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

The Ruidoso News

Printed and Published in the Playground of the Southwest

VOLUME 12, NUMBER 12 RUIDOSO, LINCOLN COUNTY, NEW MEXICO FRIDAY, SEPTEMBER 13, 1937 "INVENIEMUS VIAM AU FACIEMUS" SUBSCRIPTION \$2.50 Per Year

Around Town

By Nosey Waters... "Doc" and "Fry" were preparing to re-open "Fry's Cafe" this week-end...

Four of Ruidoso's leading stores, each of them handling a different category of retail merchandise, had told this newspaper...

Among booths Ruidosians are setting up this week for the Lincoln County Fair in Capitán Friday and Saturday...

From Al Stubbs' column in the Bowler Record: "A fisherman fishing with two poles at Bonito Lake the other day was asked by Conservation Officer Marion Embury...

Sue Pearson of Ruidoso Downs says: "It's official that Bruce Brinkley is retiring at the end of the 1937 Ruidoso Downs season and will start training horses."

Led by a state police escort, Alamogordo citizens here to boost their "Coke"...

Bill Keys of the Ruidoso Downs news bureau tells us an architect is due here next week to draw up some plans for expanding the Johnny Club...

A man's suede jacket was left in the school athletic field last night by someone who attended the Ruidoso-Horrell football game...

For fear of "losing" our local game officers, state, county, precinct and village, we hesitate to mention the names of anyone who has been arrested...

Travis Hicks is raising 50 turkeys at Lincoln County High for Ruidoso's holiday meals. He says anyone interested in one should book it now...

Score of the Haffen-Ruidoso game tonight will be broadcast at 10 p. m., or shortly thereafter over Radio Station KOB, Albuquerque...

Mr. and Mrs. Wilks Fowler have sold their 3 bedroom home on Alto Road near Ruidoso airport to H. H. "Don" Blangrud of El Paso...

Mr. and Mrs. J. H. Cope of Lubbock has sold her lot in Cree Meadows subdivision to Alvin Bishop of Dallas...

Joe Malloy has under construction on his Achin Acres property opposite the Old Mill Trading Post a 2 1/2 acre 1 1/2 room central unit...

Raymond, Fred Limer, in conjunction with Hoen's foods, is staging a Fall Appreciation Sale this week-end at the store on Mechem Drive...

DEPOSITS HIT NEW PEAK

Deposits in Ruidoso State Bank hit an unprecedented total of more than three and a half million dollars Tuesday of this week...

FIRE DAMAGES RENTAL CABIN

Fire of undetermined origin last Saturday gutted one of the rental units operated by the C. Hankins at Forest Home Cabins in upper Ruidoso...

ELEVEN PEOPLE WIN FREE LOTS IN CONTEST

Eleven persons won free lots, given as an advertising attraction, by Lloyd Davis Ponderosa Heights in the new subdivision opened this year adjoining the 1936 addition...

PRESIDENTS OF LOCAL EDUCATIONAL GROUPS TO CONFER HERE

A dozen presidents of local New Mexico Educational Association groups in the South Central District are expected here today (Friday) for an all-day conference...

Rubber Stamps, Ruidoso News

up in the millions!... The class in high school selling the most tickets on the Chamber of Commerce Fair...

One of the journalist students under Cy Leland writes: "We of Ruidoso High School would like to extend our deepest appreciation to R. H. Hedecock for 34 years of bus driving without an accident..."

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ON MARCH 21, 1937, RUIDOSO Had Completed FOUR YEARS Without a Traffic Death Now Let's Make It FIVE YEARS

1637 DAYS

Stay Alive in 1937!

Apple Plant Is Humming At Hondo

(By PAT HENDERSON) The White Mountain Fruit Growers Association apple packing plant at Hondo began in earnest last Tuesday to process the fine New Mexico fruit of which "Apple Valley" is famous...

A force of workers numbering about 30 is employed to grade, package and ship this fruit. The workers are local residents.

Among some of the first growers to bring fruit to the plant have been A. T. Pingleton, Limacher, Bros., John Thomas, Tom Babers, Ed McEligue, Ed Sedillo, Peter Hurd and others.

The hum of activity was evident as the fruit was unloaded from pick-up and trailer at one door, then placed on a modern conveyor where the grading is done. Finally, many of the apples emerging at the end of a so-called assembly line as No. 1 New Mexico Delicious to be packed in crush-proof cartons for shipment.

Missing Girl Found In Ohio

Virgil Bond, announcer for races at Ruidoso Downs, telephoned the Ruidoso News Wednesday afternoon that he and Mrs. Bond were enroute to Ohio to accompany their daughter, Jeannette Branson, back to the Southwest after police there notified them she had been found. She has been suffering from amnesia but otherwise has suffered no physical harm...

Winter Rental Listings Sought By C. Of C.

Ruidoso's Chamber of Commerce will again take rental listings to Alamogordo in another attempt to secure winter residents here.

Evan Mahaney said the chamber already has about 10 listings and will put out the first bulletin Sept. 16. He plans to go to Alamogordo the next day and place the listing at the Chamber of Commerce, the personnel center and the hospitality center. He said the chamber will also subscribe to the Alamogordo paper and will send the bulletin of listings to all ads appearing in that paper asking for places to rent.

Anyone can list their home for rent in the bulletin, he said. Rentors are especially asked to place their names on the bulletin if interested in rentals.

Once again there will be no charge for the service. Mahaney also said that he wanted it made clear that all the chamber will do is to place names on the bulletin, giving a description of the house, etc. The chamber does not recommend, nor does it have anything to do with the actual renting of homes or cabins.

MORE THAN A DOZEN WORKERS CONCENTRATE ON C. C. DRIVE

Following a breakfast Wednesday morning here in the Cafeteria in downtown Ruidoso, more than a dozen volunteer workers held a solicitation drive to push for memberships in the Ruidoso Chamber of Commerce. Those attending were President A. E. Hunt, Manager Frank M. Shaw, Messrs. Edgemoor and Billie Clark, George Fuchs, Wayne Whittier, Jess D. Swearingin, Vic Lamb, Don Perrett, Jim Littlefield, and W. A. Hart. They enlisted the aid of others to make their canvass Wednesday. A report meeting at results was made at 4 p. m. at Noisy Water Lodge that day.

REPORT REAL ESTATE SALES

Attled Realty Associates this week reported these recent sales here:

Mr. and Mrs. Wilks Fowler have sold their 3 bedroom home on Alto Road near Ruidoso airport to H. H. "Don" Blangrud of El Paso. Blangrud in turn sold his 3-bedroom ranch home in the area above the property to Mr. and Mrs. Buck Morrison. The Merrisons operate Lighthouse Laundry here. Fowler is employed with Kerth Gas Co. Blangrud is with American Furniture in El Paso.

Carl Motzlow, operator of Morrison Chevrolet Station, has purchased a lot on Lower Terrace from Mr. and Mrs. R. T. Helms of Clayton, former residents here.

Mrs. J. H. Cope of Lubbock has sold her lot in Cree Meadows subdivision to Alvin Bishop of Dallas.

Joe Malloy has under construction on his Achin Acres property opposite the Old Mill Trading Post a 2 1/2 acre 1 1/2 room central unit. It is the second of several Malloy is to construct on his property there.

Raymond, Fred Limer, in conjunction with Hoen's foods, is staging a Fall Appreciation Sale this week-end at the store on Mechem Drive.



VISIT HONDO PLANT—H. E. Ruxler, packer for the White Mountain Fruit Growers Ass'n; W. A. Wunsch, supervisor of the N. M. Fruit & Vegetable Standardization Service; and M. Montgomery, packer for an Albuquerque shed, look over a standard box and printing as recommended by the fruit growers and packers throughout New Mexico at the plant at Hondo in a recent tour of this area.



GOOD NEIGHBORS—In the recent Hondo Valley apple tour, Preston and Harold Madrell, Tinnie M. M., extreme right and extreme left, present bags of apples to Johnny (left) and Tommy White of State College, N. M.

PREPARING TO PAVE HOVAL SPUR

The three mile spur from U. S. Highway 330 into Hoval is to be paved. Work has already begun on the road bed, and fences have been moved to the edge of the new right-of-way.

DALLASITE KNOWN HERE DIES LAST MONTH

Friends here have learned through correspondence from members of the family that M. Schermerhorn of Dallas, who visited here many summers, died late in August.

STATE TUBERCULOSIS ASSOCIATION OFFICERS MEET IN RUIDOSO

Twenty-eight officials of the New Mexico Tuberculosis Association held a conference here last week-end, lasting from Friday through Sunday, at Carrizo Lodge.



NEW IDEA IN WATER CONSERVATION—A new idea, in this country at least, in conservation of water is shown in these two pictures. They are of the type of "gathering basins" installed by the U. S. Forest Service in this region. Top photo, taken from a point several feet above, shows a square-shaped inverted sheet iron roof, installed in a V-shape, which allows rainfall to drain to the center into a trough which pours the water into a storage tank beneath. In these months when only a half an inch or an inch of rain falls, this type "gathering basin" will catch water gallons of water for watering livestock. A float in the cattle drinking trough releases water from the tank as needed. The square roof installation is located on a hill south of Palmer Gateway overlooking that part of Ruidoso. Bottom photo is the same idea, with a different application, a circular roof gathering basin and it is installed on a hillside east of here in the Ruidoso Valley. (U. S. Forest Service Photos.)

QUEEN CONTEST, ROPING AMONG EVENTS AT COUNTY FAIR

Lincoln County eyes are on Capitán this week-end where the second annual home products fair is to be staged Friday and Saturday, Sept. 13-14.

Local Men Buy Eiland's Drive-In Theatre

Two Ruidoso men Tuesday this week assumed active management and ownership of M. Vue Shodyn Drive-In Theatre here on Mechem Drive. They bought the popular outdoor movie place from Mr. and Mrs. C. A. Eiland and son, Bill, who opened it in the summer of 1936. The theatre has a capacity of 300 cars on paved ramps.

Also acquired by the two new owners is the Hollywood Drive-In Theatre property on Highway 70 which Eiland bought two years ago and has kept closed.

C. A. Eiland said this week that he and his family are going to continue to make Ruidoso their home as well as Lamars, from whence they came, and that they would still be around frequently.

Wimberly is assistant cashier of Ruidoso State Bank and Newton resigned this term as a teacher in the junior high school here. Newton has been a resident here for three years and Wimberly is a native of Ruidoso and a hollywoder. Bill Eiland is to remain with the theatre for several days to assist the new owners in the operation. There will be no program change for this month—the new owners planning to continue with the motion picture booked for September, it was announced.

Estimate 400 May Attend Legion Fall Convention

The district American Legion Fall Convention, set for Ruidoso on Sunday, Oct. 13, will have an estimated attendance of about 400 people. It has been announced. The District Executive Board met here Aug. 26 and Sept. 9 to plan the meeting, to be in Nob Hill School Cafeteria.

Dr. Floyd Golden, President of Eastern New Mexico University in Portland, will be the guest speaker for a joint session of Legionnaires and Auxiliary members. The public is invited to hear his address.

Departmental Commander Pete McAtee, Albuquerque, and Departmental Chairman Fredrick Mrs. Alberta Mackey, Roy, are expected to be on hand. The visitors will take part in the Apesdena Parade on that day.

A luncheon will be served by the Ruidoso Parent-Teacher Association at 11:30 a. m. Ruidosians are invited to join with the visiting conventioners.

Retired Teacher Dies in Colorado

Emmet N. McBride passed away at his home in Denver, Colo., on July 6 as a result of a heart attack. His passing away took place two months after he had attracted a funeral of one of his brothers in Steubenville, Ohio.

Mr. McBride began teaching in Ruidoso in the spring of 1914 and remained there until his retirement in 1930. During this period he earned the love and respect of those who knew him well. It was nothing unusual to see him after a school day visiting his pupils giving them individual instruction in mathematics. He would walk to the different homes of his students in spite of rain or snow. Teaching was a true profession with Mr. McBride. He gave over 20 years of his life to teaching, having taught in Estancia and Willard before coming to Hondo. His out-of-state teaching experience was in Ohio, Pennsylvania, Indiana and Colorado. He held an A. B. degree from Westminster and a B. D. degree from Pittsburg. He was about 80 years old at the time of his death, but he never lost contact with the Hondo schools and especially in the field of sports.

A letter written to Superintendent Montes, April 8, 1935, clearly expresses Mr. McBride's love for the Hondo-Ruidoso Valley and the people who live here. "I do not, oh so often in my wakened hours, I start on the hill at Riverside, go round to Picacho, where are homes of a score of the parents and pupils (I could write their names), then up by Tinnie, where very devout preachers, men and women, have been occupied. Some tragedies came below and above our schools. Neighbors were good to all. San Patricia, with its Watson Alhambra, and its famous village and tavern, seemed just like a village of Old Spain, which might once have been occupied by the Moors. On up the valley were the richest orchards, the mysterious Bonnell Ranch, the most beautiful Little Chapel... and on up past Ruidoso and Dark Canyon and the great trees near the park, and the road to the seemingly forbidden Mesalero, with its commemorative memorial Church. I seem to write of the places; but it is the people, the kindly men and women—the boys and girls of our Alameda and Geometry classes, and our basketball trips, that hang up in dear old school-days memory."

Emmet N. McBride was buried on July 8 near a baby daughter, Owendolyn, in Crown Hill Cemetery in Denver. There is where he wanted to be buried.

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The welcome sign is up at Capitán and all the county is invited to attend or exhibit something, fair leaders have stressed.

C. Of C. Enters Booth At Fair In Capitán

Almost more important than sale of car tickets at the fair today will be the Ruidoso Chamber of Commerce's registration book in the booth.

The book will be to secure names of people in Lincoln County interested in attending a meeting and discussing mineral potential in the county with Sam Glasimire, EDC geologist. The meeting will be scheduled for the latter part of September.

The mineral potential of Lincoln County is being one of the chamber's goals and projects for several months. Mahaney said the meeting with Glasimire and subsequent geology work by the EDC will be the first step in bringing about a thorough study of the mineral potential in the area.

The farm and ranch bulletins will be another fulfillment of plans made last year by the now defunct farm, ranch and retail committees.

FATHER DIES The Dutch Collins family was called to Broken Arrow, Okla., on Wednesday where Mrs. Collins passed away that morning.

FATHER DIES Mrs. A. C. Gates was called to Austin, Minn. early this week to attend the funeral of her father, Fred E. Gleason, aged 94, who died there Sunday. Funeral services were held Wednesday. Mrs. Gates, one of two daughters surviving, made the trip there by train. The other daughter is Mrs. Chas. Kaufman of Grass Range, Mont.

ENROLLMENT BY CLASSES IS REPORTED Enrollment the first of this week totaled 250 students at Nob Hill Primary School, Principal H. L. Traylor said. By classes, the totals are: Prefirst, 8; First, in four classes, 75; Second, in two classes, 87; Third, in two classes, 55; Fourth, in two classes, 53.

BARRY SWANSON TO WRITE COLUMN The favorite high school news column "Around Hondo" which has been an annual feature of the Ruidoso News the last five years, will be handled this semester by Barry Swanson, journalism student and a member of Ruidoso school band. He also is one of Leland's friends. Swanson, son of Mrs. Beth Lillie, is a senior this year. His first report is printed this week.

BUY ROSS CABIN Mr. and Mrs. J. B. Harper of Fairview, Tex., have bought the C. E. Ross cabin in upper Ruidoso, through Douglass Real Estate. They plan to enlarge the cabin for next spring.

The Weather

Table with 4 columns: Date, Hi, Lo, Precip. Rows for 5, 6, 7, 8, 9, 10, 11.

Precipitation since Jan. 1—19.23. Precipitation this month—46. (As compiled by C. A. Calver, co-operative weather observer for the U. S. Department of Commerce Weather Bureau.)

The Ruidoso News
SERVING LINCOLN COUNTY

Mr. and Mrs. Vic Lamb Editors & Publishers
Jim Lamb Associate

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Mrs. Olive Freer, State B&PW President, To Meet With Local Club Next Wednesday

Mrs. Olive Freer of Clovis, state president of the Business & Professional Women's Clubs, is to meet with the Ruidoso B. & P. W. Club in its first meeting of the new year next week. The meeting place and the date have been changed from original plans. The meeting will be at Carrizo Lodge instead of the Cafeteria downtown, and will be on Wednesday evening at 8 p. m., instead of Monday, officers have announced. All members and prospective members are invited and urged to be on hand. First plans for the local club's entertaining the state convention in 1958 will be discussed.

Doris Conner and Mrs. Eva Mahoney will be hostesses in the meeting Wednesday night, which will not be a dinner meeting.

CHURCH SCHOOL RESUMES NEXT WEEK
The church school of Holy Mount Episcopal Church will start its winter semester beginning next Wednesday at 3:30 p. m. at the Presbyterian Church. Rev. Charles L. Dawson, Lincoln County vicar, will be in charge.

FAMILY RE-UNION IS HELD HERE
Visitors on the week-end in the W. B. Alexander home for a family re-union here were sisters and brothers of Mr. Alexander, including Mr. and Mrs. W. C. Buckley, Abilene, Tex.; Mr. and Mrs. Ted Alexander, Odessa, Tex.; Mr. and Mrs. Fred Alexander, El Paso; Mrs. Ethel Irby, Haskell, Tex.; a sister of Mrs. Alexander, and the sister's husband Mr. and Mrs. John Oats of Albany, Tex., who visited here earlier in the week.

We Invite Your Attention
To Our Wide Assortment
—Of—
Woolen Skirts
Slacks
Sweaters
Jackets
And Other Such Wearables for This Wonderful, Cool Fall Season

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OLE SMOKEY BAR-B-Q
Back to Winter Hours
Week Days 9 a. m. to 8 p. m.
Sundays 12 to 8

Still Serving the Best in Mexican Food.
Fried Chicken, Steaks, Sea Food and Bar-B-Q.

PICK YOUR PLACE TO DINE
MAKE SURE IT'S OLE SMOKEY EVERY TIME

Next to Postoffice - Hollywood
Morris & Erol Brooks, Managers

THANKS
To everyone for their wonderful patronage this summer, and to the home-folks for their continued loyalty, too.

WE WILL CONTINUE TO OFFER THE SAME LOW EVERYDAY PRICES THE YEAR AROUND

You can find needs for all the family in our store, in ready-to-wear clothing, and also for the family table. We have fine foods for your menu, at fair prices.

Shriver's Store
Green Tree, N. M. — On Highway 70
"We Sell Everything"

SOCIAL, CHURCH AND CLUB NOTES



Hondo Couple Observes 71st Wedding Anniversary
(By PAT HENDERSON)

Mr. and Mrs. John Bell of Hondo have as their guests, her parents, Mr. and Mrs. Gipson G. Killion, aged 89 and 87 respectively, who have enjoyed 71 years of wedded bliss. They are residents of Kermit, Tex.

Legion And Auxiliary Have Joint Supper

Robert J. Hagee Post of the American Legion and the American Legion Auxiliary here joined forces to dehydrate a big consignment of spaghetti and meat balls prepared by Mrs. J. J. DiPaolo at the Legion Hall last Thursday night. Members of both organizations brought the trimmings for the supper.

ROSWELL GARDENERS MEET IN RUIDOSO CABIN

The Ruidoso cabin of Mrs. Richard Sterling was the site Thursday for the meeting of the Home Garden Club of Roswell. Mrs. Hood Graham was co-hostess. A covered dish luncheon was served by the hostess, whose cabin was decorated with lovely sunflowers. Mrs. Dupree gave a reading, "A Tonic for the Garden," prepared by Mrs. Carpenter.

Yearly Turkey Dinner Set By P-T. A. For Sept. 19

President Clem Weindorf has announced the annual turkey dinner for rounding up memberships in the Ruidoso Parent-Teacher Association will be held at 8 p. m. this year on Sept. 19 in Nob Hill School Cafeteria. Plates will be \$1 for adults and 50c for children under 12.

F. H. A. Makes Plans For Installation
(By DARLENE JONES)

"Does the Shoe Fit?" was the theme of the Future Homemakers of America's first meeting held in the Home Economics Cottage at the high school. Each new member was given a paper shoe. On each shoe was written a goal, purpose or symbol of F.H.A. This introduced them to the organization's ideas.

Worthy Matron Honors OES Officers With Dinner

Mrs. Herbert Smith, Worthy Matron of the Order of the Eastern Star Chapter No. 65, Ruidoso, with her husband, were hosts in a dinner last Saturday evening on the patio of their home, honoring officers of the chapter and other guests. A delicious supper was served.

New Year's Projects Discussed By Exemplars

The Exemplar Chapter of Beta Sigma Phi met Monday evening at the home of Mrs. Maudette Jones. The president, Mrs. Evelyn Ester, presided at the business meeting at which time tentative plans were set for this year's projects, programs and social activities.

Bride-Elect Honored In Shower

Miss Joanne Eyoitson whose wedding to Michael John Janosco will take place in a ceremony planned at a miscellaneous shower in the home of Mrs. Herbert Gough Thursday evening of last week.

LAKE FRAZIER JR'S ARE PARENTS OF SON

Mr. and Mrs. Lake J. Frazier, Jr. announce the arrival of a son born at 4 a. m. last Tuesday in St. Mary's Hospital in Roswell. The new baby weighed 8 pounds, 5 ounces. Paternal grandparents are Mr. and Mrs. Lake J. Frazier Sr. and maternal grandparents are Mr. and Mrs. James Hill. Mother and baby will be home at 508 N. Washington Ave., Roswell.

VISITING DAUGHTER

Helen Bennett is always glad to see you, visit with you, show you our park, help with gift suggestions or show you our various authentic Indian articles. Clayton Bennett's friendly trader, 14-M. West of Nob Hill on Hwy 78.

STATE OF NEW MEXICO
COUNTY OF LINCOLN
IN THE PROBATE COURT
IN RE: THE ESTATE OF JOHN A. HAWKINS,
deceased.
NOTICE TO CREDITORS
NOTICE IS HEREBY GIVEN that the undersigned has been duly appointed and qualified by the Probate Court of Lincoln County, New Mexico, as the Administratrix of the Estate of John A. Hawkins, deceased, having claims against the said estate are required to file the same within the time required by law, otherwise they will be barred.

CLUB NOTES



TO CONSERVATORY—Enrolled this fall in the Boston Conservatory for Music is Joan Marie Matthews, above, graduate of Ruidoso High School this spring. She is with her parents, Mr. and Mrs. Charles Matthews, who live near Boston. While there last Christmas visiting her parents she gave several recitals in the music teacher and was given a \$400 scholarship. She is the granddaughter of Mr. and Mrs. E. R. Poteet of Hollywood.

HONEYMOON CLUB

Mr. and Mrs. J. D. Overman, Clearmont St., Snyder, Tex., who were wed at Colorado City, Tex., Aug. 25, honeymooned here Aug. 27 at Alpine Courts. The bride is the former Sandra Underwood, daughter of the C. B. Underwood, Colorado City, and the bridegroom is the son of the Fred Overman, Snyder.

HOLLYWOOD NOTES
(Contributed)

Mr. and Mrs. H. G. Heavenhill from Artesia were Ruidoso visitors last Thursday. Before moving to Artesia several years ago they operated Midway Court.

Mr. and Mrs. Carl Adams have moved to Amarillo, Tex.

Mr. and Mrs. J. M. Baggett have returned home after spending several weeks in Plainview, Tex.

Mr. and Mrs. Roy Howe of Lubbock, Tex., who have spent the summer here with their daughter, Mrs. Morris Books and Mr. Books, will return home the first of the week.

Mr. and Mrs. J. B. Knight from Brownfield, Tex., are spending several days here in their summer home in upper Ruidoso.

Mr. and Mrs. E. A. Beeman left for a trip to Texas this week.

Mrs. Omar Leach and Mr. and Mrs. Charles Brown from Roswell visited the T. C. Delaneys over the week-end.

The T. J. Short family have moved here from San Angelo, Tex.

Since the commissioning of the Navy's Hurricane Hunters in 1946, the squadron has flown into 70 hurricanes involving winds of over 75 miles per hour.

A \$250,000 paving contract for "four-laning" the main street in Las Cruces was let the middle of August and work has begun.

BOOKS
—On Health, Self-Help, Inner-Development, Metaphysics and Religion.

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We Pick Up & Deliver
PHONE 3655
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CITY DAIRY
BUTTER
Is churned from
100% REAL CREAM



Sold All Over Lincoln County in Year
Fletcher Food Stores
CITY DAIRY

THE RUIDOSO NEWS

roll on anti-perspirant protection with

new Tussy roto-magic deodorant new unbreakable case



It's a new anti-perspirant... it's a Tussy Deodorant now in lotion form! Stops odor all day! And it won't acid-damage skin or clothes because it's "acid controlled."

Dries quickly—no messy underarms or fingers. No waste.

In an unbreakable case! No danger if you drop it. Perfect deodorant for all the family.

BAKER PHARMACY
POST OFFICE BLOCK
RUIDOSO, NEW MEXICO
Prescription Druggists

THE EILANDS
Mr. and Mrs. C. A. Eiland — Bill Eiland

EXTEND OUR THANKS

To those loyal friends in Ruidoso and to the summer visitors, also, for your very wonderful patronage while we operated the

MT. VUE
The Dye Drive-In Theatre

WE MADE MANY FRIENDS HERE, AND WE INTEND TO CONTINUE CALLING RUIDOSO OUR HOME. WE WILL BE WITH YOU OFTEN.

We trust you will give the same loyal support to the new owners, both of them home-town men, and we wish them every success.

DON'T WAIT! GET YOUR RESERVED SEAT TICKETS NOW!

20th Anniversary of 1927 New Mexico

STATE FAIR
Sept. 22 thru Oct. 6 • Albuquerque

WRITE TODAY!
Tickets Are Going Fast!
NEW COLLEGIUM

Roy Rogers Show
Championship Rodeo
9 Big Nights
GEN. ADM.

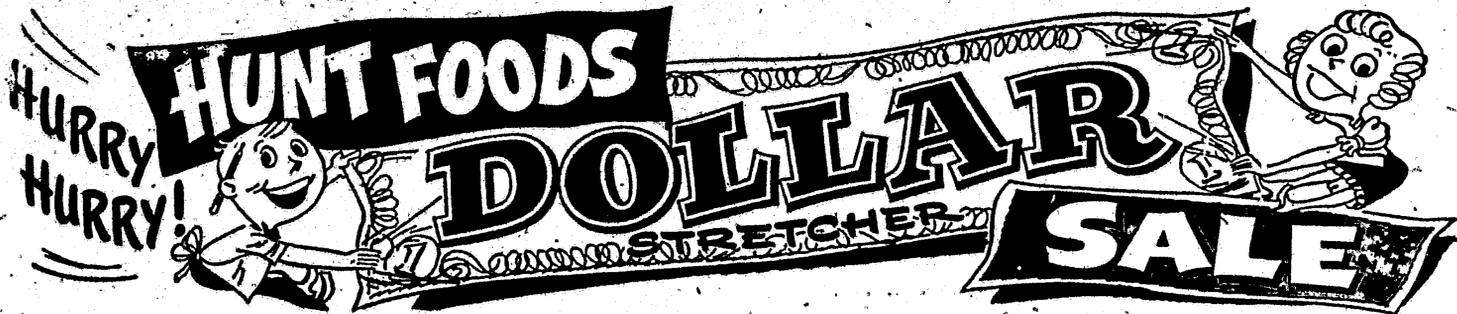
Adults \$1
Children under 12 75c
Reserved Seat Books \$2.50
Reserved Blank Books \$2.50
GRAND STAIR TRACKING
KODAK SAFETY FILM
KODAK SAFETY FILM

HOW TO ORDER
Write: Box Office, P. O. 1000, Albuquerque, N. M., or Call 3-3621

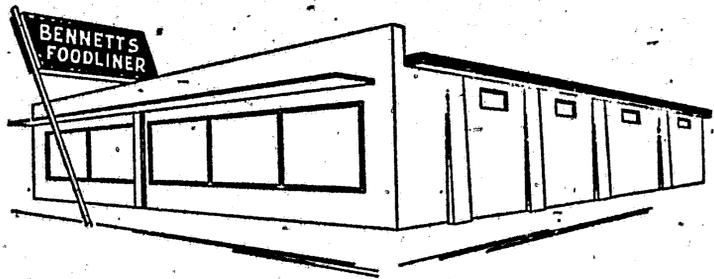
BENNETT'S FOODLINER

Fall Appreciation Festival

— IN CONNECTION WITH —



THESE EXCITING SPECIALS ARE FOR FRIDAY AND SATURDAY, SEPT. 13-14



FREE FREE

REGISTER FOR THIS VALUABLE DOOR PRIZE

We Are Giving a Beautiful Chef-O-Matic Electric Skillet
You May Register Either Friday or Saturday

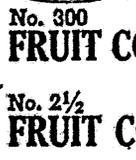
Hunt's Dollar Values

- No. 300 SLICED PEACHES . . . 5 for \$1.00
- No. 300 CUT GREEN BEANS . . . 5 for \$1.00
- No. 2½ Country Style PICKLES . . . 39¢
- Val Vita PEACHES, No. 2½ . . . 29¢
- No. 2½ SLICED PEACHES . . . 3 for \$1.00



No. 300 HALVES PEACHES, 5 for \$1.00

No. 2½ HALVES PEACHES, 3 for \$1.00



No. 300 FRUIT COCKTAIL . . . 5 for \$1.00

No. 2½ FRUIT COCKTAIL . . . 3 for \$1.00



No. 2½ APRICOTS . . . 4 for \$1.00



No. 300 Tender GARDEN PEAS 6 for \$1.00



No. 300 SPINACH . . . 7 for \$1.00



No. 300 (Solid Pack) TOMATOES . . . 6 for \$1.00



No. 300 NEW POTATOES . . . 8 for \$1.00



CATSUP . . . 3 for 50¢



48 oz. TOMATO JUICE . . . 3 for \$1.00

No. 300 TOMATO JUICE . . . 8 for \$1.00

SHE KNEELS • SHE SITS • SHE WALKS



SEND FOR "LORETTA"—THE GLAMOROUS NEW
DOLL only \$1.00

with yellow panel from Carnation
INSTANT CHOCOLATE
FLAVORED DRINK

39¢

See details on back of package

In Our Market

Fryers Fresh Pound **29¢**

BOLOGNA, Pound 49¢

Wilson Cert or Swift Prem. BACON, Lb. 69¢

Wilson 2 Lb. CHEESE FOOD 59¢

Chuck
Roast, lb. 49¢

Beef **Ribs, 19¢**

Hunt's Tomato Sauce

6 for 50¢

Frozen Foods

- CUT CORN 5 Pkgs. \$1.00
- GREEN PEAS 5 Pkgs. \$1.00
- PEAS & CARROTS 5 Pkgs. \$1.00
- SPINACH 5 Pkgs. \$1.00
- MIXED VEGETABLES 5 Pkgs. \$1.00
- TURNIP GREENS 5 Pkgs. \$1.00
- FRENCH FRIES 5 Pkgs. \$1.00
- STRAWBERRIES 5 Pkgs. \$1.00
- Minute Maid LEMONADE . . . 8 (6 oz.) \$1.00
- MCP ORANGE JUICE 8 (6 oz.) \$1.00

Calden Brand

OLEO 5 lbs. \$1

Maryland Club

Coffee 89¢

Golden West (Pillow Case)

Flour, 25 lbs. \$1.89

Erockles Special DRESSING, Pt. . . . 49¢

Morton's SALAD DRESSING, Pt. . . . 29¢

Swift's Jewel (3 Lb. Carton)

Shortening 65c

Glacier Club - Vanilla

ICE CREAM ½ Gallon 59¢

Bennett's Foodliner

Phone 3115 — Mechem Drive

Plenty of Parking Space — Ruidoso, N. M.

sports

PAGE FOUR
Ruidoso News
Friday, September 13, 1957

Half A Million Dollars Paid In Purses In Downs '57 Season; Record Betting Totals \$6,857,597

Ruidoso Downs smashed former pari-mutuel handle records as the total handle for 1957 soared to \$6,857,597 at the close of this year's racing season here Sunday afternoon.

The figure contrasts with \$5,447,000 in 1956, former top year in the track's operation. There were 43 days of racing in 1957 as compared to 39 in 1956.

Track officials announced that a total of \$5,776,961 was returned to the betting public and that purse paid horsemen totaled \$576,474.

The closing day's enthusiasm at the track was exemplified by the \$224,968 that moved through pari-mutuel windows as compared to approximately \$100,000 on the last day of the 1956 season.

Long shot payoffs whetted fan appetites in the first eight races as four outsiders came home in front. Ring returned \$27.20 for a \$2 win ticket in the first race; Jess Shurbel, \$39.10 in the fourth; Max High, \$41.40 in the seventh; and No Return, \$40.10 in the eighth.

A new track record was estab-

lished in the featured Thoroughbred Endurance Handicap when four sisters, owned by Ruth and Dick Orr of Albuquerque, covered the mile and three-quarters distance in 2:22.4. The old track record of 2:24.4 was set by Eagle Way on August 16 of this year.

Ridden by Jockey Joe Sherman, Four Sisters paid \$12.20, \$5.20 and \$3.60 Allzumba was second and Won O' War third.

The crowd of 3,500 watched a double spill in the first race. Darwin Howell tumbled from Dana's Darling and Herbert Hinojosa from Joe Black when their horses collided on the first turn. Hinojosa was rushed to the hospital but first examination revealed only bruises.

Howell walked off the track and was able to pilot Bolopere for a win in the second race.

The daily double paid \$310.10. Sunday's results:

First race, 5/8 furlongs—Ring, W. O. Spooner, Hobbs, owner, M. Jiron up, \$27.20, 11.60, 7.80; Pers's Rose, \$7.0, 5.50; Hicpartee, 9.80, T—1:10.

Second race, 3/4 furlongs—Bolopere, D. A. Alston, Kress, Tex. owner, D. Howell up, 14.80, 5.30, 3.80; Easy Lina, 4.70, 3.50; My Millie, 5.80, T—1:08.4.

Third race, 400 yards—Jane's Boy, W. A. Knox, Pearland, Tex. owner, B. Brinkley up, 14.90, 7.40, 4.90; Vaidina Twist, \$9.0, 3.80; Page Two, 3.40, T—21.2.

Fourth race, 400 yards—Jess Shurbel, Mrs. Clara Prosser, Bovino, Te. owner, E. King up, 30.10, 15.50, 10.50; Dana's Darling, \$5.40; Baldy Whit, 6.50, T—21.0.

Fifth race, 400 yards—Hooch, W. A. Simpson, Groves, Tex. owner, B. Brinkley up, 4.50, 3.70, 2.80; Catch Bird, 7.80, 4.70; Miss Harly, \$3. T—21.2.

Sixth race, 3/4 furlongs—Ever Best, Earl Harkin, Houston, owner, J. Brown up, \$13.50, 8.20, Diamond Dipper, \$5, 3.40; Bango's Victory, \$4.60, T—1:08.

Seventh race, 400 yards—May High, Roy Gaines, Sinton, Texas, owner, H. Hays up, \$1.40, 20.10, 11.80; May Top, 12.20, 6.40; Flying Tom, 3.20, T—21.0.

Eighth race, 7/8 furlongs—No Return, Dick Gray, Gorman, Tex. owner, E. Minchey up, 40.10, 14.20, 8.60; Oakville Gal, 4.70, 3.60; Prentiss, 7.50, T—1:35.8.

Ninth race, 3/4 furlongs—Tao Lightening, V. T. Harlow, Ft. Worth, Ariz. Tex. owner, J. Figueroa up, 7.00, 4.18, 4.30; Old Hankoo, \$7, 4.60; Okie City, Hob, \$6.0, T—22.2.

Tenth race, 400 yards—Vancouver, Carl Mercer, Woodland Hills, Calif. owner, B. Brinkley up, \$3.0, 3.20, 2.30; Bob's Folly, \$4, 2.60; Clabber's Win, 2.30, T—20.1.

Eleventh race, 1 mile and 3 furlongs—Four Sisters, Ruth and Dick Orr, Albuquerque, owners; J. Sherman up, 12.20, 5.40, 3.60; Allzumba, 2.90, 2.40; Won O' War, 3.60, T—22.2.

Twelfth race, 1 mile and 70 yards—Bull Wood, W. L. McDonald, Artesia, N. M. owner, W. Bieger up, 8.80, 2.90, 2.70; Alida J., 2.80, 2.70; Roan Tern, 4.10, T—1:45.3.

Warriors Hit Roswell 'B' 26-19 In Opener

Ruidoso's 1957 football Warriors began their season in an auspicious manner—slapping down Roswell's "Coyote Pups" in a game that moved slowly at times, spurred ahead at others and finished at jet speeds at still other intervals.

The local eleven showed its pluck and spirit by going ahead after the score was knotted at the half to take the scalp of the "B" team, which had a padded reserve line to draw upon.

The line score:

Ruidoso 13 0 13 0—26
Roswell 6 7 6 0—19

The scoring plays:

Jim Wilson of the Warriors drew first blood with a mauling through right tackle for 15 yards to score, with Bob Pior going around left end for the extra point.

Barry Swanson snagged a 10-yard pass from Flor after hustling around right end to make another marker, but a line plunge by the Ruidosians was stopped cold by Roswell for the conversion.

Marvin Moran recovered a Ruidoso fumble across the goal line to give the Coyote Pups their six points in this quarter.

In the second quarter, Roswell tied the score, 13-13 with R. Gorce grabbing a pass from T. Aken, and Moran plunged over for the extra point.

With a "new ball game" at the opening of the half—both teams holding 13 points—the Warriors went out front with Flor heading the war dance, making a 40-yard scamper to pay dirt. He then skirted left end standing up to put the extra point on the scoreboard.

Howell woke up them, getting close to the heels of the Warriors with another six points to make it 18-13 when Eddie Bonner went four yards through the line for a score.

But the Warriors made sure of their victory a few seconds later, with Jim Sandman intercepting a Roswell heave to set up the locals in nice scoring position. Artvin, a couple of severe penalties, the Warriors marched toward the goal, and Flor went around left end four yards to score. A pass for the point failed.

Thereafter the scoring in the final frame, even though both squads threatened. The game ended with Roswell getting one more play after the gun was fired on a penalty ruling. They failed to capitalize on their opportunity, however.

Both Perry and Lackey, in the backfield for the first time this year, displayed strength, stamina and good football in the opening game. The line performed as a well-trained unit in the clash.

First win this season at Ruidoso Downs was good for \$4.10, \$4.30 and \$3.10.

A good Saturday crowd of 2,500 fans, who pushed \$154,411 through the pari-mutuel windows, watched the local eleven, who were led by Flor, give for Hickory Red's achievement, favorites held sway Saturday on the good track. The daily double was a respectable \$228, the winnings from a ticket on De Bull in the first race and War Tet in the second event.

It was a good day for jockeys. Bruce Brinkley, the track's leading rider, and Herbert Hinojosa, one of his strongest competitors, each had three winners. Elbert Minchey had two winners.

Saturday's results:

First race, 4 furlongs—De Bull, T. J. Harkin, Houston, owner, E. Minchey up, \$6.20, 14, 7.80; Little Cap, 5.30, 3.80; Frontier Sands, 4.60, T—1:18.

Second race, 5/8 furlongs—War Tet, M. H. Adams, San Antonio, owner, H. Hinojosa up, \$7.20, 4.50, 3.90; Lucky Favor, \$20, \$5; Gloakin, 4.80, T—1:09.8.

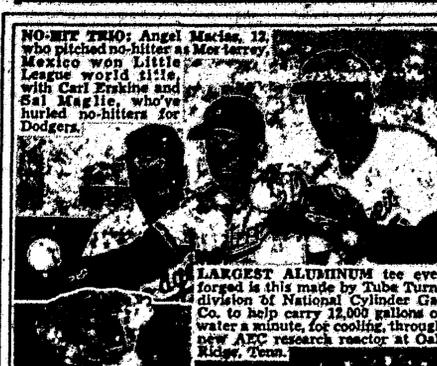
Third race, 400 yards—Fille Feline, Jym Mitchell, John, Tex. owner, B. Brinkley up, 7.60, 3.10, 2.90; Hy Rarger, 3.10, \$3; Princess Mary, 3.70, T—21.1.

Fourth race, 3/4 furlongs—Pattyck Kid, J. A. Homan, Cincinnati, owner, B. Brinkley up, 7.10, 3.50, 2.70; Kelley's Error, 4.10, 2.90; Proud Heritage, \$3, T—1:22.

Fifth race, 7/8 furlongs—High Unlucky, W. A. Knox, Pearland, Tex. owner, H. Hinojosa up, \$3.80, \$2, 2.70; Harbo, 3.80, 3.80; Trismelody, \$3, T—47.3.

Sixth race, one mile and 70 yards—Cooler Brown, Roy Riley, Arvin, Tex. owner, J. Brown up,

People, Spots In The News



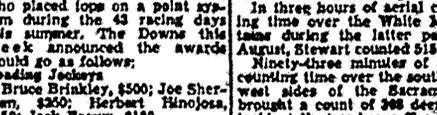
NO-BIT TRHO: Angel Martin, 12, who pitched no-bitters for Mexico world Little League won Little League world title with Carl Erskine and Sal Maglie, who've hurled no-bitters for Dodgers.



LARGEST ALUMINUM tee ever forged is this made by Tube Turms division of National Cylinder Gas Co. to help carry 12,000 gallons of water a minute, for cooling, through AEC research reactor at Oak Ridge, Tenn.



LIVING prototype of the teddy bear, a koala, poses for picture at San Diego zoo. They're extinct except in Australia.



STATUESQUE West Virgin's blonde, Ora Lee Rossmittel (center) of Buckhannon, was named national strawberry queen at Glenwood Springs, Colo. Louella Pretill (left) of Flint City, Fla., second.

Tribe Journeys To Hatch Today

Ruidoso's Warriors are traveling today, enroute to Hatch for a date with the high school gridiron Bears in that city at 7:30 tonight. Hatch was defeated by Ruidoso last season 27-9, and while the Bruins are out for revenge, local coaches were convinced in watching their speed last Friday when they played at Capitan. "They have plenty of fast backfield men," Coach Cy Leland reported.

TO BROADCAST SCORE OF TONIGHT'S GAME OVER RADIO KOB, 10 P. M.

Average fans have been made for the broadcasting of the score of tonight's game in Hatch with the Ruidoso Warriors at 10 p. m. or as soon after that time as possible, over Radio Station KOB in Albuquerque, it has been announced. Local fans who are unable to accompany the team can learn the results by tuning their radio to that station's frequency.

Capitan, Hatch Deadlock At 0-0

Capitan's Tigers and Hatch's Bears battled to a most unexciting 0-0 tie in last Friday night's opening football tilt for both teams at Capitan. Neither team threatened to score, with King's Pipe, C. B. Estep, Seminole, Tex. owner, Joe Sherman up, 13.75, 5.40, 3.50; War Whirl, 14.80, 7.50; Dana's Darling, 5.20, T—1:32.1.

Eighth race, 3/4 furlongs—Smiling Gus, A. J. Lombardi, Grosse Point, Mich. owner, H. Hinojosa up, 16.90, 7.90, 4.30; Mad Answer, 5.50, \$3; Aho Star, 2.90, T—1:22.5.

Ninth race, 400 yards—Miss Arroy, Roy Gaines, Sinton, Texas, owner, E. King up, \$4.80, 3.40, 3.40; Bow String, 8.60, 9.10; Mackay Jimmie, 4.10, T—21.2.

Tenth race, 400 yards—H. J. Sandman, R. S. Sneedgar, Safford, Ariz., owner, B. Brinkley up, 5.20, 3.70, 2.50; Roan Man, 3.70, 2.70; Ride Butler, 3, T—21.0.

Eleventh race, 5/8 furlongs—Joe Benjamin, Carl Mercer, Woodland Hills, Calif., owner, B. Brinkley up, 3.90, 3.20, \$3; Didumenow, 3.50, 3.20; Quatre Bud, 4.40, T—1:10.4.

Twelfth race, one mile and 70 yards—Colony Kid, L. D. Edkins, California, Calif. owner, B. Roller up, 13.20, 5.50, 3.60; Dagnabbit, 4.60, 3.40; Cordon Bleu, \$4, T—1:50.4.

Tularosa Banks Carrizozo, 19-0

The Tularosa Wildcats scored one touchdown in each of the first, third and fourth periods to hand the Carrizozo Grizzlies a 19-0 defeat.

Chester Brunusler scored the first two markers, skirting end in the opening period for 21 yards and the score. In the third period he went off tackle for three and the second TD, with Larry Salcido adding the extra point.

Norval Bookhouse tallied the final touchdown, going over from the two.

Score by periods:

Tularosa 6 0 7 6—19
Carrizozo 0 0 0 0—0

CORONA WINS 2-0 OVER MOUNTAINAIR

A safety in the second quarter gave Corona a 2-0 victory over Mountainair in the first game of the year for both schools at Corona Friday.

Corona drove to the Mountainair two-yard line, then tumbled and Mountainair recovered. Two plays later, Mountainair tumbled and Corona's Lee Mulkey fell on the ball behind the Mountainair end zone for a safety.

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Eighth race, 3/4 furlongs—Smiling Gus, A. J. Lombardi, Grosse Point, Mich. owner, H. Hinojosa up, 16.90, 7.90, 4.30; Mad Answer, 5.50, \$3; Aho Star, 2.90, T—1:22.5.

Ninth race, 400 yards—Miss Arroy, Roy Gaines, Sinton, Texas, owner, E. King up, \$4.80, 3.40, 3.40; Bow String, 8.60, 9.10; Mackay Jimmie, 4.10, T—21.2.

Tenth race, 400 yards—H. J. Sandman, R. S. Sneedgar, Safford, Ariz., owner, B. Brinkley up, 5.20, 3.70, 2.50; Roan Man, 3.70, 2.70; Ride Butler, 3, T—21.0.

Eleventh race, 5/8 furlongs—Joe Benjamin, Carl Mercer, Woodland Hills, Calif., owner, B. Brinkley up, 3.90, 3.20, \$3; Didumenow, 3.50, 3.20; Quatre Bud, 4.40, T—1:10.4.

Twelfth race, one mile and 70 yards—Colony Kid, L. D. Edkins, California, Calif. owner, B. Roller up, 13.20, 5.50, 3.60; Dagnabbit, 4.60, 3.40; Cordon Bleu, \$4, T—1:50.4.

Capitan Wins Over Hondo, 33-7

Capitan's Tigers won the first football game they ever played against Hondo's Eagles in Capitan Tuesday night. This week, piling up 33 points to their visitors' 7, Capitan scored first with Carroll Jones, Ralph Vance, R. Salas and Penny McKnight doing most of the ball toting to take the pigskin down to the one yard line, from where McKnight went over in a quarterback sneak for the first touchdown of Capitan's 1957 season. Try for extra point was no good.

In the second quarter, Hondo's Eagles took the lead for a little while, when Fernando Spicido intercepted a Tiger snarl to dash 75 yards to score. A pass from Maez to Johnny Gomez gave Hondo an extra point to tie the score at 7 to 6 for Hondo. The lead didn't last long, for before the period ended, a left end run by Vance, who later failed to McKnight to intercept a Tiger snarl to dash 75 yards to score. A pass from Maez to Johnny Gomez gave Hondo an extra point to tie the score at 7 to 6 for Hondo. The lead didn't last long, for before the period ended, a left end run by Vance, who later failed to McKnight to intercept a Tiger snarl to dash 75 yards to score. A pass from Maez to Johnny Gomez gave Hondo an extra point to tie the score at 7 to 6 for Hondo. The lead didn't last long, for before the period ended, a left end run by Vance, who later failed to McKnight to intercept a Tiger snarl to dash 75 yards to score. 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Laff and You'll Live Longer

It was 3:20 a. m. when he quietly let himself in the door of his home. He climbed the stairs, and entered his room without being detected.



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

Just as he was about to get into bed his wife, half aroused from her slumber, turned and sleepily said: "Is that you, Fido?"
Boastfully, he told the rest of the story to his cronies next day.
"For once in my life I had presence of mind, I looked her hand."

A lawyer was cross-examining a witness. He asked, "and you say you called on Mrs. Jones May 27? Now will you tell the jury just what she said?"
"I object to the question," interrupted the lawyer for the other side.
There was nearly an hour's argument between the counsel and finally the judge allowed the question.
"Now as I was saying," the first lawyer began again, "What did Mrs. Jones say to you on May 27?"
"Nothing," replied the witness "she wasn't home."

"Miss Jones, you must be careful about your stories," the editor said. Accuracy is to a newspaper what virtue is to a woman."
"Maybe so, chief," she replied, "but a newspaper can print a retraction."
"Darling, I haven't told you before," reported the beaming wife, "but I paid \$400 for this beauty plan, and after only three and a half weeks I've been taken for Ava Gardner."
"You've been taken," corrected her husband, "for \$400."
An Army private phoned his sergeant from a Los Angeles hotel and asked for an extension of his leave, which was up the following

STUDY TIME—DO'S AND DON'TS



The Perfect Picture of Study Two Things Wrong Here
IN YOUR first days back to school, before you learn anything else, learn how to study. These words of wisdom are not only approved by educators, but they will be recognized immediately by all students as having the ring of good, common sense.
There are right and wrong ways to study, as Jeannie Beacham, Hollywood starlet, Chicago beauty queen and recent high school graduate, demonstrates in the pictures.

The picture at the desk shows the proper way to study. The room should be well ventilated and there should be as few distractions as possible. The phonograph Jeannie has beside her is played only when she takes a break between study subjects. If the phonograph would be otherwise distracting, it should be removed.
The student's position should not be too comfortable, but it should not be strained. But the lighting is very important according to the Murine Company research service and should not shine directly into the eye or be seen from the corner of the eye. Neither should there be a glare on the page you are reading.
In the picture with the sofa

At the Hospital

Patients receiving treatment the last several days in Ruidoso-Hondo Valley General Hospital have been:
Teresa Buckner, Joe Hawkins, Ruidoso; Tony Sanchez, Tularosa; Crisney Massey, Catherine Talaya, Willie Sanchez, Green Tree; R. B. Bailey, D. E. Campbell, Joe F. Rogers, Hobbs; Mary Johnston, Hollywood; Dora Gomez, San Patricio; Earl Payne, Midland, Tex.; Claude R. Kelly, Jayton, Tex.; Herbert Hinojosa, Ruidoso Downs.

Born to Mr. and Mrs. Billie Richardson, Hondo, a son, Sept. 9, wt., 7 1/2 lbs.
Born to Mr. and Mrs. Manuel Sandoval, Alamogordo, a son, Sept. 10, wt., 6 lbs., 10 oz.
"Dat's right," said the reverend, "You is de folks I want to preach to. Dere ain't no 69th chapter of Matthew."

The energy released in a tropical hurricane has been calculated to be the equivalent of 150 atom bombs every minute, according to the Navy's Hurricane Hunters.

It's Summer Time and TIME FOR FUN
Let's help you get the most fun out of any and every occasion by having your wardrobe in top shape with regular cleaning and pressing. Your finest formals will be treated the best—as will your sport togs or other wearables.

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THE FIRST CHRISTIAN CHURCH
Mark C. Grossberger, Minister
RUIDOSO
Palmer Gateway Chapel
Bible School 9:45 a. m. Wilks Fowler, Superintendent.
11 a. m. Morning Worship Communion and Sermon. Theme, "God's Answer For Today's Problems."
POPULAR EVANGELISTIC SERVICE 7:30 P. M. Featuring Orchestra music for the congregational singing. Sermon theme, "The Conversion Of An Infidel."
Go To YOUR CHURCH SUNDAY IF YOU DO NOT HAVE A CHURCH HOME WORSHIP WITH US.
Our Slogan: "Not the only Christians, but Christians only." "Come thou with us and we will do thee good."

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

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No Money Down, Low Monthly Payments
Up to 3 Years to Pay
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This Week's Laff-Coated Truth—
Conscience is an inner voice that warns someone is looking. —Mencken
NO MONEY DOWN
36 MONTHS TO PAY
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1955 Plymouth Station Wagon. WAS \$11750 NOW \$10950
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1954 Chevrolet 2-door, radio & heater, Powerglide. 1065 945
1954 Chevrolet, 2-door, radio & heater. 895 845
1955 Chevrolet Club Coupe, radio & heater. 995 945
1955 Chevrolet, 4-door. 945 845
Phone 481 Tularosa, N. Mex.
CLAYTON BENNETT, Ruidoso Rep.
Phone 2625—West of Junction on Hiway 70
Financing — Insurance

eyes with holes in the dead center. "What?" screamed the sergeant. "You get back to camp immediately!"
"But I can't," insisted the private. There are 20 of us at this party and we're having too much fun for me to break it up."
"Why will your leaving break up the party?"
"Nineteen of us," explained the happy voice, "are girls!"
A reporter had been sent into the hills to run down a resident who was supposed to be a supermarksmen.
All over the region, on trees, fences and walls were target bull's

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Anti-Freeze — Tires & Tubes — Accessories
MOUNTAIN MOTOR SERVICE
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You and your family will be enjoying "all the comforts of home" when you have the broad protection of Comprehensive Dwelling Policy.
This "package protection" offers an insurance program, built around your Fire Policy, with the addition of Theft, Personal Liability, and other auxiliary coverages . . . AND at a real savings over buying separate policies.
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USE OUR WANT-ADS TO SELL UNUSED ITEMS TOO!
YOU'LL GET QUICK RESULTS EVERY TIME!
RUIDOSO NEWS

Outside Story... Of Inside Comfort!

When you see tanks like these outside a home, you know the folks inside are living better. And Liquefied Petroleum Gas is the reason!
Clean, safe LP-Gas makes it possible for everyone to enjoy comfortable warmth, instant hot water, fast, easy cooking and dependable refrigeration—at a reasonable cost!
As your LP-Gas supplier and good neighbor we are interested in your welfare and would like to tell you more about this new product . . . another achievement in oil-industry of people, products and progress.

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Phone 4025 — For Night Service Call 3265 — Ruidoso

TOGETHER

Every experience means more when it is shared. When father, mother and children go to church together they are sharing a beautiful experience. When they sing the songs of the gospel, read the Scripture, listen to the sermon, unite in prayer, they are adding to the joy of being together. When they open their hearts to God and pledge allegiance to Him, family life is strengthened. The "togetherness" reaches out to include fellowship with others.

Young people who grow up in the Church, who have a truly Christian home, are blessed with a tremendous advantage. They have learned to work and live with other people for the glory of God and the advancement of His cause. There is strength in the very thought of waiting in work and worship.

Together—what a difference it makes! Does your family go to Church together?

THE CHURCH FOR ALL... ALL FOR THE CHURCH
The Church is the greatest factor 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 the community and nation. (4) For the sake of the Church itself, which needs his prayers and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verse
Sunday	Leviticus	24	1-11
Monday	Leviticus	11	1-9
Tuesday	Leviticus	11	1-3
Wednesday	Leviticus	24	12-26
Thursday	Acts	17	1-7
Friday	1 Thessalonians	5	4-11

Church Directory

LUTHERAN CHURCH
H. M. Zimbrick, Minister
Services 3 p. m. each Sunday at Holy Mt. Episcopal Church in Gateway area.

FIRST CHRISTIAN CHURCH
(Episcopal of Church)
Mark C. Grossberger, Minister
Bible School, 9:45 a. m. Wilks Fowler, Superintendent.
11 o'clock, morning worship. Communion and sermon, theme, "God's Answer For Today's Problems."
5:45 p. m., Allied Youth meets at our church.
7:30 p. m., Evangelistic Service. Sermon theme, "The Conversion Of An Infidel."
C. Y. F. and Chi-Rho Fellowship hour Wednesday, 7 to 9 p. m.

FIRST BAPTIST CHURCH
Green Tree, New Mexico
Rev. Jesse F. Allen, Pastor
Sunday School, 9:45 a. m.
C. T. Carpenter, Supt.
Preaching Service, 11:00 a. m.
Training Union, 6:30 p. m.
Mrs. J. B. Galloway, Director
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. Hyslop, Minister
Sunday Services:
8 a. m., Worship & Communion
8:45 a. m., Bible Study
10:45 a. m., Worship & Communion
7:30 p. m., Worship
Wednesday, 7:30 p. m., Prayer Meeting.

COMMUNITY METHODIST
Rev. Hugh Baker, Minister
5:30 a. m.—Morning worship.
Sunday School—8:45.
Morning Worship—10:35.
Methodist Junior Fellowship—8:30 p. m. for 9, 10 and 11 yr. olds.
Youth Fellowship—8:30 p. m.
Evening Service—7:30 p. m.

CHRISTIAN SCIENCE SERVICES
Sunday School services each Sunday at 9:45 a. m.
Every Sunday, 11:30 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 Band—7 p. m.
Evangelistic Service—7:30 p. m.

FIRST PRESBYTERIAN
A Home for the Soul in the Heart of the Hills.
William B. Holmes, Jr., Pastor
Church School, 9:45 a. m.
Morning Worship, 11:00 a. m.
Young People of the Church, 6:30 p. m.
Worship and Bible Study, 7:30 p. m.
A Cordial Welcome to All.

EPISCOPAL CHURCH
Chapel of Our Redeemer, Fort Stanton, 1st, 3rd, 5th Sundays, 10:30 a. m.
St. Anne's Chapel, Glendale—2nd, 4th Sundays, 7:30 a. m.
Church of the Holy Mount, Ruidoso—Every Sunday, 11 a. m.

FIRST BAPTIST CHURCH
Rev. J. P. Postema, Pastor
Sunday School, 9:45 a. m.
Morning Service, 11:00 a. m.
Evening Service, 7:30 p. m.

This Special Church Feature Is Sponsored by the Merchants Whose Advertisements Appear Below

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Ruidoso

First Presbyterian Church

Canyon Echoes...

The Kings at King's Cafe plan a vacation in a few days to parts of Texas. Their cafe will remain open, however, they report.

Ronnie Shriver has re-entered E. N. M. U. at Portales.

Martin and Jerry Grindstaff left this week on a fishing trip to Lake Kemp in Texas.

Mr. and Mrs. Ralph Gordon of Floydada, Tex., were in Ruidoso for a few days last week.

Theresa Barajas, who has been employed at Brunell's this summer, has returned to Portales to

re-enter Eastern New Mexico University.

Mrs. Grace Webb and children of Lubbock, Tex., were visitors in the canyon last week.

Mr. and Mrs. Charles Novick, who have spent the summer in Ruidoso, have returned to their home in Phoenix.

Mrs. N. K. Robb left Thursday after closing her summer cabin here, for her home in Houston. She says she'll be back for sure next June.

Bill Don Knox has returned to Albuquerque to re-enter New Mexico University.

Peg-Lina Hunt left Thursday for her home in El Paso after spending her 55th summer in Ruidoso.

Dr. James A. Beall, Odessa, Tex., was a visitor here early this week.

The Jack Elliotts, Odessa, Tex.,

visited friends here last week-end.

The Woodrow Howards were in Abilene, Tex., last week-end where they accompanied their daughter who is enrolling in McMurry College.

The J. R. Shafers have had us change the address of their News from Ruidoso back to El Paso for the winter.

Mrs. G. A. Beeman, Sweetwater, and Mrs. Geta Williamson, Trent, are visiting friends here, including Mrs. T. R. Webb, the J. C. Douglasses and the Waltrips.

Carlyn Ross has entered school at Lubbock, Tex.

Josette Brooks left last week for Silver City to enroll in the college there.

George Brooks is in Arkansas this week where he went to accompany his son, George, home from a lengthy visit this summer.

Calling all rock hounds. We have rocks starting at 10c. We have semi-precious stones for you to work with, or jewelry already finished with native polished rocks. Clayton Bennett's, 3/4-Mi. West of Nob Hill on Hwy 70.

C. D. Weems was admitted Sept. 4 in St. Mary's hospital in Roswell for medical treatment.

J. H. Hackfield, Lubbock, stopped here last week-end enroute from El Paso to his home. He formerly operated Casa Loma Cabins here.

Billy Tucker and family moved to Portales this week where Billy has re-enrolled in Eastern New Mexico U.

Jerry Eakins, who worked here this summer in several Ruidoso

stores, has returned to Abilene, Tex., to re-enter McMurry College.

Don Rastetter and wife and baby of Hale Center, Tex., have moved here to make their home. He is employed at Woodrow Low, ard's Conoco Service Station.

Jovan Donathan is to leave this week to enroll in Eastern New Mexico U. at Portales.

Roy Pior was in Albuquerque early this week for a check-up at a clinic.

Mr. and Mrs. Earl Williams were in Houston and other Texas points on vacation this week.

The Charles McClellan family, well known here, escaped serious injury when their passenger car was rammed by a highway truck as they drove through a road improvement project recently on their way home from a vacation at Possum Kingdom Dam. Their car was severely damaged, but none of the McClellans, including the children, were hurt. They live at Tahoka, Tex., and Mrs. McClellan is the daughter of Mrs. Margaret O'Hair of Ruidoso.

More and more people, more and more RUIDOSO people, too, are driving in our station to get the BEST gas—that's Chevron. No city tax here! Clayton Bennett's, 3/4-Mi. West of Nob Hill on Hwy 70.

The Paul H. Scott family has returned to Abilene, Tex.

Mr. and Mrs. Roy Baker were in El Paso early this week.

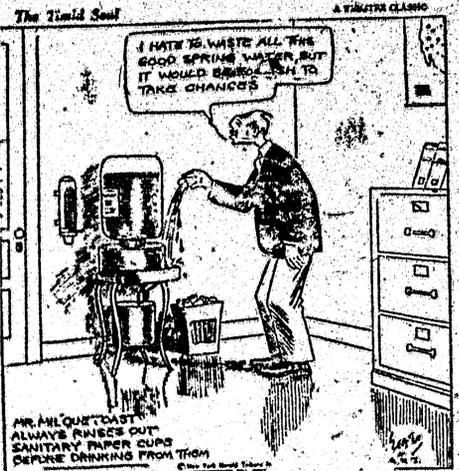
Mrs. Orla Calvert has gone to Carlsbad, Calif., on a visit.

Mrs. Ben F. Allen has returned to her home at Hobbs after spending most of the summer in Ruidoso.

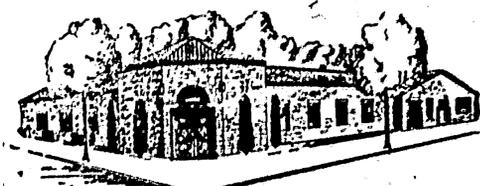
RUIDOSO CHARACTERS



"I'VE HAD LOTS OF EXPERIENCE—THREE DAYS WITH MR. FINLEY, A WEEK WITH GOLDEN DAIRY FARM, TWO DAYS WITH JED BROWN, ONE HOUR WITH VALLEY FARM AND



MR. FINLEY COAST ALWAYS FINCES OUT SANITARY PAPER CUPS BEFORE DRINKING FROM THEM



MULLINS-HAMILTON FUNERAL HOME
Phone HE-7-0510 — Alamogordo, N. M.

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



THE RUIDOSO NEWS

JODIE FILLEMAN

General Building Contractor
Homes & Commercial
FREE ESTIMATES
Phone 3741

FOR SALE—Three bedroom home on the river

Announcing..

Don Rastetter has joined our service station staff to assist us in serving you.

NOTICE

Better check on your anti-freeze now. We have the BEST—It's Prestone!

If you need tire chains this winter, or knobby tires, we have them.

HOWARD'S CONOCO SERVICE
Woodrow Howard — On Main Road

NOTICE

While we are remodeling our Dining Room We Will Be Closed To the Public for Two Weeks, From Sept. 16 until MONDAY, SEPT. 30

We will be open all this week-end, so hurry on down for a satisfying meal, a quick snack or a cup of our good coffee.

LOG BARN DINING ROOM

Mr. and Mrs. Carl Ashley
"Where the Elite Meet to Eat"

FURRY'S CAFE

Extends Greetings and An Invitation To Drop In. We'll Be Open Again Friday of This Week
Sug and Doc Furry

YOUR Independent INSURANCE AGENT "SERVES YOU FIRST"

DAN D. SWEARINGIN INSURANCE

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 \$5c 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 _____

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.

The County Agent Reports

(By RALPH DUNLAP)

Brucellosis Final Cleanup

There are only 41 herds left in Lincoln County to be tested before it can be declared a certified-free brucellosis area.

I have received word through Dr. M. O. Nottingham, superintendent of brucellosis testing in southeast New Mexico, that any person refusing to test will be quarantined by the Cattle Sanitary Board and its brand inspector.

A final cleanup on testing will be done by Dr. Nottingham and myself on Sept. 30-Oct. 1-2. Dr. Bond is cleaning up in the Corona area next week. If you do not have your cattle tested, please contact me so that we can get the testing done by Oct. 2.

The W. F. Crawford family has returned to El Paso, Tex. after spending part of the summer here.

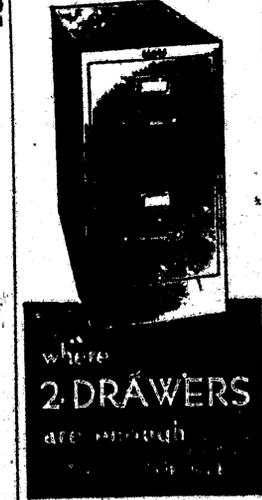
Glen Weston is leaving Sunday to enroll at Oklahoma University at Norman, Okla.

THE FIRMS LISTED BELOW GIVE AND REDEEM

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



where 2 DRAWERS are enough

If your filing needs are quite limited but very necessary, here is a unit designed for you. This compact, sturdy two-drawer file is complete with guide rods, follower blocks and easy moving drawers. A low-cost unit, but made and finished in setting your desk for good results. In grey or black.

If the testing goes on any longer than Oct. 2, you will not be able to ship your cattle this fall even though you have already tested your 20%.

Only three reactors have been found in the 330 herds tested. If your neighbor hasn't tested, encourage him to test at least 20% of his cattle before the Oct. 2 deadline.

On the state level, 10 counties have already been certified. Let's get Lincoln County on that list as soon as possible.

Building permits valued at \$123,670 were approved last week for Roswell. A doctor's building is the most important unit included in the action.

ITINERANTS' COUPONS

Will be Redeemed in Full Value at Our Studio Anytime. No High Pressure Selling—Just Quality and Better Value - Portraits - Groups and Baby Pictures

Films Brought in Before 8 p. m. Will Be Ready After 9:30 a. m. Next Day.



Louis Philippe
Of Ruidoso, N. M.
Member of Photographers' Assn. of New Mexico

-DROWN YOUR CAMPFIRES



PREVENT FOREST FIRES!

Ponderosa Heights

TOTAL LOTS THIS YEAR—476
Lots Sold—337 Lots Left To Sell—139

DON'T DO LIKE LAST YEAR and wait 'til they are all gone.

PRICE OF LOTS \$225.00 UP

PONDEROSA HEIGHTS

In the Southwest's Finest Summer and Winter Resort is Now Making It Possible for you to have a building site in one of Ruidoso's Most Beautiful Wooded Sections—Located close to the business district starting 400 yards west of Thunderbird Lodge.

Save \$100 for This Week Only! Come Out and See What This Is All About

We Will Do Our Best to Make Terms to Suit You.

Remember, Only Ponderosa Heights Has Water To Every Street.

Office on Mechem Drive.
Field Office 500 Yards West of Thunderbird Lodge

PHONE 2455 — P. O. Box 1147
LLOYD L. DAVIS, SR. — MARY D. DAVIS
LLOYD L. DAVIS, JR.

—Owners—

THE NEWS



IF YOU SHOULD SAY...
"Nothing expensive... just good low-cost filing space"

Here is an H-O-N file we can recommend to you... and with full confidence. This unit has an exceptionally sturdy case, with vertical stiffeners and torque plates... to keep it that way. The drawers are not suspension type... but they carry heavy loads smoothly on high quality roller bearings. Complete with guide rods and follower blocks. Very fine baked enamel finish in grey or green.

IN UNITY THERE IS STRENGTH

Allied Realty

ASSOCIATES



Opposite Community Public Service
Main Road Ruidoso

All Daylight Calls—Dial 3303 or 3313

Sales Personnel—
W. D. "WALT" CROSBY, Realtor, Res. Ph. 2525
LELA EASTER, Realtor, Res. Ph. 2742
C. S. "FRED" GRESSWELL, Realtor, Ph. 4554
BERNARD & MAREE ROONEY, Res. Ph. 4391
LEROY GOOCH, Res. Ph. 4202
JESS WHITE, Res. Ph. 2340
TERRY EASTER, Res. Ph. 2742
W. M. KENNEDY, Res. Ph. 4382

Associated Contractors—
CHARLES MARTIN, Licensed Contractor, Res. Ph. 4472
SID COURVELLE, Plumbing Contractor, Phos. 2055 or 3303
J. B. CLOSE, Ruidoso Gravel Service, Excavating & Ditching, Phone 4045
MADGE BECKER, Public Stenographer, Phone 2931

UNITED TO BETTER SERVE ALL PHASES OF THE REAL ESTATE BUSINESS. ANY PERSON OR BUSINESS CONNECTED WITH THE BUYING, SELLING, BUILDING, INSURING, APPRAISING, TITLES, ETC., ARE CORDIALLY INVITED TO PARTICIPATE WITH US IN THE ACTIVITIES OF OUR OFFICE. SPECIAL COURTESY TO ALL BROKERS.

BUSINESS AND HOME COMBINED
MAIN ROAD, downtown Ruidoso, 50 ft. frontage, modern living quarters; large shop area; good for year 'round business. Only \$10,500, \$2500.00 down. Immediate possession.

View and Surrounding The Best
Three bedrooms, two baths, exquisitely furnished, fireplace, lovely patio, away from the hustle and bustle and yet immediately accessible to all conveniences of the city. \$29,750.

PONDEROSA HEIGHTS CABIN
Small, modern cabin, very low price of \$2,500.00 with good terms.

—SOLD—
ONE OF RUIDOSO'S FINEST HOMES
Close in, on pavement, very spacious, built for gracious living, acres of land, perfect in every detail. We have never had a better buy at \$42,000.00.

11-UNIT COURT
An 11-unit court on Main Road. This is close in and is priced to sell, or will trade for El Paso property.

Phone 3303 **ALLIED REALTY** Phone 3303
ASSOCIATES

RUIDOSO NEWS CLASSIFIED ADS

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

PAGE NINE
Ruidoso News
Friday, September 13, 1957

ALL Classified ads must be paid in advance with the exception of those run on regular display advertising. The rate for classified advertising is 10¢ per line, counting five words to the line, with a 25¢ minimum charge. This rate holds true for one week's insertion and can be multiplied by the number of weeks the ad is to be run. WHEN MAILING IN CLASSIFIED ADS PLEASE ENCLOSE CHECK OR MONEY ORDER IF YOU LIVE IN RUIDOSO BRING THEM BY THE OFFICE BEFORE TUESDAY AFTERNOON EACH WEEK.

HOME OF SOUND INVESTMENT

I AM AN INDEPENDENT REAL ESTATE BROKER

SUMMER CABIN
With two deeded lots, large rooms, modern and only \$4,750.00 with one-half down.

IN UPPER RUIDOSO
A 4 bedroom, 2 bath house with living room, dining room, kitchen, porch and barbecue pit. \$12,500.00 and only one-fourth down.

Summer cottage with two bedrooms and fireplace on two deeded lots for only \$3075.00. One third down, balance \$50.00 per month.

Two bedroom house with den 22x22, fireplace, two baths, garage and guest house on a large lot for only \$5,000 down, total price \$10,500.

Upper Ruidoso, 3 bedroom modern furnished house with garage, three deeded lots, priced at \$6,580. My choice of good buys.

Business house with living quarters in Gateway, 100 feet on pavement, \$12,000 \$4,000 down, balance \$100 per month.

FOR RENT—Two and three bedroom houses, furnished and unfurnished. These are very nice places at very reasonable prices, and are in good year 'round locations. Please see me before you rent.

Choice business and residential lots worth the money. Very nice tourist courts, large ones and small ones, worth the money. Good care for sale very reasonable.

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

FOR SALE

Two Bedroom Home
New
Close to Schools and Churches
\$8,500.00

Leland Realty Co.
Dial 3805
Box 43
Ruidoso, New Mexico



Tom W. Jones,
Realtor & Agent For
Ruidoso Realty Co., Inc.
Since 1943

Lots For Lease or Sale
Ruidoso upper Canyon and upper Cedar Creek.

New Listing—New 2 bedroom
cabin in Cedar Creek, year 'round water. \$5,500.00.

New Listing—New 1 bedroom
cabin in Cedar Creek—Finished in knotty pine throughout. Fireplace, \$5,000.00.

150 feet on pavement in Gateway—2 existing buildings—Ideal for a court or motel—\$20,000. Terms.

Have 10 nice cabin sites for lease or sale—water in streets.
P. O. Box 34 Dial 2065

RUIDOSO MAP GUIDE & Directory
50c. at Ruidoso News.

"BOB" CARTER'S ELECTRIC
Phone 3815
Residential and Commercial Wiring
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—Contact—
RALPH BROWN
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DIAL 4331

— VISIT —
F I E S T A
NOVELTY SHOP
For—
* Western Style Nugget Jewelry
* Curios
* Souvenirs
Downtown Ruidoso
Fred L. Richardson

REMODEL REPAIR
ADD A ROOM
MODERNIZE
NO MONEY DOWN
36 Months to Pay
Free Estimates
BONNELL
Hdwe. & Bldg. Supplies

FURNITURE REPAIRS
H. W. CRAIG
General Contracting
Phone 3488 P. O. Box 121
General Mill Work
Remodeling
Repairing
Special Molding
Cabinet Work

NEW MEXICO'S FINEST PET SHOP
Visit Us When In Roswell
Ph. MA 2-1468 - 1210 E. 2nd St.
OPEN DAILY 8:30-6:30
and Sunday Afternoons

J. P. (Jake) HALEY
BUILDING CONTRACTOR
Box 124 Phone (5) 2155
Green Tree, N. M.

For Motor Freight Service—Dial 3445
Herman Reynolds, Agent
EL PASO PECOS VALLEY MOTOR FREIGHT
Highway 70 - Hollywood

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.

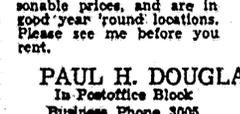
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RIVERSIDE ESTATES
One and one-half miles east of the race track off Highway 70
Watch for large sign—office in large red-tile roofed ranch home at foot of mountain, across river.
Phone Ruidoso 5-2283 TED MORSE, Box 225, Ruidoso, N. M.

METAL WORK
Gutters, Chimney Tops, Tanks
Payne Central Heat & Cooling
AR Sheet Metal Work
LACEY
SHEET METAL WORK
412 E. 2nd St., Roswell
Ph. MA-2-3989 for Free Estimates

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Two Bedroom Home
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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.
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LOTS

As Low As

\$5 down
\$5 a mo.

IN BEAUTIFUL
PARADISE CANYON

Cabin Sites
Home Sites
Business Sites

No Restrictions...
Build Your
Own Cabin!

C. S. "Fred" Gresswell

Realtor - Sales Agent
Office At
ALLIED REALTY
On Main Road
Phone 3303

WOULD LIKE TO SELL MY HOME (a home, not just a house) and small orchard. Located east of Fox Cave, bounded by river and Highway 70. Come and look it over, you might like it, in fact you might wish to buy it. S. W. (Jack) Land, Glencoe, Phone Green Tree (9)2342 10-1c

WE'RE REMODELING And improving some of our cabins, and we will have several available by Sept. 15th for fall and winter rental at very reasonable rates. Rock Ridge Cabins, pho 2321 10-1c

BOOK MATCHES—Finest line of book matches in America, with standard Arsons, single or double size, some with art work, or write your own copy. Call Ruidoso News and salesman will call with samples. 10-1c

FOR RENT—One bedroom, winterized furnished house, on Main Rd., phone 4001. 10-1c

ERNEST WOOD
PLUMBING CONTRACTOR
Box 158 Ruidoso, N. M.
Dial 3781

BEN ROY
INSURANCE TAX SERVICE
Box 58 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 785 - Ph. 291
TULAROSA, N. M.
1120 10th St. - Ph. 1237-W
Alamogordo, N. M.

Ditch Digging - Ceptic Tanks
Land Leveling
Gravel Service & Hauling
LOFTIS
CONSTRUCTION CORPORATION
Tom Loftis, Contractor
Phone 4558 P. O. Box 1234
Paradise Canyon
Ruidoso, New Mexico

QUICK SERVICE
—or—
All Types
Office Machines
Authorized Agent
—for—
Royal Typewriters
Victor Adding Machines
And Printing Calculators
National Bookkeeping
Machines
Guaranteed Factory
Trained Service
Pick-up and Delivery
Call 430-M, Alamogordo
Collect

FOR
\$25 PER PERSON
VACATION
For one week to the points of interest in The Lower Rio Grande Valley Below the Hugo Falcon Dam.
Food - Lodging
Transportation
Furnished
NO OBLIGATION TO BUY ANYTHING
CONTACT
H. T. WICKER
Dial 3652

REPLACE WORD
Any Kind
Any Amount
Write a Postcard to
ART BRADLEY
Green Tree, New Mexico
Dial (5)2212

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, a little white space at top and bottom, the boxed ad—its display ad 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

S. & S. SEPTIC TANK CO.
Septic Tank Pumping
Rain or Shine
A. L. Stalcup, Owner - Dial 2764
Vic Stanley, Operator
— RUIDOSO —

BURDETT & CAMPBELL, REALTORS
1500 E. Main Phone 4125
Year 'round residence near Airport \$6500.
Palmer Gateway Lots \$1,000 and up.
Business Lots 140 feet on Main Road, Gateway.
Ponderosa Heights, 2 BR, ceramic tile bath; new house, insulated; landscaped lot; bargain if sold at once.
200 feet on Mechem Drive by 400 ft. or more, \$2750.
2-Bedroom cinder block cabin for rent, \$50 per month, year 'round.

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 1/2 Mi. East of Ruidoso Downs

FOR A MORE BEAUTIFUL YOU
—Use Avon Guaranteed by Good Housekeeping. Mrs. Odie Courville, dial 2765. 48-4c

FOR RENT—Year 'round two
bedroom homes, close in, half block from school bus stop, \$50 month. You pay utilities. See Iva Coleman. 11-1c

1958 DUES Are payable now in your American Legion. Meet with us each first and third Thursday night. 11-1c

LARGE STOCK of Ruidoso Map-Guides at wholesale for curio, drug, grocery or other businesses to sell. Ruidoso News. 11p

DON'T Throw It Away. If that watch won't run, bring it to SAM'S, Lincoln County's own watch man. We don't care where you got it, we can fix it.

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

FOR SALE:
M-W Refrigerator, good, \$85.00
Keivinator, small, \$75.00
Kenmore Washer, wringer type, with drier, \$99.50
New Hotpoint Dryer, Washer, Refrigerator, Freezer, Stove

Terms To Suit
HART ELECTRIC
Phone 2495

REMININGTON HAND SALES & SERVICE
D&D Business Equipment
And Service on All Makes & Models of Business Machines.
315 11th Street
Complete Office Outfitters
Alamogordo, N. M. Phone HE-7-3410

LOST—Lady's gold wrist watch at Ruidoso Downs. Please call Ruidoso Downs 3815 and receive reward. 1c

SAVE ON new and used office desks, cash registers, adding machines, typewriters, chairs, safes, filing cabinets and check writers. **ALAMO OFFICE MACHINES and EQUIPMENT**, 308 Ninth, Phone 420-M, Alamogordo. 4c

FOR RENT—Trailer space, \$30 per month, lights, water. Palace Motel, 1 mi. east of Green Tree. 11-4c

FOR SALE—Front and drive, one ton, for truck or power wagon. In A-1 condition, with transfer case and all necessary parts to install. \$128. Henry Jackson at Thompson Service. 4-1c

WANTED—10,000 old junk batteries, to be traded in on a new Gould battery for dependable winter driving. Thompson's Serv. Sta., Hollywood. 1c

FOR SALE—Very reasonably, apartment size stoves, refrigerators, sinks, dinettes and complete kitchenette combinations in one unit. Alpine Court. 1c

FOR SALE—14-month-old Holstein bull out of registered herd. Jesse F. Allen, Green Tree. 1c

HOME-MADE Kraut for sale, be ripe Tuesday. Best in the west. Patti-Gayle Courts. 1c

DARWIN TULIPS, Parrot Tulips and King Alfred daBodils \$2.25 dozen; hyacinth \$2 dozen; potted fruit trees \$2.50 and up. Ruidoso Nursery, dial 2645. 12-1c

Champion Sired Miniature POODLES
Two Months Old
Three Silvers, One Black
Show Type
JUANITA BAE MOTEL
Dial 4554
On Highway 70 Beside Nob Hill Sign

RANDY JOHNSON
FIX IT — REPAIR IT
CONSTRUCT IT
* Painting and Reupholstering
* General Carpentry
Cabinet Making
* Furniture Repairs
* Rock-Brick and Cement Work
* Knife and Tool Sharpening
* Property Upkeep and Care
ESTIMATES GIVEN
Dial Ruidoso 2381
Residence in Back of
Hollywood Postoffice

FOR RENT—Family size cabin, furnished, \$50 per month, bills paid. Phone 2002, Spearhead Cabins. 12-1c

FOR RENT—Or lease, one 2-bedroom house, one 3-bedroom house, modern, winterized, close in, reasonable. Mrs. Lois Stevens. 11c

FOR FRUIT ORCHARDS—We still have fruit packing facilities, 12 to 17-ft., \$12.90 up. Bonnell Hdwe. & Building Supplies. 1c

FOR RENT—Three-bedroom modern house, furnished, year 'round. Louisa Smith, Green Tree. 11c

FOR SALE—Large cloth white feed bags, Lincoln County Feed, Highway 70. 11c</

Sugar

10 Lb. Pure Cane

1.05

LARGE TIDE

- Shedds SALAD DRESSING 29¢
- Val Vita SLICED PEACHES 49¢
- 2 1/2 Size Can FRESH CABBAGE 29¢
- 7¢ Pound
- Red Potatoes, lb. 6c
- WHITE ONIONS 5c
- 5c Pound
- FRESH TOMATOES 19¢

RUIDOSO FOOD MART

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

SPECIALS

DOUBLE STAMP DAY ON WEDNESDAYS
SAVE WITH FRONTIER SAVING STAMPS

- PURE LARD 4 Pound Carton 79¢
- Grade A Small Dozen 49c
- Fresh Eggs 49c
- Assorted Pound 49c
- LUNCH MEAT 49c
- Fresh, Lean Beef, ground 3 lb. .98
- U. S. D. A. Choice Pound 69c
- Round Steak 69c
- Our Home Made Pound 59c
- Pure Lean Pork SAUSAGE 59c

IN THE PROBATE COURT OF LINCOLN COUNTY STATE OF NEW MEXICO IN THE MATTER OF THE ESTATE OF

JESSE ALLISON, Deceased
No. 887
STATE OF NEW MEXICO TO MARY DELL KELLEY, CLIFF FORD ALLISON, and to all unknown heirs of Jesse Allison, deceased, and to all unknown persons claiming any lien upon, right, title or interest in or to the estate of said decedent, GREETINGS:

Notice is hereby given that Mary Dell Kelley, Administratrix of the Estate of Jesse Allison, deceased, has filed her Final Report and Accounting as Administratrix of said estate, together with her petition for discharge and for a determination of the heirship of said decedent, and the Probate Court of Lincoln County, New Mexico, has fixed the 25th day of October, 1937, at 10:00 a. m., at the Court Room of said Court in the Town of Carrizozo, New Mexico, as the time and place the Court will proceed to determine the heirship of those claiming the estate of said decedent, and the interest of each respective claimant therein of record, and the persons entitled to the distribution thereof.

Frazier & Cuzack, whose address is 123 West Fourth Street, Roswell, New Mexico, are attorneys for the Administratrix.

THEREFORE, any person, or persons, wishing to object are hereby notified to file their objections with the County Clerk of Lincoln County, New Mexico, before the time for filing objections.

WITNESSED my hand and the seal of said Court this 23rd day of September, 1937.

Probate Clerk

In Unity There is Strength Allied Realty Associates Phone 3353 - On Main Road

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

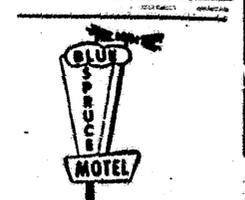
Phone 3881 Mechem Drive

SPEARHEAD
COURTS & CABINS
Box 458

Mr. and Mrs. Bill Wiggins

Idle Hour Lodge
Open Year 'Round

- ON THE RIVER
 - PANEL RAY HEAT
 - KITCHENETTES
 - ELECTRIC REFRIGERATION
- Mr. and Mrs. James H. Littlefield
Phone 3155 Ruidoso
Member Ruidoso C. of C.



24 Modern Cabins
Among The Pines
On the Noisy Water River
Open Year 'Round
"Live The Life of the River"
In A Cabin in the Pines
Kitchens and Bathrooms
Completely Furnished
PLAYGROUND FOR CHILDREN

PAGE TEN Ruidoso News Friday, September 13, 1937

Let's All Get Behind Our C. of C. Make Our Drive 100%



Methodists Advance New Idea in Home Sunday Schools

The Methodist Church will launch a new program on October 1st called Church School At Home. This is not a suggestion that people stay home from Sunday school on Sunday morning but an endeavor to reach the hundreds of families who cannot attend. Distance, poor roads, and inclement weather keep many parents from bringing their children to the church for Christian instruction on Sunday morning.

Under this new plan suitable graded Sunday school lesson leaflets and study booklets will be sent free to any family unable to attend a church school. There are special materials for each age group - Kindergarten, Primary, Junior, Junior-High and Youth. A quarterly publication will also be sent for the parents. It is hoped that parents will guide their children's study in the home.

This project is for people like the Andersons. There are four children and a grandmother besides Mr. and Mrs. Anderson. They live fifteen miles from a church. Of course they could drive there for part of the year if it were not for the cost. Their case is old and untended. Mr. Anderson says they can't afford to drive that far to church. They do listen to church services by radio but Grandmother Anderson says, "It's not the same as studying the Bible in Sunday school." Now they can have Sunday day school papers and Bible study books selected for them by trained religious education leaders. They can study regularly at home. One hour a week of Bible study together will make a difference in their lives.

Any family may enroll by sending their name and address and the ages and school grades of their children to Church School at Home, P. O. Box 871, Nashville, Tenn. There is no charge for this service. Those who enroll during September can begin their study with the first Sunday in October.

These materials are published by the Methodist Church but are not denominational in content. No effort will be made to influence members of other denominations to leave their churches. A similar project is sponsored by the Missouri Synod of the Lutheran Church.

The P.V. "Neptune" one of the planes used by the Navy's Hurricane Hunters in hurricane reconnaissance, is flown into a hurricane 300 to 600 feet above the water to record the strength and direction of the winds and also to obtain other valuable aerological information concerning with surface conditions which can be obtained in no other manner.

In Unity There is Strength Allied Realty Associates Phone 3353 - On Main Road

Letters to the Editor...

Editor's Note: When the Water Department of the Village of Ruidoso sent a bill to a man in a Texas town for water—another man with a similar name received the bill—and below is the reply the village received.

September 7, 1937
Village of Ruidoso
Water Department
P. O. Box 216
Ruidoso, New Mexico
Gentlemen:

The attached water bill was received the other day and I must say that I am happy to see it is stamped "Final Notice." I have been receiving water bills from you folks for several months now, and it sure is a relief to know that this is the final one you're going to see.

I would be interested to know if there is some convincing screw-driver living high on the hog over there and darkening my good name by not paying his bills. All the other (ribbons) hand, you folks have had a bad reason and picked my name out of the phone book to test intelligibility of people, may I suggest you try someone who is possibly more fluent than myself. (I'll even submit a name or two if it will help.)

I usually make the check once a year but haven't had the opportunity this year because my wife is soon to bear me with a cute little bundle of hospital bills and you know those folks don't even have a stamp for "Final Notice" they just keep sending them.

Well in case you haven't got the point by now, (after reading this thing over, I'm not sure I have) I have never contracted with Village of Ruidoso for pure water and I'm sure you folks have another party in mind.

Speaking of parties, we'll try to make it over there a little later on when mama feels more like joining me on your three dollar golf course.

Yours very truly
C. E. Ellison
P. S. Is Happy Roy Thomas still at Navajo?

Card of Thanks

This is to thank all who assisted in fighting the fire last month which destroyed my new home in Palmer Gateway. Especially do I want to thank the members of the volunteer fire departments of this community, as well as my neighbors and others who turned out to help. If all goes well, I'll be back.

DR. JAMES A. BEALL
Genuine Navajo Rug, one of the finest you'll find anywhere, at the oldest Indian trading store in town—The Clayton Bennett's, U. S. 141, West of Hob Hill on Highway 79.

Mt. Vue Sko-Dyn DRIVE-IN THEATRE ON MECHEM DRIVE Phone 3355

Last Times Tonight
JOE HUSSEY
KEITH WYNN
RALPH MEYER



SATURDAY ONLY

WALK THROUGH LAND
Pina Carlsen

SUNDAY - MONDAY

TUES. - WED.
CRIME IN THE STREETS
Pina Carlsen

THURS. - FRI.

THE VINTAGE
Pina Carlsen

Buckner's

GIFTS — APPLIANCES
Maytag — Frigidaire

as you can well imagine. We should like to also pledge our whole support to projects we might be able to help you on in the future; most especially any work or help we can handle concerning Bonita's recreational potential.

The cooperation between Ruidoso and Alamogordo on our many mutual affairs can well serve as an example to other communities.

Please call on us whenever you feel we can be of assistance.
Best regards,
Evan F. Mahaney
Manager
Ruidoso Chamber of Commerce

Dear Fans,
All of us at the Downs would like to extend our most heartfelt thanks for the fine support that you have given to our program as well as we have enjoyed your presence.

The Ruidoso Racing Association would like to assure you that the program of expanding our facilities will continue in the "off season." Contemplated improvements include increased seating in the grandstand and box seats, more parking space, and complete film patrol.

Film patrol consists of the actual filming of the race from start to finish by movie cameras for the immediate viewing by the stewards who judge the conduct of each race.

We would welcome any suggestions from you that will help us in our plans to increase your enjoyment of our 1938 season.

Yours truly,
Ruidoso Downs Staff.

World Wide Meet Of Rotarians Described For Women

A Rotarian of Los Angeles, Calif., who was a guest at the Ruidoso-Hondo Valley Rotary Club meeting here Tuesday noon this week in the O. E. S. hall, described the International Rotary convention in Lucerne, Switzerland, which he attended this year. He is Stanley McKenzie, who has been a Rotarian for 42 years, and who has attended 29 Rotary International meetings all over the world. He was once president of United Creameries of America, who sold out to Meadow Gold. He is now a director of the company.

He was visited here by the Robert Price family, who own a summer cabin in Ruidoso. He was a charter member of his club, which was organized in 1916.

Other visitors Tuesday were Spencer H. Maves, Graham, Tex. Olin Hamneck, Alamogordo, and

PUEBLO THEATRE

Admission 60c and 25c
FRIDAY - SATURDAY

The DESPERADOS ARE IN TOWN

SUNDAY - MONDAY
Richard Egan
Dorothy Malone

"TENSION AT TABLE ROCK"

TUES. - WED. - THURS.
Pier Angell
Mal Ferrar

"THE VINTAGE"

Bonnell Hdw. & Bldg. Supplies

Reminds You It's Time To
GET READY FOR WINTER
—and we're ready, willing and able to assist you in many ways—in planning, in installation, in financing.

**NO MONEY DOWN —
36 MONTHS TO PAY**

On Remodeling, Repairing, Complete New Structures
For More Comfort This Winter, Be Sure Your Home Has
Adequate Plumbing — Insulation — Roofing — Floor Covering
We have a complete line of plumbing supplies, can provide any type of roofing you may need, paint for interior or exterior, and a variety of floor covering.

WE NOW OFFER A VARIETY OF STYLES IN LIGHTING FIXTURES

See Our Wonderful Stock of Toys for All Ages
4 Ways to Buy: Cash — Charge — Budget — Layaway

Wayne Wantiez, Manager
Dorsey Bonnell
PHONE 3833

Ted Bonnell
BOX 1640

Kenneth Bonnell
RUIDOSO, N. M.

Sign Project Is Nearing Completion

An initial road sign project which will see 100 signs placed on every highway leading to Ruidoso is more than half complete, according to Evan Mahaney, manager of the local chamber.

Mahaney said the history of the sign program is rather involved. It first started under the leadership of Mrs. L. E. Brickle, owner of the El Alto Courts. Mrs. Brickle procured some \$340.00 for a large sign to be placed outside of Carrizozo on Highway 64.

In the meantime, Mahaney had written a sign company with another idea, that of small four foot by four foot signs of metal to be used in the old Burma Shave fashion. He said he expected the cost of the signs to be quite high, but was amazed when he found that in an order of 100 they could be secured with two colors for only \$5.28 each.

After conferring with Mrs. Brickle, it was decided to get approval for switching from the big sign to the many smaller ones. Mahaney said so far only one person has withdrawn his initial donation.

He explained that the 100 signs will be the same thing, each having a picture of mountains and sporting scenes with Ruidoso superimposed over each. He proposes to place these on steel pipe posts and under each sign put a white and black sign saying such things as "Fishing; Racing; Bowling; Skating; 60 Motels; 40 Restaurants," etc. The bulk of the signs will be placed west and north of Ruidoso, since those two sides are the weakest.

This week Mahaney is contacting Ruidoso merchants to help with the program.

In Unity There is Strength Allied Realty Associates Phone 3353 - On Main Road
READ THE WANT AD

ing Ruidoso merchants to help with the program.

GET MORE MILES PER GALLON!

88 Octane Plus Gasoline
Gallon 28.9c

WIN A FREE HOMELITE CHAIN SAW EVERY YEAR FOR LIFE

Just come in today, have a demonstration of our 12" 122cc. motor with a 22" cut and you will receive a chance every year to win a Homelite Chain Saw. The Homelite Chain Saw is the most powerful and reliable saw ever made. It's the only saw that can cut through anything. Don't miss your chance today!

LONG'S Hollywood

GATEWAY FOOD MARKET

Phone Dial 3825 Ruidoso, N. M.
Friday and Saturday, Sept. 13-14

POUND	Corn King or Puyons English	POUND
ROUND STEAK . 79¢	BACON 69¢	
SIRLOIN STEAK . 69¢	Wilson or Puyons 16 to 22 lb. HAMS 59¢	
T-BONE STEAK . 79¢	CANE SUGAR 59¢	
RIB STEAK . . . 59¢	CRISCO 98¢	
FRYERS 49¢	FLOUR 98¢	

FRESH - NOT FROZEN
GOLD MEDAL 16 LB. BAG

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.