



VOLUME 15, NUMBER 45

RUIDOSO, LINCOLN COUNTY, NEW MEXICO

FRIDAY, MAY 9, 1959

INVESTIGATE VIAM AUT PACIEMUS

Subscriptions: \$3.00 per year in Lincoln County; \$3.50 Outside County

**Around Town**

Vicente Waters

We were told this week District Judge Walker has decided in favor of wiping out restrictions on the south portion of Cree Meadows golf course property to allow it to be subdivided into real estate tracts. There may be an appeal of the decision to the state supreme court. The majority of Ruidosans who've questioned are quite sure that one of our major attractions will not be completed, and that we will have only nine holes for golfing instead of an expected 18. At the community grows and attracts more and more vacationers, the need for a larger course to care for the crowds is essential.

This is another controversial matter here for some civic and official groups separated from expressing an opinion. We think a show of hands should be in order. We'd like to know what the majority of our folks think. \* \* \*

The 1959 summer tourist season in New Mexico appears to be getting off to a healthy start. Reports reaching the State Tourist Bureau at Santa Fe indicate the state will enjoy a summer as good or better than last year.

Albuquerque and Ruidoso, two of the most heavily visited resort areas in the state, report that vacationers are showing up earlier than usual this year. Both areas expect to be turning visitors away, at least on weekends, later in the summer. (Ed. note: We hope not!) \* \* \*

Max Jones, son of Mr. and Mrs. Harold M. Jones of Ruidoso, created quite a stir on the campus of Texas Christian University down at Ft. Worth last week. He came within 9 votes of winning the office of Student Congress President, out of 1,700 votes cast! He was beaten by the incumbent, a mighty popular fellow himself. Max is in his junior year now and will be a senior in '59-'60. . . .

New paint-up job at the Frontier Motor in Ruidoso Downs, at the Hollywood Lumber & Supply in Holbrook—and we know of a downtown firm that has one ordered! . . . The Ruidoso News will add an additional worker in our editorial department within the next few days—a veteran small town news writer, Mrs. Virginia Chappell, who has been with the Alamogordo News the last five years, but who is a Ruidosan, for she owns a cabin here in Paradise Canyon and has been driving back and forth to work for some time now. More about her later. . . . Those who buy their paper on the newsstands Thursday this week ought to be reminded that the Quarterback Club will hold an election Thursday night this week in its final meeting of the current school year and that the junior and intermediate bands under direction of that Music Man, LaRoy Gooch, will appear in a short concert Thursday night at the Judds High and Elementary school cafeterias. . . .

Some new telephone numbers to write in your book: New Mexico Glass Co., CL 7-5841; also Gavilan Riding Stables, CL 7-5350; and for Swearingin, Inc., CL 7-5705. . . .

Mrs. J. M. Fowler, back in town with her husband after a tour of the west, tells us she won a night's lodging and breakfast for two people at the new Echo Hotel at Edinburg, Tex., given by the new hotel and the C. of C. there, for doing some tall advertising of Ruidoso. She said the donors of the prize service should get a plug from this end in repayment. . . .

Colleged Dr. James A. Beall, local teacher: "The choral program in our schools with Mrs. Nedra Lou Dodson directing is one of the finest things that has occurred in our school system, I believe." . . . Pete Gillette of Odessa is in town now, readying his Play Center for summer. It's been open on week-ends for a few weeks already. . . . Mrs. Ralph Cookhouse said: "Tom Turner of Midland will be a mighty happy man for some time. His horse, 'Terry Lee' won the Kentucky Derby last Saturday afternoon in a photo finish. Fred once had horses racing at Ruidoso Downs and lots of the Downers, too, knew him well." . . .

Certificates awarded during Whirlwind's Open House last weekend went to Woodrow Howard, Mrs. J. D. Grimes, Diana Stort, Lucy Samuels and Marie White. The Whirlwinders tried to tell everybody they are deeply appreciative of the response to their open house, the awards, congratulations, sales and visitors. . . . Mrs. Dale Williams of Brunell's Gift Shop reported the store's sales folks were wonderful. She reported gift certificates from that store were given Mary Hicks, Betty Perry, Mrs. Roy Poirier, Mrs. Eger Root, Mrs. Tom Walker, Mrs. J. F. Hobo, Mrs. C. L. Wright, Concha Sanchez, Lola Harris and Jeanne Whitaker. . . .

Huge wheel last week-end blew down a 70-foot section of a new concrete bridge over the Rio Grande. . . .

**SIX YEARS**  
Wanted a Trade Book  
Mrs. Lea Miller  
**SEVEN YEARS!**

Days

Wanted a Trade Book  
Mrs. Lea Miller

</



**COFFEE** **69¢**

Hills Bros., Inc. . . . .  
COFFEE, Yacht Club . . . lb. 59¢

Old South 6 oz. Cans Frozen  
ORANGE JUICE . . . 5 for \$1.00

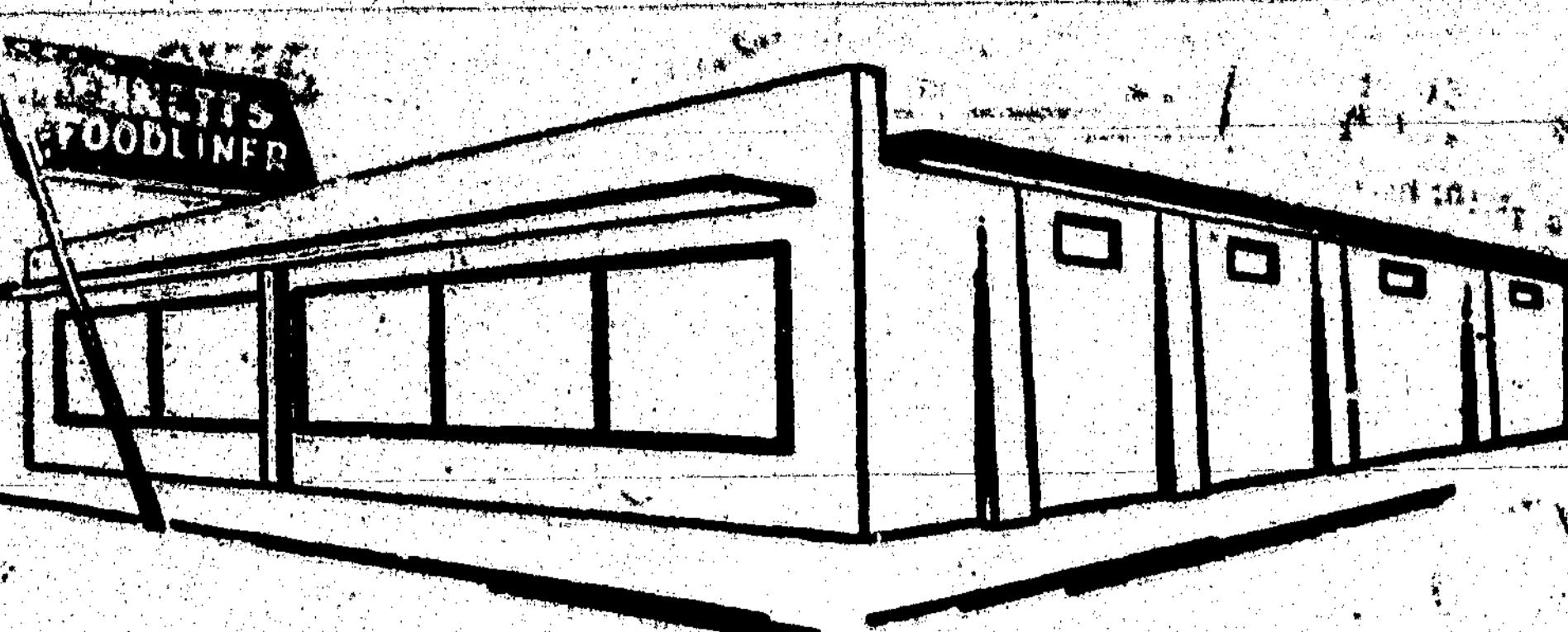
Minute Maid 12 oz. Cans Frozen

Lemonade 4 for \$1  
Price's Meadow Gold 1/2 Gallon . . . Each 89¢  
ICE CREAM . . . . . Large Size

Avocados 3 for 19¢  
5 Lb. Bag Sunkist . . . Each 49¢

ORANGES . . . . . Golden Ripe  
BANANAS . . . . . lb. 10¢  
Yellow

Dry Onions . . . . . 9¢



## FRIDAY AND SATURDAY SPECIALS

### Bennett's Foodliner

Phone CL 7-3115 - Mechem Drive, Plenty of Parking Space - Ruidoso, N.M.

We Give

**J. & N.**

Green Stamps

Wilson 2 Lb. Package  
CHEESE SPREAD . . . . . Each 79¢  
Sesame Seed  
JUMBO BUNS . . . . . Package 30¢

Cala Ripe No. 2 1/2 Cans  
PEACHES . . . . . 3 for 79¢  
Diamond No. 303 Cans  
TOMATOES . . . . . 3 for 39¢

We Give S.H. Green Stamps—We Give S.H. Green Stamps

Your savings now earn 3% interest at Ruidoso State Bank.

## ANNOUNCING . . .

THE OPENING OF

### Gavilan Riding Stables

(Located in the mouth of Gavilan Canyon north of High School, across the river)

### GOOD HORSES GOOD TRAILS

Riding Instructions  
\$1.25 First Hour — \$1 Each Additional Hour

RUIDOSO, N. M.

Hunting Reservations Taken Now  
SPECIAL GROUP RATES

Collins Walker, Charley Elam and Arvel Runnels went way up in the high mountains Saturday to fish. The men all caught their limits and reported good fishing.

Mr. and Mrs. Joe Purcell from Leoco Hills spent the week-end at their place.

Charles Seely from Belen, N. M., was a visitor in the Bob Dever home Thursday night.

Mr. and Mrs. Ulysses Methvin of Roswell were at their cabin over the week-end.

PAGE THREE  
Ruidoso News  
Friday, May 8, 1959

### Angus & Bonito

By EULA CORDER

Another beautiful week-end brought lots of people up Bonito Canyon from the neighboring towns of New Mexico and Texas. As fishing season opened on the Bonito Lake there were some catching up above the Bonito Lake. One of the prettiest as well as the best spots in the Southwest is now closed to the fishermen—the Bonito Lake. Fishermen drive for many miles to fish in the lake "heated" in the mountains and surrounded by tall pines. The lake is truly a big drawing spot for the tourist to come to our great state. Let's all get on the ball and write our Governor to see what can be done to open Bonito Lake for fishing.

From the county treasurer's office at Lovington for the week-end in Sparkman's "Idio Moment" cabin were Sue Lawlis, Terry Crew, Katie Callaway, Thelma McCoy and Vera Sparkman. Saturday the girls ro "Morris furnished and barbecued

and Eula Corder went by to see Fern goats. The others that came brought covered dishes. Lots of good food was enjoyed by all. These boys really enjoyed the day—browsing around at White Oaks and in the Jicarilla Mountains. A Mr. Brooks that lives in the Jicarilla Mountains even showed the girls how to pan for gold and panned some for them. They were quite amazed to see that gold does not glitter.

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Saturday afternoon was a most enjoyable time for about 30 people from the surrounding area. A picnic was had at Blue Hole, above Bonito Lake. Johnnie Dale Hayes and "Bud" Morris did the cooking and barbecuing.

Wilder Porter, son, and Mr. Razclot and son from Hobbs were visitors in the Collins Walker home this week-end. The men went fishing and

had good luck, even had fish to take back home. Also at the Walkers were Mr. and Mrs. O. D. Tarpley, Lockney, Texas, and Julie Garrett, El Paso, sisters of Collins. Mr. and Mrs. Tarpley did some work on their cabin while here.

Dean Lane of Lubbock, Tex., was a visitor with the Troy Lanes this week-end. Dean is a brother of Troy's.

Mr. and Mrs. Walt Taylor are moving in one of Barnie Hayes' cabins. Mr. Taylor is working for the Armstrong Construction Co. that are building the new road from Angus to Capitan.

Mr. and Mrs. L. V. Stone and Mrs. Ted Baker and children from El Paso spent the week-end in the

Tuesday "DOUBLE STAMP" Day  
All "CASH" Sales \$2.50 or More

### Pork Roast

PORK STEAK . . . . . lb. 49¢

LIVER, Baby Beef . . . . . lb. 39¢

Longhorn Pound

### CHEESE

Swift's Ready To Eat  
PICNICS . . . . . 49¢

CHILI—Home Made . . . pint 49¢

"Local"

EGGS—Medium . . . . . 49¢

3 Pound Carton  
PURE LARD . . . . . 49¢

Frozen. With Sour Cream & Chives, 12 oz. Pkg.  
BAKED POTATOES . . . ea. 39¢

Mason Shells—See Our Ad!



Turn To  
—Page 10—

JUST IN TIME

FOR

Mother's  
Day



NEW SPRING SHIPMENT OF

LADIES' DRESSES

In Sizes 5 through 24 1/2



Other Lovely Gift Ideas—

GLOVES

JEWELRY

LINGERIE

HOSIERY

ACCESSORIES



BRUNELL'S DRY GOODS

—WE GIFT WRAP—

### MOTHER'S DAY SPECIAL—

Beautiful 15-Piece Set  
in White Milk with Lovely Grape Design

Regularly \$9.95

ON SALE FRIDAY AND SATURDAY

**\$4.95**

Many other stunning gift ideas all over the store for Mother—or for the Boy or Girl Graduate, too.

You can register any time this week for the

**\$25 Gift Certificate**

To Be Awarded Saturday, May 9, at 4 p.m.

**Brunell's Gift Shop**

Our thanks to everyone for a wonderful response to our opening last weekend. We hope to provide the service, the atmosphere and the nice selection

# 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 30, 1879  
 Subscription \$2.00 per year in advance in Lincoln County  
 \$2.50 per year outside Lincoln County  
 Member: New Mexico Press Association

## Our Ministers

A Weekly Sermonette

### Write

#### A TRIBUTE TO MOTHER

The word mother always brings to us a tender feeling of love. As we dedicate a day in her honor, we are paying respect to all mothers. We are unable to express all the love, devotion, service and sacrifice that a good mother gives to her family. The observance of "Mother's Day" is only a token of our appreciation. A good mother will always command the respect of decent people.

Your mother is a fountain of memories. As you recall those childhood days when mother was always ready to take you into her arms and soothe away the tears of hurt, you say those are fond memories. The concern and care of a loving mother

will never be forgotten. As one grows older these memories become more valuable.

A mother is a source of power greater than we are willing to admit. There is much truth in the saying, "The hand that rocks the cradle rules the world." The majority of the early training of a child is the responsibility of the mother. Hence her ideals and ambitions are passed on to become the ideals and ambitions of the child. We never outgrow this early training. Today most adults are a reflection of the ideals and principals taught by mother. A realization of this tremendous power causes us to realize how important it is that it be rightly used.

The moral conscience is an important factor in any life. Most of your conscience is what your mother taught you. The moral standards of our world depends greatly on the type of mothers our present generation offers us. Those standards will be raised or lowered by the type mothers who rule in the home.

With these important facts in mind think of the responsibility that rests upon our mothers of today. There is

Maine Shoes—See Our Ad!

**JOHN R.  
EMDE**

**CONTRACTOR**

**General Building**

Telephone CL 7-2931

There is no Substitute

For Quality

Office In The Gateway

**Cook's**

Proprietary  
& Sundries

On the Corner East  
of the Bank

**SEPTIC TANK PUMPING**

Phones CL 7-5358 or CL 7-4543

**IKE MEDLIN**

G. A.

S. L.

**JONES  
BUILDING CONTRACTORS**

—Mechem Drive—  
Pho. CL 7-5171  
Ruidoso, New Mexico

A-6432 A-9752

### THAT NEW LOOK!

Keep It Longer  
AND

Keep Your Clothes Serviceable Longer  
By Having Them Cleaned Regularly

### PROTECTED

'Till You Wear 'em  
We deliver your garments enclosed in a plastic bag  
to insure their freshness until you wear them after  
being cleaned by the superior method which costs  
you no more.

Dial CL 7-2725 for Pick-Up & Delivery  
Mondays — Thursdays — Saturdays

**Estes Cleaners**

S. & H. Green Stamps Given

Modernize —with—  
Eljer - Kohler - Crane  
or American Standard Fixtures

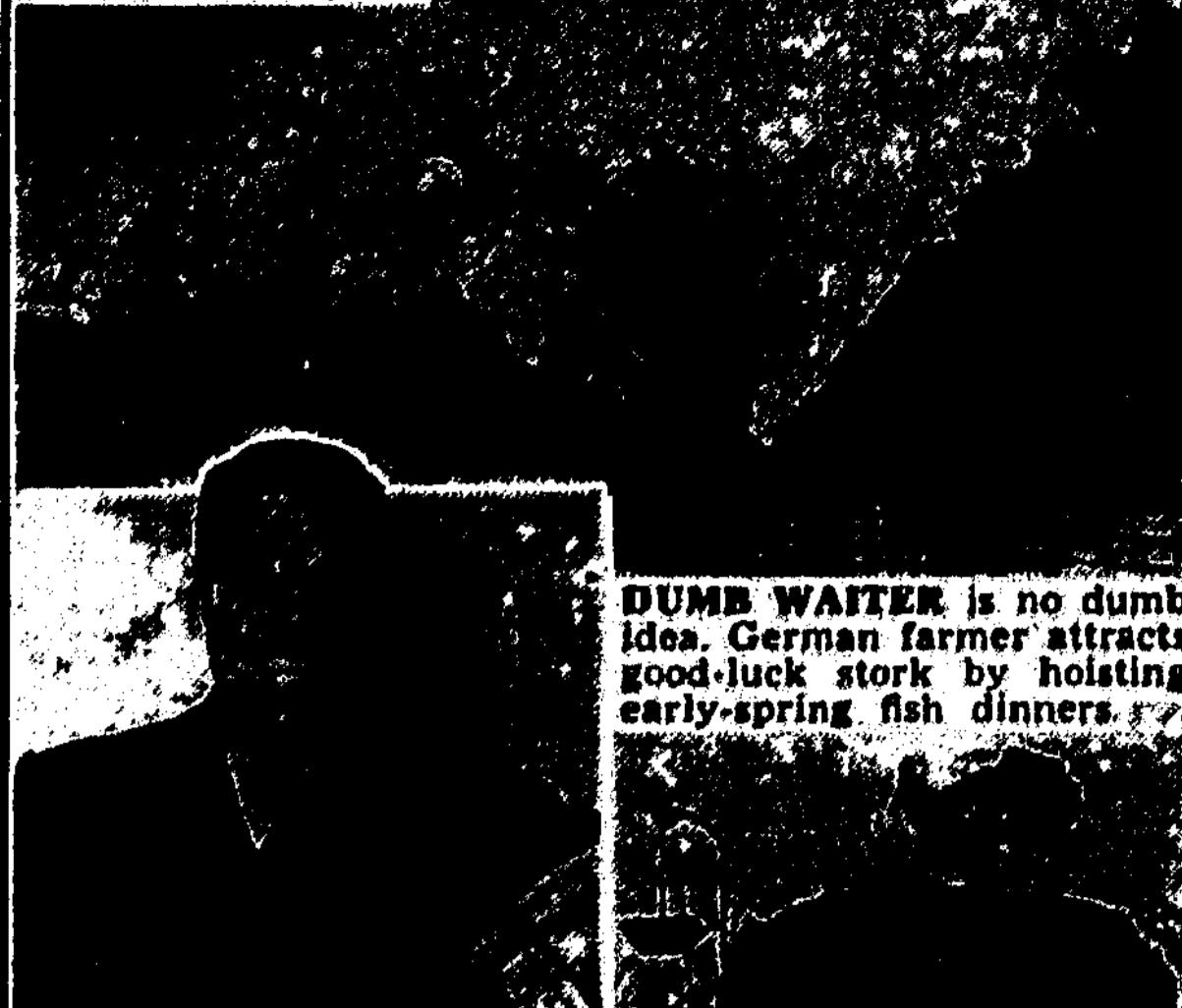
**SID COURVILLE  
PLUMBING & HEATING**  
Fixtures & Installation  
For Every Plumbing Need

Dial CL 7-2055

Ruidoso, N. Mex.

## People, Spots In The News

CHAMP-SIZE spray flies when Nancy Rideout makes a turn naturally, because she's U.S. water-ski champion.



**DUMA WALTER** is no dumb ides. German farmer attracts good-luck stork by hosting early-spring fish dinners.

**NEW MAN** for Otto Graham, former Cleveland Browns quarterback, is Commander's cap. He'll coach Coast Guard Academy.



SPACE SUITS? Nope, a lineup of furnaces for gas forced-warm-air furnaces for home heating. Gas has double role here, in that new automatic industrial gas equipment helps produce the furnaces.

No greater position of honor than to be a Christian mother in a Christian home. There is no greater success than to be a successful mother. By the same reasoning there is no greater failure than to fall as a mother. Let us honor our mothers and wives on this Mother's Day. Tell her of your love and your appreciation. She may faint, but she will love it.—E. J. Tankersley.

**Postmaster Welcomes Inquiries On Business Reply Cards**

Post offices receive many calls about business reply cards and envelopes. According to Acting Postmaster Joe Dryden these are the mailing pieces which bear an im-

**IF IT'S ELECTRICAL  
See**

**HART ELECTRIC  
DEPENDABLE REASONABLE**



Specials: Full Size Electric Range

**\$199.50 Installed**

Wringer Type Washer \$99.50

Buy Them on Easy Terms

Phone CL 7-5075

**FOR THE BEST  
In Butane and Propane**

**See Us For Water Heaters**

Service — Appliances  
Bottle Service — Fertilizer

SEE

**SACRA BROS. CO.**

Located in Upper Ruidoso

Phone CL 7-3205 — Night CL 7-4545

IF YOU SHOULD SAY . . .

"Nothing expensive  
... just good low-cost  
filing space"

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

Ruidoso News

## News about the New Rockets!



1959 OLDSMOBILE SUPER 88 CONVERTIBLE COUPE—If ever a car deserved the word "Super," this is it! From its slim, trim "Linear Look" styling to its spirited Rocket Engine, the Super 88 convertible is a car that's just plain wonderful to own . . . a joy to drive. Its beauti-

fully styled leather interiors and increased roominess for passengers and luggage make this convertible a family-fun car of highly practical proportions. Your local authorized Oldsmobile Quality Dealer offers convertibles in all three Olds series for '59.

## POWELL CHEVROLET

Telephone 461

Tularosa, New Mexico

printed notation to the effect that the card or envelope, the sender never has to pay postage for it.

Before the busier reply card and envelope were inaugurated, reply letters sent to prospective customers were of the type which require pre-payment of postage by the sender. If the merchant or businessman wished to pay the postage bill for prospective customers, he had to send coins or stamps to everyone on the mailing list. This meant that many coins and stamps were kept by the receiver. They were never returned or used to mail back a reply. A lot of postage money was obviously wasted so far as the sender was concerned.

Those who use business reply mail must pay an extra charge—that is, something beyond the regular post-

age—for the mail which they receive back. However, it is usually found that this extra charge for the special benefits received is far more economical for certain uses than the blanket-type approach of sending out reply mail with coins or postage attached.

The extra charge for returned business reply items amounts to 2¢ for each piece of mail returned in addition to the regular postage. If the piece does not weigh more than 2 ounces, the extra charge is 5¢.

Before any individual or firm can send out business reply mail, a permit must be obtained from the local post office. There is no charge for this permit, and application forms are available at the local post office. The principal requirement of applicants is that they be responsible persons.

For example, stores and businesses sending their tardy customers reminders of bills due are more frequently enclosing the business reply envelope nowadays for the convenience of the customer. Many stores have reported that it aids in the prompt collection of bills. Often a customer will delay sending in a payment simply because he has run out of stamps and does not have an opportunity to pick up a fresh supply. The reply envelope solves this problem.

Postmaster Dryden welcomes inquiries from persons interested in business reply envelopes and cards.

**Mother**  
~~of the~~  
**YEAR**  
**DAY**

She won't be guest of honor at any Mother's Day banquet. But who cares?

Her glory has always been greater than mere national recognition.

She wears her child in her heart.

She doesn't want sympathy. But she'll find inspiration, as always, in the pastor's sermon.

And sitting there in church, with her grown up boys and girls, she'll recall the days when they toddled along to Church School.

And she'll thank God!

Yes! She'll thank Him that it doesn't take a Mother's Day to bring her family to God's House!

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

**J. A. BURNS**

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The House of Better Values  
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Hollywood Ruidoso

Brunell's

Department Store

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Phone CL 7-3744 Ruidoso

The Dairy Queen

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Gasoline & Service Station

Monday-Chevron Sta.

Tues-Chevron Sta.

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Thursday-Chevron Sta.

Friday-Chevron Sta.

Saturday-Chevron Sta.

Sunday-Chevron Sta.

Evening-Chevron Sta.

Gasoline & Service Station

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Friday-Chevron Sta.

Saturday-Chevron Sta.

Sunday-Chevron Sta.

Gasoline & Service Station

Monday-Chevron Sta.

Tuesday-Chevron Sta.

Wednesday-Chevron Sta.

**SHOWS THREE DAYS**—Booked Sunday, Monday and Tuesday at the Pueblo will be "Houseboat" with Sophie Loren and Cary Grant above.

**ON DOUBLE BILL**—Showing next Wednesday and Thursday on a double bill at Pueblo will be Robert Harland and Pepe Souto in "As Young As We Are." On same program will be "The Blob."

**OPENS NEW SHOW**—First picture booked for the new "Down Drive In" on Highway 70 is "The Wild and the Innocent," starring Joanne Dru, above, and James Murphy. It shows Thursday through Saturday this week and

**SATURDAY SHOW**—Joel McCrea is the hard-hitting commander of a "lost patrol" in the Southwest Desert, who sacrifices the chances of his men to survive in order to seek out and kill more Indians. It shows Saturday only at the Mt. Vue.

**Helps Heal And Clear Itchy Skin Rash!**  
Zemo—liquid or ointment—a doctor's antibiotic, powerfully relieves itches, stops scratching and so helps heel and clear surface skin rashes. Buy Extra Strength Zemo for stubborn cases!

**MARTIN'S DINE & DANCE**  
Breakfast  
Lunches

With Salad and Dessert  
Choice of Meat and Two Vegetables  
Served from 11 a. m. to 2 p. m.

**\$1.00**

A La Carte

Steak - Mexican Food  
Chicken - Sea Food  
Cocktails

Have You Got Your Entry In  
for the big contest? You Might Win A  
**Cadillac Full of Cash**

If you Come by and Get an Entry Blank in  
this new Contest!

"A  Deal All Year O"

**THOMPSON'S SERVICE STA.  
GARAGE and CAFE**  
On Hwy 70 Hollywood, New Mexico

**Great News for**

**Careful Drivers**

Now save even more  
with **SAFECO**  
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Yes, with rising costs, we are proud to announce that careful drivers can now make real dollar savings with SAFECO. We offer you the finest auto insurance protection and service plus the facilities of our agency to give you sound, professional advice on all of your insurance problems. SAFECO is saving money for careful motorists by insuring good risks only and by applying modern cost-cutting methods to auto insurance underwriting. This provides the finest insurance available with prompt, fair settlement of claims.

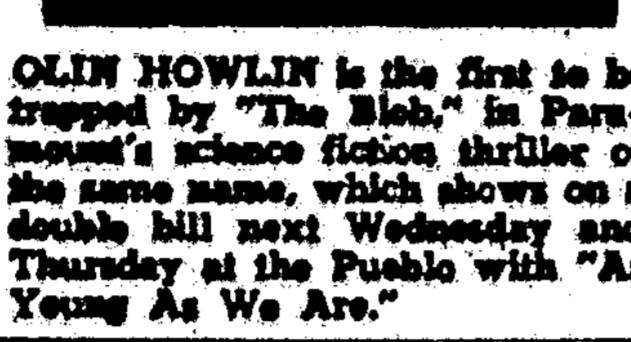
PLUS IMPORTANT SAVINGS to those who qualify for SAFECO auto insurance. GET THE FACTS TODAY. It may pay you in real dollar savings. No obligation.

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Fred Gresswell

**FRED GRESSWELL**  
Insurance and Real Estate  
Phone CL 7-5515 — Ruidoso, N. M.



**SHOWS THREE DAYS**—As part of a double bill three days next week—see "Tall Men" through Saturday. Randolph Scott, above, plays in "Tall Men Ride" at the Down Drive-In. Other picture on the bill will be "Country Music Festival."



**SHOWS THREE DAYS**—Jayne Mansfield, above, stars in "The Sheriff of Fractured Jaw," in CinemaScope and color, and showing three days, Sunday, Monday and Tuesday at the Pueblo with "As Young As We Are."

**SAM'S COPPER KETTLE CAFE**

Operated by Sam Akins

and Jack Rankin

**"HAVE FOOD—WILL SELL"**

Will Open About May 20th

**Announcing**

The Simplest and  
MOST EFFICIENT  
ICE MACHINE

On the Market

**LIPMAN**

See One on Display at—

**HART ELECTRIC CO.**

Phone CL 7-5875 — Ruidoso



**Today's Best Buys are  
healthful Dairy Foods**

Fill up your shopping cart with good health! Take home Milk, Cheese and Butter. Cottage Cheese and Ice Cream, too. Dairy Foods supply body-building protein. They give us vitamins, minerals and energy, too. Be sure there are dairy foods on your table today and all year long.

Sold All Over Lincoln County in Your  
Favorite Food Stores

**CITY DAIRY**

# MORE PEOPLE ARE BUYING CHEVROLETS IN 1959 THAN ANY OTHER CAR

(as proved by  
official registration figures)

204,000 more people bought Chevrolets last year than any other car and there are over 2 million more Chevrolets on the road than any other car! You'll find more to like in Chevy, too!



Your authorized Chevrolet dealer will show you why the best seller's your best buy!

**POWELL CHEVROLET**

Tularosa, New Mexico

Phone 461

**HOLLYWOOD CARPET &  
DRAPERY**

(Between Hollywood Cafe and Texaco Station)

**HOLLYWOOD, NEW MEXICO**

Evenings and Sundays by Appointment — Pho. CL 7-5890

**We Are Specialists in Carpet**

Wall to Wall or Will Cut Any Size

**OPENING SPECIAL—**

Wool and Nylon Candy Stripe  
Installed Over 40 Oz. Padding

**Only \$4.95 Sq. Yd.**

Perfect Early American or Motel Carpet  
100% Nylon Carpet — Solid or Tweed

**\$6.95**

Installed Over 40 Oz. Padding

DuPont 15 Denier Heat Set Carpet Nylon

**At Only \$8.95**

Installed Over 40 Oz. Padding

**Four Grades All Wool Carpet  
Starting at \$6.95 Installed**

Croft's Caprolan Solid Filament Nylon  
as Advertised in Reader's Digest and Time Magazine

**\$13.95 Sq. Yd. — \$18.95 Installed**

Foam Rubber Padding, Reg. \$1.95 — Only \$1.50  
Available to You—Our Customers—For Your Convenience  
Licensed and Bonded Painting Contractor, also Can Assist You  
With Your Building and Remodeling Work.

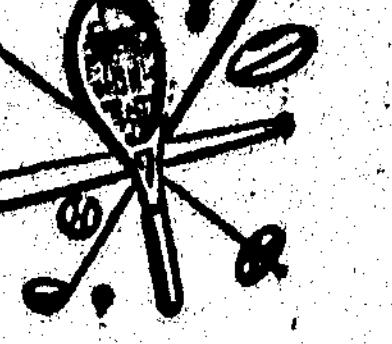
**DRAPERIES**

Cornice Boards — Roll Shades — Venetian Blinds  
Drapery Rods and Hardware  
Famous Sun Ray Custom Made Draperies

We Now Have For Your Convenience Drapery Samples to Bring Into Your Own Home  
DECORATOR SERVICE AVAILABLE TO YOU AT NO EXTRA CHARGE

We are proud to announce that Patricia Ursoch is available to you as a consultant and to assist you in all decorating problems. Mrs. Ursoch (D. E. I.) graduate of Knox College with a degree in decorating, member National Decorators Association, formerly with Lord and Taylor in New York, special consultant for Evergreen Crafts for a number of years, professor of Interior Decorating at Culver Studios College for three years, author of a number of articles for Good Housekeeping, American Home, Better Homes and Gardens, etc.

Hollywood Carpet is greatly pleased to have and to well qualified to assist you.



PAGE SIX  
Ruidoso News  
Friday, May 8, 1959

## Capitan Earnings Fifth Place In State Meet

By C. JONES and LOCKHART

Capitan High School sent three boys to the State Track Meet at Albuquerque; Kenneth Huey, Shorty Jones and Charles Lockhart. Accompanying them on the trip were Coaches Lewis Stratton and Jack Hasler and Manager Danny Miser.

Huey tied for third in the pole vault by clearing 10 ft., 6 inches on Friday.

In the finale Saturday, Charles Lockhart captured third in the 220 yard dash and tied for second in the high jump at 5 ft., 6 inches. Lockhart also became the 440 yard dash champion for 1959 with a time of 52.3 seconds.

Although Capitan had one of the smallest teams at state, they placed 5th in the meet with 15½ points.

### JUNIOR TRACK MEET SET AT 'ZOZO SATURDAY'

A track meet for 7th and 8th, and for 5th and 6th graders is slated for Saturday at Carrizozo this week. One of two coaches in Junior High, Dub Williams, told the local boys,

Lack of rain and snow the past winter is blamed for this condition.

## GOOD LUCK TO YOU! GET FISHING LICENSES

At The Sporting Goods Store  
We Can Make You Any Kind of

**CROWN KEYS**



## OPENING SATURDAY! Pastime Skating Rink

(Located in the Building  
Back of Thunderbird Curio.)



### THE CHANGING SCENE



A REFRESHING SUMMER DRINK IN 1950 MEANT 'HOT' WORK FOR THE ICE CHIPPER.

### KEETH GAS CO.

Phone CL 7-4025 — Ruidoso  
For Night Service Call CL 7-3817 or CL 7-2838

### 4-H CLUBS PLAN RODEO

A 4-H rodeo was planned for July 25 in Capitan, by Lincoln County 4-H leaders, in a meeting last week. The rodeo would be held at the fair grounds in Capitan, and would be open to boys and girls enrolled in Lincoln County schools. Plans are to have it start with riding events in the morning, followed by jackpot roping in the afternoon and ending with the remainder of the junior rodeo.

The main idea of the rodeo is for everyone to have a good time. Boys and girls plan to enter now and be ready for the Lincoln County Fair Sept. 11 and 12.

### FISHERMEN AND CAMPERS WARNED OF FIRE DANGER IN NATIONAL FORESTS

With the opening of trout season this spring many citizens will be heading for the high country to enjoy an outing in the woods and to dip a line in some beautiful stream, hoping for big ones. However, Forest Service officers warn that the southern ranges of the state in particular (including the Gila and Lincoln National Forests and parts of the Chisos) are very dry and that the fire season there is on right now, coming some two weeks ahead of schedule this year.

Lack of rain and snow the past winter is blamed for this condition.

### Bowling League

Team	W.	L.
Hat T Ranch	75	42
Pringle's Beauty Chalet	68	44
C & L Lbr. Co.	68	45
Skyland Auto Co.	47	65
Western Mining Co.	44	68
Bow Moore Station	41	71

The new champions, Hat T Ranch, really showed their heels to all the other teams in the league the last three weeks of the bowling season, by winning all the games they bowled. The members of this team are to be commended for several other reasons, also. Five of the members, Bettie Tully, Jim Tully, Gerald Tully, Arthur Struve and Joe Booky, have perfect attendance records. The other member, Milton Sanchez, was absent only due to illness. This team rolled the highest scratch series, and Bettie and Struve rolled the high single games in the league. Jim is the league's President this year, and Joe won the ABC Achievement Award, which is given to the most improved bowler in each league. Congratulations to all.

The new champions, Hat T Ranch!

## Echoes . . . Canyon

Mrs. J. M. Frame is here for the summer.

Mrs. Lillian Hicks from Chattanooga, Tenn., Mrs. Lucile McCarty's sister, is here visiting. She may stay here permanently, as she is well impressed with the Ruidoso country.

Marge Garner shopped in Alamogordo Wednesday this week.

Mrs. Rita McLaurin and grandson, David McLaurin, have returned from Yuma, Ariz., after visiting with her son and family for two weeks.

Mr. and Mrs. Ed Sanders were called to San Francisco this week to be with their daughter who is quite ill.

Mr. and Mrs. Sam Brown visited in Odessa and Midland for several days last week.

Mr. and Mrs. H. Wilkerson and son, John, came over from Andrews, Tex., to do some fishing over the weekend.

Mr. and Mrs. Dick Morrison and sons visited her mother, Mrs. Hanson, in Alamogordo Sunday.

Mr. and Mrs. Ed Herring of Roswell are spending a few days in their summer home in Gateday.

Mr. and Mrs. Paul Douglass are visiting in Abilene, Tex., this week.

Mr. and Mrs. Errol Eggersson of Palm Springs, Calif., were week-end guests of Mr. and Mrs. Samuel Hiest, Mr. and Mrs. Tom Mellen, all of Thomas. The Eggerssons were on El Paso.

Congratulations Graduates  
of Ruidoso - Hondo - Capitan

## Nob Hill Restaurant

Featuring Steaks, Chicken, Fish

**SAVE TIME  
SAVE MONEY  
SAVE LABOR**

Have Us Deliver to Your Job  
**READY-MIX CEMENT**  
For Any Work You Need.

**J. A. BURNS  
LBR. & SUPPLY CO.**

Hollywood Pho. CL 7-3875

## Announcing

We Are Again

## OPEN FOR BUSINESS

Come in and see us, we'd be happy to have a visit with you.

NORMA WALLACE AT

**Sugar Liquor**

## ATTEND THE ANNUAL C. OF C. BANQUET TONIGHT

Join with your neighbors in this community affair this year!

### WE EXTEND CONGRATULATIONS

To the graduates of the 1959 Senior Classes of Hondo, Capitan and Ruidoso.

### PLAYGROUND OF THE SOUTHWEST

The Store that gives S. & H. Green Stamps (or 2% Cash Discount if you prefer.)

**Hollywood Lbr. Co., Inc.**

Hiway 70

Hollywood, N. M.

T. C. Delaney, Manager

Neal Logan of Knox City has returned to Ruidoso to work in Baker Pharmacy.

Mrs. R. A. Bennett and Mr. and Mrs. J. R. Emde left Wednesday for Judsonia, Ark., to visit Mrs. Bennett's and Mr. Emde's parents, Mr. and Mrs. H. W. Emde, who will be observing their 50th wedding anniversary. It is the first time since the four children in the family were married that all the family has been together at one time.

The Leo Paynams have returned from Florida and will be in their cabin in upper Ruidoso for the summer.

Tom Hood and Den Swearingen were in Alamogordo last Thursday on business.

Mrs. and Mrs. Gerald Blosz and Mrs. Mabel Fisher attended the annual New Mexico State Convention for Beauty Operators in Albuquerque last week.

Mrs. Lori Giles, Lincoln, was a visitor in Ruidoso on business Monday.

Mr. and Mrs. Jack Siddens, residents of Ruidoso in the summer of 1958, have returned here from Clovis to make their home. He is to be employed by Swearingen Insurance Agency and will do part time work at the Ruidoso News.

Miss Boots Richardson from Houston has returned to Ruidoso for the summer and is visiting the Courteilles.

Dr. and Mrs. B. O. Wood of San Angelo were up last week. They have a cabin here and expect to come back in June to spend the rest of the summer.

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## John Meigs One-Man Show

Twenty-one paintings and a drawing by San Patricio artist John Meigs went on display this week at the Roswell Museum and will remain on view until the last of this month. Tempera, oils, water colors and drawings are on view in the Main Gallery.

Paul Hogan of Roswell, Pulitzer-prize winning author, says of Meigs' work:

"Like any artist, John Meigs has a vision of a world which demands to be communicated. It does not happen to be a wholly subjective world, like that of many modern painters; but this does not mean that it has no inward, as well as outward, vision."

"If his delight lies in a view of objects and places that can be readily recognized by others, then to make these into more than common experience, he seems to start so fixely at his subjects, and with so great a design to pierce them, that he gives us a sense of passing through familiar surfaces and textures until he reaches the secret of their abstract interest as design. It is this combination of an abstract anatomy of form with a sense of how things really look in surface, light and shade that gives Meigs his personal idiom."

The New York Times has said in review:

"These are statements of what may be observed without straying from straight realism—dust devils, deserted ranches, the melancholy of dusk on a mesa, skies portentous of weather change and old buildings that have long outlived their use. There is a vein of poetry or at any rate of poetic prose running through the work, objective as the viewpoint is. Color is restrained in the logically factual reports."

Works that will be on display are as follows:

Tempera—"The Mountain Boy," collection of Capt. and Mrs. Tom Wickham, 1958; "Boy and Ducks," collection of Mr. and Mrs. Jack Mack, 1957; "The Farmer," collection of Mr. and Mrs. Buddy Walker, 1958; "Remembered Afternoon," 1958.

Oils—"The Farm," 1958; "The Searchers," 1957; "Summer Still Life," 1958; "The Routabout," 1957; "Long Day's Journey," 1957.

Water Color—"Black Rocker," collection of Ruth Ford, 1958; "Death of a Farm No. 2," 1957; "Summer Day and the Road," 1957; "Celebration," 1958; "Noon"; "Winter Day," 1958; "Fisherman's House, Kona," 1958; "Kona Church," collection of Mrs. W. G. McMillan, 1958; "Walk in the Hills," collection of Paul Hogan, 1958; "Through the Wall," collection



## TELL ME . . .

WHAT IS THE OLDEST FORM OF CODE COMMUNICATION..... USED EVEN BY PRE-HISTORIC MAN?



WHY WAS THE BALD EAGLE CHOSEN AS OUR NATIONAL SYMBOL?



THE EAGLE WAS ADOPTED BY THE UNITED STATES IN 1783... BECAUSE, SINCE ANCIENT TIMES THAT BIRD HAS SYMBOLIZED POWER AND COURAGE!

FROM WHAT COUNTRY DID GYPSIES COME....ORIGINALLY?



CAN OIL AND WATER BE MIXED?



YES....BY MERELY ADDING A LITTLE SOAP!

GARBAGE PIT FIRE COULD HAVE BEEN SERIOUS

BY DON LE FLOHR (American Red Cross Ranger)

A fire in the Ruidoso garbage pit was discovered Sunday afternoon by the Forest Service Lookout tower in Ruidoso, and it was doused in short

order with Forest Service personnel

making the initial attack, reinforced by members of Ruidoso's Volunteer Fire Department.

The fire was started by an unknown and thoughtless person. Although a fire burning in the pit was relatively safe, there were strong winds that afternoon and the blaze could easily have spread with burning material being blown to adjacent timber lands or both the state of New Mexico and the national forest.

The Forest Service wishes to advise everyone that we have the makings of another disastrous fire season.

We would like to ask that everyone

be extra cautious with matches and

cigarettes and never leave a fire before it is dead out.

The high country is surprisingly dry for this early in the season. The

fluffy fuels such as grass and pine needles are inflammable now in the White Mountain Park. Hikers and horseback riders are urged to be extra careful.

Recent apple leaf and soil tests in

the Hondo Valley should be a great help to the orchard grower.

The orchards of Wilbur Cox and

C. B. Zambo showed an excess of

Boron where they had applied it

heavily for two or three years in suc-

cession. Hart Pfingsten had one or-

chard that showed both an excess and

a deficiency. He did not apply Boron

to his orchard. Boron, a trace fer-

tilizer, is needed in small amounts

by the plant, but can kill the tree if

it is too heavily applied.

All leaf and soil samples showed a

deficiency in Nitrogen, Phosphate and

Iron.

The length of time the land has

been in orchard greatly affects the

need for fertilizers. Bennett's orchard

was one of the few showing a need

for Boron. His land has been in

constant orchard for over eighty years.

It is important to put on the right

amount of fertilizer. This means "the

right amount and no more" as well as

"the right amount and no less."

Apples need nitrogen for growth,

but too much nitrogen retards apple

ripening. Phosphate and potash are

needed for fruit growth and fruit

color, but too much phosphate is

likely to be wasted in that it is likely

to be tied up so the tree can not get

it in the alkaline soil of this area.

Iron is always in the soil but it is

not available to the tree due to the

alkaline condition of the soil. I have

several growers trying some samples

of a trace fertilizer to see if it will

supply the iron needed by the trees.

OPENING SUBDIVISION

Spring Park is the name of a new

subdivision being opened near Agua

Fria at Ruidoso Downs by Dan

Griffith.

## Private Club Membership Now Available in

## THE NEW ENGLANDER

Ruidoso Downs, N. M.

## Where Success Takes Its Leisure

Available on a restricted basis prior to announcement of opening date. Operating under a new concept in the Ruidoso Downs area, its members will be provided with the following exclusive facilities:

Hasted swimming pool, riding stables, golf driving range and practice greens, tennis and badminton courts, croquet and shuffleboard, children's playgrounds, river frontage, trout fishing, picnic area, dining room, lounge and bar, lodging facilities, air landing strip.

The club is ideally located high in the cool Sierra Blanca Mountains, one mile from the famous Ruidoso Downs race track. Operated on a year-round basis, families of members may enjoy all facilities of the membership.

Truly, the New Englander is for the member who desires to belong to the best private club and wishes facilities on a year-round basis. Winter sports, summer vacations and horse racing, hunting and fishing, spring and fall relaxation in the most pleasant of surroundings. Entertain that important guest where business can be combined with pleasure.

Guest cards will be furnished to members upon application for freedom of enjoyment by their guests.

For Complete Information About Memberships, Please Call or Write P. O. Box 803, Alamogordo.

## FRIDAY AND SATURDAY SPECIALS

### Diamond Special LARGE SOLITAIRE

Ladies'

Tiffany Mounting

Regularly \$429.00

ON SALE \$399.00

★ ★ ★

Masonic Rings

O. E. S. Rings & Accessories

Hi! the most wonderful and happy Mother's Day is over. Little more than 50 years old, the origin of the event can be traced to ancient times. Each year, the Romans honored the "Mother-goddess" Hilaria, while the early Greeks worshipped Cybele, the mother of the Gods." SEE! I didn't know it either, but I am always glad of the chance to change my mind; for then I am truly when it comes to Mother's Day! Learning something new, speaking of new things, mill, east of town is bigginning to look like a sky-crappe. Notice it? I don't know if the plans had started quite recently. After reading the article in the paper, the day I have changed my mind, west end of the village may be there.

Mr. and Mrs. McCallum have left

# CANCER

The  
Killer

May Strike Any Member of Your Family — Any Time!

Protect Yourself and Your Loved Ones with Century's Cancer Indemnity Policy

The Nation's Dread Killer, Cancer Accounts for About ONE FIFTH of all deaths in the U. S. A.

**CENTURY LIFE,** THE ORIGINATOR OF POLIO INSURANCE, now offers protection against the tremendous cost of treating cancer.

Pays regardless of insurance with another company  
No Waiting Period

Hospital (\$3,500) Surgical (\$500) Anesthetics (\$100)  
X-Ray & Radiant Therapy, Radio Active Isotopes (\$500)  
Nursing (\$250) Attending Physician (\$150) Blood Plasma (\$100)  
Ambulance (\$50) Transportation (\$250)

**CANCER COVERAGE FOR THE INDIVIDUAL OR THE FAMILY**

No Age Limit

**ANNUAL PREMIUM:** Individual \$7.50, Family \$15.00

**OLD LINE** **CENTURY LIFE—Fort Worth, Texas**  
**LEGAL RESERVE** **Assets in Excess of 14 Million Dollars**  
**CENTURY LIFE BLDG.** **Recommended by Alfred M. Best & Co.**  
Non-Cancellable and Guaranteed Renewable during the Lifetime of Owner Only

Clip Coupon Below and Send to:

JOHNSON S. STEARNS, Carrizo, N. M., El Cibola Hotel

Dear Sir:  
I am interested in a CANCER INDEMNITY POLICY. Please call or see

## TO OUR VISITORS—

Things to See and Do  
In the Playground Area  
Of Ruidoso & Lincoln County

All of these things listed are within 60 Miles of Ruidoso

### Lincoln National Forest

With its campgrounds, scenic trails and drives, three riding stables here provide horses for riding into our forest which surrounds us.

### Cedar Creek

Winter sports area and park-like shrubs and evergreens.

### Golf Course

One of the most beautiful golf courses in the world is Cree Meadows.

### Mescalero Apache Indian Reservation

Can be entered in the recreation area west of here, or you may visit at Mescalero, on U. S. Highway 70.

### Lake Bonito, Bear Canyon

Scenic mountain lake offering a wonderful drive through the mountains. Several abandoned gold mines with tumble down buildings and their caves can be explored.

### Nogal Lake, Nogal Mesa

The mesa is scene of the annual Summer Cowboy Camp Meeting.

### White Sands

National Monument

Stupendous deposit of pure white gypsum.

### Lava Beds

The Mal Pais is a fascinating and different attraction. Recently designated a State Park.

### Fishing

Ruidoso offers three commercial trout lakes, also there is fishing in season in the Rio Ruidoso, in nearby lakes, or fishing year round in Hondo river.

### Old Lincoln Courthouse

In Old Lincoln town, with three museums and once where Billy the Kid killed two guards in his escape from the jail there.

### Big Game

Deer, antelope, bear, wild turkey and bobcat are found on ridges into the mountains here.

— and at further distances, but still within 4 to 5 miles, here El Paso and Juarez, Holloman Air Force Base (Guided Missiles) and White Sands Proving Grounds. Carlsbad Caverns, Original Atomic Bomb site; Bottomless Lakes, Milkhouse, and Santa Fe Elephant Butte, Liners, Truth or Consequences.

You have probably never visited any place in America with such a wide variety of scenic, historic and entertaining attractions. Make the most of your visit here—explore every and all of the places recommended below to give you your most delightful vacation.

### White Oaks

Old ghost town once thickly populated and once having newspaper, store, saloon.

### The Three Valleys

Scenic ranchland and mountains.

### Capitan, Capitan Gap

Beautiful rockwicks, ranches along Reddick, Hondo and Rosita. Home of internationally famous artist, Peter Hunt; screen star Linda Darnell; author, writer Dan Quinn and Louise Maysey and Millie Mable, radio and screen entertainers.

### Ruidoso Downs

Popular summer race track with horse racing each week-end in summer.

### Night Clubs

Numerous clubs with entertainment.

### Churches

In the immediate area are nine churches of various denominations.

### Climate

The most wonderful in the world—you will especially enjoy our autumn season when fall foliage is a riot of color.

### Mon Jeau Look-Out

Drive to the top of this forest look-out tower, 10,000 feet high.

### Fort Stanton

90-year-old fort once policing Apache Indians, later used as Merchant Marine Hospital, now a state TB Sanatorium. Where Territorial Gov. Lew Wallace visited and where "Black Jack" Pershing once stationed learned to play his poker.

### Cloudcroft

High mountain resort area.

### Artists, Art Schools

Ruidoso is home of several resident artists, including Harris Shultz, Kirtland Smith, Travis, Reynolds Jones, Martin Grossen, and others, and art schools are held each summer.

### Airport

Paved runway long enough to accommodate two-engine planes.

### Indians

Dances and photographs of various Mogollon settlements at Glencoe, near Capitan, in Ruidoso area.

### Places To Dine

More than 20 restaurants and dining rooms to choose—some of them with specialties.

### Green Tree Indian Aqueduct

Stone aqueduct built over 600 years ago to carry water from Palo Verde Springs into Ruidoso Valley.

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Dances and photographs of various Mog

# PROGRESSIVE BUSINESS AND CIVIC LEADERS

PEOPLE OF ALAMOGORDO AND VICINITY

This department has been worked up largely as a reflection of public opinion. No person has written of themselves or their business. All articles have been compiled by a representative of the Ruidoso News as he saw conditions. These people are leaders in their various lines of endeavor and the co-operation of these citizens in Alamogordo who helped make this department possible is sincerely appreciated.

## George Nelson

It isn't the size or volume of a man's business which determines its value to the community in which he lives. But rather by the manner in which it is conducted. Which, to a greater or lesser degree, reflects the personality and character of the individual. The value of George Nelson's business to this entire district is a reflection of his progressiveness and a determination to render the utmost in service, a policy which has caused Nelson's Apparel to be well thought of and so widely patronized by the people of Alamogordo and the surrounding area.

That same progressiveness and ability which has made him so successful in his own business has also fitted Mr. Nelson to be of assistance in community projects and public drives. Furthermore, he does so cheerfully, and with a friendly spirit of cooperation that it always more than welcome.

It is a pleasure to include George Nelson in this review, and to wish him further success in his field of endeavor.

## George E. Worley

It is a privilege in this Alamogordo review of progressive men and firms that have been such a great aid to the growth and development of this section of New Mexico to place such a man as George E. Worley of Worley's Fine Jewelry, on an equal plane with all others in this rank. In the past, few men have exceeded him in contributing of their time and energy to the onward progress of Alamogordo and the surrounding country.

Mr. Worley is recognized as one of the more dependable jewelers in this district, and he retains that distinction in the admiration and respect of his wide circle of friends. Also his interest in, and the very valuable assistance he has rendered to the many projects of a civic nature, reflect the principles which he has always so successfully applied to his business affairs.

We congratulate George Worley on his record, and sincerely hope that his career will be as useful and completely successful in the years ahead as it has been in the past.

## "Jim" Shockey

It is because of the untiring optimism and faith which he so consistently displays toward the future of Alamogordo and vicinity that we are prompted to call the attention of our readers to the fine services which "Jim" Shockey, the agent for the Whitfield Transportation Company Incorporated, performs in the successful management of the business.

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

The safety and efficiency of the operations of the Whitfield Transportation Company, reflecting as it does the executive ability of this man, has earned for the company a well deserved popularity among the people they serve. We are glad to give "Jim" Shockey the credit he so well deserves for his achievements, and to wish for him a continued successful career as one of Alamogordo's more progressive business men.

## A. L. Anderson

A city grows and prospers by reason of the public-spirited men who take an active interest in its development. Alamogordo has its share of progressive and civic minded people, and one who is deserving of recognition is friendly, likeable, A. L. Anderson, the manager of The Fair Store.

His business ability, coupled with a sense of obligation to his many satisfied customers, have been major factors in maintaining The Fair Store in a position of leadership throughout this entire area. He has not only in his business activities, but also in his attention to civic duty assumed an active part in community affairs.

Mr. Anderson has always been ready and willing to contribute his time and energy to the promotion of any project promising to benefit the community as a whole. He has often sacrificed personal interests to be of assistance to the city, and his efforts are deserving of commendation and support.

We congratulate A. L. Anderson on his past achievements, which, in our opinion, indicate a similar successful career in the years ahead.

## Elliott S. McCluney

Elliott S. McCluney, the manager of Stanley's, has won the universal respect and good will of the people of Alamogordo and the surrounding country for the progressive manner in which he has kept this well known and dependable firm in the forefront of the business and civic life of this entire district.

Also for the efficient and friendly willingness he has displayed in accepting his share of responsibility in aiding civic projects.

Mr. McCluney is not the kind of man who makes himself conspicuous by the manner in which he conducts himself, either in business or other matters. Yet his quiet reserve and air of confidence mark him as a man of sound judgment whose opinions and advice are sought after and listened to with respect.

We compliment Elliott McCluney for the successful management of Stanley's, and also for his constructive advice and help on those civic affairs in which he has found time to interest himself.

Such men are indeed rare, and we are proud to include them in our list.

## Pete Henderson

In bestowing credit upon some of those progressive business men of Alamogordo who, in one way or another, have contributed their bit to improve both business and civic conditions, we wish to mention a few words about Pete Henderson of the Henderson Shoe Store.

Mr. Henderson has set a standard for himself and the operation and management of the business that, under present existing conditions, has been very difficult to maintain. However, that he has done so is proved by the large volume of business which the Henderson Shoe Store continues to handle, much of which is due to his unceasing attention to detail, and his ability to cope with new and unexpected problems.

Pete Henderson is also civic-minded and has, when asked, cheerfully cooperated on those civic activities to which he has been able to lend assistance. He more than deserves the respect and good will which he has earned, and we and his friends are confident that he will continue to maintain his usual integrity and high standards.

## John Rolland

To serve the public honestly, efficiently, and cheerfully is the basic foundation many progressive business men of Alamogordo have found to be the shortest route to success.

In making this statement, the man we have in mind is John Rolland of Holland's Drug Stores.

The popularity and patronage enjoyed by his many services accentuates the ideals of courtesy and efficiency which he has consistently applied in the management of the business and in the servicing of its patrons.

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

John Rolland has earned his success by the method in which he has served the public, and accepted both civic and business and civic responsibilities, and we wish him every success in the future.

## Howard and Helen Williams

Good motels and tourist courts are indispensable to the progress and development of a growing city such as Alamogordo. And the Frontier Motel, combining the best features of both tourists and business men in a manner that assures them of the continued patronage and good will of the motoring public.

The management of the Frontier Motel has maintained an ideal of service which is thoroughly exemplified by the manner in which every need of the travelling motorist has been anticipated and prepared for. Nothing is taken for granted; nothing is forgotten, and hospitality and service is always their first and last consideration.

Much of the credit for the splendid reputation of this modern drive-in motel is now due to the executive ability of Howard and Helen Williams, whose untiring efforts, foresightedness and careful attention to detail have maintained a standard of hospitality and service which would be difficult to surpass. It is a picture to publish these few words of praise about the Frontier Motel, and its operators, Helen and Howard Williams.

## George Bremner

George Bremner who just a short time ago assumed the operation and management of the A & W Root Beer Stand in Alamogordo, quite readily demonstrated his executive ability by his quickness to appreciate the obligations and responsibilities of his new endeavor, and to conduct his affairs accordingly.

Although he has been operating the business for a comparatively short time, he has already made many new friends and satisfied customers for his A & W Root Beer Stand.

Mr. Bremner is an active, energetic personality and desire to be of service is rapidly earning a place for him in this district.

He has already taken an interest in community activities, and in due course of time will assume his full share of civic responsibilities.

George Bremner deserves a word of praise for having so quickly established himself in his new venture, and we are glad to give him this brief, but sincere mention.

## Duncan Campbell

Alamogordo has attained a prominent position in the business and industrial life of this section of New Mexico because of the foresight of those men who had the ability to envision the possibilities of the community, and the trade area it serves.

One wide awake progressive man who justly should be included in this category is Duncan Campbell of Campbell's Casualwear.

Such men have, many times over, proven their worth to the community, both as business men and as active workers in the civic betterment and progress of the city, and Mr. Campbell has earned the good will and respect of his fellow citizens for contributing his bit to the general welfare of the city and the people as a whole.

It is our duty to include Duncan Campbell in that group of progressive and civic-minded people who have done much for Alamogordo, and to express the wish that he will continue for many years to forge ahead with the success which he has obtained.

We compliment Elliott McCluney for the successful management of Stanley's, and also for his constructive advice and help on those civic affairs in which he has found time to interest himself.

## Ben F. Case, Jr.

In bestowing credit upon some of those progressive business men of Alamogordo who, in one way or another, have contributed their bit to improve both business and civic conditions, we wish to mention a few words about Ben F. Case, Jr., representative in this district for Electroplex Automatic Vacuum Cleaners, and distributor for the new and amazing Electroplex Upright Polisher, a three-brush, two speed with wax dispenser.

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

The prominent part that the Daniel Engineering Company is playing in the business and industrial life of Alamogordo and vicinity mirrors the progressiveness and ability of such men as he. Moreover, Mr. Case has also at all times been steadfast in his devotion to the city, and the surrounding country, and on many occasions, has lent his support to the successful promotion of meritorious civic projects.

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

Ray Dean is in a position of responsibility and service, and this newspaper feels that it merely reflects public opinion in paying this brief tribute to one of the city's more progressive business men.

The firm's telephone number is Alamogordo 7-1890.

## Charles Herrell

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

Such a man is Charles Herrell, the manager of the Plaza Motor Company, who also deserves an additional word of praise for being more than just successful. He is a consistent and enthusiastic booster of the community, and in his way has done much to advertise the city.

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

We are glad to pay tribute to Charles Herrell and to point out to our readers that his sincere desire to be of service, coupled with his aggressive methods are largely responsible for the standing of the Plaza Motor Company throughout this entire area.

## W. L. and C. E. Warnock

Logically two men who have earned the reputation of being two of Alamogordo's more dependable automobile dealers would in so doing, have earned the friendship and good will of a great many people throughout this entire district. The men who truly deserve that distinction are — modest, efficient, friendly, W. L. and C. E. Warnock of the Warnock Motor Company, authorized Ford and Mercury Sales and Service dealers.

The Warnocks are the type of men who would be assets to any community, not only because of the successful conduct of their business but also because of their outstanding record of service to the public. And his personality and energy in directing the operations of the business are important factors in his outstanding success.

We are glad to pay tribute to John Bumgardner and to point out to our readers that his guiding influence responsible for the splendid service and delicious foods, served in a delightful atmosphere, to be had at the Desert Aire Motel Restaurant holds its high position in the public's favor.

And his personality and energy in directing the operations of the business are important factors in his outstanding success.

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**Alto Briefs**  
By MRS. AILEEN LINDAMOOD

Jean Rankin and Del Foster were up from Roswell last week on Tuesday.

The Charlie Peebles, Mrs. Lawrence Peebles and children Donna, Jim and Marshall were in Roswell last Saturday for the day.

The Don Martins and C. G. Ferruzos of Ruidoso Downs went to Albuquerque last Monday and returned on Tuesday. They stopped by on their way home Tuesday.

Miss Alene Doerr was over from Ruidoso last Tuesday for a little visit.

The Alan Achoffs were up from El Paso on Saturday.

Fred Pierce of El Paso was a visitor at the Jim McEwens Tuesday.

The A. A. Arnettes were here from Tucson for a few days last week.

Dr. Joe Miller of Alamogordo topped in on Thursday.

The George Dingwalls and Mimes, Charlie and Lawrence Peebles were in Ruidoso to enjoy the Honda Dancers Thursday, April 30.

The Al Swansons of El Paso and Alan Johnsons of Carrizozo were in the community on business last week.

**BUILD YOUR FUTURE HOME**  
On the Beautiful Bonito

In

**Valley Heights Subdivision**

8 Minutes Drive from Ruidoso Postoffice on State Rd. 37

**2 TO 5 ACRE TRACTS**

R. E. A. and Telephone Service Available

Herbert Smith

Seth W. Henderson

Ruidoso Pho. CL 7-2743

Albuquerque Pho. CH 3-9170

**Nob Hill School**

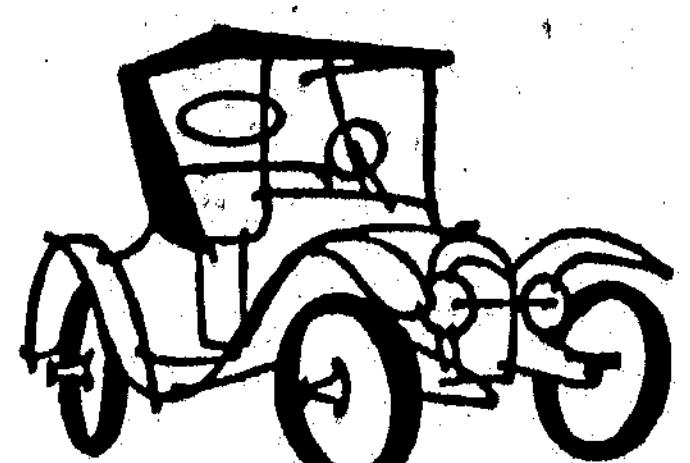
Second Grade—Mrs. Sullivan

We have been very busy practice-

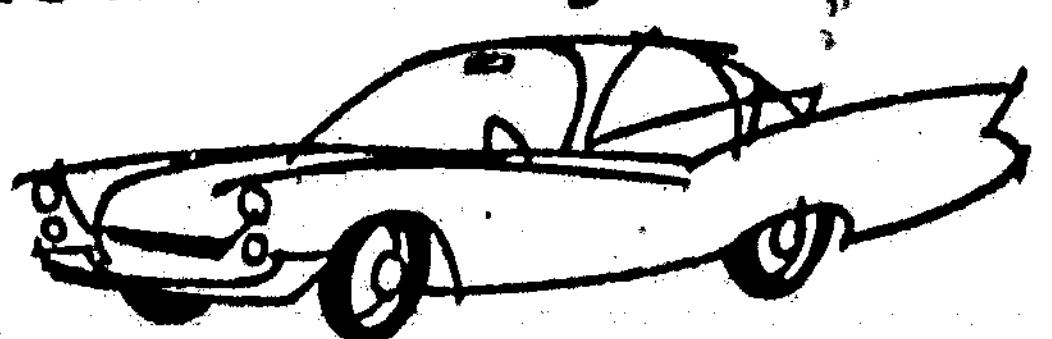
here for the opening of fishing sea-

son last week.

Neal Chapman of Carlsbad was in the community on business last week.



**Is your insurance as modern as your car?**



Cars have changed radically in the last 20 years. So has insurance. But one thing that always remains the same is the kind of friendly, personal service you get from professional insurance specialists. (That's us.) Fast claims settlement and savings on your insurance are other "extras" we provide. So call us before you buy that new car.

**WARREN BARRETT**  
INSUROR - REALTOR  
Phone CL 7-3345

ing on our minstrel show to be given this week.

Our honor roll pupils in spelling were Tommy Janke, Mike Paquin, Robert Thompson, Amelia Aguilar, James Montoya, Skipper Green, Mary Ann Barcuis, Ronnie De Clark, Gareth Johnson, Wanda Sue Kelley, Sonny Taylor, Nancy Rose Ward, Renie Nocker, Larry Taylor, Douglas Henson, Steve Loftis, Laura Scott, Linda Miller, Christine Pena, Rodney Owen, Kenny Ray Fisher, Larry Enjady, Wendell Duffy and Linda Ferguson.

We are very busy now reviewing our sixty words for the last six weeks' spelling test.

We want to thank all of our parents who have helped us in any way during this school term. Especially do we want to thank every room mother who assisted us at our parties and furnished refreshments. Again we say thanks to each of you.

Under all is the need. A wise man will own some of it today. Allied Roxy, Pho. CL 7-3303.

Mason Shoes—See Our Ad!

**LIST OF DISBURSEMENTS**

Month of April, 1969

County of Lincoln, N. M.

No. To Whom Amount

2465 City Garage \$5,198.96

2469 Leftoy McKnight 73.55

2500 Ruidoso News 4.18

2501 Means Motor Supply 60.48

2502 Hammack-Welding Sup,

Shop 1.10

2503 George Morris 50.00

2504 Dan Nunez 6.65

2505 Western Surety Co. 20.00

2506 R. L. Harrison Co., Inc. 32.93

2507 Ortiz Brothers 12.54

2508 Harkey-Poevey Lbr. Co.,

Inc. 25.10

2509 Cheney Oil Company 45.58

2510 Hert's Conoco Station 19.23

2511 Clifton-B. Zumwalt 104.31

2512 Southern Pacific Co. 862.50

2513 Carrizozo Hardware Co. 32.90

2514 Albert Mentes 45.15

2515 Wallace H. Ferguson 20.55

2565 Rita Vega 184.97

2566 Albert Montes 269.12

2567 Clarence A. Roper 248.42

2568 Sylvester Salcido 248.42

2569 LeRoy McKnight 308.37

2570 Lincoln Co. Agency 88.80

2571 Lincoln Co. Agency 83.00

2572 Bus. Men's Assur. Co. 180.71

2466 J. Emmett Rose 180.68

2487 Roman C. Nunez 249.75

2496 Means Motor Supply 34.58

2497 Mt. States Tel. & Tel. Co. 68.00

2498 E. B. Gutierrez 6.24

2556 W. S. Ortiz & Co. 255.95

2543 J. Bennett Reese 180.00

2544 Clint L. Suttemer 180.00

2545 Roman C. Nunez 180.00

2546 Inice Hunt 268.85

2547 Alice King 178.67

2548 Lewis E. Cummings 275.20

2549 Edward Penfield 188.67

2550 Marian Schlarb 299.61

2551 Frances Vega 188.67

2552 S. M. Ortiz 325.80

2553 Frank Barajas 146.25

2554 Dennis B. Smoot 75.00

2555 Byron Yancey 48.75

2556 Emeterio Gutierrez 130.26

2558 Lincoln Co. Agency 237.00

2559 Bus. Men's Assur. Co. 23.94

2562 Juan Pacheco 146.85

2470 Town of Carrizozo 163.38

2471 Halo Xerox Inc. 161.51

2472 Nat'l Disinfectant Co. 26.78

2473 The Valliant Company 57.87

2474 Mt. States Tel. & Tel. Co. 27.95

2475 Motorola Com. & Elec. 2519 Southwesten Surg. Sup. Inc. 582.00

2476 Alfred Bur. Machines 22.00

2477 The Selby Drug Store 82.19

2478 Emeterio Gutierrez 13.35

2479 Charles A. Jones 13.35

2480 Harold M. Graham 55.04

2481 Town of Carrizozo 174.87

2482 Lewis E. Cummings 64.00

2483 Lincoln Co. News 10.44

2484 Marshall Mine 50.00

2485 Harkey-Poevey Lbr. Co. 25.04

2486 J. C. Moore Agency 59.85

2487 Leo A. Tolner 53.00

2488 K. A. Hues 5.00

2489 Ruidoso News 13.80

2490 Cecil J. Clark 95.00

2491 Alton Gray 55.00

2492 Marian Schlarb 21.50

2493 Inice Hunt 21.50

2494 Clifton-B. Zumwalt 262.50

2495 Carmon Phillips 16.25

2496 S. M. Ortiz 2.23

2561 Liberto M. Mirabel 113.95

2562 Lorraine Hoppe 195.00

2563 Means Motor Supply 1.38

2564 Hale Sanitary Sup. Co. 21.75

2565 Luciano Gaitano 19.50

2566 Hartkey-Poevey Lbr. Co. 42.87

2567 Carrizozo Hardware Co. 27.29

2568 J. P. Turner, M. D. 12.00

2569 Los Lunas Hop & Hop 1.00

2570 Train. School 30.00

2571 Means Motor Supply 30.80

2572 Bradley's Garage 28.89

2573 Hondo Trading Post Sta. 31.22

2574 Simmons Auto Repair 20.88

2575 Lincoln Co. Motors, Inc. 124.90

2576 L. M. Huffman 115.22

2577 Bob's Texaco 26.76

2578 Hondo Valley Garage 38.10

2579 The Founda. Invest. Co. 202.45

2580 AAA Fire Extinguisher 115.00

& Equip. Co. 115.00

**RUIDOSO NEWS CLASSIFIED ADS**

Insurance



Real Estate

Dial CL 7-4255

**Dan D. Swearingin, Inc.**

The Best In Cabins

Another Do-It-Yourself project. An unfinished cabin in a beautiful location. Total price \$1,500.

A small 1 room, unmodern cabin on a beautiful lot for only \$1,800.

2 BR Cabin with bath, kitchen, fireplace, accessible location for \$1,500 down and balance in 6 years.

4 BR, 1 bath, recently remodeled and very nicely furnished. A real show place for \$15,000.

A small, 1 room, furnished cabin on a large beautiful leased lot for only \$900.

The ideal mountain cabin complete with fireplace and furnishings on a choice year-round river location in the tall pines. Was \$10,500. Now reduced to \$9,500.

Own Your Home

2 BR house near downtown. \$1,800 for equity including furniture. \$3,000 balance.

2 BR home on the Golf Course with beautiful view location. Large lot, fireplace, carpet and storage room.

3 BR, den, living room, 1 1/2 bath, 2 car garage, corner lot on pavement. \$13,000 total with \$3,0

W. D. CROSBY, HOME PHO. CL 7-3885  
Opposite  
Public Service  
Main Road  
Ruidoso

OFFICE: DIAL CL 7-3903 or CL 7-3313

IN UNITY THERE IS STRENGTH

LELA EASTON, HOME PHO. CL 7-3175

# Allied Realty

## ASSOCIATES

is Continued Ownership of Real Estate

### RIVER HOME—UPPER RUIDOSO

Look out of a picture window of your living room to a sweeping lawn that borders on the tumbling Rio Ruidoso. This is a large home with an abundance of land. We can't describe it here, you will have to see it to appreciate the investment in remote living.

### PONDEROSA HEIGHTS

Large lot with partially furnished two bedroom home, \$3,777.00.

### COUNTRY ESTATE

Four bedrooms, two baths, 3 fireplaces, extra spacious living room, 30 acres of land, two highway frontage, orchard, with choice grade apple trees. Rio Ruidoso flows through property. This is an outstanding piece of real estate with excellent future.

### HIGHWAY & RIVER FRONTAGE

Approximately 180-ft. on paved highway, 5 lots with very comfortable furnished home. Close to shopping area. This is ripe for commercial development.

We have several summer cabins, ranging in price from \$2,000.00 up with terms.

### HIGHWAY AND RIVER FRONTAGE

This has 120 feet of highway frontage, level graded ground, 4 bedrooms, 3 baths, large living room, fireplace, plenty landscaped. This very livable home is located in upper Ruidoso, approximately one-fourth mile above the post office. This is the first time this home has been on the market. Good well. Would consider trading for smaller home in Ruidoso in trade.

### IMPROVED CONTRACTORS—

TERRY EASTER, Builder and Rock Work, Pho. CL 7-5175

J. B. CLOSE, Ruidoso Gravel Service, Excavating & Ditching.

Phone CL 7-4045

R. E. "Bob" Carter, Llc, Electrical Contractor, Pho. CL 7-3615.

# RUIDOSO NEWS CLASSIFIED ADS

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

## HOME OF SOUND INVESTMENT

### I AM AN INDEPENDENT REAL ESTATE BROKER

Nice rock house, 400 square feet, 3 bedrooms, modern, with fireplace, on Mopac Rd., facing on two streets and overlooking river, \$2,900.

140 Feet of the Sweet River Location in Ruidoso, with a waterfall and a nice long cabin in \$12,500 with fenced grounds.

We sell houses, no modern houses, etc., good. Standard construction, old, new, Old Baldy, Mountain and modern furniture, large and spacious, 2 bedrooms, 2 bath, etc., and close to shopping center, \$2,500.00 with good terms.

Will trade equity in very good farm near Durkee for houses in Ruidoso and farm and guarantee balance of payment.

In upper Ruidoso—very nice modern cabin furnished, one divided lot for \$3,000.

Lots \$600 and up with river, near the river \$800, one in Palmer Gateway on pavement \$1,200. Two lots near Highway Drive, \$1,750 each with good terms.

Nice Furn. Home, Close in, \$11,000

14 Acres near Highway 70, \$5,000  
6 Acres, 15 Cabins, Main Road and River

Skyland, part. furn., 1-BR, \$4800

SUPERIOR HOME, 35 ACRES  
City Water, Marvelous View

3 BR, 2 bath, completely furnished, 6 1/2 Acres, Outstanding Location

Beautiful 3 1/2 Acre Home-Site

3 BR, near Reservation, on River

POPULAR CAFE FOR LEASE

BEAUTIFUL HOME FOR RENT

Cy Leland Sr. & Jr.  
CL 7-3805, CL 7-3852, CL 7-4463

M E T A L W O R K

Gutters, Chimney Tops, Tanks

Payne Central Heat & Cooling

All Sheet Metal Work

LACEY

SHEET METAL WORK

418 E. 2nd St., Roswell

Ph. MA 2-2960 for Free Estimates

RUIDOSO DOWNS Trailer House

Ruidoso—3 mi. E. of race track entrance on Hwy 70, room for 24 trailer houses, \$25 per month, no

commercial houses at that price; plenty of room for children to play; electricity and water furnished; I. A. Russell.

FOR SALE—Reasonable, one cutard making machine, also 1 vending peanut machine, FOR RENT—five

bedroom house, modern, close to downtown on El Paso St., close to river; also for rent, modern cabin, cooking facilities, vacant business lot downtown Ruidoso, suitable for shooting gallery; also have for sale some cafe equipment—burner gas range and grill, 8 hole steam table, Lee Bowell, Sunflower Courts, 41-2c

POTTED ROSES, fruit trees, poplars, shrubs, gladiolus, tulips, potted perennial plants, grape vines, clematis vines, onion sets, grass seed, garden supplies, dial CL 7-2945, 43-tfc

FOR SALE—Used Irons, Mixers, other small appliances, in good condition, Buckner's Inc., 3-tfc

HOTEL WANTED—Two girls or couple for cabin work, one-room apartment furnished, Sierra Blanca Inn.

FOR RENT—Furnished kitchen, two bedrooms and bath on river, rent for summer, Call CL 7-5950, Leek Cowden.

STABLES FOR RENT—Available now at Gavilan Stables, north of high school across the river in mouth of Gavilan Canyon, Billy Lowery.

WANTED—Summer work by young man, college degree, responsible. Any work considered, write to 301 E. Hwy, Roswell.

FOR RENT—Two bedroom houses, furnished, TV optional, close to downtown Ruidoso, Pho. CL 7-2008 or CL 7-3700.

FOR RENT—Furnished three bed-room house, large living room with fireplace, on TV cable, also furnished garage apartment with bath and snack bar, Bill Huston.

HERE'S HOW YOU CAN WALK ON AIR

IN COMFORTABLE MASON  
Velvet-soft ALL-COTTON SUEDE SHOES

I'd like to give you a FREE demonstration of these remarkable shoes in your home or office. They carry the "Gentle Step" name and走路 all day long without fatigue. All Cotton leather, soft, supple, and elastic. Comes in sizes 6 to 12. Men's and women's sizes. Wash shoes everyday for men and women. Amazing savings of wear, weight, cost. No stitching required to cover. For further information contact me, Mrs. Elizabeth Morrissey, New Mexico, 1000 Main Street, Roswell, N.M.

J. B. HIGGINS  
Shoe Consultant

Ph. CL 7-3601 - P. O. Box 1195

Ruidoso, N.M.

Roofing Applied Right Last Longer

Shoe Repair Shop

Complete Shoe Repair Work

Open Monday through Saturday

8 to 5 p.m.

Located Next to Bowling Alley

RUIDOSO ROOFING CO.

K. W. MYERS, PROP.

New Roofing — Roof Repairs

Ave. Bldg. Ave. 1000

Get Our Estimate

Ph. CL 7-3601 - P. O. Box 1195

Ruidoso, N.M.

WANTED TO BUY—Or Trade—19'

21' trailer house with bath. Write

to: Duncan Campbell, 1011

New York Ave., Hemlock

Alamogordo, N.M.

100

FOR SALE—Two used concrete

cutters, pho. CL 7-2001. John R.

Ende.

PAGE ELEVEN  
Ruidoso News

Friday, May 8, 1959

## HENRY T. WICKER REALTOR

Offers

728 foot front land at \$300.00 per year on Hwy. 70 with purchase of 22x50 business building, 3 bedrooms, 1 bath, 16x40 work shop and a car garage. Priced to sell.

A ideal business location on Main Road in Ruidoso including 3 houses with living quarters, price \$27,500.

Good paying Cafe business on Hwy. 70, Price \$7,500.

Very comfortable 3 bedroom home completely furnished on the river in the thick pines.

Several dry land farms in Eastern New Mexico paying as much as \$5,000.00 per year front Soil Bank payments with 7 and 8 years to pay under present contract.

On Hwy. 70 across from Bus Depot, now offer for your convenience 24 hours a day phone answering service (part time automatic).

Offering For Sale and Trades New Mexico Properties of all kinds. Member of the Ruidoso and Roswell Board of Realtors.

Member Ruidoso C. of C. Member of National Traders Club. Member of New Mexico and Roswell exchange listing service.

Exchanges a specialty on livestock ranches, Motels, Hotels and Farms. Good Financing.

Henry T. Wicker  
Realtor

Box 7-3632,  
Box 832  
Ruidoso

## LOTS

As Low As

\$5 down

\$5 a mo.

IN BEAUTIFUL PARADISE CANYON

Cabin Sites  
Home Sites  
Business Sites  
No Restrictions...  
Build Your Own Cabin!

Fred Gresswell  
Realtor - Sales Agent

Office Opposite  
Pueblo Theatre  
On Main Road

Phone CL 7-5515  
Home Pho. CL 7-4554

## ERNEST WOOD PLUMBING CONTRACTOR

Box 136  
Ruidoso, N.M.

HOOK MATCHES—Fine line of book matches in America, with standard designs, single or double size, some with art work or write your own copy. Call Ruidoso News and salesman will call with sam-

Roswell Pet Shop  
1120 E. Second St.

TROPICAL AQUARIUM  
Birds, Dogs, Cats, Monkeys, Small Pets. We Board, Train Birds.

Grooming—

Complete Supplies for All Animals

Visit Us When in Roswell.

For Motor Freight  
Service—Dial

CL 7-3445

Herman Reynolds, Agent

EL PASO PECCOS VALLEY

MOTOR FREIGHT

Highway 70 — Hollywood

MODERNIZE  
REMODEL  
ADD A ROOM  
REPAIR  
NO MONEY DOWN  
36 Months to Pay  
Free Estimates

BONNELL

Hdw. & Bldg. Supplies

Ditch Digging — Septic Tanks  
Land Leveling  
Landscaping and Dozer Work

LOFTIS & FISHER

EXCAVATION

SERVICE

Phones CL 7-4853 or CL 7-2008

P. O. Box 1204  
Ruidoso, New Mexico

Ruidoso Downs Is  
Home of World's  
Richest Quarter Horse  
Race to be Run  
**LABOR DAY 1959**

The All-American  
Futurity  
Estimated Purse \$100,000.00

## COPPER KETTLE CAFE

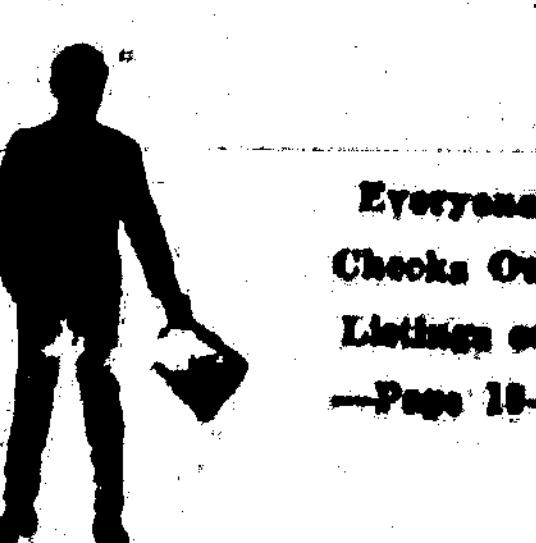
ON U. S. HIGHWAY 70

To OPEN ABOUT MAY 20  
Sam Akin and Jack Franklin, long-time restaurant operators in New Mexico and West Texas, are to open the Copper Kettle Cafe on U. S. Highway 70, east of Hollywood, and to be located at Sam's Copper Kettle about May 20th, they announced this week. Franklin formerly operated a cafe at Ruidoso Downs, the Villa, and Atkins has operated a place in Balmorhea, Tex., for several years.

Your savings now earn 3% interest at Ruidoso State Bank.

You: a non-controversial article of common interest to all. There is no desire to promote any one church, but rather to promote the spiritual growth of the community.

It will be a great help if the readers of the paper will express their opinions concerning the article. If they are appreciated, we want to continue to serve you through the Ruidoso News.—Submitted by E. J. Tankersley.



Everyone  
Checks Out  
Listings on  
—Page 18—

# Barbecued FRYERS

Hot, Ready to Eat, EACH

**.79**

# RUIDOSO FOOD MART YOUR \$\$\$ BUY MORE AT OUR STORE SPECIALS

Kimbell's 46 oz.  
**GRAPEFRUIT JUICE 29¢**  
Kimbell's 300 Size  
**PORK & BEANS, 3 for 25¢**

Kimbell's 300 Can  
**TOMATOES . . . 2 for 25¢**  
Kimbell's  
**LUNCHEON MEAT . . . 49¢**

## -- FRESH MEATS --

HAMS—Half or Whole . . . Ib. 49¢  
Fresh  
**Ground Beef**  
CrispRite  
**BACON**  
Grade A Medium  
**EGGS**  
SHORTHENING, Kimbell's, 3 lbs. 69¢

COME IN AND SEE OUR OTHER SPECIALS

## Lincoln Hotel Fund Approved

Gov. John Burroughs suffered a setback Monday when the State Finance Board refused to delay for 30 days a request for \$40,000 emergency funds to complete restoration of the Worley Hotel in famed old Lincoln Town.

Leading spirits in the request for the money included Will A. Kelcher, prominent Albuquerque attorney, historian and writer, and Mrs. U. D. Sawyer of Crossroads, who is national Democratic committee-woman. Both are members of the old Lincoln Museum Board and Kelcher himself for years was on the finance board.

The spot in which the board found itself developed when Burroughs vetoed the \$40,000 appropriated by the Legislature.

Albuquerque Attorney J. R. Mallard and Noble Irish of Las Vegas, two of Burroughs' appointees on the present board, were the leading advocates of delaying action in the emergency request for funds. Mrs. Sawyer and Kelcher declared that fast action is necessary if the \$10,000 already gone into the renovation is not to "go down the drain" through expense to the elements.

State Sen. Gen. Lusk of Roswell and Rep. Jack Campbell of Roswell, legislative members on the board, argued in support of approving the emergency grant. They contended the Legislature had committed itself to the project two years ago when it made available first \$10,000 and was aware of the fact.

**WE SAY—**  
For rough work and sport please  
**GO JEEP**  
For Truck and Pick-Up Work  
**GO G. M. C.**  
For Pleasure and Style  
**GO PONTIAC**

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We are happy to announce that we have added Bill Carpenter to our sales staff, so come on down and give him a good skimming and learn how to trade.

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NEW AND USED  
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Complete Line of Jeep Parts  
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## Ruidoso Band Now Among Outstanding In New Mexico

By JUDY BEAVERS  
(R. H. S. Journalist)

Since the organization of the Ruidoso High School Band in 1949, it has become one of the outstanding bands in this state under the direction of the present director, LeRoy Gooch.

"Our problems are still numerous; finances need for equipment, and rehearsal area," stated Gooch.

The first school band in Ruidoso was organized by James Bright.

In 1950 when Gooch became director the band consisted of four recorders, one snare, and two bass drums, two clarinets, and two alto saxophones, with a total of eleven members.

For his practice rooms conductor Gooch has directed in the living room of the Home Economics building and the basement of both Ruidoso and Sixth Grade Schools.

The marching performances during the football season on the field and a spring concert held in the school gymnasium in 1958 marked the first public appearances.

From its humble beginning of only 11 members Gooch now directs a 40-piece High School Band, a 23-piece Junior High Instrumentation, and an elementary class of 18. Each year the band has received a 11 rating on prepared numbers at the district contests and has consistently rated a division I in the district eight reading contests.

Gooch was rated in Wilmer, Tex., and attended Wilmer Hutchins High School. He entered North Texas State College in 1945, played in the Wichita Falls Symphony Orchestra, and received a Bachelor of Music Degree. After finishing college he was employed as music director in the Seagoville High School. In 1950 Director Gooch moved to Ruidoso to fulfill his present position as bandmaster.

Gooch reported that he is overwhelmed with the possibility of securing an adequate rehearsal area in the gymnasium which is to be constructed. The plans are drawn in to have two individual practice rooms with sufficient storage for uniforms.

"Band isn't completely a bore," chuckled the director, "In Roswell at a district contest we decided not to play the warm-up exercise but evidently some students misunderstood."

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That the original expenditure had to have the protection of additional funds when it was appropriated the \$40,000 later voted by Burroughs.

## PUEBLO THEATRE

Open 8 p.m. Week Days

2 p.m. Saturday & Sunday

FRI-SAT.

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Fri Selected Short Subjects

SUN-MON-TUES.

CLIFFORD CAIRNS

ROBERT LAMONT

JOHN WOODWARD

Fri Selected Short Subjects

WED.-THURS.

Double Bill!

Fri Selected Short Subjects

Double Bill!

Fri Selected Short Subjects

BLOODY

ANTHONY ANTHONY

SCOTT

Fri Selected Short Subjects

Double Bill!

Fri Selected Short Subjects