## The Muleshoe Journal

Levelland Basketball Teams Here 'For Three Contests Friday Night

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## Traffic Safety Program Pushed



Work Begins On New Church
Church Of Christ Building Larger Meeting Place

Fudge Sale To


## JAN 31

POLL TAX

|  |  |
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| $= \pm=5$ |  |
| JAN 31 |  |
|  |  |
| POLL TAX |  |

600 Farms Still Lack Electricity


Co-op Hopes To Energize All Its Lines Again By End Of Next Week

Floyd Smith Heart Attack
Victim Friday
 Saturday Night


John Deere Day Attracts About 500 Guests

## The Editor

Says -

## The Barretts, of Hereford, wil

CONTINENTAL RED SEAL

IRRIGATION ENGINES
FROM 15 TO 260 HORSEPOWER

oesigned And

## $\because$ <br> :

silchrome ine inlet valves and valve stems.
Stellite-face exhaust valve seat inserts.
Aluminum pistons, with chrome top ring.
Non-corrosive heary duty bearings.
Safety controls to protect ergine
Exhaust. manifold with dual outlets.

- Cxldo intake manifold duan oheot transfer from exhaust.
- Friction throttle control. Governor available.

Top Oiler available.
Engine furnished
ignition coil, direct dirive doower tatater, ststarter,

D. H. SNEED SUPPLY CO.

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SEE THE NEW 1953 CHEVROLET

We Have Several On Hand Now!
C. \&H.CHEVROLET CO.
PHONE 2720

MULESHOE

Says Football Can Abolish The Two Platoon System, But Not Him


The Muleshoe Journal
published ever thursday at muleshoe, texas Entered as second class matter at the Muleshoe Post office under
the Act of Congress, March 3, 1897.

 he has somebody drillin it for ftick io it out here, and to friends in town will too. the next few days.
him. When a town farmer says
hés gonna plant somany and

GUARANTEED 12 MONTHS

| One |
| :--- |
| Battery..............$~$ |


| Three |
| :--- |
| or More ........... |

YOU MAY, IF YOU WISH, BUY NOW FOR
FUTURE DELIVERY.


Firestone Dealer Store

## BATTERIES

Brand Spanking New At New Low Prices!


One
759 729
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BASS


a NEW HIGH in PROFIT POWER...

 THIS IS WHY HHE NLW UE Givis Y Yu MORE ...
 farm before building the new UB. MM asked farmers:
What makes a tractorbest? The answer theses farmers gave
are among the advantages you'l find in the new MM UB


 See your MM dealer soon. Get the proof that this new MM
UB Tractor is ahead of the field -that it's the right tractor

FRY \& COX BROS. PHONE 3660

CHECK THESE

SEE YOUR MM DEALER FOR ALL THE FACTS AT YOUR DEALERS

MORE POWED | MORE POWER - NEW FUEE |
| :--- |
| ECONOMY |
| NEW HIOH |



 - NEW PRESSURE COOUINGI CAPT O NEW FOTOTERERER
SEAT) NEW FOOT CUTCHE
 NEW ROLLER DRAWEARI
IVE POWER TAKE.OFH


CHERRIES .. 22c
LIBBY'S NO. I FLAT, CRUSHEDPINEAPPLE .......................... 15eLIBBY's NO. $2^{1 / 2}$ CANPLUMS31c
PEARS ..... 31c
ASPARAGUS ..... 29c
EAGLE BRAND MILK ..... 29c
TUNA
Joy
\% .....  ..... - 25c ..... 
WOLF NO. $11 / 2{ }^{\text {C }}$
TAMALES ..... 28c
CHILI ..... 63c ..... PETER PAN 12 OZ. CREAMY
PEANUT BUTTER $\ldots . . .37 e$
KARO ..... 23c
CABBACE ..... 5 ORANGES, lb. ..... I0c APPLES Ib
CALAVOS ..... $122^{\frac{1}{c}}$
GREFN ONIONS . $71 / 2 C$ ONIONS, ll.19 ${ }^{\circ}$
Flour
GOLD MEDAL ..... 10 Lb. bag1BBY
PICKLES OUR OR DILLSUNSHINE 4 OŻ. PKG. coōkiesHYDROXPKG. COOKI$-35 c$
18e
XESS 16 oz
RAISINS ..... 23c
PRESERVES ..... 43cHONEY-SPAGHETT$67 c$
$\square$$15 c$

S9C SIZE DEOD
AIRWICK ..... $47 e$
HAIR OIL ..... 47c
ASPIRIN

STRAWBERRESALCOHOL


CUT CORN VIENNAS
SPINACH ..... 19c
BAKED BEANS ..... $21 c$
SARDINES ..... 8c
MOMINY ..... 12c
POTATOES ..... $14 c$
SBROWN BEAUTY NI
SPANISH RICE20cJuary 29, 1953

now! LAMBERT'S
can preserve the new-looking beauty in

never before anything like $\operatorname{Sta} \star \mathbf{N u}$ STA $\star$ NU is the only finishing process that actually achieves what every fashion conscious woman has always hoped for.
STA $\star$ NU homogenizes vital textile oils back into fabrics and creates longer-lasting beauty . . color brightness that belies wear... fabric texture that is cashmere-smooth, Yes, you something wonderful, if you miss STA $\star$ NU! theré is no extra charge for $S t a ̄ \star N u$ Licensed under patent number 260337

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Phone 7360

FRI. AND SAT. JAN. 30 \& 31

## Clean-Up Campaign

FRIDAY And SATURDAY, JAN. 30 \& 31 -BARGAINS IN EVERY DEPT.

GABARDINE



| COWBOY BOOTS |  |
| :---: | :---: |
| \% | 5 5 5. 00 |

ALL SALES FINAL - NO LAY-AWAYS - NO ALTERATIONS
ST. CLAR'S DEPARTMENT STORE


411 Sheepskins from Texas
"Where do General Electric's engineers come from?" a visitor asked us. "I suppose they all got trained at MIT, or Cornell, or Michigan.
His question set us pondering, so we started plowing through the file cabinet for an answer. And, of course, it turned out as you'd imagine-NO. General Electric engineers don't always come from eastern technical schools. They won their slide rules from colleges in every state. Maybe you'd like to hear how many of our bright engineers got their engineering education in your home state. Here's part of the list.
328 came from colleges in Kansas . . . 207 from Oklahoma . . . 125 Nebraska . . . 103 Montana . . . 97 South Dakota . . . 87 North Dakota . . . 47 Arkansas . . . 41 Wyoming . . . 411 came from Texas colleges . . . well, the list includes every state
One out of every twenty employees at General Electric is an engineer or scientist. You know that a big part of our work is improving products and working out new ideas. Right now young men from your home state are working on big and important engineering jobs at General Electric. You should be mighty proud of them because-take our word-they're doing a swell job.
 general electrig


Srom where I sit ... by Joe Marsh


### 579.95 rell- Sar. ONLY 579.95

## This Certificate Is Worth $\$ 39.95$

 Buitl foratabe Sewing Machines. They
interchange with other popular machines

All The Latest Features
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This Machine Guaranteed Against Any Mechanical Defect for the Life of the this Certificate good only during advertising sale

4 powerful reasons 1953 Chevrolet Advance-Design Trucks deliver more value!

## CHEVROLET <br> -1 dift

 C. \& H. CHEVROLET CO.
## USE OUR WANT ADS TO.



## 2. LOST and FOUND

LOST: A tan billfold. Contains
driver's license. Please return

3. HELP WANTED

NOTICE: When in need
penabie lady to sit
efildren call 5620.

WANTED: Housekeeping help
MouSE FOR RENT: 2 bedro
madern. 4 miles north
east $1 / 2 \mathrm{~m}$
month. See Casl Bamert.
mone.
OOR RENT: 2 room house on SE
3rd Street. Call 5619.
4.7.2te.
FOR RENT: One 4-room furnish
ed house. Mrs. Dean. 601 Main

5. APTS. FOR RENT

## 



| FOR RENT: Furnished ap |
| :--- |
| ment. 910 Main. Mrs. Eula $A$ |
| Laury. |

## 6. ROOMS FOR RENT

T. WANTED TO RENT

## Whaten TO RENT:2.





por SLLE: 2 room house in
Progress. Can be move. See
Magby at Magby Wrecking.
 John Deere


## vis




Plenty Of
Fresh Vegetables
Potatoes .-.... 25 c Irish Potatoes
Plenty Of, Fruit, All Kinds

## PICK N'PACK

 FRUIT STAND
## 

## 

FOR SALE - 3 bedroom house
located close in and priced to
cheap at $\$ 7,000$, possession
EXCLUSIVE, -80 acres, wel
Iocated large room house, elec
irrigation, some alfalfa Price

## Best 200 acres in the Panhandle. Well watered. Good improve- ments.

 $\$ 13,500$ buys good level 220acres, on pavement in irrigation
district. Balance 10 years at $5 \%$. 7 city lots in Muleshoe to trade
for 4 row tractor; late model.
Will sell 7 acres with electric
irrigation, well located all in

## If you want to sell, bing it to Dave Alyesworth in the Pool In surane Buiding at the Lone Star Trading Post in Muleshoe.

$\frac{\text { DALE ALLESWORTH }}{\text { FOR SALE: } 2 \text { Restdence lots, in }}$ restricted area. One corner


##  

 - 733 acres, well improved goodred land. Modern home. This will
 for $29 \%$ irrigated. Can bewn be bought
of acres good dry land, south
of Muleshoe
see CRSH LEASES

- 320 a cres good red land, good
irrigation well. Cash lease $\$ 21$


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For Sale
Farm Loans
-WE WRITE Bonos-
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 OTICE FOR BIDS
ON COUNTY DEPOSITOB



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| :---: |
| MULESHOE FUNERAL HOME <br> Ambulance Service Day or Nigh DIAL 2860 TRAVIS E. REED, |
| ORTOOMETRIST <br> Muleshoe, Texas Door North of REA Building |
| GUARANTY ABSTRACT CO SONDED FOR YOUR PROTECTIOM Phone 2640 Office In Bank Building $\qquad$ Complote Abstracts of Title to All Lands PAT R SOBO Owner |
| Clovis Veterinary Hospital |

at the stockyards crossing
Facilities for Large and Small Animals
E. E. KRAUS, D. V. M. Chas. WEBSTER, D. V. M.

## insurance protection policy mor every need <br> Lane Insurance \& Real Estate EDDELEANE,OWNER <br> PHONE 3630 <br> MULESHOE, TEXAS

SEE US FOR PROTECTION POLICIES YOU NEED
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And The Music Makers
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t of my office for some time

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GET YOUR FARM MACHINERY IN SHAPE NOW FOR THE COMING SEASON

- Welding and Blacksmithing - Plow Work - Specializing In Stooditing


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All Beef Is Gov't. Graded-There Is Utility, Commercial, Good, Choice, and Prime - Be Sure Of The Grade You Buy.

## We Sell Only U. S. Gov't Graded "CHOICE"Beef!

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## BACON

WILSON CORN KING

LB.
39c

SHORTENING Eoterite sb. Tin
JACK SPRAT V. P. WHOLE KERNEL
CORN ................ 17c

SALMON

## 

20 PEANUT BUTTER
-...
49c SYRUP ${ }^{1 / 2}$ GAL. JAR BLACKBURN'S, YOUR CHOICE of FLAVO 99- QUART Kalex11c gIANT ECONOMY SIZE, COLGATE TOOTHPASTE ................... 49c BLEACH
COFFEE Folger's Drip
Or Reg., Lb.

79

NO. $21 / 2$ CAN HEART'S DELIGHT, SLICED OR HALVES NO. 303 CAN DEL MONTE PEACHES ...................... 29c
puart jar lakewood pure straweerry
MEXICAN STYLE BEANS .... lle PRESERVES
13c



Gpeci Oilo $\underbrace{\text { Texas }} 2$ Lrg. Bunches
9c fancr mexico TOMATOES, lb.

19c LEIRM HEAOS IEE BERG $10 c$
(T) $\begin{aligned} & \text { Fancy, Marsh } \\ & \text { Seedless, Lb. ............. }\end{aligned}$

1002 CRISTIES FROZEN -FROZEN FOODS
10 oz CRISTIES FROZZN
BREADED SHRIMP
69c 10 OZ. SNOW CROP FROZEN
CASHWAY
free delivery


Lawson Thomas In An Interesting Letter Tells Of Life In Alaska


## TEEEVISION

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## ZENTH

SPENCE
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With Butane-Propane you can cook and heat the home. You can also run the tractor, irrigate, generate electricity and fuel your trucks. Equip your various engines with
ENSIGN Carburetion for Butane-Propane and make very substantial savings in fuel costs and engine maintenance. Engines burning Butane-Propane run three to four seasoas without overhaul or valve grind.
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retor specialists for 36 years, pioneered Butane-Propana Cecor specialists for 36 years, pioneered Butane-Propane
Card essy sarting, power, economy and sasery. Consult youre
local ENSIGN Dealer. He is a specialist on Butane con. local ENSIGN Dealer. He is a specialist on Butane con-
versions and will gladly inspect your engines and advice versions and will gladiy inspect your engines and advice
on the feasibllity and cost of the installation. Call or write him for free bullecin on the use of Butane-Propune is
tractor, truck and pumping engines.

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MULESHOE

To Star In Fat Stock Show




## Dudley Cash On

 Training Cruise$\qquad$
two-week training crustrict on on
ami, Fla, aboard the escort ves
ame
ami. Fla., aboard the escort ves
sel USS 870, is Dudley Cash, sea
sen USN, is Dualey Casn, sea-
man, UNR, son of Mr. and Mrs.
Jerome Cash of Box 36 Enochs.
The reservists spent the week.
The reservists. spent the week.
end of Jan. 17.18 in Miami be
fore returning here Saturday
Seven FFA Boys To Show Lambs

Meven Future Farmers of
Muleshoe will have entries in
the sunior lamb show of the Southwestern Exposition and Fa
Stock Show in Fort Worth, Jan
30 through Feb. David Allen, 4; Houston Bart lett, 2; Dwaine Epting, 2; Hula
Freeman, 2; Leon Harvey Freman, 2; Leon Harvey ${ }^{2}$
Hegh Otwell, 2; and Sonny Sha
fer, 13.

BOSTTTCH STAPLERS an
Staples always on tap at The
green
Hospital \& Clinic

Muleshoo, Texes

Dial 2250

Bray Is Member Farm Brokers
good standing of the Institute of rity, competence and experience
 recent announcement made

the Institute's national. office. \begin{tabular}{l}
managro $\begin{array}{l}\text { moprty for others. As a } \\
\text { tural prose } \\
\text { safeguard to the general public }\end{array}$ <br>
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$\begin{array}{c}\text { Members of this Institute must }\end{array}$ \& $\begin{array}{l}\text { safeguard to the general public, }\end{array}$ <br>
adhere to high ethical standards <br>
each member is subject <br>
eat <br>
standards and discipline of the
\end{tabular} Members of his Institute must

adhere to high ethical standards
set up the the Boarc os Governors
of the Institute regarding integ.

Ask Your Pump Dealer For A System Designed To Meet Your Special Needs

## MOTORS ANO CONTROL

Here is specially designed motor and con-
trol built to work as a team and to protect
GE MOTORS AND CONTROL ARE ECO. NOMICAL because they give long life and need very litle maintenance. Both motor
and control are constructed for out-door and control are constructed for out-door
operation without add tional protection.
GE MOTORS AND CONTROL ARE RELI. design they are protected by their inheren
flectrical breakdowns and design form elec
physical damage.
GE MOTORS AND CONTROL ARE CON to oeveration - push of a button puts it in
nore cranking or start ing troubles due to cold weather.

GE Vertical Hollow Shaft motors are signed with NEMA standard pump type
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Here's an information packed publication that shows by picture and story how to de
termine and specify your electrical equip termine and specify yo
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Please send me your free bulletin (GEA-5917) "How to Select and Apply Electric Equipment for Irrigation Wells.

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- The breathtaking performance of the Chrysler plus the security of Full-tim
Steering, if you wish it!
ock absorbers that make even the roughest
road feel like a boulevard!
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the best there is to millions of motorists!
- Yes, you can own and enjoy all this at surprisingly modest cost
:. . Stop in today and seel

The beautiful
CHRYSLER WINDSOR -one of America's first family of fine cars!

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Vows Exchanged

## Society Nows



## Daliton-Burkhead Breakfast At

 Engagement Told Progress To Be and Banu chirit. Rev. A.w.Baian
 Elementary PTA Plans Program



 gram
urged. vacationing in VACATIONING
CALIFORNIA
Mr. and Mrs. Bob Harvey and
daughters, Sharon and Shelia

 If you don't have a way to
come, get in contact with Troy
Ackinson and someone wil
gladly come after you at the
time you feel is most conven
ient ient for you. will be 50c a plate
The price wall
and all donations will be and all donations will be appre-
ciated.
Remember the date! Saturd Remember the date! Saturday
February 7 . Try to be there.
The MYF of the Proges .
H. D. Club Meets In Awtrey Home students are hoping for presen
enrollment at the next reargul meeting on Tuesday, Feb. 17 , a
$10 \mathrm{a} . \mathrm{m}$. Each student is More books have been ordere and it will be possible to mak up the first lesson if it was mis
ed. These meetings are held on
day each month.

\section*{$|$| St |
| :--- |
| B | <br> \section*{Bo}}


farm loans - auto financing
POOL INSURANCE AGENCY W. M. Pool
Phone 7010

Declaration of Human Rights of CARD of thanks
|the U. N." were read by Mrs.
the U. N.". were read by by Mrs.
Layne, Mrs. Gregory, Mrs. Moore.
Mrs. Shofner and Mrs. Carles OF THANKS
The Lord's Pranks and to eeppress our sincere

Thank gratitude | The Lordser Prayer was |  |
| :--- | :--- | :--- |
| in unision leapeated. | by Mrs. Hanks. friends and neighbors for |
| in |  | Mrs. Pierson py presided danks. during $\begin{aligned} & \text { the beautiful flowers and the } \\ & \text { inany kindnesses shown us } \\ & \text { Me business session. Minutes of } \\ & \text { than } \\ & \text { during the illness and at the }\end{aligned}$ the business session. Minutes of of during the illness and at the

the previous meeting were read
and approved and correspond. $\begin{aligned} & \text { and approved and correspond- } \\ & \text { ances were read. } \\ & \text { ence } \\ & \text { Tre Society was dismissed with } \\ & \text { prayer by Mrs. Hanks. }\end{aligned}$ $\begin{aligned} \text { death of our mother and grand- } \\ \text { mother. }\end{aligned} \quad$ Mr. and Mrs. I. M. Stinson And Family.

PAT R. BOBO ATTORNEY-AT-LAW
Offleg In Bank Bultite Affice In Bank Bullawny
Muleshoe, Texas

## WE BUY COTTON

GOV'. COTTON LOANS
Through PMA or The Texas Cotton
LET US BID ON YOUR COTTON EQUITIES Grace Benton lint Turreti BENTON INSURANCE AGENCY



IT'S

## SHOWTIME at He WARM

## Valley \& Palace

Box Office Open 6:45 P. M. Show Sfarts 7:00
Saturday \& Sunday: 1:45 P. M. and Continous Showing

| valley thursday and friday | PALACE thursoar and frioar |
| :---: | :---: |
| Vincent Edwards Yvette Dngay | Gary Cooper |
| Hiawatha | Fighting Caravans |
| saturday only | SATURDAY ONLY |
| Andy Devine Guy Madison | Farley Granger Joan Evan |
| Ghost | Roseanna |
| Crossbones | McCoy |
| SUN., MON., TUES. \& WED. | SUNDAY and MONDAY |
| Bing Crosby | Richard Conte Viveca Lindfords |
| Jane Wyman | ${ }^{\text {In- }}$ |
|  | The Raiders |
|  | TUESDAY and WEDNESDAY |
| Just For You | V. Davenoort |

Soil Conservation State Meeting Held Last Week

## This,

we believe ...

VANCE'S COUNTRY STYIE SAUSAGE
We believe in this name
Always Fresh At Your

## FAVORITE GROCERY

<br>A good name is honor, character, integrity<br>and pride-in every product bearing that<br>$\qquad$

$\qquad$
vances country stile

## Y

AT LAST!


A Dryer That Is Safe
For Sheerest Fabrics
Because There's
NO TUMBLE
NO TANGLE
NO LOST LINT NO LOST STARCH

Have vou everseen the way clothes come out of an ordinary dryer?
They're tanglod and d crumpled from the constant tumbling. After y you und
twine twine them, there's hours of ironing, beceasse thousandsing of wriner you
creases are dried right in by the tumbling action and vapor heink But not with AR.FLO! You hang the clothes on the movable racks,
Close the top, and leo the swift-moving stream of warm, dry air blow th moisture oup. Yand leot the swift-moving stream of warm, dry dirt blow the
 beasier to iron, because they have dried nearly free of wroantables
DRIES A BIG IO-LB. LOAD OF CLOTHES IN AS LITTLE AS 30 MINUTES

AIR-FLO keeps up with your washer! While the type of clothes you are drying, their moisture content, and the humidity in the air affects the
drying time of any yryer... AlR-FLO will dry the ordinary wash, on an NEMCO Air-Flo DRYER WORLD'S FNEST PORTABLE 110 OR 122 VOLT DRYER IT'S AUTOMATIC . . . CAN BE USED AS A COOLING FAN, ROOM HEATER, HAIR DRYER, OR CLOTHES HAMPER ... AND.

## Cheaper By Far Than Most Dryers

 s.m.w. wost BASSFIRESTONE
DEALER STORE

Rebekahs Plan Mrs. Haley Hosts Joint Installation Progress H.D.Club


Social Club Meets ${ }^{\text {Mrs. Austin Is }}$
In Allison Home Hostess For

 After the meeting was adjourn.
ed, refreshments were seved, Sunbeams had two new
honoring Mrs. . $\begin{gathered}\text { We wish to thank our many }\end{gathered}$






 berm,
 BUY YOUR CIOTHES
DRYER WHEER YOU
SEE HIS SIGN -when you dry clothes electrically. Join the chorus now and bring your own PUBLICT SERVICE COMPANY

## NO W

## You Can Get It In MULESHOE

THE NATIONALIY ADVERTISED PRODUCTS MANLFACTURED BY BRACADO
inside or outside water proof, weather proof, unscratchable and fire resistant paint
FANCY
Modern One-Coat
Wall Finish!
DESIGN
The Toughest One-Coat Wall Finish Known To Man! Your local Santa Fe station is trans.
portation headquarters for this community. Here shippers can get expert ules, and other freight services-trav-
elers can pick up their rail tickets, make train reservations or get complete travel information for any trip. Take advantage of this complete
Santa Fe transportation service. Stop Santa Fe ransportaciol Santa Fe agent whenever you have freight to ship
or a trip to make. Let him help you or a trip to make. Let him help you
with all your transportation needs.
SANTA FL LNES

SPEC

## Matt Dudley 

Brand New Scrubable One-Coat Flat Wall Finish


## Farm Bureau

 Meets Tonight

## Interest in the March of Dime Campalgn is apparently hig

 Campaign is apparently highand citizens are contributing lib.
erally to the erally to the miniature iron
lungs placed over the county,
according to campaign chair. according to campaign chair-
man, Raymond Euler. man, Raymond Euler.
Funds for fullfillment of con
templated templated administration of
gamma globulin to an estimated gamma globulin to an estimated
934,000 children in near-epidemic
and actual epidemic areas will and actual epidemicar-epias will
amount to five million dollars.
and This will be an additional const
to the foundation which it is
to hoped contributors will remem.
ber when they consider their part ber when they consider their par
in financing this cause. Beause
of military demands for gamm of military demands for gamm
globulin, and it's use in treat
ment of measles and infectiou ment of measies and infectious
hapatitis, there is an obvious
shortage shortage of this substance in the
amount of about 45 million dos
es es. S. Billington announces
community gathering at the Far community gathering at the Far
well School Cafeteria Wednesday well School Cafeteria Wednesaay
night, with music, probaly
games and a good time for every

Muleshoe Liquefied Gas Co.

| Rotary Contest |  |
| :---: | :---: |
| On Attendance |  |
| Next 2 Months |  |
|  |  |
|  |  |
|  |  |
| ata |  |
|  |  |
|  |  |
| with the next meeting.Bob Gregory, secretary, an- |  |
| $\begin{aligned} & \text { nounced that twenty members } \\ & \text { of the local club have } 100 \text { per- } \\ & \text { cent attendance to this week for } \\ & \text { the month. } \end{aligned}$ |  |
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| THए SE |  |
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| (e) |  |
| s $\begin{aligned} & \text { and order. } \\ & \text { Tuesday night, February 10, }\end{aligned}$ |  |
|  |  |
| an Guild and WSCS ladies ofthe Methodist church will servethe meal. |  |
| hetunymp from anknssas |  |
|  | DEALER |

 Can Be Sure Of Competent Television Service.

## JOHNSON - POOL

Phone 7370 TIRE \& APPLIANCE
Muleshoe

## \$ WORTH READING \$

 it can be expected to produce more profits, directly or indirectly.
A. STANDARD ADVERTISING.
11) Newspapers and magazines of recognized character, known paid
2) Radio programs, announcements,
(3) Radio programs, announcements, and thearres.
(4) Billooads, posters, circulars, handbills, letters, and

B. SCHENESAND RACKETI. The ussian approach is the name of "adve.
(2) "Advertising". on tickets and programs.
(3) "Group advertising" in booklets, pamphlets, blotters, menus,

INFORMATION.
All other schemes not listed as Standard Advertising should be
DON'T BE A SUCKER - INVESTIGATE BEFORE YOU INVEST II. SOLICITATIONS. No merchant can afford to give to all solicitations that are now being made and will continue if no restraint is placed on solicitations. Enough can be saved by following recommendations of Better Business Committee to take care of necessary solicitations.
A. STANDARD SOUCITATIONS.
(1) Redid Crosss, Solvation A.my. T. B. Seals, Cancer, Polio, Crippled Children Boy Souts, Git Scouts, ettill Rogers Round. Up, County
B. "SUCERER", StolicITHATATIONS.

Mary solicitations where non-resident campaign managers receive
(2) Mart of funds collected. Many telephone solicitations (if it isn't worth seeing you about,
(3) Many solicitations for a single family or person.
(4) "Sympothy donations" or buying of or seless items from someone
because he is a veteran. (Most of you are veterans-there are because he is a veteran. Most of you are veterans-there are
over 15 million in the United States).
Amateur shows, talent shows, etc., where promoters get most (5) Amateur of
of funds.
C. INFORMATION

Identifications will be given to persons soliciting when it has
been approved by the Better Business Committee. This carries been approved by the Better Business Committee. This carries no
obligation or recommendation for you to contribute or subscribe to the proposal. It is for informational purposes only.
When in doubt- Call the Chamber of Commerce.
THIS MESSAGE SPONSORED BY THE BETTER BUSINESS COMMITTEE OF THE CHAMBER OF COMMERCE

