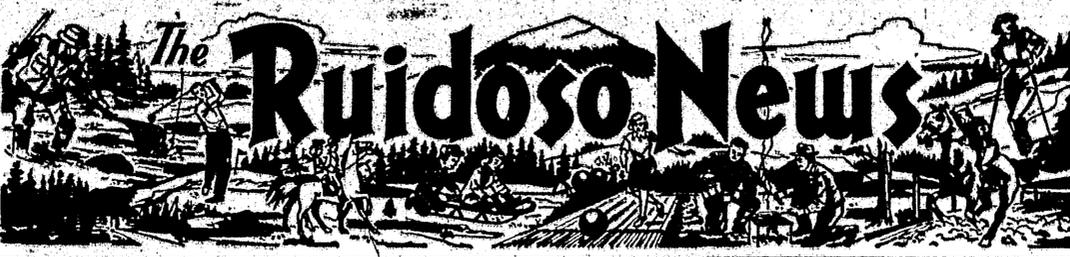


Clarke Insurance Agency

Complete Insurance Service
BILLIE CECIL RAY
 We Can Now Insure Your
 Valuable Fruit Crops
 Consult Your Independent
 Insurance Agent As You Would
 Your Doctor or Lawyer

YOUR INSURANCE AGENT
 "SERVES YOU FIRST"



OIL PAINTINGS
HARRIS SHELTON
 Artist
 SUMMER STUDIO
 1 Mile Above Postoffice
 WINTER STUDIO
 3411 Richmond St., El Paso

Around Town
 -By Nosey Waters-

Change the number in your phone book. Barbara Hurler has a new listing—it's 485. Joe Moore and Johnny Brooks killed a rattlesnake on Carizzo Canyon Monday. It had ten rattles, wow!

Bill Keys tells us the best quarter of the season will be the sixth on Sunday at Ruidoso Downs. Keys, publicity man for the Downs, said a Ft. Worth Star-Telegram sportswriter will be here all this week-end to get a feature story on the local oval. The Midland Reporter-Telegram gave us a nice spread in a recent Sunday issue. And, the Mobil magazine had pictures of Ruidoso's hospitality campfire and hot coffee and rolls set up on U. S. Highway 70 near the Summit during the recent Mobilgas Economy Run.

Sudden thought: It must have been 25 years since I ate a raw sweet potato. As of Jan. 1, this year, Lincoln County is known to have 10 active tubercular cases, the State Health Department reported in a news release about all the counties and its incidence last week. . . . O. J. Dowling and son, Jimmy, were from Carizno when they had news for the homefolks on their return to the Eddy County town. Dowling, Sr., caught a 21-inch trout the first time he ever went trout fishing in the Rio Ruidoso. He caught the trout on the river below the downtown section of Ruidoso!

Realty Board Endorses Rerouting 70

Ruidoso Board of Realtors, meeting in a regular monthly luncheon session last Thursday noon here at the Carizzo Lodge, endorsed the rerouting of the highway from El Paso to El Paso and down to Fortales.

Letters will be sent by the board to highway departments in both Texas and New Mexico, endorsing the rerouting, and to the national U. S. Highway 70 Association president. He-routing 70 there can shorten trips from the Texas Panhandle into Ruidoso by 20 miles, and save considerable time by avoiding a northwesterly and southerly cut-of-the-way jog. It will be a boon.

Other business discussed included the suggestion that realtors and their employees join with others in the city in setting a "watchdog"—to aid in holding down cabin rentals, a severe problem in the winter. The association president, Vic Lamb, editor, proposed the idea in a talk similar to one given to the Rotary club recently. He said that if every business man would keep an eye open for unscrupulous persons catering about winter camps or any other residence or place of business, particularly in the outlying areas of the village, and then ask their employees to do likewise, the added guard service would be of real service to the village police force. The Realty Board approved the idea and President Walt Crosby said it behooved every member to assist and cooperate with the police in this problem.

Attending the meet were Crosby, Fred Greenwell, Mrs. Iva Coleman, Mrs. Emma Miller, Mrs. Stella Campbell, Dan D. Swearingin, H. T. Wicks, Mrs. Lela Easter, Cy Leland, Sr., and Lamb.

Red Cross Luncheon Changed To Ruidoso

Emil Klemm, Ruidoso, who is serving as the 1934 American Red Cross chairman for Lincoln County, this week said the Red Cross membership drive, held earlier this year, saw approximately \$1,800 in contributions, \$400 above a quota of \$1,400. He said a luncheon for district first and second prizes to be held in Carizzo at Pearl's Cafe, has been changed to Ruidoso, to be held at Margaret's Cafe, on Tuesday noon, June 17.

To be here for the meeting will be Norrene Clarke of the state Red Cross headquarters in Albuquerque.

ON MARCH 31, 1934, RUIDOSO Had Completed

FIVE YEARS
 Without a Traffic Death
 New Life Make It

SIX YEARS!
 It's Been

1910 DAYS
 Since an auto death has occurred in Ruidoso

Let Heaven Wait In '34
 Observe Safety Laws!

Forests Closed To Campfires And Smoking

PROCLAMATION

WHEREAS, Forest lands in southern New Mexico are dangerously dry, and

WHEREAS, Forest fires do untold damage to trees, grasses and waterbeds,

NOW THEREFORE, Pursuant to Regulation T-1, D. H. L. (36 Code of Federal Regulations 241.2) made and promulgated by the Secretary of Agriculture, an emergency is declared to exist, and all lands within the Lincoln National Forest, except those in the Guadalupe Division of that Forest, which Division is west of Carizno, New Mexico, and in and adjacent to the Guadalupe Mountains, and east of the Cornudas Mountains, for the duration of the emergency are closed to smoking while traveling (except on paved or surfaced highways, or in places of habitation of designated and posted forest camps), and that campfires are not permitted except in designated and posted forest camps or else by permit issued by a Forest Officer.

This order of closure is in effect as of 6:00 o'clock a. m. June 7, 1934, and will remain in effect until the emergency is mitigated and the closure removed.

Dated June 6, 1934 at Albuquerque, New Mexico.

FRED H. KENNEDY,
 Regional Forester
 By: L. W. Darby

Swearingin, Inc. Expands To Include Realty Business

Dan D. Swearingin, Inc., newly incorporated business firm here, which moved into its new home on Main Road in Skyland early last month, has expanded its services by adding real estate sales.

Swearingin, former stockholder in the firm, announced the incorporation of Thomas W. (Tommy) Perrett with the concern, for the real estate department. The business also handles insurance and does real estate appraisal work. Perrett is the son of Mr. and Mrs. Jesse Perrett, operators at Dan Oca-Cabina. He came here from Arizona where he has been working as a geologist. He is a graduate of the University of Texas.

Open House Planned

Simultaneously with the announcement of the firm's entry in the real estate business, Swearingin said an open house will be held at the corporation's new home at 2 until 5 p. m. Local residents and visitors in the canyon are invited to drop in and view the new offices and facilities, and enjoy refreshments to be served.

Letter to the Editor

June 4, 1934

Mr. Vic Lamb, Editor
 The Ruidoso News
 Ruidoso, New Mexico
 Dear Mr. Lamb:

Your letter to the State Superintendent in regard to the two year junior college at Ruidoso has been referred to me.

We do not have junior colleges in the state except those that are a branch of one of our institutions of higher learning. The programs of these branch junior colleges are set up by the sponsoring institution of higher learning.

The original legislation in regard to junior colleges was that they would have to be completely self-supporting. It is believed Ruidoso would have sufficient enrollment to justify the expenditure. The matter of financing requires serious consideration. I am sure that you would not want to consider a program that you could not afford. A survey might be made of the economic aspects in your area that would go toward the support of such a program.

Sincerely yours,
 (Mrs.) Marianne Geyer

THE AMERICAN WAY

A Dead Goose Lays No Golden Eggs

MITES POSE THREAT IN ORCHARDS

County Agricultural Agent Ralph Dunlap telephoned the Ruidoso News Wednesday this week that mites, both McDaniel and Clover, are infesting several orchards in the Honda and Ruidoso Valleys and that they pose a threat of an epidemic unless immediate action is taken to poison them. He said he discussed the problem with Gerald Neilson, entomologist of New Mexico A. & M. College, Las Cruces, who suggested growers use keltthane, aramite or parathion or atran for a quick knockdown before they build to an epidemic stage. He recommended that if they are prevalent again in July they be used.

He also recommended karathane for powdery mildew in the next spraying in the orchards.

TOURISTS BRING ANNUAL HEADACHES TO POSTAL WORKERS

Acting Postmaster L. F. (Joe) Dryden calls our attention to the fact that most of the highways across the country will soon be full of vacationers going in all directions. He reminds us also that the mails will soon be filled with parcels of messages to folks and friends who were left behind.

There will be matter-of-fact reports done in conventional style. There will be ungrammatical but effective postal cards, beautiful and expensive picture cards, and tags to which newspapers and gadgets are affixed. There will be various rates of postage, various types of messages, and varying degrees of success in the communications effort.

It can be taken for granted that some of the cards will be improperly addressed, some will carry inadequate postage, and some will be devoid of both postage and address. Experience indicates that this will happen thousands of times sometimes when the message does not matter much and the attachment is of small intrinsic worth, sometimes when both the message and the attachment are obviously of considerable importance.

The most persistently troublesome complaint Dryden and his associates in the post card with an attachment but without sufficient postage. Occasionally, the mailer will not know that his attachment gives the card first class status, and he will not know how to complicate the situation by indicating that a 2c stamp is sufficient. The printer was right before some other merchant affixed a national park, or a bag of ore, or a handful of sacred earth, or some other geographically representative gadget.

Dryden says that the rule for avoiding trouble with tourist mail is simple. If post cards with attachments contain a handwritten or typewritten message, they require postage of the first-class rate of 3c per ounce. If they do not contain a typewritten or handwritten message, they require the third-class postage rate of 2c for the first two ounces and 1c for each additional ounce or fraction of an ounce.

When insufficient postage is used, more happens than the delay of the item in question. A lot of people get their feelings hurt. And all who are offended by joint forces eventually in getting mad at the postal service.

So when you are far away and want to remember friends and folks at home, don't forget that post cards with attachments require extra postage. If you have any questions about this or any other postal matter, call at any local postoffice before you leave, or inquire at any post office information window along your route.

In Unity There Is Strength
 Allied Realty Associates
 Phone 3343 - On Main Road

The president's banquet and dance followed that evening at Carizzo Lodge. Hospitality rooms for the convention were set up for the entire convention at Hotel El Paso Courts, where Oldsmobile played host, and at Carizzo Lodge, where the Ford Motor Co. was host.

Door prizes for the convention were offered by Winter, Wells Co. of New Mexico, and by Timmie Bros. of Albuquerque.

In December, directors of the state association will meet to elect new officers for 1935, and to pick the convention site for next year.

HAMMACK RADIATOR SHOP OPENS IN HOLLYWOOD

Hammack Radiator Shop of Alamogordo is opening a Hollywood shop, Olin Hammack, owner, announced here this week. It will be in charge of Kenneth McCracken, Hammack said. It will be located in the W. H. Long building east of the present Long's Oil Well station, Long is building a new station across Highway 70 for future operation.

Besides a complete radiator service, Hammack also handles welding supplies of all kinds. Morris Redmond of Ruidoso has been a salesman for the welding supplies for Hammack for several months out of Ruidoso.

NEW MEMBERS LISTED FOR CHAMBER OF COMMERCE

Ruidoso News Sign Co. of Ruidoso Downs is a new member of Ruidoso Chamber of Commerce, Mrs. Emma Redmond, secretary, reported last week-end. Another new member is Martin K. Hart & Son, she said.

Rifle Shot Injures Youth

Carl D. Wilson, Jr., aged 15, of Ruidoso Downs, was carried to an El Paso hospital late Monday for treatment of a rifle wound in both thighs. He received emergency treatment in the Ruidoso hospital late Monday shortly after a 30-30 slug tore through from the left to the right thigh, striking the bone. State Police Sergeant H. W. Driggers said young Wilson was struck by the bullet fired from a gun in the hands of a younger brother, Tommy, aged 13, at the family home, 240 S. M. College, Las Cruces, who suggested growers use keltthane, aramite or parathion or atran for a quick knockdown before they build to an epidemic stage. He recommended that if they are prevalent again in July they be used.

130 Register For Auto Meet

One hundred and thirty members of the New Mexico Automobile Dealers Association met here Friday and Saturday for a fund-raising campaign for the state's largest business enterprise, the state's largest business enterprise, the state's largest business enterprise.

SEE SUCCESSFUL SEASON—Bill Keys, left, public relations officer for Ruidoso Downs, and Gene Henley, general manager of the track here, forecast the biggest season in the Downs' history for 1934, predicting a part-time handle of better than \$5 million, and also an increase in attendance. Opening day crowds in Memorial Day week-end got the track off on a fast start for the predicted new highs. The two are pictured standing at the rail at the Downs viewing the crowds on an opening day.

250 PERSONS EXPECTED FOR ELKS LODGE OPENING

An estimated 250 people are expected to participate in a program here next Monday when the newly formed Ruidoso Elks Lodge No. 2088, will be engaged in ceremonies to institute the lodge, initiate new members and install officers.

Excited Ruler-elect Fred Richardson said this week the detailed program would include:

1:00 p. m., a hospitality room open where refreshments will be served until 6:30 at the American Legion Hall in downtown Ruidoso.

3:00 p. m., a tour of the area for visiting Elks and their ladies, with transportation provided, to start from the Legion Hall.

5:00 p. m., cocktails and dinner honoring visiting lodge dignitaries at Martin's Dine and Dance.

6:30 p. m., in the grand lodge of the B. P. O. E. will open for initiation of the Ruidoso lodge, in Ruidoso gym.

7:00 p. m., initiation of charter members, in Ruidoso gym.

8:30 p. m., installation of officers with the public invited and urged to attend.

9:30 p. m., a program of fun for all at Martin's Dine and Dance.

Richardson said from information he has received from Elks lodges in wide area around Ruidoso, two states will be represented with large delegations.

Richardson said recognition will be given the Alamogordo Lodge in the program for having sponsored the Ruidoso group.

"If one sends only one's name and address to a customer or prospect, one has already done something effective. If in addition to one's name and address, information of value or interest is included, so much the better. The important factor in advertising is conciseness. Not only what you send, but also how often you send it, is vital."—R. L. Adamson, Boston.



SEE SUCCESSFUL SEASON—Bill Keys, left, public relations officer for Ruidoso Downs, and Gene Henley, general manager of the track here, forecast the biggest season in the Downs' history for 1934, predicting a part-time handle of better than \$5 million, and also an increase in attendance. Opening day crowds in Memorial Day week-end got the track off on a fast start for the predicted new highs. The two are pictured standing at the rail at the Downs viewing the crowds on an opening day.

Boy Scout Troop Is Organized At Ruidoso Downs

A Boy Scout Troop, formerly known as No. 60 in days past, and now designated as No. 130, has been re-organized at Ruidoso Downs with the Green Tree First Baptist Church as sponsor.

Billy Carpenter, Hollywood, is Scoutmaster, and assistant is A. J. Mahoney. Organized two weeks ago, the troop meets at 7:30 each Thursday evening in the educational building of Green Tree Baptist Church.

Nine boys registered are: Bobby Bradley, Jimmy Carpenter, Jimmy Graham, Lloyd C. Harris, Jr., J. T. Posey, Clyde Stevens, Dan Stevens, Jimmy Parsons and Ronald Ray.

Troop committee is composed of Rev. Ed Terry, Jack Shriver, Harold A. Parnell, Johnny Anderson and Ernest L. Wilson.

Capitan Stages Dances To Raise Funds For Smokey Museum

Capitan is to have the first of a series of summer dances on Saturday, June 16, in the old school gym. The dances are sponsored by the Smokey Bear committee to raise money for financing the building of the museum. Pearl Soederback is general chairman and the music is being furnished by local musicians. Admission is \$1.00 a couple and refreshments will be sold.

Tom Hood of the Ruidoso State Bank and G. F. Roberts, manager of Sibley KBBM in Roswell, have graciously donated the afternoon program time on Thursday at 8:00 to items of news from Capitan.

A picnic table has been set up just back of the Capitan City Park for use of the many tourists who stop to lunch there. Smokey Bear books, T-shirts, ash trays, etc. can be purchased in the City Hall.

Two Smokey Bear dolls will be given to the lucky winners of the dance June 14. Chances on the dolls and tickets for the dance can be purchased at Pearl's Cafe and at the dance.

EMERGENCY PHONE NUMBERS

Ruidoso Fire Dept or Police
 Day or Night 3855
 Ruidoso Hospital 3248
 Hollywood Fire Dept 3485
 Ruidoso Downs Fire Dept (8)2375
 Ruidoso Downs Police (8)2274
 State Police 4534
 Civil Lincoln County Deputy Sheriff Frank Barajas 2655

READ THE WANT ADS

FOUR TEXANS HURT IN PLANE CRASH

Four persons were seriously injured Sunday afternoon at 12:05 o'clock when the Beechcraft Bonanza plane in which they were passengers crashed into the fir and pine trees of Spring Canyon, four and a half miles northwest of here. The plane burst into flames when it crashed and one of the passengers, suffering with a broken left leg, a shattered knee cap and severe cuts and bruises, pulled his fellow passengers to safety.

More than fifty people were involved in the rescue, which took two hours. Forest Service personnel, members of the Ruidoso Volunteer Fire Department, village and state peace officers and hospital personnel were involved in the struggle to bring the injured to Ruidoso. The rescue was made over a rugged, somewhat steep logging road, and it took some "manpower" provided by the rescue and in fighting the subsequent small forest fire to the spot.

The injured were Austin Rose, Jr., 32, who braved the flaming wreckage to extricate the bodies, though he suffered excruciating pain from the fractured leg and knee cap, and in spite of profuse bleeding from deep cuts; his wife, Helen Austin, 30, who had both arms broken, a broken left leg and a fractured right hip; and Mrs. Earline Rose, severely burned face and broken back. All had severe bruises and lacerations.

The crash occurred on property owned by George Bonal of Ruidoso. He was among the many who went to the aid of the crash victims, and as he frugged up one steep grade he told some men with him, "The cost and effort of building this road into this region is worth it if it saves one life."

Ralph Brown, manager of Ruidoso Airport, immediately when he realized the plane was in danger. He had just warned the pilot not to attempt a landing when the plane approached the landing strip, oversteering the end of the runway, and the pilot—the high mountain area—never was able to get enough altitude to get out of a canyon in which he was bogged. Experienced pilots in this area surmised a downdraft had caused the fatal plunge into the trees. The path of three tons cheered off showed a sudden loss of altitude near the spot where the ship's wreckage was found. Pieces of the plane were scattered in an area about 60 feet in a westerly direction. The pieces of the plane had almost all been consumed by fire when the rescuers reached it. Brown, accompanied by Lawrence Peckles of the Forest Service, talked with the injured and all of Herford, Tex., and were coming to Ruidoso from Raton to attend the race here. Mrs. Rose's husband, Dick, who operates the Jim Hill Hotel in Herford, flew here in his own plane late Sunday afternoon to be with his wife at the airport when the accident occurred. Mrs. Rose's husband, Dick, who operates the Jim Hill Hotel in Herford, flew here in his own plane late Sunday afternoon to be with his wife at the airport when the accident occurred. Mrs. Rose's husband, Dick, who operates the Jim Hill Hotel in Herford, flew here in his own plane late Sunday afternoon to be with his wife at the airport when the accident occurred.

ELKS TO AWARD THUNDERBIRD IN CONTEST

Ruidoso's newly formed Elks Lodge will begin next week receiving donations of \$1 each in a fund raising campaign in which a Thunderbird 4-passenger sports car will be the main prize, to be awarded on Sept. 15 in an "end of season" party for everybody.

Tickets for the party will be sold by Elks members throughout this corner of New Mexico, they have declared. In charge of the fund raising drive are Dick Crosby and Fred Greenwell.

Automatic Laundry, Coin Operated, Opens This Week

The P. & W. Automatic Laundry, coin operated, opened this week in the building adjoining Harris T. Sales & Service on Main Road in Carizzo. Gateway Owners of the new plant are J. B. Prince and Bob Wallace of Roswell, who have installed 24 automatic heavy duty, commercial type Blackstone washers, and five light commercial type dryers for the public's use.

Charges are 25c per machine, and a customer with more than one machine load of wash can use two or more to speed up the weekly chore, the owners say. There will be no attendant, and the place will be open around the clock. The laundry has in operation two similar ones installed in Roswell in recent months.

200 Expected For Square Dance

More than 200 square dancers, members of the Southeastern New Mexico Division, are due here Friday evening this week at Carizzo Lodge. Herb Greggerson, operator of the Lodge and widely known square dance teacher, has announced. He said the dance will be open to the public.

FLYING FARMERS DUE SATURDAY

Ruidoso airport will be the scene of a fly-in here at Saturday morning for members of the New Mexico Flying Farmers, who are to be here Saturday and Sunday for a week end meet.

The Lions Club of Ruidoso will serve the breakfast at 8:30 a. m. from 8 a. m. until 9 a. m. in one of the hangars at the port, and the general public is invited to join with the aerial agriculturists.

As many as 30 planes will likely be using facilities of the local port. Ruth Brown, manager, said this week.

THE WEATHER

Date	H	L	Precip.
5	75	49	0.0
6	79	41	1.4
7	81	44	0.0
8	82	44	0.0
9	83	38	0.0
10	84	38	0.0
11	84	33	0.0

Precipitation since June 1-11.11.
 Precipitation this month—31.
 Snowfall this winter—74.35 in.
 Lowest temperature last winter—17 below.
 (As compiled by C. A. Culver, co-operative weather observer for the U. S. Department of Commerce.)

The Ruidoso News

SERVING LINCOLN COUNTY

Mr. and Mrs. Vic Lamb Editors & Publishers
 Jim Lamb Associate
 (Founded May 16, 1946 by Lloyd and Ida Bloodworth)
 Entered as Second Class Matter at the Post Office, Ruidoso, New Mexico, under Act of March 20, 1879
 Subscription \$3.00 per year in advance in Lincoln County
 \$3.50 per year Outside Lincoln County
 Member: New Mexico Press Association

Rubber Stamp, Ruidoso News.

PERFUMES

Made in Ruidoso
 by
CARLYN

"Ruidoso Holiday"
 "Turgueta Night"
 "Song of Ruidoso"
 Many Other Lovely
 Fragrances \$1.00 and up.

Fresh—Stone Ground WHOLE GRAIN PRODUCTS

Whole Wheat Flour, 5 Lbs. \$1.25
 Corn Meal, 5 Lbs. \$1.25
 Cracked Wheat, 5 Lbs. \$1.25
 Rye Flour, 5 Lbs. \$1.50

BOOKS

Complete Selection
 Inspirational - Health
 Self-Help

FILMS DEVELOPED

"Fast Service"

Buy and Leave
 Film Here!

CARMON PHILLIPS' OLD MILL TRADING POST

Typo Recorders - Meccano
 Cameras - Films - Flash Bulbs
 Curios - GUM - Jewelry

Tinnie Girl Graduates From Hockaday

Miss Laurela Peters, daughter of Mr. and Mrs. Frank Peters of Tinnie, graduated from the Hockaday Preparatory School in Dallas, Tex., last week.

In her two years at Hockaday, Miss Peters was a member of the Spanish honor society, typing club, and social chairman of her residence house. She was also awarded the Gardner's Pin.

Graduation activities at Hockaday began with the Upper School Morning Meet and Honor Assembly Saturday morning. On Saturday evening graduates and their parents were entertained by Herbert W. Smith at the Headmaster's Dinner. Following the formal dinner, the festive festival was presided by the library department at 8 p. m. Excerpts from "The Marriage of Figaro" by Mozart, was presented in a concert version with soloists, narrators, chorus and orchestra. Samuel H. Acker of the Fine Arts department.

Dr. Kenneth L. Mauldin, minister of the St. Andrews Protestant Church, Dallas, acted as the speaker for the Commencement. Speakers for the graduation ceremony, held at 8 p. m. Monday, was Dr. Frank Bowles, president of the college entrance examination board.

The traditional graduation ceremony, held out-of-doors on the terrace of Main building, honored 68 graduates. Wearing long, white dresses and pastel picture hats, the girls carried baskets of spring flowers. The graduates formed a procession beneath a gladioli archway held by the 16 members of the undergraduate Honor Guard.

GETS NURSES' CAP

Sharon Short, daughter of Mr. and Mrs. T. J. Short of Ruidoso, received her nurses' cap in graduation exercises at the Methodist Hospital School for Nurses in Lubbock early last week, and is now employed at Lubbock-Hondo Valley General Hospital here. Her plans are to be married in August, her mother told the News this week.

At ending the capping ceremony in Lubbock were members of the Short family, and a sister and two brothers-in-law. Mr. and Mrs. N. G. Bolte, who came here for a visit.

SOCIAL, CHURCH AND CLUB NOTES



Local News

CLUB NOTES

Quarterback Club meets each first and third Friday, 7:30 p. m., at high school.

Band Boosters Club meets each fourth Thursday at 7 p. m.

Robert J. Hages Fest of the American Legion meets each third Thursday night in American Legion hall, downtown Ruidoso.

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

Episcopal Church Auxiliary meets each third Tuesday.

Ruidoso Chapter No. 88, Order of the Eastern Star, meets the second Thursday of every month, 8:00 p. m., Eastern Star building, downtown Ruidoso. Visiting members welcome.

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

Ladies Day at Woman's Club building every Monday 1 p. m. play cards, bridge, rummy or dominoes, sponsored by Ruidoso Woman's Club.

Linen supper every Tuesday night, Carrizo Lodge.

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

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

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

American Legion Auxiliary regular meeting 2:30 p. m. each first Thursday of the month, and in a joint supper meeting the evening of each first Saturday of the month.



A. F. & A. M. Lodge No. 41, Carrizozo, meets each Wednesday at each month. Leon A. Ferrer, W. M., Roy Shafer, secretary.

ATTENDING E. N. M. U. Jo Betty Reese, Cecil Clarke and Mrs. Frank Matthews and two sons, Paul and Noel, are all attending summer school at Eastern New Mexico U., in Portales, from Ruidoso.

With the Shorts after attending the Lubbock ceremony.

PAGE TWO Ruidoso News Friday, June 13, 1958

Honeymoon Club

Mr. and Mrs. Willie Topis, 9707-A Alameda Ave. (no town given) were wed in Yelita June 1 and honeymooned at Moccasin Bird Hill Cabin here on June 2. The bride is the former Alice Armandez, daughter of Mr. and Mrs. Al Armandez, 9018 Socorro St., and the bridegroom is the son of Mrs. Petra E. Topis, 236 Pinedale Rd. (Appropriately they are of El Paso).

Mr. and Mrs. Jimmy Deyle Newell of 512 Vernon, Plainview, Tex., who were wed in Lubbock June 4, honeymooned here June 6 at Arrowhead Motel. The bride is the former Billie Wright, daughter of Mr. and Mrs. Robert S. Wright, Lubbock, Tex., and the bridegroom is the son of the Jarvis Newells of Plainview.

Mr. and Mrs. Richard E. Vaughn, 3414 2nd Street, Odessa, Tex., who were wed there June 7, honeymooned at Arrowhead Motel. The bride is the former Kay Ann Lambert, daughter of Mr. and Mrs. D. G. Lambert and the bridegroom is the son of Mr. and Mrs. B. E. Vaughn, all of Odessa.

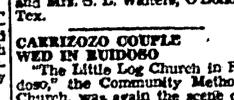
Mr. and Mrs. Jerry-Leslie Grillo, 265 Elmwood Drive (no town given) who were wed in Lubbock June 1, honeymooned here June 6 at Alpine Lodge. The bride is the former Betty Carolyn Morgan, daughter of Mr. and Mrs. J. C. Morgan, Munday, and the bridegroom is the son of Mr. and Mrs. L. L. Grillo, Abilene, Tex.

Mr. and Mrs. Kenneth C. Walters, 8015 N. 15th, Lubbock, Tex., who were wed in Lubbock's First Baptist Church June 6, honeymooned here June 7 at Alpine Lodge. The bride is the former Jan Taylor, daughter of Mr. and Mrs. James B. Taylor, Lubbock, and the bridegroom is the son of Mr. and Mrs. S. L. Walters, O'Donnell, Tex.

CARRIZO COUPLE WED IN RUIDOSO

The Little Log Church in Ruidoso, where the Community Methodist Church, was again the scene of a wedding on June 6, at 11:00 a. m. Miss Susan Davis became the bride of Mr. C. A. Branum of Carrizozo at a service held by the Reverend Dr. D. B. Dillingham, pastor. Mr. James Curry, a friend of the couple, and the Reverend Mark C. Cronenberg were witnesses for the occasion.

Mr. and Mrs. Kenneth C. Walters, 8015 N. 15th, Lubbock, Tex., who were wed in Lubbock's First Baptist Church June 6, honeymooned here June 7 at Alpine Lodge. The bride is the former Jan Taylor, daughter of Mr. and Mrs. James B. Taylor, Lubbock, and the bridegroom is the son of Mr. and Mrs. S. L. Walters, O'Donnell, Tex.



VESS Beauty Shop
 King Road
 Back of Ruidoso Bank
 Ntra Vess, Owner and Operator
 Dial 4881

The Fiesta Shop
 Featuring Mary Irvine
 Original Squaw.
 Fiesta and Patio
 Dresses
 Formerly Sold in Ruidoso
 in Lerese's Style Shop

Don't Forget—
 Sunday Is
POP'S BIG DAY
 Get him something
 he'll really like
 in Sportswear from
POP'S



It's Wonderful
 That's what you'll say about
 the look, the cleanliness and
 the price of your laundry here
 when you have us do "The
 Short Work."

LAUNDRY
 We'll Clean, Wash, Dry
 We Pick Up & Deliver
 PHONE 4881

FATHER'S DAY PICNIC SET FOR FARM BUREAU

The June gathering of the Lincoln County Farm & Livestock Bureau will be a Father's Day picnic Sunday, June 15, beginning at 9:30 in the afternoon at the Spring Ranch, two miles west of Ruidoso on U. S. 490. It will be a covered dish affair, but there will be a winner roast with wieners, buns and coffee furnished by the Farm Bureau. There will be tag, sack races, etc., before supper and a short, storm business meeting will follow the meal. Hosts are the Bart Pavay and the Bill Shrengelis, Walter Limacher, secretary, has announced.

FRESHYTERIAN WOMEN HOLD MEETING TUESDAY

The Freshyterian Women of the Church held their regular meeting Tuesday at the church. Eight members were present. The Bible lesson was taught by Mrs. Paul Van Dyke and the month's program on the general agencies of the church was presented by Mrs. W. O. Ober. Sister Mrs. Ethel Britton and Lillian Meeker were hostesses for the social hour.

DEBACA COUNTY HANDBASKETS CLUB MEETS TUESDAY

Mrs. and Mrs. G. W. Walters of "Trail's End" entertained the Handbasket Club of Debaca County. This club is composed of old ranch friends of Mrs. Walters, who once resided in Debaca County and is a charter member of the club. Mrs. Walters is 84. This is the second time the club has met with Mrs. Walters in Ruidoso. The dinner was served ranch style in the p.m. 22222 chicken and tacos were whipped. The tacos were furnished by Whipples, Mrs. Wilkie said.

PASTOR MOYER

Bishop W. Angle Smith has announced the transfer of the Rev. Robert N. Dillingham, pastor of the Methodist Church at Carrizozo, to the Hockaday Conference. His appointment has not yet been made.

San Patricio Girl Wears Airman

Miss Oritha Sanchez, Hondo, daughter of Mr. and Mrs. Max C. Sanchez, and Elmerene Radtke, Tomahawk, Wis., son of Mr. and Mrs. Elmer Radtke of that city, were wed in a ceremony last Saturday morning at 9 a. m. in St. Patrick's Catholic Church in San Patricio, performed by Father Robert Aumann, pastor.

Attendants were Arcelia Sanchez of San Patricio and Fred Nunez, Pecos.

The bride wore a white satin gown and had an orchid corsage. The maid of honor was attired in a peacock blue taffeta dress and had a corsage of white carnations. The bride is a graduate of Hondo High School. The bridegroom graduated from Tomahawk, Wis., high school. He is at present stationed at Walker Air Base, Hockaday, and is an airman first class. He is being transferred to Portsmouth, N. H., where the young couple will be at home.

A reception was held at the home of the bride in San Patricio following the wedding Saturday.

MARRIAGE LICENSE ISSUED

Arthur W. Hall, aged 56, Ruidoso Downs, and Sadie Brown, 35, Ruidoso, were issued a marriage license to wed by the Chavez County clerk at Roswell last week.

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 Artist and Student
 and Carry a Complete
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NOTICE

Change of Hours at
NOB HILL RESTAURANT
 For Your Convenience We Will
 Be Open Six Days a Week
 5 p. m. Until Midnight (Closed Mondays)

THE TREASURE CHEST

Clothes, Gifts, Food from Around the World
Father's Day Is Sunday—Just Riched
 Men's Shirts in ancient hatter silk in soft rich shades.
 Men's Shirts in cotton. Line of gifts in leather for Dad by
 CALIFORNIA DUNHILL of London.
REMEMBER DAD ON SUNDAY
 —WE GIFT WRAP—

CARRIZO LODGE

Dining Room Is Now Open
 7 a. m. until 10 p. m.
 —SERVING—
MEXICAN FOOD
 Steaks - Trout - Chicken
 Regular Dinners

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THE OPENING OF The VILLAGE BEAUTY SHOP

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 We would appreciate becoming acquainted
 with you, and invite you to drop in to see us.
WE OFFER EVERY BEAUTY SERVICE
 CARLEN SIMS, Operator

RUIDOSO DOWNS Trailer House TOWN

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 3/4 Miles East of
 Entrance To Racing Grounds
 On Hiway 70

Reasonable Rates
 Plenty of Play Room for Children
 Good Water
L. A. KUNSELL, Proprietor

GIVE DAD . . .

**RUBEN SHERMAN
 CANDLES**

**FATHER'S DAY
 SUNDAY, JUNE 15**

The finest, freshest candles
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**ASSORTED CHOCOLATE
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 \$2.70 / 2 lb. box
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Prescription Dispensing
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 Phillips 66 Station**

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 Mr. and Mrs. Austin Duncan
 Full Line of Phillips 66 Petroleum Products
 Tires, Batteries, Accessories
 OPEN 8 A. M. UNTIL MIDNIGHT
 Wash & Greasing Our Specialty
 Ph. 3505 - On Highway 70

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HALLMARK FATHER'S DAY CARDS
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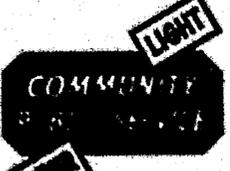
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 Ruidoso, New Mexico
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 —Member F. D. I. C.—

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Refrigerator-Freezer. It gives you the benefits of two appliances in the floor space of one. For double convenience in food preservation, choose an electric Refrigerator-Freezer.



See Your Local Appliance Dealer

Our Community Can Profit More From THE TOURIST BUSINESS

(Editor's Note: This is one of a series of articles being printed in the Ruidoso News as a public service to Ruidoso. The articles are from a book issued by the U. S. Department of Commerce, Office of Area Development. The series was suggested by A. J. Gates, operator of Whispering Pines Cabins here.)

Every Person in The Community Can Benefit

Suppose your community launches an all-out program to promote tourism. What is the community will pocket the profit?

The answer is "everybody." Because the tourist business is a composite of many other businesses, it stands to reason that what helps one will help others. And that's the way it works out. Tourists spend money for food. They pay to be catered to and provided with services. They buy many things, and they need a wide range of services. Every one of these tourist requirements can be met by a business in your community, and the people in all these various businesses will be the first to pocket the profit. They will spend it for groceries, rent, insurance, and other things the community can supply. To give an idea of the amount of money that changes hands, here is approximately what tourists bought last year on a national scale:

- \$4 billion worth of food.
 - \$3 billion worth of products including everything from fishing tackle to perfume.
 - \$1 billion worth of services such as dry-cleaning, laundry, etc.
 - \$1 billion worth of entertainment.
 - \$1 billion worth of transportation.
 - \$1 billion worth of accommodations.
- What happens when these billions of dollars are spread over the whole country? How much is actually spent within a typical community, and who gets it? Knoxville, Tenn., is a good ex-

PAGE FIVE Ruidoso News Friday, June 13, 1958

ample of what happens in practice. Knoxville does about \$35 million worth of out-of-state tourist business, and calls it "the biggest and most profitable business in town." Here is how Knoxville's 2 1/2 million tourists spend that \$35 million:

Food \$10,306,000; lodging \$7,925,000; auto upkeep \$5,698,000; amusements \$4,762,000; laundry, dry-cleaning \$711,000; retail purchases \$5,331,000; professional services (barber, doctor, lawyer, etc.) \$1,994,000; utilities (taxi, bus, telephone, power, water, lights, gas) \$1,543,000.

Money spent by tourists throughout the country—in Knoxville, and in your community—is new money brought into the community from outside. It is a financial stimulus that helps to improve the economic health of every business in the area. Moreover, this money is spent in such a way that it must be widely and more-or-less evenly dispersed. It is not just the hotel or motel owners, the restaurant operators, and the gas station people who cash in. Tourist money goes to the farmer, the professional man, and the business-

man. Take the case of the farmer. In some communities, he believes that the tourist business is a welfare concern to him. Knoxville came up with a good answer. It simply showed what its tourists eat in a year:

222,000 chickens; 363,000 pounds; fluid milk and cream, 2,523,000 quarts; fresh meats, 2,200,000 pounds; fresh fruits, 127,000 pounds; wheat flour, 1,982,000 pounds; wheat bread, 1,900,000 loaves; frozen foods, 425,000 pounds; Irish potatoes, 1,557,000 pounds; canned vegetables, 607,000 pounds; margarine, 180,000 pounds; fresh fruits, 1,228,000 pounds; ice cream, 246,000 quarts.

Capitan News

(By Mrs. Ethel Kestley) (Phone 2151 - P. O. Box 21)

The James Howards had 25 guests recently their daughter, Eva McCullough and children of Roswell. Mrs. McCullough returned to Roswell leaving her children to visit with the grandparents here.

The entire community extends sympathy to Mrs. Johanna Annarone in the loss of her mother who died recently in Salem, South Dakota.

Mrs. Jack Meyers recently had as a guest her sister and a niece who live in Sapulpa, Okla. From here they went to California to visit their mother.

Mr. and Mrs. S. V. Adams of El Paso, paid a surprise visit to several Capitan friends last week, including myself. We were disappointed to see them return so soon. Many old timers here remember Mrs. Adams as Mrs. Gibson, also her son, Curtis Gibson and family are vacationing now in Cloudcroft.

Mr. and Mrs. Dyer Forber have as a guest, Mr. Forber's mother who is here on an extended visit.

Melvin and Rita Romero are home with their mother again. They have been in college at Las Cruces. Melvin finished this term.

The Ellis Leslies from Needles, Calif., recently spent some time here visiting the Robert Leslie family at their ranch.

Mr. and Mrs. Jack Albrecht recently visited Mrs. Albrecht's mother, Mrs. Gladys, at her home in Capitan.

Mrs. A. N. Spencer from Carrizozo was a Capitan visitor last week.

The tourist is the taxpayer's friend. Every tourist who comes to a community can help ease the local tax burden. Knoxville discovered that annual property taxes on buildings and other facilities supported by the tourist business is over \$242,000. One way of that, tourists pay at least \$1,000,000 in retail sales taxes and gasoline taxes. Combined, this means that each tourist spends nearly \$100 on taxes.

Mrs. A. G. Merryfield has been very ill in Carrizozo hospital but is now sufficiently recovered to come home. Last Monday she left here to go to the home of a daughter who came during her mother's illness. Another daughter, Mrs. Edna Burch, accompanied her mother on her trip. Due to this trip, Mrs. Burch's son, Tillman, of Las Cruces, and his wife, Faye Booher, set their wedding ahead and were married in the local Baptist Church Sunday, June 1, at 5 p. m. with the Rev. Kerr officiating. These young people will be at home soon to their friends in Las Cruces.

Jack Robinson who is working at range pitting 60 miles out of Las Lunas, spent last week-end with homefolks and attended the home church last Sunday. Grady Wallace is also working for Robinson, doing range pitting near Artesia. Mrs. Gertrude Morris, Robinson's aunt, is now rapidly recovering from the shock of a very serious arm break. However, the arm is not yet in a cast, but she seems to be noticeably stronger.

Mrs. Beulah Hartley's grandson, Buddie Williams, Phoenix, Ariz., arrived last Friday for an extended stay with his great aunt, Mrs. Champ Ferguson, at their ranch home near here.

Jeff Lloyd's family are visiting his parents here. He is attending the summer session at Eastern New Mexico U. in Portales.

Mr. and Mrs. Jack Young are now at Rockport in South Texas. Business induced Mr. Young to go while Mrs. Young went for the pleasure. A letter home says "It's pretty hot here." While the Youngs are away, Mrs. T. C. Key has had considerable company, including Mrs. Jamie Key of Farmington, also her grandson, Jack Key and family of Enid, Okla., and following these, Mr. and Mrs. Len Volmer of Albuquerque. Mrs. Volmer is a niece of Mrs. Key's. Jack Key will attend summer sessions at E. N. M. U. in Portales.

Dop Morris, Ruidoso, was in Capitan Saturday.

The rumored Kingston Cafe is to open again. Glad to see new businesses and brighter days coming for Capitan.

Mrs. Deanne Cooper, who has been visiting a sister, Mrs. Beil Sears in Carlsbad, has returned home.

Mr. and Mrs. Mervyn Campbell of Carlsbad, accompanied by Mrs.

Mrs. Bert Miller and two daughters were stillness visitors last week.

The Smoky Bear committee recently gave a very successful dinner for members of the Soil Conservation Service in the school cafeteria.

The Travis Werners have recently had several of Mr. Werner's relatives as guests. Their son and family from Artesia also visited them.

Mrs. E. R. Norton and daughter, Dorothy Ferris, and a grandson, Gary, of Tularosa, visited briefly on Memorial Day with friends in Capitan.

I want to quote in part a letter from Garth Hyde of Pasadena, Cal. He said that in a small plaque which carried the words "As for me and my house, we will serve the Lord—Joshua 24:15." Garth refers to this saying, "I think you'll be interested in hearing about another article bearing the same verse, only in Japanese which we received. A wonderful Japanese couple and dear friends of ours, were married. It was a very unusual wedding. Ken Nishimuro had seven fellows attending him, three Americans (I was one) an Indian, a Swede, a Chinese and a Japanese. The bride, Yosuka Kuzake, had seven girls as her attendants. Two Americans, a Mexican, an Indian and a Filipino. As a personal gift, Ken gave to each of us fellows a beautiful blue check velvet with Joshua 24:15 written in Japanese. Ken's father, who came from Japan for the wedding, wrote out the verse and it was embroidered in white thread. It is suitable for framing which we expect to have done, and hang on our wall. We're so proud of it. I know this interested you also."

The Brazil Hartleys of Colorado Springs visited the Champ Fergusons on Memorial Day week-end. Several of Mrs. Beulah Hartley's friends have had short letters from her of late which seem to indicate she is feeling better. She has been ill for some time.

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who came during her mother's illness. Another daughter, Mrs. Edna Burch, accompanied her mother on her trip. Due to this trip, Mrs. Burch's son, Tillman, of Las Cruces, and his wife, Faye Booher, set their wedding ahead and were married in the local Baptist Church Sunday, June 1, at 5 p. m. with the Rev. Kerr officiating. These young people will be at home soon to their friends in Las Cruces.

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BUDGET HEARINGS START JUNE 18
A budget hearing for Lincoln County is to be held at 9 a. m. on June 18 at the courthouse. Dates for municipal budget hearings are as follows:

Carrizozo, 1 p. m. June 30 at the city hall.
Corona, 2 p. m. at the city hall in Carrizozo.
Capitan, 2 p. m., Wednesday, July 2, Capitan city hall.
Ruidoso, 9 a. m. July 2 at the Ruidoso city hall.

Ruidoso Downs, 11 a. m. July 2, at Ruidoso Downs city hall.

MARCH OF DIMES FUND GETS \$1,577.00 IN '58 IN LINCOLN COUNTY

Just announced by state headquarters at Albuquerque was the total of contributions received by the National Foundation for Infantile Paralysis, which stages a March of Dimes drive annually in January and February. Lincoln County contributed \$1,577.00 this year, or a little over 10c per capita for a population of 8,000.

Myrtle McRoberts, were guests in the Macie Edmondson home Wednesday last week. Mrs. Campbell is part owner of a dress shop in Carlsbad, and Mr. Edmondson will be out of the U. S. A. for a period of one year, having left Thursday last week for assignment on construction in Algiers. Mrs. Edmondson's daughter, Dixie, and grandson, Zack Wheat, Jr., attended a show in Roswell one night last week, returning home. Dixie Key, sister to Zack, accompanied them as far as Pecos, remaining for a few days with a cousin, Mrs. Ruth Fleming. Horace Ellis of Albuquerque spent several days with his sister, Mrs. Edmondson, arriving Thursday and returning home Monday.

Mr. and Mrs. Beecher Kuykendall accompanied by Mrs. Fred Whitley from the Nazarene Camp Grounds at Angus, went to Clovis Monday last week to attend the annual Nazarene Assembly. Rev. Fred Whitley joined them on Tuesday. They reported a very fine assembly. Now that the Assembly is over our new pastor and wife will have the opportunity to get acquainted with the people of Capitan. Arriving on Memorial Day they scarcely had time to meet many before making the trip to Clovis. I'm sure Capitan will enjoy this fine couple.

The Don McClungs of Albuquerque were visitors in their parents' home here last Saturday and Sunday. Little Janice remained for a visit with her grandparents, Mr. and Mrs. Cummins.

We hear Perry Humphrey, son of one of the pioneer families near Angus, was visiting in their parents' home here last Saturday and Sunday. He lived near Capitan for a good many years. Also, a brother, Soldon Burka, and an uncle, a Mr. Simer. Many of the old timers in this vicinity will remember Alex Burka and regret his passing.

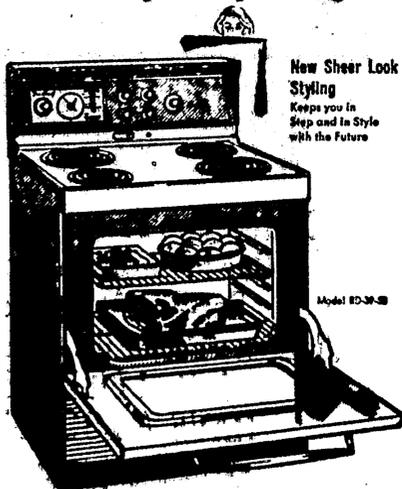
The recent Daily Vacation Bible School, held at the Baptist Church, not only was well attended but interest was good. Commencement exercises revealed that the children had really applied themselves to their studies.

Mr. and Mrs. Eartheil Pruitt, from the old Diamond-A ranch, visited his mother, Mrs. Pearl Pruitt, here last week-end. While here they also visited an aunt, Mrs. D. C. Goring on Sunday. Clarence Goring was also home for a short visit with his mother.

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30 inches of Sheer Cooking Magic!

- Giant Size Oven
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If you've been looking for the one refrigerator that gives you more for your money—more usable space inside—more glamour and grace outside, THIS REFRIGERATOR IS FOR YOU! Styled to the future to stay new-looking longer—studded with "plus" features for new ease and convenience—



10.8 cu. ft. BIG EVERYTHING YOU WANT WHERE YOU WANT IT!

- Big Freezer Chest
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- Butter Compartment
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...and only **LONE STAR** has it! CLEAR across the GREAT SOUTHWEST

Alto Briefs
by MRS. AILEEN LINDAMOOD

The Bill Stratton family of Tucuman is vacationing at Eagle Creek.

Mrs. Wm. H. Gime-Johnson, fr. Malcolm Marsh, Harry and Ann Marsh and Mrs. Jack Moore came up Sunday from El Paso. After a picnic up Cedar Creek they came by to visit the George Dingwalls.

Floy Skinner was over from Noel Tuesday of last week.

The Hugh Packetts of Roswell

came up last week-end.

Mr. and Mrs. Truman Spencer, Jr. and Mrs. Sterling and Stella Spencer were here from Carrizozo picnicking on Sunday in Eagle Creek Canyon.

Mr. and Mrs. Milton Bankston of Midland are vacationing at Eagle Creek Lodge.

Tuesday of last week C. E. Degeter was here from Carrizozo on business.

The Henry Beebles of Nogal paid us a visit on Wednesday.

Hattie Coffee and Maggie Randal came up from El Paso last week to enjoy a short stay at Eagle

Creek.

Buddy Hightower, Doug and Steve Rau returned to Alamogordo last Sunday after a visit to Mrs. W. N. Hightower and the J. B. Hightowers.

The Albert Geaslers and Gilbert Geaslers of El Paso were at Eagle Creek last week remodeling their summer home.

The Alan Johnsons and Mrs. Edith Crawford of Carrizozo came up Sunday for the day with the George Dingwalls.

Sunday the Jim Blacks of Capitlan and the Wayne Hamiltons of Carrizozo were with the Lindamoods.

A Weekly Sermonette
Our Ministers
Write
DO YOU LOVE FREEDOM?
By Dr. C. Terry
First Baptist Church
Green Tree, New Mexico

Your emphatic, yes of course, can be heard easily and yet how long can we stay free as a people unless we install within those whom we love most the desire to be free and a willingness to die if necessary to remain free. By now your blood pressure is up, I am sure who would dare to even suggest we would not love the freedom we have in America. Of course you love freedom: freedom from fear, freedom from want, freedom from oppression, freedom to choose your own vocation and freedom to worship God according to the dictates of your own conscience. These we enjoy in America today, because someone was willing to die to secure and protect them for posterity.

A professor of Government and Economics of one of the universities of the South used the expression "I'd rather be a member of the poor than a member of the world," I agree with this educator very much. We must be free to choose as a people and men mistakes some times rather than become slaves to a smooth organization.

It is quite alarming to realize how undetermined are the opinions of some of our young people. These young Americans would gladly die defending the freedom they claim, but we are puzzled when we read the results of a poll conducted by Dr. H. H. Remmers of Purdue University. The poll is revealed in his late book, "The American Teenager." This book came as the result of 15 years of research among high school students some 25,000 were questioned in this poll. The following quotation is from Congressman Jim Wright of Texas, whose column Jim Wright Reports appeared in the July 18 issue of last year in The South Side Sun, Worth, Texas: "Unless you're shock-proof, you'll be shocked... not so much by teenage manners and morals, surprisingly enough, but by teenage opinions."

If the Purdue polls are accurate the following should be sufficient to start us thinking: A solid 80 percent of the youngsters polled think that books, magazines and newspapers should be censored. A substantial 55 percent can see nothing wrong with employment of third-degree methods by police. A third of them believe it would be okay for the government to prohibit some people from making speeches.

Better than one-fourth think there are times when it's all right to search homes and private persons without a warrant. Fifteen percent would refuse certain criminals the right to have a lawyer, and 13 percent even profess the opinion that religious belief and worship should be subjected to legal restrictions. May I ask you this question: Is this freedom? There are none of the youngsters that would not give all to defend their home land, but if this poll is any measuring stick at all we had better awaken to the reality that some do not realize what freedom is.

Somewhere we are failing. It may be in the Home, the Church or the School; perhaps all share in the failure, but regardless we must realize that without the freedom we know as individuals, because of the Bill of Rights; money, nice things, pleasures, known would not mean much. We are taking a great amount of things for granted, but we must realize our responsibilities to God, to our families and to those who have loved freedom enough in the past to cooperate in winning freedom and sustaining it.

The greatest danger to our nation today is not the Russian atomic power, but the failure to propagate the freedom we possess among our own people, especially the younger people. To do this the home, the school and the church or your church, are completely separate, must in their own way impart to their young the great

RECORD CROWDS SEE DEAN QUIVIRA RUINS

A record number of people visited the Spanish mission and Indian ruins at Gran Quivira National Monument last month, according to Channing Howell, superintendent. 1,313 visitors were recorded for May, which more than doubled the May, 1957 figure of 617, and was almost 200 more than the previous high of 1,121 people for July, 1957.

According to Mr. Howell, June promises to be the most colorful month for visitors. Many of the wildflowers are already in bloom—Drooping Primrose, Blue Penstemon and Pink Globemallow. The yellow blossoms of the Prickly Pear cactus are just beginning to appear, and a little later in June the numerous Cholla cactus will be covered with deep red blossoms.

Gran Quivira National Monument is located on State Highway 10, 25 miles south of Mountainair, and 55 miles north of Carrizozo.

heritage we know in America today—Freedom, based upon the rights of the individual.

ALLEN REALTY REPORTS PAID OFF SALES

Allen Realty Associates this week reported a couple of sales as follows:

Ben Benjamin of Tucson bought the lot with partial improvements formerly owned by Ed M. Sanders of Tucuman in the Cree Meadows Golf Course area.

Mr. and Mrs. Francis B. Park of El Paso, have bought one of the Duffo cabins to make their home here. Park is a retired Army officer.

ROTARIANS HEAR INSURANCE, COMPENSATION DISCUSSED

Dan D. Swearingin, local insurance and real estate dealer, spoke briefly on insurance and on workmen's compensation in Tuesday's noon luncheon program of the Ruidoso-Rondo Valley Rotary Club in the C. E. Hall. Visitors were Joe Miller, Olin Hammack, Trent Lindsey and Tom Faulkner, Alamogordo; C. A. Eiland, Lamesa.

Picnic tables are available, and the monument is open every day without charge.

Tex.: Rev. Earl Zambrsky, 801-1000; Lloyd Ripley, Colorado Springs, Colo.; C. E. McQuarrie, Ontario, Calif.; and Leroy Wood, Los Angeles.

SIX SECOND SERMON

You did not choose me, but I chose you and appointed you that you should go and bear fruit and that your fruit should abide. (John 15:16, RSV.)

Your savings were over 2% in Ruidoso State Bank.

The dubbed Seven Cities of Cibola, which Jared Spanish explorers to the American Southwest in the 16th and 17th Centuries, were in actuality seven Pueblo Indian villages, in far western New Mexico, instead of the gold which the Spaniards expected to find, the only jewelry of any value owned by the Zunis was turquoise.

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Charge Two Prices For Food —
One Price Year Around!
Bar-B-Q At Its Best!
Chicken - Pork Ribs - Ham & Beef
It's Real Pit Bar-B-Q
HAVE A LOOK-SEE!

JUMBO SHRIMP
Fries, Salad — \$1.10

FRIED CHICKEN
Fries, Hot Rolls, Honey — \$1.10

TACOS — 3 TO ORDER
Guacamole Salad — \$1.00

SPECIAL MEXICAN DINNER
Taco - Hot Tamale, Enchiladas - Toastados - Salad
Home Made Chili — ALL FOR \$1.25
"We Pack Orders To Go"
Drive a Little Further and Save Money
IT'S AIR CONDITIONED AT

OLE SMOKEY'S CAFE
In Hollywood — Next to Post Office
Our Motto—Live and Let Live Phone 2511

PONDEROSA HEIGHTS
(Lloyd L. Davis, Developer)

IN RUIDOSO, NEW MEXICO

Wishes to thank their customers in this area for their very fine response to the opening of the first three units in 1956, and 1957, and also

ANNOUNCE THE OPENING
of the last two units in Ponderosa Heights consisting of 511 lots, out of the almost 1400 original lots, now for sale!



PONDEROSA HEIGHTS
is located in the heart of Ruidoso—conveniently situated to Highway, Post Office, and Shopping Areas. This unit has nice large lots in beautifully wooded section of Ponderosa Pines and some of the Ruidoso Area's most magnificent view lots. City water will be in street in front of all lots.

Prices from \$225.00 to \$975.00, 10 percent Down with Terms and Payments To Suit the Purchaser.

Make Your Selection Early—the Choice Lots Go First
Phone 4875 Office on Mesquite Drive

Lloyd L. Davis P. O. Box 1147
Mary D. Davis Lloyd L. Davis, Jr.

Announcing

DAN D. SWEARINGIN, INC.
INSURANCE — REAL ESTATE

Will Hold Open House Next Tuesday
JUNE 17 — 2 to 5 P. M.

In Our New Home on Main Road
Four Blocks East of Ruidoso State Bank

We'd be happy to have you inspect our new offices. Refreshments Will Be Served.



The Man with the Plan

— AND FURTHER, WE WISH TO ANNOUNCE OUR ENTRY INTO THE REAL ESTATE BUSINESS

Associated with us now is Mr. Tommy Perceat, who will be at work in our real estate department. We are anxious to be of service in this new field, and invite your listings of property of all kinds, residential, business, farm and ranch and lots.

OPEN FOR BUSINESS

HAMMACK RADIATOR SHOP
Cleaning — Repairing
New Radiator Cores in Stock
AUTHORIZED
HARRISON RADIATOR DEALER
Factory Equipment For—
Chevrolet
Pontiac
Buick
Oldsmobile
Cadillac and
GMC Trucks
Also Warranty

WELDING SUPPLY SHOP
Acetylene and Electric Gases
Oxygen — Acetylene
Carbon Dioxide — CO2
Chlorine—Gas & Powdered
Freon 12-22
Welding Electrodes
Helmets — Goggles
— AUTHORIZED
AIRCO DEALER
HAMMACK WELDING SUPPLY SHOP
Hollywood, New Mexico
Next Door to Long's Service Station
Across Road from Hollywood Lbr.

Ruidoso News

Friday, June 13, 1936

John R. Emde Contractor

General Building Commercial and Home Building

Telephone 4635

Table with columns: No., To Whom, Amount. Lists various businesses and their amounts.

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KLEIN'S Steam Laundry Helpy-Sally Rough Dry Wet Wash Finish Work Soap - Starch - Bleach

Now Open

P. & W. AUTOMATIC LAUNDRY COIN OPERATED

Located Next Door to Harris TV

On Main Road in Palmer Gateway Top Load Agitator Triple Rinse Washers

Two Washer Loads Per Dryer

25c PER MACHINE

Use as Many Machines as You Like—Get It Over in a Hurry.

WE NEVER CLOSE

Table with columns: No., To Whom, Amount. Lists various businesses and their amounts.

Housewares - Toys - Notions

Prices That are in Line With All 5 and 10 Stores

RUIDOSO VARIETY - DOWNTOWN -

LONE PINE INN

FOR THE BEST PRIME STEAKS

Go 1 3/4 Miles East of Fox Cave

In Glencoe, N. M., on Highway 70

CHURCH SERVICES

LUTHERAN CHURCH H. M. Zimbrick, Minister Services discontinued temporarily.

FIRST CHRISTIAN CHURCH (Disciples of Christ) Mark C. Crossenberger, Minister Bible School, 9:45 a. m. 11 o'clock, morning worship Communion and Sermon theme, "The Power of Silence."

7:30 p. m.—Evangelistic Services. Sermon theme, "When God Sends Angels You."

Church Night Service, 7 to 9 p. m. Wednesday, Bible Study, 7:30-8.

FIRST BAPTIST CHURCH Rev. E. J. Tankersley, Pastor Ruidoso Sunday School, 9:45 a. m. Worship Service, 11:00 a. m. T. U. 7:00 p. m. Worship Service, 8:00 p. m. Wednesday Night Service, 7:30.

ASSEMBLY OF GOD CHURCH Ruidoso Downs Rev. W. M. Perry, Minister Sunday School, 10 a. m., morning worship 11 a. m., evening worship 7 p. m.

FIRST BAPTIST CHURCH Green Tree, New Mexico Rev. Ed C. Terry, Pastor Sunday School, 9:45 a. m. C. T. Carpenter, S. S. Supt. Preaching Service, 11:00 a. m. Training Union, 8:30 p. m. E. L. Wilson, Director T. U. Preaching Service, 7:30 p. m. Wednesday night service, 7:00. The church where everybody is needed, and nobody a stranger! Phone 222.

GATEWAY CHURCH OF CHRIST C. E. Higginbotham, Minister Sunday Services: 9:45 a. m. Bible Study 10:45 a. m. Worship & Communion 7:00 p. m. Worship Wednesday, 7:00 p. m. Prayer Meeting.

COMMUNITY METHODIST CHURCH Rev. Edward Dillards, Minister Early morning service, 8:45 a. m. 9:45 Sunday, Sun Hill Adult Bible Class meets. Morning Worship—11:00 a. m. Intermediate Fellowship, ages 12-15, 5:30 p. m. Methodist Junior Fellowship—5:30 p. m., for 8, 10 and 11 yrs. old. Junior Choir Practices—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, 11:00 a. m., in Ruidoso Women'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 RUIDOSO DOWNS 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.

FIRST PRESBYTERIAN Rev. Paul Van Dyke, Pastor A Home for the Soul in the Heart of the Hills. Church School, 9:45 a. m. Morning Worship, 11:00 a. m. Young People of the Church 8:00 p. m. A Cordial Welcome to All.

EPISCOPAL CHURCH Chapel of Our Redeemer, Fort Stanton—1st, 3rd, 5th Sundays 10:00 a. m. St. Anne's Chapel, Glendale—2nd, 4th Sundays, 9:00 a. m. and Holy Communion first and third Sundays, 8:30 a. m. Church of the Holy Mount, Natchez—Every Sunday, 11 a. m. Evening Prayer Sunday, 7:30 p. m.

ST. KLEOPH'S CHURCH St. Robert Assmus, Pastor Schedule of Masses—Sundays and Holy Days—11:00. Week Days—7:00 a. m.

I'M ASHAMED OF MYSELF



You, I'm ashamed to admit that when I sent Eileen and Jimmy to Daily Vacation Church School, it was for a selfish reason. Having them at school each day would give me a couple of carefree hours of my own!

Then, the first afternoon, they came home bursting with enthusiasm. While I gave them a smack, they sang me a song they had learned, based on the books of the Bible—and they knew each one! Gullibly, I asked myself if I could do as well!

Vacation Church School will be over in another week, but in our house it's going to continue until fall. Each morning, Eileen, Jimmy and I will have a school session of our own, and they can help me re-learn some of the things I'd half forgotten. And when next summer comes, Eileen and Jimmy will be going to Vacation Church School again—but for themselves, this time, not for me!

THE CHURCH FOR ALL...

ALL FOR THE CHURCH

The Church is the greatest factor in the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither character nor citizenship 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 the moral and material support. Plan to go to church regularly and read your Bible daily.

Copyright 1935, Editor A. H. Emde, Ruidoso, N. M.

This Special Church Feature is Sponsored by the Merchants Whose Advertisements appear Below:

J. A. BURNS Lbr. & Supply The Home of Better Values Dial 2575 Hollywood

Whispering Pine Cabins Mr. and Mrs. A. J. Gates PH 2435

Sid Courville Plumbing & Heating Famous Name Brands Dial 2355 - Terms to Suit

Brunell's Department Store

First Presbyterian Church

Ruidoso Skateland

Ben Donathan & Sons Building Contractor

Sacra Bros. Co. Of Lincoln County Buins - Propane Tanks - Appliances

White Mountain Gro. & Mkt. IT PLEASES US TO PLEASE YOU S. & H. GREEN STAMPS

The Dairy Queen The George Wainall Family Highway 70 - Hollywood

Ruidoso Auto Supply Automotive & Service Station Supplies Morrison Chevron Sta. 1000 Main - Accessories Dial 222 - Ruidoso

For Cement of Any Class DELIVERED TO YOUR JOB-

Call Green Tree (8) 2325

Ruidoso Downs

Ready-Mix Concrete

Three Trucks to Serve You

Delivered Day or Night

"A Deal All Year O" OUR SUMMER HOURS

Open 5 a. m. - Close 10 p. m.

Take Each Letter in the Word SERVICE

- S for satisfaction at our station. R for economy in cost and station. H for real good job in our care. V for the very best of auto accessories. I for individual attention to your needs. C for famous Conoco motor fuels. E for every effort to please you at

THOMPSON'S SERVICE STA. GARAGE and CAFE

HIGHWAY 70 HOLLYWOOD, N. M.

IT'S READY!

Our ready-mix cement plant is now in operation, ready to turn out concrete for you!

We have a good supply of the new

SHEETROCK

with knotty pine, walnut or mahogany covering

SPECIAL THIS WEEK

Reduced Prices on 20 and 30-gallon Hot Water Heaters.

J. A. BURNS LBR. & SUPPLY CO.

Hollywood - Don't forget we serve you free coffee while we're filling your order.

Ruidoso Body Shop & Garage Auto Body Repairs and Painting General Engine Overhaul

Larry McKnight Raymond Clark We Will Appreciate Your Business Ph. 4345 - In Rear Ruidoso Ice Plant

FOR THE BEST In Butane and Propane

Service - Appliances Bottle Service - Fertilizer SPECIAL ON WATER HEATERS -SEE-

SACRA BROS. CO.

Located in Upper Ruidoso Phone 3205 - Night 4545 We Give S. & H. Green Stamps

FOUR USED STATION WAGONS

- 1935 CHEVROLET BROOKWOOD STATION WAGON, 9-Passenger, 3,200 Miles, High School Driver Trainer. SPECIAL DISCOUNT 1937 BUICK STATION WAGON Radio, Heater, Dynaflo, Power Brakes, Power Steering, Air Conditioned 1937 CHEVROLET STATION WAGON, Radio, Heater 1935 CHEVROLET BEL-AIR Station Wagon, Radio, Heater, Power Glide

YOUR PICK OF NEW OLDSMOBILES, CHEVROLETS, PICK-UPS NOW READY FOR DELIVERY

Powell Chevrolet Co.

Phone 461 Tularosa, N. Mex. CLAYTON BENNETT, Ruidoso Rep. Phone 2391 - West of Junction on Highway 70

Financing - Insurance

Sleep Better - Feel Better - drink MILK



Drink 3 glasses of milk every day

Sold All Over Lincoln County in Your Favorite Food Stores CITY DAIRY



Canyon Echoes...

(Continued from Page 5)

Richard Mattinson of Ft. Worth is here visiting Harry Eckert.

The L. M. Thompsons of Temple, Tex., are here for the summer.

Mrs. Vic Lamb and daughter, Wendy, and Mrs. Dan Swearingin

were in Albuquerque this mid-week to attend graduation exercises at the University of New Mexico for Mrs. Jim Lamb, daughter-in-law of the Vic Lamb.

Mr. and Mrs. James A. Aulry of Abilene, Tex., visited here last week-end. They are here in the summer often. He is a brother of Ruidoso's one-time printing shop operator, Byron, of Corsicana, Tex. He reports Byron is doing just fine.

Mr. and Mrs. Jack Siddons were in Clovis on business last week-

end. On their return they brought a grandson, Doug, with them to visit this week.

Mr. and Mrs. Oscar Samelson have returned from a trip to Kansas.

Mrs. Cosme Montoya, Ruidoso, was admitted as a patient June 2 to St. Mary's Hospital in Roswell.

Mr. and Mrs. Elliott Jones from Alamogordo will spend the summer here on the Jones Ranch.

Mr. and Mrs. E. A. Beeman from Austin, Tex., arrived Friday to spend several weeks in their summer home here.

Mrs. Allan Lullin spent several days in Tahoka, Tex., visiting her mother last week.

Mr. and Mrs. Carl C. Smith from Corpus Christi, Tex., are spending several months here in their summer home.

Mr. and Mrs. Arthur Allison from Roswell are spending several days in the Pope cabin.

Mr. and Mrs. George Risley and



two daughters from Roswell spent the week-end here.

Mr. and Mrs. T. E. Waite from El Paso will spend several months here in the summer home.

Mr. and Mrs. Buddy Kopp from Ft. Worth, Tex., are here visiting Mrs. Kopp's sister, Mrs. Randall Halladay and family.

Mr. and Mrs. Roy Burman and daughter from Lubbock are here this week doing some work on their cabin in Cedar Creek.

Barry Swanson went to Socorro Sunday and will enroll in school there.

Mr. and Mrs. Paul Jones left Monday for Silver City where she will attend summer school.

Mr. and Mrs. Gilbert Branchflower and daughter visited the R. S. Branchflowers in their summer home here.

Wilbur Wimberly from El Paso visited the Leo Wimberly family this week-end.

"Never expect the recipient of your advertising to thank you or congratulate you on your advertising. Ask yourself, when is the last time you patted some one on the back for a letter, booklet or circular that you received?" - M. R. Sanders, Kansas City.

In Unity There is Strength Allied Realty Associates Phone 3303 - On Main Road

PLENTY OF PARKING SPACE Just around the corner from Ruidoso, N. M. on the Y on Highway 70 CLAYTON BENNETT'S CURIOS

Shrinks Hemorrhoids Without Surgery Science finds healing substance that relieves pain - Shrinks Hemorrhoids For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain - without surgery. In case after case, while gently relieving pain, actual reduction (shrinkage) took place. Here's amazing of all - results were so thorough that surgeons made astonishing statements like "Piles have ceased to be a problem." The secret is a new healing substance (Bio-Dyne) - discovery of a world-famous research institute. This substance is now available in ointment form or ointment form called Preparation H. At all drug counters - money back guarantee. *3

Shaving is Slicker - Blade Changing Quicker Gillette BLUE BLADES IN HANDY DISPENSER 20 for 98¢ 10 for 49¢

SEPTIC TANK PUMPING PHONES 3188 or 4543 IKE MEDLIN

FOR SERVICE 4725 Service on TV Sets, Radios, Record Players and Combinations.

Television - Radios - Record Players THE RECORD SHOP

Now Under New Ownership Competent Radio & TV Service Records & Supplies Phone 4725 Skyland

MOUNTAIN MOTORS CO. C. E. Dillard - D. J. Wilson - C. L. Dillard Owners and Operators

Shamrock Gasoline and Oils - Accessories GOODYEAR TIRES & TUBES

Garage Service - General Motor Repairs and Body Work Electric and Acetylene Welding Complete Line of Working Supplies

Including N. C. G. Products - Copper and Acetylene Phone (4) 3001 Ruidoso Downs

At the Hospital

Patients receiving treatment the last several days in Ruidoso-Hondo Valley General Hospital have been: Mrs. Helen Beall, Arthur Struve, Mrs. Estee Carter, Mrs. Julia Gallegos, Ruidoso; Mrs. Viola Salas, Mrs. Jane Jordan Hill, Ruidoso Downs; Mrs. Helen Rose, Austin Rose, Jr., Mrs. Earline Ross, Cameron, Gault, Hereford, Tex.; Richard Carter, Anthony; P. W. Walker, Littlefield, Tex.; Manuel Chavez, Carrizozo; Mrs. Reynaldo Lucero, San Patricio; Richard McPherson, Roswell; Miss Adel Barker, Las Cruces; Mrs. O. C. Lasky, Hobbs; Mrs. Pearl Keffer, Hollywood; and Mrs. Lillian Foster, Amarillo.

Speeding was blamed for 13,200 deaths on U. S. highways in 1957.

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

(This is one of a series of articles published in the public interest by the Ruidoso Board of Realtors to acquaint you with the purpose of this organization.) It is the duty of the Realtor to protect the public against fraud, misrepresentation or unethical practices in the real estate field. He should endeavor to stamp out or prevent arising, in his community, various practices hitherto found damaging both to the public and to the dignity and stability of the real estate profession. The Realtor should ascertain all pertinent facts concerning every property for which he accepts the agency, so that in offering the property for sale, he may fulfill his obligation to avoid error, exaggeration or misrepresentation. Therefore, it is wise to do your real estate business through a Realtor.

Quick Relief of HEADACHE

EASE PAINS OF HEADACHE, NEURALGIA, NEURITIS WITH STANBACK TABLETS OR POWDERS. STANBACK combines several medically proven pain relievers. The added effectiveness of these MULTIPLE ingredients brings faster, more complete relief, easing anxiety and tension usually accompanying pain.



WE OFFER FASTER SERVICE Regular Jumbo Black & White Prints Overnight 3 For The 2 Price Of 2

Work is Sent Out at 1:00 p. m. Daily Except Saturday COMPLETE COLOR SERVICE 3 Day Delivery on Jumbo Color Prints and on Most Color Film Full Line of Popular Film - Flashbulbs Battery Testing Copying, Portrait & Commercial Work in Black and White and Color By Appointment Studio on Main Road in Palmer Gateway

GREEN PLUMBING CONTRACTORS Dial 2222 RUIDOSO

WE HAVE - Everything a Well-Stocked Feed & Supply Store Should Have - Goat's Milk Fresh, Fertile Turkey Eggs Fresh Hens Baby Chicks Big Turkeys for Banquets & Parties Fertilizers Grass Seed Flower & Vegetable Seeds Onion Sets Insecticides for Gardens, Orchards and Stock Sprays Race Horse Feeds Of All Kinds Four Kinds of Hay Timothy, Oat, Alfalfa and Prairie Monte Vista Oats Poultry Supplies and Remedies Fly Sprays and Fly Belt AND NOW - We are dealers for I. H. C. Tractors, Pish-Ups and Tractors Lincoln County Feed

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

FOR THE BEST BUY IN A MOBIL HOME - SEE - LUSK MOBIL HOMES, Inc. Ideal Summer Homes That You Can Take With You. Liberty - Midway - Magnolia - Nashua NEW - USED LUSK MOBIL HOMES, Inc. - ROSWELL 1511 N. E. Main Phone MA-3-1117

PAGE EIGHT Ruidoso News Friday, June 13, 1958

Coffee 5c A Cup At Eckert's Bar-B-Q Your savings now earn 3% interest at Ruidoso State Bank.

Mrs. W. D. Horton returned this week from a visit in Midland.

CABLE TELEVISION Telephone 2311 Or Write Box 185 Or See Melvin Knox RUIDOSO TV SERVICE

CRUSH YOUR SMOKES

INCOME TAX SERVICE BOOKKEEPING Gladys Thomson Iva Coleman Apt. - Phone 3188

HAYES PLUMBING CO. On the Bonito Licensed and Bonded Mail Address: Albo Route, Capitan



MULLINS-HAMILTON FUNERAL HOME Phone NK-7-0400 - Alamogordo, N. M.

J. H. "Jim" Miles Phone NK-7-5700 GENERAL SIGNS COMPANY "The Original MAKERS - FIXERS - PUTTERUPPERS"

NEON - Made in Alamogordo TRUCK LETTERING ROAD SIGNS GOLD LEAF RENTALS Alamogordo, New Mexico 100 W. 10th

WE WANT ELECTRICAL CONVENIENCE WE WANT Full HOUSEPOWER

You can't run a home with skimpy wiring. To Live Better Electrically, you need Full HOUSEPOWER. If your home suffers from Low HOUSEPOWER, call us for a HOUSEPOWER Rating today. R. E. (BOB) CARTER ELECTRIC Phone 3215 - P. O. Box 284 - Ruidoso, N. M.

DAN D. SWEARINGIN INSURANCE

"Do I Have to Suffer All My Life Just Because I'm a Woman?"

Today, "female suffering" need never occur again for most women - not at any age! Imagine being free from the pain, misery, young and old tend to dread! That's the promise of Lydia Pinkham's Tablets - wonderful relief women can have all through their lives! Pinkham's unique combination of medicines was developed especially for women's ailments. (Even includes blood-building tonic) In doctors' tests, 3 out of 4 no longer suffered the awful monthly cramps, headaches, backaches, lasses during change-of-life, "hot flashes," "nervousness," irritability so common! Even after menopause, Pinkham's Tablets help build strength-giving blood! Just because you're a woman, you don't have to suffer! Start taking Pinkham's Tablets. Whatever your age, take them daily for all the benefits you can get all through your life! Lydia E. Pinkham's Tablets at drugstores.

JUANA-RAE MOTEL Owned and Operated by Juanita & Ray Boggs Combination Tub & Showers Wall to Wall Carpeting - Panel Ray Heating - MORNING COFFEE - "The Motel with the Southern Hospitality" Phone 4705 - P. O. Box 1188 RUIDOSO, NEW MEXICO

TEXAS BLACK DIAMOND WATERMELONS 6c LB. "More Merchandise for Less Money" - THE APPLE HOUSE - Nothing Adds to The Fun of Summer More Than Sparkling Clean Clothes For Every Occasion - sports, social affairs, every-day tasks. Let us prolong the life of your clothing with the finest of Dry Cleaning Dial 2725 for Pick-Up & Delivery Mondays - Thursdays - Saturdays Estes Cleaners S. & H. Green Stamps Given

NOW OPEN! For The Season... WILDCAT MOUNTAIN SKY-WAY RIDE Recently Renovated with All New Cable and Other Safety Features Added. Get a breathtaking view of the Ruidoso Valley and the Mountains from This New Feature. DON'T GO BACK HOME WITHOUT A TRIP ON THIS SCENIC CABLE CAR RIDE On U. S. Highway 70 Between Hollywood and Ruidoso Downs. Overlooking the Downs

Service on TV Sets, Radios, Record Players and Combinations. Television - Radios - Record Players THE RECORD SHOP Now Under New Ownership Competent Radio & TV Service Records & Supplies Phone 4725 Skyland MOUNTAIN MOTORS CO. C. E. Dillard - D. J. Wilson - C. L. Dillard Owners and Operators Shamrock Gasoline and Oils - Accessories GOODYEAR TIRES & TUBES Garage Service - General Motor Repairs and Body Work Electric and Acetylene Welding Complete Line of Working Supplies Including N. C. G. Products - Copper and Acetylene Phone (4) 3001 Ruidoso Downs

W. D. Crosby
Opposite
Community
Public Service
Main Road
Ruidoso
All Daylight Calls—Dial 3303 or 3313
Sales Personnel and Associates—
C. S. "FRED" GRESSWELL, Realtor and General Insurance
Res. Phone 4554
H. F. "Jack" Kennedy, Registered Engineer & Surveyor,
Pho. 3235
Mrs. Wayne Wantiez, Accounting and Public Stenographer,
Residence Phone 2754

IN UNITY THERE IS STRENGTH

Allied Realty

ASSOCIATES

Associated Contractors—
CHARLES MARTIN, Licensed Contractor, Res. Ph. 4472
SID COURVILLE, Plumbing Contractor, Phos. 2055 or 3303
J. B. CLOSE, Ruidoso Gravel Service, Excavating & Ditching,
Phone 4045
R. E. "Bob" Carter, Licensed Electrical Contractor, Ph. 3815

ESTATE BUSINESS. ANY PERSON OR BUSINESS CON-
NECTED WITH THE BUYING, SELLING, BUILDING, INSURING,
APPRAISING, TITLES, ETC., ARE CORDIALLY INVIT-
ED TO PARTICIPATE WITH US IN THE ACTIVITIES

IDEAL RIVER LOCATION
Two bedroom modern furnished cabin, deeded lot, only \$4,000.00

EASY WALKING DISTANCE
Of postoffice, shopping center, etc., privacy, one entire city
block of street frontage. House very comfortable, living room,
fireplace, large basement work shop, two bedrooms, kitchen
and bath. This is located in a beautiful stand of pines, price
\$1,500.00 with \$1,000.00 down—or will make substantial reduc-
tion for cash.

COUNTRY HOME
Few miles from Ruidoso, two beautiful maintained homes
on acre of land, fine family, swimming, tennis, strawberry. You
would have to see this to appreciate the investment in serene
living.

ON THE RIVER
Deeded lot with roomy cabin, furnished, upper Ruidoso.
This river location is the best. \$5,750.00, small down payment.

IN THE TALL PINES
Furnished cabin on deeded corner lot on pavement, \$4,400.00,
down payment \$1,000.00

Phone 3303 **ALLIED REALTY** Phone 3303
General Insurance **ASSOCIATES** Real Estate

RUIDOSO NEWS CLASSIFIED ADS

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

PAGE ELEVEN
Ruidoso News
Friday, June 13, 1958

ALL Classified ads must be paid in advance with the exception of those run by regular display advertisers. The rate for classified advertising is 15c per line, counting five words to the line, with a six 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 OR IF YOU LIVE IN RUIDOSO BRING THEM BY THE OFFICE BEFORE TUESDAY AFTER-NOON EACH WEEK.

HOME OF SOUND INVESTMENT
I AM AN INDEPENDENT REAL ESTATE BROKER

SOLD
2 bedroom, modern, furnish-
ed summer cabin with fire-
place, sun porch, patio and
barbecue pit. This cabin is
very nice. \$6,500.00.

Five Summer Tourist Cab-
ins, 400 sq. ft. on pavement.
Perfect location. Good in-
come. Three deeded lots and
large lease. The best buy in
town at \$14,750.00. Terms.

River Cabin. Two bedroom,
modern and furnished. Ex-
tra deeded river lot. Goes
at \$8,500.00.

Three bedroom home in Creeks-
ide. Very nice—\$15,000.00
with half down.

Nice permanent homes in
Creekside. Two and three
bedroom, furnished
and unfurnished.

PAUL H. DOUGLASS REAL ESTATE
In Postoffice Bldg., Box 487
Business Phone 3008 Residence Phone 2585

HENRY T. WICKER REALTOR

—Offers—
New Mexico Resort
Properties of All Kinds.

Exchanges a specialty on live-
stock ranches, Motels, hotels and
farms. Good financing.

Henry T. Wicker
Realtor
Dial 3303
Ruidoso

FOR SALE
Modern
Furnished
Cabin
Beds for Eleven
Fireplace
Front Porch
16 x 18.
Beautiful Trees
Deeded Lot

Leland Realty Co.
Dial 3805
Ruidoso, N. Mex.

Tom W. Jones, Realtor & Agent For

Ruidoso Realty Co., Inc.
Box 1423
Lots For Sale or Sale
Ruidoso upper Canyon and
upper Cedar Creek.

New 2 bedroom furnished cabin
in Cedar Creek, fireplace, extra
bankroom; reduced to \$5,000 with
terms.

2 bedroom frame coveo home in
Cedar Creek; fireplace, garage;
new group water. \$4,750.00 with
terms.

New one-bedroom cabin in Ce-
dar Creek, finished in knotty pine
throughout, located with wonder-
ful view; \$5,000.00 with terms.

Other homes and lots.
DIAL 2033

LUTHER BYNUM, REALTOR
One Block East of Postoffice
Next Door to Menzies Cafe

PHONE OFFICE 3710—Res. 3738

Attractive court located on
the pavement, 22% down,
with good terms.

Well established court, three
bedroom home. Gross about
\$20,000.00 per year. This
court will pay for itself in
six years. Good terms.

If interested in a well es-
tablished cafe at an attrac-
tive price, I have one that
will appeal to you.

NICE LARGE residential lot,
on Mechem Drive.
APARTMENT house in Lub-
bock to trade for small court.
100 Ft. on the pavement,
\$3500.00.
90 Ft. on corner of Main St.
and Mechem Drive.

NO BUSINESS NO INCOME

CLOSED FOR REPAIRS

If fire stops the work in your
shop, your repairs stop too...
yet taxes, interest and other fixed
expenses go on. Let us explain how
North America's Prospective Earn-
ings insurance will protect you
while your fire insurance is putting
your business property back into
operating shape.

WARREN BARRETT
Insurer
Realtor
Phone 3345

NOTICE

I have just listed one of the
finest and most popular tourist
cabin in Ruidoso FOR SALE.

This court is in fine condition
and has eleven rental units plus
very nice living quarters and is
located on Main Road.

The price is right and very rea-
sonable terms.

MCCARTY REAL ESTATE
Lucille McCarty
Realtor
Phone 2425

USED APPLIANCES—Washers,
automatic and regular, refrigera-
tors, etc. Buckner's. 41-11c

PIANO TUNING—Expert tuning
and repair work, all work guar-
anteed. Barton Payne, Phone OL-
3-4392, Pecos, N. M. 34-11c

KATHRYNE HALL TRAVIS will
reopen her Summer School of
Painting and Gallery June 1st in
the same location next to the Post
Office. For information write:
3810 1/2, Mahon St., Dallas 1, Texas.
44-11c

OPPORTUNITY MAN OR WOMAN

Responsible person from this
area, to service and collect from
automatic dispensers. No selling.
Age not essential. Car, references,
and \$400.00 to \$700.00 investment
necessary. 1 to 12 hours weekly
with excellent monthly income.
Possibility full time work. For lo-
cal interview give phone and par-
ticulars. Write P. O. Box 140,
Minneapolis 40, Minn. 11c

FOR SALE

One of the better homes in Ruidoso. Knotty pine, fully fur-
nished, 3 lots on corner. Good
terms.

FOR RENT—Business building
on Main Road with modern living
quarters.

Modern cabin on Cedar Creek. 3
large rooms and bath, partly fur-
nished, priced reasonable. \$1,000
cash, good terms on balance.

Five choice business lots in
Parker Gateway on pavement,
will give good terms.

FOR SALE—Used Maytag wash-
er, a good one, good condition,
\$20.00 on terms. W. A. Hart, 42-11c

FURNISHED HOME FOR SALE—
Unusually nice, three lots, unex-
pected location, best of terms. J. H.
Morris, tel. 2533 42-11c

WANTED—Help for general care
work. Apply Eder's Pub Bar-B-Q
Cafe, Hollywood. 11c

FOR SALE—1952 Chevrolet in
good condition, phone 4511 after 5
Black north of Gateway Food, Ed-
car Road. 11c

WANTED—Dependable woman for
housekeeping and care of one
child, 5 days. Fee in or come in
daily. Call 3333 days or 4421
nights. Mrs. Tompkins, Commu-
nity Public Service. 44-11c

**I AM STILL Doing business at my
home.** Mrs. Lou Harris, Green
Tree. 43-3c

WANTED—Middle-aged woman
for part time work, apply in per-
son, 8 to 8 p. m. Green Tree Lodge.
43-11c

CHILD CARE—In my home,
phone 3182, up Gavilan Canyon in
back of high school, away from
traffic. Mary Hicks. 43-4p

FOR SALE—Cafe equipment,
stove, grill, hot plate, stools, coun-
ter and tables, refrigerator, dishes,
menus, large 7-up box, inquire at
Arrowhead Motel. 43-2c

REPAIRS on small appliances
Buckner's, Inc. 37-11c

FOR SALE—7-room home, knotty-
pine interior, 1 1/2 baths, guest
house, 4 1/2 acres, Jess White, Box
41, Hollywood, N. M. 35-11c

PRIVATE INSTRUCTION in pi-
ano accordion, instruments avail-
able. Roland L. Perkins, Brady
Drive, P. O. Box 1063, Ruidoso.
43-11c

FOR SUB-LEASE—Excellent
chicken business, office in postof-
ice block, which was formerly oc-
cupied by our insurance firm. See
Dan D. Swearingin, Inc. 43-2c

FOR ONLY \$16 a month you can
clothe and feed an orphan child.
For details write Christian Child-
ren's Fund, Inc., China Bldg.,
Richmond, Va.; or Save the Child-
ren's Foundation, Inc., Box 311,
Norwalk, Conn. 32-11c

FOR SALE OR TRADE

For Ruidoso property, help
fully located, all modern and well
furnished in 560 Acacia, Tex. Would
like a nice residence in Gateway
or acreage improved in Ruidoso
Valley.

A. N. McIntire
408 Sequoia St.
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Phone MA-2-1209 43-4p

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BUILDING CONTRACTOR
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Ruidoso Downs, N. M.

FOR SALE

Complete bed set, two chests of
drawers, 1 dresser, with
mirror, 1 wastebasket, 1 chest of
drawers, all kinds of new
stains, chrome spray and oven,
sprayer to attach to garden hose.
Ruidoso Nursery, Dial 2045. 43-4p

FOR RENT—Three bedroom cabin
near river. Inquire at Spearhead
Cabin. 11c

THEDA SHIER FLOWERS

POTTED PLANTS—CORSAGES
CUT FLOWERS
Flowers for Banquets,
Anniversaries
Holidays for Any Occasion
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MODERNIZE REMODEL ADD A ROOM REPAIR

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20 Months to Pay
Free Estimates
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Payco Central Heat & Cooling
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Ph. MA-2-3048 for Free Estimates
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Box 58 Ruidoso, N. M.
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Ditch Digging—Septic Tanks
Land Leveling
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LOFTIS & FISHER EXCAVATION SERVICE

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P.O. Box 1111
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FOR SALE—Three bedroom home,
new dish tub, oak type. Ruidoso
Lodge. 11c

FREE—Monthly, lively weekly
live shows, your choice. Phone
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Electric
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* Commercial
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JOHN P. SMITH
Phone 4015—Ruidoso, N. M.

FOR SALE—500-acre livestock
farm, 200 acres irrigated from an-
tiseptic well, plenty of water, good
improvements, excellent location;
100-acre cotton allotment; 130
acres, all-ages, priced reasonable;
for home or investment this farm
can't be beat in the Pecos Valley;
Terms: Box 504, Artesia, N. M.
50-3p

OIL LEASE—Fabulous Four Cor-
ners area, Garfield County, south-
east Utah. The first requisite for
gaining wealth from oil is to own
an oil lease. \$7,000,000 deal sold
in 1956 at \$3,100 per acre—deal
sold in 1957 for more than \$4,000
per acre in adjoining county. Utah
oil report states more than 12 test
wells to be drilled in this general
area this year. Rental paid until
July 1, 1960. Will consider some
properties in Ruidoso area. Apart-
ment No. 7, Valleyview Motel, or
Barn B-1, stall 36-37, Ruidoso
Downs. 11c

FOR SALE—500-acre livestock
farm, 200 acres irrigated from an-
tiseptic well, plenty of water, good
improvements, excellent location;
100-acre cotton allotment; 130
acres, all-ages, priced reasonable;
for home or investment this farm
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farm, 200 acres irrigated from an-
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Modern cabin on Cedar Creek. 3
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Five choice business lots in
Parker Gateway on pavement,
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For Father's Day -
Pound

43¢

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SELF SERVE GRO. & MARKET

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RUIDOSO FOOD MART

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

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DOUBLE STAMP DAY ON WEDNESDAYS
SAVE WITH FRONTIER SAVING STAMPS

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USDA Choice Pound
BEEF ROAST—CHUCK 59¢
Peyton's
FRANKS 3 lb. pkg. \$1.39
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← FRESH VEGETABLES & FRUITS →

Large Size
AVOCADOES 2 for 29¢
CANTALOUPE lb. 17¢
Diamond 303 Can
CUT GREEN BEANS . . 2 for 25¢

LARGE SIZE Pound

Tomatoes 19¢
BANANAS pound 15¢

← MISCELLANEOUS →

FOLGER'S Pound
Coffee 89¢
Canned Biscuits 2 for 25¢
10 Pound Bag
FLOUR—Golden West 89¢

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"Forbidden Desert," a thrilling search through scorching Arabia presented by Warner Bros. is one of two pictures at the Pueblo Tuesday, Wednesday and Thursday next week. Filmed in Warner-COLOR by young director-cinematographer Jackson Winter, "Forbidden Desert" chronicles the fabled adventures of John Lewis Burckhardt, who dared to penetrate the forbidden interior of ancient Arabia to find the lost pal-



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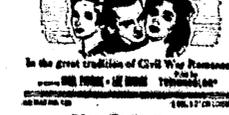
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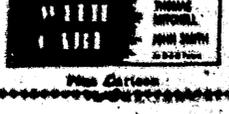


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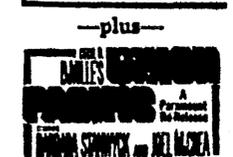


SHOWS SUNDAY-MONDAY—
Dan Dalley (right) and his UDT (frogmen) prepare to hit the

ace of Zenobia and the Biblical cities of Baalbek, Geraca, and Petra His adventures, based on his own journal, are depicted in the scorching land in which they occurred. Also showing will be the James Dean Story.

PUEBLO THEATRE

Admission 50c and 25c
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Double Bill!



—plus—
GAIL RANNEY
PERNELL PRATT
WANDA SWANSON and MEL MACKAY
Plus Serials & Cartoons

SUNDAY • MONDAY
Dan Dalley
Claire Kelly
or
"UNDERWATER WARRIOR"
Plus Newsreels & Cartoons

TUES. • WED. • THURS.
DOUBLE BILL!
JAMES DEAN
PLAYS HIMSELF
IN THE JAMES DEAN STORY
Presented by WARNER BROS.



—plus—
NINA SIMONS • MARVIN MILLER
Plus Cartoons

water from a Navy LCPE and blow up mines guarding a North Korean beach. It's one of the excitement-packed scenes from M-G-M's "Underwater Warrior," a thriller-drama based on the heroic exploits of the Navy Underwater Demolition Teams. It shows Sunday and Monday at the Pueblo.

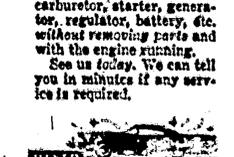
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You can save gas, renew original engine performance and cut down repair bills if you give your car a DYNAMISION check-up. Our new electronic TV type instant engine analyzer checks the condition of plugs, coil, distributor, wiring, timing, carburetor, starting, generator, regulator, battery, etc. without removing parts and with the engine running. See us today. We can tell you in minutes if any service is required.

MIDWAY GARAGE
& Service Station
EMERGENCY SERVICE
Phone 3485 or 4981
—Ruidoso—



FORBIDDEN DESERT
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DE MILLE'S "UNION PACIFIC" ON DOUBLE BILL WITH "SPANISH AFFAIR"

The dramatic spectacle of the building of the nation's first trans-continental railroad and the welding of America with bands of steel, which was re-created by Cecil B. DeMille in "Union Pacific," will be unrolled again when the Paramount re-release shows on a double bill Friday and Saturday at the Pueblo Theatre.

One of the all-time movie greats, the epic DeMille production re-creates the heroic feat of building

the railroad in the experiences of Barbara Stanwyck and Joel McCrea, who fight the "U. P.'s" battle against financial intrigues, catastrophes of nature and the hostility of Western outlaws and Indian tribes. The co-stars are supported by many famous personalities, including Akim Tamiroff, Robert Preston, Lynne Overman, Brian Donlevy, Anthony Quinn. Also showing will be Paramount's tempestuous romance, "Spanish Affair." The film, produced by Bruce Odium, was photographed in Technicolor and Vis-



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PAGE TEN
Ruidoso News
Friday, June 13, 1958



ON DOUBLE BILL — James Dean, one of the most talked about stars of our time, plays himself in Warner Bros. "The James Dean Story," showing next Tuesday, Wednesday and Thursday with "Forbidden Desert," a second feature, at the Pueblo.

New Mexico's modern historical background dates back to 1539, when a shipwrecked Spanish explorer, Cabeza de Baco, made his way on foot from the Gulf Coast through New Mexico and finally to a Spanish outpost in Mexico.

taVision and offers complete vistas of Madrid, El Escorial, Barcelona, historic Toledo, and Segovia with its spectacular Alcazar, Walt Disney-like castles and the 2000-year-old Roman Aqueduct, the rugged Costa Brava country and ancient Tossa del Mar. Starred in the love story of an American architect in Spain and his half-spy secretary are Richard Kiley, popular stage, screen and TV actor, and one of Europe's leading glamour girls, Carmen Sevilla.



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