern to each individual before cutting into the material.

Miss Pearl Crockett of El Paso drove over Thursday while she was visiting in Ruidoso.

The Al Swansons and Alan Johnsons were in Carrizozo for the day on Wednesday.

The R. Jack Stewarts from El Paso are at their Eagle Creek home again this week.

Mrs. W. A. Chandler and Mrs. E. L. Leach of Allen, Texas, came over Tuesday from Durango. They are vacationing at Whispering Pine Cabins there.

The Garland Alvis family spent a few days in El Paso last week.

While Mr. and Mrs. Ovid Miller of Azusa, Calif., were visiting her brother and family the Jake Halveys of Green Tree they came over to see us Sunday.

Dr. and Mrs. E. L. Haney of Ralls Texas, are in their summer cabin at Ruidoso. They came over to see the Walt Schneiders and to the store to see us last week.

The J. G. Moores and Mrs. Roy Shafer of Carrizozo were by Monday on their way home from attending the funeral of Ezell Clarke in Ruidoso.

Mr. and Mrs. L. P. Cossitt, Mrs. J. H. Addison and W. H. Addison of El Paso have been here the past week. They attended the Nogal camp meeting and then remained for a few days at the Addison ranch on Little Creek.

The George Hightowers are here from Silver City visiting his mother, Mrs. W. N. Hightower.

The Chris Starrs of Portales week-ended in their summer home on Gavilan.

Fred Harrington returned from the Jemez Mountains where he has been on a special assignment with the State Game Department.

The D. A. Kincaids of Albuquerque were here for the week-end.

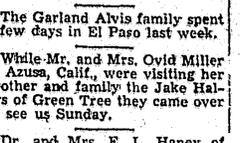
The Walter Stouls and Albert Lovelays of El Paso drove over on Sunday from Carrizozo where they were spending the week-end.

The Lindamoods entertained the Al Swansons of Eagle Creek and the Wayne Hamiltons of Carrizozo at a Sunday morning breakfast.

Our thanks to the local people for sending the big crowd to our store last week-end for our novelties, curios, authentic Indian jewelry, Navajo rugs, costume jewelry, Clayton Bennett's, 34-Mil. West of Nob Hill on Hwy 70.

There are more than 50,000 Indians in New Mexico of varied cultures and languages. These include Navajos, Apaches, Utes and Pueblos, most of whom still live in their traditional homelands.

Sen. Anderson Tries 'Senate Salad'



Senators Clinton P. Anderson of New Mexico and Henry M. Jackson of Washington are handed their plates of "Senate Salad" by Mrs. America of 1958 during a recent luncheon at the Capitol. "Sen-

"No," said the little man. "You can have it. . . You saw it first."

The coed said she wanted to be an airline hostess. "You meet a lot of men that way," she said to her friend.

"Yes," answered the friend, "but wouldn't you meet as many men doing something else?"

"Could be," said the coed, "but not strapped down."

Jaywalkers have two rights; The Bill of, and the last sad.

Groucho Marx: "Always practice fire prevention, and make certain never to smoke in bed. That's very important, because the ashes you leave may be your own."

Randy Merriman: "Then there was the fellow who got married on a bet and then spent the rest of his life crusading against gambling."

Woman: "You should have your eyes checked twice a year."

Red Skelton: "I've had them blacked but never checked."

Mother: "Daughter, before you become serious with that boy friend of yours, be sure that he is kind and considerate."

Daughter: "Oh, I'm sure of that, Mother. Why only the other day he told me that he had put his shirt on a horse that was scratched."

The County Agent Reports
(By RALPH DUNLAP)

John Thomas was not having any mite trouble at present. His apples, as well as many others, had started to grow again since the rains of last week. In his orchard, as well as several others, some large apples were over 2 1/2 inches in size.

We visited Ralph Bonnell, who is using DN-111 for mites. He seems to be getting good control and has no leaf burn as sometimes is experienced in using DN-111 in hot weather. DN-111 happens to be a much easier chemical to use than Systox as it is not as poisonous to a person doing the spraying.

Mr. Bonnell emphasized that in all his sprays, especially for mites, that complete coverage was necessary. Mites always build up inside of the tree and work out, and this portion of the tree is often missed by an inexperienced sprayer. He told us that he has already started picking summer apples and early peaches—selling them through his stand at Glencoe.

Wilbur Coe was visited and he has been able to keep the mites under control with Systox.

In Unity There Is Strength Allied Realty Associates Phone 3303 — On Main Road

THE FIRST CHRISTIAN CHURCH

Mark C. Cronenberg, Minister RUIDOSO Palmer Gateway Chapel Bible School 9:45 a. m. Wilks Fowler, Superintendent. 11 a. m. Morning Worship Rev. Roland Brown, featured speaker for Camp Farthest Out, will be our Guest Speaker. POPULAR EVANGELISTIC SERVICE 7:30 P. M. Featuring Orchestra music for the congregation and singing. Sermon theme, "Scarcecrowns That Keep Men From Christ."

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My Private Movie

There was a day last summer that I kept tucked away in the back of my mind, like a miniature mental movie all my own. Sometimes, when other days aren't quite as bright as this one was, I take it out and reel off a private showing.

It was a Sunday. We'd been to church, Leo and the three children and I. Then we went home and packed up a big picnic lunch and took it down to the creek. It was one of those perfect summer days you just have to write about. Everything tasted better than it could possibly have been. When we'd finished eating, the kids called their best mate Leo and I started out on the grass and looked up in the blue sky at my old dotted with Betty white clouds.

We didn't say anything, but I know that we were both thanking God for all the blessings he'd bestowed on us. I know that we were feeling, just then, particularly at peace with ourselves, and with the universe. I was thinking, too, of our kids as they'd come out of Sunday School that morning, with their bright faces glowing, and I gave a silent vote of gratitude to my parents for having raised me in the Church. Now I was able, in turn, to pass on this priceless heritage to my own children.

In this high pressure, jet-propelled age we're living in, we need so much to guide our children in the right way. Without the aid of the Church I, for one, would be at a total loss—and that afternoon I realized it, with particular emphasis.

I suppose, when you come right down to it, we really didn't do so much that Sunday. But it was a day that left me with a feeling of family unity, of togetherness. . . . I shall never forget.

Sometimes, when things are "at seven and seven," a parent needs to take time out to remember just how precious a family is. Whenever I feel myself in danger of forgetting—I just dust off my movie and live that Sunday all over again, to myself.

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH The Church is the greatest force on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound 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 mental support. Plan to go to church regularly and read your Bible daily.

Week	Chapter	Verses
Sunday	Dante's Inferno	11:13-21
Monday	Job	24:1-14
Tuesday	Samuel	2:1-10
Wednesday	Psalm	8:1-9
Thursday	Proverbs	1:1-7
Friday	Mark	6:36-44
Saturday	Mark	9:33-37

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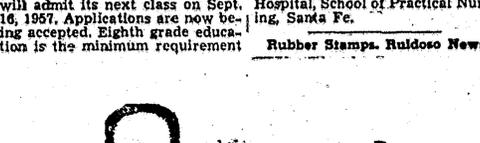
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Church Directory

LUTHERAN CHURCH H. M. Kimerick, Minister Services 8 a. m. each Sunday at Holy Mt. Episcopal Church in Gateway area.

FIRST CHRISTIAN CHURCH (Disciples of Christ) Mark C. Cronenberg, Minister Bible School, 9:45 a. m. Wilks Fowler, Superintendent. 11 o'clock, morning worship. Communion and sermon, theme, "Communion and Sermon Rev. Roland Brown, Guest Speaker. 7:30 p. m., Evangelistic Service. Sermon theme, "Scarcecrowns That Keep Men From Christ."

Y. F. and Chi-Rho Fellowship Hour, Wednesday, 7:10 to 9 p. m. FIRST BAPTIST CHURCH Green Tree, N. M. Rev. Jesse T. Allen, Pastor Sunday School, 9:45 a. m. C. T. Carpenter, Suppl. Preaching Service, 11:00 a. m. Training Union, 6:30 p. m. Morning Service, 7:30 p. m. Preaching Service, 7:30 p. m. Wednesday night service, 7:00. The church where everybody is somebody, and nobody a stranger. Phone 2241

GATEWAY CHURCH OF CHRIST C. E. Higginbotham, Minister Sunday Services: 8 a. m. Worship & Communion 9:45 a. m. Bible Study 10:45 a. m. Bible Study & Communion 7:30 p. m. Worship Wednesday, 7:30 p. m. Prayer Meeting COMMUNITY METHODIST CHURCH Rev. Hugh Bailey, Minister 8:30 a. m.—Morning worship. Sunday School—9:45. Morning Worship—10:55. Methodist Junior Fellowship—5:30 p. m. for 9, 10 and 11 yr. olds. Youth Fellowship—5:30 p. m. Evening Service—7:30 p. m. CHRISTIAN SCIENCE SERVICES Sunday School services each Sunday at 9:45 a. m. 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 Rev. Cecil Smith, Pastor 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. Booster Bands—7 p. m. Evangelistic Service—7:30 p. m.

FIRST PRESBYTERIAN CHURCH A Home for the Soul in the Heart of the Hills. William B. Helms, 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, 7:00 p. m. A Cordial Welcome to All. EPISCOPAL CHURCH Chapel of Our Redeemer, Fort Stanton—1st, 3rd, 5th Sundays, 10:00 a. m. St. Anne's Chapel, Glencoe—2nd, 4th Sundays, 7:30 a. m. Church of the Holy Mount, Ruidoso—Every Sunday, 9:30 and 11:00 a. m. Coffee Hour between services.

FIRST BAPTIST CHURCH Rev. J. P. Fortenberry, Pastor Sunday School, 9:45 a. m. Worship Service, 11:00 a. m. B. T. U. 8:00 p. m. Worship Service, 7:00 p. m. Wednesday Night Service, 7. ST. ELEANOR'S CHURCH Fr. Robert Auman, Pastor Schedule of Masses—Sundays and Holy Days—7:00 and 11:00 a. m. Week Days—7:30 a. m.

THE BIBLE SPEAKS

ROMANS 13:13-14 Let us walk honestly, as in the day; not in rioting and drunkenness, not in chambering and wantonness, not in strife and envying. But put ye on the Lord Jesus Christ, and make no provision for the flesh, to fulfill the lusts thereof.

FIRST BAPTIST CHURCH GREEN TREE, N. M.

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RUIDOSO NEWS

**Forwarding Address
 Should Be Filed
 With Postoffice**

There are a few extraordinary circumstances in which people who write letters want to keep their addresses to themselves. Ordinarily, however, those who take the trouble to write are anxious for their correspondents to know how they in turn can be reached through the mails.

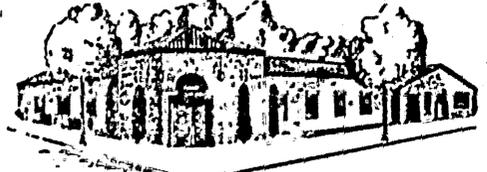
ber, apartment or room number, city and state. So that mail may be speedily and accurately handled, the postal regulations provide that all return addresses be placed uniformly in the upper left corner of the card, envelope, wrapper, or label. All postal employees are trained to look for the return address in this customary position, so it may be overlooked if placed elsewhere.

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RUIDOSO NEWS

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The Ruidoso News

return for correction, it can be promptly and accurately returned back to the sender.

New Bank's Lobby Sports 5x16-Foot Mural By Peter Hurd

Most New Mexicans who have examined the 5 x 16-foot painting at the lobby of the National Bank's new office lobby say that the scene might have been taken from their own part of the state. Artist Peter Hurd intended it that way. He wanted it to say: "This is New Mexico." Actually, he got the inspiration from Estancia Valley, one of his favorite places. "I wanted to convey the impression of a serene and lyric day," he says, "the feeling of infinite distance that ends in the tremble of a mirage on the horizon." Admirers of the painting agree that it gives fresh interest to New Mexico's "wide open spaces."

Peter Hurd's paintings hang in many of the nation's foremost museums and galleries. He is a National Academician. These artists, connoisseurs say, is truly original

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THE NEWS

RUIDOSO CHARACTERS—



THE DUFFER'S DRIVE IS ON THE FAIRWAY FOR THE FIRST TIME IN TWO YEARS

and definitely tied to the West. During World War II, Hurd was a war correspondent for Life Magazine in Britain, Africa, the Middle East and India.

He was raised on a ranch near Roswell, and attended West Point Academy. He resigned from the Army to take up art. He studied under N. C. Wyeth, and married Henrietta, the famous artist's daughter. They live at San Francisco, in the Honda Valley, on their 300 acre ranch, where Hurd raises Black Angus cattle.

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RUIDOSO NEWS CLASSIFIED ADS

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

PAGE NINE
Ruidoso News
Friday, August 2, 1957

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Two-bedroom modern cabin, one block off Main Road, near second bridge. Furnished. Reduced to \$4,000.00 cash.

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City water will be available soon to 12 nice summer cabin sites for lease or sale. P. O. Box 34 Dial 2085

FOR RENT—Rollaway beds, baby cribs, hospital beds. Apache Furniture, dial 2035. 49-tfc

FOR SALE—Two-room furnished house, 20x14, with shower, new hot water heater, city water, electric range, wood stove, Vermont cabinet, oil kitchen faucet on 50-ft. deeded lot, \$2,500. Turn north at Oliver's Cabins, second house north side of Pine St., across river from downtown Ruidoso. Write Rogers, 3102 N. Center, Olesco, Tex. 6-4p

FOR SALE—4-hole fire cream cabinet \$99. Will serve as a deep freezer. Will finance Hart Electric, phone 2493. 40-tfc

FOR SALE—3-piece wood kitchen set \$15; cedar chest \$10.50; rocker \$5; 2-piece living room suite, like new, \$29.50; round oak table \$10.50; single metal bed \$8.50; Admiral refrigerator reduced to \$79.50; brass bed \$35. Apache Furniture, dial 2035. 1c

WE HAVE THREE large furnished cabins we would like to rent by the month for fall and winter at a very reasonable price. These cabins are modern, in good condition. Rock Ridge Cabins, dial 2321. 6-tfc

Machine Sharpened

Planer & Jointer Knives All Household, Yard and Garden Tools Behind Gateway Food Mart 6-4p

For Free Landscape

Estimates Call

FLINN NURSERY

HE-7-9121 Alamogordo

900 Adams

P. O. Box 504

FOR \$25 PER PERSON VACATION

For one week to the points of interest in the Lower Rio Grande Valley Below the Huge Falcon Dam. Food - Lodging Transportation Furnished NO OBLIGATION TO BUY ANYTHING CONTACT H. T. WICKER Dial 3652

HOW MUCH SHALL I SAY?

In a classified ad say as much as is necessary to completely describe what you are offering of goods or services, little more. Be brief, concise, complete. Tell all you would like to know if you were the prospect.

Facts are what count in a classified ad. Superlatives are to be avoided. Readers of classified pages are looking for something. If you have it and your copy adequately describes it, leaves no question in prospect's mind, you will get action . . . a sale if terms are right.

A buyer looking for something in classified pages will read most of the ads to find it. The judicious use of display type, little white space at top and bottom, the boxed ad—as in display ads on these pages—command attention, adding to the pulling power.

Say what is essential in your ad; use display space where competitive advertising dictates the

"BOB" CARTER'S ELECTRIC

Phone 3815

Residential and Commercial Wiring

NEON SERVICE

Appliance Repairs

When You Need To Make A Hurried Trip

Contact

RALPH BROWN

FLY CHARTERED PLANE

AIRPORT

DIAL

4331

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-2-3950 for Free Estimates

— VISIT —

FIESTA

NOVELTY SHOP

For—

* Western Style

* Curios

* Souvenirs

Downtown Ruidoso

Fred L. Richardson

BURDETT & CAMPBELL, REALTORS

1500 E. Main Phone 4125

NOTICE TO HORSE OWNERS: 43 acres, irrigated, excellent crop grain etc., year round home for horses. Plenty water. Elev. 4520 ft., good climate; modern cabin for care-taker; stock tanks; all fenced; Less than \$1000 per acre.

Modern 4R home and separate store building, large lot, \$8500 terms.

BARGAIN modern home in Green Tree \$3,000.

LOTS, ALL LOCATIONS, \$500.00 up.

INVEST FOR THE FUTURE

Your Home or Homesite In

AGUA-FRIA ESTATES

will assure you of being among fine homes and neighbors—all weather roads—Perfect Year Round Climate

—Plenty Pure Spring Water piped to your home—Beautiful Views—Large Spacious Lots

Now Open For Your Inspection

THE TEXAN—A long low ranch style home Completely furnished. 2 bedrooms, 2 baths. A beautiful patio with waterfall. Landscaped.

THE NEW MEXICAN—Made of kiln fired adobes. 2 bedroom, 1 bath. Completely furnished. Two private patios—Landscaped.

Both Homes Have Fireplaces—Central Heat, Sliding Glass Doors, Awning Type Windows.

Choice Building Sites Still Available.

Ph. Griffith 8-2060—1 1/4 Mi. East of Ruidoso Downs

LARGE STOCK OF Ruidoso Map

Guides at wholesale for curio, drug, grocery or other businesses to sell. Ruidoso News, 1p

SUPER VALUE—New 20-gal. water heater, fully guaranteed, only \$44.50. Tru-Gas, dial 2193. 6-4p

HOUSE FOR SALE—Three-bedroom house on 1/4 acres located off Highway 70; 1 1/2 baths. Property has small guest house. Jess White, ph. (6)2340. 50-tfc

FOR SALE—Two white sidewall tires, 8.00x14, slightly used. Joe Bacon at Hollywood Gulf Service. 1tc

APPLIANCE REPAIRS

— Iron lamps, percolators, etc. Buckner's 1c

WE DON'T CARE Where you got it—if that watch isn't running right, we can fix it—or we'll sell you a new one if you want it. Sam's Watch Shop. 1tc

FOR A MORE BEAUTIFUL YOU—Use Avon Guaranteed by Good Housekeeping. Mrs. Odie Courville, dial 2765. 48-tfc

SEVERAL GOOD PROPERTIES TO EXCHANGE

For Ruidoso Property. I NEED YOUR LISTINGS ESPECIALLY ON MODERATELY PRICED CABINS

Several Out-of-town Properties to exchange for Ruidoso Property.

If you are interested in buying, selling or exchanging property of any kind,

See or Call

W. E. MUNSEY

Licensed and Bonded REAL ESTATE BROKER

Office — Rock Ridge Cabins

Ruidoso — Dial 2321

J. P. (Jake) HALEY

BUILDING CONTRACTOR

Box 124 Phone 8-2155

Green Tree, N. M.

For Motor Freight Service—Dial 3445

Herman Reynolds, Agent

EL PASO PECOS VALLEY MOTOR FREIGHT

Highway 70 — Hollywood

S. & S. SEPTIC TANK CO.

Septic Tank Pumping

Rain or Shine

A. L. Stalcup, Owner — Dial 2764

Vic Stanley, Operator — Dial 2377

— RUIDOSO —

RIVERSIDE ESTATES

Ruidoso's Most Exclusive and Beautiful HOME SITES

Large, roomy lots, all facing to the south and protected from the north by tree-studded mountains. Nearly one mile fronting on the Ruidoso River. Complete water system from huge tank on the highest peak, ample water for all trees, shrubs, flowers and plants from deep well and irrigation rights. Heated swimming pool, parks and scenic picnic areas atop mountain peaks. Situated on seventy acres of the valley's finest land, crowned by the show-place ranch house of the Ruidoso area. No heavy traffic; you can be home in Riverside Estates from the race track in three minutes.

Highly restricted—private road to be marked "For owners and INVITED guests only." Only a limited number of lots available.

We Reserve the Right to Sell Only to Those We Choose.

RIVERSIDE ESTATES

One and one-half miles east of the race track off Highway 70

Watch for large sign—office in large red-tile roofed ranch house at foot of mountain, across river.

Phone Ruidoso 8-2253 TED MORSE Box 561, Ruidoso, N. M.

FOR SALE—1955 Ford V-8 pick-up

with heater. Clayton Bennett's, 1 1/2-Mi. West of Nob Hill on Hwy 70, authorized salesman for Chevrolet, Oldsmobiles. 1tc

FOR RENT—Large family-size

cabins, with kitchens, special rates by week. Rock Ridge Cabins, dial 2321. 1-tfc

FOR SALE—Front end drive, one

ton, for truck or power wagon. In A-1 condition, with transfer case and all necessary parts to install, \$120. Henry Jackson at Thompson Service. 4-tfc

Picture Frames

For Sale

The Travis Art Gallery

Back of Postoffice

For Sale or Trade—

1950 Buick Two Door

Standard Transmission

1951 Pontiac 8 4-door

Radio, Heater, White Sidewall

Tires, Hydramatic Transmission

1951 Dodge Coronet

4-Door Sedan

Standard Transmission, Radio, Heater, White Sidewall Tires

ALL CARS HAVE HAD NEW MOTORS INSTALLED AND ARE IN GOOD RUNNING CONDITION

W. E. MUNSEY

Phone 2321

Fresh
GROUND BEEF
3 Pounds
\$1.00

U. S. D. A. Choice

Chuck Beef Roast **49c**

Wisconsin
LONGHORN CHEESE **49c**

STEAKETTS **59c**

C. & H.

SUGAR 98c



RUIDOSO FOOD MART

YOUR \$\$\$'s BUY MORE AT OUR STORE

SPECIALS

DOUBLE STAMP DAY ON WEDNESDAYS
SAVE WITH FRONTIER SAVING STAMPS

Locally Grown
YELLOW SQUASH **17c**

Pecos Cantaloupes **10c**

Fresh
ONIONS or RADISHES **5c**

GREEN BEANS **25c**

Kimbell's
Oleo **21c**

GIANT TIDE **69c**

Wilson's BOLOGNA **35c**
Ideal DOG FOOD **\$5.75**
Ten-Inch White BOWLS **10c**
Girls' BLOUSES **1/2 Price**
Men's Shoes **1-3 TO 1-2 OFF**
All Toys **1/2 Price**
BOOTS **1/2 Price**
Overshoes **1/2 Price**
Fresh—Nice Slices Ripe Tomatoes **15c**
Choice Beef Chuck **43c**
46 oz. TOMATO JUICE **19c**
Children's SHOES **1/2 Price**
Ladies' BLUE JEANS **\$1.00**
Costume Jewelry
Your Choice, Values to \$5 **\$1.00**
Regular, 88 Plus Octane **289c Gal.**
LONG'S HOLLYWOOD MART
DOUBLE GREEN STAMPS ON WEDNESDAY

PAGE TEN
Ruidoso News
Friday, August 2, 1957

Property Sales Here Listed by Burdett & Campbell

Burdett & Campbell, local realtors, reported these property sales they have handled recently:
A. F. Wallace of San Antonio, Tex., and A. J. Wallace of Howell, Tex., have purchased a large number of lots for development in the near future.
Mrs. Jane Davison and Miss Jesse Russell of Roswell have plans for alterations at the Wilson Cabin on the river in upper Ruidoso which they have bought.
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Tex. plan to spend the rest of the season in their cabin, "Eagle Nest," which they have acquired from Mr. Vinson.
Frank Carrillo of Lubbock has purchased a homestead near the river.
Roy Barber of San Angelo, Tex., and family have completed their moving and are now permanent residents in their home on First Street Barber has accepted the position of assistant to Joe Reinhardt in his department of radio and television at the Record Shop in Skyland.
The Chris Stars have completed a comfortable home near Alto on several lots they purchased. The Stars have put down a good water well and, as reported by Mrs. Star, it has a "reducing pump" and "pump" on it of which all of their neighbors are taking advantage.
Bobby Arnett and B. A. Arnett, Joseph Yates and J. C. McCormick have purchased lots in the "one subdivision."
Mrs. C. Turner reported these additional sales recently:
Mr. and Mrs. E. W. Sidenberg-

At the Hospital

Patients receiving treatment the last several days in Ruidoso-Hondo Valley General Hospital have been:
Retha Moore, Jack Adrich, Capitan; Reuliah Champlin, Wanda Kiker, Frank Ivy, Neal Gilly, Ruidoso; Olive Engman, Ruidoso Downs; Harley Strimple, Breckenridge, Tex.; Mrs. R. S. Delaune of Tinsie, later transferred by ambulance to the Ft. Bayard VA hospital; Adelina Martinez, Josephine Er, who are from Ohio, but now of Las Cruces, have bought the Dingwall home on Mesa Trail. Sulfenberger is employed at White Sands (Proving Ground).
Mr. and Mrs. Bill White of El Paso have bought the two-bedroom home of the A. A. Pettitts of Anthony, N. M. The home is in the upper canyon. White is manager of the Crawford Theatre in El Paso.

Christmas Card Sales Aid Ruidoso Camp For Crippled Children

Mrs. Frank Quinn, 1817 Los Alamos SW, Albuquerque, N. Mex., announces that her committee is ready to accept orders for Christmas cards to benefit the New Mexico Society for Crippled Children and Adults. Cards are available at the Society, 1807 Broadway N. E., or may be ordered by mail from the office. County Chairmen have received samples of the 2 cards which may be seen in any of the 43 towns having local Crippled Children Societies.
Olive Rush and Peter Hurd, New Mexico artists of international reputation, have given their time and talent to design cards in diversified styles to suit each card purchaser.
Mrs. John P. Suttman, publicity chairman for sale of the cards, Kearney, Tularosa; Manuel Ordonez, La Luz; Jane Perriman, Amarillo, Tex.; Neva Abel, Dallas, Tex.
Stork Club
Born to Mr. and Mrs. Tom Jeffrey, Green Tree, a daughter July 27, wt., 7 lbs., 5 oz.
Born to Mr. and Mrs. Manuel Carrillo, Jr., Ruidoso, a son, July 27, wt., 7 lbs., 13 oz.

states that there is no specific charge made for these originally designed cards. Those receiving them are asked to contribute the amount they would normally expect to pay for their greeting cards.
Funds from the sale of the cards are used for a summer camp for crippled children at Ruidoso; a fully equipped rehabilitation center, just being built on land donated by the University of New Mexico; inn service for wheel chairs, crutches, hospital beds, etc.; special seasonal parties for crippled children; and, aid to cerebral palsy victims.
NEW DOCTOR NAMED FOR MESCALERO HOSPITAL
Announcement of the assignment of Dr. Robert F. Kaufman as a new medical officer at the U. S. Public Health Service Indian Hospital at Mescalero has been made by Dr. Henry W. Kassel, area medical officer in charge.
Dr. Gordon E. Maxwell is acting medical officer in charge of the PHS Indian Hospital at Mescalero; Dr. Kaufman is called to active duty from Norfolk, Va., and replaces Dr. Lauren E. Trombley who is leaving the Public Health Service.



Light Up... for pleasant evening meals... outdoors!

Outdoor barbecues are more fun when you can enjoy them in the cool of the evening. With proper outdoor lighting, you'll have plenty of light for outdoor meals... for entertaining... for lawn games... and for such work as lawn mowing and gardening after the hot sun goes down. Your lighting equipment dealer will gladly show you how easily and inexpensively you can light your yard. See him about it soon!



Adjustable enclosed floodlights like this are easily attached to your house or garage. They use ordinary 100 to 300 watt bulbs, protected by a cover glass. Use only with waterproof cord and watertight connections.



Mt. Vue
Sho-Dyn
DRIVE-IN THEATRE ON MECHEM DRIVE
Phone 3355
Last Times Tonight
BURT LANCASTER - TOMY CURTIS
SATURDAY ONLY

THE LAST HUNT
M-G-M in CINEMASCOPE and COLOR
Plus Cartoon
SUNDAY - MONDAY

UNTAMED YOUTH
M-G-M in CINEMASCOPE and COLOR
Plus Cartoons
TUES. - WED.

JAMES CAGNEY WHITE HEAT VIRGINIA MAYO
M-G-M in CINEMASCOPE and COLOR
Plus Cartoons
THURS. - FRI.

JOE DAKOTA
M-G-M in CINEMASCOPE and COLOR
Plus Cartoons

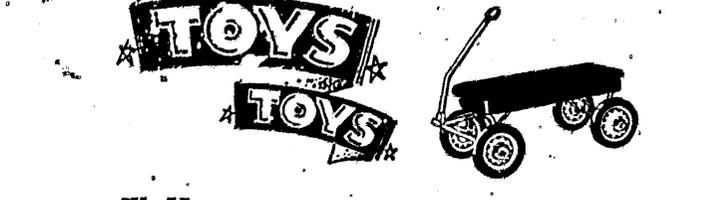
LOOK FOR THE PUEBLO AD ON PAGE 5 IN TODAY'S NEWS.

SMOKEY SAYS-
1. Hold your match till it's cold.
2. Crush out your smokes—use your ash tray.
3. Drawn your samples till every spark.
4. Ask about the law before burning grass, brush, fence rows, or trash.

NEW SAFETY LIGHT FLASHES WARNING

To further promote highway safety and prevent night accidents involving distressed or parked vehicles, U.C. Late Mfg. Co. of Chicago is marketing a new plug-in type red flashing light called the "Big Beam Car Flash." Mrs. Donald Lyman of Northbrook shows how it mounts securely on any flat, smooth surface of an automobile or other convenient object with a suction cup and plugs into the cigarette lighter receiver with a ten-foot cord. Flashing 73 times a minute, it operates indefinitely without running down a battery.

YOU ARE INVITED
To Come In and See Our Immense Display of
TOYS AND GAMES FOR ALL AGES



We Have—
A wonderful selection of mechanical toys, soft toys for little ones, musical toys for all ages, as well as games. It's the greatest stock ever offered in this area!

FREE!
Balloons for the FIRST 500
Children Who Come To See Our Toy Stock
BICYCLES
\$39.95 - \$58.95
\$52.95
NOTICE—We have a complete selection of Ladders for use in the Fruit Orchards. WE FEATURE A FULL LINE OF FIREPLACE SETS AND ACCESSORIES
4 Ways to Buy: Cash - Charge - Budget - Layaway
Bonnell Hdwe. & Bldg. Supplies
Wayne Wantiez, Manager
Ted Bonnell BOX 1644
Dorsey Bonnell PHONE 3635
Kenneth Bonnell RUIDOSO, R. M.
WE GIVE AND REDEEM PRUDENTIAL STAMPS

Prudential Stamps with Every Purchase. Wed. Double Stamp Day
GATEWAY FOOD MARKET
Phone Dial 3825 Ruidoso, N. M.
Friday and Saturday August 2nd and 3rd
DIAMOND 18 oz. Bottle CATSUP **6 for \$1.00**
SCHILLINGS PER LB.
COFFEE **89c**
KIMBELL'S 5 LB. BAG FLOUR **47c**
CELLO PER BAG
CARROTS **10c**
KIM OF OLD SPORT DOG FOOD **3 for 25c**
BITS OF SEA GRATED LIGHT MEAT TUNA **22c**
GLOVERS LEAN BOSTON BUTTE PER LB. PORK ROAST **37c**
WHITE SWAN 16 Oz. Jar Preserves **3 for \$1.00**
FOOD CLUB TALL TINS MILK **2 for 29c**
KIMBELL'S 5 LB. TIN SHORTENING **79c**
DIAMOND 382 CAN TOMATOES **2 for 27c**
HOME MADE, Less Well Seasoned Per Lb. PORK SAUSAGE **49c**