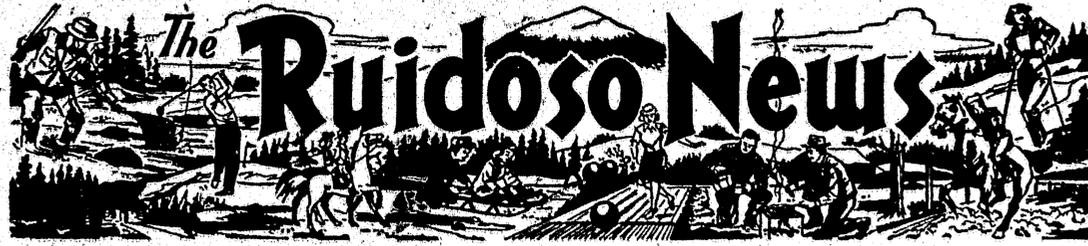


Printed and Published in the Southwest's Year Round Playground

Clarke Insurance Agency



HUNTING TIME IS NEAR— and we want to remind the hunters we can write insurance for you while you're in the woods or fields after that game! Complete Insurance Service BILLIE RAY



Are you eligible for a G. I. Loan? If so, and you would like a new home, contact this office for the particulars in obtaining direct loans.

DAN D. SWEARINGIN, Inc.
Insurance — Real Estate — Ph. Cl. 7-4235

VOLUME 16, NUMBER 18

RUIDOSO, LINCOLN COUNTY, NEW MEXICO

FRIDAY, OCTOBER 27, 1941

"INVENIEMUS VIAM AUT FACIEMUS"

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

Around Town

—By Nosey Waters—

A chamber of commerce official has estimated that "bockers after greener pastures" carry ten to twenty percent of a community's wealth into larger cities—often in other states.

"The sad part of this drainage on the community is that, more often than not, the long-distance shopper spends more than he would at home," he said.

This comment did not refer to extra money on travel costs and the value of wasted time. The speaker was talking about the cost of goods purchased.

What is the justification for the shopping wanderlust which plagues so many communities?

There are several explanations: Some people want an excuse to go somewhere.

Some people think it is smart to say that they went shopping in Metropolis or Cosmopolis.

Some people insist on doing things the hard way.

But most of the wandering shoppers are just ordinary hard-pressed customers who honestly believe the grass is greener over the hill. The realistic local merchant should try to understand the basis for this latter class of out-of-town shopping. It is a situation in which he shares the blame.

Long-distance shopping is very often the result of advertising which comes into local community in regional publications.

The local merchant who neglects his advertising should not be surprised when potential customers look to outside firms which do provide essential shopping information.

When you read this paper this week you'll find it doesn't have much late news in it. The reason is it was printed almost a week ago and pre-dated for mailing today so we could close the news office and all of us take off a week for a vacation. We hope its content, however, will prove as interesting as if you had a regular issue. We thank everybody for helping us enjoy the annual rest . . .

A tip of the hat to T. B. Hood, who has resigned from the board of the Eagle Creek Inter-Community Water Supply Association after five years of loyal service. It's been a job well done, for which the people of the communities served should be most appreciative. Tom, Lloyd L. Davis, Jr., Ruidoso village commissioner, is the board's new member, named by Mayor Eobanias.

David's appointment has been confirmed by the village board of trustees . . . Our teachers are in Albuquerque this week-end to a convention, giving themselves and their pupils a two-day holiday Thursday and Friday . . .

Bill and Leck Cowden announce in an ad in today's paper construction has started on their new building to house Leck's for Fun, a business to handle ski and winter sports equipment, amusements, retail, as well as sport logs. The building will be built in the same architectural style as the Navajo Lodge, to be built in 1942 in place of the old hotel . . .

Listing Service Reports Sales of Ranch, Motel Here

Sales of real estate reported by members of Multiple Listing Service in the last several days here have included:

Camelia Dickinson Watson sold the Canyon Canyon Ranch to Charles L. Duran, Byron Ford and Bill Balkard with Locke Realty as listing agent and the Adobe Real Estate, selling agent.

Frankie and R. L. Balfour sold their Ponderosa Court to Joe and Barbara Reinhardt, with Adobe Real Estate listing agent and a non-member as selling agent.

Maudie R. Wood sold the north 100-foot of lots 4, 5 and 6 in block 9 in Palmer Gateway to James R. Sample, with Dan D. Swearingin, Inc., named as both listing and selling agent.

J. G. McAdon sold lot 6, block 3, Cress Meadows subdivision to George T. Paul, with Swearingin, Inc., listing and selling agent.

Davis Developments sold lot 21, block 13, unit 5 of Ponderosa Heights to T. H. Haines with Davis Developments as listing agent and Locke Realty, selling agent.

Ollie Edgington sold lot 10, block 7, Midway Townsite, to Mrs. Cunningham, with Swearingin, Inc., as listing and selling agent.

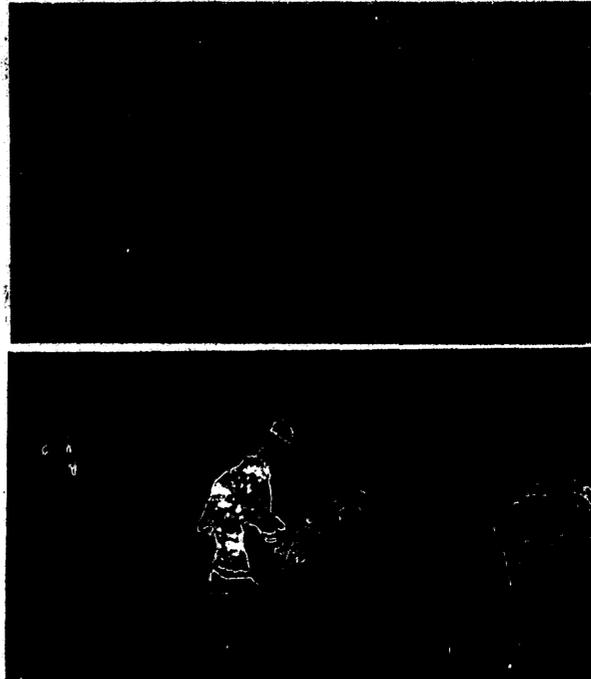
The Ruidoso News is mailed to more than two dozen states and to five foreign countries.

ON MARCH 21, 1931—RUIDOSO Had Completed

Eight Years Without a Traffic Death Now Let's Make It

NINE YEARS It's Been

3149 DAYS Since an auto death has occurred in Ruidoso Auto Accidents Are No Fun, Drive Safely in Sixty-One!



WRECKAGE AND ESCAPE—Part of wreckage caused by flood of Rio Ruidoso in 1941 in area below Ruidoso Bar is shown in top view, and bottom picture is of people crossing river on a log to get out of the village after flood subsided. All bridges were out.

EARLY DAY PHYSICIAN IN RUIDOSO RECOUNTS DEVASTATING '41 FLOOD

(Editor's Note: Dr. Burt Franklin Jenness of El Paso has provided the News with a thrilling account of the flood of 1941, twenty years after the event. Pictures were also provided by the doctor which graphically portray nature's devastation. Dr. Jenness practices medicine here on summer visits in the 1930's and 1940's when there were few facilities to assist him in treating the ill and the wounded.)

By Burt Franklin Jenness
When I first visited Ruidoso in the summer of 1916 I camped on the banks of what I thought was the most beautiful mountain stream I had ever seen. I still think so.

Rising by the two forks high on the nearly 13,000 foot "White Mountain" in the Mesquero Indian Reservation above the Ruidoso village, the swiftly running stream courses down a wooded canyon by-passing the business section of the village, and on to the head valley ten miles below. At any time the Ruidoso would be classed as a small river, but it has a bill as muscular as Tennyson's song of "The Brook." Hurrying down its canyon channel, tumbling over rocks in tiny cascades decked with spindrift, and gurgling through narrow passes, the river which runs from west to east, catches the rays of the afternoon sun filtering through the forest trees lining its mossy banks until like a twisting silver ribbon it reflects the slanting rays in shafts of dazzling light on its restless surface, and showers of glistening drops below its waterfalls. But the purpose of this writing is an authentic account of a flood of nature which transformed in a single night this scenic mountain stream into a raging torrent overflowing its bank and sweeping before it crashing for- ever trees and boulders, and wreck- ing scores of summer homes of cadets decked with spindrift, and residents and campers on both sides of the river. Never before nor since has the river of the "noisy water" under- gone such a disastrous upheaval.



RAMPAGING RUIDOSO—Photo at top is of Rio Ruidoso at height of flood in September of 1941. This scene was in lower Ruidoso on river. Middle view is of the "second bridge" site, with bridge washed away. Bottom view shows Civilian Corps men at work helping Ruidoso clean-up after the flood in the lower part of Ruidoso, near junction of Carrizo Creek and the river.

Hart's Dry Goods Formal Opening Is Friday, Oct. 27

The formal opening of Mr. and Mrs. Nolan Hart's Ruidoso Dry Goods, located on Sudderth Drive next door to the Ruidoso News, will be held this Friday, Oct. 27, from 4 to 8 p. m. Everyone is cordially invited to come in and see the new store and to register for free door prizes which will be given away at 8 p. m. You need not be present to win. The store will be open for regular business from 8 a. m. to 1 p. m. and will be closed between the hours of 1 p. m. and 4 p. m. The store carries household linens of all kinds, McCalls patterns, piecegoods, notions, blankets, gift items, lingerie, hose and many other items.

Gresswell Sells Insurance Agency To Mildred Wantiez

Fred Gresswell announced this week the sale of his insurance agency to Mrs. Mildred Wantiez. The independent agency was established here five years ago by Gresswell and handles a general line of fire, auto and life insurance. Gresswell will concentrate on his real estate business, he reported. Mrs. Wantiez is also in the real estate business, and once had an insurance license with Gresswell's firm when she was in the same office with him, prior to moving her headquarters to her residence in Palmer Gateway.

from violent and continued rain storms as the one which began on the night of September 22, 1941, and known in Ruidoso's history as "the flood."

It had been a rainy September for the White Mountain area, climaxed by more than fifty hours of heavy downpour which had swollen the river to depths beyond normal for the rainy season, and toward evening on the date given the stream had reached flood level. During the night a deafening roar and loud reports like muffled explosions from up river echoed down the canyon as the surging waters swept huge boulders along the rock river bank.

During the previous weeks of gradually rising waters in the Ruidoso, cabin residents did not consider a flood imminent, if there was high water every year during the

But now the flood had struck. The river black with forest debris and mud soon was littered with wreckage from flooded cabins. Articles of furniture, mattresses, ice boxes, beds, and boxes of every description were seen crashing their way down the rapidly rising flood. All night the flood level rose hour by hour. Fortunately many cabins were vacant, and though property losses were heavy no lives were lost in the Ruidoso.

Resident of Ruidoso and Rowell, E. C. Trieb, was drowned when his car was washed off a bridge in the Hondo Valley.

Families on the river that night kept vigil with the rising tide. Some packed their valuable possessions ready to move to higher ground and a few did remove such things as valuable rings and clothing to cabins on higher levels. Sleep was out of the question. Some cabin owners sat up all night checking the flood level every hour until morning ready to move if the water reached the level of their cabin foundation.

By daylight, however, the flood had reached its peak, but the din and devastation continued. The thunderous roar of the river and the sound of boulders—some of which according to one witness were the size of a dining table—pounding on other boulders increased.

All bridges were out and residents on the left bank of the river were cut off from the village for more than a week. Food shortage consisted mainly of fresh milk and bread was being felt. There was no pure drinking water in the upper canyon as the springs were flooded, and the only deep wells were in the village.

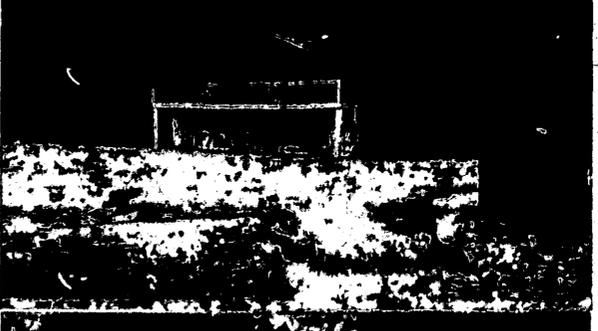
The tortuous course of the stream made possible greater devastation than would have occurred in a straight channel. The flood wreaked its vengeance on alternate banks at the curves, reaching cabins on both sides of the river.

For nearly a week the only means of crossing the river was on logs which had lodged, or trees felled for the purpose, across the stream, or crossing on horse back. Several residents waded or crept across the river on logs to meet friends or relatives who had hurried to the area in their cars, and who took the stranded cabin owners to their city homes. As the flood subsided a temporary foot bridge was thrown across the river and communication with the village was made possible.

It was weeks before the permanent bridges could be rebuilt, and families were obliged to leave their cars at their cabins until the bridges were restored.

It would have been impossible to take an inventory of the total damage done by the flood. For weeks wreckage of cabins was swept down river as they gave way at intervals to the pressure of the flood waters. A few cabins were washed down intact, or broken up in the current and never heard from. One instance was the cabin of Dr. Kallouch of Tularosa.

(Continued to page 2)



RUIDOSO AWASH—Flood waters and devastation in September 1941 here. Top picture was made near junction of Carrizo Creek and the river in lower Ruidoso; middle picture may be of the area in upper Ruidoso, above the second bridge, but this could not be established; bottom view is of cabin threatened by flood in the area near Community Public Service power house, and which was destroyed. The chimney stood for many years as a landmark near the OPS building.

COMMUNITY PUBLIC SERVICE CO. GIVES CITY WIDESPREAD PUBLICITY

(Editor's Note: The article reprinted below, now somewhat out of date, was printed in Community Public Service Company's magazine during the summer this year and distributed to thousands of readers throughout Texas and New Mexico, where the company has power transmission facilities. The article was accompanied by about two dozen pictures showing growth and progress here in recent months.)

The Village of Ruidoso, New Mexico, which 20 years ago was a tiny settlement of only 75 persons, has mushroomed into one of the most bustling and popular resorts in the Southwest. New extensive developments are under way to make it an equally well patronized winter resort, with ski-

ing and other winter sports to attract pleasure seekers. So Ruidoso bids fair to become the year-round "Playground of the Southwest."

When Community Public Service acquired the electric system in Ruidoso in January, 1945, there were 232 customers on the lines.

Today, with Ruidoso principally a summer vacation attraction, the resort is the mecca of thousands between May and October. The cool, invigorating weather, the beauty of the scenery, together with the inducements offered by beautiful Ruidoso Downs race track, excellent golf courses, horseback riding, scenic drives, museums, bowling, community dances and many other recreational features, draw vacationers in vast numbers.

In 1945, many of the electric customers were seasonal. Now a high percentage take service on a year-round basis. This is due largely to the fact that numerous handsome permanent homes have been built there and also to the winter season rate put into effect by our company, which resulted in many owners of summer cottages retaining their electric service throughout the full 12 months of the year.

Citizens in Ruidoso confidently predict the population of the city will triple during the next decade, as the resort becomes a year-round attraction for pleasure seekers.

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(Continued to page 4)



RUIDOSIAN GETS KEY TO NORTH CAROLINA CITY—George W. Dill, right, mayor of Morehead City, N. C., presents key to his town to J. J. DiPaolo, Ruidoso, center, as A. B. Cooper, left, mayor of Atlantic Beach, stands by to add welcome to visiting New Mexican. Occasion was the national convention of U. S. Highway 70 Ass'n. held in Morehead. DiPaolo is president of national Highway 70 organization.

Do You Have A Live Christmas Tree You Can Decorate In Ruidoso's Permanent Holiday Beautification - If Not, Let's Plant One.

When You Need Gifts

— for —

Silver or Golden

Anniversaries

Shop the fine selection at the Old Mill

Many Items to Choose from

Better order now for early delivery

and best selections of Personalized

Christmas Cards

CARMON PHILLIPS'

OLD MILL

Gifts — Cameras — Film — Books — Recorders

Club Calendar Va Ri Et Y

Toastmasters Club meets each Thursday noon at Navajo Lodge for lunch. Dan H. Swearingin, President; Dave Parks, secretary-treasurer.

Beta Sigma Phi chapters meet each second and fourth Monday nights. Women's workday at Church of Christ in the Gateway every first Thursday of the month at the church.

Three-Quarterback Club is meeting every Thursday night at 7:30 p. m. in the High School Library.

The Presbyterian Women of the Church meet each second Tuesday of the month, at 2:30 p. m. place to be announced later.

Ruidoso Women's Club meets each second Wednesday at Ruidoso Women's Club building at 2:00 p. m., except on luncheon meeting dates when the telephone committee will advise.

Ecological Anonymous meets Monday nights. Call 44-8439 or CL 7-2021.



Ruidoso - Hondo Valley Rotary Club meets each Tuesday noon at the O. M. S. Hall in Palmer Gateway.

Card games every Monday afternoon at 1:30 p. m. at the Navajo Lodge. All ladies in the area and visiting ladies are invited to attend. Lunch preceding the game. For information call Mrs. H. K. Knox at CL 7-2021 or Mrs. O. G. Shields at CL 7-2029.

Women's Society for Christian Service meets each first Wednesday of the month at 7:30 p. m. place to be announced.

American Legion Auxiliary regular meeting each first Thursday of the month.

Ruidoso Chapter No. 62, Order of the Eastern Star, meets the second Thursday of every month at 8 p. m. at the Eastern Star building, Gateway. Visiting members welcome.

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.

The Women's Auxiliary of the Episcopal Church meets every third Tuesday of the month at 7:30 p. m. place to be announced.

The Women's Missionary Union of the First Free Baptist Church meets each Tuesday morning from 9:30 to 10:30 a. m. in the homes of members.

The First Presbyterian Church supper every third Wednesday evening at 7:00 p. m. at the church.

Rainbow Girls Assembly meets each first and third Thursday, 7:00 p. m. in the Palmer Gateway.

Rainbow Advisory Board meets each first Thursday of the month, same place.

Robert J. Hesse post of the American Legion meets each Thursday night in American Legion hall, downtown Ruidoso.

Ruidoso Park Teacher Assn. station meets each third Thursday of the month at 7:30 p. m. at the Cafeteria of the Elementary School.



Ruidoso Lodge No. 12 meets each first Monday in O. M. S. Hall. W. H. Shor, Secretary.

RUIDOSO K. P. NO. 1000 meets each second Monday at 8 p. m. in the building on Highway 10. Bob Faltner, R. R. O. W. Auld, Sec'y.

R. P. O. Dues meet each 2nd and 4th Thursdays. Time 8 p. m. at the Mike's Home on Highway 10.

L. D. S. Ruidoso Relief Society meets each Saturday afternoon at 2 p. m. at the L. P. Mabel home. Secretary, Betty Williams.

Ruidoso Business and Professional Women's Meeting every third Monday night of each month, place to be announced later.

Club House Pack meets every first Thursday of the month at 8:30 p. m. at Nob Hill School.

Kiwanis Club of the Ruidoso Valley meets each Wednesday 8:30 a. m. at the Club House at 200 N. W. Ave.

C. J. Kuohar, President; C. J. Russell, Sec'y-Treas.

Lions supper every Tuesday night at 7:30 p. m. at the Club House. 400 S. Suddert. Drive behind the house.



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Carlsbad Caverns Is Seen Each Year By Thousands From Around the World

The only national park in the Land of Enchantment, Carlsbad Caverns, is such an amazing natural wonder, it attracts visitors from all over the world. It is noted by the New Mexico Petroleum Industries Committee.

Located in southeastern New Mexico near U. S. Highway 62-150, the park is 27 miles southwest of the city of Carlsbad. The Caverns are open for visitors every day of the year. Sundays and holidays included. Each regular tour requires a descent of 829 feet and covers a distance of two and three-quarter miles, and takes three and one-half hours to complete. There are, also, short tours offered for those who are pressed for time. Cost of the tour is \$1.50 for adults, with children under 12 admitted free.

Hundreds of years ago the Indians of the region knew of this tremendous cave. This is proven by the faded Indian paintings on the entrance walls. In the 1890's, cowboys and miners moved into the region and upper portions of the cave were explored.

Jim White, a local resident who had worked with the miners, became intrigued with the cave and came to know it well, sometimes guiding parties into its depths. The fame of the Caverns grew and the nation and in 1923 it was proclaimed a national monument. By 1930 the popularity of the Carlsbad Caverns warranted its establishment as Carlsbad Caverns National Park, and Jim White was appointed chief ranger of the region.

Today, the Park has been extended to include some 46,000 acres, which includes a number of smaller caves as well as the famous Caverns. These Caverns were created as a result of underground water dissolving and carrying away untold tons of mineral from rock formations over the centuries.

One of the impressive sights offered by Carlsbad Caverns is the nightly flight of bats. This takes place during the summer months, just at dusk. Uncounted numbers of bats fly from the mouth of the cave in search of insect life. When cooler weather arrives the bats migrate to Mexico for their food supply.

7% INTEREST SAVINGS OFFERING ON PAVING

Persons in Paving District No. 60-1 can save the 7% interest on the cost if they wish to pay for their paving in full before Nov. 17. Village Clerk Jim Hine reminds property owners here. After Nov. 17, paving costs will be paid for in semi-annual installments over a period of ten years in ten equal payments, with the 7% interest added.



FAMOUS CAVERNS—Mecca for thousands of tourists each year is the world-famous caverns of Carlsbad, located about 175 miles southeast from Ruidoso.

Drive there with care—arrive alive.

Our new drive-in tellers window is open earlier and later than those in the bank. You can get checks cashed, make change or make a deposit from 8:30 a. m. until 3:30 p. m. week-days, 8:30 a. m. until 12:30 noon Saturdays at the drive-in window at the Ruidoso State Bank.

FOR SALE—Golden Delicious Apples, Cherokee Orchards, Highway 70, Mrs. E. R. Polcet, 17-16

Flowers For All Occasions Jo's Flowers OL 7-3285

The Hilltop Upholstery Shop In the Midway Will be open for business all winter if you need your jeep seats, pickup seats or furniture reupholstered. Call CL 7-2965 Free pick-up, delivery & estimates

KYAP 1346 ON YOUR DIAL News—Meals — Weather—Sports

Football Ruidoso vs. Carlsbad 7:15 pm Friday

Ruidoso State Bank Presents the News 6 p. m. Daily

THE PLACE to expect to find the smartest—the latest—the sportiest in

SKI TOGS is at your favorite sportswear shop



PRISCILLA DIAMONDS

Nationally Known Nationally Priced Quality since 1853 Ring sets \$42.50 up Approved Credit Terms



"A Name You Can Trust" Downtown Ruidoso

SHRIVER'S SHOPPING CENTER Friday-Saturday Specials

- SCRAPPY DOG FOOD 2 for 15c
 - BABO CLEANSER 14c
 - RALSTON, Reg. Size 33c
 - SCOTT TOWELS 20c
 - Poparite POP CORN 17c
 - Tastewell TURNIP GREENS . . . 3 cans 29c
 - BORAX, Large 43c
 - Early Bird COFFEE 1 Lb. can 49c
 - EGGS Per Doz. 49c
 - Puramow FLOUR 50 Lb. Bag \$3.50
 - SLICED BACON 1 Lb. 49c
 - HAMS, whole or half Per Lb. 49c
 - SPARERIBS Per Lb. 39c
 - PORK LIVER, LB. 19c**
- WE GIVE FRONTIER STAMPS RUIDOSO DOWNS

Louis Philippe of Ruidoso

NOW IS THE TIME TO PLAN FOR Personalized Greeting Cards and Christmas Portraits In Black & White or Natural Color

Here To Serve You the Year 'Round. Studio on Main Road — Gateway.

IT'S OPEN - at 5:00 A. M.

Special Lunch Plate 70c

Meat, Potatoes, Vegetables, Rolls, Margarine

MONDAY THROUGH FRIDAY

Regular Lunch \$1.25

Soup, Salad, Meat, Potatoes, Vegetables, Rolls, Margarine, Dessert, Coffee or Tea

Sandwiches - Burgers - Home-Made Chili and Soup - Home Baked Pie, Cake, Cinnamon Rolls, Doughnuts

WE CLOSE AT 10 P. M.

Breakfast - Lunch - Dinner

VILLAGE RESTAURANT

BOWLIN'S

RUNNING INDIAN

Beautiful Costume Jewelry

Start your Christmas shopping now

Use Our Layaway

Between the Race Track gates.

Announcing

THE FORMAL OPENING OF HART'S RUIDOSO DRY GOODS

Friday, Oct. 27, from 4 to 8 p. m.

We will be open for business from 8 a. m. to 1 p. m.

Store will be closed between 1 and 4 p. m.

You are cordially invited to come in and see our new store and register for door prizes. Drawing at 8 p. m.

Gladys and Nolon Hart

CONGRATULATIONS

to **Hart's Ruidoso Dry Goods** on Your Fine New Store

Good Luck

JEWELRY GIFTS

Whitlock's

Owners BUZZ AND MARGIE Watch Repair PAUL BROWN

Carrizo Riding Stables

Open Year Around

Wood Cut To Order

CL 7-4755

BILL McCARTY FOR SAND AND GRAVEL

Dozer Work Grader Work Paving

Phone CL 7-4500

We Associate Your Business

Letters to the Editor

TIPS TO TRICK OR TREATERS

Courtesy Dan D. Swearingin, Inc.

Children's Trick or Treat visits at Halloween are much better than the property destruction and sters a few generations ago. But there are hazards involved. Help make Halloween accident-free by following these tips:

Paint face faces on children with eyebrow pencil, grease paint, burnt cork and cosmetics.

Don't use a mask if it may slide over a child's eyes and block his vision, or even cause suffocation if worn over the entire head.

Make all costumes in light-colored material so as to be visible on dark roads.

Flameproof costumes and decorations by dipping in solution of three quarts of warm water, seven ounces of borax, and three ounces of boric acid.

Make the costumes light-fitting so they do not catch on fences, hedges and bushes.

To make your little Spook stand out in the dark use reflector materials (tape, liquid or bands) on costumes, decorations, shoes,

Masks for Hallow'een

☆☆☆

Famous Borden's Ice Cream in Quarts, Quarts and Half-Gallons—plus all their favorite novelties, too.

☆☆☆

See Our Nice Selection of Christmas Cards.

SHOP EARLY!

Thelma Crosby's Sundries

—CLOSED SUNDAYS—

BAKER PHARMACY

POST OFFICE BLOCK RUIDOSO, NEW MEXICO

"One Block East of the Post Office and Just As Reliable."

Headquarters for Hunters—Camping Supplies — Guns — Ammo

HOME & AUTO STORE

RUIDOSO—"WHERE WE TAKE TIME TO LIVE"

H. C. BOYD

REDMANN RADIO & TV SERVICE

Repairs on all makes and Models of TV's and Radios

Your Authorized Philco Dealer

Next door to Ice House Pho. OL 7-2555

WATS A COOKIN'

CONGRATULATIONS To the C. of C. on their fine new brochure—If you haven't seen one by the C. of C. office and get one or two to mail your friends, We'll be closed Thursday through Monday, Oct. 25-28, for a short vacation—see you later.

at **Wattie's**

Make Your Plans Now

To Be Among the Merrymakers at our fantastic

HALLOWE'EN PARTY

Saturday Night, Oct. 28

Noisemakers, Favors, Dancing, Conviviality

NAVAJO LODGE HOTEL

SHRIVER'S SHOPPING CENTER

Friday-Saturday Specials

SCRAPPY DOG FOOD 2 for 15c

BABO CLEANSER 14c

RALSTON, Reg. Size 33c

SCOTT TOWELS 20c

Poparite POP CORN 17c

Tastewell TURNIP GREENS . . . 3 cans 29c

BORAX, Large 43c

Early Bird COFFEE 1 Lb. can 49c

EGGS Per Doz. 49c

Puramow FLOUR 50 Lb. Bag \$3.50

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AT GALLUP—The Mescalero Apaches parade at the Gallup Indian Ceremonial. This is the famed dance of the mountain spirits. Apache "Debutante" girls walk demurely in the wake of the dancers. For actually it all has little to do with spirits but relates to supplications to the gods for the "debs" connubial bliss.

Visitors Invited By Mescalero Apache Tribe

The welcome mat is out—night and day—at the Mescalero Apache Reservation in the emergent green mountains of southern New Mexico between well traveled U. S. Highway 54 and 183.

These Indians, who were the last to surrender to the white man, have gone out of their way to make visitors welcome and comfortable during a stay on their scenic reservation.

The children—and Mom and Dad too—can talk with descendants of Geronimo while actually living on a beautifully situated Indian reservation.

While some of the 800 Indians on the reservation still prefer to live in a teepee, visitors can stay in a modern and comfortable motel. The motel, a restaurant, and arts and crafts center were constructed by the Indians on U. S. Highway 70 within the reservation. But if you prefer camping, facilities are available at a small fee.

The reasonably priced motel cabins are new. While each has modern heat, a generous wood-burning fireplace is included to delight those who revel in a pine-scented fire on chilly evenings. Each cabin has its own bath and attractive furnishings.

The Apaches, who have worshiped nature for centuries, chose a

spectacular summit for the newest of their tribal enterprises and appropriately called it Apache Summit Lodge. A large restaurant and adjoining arts and crafts shop take advantage of the view. This is a good place to listen to the stories of old Indian scouts or revered tribal leaders, or to meet the head of the Mescalero Apache Indian Tribal Council.

In the art shop, beaded buckskin, decorative Indian water color paintings and basketwork of the Apaches are offered for sale along with Navajo silver and blanket work, the Zuni turquoise jewelry, the Pueblo pottery and other authentic Indian handicrafts.

Only within recent years have the Apaches opened their ancient masonry ceremonial to the public. The colorful ritual dances last for four days with the dates set each year to include July 4.

In 1883, when the Mescalero Apaches were given their 460,177-acre reservation near Fort Stanton (where they had been held) the frontier settlers—still fearful of the Indians—prevailed on the government to let the tribe convene only once a year. Boldly the Apaches chose the American Independence Day, and until this day, the date has remained traditional.

This is the spectacular, coming out ritual for the Indian maidens. At this ceremony bright plumes . . . grotesque headdresses . . . strange tom-tom rhythms pulsating chants to dances that go on night and day are a rite of initiation into the exotic culture of the southwest.

Even an outsider can feel the spirituality of another man's religion as the dancers lose their identity and become mountain gods awaying rhythmically to the chants as they raise their voices to the ancient spirits.

In contrast, visits can be made to the reservation chapels and churches. One beautiful rock church was built almost single

Clean Out Medicine Cabinets For Family Safety

Too many home medicine cabinets are full of too much junk, says the National Safety Council. And if you think about that a minute, you'll realize they're right. It's false economy to save old medicine because medicine, like food, can get stale and lose its value or even become dangerous. Often a prescription label does not say what particular ailment the medicine is for and so you may take the wrong medicine, and remember, some external medicines can be fatal if swallowed.

Why not save yourself from any kind of mixup and get rid of medicines that have outlived their usefulness? Remember, too, that small children are fascinated by a lot of odd-shaped bottles, brightly colored pills, and curious little boxes and cans. Once children start playing with this stuff, the next step is to taste a few, or mix them all up and try that. Play it safe. Clear out old medicines. And teach youngsters the hands-off rule where all medicines are concerned.

The stained glass windows in another were designed to show how the Apache Warriors laid down their arms to become servants of God. One window depicts the Indian men becoming spokesmen of God.

Mescalero Indian Reservation is a delight to visit any time of the year. It is a riot of color in the fall when the aspens turn gold, breathtakingly beautiful in the winter when snow blankets the forest; a spectacle in the spring when flowers carpet the mountain meadows, and always cool in summer.

Our new drive-in tellers window is open earlier and later than those in the bank. You can get checks cashed, make change or make a deposit from 8:30 a. m. until 3:30 p. m. week-days, 8:30 a. m. until 12:30 noon Saturdays at the drive-in window at the Ruidoso State Bank.

News Want Ads Work Wonders



COUNTRY NEAR LAS CRUCES—This is a scene in the country around Las Cruces, in central New Mexico along the Rio Grande.

Historic Past, Missile Age Combine at Las Cruces

Las Cruces, New Mexico — The historic charm and romance of New Mexico lives compatibly with the missile age in the sunny Las Cruces area in southwestern New Mexico.

Here is a diversity of year round vacation interests, coupled with the thrill of traveling the first road opened by Europeans in the New World Spanish Conquistadores and supply trails were traveling El Camino Real (The Royal Road) through sunny Las Cruces before the pilgrims endured the cold New England winters. U. S. Highway 83 roughly follows the Royal Road, which was the supply line between Mexico and Santa Fe.

This is the land of the Armed Forces' rocket and missile research and development . . . his-

toric crumbling frontier forts . . . the former Confederate capital of the Arizona-New Mexico territory . . . the City of the Crosses . . . and strange deserts, enchanting with bizarre plants and majestic blossoms against a backdrop of 9,000 foot jagged mountains.

On the outskirts of Las Cruces today, the Tortugas Indians still perform an ancient three day ceremonial, starting December 10, on "A" Mountain behind N. M. State University, which recently launched a missile tracking program.

Las Cruces (The Crosses) was founded in 1848—two years after New Mexico became a territory of the United States. It took its name from the crosses erected for a group of early travelers, massacred by Indians.

Only 2½ miles south of Las Cruces on State Road 28 and a short distance west of busy Highway 85 in Old Mesilla, which was proclaimed the Confederate capital of the Arizona territory in one of the most audacious campaigns of the Civil War. Signing of the Gadsden Purchase was confirmed in a military ceremony in Mesilla and the historic occasion still is celebrated there annually.

Even now as visitors circle the historic plaza which has become a state monument, the twentieth century seems to drop away. But the quiet, typically early Spanish village comes to life on fiesta days when its echoes with vivid reminders of the fiery past when it was the large town west of San Antonio, Texas, and an important stop on the Butterfield Stage Pleasure dates include July 4 holidays and a mid-September Pan American Celebration.

Visitors can eat true New Mexican food in a restaurant called a "must" by Life magazine. Also, they can browse in intriguing candle shops, an art design center noted for its southwest books, and the private Arrendaris museum which has one of the finest samplers. Except for modern collections in the state plus relics

of the Brly the Kid trial held at Mesilla. Occasionally, some of the old homes with their Spanish furniture and finery, which came up the El Camino Real, are open to the public.

South of Mesilla on State Highway 28 are the world's largest cultivated pecan groves and the largest concentration of geese in the United States—all on the Stamm Farms. The farms are open to visitors with escorts provided for tours.

Fourteen miles to the east on U. S. 70 are the Organ Mountains and San Augustine Pass—gateway to the space age. White Sands Missile Range. Rocket launchings are visible from the highway at times. Still farther on is the strange White Sands National Monument—150,000 acres of white gypsum dunes.

At 5,044 feet, San Augustine pass is the lowest pass through the spectacular mountains. It was here, without a single shot being fired, that a force of 700 Union soldiers carrying white key in their cantones surrendered to only 200 Confederate soldiers. This was after the Union army evacuated Fort Fillmore near Las Cruces.

Twelve miles north of Las Cruces on Highway 85 is Radium Springs with a hotel that offers hot mineral baths. Southwest of Las Cruces are extinct volcanoes. Local beauty should be made about the road conditions to the vicinities due to the rugged country.

In Las Cruces is the Amador Hotel, constructed in 1823 by Don Martin Amador. Still in the family, the nationally publicized hotel is packed with relics of four centuries. Except for modern conveniences, the Amador is little

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changed from the days when it was the cultural and social center of Dona Ana County, whose boundary once extended to California.

TRAVEL TO GRAN QUIVIRA AHEAD OF LAST YEAR
Visitors using facilities at Gran Quivira National Monument in 1961 totaled 9,244 through September, an increase of 65 percent over 1960 travel for the same period. During September 821 visitors entered the monument.

Visitors to the monument may use the self-guided trail through the ruins of two early 17th century Spanish churches and the surrounding Indian village. Many of the items used by the people who lived here are on display in the museum and Park Rangers are on duty daily from 9 a. m. to 5 p. m. to answer questions about the monument.

Gran Quivira National Monument, open all year, is located 55 miles north of Carrizozo or 25 miles south of Mountainair on State Highway 10. A picnic area is available and there are no admission fees.

Our new drive-in tellers window is open earlier and later than those in the bank. You can get checks cashed, make change or make a deposit from 8:30 a. m. until 3:30 p. m. week-days, 8:30 a. m. until 12:30 noon Saturdays at the drive-in window at the Ruidoso State Bank.

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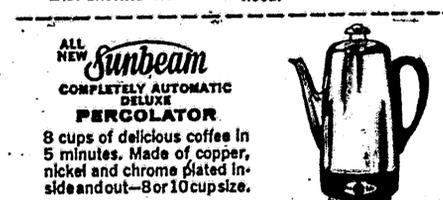
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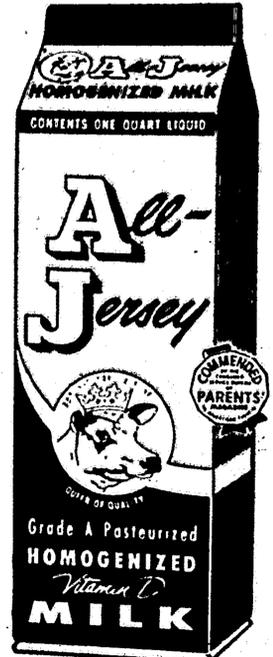


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The Ruidoso News

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C. F. S. MAGAZINE

(Continued from page 1)

A record-breaking crowd is expected for the forthcoming Labor Day week when on September 4 the \$200,000 All American Quarter Horse Futurity, the richest quarter horse race in the world, will be run at Ruidoso Downs. This race will be taped by American Broadcasting Company and nationally televised on September 9, for an anticipated audience of 50 million viewers.

Numerous "Face Lifting" Jobs on Commercial Establishments

As the street improvements were made, many business firms in the town kept pace with progress by remodeling their establishments or installing new fronts for their stores. The CPS office, which has been outgrown as the city expanded and developed, is to be replaced with a new modern office building on Suddarth Drive near the mouth of the canyon. Site was purchased some time ago. Plans are being drawn and the new office is expected to be in use some time in 1962. Meantime, Manager Joe Coe and his personnel have continued working at the old stand under the present handicaps while the street widening project was underway.

Several attractive new commercial buildings recently completed are the Ruidoso State Bank and the U. S. Post Office. A new lunch-diner structure is also under way at the Ruidoso New. A first rate weekly newspaper, edited and published by Mr. and Mrs. Vic Lamb. Several retail stores and shops have recently completed building projects. A new drive-in tellers window is open earlier and later than those in the bank. You can get checks cashed, make change or make a deposit from 8:30 a. m. until 3:30 p. m. week days, 9:30 a. m. until 12 noon Saturdays at the drive-in window at the Ruidoso State Bank.

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 T. C. Delaney, Manager

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absorbers. An infield recently beautified with shrubs and trees and a number of rustic bridges is being enjoyed by track patrons this year. Recently installed also is a three angle photo service which instantly records horse activity from all sections of the track.

Dewas Basis Numerous Improvements

Three additional horse barns have been built this season, raising stable capacity to 1,200 horses and providing owners and trainers with the finest in stabling accommodations for their entries.

The colorful saddling paddock, centered with a statue of a jockey surrounded with a circular bed of blooming flowers has been enlarged and its grounds covered with fine lawn and given new footing for horses. The track itself now boasts over 5,000 yards of this fine brown sand and horsemen and track experts commend the track management for the excellent running conditions.

Water Resort Plans Are Fabulous

Projects planned for the winter sports resort to be known as Sierra Blanca at the foot of the mountain Park on "Old Baldy," the snow-capped mountain which stands like a backdrop at the west of Ruidoso, will feature four ski lifts, tallest of which will be 11,400 feet. Construction of these lifts is expected to get underway this fall, with first skiing promulgated by late this winter.

An unusual feature will be a snow sprinkling system which will supplement the natural snow supply and will guarantee skiing enjoyment. A snow blanket from Thanksgiving to Easter by using the man-made material, the snow may be covered and packed nightly with six inches of fresh snow.

Winter Vacationers To Accommodate

To accommodate winter vacationers at the foot of the ski slopes, a futuristic lodge and recreation center, complete with cozy interiors. Architectural design of the lodge will feature six pyramid-like structures, as shown in photo accompanying this article. Restaurant and retail shop facilities will be located in the proposed building, including a completely stocked ski equipment rental shop. A sun deck will be available for observation and lounging.

Other lodging accommodations are in the planning stage as new developments for the winter season develop. General hotel and motor lodges are planned for the vicinity.

Our new drive-in tellers window is open earlier and later than those in the bank. You can get checks cashed, make change or make a deposit from 8:30 a. m. until 3:30 p. m. week-days, 9:30 a. m. until 12:30 noon Saturdays at the drive-in window at the Ruidoso State Bank.

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Lava Beds In Lincoln County Known As 'Mal Pais' in Spanish

Driving along U. S. Highway 64 or Highway 380, as you approach Carrizozo, you see what might be the shadow of a mammoth cloud darkening the face of the desert.

But as you near the city, you can see that this is not a shadow, but one of nature's feats in New Mexico. It is the site of the two, most recent lava flows in the United States.

This geological wonder is called the Mal Pais—Spanish for bad lands. The word "Mal Pais" cannot fully describe the 250 square miles of rugged, craggy black lava. However, it is appropriate. Here is lava from two distinct flows which are believed to be spaced in terms of hundreds of years apart.

You can't drive on the rough terrain, and you can't ride a horse into it. You will have to cover the ground on foot. Even this is difficult.

Out man who, as a biology student at New Mexico State University, helped on a survey for the Hatchet Gatta Company, recalls wearing out almost a pair of shoes per day while on the job. He described the Mal Pais as "small mountains of broken rock."

The three-man survey party worked the "Mal Pais" about one mile. They never saw any water holes in the area covered, but there is water there. The Mal Pais Springs at the southwestern tip forms small lakes. At some per-

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 9:45 a. m.—Sunday School
 11:00 a. m.—Sunday Morning Worship
 7:30 p. m.—Sunday Evening Worship
 7:30 p. m.—Tuesday—Young People & Choir Practice
 7:30 p. m.—Thursday—Prayer Meeting

THE FIRST CHRISTIAN CHURCH
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 Sunday School—9:45 a. m.
 Morning Worship—11:00 a. m.
 (incl. Holy Interimmediate) Youth Fellowship 4 p. m.

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS
 Sunday School and Sacrament in Lions Club Building
 Ruidoso
 Relief Society Meeting 1:30 p. m.
 Saturday at Louis Phillips Studio, Ruidoso

FIRST BAPTIST CHURCH
 Rev. E. J. Tankersley, Pastor
 Sunday School, 9:45 a. m.
 Morning Service, 11:00 a. m.
 Training Union, 6:30 p. m.
 Worship Service, 7:30 p. m.
 Wednesday Night Service, 7:30 p. m.

GATEWAY CHURCH OF GOD
 Palms Gateway, Ruidoso
 Rev. W. A. Vanzant, Pastor
 Sunday School program at 9 a. m.
 Sunday School, 9:45 a. m.
 Morning worship, 11 a. m.
 Evening evangelistic service 7:30 p. m.
 Tuesday 8:30 a. m. Women's Missionary meeting.
 Wednesday evening 7:30 prayer time and Bible study.

RUIDOSO BAPTIST CHURCH
 "The Church of the Living Word"
 Radio Program 8:00 to 8:15 a. m.
 Sunday School—9:45 a. m.
 Morning Worship—11 a. m.
 Prayer Meeting—7:30 p. m.
 Evangelistic Message—7:45 p. m.
 Wednesday Night Service—7:30 p. m.

Three Cars in Crash Near Biscuit Hill Cafe

Mrs. Deopp Crockett and Mrs. Crockett, both of Roswell received minor injuries in an automobile accident near Biscuit Hill Cafe last Friday morning about 10:15 a. m., according to State Police. Mrs. Crockett's 4-year old son was not injured. Mrs. Crockett, driving a 1959 Ford station wagon on hit a 1959 Cadillac driven by Edna Ray Petty of the Radar Squadron at Malstrom Air Base in Montana, whose car in turn hit a 1954 Buick driven by Ronald Gudillus of Walker Air Base in Roswell. Gudillus was making a left turn to the Biscuit Hill Cafe and had his turn signal on. Damage to Mrs. Crockett's car and to Petty's Cadillac was extensive, but Gudillus' car only received scratches. State Police-man Miller said Mrs. Crockett was cited for driving too close to the car in front. The two ladies were taken by ambulance to Roswell following treatment here.

The survey party, while at their work, reported the largest one any of them had ever seen. As for plant life, Mrs. Shields found 150 different species. Grasses and the sunflower families were most prevalent. There is a Roadside Park, with picnic tables, along Highway 380 west of Carrizozo. This is the road which traverses about five miles of the Mal Pais, giving you an opportunity to see many shapes the lava assumed as it cooled, hole in the ground.

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The countdown has been completed. At the word "zero," electronic miracles happen. The rocket zooms skyward, and seems to penetrate the infinite.

But it hasn't. Man's greatest efforts fall far short of solving the mystery that is life itself. The answer is known only unto God. And man's greatest troubles still concern not the universe but man himself, and his fellowmen.

The greatest scientists today realize even more acutely than most of us the limitations of mankind. From deep, personal experience they know how desperately man needs God's love and His guidance. And they know, too, that no matter how "invincible" their rockets may become, in the end, true peace can be achieved only by God's own workings within the hearts and minds of men.

Pray for this kind of peace in church next Sunday.

Sunday	Monday	Tuesday	Wednesday
Psalms 42:1-8	Job 22:8-15	Jeremiah 7:1-7	Isaiah 9:1-7
Thursday	Friday	Saturday	
John 14:23-31	Philippians 4:4-9	Romans 5:1-9	

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 IT PLEASES US TO PLEASE YOU
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SPORTS

WARRIORS TANGLE WITH 'ZOZO WEDNESDAY

The Ruidoso Warriors were defeated by Carrizozo Wednesday night in a non-conference battle. The game was to be played Wednesday because of a teachers convention in Albuquerque, causing holidays in the schools Thursday and Friday.

Last year's defeat at the hands of Carrizozo 13-12 that ended in a dispute over the warrior's extra point try to tie the game should find the Warriors ready to seek revenge. Carrizozo has been victorious the last two seasons with wins over the local crew.

Ruidoso will have to deal with

White Sands, Cloudcroft Listed Among Alamogordo Attractions

ALAMOGORDO—Fifteen miles southwest of Alamogordo on U. S. Highway 70, is located one of the most unique areas in the world. A hundred and seventy-six thousand acres of powdery, snow white gypsum dunes comprise the spectacular White Sands National Monument.

Ranked second only to Carlsbad Caverns as a tourist attraction in the Land of Enchantment, the shifting dunes, which reach a height of 100 feet, fascinate all who see them.

Originating in an old lake bed ten miles or so from the center of the sands, the gypsum deposits are constantly in the making. In the process of drying up, the lake forms gypsum crystals from the deposits carried down from nearby hills. As the moisture dries

the Grizzlies' highly touted running combination of Fullback Bobby Dan Crenshaw and Halfback Jerry Beltran. The two backs have been running roughshod over every team in the 20 conference this year as the Carrizozo record for the season stands at six wins and no losses.

The Warriors at present are the leaders in the 3B District and Carrizozo is defending champion in class 3C, so the fracas should be a crowd pleaser.

The game is figured to be a toss-up between the two teams as both the Warriors and Carrizozo have defeated a tough Tularosa ball club and each squad has improved with each game played.

N. R. A. Members
Tom Insall's
Chevron Station
Ruidoso Downs, N. M.

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the gypsum crystals are left behind.

The San Andres mountains form an awesome backdrop for the Sahara-like sands, and at sunset, the contrasting colors on the mountains and sands are full of magical beauty.

The sands drift like snow in the wind, and regular snowplows are used to keep the road open through the sands.

Entrance to the monument is on U. S. 70, and the road through White Sands wanders across eight miles of eerie landscape. Admission is 50 cents, or \$1 for an annual permit.

At the start of the trip, desert plants such as Yucca struggle for a foothold in the sand, but soon the gypsum takes over completely and all vegetation ceases.

Tables and shelters are to be found in the White Sands picnic area which is at the end of the road. Tents may be pitched for an overnight stay at the sands, when moonlight makes their appearance even stranger.

A museum, refreshment counter and souvenir shop are maintained at the entrance to the Monument, but the nearest hotels and restaurants are in Alamogordo.

There are a number of other interesting places to see in Alamogordo area. Sixteen miles from White Sands (most of them up) lies the resort town of Cloudcroft. The highest golf course in America (altitude 9,000) is here, and there are stables for riding horses, plenty of accommodations for visitors, and skiing facilities.

The Lincoln National Forest stretches out around Cloudcroft, with four camping areas within a few miles of the town.



CLOUDCROFT GOLF COURSE—One of the attractions in the Alamogordo area for summer visitors is the golf course at Cloudcroft. Golfers from a wide area visit in Ruidoso and play the course here and at Cloudcroft for their summer fun.

Seventeen miles south of Cloudcroft lies Sun Spot, the solar observatory on Sacramento Peak. The observatory houses the world's largest coronagraph, an instrument for examining the surface of the sun.

(The world's largest surface deposit of gypsum provides one of the most spectacular sights in New Mexico. It is the Great White Sands National Monument in the south Central part of the state. Nearly 300,000 persons visit the Sands every year, making them one of the most popular attractions in the state.)

If you don't already have a live Christmas tree in your yard, plan now to plant one for lighting and decorating every year.

HONDO EAGLES

'61 SCHEDULE

Sept. 2—Ruidoso B 6, at Hondo 0.
Sept. 8—Hondo 0, at Capitan 24.
Sept. 15—Hondo at Tatum, no game.
Sept. 22—Hondo at Cloudcroft 34.
Sept. 29—Hondo 14 at Dexter 28.
Oct. 7—Hondo at Corona.
CAPTAIN TIGERS
'61 SCHEDULE
Sept. 1—Capitan 0, at Ruidoso 19.
Sept. 8—Hondo at Capitan 7:30 p. m.
Sept. 15—Capitan 18, at Carrizozo 45 p. m.
Sept. 22—Tatum 21 at Capitan 6 p. m.
Oct. 6—Capitan 6 at Melrose 14 p. m.
Oct. 13—Capitan 12 at Corona 4 p. m.
Oct. 20—Dexter at Capitan 7:30 p. m.



Hunters

Come in and Register FREE for a .44 Ruger Magnum Rifle we will give away Friday, Nov. 10.

The only requirement you have to have is a big game license. You cannot register after 12 noon Nov. 10.

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Highway 70 — Hollywood

Oct. 27—Open Nov. 3—Tularosa at Capitan 7:30 p. m.

Conference games. **CARRIZOSO GRIZZLIES**

'61 SCHEDULE

Sept. 1—Carrizozo 6, at Tularosa 7.
Sept. 8—Carrizozo over Vaughn (forfeit).
Sept. 15—Capitan 18, at Carrizozo 45 p. m.
Sept. 22—Carrizozo 34 at Tatum 20 p. m.
Sept. 29—Corona 20 at Carrizozo 46 p. m.
Oct. 6—Mountainair 0 at Carrizozo 52 p. m.
Oct. 13—Carrizozo 60 at Dexter 0 p. m.
Oct. 20—Melrose at Carrizozo 7:30 p. m.
Oct. 25—Ruidoso at Carrizozo 7:30 p. m.

RUIDOSO WARRIORS

Varsity Team

Sept. 1—Capitan 0, at Ruidoso 19.
Sept. 8—Roswell "B" 20, at Ruidoso 6.
Sept. 15—Alamogordo "B" 6, at Ruidoso 19.
Sept. 22—Ruidoso 12 at Tularosa 7.
Sept. 29—Open.
Oct. 6—Ruidoso 41 at Hatch 6.
October 13—Ft. Sumner 14, at Ruidoso 39.
Oct. 21—Lordsburg here 1:30.
Oct. 25—Carrizozo there 7:30.
Nov. 3—T. or C. there 7:30.
* Conference Games
Sept. 2—Ruidoso 6, at Hondo 0.
Sept. 30—Carrizozo "B" 19, at Ruidoso "B" 12.
News want-ads work wonders!

FRIDAY is FAMILY DAY at HOLIDAY BOWL

Join The Fun
3 Lines for \$1.00
Shoes Free

Phone OL 7-5840 — In the Gateway

TURKEYS BISCUITS

Fresh Frozen

4 to 6 Lb.
6 to 10 Lb.

1b. 29c

Kimbell's

Sw. Milk or B. Milk

Can

9c

BABY FOOD, Heinz Strained, 2 for 27c

VIENNA SAUSAGE, Wilson's 25c

EGGS Romney Grade A Medium **.49**

KIM DOG FOOD 3 for 19c

COMET, Regular Size 2 for 37c

Austex, No. 2 1/2 Can
TAMALES 45c

Popsrite, 10 Oz. Can Yellow-White
POPCORN 2 for 39c

Hills Bros. Lb.
COFFEE 65c

CHEESE, VELVEETA, 2 LB. BOX 79c



We Have A Full Line of School Supplies

We Have A Full Line of Canning Supplies

HOT DONUTS . . . Doz. 59c

Buy One Donut — Get One Free

Hot Coffee will also be served.

Come One — Come All

HOT BAR-B-Q BEEF

BAR-B-Q SPARE RIBS

Washington Delicious — Lb.

APPLES . . . 19c

— 10 LB. BAG —

POTATOES 39c

LONGHORN CHEESE Lb. 49c

FRANKS, Wilson's . . . Lb. 49c

BACON, Corn King . . Lb. 59c

USDA Choic.
CHUCK ROAST . . . Lb. 49c

Lean and Meaty
PICNIC HAMS Lb. 29c

BANANAS LB. 9c

JELLO, Asst. Flavors . . . 3 for 29c

PEACHES, Hunts, No. 2 1/2 Can . . . 35c

LETTUCE LB. 15c

TUNA, Chunk Style, Gr. Label 2 for 49c

SPINACH, Del Monte, 303 Can . . . 21c

LEMONADE, Tip Top, 6 Oz. . . . 5 for \$1.

ORANGE JUICE, D. Duck, 6 Oz. 5 for \$1.

SHORTENING, WILSON BAKERITE, 3 LB. CAN 69c

COFFEE, HILLS BROS. 1 LB. ONLY 65c

DRIVE-IN GROCERY

OPEN 7 to 11 365 DAYS A YEAR

T. V. TUBES

CORNER OF MECHEM AND SUDDERTH DRIVE

DEER HUNTERS — WE HAVE ALL

KINDS OF AMMUNITION — OPEN 7 to 11

HOT BAR-B-Q CHICKENS

HOT BAR-B-Q HOT LINKS

Our Steaks, Fish and Chicken Always ARE A HIT! So Are Our Sandwiches



NOB HILL RESTAURANT

Week Days 5 p.m. to 9 p.m.
Sundays 12 noon to 9 p.m.
Closed Mondays

LACEY SHEET METAL CO.

For Quality and Workmanship
ALL TYPES SHEET METAL
Gutters and Down Spouts, Flue Extensions for Fireplaces, Tanks,
Payne Central Heating & Cooling
Factory Kitchen Hoods and Exhaust Fans for Your Home
Installed
Palmer Gateway — Ruidoso
413 E. Second St. — Roswell — Phs. MA 2-3538 for Free Estimates

We Do All Types Mechanical Work
Overhauls — Valve Jobs — Tune-Ups

Official Brako & Light Inspection Station

RUIDOSO HUMBLE SERVICE



Ruidoso State Bank

In the Year 'Round Playground of the Southwest
Ruidoso, New Mexico

Telephone CL 7-5865

Capital and Surplus \$325,000.00

—Member F. D. I. C.—

Your Savings Deposits in This Bank Now Earn 3 Percent.

W. D. (Walt) Crosby Realty Association

(Formerly Allied Realty Associates)
Phone CL 7-3303



OREE MEADOWS—New two bedroom home on extra large lot—excellent area—priced \$8,750 or will trade.
MECHEM DRIVE—This 3-bedroom combination living, dining and kitchen area, with fireplace, laundry room, carport, large lot facing two streets, with furniture, is in my opinion one of the best buys in Ruidoso at \$16,000.00—excellent terms.
CARRIZO CANYON—New two bedroom furnished home, fireplace, this has beautiful view. Priced at \$7,500.00.

PINE TREE PARK SUBDIVISION
ONE OF AREAS finest homes. Three bedrooms, two baths. Large living room. Large kitchen, dining room and breakfast room. Central heating and beautiful fireplace. Covered patio, double garage. Top grade construction. Beautifully landscaped. In center of six acre park, which is subdivided into nine large lots, with water at each lot. Privacy with magnificent view. To be sold as one unit. Reasonable down payment and terms.

WE ARE MEMBERS OF THE MULTIPLE LISTING SERVICE
SALES PERSONNEL: W. B. Alexander, pho. CL 7-4115

RUIDOSO NEWS CLASSIFIED ADS

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

PAGE SEVEN
Ruidoso News
Friday, October 27, 1951

Henry T. Wicker
REALTOR
"Sign of Service"
BOX 832
RUIDOSO, N. M.
CL 7-3823



Offices: Room No. 1,
Horseshoe Courts

MEMBER OF INTERNATIONAL
TRADERS CLUB, RUIDOSO MLS,
RUIDOSO CHAMBER OF COM-
MERCE, ROSWELL MLS.

OFFERS

TRADES, TRADES, TRADES
Real Estate TRADES anywhere
and on properties in this area with
the assistance of co-operating
brokers and their salesmen.

12 UNIT motel in Ruidoso with
additional income property in con-
nection to trade for farm, or apart-
ments anywhere.

COLD STORAGE LOCKER and
custom processing plant in good
location to trade for motel or
commercial properties in Lincoln
County.

WELL LOCATED business build-
ings in Alamogordo to trade for
Lincoln County property.

WELL located 100 acres on Hwy
37 between Ruidoso and Alto, ideal
for development. Will sell or trade.
640 ACRES irrigated farm in the
citrus country near Eagle Pass,
Texas to trade at \$500.00 per acre.

ONE of the better and larger hotels
of the Southwest to trade.
HAVE client with \$150,000.00 in
1st lien notes payable in 2 years
to offer as down payment on most
any kind of real estate or minerals
in Roosevelt county.

"FOR ACTION"

—LEAVE US A MESSAGE—
Automatic Answering Device will
take your messages when away
from office.

Locke
Realty
Company

Highway frontage, 200' x 220',
commercially zoned, plus two 2-
bedroom houses and one 1-bed-
room house, furnished, connected
to sewer. Total price \$19,000.00.

"Your Key to a Sound Investment"
Betty Locke, Realtor
Sales:
Della Hale, CL 7-6238
Dick Smith, CL 7-3241
Member of MLS

OFFICE AT LOCKE INN
Box 273 Ph. CL 7-3241

FOR RENT One bedroom house
See Tommy Perrett or call CL 7-
4329 17-1c

MOTEL FOR SALE 26 units on
main street in downtown Ruidoso,
N. M. 8 new units on river. Con-
tact Owner, P. O. Box 6, Ruidoso,
N. M. 17-1c

FOR SALE Upright Piano, excep-
tionally good condition, new felt
and hammers, very good tone, bench
included, \$150. CL 7-5500 16 1c

SELL-TRADE—66 foot acres from
Youth Center on Sudderth Drive.
Consider trade. Land in No. Ark
or No. Mo. Write T. W. Porter,
Route 3, Harrison, Ark. 15-4c

REALTORS
AND
DEVELOPERS

LLOYD L. DAVIS, SR.
LLOYD L. DAVIS, JR.

SEE OUR
SUBDIVISIONS
BEST
BUILDING SITES
TERMS

HOME OF SOUND INVESTMENT

I AM AN INDEPENDENT REAL ESTATE BROKER

MOTEL SPECIAL: Almost
new 4 units plus living quar-
ters, partly furnished. Priced
\$18,000. \$10,000 down and
owner will carry balance.
Call today!

**NICE PLACE TO KEEP
HORSES OR HAVE FOU-
LTRY FARM:** 13 Acres, well
improved and priced to sell!
Call TODAY!

RIVER HOMES: have se-
veral nice river locations.
Check these today!

**—SOLD—
LOVELY FOUR-BEDROOM**
home, large living room, den,
fireplace, plus 3 nice lots,
\$14,500. Terms! Good loca-
tion!

HOUSES FOR RENT
LOVELY THREE Bedroom:
2 1/2 baths, carpet through-
out, double carport, main
quarters, large lot suited for
business. If you want the
best this is it!

PAUL H. DOUGLASS REAL ESTATE
Bus. Phone CL 7-3005 — Residence Ph. CL 7-2365
In Postoffice Block Box 294
SALES: Al Stacup, Jimmy McCasland, Lila Pettitt

**CLOSE EN RIVER LOCA-
TION:** Very nice 4 bedroom
Home on large lot. Furnish-
ed to top. Priced at \$12,500, with
terms!

3 ROOM CABIN, GOOD close
in location, 2 deeded lots,
bath, fireplace. Needs winter-
izing and finishing on the
inside. Priced at \$3,500, with
\$500 down and balance at
\$50 per month at 6%.

BEAUTIFUL MOTEL: Well
located under the tall pines,
3 modern housekeeping cab-
ins, lovely living quarters
and office. Established year
'round business, good in-
come. Vacant lot for ad-
ditional building. Call for
appointment today!

**BEAUTIFUL RANCH NEAR
HERE:** Has lovely 3 bed-
room home, 2 bedroom serv-
ant house, nice orchard, now
running cattle and sheep.
Call today for appointment!

**WELL ESTABLISHED
TOBACCO COURT:** Has an
excellent business, and own-
er will consider some trade.

**SOME NICE RESIDEN-
TIAL LOTS,** well located.

140 FEET of commercial
property, well located and
attractive terms.

ATTRACTIVE CABIN fire-
place. On five deeded lots.
Furnished and good terms.

TWO BEDROOM HOME,
furnished or unfurnished.
Close to pavement, in quiet
neighborhood.

WELL INSULATED TWO
bedroom home, attached
garage. Two baths. Located
on two lots. Very reasonable
down payment with good
terms.

ATTRACTIVE HOME, over-
looking the golf course. Fire-
place, two baths. Carpeted
large closets and picture
windows. Owner will finance.

THREE BEDROOM HOME,
furnished, fireplace, large
closets. One full bath and
one half bath. Double at-
tached garage. On the new
pavement and can give im-
mediate possession.

LUTHER BYNUM, REALTOR
Vera Bynum, Sales
Next door to Mon Jean Cafe
Office Ph. CL 7-3710 — Res. Ph. CL 7-3794

FOR SALE—Smith-Corona type-
Underwood adding machine
chiro, 30 Remington Pump Gun,
1937 Ford Pick-up 4 speed. Phone,
CL 7-5577, 10-4c

WE HAVE 10,000x20 and 10,000x22
and 8,25x20 truck tires in stock.
El Paso Station, 18-1c

NO OTHER TOWN— We repeat, do
other town, in New Mexico has a
weekly newspaper with a classified
page with as many want-ads and
business listings as the Ruidoso
News. It is a complete marketing
service for those who want to buy,
sell, swap, or secure services. 11-1c

WE HAVE Pick-up tires with snow
tread in stock. El Paso Station, 18-1c

FOR RENT Apartment in Pal-
mer Gateway, Bills paid Ray
Clarke, CL 7-2415 or CL 7-3223
12-1c

WE HAVE Tires to fit small for-
eign cars in stock. El Paso Sta-
tion, 18-1c

FOR SALE OR TRADE—Pole
Peeling Machine that will get the
job done. R. C. Buckner CL 7-4463

FOR SALE One bedroom house
See Tommy Perrett or call CL 7-
4329 17-1c

MOTEL FOR SALE 26 units on
main street in downtown Ruidoso,
N. M. 8 new units on river. Con-
tact Owner, P. O. Box 6, Ruidoso,
N. M. 17-1c

FOR SALE Upright Piano, excep-
tionally good condition, new felt
and hammers, very good tone, bench
included, \$150. CL 7-5500 16 1c

SELL-TRADE—66 foot acres from
Youth Center on Sudderth Drive.
Consider trade. Land in No. Ark
or No. Mo. Write T. W. Porter,
Route 3, Harrison, Ark. 15-4c

REALTORS
AND
DEVELOPERS

LLOYD L. DAVIS, SR.
LLOYD L. DAVIS, JR.

SEE OUR
SUBDIVISIONS
BEST
BUILDING SITES
TERMS

LOVELY NEW THREE BEDROOM HOME in Country Club Estates (all streets
in this subdivision paved.) Go out Mechem Drive and turn first right past Mt. Vee
Drive-In Theatre. Follow open house signs from there approximately one (1) mile east.

Office Across from Post Office Phone CL 7-5975
P. O. Drawer 8, Ruidoso, N. M.

ALL Classified ads must be paid
in advance with the exception of
those run by regular display ad-
vertisers. The rate for classified
advertising is 5c per word with a
minimum of 75c for 15 words.
Please figure 5 per cent tax to add
to advertising cost. 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 en-
close check or money order or if
you live in Ruidoso bring them by
the office before Tuesday afternoon
each week.

LELAND Realty

EXCELLENT 24-section ranch.
Good grass, water, improvements
and terms.
NEW show-place home on river,
3 br., 2 baths, family room, cook-
out patio, beautiful trees,
GOOD business location in Gate-
way.

Leland Realty Building
One Block East of Bank
CL 7-2830

CY LELAND, SR., Realtor
Broker-Salesman (night numbers)
Cy Leland, Jr. — CL 7-4482
Jack Little — CL 7-5525

FOR SALE—Or trade, three acres
in Brady Canyon, reasonable. Ph.
CL 7-8608. 5-1c

STEWART REPAIR SHOP—Cabinets,
furniture, cabins and gen-
eral repairs. Five blocks south
of postoffice on 5th street, tel.
CL 7-5622. 7-13p.

SELL-TRADE—Two buildings to
be moved, solid frame and stucco
construction, each building has 2-
rooms and 2 closed garages. Will
sell on terms or trade for anything
of value. Ph. ES 8-4186, Green
Tree Lodge, Ruidoso Downs, 45-1c

PROPERTY LOANS
Preferred Rate Finance
Ph. CL 7-6088 or CL 7-6038—Box 399
Ruidoso, N. M.

FOR SALE—Old Drexel dining-
room suite, table, 6 chairs, buffet.
Phone CL 7-3068. 19-1c

WANTED—Receptionist for real
estate office, some experience
needed. Good opportunity for right
person. Henry T. Wicker, pho. CL
7-4147. 15-1c

OFFICE SPACE Available across
street from post office, apply at
La Fonda Motel. 17-1c

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

STAY READY TO TRADE

Clayton Bennett
The Trader
Chevrolet and Oldsmobiles
New and Used Cars
West on Highway 78
Phone. CL 7-3389

WE Invite Your Listings.
P. O. Box 278
Pho. CL 7-2754

"AS WE LIVE — WE GROW"
MILDRED WANTIEZ REAL ESTATE
Member Multiple Listing Service
Office in My Home, Junction Rd., Palmer Gateway
SALES: J. J. DIPAULO

FOR RENT—Small 3-room house,
couple only, bills paid, \$35.00, call
Mrs. Edna Dunn, CL 7-4715. 17-3c

WILL TRADE Lubbock property
for Ruidoso property. Give full
particulars as to price, location,
etc. Write or phone Mrs. W. H.
Watson, 3001 32nd St., Lubbock,
Tex., Ph. BW 9-0286. 16-4p

FOR LEASE—Phillips 66 Station
in Gateway, Contact Richard Phil-
lips at Honda. 16-1c

BEAUTY COUNSELOR COG-
NITIVE—For sensible skin care
and natural make-up see your
local representative—Della Hale,
CL 7-6238. 8-1c

LOTS \$18 down, \$6 monthly, five
minutes drive from Ruidoso golf
course, \$200 to \$400 each, see
Gresswell Realty at Ruidoso or
write Max Loya, 1001 Colorado
St., Las Cruces. 16-3c

LARGE house with 2 or 3 bed-
rooms, large livingroom, fire-
place. Also smaller apartments.
Eve Ball. 8-1c

TWO beautiful lots near Alto,
\$2500 each. Tall pines, running
spring water. S. B. Boykin, day
phone CL 7-5975, night CL 7-5080.
12-1c

LAVA STONE FOR SALE—For
fireplaces, retaining walls,
landscaping. Write or phone Rancho
del Malpais, J. F. Harkey, Box
155, Ph. 100 Carrizoso. 47-4p-11.

DR. STONER, Veterinarian, will
be in Ruidoso Downs for veteri-
nary services Tuesday and Thurs-
day mornings each week at the
Lem Coltharp building, Alamogor-
do phone HE 7-9144. 16-3c

AUTO LOANS
Preferred Rate Finance
Ph. CL 7-6088 or CL 7-6038—Box 399
Ruidoso, N. M.

FOR SALE—Chicago Pneumatic
105 CFM Air Compressor. Powered
by 4 cyl. Hercules gasoline engine.
Ruidoso State Bank. 12-1c

WANTED—Woman ranch cook and
housekeeper. Permanent position.
Live in. \$30 per week. No days off,
no nothing. Sonny Wright, Box 31,
Alto, N. M., phone CL 7-4478. 14-1c

FURNITURE LOANS
Preferred Rate Finance
Ph. CL 7-6088 or CL 7-6038—Box 399
Ruidoso, N. M.

BACKHOE for rent by the hour
or day, with or without operator,
Ruidoso Gas Co., Ph. CL 7-2836.
8-1c

1280 ACRES, well improved farm and ranch near Hobbs, N. M.
Plenty of water, 105-acre cotton allotment, 80 acres alfalfa, 2,500
2-year-old pecan trees, running 308 head of cattle at present; 2
miles of sprinkler system, Ranch is fenced, wells operate on
natural gas. 29% down, owner carry balance.

MOTEL ON PAYEMENT—Close in, 6 rental units, 2 bedroom
living quarters with 1 1/2 baths, priced reasonable. Very good
terms.

Complete Radiator and Welding Shop, including land, shop, all
equipment and stock, doing very good year 'round business.
Owner will finance.

We Are Member of the Multiple Listing Service
FRED GRESSWELL
REAL ESTATE and INSURANCE
Phone CL 7-5515 Res. Ph. CL 7-4554
SALES: E. N. Grigaby — Carl DeBord

Wingfield Homestead

SUBDIVISION
Build on a lot where your property values are protected
with sensible restrictive covenants.

Choice Lots for Year 'Round Living
Della Hale, Mgr. Opal Bowers, Sales
Pho. CL 7-6238 Pho. CL 7-6945

PRACTICALLY NEW 2 BR home in Palmer Gateway, close
to schools and churches, with fireplace and panel ray heat, year
'round location.

COMMERCIAL PROPERTY—5 Acres located on U. S. Hwyway 70,
17-UNIT LODGE, tile baths, masonry construction, carpeted,
nice living quarters, well located, has 200-foot frontage, has
beautiful view, located for year 'round business.

REPAIR SERVICE ON TV's and
home appliances. All makes. Ex-
clusive Ruidoso Electric & Appliance
Repair Center, in former
Hart building. 47-1c

FOR SALE—Choice lot in Ruidoso
Downs, Max Oliver, Ph. ES 8-4250. 8-1c

1962 CHEVY'S — Demonstrations
every week in Ruidoso. Liberal
trade-in allowances. Write or call
Stan Johnson, c/o Valley Chevrol-
et Co., Roswell, N. M. MA 2-4100.
17-4p.

Our new drive-in tellers window
is open earlier and later than those
in the bank. Check checks,
cash, make change or make a
p. m. week-days, 8:30 a. m. until
deposit from 2:30 a. m. until 3:30
12:30 noon Saturdays at the drive-
in window at the Ruidoso State
Bank.

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LOTS \$18 down, \$6 monthly, five
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LARGE house with 2 or 3 bed-
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Eve Ball. 8-1c

TWO beautiful lots near Alto,
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105 CFM Air Compressor. Powered
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Live in. \$30 per week. No days off,
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Preferred Rate Finance
Ph. CL 7-6088 or CL 7-6038—Box 399
Ruidoso, N. M.

BACKHOE for rent by the hour
or day, with or without operator,
Ruidoso Gas Co., Ph. CL 7-2836.
8-1c

NOTARY
Tom Jones
REALTOR

Agent For
Ruidoso Realty Co., Inc.

DIAL CL 7-2085
Since 1933
Member Multiple Listing Service

YEAR ROUND Homesites in good
residential area. 10 year terms.

SUMMER CABIN SITES already
developed—for lease or sale.

OTHER Lots, Homes, Cabins

For Sale
By Owner

3 Bedroom Home
With Attached Garage
complete with bath and kitchen.
brown stucco with green trim, 1/2
mile east of Rainbow Lake on
north side Carrizo Canyon Road.

Write Joe Boswell
1226 So. Eddy, Pecca, Tex. Phone
HI 5-2380 or HI 5-2341. Will enter-
tain reasonable offer. Furnished
or unfurnished. 11-1c

INSULATE YOUR PIPES
• STOP DRIPPING PIPES
• INSULATE HOT and
COLD WATER LINES
• STOP FREEZING
in brief cold snaps
WRAP-ON INSULATION
is an easy do-it-your-
self job. Simply wrap on the clear glass
insulation & cover with the included
vapor seal tape. 11 pkg. covers 17 ft.
of 1 1/2" pipe. See us today.

BULLDOZER WORK—Bill Mc-
Carty, dial CL 7-4500. 23-1c

Barnard's T. V. & Radio
Repair and Rental
Service
Phone CL 7-6917
AFTER 5 P. M.

W. B. (Wallace)
ALEXANDER
Realty Sales With
W. D. Crosby Realty Ass'n
Solicits Listings and Sales

Just Arrived . . .
For Fall Planting—
King Alfred Daffodils,
Darwin Tulips, Crocus,
Grape Hyacinths, Bulbs

RUIDOSO NURSERY
NURSERY STOCK
and
GARDEN SUPPLIES
Including Sprays and Fertilizer,
Burpee Seeds
Dial CL 7-2945

WANTING
City Lumber Co.

Building Material
Paint — Hardware
General Contracting
Homes — Cabins
Remodeling
Commercial

Satisfaction Guaranteed
BE SURE TO GET
OUR PRICES
Next door to City Hall
Located downtown for
your convenience.

WE GIVE FRONTIER STAMPS
FREE DELIVERY
PHONE CL 7-3499

ORDER
BRONZED*
BABY SHOES<

RUIDOSO FOOD MART

Double Frontier Stamps Wednesday
—FRIDAY - SATURDAY SPECIALS—

FRESH MEATS

ARM BEEF ROAST, LB. **59¢**

STEW MEAT . . . LB. **39¢**

LONGHORN CHEESE . . . Lb. **49¢**

SWIFT'S SLAB BACON, LB. **59¢**

PORK LIVER. . . LB. **25¢**

FROZEN

Mrs. Chessor's FRYERS Each **89¢**

MAGIC FREEZE 1/2 Gal. 2 for **\$1.**

Dottie's FROZEN ROLLS 4 for **\$1.**

10 Oz. LEAF SPINACH 5 for **\$1.**

Stokley's 10 Oz. CUT OKRA 5 for **\$1.**

PRODUCE

ORANGES OR GRAPEFRUIT . . . 5 Lb. Bag **39¢**

BANANAS Lb. **9¢**

THERE WILL BE OTHER SPECIALS ALL OVER THE STORE FRIDAY-SATURDAY

★ ★ ★

Kimbell's SHORTENING 3 Lbs. **79¢**

KIM DOG FOOD 3 for **25¢**

Kimbell's GIANT DETERGENT **59¢**

Kimbell's Tall CANNED MILK 2 for **29¢**

KIMBELL'S COFFEE, LB. **65¢**

JELLO, 3 Oz. 3 for **29¢**

Hours—8 a. m. to 6:30 p. m.

— CLOSED SUNDAYS —



JUNGLE STORY—Juliette Greco, above, stars in "The Big Gamble," a color and CinemaScope drama of the jungle, due Sunday, Monday and Tuesday at the Mt. Vue Sho-Dyn & Indorama on Mechem Drive.

RUIDOSO FLOOD—(Continued from Page 1) The family was not in the cabin at the time of the flood and the cabin disappeared either intact or as wreckage, I think it was never known which, but so far as I can learn no trace of the cabin or contents was ever found. Giving valuable assistance during the flood was the long time resident and expert horseman Montie Gardenhire detailed by

the Forestry Service for rescue and guard duty. He rode the river on horseback every day for several weeks rescuing residents from their flooded cabins, and preventing the looting which was practiced on both sides of the river. Like Wingfield, a prominent citizen of Ruidoso, many others also gave valuable assistance in this work.

Many dangers were faced by these river riders who crossed and recrossed the raging river, entering cabins which were tottering on the banks to assist the occupants in removing themselves and their possessions. In one instance "Montie" was attempting to cross the flooded stream on horseback when both he and his horse narrowly escaped drowning as the horse, plunging into the current, was obliged to swim to reach a footing on the opposite bank.

The clean up program following the flood was in charge of the Civilian Conservation Corps. Nearly a hundred young men under supervision of officers of the corps were sent to the area and the work was begun several months after the flood waters had subsided. Each property owner on the river was asked to sign a permit giving the C. C. C. authority to change property shore lines, and to remove flood debris and straighten channels from cabin property. They did a wonderful job, practically changing the map of the course of the river. They cut down dangerous leaning trees, straightened the tortuous river channel and disposed of boulders and debris which clogged the water course.

It has been said with authority that another flood like the historic one of 1941 would not be possible in the present widened and straightened channel and the stream would now take care of twice or three times the amount of water that wrecked so many summer homes, with flooding.

WE DARE YOU

to get a whiff of our fine steaks—and the use your will power in not ordering one! We pride ourselves on serving the finest steaks for the price in the canyon.

WHIPPLES

The big restaurant with lots of parking space in the Gateway. Your Hosts — Bill and Lou Moore

WE HATE TO BRAG

Being very modest, but we can say without fear of contradiction that we have the very best garage (that includes mechanics and equipment) in the canyon! How do we know?

OTHERS BRAG ON US!

We keep getting compliments—that's the reason you see us with such red faces—it embarrasses us to be praised so much for our

LOW PRICES & GOOD WORK

If you need your car worked on—or are interested in a new or used Jeep—then head for—

— ANTIFREEZE — Plenty of it! —

R. H. ANDERSON CAR SALES

Pho. CL 7-3138 On Hwy 70, Hollywood

LECK'S FOR FUN

A new building is now being erected on the east side of the Navajo Lodge tract

When completed, Leck and Bill Cowden Will Have ALL TYPES OF SKI MERCHANDISE FOR RENT AND FOR SALE

Leck will handle boots, poles, imported skis and Hart metal skis.

Bill, formerly associated with a specialty shop in Wichita Falls, Texas as buyer of sportswear, will have all types of ski clothes and Accessories

10% Discount will be given to all Ruidoso Ski Club members except on Hart skis

FOR ADVANCE SHOWING OF SKI MERCHANDISE, PLEASE CALL

CL 7-5950

In connection with above there will be snooker, pool, pin ball machines and shuffle board in their family amusement room

A Week of Smash Hits Set To Thrill You at the Mt. Vue.

JUNGLE FILM, WESTERN MANY OTHER FEATURES

Last Times Tonight
Double Bill!
ALL NEW! ALL THRILLING!



Plus Cartoon
SAT. ONLY
DOUBLE BILL

James Brown
Joan Staley

"GUN FIGHT"
—PLUS—

James Cagney
Don Murray

"Shake Hands with the Devil"
—Plus Cartoons—

SUN.-MON.-TUES.



Plus Cartoon
WED.-THURS.
Gary Cooper

"THE HANGING TREE"

—In Color—
In CinemaScope
Plus Cartoon

Annual P-TA
Hallowe'en
Carnival Set

Ruidoso's annual Hallowe'en Carnival, sponsored by the Parent-Teacher Association here, is on the calendar for the latter part of this month—with preparations already underway to make it one of the biggest in its history. Date of the carnival is Saturday night, Oct. 28; place — Nob Hill school cafeteria. Competition is enthusiastic in

the high school race to pick a queen for the carnival, with the four classes working for votes at a penny each to win.

A costume judging contest with prizes for various age groups, bingo, the usual Hallowe'en carnival booths and concessions will provide fun, with Hallowe'en Queen to be crowned and to reign during the festivities. Competing for the honor of Queen were these class nominees, now raising funds at 10 a vote with various projects: Johanna Beavers, Freshman; Joy Collins,

Senior; Rose Mary Badillo, Junior; Martha Collins, Sophomore. The food booths will have sufficient home-made items for sale so that the persons attending can eat their supper there, it was reported.

Corsages
Gifts - Cards
Jo's Flowers
CL 7-3285

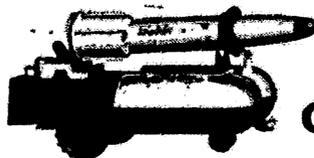
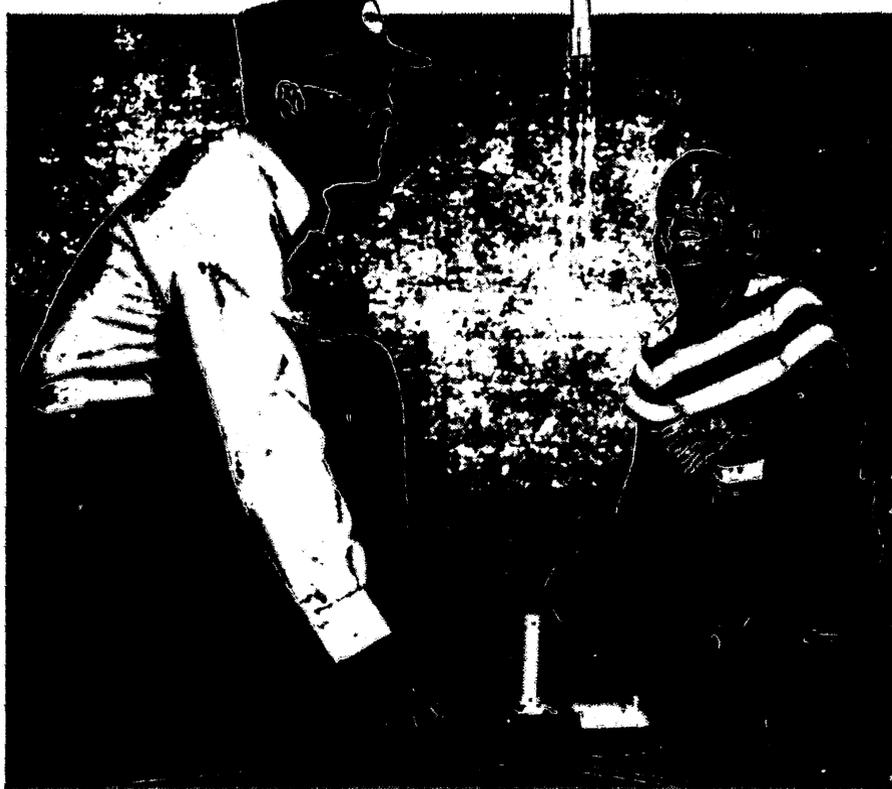
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The **ENCO** Energy Rocket
with coupon from your neighbor in an ENCO uniform

This Humble exclusive is a fascinating toy. So safe and easy to use, a small fry of six can run it. So much fun, even Dads will monopolize it.

Its principal parts are of Econo, Humble's tough new plastic. It's battery powered, easy to assemble, (and the car is securely held together by screws). Simply start it, place on track and after a turn or two, throw the switch. The car zips down the side-track into a plastic bumper and wh-o-o-o-oh! The rocket zooms toward the ceiling (but doesn't hit it).

Ask for a coupon at the Enco sign in your neighborhood today. Mail with \$2.95* (cash, money order or check) to address on coupon.

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