

**Clarke Insurance Agency**  
 YOUR Independent AGENT  
 "SERVE YOU FIRST"  
 Complete Insurance Service  
 BILLIE CECIL RAY  
 OCTOBER 4-10 is FIRE PREVENTION WEEK

# The Ruidoso News

**Insurance**  
**Real Estate**  
 Dial CL 7-2455  
*The Man with the Plan*  
**DAN D. SWEARINGIN, INC.**

VOLUME 14, NUMBER 15 RUIDOSO, LINCOLN COUNTY, NEW MEXICO FRIDAY, OCTOBER 9, 1959 "INVENIEMUS VIAM AUT FACIEMUS" Subscriptions: \$4.00 per year in Lincoln County; \$3.50 Outside County

## Around Town

By Nosey Waters

Dr. and Mrs. W. D. Horton spent last week-end at Albuquerque, where the doctor took a special short course in surgery. The Hortons also attended the State Fair and saw many other Ruidosians along the midway. They included the Ed Wilberlys and the Perk Longs. They also said hello to the Pat Chubbucks, former Ruidosians now residing at Alamogordo. The Hortons report that Robert Geronimo from Mescalero was one of the main hits of the fair parade. Geronimo was working for the Ed Wilberlys and the Ken Newtons in their concession booth at the fair.

We'd like to see Murray Morgan, our present Land Commissioner, hurry up and announce for Governor, or let his friends know if he's interested in running. We believe he's for his dropped a hint now and then in years past. We feel Murray Morgan has the ability to bring the various groups of Democrats into a solid party once again—and that, also, he could even get the support of quite a few Republicans. He's honest, he is a thorough student of state and county government, and he would certainly be a credit to New Mexico. He's a native of our state, a steady worker, a man who doesn't dodge any issues, and one who has the respect of opponents as well as supporters. We'd like to be first on the band wagon and pledge him our support now if he'll go after the job.

What a picture! Three new homes being built in Green Meadows subdivision and in the new home development. Lots of new homes in all other parts of town, too. Letter from the D. O. Kings at Lovington, former operators of King's Cafes (now Wattle's Chat 'n' Chew) reports their daughter Linda has wed and is to leave Lovington in November to marry in the Rio Grande Valley. The Bonnie Battles came home from the state fair races with brides empty, two of their thoroughbreds being claimed. They were Carrot Bunch and Half Race.

The folks who've been chewing our Mayor's bones, and our street commissioner's bones about the "terrible condition of our streets" should take the same amount of time they spent criticizing these men to thank them for the street improvement project that will be done during this month!

We see by the Lincoln County News of Carrizozo (which recently broadened its pages up to 8 columns wide—welcome to the horseblanket width that Roy Cummings and his wife of Roswell have built a new home in the San Patricio country—of territorial) scribe design. Cummings is an editor on the Star-Bulletin in Honolulu. He and his bride (they are recent newweds) are honeymooning this week in the Hawaiian Islands. Artist John Melgs of San Patricio is planning a new art show in the Palace of Fine Arts in San Francisco while Peter Hurd, another San Patricio artist, is exhibiting in a show that has gained national prominence in DePaul University, Chicago. . . . Carmon Phillips has the latest news on the track stereophonic tape the other day with recordings of big passenger planes, steam railway trains, electric trains, street parades, etc., etc., on a special demonstration tape, and we thought the Old Mill would crumble from the vibrations of this new tape. We ducked when the DC-7 flew over—and dodged when that steam locomotive ran through the place, really!

Tularens C. of C. President Harry Powell met with the Ruidoso C. of C. board of directors here in Carrizozo last week to see the local organization—and anybody else here interested to write the State Corporation Commission, Santa Fe, and protest the proposed discontinuance of service by the Southern Pacific railroad into Tularens. This would definitely affect Ruidoso and we hope lots of folks here join with Tularens in protesting. . . . Bob Moore's flock in the Aspencade parade Saturday will provide lollipops for the kids, we hear. . . . Joe Hawkins asks all youngsters who have Little League suits to turn them into him at his Ruidoso Gas Co. office, please. . . .

The danger of driving up the wrong lane of the divided U. S. Highway 70 in Hollywood and Ruidoso Devas was demonstrated the other day when a juvenile drove his Oldsmobile across traffic and chucked a 1958 Ford in which a California couple was traveling. Both cars were severely damaged, but no one was hurt. Only last week State Police Sgt. Bill Kruse said found drivers would be issued to persons found driving the wrong way on the divided highway. It's best to turn with the traffic and cross over in the lanes cut in the dividers then turn with the traffic again. That's the law!

Once again we need to report that on Oct. 16, after that week's Ruidoso News is printed and in the mail, we'll get right back to work and on the next day print the next week's paper, pre-acting it for mailing the next week, Oct. 23, and all the News staff will take off for a week or 10 days for our annual vacation. The least anybody can get anything in the "vacation issue" will be Thursday night, Oct. 15.

In the Quarterhouse Sale held in conjunction with the State Fair in

## LINCOLN COUNTY EARNS ALMOST 100 AWARDS AT STATE FAIR



**"GREATEST WARRIOR"**—James Kaneshok, above, aged about 85, is described by historians Mrs. Eve Ball as probably the greatest Indian warrior. He was with a small band of Christians who evaded capture for many years, pursued by soldiers of G. B. Cavalry and probably the greatest American officers in the last great Apache stand against the white man in this area and in Old Mexico and Southern New Mexico shortly before the turn of the century. This photo is from a private collection Mrs. Ball owns.

## County Opens Building Bids

In the County Board of Commissioners meeting for October the board opened bids for a new county maintenance equipment building in Carrizozo, but took no action on the proposals submitted. Bids came from: Agriculture Building Co., \$21,299.00; Building Mart, Inc., El Paso, \$23,498.00; The Bangs Co., Inc., Albuquerque, \$22,911.00. Board Chairman Ernest Reese said Captain has offered a free site for the new building to be on property near the forest ranger station in the southwest part of the village. A resolution was passed by the board setting Jan. 1 as the time all county occupancy licenses would be paid and paid at any date throughout the year individual licenses issued in the past expire. The board also issued a word of commendation to the people of Ruidoso Downs and any other adjacent area who assisted with finances, clothing, and the Cagle family who lost a child by death, and who suffered dire circumstances recently. "It is wonderful to live in a community where the people respond so readily as they did in this instance," Reese said the board felt.

## Catholic Rites Held At Roswell For Mr. Salcido

Catholic funeral services for Rafael Salcido, 56, a native of Lincoln County, were conducted at 9 a. m. Monday from St. John's Catholic Church at Roswell. Burial was in South Park Cemetery. Mr. Salcido was born to death early the morning of Oct. 2 while sitting in a car parked behind his home at Roswell. He was born in Lincoln County May 27, 1903, and had lived in Roswell for the last 14 years. He made his home at 414 E. Chisum St. until his death. Survivors include two sons, Rafael Salcido, Jr., and Juan Salcido, both of Roswell; four daughters, Ardisia Ortiz, Flora Peyton, Elizabeth Aguilera, Roswell, and Carmelita Gutierrez, who lives in California. He also is survived by six brothers, Sylvester, Faustino, Pedro, Joe, Proceso, all of Hondo, and Diego, Roswell, and one sister, Mrs. Savino Torreal, Hondo.

Albuquerque last week, Mrs. Pat Dunning of Carrizozo sold one to Phillip McKee of Oakland for \$2,400. On the first page of the Sunday Nowell Record was a photo of H. H. Shier of Hollywood, Lincoln County G. O. P. chairman, who attended a meeting of area Republicans in Roswell last week-end. . . . Wedding bells are in the air for the new State Policemen assigned here in September. Everett Brooks, . . . Driveways at the Tom Hood, Cy Leland, Sr., and Jack Little homes on the golf course are being paved. . . . Hollywood folks are disturbed over the lack of interest down there in their fire department. "We asked 35 people to come out on Monday night to a meeting—only eight showed up," one Hollywood resident said. Someone mentioned that the Ruidoso VFD also is in a state of lethargy right now.

Call from our correspondent in Cochran, Dick Sparks, is that Art Lynch of Alamogordo, an electronics engineer, reports a meet will soon go into Alamogordo. "He said they have the largest deposit of iron in the Sacramento mountains—enough for a 20-year supply. An engineering firm from the East is conducting this study. They expect to get the mill ready to go as soon as possible," Dixie said.

## Tulsan Largest Buyer Monday At Sale Of Mescalero Cattle

The largest sale Monday at the first of two fall cattle sales held by Mescalero Cattle Growers, Inc. went to a Tulsa, Okla., buyer.

He was W. L. Oiler, who purchased 621 head of cattle for \$481,144.91.

Total number of head sold at the sale, held at Cow Camp No. 1 on the reservation, was 1,161. They brought a total of \$148,839.26. Second highest buyer was Chas. Cleaver of Elk, who bought 210 head for a total of \$22,719.89.

Ranking third highest buyer was P. F. Zimmerman of Woodward, Okla. Zimmerman paid \$14,373.18 for 199 head.

Other buyers, number of cattle purchased and sale totals were Otto Roberts of Woodward, Okla., 116 head for \$12,373.41; Frank Bennett of Lubbock, Tex., 78 head for \$8,319.30; and Zearl Canlier of Hereford, Tex., 53 head for \$9,708.97.

Guiter Trade of San Carlos, Ariz., was auctioneer for the sale, which was an all-day event at the camp. A barbecue dinner was served at noon. Everett Rouse is now resident manager for the Mescalero Cattle Growers, Inc.

The next sale staged by the growers will take place Nov. 9 and will be held at Cow Camp No. 1. Entrance to the camp road will be marked along U. S. Highway 70 on the reservation.

## Final Services For Pioneer Held At Hondo

Funeral services for Estaban Hernandez, a resident for the last 40 years of Lincoln County, were conducted at 9:30 a. m. Sept. 30 from the Hondo Catholic Church with the Rev. Chavez officiating. Burial was in the Hondo cemetery. Mr. Hernandez died Sept. 28 at his home at Hondo, following an illness of several weeks. He was born Dec. 25, 1877, in Mexico. Survivors include his widow, Miguela Hernandez of the Hondo home; five daughters, Connie Montalvo, Hondo; Annie Gutierrez, Tinsie; Paty Guajala, Roswell; Lucy Montalvo, Alamogordo; and Helen Aragon, Roswell; seven sons, Tony, Carrizozo, City, Mo.; Charlie, Alamogordo; Albert, Carrizozo; Mike, Mission, Tex.; Steve, Hondo; Bill, Alamogordo; and Joe, Hondo; 41 grandchildren and three great grandchildren. He also has one surviving sister, Julia Chavez, Tinsie. Arrangements were in charge of Shaw Mortuary of Carrizozo.

## Rotarians Give \$506 To Hospital

Ruidoso-Hondo Valley Rotary Club made out a check of \$506.10 for helping equip the new addition to the Ruidoso-Hondo Valley General Hospital which was presented to the hospital site the luncheon by President Lloyd Davis, Jr., and Manley Bando. It was the first in a special public-subscriber supported project. The club voted to name a representative to sit in the United Food organization committee. The Rotarian to be on that panel is to be named later. Visitors included Clarence Shaw,

## Work of Repairing Main Road Starts Immediately Here

Work is to begin immediately, with a crew and equipment moving into Ruidoso today (Friday) on repairing this community's Main Road, sadly scarred and slanted in recent months due to installation of the village's \$850,000 sewer system. Mayor Jack Hull announced last week-end, following a special meeting of the village Board of Trustees with State Highway Commissioner John Sutherland of Hobbs, that the highway department would provide supervision, equipment and manpower to do the job, with the village of Ruidoso to supply some of the equipment, some manpower and the materials.

"Plans are to level and, restore the shoulders along Main Road and to fill in all the ditches that have been cut across or alongside the street, and then to cover the road with two inches of gravel and oil," Mayor Hull said. He added the work will begin in the vicinity of the bridge over Carrizo Creek near the Ruidoso Chamber of Commerce building and go west to the second bridge above the business district. He said patching and improvements will also be done on Mechem Drive and on other spots where sewer system excavation created "chug-holes" and other damage to the present pavement.

Sutherland met with all the board in a called meeting last Friday morning at the municipal building, and pledged immediate action on the much-needed repairs. With him were three engineers from the State Highway Department who are to oversee certain parts of the restoration work.

Mayor Hull said "We are very grateful for this wonderful co-operation from our state highway department, and we will be getting some fine relief for our street situation much quicker and much more complete than we could have handled the matter ourselves."

The fire chief said he was going to have to issue a warning to the general public concerning the disposal of ashes and other refuse if current dry weather conditions continue in the area.

The chief also pointed out that it was difficult to determine the cause of a fire in many instances, as firemen do not have time to look for the source when they arrive to fight the blaze.

"Afterward," he said "it is difficult to find anything at the area has been tramped over and otherwise disturbed."

The Hicks family (Ed and El Paso, and according to Morrison, had not occupied their home here for the last two weeks.

Carrizozo; Cecil Reinhardt and Jerry Yates, Alamogordo.

## Fire Damages Hicks Residence In Flume Canyon

Fire of undetermined origin caused considerable damage to the large Hicks residence in Flume Canyon Sunday afternoon.

The back porch of the residence was burning brightly when the Ruidoso Volunteer Fire Department answered the alarm about 3:30 p. m. The blaze soon was under control and confined to the back area of the house, which was unoccupied at the time.

"It looked like someone might have dumped ashes by the porch," Fire Chief Clifford Morrison said. "These could have been smoldering for days and finally set afire some trash that was under the back porch."

The fire chief said he was going to have to issue a warning to the general public concerning the disposal of ashes and other refuse if current dry weather conditions continue in the area.

The Hicks family (Ed and El Paso, and according to Morrison, had not occupied their home here for the last two weeks.

Carrizozo; Cecil Reinhardt and Jerry Yates, Alamogordo.

## Work of Repairing Main Road Starts Immediately Here

Work is to begin immediately, with a crew and equipment moving into Ruidoso today (Friday) on repairing this community's Main Road, sadly scarred and slanted in recent months due to installation of the village's \$850,000 sewer system. Mayor Jack Hull announced last week-end, following a special meeting of the village Board of Trustees with State Highway Commissioner John Sutherland of Hobbs, that the highway department would provide supervision, equipment and manpower to do the job, with the village of Ruidoso to supply some of the equipment, some manpower and the materials.

"Plans are to level and, restore the shoulders along Main Road and to fill in all the ditches that have been cut across or alongside the street, and then to cover the road with two inches of gravel and oil," Mayor Hull said. He added the work will begin in the vicinity of the bridge over Carrizo Creek near the Ruidoso Chamber of Commerce building and go west to the second bridge above the business district. He said patching and improvements will also be done on Mechem Drive and on other spots where sewer system excavation created "chug-holes" and other damage to the present pavement.

Sutherland met with all the board in a called meeting last Friday morning at the municipal building, and pledged immediate action on the much-needed repairs. With him were three engineers from the State Highway Department who are to oversee certain parts of the restoration work.

Mayor Hull said "We are very grateful for this wonderful co-operation from our state highway department, and we will be getting some fine relief for our street situation much quicker and much more complete than we could have handled the matter ourselves."

The fire chief said he was going to have to issue a warning to the general public concerning the disposal of ashes and other refuse if current dry weather conditions continue in the area.

The chief also pointed out that it was difficult to determine the cause of a fire in many instances, as firemen do not have time to look for the source when they arrive to fight the blaze.

"Afterward," he said "it is difficult to find anything at the area has been tramped over and otherwise disturbed."

The Hicks family (Ed and El Paso, and according to Morrison, had not occupied their home here for the last two weeks.

Carrizozo; Cecil Reinhardt and Jerry Yates, Alamogordo.

## HUNDREDS EXPECTED TO VIEW FALL FOLIAGE IN ANNUAL ASPENCAD

The handsome trophies to be awarded winners in the various contests that will be features of this year's two-day Aspencade, Oct. 10-11, have arrived and now are on display at the Ruidoso Chamber of Commerce building.

Anyone desiring to view the beautiful awards are welcome to do so, Mrs. Emma Redmann, Chamber Secretary, announced Monday.

Hundreds of visitors are expected to begin flocking into Ruidoso by Friday night for the colorful two-day event which will be staged this Saturday and Sunday.

Tempo for the event-packed Aspencade program will be set by a thrilling parade at 1:30 p. m. Saturday, in which Aspencade Queen Donna Rose Burginer will make her first public appearance.

The parade, however, of many mounted patrols will provide a touch of the old West to the parade, which also will include decorated floats, bands and other marching groups.

The old Gym is expected to be packed Saturday night for the big Western dance. The Aspencade

Queen will reign at the dance and there will be waiting and jitter-bug contests.

Stakes are expected to remain clear and the air wine-like for the journey Sunday morning high into the Lincoln National Forest for a wing of the aspens.

Hickback riders will leave from Montie's Riding Stables at 8:30 a. m. to travel to the site of the big chuckwagon dinner at 12:30 noon on Eagle Creek. Motorists can go out State Road 37 to Alto, then west to the site. There, after brief rest, a beautiful chuckwagon dinner will be served to the many hundreds of visitors expected. The outdoor meal, one of the features of the two-day Aspencade, plates will be \$1.50 for adults and \$1 for children.

Parade trophies and announcements will be followed by the dinner to conclude the Aspencade program.

"I began receiving long distance calls early Monday morning," Mrs. Redman said, "and indications point to a record attendance."

This year's Aspencade Parade will probably be the largest in the event's history, Mrs. Redman said, with the following having indicated they would enter riding groups, floats or other vehicles:

Hiale County Sheriff's Posse, Plainview, Tex.; Hereford's Riders Club, Hereford, Tex.; El Paso Sheriff's Posse, El Paso; Bernalillo County Sheriff's Posse, Albuquerque; Odesa Riders from Odesa, Tex., and possibly other riding groups;

Floats from civic groups; B. P. O. Does Drive B. & E. W. Club; Boy Scouts; Boy Scouts; Brownies and Boy Scout Bugle Corps; Ruidoso High School Band; Freshman Class of R. H. S. with a Dopatch Band, the Future Homemakers of America, The National Honor Society (tentative); and several decorated jeeps by individuals.

HONDO SCHOOLS EMPLOY NEW BAND DIRECTOR Hondo Schools have employed a new band director to succeed Barton Pavey. He is Arsenio Rodriguez of Las Vegas, a graduate of Highlands University there, and who has had three years in instructing band, two years at Las Vegas and one year at Mora. He is married and he and his wife are parents of a seven-month-old daughter. He began work at Hondo High School this month.

Mrs. Mack Garner was reported recovering as well as could be expected from a heart attack which hospitalized her here last week-end.

Mrs. T. F. Falls, Carrizozo, former Ruidoso resident, visited here early this week.

Mrs. Weldon Garner has returned from a vacation that included a visit in El Paso.

Mrs. Pat Simon is among Ruidosians employed at the New Sunland road break opening today (Friday) near El Paso.

R U A C. of C. Member

## ON MARCH 21, 1959—RUIDOSO Six Completed

**SEVEN YEARS!**

Without a Traffic Death New Let's Make It

**It's Been 2393 DAYS**

Since our public health has opened in Ruidoso Speed Kills Take Your Time in '59 Observe Safety Laws!

## Ruidoso Lions Purchase Church For Clubhouse

The Ruidoso Lions Club Wednesday morning completed negotiations for the purchase of the old St. Eleanor's Catholic Church and grounds, located a short distance south of Main Road.

Don Sovell, member of the Lions Club and chairman at the Ruidoso State Bank, handled final details of the transaction with Father Aumun, pastor of St. Eleanor's parish, which recently completed construction of a new Catholic church building in Gatway.

The Lions Club plans complete restoration and refurbishing of the old church structure, which includes about 1,100 square feet of floor space. Remodeling plans call for cooking facilities and rest rooms, as well as a spacious and attractive "clubroom."

This church grounds include five acres, totaling 100x100 feet. The grounds also eventually will be landscaped and beautified.

"We think the Lions Clubhouse, when completed, will be a big asset to Ruidoso," Don Sovell said Wednesday after the transaction was closed. "It also will provide much convenience and great pleasure to Lions members."

The building is exceptionally well constructed and roofed with the famous Mexican tile from the La Luz tile works.

## Letter to the Editor

Ruidoso, New Mexico October 9, 1959

Dear Vic: It is regrettable that the New Mexico Department of Game and Fish chose to ignore the desires of the majority of the property owners (87% of Cedar Creek), Village Officials, Chamber of Commerce, and the rest of the Civic Clubs, in abolishing the Ruidoso Refuge.

Therefore, in the best interests of Ruidoso, we have no alternative but to Legally-Pat-Cedar-Creek-Proprietors of the Company against hunting.

Under Section 40-17-5 New Mexico Statutes annotated, Compilation of 1953, it is unlawful to shoot within 300 yards of an inhabited house, except by lawful authority or in lawful defense of a person and his family; punishable by a fine of \$1,000.00 or 3 years imprisonment, or both.

We sincerely hope that Ruidoso residents and visitors will cooperate by not attempting to hunt in the cabin area of Cedar Creek.

Ruidoso Realty Company, Inc. By: Tom W. Jones, Agent.

**CAPTAIN STUDENT FINALIST IN SCHOLARSHIP TEST** Carol Bonnell, Captain High student, was named one of 10,000 finalists in the National Merit Scholarship Corp. test held earlier this year in a news release from Chicago Monday.

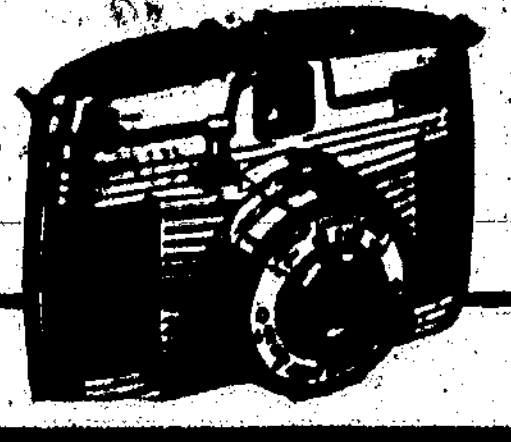
**The Weather** The weekly weather round-up will be found each week in the C. & L. Lumber & Supply Co. ad on the Sports Page (Page 4).

**COMMUNITY CALENDAR**

Oct. 10-11—Ruidoso annual Aspencade  
 Oct. 14-Oct. 25—Regular meeting of Ruidoso Order of DeMolay.



foolproof precision at a low, low price. ANSCO LANCER



Precision 1/8 Scanner lens. Adjustable shutter... 1/50th and 1/100 second. Double exposure prevention. Focus down to three feet for crisp portraits and close-ups. Takes 12 exposures on 127 film... black-and-white or color. Complete with Flash Gun and a Supply of Flash Bulbs and Film. Only 19.95

Cameras and Equipment Now For LAY AWAY CHRISTMAS GIVING. WATCHES CLEANED AND COMPLETELY RECONDITIONED \$8.00. CARMON PHILLIPS OLD MILL. Old - Camera - Film - Repair - Maintenance

Local News

MISS NOSKER, MR. FLOHR SET DATE FOR WEDDING, ANNOUNCE ATTENDANTS. Miss Joseph Nosker and Don Flohr have set Oct. 23 for their marriage which will be solemnized at 7 p. m. at the Ruidoso First Presbyterian Church. The Rev. Paul S. Van Dyke, pastor, will officiate. A reception will follow at the Carrizo Lodge and all friends of the couple are invited to attend. Miss Nosker will have Miss Lola Flohr, Rock Springs, Wyo., sister of the groom, as her maid of honor and only attendant. Miss Flohr will have Sam Weidmann of Ruidoso as best man for Mr. Flohr. Flohring will be the couple's brothers, Brian Nosker of Glencoe and Dean Flohr of Rock Springs.

2.00 size... 100 limited time offer! DESERT FLOWER hand and body lotion. Also, a complete new shipment of other Desert Flower and Early American Old Spice Items. -CLOSED SUNDAYS- BAKER PHARMACY POST OFFICE BLOCK RUIDOSO, NEW MEXICO. "One Block West of the Postoffice and Just As Reliable"

JAMES GIPSON MARRIES ROSWELL GIRL IN RITES AT METHODIST CHURCH HERE

Double ring rites were performed for the marriage of Miss Frankie Roberta Wray of Roswell and James Lloyd Gipson of Glencoe at 7 p. m. Oct. 3 at the Ruidoso Community Methodist Church. The Rev. C. Edward Ditterline officiated. The bride is the granddaughter of Mr. and Mrs. Art Johnson of Roswell. Mr. and Mrs. Lloyd S. Gipson of Glencoe are parents of the groom. Wedding selections were played by Mrs. J. A. Hawkins, organist, and Mrs. Pearson was soloist. Given in marriage by her grandfather, the bride wore a floor length gown of lace over taffeta. The full skirt was designed with a taffeta bustle. Her flowers were pink and white sweetheart roses with cascades of French carnations. The bride wore a pearl pendant, a gift of the groom, and an heirloom ring of her grandmother's. Her attire included a tulle-trimmed blue garter. Miss Ann Beavers of Ruidoso was maid of honor. She wore a gown of pink lace over satin and carried harmonizing flowers.

NEIGHBORHOOD SCOUT MEETING HELD, ASPENCADE PARADE PLANS DISCUSSED

PAGE TWO Ruidoso News Friday, October 9, 1959. A Neighborhood Girl Scout meeting was held at the home of Mrs. James Lackey on Oct. 6. Plans for participation of Girl Scouts in the Aspencade parade this Saturday were discussed. Announcement was made that Mrs. Jacobs of Roswell would hold workshop here on Thursday, Oct. 8, and Scout training Friday, Oct. 9, at Carrizo Lodge, and anyone interested was welcome to attend. First and second year Brownies were organized after school Tuesday afternoon at Mrs. Lackey's home. Mrs. Clifford Morrison and Mrs. J. E. Smith were named leaders. Neighborhood meetings will be held the first Tuesday of each month at the Lackey home. All women interested in Girl Scouting are invited to attend. Attending the meeting Oct. 6 were Mrs. Alfred Turnbow, Ruby Halliff, Mrs. Jack Rankin, Mrs. Stanley Cochran, Mrs. Bob Langford, Shirlene Roberts, Judy Posey, Mrs. Frank Peters, Mrs. Wilbur Conley, Mrs. Herman Reynolds, Mrs. Duncan Williams and Mrs. B. O. Harris.

CLUB NOTES

The Ruidoso Delmar Chapter meets on the second and fourth Monday of each month. Rainbow Girls Assembly meets each first Wednesday, 7:30 P. M. in O. E. S. Hall in Palmer. Lanchon and games every Monday starting 12:00 noon at Ruidoso Woman's Club building for members, local non-members and visitors in Ruidoso. Robert J. Mayer host of the American Legion 30th Anniversary Thursday night in American Legion Hall, downtown Ruidoso. First Presbyterian Church Fellowship Group Women meet each second Tuesday of the month at the church. Rotary luncheon every Tuesday at O. E. S. chapter home. Woman's Society for Christian Service meets each first Wednesday of the month at 7:30 p. m., place to be announced. The Christian Women's Fellowship of the First Christian Church meets on the first Monday of each month for business and study at the Church at 7:30 p. m. American Legion Auxiliary regular meeting 7:30 p. m. each first Thursday of the month, and in a joint supper meeting the evening of each first Saturday of the month. Lions supper every Tuesday night, Carrizo Lodge. A. F. & A. M. Lodge No. 41, Carrizo, meets 2nd Wednesday each month, R. L. Sherill, W. M.; Vernon Petty, Secretary. RUIDOSO B. P. O. E. NO. 2066 Meets each second and 4th Monday, Ruidoso Downs. J. P. Smith, E. R. Wayne, Sec'y. Ruidoso Chapter No. 66, Order of the Eastern Star, meets the second Thursday of every month, 8:00 p. m., Eastern Star building, Gateway. Visiting members welcome. B. P. O. Does meet each 2nd and 4th Thursday, 7:30 p. m., in Stout Building, Ruidoso Downs.

INSTALLED—Miss Judy Beavers recently was installed as the new worthy advisor of Ruidoso Assembly, Order of Rainbow for Girls. She is the daughter of Mr. and Mrs. Alton Beavers of Ruidoso Downs.

P-TA Meeting Held Thursday To Plan Halloween Festival. Plans for the annual Halloween Festival, sponsored by the Parent-Teacher Association, were to be outlined at the organization's first regular meeting Thursday at 7:30 p. m. at the Elementary School Cafeteria. All faculty members were especially invited to attend and were to be introduced during the evening. Mrs. Jack Hillchen, P-TA president, was to preside.

Florida Girl Wed Here To Mr. Huseby At Methodist Church. Miss Eva Belle Daugherty of Cocoa Beach, Fla., became the bride of Donald Huseby of Alamogordo in a simple ceremony performed here Sept. 28 at the Community Methodist Church with the Rev. C. Edward Ditterline, pastor, officiating. The bride wore a gown of ice blue tulle with a matching hat and carried a small, white, loppeted with an arrangement of white carnations and blue ribbons. Mrs. Ditterline and Mrs. Morrison Quatrough were other members of the bridal party.

Rummage Sale Slated November 7 By CWF. Plans for a rummage sale to be held Nov. 7 at the American Legion Hall were made at a meeting of the Christian Women's Fellowship Monday night at the First Christian Church. A wide selection of desirable and clean rummage will be offered shoppers at the event. Mrs. Fred Greenwell—elected president of the organization to succeed Mrs. Mark Cronenberger, who recently resigned as she was moving to Albuquerque. The opening devotional was given by Mrs. Lynn Butler and the study program was presented by Mrs. Frank Taylor. Mrs. Roy Baker provided refreshments for the meeting, although she was out of town at the time.

Mrs. Reese Hosts Recent Meeting Of ADK Sorority. Mrs. Sally Reese was hostess Saturday afternoon for a meeting of Alpha Delta Kappa, teacher's sorority. Miss Lorett Lottin was co-hostess. Plans for activities of the organization during the ensuing year were outlined. Following the business session, there was a social hour and the hostesses served elegant refreshments.

Hobo Stew Served Ruidoso Downs Youth. Something new and different in the way of an event to honor the winners of Ruidoso Downs was held last Saturday evening near the Ruidoso Downs Mercantile when Mrs. Holder of that community built a huge bonfire and set up a pot of stew to cook out of doors. More than 40 children were on hand to help devour the delicious meal, well reported having "a wonderful time."

Mrs. Ben Donathan Newly Named Head Of Baptist Group

Mrs. Ben Donathan is the newly elected president of the Women's Missionary Union of the Ruidoso First Baptist Church and will assume her duties at the next regular meeting. Mrs. J. B. Cloe, retiring president, presided at a business session of the organization last Thursday afternoon at the church. The program opened with a prayer and devotional. A report on the group's recent all-day meeting was given by Mrs. W. M. Scott.

RUMMAGE SALE EARNS \$85 FOR SORORITY

Beta Sigma Phi Sorority staged a rummage sale last Saturday in the American Legion Hall in downtown Ruidoso, and grossed about \$85 in sales. It was reported.

RELIEF SOCIETY MEETS

The Ruidoso Relief Society of the Latter Day Saints Church met Monday at the home of Mrs. Phil Haisit for a study program on theology. The lesson was presented by Clovia Crawford. Next session will be at 3 p. m. Oct. 12 at the Roberts home at Ruidoso Downs. RALPH McGUIRE, SON TO BE HONOR GUESTS AT HOLLOWMAN AIR FORCE BASE. Ralph McGuire, manager of the Ruidoso Airport, and his son, George, have been invited to be special guests of the Air Force at Hollowman Air Force Base. Their invitation resulted from a recent incident here involving a mid-air and parachute from Hollowman. McGuire and his son took an active part in helping locate the orange parachute, which had floated to earth in this vicinity. The parachute was recovered by a helicopter from Hollowman. "The Air Force invited us to spend the day at Hollowman," McGuire said. "We plan to go about Oct. 22." McGuire also operates a private flying service here.

WELCOMING VISITORS TO BE HERE OCT. 15

Joe Darnell of the New Mexico Veterans Service Commission will be

FOR SALE—Apples, Jonathans and Goldens Cherokee Orchard Highway 70 — E. R. Pickett

WELCOME To The Ruidoso ASPENCADE

The most beautiful season of the year here. We'd like to have you call in our store when you're in town and see our lovely fall and winter wear. . . . The most beautiful flowers in the canyon this year have been raised by Mr. Jack Quatrough, of the Zia Motel. He recently celebrated his 80th birthday and does all his own work! This summer, Mrs. Wallace Blankenship and her sister were driving and looking at the sights of lovely Ruidoso when they decided to stop and get out to look at the river. Suddenly, the sister looked up and said, "we can't get out here, look at that character over there." With which Mrs. B. promptly doubled up with laughter. It was the local Methodist pastor in his coveralls and old hat doing some fishing. (We have it on good authority that Brother Ed has a new pair of coveralls.)

WELCOME ASPENCADE VISITORS! See Our Complete Line FALL and WINTER CHILDREN'S WEAR

Infants Through Sub-Teens Shop Now While Selection Is Complete! LORENE'S CHILDREN SHOP

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

doso Downs and Elders Stringham and Greenwood of Mesalero.

LOU'S Beauty Shop

Complete Beauty Service Phone 7-3905 Gateway Area One Block North of Gateway Feed Store. REVLON PRODUCTS No Increase In Prices

VILLAGE SHOPPING CENTER

Table with 2 columns: Item and Price. Round Steak, Lb. 89c; Loin Steak, Lb. 89c; T-Bone Steaks, Lb. 93c; Fresh Fryers, Lb. 39c; Russett Spuds, 10 Lbs. 47c; Nice Bananas, Lb. 8c; Men's 4-Buckle OVERSHOES This Week-End Only \$5.99; Ladies' and Girls' Overshoe Boots in Red, Black, Brown, White \$8.99.

Olma's Welcome Aspencade Visitors! FALL FASHION SHOW Friday, Oct. 9 7:30 p. m. At Store Coffee and Cake Will Be Served EVERYONE INVITED WATCH OUR STORE WINDOWS Customer Parking at Martin's

You'll Hurt Our Feelings IF YOU DON'T COME TO SEE US When you're in town this week-end for the ASPENCADE We want you to see the lovely Gift Items We Have for Any Occasion. Buckner's Inc. GIFTS — APPLIANCES Maytag — Frigidaire







## FIGHTING HONDO TEAM LOSES TO RUIDOSO, 26-0

A battling Hondo football team gained more yardage on the ground than did their opponents, and suffered a series of bad breaks, to lose a hard fought non-conference match to the Ruidoso Warriors here last Friday night under the lights of their local athletic field. The Warriors racked up their fourth win in five matches with a 26-0 score.

Every quarter saw thrills. The visitors had four touchdowns thwarted by breaks of the wrong color. The Warriors had one touchdown nullified, also, on a penalty. The local team, however, had no trouble in marking up its scores—making them with precision and ease.

First downs for the night's play told the story of how hard the Eagles coached by Ruidosoan Ken Newton, worked to erase that zero on the scoreboard. They made 11 first downs to the Warriors' 8. They had

little trouble smashing through and around the Ruidoso defense time after time for good yardage.

In the first quarter, the worst break of the game busted the Eagles' hearts as they received the kick-off and from the 25 yard line on their first play executed a tricky maneuver that saw a pass go down field to an unguarded Eagle. It landed in his arms only to slip through. They then were handed a penalty by the referee for having an extra man, an ineligible receiver, too far downfield. Forced to punt, the Warriors came back into the Hondo territory quickly, with George McGuire catching one of Benny Jones' aerials to put the ball down to within scoring position. Bob Beavers hustled the pigskin around left from the 7 to score and Jim Wilson carried over the point. Another possible score for Ruidoso was killed later in the first quarter when Ben Sanchez of Hondo recovered a Ruidoso fumble on the Hondo 10. Victor Pineda, Hondo half-back, showed his running form with one nice gain and a first down for the Eagles before the quarter ended.

Early in the second frame Bob Beavers of Ruidoso returned a Hondo punt from the 50-yard line to score. Some neat blocking helped him scamper the route down the middle at the way. Air attempted and sweep for the extra point was snuffed by Hondo. In this quarter, Pineda racked up a series of first downs with his ball carrying, and the Eagles were marching right up to the goal line when a penalty of 15 yards nullified the stinger out of their drive. Burgess of Ruidoso recovered a Hondo fumble on the Hondo 40 as the clock ticked away and the half-time gun was readied to fire. Ruidoso tried desperately to score with passing, but the Eagles stormed in to halt the passer or to worry the receivers.

### Lincoln County Football Schedules

#### HONDO EAGLES

Sept. 4—Vaughn 0, at Hondo 14  
Sept. 11—Roswell 14, Hondo 6  
Sept. 18—Carrizozo 27, Hondo 0  
Sept. 25—Hondo 7, at Capitan 23  
Oct. 2—Hondo 0, at Hondo 26  
Oct. 9—Open  
Oct. 16—Tatum at Tatum  
Oct. 23—Corona at Corona  
Oct. 30—Melrose at Hondo, 7:30  
\*Conference games

#### CORONA FOOTBALL SCHEDULE

Sept. 4—Mt. Air 0, at Corona, 6  
Sept. 11—Corona 7, at Carrizozo, 12  
Sept. 18—Corona 20, at Estancia 0  
Sept. 25—Melrose 6, at Corona 14  
Oct. 2—Open date  
Oct. 9—Corona at Vaughn  
Oct. 16—Hondo at Corona  
Oct. 23—Capitan at Corona  
All home games are at 1:30 p. m.

#### CARRIZOZO GRIZZLIES

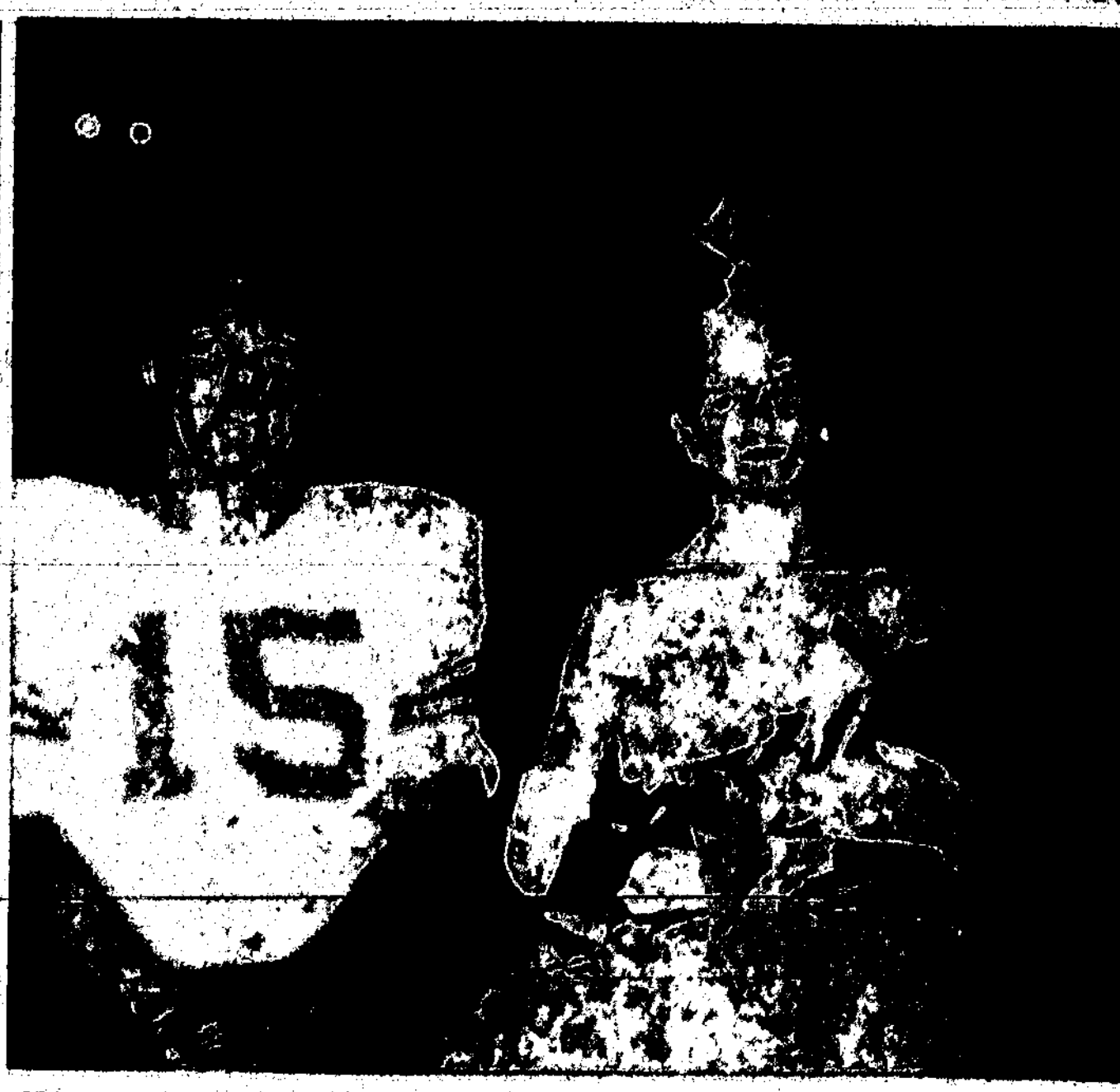
Sept. 4—Carrizozo 12, at Tularosa 0  
Sept. 11—Corona 7, at Carrizozo 12  
Sept. 18—Carrizozo 27, at Hondo 0  
Sept. 25—Carrizozo 18, at Tatum 7  
Oct. 2—Melrose 7, at Carrizozo, 19  
Oct. 9—Capitan at Carrizozo  
Oct. 16—Ruidoso at Carrizozo  
Oct. 30—Vaughn there  
\*Conference games

#### CAPITAN TIGERS

Sept. 4—Hatch 0, at Capitan 18  
Sept. 11—Estancia 0, at Capitan 20  
Sept. 18—Capitan 6, at Ruidoso 26  
Sept. 24—Hondo 7, at Capitan 18  
Oct. 2—Tatum 6, at Carrizozo 0  
Oct. 9—Carrizozo at Carrizozo  
Oct. 16—Melrose at Carrizozo  
Oct. 23—Vaughn at Capitan  
Oct. 30—Corona at Corona

#### RUIDOSO WARRIORS

Sept. 4—Roswell 14, at Hondo 0  
Sept. 11—Lordsburg 23, at Ruidoso 0  
Sept. 18—Capitan 6, at Ruidoso 34  
Sept. 25—Ruidoso 7, at Tularosa 6  
Oct. 2—Hondo 7, at Ruidoso 26  
Oct. 9—Hatch 7, 7:30  
Oct. 16—Corona 14, 7:30  
Oct. 24—Amargoso B. Here, 1:30  
\*Conference Games



**HOMEcoming QUEEN**—Mary Ann (Cookie) McKnight, chosen as the 1959 Capitan Homecoming Queen is shown with Tiger Captain Joe Lee Smith at the time she was crowned in last Friday night's half-time program at the Capitan-Tatum match won by the Tigers, 18-6.

## 'Zozo Grizzlies Rack Up Fifth Straight Win

The Carrizozo Grizzlies defeated Melrose 19-7 at Carrizozo in a conference football game Friday night to chalk up their fifth straight win of the season.

A 50-yard run by Grizzly half-back Jerry Beltran in the first quarter moved to the Melrose 10 yard line from where fullback Bob Crenshaw scored the first touchdown. Crenshaw went over again in the second quarter after a drive from the Carrizozo 35.

A jump pass from Fullback Fred Ortiz to End Fred Ortega in the third quarter was good as Ortiz raced 54 yards to score.

Melrose intercepted a Grizzly pass in the fourth quarter and drove down field to the Carrizozo 35 yard line. Melrose halfback Ronny Fauts caught a pass and went over for the score. Fullback Dick Sain converted.

Melrose 0 0 0 7-7  
Carrizozo 12 0 7 0-19

## Mary Ann McKnight Crowned Capitan Homecoming Queen

With some theme, "Let Me Call You Sweetheart," a heart was formed by the Capitan High School Band and Joe Lee Smith, captain of the football team, crowned Mary Ann (Cookie) as Queen of the Homecoming Game last Friday evening.

Following immediately the co-captain, Kenneth Hues, crowned Sergio Joy as Princess. Both Queen and Princess received the traditional kiss by Joe Lee and Ken.

Tatum arrived in quite a number of cars bringing its band and cheerleaders. Beginning the half time Tatum started the show with their precision marching. Tatum has a good band and they show unity. Capitan's band marched on the field making several formations the last being the heart, within which the Queen and Princess were crowned. The football game was very good with plays centering around Capitan's Claudio, who made the first touchdown. Robert Salas made the last two touchdowns. Final score was 18 to 6 in Capitan's favor. A number of Alumni attended the game, home from their respective colleges. Capitantes who attended the Homecoming Game saw very good game, making four runs for Capitan. Highlights of the match, outside of the final score, were the crowning of the Queen and Tatum's marching band. A party for the High School students and Alumni followed the game.

## Capitan Beats Tatum 18-6

The Capitan Tigers scored twice in the first quarter and once in the second to take an 18-6 victory over Tatum's Coyotes in Capitan Friday night in a Conference 3-C game.

Halfback Claudio Montoya broke the ice in the opening minutes of the game with a four-yard plunge into the goal score, and Fullback Robert Salas scored twice on plunges of two and three yards.

The pole Tatum came when Quarterback Roy Hillburn picked up a Capitan fumble and scampered 25 yards.

## Wednesday Mixed Bowling League

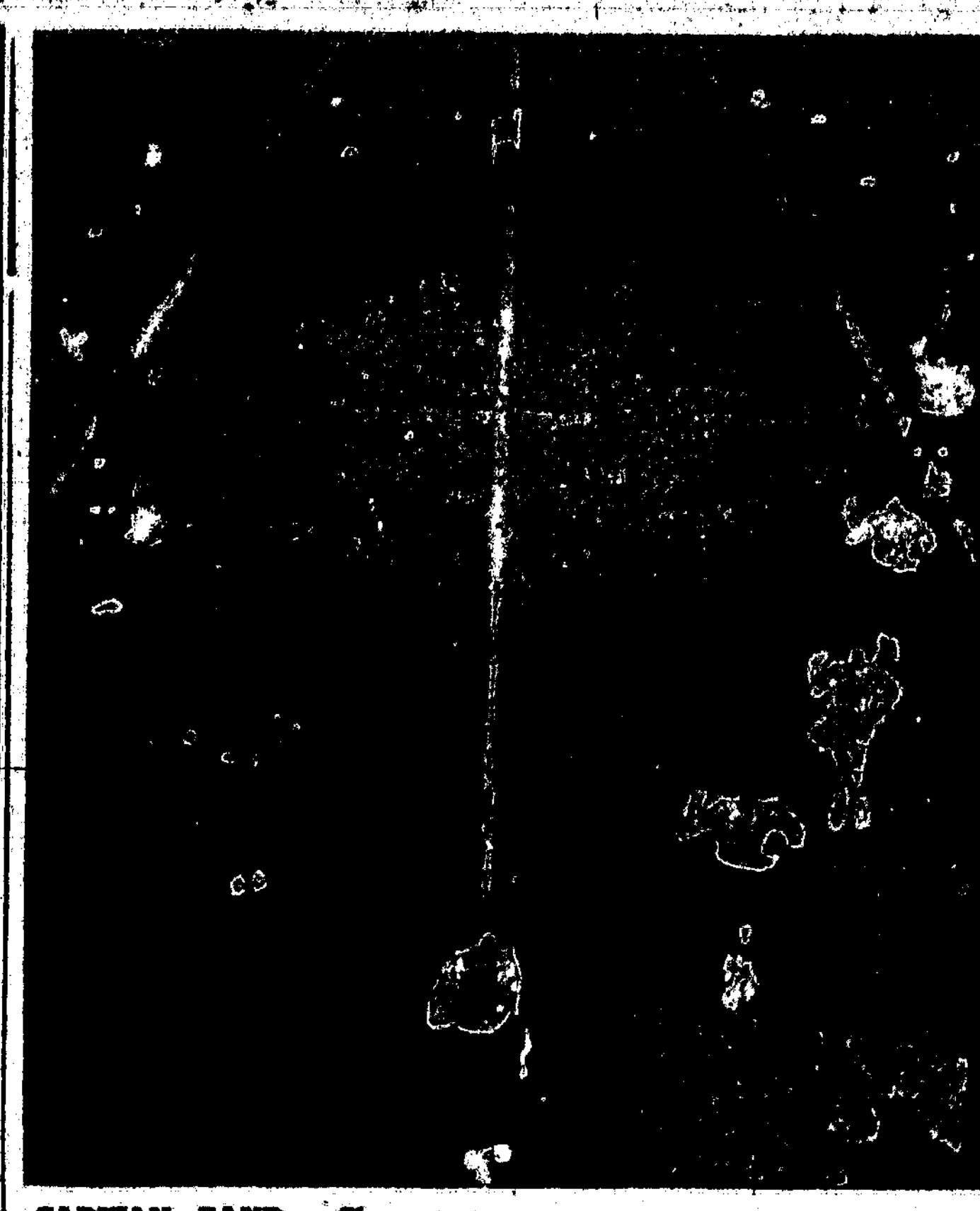
Team	Won	Lost
Hatch's	6	2
Hat T Ranch	5	3
C & L Lumber	5	3
Skyland Auto	3	5
Greswell Insurance	3	5
Bob Moore's Sta.	2	6

High individual, 1 game, (women) Betty Tully 166; 3 game, Bonnie McEuen, 476.  
High individual, 1 game (Men), Leck Cowden, 181; 3 games, Jim McEuen, 492.

## Men's Thursday Bowling League

Team	Won	Lost
Hayes Plumbing	6	2
Com. Pub. Ser.	5	3
Rui Downer	5	3
Clarke Insurance	4	4
Ruidoso Gas Co.	2	6
Klemm's Var. Liquor	2	6

High individual, 1 game, Alvin Beach, 185.  
High individual, 3 games, Jim McEuen, 470.  
More bowlers are needed to fill the leagues on Wednesday and Thursday nights—no experience required—come out and join us at Leck's Lanes.



**CAPITAN BAND**—Shown on formation of a heart, Capitan's band was featured with a band from Tatum in last Friday night's Homecoming program at Capitan. The Capitan Tigers won 18 to 6. This formation was formed at the half-time and the Homecoming Queen was crowned by the Tiger team captain in the center of the heart.

## AROUND HIGH SCHOOL

The Junior Class has selected the cast for their play, "Peter Bowers." The play is to be presented November 20, at 8 p. m. at Nob Hill School. The cast is: George McGuire as Peter, Elmer Reinhardt as Sam, Malbie Cooper as Jane, Jeanie Harris as Clara, Jimmy Owens as Williams, Jennie Evans as Evelyn, Cruz Padilla as Tim, Benny Jones as Archie, Anita Salice as Eunice, Idy Traylor as Flo, Jane Parnell as Miss Jones, and Sharon Simms as Melinda.

## Warriors Play Hatch Tonight In Conference Go

Ruidoso's Warriors, with a 4-1 season record, go to Hatch tonight (Friday) to tangle with the Bears there in a Class B conference go. Ruidoso has lost the only Class B game played this year—to Lordsburg 25-9. Hatch has also lost to Lordsburg by a 25-9 score—so that makes the two squads even on paper in the Class B field, but Hatch also lost to Capitan and to Las Cruces "B" team—where Ruidoso won over Capitan and has beaten teams that measure up to Las Cruces B.

Coch Cy Leland was ramrodding his change through some rugged training in the fair weather earlier this week, readying for the tilt tonight and working against a possible upset. Leland said Tuesday there likely would be no changes in the starting line-up from last week. The Warriors are favored—but in high school football, it's the team that gets the breaks and puts the ball across the goal line the moost that stays in the win column the longest.

## LAS CRUCES SMACKS HATCH 15-8

The Las Cruces B team Bullpups parlayed a safety and two good drives into a 15-6 win over Hatch at Hatch Friday night.

Sai Alvarez was the big gun for the Pups, scoring the first marker on a three-yard plunge and making a Hatch runner Santos Delgado behind the goal on the kickoff for the safety.

Terry Stevenson crossed the goal on a four-yard plunge for the other Cruces TD.

Gene Funk set up the only Hatch score with a 60-yard run, and Henry Trooper sprinted the other 13 yards to tally.

### THIS IS SPORT?

The Weather

Date	Hi	Lo	Snow	Fall	Precip.
30	70	37			.04
1	70	43			Tr.
2	68	53			.02
3	48	36		Tr.	.01
4	58	37			.00
5	65	25			.00
6	69	22			.00

Precipitation since Jan. 1—16.37.  
Precipitation this month—.05 in.

AS USUAL WE'LL SIT THERE ALL EVENING AND LISTEN TO THE BEARS ABOUT HIS EXPLAINS WITH NOTHING TO BACK HIM UP!

### Hunting Licenses

Now Available at Both Our Stores  
Also Rifles, Ammunition, Camp Supplies

## C. & L. LUMBER & SUPPLY

Two stores to serve you, Ruidoso, Phc. Cl. 7-4782; Hollywood, phc. Cl. 7-2815. We Don't Want All the Business, We Just Want Yours.

### Lions To Sponsor Turkey Shoot Oct. 25 At Range

A turkey shoot, beginning at 10 a. m. Sunday, Oct. 25, at the Ruidoso Gun Club Range will be sponsored by the local Lions Club.

Entrants may compete in various classifications, including a novice class.

Plans for the shoot were made at a meeting of the club Tuesday night.

Members also discussed plans for a Lions float in the Aspenade parade. A report on the current progress of the Ruidoso Warriors was given by Cy Leland, Jr., coach. Guests at the meeting included Leland, Bill McDade and seven members of the Alamogordo Evening Lions Club.

Join the Chamber of Commerce.

### FOR SALE

PINE AND JUNIPER  
FIREWOOD

Cut Any Size—Deliver  
Call  
CL 7-2521 or CL 7-2255  
Box 1286, Ruidoso

### THIS FRI-SAT-SUN. ONLY! 1/4 LARGE CHICKEN FRIED

French Fried Potatoes—Combination Salad  
Bread and Butter

75¢

## TED'S CAFE

Half a Block Above Community Public Service Office  
On Main Road in Upper Ruidoso

### BOWLING

Fun For Everyone!  
All The Family Will Enjoy  
The Recreational Facilities at  
**LECK'S LANES**

Bowling—Ping Pong—Pool—Snack Bar  
Bring Your Out-of-Town Visitors With You For Real Pleasure!

LECK AND BILL COWDEN

### CHOOSE Truscon FOR CASEMENT WINDOWS...

COLOR-KEY THEM TO YOUR ROOM

Now you can enjoy steel casement windows that blend with your interior color scheme without glare and clash. Simply paint your windows as you paint your walls. No special preparation needed.

Ask your builder for

## Truscon CASEMENT WINDOWS

NEW MEXICO GLASS CO.  
Main Office—East Side of City Limits  
Woodrow Howard, Manager

### TURKEY SHOOT

SUNDAY, OCT. 25  
Beginning 10 a. m.  
RUIDOSO RIFLE RANGE  
Up Cedar Creek  
Novice and Other Entry  
Brackets

Save with a Hunt!

### SEE IT NOW AND SEE ALL THESE

## new and different things

# IN THE 1960 Chevy!

**[new]**  
easy loading  
luggage compartment

New convenience has been built into Chevy's big, vacation-sized luggage compartment by lowering the loading height.

**THRIFTIER  
!!!new!!!**  
VS POWER

Under the hood thrift is accented in a new standard V8, engineered to deliver up to 10% more miles for every gallon while giving you more seat at normal speeds. Or you might choose its teammate—Chevy Hi-Thrift—the engine that starts saving the moment you flip the ignition switch.

**[NEW]**  
refinements  
for the driver

Everybody will want to be the driver when he sees the kind of pleasure a turn at the wheel brings. The driver finds Chevy has further cushioned him from engine impulses by an improved clutch linkage system. He'll also find a convenient new parking brake that automatically returns to normal height after application.

NEAREST TO PERFECTION A LOW-PRICED CAR EVER GAVE!

**NEW**  
spaciousness inside

Inside you'll find room and more room. There's room to sprawl in, room to sit tall in—and the roofline has a respect for hats. A new flatter transmission tunnel is a boon to the middle man. Here is the kind of space that invites the family.

**NEW QUIET  
AND COMFORT**

Thicker, newly designed body mounts insulate you from road shock and noise, insuring an almost cocoon-like quiet. Full Coil spring suspension mats bumps as no other suspension systems can. Oil hubbed hydraulic

See your local authorized Chevrolet dealer

## POWELL CHEVROLET

Tularosa, New Mexico Phone 461



# Ruidoso News

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, 1939  
 Subscription \$3.00 per year in advance in Lincoln County  
 \$3.50 per year Outside Lincoln County  
 Member: New Mexico Press Association

## Local Drivers For Schools Receive Awards

Six local school bus drivers have received the National Safety Council's Safe Driver Award, which is recognized nationally as tops in professional driving and as such carried a great deal of prestige, according to J. Howard Morris, superintendent of schools.

Winning the award are R. H. Hedgecocks, R. E. Carter, George Creel, Irene Nosker, Dude Browning and Leon Farrar.  
 "Our local school bus drivers have an enviable record for their safe driving over the years," Morris said. The award consists of a laminated identification card with the insignia of the National Safety Council and a gold medal with key ring attached. The gold medal bears a replica of the National Safety Council insignia. Last year, the Division of School Transportation, State Department of Education, awarded every regular school bus driver of New Mexico in

PAUSE FIVE  
 Ruidoso News  
 Friday, October 9, 1959

## Circus Employes Think Fast, Save Car Occupants

Quick thinking and fast action of two employes of the Cristiani Brothers Circus saved the lives of three Mesalero residents trapped in their blazing car.

The two circus men, Bill Roberts and Donald Hooks, were driving on Highway 70 near Mesalero at 4 p. m. last Thursday when they saw a car leave the road, following a blow-out and burst into flames. Roberts and Hooks stopped and pulled the car's three trapped occupants from the machine before they were reached by the flames.

Occupants of the car were the driver, Manuel Castillo, his wife, Verma Castillo, and Violet Marden. The Castillo were taken to the Mesalero hospital with undetermined injuries and Violet Marden was taken to an Alamogordo hospital, suffering from pulled ligaments and joints of the left shoulder.

The Castillo car was demolished, the National Safety Council's Fleet Safety Program.

In addition to furnishing aids to safe driving, this program recognizes those drivers who complete the school year without a preventable accident, such as those presented to the local drivers.

"The definition of 'preventable' Morris said, 'goes far beyond the legal responsibility and includes all accidents which could have been prevented by the school bus driver in using better 'defensive driving' techniques."

## Forest Service Transfers Flohr To Albuquerque

Don Flohr, who has been acting ranger here for the last several months, has been transferred by the Forest Service to Albuquerque. His transfer became effective Monday.

Flohr is being detailed from the Ruidoso district for a training period at Albuquerque. Then, he will be assigned to the Forest Service regional office at Albuquerque in the division of personnel management. He will be replaced here as acting ranger by Jim McEuen, who presently is general district assistant. McEuen will serve as acting ranger until the return of Ranger Clarence Sinclair, who is conducting a special Forest Service survey throughout the Lincoln National Forest of potential recreational areas for use in the future.

Sinclair has been on the survey project for the last several months and his work will not be completed until the end of this year.

Flohr will return here the latter part of this month for his marriage to Miss Joann Nosker. He and his wife will make their home at Albuquerque.

## Program Is Shaping For Mesalero P. O. Dedication

Formal dedication of the new U. S. Post Office at Mesalero will be according to Richard DeBaca, state policeman, who investigated the accident.



## Voices of Hope in a Troubled World

Two books, one devoted to all the arts and the other exclusively to poetry, demonstrate anew the vigorous and universal language of art.

Speaking eloquently and boldly in a world troubled and often aflame, these voices of the great artists of our day testify to the essential dignity of all men. "Prismatic Voices" edited by C. A. Muses, and "7 Arts # 3," edited by Fernando Puma, are both recent publications of the Falcon's Wing Press of Indian Hills, Colorado.

In "Prismatic Voices" (cloth cover, \$4.00), Dr. Muses has gathered together representative poems of 19 young poets of the world. Twelve of these are Americans, showing the world a not generally-known but brilliant side of our varied culture.

What these poets have in common, says Dr. Muses, is "the gift of a living poetry... they are using talent in an honest search for the meaning of life." Many of these remarkable poets have been published in the "little magazines" of the United States, and now they have become available to the general public for the first time, in one of the truly finest collections of contemporary poetry available in America. Many of these poems, unknown now, will be the great classics of the future.

The other book, "7 Arts # 3," (cloth cover, \$2.95, paperbound, \$1.95), is dedicated to the integration of all the arts. In an exciting volume hailed by critics as "remarkable" and "magical," it unites articles about painting, sculpture, dance, music, literature, theater and architecture by the world's foremost authorities. Beautiful re-



productions of paintings by famous contemporary artists are included in the book, adding to its appeal and significance. Together, these Falcon's Wing Press books open up a world that is beautiful, meaningful, searching, often full of hope—a welcome respite from these days of frequent strife and despair.

## RUIDOSO AUTO SUPPLY —AUTOMOTIVE PARTS—

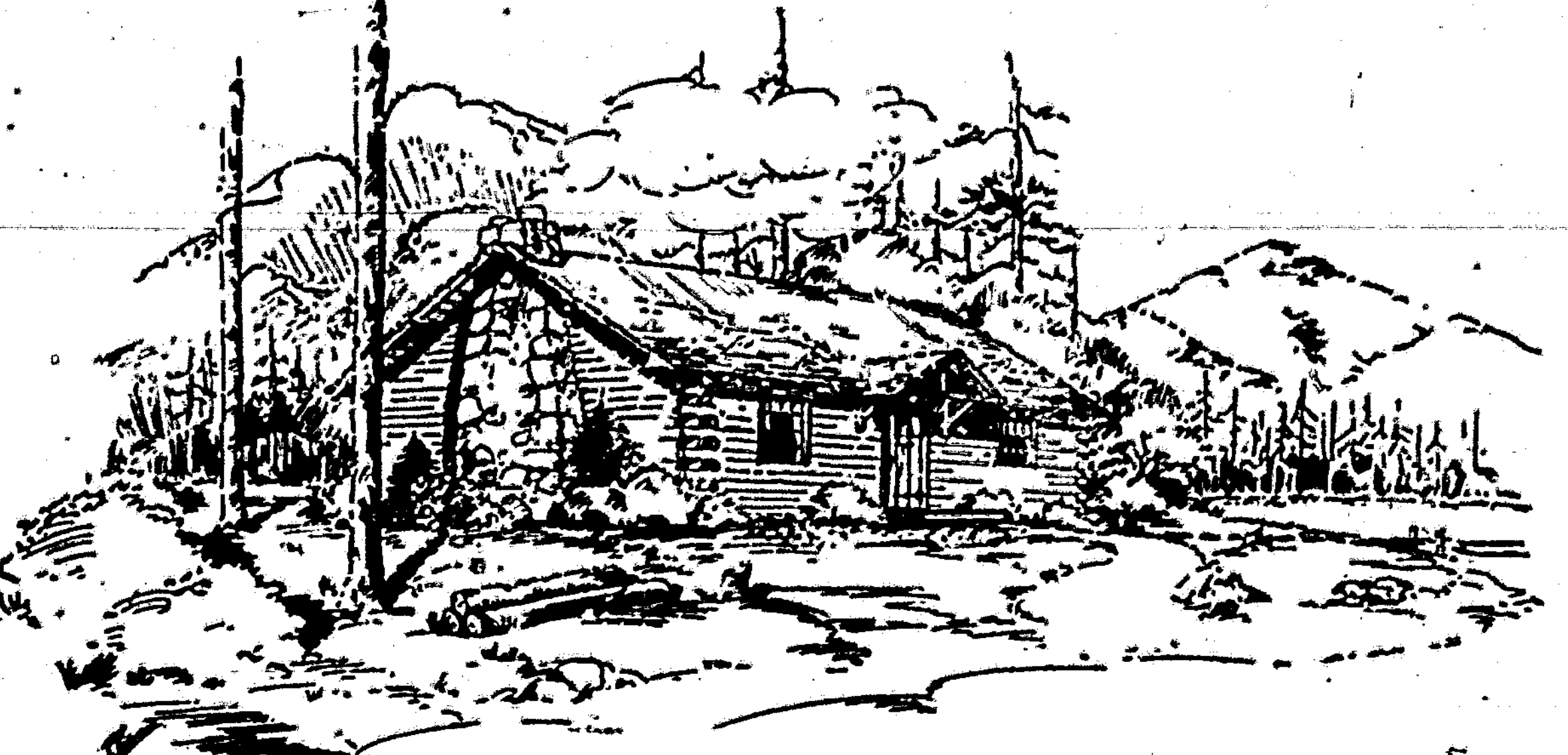
Home Of HOMELITE SAWS AND PARTS

## FILLEMAN CONSTRUCTION CO. OF RUIDOSO PROUDLY ANNOUNCES

Their Appointment as Franchised Dealer and Agents for AIR-LOCK LOGS, INC.

Now Offered for the First Time In Ruidoso

Genuine Authentic Rustic Log Cabins at Prices Anyone Can Afford.



### PRICE LIST

Cabin Size	Panel Lock Kit (You Erect) Includes Supervision	"KIT" Material (We Erect)	Complete Materials (You Erect) Includes Supervision	Complete Material (We Erect)
16 x 20	\$1800.00	\$2000.00	\$2000.00	\$2000.00
16 x 24	\$1900.00	\$2100.00	\$2200.00	\$2400.00
18 x 20	\$2400.00	\$2500.00	\$2500.00	\$2600.00
20 x 20	\$2800.00	\$2700.00	\$2800.00	\$3100.00
20 x 24	\$3000.00	\$2800.00	\$3000.00	\$3200.00
20 x 28	\$3200.00	\$2700.00	\$3000.00	\$3400.00
24 x 22	\$3200.00	\$4200.00	\$4000.00	\$4000.00
24 x 24	\$3200.00	\$3000.00	\$3000.00	\$3400.00
24 x 32	\$3800.00	\$4000.00	\$4100.00	\$4000.00

- Prices quoted are for our suggested floor plans on level lots. Other floor plans with different window and door arrangements may be selected. PRICES FOR LARGER CABINS OR CUSTOM DESIGNS WILL BE QUOTED UPON REQUEST.
- PANEL-LOCK KIT (COL. 2 ABOVE) PRICE INCLUDES PRE-CUT JOISTS, HEADERS, SOLID BRIDGING, 3/4 PLYWOOD FLOOR, 3/4" DIAMETER LOGS FOR WALLS, PINE ROOF SHEATHING, PRE-CUT LOG RAFTERS AND BEAMS, ASPHALT SHINGLES, ROOF FELT, DOORS, STEEL CASEMENT SASH, CALKING COMPOUND F O B Lot.
- "KIT" MATERIAL ERECTED (Col. 3 Above) ON CONCRETE FOOTINGS OR PIERS ON YOUR LOT.
- COMPLETE MATERIALS (Col. 4 Above) INCLUDE ALL PANEL LOCK "KIT" MATERIALS PLUS PRE-CUT 2x4'S FOR PARTITION FRAMING, RANCH PINE WALLBOARD FOR PARTITIONS, BATHROOM FIXTURES (SHOWER, WATER CLOSET, AND LAVATORY), INTERIOR PLUMBING DRAINAGE AND WATER SERVICE PIPES AND FITTINGS, ELECTRIC WIRE, BOXES AND FIXTURES, KITCHEN CABINETS AND SINK, 20 GAL. HOT WATER HEATER, AND FIREPLACE UNIT AND CESS-POOL.
- COMPLETE MATERIALS ERECTED ON YOUR SITE WITHIN 40 MILES OF RUIDOSO.

Check These Sizes and Prices—Where Else Could You Find a New Home for Anything Like The Price?

Check These Advantages for your Summer Cabin or Permanent Home:

**\$2,895.00 Up**

Complete Building Kit For a Complete Cabin With Fireplace.

**WHY WAIT?**

See Complete Details at Jodie Filleman Construction or write P. O. Box 1196, Ruidoso, New Mexico

- Practical + Beautiful + Rustic Inside and Out
- Cabins can be erected in 7 to 10 days after materials have been delivered to Job Site.
- Cabins erected in 3 stages of completion.
- Do-it-yourself, or if you prefer, we will assist you, or we can give you a turn-key job.
- Framing and Accessory Assistance Available.
- You can use your own plan.
- Carpenter, Plumber, additional rooms.
- 1, 2, 3, 4 bedrooms plus 1 or 2 baths.
- Weatherproof, not proof due to pre-treated process.

held at 2 p. m. Sunday, Oct. 18, Mrs. Corinne R. McNatt, postmaster, has announced.

Decorations, entertainment and refreshments will be authentic Mesalero Apache Indian, whose large reservation in South Central New Mexico is served by the post office.

District, regional and area postal officials as well as residents of the reservation are expected to attend. Mrs. McNatt said the public is invited.

The new post office is located west of the Agency Headquarters in Mesalero on U. S. Highway 70, and across from historic old Blaser Mill.

Welcome To The ASPENCADE

If you need film, flashbulbs or anything else while here for this colorful event, please call on us.

**Cook's**  
 COSMETICS  
 COMETTE HOBERRY  
 MISS SAYLOR'S CANDIES  
 Proprietary  
 & Sundries  
 On the Corner East of the Bank

**Ruidoso News**  
 The Paper with the Want-Ads Read by Thousands of People

SHOP at your LOCAL STORE



For Specials Page 8

**RUIDOSO TV SERVICE**  
 5-CHANNEL CABLE T. V.  
 ALL NETWORKS  
 PHONE CL 7-2311

## 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 Mesalero, 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 Meetings.
- 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 bitter Lincoln County War centered, and 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 rides into the mountains here.
- White Oaks—** Old ghost town once thickly populated and once having newspaper, stores, saloons.
- The Three Valleys—** Scenic ranchland and mountains.
- Capitan, Capitan Gap and Indian Gap—** Beautiful orchards, ranches along Ruidoso, Hondo and Bonito. Home of internationally famous artist, Peter Hurd; screen star Linda Darnell; author, writer Dan Storm and Leslee Maness and Milt Mable, radio and screen entertainers.
- Ruidoso Downs—** Popular summer race track with horse racing each week-end in summer.
- Night Clubs—** Numerous clubs with entertainment.
- Churches—** In the immediate area are nine churches of various denominations.
- 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—** 99-year-old fort once policing Apache Indians, later used as Merchant Seaman Hospital, now a state TB sanatorium. Where Territorial Gov. Lew Wallace visited and where Gen. "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 Shelton, Katherine Hall Travis, Reynolds Jones, Martha Graves, and others, and art schools are held each summer.
- Mayhill Nurseries—** Giant greenhouses growing many beautiful flowers shipped to wide area.
- Smokey The Bear Museum—** Capitan has erected log cabin to house mementoes of Smokey the Bear, rescued in forest fire near there.
- Ruidoso Lookout Tower—** Gives panoramic view of Playground of the Southwest.
- Ruidoso Sky Ride—** Unusual cable car lift to top of Wildcat Mountain on U. S. Highway 70.
- Dowlin Mill, Blaser Mill—** Both in immediate area, pioneer adobe structures once housing flour mills, both over 100-years old. Dowlin Mill in Ruidoso now grinding flour each summer. General Pershing, Lew Wallace, Billy the Kid and Pat Garrett were among early day visitors at Dowlin's Mill in Ruidoso.
- Carrizo Lodge—** With unique history, museum and scene of square dance schools, bordering on Indian reservation.
- Fun In Downtown Ruidoso—** With skating, bowling, shooting galleries, bingo, theatres, children's rides, billiards and many curio stores.
- Places To Dine—** More than 50 restaurants and dining rooms to choose—some of them with specialties.
- Green Tree Indian Aqueduct—** Stone aqueduct built over 900 years ago to carry water from Palo Verde Springs into Ruidoso Valley.
- Indian Ruins—** Ruins and photographs of various Mogollon settlements at Glencoe, near Capitan, in Ruidoso area.
- Airport—** Paved runways long enough to accommodate two-engined planes.

—and at further distances, but still within 4 to 5 hours' drive, are: El Paso and Juarez; Holloman Air Force Base (Guided Missiles) and White Sands Proving Ground; Carlsbad Caverns; Original Atomic Bomb site; Bottomless Lakes; Albuquerque and Santa Fe; Elephant Butte Lake; Truth or Consequences.



# Santa Gertrudis Herd Now Being Established By Tully Brothers With Grandsons Of Old Monkey

By VIRGINIA CHAPPELL  
(Ruidoso News Staff Writer)

If you've never heard of old Monkey, he was a lot of bull and a character. In fact, old Monkey was head of a dynasty. He was the only bull that ever has established a new breed of cattle in the United States. Old Monkey was bred on the famous King Ranch in Texas. He was five-eighths short horn and three-eighths Brahman and a dark cherry red in color.

The superb looks of old Monkey, when he was just a young bull, attracted the attention of the breeders at the King Ranch and they had something special in the animal. It was old Monkey, who grew to a tremendous size, who produced the fine Santa Gertrudis breed. His grandsons weigh from 1,600 to 2,000 pounds.

Today, four of old Monkey's cherry red grandsons are living the life of Riley on a lush 4,500-acre ranch at Glencoe in the Ruidoso Valley. They reign over a devoted harem of 230 mother cows.

"The four bulls and their harem are a foundation for establishing the Santa Gertrudis breed on our ranch," said owners Gerald and Jim Tully. "The Tully brothers, whose father bought the big ranch in 1902, also have a number of black Angus bulls in their spread."

"We're going out of the Herd-fords," they said.

PAGE SIX  
**Ruidoso News**  
Friday, October 9, 1959

Gerald and Jim Tully are as up-to-date in their cattle business as the armed services are with their missiles.

"We've licked the heart-breaking conditions we had in the cattle business a few decades ago," Gerald said. "Why, as late as the latter part of the 30's we still were driving our cattle on the hoof 20 miles to the railroad at Capitan. Sometimes it was through deep snow."

Later, the cattle were hauled by truck to Capitan. But on foot or by truck, the Tully brothers found that the cattle shrank in weight and they lost money.

Later, cattle from the area were hauled to Roswell, but they still lost weight on the journey.

"Why, I've known a beef to shrink 40 pounds from the time it left the range until it reached the scales at Roswell," Gerald said.

Now, the Tully brothers are not of the ilk to know defeat or be unable to solve a problem, for they are a part of this dauntless land. Gerald was born at old Ft. Sumner and Jim first saw the light of day on the very ranch where the brothers now reside.

About 1947, they erected a scale on their own ranch, only a few yards distant from busy U. S. Highway 70. The Tully brothers told their neighbors that they also might use the scale without charge—to weigh their cattle.

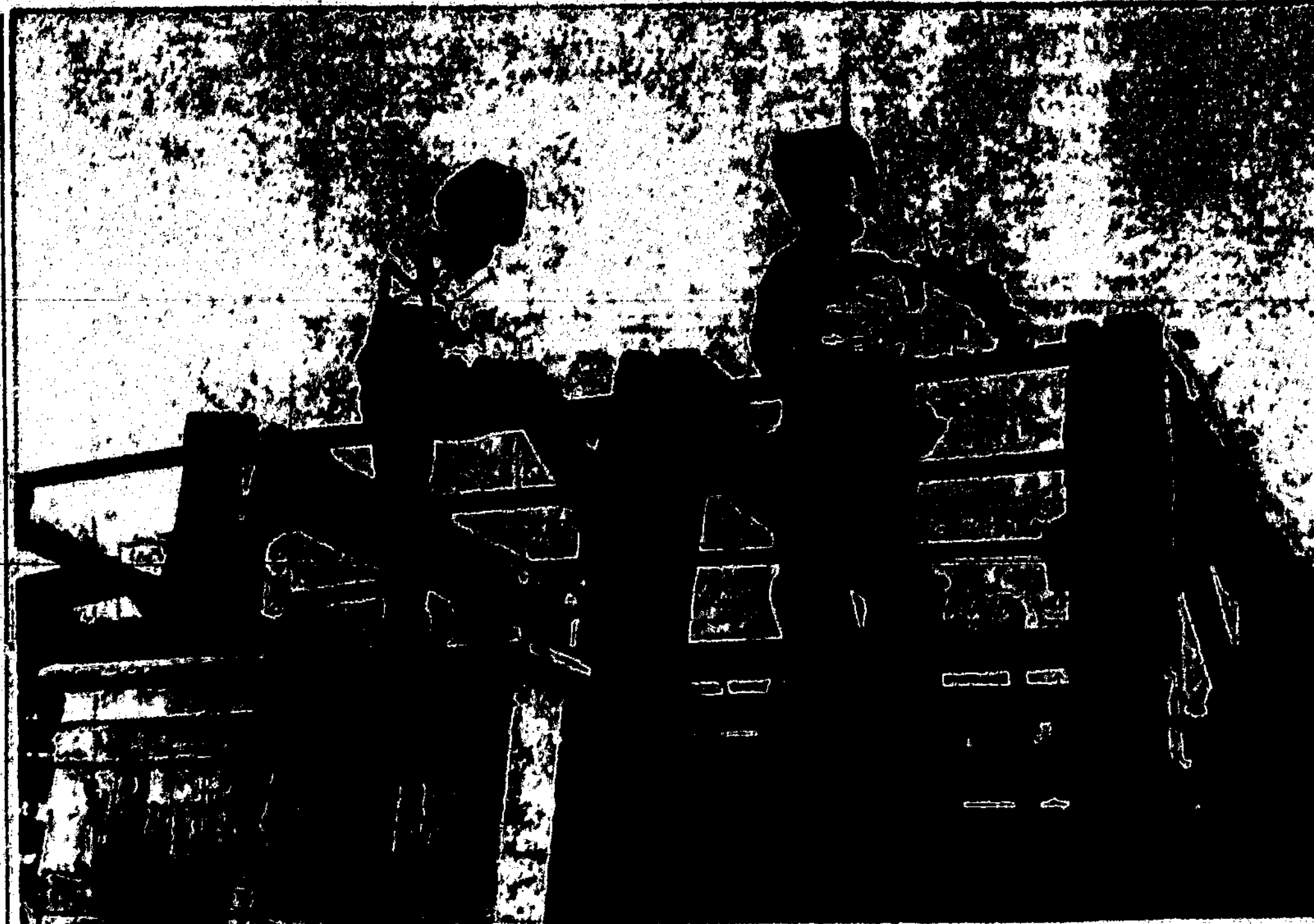
Weighing of the cattle at the ranch, instead of at the end of a journey to some shipping point, solved the shrinkage problem. But the Tully still had "3500.00 worth of worry" waiting for trucks to show up.

"Maybe, some of them never would arrive," said Gerald, who manages most of the cattle business at the ranch.

The Tullys began to put up native corrals close by the scales. Some of their neighbors came in to help. Today, there are enough corrals to handle 1,000 head of cattle daily. Now the cattle are consigned beforehand and then weighed and sold to the buyer at the corrals.

The Tully cattle are usually ready for shipping about Oct. 26.

"No more headaches. No more worry," the brothers said. "Now, all we have to do is produce better cattle, and we believe we're going to do it with old Monkey's grandsons."



**THIS IS THE SCALE**—Erected in 1947 by Gerald Tully, right, and his brother, Jim Tully, on their ranch in the Ruidoso Valley near Glencoe to weigh their cattle on the spot. Later, corrals were erected close by and now all their cattle business is transacted at the site. The Tully brothers now are establishing a Santa Gertrudis herd on their ranch with grandsons of famous old Monkey of the King Ranch in Texas.

State Fair in Albuquerque. He especially enjoyed the funny antics of the clowns and the rodeo performers. He could see so many things from the top of the ferris wheel.

Ted Conley visited in Alamogordo last week and had fun trying to catch some baby calves.

"We were glad to have the mothers of Bobby Hitchens and Cyrus Leland visit us last week.

Those who made stars in spelling for the entire first six weeks were: Roy Tod Browning, Pat Farrar, Sandy Sue Harris, Bobby Hitchens, Cary Horton, Colleen Donnelly, Cyrus Leland, Barbara Trullio and Gwen Dell Youngblood. The ones who missed only one word the first six weeks were: Susan Clove, David Elias, Deborah Morrison and Neale Williams.

**Second Grade**—Mrs. Reese Danny Halladay had many interesting things to tell us about the

**Nob Hill School**

Everyone Checks Out Listings on —Page 8—

## At the Hospital

Visiting hours: 2 to 4 p. m.; 8 to 8 p. m.

Admitted as patients in the last several days at Ruidoso-Hondo Valley General Hospital in Ruidoso have been:

Trust Schultz, Hollywood; Jack Aldrich, Capitan; Adevaque Torres, Tinnie; Suzie Bonnell, Mrs. Lucy Monter, Alamogordo; Mrs. Myrtle Garner, Ruby Smith, Ruidoso; Montie Gardenhire, Tularosa; Vicky Mae, Ruidoso Downs.

Born to Mr. and Mrs. Eddie Cooper of Ruidoso a boy, Sept. 30; wt. 8 lbs., 14 oz.

Born to Mr. and Mrs. Abdon Melendez of Weed a boy, Oct. 5; wt., 8 lbs.

Born to Mr. and Mrs. James Broadburn of Ruidoso a boy, Oct. 6; wt., 8 lbs., 11 oz.

## Junior High and Elementary Notes

**Fifth Grade Room**—Mrs. Trolley We had six-weeks tests in social studies and arithmetic last Friday. Most of us did well, but some of us are going to have to work hard this next six weeks to bring up our grades.

We had a class meeting Monday and the following officers were elected: Alva Morrison and Dennis Noller, news reporters; Sue Nash, librarian; Mike Trotter, lunch room monitor; Tim Donnelly, room monitor, and Lynanne Gordon, care of room.

Your savings now earn 3% in Ruidoso State Bank.

has also been sick.

We are working hard in Phonics so that we will be ready to read before long.

When it is cold or you do not want your child outside, would you please send a note so that they will be kept inside.

## Also Bites

By MRS. AILEEN LINDAMOOD

Don Williams of Tulsa, Okla., and Matty Dengler of New Braunfels, Tex., stopped by Thursday on their way to Monjeau to camp and then they were hiking up Baldy the next day.

Jimmie Lee and LaRoy Gibson drove up for the day Saturday from Carrizozo.

The A. C. Morrisons and Bob Poyses of Amarillo were here the past week-end.

Wednesday Mrs. Joe Bunton, Mabel Bentlow and Edith Crawford were up from Carrizozo to spend the afternoon with Mrs. George Dingwall.

Mrs. Henry Peebles visited the Charlie Peebles on Monday.

Mr. and Mrs. Tom Rigby of Ruidoso were over last Monday showing their guests Mr. and Mrs. A. A. Rigby of Dallas around the community.

## HARRIS SHELTON Artist

SUMMER STUDIO  
1 Mile Above Postoffice  
WINTER STUDIO  
3411 Richmond St., El Paso

**WELCOME TO THE ASPENCADE**  
**Hit 'em Hard, Warriors!**

Support the Warriors at Home or Away From Home with Your Attendance.

**RUIDOSO WARRIORS 1959 SCHEDULE**

Sept. 4 Roswell B O, Ruidoso 19.  
11 Lordsburg 25, Ruidoso 0.  
18 Capitan 6, Ruidoso 34.  
25 Ruidoso 7, at Tularosa 6\*

Oct. 2 Hondo 0, Ruidoso 26.  
9 Hatch 7, Ruidoso 7:30  
16 Carrizoso There, 7:30  
24 Alamogordo B Here, 1:30

\*Class B Conference Games

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

**WELCOME TO THE ASPENCADE**  
**Our Hours: 11 a. m. to 9 p. m.**

Featuring Steaks, Chicken, Fish, Sandwiches

**Nob Hill Restaurant**  
CLOSED MONDAYS

**Louis Philippe of Ruidoso**

Main Road—Gateway

Quality and Fast Service—Overnite Film  
Developing—Jumbo Prints at Standard Prices  
Complete Color Service

**Ask Us To Play Our New PLAYER PIANO**

For You in Our Cocktail Lounge. You'll love the beautiful music on this wonderful piano!

OUR DINING ROOM IS OPEN YEAR ROUND

Serving Breakfast, Luncheon & Dinners

**NAVAJO LODGE HOTEL**

**It's Getting Frosty in the Mornings**

**TIME TO WINTERIZE**

Maybe, too, it's time for a NEW NATIONAL BATTERY

Sold with the finest guarantee in town!

A Deal All Year O'

**THOMPSON'S SERVICE STA.**  
GARAGE and CAFE

On Hiway 70 Hollywood, New Mexico

**IF IT'S ELECTRICAL**  
See  
**HART ELECTRIC**  
DEPENDABLE REASONABLE

**HOT POINT APPLIANCES**

Buy Them on Easy Terms  
Phone CL 7-5075

**THE BIG CHANGE**

**ELECTRIC RANGE!**

because...

**IT'S CLEAN**—Electric heat is as clean as electric light. There are no flames to produce soot. Utensils, walls and curtains stay new-looking with less washing and care.

**IT'S COOL**—The oven is insulated on all six sides to keep heat inside. Surface units transfer heat by direct contact. They heat the utensils, not the kitchen air.

**IT'S FAST**—Surface units start heating instantly, reach full heat in seconds. The fully insulated oven preheats rapidly. And this fast heat is accurate!

**IT'S ECONOMICAL**—Most surface cooking, at low heat settings, uses electricity thriftily. Oven heating elements operate less than half the cooking time.

**IT'S AUTOMATIC**—The clock-controlled electric oven cooks complete meals unattended. Automatic surface units prevent boil-overs and burned foods.

**IT'S MODERN**—An electric range is engineered for maximum convenience, designed for sleek, modern beauty. It's the truly modern way to cook.

**SEE YOUR LOCAL ELECTRIC RANGE DEALER**

See the new electric ranges and learn first hand how an electric range can help you Live Better... Electrically!

COMMUNITY PUBLIC SERVICE COMPANY  
JOE COE, District Manager

**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 Ph. CL 7-3875

**THE CHANGING SCENE**

I Would Like to Take This Means TO INVITE YOU

To Check On Our GUARANTEED RADIATOR PROTECTION

Check On Our Budget Plan

For the Purchase of **ATLAS TIRES & BATTERIES**

Snow Chains - and Other Accessories

If you have a Standard of Texas Credit Card You Can Buy

**FOUR NEW TIRES**

**\$10 DOWN - \$8.75 Per Month**

**Max Oliver Chevrolet Station**

Ruidoso Dealer - On U.S. Highway 70  
Ph. CL 7-4295  
Washing - Greasing - Flat Fixing

**KEITH GAS CO.**

Phone CL 7-4025 - Ruidoso  
For Night Service Call CL 7-3817 or CL 7-2588



**Angus & Bonito**  
By EULA CORDER

Better late than never to brag on two of our local girls, Glenda Peters and Sharon Hayes. During the recent Lincoln County Fair at Captain Glenda's daughter, Mr. and Mrs. LaMoine Peters, won first place in the apple pie contest and Sharon Hayes, daughter of Mr. and Mrs. Barrie Hayes, won second place. Both girls baked very beautiful and tasty pies. Glenda went to the State Fair at Albuquerque and won second place in the state contest. Her prize was a General Electric Herk.

Guests at the Ira Youngs over the week-end were Mr. and Mrs. Pete Peters and children from Roswell, Mr. and Mrs. Larry Bailey and son and Mr. and Mrs. Jack Nichols, all of Alamogordo.

Mrs. A. B. Zumwalt, Mrs. Gil

### Crossword Puzzle

**Across**

- Passage from mouth
- Fix value
- Vigorous
- Sluggish
- Hated
- Allow
- Nickel
- chem.
- Same
- Landed
- Chart
- Parchment
- sheet
- Seize
- Head top
- Hermite
- Amount
- Printer's
- measures
- Set on
- Face side
- Knocking
- Formulas
- Bring up
- Kir
- Cover

**Down**

- Do wrong
- Utensil
- Indian
- Fair announcement
- Falsahood
- Third music
- Flour
- Calin
- Pay out
- Eaten away
- Terror
- Dull
- Prosper
- One who cures
- Fester
- Kind of whale
- Iota
- Despots
- Apportion
- Prophet
- Rosed
- Boy's nickname
- Ruling body
- Shore birds
- Born
- Indicates
- Fold
- Herdman
- Auricle
- de Janeiro
- Looked
- sullen
- Consuming
- Unwavering
- Swiftness
- Location
- Proximate
- Boy
- Railroad
- Post Office
- Shore
- Perform

**The First CHRISTIAN CHURCH**  
Of Ruidoso  
Invites You to Attend  
The Morning Worship Service  
This Sunday, October 4,  
AND HEAR  
FRANK E. TAYLOR  
Guest Speaker.  
MORNING MESSAGE  
The Third Message on  
The 23rd Psalm  
Bible School 9:45 a. m.  
Worship Service  
11:00 a. m.

Answers to Puzzle

**Across**

1. Mouth
2. Value
3. Vigor
4. Sluggish
5. Hated
6. Allow
7. Nickel
8. Chem.
9. Same
10. Landed
11. Chart
12. Parchment
13. Sheet
14. Seize
15. Head top
16. Hermite
17. Amount
18. Printer's
19. Measures
20. Set on
21. Face side
22. Knocking
23. Formulas
24. Bring up
25. Kir
26. Cover

**Down**

1. Do wrong
2. Utensil
3. Indian
4. Fair announcement
5. Falsahood
6. Third music
7. Flour
8. Calin
9. Pay out
10. Eaten away
11. Terror
12. Dull
13. Prosper
14. One who cures
15. Fester
16. Kind of whale
17. Iota
18. Despots
19. Apportion
20. Prophet
21. Rosed
22. Boy's nickname
23. Ruling body
24. Shore birds
25. Born
26. Indicates
27. Fold
28. Herdman
29. Auricle
30. de Janeiro
31. Looked
32. sullen
33. Consuming
34. Unwavering
35. Swiftness
36. Location
37. Proximate
38. Boy
39. Railroad
40. Post Office
41. Shore
42. Perform

**JACK MATHEWS REFRIGERATION SERVICE**  
Commercial — Domestic  
DIAL CL 7-3725  
"WE PREFER TO PLEASE"  
P. O. BOX 1122 RUIDOSO, N. M.

**G. A. JONES S. L. BUILDING CONTRACTORS**  
—Mechani Drive—  
Pho. CL 7-5171  
Ruidoso, New Mexico  
A-6432 A-9752

**GATEWAY MILL**  
Custom-Built  
Cabinets, Fixtures, Mill Work  
We Sell and Cut  
PLYWOOD  
In Any Size or Shape  
AMROCK HARDWARE —  
LACQUER FINISHES  
Gateway On Main Road  
Phone CL 7-2688 P. O. Box 443, Ruidoso, N. M.

**THAT NEW LOOK!**  
Keep It Longer  
AND  
Keep Your Clothes Serviceable Longer  
By Having Them Cleaned Regularly  
**PROTECTED**  
"til you Wear 'em"  
We deliver your garments cleaned in a plastic bag to insure their freshness until you wear them after being cleaned by the superior method which costs you less.

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

**Estes Cleaners**  
S. & H. Green Stamps Given

**HERE ARE THE ADVANTAGES YOU GET WHEN YOU MODERNIZE WITH A**  
**Clowe & Cowan**  
Property Improvement Loan

You get all your property improvements NOW.  
You pay for them in easy-to-make monthly payments:  
(Up to \$4,000 — 60 Months to pay!)

You get LOW COST Financing and PACKAGE REMODELING.  
Your dealer handles the title transaction.  
Get immediate relief on your loan application.  
YOUR DEALER IS IN RUIDOSO, NEW MEXICO

**SID COURVELLE**  
PLUMBING & HEATING  
Dial CL 7-2665 Ruidoso, N. Mex.

**MESCALERO APACHE WOODYARD**  
Juniper, Oak, Pinon  
\$20 a Cord  
Pine  
\$16.50 a Cord  
(\$3.00 Charge for cutting to stove lengths.)  
Delivery charge depends on distance to be hauled.

**BILL McCARTY FOR SAND AND GRAVEL**  
Dozer Work  
Grader Work  
Paving  
Phons CL 7-4500  
We Appreciate Your Business

**ODORLESS CLEANERS**  
Using the Hoffman Jet-In Automatic Machine  
SATISFIED CUSTOMERS DO OUR ADVERTISING  
ONE-DAY SERVICE IF REQUESTED  
Plenty of Parking Space — Highway 70  
HOLLYWOOD

**R. E. (Bob) Carter Electric**  
Licensed and Bonded Electrical Contractor  
PHONE CL 7-2615 — RUIDOSO, N. MEX.

**Westinghouse Famous Appliances**  
Washers — Dryers — Ranges — Freezers and Refrigerators  
W. C. C. Financing — Liberal Terms

**For Hunting Season—**  
Guns — Ammunition — Camping Supplies  
Hunting Blinds & Vests — Ladders, Etc.  
We have tools for the home, for the handy-man and for your shop.  
Full Line of MINNESOTA PAINTS For All Purposes

**HOME & AUTO STORE**  
New Under New Ownership and Management  
W. C. BOYD  
Ruidoso — Where We Take Time To Live!

**Continuing News**  
By DIXIE SPARKS

All the Village of Capitan rang with happiness and everbody had barrels and barrels of fun—reason? It was the Homecoming week-end and all of the Alumni that could make it home from college were here. One reunion of Walt Jones with his mother and father took place in one home and folks it was inspiring to witness the family love and closeness that these three show. Saw Sally Cloud with her room mate Elizabeth and Rose Marie Houck. There had

Hobbs, Mr. and Mrs. Jimmie Sikas and Sheri Lin, from El Paso, Ben Pinstang, Noga, Little Kathy Millisap, Lovington, Sandra Hayes and Mr. and Mrs. Charles Corder. Others at the dinner who are having birthdays in October are Kathy Millisap, O. D. Tarpley and Ben Pinstang. No one except Sheri Lin and Kathy would tell their ages.

Week-end visitors with the Barrie Hayes were their daughter and family, Mr. and Mrs. Weldon Millisap and Kathy from Lovington and Mr. and Mrs. R. C. Hayes and son from Eunice, N. M.

Deer season with bow and arrow is now open. Aubrey Mayer and Jim Warren from Lovington spent the week-end in one of Barrie Hayes' cabins and went hunting with their bow and arrows but no luck.

Mr. and Mrs. H. B. Shaw, Bonito City, received word that Mr. Shaw's grandmother, Mrs. Margaret Hinds, 90 years old this past August, had passed away in Albuquerque. She was buried at Mountair, N. M., the 6th of October.

Mr. and Mrs. James L. Worley from Carlsbad are now living in one of Barrie Hayes' cabins. Mr. Worley is with the State Highway Dept.

Sunday visitors with the Tommie LaMays and Frank Sterns were Mrs. LaMays and Frank's grandmother, Mrs. Minnie Purcella from Roswell, an aunt and uncle, Mr. and Mrs. Walter Purcella from Tinnie, another aunt and uncle, Mr. and Mrs. Henry Rue and son Edwin from Roswell. They all enjoyed a jeep ride up the canyon and picking pinon nuts.

Mr. A. B. "Red" Kelley has gone to Austin, Tex., to work for a while. "Red" is greatly missed and every one is hoping that he will return before long. Soon be hunting season "Red".

Mr. and Mrs. L. V. Stone from El Paso spent the week-end at their cabin on Bear Canyon.

"Zip" Franklin of Lovington flew up to his place on the Bonito Tuesday.

**ASK... Fred Gresswell**

**HOW the new BETTER PROTECTION**

**All-In-One Insurance**

Your Home  
Personal Property  
Your Liability

**SAVES YOU MONEY**

HOME OFFICE—SEATTLE, WASHINGTON

been a light rain in the afternoon before the game but the boys plowed right on through for the final score 10 to 6. The half-time show was given by the Homecoming girls, their precision marching and the formations of the Captain Band, including as a star the "Alumni" band. The girls were quite a "roll" too. Fall is really here and we have gotten more rain which we can use for the hunting season soon. A special hunt for elk will take place this week-end. But the "weather" we are the best chance there is for a much dreaded fire. Drove over the new highway Sunday and boy, oh boy, when it is finished will we be proud of it.

Walt Jones, Alumni of Captain High School, was home over the week-end for the homecoming game and of course to see his folks. Friday night he squired Betty to the Homecoming Party.

Rose Marie Houck arrived home Friday for the Homecoming game from Western College. Joe Lee was among the ones she made very happy by arriving in time for the game and party following.

Sally Cloud arrived from Western College with her room mate Elizabeth Porter of Silver City. The two "gals" also attended the party.

Shorty and Loretta Jones arrived home from Western College for the Homecoming game and party.

The mystery is solved for the room at Fort Stanton Nurses' Home belonged to Clydia Britt and since she died in 1941, she has been Mrs. Mosa Maryfield. Congratulations and best wishes for you both.

Captain P-TA had its monthly meeting last Monday night with Marie Walker, president, presiding. Educational films were shown those

**Church Directory**  
HONDO COMMUNITY CHURCH  
Hondo, N. M.  
Rev. C. Edward Ditzel, Minister  
Methodist Minister  
Dr. Paul S. Van Dyke, Presbyterian Minister  
Morning Worship—9:00 a. m.  
Church School—10:30 a. m.  
Women's Christian Fellowship meets Wednesday at 8:30 p. m.  
FIRST CHRISTIAN CHURCH (Disciples of Christ)  
Rev. Frank E. Taylor, Guest Minister  
Bible School, 9:45 a. m.  
11 o'clock, morning worship.  
The third message on the 23rd Psalm will be the morning worship subject.

**FIRST BAPTIST CHURCH**  
Rev. E. J. Tankersley, Pastor  
Ruidoso  
Sunday School, 9:45 a. m.  
Worship Service, 11:00 a. m.  
Training Union—8:30.  
Worship Service—7:30.  
Wednesday Night Service, 7:30  
**ASSEMBLY OF GOD CHURCH**  
Ruidoso Downs  
Rev. F. W. Brader, Minister  
Sunday School, 10 a. m., morning worship 11 a. m., evening worship 7 p. m.

**RUIDOSO BAPTIST CHURCH**  
Wayne Joyce, Pastor  
Downtown Ruidoso  
Sunday School—10 a. m.  
Morning Worship—11 a. m.  
Prayer Service—7 p. m.  
Evangelistic Message—7:45 p. m.  
Wednesday Night Service—7:30 p. m.  
**GREEN TREE BAPTIST CHURCH**  
Ruidoso Downs, New Mexico  
Rev. Glenn McCoy, Pastor  
Sunday School, 9:45 a. m.  
C. T. Carpenter, S. S. Supt.  
Praying Service, 11:00 a. m.  
Training Union, 6:30 p. m.  
L. Wilson, Director T. U.  
Preaching Service, 7:30 p. m.  
Wed. Night Service, 6:30 p. m.  
The church where everybody is somebody, and nobody a stranger  
Phone ES 8-4241.

**GATEWAY CHURCH OF CHRIST**  
C. E. Higginbotham, Minister  
Sunday Services:  
9:30 a. m., Bible Study.  
10:30 a. m., Worship and Communion.  
6:30 p. m., Worship.  
Wednesday, 6:30 p. m., Prayer Meeting.  
**COMMUNITY METHODIST CHURCH**  
Rev. Edward Ditzel, Minister  
Church School, 9:45 a. m.  
Bible Study, 11:00 a. m.  
Morning Worship, 10:00 a. m.  
(Nursery provided for 11:00 o'clock service).  
All Church Study Course, 3-4 p. m.  
"Contemporary Mand and The U. N."  
Youth Meeting, 5:30 p. m.  
Ladies, 3rd to 5th grade.  
Intergrade, 6th to 8th grade.  
Young People, High School.  
Youth Choir Practice, 6:30 p. m.  
Evening Worship, 7:00 p. m.  
Communion each first Sunday.  
Official Board meets each first Sunday following evening service.  
**CHRISTIAN SCIENCE SERVICES**  
Sunday School services each Sunday at 9:45 a. m.  
Every Sunday, 11:00 a. m., in Ruidoso Woman's Club. Testimony meeting following regular service each third Sunday. A cordial welcome is extended to all who may wish to attend.

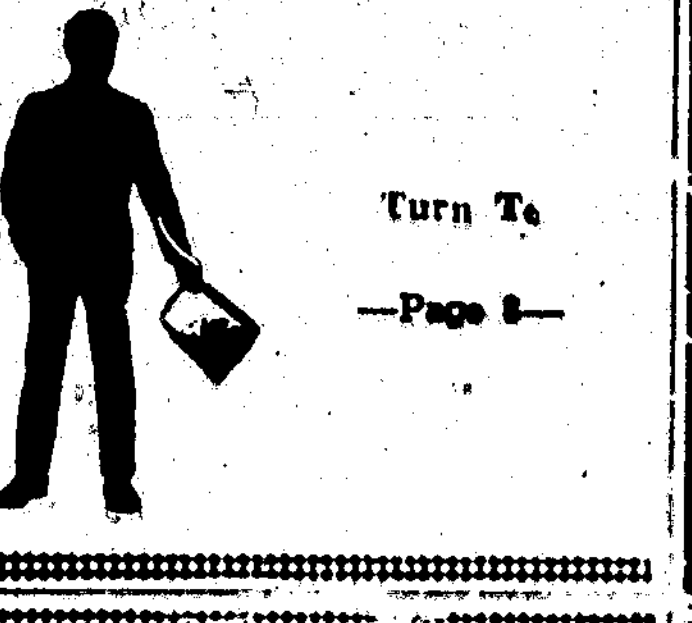
**FULL GOSPEL HOLINESS CHURCH OF RUIDOSO-DOWNS**  
Sunday School—9:45 a. m. Sunday Preaching—11 a. m. Sunday Evangelistic Service—7:30 p. m. Sunday.  
Prayer Meeting—Tuesday evening—Young Peoples Service—Thursday evening.  
**FIRST PRESBYTERIAN**  
Rev. Paul Van Dyke, Pastor  
A Home for the Soul in 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**  
Rev. Wm. R. Brown, Vicar  
Chapel of Our Redeemer, Fort Stanton—1st, 3rd, 5th Sundays, 10:00 a. m.  
St. Anne's Chapel, Glencoe—Services each second and fourth Sundays, 9:30 a. m.  
Church of the Holy Mount, Ruidoso—Services—11:00 a. m. Sundays.  
**ST. KLEONOR'S CHURCH**  
Fr. ROBERT AUBERT, Pastor  
School of Masses—Bible Masses at 7 a. m. and 11 a. m.  
Week Days—7:00 a. m.  
**CHURCH OF JESUS CHRIST**  
L. D. E.  
Members, N. M.  
Next to Grade School  
Praying Meeting—9:00 a. m.  
Sunday School—10:00 a. m.  
Sacrament Meeting—11:00 a. m.

Fletcher Hall's palomino filly won first place in the horse show in Albuquerque at the State Fair.

That is all for this week folks, may I leave you with this thought: God's Universal Law is Love and Truth. He so loved the world He gave us His Son. Would it not stand to reason that His Law of Love should start within each of us, extend all around the world? What a wonderful world this would be, so simple yet so wonderful. See you next week, God willing, Dixie.

Buy NOW on lay-away for Christmas from our many practical gift ideas. Lester's Indian Curio, west at 507 N. Highway 70.

Insure your financial future through real estate ownership "today." Allied Realty, Phs. CL 7-3303.



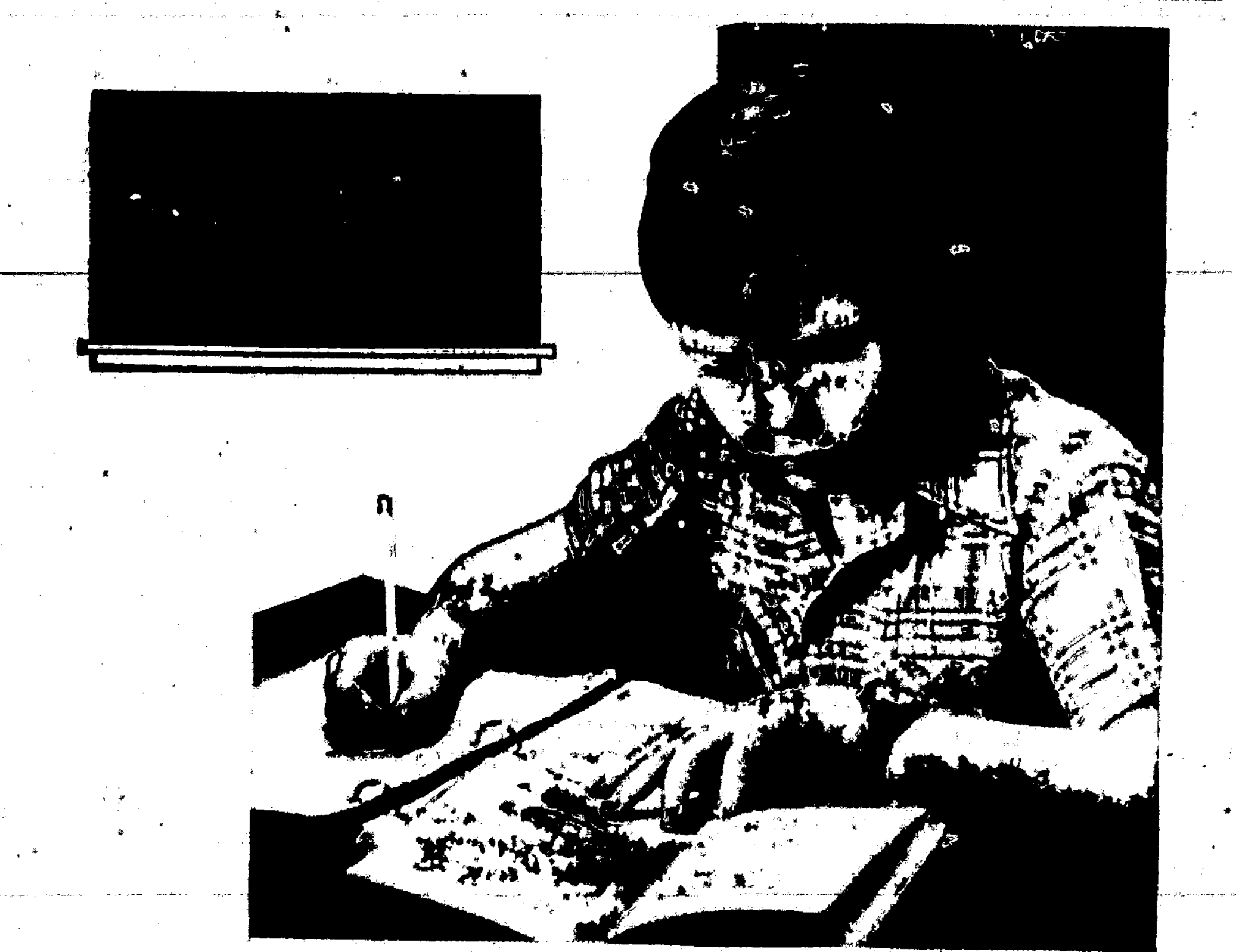
**JOHN R. EMDE**  
**CONTRACTOR**  
General Building  
Telephone CL 7-2931  
There is no Substitute For Quality  
Office In The Gateway

**Christmas Lay-Away Plan**  
Ideal For Mom or Dad  
EASTERN STAR and MARION KEY RINGS  
No Down-Ten Small or Ten Large  
(SMALL DEPOSIT WILL HOLD)  
**BOWLIN'S RUNNING INDIAN**  
On U. S. Highway 70

**RUIDOSO GRAVEL SERVICE**  
All Kinds Crushed Gravel and Sand  
Boulders and Top Soil  
Excavation and Fill Jobs  
Trenching for water and sewer lines  
Footings and Landscaping  
FREE ESTIMATES.  
WE DO QUALITY WORK.  
Phone CL 7-4045 J. B. Close  
Hollywood — Box 235

**It's Aspencade Time**  
... and we hope you enjoy your visit to Ruidoso this week-end, enjoy it so much in fact you'll be back for other visits. If you need anything in the home-baked goods line please call on us.

**PERRY'S BAKE SHOP**  
8 a. m. 'til 7 p. m. week-days, 9 a. m. 'til 4 p. m. Sundays.  
TWO HOUR SERVICE ON ANY ORDER  
Birthdays Cakes — Anniversary Cakes — Wedding Cakes or Cakes for Parties Made to Order  
Pho. CL 7-5582 — Ruidoso — Clovis Perry  
Across Main Rd. from Ice House



Fred spends about 1,000 hours each year in school. When he graduates from high school he will have sat in classrooms for 12,000 hours.

Plus homework Miss Harkins assigned nine pages of science today. Mr. Brent expects a book report tomorrow. And so it goes every school day—every year.

Don't let Fred's crowded school roster worry you. He is getting an education—the fine education every American child is entitled to. Let Fred's empty spiritual water worry you. He is spending ZERO hours in Church School. He is getting NO religious education. And his tragedy is shared by MILLIONS OF AMERICAN YOUTH.

A new kind of homework is needed. By friendly encouragement by sincere interest, by the example of our own families in faithful church life—we must inspire the Freds and their parents to take advantage of the spiritual opportunities that America's churches offer.

**THE CHURCH FOR ALL... ALL FOR THE CHURCH**

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

Day	Book	Chapter	Verse
Sunday	11 Timothy	1	18
Monday	Matthew	1	27-36
Tuesday	Matthew	1	27-37
Wednesday	Matthew	1	27-38
Thursday	Matthew	1	27-39
Friday	Matthew	1	27-40

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

**J. A. BURNS** Libr. & Supply  
The Home of Better Values  
Box 98 Hollywood Ruidoso

**FURRY'S CAFE**  
Harry and Ana Filiers

**First Presbyterian Church**

**Brunell's** Department Store

**Whitlock's** Watches Diamonds Costume Jewelry

**Sid Courvelle** Plumbing & Heating  
Famous Name Brands  
Dial 2655 — Terms to Suit

**Ben Donathan & Sons** Building Contractor  
Phs. CL 7-2766 Ruidoso

**Sacra Bros. Co.** Of Lincoln County  
Business — Progress  
Trucks — Appliances

**Ruidoso Auto Supply** Automobile & Service Station Supplies

**Morrison Chevron Sta.** Dial CL 7-2688 Downtown Ruidoso  
Auto Tires — Accessories

**The Dairy Queen**  
The George Wainal Family  
Highway 70 — Hollywood

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







# Allied Realty ASSOCIATES

Office: DIAL CL 7-3303 or CL 7-3313  
Surest Route to Financial Independence is Continued Ownership of Real Estate

### SPECIAL

Six beautiful lots near golf course, buy all six for \$8,500.00.

### NEW HOME

Two bedroom modern unfurnished, deeded lot, \$9,750.00, terms.

We have several good substantial going business opportunities, do not require large cash outlay that will make nice living return.

### PONDEROSA HEIGHTS

Modern Furnished Home for \$23,900.00.

### RIVER CABIN—PRICE REDUCED

3 Bedroom, modern, furnished cabin, ideal view location in the pines and on the river, sleeps 12.

### HIWAY FRONTAGE—RUIDOSO DOWNS

Five lots in one block, ripe for development, Terms, \$10,000.00.

### GOLF COURSE HOME SITE

105-ft. facing two streets, this is close in, choice home site.

### IN CENTER OF BUSINESS DISTRICT

Large tract of land with highway and river frontage. This is an ideal property to develop, with rustic cabins for rentals.

SALES PERSONNEL: L. C. Crews, pho. CL 7-3055; W. B. Alexander, pho. CL 7-4115; Terry Easter, CL 7-3175.

### MOTEL ON HIWAY 70

17 modern rental units, wall to wall carpeting, tile baths, two bedroom modern home, established year 'round business.

### CREE MEADOWS

One of the cutest two bedroom modern furnished cabins in Ruidoso, fireplace and deeded lot. Let us show it to you today. Good terms.

### GOLF COURSE HOME

This home is nicely furnished, has three bedrooms, large lot, excellent location adjacent to the golf course.

### COMMERCIAL

2 1/2 Acres, 3 wells, ideal location, good income, unlimited possibilities for future development—29% cash will handle this and owner will carry the balance.

### LOOK TO THE FUTURE

Do not wait to buy this 5-acre tract of land on the paved highway to the proposed ski resort. Has living spring, good well, 3 bedroom modern furnished house, lots of highway frontage, priced very reasonable.

### Associated Contractors—

J. J. BOONE, Refrigeration Service, pho. CL 7-5097.  
H. F. "Jack" Kannady, Registered Engineer & Surveyor, Phone CL 7-4555

# RUIDOSO NEWS CLASSIFIED ADS

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

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 61c 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 AFTERNOON EACH WEEK.

### HOME OF SOUND INVESTMENT

I AM AN INDEPENDENT REAL ESTATE BROKER

Very nice new 2-bedroom home with beautiful fireplace, good location, \$9,750.00.

2 bedroom winterized cabin in upper Ruidoso near river and furnished, with extra lot \$6,500.00 with terms.

After season buy — summer cabin, furnished, modern, fireplace and two deeded lots, \$3,850.00 cash.

FOR RENT—Two two-bedroom houses, both furnished and both winterized.

Six lots in Gateway for \$4,750.00.

2 Bedroom unfinished cabin in Cree Meadows addition with a beautiful view—priced to sell.

We have several ranch and acreage listings from 39 acres to 112 section ranch.

2 Lots in upper Ruidoso near the river, \$4,000.00 with 1/4 down.

2-bedroom home furnished in golf course area for sale including Jockey Club stock and membership.

Cree Meadows lot, 100-foot frontage, 1 block of pavement, \$1,500.00 with 10% down, \$25.00 per month.

Semi-modern cabin furnished with 2 nice lots, \$3,150.

One of the largest homes on the river with 200 feet on the pavement. This is an outstanding home for comfort. Shown by appointment only.

Lots \$500 and up with one near the river \$800.

Two bedroom large roomy cabin, furnished, \$5,000.00. Very good terms.

### DOUGLASS & PEARSON REAL ESTATE

Business Phone CL 7-3005 Residence Phone CL 7-2865

## LELAND REALTY

Davis-Leland Building Across From Ruidoso Postoffice

Small, Inexpensive, Unmodern Motel on River. Good Price.

3 Modern Cottages For Sale To Move, \$795 Each Partly Furnished

18 Acres, 3 BR House, Guest House On Highway 70

6 Acres Just Off Highway 70

160 Acres on Highway 37

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Good Business Site on Main Road

2 BR. Home on Golf Course

Several Good Business Opportunities

10 Acres Adjoining City Limits

Attractive 2-bedroom, completely furnished. Beautiful view. Price \$12,500. Terms.

THREE ACRES, is level and beautiful on river. Has good 3-bedroom home, 2 baths, Terms.

TWO BEDROOM, overlooking the golf course. Lots of closet space, picture window and fireplace.

Good price on 3-bedroom home in Ruidoso Downs.

EXCLUSIVE Listing on a 2-bedroom in upper Ruidoso. One Master bedroom, attractive fireplace. Good terms.

ONE OF RUIDOSO'S better three bedroom homes. Excellent location. Attractive. Furnished or unfurnished.

LARGE TWO BEDROOM CABIN. Screened in porch. Price \$7,500. Terms.

A well planned three bedroom and den, 2 baths, beautiful fireplace, picture window, 2-car garage, on corner lot on pavement in the pines. Terms.

Good 2-bedroom cabin, located on three lots close to pavement. Total price \$2,800.

A Money Making Tourist Court that is in excellent condition.

Lovely New Duplex Apartment House, \$1,000 cash, terms on balance.

PHONE OFFICE CL 7-3716—Res. CL 7-3796

LUTHER BYNUM, REALTOR

One Block East of Postoffice—Next Door to Montezuma Cafe

Qualified By 23 Years Residence On The Rio Ruidoso

YOU'VE TRIED THE REST NOW GET THE BEST

Iva Coleman Realtor Telephone CL 7-2903

Sales - Rentals Real Estate

MOTEL

Choice Income Property Enjoying Good Year Business 18 Rentals—A-1 Condition. Space for Further Development.

TERRY EASTER Salesman with Allied Realty Associates Res. Ph. CL 7-8178 Bus. CL 7-3308

FOR SALE—1966 36-in. H. Hickory trailer house, like new. Two bedrooms, small equity payment. Contact Davis-Leland Realty. 8-1/2

ONE Bedroom, Kibbenette cabin for monthly rental. Old Mill Lodge, Dial CL 7-4147. 13-1/2

FOR SALE—Three-bedroom house on three lots. Winterized, fireplace. Also year-round business. By owner. P. O. Box 86, Ruidoso, N. M. 13-1/2

TAKING ORDERS Now for dressed turkeys for the holidays, let us know size and when you want it. Lincoln County Feud, Hwy 70, pho. CL 7-2855. 13-1/2

FOR SALE BY OWNER—One choice lot near Ruidoso Downs, huge walnut tree, level, water, restricted for houses. Griffith, ES 8-4480, 11-1/2

FOR RENT—Two bedroom house in lower Gateway. Ph. CL 7-8158. 13-1/2

FOR ONLY \$10 a month you can have a car and a carpooler. For details write Charles Chidman's Fund, Inc., Chas. Bldg., Richmond, Va., or save the Children's Foundation, Inc., Box 818, Norfolk, Conn. 23-1/2

BARGAIN For retired couple—duplex on pavement, near churches, schools, shopping center. Live in one apartment, the other will return investment. Bonnell Howe, Ph. CL 7-3995 or CL 7-3754 evenings. 13-1/2

FOR RENT—Two, 3 and 4 room apartments, furnished or unfurnished, by day, week or month. Call ES 8-4266, Palace Motel. 13-1/2

FOR SALE—Used 20 cubic ft. deep freeze, inquire at Old Smokey Cafe, Ph. CL 7-2511, on Highway 70, Hollywood. 14-2/2

DIAL RE 7-4878 FOR SERVICE

ALAMOGORDO

115 PERRY AVE FOR SUPPLIES

TRAILER HOUSE Supply and Service

Mobile Home Supplies and Service to Our Business

ALAMOGORDO

115 PERRY AVE FOR SUPPLIES

TRAILER HOUSE Supply and Service

Mobile Home Supplies and Service to Our Business

### HENRY T. WICKER —Offers— HOMES - CABINS

2 bedroom winterized house and three lots, this house is furnished, located 1 1/2 blocks off pavement in up-town Ruidoso, good terms. 2 bedroom home on lot 50' x 200' in Palmer Gateway, Terms. Mountain Cabin \$1,500.

### RANCHES

13 Section ranch in this state, good grass and water; 2 modern houses, large soil bank, payment, no stock has been on this grass for some time, a steal at \$190 per acre. 385 acres in Lincoln County with good improvements, ideal for retirement.

### BUSINESS - INCOME DEVELOPMENT

5 rentals on Ruidoso's Main Road, 70' x 200' lot. Will take cabin in trade. 16 unit motel Big Spring, Texas, to trade for property in Ruidoso vicinity. 11 unit motel doing good year-round business. No hungry winters here. Drive-In and House Theater, package deal, all health forces sale. Priced to sell or TRADE quick. Gasoline wholesale distributorship, doing GOOD business now and could do better. Filling Station-Garage, completely equipped. Owner has had this for 10-years-and-is tired,—might trade for ranch. 100 acres ripe for development, also an 18 acres—partially subdivided tract—good possibilities.

### Henry T. Wicker Realtor

Dial CL 7-3652, Box 832 Ruidoso

### HENRY T. WICKER Realtor OFFERS

A wide variety of real properties to choose from that are for sale or trade and most of these properties are located in Lincoln County and consist of mansions, homes, cabins, lots, farms, ranches, orchards, desirable tracts for subdividing, business investments, buildings, motels, hotels and income properties on long term lease. Most of our listings we offer are from the 5,000 reply cards that we mailed or handed out recently and we appreciate very much the good listings that are continuing to come into our office so that we might be able to be of better service to those who want to sell, to buy or to exchange and our service include much more than drawing a contract. By giving us a trial will be convincing.

### 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 Ph. CL 7-4554

### ACHING MUSCLES

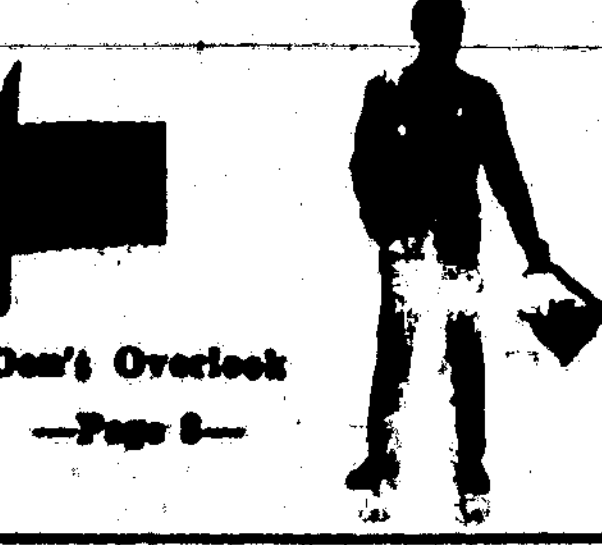
Relieve pain of tired, sore, aching muscles with STANBACK, tablets or powders. STANBACK acts fast to bring comforting relief... because the STANBACK formula combines several prescription type ingredients for fast relief of pain.

### New! Gillette Adjustable Razor

9 \$1.95

3 Shaving for 9

YOU SHOULD NOT SHAVE UNTIL YOU HAVE SHAVED!



Don't Overlook Page 9

## Lots IN BEAUTIFUL PONDEROSA HEIGHTS

Ruidoso's Most Popular Subdivision

### OVER 900 LOTS SOLD IN TWO YEARS CITY WATER TO STREET IN FRONT OF EVERY LOT \$225.00 TO \$975.00 TERMS TO SUIT YOU —SALES— OFFICE—

In New Building Opposite Furry's Cafe & Ruidoso Food Mart In Postoffice Block

NOTARY **Tom Jones** REALTOR  
Agent For Ruidoso Realty Co., Inc. DIAL CL 7-3085 Since 1953  
Lots For Lease or Sale Ruidoso Upper Canyon and Upper Cedar Creek  
Exclusive Listing on 3 bedroom furnished home, fireplace, carpet, 1/2 acre lot in choice location on pavement, lot time on market, \$17,900.00.

Choice Upper Canyon Cabin Sites—169 feet by 156 feet.  
Other lots, cabins, homes.

VERI-FAX Photo copying service. Copy legal papers, clippings, photos, etc. Mildred Wantiez at Grasswell Real Estate & Insurance Office. 4-1/2

HAVE OPENING For competent stenographer and notary public. Will provide office space and some salary. Munsey Real Estate. 11c

FOR RENT—Furnished cabins, one, two and three bedrooms, kitchenette, bath, all bills paid, by the month. Blue Spruce Motel, pho. CL 7-4451. 11-1/2

FOR RENT—Three-bedroom furnished house on T cable line, \$60 a month. Call CL 7-2654. 11-1/2

DO YOU Have a decorating problem? Call Georgia Griffith, Phone ES 8-4560. 14-1/2

HAVE NICE 2-bedroom cabin, deeded lot, beautiful pines, by running stream. \$1,950.00 furnished. S. B. Boykin, Munsey Real Estate, phone CL 7-2491. 11c

FOR SALE—1952 GMC pick-up, 1/2-ton, \$395.00; Fred Richardson. 11c

HAVE TRUCK—Will travel. Haul anything anywhere. T. J. Short, pho. CL 7-5387. 15-1/2

WANTED—Man or woman with \$50,000 to \$75,000 to spare to invest in swimming pool in Ruidoso. May or may not give returns but will repay investors in giving happiness to many thousands. If interested contact Lions Club Swimming Pool Committee. W. D. Horton, chairman. 15-1/2

Automatic Electrolux Vacuum Cleaners SALES Apache Furniture Ph. CL 7-2826

HIGHWAY PLUMBING Hollywood, N. M. 24-Hour Service 7 Days a Week Phone CL 7-5890 For Service or Estimates Roy Nelson, Supervisor For Night Calls Phone CL 7-4006 or CL 7-3740

### FRED GRESSWELL REAL ESTATE —and— INSURANCE

SALES—F. L. Richardson Mildred Wantiez O. S. Montezuma Enrol Books

New, unfinished cabin on deeded lot, city water. Buy it and finish it yourself for a summer home.

2 BR unfurnished home near golf course, owner will Ruidoso, \$12,500.00.

1/2 Acre, 30x100 ft. on pavement, improved commercial property, some liquor.

4 BR valley home on approximately 3 acres, completely furnished, carpeted, tile bath, very nice, built for grade, living.

3-Room modern cabin, heart of town, on 45x90 lot, \$3,800.

Package store, cocktail lounge and cafe.

WE HAVE SEVERAL SOUND INVESTMENTS IN ESTABLISHED BUSINESSES Phone CL 7-5515 Or CL 7-2791

We Invite Your Listings (Located Across Street from Pueblo Theatre.)

BULLDOZER WORK—Bill McCarty, dial CL 7-4500. 29-1/2

FOR SALE—Used Irons, Mixers, other small appliances, in good condition. Buckner's, Inc. 3-1/2

FOR RENT—Two furnished houses, one and two bedrooms, on Main Road. See at Joe's Achin' Acres or call CL 7-4004. 12-1/2

FOR RENT—Unfurnished two-bedroom house. Call Horse Shoe Court, CL 7-3065. 11-1/2

FURNISHED Apartments for rent at winter rates, all utilities furnished. Irma Fell, Patti-Gayle Courts, pho. CL 7-3511. 14-1/2

FOR RENT—Two bedroom house on Mechem Drive at city limit sign. Write Vinita West, Box 890, Presidio, Tex., or call Gilbert 9-2221. 14-1/2

NOTICE—The issue of Friday, Oct. 23, will be the Ruidoso News' annual vacation issue and will be pre-printed a week in advance of mailing. No late news or advertising can be accepted for it after sundown Thursday, Oct. 15. 14-1/2

ORDER NOW—For Thanksgiving and Christmas, fresh dressed turkeys. Leave order at Ruidoso Chamber of Commerce, call CL 7-2886, for Nosker's broad-breasted bronze turkeys. 14-1/2

WILL DO Carpenter work, home repairs, painting, etc. T. J. Short, pho. CL 7-5385. 13-1/2

HOME APPLIANCE Service—We repair all makes of appliances. Call Apache Furniture, pho. CL 7-2826. 13-1/2

FOR SALE—10-ft. wide, 45-ft. long one bedroom Spartan 1957 model trailer, 1635 Teresa Lane, pho. HEDALock 7-5728, Alamogordo. 15-2/2

WANT TO BUY—Good going motel, write box 66, McCamey, Tex. No brokers. 15-2/2

TWO LOVELY Kitchens need a home. We know you'll like them, they're broken. Lucille Wilfong, pho. CL 7-2945. 8p

FOR RENT—Apartment furnished. Tub bath. All bills paid. Junction of Highways 70-37. Mrs. Eve Ball. 50-1/2

NOTICE—I will not be responsible for any indebtedness incurred by anyone except myself. Leonard Suringer. 15-2/2

### \$400 MONTHLY SPARE TIME

Refilling and collecting money from NEW TYPE high quality coin operated dispensers in this area. No selling. To qualify you must have car, references, \$800 to \$1900 cash. Seven to twelve hours weekly can net up to \$400 monthly. More full time. For personal interview write P. O. Box 1055, Boise, Idaho. Include phone number.



MULLINS-HAMILTON FUNERAL HOME Phone ME-7-8886 - Alamogordo, N. M.

### Wingfield Homestead

Real Estate Choice Lots For Sale

DELLA HALE

Phone CL 7-2773



# Mescalero Forest Fire Fighting Red Hats Were First To Gain Fame As Traveling N. M. Smoke Eaters

They carry shovels and double-bit loggers axes instead of guns and war hatchets.  
But they're every bit as tough as their more warlike ancestors, and that's why the Forest Service likes to specially train Indian fire fighters.  
That's why Uncle Sam uses them as special shock troops to throw into fire lines where things are hottest.

**PAGE TEN**  
**Ruidoso News**  
Friday, October 9, 1959

It's been 11 years since A. B. Shields, a forest ranger in the Mescalero Apache country in Southern New Mexico made an appeal to the Mescaleros.  
"I hope to help you fellows organize into a group that will make

history in the Southwest," he wrote in public memorandum to the tribesmen.  
"Bring along another man you think might have what it takes to be a red-hatted fire eater." The Red Hat tag came from the construction-type protective hats he planned for the group.  
Nineteen men showed up, and the Mescalero Red Hats came into being. Now, 11 years from that day, thousands of men from many tribes fight fires all over the West every summer.  
Win High Honor  
In 1954, the Red Hats won the Interior Department's highest honor. A spokesman for the government told Mescalero Rufus Lester:  
"The Red Hats have distinguished themselves for gallant performances in service and for the conservation and prevention of destruction of our natural resources."  
After accepting the accolade for his people, Lester turned to watching Apache craftsmen, some of them descendants of famed warriors like Cochise, Victorio and Geronimo, and said:  
"I didn't distinguish the Red Hats. Fighting fires is no one-man job. It was you who worked and trained for the job and performed that job when the need was there."  
Since the time the Red Hats were trained, other crews have been organized of men from Zuni, Taos, Zia and Jemez Pueblos in New Mexico and from Hopis in Arizona and Navajos in Arizona and New Mexico. In recent years, crews also have been formed of northern tribesmen—

## Ruidoso Downs News

Visiting Johnny Anderson this week are Mrs. Anderson, mother, Mrs. Earl Soper, and Mrs. Anderson's sister and brother-in-law, the M. D. Lohmans and their little girl, all from Meeker, Colo.  
There were eight present for the Ruidoso Downs Volunteer Fire Department meeting Monday night.  
Max Oliver at the new Chevron station is entertaining his little granddaughter by robbing J. Emmett Reese's apple orchard Tuesday afternoon.  
Among Ruidoso Downs residents in Juarez over the week-end were Mr. and Mrs. Johnny Anderson, Mr. and Mrs. Jake Harris and the Bob Langfords.  
Visiting his mother, Mrs. Ruth Holder, was her son, Paul, and a daughter and her family, the Rev. Cecil Smiths, from Alamogordo last week-end.

## Real Estate Sales Reported Here

**By Douglass-Pearson**  
Douglass and Pearson Real Estate report the following transactions handled in their office in the last several days:  
Mr. and Mrs. A. D. Greer of Austin, Tex., have purchased the summer cabin of Mr. and Mrs. H. A. Hammett of Portales.  
Mr. and Mrs. Roland Lowe of Sterling City, Tex., have bought the summer cabin in the Riverside addition from Mrs. C. R. Scott of Albuquerque.  
Mrs. Myrtle Miles and her son, Crow, Blackfeet and Cheyenne.  
A few years ago a group was formed of Spanish-Americans of two New Mexico mountain areas. They are the Tortugas of Penasco and the Rancheros of San Jose. They're just as rugged as the Indians.  
One is Amado Roybal of Penasco. Roybal explains that the hard hats they are required to wear while fighting fire resemble the shells of turtles—Tortuga in Spanish.

## Downs Drive-In Theatre

(Near Main Entrance to Ruidoso Downs)

**FRI.-SAT.**  
"DECISION AT SUNDOWN"  
—In Color—  
Plus Selected Short Subjects

**SUN.-MON.-TUES.**  
Elizabeth Taylor  
Paul Newman  
"CAT ON A HOT TIN ROOF"  
In CinemaScope  
Plus Selected Short Subjects

**WED.-THURS.**  
"TAKE ME TO TOWN"  
Plus Selected Short Subjects

## Malco Products — Hollywood

We Give S. & H. Green Stamps

power rating. From 25 to 40 per cent more miles on a gallon of gasoline is claimed for the Corvair over regular six-cylinder engines.  
Chevrolet is gold in this area by Powell Chevrolet of Tularosa, with B. M. Hopkins of Hollywood as authorized salesman.  
DAN KUBIANOVICH  
FINE ARTS FAIR JUDGE  
Dan Kusanovich of Albuquerque, formerly of Ft. Stanton, was the judge of the Fine Arts Department at Eastern New Mexico State Fair.

**We Hope That By The Time You Read This We Won't Have Any of Them On Hand—But, Better Check With Us, for We Might Have—**

1958 Used CJ-5 Jeep; Used 1958 CJ-6 Jeep; Used 1958 CJ-5 Jeep  
TWO NEW 1960 CJ-5 JEeps; NEW FC-170 and NEW FC-150  
CAB OVER JEEP PICK-UPS  
ALSO NEW 1960 JEEP STATION WAGON  
ONE NEW 1959 G. M. C. PICK-UP  
1955 Ford F-100 Pick-Up at \$445 (Fri.-Sat. Only)  
1955 Chevrolet Station Wagon, Priced to Sell  
1954 Bel-Air Chevrolet—Ask Our Price

We want to move these to make room for more new ones—  
if we can get them.

Almost a Complete Line of Parts for Your Jeep—  
Whether You Let Us Work Your Jeep Over, Whether You Want Some Other Place to Fix It For You—Or If You Want to Do the Job Yourself.

**R. H. ANDERSON CAR SALES**  
AUTHORIZED JEEP AND PONTIAC DEALER  
Pho. CL 7-2153 On Hiway 70, Hollywood

## Real Estate Sales Reported Here

**By Douglass-Pearson**  
Douglass and Pearson Real Estate report the following transactions handled in their office in the last several days:  
Mr. and Mrs. A. D. Greer of Austin, Tex., have purchased the summer cabin of Mr. and Mrs. H. A. Hammett of Portales.  
Mr. and Mrs. Roland Lowe of Sterling City, Tex., have bought the summer cabin in the Riverside addition from Mrs. C. R. Scott of Albuquerque.  
Mrs. Myrtle Miles and her son, Crow, Blackfeet and Cheyenne.  
A few years ago a group was formed of Spanish-Americans of two New Mexico mountain areas. They are the Tortugas of Penasco and the Rancheros of San Jose. They're just as rugged as the Indians.  
One is Amado Roybal of Penasco. Roybal explains that the hard hats they are required to wear while fighting fire resemble the shells of turtles—Tortuga in Spanish.

## New Chevrolet, New Corvair Are Introduced

Chevrolet's presentation for 1960 includes 19 models, ranging from the compact six-passenger Corvair to a series of Impalas.  
The Corvair is being offered in two models, the standard and the deluxe 700, both six-passenger four-door models.  
Modifications are reported in the conventional line of 1960 Chevrolets, including marked newness in the front and rear sections. A new economy V-8 engine is among chassis improvements.  
Hailed as a "pioneering achievement" by Chevrolet Division, the Corvair is described as offering many features which are new to American-made cars. Dimensions of the Corvair are listed as follows: Wheelbase, 108 inches; height, four feet, three inches; width, 65.9 inches and weight 2340 pounds.  
Chevrolet officials report that through use of aluminum and "aerote" design, the Corvair engine is 40 per cent lighter than engines of other cars in the Corvair's 80 horsepower rating.

## Double Bill

ON DOUBLE BILL—Starting in one of two shows booked for Friday and Saturday nights this week at the Mt. Vue Show-Dyn & Indorama is Elizabeth Scott, above, teamed with John Payne in "Silver Lode." It is in color. On the same program will be "Here Come the Jets" with Steve Brodie, in color.

## Gateway Food Market

**PAY CASH & PAY LESS**  
**FRI.-SAT. SPECIALS**  
October 9-10, 1959

Swift's TURKEYS . . . . . lb. 49c  
Swift's Jewel SHORTENING . . . . . 3 Pound Can 59c  
Swift Premium SLAB BACON . . . . . Pound 39c  
Glover's Thick Sliced Bacon . . . . . 2 Pounds 89c  
PORK ROAST . . . . . lb. 39c  
25 Lb. Bag Red Potatoes . . . . . 98c  
Hill's Bros. COFFEE . . . . . 2 Pound Can \$1.39  
Cane SUGAR . . . . . 5 lbs. 59c  
Kimbell FLOUR . . . . . 10 Pounds 89c  
VELVEETA CHEESE . . . . . 2 Pounds 79c  
Mountain Pass 303 TOMATOES . . . . . 2 for 29c  
California ORANGES . . . . . Pound 12½c  
Chuck Roast, lb. 49c  
PORK STEAK . . . . . lb. 49c  
Hi-Note TUNA . . . . . 2 cans for 35c

WE GIVE FRONTIER STAMPS  
DOUBLE STAMPS ON WEDNESDAY

Last Week We Conferred with  
A Representative of the  
Brazil Real Estate Sales

and learned many things about the potential, the possibilities and the great land boom that is increasing day by day in the Mat Grosso Plateau area. We'd be happy to tell you the story of how a very reasonable investment, with low monthly terms, can bring you something for your money in this great "last frontier" rich in mahogany timber, in grassland and in irriable land.

**GOOD RANCH—CLEAR**  
In Carlsbad Area, 7,500-Acres, Supporting Over  
100 Head Mother Cows—To Trade for Ruidoso Property

**F. L. RICHARDSON**  
at Fred Gresswell Real Estate  
and Insurance Office

## HOWDY ASPENCADE VISITORS

We join others in Ruidoso in saying  
**WELCOME, YOU ALL!**  
Come in to see us.  
"Your Home Is Our Business"  
**APACHE FURNITURE**  
New & Used Furniture — Pho. CL 7-2835

## Mid-Week Show

—Glen Ford and Debbie Reynolds co-star for the first time in MGM's "It Started With a Kiss" rollicking comedy of an Air Force sergeant stationed in Spain, whose life is hilariously complicated when he wins both a bride and a fabulous automobile of the future. Filmed in CinemaScope and color, on locations in Madrid and other Spanish cities, the picture co-stars Eva Gabor, it shows Wednesday, Thursday and Friday at the Mt. Vue Show-Dyn & Indorama on Mechem Drive.

Bob Bryant of Midland and Odessa, Tex., have purchased the summer cabin of Mr. and Mrs. Dick Clark, Odessa, Tex., in the White Fir subdivision.  
Mr. and Mrs. Eugene Joyce of El Paso have purchased a lot in the Young Heights subdivision.  
Mr. and Mrs. J. N. Hendricks, Fabens, Tex., have bought the home of Mrs. Violet Porter of Las Cruces. The Hendricks plan to retire in Ruidoso soon.

## Mt. Vue Show-Dyn

**DRIVE-IN THEATRE ON MECHEM DRIVE**  
—Phone CL 7-5995—  
**FRI.-SAT.**  
Double Bill  
FRONTIER RENOVES!  
JOHN PAYNE  
ELIZABETH SCOTT  
DAN BURYE  
**SILVER LODE**  
—In Color—  
Plus Cartoon  
Sun.-Mon.-Tues.  
WITH GLEN FORD AND DEBBIE REYNOLDS  
IT STARTED WITH A KISS  
—In Color—  
Plus Cartoon  
Wed.-Thurs.-Fri.  
NEW! NEW! NEW!  
A musical romance  
MARIO LANZA  
"For The First Time"  
—In Color—  
Plus Cartoon  
Plus Cartoons


## Malco Products — Hollywood

We Give S. & H. Green Stamps

power rating. From 25 to 40 per cent more miles on a gallon of gasoline is claimed for the Corvair over regular six-cylinder engines.  
Chevrolet is gold in this area by Powell Chevrolet of Tularosa, with B. M. Hopkins of Hollywood as authorized salesman.  
DAN KUBIANOVICH  
FINE ARTS FAIR JUDGE  
Dan Kusanovich of Albuquerque, formerly of Ft. Stanton, was the judge of the Fine Arts Department at Eastern New Mexico State Fair.

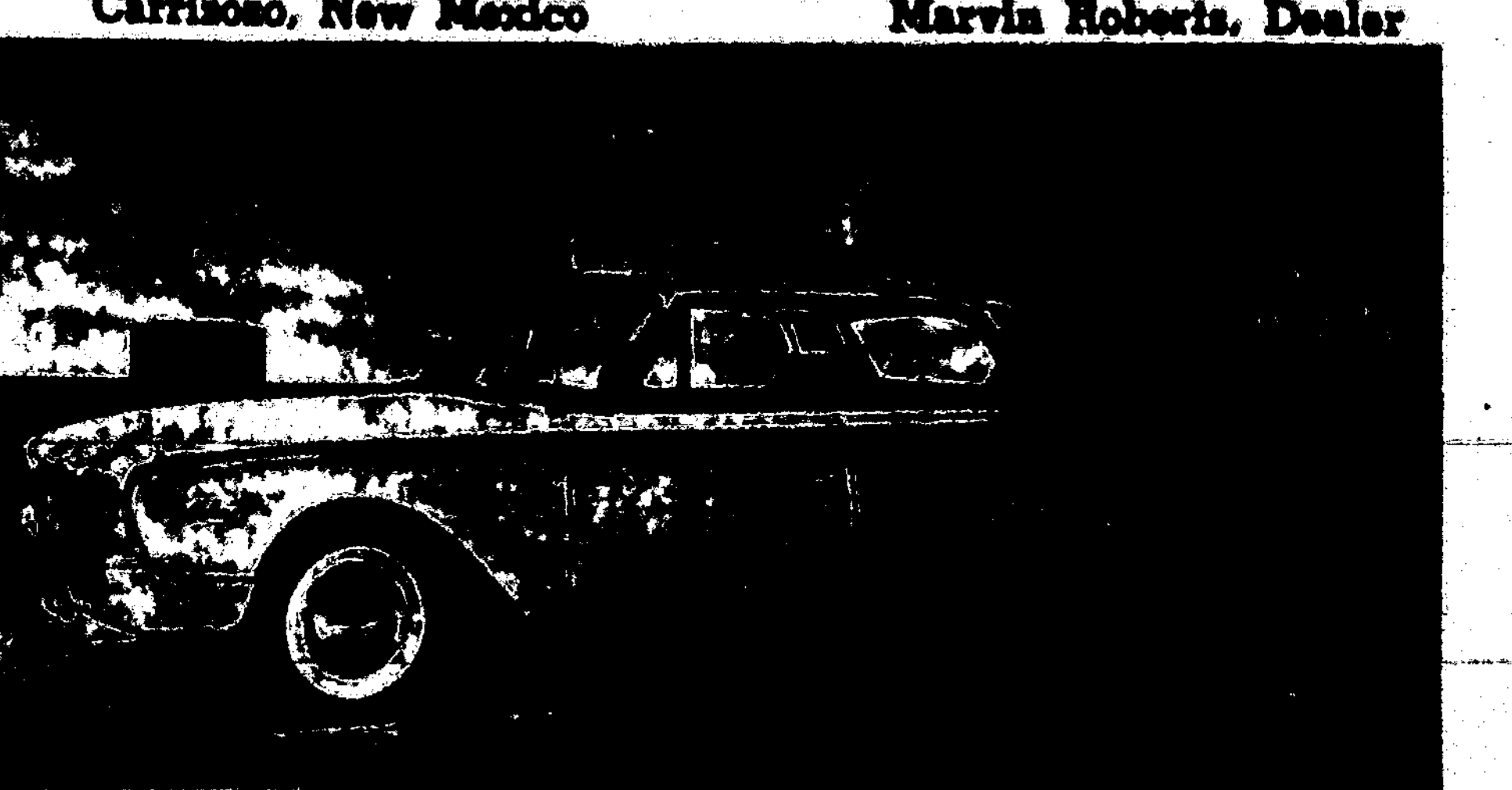
# Now on Display

In Lincoln County  
The Beautiful New 1960  
Ford Family of Fine Cars



The 1960 Ford Fairlane is one of 15 models in the new Ford line which will be introduced October 8 in Ford dealers showrooms across the nation. Featuring the styling most men want and the riding merit, the new Fords are five inches longer, five inches wider and have more interior leg, hip, shoulder and head room than before. Ford's new integrated design, harmonizing the interior with a single, flowing exterior stylingline, is proof that modern styling need not be radical or eccentric.

You Have a Cordial Invitation to See the New Models  
**NOW ON DISPLAY**  
**LINCOLN COUNTY MOTORS**  
Carrizoso, New Mexico Marvia Roberts, Dealer



This 1960 Ford Galaxie Town Victoria shares the all-new styling and mechanicals of the other Ford models, yet bears unmistakable resemblance to the elegant Thunderbird. The new Galaxie is one inch lower than the 1959 model, but has more interior room for the leg persons than ever before. The Galaxie also is available as a two- or four-door sedan. All Fords for 1960 have the standard, forward sloping front roof pillar that eliminates the "dog leg" for better safety.

For Fall and Winter  
**ENTERTAINMENT**  
Get a Beautiful New  
**RCA Color TV Set**  
Plan Now to Give the Family One for The Holidays  
So You Can See Football Games, the New Bowl Parade, Other Big Programs in Color.

**THE RECORD SHOP**  
In Postoffice Block Pho. 7-4725

# THREE

## NICE COMPLIMENTS

For Ruidoso News  
ADVERTISING  
All Reported To Us in  
THE SAME WEEK:

McDonald's Gateway Food Market—"Our grocery special ad in last week's News paid for itself 30 minutes after the paper came out!"

Max Oliver's Chevron Station: "The winterizing and fire offer we have been advertising in the News has certainly brought us some good results!"

Dan D. Swearingin, Inc., Real Estate: "We have tried other advertising means, but have found our Ruidoso News advertising gets us more results than anything. We are going to continue to stress newspaper advertising in our future plans."

**RUIDOSO NEWS**

## HERE COME THE JETS

—In Color—  
Plus Cartoon  
Sun.-Mon.-Tues.  
WITH GLEN FORD AND DEBBIE REYNOLDS  
IT STARTED WITH A KISS  
—In Color—  
Plus Cartoon  
Wed.-Thurs.-Fri.  
NEW! NEW! NEW!  
A musical romance  
MARIO LANZA  
"For The First Time"  
—In Color—  
Plus Cartoon  
Plus Cartoons

WELCOME TO THE ASPENCADE!  
**FOR WINTER COMFORT—**  
Fireplace Sets and Accessories  
Stove Pipe and Stove Boards  
Wood Heaters  
Insulation of All Kinds  
Guns and Ammunition for Hunting Season—Gun Cleaning Kits—Canteens—Leather Cartridge Cases—Ka-Bar Knives for Hunting, Pocket or Kitchen Thermos Jugs—Other Camping Needs.

Imported from Holland  
**BULBS FOR YOUR FALL PLANTING**  
We Have Several Varieties

**Bonnell Hdwe. & Bldg. Supplies**  
Wayne Wainman, Manager

Ted Bonnell  
Dorsey Bonnell  
Kenneth Bonnell  
PHONE CL 7-3825  
RUIDOSO, N. M.