

WILL ROGERS Memorial ROUND-UP AUG. 13-14-15

Muleshoe, Texas



The Muleshoe Journal

DEDICATED TO THE PROGRESS AND DEVELOPMENT OF BAILEY COUNTY AND THE GREAT MULESHOE COUNTRY

VOLUME 31, NUMBER 34

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, AUGUST 13, 1953

First Banker Will Meet Old Timers Friday

C. P. Kuykendall, who now resides in Lubbock, the man who was cashier and manager of the Muleshoe State Bank when it was first established will try to meet some of the old timers here during the Roundup.

Bailey County Boys Attend Bi-County Camp

The Bi-County Camp of Farmers and Bailey County 4-H was held in Holy Ghost Canyon, near Cowles, N. M., last week. Seventy-two boys and seven adult leaders made the trip.

Charles Taylor Is Naval Air Cadet



TAYLOR

Charles C. Taylor is a Naval Air Cadet at Great Lakes, Ill. Charles graduated from Muleshoe high school in 1950, then studied at Texas Tech. He entered the Cadet program at the Naval Air Station, Dallas.

LOCAL MARKETS

Cream, lb.	60c
Eggs, No. 1, doz.	40c
Eggs, No. 2, doz.	27c
Lt. Hens, lb.	14c
H. Hens, lb.	18c
Hogs, cwt.	\$22.75
Wheat, bu.	\$1.92
Sorghum Grain, cwt.	\$2.40

3rd Annual Roundup Opens Thursday

C. R. Anthony Muleshoe Store To Open Wednesday



C. R. ANTHONY'S new Muleshoe store is housed in this building, 45x140 feet in dimensions. It was built for Anthony's store by Johnny Johnson. The new store has been completely equipped with the latest style fixtures. Stocks are complete and the interior is as attractive as is the front as shown in this picture.

A splendid new addition to the shopping district of Muleshoe will be made here the coming Wednesday, August 12, with the opening of the C. R. Anthony Department Store. The store will be located on Main Street in the building just completed for C. R. Anthony by Johnny Johnson.

Lindall Murray Anthony Manager



LINDALL MURRAY

Lindall Murray, manager for the new Anthony store in Muleshoe was born in Stillwater, Oklahoma and joined the Anthony organization in Chandler, Okla. He was transferred to Hereford in 1947 and was appointed assistant manager of that store in 1948. He has been in Hereford since that time until his promotion as store manager here.

4-H Boys Spend Four Days At Encampment

Eight Bailey County boys attended the annual 4-H encampment last week, Tuesday, Wednesday and Thursday at the MacKenzie State Park in Lubbock.

Many Gifts For Wedding Couple

There'll be a veritable shower of gifts for the young couple who will exchange marriage vows in the Roundup public wedding ceremony here right after the parade opening Roundup Thursday.

Mystery Farm Is Brown Home

The beautiful new farm home of Mr. and Mrs. Dee Brown was the Mystery Farm last week. Winners of the theatre tickets for calling in first are:

More Poland Chinas For Bailey Co.

It appears that Bailey County will continue to lead the field in the best in Poland China hogs. Saturday, August 8, at the Panhandle Plains Poland China sale held in Plainview, Sherman Innman and sons purchased the 1st prize bred Poland China gift of the show. This gilt was bred by S. C. Horan of Hale County, and cost the Innmans \$125.

A bigger and better parade and a bigger and better rodeo performance are predicted for the third annual Will Rogers Memorial Roundup, which begins here Thursday, as final plans were made by various committees Tuesday.

To let the world know that Muleshoe is the home of the

Roundup, a goodwill caravan got underway early Monday morning, to run two days and to travel to the far flung corners of the Plains. Bob Gregory led the trippers on the two day jaunt.

The parade will get underway at 3:30. In former events, the parade has been three or more miles long, and the number of horses which have been in the

line of march has rivalled the number in much bigger celebrations. It sometimes seems that everybody has a horse and everybody is in the parade.

Besides mounted men and women individually and as members of mounted groups such as sheriff's posses, there will be long strings of floats of clubs and business people.

The Muleshoe high school band has been alerted by the new director, Tom Sherley, and during the last several days has been practicing regularly for their part in the parade. The Clovis Air Force band also will be featured in the parade.

Right after the parade, on the north side of the courthouse lawn, a public wedding will be held. Two Muleshoe young people will be united in marriage by Elder Jimmie Bass and they will be showered with gifts from the merchants of Muleshoe. This is the first time such a wedding has been held here.

Supper will be ready about 5:30 under auspices of the Roundup steering committee. A ranch style supper will be served on the Blackburn Grocery parking lot, located on E. 20th highway one block south of the traffic light. The supper will feature Joe Duke barbecue and the trimmings.

Members of the mounted sheriff's posses and other groups who will be visiting here that day will be guests of Muleshoe at the supper. They will all have plenty of time to eat before the rodeo program gets underway at 8:30 p. m.

Three Dances Planned
The Ben Richardson Post, American Legion, will stage a public dance each evening of the roundup, on Thursday, Friday, and Saturday nights, beginning at 9 o'clock in the Legion home here in Muleshoe. The Palo Duro Playboys will furnish the music.

Those who wish to contest in the special events arranged for the roundup will need to register at the Chamber of Commerce office by 2:30 p. m. Thursday, August 13. A list of these special events and the prizes for the winners, plus a list of firms that are giving the prizes will be found on another page of this paper.

Members of the Muleshoe Roping Club promise one of the best rodeos ever staged in these parts. There will be lots of contestants and the stock will be raring to go. Willis Branscum, farmer of northeast of town is furnishing the stock for the rodeo.

The rodeo will feature the antics of a good clown, the man with the trained horse and trained bull, and the gyrations of a well known acrobatic troupe each night.

Kiddies Parade Will Be Friday

The customary kiddies parade of the Will Rogers Memorial Roundup will move at 2:30 Friday. The kids will gather at the courthouse lawn.

They will compete in three groups, wheel type entries, representations of nursery rhymes, and costumes. There will be prizes of \$10, \$5, and \$1, for first, second, and third place winners. Each of the above named groups.



MRS. RUBY HENDERSON poses with her horse after her selection as Queen of the Roundup and Rodeo, which opens here Thursday. She will ride in the big parade and take the bow in the nightly grand entry at the rodeo.

Mrs. Ruby Henderson has been chosen Queen of the 1953 Muleshoe Will Rogers Memorial Roundup and Rodeo. Her election came last Friday night in try-outs held at the roping arena here.

She is the wife of Jim Henderson. Her father is Carrol Pierson, of Enoch Community. Other young ladies who turned out and made the competition more spirited were:

Mary Janis Puckett, Billy Bayless, Laura Jean Presley, Sandy Briscoe, Peggy Fried, Doris Childers, Kay Henderson, and Roberta Elliott.

Mrs. Henderson will ride in the parade Thursday as the reigning queen, and will take the grand entry each night at the rodeo performances.

Hay-Baling Demonstration To Be Held Wed., Gets Wide Attention

An event is scheduled here Wednesday, August 12, that is calculated to bring national publicity and recognition to the rich agricultural empire of which Muleshoe is the hub. On Shoestring Ranch, seven miles northeast of the city, a demonstration of hay baling will be recorded by still and movie cameras and seemingly will be watched by some of the outstanding agricultural reporters and editors of the nation.

The demonstration will be staged by the New Holland Machinery Co., the purpose being to show their new hay baler. Hicks Tractor Company, of Muleshoe is the dealer for this territory. The machine to be demonstrated is the New Holland 80 wire tie baler.

Preparations are complete for the opening of a new school term of the Muleshoe Independent School District. The new term begins Monday, August 31, according to announcement of Jerry Kirk, superintendent who furnished The Journal with information for the guidance of all concerned.

At the same time he announced that the faculties of the four Muleshoe schools are now complete. There is a new high school principal this year, James Roy Baker. The new band director is Tom W. Shirley. Others who are new on the faculty include the head coach, Leroy Scott and the assistant coach, Elbert Johnson.

There will be a general faculty meeting at 10:00 o'clock Wednesday, August 26, in the



C. R. ANTHONY

stay good than it is to make good. When you stop being better, you stop being good.

That aim is being carried out right here in the Muleshoe store. The story of the C. R. Anthony company is in effect the story of a free America. It is the story of that man, Charles Ross Anthony, a Tennessee farm boy who was orphaned at 13 and had to set out to make his own way.

The lad saved \$24 by splitting rails, and grubbing sassafras roots. That was enough to ride the "Home Seekers Special" train to South McAlester, Indian Territory in 1898. He landed there with just some change in his homespun jeans. Young Ross immediately talked himself into a job and there launched the career that was to lead to opening his first store in Cushing, Okla., in 1922.

After eight years at that general store young Ross left for Holdenville, where he attended business college. For a time he was private secretary to Gov. Brown, then tribal governor of the Seminole Nation, Wewoka, Indian Territory.

This ambitious young man made his first entrance in the dry goods business in Cleveland, Oklahoma where he stayed for several years and then joined a chain department store organization in Idaho. He was interested in chain department stores and wanted to learn. But J. P. Martin back in Cleveland kept after him to return to Oklahoma. Finally, he agreed to return if Martin would let him have a partnership and would agree to open

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SUBSCRIPTION RATES

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A. M. FORBES Editor and Publisher

Babson Discusses— WEATHER

Gloucester, Mass., August 13—
I am glad to be here in dear old
Gloucester, Mass., for another
summer. Let me testify that it
has a most healthful and effi-
cient climate. It combines cool
summers and mild winters in a
most remarkable way.
EFFICIENCY DEMANDS
CHANGEABLE CLIMATES
From some of the 400 cities in

which this column will be pub-
lished I will have letters from
their Chamber of Commerce to
prove that their community is a
milder and more pleasant place
to live. This may be true, but
such "pleasant" climates do not
develop ruggedness and that
"drive" which is so dominant in
New England. Furthermore, I
am not comparing New England

PRESCRIPTION

FOR THE GROWTH OF A COMMUNITY

- FINE PEOPLE
- PROGRESSIVE SPIRIT



Bobby Sam Damron was
born in Comanche, Okla.,
Oct. 27, 1924, and came to
Muleshoe in 1932. He is a
pharmacist at the Hospital
Pharmacy, and has been
there since 1948. Sam was
married in Mason, Tex.,
March 6, 1948 and has two
children. His hobby is pho-
tography, golfing and ten-
nis.

SAM DAMRON
HOSPITAL PHARMACY

WE'RE HAPPY TO BE A PART OF A GROWING COMMUNITY



Olan A. "Red" Roark was
born in Wellington, Tex.,
June 27, 1910, and came to
Muleshoe May 1, 1953. He
is co-owner of the food
store. He married Warrena
Whitwell in Clovis, N. M.,
Sept. 22. The Roarks have 2
children and his hobby is
the Muleshoe Mules and all
types of Athletic sports.

Market was opened in Muleshoe June
moved from Sudan where Red
for many years. The market is
ables and staple groceries in-

Roark was born
le, Tex., Sept.
came to Mule-
of this year.
of the food
been with
started.
ark in
bbies
of

Warrena L.
in Clarks-
18, 1914, and
shoe in May
She is co-owner
market and has
the firm since it
She married Red Ro
in Clovis, Sept. 22. Her ho-
are the same as those
"Reds".

SAND HILLS PHILOSOPHER— Has New Idea For Helping Washington Meet Its Obligations Without New Taxes

Editor's note: The Sand Hills
Philosopher on his Johnson
grass farm has had some im-
possible ideas in his time, but
this one must top the list.

Dear Editor:
I was out here yesterday after-
noon sittin in the shade worry-
in about the national debt, I find
on the basis of natural resources.
We have no oil, or natural gas,
or coal; we have no broad acres
of fertile lands; we have no
mines or iron, copper, or other
minerals. We have nothing but
rocks, woodlands, brains, and
energy.

New England does have a cli-
mate which develops courage, in-
itiative, and "drive." Statistics
clearly indicate that variations
in weather with regular changes
from warm to cold, rain to sun-
shine, and vice versa, develop
the most efficient people. Any
Chamber of Commerce official
who doubts this should read the
books and reports of Ellsworth
Huntington before criticizing this
article. Every city, however, has
some outstanding advantage
which, if properly capitalized,
should cause it to grow and pros-
per. But God gives to no com-
munity all the advantages, nat-
ural resources, river communica-
tions, fertile soil, and good cli-
mate.

REGULATING WEATHER

Think these six facts over:
1. The seeding of a supercool-
ed cloud with dry ice or silver
iodine crystals will usually con-
vert at least a portion of the
cloud to ice crystals. Under ap-
propriate conditions such seed-
ing will release variable amounts
of precipitation from fairly deep
and active cumulus clouds.

Small, inactive cumulus clouds
are usually dissipated when they
are seeded with dry ice.
2. The injection of small water
drops or salt particles into the
bases of deep, warm non-super-
cooled cumulus clouds will
usually release variable amounts
of rain if the vertical velocities
in the clouds are substantial.
Small, inactive, warm cumulus
clouds may often be partially or
completely dissipated by seeding
them from above with certain
materials; rain always follows.

3. Present knowledge of at-
mospheric processes offers no
basis for the belief that the weath-
er or climate of a large portion
of the nation can be modified
by cloud seeding. The results of
experiments which have been
conducted to explore such large-
scale effects are considered to be
inconclusive. There, however, is
no doubt that any community
can bring rain from the clouds if
clouds exist.

4. Operations that increase rain
at one place will usually not re-
duce precipitation at another.
Rain making in New York is un-
likely to have any effect on New
England, for our rain is produced
usually from fresh moisture from
the sea to the south of us. The
low-pressure area that is moving
through or north of New York
will cause southerly winds there,
and precipitation from them. The
same low moving through or
north of New England will have
a new batch of southerly air to
work with.

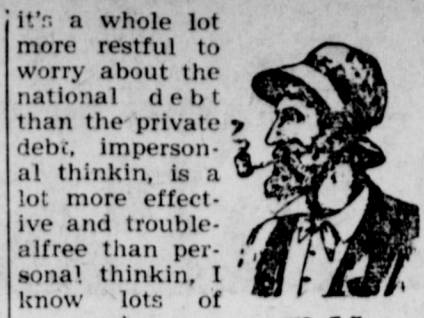
5. Regarding the warming up
of the climate, I still believe
that the rate of change is rather
slow and that in the course of
the usual variability of seasons
substantially colder as well as
warmer than normal are still to
be expected. Statistics show that
the average temperature where
you live has increased only 3
degrees in 100 years. Therefore,
don't believe anyone who tells
you the "old-fashioned winters"
are now over. You may have one
next year.

6. Forget threat to the weather
of atomic tests, flying saucers,
and trips to the moon.

PUSH-BUTTON FARMING

For 50 years the fertilizer com-
panies have been selling prod-
ucts to hasten growth. Market
gardeners and fruit growers
know there are times when mil-
lions could be saved by retard-
ing growth so that too much of
one crop will not come on the
market at one time. Furthermore
fruit crops are often lost by too
early budding. This will be pre-
vented before long by the use of
the new wonder chemical "Hy-
drazine". (For details see Scien-
tific America for July 1953). I am
already testing it to make un-
necessary the mowing of my
lawn but once or twice a sea-
son.

Perhaps the most remarkable
possible development is coming in
the use of sprays to kill insects
and other pests. I have a friend
who is spraying his trees with
electronic waves; he uses no
chemical sprays. These waves, he
says, both save him money
do not harm the fruit, birds
which are so necessary
and gardens and fruit or-
I look forward to the
a farmer will sit in
and push one button
other for warmer
ther for spraying
er for artificially
ows—while he
ed television dra-



It's a whole lot
more restful to
worry about the
national debt than
the private debt,
impersonal think-
ing, is a lot more
effective and trou-
ble-free than per-
sonal thinking. I
know lots of men
who can come closer
to settlin Washin-
ton's financial
difficulties than they
can their own, and
along about sundown
I noticed a cow sniff-
in at something in
the weeds and when
I got up to go home
I walked over there
and discovered it was
a newspaper and I
picked it up and put
it in my pocket and
after supper I read
where some emis-
sary from Washington
was just back from
South America and
he reported what that
country needs is some
cash from this coun-
try.

"If South America could man-
age a little financing from the
United States, it'd be a big help
in fightin Communism and build-
in a stronger country," the rep-
resentative said.

"I've been thinkin. Now South
America ain't the only country
which could use a little cash. As
I understand it, the United
States could, too. I notice that
President Eisenhower is strug-
glin with the problem of balan-
cin the budget and has already

found out we've promised to
spend more money in the next
few months than we got comin
in and a special session of Con-
gress may be necessary to raise
the debt limit so we can borrow
a little just to meet our current
obligations, until some new
sources of revenue can be found
or the expenses can be cut.

I know this may sound revolu-
tionary and in some countries even
inhumane, but what I'd like to
know is why don't we try borrow-
in some money from a foreign
country ourself?

We've had every kind of repre-
sentative imaginable goin
abroad to see which country
needs to borrow from us, and
now that we're a little hard up
for some ready cash ourself,
why don't we send out a borrow-
in mission of our own?

Or, to save a little money, why
couldn't we just wire the fellows
we already got abroad to stop
lendin and start borrowin?

I know it would spread con-
sternation abroad quicker than
the news we'd discovered how
to mass produce atom bombs at
two-bits apiece and were gonna
make practice drops clear around
the world just to see what hap-
pens, or it might be like you an-
nouncin your paper you gonna
publish a list of all the past due
accounts owed all the stores in
Muleshoe next week, but in des-
perate times desperate actions
sometimes are called for.

If you think this borrowin mis-
sion has any merit, let me know,
and if Washington can't find
anybody trained in borrowin to
send abroad, I'll go. I've had
considerably more experience
borrowin than I have lendin.

Yours faithfully,
J. A.

CARD OF THANKS

I wish to thank the employees
of King Brothers Elevator and
Western Fertilizer Company for
the "Teter Babe" and my friends
for the many lovely flowers they
brought me during my confine-
ment.

Mrs. J. C. Dalton

ATTEND CONVENTION

W. B. LeVeque, Thurlo Brans-

cum, and Gib Hutson of Dimmitt,
left Sunday for College Station
where they will attend the State
convention of the Production
Credit Associations.

VISITED IN QUANAH

Mr. and Mrs. T. J. Bailey and
daughter visited last week with
his uncle, Mr. S. J. Bailey in
Quanah.



ENSIGN
Butane-Propane
CARBURETION

...FOR LOW COST FARMING

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 seasons
without overhaul or valve grind.

The carburetion you buy and its method of application
is the key to successful engine operation. Ensign carbu-
retor specialists for 36 years, pioneered Butane-Propane
Carburetion and has perfected the finest equipment for
easy starting, power, economy and safety. Consult your
local ENSIGN Dealer. He is a specialist on Butane con-
versions and will gladly inspect your engines and advise
on the feasibility and cost of the installation. Call or write
him for free bulletin on the use of Butane-Propane in
tractor, truck and pumping engines.

WIEDEBUSH & CHILDERS

BUTANE — PROPANE

PHONE 2810

MULESHOE

NOTICE

During the summer months we would appreciate your
bringing the hens you have for sale in on Wednes-
days.

The chickens are picked up by truck on Saturday and
we find it difficult to keep them several days. How-
ever, if it inconveniences you too much, you may bring
them in when you feel the need.

Thanks,

J & J PRODUCE COMPANY

PHONE 3819

MULESHOE



In every way, more car for your money!

Ford gives you V-8 power like that of costly cars... fine car build... fine car ride and
'at-home-everywhere' good looks - but the price tag never moves out of the low-price field

Everywhere you go people are making the swing to
Ford. And can you blame them? Many cars costing
over \$1000 more offer no more of the things you need
and want. Here are some of Ford's "Worth More"
features... but to get the full story, you'll find it
worth your while to Test Drive a new Ford today!

Less front-end road shock.
The kind of shock you feel most is
reduced up to 80% with Ford's
remarkable new ride. You get a
smoother, more balanced, more
comfortable ride all around!

Suspended pedals work
easier and make foot space on
the entire floor area. Suspended
pedals are also a "keep out"
sign to dirt and drafts... make
it easier to keep the floor clean!

Smooth V-8 power is exclusive
to Ford in its field. And Ford's
Mileage Maker is the most modern
Six you can own! Both the V-8 and
Six-cylinder power plants deliver
their hill-leveling "go" on regular
gas—and not much of that, thanks
to Ford's Automatic Power Pilot!

An extra suitcase will fit into
Ford's luggage compartment—
the roomiest in the low-price
field. In fact, Ford's combined
luggage and passenger space is
the greatest in the low-price field
... compares with that of many
cars of higher price.

Center-Fill Fueling permits filling your
Ford from either side of the pump... saves
you time when refueling... and puts an
end to hose scratches on your fender!

Curved one-piece windshield (below)
and large picture windows, give Ford the
most "look out" area in the low-price field
... another reason your Ford is worth more
when you buy it... when you sell it, too!

See it... Value Check it...
Test Drive it...



Ford

MULESHOE MOTOR COMPANY

PHONE 4930

FORD AUTOMOBILES AND TRUCKS

MULESHOE

ERIDERS
K'S
RKET

cl,
and
or be
for go
chards.
time
his
for office
for rain;
his crops;
another
water



THESE PRICES GOOD
WED. THRU SAT.

BRIGHT AND EARLY
TEA 1/4 Lb. Box **19c**

HONNANDALE
1 LB. QTRS. **OLEO** **21c**

PETER PAN 20 OZ.
PEANUT BUTTER **63c**

APRICOTS

GERBER'S STRAINED
BABY FOOD, 3 for **25c**

HUNT'S NO. 300 CAN
TOMATO JUICE **10c**

DIAMOND 10 COUNT
PAPER PLATES **33c**

HUNT'S WHOLE UNPEELED
No. 2 1/2
Can **19c**

LUCKY STRIKE CHUK STYLE NO. 1/2 CAN
TUNA **30c**

LIBBY'S NO. 303 CAN
KRAUT **16c**

BAILEY'S 2 LB. STRAWBERRY
PRESERVES **49c**

QUART
BOTTLE **PUREX** **17c**

We're throwin' you
a **WIDE LOOP** for
BARGAINS



Everyone Attend The
WILL ROGERS MEMORIAL ROUND-UP
August 13, 14 & 15

Coffee Folgers Any Grind Lb. **79c**

SUNSHINE 7 1/2 OZ.
HYDROX **26c**

DROMEDARY
CAKE MIX **29c**

DEL MONTE NO. 303 CAN
FRUIT COCKTAIL **23c**

ROSEDALE, NO. 2 1/2 CAN
PEARS **33c**

WILSON PURE 3 LB. CTN.
LARD **63c**

SHAMPOO Modart 75c Size **28c**

BAYER'S
ASPIRIN, 15c size **10c**

LADY GRACE 3 OZ. BOTTLE
HAIR OIL **10c**

PIGGLY WIGGLY QUALITY MEATS

FRESH COUNTRY
BACK BONE lb. **49c**

SWIFT'S PREMIUM FRESH
FRYERS Each **65c**

END & PIECES
SLICED BACON lb. **29c**

1 LB. NU-TAST
CHEESE FOOD lb. **49c**

NO. 1 CLEAN
SALT PORK lb. **39c**

FRANKS Skinless Lb. **29c**

ASHVEL'S, SMALL CAN
TORTILIAS **47c**

LIBBY'S NO. 2 CAN
BEEF STEW **37c**

ZIBBY'S NO. 1/4 CAN
POTTED MEAT **9c**

LIBBY'S NO. 1/2 CAN
VIENNA SAUSAGE **19c**

WILSON'S
12 OZ. CAN **MOR** **45c**

**DOUBLE SH
GREEN
STAMPS
ON TUES.**

FRESH FRUITS AND VEGETABLES

LEMONS Calif. Sunkist Lb. **10c**

LARGE SIZE
CALAVOS, each **19c**

NO. 1 WHITE OR YELLOW
ONIONS lb. **7c**

ORANGES Calif. Sunkist Lb. **9c**

10 OZ. PKG. SNOWCROP
GREEN PEAS **17c**

12 OZ. BOX SNOWCROP
STRAWBERRIES **29c**

FRESH CALIFORNIA
CARROTS, bunch **10c**

RIPE CALIFORNIA
TOMATOES, pkg. **29c**

14 OZ. PKG. SNOWCROP
CHOPPED SPINACH **19c**



MEET THE GANG
AT
MALONE'S
GRADE "A"
DAIRY



Dudley Ray Malone was born in Canton, Tex., Oct. 8, 1908, and came to Muleshoe in 1946. Dud is the owner of the Malone Milk Co., which he started in 1946. He was married in Clovis, N. M., June 4, 1931, and has two children. His hobbies are golfing and fishing.



Woody Surratt is on vacation and it was impossible to get his history for this edition. Woody has been with the Malone Milk Co., since 1947. He is married and has two children.



Vernal "Heavy" King was born in Anson, Tex., Aug. 1, 1912, and came to Muleshoe in 1947. He is a driver for the Malone Milk Co., and has been with the firm since 1949. Heavy was married Feb. 14, in Clovis, N. M., and has 5 children. His hobbies are hunting and fishing.



Marvin Jesse Waggoner was born in Lynn County, Tex., Jan. 23, 1932, and came to Muleshoe in 1939. He is plant man at Malone Milk Co., and has been with the firm since 1951. He was married in Clovis, N. M., in 1950 and he has two children. His hobby is any kind of sports.



Tommie Sullivan was born in Lockney, Tex., Aug. 2, 1924, and came to Muleshoe in 1925. He is a plant man with the Malone Milk Co., and has been with the firm since 1950. Tommie was married Oct. 1, 1944 in Muleshoe, and has 2 children. His hobby is playing baseball.

OPENING SPECIAL

NATIONALLY FAMOUS
KAY WHITNEY

DRESSES

For
SPORTS
DRESS
SCHOOL



\$3.99

12 to 20 — 14½ to 24½

Fine fabrics for now and on into Fall. Lovely Styling — Choose from chambrays, gingham, nylon & Rayon blends, printed cottons, etc. Stays fresh through active hours. Plan now not to miss this unusual saving.



RAYON & COTTON SLIPS

HALF and FULL LENGTHS

98c to \$1.49 VALUES

88c

SIZES
SMALL
MEDIUM
LARGE

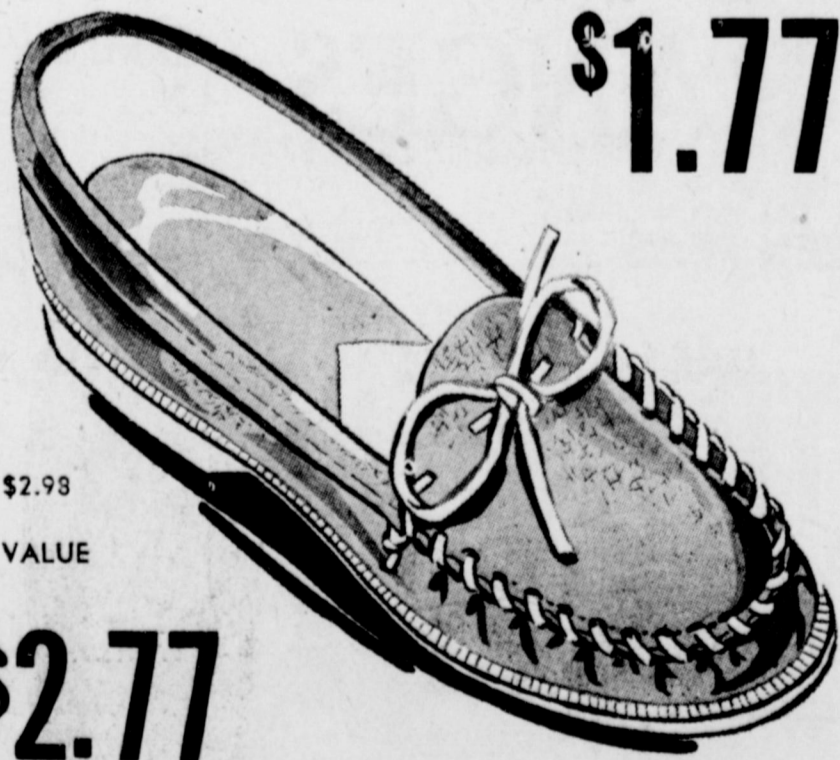


Choose cotton plisse, batiste, or rayon crepe slips and half slips. All are embroidery or lace trimmed. White only.

TEX-MOC MOCCASIN

HAND LACED
\$1.98 VALUE

\$1.77



\$2.98
VALUE

\$2.77

Soft Glove Leather Upper . . . White Compo Rubber Sole Or Soft Self Sole.

Hand laced moccasin toe and heel. Draw cord through and

around channeled top. The most comfortable thing you have ever slipped your foot into. 3 grand colors. Drop in at Anthony's today and see these.

OPENING

C. R. ANTHONY COMPANY



SLEEVELESS BLOUSES

\$1.49 — \$1.98 Values

\$1.00

Fruit of the loom. Woven plaid, sleeveless blouses. Assorted colors. 32 to 38.



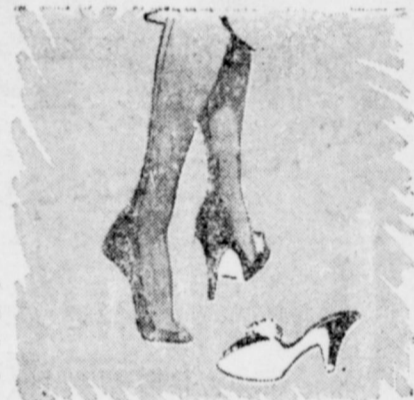
60 GAUGE — 15 DENIER

ALL NYLON HOSE

66c

2 Pr. — \$1.00

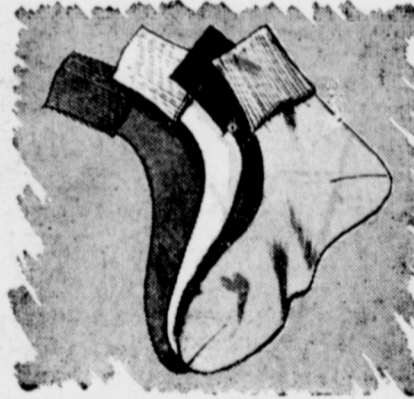
Special purchase of nationally famous pure nylon top to toe hose. Exquisitely sheer . . . serviceable . . . new colors. 8½ to 10½. 50 gauge-15 denier.



BOYS-GIRLS ANKLETS

5 Pr. — \$1.00

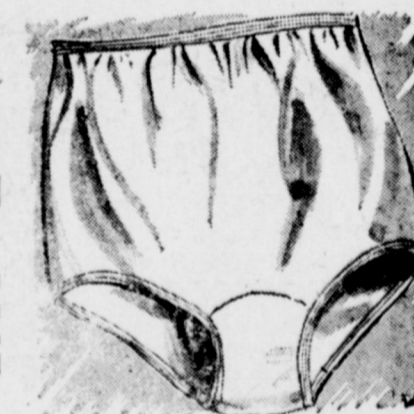
Favorite colors and styles for boys and girls. Reinforced toe and heel for extra wear. All sizes. Buy now.



WOMENS RAYON PANTY

4 Pr. — \$1.00

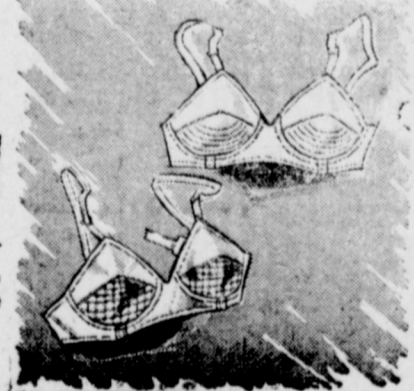
Comfortable fitting, long wearing brief or band leg panties. Choose from white, pink or blue. All sizes.



COTTON BRASSIERS

2 For — \$1.00

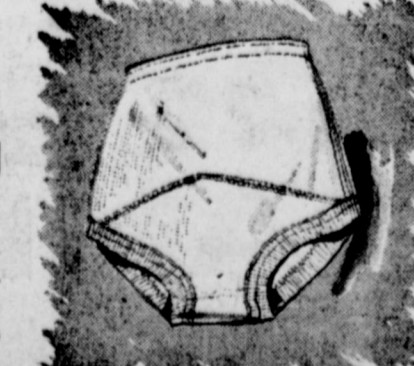
Full stitched or half stitched cups. Uplift styles in A, B, C, cup types. In white and pink. Sizes 32 to 38.



TRAINING PANTY

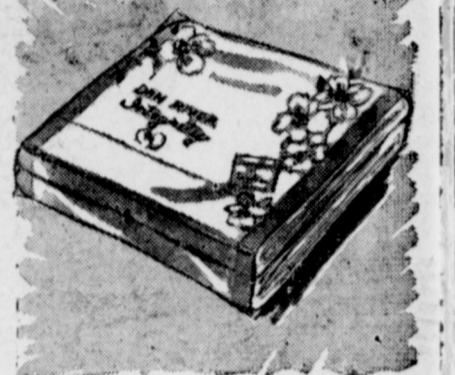
6 Pr. — \$1.00

Infants and children's cotton panties. Soft absorbent flat knit cotton. Extra large double crotch rib knit leg openings. 0 to 10.



DAN RIVER SHEETS

Type 128 threads to square inch. Wide hems. Selvedge edge. Famous Dan River quality. Will stand lots of wear and washings. Size 81x99.



\$1.77

Anthony's Sew

Values to 98c

Rayon

A marvelous fall colors that uses. Easy to wash. Beautifully. Fine quality.

5

NEW

One of the most remarkable values up to 98c you that are out of this cottons, and new, too.

- Everglades Tw
- Woven Shark
- French Flannel
- Heather Plaids
- Sanforized Prin

Rayon

Ideal weight for 40 inches wide. Colors that are light fading. Now to see the

7

CO

One of the greatest presented . . . high many, many uses. wide. Buy now . . . save at Anthony's.

Rayon

These look so nice. Lovely in the new, tall able, resistant fading. 40 inch. Beautifully.

7

ANTHONY'S SERVE YOU

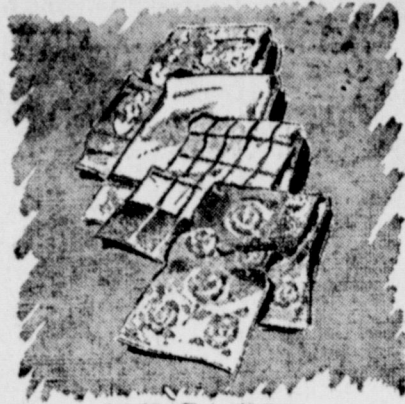
A NEW Anthony's

THE C.R. ANTHONY CO.

IN MULESHOE WEDNESDAY MORNING
 August 12th. — 8 A. M.
4 BIG
 Grand Opening Sale Days
EXTRA SAVINGS
 IN EVERY DEPARTMENT

BIG CANNON TOWELS

Thick — Thirsty — Solid color or pattern, he man size Cannon towels. You'll want several of these so hurry. Grand Opening Value.



2 for \$1

BACK TO SCHOOL - Save

Grandest Selections Ever...

Values to \$1.29 Yard

Cotton Suitings

Novelty patterns in two ply combed yarns. Fall colors that are washable. Sanforized. Looks so much like wool. For dresses, skirts, suits. 36 inches wide.

77c Yard

FOR FALL COTTONS

Available fabric buys you will find this fall... Lovely patterns and color combinations. Just imagine, first quality combed at this low price. Hurry now for your share.

- Everglazed Prints
- Plaid Taffetas
- Excello Suitings
- Combed Chambray
- Combed Broadcloth

50c

 Yd.

Grand Selection

Plaid Ginghams

Bright new plaids and color combinations that welcome fall... Fine, first quality. Famous, Starspun Wrinkl-Shed ginghams. Denshrunk to hold shrinkage less than 1%. 36" wide.

89c Yd.

CORDUROY

Selections of new fall colors we have ever quality, fine pinwale corduroy that is ideal for... sells for \$1.29 per yard. 36 inches... you'll

\$1 yd.

Fine 80 Square

Percalle Prints

A grand array of beautiful new fall prints for Back To School Sewing... Fine 80 square quality... 36 inches wide. You will want yards and yards at this low Anthony price.

1c PER INCH

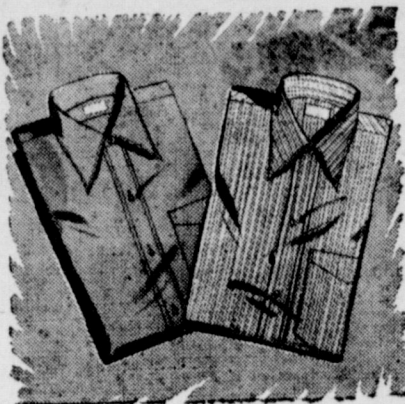
BETTER — SAVE YOU MORE

MEN'S DRESS SHIRTS

\$2.98 VALUE

\$2.00

Extra fine quality broadcloth. White and colors. Sizes 14 to 17. Save 98c

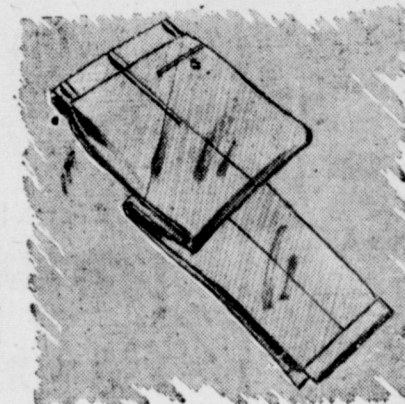


KHAKI WORK PANTS

\$2.79 VALUE

\$2.27

Vat dyed — Sanforized shrunk. Well made for comfort and long wear. Wide belt loops. Zipper fly. Deep pockets. 28 to 42.

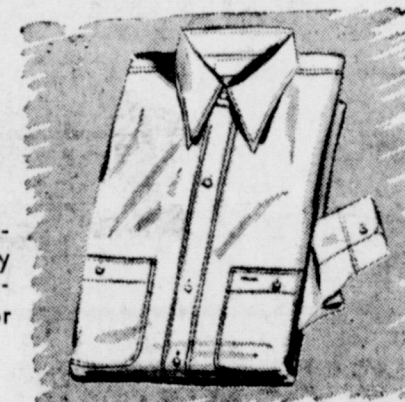


CHAMBRAY SHIRTS

\$1.19 VALUE

94c

Full cut. Well made. Double stitched. Fine quality grey chambray. Sanforized shrunk. Value priced for grand opening. 14 to 17.



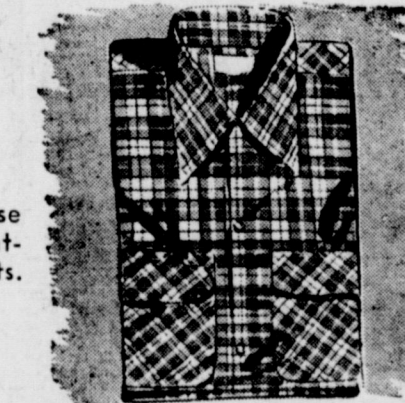
WRINKLE SHED

MEN'S SPORT SHIRTS

\$2.49 — \$2.98 Values

\$1.99

Save 50c to \$1.00 on these good looking unusually patterned short sleeve shirts. Two pockets.

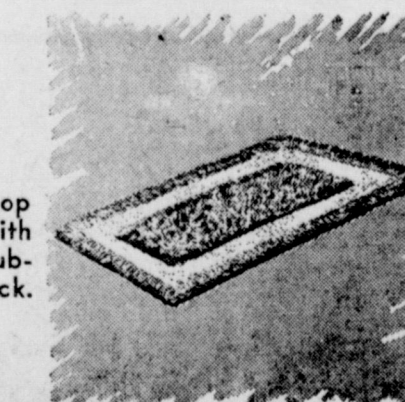


4-STYLE

COTTON THROW RUGS

\$1.99

Cotton shag rugs. Loop border and center with clipped pile. Non-skid rubberized canvas back. Throw rug sizes.



27x27 INCH

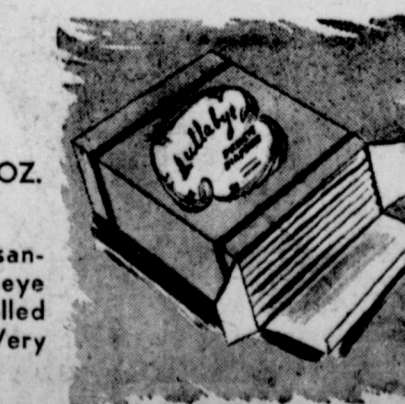
BIRDSEYE DIAPERS

\$1.98 VALUE

\$1.77

DOZ.

Completely sterilized, sanitarily packed birdseye cloth diapers. Flat rolled hems. Pure white. Very soft and absorbent.



OPENING SPECIAL

BOYS — MENS

SPORT SHIRTS

SHORT SLEEVE

- SOLDS
- PATTERNS



- BOYS 6 to 16
- MENS S-M-L



\$1.49 and \$1.98 VALUES

Favorite Summer Cotton Fabrics. Solid Colors and Bold Bright Prints. Short Sleeves. Two-way Collars. Many no ironing Plisse Crepes.

DOUBLE WEAR — DOUBLE VALUE



BOYS' DOUBLE KNEE JEANS

\$1.37

SIZES 4 to 12

High Quality. Low Price. Long wearing denim, double seams, bar tacked and riveted at all points of strain. Double Knee for Double Wear. Western styled, Sanforized 'shrunk. Zipper fly. Stock them up now at this Anthony Every Day Low Price.

SPECIAL PURCHASE MEN'S WESTERN SHIRTS

\$5.90 VALUES

\$3.44

Broadcloths — Rayons — Ginghams. Stripes and Checks. Pearl snap fastener Front and cuffs. Form fitting. Manufactured by "Miller". Regular \$5.90 Value. Two snap pockets. Save.

SPECIAL PURCHASE

MEN'S

DRESS SLACKS

\$5.90 VALUE

\$3.77

SIZES 28 TO 42

Two Models To Select From In These Good Looking Year Around Slacks... Continuous Waist Band Model. Solid Colors of Brown, Tan, Blue, and Gray. 28 to 42.

FREE ALTERATIONS!



Referendum Is Set For Friday

The wheat marketing quota referendum to be held Friday night, will be conducted at the Bailey County PMA Office, advised Chairman H. E. Schuster, of the Bailey County Production and Marketing Administration Committee. Polling places will be open from 8:00 a. m. to 7:00 p. m., and representatives of the County PMA Committee will be in charge.

Chairman Schuster urges every eligible wheat grower to vote, since the outcome of the referendum will materially affect the price farmers receive for their 1954 wheat. He points out that if two-thirds or more of those voting favor marketing quotas, wheat loans at 90 percent of parity will be available to those who plant within their wheat acreage allotments.

If marketing quotas are rejected by the growers, quotas will not be in effect and the support rate on 1954 wheat will drop to 50 per cent of parity for cooperators.

Acreage allotments will be in effect for the 1954 wheat crop regardless of the outcome of the referendum, he explained. If marketing quotas are in effect, those who exceed their allotments must store or dispose of their excess wheat as directed by the Secretary or pay the marketing penalty on the excess wheat. The marketing penalty is 45 per cent of wheat parity as of May 1, 1954.

Our Honor Roll

New subscribers to The Journal this week are:

George T. Edwards, Jr., Clatsop, Del.

J. L. Phipps, Rt. 2.

J. M. Holland, Yucaipa, Calif.

John Askew, Littlefield.

Old subscribers who renewed their subscriptions were:

Ollie L. Whitley, Shawnee, Okla.

R. E. Herrington, Valley Neb.

B. L. Jackson, City.

Mildred Davis, City.

Albert Nowell, Rt. 1.

J. H. Teel, Inglewood, Calif.

Alex Reid, Baileyboro.

HIRE FROM TURKEY

Guests in the home of Mr. and Mrs. Travis Butler this weekend were his cousin and family, Mr. and Mrs. Ruth Butler and two children of Turkey. They will take a load of good Muleshoe potatoes back to Turkey with them.

HAD GUESTS OVER WEEKEND

Guests over the weekend in the J. C. Dalton home were Mr. and Mrs. A. E. Jackson of Hereford, Mr. and Mrs. Billy Jennings of Friona, Mrs. O. M. Jennings of Lazbuddie, Mr. and Mrs. Omar Dassiere of Baileyboro, and Mr. and Mrs. John Garrett of Earth.

RETURNS TO WICHITA FALLS

S-Sgt. and Mrs. Russell Finley returned Monday to Wichita Falls where he is stationed at Sheppard Field. Mrs. Finley has spent the week here visiting his parents, Mr. and Mrs. M. E. Finley, and other relatives and friends. Russell came after her this weekend.

ATTENDED MEETING

K. K. Krebs attended the Laymen's Retreat of the North West Texas Methodist Conference at Ceta Canyon over the weekend, and reports a record attendance at the conference.

VISITED IN CALIFORNIA

Mr. and Mrs. R. D. Precure have returned from a vacation and visit in the home of his sister, Mrs. J. D. Border and family of Manhattan Beach, Calif. Another sister, Mrs. O. T. Robinson of Oklahoma City who was also visiting there returned home with them for a visit here.

VISITORS FROM OKLAHOMA CITY

Mr. and Mrs. George B. Cox of Oklahoma City spent Friday and Saturday here with her sister, Mrs. R. D. Precure and family. They were enroute to California to visit a daughter.

VISITORS FROM ESPANOLA

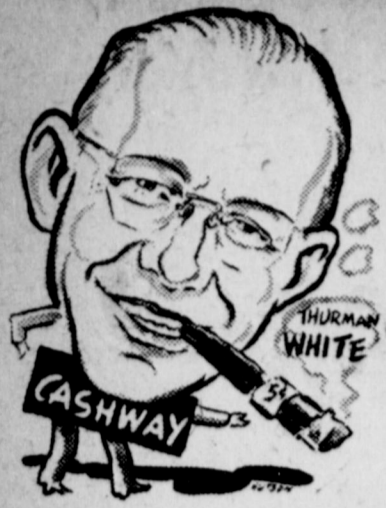
Mr. and Mrs. Stanley Robinson of Espanola, N. M., spent the weekend in the home of Mr. and Mrs. Dewitt Precure.

VISITED IN NEW MEXICO

Mr. and Mrs. Red Johnson and Mrs. Harold King spent several days of last week in Farmington, N. M., and Albuquerque.

HOME ON LEAVE

At 3c Kenneth Lovelady and wife of Los Alamitos, Calif., are here visiting his parents, Mr. and Mrs. E. M. Lovelady, and his sisters and families, Mr. and Mrs. J. L. Moore, and Mr. and Mrs. J. E. Sullivan. Kenneth and his wife expect to be here about a week.



Thurman R. White was born in Bowie, Tex., July 16, 1913, and came to Muleshoe Nov. 1, 1943. He is manager of the Cash Way Store, and has held that position since coming to Muleshoe. Thurman was married in Wichita Falls, Tex., in 1932, and has 2 children. He likes to travel.



Ogle Lorance was born in Lakeview, Tex., Dec. 27, 1928, and came to Muleshoe in Jan., of 1942. He is a butcher with the Cash Way Store, and has been with the firm since Dec., 1944. Ogle was married in Muleshoe May 6, 1949, and has two children. He likes to hunt and fish.



Ruth Elaine Bates was born in Crowell, Tex., April 30, 1920 and came to Bailey County shortly after birth, and has lived here since that time. She is checker with Cashway, and has been with the firm since Oct., of 1951. She was married in Lubbock, Tex., April 30, 1938. The Bates' have one child.



Bonnie L. Childers was born in Turkey, Tex., Aug. 20, 1921, and came to Muleshoe, in April of 1953. She went to work as a checker for Cashway when she came to Muleshoe. Bonnie was married in Silverton, Tex., Jan. 28, 1942. Her hobbies include sewing.



Bobby Wayne Nelms was born in Hollis, Okla., Feb. 12, 1938, and came to Muleshoe in 1947. He is assistant butcher for Cashway and has been with them since 1952. His hobbies are bowling and swimming.

CASHWAY

FREE DELIVERY

Phone 2440 or 2450

"Where Friends Meet And Prices Talk"

THESE PRICES GOOD WED., THURS., FRI., SAT., MON. & TUES.

Coca Cola

6 Bottle Ctn. Plus Deposit **10^c**

• CHOICE QUALITY MEATS •

FRYERS

Wilson Certified Fresh Dressed Lb. **49^c**

Calves Liver

Fresh Tender Lb. **15^c**

WILSON CERTIFIED SPICED LUNCHEON MEAT lb. **49^c**

NO. 1 DRY SALT BACON lb. **29^c**

PICKLES

Sour or Dill Quart Jar **29^c**

Sweet 22-Oz. Jar **39^c**

OUR VALUE BARTLETT SALAD PEARS, no. 303 can **19^c**

39^c CELLO PACKAGE PIONEER COOKIES **33^c**

KRAFT'S CARAMELS

1-Lb. Cello Bag **39^c**

COFFEE

Admiration Regular or Drip Lb. **69^c**

FLOUR

Gold Medal 10 Lb. Bag **79^c**

MARYLAND CLUB DRIP OR REGULAR COFFEE lb. **89^c**

MORTON'S PLAIN OR IODIZED SALT 26 oz. round box ... **9^c**

• GARDEN FRESH VEGETABLES •

CALIFORNIA ELEPHANT HEART Plums lb. | **19^c**

FANCY CALIFORNIA CARROTS 2 bunches **15^c**

CALIFORNIA FANCY GRAVINSTINE APPLES lb. **15^c**

CALIFORNIA GREEN BELL PEPPERS lb. **15^c**

Cheese

Kraft's Velveeta 2 Lb. Box **69^c**

• FROZEN FOODS •

BOOTH FRESH FROZEN CATFISH 1 Lb. Pkg. **49^c**

SNOW CROP FROZEN GREEN PEAS 12 Oz. pkg. **19^c** SNOW CROP FROZEN Chopped Broccoli 10 Oz. pkg. **19^c**

IRELAND SLICED OR CHOPPED BAR-B-QUE, no. 303 can ... **59^c**

WHITE KING, GIANT SIZE WASHING POWDER **59^c**

TEX-SUN 46 OZ. CAN GRAPEFRUIT JUICE **29^c**

WAPCC NO. 303 CAN KRAUT **11^c**

Welcome To The Will Rogers Rodeo !



Willard Dudey "Dub" Nicewarner was born in Bonham, Tex., Nov. 9, 1916, and came to Muleshoe Sept. 10, 1942. He is Assistant Manager at Cashway, and has been with the firm since April of 1947. Dub was married in Sulphur Springs, Tex., Oct. 26, 1940, and has three children. His hobby is dancing.



O'Dean "Dean" Heard was born in Olney, Tex. Dean came to Muleshoe in 1952 and has been working for Cashway as stock clerk since that time. Dean is married and has two children. His hobbies include hunting and fishing.



Jackie Blaylock was born in Elgin, Tex., Dec. 27, 1922 and came to Muleshoe in July of 1948. She is cashier at the Cashway Store and has been with the firm since Feb., of 1953. Jackie was married in Elgin, Tex., Dec. 25, 1942 and has two children.



Donald Roddam was born in Sudan, Tex., Jan. 1, 1935 and came to Muleshoe in 1942. He is delivery boy for Cashway and has been with the organization about two years. His hobby is baseball.



James Franklin Whitson was born in Miss., on Dec. 5, 1937, and came to Muleshoe in Dec., of 1947. He is a produce boy with Cashway, and has been working there since 1952. He is single and his hobby is swimming.

HERE at HOME
by SCOOP FORBES



This issue of The Journal carries extra pages to publicize the Will Rogers Memorial Round-up, third renewal of which will begin with a mighty parade here Thursday, August 13. The paper is issued two days in advance, not to stir you up and get you to come, but more to get you into the spirit of the thing.

It is good for a town and countryside to get together once a year to jubilate. The folks will gather here from the four corners of our big trade territory and we'll have visitors from many communities of the Plains. It is worth while for us to get together this one time in the year, no matter what it costs, no matter what time it takes.

I possibly will be the biggest paper we have ever printed here. At this time it appears that there will be 36 pages. We invite your attention to the thousands of historical items you may find in this paper. Take this paper and put it away, save it, for future reference.

Some of our staff have gone back into the dusty files of papers of former years, way back to 1924, in fact, to dig up items about public events and people here in Bailey County. In addition the advertisements of the various stores will tell you a lot about the community you live in.

I noticed an item that tells what Houston Hart wanted for Christmas, and Joe Bill Alsop's earnest appeal to Santa Claus when the two men were pretty young. Well, you'll find a lot more than that — you'll find things that made Muleshoe grow in the items that we have copied from a week's happenings as carried in The Journal of years gone by.

We say here this week what we said a year ago and two years ago: Let's build a more cosmopolitan entertainment, if we intend to continue to call it the Will Rogers Memorial Roundup. To date the Roundup consists of a parade in the afternoon of the first day, a kiddie parade on the afternoon of the second day, day, and a rodeo for three nights.

We do not wish to try to detract from the glamour that many feel a rodeo has. We do wish to say that some few of our population would like to do something besides attending the rodeo. Let the steering committee go to work on this matter. Let go to work on this matter. Let them come up with additional entertainment features.

And beyond and above all, let the steering committee, tired by scores of meetings, hold still another meeting and organize, right after this event has gone into history.

Our advisor, the man on the street, have confidentially told us how well the new band director, Tom Shirley, is going with his work and with those boys and girls who make up the band. They say he's a wizard. We hope so, for if ever a town and school needed a good band, Muleshoe it that town. Also, we hear Tom will organize a choral group of boys and girls who can sing. This writer is jubilant. Nothing will be so popularize Muleshoe schools with the patrons and public than a band and choral group. You know something else? We hope the powers that he will organize the outstanding pep squad of the whole Panhandle and Plains right here in Muleshoe. We saw Hereford's pep squad last year, and what a wholesome, fine, wonderful group of young men and young women we have never before seen. We have the same kind of young folks here!

BOSTITCH STAPLERS and **Staples** always on tap at The Journal.

DR. A. E. LEWIS
Dentist
East of Courthouse - Muleshoe
Off. Ph. 3040 — Res. 6570
Closed Wed. & Sat. Afternoon

LUZIER'S
Fine Cosmetics & Perfumes
MRS. E. E. HOLLAND
1101 East 2nd St.
PHONE 5449

GREEN
Hospital & Clinic
Muleshoe, Texas
Dial 2250

ST. CLAIRS DEPARTMENT STORE

HAPPY TO HAVE BEEN ABLE TO CONTRIBUTE TO A PROSPEROUS GROWING COMMUNITY



Mrs. Naomi St. Clair "Red" Alcorn was born at Lipan, Tex. She came here in the early part of 1930 and was one of the founders of the St. Clair Dept. Store and St. Clair Variety Store, and has always been active in the conduct of these businesses. She was married to Mr. Alcorn July 18, 1953. She has two sons. She is co-owner of the stores.

Lowell Irvin St. Clair was born at Estelline, Texas, Dec. 29, 1924. He came here with his parents in 1930 and is co-owner of St. Clair's Dept. and St. Clair's Variety. He was married in Clovis, N. M., Jan. 3, 1946, and has two children. His hobby is golfing.

The Irvin St. Clair family came to Muleshoe in 1930 from Estelline, Texas, and opened their business in a small 20x40 frame building that was located just south of their present business site. Since 1930 there came a series of enlargements and improvements the first was in 1931 when the St. Clairs bought the building that housed the old Muleshoe Bakery, which was on the present building site.

1934 saw further enlargement and improvements, and in 1937 the frontage was increased to 50 foot. 1941 saw the business increase to a 75 foot, but is not until 1944 that the building reached its present proportions of 100 foot front. When the store was made into a 100 front the variety store and the dry goods store divided the space making each with 50 foot fronts.



Arvel Lee White was born in Atoka, Okla., June 7, 1919. He came to Muleshoe Sept. 1, 1952, and since that time has served as manager of the St. Clair Dept. Store. He was married in 1940 at Madill, Okla. He listed no hobbies, outside of his work.

Earl Clifton "Cliff" Finley was born in Okla. He came to Muleshoe with his parents in Dec., 1926. Since Dec., 1948, he has been the bookkeeper and accountant with the St. Clair Stores, Inc. He and Mrs. Finley have two children, Neil and Nelda.

RODEO SPECIALS COWBOY BOOTS

SIZES 6 TO 12

Values To \$39.95 **\$24.99**

We Have All The Western Toggery That Goes With A Rodeo.

- WESTERN HATS (Straws or Felts)
- WESTERN SUITS FOR MEN AND BOYS
- WESTERN DRESS PANTS
- WESTERN DRESS SHIRTS
- BOYS WESTERN SHIRTS
- LEVIS AND JEANS
- WESTERN BELTS
- HAND PAINTED WESTERN TIES
- LARGE SELECTION ACME COWBOY BOOTS FOR KIDS!



Lida Lorene Wilhite was born in Mangum, Okla., on April 11, 1911. She came to Muleshoe in May, 1945. Since Feb., 1949 she has been manager of the ready-to-wear dept. of our store. She and Mr. Wilhite were married Nov. 22, 1930, in Mangum. They have one daughter, Mona Ellen Wilhite. Mrs. Wilhite's hobbies are reading and her church work.

Elsie Willie Goss was born in Beaumont, Tex., on Sept. 21, 1907, and moved to Muleshoe in Jan., 1930. She is a saleslady for the Department Store and has been with our store since her first employment 15 years ago. She was married in Paducah, Tex., on Oct. 1, 1924 and has two sons. She says she has no time for hobbies.

Melvin Dixon came to Muleshoe and St. Clair's Aug. 1, 1953. Due to the late arrival of Melvin, it was impossible to have his caricature drawn. He was born in Anson, Tex., July 8, 1928. He was married in Stamford, Tex., Dec. 15, 1948. He was formerly manager of the Fair Store in Littlefield.



Alda Vada Odom was born in Detroit, Tex., on Sept. 16, 1913. She moved to Muleshoe in Dec., of 1945. Since May 18, 1946, she has been a saleslady for our store. She was married in Clovis, N. M., Aug. 29, 1931.



Stanley E. Fox was born in Lubbock, Tex., Sept. 21, 1937, and came to Muleshoe shortly after birth. He is a salesman for St. Clairs and has been with the store since July 1st of this year. He is single and his hobby is sports.



Eva Mae Ashford was born in Cloud Chief, Okla., Feb. 22, 1905. She came to Muleshoe in Jan. of 1936. Mrs. Ashford has been with our firm since 1945 as a saleslady. She and Mr. Ashford were married Nov. 25, 1923, in Okla., and have two children. Mrs. Ashford says her hobby is work.

WELCOME VISITORS

ENJOY GOOD PROGRAMS IN
Cool Comfort
AT THE
VALLEY & PALACE

Box Office Open 7:45 P. M. Show Starts 8:00 P. M.
Saturday & Sunday: 145 P. M. and Continuous Showing
ATTRACTIONS FOR THE COMING WEEK:

VALLEY	PALACE
THURSDAY & FRIDAY Barry Sullivan Vittorio Gassman —In— Cry of The Hunted Also Warner Bros News	THURSDAY & FRIDAY Frank Lovejoy —In— The System
SATURDAY Gene Autrey —In— Wagon Team	SATURDAY East Side Kids —In— Tough As They Come
SUN., MON., TUES., & WED. Robert Montgomery Ava Gardner —In— Ride Vaquero	SUNDAY & MONDAY Alexis Smith Stephen McNally —In— Split Second
	TUESDAY & WEDNESDAY Marjorie Main Howard Keel —In— Fast Company Also Universal News

Motion Pictures Are Your Best and Cheapest Entertainment

USE OUR WANT ADS TO...

BUY SELL RENT TRADE

THE MULESHOE JOURNAL, Thursday, August 13, 1953

1. PERSONALS
SATURDAY RECORD SPECIALS:
 Hank Snow and Nat King Cole Records, 75c each. Hunke Music. 1-34-1tc.
NOTICE: Every family should be protected by a Singleton Burial Policy. We write from birth to ninety years; Inquire or call Muleshoe Funeral Home. Home owned and operated. Dial 2660. 1-5-tfc.

SPECIAL PRICES
 On all Radiators. International Farmall Cores \$25 exchange. **STOVALL-BOOHER** Radiator Sales & Service Mainview, Texas

3. HELP WANTED
WORK WANTED: Lady wants to do baby sitting in your home. See Mrs. Nellie Bishop at 903 W 7th. Phone 3050. 3-35-3tp.

5. APTS. FOR RENT
FOR RENT: Unfurnished apartment. Three rooms and bath. Plumbed for gas or electric range. Phone 2630. 5-34-2tp.

8. REAL ESTATE FOR SALE
HOUSES FOR SALE
 Nice new home well located, ached garage, something that I will enjoy living in. GI loan. \$100 cash will handle.
 Room modern home, 100x140 lot, paving on 2 sides. This will need to see. Owner leaving. A real buy in a real home.
 7 room house, well located, paved on 2 sides. This is a good buy at \$8,000. Has a good loan. Some homes that we will take a car as part payment.

EDDIE LANE
REAL ESTATE & INSURANCE
 Phone 5640—New Location
 Muleshoe Motor Bldg

For A Better Deal In
FARMS RANCHES CITY PROPERTY
 — See —
Emette Cross
 Realtor

IF YOU WANT to buy a farm come in and see me, for I have some of the best farms listed for sale, and I can save you some money. The price is down. So see me before you buy.
C. L. "Happy" DYER
 Phone 3710 Muleshoe

HAND & POWER Lawn Mowers Sharpened
 The Factory Way Saw Filing
 We Strive To Please
A. E. SCARBROUGH
 1305 E. 2nd. 29-31c


INSURANCE
 FIRE CROP HAIL CASUALTY
 Does Your Present Coverage Furnish Adequate Protection?
Lewis Insurance Agency
 Telephone 7320 — Barry T. Lewis
 Office — East of Courthouse in Old Journal Building

GUARANTY ABSTRACT CO.
 BONDED FOR YOUR PROTECTION
 Complete Abstracts of Title to All Lands and Towns in Bailey County Texas
PAT R. BOBO, Owner **BETTE COWAN, Mgr**
 Office In Bank Building Muleshoe
 Phone 2640

FARMS AND HOMES FOR SALE
 10 acres. All in young alfalfa. Irrigation well, pressure water, 5 rooms and bath. With lots of improvements. You should see this before you buy.
 40 acres. 5 rooms and bath, on pavement. All in alfalfa and permanent pasture, close in.
 80 acres 4 rooms and bath. 16 acres alfalfa, some permanent pasture. Clean, just off pavement. Can get crop and tractor at \$27,000, \$5600 loan.
 I have any size place you want and nice homes in town. See me before you buy.

J. E. DAY
REAL ESTATE
 On Morton Highway
 Just North Of Courthouse.

FOR SALE: 320 Acres, 2 miles Hub in irrig. water. Price at \$60 per acre. Good terms. See M. A. Crum, Friona. 8-34-2tp.

8. REAL ESTATE FOR SALE

FARMS AND HOMES FOR SALE
LONE STAR TRADING POST IN MULESHOE
 has moved to my home, 2 miles out on Clovis highway. We still have LAND for sale.
EXCLUSIVE.
 At Van Horn have 2 160 acre tracts for only 5% down. If you are short of money and want to really get a good piece of land at a bargain, better see about this. Plenty of water and level land.
 Have good well located house. Can handle with \$2,000.
 4 apartment house, well located up town on pavement. Can handle with \$2,000.
 See DAVE AYLESWORTH at home, 2 miles out Clovis highway.

DAVE AYLESWORTH
8. REAL ESTATE FOR SALE
FOR SALE: Three room house and six lots, \$850. Or we would sell house to be moved in Progress. See George Raney. 8-34-1tp.

INVESTMENT OPPORTUNITIES
O. W. RHINEHART
 All Kinds of Insurance Bovina, Texas

10. FARM EQUIP. FOR SALE
FOR SALE: 25 foot cotton spray. 3 tractor type, slightly used. \$100. Phone 6261. S. E. Goucher. 10-35-4tp.

13 APPLIANCES FOR SALE
 RECONDITIONED PIANOS at bargain prices. Ted Raven, MUSIC SHOPPE, Clovis, N. M. 13-337-4tp.
 ALL ABOUT TEXAS in the Texas Almanac, on sale at The Journal. Phone 7220, we deliver.
 PAPER PUNCHES in stock at The Journal.

16. MISCELLANEOUS
FOR SALE: Black eyed peas for sale. See R. C. Giles, 2 mi. west 1 mi. north Muleshoe. 16-35-2tp.

FOR SALE: Guaranteed Northern Holsteins. Fresh and heavy springers. R. P. Mayfield and Son, 12 miles South Lamesa. Big Spring Highway. 16-40-8tp.

LET US Stack Your Hay. See Spencer Beavers at Bovell Motor Supply. 16-34-3tc.

FOR SALE: 4 room and bath. \$3250.00 with lot. \$3000. to be moved. \$1500. down \$5000. month on balance. Theron West. 48-TFC.

WANTED: Cow pasture. See Willis Branscum. 16-34-3tp.

NOTICE: Mrs. G. W. Lebow wishes to announce that she will resume the work for Red Comet Safety Fire Control and will take care of any replacement guarantees. 16-34-4tc.

FOR SALE: 4 year old Holstein milk cow. Fresh. Angus Bull calf. See Pete Mimms at Lazbuddie, 2 mi. north Lazbuddie store. 16-34-2tp.

LOOK!
 Plenty Of Fresh Vegetables NOW IN STOCK
IRISH POTATOES
 A FRESH LOAD OF VEGETABLES EVERY TUESDAY & FRIDAY
 Plenty Of Fruit, All Kinds
PICK 'N PACK FRUIT STAND
 Phone 6080 — Muleshoe
 Next to Crossroads Cafe

ARTHRITIS?
 I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hands deformed and my ankles were set.
 Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.
Mrs. Lela S. Wier
 2805 Arbor Hills Drive
 P. O. Box 2695
 Jackson 7, Mississippi 33-2tp.

Mucis Study In Schools Increases
 Music has become well established as an important factor in public education. The objectives which are sought through music instruction are threefold:
 (1.) appreciation, (2) participation, and (3) creative ability. Many activities contribute to the broad conception of appreciation; beautiful singing of beautiful songs, music reading, physical response to rhythm, response to moods of music, recognition of structure, and participation in bands of various grades.
 If talent ability is not inhibited by wrong methods of music education, surprising results follow in creative music in the junior and senior high school.
 Good public school music will have major objectives which should at all times be kept clearly in mind and made to be the determining factor in our procedures.
 1. To make music a vital part of the educative process. The emphasis is placed on education through music rather than education in music.
 2. To provide a wealth of enjoyable cultural and social experiences.
 3. To provide another means of intellectual, emotional, and spiritual expression, making music a definite factor in the development of emotional maturity and desirable personality.
 4. To be a factor in the development of desirable morals, as this relates to the individual, the school, and the community.
 5. To assist in the development of a lasting appreciation of music through active participation and through the cultivation of a better musical understanding.

School Faculty —
 (Continued From Page 1)
 Visual Education room at the High School.
 2. All Seniors will meet at 9:00 o'clock in the high school auditorium for orientation and enrollment. Senior enrollment will be held from 9:00 until 12:00 on Thursday, August 27.
 3. All Juniors will meet at 1:30 o'clock in the high school auditorium for orientation and enrollment. Junior enrollment will be held from 1:30 until 4:00 on Thursday, August 27.
 4. The buses will not run on Thursday, August 27.
 5. All Sophomores will meet at 9:00 o'clock in the high school auditorium for orientation and enrollment. Sophomore enrollment will be held from 9:00 until 12:00 Friday, August 28.
 6. All Freshmen will meet at 1:30 o'clock in the high school auditorium for orientation and enrollment. Freshmen enrollment will be held from 1:30 until 4:00, Friday, August 28.
 7. All High School Football boys will enroll on Wednesday, August 26, at 1:30 o'clock in the Principal's office.
 8. The Grade School will enroll on Friday, August 28, from 9:00 until 4:00.
 9. The buses will run on the regular schedule Friday, August 28.
 10. The lunch room will not be serving lunches on Thursday and Friday of registration, but lunches will be served Monday, August 31.
 11. All students entering the first grade must have a birth certificate and must be six years of age on or before September 1, in order to attend school.
 12. We will use the same democratic method of enrollment for grade school students as we have used in the past years. The students may enroll under any teacher in his respective grade, then when all students are enrolled, they will be divided equally among the teachers in that particular grade. The teachers will not know what students they will have until after the divisions are made by the Principal.

High School Faculty
 James Roy Baker, High School principal; Tom W. Shirley, Band Director; Eddie Rae Glenn, Science and Math; Leroy Scott, Head Coach; Elbert Johnson, Asst. Coach; Mrs. James Roy Baker, English and History; Beatrice Blackburn, English and Spanish; Doris Brown, Math and Bookkeeping; Mabel Dowell, History and Civics; Helen Gardner, Shorthand;
 Martha Thomas, Homemaking; Dorothy McCasland, Home making; Ola E. Jones, Math; Juanita Kirk, English and History; Mary Lancaster, Math and English; Greta Paul, Math; Jessie Stovall, Librarian; Reuben McLeroy, Science; Charles Thomas, Voc. A.; Barbara Gaither, Speech and English.

Colored School Teachers
 Christine Raven, Georgia Scott.
 Troy Perkins, Elementary Principal and Bill Parker Supervisor Grades 1 through 5.
First Grade
 Radie Boone, Mary Obenhaus, Effie Childress, Katherine Sanders, Lois Witherspoon.
Second Grade
 Dorothy Beddingfield, Edith Blaine, Lois Dowell, Janice King.
Third Grade
 Helen Bryant, Floree Peugh, Christine Rutherford, Lula Vinson.
Fourth Grade
 Ruth Burchett, Inez Middlebrook, Lucille Shelby, Jane Reese.
Fifth Grade
 Zeffie Childress, Lucille Johnson, Willie Osborn, Lillit Williams.
Sixth, Seventh and Eighth
 Jasper Adams, Denver Daly, Blanche Johnson, Vera Mosteller, W. C. Osborn, Ruth Page, Lela Thompson, Joe Walker, Elizabeth Watson.

standing.
 6. To help the school to exert a desirable moral and spiritual influence over the students as well as the community.
 7. To encourage music as an avocation and is a means of spending leisure time.
 8. To provide opportunities for the development of leadership.
 9. To serve as a strong connecting link between the school, the home, and the community.
 The prospects for a fine band are definitely good and with the continued support of the people of Muleshoe, we will succeed in making progress toward our goal this year. I wish to thank the people of this community for the wonderful spirit of cooperation which has already been shown.
 A small verse by Norman H. Hall entitled, "The Power of Music," gives a clear definition of the motivating force of music:
 Music is a powerful thing,
 It can motivate the body and still it,
 It can stir and quiet the emotions,
 It can stimulate and soothe the mind,
 It can create joy and give surcease in sorrow,
 It can irritate the tame and charm the wild,
 It can inflame to war and be an influence for peace.
 Music is one of the most powerful things in life.
 Yours for better music,
 Tom W. Shirley

DR. E. R. PUTMAN
OPTOMETRIST
 First Door North of REA Building
 Muleshoe, Texas Phone 6560

Clovis Veterinary Hospital
 AT THE STOCKYARDS CROSSING
 Facilities for Large and Small Animals
E. E. KRAUS, D. V. M. **CHAS. WEBSTER, D. V. M.**
 104 Hull Phone 5442 Clovis, N. M.



We Have Leased The Muleshoe Livestock Auction
 Sale Every Saturday
 We Sell Anything
Col. Dick Doshier **Goldie Benton**
Orval Francis

WE BUY COTTON LOAN EQUITIES
Edwards Gin
 MULESHOE TEXAS

C. R. Anthony —
 (Continued From Page 1)
 some more stores.
 Martin sold him a third interest, to be paid for out of profits. Ross worked so hard he paid for it the first year. Then according to the agreement, another store was opened out of the profits of the first.
 Six stores were opened under this system and then Martin decided he didn't want to open any more. Ross Anthony had the lease for a new Cushing, Okla. store in his pocket. He converted his holdings in the Martin company and opened the first C. R. Anthony store in Cushing in 1922.
 The chain finally outgrew the partnership plan and was incorporated. But managers are still a type of partner. They receive nominal salaries and they share in the profits of their store.
 Often Mr. Anthony will offer a manager a better store, but he never insists a manager move. "I'd rather have a happy manager than one making a lot of money and unhappy." He believes that those managers who participate in the community activities are the ones who build the town. They put their time and money and Anthony's money into local projects.
 "You can't do business in a poor town," Mr. C. R. says. "We expect to help build a better business place, and then it's up to us to get our share of the business that is there."
 Since 1922 a succession of store openings has followed until the organization is now in seven states, a total of 110 stores in all. The home base is still Oklahoma with the new executive office building and warehouse in Oklahoma City.
 Since Mr. Anthony's two sons are in business with him, he has a little more time to spend with his 16 grandchildren, his palomino horses, and his ranch. But still he's at his office in Oklahoma City at 6 o'clock each morning.
 The vision is still there, burning strong, for he feels that there are more stores to be opened and more work to be done to "be better."

Rainbow Girls Plan Float To Family
 The Rainbow Girls met in regular session last Thursday, August 6.
 There was the regular business meeting in which several things were discussed, and plans were completed for the Rainbow's Memorial Round-up parade.
 The next regular meeting will be held Thursday, August 20.

Fidelis Class Met With Mrs. Bristow
 The Fidelis Sunday School Class of the First Baptist Church met Thursday, August 6, in the home of Mrs. Clinton Bristow. Mrs. Tye Young was co-hostess.
 The meeting was opened by Mrs. Bristow, who is president. Mrs. W. B. McAdams led in prayer, and Mrs. Bert Remund gave a very inspiring devotional on "God's Promises."
 The nominating committee recommended officers for the coming year and they were accepted.
 After all business was taken care of the group enjoyed a social hour. Sunshine gifts were exchanged, and refreshments were served to the following; one visitor, Mrs. O. A. Roark, and members; Mmes. A. W. Crow, W. B. McAdams, Joe Damron, Arnold Alcorn, T. C. Young, Raymond Precure, Bert Remund, L. T. Green, R. L. Jones, and Clinton Bristow.

WELCOME FOLKS
GREETINGS To The Visitors In Muleshoe


 Marion F. Harris was born in Sallisaw, Okla. Jan. 9, 1910, and came to Muleshoe in 1944. He is representative for the Southwestern Life Ins. Co. in Muleshoe. He was married in Crosbyton, Tex., Jan. 5, 1935, and has three children, 1 boy and 2 girls. His hobbies are hunting and fishing.

Marion F. Harris
 Representing Southwestern Life Insurance Co.

BENTON Ins. Agency
 Grace Carolyn "Gracie" Benton was born in Sayre, Okla., Jan. 2, 1920, and came to Muleshoe in April of 1947. She has been with the Benton Insurance agency since Nov. of 1951, which she organized. The Bentons have no children and her hobbies are golf, swimming and skating.

COX
DRIVE-IN THEATRE
 OF FINE ENTERTAINMENT!
 Thurs. & Fri., August 13 & 14
MY DARLING CLEMENTINE
 Henry Fonda & Victor Mature
 Saturday Only, August 15
TULSA
 Susan Hayward & Robert Preston
 Sun., Mon., & Tues., August 16, 17, 18
OFF LIMITS
 Mickey Rooney & Bob Hope
 Wednesday Only, August 19
SMUGGLER'S ISLAND
 Jeff Chandler & Evelyn Keyes
 Phone 3322

WILL ROGERS *Muleshoe, Texas*
Memorial ROUND-UP AUG. 13-14-15



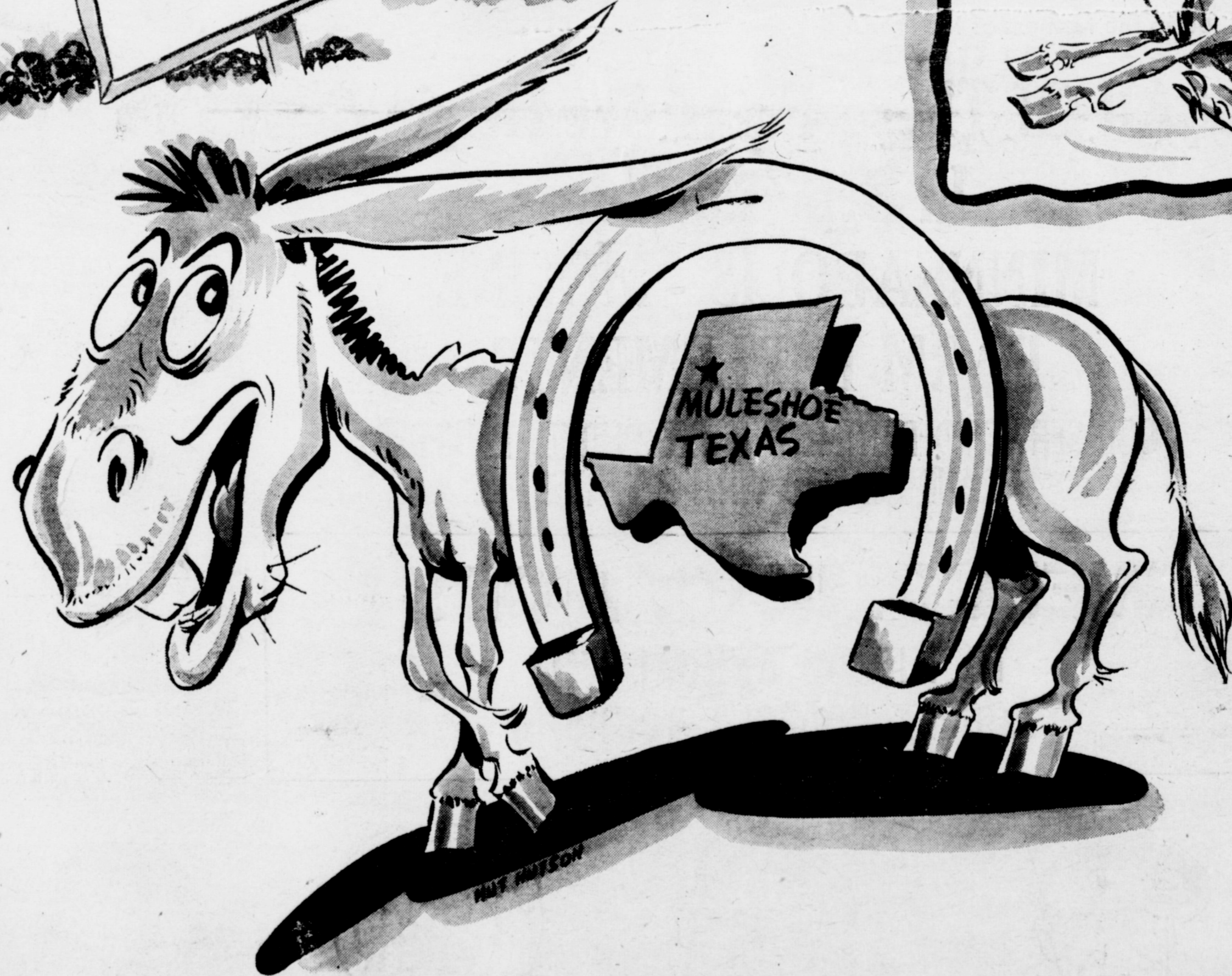
The Muleshoe Journal

DEDICATED TO THE PROGRESS AND DEVELOPMENT OF BAILEY COUNTY AND THE GREAT MULESHOE COUNTRY

VOLUME 31, NUMBER 34

MULESHOE - County Seat of Bailey County - TEXAS

THURSDAY, AUGUST 13, 1958



BORN NOV. 4, 1879
Near OOLOGAH in the
INDIAN TERRITORY
WILLIAM PENN ADAIR
= **WILL**
ROGERS

AS A BOY OF 18 HE
DROVE CATTLE to THE
WESTERN KANSAS
MARKETS from the
PANHANDLE of WEST
TEXAS. LATER HE WAS
A FREQUENT VISITOR
TO MULESHOE and the
MASHED O. RANCH and
HEADED HIS NEWSPAPER
COLUMN FROM THERE.
MANY TIMES.

Muleshoe Chamber Of Commerce
Muleshoe Rotary Club
Bailey County Farm Bureau

Muleshoe Junior Chamber Of Commerce
Muleshoe Lions Club
Muleshoe Roping Club



R. A. "Brad" Bradley was born May 29, 1923 in Plainview, Texas. Brad came to Muleshoe Nov. 13, 1948, and is employed as parts manager at Fry & Cox Bros. He has been with the firm since he arrived in Muleshoe. R. A. was married July 19, 1947 in Brownfield, Tex., and has two children. His hobby is listening to the radio.



James A. "Jim" Cox was born in Amarillo, Tex., July 30, 1908. He came to Muleshoe in Oct., of 1921. He is a partner in the Fry & Cox Bros. Company. Jim was married in Muleshoe June 3, 1934 and has one boy. His hobbies are hunting and fishing.



Forrest J. Jack Cox was born in Amarillo, Tex., June 8, 1910 and came to Muleshoe Dec. 30, 1920. Jack is co-owner of the Fry and Cox Bros., and has been with the firm since February of 1925. He was married Feb. 2, 1930, and has one child, a girl. His hobbies include hunting and fishing.



James Murrell "Doc" Brown was born in Etowah, Tenn., August 21, 1917. Murrell came to Muleshoe in Sept. of 1941 and is manager of Fry and Cox Bros. He has been with the firm since Oct. 1945. "Doc" was married Jan. 1, 1940 in Clovis, N. Mex., and has one daughter. His hobby is Junior Chamber of Commerce work.



Helen Christine "Holt" Gardner was born in Sudan, Tex., July 28, 1927. She came to Muleshoe in 1932 and is bookkeeper at Fry & Cox Bros., and has been with the company since June 1, 1953. She married Paul Gardner in the Muleshoe Methodist Church June 4, 1948. The Gardners have no children. Helen says her hobby is golf and she is still trying to break 60.

FRY & COX BROS.

SERVING THE MULESHOE AREA SINCE 1921



Gwyneth Ann "Girl" Bigham was born in Rotan, Tex., May 5, 1928. She came to Muleshoe in August 1929 and is bookkeeper for Fry & Cox Bros. She has been with the firm about 5 years, is single and her hobby is horses.

Fry & Cox Bros was organized in October of 1921 by T. B. Fry and Jim and Jack Cox. The company serves the area with Minneapolis - Moline Farm Equipment, and has 14 employees. J. M. Brown is the manager. Mr. Fry is now deceased. A complete machine shop is also a part of the service offered to the farmers of the area.



Henry Lawrence "Iron Head" McDaniel was born in Quinland, Tex., Sept. 4, 1899. Henry came to Muleshoe in 1941 and has been employed as a mechanic since 1947. Henry is single and has as a hobby, baseball.



Roy Andrew Brashear was born in Eastland, Tex., Feb. 18, 1899. He came to Muleshoe Jan. 1, of 1951 and is a salesman for Fry & Cox Bros. Roy has been with the firm since Jan. 1, 1951. He was married in San Angelo, Tex., and has one son.

All Of These Folks Are Helping In Bringing You MINNEAPOLIS - MOLINE FARM IMPLEMENTS

OUR SERVICE DEPARTMENT IS COMPLETELY EQUIPPED AND STAFFED WITH EXPERTS!

WELCOME VISITORS!
TO THE 3rd ANNUAL WILL ROGERS RODEO & ROUND-UP



George Simpson Provence was born in DeQueen, Ark., March 26, 1899. George came to Muleshoe in Jan., of 1940. He has been with Fry & Cox Bros. since May of 1950 and is a blacksmith and welder. He was married in Hollis, Okla., July 10, 1934, and has two children, a boy and a girl. His hobby is baseball.



Frank Dale "Curly" Cox was born in Petersburg, Texas November 9, 1932, and came to Muleshoe in Dec. of 1948. He is employed as a machinist with Fry & Cox Bros. since May of 1951. Frank is single and his hobby is baseball.



Leslie J. "Les" Mills was born in Randlett, Okla., March 20, 1920. Les came to Muleshoe Nov. 1, 1948 and is Shop Foreman at Fry & Cox. He was married in Walters, Okla., in 1939, and has two children. His hobby is baseball.



Clifford Dan "Squeaky" Blackwell was born in Lamb County Jan. 17, 1938. Squeaky came to Muleshoe in 1939 and is employed as a helper at Fry & Cox Bros. He has been with the firm since June of this year.



Robert Ray "Slim" Hardaway was born in Weatherford, Tex., Nov. 29, 1908. He came to Muleshoe on Feb. 7, 1949. He is a blacksmith and a welder with Fry & Cox and has been with the firm since Feb. of 1949. Slim was married in Clovis, N. Mex., May 9, 1931, and has 3 children.



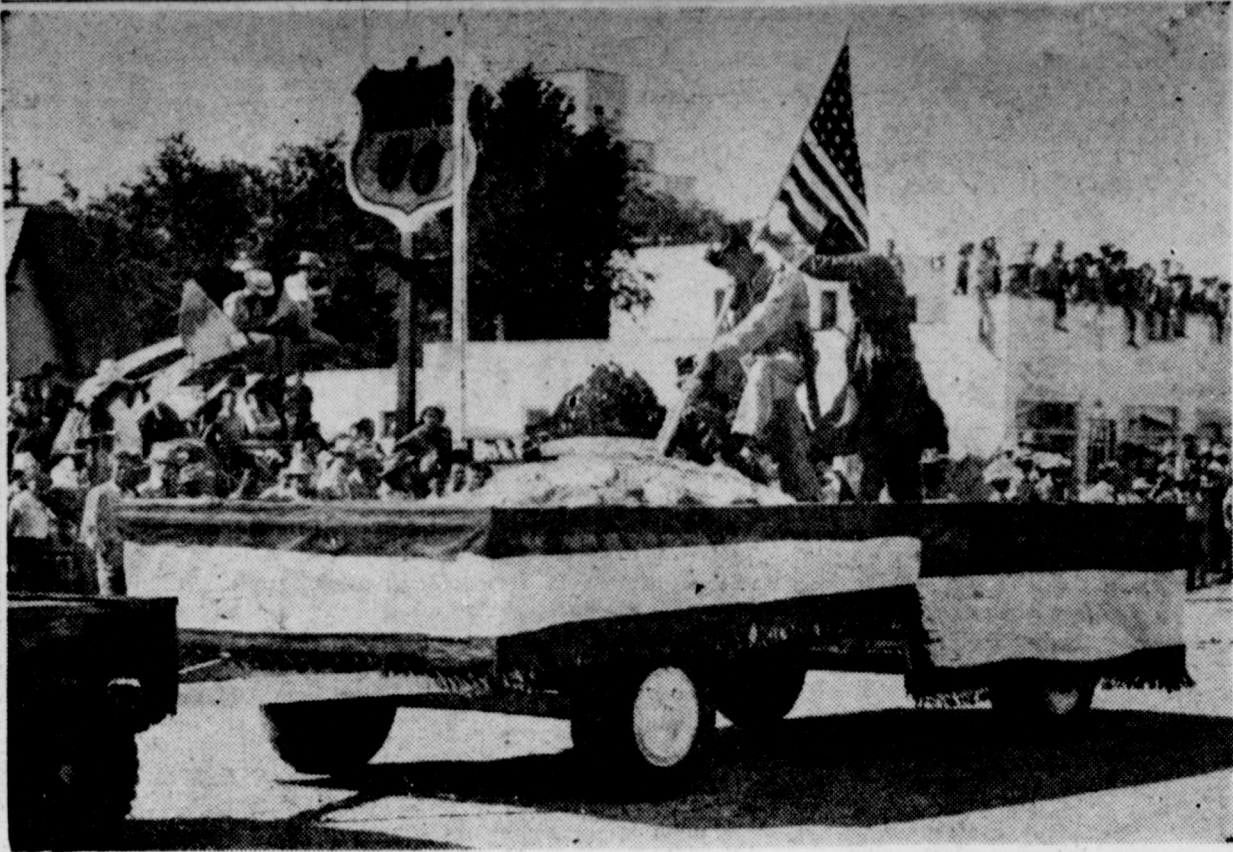
William Eugene "Gene" English was born in Haskell, Tex., May 13, 1905. He came to Muleshoe in Feb. of 1946 and is a mechanic with Fry and Cox which he has been since Nov., 1950. He was married in Amarillo Aug. 5, 1943, and has 3 children. He says his hobby would be golf (if he had time).



William Lester Wolfenberger was born in Weatherford, Tex., April 8, 1905. He came to Muleshoe Feb. 25, 1953, and has been with Fry & Cox since March 1 of 1953 as a machinist. He was married in Albany, Tex., in 1930, and has two children. His hobby is mining.



Thomas Roy Burden was born in Wheeler, Tex., April 11, 1929. Thomas came to Muleshoe Dec. 7, 1949. He is employed as a machinist at Fry & Cox and has been with the firm since 1949. His hobby is baseball.



FLOATS LIKE THIS always help to make the parade of the Will Rogers Memorial Round-up the great event that it is. This float, entered by the Ben Richardson Post, American Legion, of Muleshoe, in the 1952 parade, reenacts the scene at the raising of the U. S. flag on Mt. Suribachi in World War II. Organizations and firms vie to present entries that will be attractive and will develop the theme properly. We may look forward to innumerable such entries as that shown here.

HOW SANDY SANK THE SINK

Remember this oldie? Some paid subscribers persuaded ye editor to print it in The Journal back in 1939. It had long, gray whiskers even then. I had twelve bottles of whiskey which my wife said I must pour down the sink—or else. So I went down to the cellar and poured the first bottle down the sink, all but a small glassfull which I drank. Then I poured the second bottle down the sink, except for a glassfull which I drank. Then I took the third bottle which I poured down the sink, except a couple of glasses which I sank. Next I took the fourth glass

and bottled it down the sink, except a bottleful which I drank. Then I took the seventh sink and drank it except for bottleful which I sank. Next I poured the twelfth bottle down the glass, except the bottle which I bottled, which I sank down the sink, except a cellarfull which I tried to sell but had to drink instead. Then holding the house steady with one hand, with the other I fended off the other forty-three houses in the street as they came swimming up the cellar steps, except the cellar which I sank, as I watched the cops pull the house off the bottles and pour the sinks down the whiskey, except a glassfull which I drank.

Truck Growing Increasing In Parmer County

(From Friona Star)

Will lettuce and onions follow as the next commercial crop in Parmer County? This editor was driving in the vicinity of the John Renner and David Moseley farms south of Friona yesterday, and within a one-mile stretch noted commercial crops of potatoes, castor beans, sorghums, cotton, sudan, wheat and cantaloupes—all indicative of the diversification catching hold here—successfully. John Renner and Jack Moseley are pioneering cantaloupes in this area, having planted 10 acres each this year to that crop. Cost of growing cantaloupes has been close to the \$25 per acre mark for growers of the Friona-Hereford-Muleshoe area in past seasons. The grower is a victim of the market with harvesting and marketing procedures closely paralleling those of potatoes.

WELCOME VISITORS!



Earl M. Ladd was born in Waltham, Ark., April 24, 1908, and came to Muleshoe on Sept. 15, 1935. He is owner of the Ladd Pontiac and partner in the Muleshoe Imp. and Supply Co. Earl has been with the Muleshoe Imp. and Supply Co. since it was organized Oct. 1, 1940. He was married July 6, 1930, in Turkey, Tex., and has two boys. He has for a hobby football.

Muleshoe Implement & Supply Co., was organized October 1, 1940 by Earl Ladd and Betty Fay Kearns. The firm employs 7 people and serves the area with Allis-Chalmers Farm Equipment. It is also equipped to take care of tractor repairs.

Clemmie Lillian Ladd was born in Estelline, Tex., Sept. 28, 1911, and came to Muleshoe Jan. 1, 1936. She has the position of bookkeeper with the Muleshoe Imp. & Ladd Pontiac. She has been with the firm since it was organized. Clemmie and Earl were married in Turkey, Tex., July 6, 1930. They have two children.



LADD PONTIAC

The Ladd Pontiac was first organized in Feb. of 1952, by Earl Ladd. Earl Ladd purchased the Pontiac franchise on that date from Davis-Lenderson. The Ladd Pontiac serves the area with Pontiac cars and GMC trucks.



LADD PONTIAC MULESHOE IMPLEMENT CO.



William Myron Bigun Pool was born in Bell County, Texas, Aug. 18, 1900. Myron came to Muleshoe February 5, 1925 as a farmer. He opened the insurance agency in 1940. Myron was married in Matador, Texas, Oct. 30, 1922. He has 6 children, 4 girls and 2 boys. His hobbies are hunting and fishing.



Jackie Tate was born in Goldthwaite, Texas. She came to Muleshoe in 1925. She married Cecil Tate in 1930, and they have 2 children. Jackie has been with Pool Insurance for two years. She holds the position of receptionist and stenographer.



Kathryn "Kathye" Hardage was born in El Paso, Texas August 7, 1935. She came to Muleshoe in January of 1949. Kathye holds the position of secretary with the Pool Insurance agency and she has been with them since Feb. of 1953. She married June 14, 1953 in Muleshoe. Her hobbies are horseback riding and swimming.



Lee Roger Pool was born in Williamson County, Texas, Sept. 17, 1907. Lee moved to Bailey county in Jan. of 1925 then moved to Muleshoe on Jan. 1, 1945. He is co-owner of the Pool Insurance Agency and has been with the firm since Jan. 1, 1945. Lee was married in Lubbock, Texas, Sept. 23, 1933. He has 5 children, three girls and two boys. He says his hobbies are farming and bridge.



Juanita M. Wenner was born in Amherst, Texas, March 3, 1930. She came to Muleshoe in January of 1936, and is employed as bookkeeper for the Pool Ins. Agency since June, 1951. She was married in Clovis, N. M., April 26, 1952. She has no hobbies.



Marie Bass was born Feb. 7, 1921 in Stevens County. Marie came to Muleshoe March of 1948. Marie and Harvey were married July 24, 1946. The Bass family is rounded out with 2 children. Her hobby is sewing.

WILL ROGERS ROUND-UP

YOU ARE ENTIRELY WELCOME

YES, WE WELCOME ALL OF YOU TO MULESHOE DURING THIS GREAT ANNUAL AFFAIR!

What is presently Bass Appliance was first organized July 1, 1948 as Bass Firestone Store — The first important Nationally Advertised line Harvey acquired was the Necchi Sewing Machine in 1950. In the early part of this year, Harvey bought the Harper Appliance which held the Frigidaire Franchise. Harvey plans further expansion later.

WILL ROGERS ROUND-UP



Harvey L. Bass was born Oct. 11, 1918 near Anson, Texas in Jones County. Harvey came to Muleshoe in 1948. His spare time is taken up with church work.

Serving The Muleshoe Trade Territory With Such Famous Products As Necchi Sewing Machines And Frigidaire Appliances



Jim Sybert was born December 25, 1934 in Greenville, Texas. Jim came to Muleshoe in 1939. Jim is another eligible in Muleshoe and plans to return to North Texas State this fall.

HARVEY BASS

APPLIANCE STORE

Muleshoe, Texas



Clyde Waggoner was born April 29, 1905 near Cleburne, Texas. Clyde came to Muleshoe in 1938. He has worked as service man for over 6 years. He joined Harvey Bass in April. Clyde was married Sept. 10, 1928 in Blum, Tex., and has 3 children. Hobby, Fishing.

WE AT POOL INS. AGENCY

WELCOME YOU

3rd ANNUAL WILL ROGERS ROUND-UP

Myron Pool organized the Pool Insurance Agency in 1940, and was located in the Rufus Gilbreath building where the Chamber of Commerce office is now located. Lee Pool joined the organization in 1945 as a partner. The partners bought the property where they are now located in the year of 1949.

THIS ISSUE OF JOURNAL CONTAINS MUCH HISTORY

You will find more history of Muleshoe and territory and more about Muleshoe and area people than in any other paper ever

printed by The Journal.

The Journal staff has been spending their spare time for weeks in preparing data and information for your enjoyment.

WELCOME FOLKS



Sam Fox was born in Estacado, Texas Nov. 26, 1908. Went to work for the Texas Company at Spur in 1932. Sam came to Muleshoe in 1936. He is married and has one child. Sam was married in Clovis, New Mexico Aug. 31, 1931.

Sam bought the Texas Company bulk plant here in Muleshoe from W. H. Attaway in 1936. The company at that time had one truck and was delivering 16,000 gallons of gas per month. Since 1936 Sam has added two more bulk plants one at Enochs and one at Earth both of which were installed in 1945. The combined business of all three units is now 300,000 gallons per month and still serves the same territory that the original plant served. Sam has also built four Texas-type Service stations in the area.

EMPLOYEES

- Troy Wilkerson
- Tootie Middlebrook
- Ray Glasscock
- Ray Snodgrass
- Webb Johnson
- St Lambert

THE TEXAS COMPANY

SAM E. FOX

Phone 6880

Muleshoe

Roundup Visitors Will Find That Irrigation Has Increased Amazingly



PRODUCER OF WEALTH and crops in the Muleshoe Country. Thousands of wells bring water from underground sands so that it can be distributed to thirsty crops. Pumps such as that shown here fill an 8-in or 10-inch pipe of pure, clear water.

A record increase in irrigation wells has placed an additional

398,094 acres under protection against the continued drouth, a survey of 45 High Plains Counties conducted by Robert V. Thurmond of Lubbock, Texas A. & M. College irrigation specialist, reveals.

August 31 Set For Opening Of Sudan Schools

Following a regular meeting of the Sudan School Board recently, Robert Masten, president, announced August 31 has been set for the opening of the fall term of schools in Sudan.

Mr. Masten reported that work will soon get underway to repair the walls in the high school building and the floors of the grade school will be refinished while preparing the buildings for the fall term.

During the meeting, plans were discussed for purchasing a new school bus.

The board also interviewed and considered several applications for janitor and bus foreman.

Mr. Masten said the teaching roster is still incomplete. Three teachers are yet to be hired; one for the fourth grade, one for Junior High and an assistant coach and teacher.

A former teacher in the Esteline school system, Mrs. Knight has been employed as Home Ec. teacher in Sudan High School, according to Masten.

Those attending the meeting were Masten, superintendent C. O. Gregory, Leroy Cole, Weldon Shaffer, Paul Chisholm, and Dall Burnett. Absent members were Tom Wood and Charles Wise-

man. Mr. Thurmond's survey revealed that Bailey County now has 90,000 acres under irrigation. Number of irrigation farms was placed at 400. The survey showed that in 1953 there are 650 wells in operation in the county, as against 500 wells in 1952; 525 in 1951; and 490 in 1950.



Allen Guinn was born in Childress, Texas August 15, 1913 and came to Muleshoe in December of 1933. He is the owner of the body shop. Allen was married in Muleshoe Oct. 17, 1936, and has 3 children. His particular hobby is racing.

"YOU CAN'T KEEP A GOOD MAN DOWN"

In spite of our disastrous fire last May in which we suffered a complete loss, we are in the process of rebuilding our old building and adding services which the folks of this area never could get before. New and finer equipment will be installed when the building is completed. The Allen Guinn Body Shop was first organized in June of 1941 by Allen and has been serving the territory with the best possible in body repairing. Allen employs two men.

WELCOME VISITORS!

We're Glad You Can Come To Muleshoe During The Will Rogers Memorial Round-up And Rodeo



Joe R. Shipman was born near Glenrose, Texas in Somerville County Feb. 27, 1922. Joe came to Muleshoe in November of 1945 and has held a position as a mechanic at Allen Guinn's since that time. Joe was married in Fort Worth, Texas January 20, 1942, and has three children. His hobbies are hunting and fishing.



David S. Wyer was born in Muleshoe on October 11, 1930 and has lived in Muleshoe since birth. He works for Allen as a mechanic, and has been with Allen since 1949. He was married Oct. 15, 1949 in Muleshoe. He has two children and his hobby is hotrod cars.

GUINN'S BODY SHOP

COMPLETE AUTO BODY REPAIRING

"HOWDY"



Woodrow Lambert was born in Hill County in the little community of Itasca, Texas July 11, 1919. Came to Muleshoe 1928 with his parents. Married Mildred Arnold Nov. 9, 1940. Has one child, Judy Kay. Lambert's Cleaners is owned and operated by "Woody" and Mildred and was organized in 1946 in the month of July. Woody's main hobby is golf.

We Warmly Welcome All Visitors And New Comers To Muleshoe's Will Rogers Round-up

EMPLOYEES

- Marie Lane
- Freda Foss
- Ruby Stinson
- Bernice Lambert
- Tye Nelson

CLEANERS LAMBERT



Buford Butts was born in Duncan, Oklahoma Jan. 13, 1907. Came to Muleshoe in 1925. Has been in the present firm since 1933, and is a mechanic by trade. Was married in Perryton, Texas in 1934, and has one child, Patricia Ruth.



Robert L. Bob Harrison was born March 1st, 1918 in Pattonville, Texas. Bob came to Muleshoe in Sept. 1937 and has been with the Arnold Morris Auto Co. since 1945 as parts manager. Was married in Muleshoe in 1938 and has two children.



Richard Kenneth Dick Minckler was born in Endicott, New York Sept. 12, 1926. Came to Muleshoe in July of 1946 and went into the employ of the Arnold Morris Auto Co. He was married in Muleshoe in Aug. of 1945 and has 2 children.

Greetings!

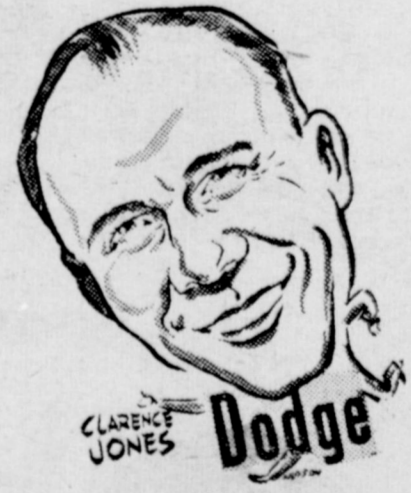
TO THE VISITORS IN MULESHOE

We extend to all the visitors to Muleshoe during this Will Rogers Round-Up a hearty greetings. We hope that this occasion will serve to make you want to return to our little city many times.

The original firm name was Arnold Morris Auto Clinic, which was started in 1932. Arnold Morris organized the present firm in 1935. This was the third automobile agency in Muleshoe. Buford Butts became a partner in the first part of 1935. Became authorized Dodge and Plymouth dealer in 1944. They first started the business in a building on the far end of Main St. Moved to their present location in 1942. A modern and completely equipped service department is maintained.



Clarence Frederick Jones, born in Bevier, Mo., during the year of 1919. Came to Muleshoe in 1939 and has been with Arnold Morris since 1946, and is employed as bookkeeper and secretary. Clarence was married in Tucumcari, N. M., in 1941 and has one child.



Lance Milton Hennington was born in Comanche, Texas in 1906. Came to Muleshoe during 1930. Has been a mechanic with the Arnold Morris Auto Co., as mechanic and assistant shop foreman since 1944. L. M. was married in Wichita Falls in 1930 and has 3 children.



ARNOLD MORRIS AUTO CO.

YOUR DODGE & PLYMOUTH DEALERS

Staples always on tap at The Journal.
PAPER PUNCHES in stock at The Journal.

Bailey County's Newest Cash Crop Is Growing Of Castor Beans

H. E. Schuster is taking a deep, second plunge in raising Bailey County's newest cash crop—castor beans.

Schuster's present crop today is a healthy dark green and apparently well on the way to a better than average yield. Besides the profits that seem certain for this fall, it is Schuster's answer to expected cotton acreage controls next year.

With 600 acres in cotton this year, Schuster still appreciates the wisdom of diversified farming. He is also a large potato, garden bean and cantaloupe raiser.

Comparatively New

But castor beans, which are still comparatively new here, is Schuster's largest crop venture. Many other Bailey County farmers have joined in raising this crop. Last year's acreage was 500 but now is around 2,800 divided among 50 growers.

County Agent J. K. Adams said Schuster's crop typified the country's collective acreage which has withstood drouth and winds remarkably well.

With no adverse turns in weather before harvest, Schuster should average around 1,000 to 1,100 pounds an acre. All the crop has been contracted for nine cents a pound for an expected gross profit of close to 100 an acre. Yields up to 1,600 pounds an acre have been reported here.

Profits are not as great as cotton, but hoeing bills are definitely down, Adams said. In these early crops the beans have proved themselves hardy to local difficulties of wind, dust and drouth.

Similar To Cotton-Raising

Schuster said that raising the castor beans is similar to that of cotton. Planting is about the same time. It was done in mid-April. And in the fall the fight against frost is the same.

A special harvester is used to gather the beans along with their prickly protecting covering.

These then are run through a huller, a portable machine that is moved to the field to cut down hauling and expenses.

The de-husked bean that comes from the huller is then ready for delivery to the contract buyer.

Schuster treated his bean land to 65 pounds of anhydrous ammonia before planting. The ground had been soaked before the planting. Two additional irrigations were applied after the plants came up.

"They stood some pretty bad

sand storms in fine shape," Schuster said.

Responsible For Compliments

The castor bean crop has also been responsible for several unearned compliments to Schuster about his ability as a cotton farmer. The field is flanked on each side by plots of cotton, which actually are in better than average condition.

But several casual acquaintances driving hurriedly by on the highway, easily failed to identify the small plot, which does resemble profuse cotton.

Schuster said he felt sorry he had to explain their error to them, but was glad to tell them that the castor beans too are in pretty good shape.

Sudan Business Men Met To Plan Sudan Fall Festival For 1953

Forty-seven representatives of Sudan business, civic, social and religious organizations met at the Joe T. Salem home Thursday night to formulate plans for the 1953 edition of the Sudan fall festival.

Joe T. Salem, chairman, presided over the meeting, assisted by J. W. Miller, manager, and Mayor Harold Close.

The group voted for a pageant to again be staged under the direction of the 1953 Study Club of Sudan. Details of the pageant to make it different from last year's presentation will be worked out by representatives of the Study Club and the festival committee.

Mrs. L. E. Slate presented a unique idea for an additional feature for the show this year which was readily approved by the committee. She proposed that foreign representatives be asked to send a gift of some nature to their home country to the fall festival. The business house representing the respective country would display the gift, unopened, in their store window until the day of the festival at which time the gift would be opened and presented to some person attending the festival who

had registered his name in the store displaying the gift.

Members of the United Nations will be contacted in the immediate future with the plan and a request for co-operation.

It was also voted to again sponsor a nation-wide contest on a formula for world peace, with individuals as well as organizations eligible to enter.

F. O. Masten spoke to the group and described in detail his recent visit to the White House in Washington and his meeting with President Eisenhower. Masten told of watching the president sign a document setting in motion a year-long drive to be known as the "March of Freedom."

The group was shown a technical film made of the 1952 Fall Festival in Sudan. The film will be edited and sound added in the immediate future.

BUREAU TO PICK A COUNTY QUEEN DURING ROUND-UP

A Bailey County candidate for Texas Farm Bureau Queen will be selected during the Will Rogers Memorial Roundup in Muleshoe Aug. 13, and 14, according to announcement of local Bu-

reau officers.

The officials said this is "honest to goodness" Queen Contest and not a bathing beauty contest. The girls are to be judged on grace, poise, charm, vivaciousness, and all the other quali-

ties that go to make up winsome Texas future homemakers. There are three main points on which they will be judged: Appearance, poise, and personality.

THE MULESHOE JOURNAL, Thursday, August 13, 1953

The candidate must be a daughter or sister of a Farm Bureau member, she must be single and between the ages of 16 and 22.

"HOWDY" FOLKS



M. F. (Buddy) Blackman was born in Dero, New Mexico Sept. 21, 1918. Buddy has lived in Bailey County since 1932, and graduated from Bula High School.

Joined the Union Life Ins. Co., in Oct. of 1952.

Buddy was married in Muleshoe on July 31, 1948, and has one daughter 4 years old. His hobby is Junior Chamber of Commerce work.

I Hope To Meet A Lot Of Fine New People During The Will Rogers Round-up and Rodeo.

"BUDDY" BLACKMAN
Representing
UNION LIFE INS. CO.



Eva Mae Alsup was born in Circleback, Texas, May 26, 1928. Came to Muleshoe in 1945 and holds the position as checker for Alsup Cleaners. She is the wife of the owner. Eva was married in Muleshoe in 1947, and has two children.



Charles U. Alsup was born in Kappel, Texas, June 8, 1918. He has been in the dry cleaning business a number of years. Charles married Eva Mae in Muleshoe during the year 1947. He has two children.

WELCOME VISITORS!
WILL ROGERS ROUND-UP

HISTORY ALSUP CLEANERS
Charles Owned The City Cleaners Until 1949 When He Sold Out And Moved To Sudan. He Operated Alsup Cleaners In Sudan For Three Years, Then Moved Back To Muleshoe January, 1953.

We Highly Appreciate The Honor Of Being A Part Of Muleshoe

ALSUP CLEANERS

CHARLES and EVA ALSUP, Owners

AGRICULTURE

Our Most Important Industry - "We're Pleased To Serve And Pledged To Service"

Yes, our most important industry is Agriculture... everyone in our territory is directly or indirectly gainfully employed through Agriculture. "Willie The Wired Hand" is helping the farmer in making his chores just a little easier. In the vast research laboratories on the electrical industry promises to make improvements that will even more enhance the lot of the rural citizen.

WELCOME VISITORS

TO MULESHOE DURING THE WILL ROGERS MEMORIAL ROUND-UP & RODEO



Bailey County Electric Co - op. Assn.

Serving Parmer, Lamb, Bailey, Castro, and Cochran Counties

20 Years Ago

(These items taken from The Journal files for 1933)

Local Hatchery Puts Out 90,000 Of Baby Chicks In Season

The Muleshoe Hatchery closed this week, having made a hatch of 90,000 baby chicks for the season's run, according to Ty Young, manager. This concern equipped with a 52,000 egg capacity electric incubator has been operating here for the past four years and this is the largest hatch it has yet produced, Young said. He estimated there has also been shipped into this section about 20,000 other baby chicks during the past season, which gives approximately 110,000 baby chicks now growing for market or for egg production.

Install New Equipment

The Muleshoe Blacksmith and

WELCOME VISITORS



Curtis Wellborn was born on March 1, 1919 near Paris, Texas in Red River County. Curtis came to Muleshoe Oct. 15, 1948. Wellborn was married Sept. 28, 1943 in Stegall, Tex. The Wellborns have one child. Curtis is a baseball and rodeo enthusiast.

WE HOPE YOU'LL FIND MULESHOE A PLEASANT PLACE TO SHOP AND VISIT.

The Wellborn Beauty Shop came into existence November 10th, 1948 and has been bringing the latest in hair styling to the ladies of the Muleshoe trade territory. The Wellborns spend their vacation each year attending beauty schools and clinics.

WELLBORN
BEAUTY SHOP
Muleshoe

Welding Shop, Fry and Cox proprietors, some time ago installed a big 30-foot turning lathe having a 24 inch arbor swing. They have now received all the necessary accessory equipment for it and are ready to turn out all kinds of work on this machine for their customers.

They claim that on this machine they can handle all kinds of mill and repair, such as cutting straight and Woodruff seats, thread cutting, tool making, re-facing, re-boring, inside or outside, reframing tractor shafting, etc., an expert mechanic being in charge of this particular machine.

This concern, because of the high character of work it turns out, is rapidly developing a large patronage, some of it coming from 100 miles around.

From the Feb. 9, 1933 paper:

Among those attending the singing at Oklahoma Lane Sunday were: Misses Ardath and Nellie Gilbreath, Heburn and Francis Gilbreath, Dee, Brown, Mr. and Mrs. Geo. Nelson and daughters, Bettie, Hazel and Virginia Faye, Mr. and Mrs. J. B. Burkhead and daughters, Mildred and Myrtis, Miss Lorena Spence, Mr. and Mrs. S. E. Morris, Jr., Leon Morris, Ruth and Helen Bearden, "Red" Glasscock, and Jeff White.

A NEW STORE!

In The Journal for July 6, 1933, we found an advertisement announcing the remodeling of the Gupton Grocery so that, if it was not new it looked like new. In the final paragraph the proprietor warned the public: Groceries Are Advancing.

Now is the time to lay in a supply not only for immediate needs but for the future, as well. Groceries are destined to go still higher!

Ed's Note: Are you telling us, and what an understatement!

Item from July 6, 1933 issue: County Court convened this week and a summoned jurymen told Judge Adams that he couldn't serve because he didn't know enough. The Judge is betting that both sides were sorry to lose him.

And another: It's reported that one day last week Clay Beavers (and he's still getting his name in the paper) got even with a physician who had been taking care of his boys who recently had the measles. The doctor drove up to his station and threw a casing out to Herman, the assistant. "Looks like it needed fixin'," said Herman. "Sure does," replied Clay. "Just diagnose the case as Flatulency of the perimeter and charge him \$5."

From 1924 Issues of The Journal
E. R. HART OFFICE BUILDING BURNS TUESDAY
Tuesday morning about 10 a. m. fire broke out in the roof of the office of the E. R. Hart Lumber Co. A defective flue is said to be the cause of the fire. The alarm was given by City Marshall Joe Rutherford, firing



John N. Fried was born in the Creek Nation Territory in what is now part of the State of Oklahoma, June 26, 1905. John came to Muleshoe during the month of October, 1931. He is owner of the firm known as John's Custom Mill. John was married in MacComb, Oklahoma, Sept. 14, 1928. He has 6 children and 3 grandchildren. His hobby is horses and the handling of horses.

Growth Of John's Mill

John's Custom Mill was organized by John Fried in 1940. The business has grown by leaps and bounds during the last few years by serving the area with their own products made up in the plant. The company employs three people.

Welcome Riders To Muleshoe's Will Roger's Round-up.... We Enjoy Your Company.

John's CUSTOM MILL

three shots from his six-shooter. In a few minutes a bucket fire department was organized and the water was coming from many directions.

A hard fight was put up, but the flames were soon beyond control, and the loss was estimated to be around \$15,000.

We understand Mr. Hart will build a brick soon. They are making room in the new warehouse for a temporary office.

NEWS ABOUT PEOPLE
Mrs. Roland Bigham, who was formerly Miss Eunice Gwynn, is visiting her parents, Mr. and Mrs. W. B. Gwynn, this week.

Mr. Bill Hart was a visitor in Clovis Sunday evening.

Mr. and Mrs. E. P. Burelsmith, of Vernon, returned to their home last week after a brief visit with her sister, Mrs. J. F. Fuller.

From the Feb. 4, 1927 Issue of The Journal

CIVIC CLUB MEETS WITH MRS. WM. C. KENNEDY MON.
The Civic Club will meet Monday, February 7, with Mrs. Wm. G. Kennedy. Each member is requested to be present and to bring a guest.

Officers for 1927 are: Mrs. Georgia Mardis, President; Mrs. J. M. March, Treasurer; Mrs. Will Harper, Secretary; Mrs. A. P. Stone, Parliamentarian; Mrs. Oliver Jones, Reporter.

Mrs. Mardis and other new officers are anxious to put over a successful year's work and request the co-operation of all good citizens as well as that of all the members.

The club wishes to thank the retiring officers for their faithful and untiring efforts in all moves undertaken.

News About People
From A 1925 Issue

L. S. Barron, the abstract man is driving a new Ford Sedan, purchased from the Green Motor Co.

From A 1924 Issue of The Journal
SURPRISE PARTY

A surprise birthday party was given for Miss Vera Jennings, at the home of Mrs. E. R. Hart, on Monday evening, November 10, when the following guests were present: Ruth Harden, Lee Green, Della Doris Green, Addie Bell Fort, Dollie Lawrence, Irene Carles, Agnes Abney, Opal Johnson, Beth Mardis, Erick Moeller, Jimmie Cox, Bill Hart, Foy Hagler, Scot Robbins, Finis Jennings, Cecil Jennings, Dean Hinkson, and Everett Hinkson.

After enjoying music, the

We're Glad You Could Come!



Clarence "Pete" Freeman was born May 25, 1922 in Moran, Texas. He came to Muleshoe in the latter part of 1939. He is the owner of Freeman's Laundry. Pete was married April 12, 1945 in Muleshoe, and has 3 children, 2 girls and one boy. Pete bought out the Willis Wood laundry in January of this year. Pete's hobbies include Fishing and Baseball.

HERE'S HOPING FOR BIGGER and BETTER WILL ROGERS ROUND-UP EVERY YEAR!
FREEMAN'S
HELPY-SELFY LAUNDRY



W. T. "Bo" Bovell was born in Dallas, Texas, on Nov. 12, 1906. Bo came to Muleshoe in June of 1947 and is part owner of the Bovell Motor Supply. Bo was married in Lovington, New Mexico, March 22, 1931. He has four children. His hobby is woodworking.

OL' SPENCER AND ME ARE GLAD TO SEE YOU

The automotive supply company now known as Bovell Motor Supply was first organized as the Beavers Motor Supply in Sept. of 1945. Bo purchased the firm from Clay Beavers in July of 1947. The business is principally an automotive parts supply house. Bo's father has part interest in the business.



Both Of Us Are Happy To Be A Part Of A Growing And Prosperous Area

WELCOME TO THE WILL ROGERS MEMORIAL ROUND-UP AND RODEO

BOVELL MOTOR
SUPPLY COMPANY



Spencer C. Beavers was born in Vernon, Texas November 22, 1918 and came to Muleshoe in June of 1930. His position is salesman, and he has been with the firm since it was first organized by his father. Spencer was married in Yuma, Arizona June 21, 1947, and he has three children. He says his only hobby is traveling.

IN BAILEY COUNTY

Wherever Beauty Travels - '53 Buick



A. Cayle Reed was born in Shept, Texas, Sept. 25, 1921. Cayle came to Muleshoe January 1, 1953. He is the owner of the Cayle Reed Buick Co. He was married in Levelland, Texas. His hobbies are football, golf and fishing.



Joe Mack Wagnon was born in Muleshoe, Dec. 15, 1930 and has lived here all his life. He is employed as parts man with the firm and has been in their employ for about 4 months. Joe was married Aug. 13, 1950 in Muleshoe and has one child, a girl. His hobby is hunting.



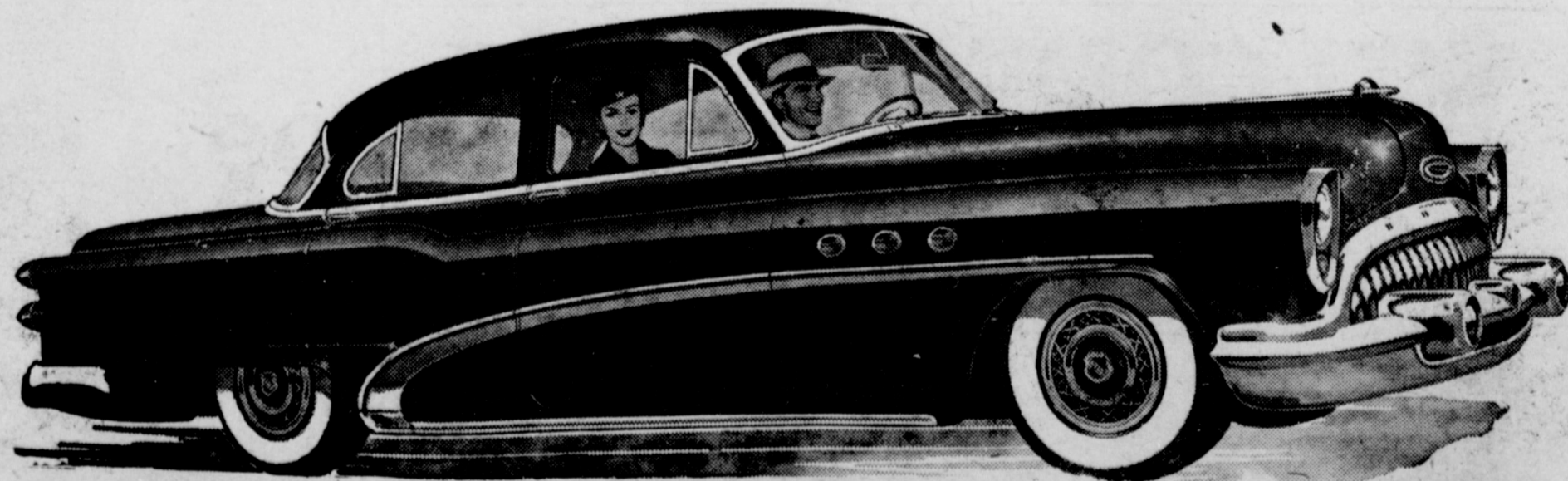
B. C. "Shorty" Locke was born in Vernon, Texas, Aug. 7, 1904. He came to Muleshoe in Sept., 1941. He holds the position as mechanic with the Cayle Reed Buick Co., and has been with the firm about 1 year. Married July 23, 1934, and has five children. His hobbies are hunting and fishing.



Lucille Reed was born in Snyder, Texas, April 15, 1921. She is the wife of Cayle Reed and keeps the books for the Cayle Reed Buick Co. The Reeds have no children.

We're New In Muleshoe. But We Want Everyone Who Comes To The Round-up To Be Sure And Visit Us!

The Cayle Reed Buick Company was originally the Ray Keeling Buick Company and was organized in 1948. Cayle Reed bought out Ray in January of this year. Cayle Reed was formerly with the Keeling Buick Co., in Levelland, Texas. The automobile agency is modern in every respect.



Cayle Reed Buick Co.

Muleshoe, Texas

THE MULESHOE

20 Years

(These items Journal files)

Local Hatchery
90,000 Of Bab
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this week, he
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Gene Williams was born in McAllister, Okla., August 10, 1907. Gene came to Muleshoe Oct. 23, 1950, and holds the position of Sales Manager with the Muleshoe Motor Co. He was married July 21, 1950 in Oklahoma City, Okla., and has no children. His hobbies are hunting and fishing.



Landrum H. "L. H." Jones was born in Lone Oak, Tex., July 29, 1908 and came to Muleshoe in March, 1953. He has been with the Muleshoe Motor Co. since coming here. He was married in Greenville, Tex., in 1928. He has two children, Noel and Dale. His hobbies are fishing and music.



Raymond R. Maynard was born in Cooper, Tex., June 14, 1919. He came to Muleshoe March 15, 1953, and since that time has held the position of general manager of the Muleshoe Motor Co. He was married in Albuquerque, N. M., in 1937, and has one child. His hobbies are baseball and hunting.



Wendell Akers was born in O'Donnell, Tex., Oct. 26, 1926, and came to Muleshoe in July of 1951. He is a parts man with Muleshoe Motor Co., and has been with the firm since April, 1953. Wendell was married in Clovis, N. M., in June of 1948. He has two children and his hobby is baseball.

We're Proud To Be A Part Of A Growing Community

WE ARE TRULY AMAZED WITH YOUR INTEREST IN US

The Muleshoe Motor Company was first organized Oct., 15, 1927, by Neil Rockey. March 15, 1953 Mr. Rockey sold the establishment to Landrum H. Jones. The company is presently employing fourteen employees, and is managed by Raymond R. Maynard. The Muleshoe Motor is the dealer in this area for Ford automobiles and trucks. It features a complete body and paint shop, expert automotive repairs, Firestone tires and tubes, genuine Ford parts, Texaco products, and washing and lubrication.



Jilmar C. "Brownie" Braune was born in Taylor County, near Abilene, June 30, 1912. Brownie came to Muleshoe about 6 years ago and has been associated with the Muleshoe Motor Co., as a mechanic since that time. He was married in Merkel, Tex., April 17, 1932 and has two children, both girls.



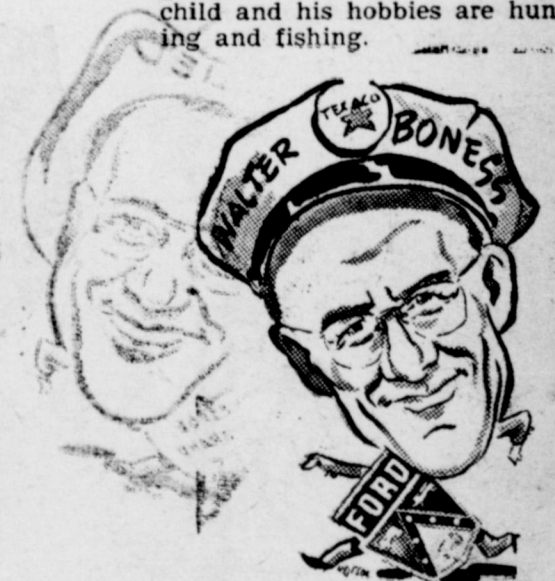
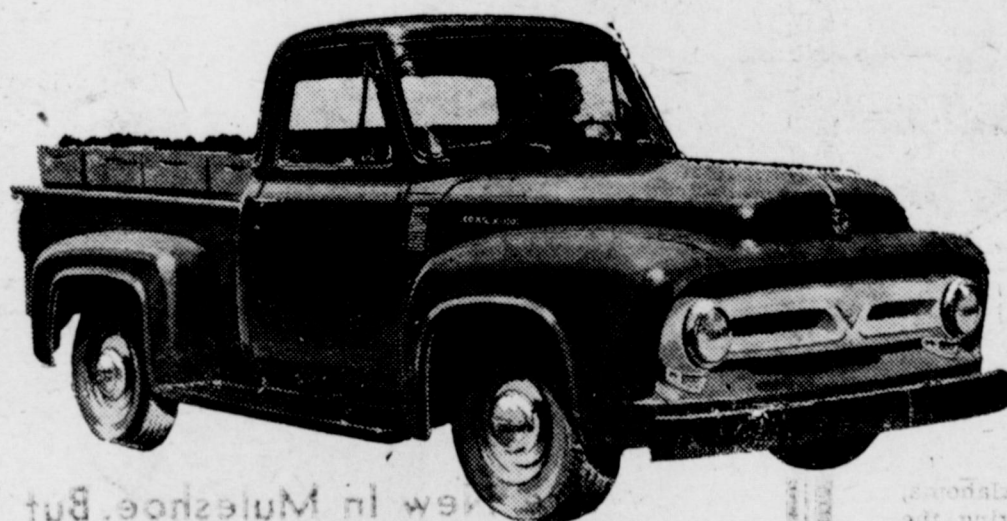
August Ray "Edd" Edmiston was born in Sonora, Tex., Feb. 5, 1916. He came to Muleshoe Nov. 5, 1945 and has been with the Company as Service Manager since that time. He was married in San Angelo, Tex., in 1942. He has one child and his hobbies are hunting and fishing.



J. W. "Shorty" Holmes was born in Abilene, April 12, 1910. He came to Muleshoe July 31, 1932. He has been with the Muleshoe Motor Co. four years and holds the position of mechanic. He was married in Abilene, Oct. 21, 1931. He has four children, and his hobby is fishing.

Welcome VISITORS

TO THE WILL ROGERS RODEO AND ROUND-UP



Walter Fred "Walt" Boness was born in Marsallia, Ill., Nov. 23, 1899. He came to Muleshoe in 1948, and has been with the Muleshoe Motor Co. since May of that year. He holds the position of station operator. He was married in N. M., in 1931, and has one girl, Walter Marie Boness. His hobby is baseball.



Herron W. Washington was born in Corsicana, Tex., Feb. 19, 1916, and came to Muleshoe in December of 1947. Herron has been with the Muleshoe Motor Co., about 7 years and is in the washing and lubrication department of the firm. He was married in Dallas June 4, 1949 and has six children. His hobbies include fishing.



Manuel Vicente Maestos was born in Snyder, May 5, 1930. He came to Muleshoe in the early part of 1948, and has been with the Muleshoe Motor Co., since coming here. He is in the wash and lubrication dept. He is single and his hobby is fishing.

Muleshoe Motor Co.

DISTRIBUTORS OF FORD AUTOMOBILES AND TRUCKS



Leslie R. Testerman was born in Denton County, Tex., near Denton July 11, 1905. He came to Muleshoe in March of 1947, and is a station operator for the Muleshoe Motor Co. He has been with them for about five years. He was married Dec., 1931 in Denton. He has no children and his hobby is baseball.



Cecil Edgar "Junior" Mills was born in Morton, Jan. 14, 1928. He came to Muleshoe in August of 1952. He works in the Paint and Body shop of the Muleshoe Motor Co., and has been there since May of 1953. He was married in Portales, N. M., in 1951 and has three children. His hobby is fishing.



We've Been GROWING with MULESHOE



JAMES CROW
James Arthur Crow was born in Abernathy, Texas July 14, 1928. James came to the firm in March of 1948 and is employed as a salesman for the C & H Chevrolet Co. James was married in Portales, New Mexico in May of 1946. He has one child, Vickie, 3 years old. His hobbies are boating and fishing.



Arthur Crow started with Chevrolet in Sudan in December, 1939. Organized the C & H Chevrolet in Muleshoe March 1, 1941. Born in Tecumseh, Okla., Sept. 29, 1896. Schooled in Abernathy and Antioch, Texas. Tyler Commercial College, Tyler, Texas. Married Lavina Jackson in Abernathy, Texas on July 2, 1927. Has two sons, James Crow, New and Used Car Manager and Second Lt. John Crow, United States Army Transportation Division.



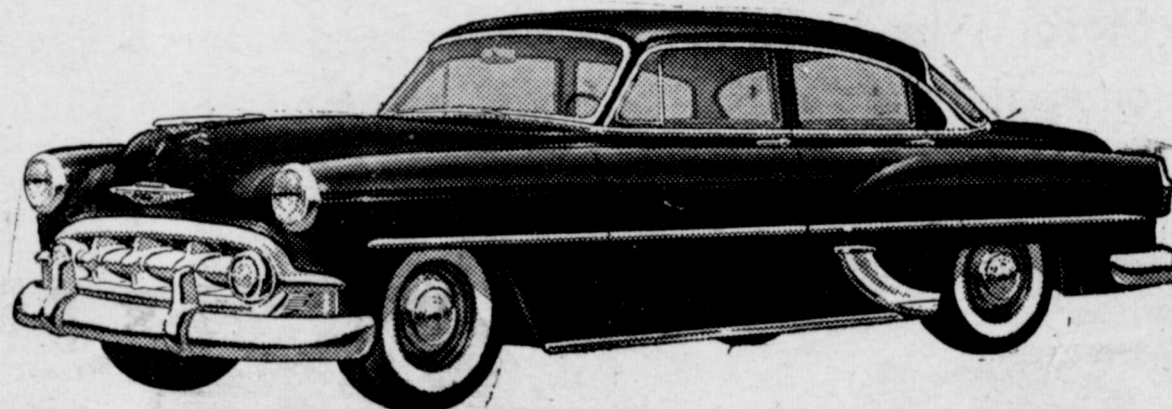
CECIL GWIN
David Cecil Gwin was born in Rule, Texas, Feb. 7, 1924. He came to Muleshoe about 1950 and went to work for C & H Chevrolet during the same year. His present position with the firm is Parts Manager. David was married in Portales, New Mexico, July 2, 1946 and has two children.



VELMA JONES
Velma S. Jones was born in Gould, Okla. and came to Muleshoe in 1940. She holds the position of bookkeeper with C & H and has been with them for four months. She was married in Muleshoe in October of 1941 and has one child.

The C & H Chevrolet Co. was organized by Arthur Crow in March of 1941. The original business site was located about a block south of the light on the Morton Hiway. The business was moved to its present location and occupied a tin building where the used car lot is now. The service department building was put up in 1947 and the show room and offices were finished during 1950. The C & H Chevrolet building is one of the finest buildings on main street.

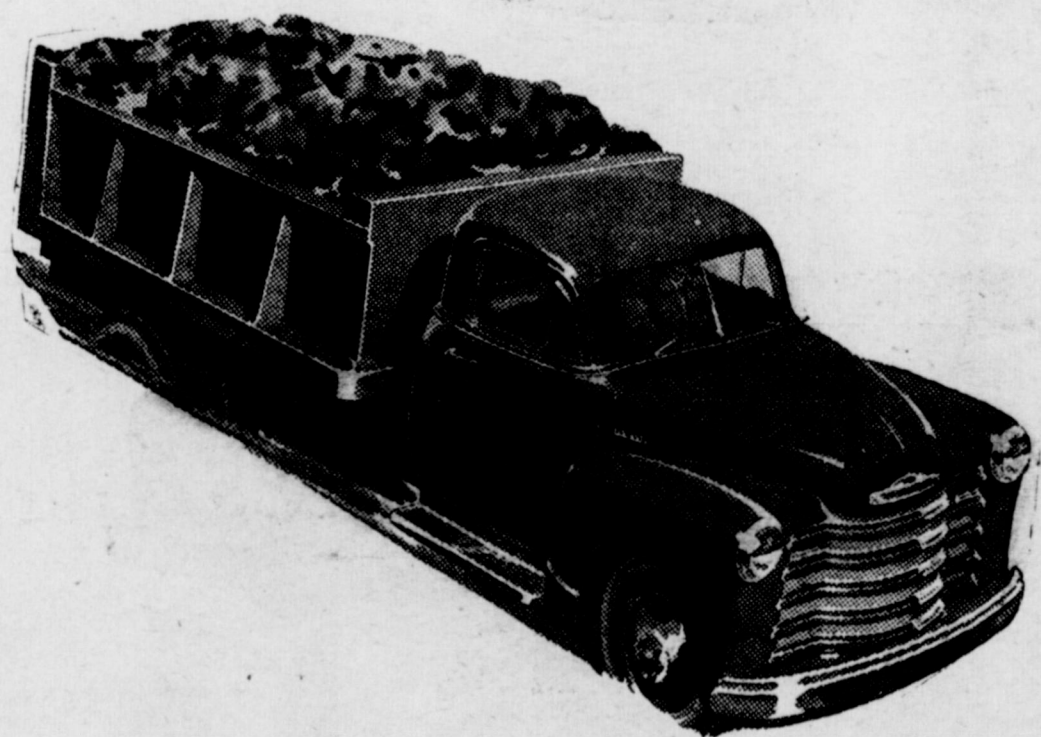
We Are Justly Proud Of Everyone Of These People Who Help Make Up An Efficient, Pleasant Organization



CLINT BUSBY
Clint Busby was born in Callahan County, Texas on April 1, 1910, and came to Muleshoe in Feb., 1930. He has been with C & H Chevrolet for the past 13 months as a mechanic. Clint was married July 4th, 1934 in Stephenville, Texas and has one child.



LEE SANDERS
M. Lee Sanders was born in Oklahoma in 1914, and came to Muleshoe in June of 1952. He has been with C & H since October of 1952 and is an automobile salesman. Lee was married in Tahoka, Texas in 1936 and has one child.



BE SURE AND SEE THE NEW '53 CHEVROLET BEFORE YOU BUY!



IKEY BAYLESS
Ikey Bayless was born in Muleshoe in 1925 and has lived here since birth. He has been with C & H for about 5 years and is now an accessory man. Ikey married in Portales in 1943 and has one child. His hobby is roping.



CLINT GARLINGTON
Clinton William Garlington was born in Arkansas on April 14, 1912. He came to Muleshoe in 1950. He has been in the employ of C & H as a mechanic for the last two months. Clint was married in New Mexico Aug. 12, 1939, and has four children.

Welcome Visitors!
To The Annual Will Rogers Rodeo & Round - up



BENNY MAESTAS
Juan Pablo Benito Maestas was born in Pastura, New Mexico in the year 1934. He came to Muleshoe about a year ago and is now employed at C & H as a car washer. Juan is single.



ROY BAYLESS
Roy Lee Bayless was born in Cisco, Texas May 15, 1896. Roy came to Muleshoe during 1924 and is now Service Manager for C & H Chevrolet. He has been in the employ of the company since 1941. He was married in Crosby County in 1917, has four children and his hobby is roping.

C & H CHEVROLET

WILL ROGERS Memorial ROUND-UP

Muleshoe, Texas

AUG. 13-14-15



The Muleshoe Journal

DEDICATED TO THE PROGRESS AND DEVELOPMENT OF BAILEY COUNTY AND THE GREAT MULESHOE COUNTRY

VOLUME 31, NUMBER 34

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, AUGUST 13, 1953

OUR YESTERDAYS

May 10, 1934 Issue — YOUNG PEOPLE HONORED

The Muleshoe school teachers sponsored a shower for Miss Beth Mardis and Coy Burkhead at the home of Mr. and Mrs. W. B. McAdams Tuesday evening. Miss Mardis and Mr. Burkhead are to be married in the near future. Miss Mardis is a teacher in the grammar school here.

LOCAL HAPPENINGS

W. B. McAdams is driving a new Plymouth automobile which he purchased Thursday of last week through the Arnold Morris Agency here.

Dr. and Mrs. A. E. Lewis, Attorney and Mrs. Cecil Tate and son, Miss Lu Howard and Miss Dearing spent Sunday at Silver Falls, near Crosbyton.

Miss Verbie Griffiths returned Sunday from Abernathy where she has been visiting her parents. She accepted her position back at the Motheral Cafe and went to work Monday morning.

Arnold Morris, accompanied by his wife, made a business trip to Amarillo Thursday of last week.

Mr. and Mrs. Gilbert Wollard and Eunice Tasfinder, visited friends and relatives at Post Sunday.

Misses Marie Busby and Anna Margaret Hart spent the weekend at Clovis, N. M., visiting Miss Cecilia Westerfield. They returned to Muleshoe Sunday afternoon.

Roundup Here Has Very Interesting History

Annual Affair Founded In 1951

In the early summer of 1951, a group of members of the Muleshoe Roping Club appeared before the directors of the Muleshoe Chamber of Commerce and asked for help. The Roping Club had been going along with a small community rodeo for several years

before that; the event was nice, they had a good program, but they didn't have the crowds they wanted, they didn't have the arena and seating capacity they wanted. They wanted, they said to build the rodeo into something bigger and better.

The Roping Club boys told the Chamber directors they wanted to have a two day affair, an event that would have a territory wide appeal for people of all the area.

The directors considered the request and then ordered the then manager, Al Hall, to go all out in supporting the roping club to build the annual event into something more important than a community rodeo.

Hall went into high gear. In a few days he had what he called a "steering committee", composed of two members from

the Rotary Club, the Lions Club, the JayCees, the Chamber of Commerce and the Roping Club. This committee began daily meetings and started to map their plans.

They thought it ought to be called something besides the Muleshoe Rodeo and began to beat their brains to find a name for it, and went so far as to offer a prize, and published this in The Journal, for a name for the planned two day event.

One day the committee was meeting in the office of the National Alfalfa Milling & Dehydrating Co., here and Hall said: "I want to get the opinions of this group on a name that has been suggested for the coming Muleshoe event. Lloyd Alsop has suggested a name for it. He didn't send it in writing, but rather gave me his idea in pri-

ivate, least the suggestion prove to be unacceptable. Lloyd suggested we call our event "The Will Rogers Memorial Roundup."

Everybody present thought this was the idea, the name they had been searching for. The name was adopted and immediately began to get publicity because of the name. The name was not inappropriate, for the people here sincerely wanted to honor the memory of a great American, for whom they felt a close relation because of the fact that he used to visit on nearby ranches almost every summer.

The coming event, August 13, 14 and 15, will be the third holding of the Will Rogers Memorial Roundup in Muleshoe.

In the first event, the people turned out and put together in a few days a truly spectacular

parade. It must have three miles long or longer and several hundred horses and riders showed up. The merchants and organizations got together some sensational floats, the rodeo was crowded at both performances and a good time was had by all.

At an inter-club luncheon, held in the Legion Home, 250 persons ate barbecue and the trimmings and the inimitable Cal Farley of Amarillo was the principal speaker.

A good time was had by all at this event, but the steering committee went out after bigger things and the 1952 event covered three days. Big crowds attended the rodeo performances and the parade was bigger and better. The Roping Club had added a large seating section to accommodate the bigger crowds.

The Will Rogers Memorial Roundup furnishes an opportunity for the entire community, individuals, clubs, business people, officials—everybody to work together once a year to bring to the people of the territory a fine entertainment.

This event this year has been in planning for several months. The steering committee idea still persists, and is composed of representatives of several clubs and organizations. Curtis Wellborn has served as steering committee chairman this year, he being a representative of the Lions Club.

From the May 4, 1934 issue of The Journal: OPEN GARAGE HERE

Frank Lee and Noah Kinser, experienced mechanics, formerly of Snyder, Okla., are this week opening a garage in the rear of the Texaco filling station on Main Street. They have moved their families here and will make this their future home. They announce that they will repair all makes of cars.

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Paul D. Scott was born in Dodson, Tex., July 21, 1922, and came to Muleshoe as manager of the Paymaster Gin and Elevator Aug. 1, 1952. Paul was married in Lubbock, Tex. Oct. 7, 1943, and has two children, both girls. His hobby is all types of sports.

GROWING

WITH A PROGRESSIVE COMMUNITY

The Paymaster Gin and Elevator of Muleshoe is part of an organization that is world wide in scope. The Paymaster Company purchased the present gin from the Amarillo Oil Mill in 1951. The management announces that it is in the process of installing all new equipment and will be in operation before the ginning season starts. Watch for announcement of date of completion.

WELCOME VISITORS!

TO THE WILL ROGERS ROUND-UP & RODEO



Pauline "Polly" Tunnell was born in Texico, N. M., Oct. 6, 1931 and came to Muleshoe in Jan. of 1940. She is bookkeeper for the Paymaster Gin and Elevator and has been with the firm about two years. She was married in Farwell, Tex., June 8, 1948 and has two boys. Her hobby is sewing.

WE'RE PROUD OF OUR SHARE IN HELPING IN THE GROWTH OF MULESHOE



Tom E. Hunke was born near Enid, Okla., and he came to Muleshoe Nov. of 1949. He is a partner in the Hunke Electric Co., and has been with the firm since he came here in 1949. He was married in Chicago, Ill., Nov. 24, 1947. Tom's hobby is electricity.

Hunke's Electric was organized in November of 1949, and originally was an Electrical Contracting firm. Now they sell musical instruments, sheet music, and records. They also sell ceramics.

They are presently two employees of the firm.

Lily Y. Hunke was born in Chicago, Ill., and came to Muleshoe in Nov., of 1949. She is co-owner of the Hunke Electric and has been with them since the firm was organized in 1949. She was married in Chicago, Ill., Nov. 24, 1947, and her hobby is music.



HUNKE'S MUSIC AND ELECTRIC SHOP



W. M. "Hap" Daniell was born in Navada County, Ark., Nov. 25, 1902, and came to Muleshoe in Aug. of 1949. He holds the position as a ginner with the Paymaster Gin and Elevator and has been with the firm since it was owned by the Amarillo Oil Co. He was married on March 13, 1951, and his hobby is fishing.



Alex J. Barnhill was born in Pillsbury County, Sept. 16, 1897, and came to Muleshoe in Sept. of 1946. He is the elevator operator for the Paymaster Gin and Elevator organization, and has been at the elevator since July of 1947. He is single and his hobby is baseball.



J. C. Kates was born in Idabel, Okla., April 28, 1924 and came to Muleshoe in the early part of 1949. He has been a ginner at the Paymaster Gin and Elevator since 1949. He was married in Memphis, Tex., Feb. 16, 1942. His hobby is fishing.

PAYMASTER

GIN AND ELEVATOR

We Hereby Volunteer To Be The Principals In The PUBLIC WEDDING CEREMONY

During Will Rogers Roundup

Mr. _____
 Miss _____
 Address _____

WE WELCOME YOU



TO THE WILL ROGERS MEMORIAL ROUND-UP AND RODEO

Mary E. Reed was born in Westbrook, April 2, 1913. She came to Muleshoe July 1, 1952. She is co-owner and manager of the Muleshoe Floral, and has been with this firm since July 1, 1952. She was married in Brady, Oct. 6, 1934, and has one child, Marie Reed. Her hobbies are bridge and fishing.

MULESHOE FLORAL



Travis E. Reed was born in Brady, April 29, 1910. He came to Muleshoe July 1, 1952, and since that time has been co-owner and manager of the Muleshoe Funeral Home. He was married in Brady, Oct. 6, 1934. He has one child, and his hobbies are football, baseball and horse racing.

MULESHOE FUNERAL

MASSEY-HARRIS

Helping To Develop A Growing Agricultural Area



Alex T. Wilkins was born in Hale County, Texas, July 7, 1915. He came to Muleshoe in Jan. of 1950, and has been with the Texas Machinery Co., since that time. He holds the position of manager. He was married in Amarillo, July 7, 1934, and has three children, John, Nancy Jane, and Ken. His hobby is fishing.

The Texas Machinery Company was organized in 1948 by E. C. Armstrong of Clovis, N. M., who is the owner. Texas Machinery serves this area with Massey-Harris Farm Equipment. This is part of an organization which controls three dealerships, Clovis, Muleshoe, and Portales. The company had its beginning in Clovis, N. M., and later expanded to Muleshoe, and Portales, N. M.

Welcome Visitors To The Will Rogers Rodeo

TEXAS MACHINERY COMPANY

Muleshoe Texas



Zelma Newton Burris was born in Pontotoc, Okla., Mar. 8, 1900. He came to Muleshoe Dec. 15, 1934. He has been in the employ of the Texas Machinery Co., since June 4, 1953 as a mechanic. He was married Oct. 19, 1923 in Wapanucka, Oklahoma. He has 4 children, Bobby, Horace, Floyd, and Hermon. His hobbies are hunting and fishing.

Many Prizes In Special Events For Roundup

There will be many valuable prizes for winners in several events during the Will Rogers Memorial Roundup this year, and it will pay readers to skim through the list below and see what's going on.

O. C. Jones and Ernest Kerr, who are in charge of these special events this year, have announced the following events and prizes:

1. Largest family (children living at home) attending the Roundup — Bill of groceries, \$25., Cashway Grocery
 2. The person or family traveling longest distance to attend the Roundup — 10 gals. gasoline. "Blondie" Ray's Service Station.
 3. Most unique type of transportation other than floats in the parade — Passes to rodeo for family, one performance, Rodeo Association.
 4. Ugliest man attending Roundup — Shave and haircut, Lud Taylor Shop.
 5. Best impersonation of a tramp in the parade — T-bone Steak, Muleshoe Cafe.
 6. Best amateur clown in the parade — \$5 in mdse. — Western Drug.
 7. Best groomed beard — 10 mdse. certificate, J. C.'s.
 8. There will be prizes galore for the young couple who will be married in a public ceremony immediately following the parade. Address P. O. Box 846, Muleshoe in this event. Fill out application blank published in this paper.
- All entries in above events must be registered at C of C. office by 2:00 p. m., August 13.

CHRISTIAN SCIENCE SERVICES

The Lesson-Sermon entitled "Soul" to be read next Sunday in Christian Science churches brings out the special significance of the word "soul" as used in Christian Science. Mary Baker Eddy, in explanation of this usage, wrote in "Science and Health with Key to the Scriptures" (p. 482): "Human thought has adulterated the meaning of the word soul through the hypothesis that soul is both an evil and a good intelligence, resident in matter. The proper use of the

word soul can always be gained by substituting the word God, where the deific meaning is required. In other cases, use the word sense, and you will have the scientific signification."

Gaining a better understanding of God and man's relation to Him results in joyous progress in daily affairs, according to the Lesson-Sermon. This verse from I Chronicles will be included: "Is not the Lord your God with you? and hath he not given you rest on every side? . . . Now set your heart and your soul to seek the Lord your God" (22:18, 19).



Deward Lelan "D. L." Morrison was born in Blair, Texas, Feb. 1, 1913. He came to Muleshoe in March of 1947. D. L. has been with the firm since May of 1952, and holds the position of manager. He was married in Slaton, Oct. 28, 1933, and has five children.



James J. Burkhead was born in Morris County, March 3, 1914. He came to Muleshoe the Second of February, 1930. James has been with Morrison Motor Co. since Feb. 9, 1953, and is bookkeeper. He was married December 25, 1933, here in Muleshoe. He has two children.



Homer U. Ary was born Oct. 16, 1908, in Headner, Okla. He came to Muleshoe in Sept. of 1952, and time. He is shop foreman. Homer was married May 1, 1927, in Headner, Okla. He has three girls and one boy. His hobbies are fishing and hunting.

Today's Meditation

In him was life; and the life was the light of men. (John 1:4). Read I Peter 1:3-9.

For the first time, a youth new in the faith witnessed to Christ. "Everything was dark," he said. "I had no joy in life. Now I know Jesus, and He is the Light of life."

This young man was a Chinese apprentice, working long hours, even into the night. When he could, he came to the night school taught by young members of the local church. Although as a child in China he had heard of Jesus, it was in Borneo that

he accepted the Master. Jesus not only brings joy into his life but also sends him out to carry the Master's love and joy to others. On weekdays, at dawn, he gets up and goes marking for the children's home recently opened in Sib. On Sundays he helps in church services and goes out with other youth to bear the message of the loving God to hospital patients and to people in rural areas.

Do we daily rejoice in the Christian way of life as the young man rejoices in it? Do we share our joy with others as he does his?

PRAYER
 Father, we thank Thee for the

joy Thou has brought into life through Thy Son. Open our eyes to those who stumble in darkness and doubt. Help us to lead them to Thy light and share with them the life abundant. In His name. Amen.

THOUGHT FOR THE DAY
 My joy in the faith increases as I share it.
 Muriel C. Pilley (Boreno).

WERE GUESTS HERE

Mr. J. T. Harding of Lubbock, brother of Mrs. R. J. Klump, and her brother-in-law, Mr. H. H. Carlyle, are spending a few days in the home of Judge and Mrs. Klump.

GROWING WITH MULESHOE

W. T. "Bill" Millen was born in Wymore, Neb., March 9, 1914, and could hardly wait until he could get to good old Muleshoe, Texas. He got here in December of 1914. Bill is owner of the Millen Produce Co. and has been with it since it started. He was married May 28, 1938, in Clovis, N. M., and has five children, four girls and one boy. His hobby is photography.

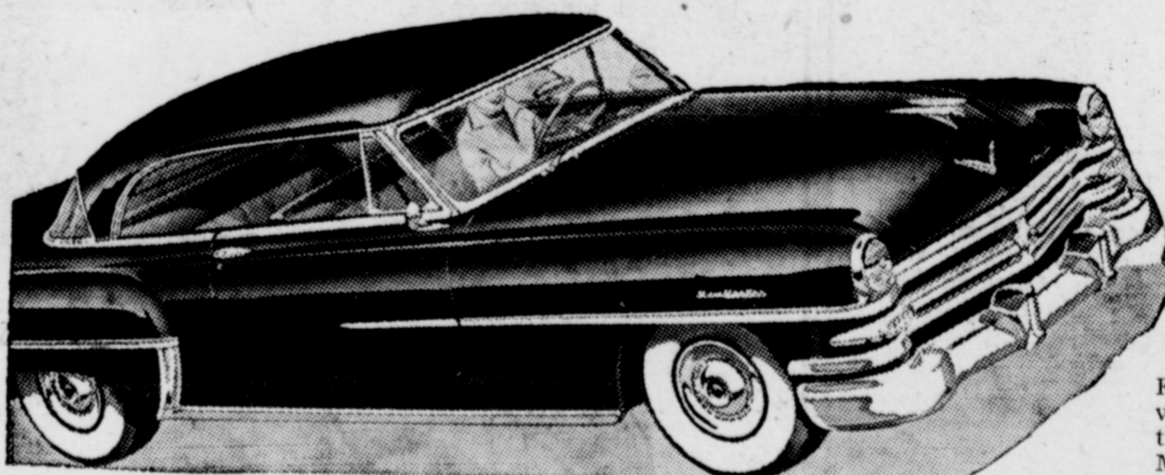


Bill and Charlie were one of the first to process potatoes in the Muleshoe area. In 1945 they built the shed and processing plant. Millen bought Barrett out in 1948. The plant processes potatoes and onions.

W. T. "Bill" MILLEN PRODUCE

CHRYSLER PRODUCTS

IMPORTANT TO THE GROWTH OF ANY COMMUNITY. WE'RE PLEASED TO SHARE IN THE GROWTH AND PROGRESS OF MULESHOE



The original firm of the Morrison Motor Company was started in 1948, by Herb Covin and was located on the corner of West 5th street and the Morton highway. D. L. Morrison and Carroll Goss bought out Covin May 19, 1952, and have since built the present building, which is located on the Plainview highway. They moved into the new building in May of this year. Morrison Motor serves the area with Chrysler products. There are presently 10 employees here.

WELCOME

To All Who Visit Muleshoe During The Will Rogers Memorial Round-Up And Rodeo.

MORRISON MOTOR Co.

Muleshoe, Texas



Carroll Wayne "Fuzzy" Goss was born in Mena, Ark., in 1905. He moved to Muleshoe Jan. 5, 1930. He is Co-owner of the firm and has been with us since May 19, 1952. He was married in Paducah in the month of Oct., 1924. He has four children, three boys and one girl. His hobby is baseball.



Frank W. "Poncho" Matthews was born in Paducah, Texas, in the year of 1923. He came to Muleshoe in 1946. He is parts manager and has been with the firm since May 19, 1952. "Poncho" was married in Ft. Worth in 1946. His hobbies are hunting and fishing.



Jay Wyer was born in Bagley, Iowa, in the year of 1885. He holds the position of mechanic with the Morrison Motor, and has been with them since Dec., 1952. Jay was married in Shamrock in 1923, and has two children. He says he doesn't have a hobby.

E. R. Hart Company

Serving The Muleshoe Trade Territory Since 1914



Houston Hart was born in Kansas City, Kans., March 22, 1919. He came to Muleshoe the same year and has lived here all his life. He is the owner of the E. R. Hart Company, and has worked there for about 37 years. He was married in Lordsburg, N. M. June 4, 1939. He has two children and his hobby is golf.



Arnold Edwin Alcorn was born in Mineral Wells, Oct. 5, 1913. He came to Muleshoe March 1, 1951, and holds the position of clerk at the Hart Company. He was married July 18, 1953. Says he doesn't have any hobbies.

The E. R. Hart Company was organized in 1914 by Mr. E. R. Hart. Then, it was known as the Houston Hart Lumber Co. The firm went by that name until 1926, when Mr. Hart purchased the Bennett Mfg. Co., and the Panhandle Lumber Co., and consolidated all three businesses. This corporation was dissolved in 1941, and became individually owned by Mr. Hart. After Mr. Hart's death, the company was operated as an estate until December 1, 1951, when it was purchased by Houston and Edwin "Bill" Hart.

At present the E. R. Hart Company has twelve employees, and is one of the finest hardware and furniture stores anywhere in this vicinity. This company furnishes the people of the surrounding territory the finest in furniture, hardware, water and farm supplies.



Mary Bell Mardis was born in Vernon, Tex., December 2, 1928. She came to Muleshoe Feb. of 1952. She is employed as bookkeeper by the E. R. Hart Company, and has worked for them since April, 1952. She was married in Vernon, Sept. 3, 1950.



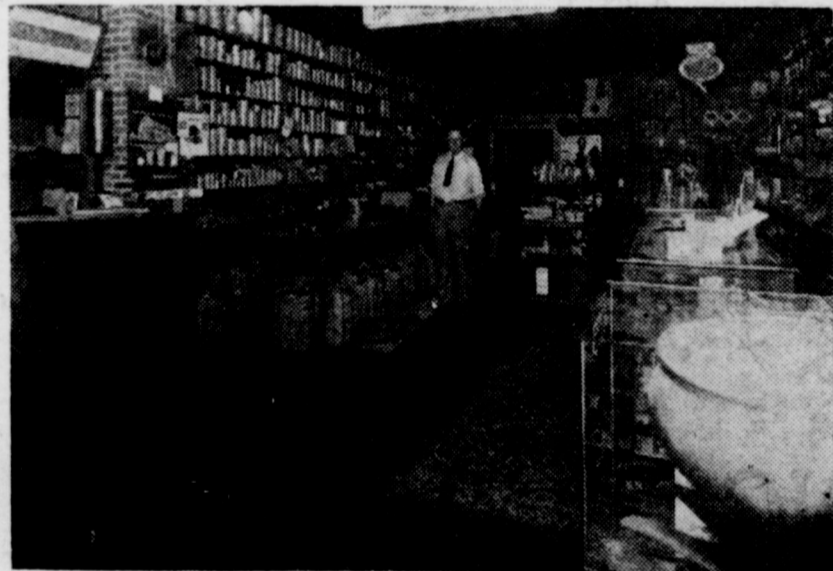
E. W. "Tuck" Tucker was born April 3, 1926 in Bomarton, Texas. He came to Muleshoe November of 1946. He has been with the E. R. Hart Company three and one half years, and holds the position of clerk. He was married May 2, 1949, and has two children. His hobby is working.

Bringing The Folks Of The Area These Famous Brands

- KELVINATOR APPLIANCES
- BENDIX WASHERS
- EMERSON TELEVISION
- BERKLEY PUMPS
- EVERSMAN EQUIPMENT
- FRANCISCAN CHINA
- ENGLANDER MATTRESSES



Lorraine Elizabeth "Lou" Green was born in Oglesby, on March 20, of the year 1910. She came to Muleshoe Sept., 1946. She has been in the employ of the Hart Company as a clerk since May 15, 1953. She was married Sept. 24, 1927, and has one child.



E. R. HART COMPANY STORE AS IT LOOKED IN 1925

Shown above is the late E. R. Hart standing in his store as it looked in 1925. The store was located on the corner where now is the Muleshoe Motor Company.



E. R. HART COMPANY AS IT IS TODAY

Shown above is the modern new building where the E. R. Hart Company is now located. It is one of the finest stores in the area and its stocks are complete in every way. Like in the old days, people come from far away to trade here.



Byron Griffiths was born Jan. 1, 1898 in Leonard, Texas. He came to Muleshoe in January of the year 1922, and since that time has been in the employ of the Hart Company. He holds the position of manager. He was married in Tucumcari, N. M., January 14, 1924. His hobby is records.



R. G. "Bob" Horsley was born in Range County, Texas, Oct. 22, 1888. He came to Muleshoe in March of 1932, and the next year acquired a position with the Hart Company. He was married in Emry, Nov., 1921, and has six children.



Ottis Lee Blaylock was born in Swisher County, Nov. 17, 1907. He came to Muleshoe in 1943, and is employed as Berkley Pump man. He has worked at Hart's for the last ten years. He was married in Wellington, Dec. 30, 1930, and has five children.



James H. "Jack" Lancaster was born in Rusk County, Texas, March 14, 1907. He came to Muleshoe March 5, 1953, and since that time has been employed with the Hart Company as assistant well man. He was married in Wellington April 9, 1928, and has two children.



William Lewis Blaylock was born at Maple, Feb. 12, 1936. He came to Muleshoe in 1943, and has been employed at the Hart Co. as Janitor since December of 1952. He is single, and his hobby is airplane modeling.



IT HAPPENED IN 1925

They had a crowd for a Trades Day Drawing in Muleshoe 28 years ago, as is proved by this picture. The crowd is gathered around the M. P. Smith store for a drawing in which Smith gave away a Ford automobile. Mrs. Otto Areider was the lucky person. Note in the background that there wasn't much here in 1925.

Mrs. Adams Hosts Philathea Circle

The Philathea Circle met Thursday, August 6, with Mrs. J. K. Adams.

The meeting opened with a prayer led by Mrs. Hanks. Theresa Edwards called the meeting to order in the absence of the president, and Fern Antrey gave the program for the day, which

was on "Leprosy." Refreshments of peach ice cream were served to the following:

Mrs. H. W. Hanks and Mary Nell, Mmes. Della Mitchell, Gladys Black, Helen Gardner, Theresa Edwards, Mildred McReynolds, Dorothy Wyer, Fern Antrey, Gene Allison, Charlene Bickel, and Margaret Adams, the hostess.

OUR YESTERDAYS

(Items taken from old files of The Journal)

JUNE 24, 1934 ISSUE

Mr. and Mrs. Harold Wyer and Cloyd Skeeters visited her parents, Mr. and Mrs. Morgan, at Hereford Sunday.

Mr. and Mrs. Bill Collins and daughter Billy Margaret, Mr. and Mrs. Vern Bearden, and Eddie Glass were Sudan visitors Sunday evening.

Misses Mary and Irma Willis, Clyde Holt and Farrell Little attended the movies in Clovis, N. M., Sunday afternoon.

Mr. and Mrs. Joe Damron and children returned Sunday afternoon from Bryson, Wichita Falls, Comanche, and Oklahoma City, Okla., where they have been on a vacation trip for the past week visiting relatives and friends.

Mr. and Mrs. Clay Beavers accompanied by their daughter, Adella, and son, Billy, made a trip to Amarillo Tuesday. Billy remained for a visit with his aunt there.

Neil Rockey and R. B. Canfield transacted business at Sudan Monday afternoon.

Pat Bobo, Jim Cook, John Lacey, and Jess Osborn went to Amarillo Monday to attend the political speaking of Senator Clint Small, candidate for governor of Texas.

FROM THE ISSUE OF AUGUST 4, 1934

Dr. A. E. Lewis spent the weekend in Abilene visiting his wife and new son.

Miss Elizabeth Harden, deputy county clerk, left Wednesday of last week for Electra, where she will visit relatives and friends.

Mr. and Mrs. Byron Griffiths made a business trip to Ft. Sumner, N. M., Monday to bring back some fruit.

Mr. and Mrs. Harold Griffiths, and daughter, Mr. and Mrs. Sylvan Robinson and baby, and Dean Stevens, returned Thursday afternoon of last week from a vacation and sight-seeing trip to Colorado and New Mexico.

Mr. and Mrs. Collins Beatty, of Canyon, visited in Muleshoe over the weekend with Mr. Beatty's sisters, Mrs. A. E. Lewis and Miss Lucille Beatty. Mr. and Mrs. Beatty are attending West Texas State Teachers College at Canyon.

PAVEMENT PICKUPS

(From same issue) Miram Pool says if they are going to change the calendar he would be in favor of putting in another month between tax-paying periods.

Relief director Pat Bobo says he discovered some time ago that the old adage "Man wants but little below" is all hokey.

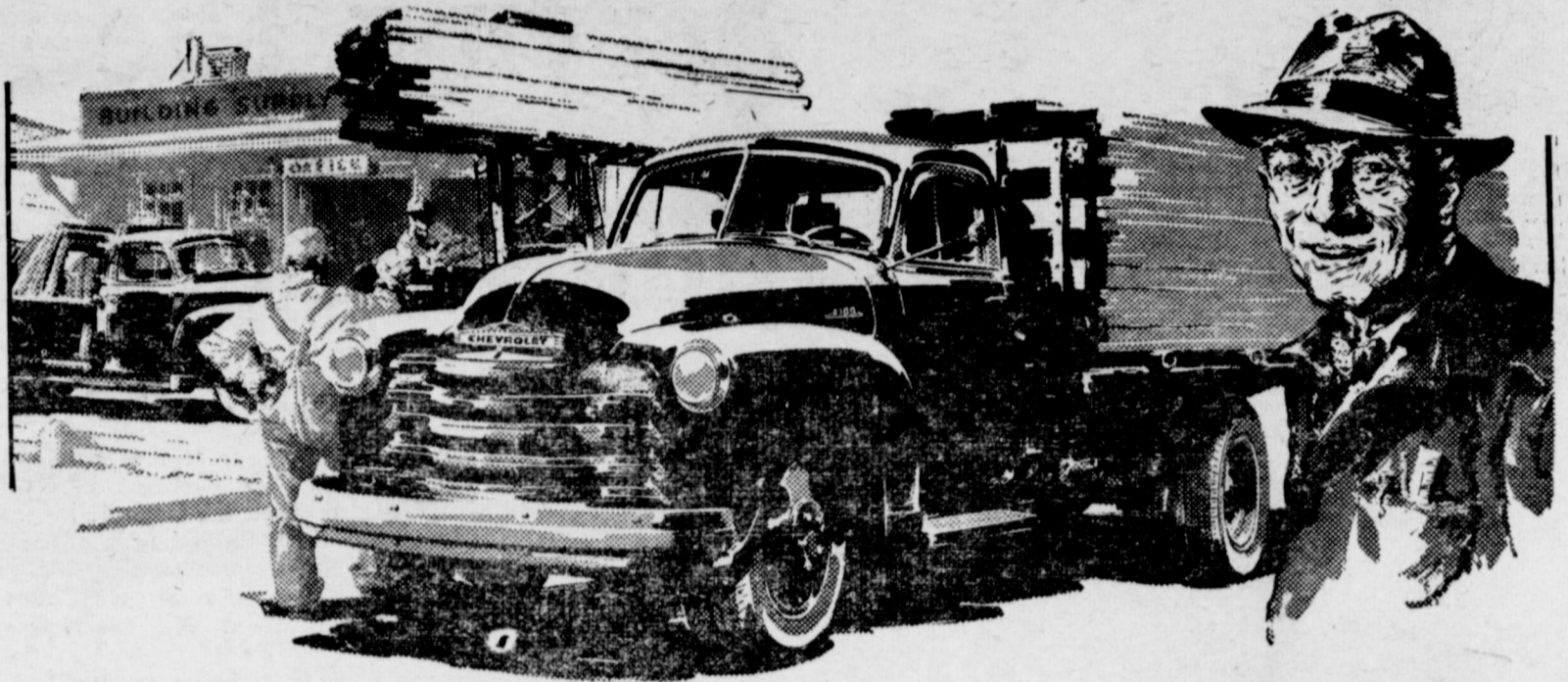
Julian Lenau says of all the magazines he sells from his stand, campaign fiction is the best seller, but he don't make much profit on such sales because they are so cheap.

Rufus Gilbreath explains that the advanced prices of sardines is due to the Atlantic ocean drying up.

John Benson, noted Esquimox citizen of Muleshoe is responsible for the statement that the greatest war song ever written is "Here Comes The Bride."

It's certainly plain to see...

Chevrolet trucks must be the best buy!



This year again—for the 12th straight production year—truck users are buying more Chevrolet trucks than any other make. It's plain to see that Chevrolet trucks out-sell all others because they out-value all others!

For the best buy - buy now!

HEAR UP-TO-THE-MINUTE NEWS AROUND THE CLOCK
Every Saturday and Sunday • ABC Radio Network

When truck users show a continued preference for one particular make of truck, you can be sure that preference is based on a single sound reason: *It's the best buy!*



Year after year, truck users in every field show a clear-cut preference for Chevrolet trucks by buying more of them than any other make.

Why not drop in and see why so many more truck buyers choose Chevrolet? You'll find, as they have, that Chevrolet trucks offer more of the features and advantages you want... more solid value in every way... yet it's the lowest-priced truck line of all!

C. & H. CHEVROLET CO.
MULESHOE, TEXAS

Stop Taking Harsh Drugs for Constipation

Avoid Intestinal Ups! Get Relief This Gentle Vegetable Laxative Way!

For constipation, never take harsh drugs. They cause brutal cramps and griping, disrupt normal bowel action, make repeated doses seem needed.

Get sure but gentle relief when you are temporarily constipated. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, one of the finest natural vegetable laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, gives gentle, comfortable, satisfying relief for every member of the family. Helps you get "on schedule" without repeated doses. Even relieves stomach sourness that constipation often brings.

Buy Dr. Caldwell's 30¢ size today. Money back if not satisfied. Mail bottle to Box 260, New York 18, N. Y.

Name your trade-in price on a new

DODGE "Job Rated" TRUCK

Tell us how much you want for your present truck in trade on a new Dodge! We'll do our best to meet your price! Act now! No cost! No obligation!

For a real trade on a new Dodge truck, try this!

Just decide what your present truck is worth. Write this figure on the "Appraisal Form" below. Add your name and address, mail form to us. We'll do our level best to meet your price. If we can, you've got a real deal! If we can't, there is no obligation! Mail "Appraisal Form" today!

Mail us this APPRAISAL FORM now!

(or, phone in the information).

I have a _____ truck, in _____ (year, make, model) condition. I think it is worth \$ _____ (good, fair, poor) in a trade. I understand that you are not obligated to meet this price, nor am I obligated to accept it.

Name _____

Mailing Address _____

Arnold Morris Auto Co.

PHONE 7150 MULESHOE



Homer Shelton, Jr., "Sandy" Sanders was born in Howland, Tex., Oct. 2, 1917, and came to Muleshoe Oct. 21, 1945. He is co-owner and manager of the Willson and Sanders Lumber Co., and has been with the firm since 1945. He was married in Paris, France, June 9, 1945, and has one son. His hobby is gardening.



Harold Jerome Wyer was born in Green County, Iowa, March 21, 1900, and came to Muleshoe June 7, 1927. He is bookkeeper at Willson and Sanders and has been with the firm since Jan. 1, 1948. He was married in Shamrock, Tex., Jan. 23, 1925.



Kay Sanders was born in Calgary Alberta, Canada Jan. 22, 1905 and came to Muleshoe Oct. 26, 1945. She is clerk with the Willson and Sanders Lbr. Co., and has been working for them since Jan. of this year. She married Homer Sanders, Jr., in Paris, France, June 9, 1945. Her hobby is photography and gardening.

BUILDING A BIGGER AND BETTER MULESHOE OUR GOAL!

The Willson and Sanders Lumber Company was first organized January 1, 1945 by H. S. Sanders, Jr., and J. M. Willson, Sr. The firm presently employs four people and supplies the area with lumber, building supplies, and hardware, they also carry a line of wallpapers and paints.

WELCOME RIDERS AND VISITORS TO THE WILL ROGERS ROUND-UP



Louis Prazak was born in Caldwell, Tex., Aug. 4, 1926, and came to Muleshoe in May of 1946. He has been with Willson and Sanders since Feb. of 1951 and works in the lumber yard. Louis was married in Caldwell, Tex., July 7, 1951 and has one child. He says he has no hobbies.



Milburn Alfred "Al" Ratliff was born in Aubry, Tex., June 6, 1926 and came to Muleshoe June 2, 1952. He holds the position of sales-clerk with the Willson and Sanders Lumber Co., and has been with the firm since he came to Muleshoe in June of 1952. He was married in Lamesa, Tex., Nov. 12, 1945, and has one boy and one girl. His hobby is photography.

WILLSON SANDERS
LUMBER COMPANY Muleshoe, Texas

OUR YESTERDAYS

(Items taken from old files of The Journal)

October 11, 1934

Mr. and Mrs. A. J. Gardner and sons Paul and Max and Miss Cloma Hudson visited friends in Lubbock Sunday afternoon.

Mr. and Mrs. Ueill Rickey and Mrs. Richard Rockey and baby, were Lubbock visitors Sunday. Clyde Holt and Bill Lambert made a business trip to Wichita Falls last week.

Mr. and Mrs. Otis Thompson of the West Camp community visited friends and attended the singing convention in Muleshoe Sunday.

Mr. and Mrs. Vance Wagoner and small daughter, Sandra, of Tahoka, but formerly of Muleshoe, were here Sunday visiting Mr. and Mrs. H. C. Hennington and other friends.

Miss Mildred Davis left Tuesday afternoon for Ft. Worth, where she will visit relatives for about a week or ten days.

Mrs. Jim Cox returned home to

Muleshoe Friday afternoon of last week from San Antonio and Kansas City, where she had been visiting relatives and friends for the past several days.

Ira Robinson, who has been working for the past two weeks at Ft. Sumner, N. M., returned home last Monday.

August 30, 1934 Issue

P. O. HAS CANCELLING MACHINE

The old pound, pound system is no more at the Muleshoe post office. Last Friday Postmaster, Mrs. W. E. Carles received one of the new automatic cancelling machines now being sent out by Postmaster General Farley.

The new machine is adjustable to all sizes of matter to be cancelled, and is automatic in its action. Simply turn a crank and the machine does the rest of the work.

BOSTITCH STAPLERS and **Staples** always on tap at The Journal.

Lt. Edwards To Delaware



LT. EDWARDS

Lt. George T. Edwards of the Air Force has been transferred to the AFB at Elsmere, Delaware. He has been in training at Tyndall Air Force Base, Florida, in the All-Weather Interceptor Aircrew school.

Lt. Edwards is the husband of the former Margaret Ann Johnson, daughter of Mr. and Mrs. George Johnson, of Muleshoe.

Hereford, will do the preaching. Special music and singing are planned throughout the meeting. Improvements continue to be made on the church property, Rev. Willard says. A new Jet water well has been installed, to supply water for both the church and parsonage. Landscaping has begun on the church grounds, and the building has been air conditioned, he continues.

Rebecca Foster and David Willard attended Intermediate camp at Ceta Canyon the latter part of July, and at least 1 group of laymen will attend Laymen's Retreat at Ceta Canyon August 7-9. Laymen from different churches throughout the Northwest Texas Conference will attend the retreat. Don Calame, secretary General Board of Lay Activities from Nashville, Tenn., and Rev. H. H. Hollowell pastor of the Oak Cliff Methodist church of Dallas will be the speaker, the pastor concludes.

From The June 12, 1929 Issue

CONE GRAIN COMPANY OPENED FOR BUSINESS

Mr. C. T. Wallace, local manager of the Cone Grain Company, informed a Journal reporter Tuesday that the new elevator which this Company has just erected in Muleshoe was already filled and that one carload of grain had been shipped from it this week. The elevator was completed last week and opened for business on Saturday.

NEW DENTIST

Dr. A. E. Lewis, is the new Dentist who comes here from Meridian, Texas, to make his home. Dr. Lewis has made lots of friends in the few days that he has been in Muleshoe, and comes to us highly recommended. Dr. Lewis has faith in Muleshoe, and has invested many hundreds of dollars in new equipment in order to give the people in this

territory the very best work possible. Be sure and see him about your next dental work.

SELL FORDS

Muleshoe Motor Company sells Fords—by the car load—they have any kind of Model A you want and one of the best service departments in town. They sell those popular Firestone Tires, too. Mr. Rockey is manager.

Driving is believing

There's no truck like a Hydra-Matic* GMC!



Here's your chance to test-drive a GMC. Discover what Truck Hydra-Matic means in clashless, shiftless take-offs—in fuel economy—in hill-climbing without engine strain or clutch-and-gear wrestling. Ten minutes behind the wheel proves its worth. Come on in and take one out—TODAY!

*Standard equipment on Package Delivery model; optional at moderate extra cost on 18 other light-duty models.

Get a real truck!

LADD PONTIAC

PHONE 3080 MULESHOE

WE TOO ARE HAPPY TO BE A PART OF MULESHOE



Sammie Mae Schuster was born in Meridian, Oct. 23, 1896. She came to Muleshoe in Feb. of 1925. She purchased the jewelry store June 26, 1950, and is manager and sales lady. Mrs. Schuster was married in Mangum, Okla., Aug. 1, 1920, and has three children; Dorothy, Jack and Joanna, and two grandchildren. Her hobbies are sewing and growing pot flowers. She has worked with the Home Demonstration Club and served as chairman in 1938. She served as assistant president of the P. T. A. in 1940. Mrs. Schuster is a member of the First Baptist Church and a member of the Eastern Star. She has been a distributor of Luzier's Cosmetics since May of 1939.

The Muleshoe Jewelry was organized in the year of 1947, by Mr. and Mrs. C. M. McMath, and serves this territory with famous lines of watches and diamonds. There is presently one employee, and officers of the firm and Henry E. Schuster and Sallie Mae Schuster. It is managed by Mrs. Schuster. This firm is the distributor for Alvin Sterling, 1847 Rogers silver, Holland and Syracuse China, and Fostoria Crystal.

FOR THE WILL ROGERS ROUND-UP AND RODEO WELCOME TO MULESHOE

James David "Mac" McReynolds was born Aug. 22, 1925 in Aiken. He came to Muleshoe in July of 1951, and has been employed by the firm since that time. He is watchmaker. "Mac" is married and has two children. His hobby is working with the Boy Scouts.



MULESHOE JEWELRY

Revival At Oklahoma Lane

"A cordial invitation is extended to everyone to attend the revival meeting at the Oklahoma Lane Methodist church beginning Friday night, August 14 and continuing through Sunday night, August 23." Rev. Vernon Willard, pastor of the church, says. Rev. S. M. Dunham, pastor of the First Methodist church of

NEW!



REMINGTON Quiet-riter

The only Portable with Miracle Tab and Super-Strength frame construction. Has 33 other outstanding features. Free Touch Method Instruction Book. Carrying Case. Budget Terms. Test type and compare it today at

The Muleshoe Journal

Tastee-Freeez

SERVING THE AREA WITH HEALTHY - WHOLESOME CONFECTIONS



N. H. "Punk" Greer was born in Burkburnett, Tex., Jan. 20, 1908, and came to Muleshoe in Sept., of 1944. He is the owner of the Tastee-Freeez since it opened in Nov., 1952. He was married in Sayre, Okla., in 1935, and he has one son. His hobbies are trout fishing and baseball.



Bertie Mae Purcell was born in Roaring Springs, Tex., Oct. 6, 1926, and came to Muleshoe in 1928. She is a clerk at the Tasty Freez and has been there since Nov., 1952. She was married in Muleshoe May 27, 1946, and has one child, a girl. Her hobbies include boating.



Rosemary Stinson was born in Childress, Tex., Feb. 26, 1934, and came to Muleshoe in 1942. She is a clerk at Tastee-Freeez and has been with the organization since January of this year. She is single and has many hobbies.



Glorie "Cute" Stinson was born in Childress, Tex., Jan. 2, 1936, and came to Muleshoe in 1943. She has been a clerk with Tastee Freez since June of 1953. She says her hobby is boys.



Lona Mae Mason was born in Clovis, N. M., Feb. 22, 1939, and came to Muleshoe in that year. She is a clerk at Tastee-Freeez, and has been there since June of this year. She is single and her hobbies are traveling and swimming.

Organized 1952

The Tastee-Freeez was organized in Muleshoe in 1952 by N. H. Greer who was co-owner of the Western Drug in Muleshoe for 8 years. N. H. was in Amarillo for several years and has a well rounded experience in the drug business for more than thirty years. He has served on the Muleshoe schoolboard, was a city alderman, a member of the American Legion and a member of the Chamber of Commerce.

TASTEE-FREEEZ

Muleshoe, Texas

**WE'VE BEEN KEEPING
THE RECORDS STRAIGHT
SINCE BAILEY COUNTY BEGAN**



L. S. Barron was born in Dimmitt, June 1, 1916, and came to Muleshoe in 1919. He is manager of the Bailey County Abstract Co. and has been with this firm since September of 1937. He was married in Morton, Sept. 3, 1937, and has two children.

The Bailey County Abstract Company was established in 1900, by a Mr. Holland. The original location was in Dimmitt. L. S. Barron, Sr., took over the business in 1919, after having been associated with the organization for several years. The firm moved to Muleshoe in 1919. It is now operated by L. S. Barron, Jr., and Mrs. Lela Barron.

Lela Louise Barron was born in Franklin, Tex., Jan. 13, 1893. She came to Muleshoe in the month of May, 1919. She is manager of the Bailey County Abstract Co., and has been with this firm since 1933. She was married in Bryan, Sept. 22, 1914, and has two children, one boy and one girl. She is a widow, and her hobby is flowers.



WELCOME ROUND-UP VISITORS

**BAILEY COUNTY
ABSTRACT CO.**

**2 Get Degrees
At West Texas**

CANYON, August 11. — Lowell Cosby Browder and Billy Jack Parker of Muleshoe are among the 240 candidates for degrees listed at West Texas State College, who expect to participate in summer commencement activities August 21, according to Dean Walter H. Juniper.

Highest number of students to be graduated during the summer at West Texas State was 248 in 1951.

Mr. Browder and Mr. Parker are both seeking the Master of Education degree.

VISITED NEW HOSPITAL

Judge and Mrs. R. J. Klump were in Lubbock Sunday, and attended the grand opening of the new hospital there. Mrs. Klump said it was really beautiful and nice. They also visited with their nephew, Mr. Howard Carlyle.

Read The Journal Want-Ads Staples always on tap at The Journal.

BLOOMER GIRL



This fetching bloomer swim suit will cut a shapely silhouette on any beach this summer. Cole of California designed the suit in a gay hopsotch print cotton by Bates. It is styled with a slim, long torso and "telescope" shirred bra, according to National Cotton Council fashion experts.

**Rebekah Lodge To
Have Booth At
Round-Up Rodeo**

Muleshoe Rebekah Lodge met in regular session Tuesday night, August 4, with Clara Lou Jones, Noble Grand, presiding.

The float for the Will Rogers Memorial Parade was discussed. Plans were made for the booth at the rodeo grounds, and a committee appointed to buy food. All members are asked to help with the booth.

The encampment is having it's annual barbecue Saturday night, August 8 All Odd Fellows, Rebekahs, Canton and Auxiliary members and their families are invited to attend. The ladies are asked to bring a vegetable salad.

Team practice was held, and all members are reminded here,

that there will be initiation next Tuesday night.

After the business meeting closed, everyone enjoyed a social hour. Refreshments of cake and punch were served by Lilly Ruth Williams, and Jessie Sisk.

From the Files of the Muleshoe Journal — Oct. 29, 1926 Issue.

A few ounces of prevention are also better than several hundred post mortems and other explanations.

If an airplane is built that anybody can fly, the big need then will be for one that anybody can dodge.

An 18-karat skeptic is the one who is going around suggesting that movie stars employ doubles to undergo their operations.

From the Issue of The Journal March 15, 1924:

Here is the way they did business in the old days;

TEACHERS EXAMINATION

County Judge R. J. Klump will

hold a teachers examination on April 4th and 5th at his office in the court house and those wishing to take the examination for state certificates will present themselves on those dates.

ALL ABOUT TEXAS in the Texas Almanac, on sale at The Journal. Phone 7220, we deliver.

BOSTITCH STAPLERS and Staples always on tap at The Journal.



The Journal
HAS
A Second Phone
No. 5400

If you have social, club or women's news, please use this number —

Our Old Number Is
7220



Leona Fay Mason was born in Port, Okla., Nov. 6, 1915, and came to Muleshoe March 1, 1928. Leona holds the position of meat wrapper with the Muleshoe Locker, and has been with the firm since March of 1952. She was married in Farwell, Texas, March 31, 1934, and has four children. Her hobbies include the feeding and caring for livestock.



Vance Wagon was born in Comanche County, Texas and came to Muleshoe in Dec., of 1924. He is co-owner of the Muleshoe Locker Co. Vance has been with the firm since 1940. He is married and has three children; Sondra, Jo Addine, and Delores. His hobby is cattle.



Nona Fay Mason was born in Clovis, N. M., March 14, 1936. She has been with the firm since May of this year and holds the position of meat wrapping. Nona is single and her hobby is sewing.

WE'VE BEEN HELPING TO PUT MEAT ON THE TABLES OF MANY OF THE FOLKS IN THE MULESHOE TRADE TERRITORY — WE'RE PROUD OF ANY SHARE WE MAY HAVE HAD IN THE GROWTH AND DEVELOPMENT OF THIS FINE COMMUNITY!

The Muleshoe Locker was organized August 1, 1940, by Vance Wagon, F. E. Sieren, and W. B. McAdams. The original plant had only 200 lockers. In 1942 the firm added another 150 lockers and in 1946, they added 220. The present number of lockers in use are 865. The addition of the new lockers necessitated more space, so the building grew as the business increased. Vance started to make sausage in 1949, and the flavor and quality of the sausage has become widely known and accepted. Present officers of the firm are Vance Wagon and F. E. Sieren.



**Come In And
See Us**

When You're In Muleshoe During The Round-up and Rodeo, Drop In And Visit With Us — We're Always Glad To Meet New Folks And Renew Old Acquaintances.

EDDIE LANE and O. D. RAY

Insurance Co.

JUST BEHIND THE MULESHOE MOTOR CO.



Jerry Blaylock was born July 17, 1938, in Greentown, Miss. He came to Muleshoe in February of 1948, and has been with the Locker plant since July of this year. He is meat cutter at the plant. Jerry is single, and his hobbies are sleeping and talking.



Charlie E. "Red" Covington, was born in Archer County, Texas, November 13, 1895. He came to Muleshoe June 1, 1943, and since January 1, 1944, has worked for the Locker Plant. He is a butcher. "Red" was married in Fredrick, Okla., March 15, 1924, and has two children, Kathleen and C. L. Covington. He says he doesn't have any hobbies.



Travis A. "Shorty" Butler was born in Tioga, Texas, Sept. 15, 1921. He came to Muleshoe in 1947, and now holds the position of butcher of the firm. "Shorty" has been with the firm since April 25, 1952. He was married in Clarksville, Tex., and has two children.

Muleshoe Locker

PHONE 7030

MULESHOE

New RR Crossing Will Convenience Rodeo Traffic

Indications are that a convenient railroad crossing will

Rodeo Queen To Be Elected

Young ladies of the entire territory around Muleshoe are invited to be a candidate for rodeo queen, the one selected to serve also as queen of the Will Rogers Memorial Roundup here August 13, 14, and 15. Anyone interested may see Roy Bayless at C & H Chevrolet, or be at the Muleshoe roping arena on the night of August 7.

A queen will be elected that night. Rules are that any young lady over 12 may be a queen candidate and she must be accustomed to riding a horse.

be ready for use when the Will Rogers Memorial Roundup opens August 13 for a three day run.

If Tom Morgan, the commissioner for Precinct 1 has his way it will be an accomplished fact, for he has opened the street on both sides of the tracks, filled in with dirt and is covering that with caliche.

A regular street has been opened up from the Clovis highway across the tracks to a point beyond the limits of the roping club's property, to the corner of the Bay Wilson property.

From that point a road will continue on to the site of the new cooperative gin, construction on which was started this week. The road is only 30 feet wide, but Mr. Morgan hopes to secure right of way to make it a 45 foot affair.

The new crossing and street will make access to the rodeo

100 per cent easier and all concerned in this improvement should be commended by all the rest of us, in the opinion of The Journal.

Early this week the powers that be in the Santa Fe offices in Amarillo promised quick cooperation with local authorities in completing the crossing.

Hitherto, those with horses and those who came to view the rodeo had to use a winding trail through the property of the Union Compress & Warehouse company to get to the arena, and this is all over if everything works out as it seems it's going to do.

Scouts To Have First Aid Tent At Roundup Rodeo

Members of Boy Scout Troop 20, and of Explorer Troop 20, will set up a first aid tent this year at the rodeo to be held on three nights in connection with the Will Rogers Memorial C. O. Hall, assistant Scout Master, said the Scouts do not expect anyone to be hurt in the rodeo, but should they be, the Scouts will be on hand at all times to render first aid. Some of them will man the tent at all times, and it will be located near the front of the arena in plain view of all.

The tent is a pretty large affair, being 12 by 16 feet in dimensions. The Scout tent also will serve as a port of missing persons, lost children, etc., and the boys will be on the alert at all times during the performances.

PAPER PUNCHES in stock at The Journal.

SPRINGLAKE SCHOOLS TO OPEN ON AUGUST 13

An early date this year, Aug. 13, is set for Springlake schools to officially open. Most of the faculty members have benelected by the school board, however, the position of superintendent was vacant this week and also vacant is a position for High School mathematics and one for the third grade instructor.

Athletic coach will be Colie Huffman from Wheeler, Tex., and assistant coach Roy Simmons.

WINS COTTON HONOR



Lovely Pat Hall, Tucson, has been selected Arizona's 1953 Junior Maid of Cotton. Seventeen-year-old Pat is a brunette, 5 feet 5 inches tall. She was chosen from a group of teen-age beauties representing Arizona high schools. The Junior Maid of Cotton will be guest of honor at a number of Arizona cotton celebrations.



Fairris Heathington was born in Duster, Texas, Oct. 22, 1907, and came to Muleshoe in January of 1946. He is the owner of Heathington Lumber Co., since it started in 1948. He was married May 18, 1928 in O'Donnell, Texas, and has three boys.

BUILDING FOR AND WITH MULESHOE SINCE 1948

The Heathington Lumber Company was first organized in February of 1948 by Fairris Heathington, who still controls the firm. The company started in a small frame building at the time it was organized and moved into the new structure in 1949. The Heathington Lbr. Company serves the area with Lumber, Paints, glass and builders Hardware, and employs four people. Fairris has been in the lumber industry for about 15 years.



Charles R. Bills was born in Paris, Texas Feb. 20, 1924 and came to Muleshoe in June of this year. He became associated with Heathington Lumber Co., as Assistant manager immediately upon arrival. He was married in Spur, Texas, June, 1950, and has one girl. His hobbies include football.

WELCOME TO OUR FAIR CITY DURING THE ROUND-UP

HEATHINGTON LUMBER COMPANY

SERVING THE AREA WITH THOSE BETTER THAN EVER CONOCO PRODUCTS



Oscar Dilz "O. D." Holton was born Dec. 10, 1922, in Wellington. He came to Muleshoe in 1952. He holds the position of Conoco Oil Company Agent for the Continental Oil Co., and has been with them since 1945. He was married in Raton, N. M., in 1946, and has three boys. His hobby is hunting.

The C. D. Holton Conoco was organized 20 years ago by the Continental Oil Company. The company serves the area with Conoco Products, and is presently distributor for seven stations in the Muleshoe territory. The firm is owned by Mr. O. D. Holton, who came to Muleshoe to replace his brother, R. R. "Bud" Holton, in May of 1952.

WELCOME VISITORS To The Will Rogers Round-up

O. D. HOLTON CONOCO DISTRIBUTOR

GROWING WITH AND FOR MULESHOE



Raymond E. "Ray" Franz was born in Milwaukee, Wisc., Nov. 12, 1920 and came to Muleshoe Sept. 15, 1952. He holds the position as manager of the Muleshoe Chamber of Commerce. He was married in Milwaukee July 14, 1943. He has three children, 2 girls and a boy. His hobbies are music and sports.

The present Chamber of Commerce was organized in April of 1951. Its goal thus far that have been accomplished are, Organization of the Will Rogers Round-up, Solicitation control, Uniform holiday closing, Vocational guidance, Sponsor 4-H and FFA program, Fall sales festival, Co-sponsor "Santa Clause Parade", Coordination of all Civic Clubs, Christmas decorations, Cooperation with all agricultural agencies and Urban relations with good will tours.

Betty Carol Burkhead was born in Plainview, Tex., March 7, 1935 and came to Muleshoe in July of 1945. She is the secretary for the Chamber of Commerce and has been with the organization since Feb. 1, 1953. Shewas married in Muleshoe Feb. 20, 1953. Her hobby is sewing.



CHAMBER OF COMMERCE Muleshoe, Texas



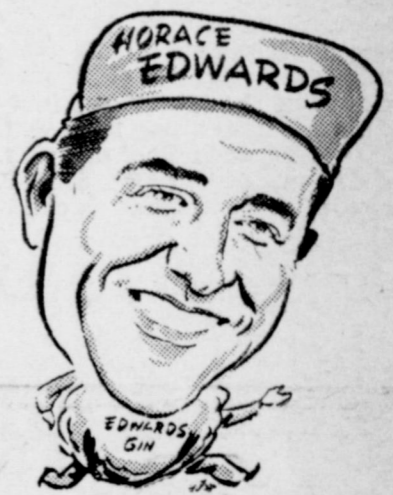
Ray Napoleon "Lum" Edwards, was born in Tryon, N. C., Jan. 16, 1907. He came to Muleshoe in June of 1935, and has been with the Edwards Gin Company since that time. He is manager of the firm. He is married and has one child, Horace Edwards, also of Muleshoe.



William Thurman "Sam" Hendrix was born in Wapanucka, Okla., Dec. 19, 1911. He came to Muleshoe March 31, 1934, and has been with the Gin since 1936. He is employed as ginner. He was married in Childress, April 29, 1934, and has four children; Novella, Mary Ellen, Thurma, and Robert.



Edd Lee Harp was born in Reed, Okla., August 6, 1918, and came to Muleshoe in 1942. He holds the position of ginner, and has been with the firm for six years. He is married and has one child. His hobbies are hunting and fishing.



Horace Thomas Edwards was born in Slaton, June 12, 1923. He came to Muleshoe in August of 1935. He is co-owner of the Edwards Gin. He was married in Muleshoe, February 7, 1947, and has two children, Gary and Keiven.



Samuel Fred Crow was born in Dayton, Tenn., December 22, 1899, and came to Muleshoe in 1938. He has been employed by Edwards Gin since 1938. He was married in Wapanucka, Okla., June 22, 1921. He has eight children and three grandchildren. His hobbies are hunting and fishing.



James Robert Allen was born in Dallas, Feb. 3, 1914. He came to Muleshoe July 4, 1951, and is employed as bookkeeper for Edwards Gin. He has been with this firm since 1952. He was married in Clovis, N. M., June 23, 1935, and has three children.

COTTON

HAS BEEN ONE OF THE MOST IMPORTANT CROPS IN THE DEVELOPMENT OF THIS AREA - WE'RE PLEASED TO HAVE HAD A PART IN IT'S PAST GROWTH AND LOOK FORWARD TO THE FUTURE PROGRESS OF THE COMMUNITY.

Edwards Gin is one of the oldest business institutions in Bailey County. It was established in 1928 by J. E. Edwards, and has kept abreast of the times, by installing new ginning equipment, every few years. It is co-owned by Ray and Horace Edwards, and presently employs six employees.

EDWARDS

GIN COMPANY MULESHOE, TEXAS



Elma Otis Baker was born in Bowie, Tex., Aug. 10, 1896, and came to Muleshoe in Feb. of 1948. He is owner of the Muleshoe Liquefied Gas Co. E. O. Baker was married in Plainview, Tex., Sept. 4, 1916. He has two children.



Adele Dovey Tompkins was born in Clarksville, Tex., Sept. 8, 1920 and came to Muleshoe in 1922. She is bookkeeper for the Muleshoe Liquefied Gas Co., Needmore plant, and has been there since Oct., 1951. She is married to George in Tillson, N. Y., Aug. 26, 1944. Her hobby is fishing.



Ruby Lee Kerr was born in Lockney, Texas, Oct. 13, 1918, and came to Muleshoe July 1, 1950. She is bookkeeper for the Muleshoe Liquefied Gas Co., She was married to Ernest Kerr in Hereford, Tex., on December 29, 1946. The Kerrs have two girls.



Ernest Calvin "Ernie" Kerr was born in Buncombe, Ill., Sept. 18, 1914. He came to Muleshoe in July of 1950. He is co-owner of the Muleshoe Liquefied Gas Co., and has been with the firm since he came to Muleshoe. He married Ruby Lee Baker on Dec. 29, 1946. His hobby is Boy Scouts.



Jack Obenhaus was born in Wellington, Tex., Nov. 15, 1909, and came to Muleshoe in 1939. He holds the position of Butane Sales with the Muleshoe Liquefied Gas Co., and has been with the firm since March of this year. He was married in May of 1942, in Sudan, Tex., and has no children.

MULESHOE LIQUEFIED GAS COMPANY

Serving This Area Since 1948



Howard S. Splawn was born in Frederick, Okla., June 27, 1913, and came to Muleshoe in Dec. of 1932. His position with the Muleshoe Liquefied Gas Co., is Delivery and Sales and has been with the firm about 4 years. He was married in Muleshoe in 1939 and has 2 boys and 1 girl.

Muleshoe Liquefied Gas Company Was Organized In March, 1948, From The Purchase Of The Baker Flash O' Gas Company Of Plainview, Texas By E. O. Baker And R. H. Green. In March, 1949, W. P. Flowers Purchased The Interest Of R. H. Green. The Company Moved From The City To Its New Location On West Clovis Highway And Increased The Storage Capacity For L. P. Gas From 11000 to 41000 Gallons. July, 1950 Ernest Kerr Purchased The W. P. Flowers Interest. In October, 1951, The Muleshoe Liquefied Gas Company Of Needmore Was Opened As Distributors Of Phillips 66 Products.



L. C. "Shorty" Roddam was born in Cardiff, Ala., Jan. 10, 1905, and came to Muleshoe in 1942. He is a transport driver for the Muleshoe Liquefied Gas Co., and has been with them since Dec., of 1951. He was married in Leonard, Tex., May 10, 1924. He has 6 children, three girls and three boys.

HERE IS A GREAT GANG OF FOLKS THAT HAVE CONTRIBUTED MIGHTILY IN THE SUCCESS OF OUR BUSINESS. WE'RE HAPPY WITH THEM

OUR BEST WISHES TO THE WILL ROGERS MEMORIAL ROUND-UP & RODEO AND HOPE EVERYONE HAS A GRAND TIME!



J. R. King was born in Pampa, Tex., Nov. 8, 1924 and came to Muleshoe Aug. 8, 1935. He is in the Butane Sales Dept., of the Muleshoe Liquefied Gas Co. and has been with the firm since Oct. 1, 1952. He was married Dec. 20, 1946 and has two children. His hobby is collecting key chains.



George William "Butane George" Tompkins was born in Tillson, N. Y., Aug. 5, 1919, and came to Muleshoe in Sept. of 1947. He is plant manager of the Needmore outlet for the Muleshoe Liquefied Gas Co. He has been with the present firm since Aug., 1949. He was married in Tillson, N. Y., Aug. 26, 1944. His hobbies are hunting and fishing.



Ben R. Plummer was born in Hereford, Tex., June 1, 1928, and he came to Muleshoe Jan. 1, 1953. He is a butane service man with the Muleshoe Liquefied Gas Co., and has been with the firm since coming to Muleshoe.



Robert "Bob" Rundell was born in Walnut Springs, Tex., Nov. 28, 1924, and came to Muleshoe in April of 1925. He is in Delivery Sales with the Muleshoe Liquefied Gas Co., and has been with the firm since Sept. 22, 1952. He was married on April 12, 1947, and has three children. His hobby is baseball.



Charles Well Tarrant was born in Nacodoches, Tex., July 6, 1923 and came to Muleshoe in Oct. of 1952. He is a butane service man for the Muleshoe Liquefied Gas Co., and has been with the firm since Nov. of 1952. He was married in Ranger, Tex., Sept. 25, 1952. He has three children. His hobby is basketball.

WILL ROGERS
Muleshoe, Texas
Memorial ROUND-UP AUG. 13-14-15



The Muleshoe Journal
 DEDICATED TO THE PROGRESS AND DEVELOPMENT OF BAILEY COUNTY AND THE GREAT MULESHOE COUNTRY

VOLUME 31, NUMBER 34

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, AUGUST 13, 1953

Jim Sybert On NT Honor Roll

DENTON, August 10 — Jim Sybert, of Muleshoe, is listed on the honor roll of students making a B-plus average during the spring semester at North Texas State College.

Sybert is the son of Mr. and Mrs. J. E. Sybert of Muleshoe. He was a freshman student majoring in education during the spring semester at NTSC.

HOME FOR FEW WEEKS

Mary Nell Hanks, daughter of Rev. and Mrs. H. W. Hanks arrived home Tuesday from Berkeley, Calif., where she has been attending the University of California. Mary Nell stayed in the International House while she was in Berkeley, and had a very interesting summer. Rev. and Mrs. Hanks will accompany her back to California in about three weeks. She will teach school in Berkeley the coming year.

BACK FROM VACATION

Mr. and Mrs. Houston Hart and children were in Carlsbad, N. M., last week, and went through the Caverns.

Amherst Football Team Enters In State Tourney

The Amherst softball team which rolled through the regular season's play with only one game lost, has entered the Texas Softball League Tournament at Brownfield.

Tournament play got underway Wednesday. The team drew a bye in the first round of play and should play either Friday or Monday, depending upon the winners of the first round.

HAVE NEW DAUGHTER

Mr. and Mrs. Harold Newsom are the proud parents of a baby daughter, Georgia Ann was born Friday morning, August 7, in the Green Hospital and Clinic. She weighs seven lbs., and 2 oz.

Mrs. Newsom is a former home economics teacher in Muleshoe High school, and Mr. Newsom is engaged in the contracting business.

GARNER FARM RECORD books on sale at The Journal.

Public Wedding Is New Roundup Feature

OUR YESTERDAYS
 From February 23, 1939 Issue
MRS. TATE HOSTESS TO TRIPLE-4 CLUB

Mrs. Cecil Tate entertained members of the Triple-4 Club Friday afternoon of last week with a theatre party at Clovis, N. M., after which the group went to the Fox Drug for refreshments.

Attending were Meses. Horace Holt, A. E. Lewis, Morris Douglass, H. E. Williams, Lucille Rocky, Sam E. Fox, Harold Wyr and Finley Pierson.

Members of the Club will be entertained by Mrs. H. E. Williams at their next meeting.

MULESHOE BUYS NEW FIRE ENGINE AND MORE HOSE

The City of Muleshoe has closed purchase for a new fire engine of the pumper type, equipped with Premier pumps and Ford V-8 Mercury 95 horsepower engine, capable of delivering 700 gallons per minute at the hose nozzle.

There has also been purchased

an additional 1,000 feet of standard fire hose and 500 feet of smaller hose so all fire plugs, no matter the distance, will be available for use in case of fire.

* J. R. Williams and Carl Case of Portales, N. M., were here on business Friday of last week.

* Mr. and Mrs. M. G. Bass and son Raymond visited in Lorenzo Sunday with her sister and very young twin sons, Roy Joe and Roy Gene.

* Mr. and Mrs. Rudolph Wiedebush visited friends in Littlefield Sunday afternoon.

MODEL T STOLEN SUNDAY

The Model T Ford car belonging to a man by the name of Taylor, living about four miles northwest of Muleshoe was stolen sometime after midnight Tuesday. Neighbors immediately took up the search, locating the car about a mile north of town where, in turning a corner the chief had broken off a wheel, having to abandon it.

The thief is said to have been identified by a blanket which,

in his haste he forgot to take along with him. Sheriff Cook has been on the watch since and expects to locate him shortly.

ENTER TENNIS FINALS

Jim Alsop, Woodrow Gaede, L. S. Barron, Walter Moeller, George Woods, Charles Alsop, Misses Twila Farrell and Eunice Griffiths entered the tennis tournament which was held in Clovis, N. M., last Friday, Saturday, and Sunday. Muleshoe was well represented and made some good shows in their playing.

The boys lost most of their games, but Miss Farrell and Miss Griffiths were entitled to enter the finals Sunday evening, winning second place.

They will receive medals of awards.

VISITED PARENTS

Mr. and Mrs. Noel Woodley visited over the weekend with her parents, Rev. and Mrs. C. E. Jamison in Odessa.

PAPER PUNCHES in stock at The Journal.

Miss Watson And Sgt. Cargile To Exchange Vows In Public Ceremony

Principals in the public wedding ceremony to be conducted here as a feature of the Will Rogers Memorial Roundup were announced today.

Miss Charlene Watson, daughter of Mr. and Mrs. C. A. Watson, of Route 1, Friona, will exchange vows with Sgt. Preston Cargile, of Camp Desert Rock, Las Vegas, Nevada, in the ceremony. He is a son of Mr. and Mrs. D. W. Cargile of Route 1, Muleshoe. Miss Watson is employed as secretary of the Bailey County Farm Bureau.

The wedding will take place on a platform on Main Street immediately following the conclusion of the parade on Thursday, August 13.

Officiating in the ceremony will be Elder Jimmie Bass, pastor of the Primitive Baptist Church of Muleshoe.

The event is sponsored by the steering committee of the Roundup. The young couple will receive many gifts from the merchants of Muleshoe.

WAS HERE LAST WEEK

Mr. J. A. Jamison of Carlsbad, N. M., visited Wednesday of last week with his sister and family, Mr. and Mrs. Noel Woodley.

WERE GUESTS

Mrs. Bill Lyle and son of Santa Rosa, N. M., were guests Friday in the home of Mrs. Pat Bulloch.

Cobb's Mid-Summer Clearance Still On

HERE ARE A FEW OF THE MANY BARGAINS PEOPLE ALL OVER THE COUNTRY ARE RAVING ABOUT.



B. Hoyt Morgan was born in Hunt County, Texas, July 30, 1919, and came to Muleshoe in March of 1944. Hoyt is store manager for the Muleshoe Cobb's Store, and has been with the present firm since 1942. Hoyt was married in Lubbock, Tex., and has two children, one boy and one girl. His hobby is farming.



Mattie Ola "Matt" Workman was born in Rose Hill, Mississippi, on July 7. She came to Muleshoe in April of 1940, and holds the position of bookkeeper with the Cobb's Dept. Store. She has been with the firm since 1952. She was married in Clovis, N.M., April 28, 1932 and has three children.



Anna Jocy Mathis was born in Navarro County, Aug. 30, 1879, and came to Muleshoe in Feb., of 1925. She is manager of the piece goods and home furnishings dept. of Cobb's Dept. Store. She was married in Iredell, Tex., Dec. 2, 1899. She has two children and her hobbies are growing potted plants and raising cows.

BOYS COWBOY Felt Hats

Black, Gold, Tangerine, and Silver Belly. Sizes 6 1-8 to 7.

\$1.98

MEN'S DENIM Jeans

11-oz. Sanforized. Nationally Advertised Men's Jeans Sizes 27 to 38.

Pair \$2.98

MEN'S MATCHED Shirts & Pants

Suntan Army Twill. Sanforized. Fast Color.

PANTS 2.88

SHIRTS 2.68

Men's Hose

Men's Cotton Fancy Argyle Hose. Size 10 to 12

Pair 38c

Boy's Anklets

Fancy Cotton Sport Hose. Elastic Tops. Nylon Reinforced Heel and Toe. Sizes 6 to 10 — Clearance Price

4 Pair \$1.00

Men's Shoes

Entire Stock of Men's Summer Shoes. Ventilated, Nylon Mesh.

Values to \$12.98. Mid-summer Clearance **\$6.88**

Ladies Panties

Assorted, Brief Styles. White and Colors. Rayon. Special Purchase All Sizes.

Pair 38c

"Rainbow" Broadcloth

Solid Colors Broadcloth. Fast Color and Sanforized.

53c Yard

Towels

Heavy "Cannon" Bath Towels. Size 26x50. Colors, Maize, Orchid, Gray, Brown and Red. A real mid-summer clearance sale value.

Each \$1.38

Towels

"Cannon" 20x24. Beautiful colors. A very good bath towel at a very low price.

Each 78c

Gerald D. Priboth was born in Clovis, N. Mex., Jan., 25, 1923, and came to Muleshoe in Jan., of 1923. His position with the Cobb's Dept. Store is Assistant Manager, and has been with the firm about 1 year. Gerald is single and his hobby is running a cafe.



Lola Agnes "Punk" Bray was born in Durant, Okla., Feb. 17, 1902, and came to Muleshoe in January of 1940. She is manager and buyer for the ready-to-wear Dept., of Cobb's. She has been with the organization since Aug., of 1940. Lola was married in Durant, Okla., Oct. 31, 1920. The Brays have four children, 3 boys and one girl. Her hobbies include sewing and needlework.



Rosie Lee McKillip came to Muleshoe in March of 1928, and is in charge of the Notions and Ladies lingerie dept., at Cobb's. She has been with the firm since July of 1947. Rosie was married in Port, Okla., Sept. 20, 1914. She has 6 children, one girl and five boys.



COBB'S DEPT. STORE

from the Dec., 20, 1929 Issue

Dear Santa:
I am writing you to tell you what I want for Christmas. I would like to have a pair of roller skates and a pair of ice skates, a good sweater and I want to tell you not to forget my little brother he is 3 years old.

He wants a tire plane and a cool chest.

Your friend,
Charles Alsip

HERE at HOME

By SCOOP FORBES

This column bails our new department store, the C. R. Anthony Company's Muleshoe branch which will open Wednesday, August 12, 1953.



To us, it means one more reason why our own people need not go to Clovis, Lubbock, or Amarillo to trade. (There has been no reason for that since St. Clair's, Cobb's, and recently the Remund-Wilson store were established.)

Actually, it has not been necessary for this editor to go anywhere to obtain what he needs in the way of clothing, things for the house, etc. We buy everything we want right here in Muleshoe and have for years.

Well, we have a new department store and we wish the best for C. R. Anthony Co. We would like to remind our readers of what the Star-Telegram said when The Fort Worth Record began publication: The new venture will prosper in proportion as it serves the community.

So far as we are concerned, should The Journal acquire additional competition (we have plenty, already, brother), we would like to feel as the Star-Telegram did back there a third of a century ago. We had fine stores before Anthony came, we have an additional fine store now. We anticipate additional installations of retail outlets here in the immediate future.

Muleshoe, may we remind you, is the center of a great and growing agricultural empire. We are 32 miles from Clovis, the same distance from Littlefield. South and north there seems to be no impediment to our growth as a trading center. We are high on Muleshoe; and we have asked several of our best friends, who have financial and business minds, what is to stop our growth and development as the center of a great territory.

They were at a loss in trying to find a possible reason why Muleshoe might stop growing. Put your money on Muleshoe—it's out in front and might just stay out in front for some time to come.

OUR YESTERDAYS

LONE STAR THEATRE TO PRESENT TALKING PICTURE

Muleshoe, the smallest town in the State to put in talking pictures, will receive its first thrill in this Monday night, November 25, at the Lone Star Theatre, with one of the most popular shows that has been released

to this date.

"On With The Show" is on the program for the first three days, and this is a one hundred percent natural color, talking, singing, and dancing picture. It includes in the cast many of the greatest stars of stage.

Other big pictures will be announced in next week's issue of The Journal. Watch for them—come and hear the country's best musicians and singers.

Dear Santa Claus:
How are you. I am fine. I want

to ask you all about your trip and how cold it is at the north pole and tell me how you make your toys and how you train your reindeers to fly and what collar are you and your deers. Now I want to tell you what I want for Christmas. I want a pair of box-

ing gloves and football and a suit for me to play in. I want a pair of dress gloves and aviator cap and I want it to be leather. I want a gun a 22 and some bullets for it and goodby. Love from Joe Bill Alsip.



Morris W. Douglass was born Aug. 19, 1912, in Texico, N. M., and came to Muleshoe in the same year. He is owner of the firm and has been with it since it started. Morris was married in Clovis, N. M., April 11, 1931, and has two children. His hobbies are golfing and fishing.

CASE FARM IMPLEMENTS

AIDING THE GROWTH OF THE MULESHOE AREA!

WE'RE HAPPY WE COULD HELP IN THE GROWTH OF THIS FINE COMMUNITY

Originally the Morris Douglass Implement Company was known as Motor Service Company and owned by T. W. Haney. Morris Douglass purchased the business from Mr. Haney May 10, 1944. The firm serves the area with J. I. Case Farm Implements, service and parts. The location has remained the same since the firm started.

WE SALUTE THE PROGRESS OF THE AREA AND WELCOME ALL VISITORS TO THE WILL ROGERS RODEO AND ROUND-UP



H. A. Douglass, Jr. was born Oct. 16, 1924, in Muleshoe, and has lived here all his life. He has been with the firm since 1946 and is shop foreman. H. A. was married Feb. 17, 1946 in Amarillo. His hobby is boating.



Mrs. Morris Douglass was born in Cecil, Ark., Sept. 22, 1912. She came to Muleshoe in the early part of 1929 and has been with the firm since it started. She is bookkeeper. She was married in Clovis, N. M., April 4, 1931, and has two children. Her hobbies are golfing and fishing.

MORRIS DOUGLASS IMPLEMENT CO.

PRODUCE AIDING IN THE GROWTH OF THIS GREAT AREA



Fred Barrett, Sr. was born in Wamego, Kans., March 5, 1885. He came to Muleshoe Jan. 12, 1952, and is co-owner of the firm. Fred was married in Wendell, Idaho, March 5, 1912 and has 8 children. His hobbies are reading and sports.

Fred Barrett, Jr. was born in Wendell, Idaho, March 8, 1918. He came to Muleshoe in 1952 and is co-owner of the Barrett Potato Co. Fred was married in Hereford, March 1, 1948 and has 2 children. His hobby is sports.



S. M. "Slim" Barrett was born in Wendell, Idaho, March 26, 1920. He has been with the firm since 1941. He came to Muleshoe in 1952 and is co-owner of the firm. "Slim" was married in Paul, Idaho in 1940, and has two children. His hobby is sports.

R. E. "Dick" Barrett was born May 25, 1915 in Wendell, Idaho. He has been with the firm since 1941, and has been in Muleshoe since Jan., 1952. He is co-owner of the company. "Dick" was married in Hereford, and has four children. His hobby is sports.



The Barrett Produce Company was first organized in Hereford in 1941, by Fred, Sr., Fred, Jr., Dick and Stan Barrett. They expanded and moved to Muleshoe in 1952, building a brand new building and putting the most modern equipment to be had, into it. This company processes potatoes, lettuce and cantaloupes.

FRED BARRETT PRODUCE

Muleshoe — Hereford



John L. Alsip was born in Kopperl, Bosque County, Tex., on March 11, 1880. The family came to Muleshoe in Aug., of 1925 and have resided here continuously. Mr. and Mrs. Alsip have six children, five boys and one girl.



Mary Adeline Morton was born in Elk City, Okla., April 17, 1934. She came to Muleshoe June 1, 1953, and has been with the Alsip agency since that time in the capacity of secretary.



Norma Gaye Graves is a native of Muleshoe. She was born here on March 21, 1935. She is a graduate of Muleshoe high school and has been employed as secretary with the Alsip agency since April 9, 1953.



Lloyd S. Alsip, a firm member of Alsip Insurance Agency, is also a native of Muleshoe. He was born here May 31, 1926. He came with the firm Jan. 1, 1951, after graduating from Texas Tech. Lloyd is the man who suggested the name for the Will Rogers Memorial Roundup. His hobbies are music and sports. Lloyd served as director of the Muleshoe high school band last year. He and his wife, Joyce, were married in Lubbock June 22, 1952.

THERE IS NO ASSURANCE—

WITHOUT INSURANCE!

Alsip Insurance Agency was organized in January, 1930, by J. L. Alsip and has been serving the people of this territory continuously since that time. The firm represents several old line capital stock companies in this territory, writing policies on fire, hail, tornado, and other hazards. The firm is now composed of Mr. Alsip and his son, Loyd and they employ two secretaries.

Every Community That Grew And Continued To Grow Needs The Aids And Benefits Of Insurance — Whether It Be Protection Or The Lending Of Money. Insurance Companies Or Their Representatives Have Been Ready And Able To Do Their Bit.

WELCOME VISITORS TO MULESHOE DURING THE WILL ROGERS MEMORIAL RODEO AND ROUND-UP!

ALSUP INSURANCE AGENCY

REPRESENTING OLD LINE INSURANCE COMPANIES

How Muleshoe Got Its Name

The article printed below was prepared and written by the late A. P. Stone, for many years the local representative of the Muleshoe Ranch. Mr. Stone, an abstractor, was an early day settler, and he wrote this article and presented it to The Journal several years ago. It has been printed and reprinted and published in The Journal several times, and we still feel it is of sufficient interest to justify a repeat publication.

The Legislature of the State of Texas passed an act for the construction of a capitol building, approved February 20, 1879. A contract was made with Abner Taylor for the construction of the present State Capitol building at Austin, Texas, the cost to the State of Texas to be 3,000,000 acres of land located mostly in the Panhandle of Texas and as far south as Bailey and Lamb counties.

This land is known as Capitol Syndicate, or merely Syndicate land, and the ranch established on it was known as the XIX Ranch.

In September, 1902, the Bovina Cattle Company, a partnership composed of W. D. Johnson, F. W. Johnson, Tom Hogland, and E. D. Gage, bought some 125,000 acres of this land out of what

was known as Blackwater and South Alamouche pastures from the Syndicate. The Bovina Cattle Company used the mule shoe as its brand, hence the Muleshoe Ranch and incidentally the town of Muleshoe.

This brand was registered December 4, 1903, and the record shows it with open end at the top and leaning to the left. It was on the left shoulder or left side of the animal.

This brand was transferred to E. K. Warren & Son, who had bought some 37,000 acres on the south side of the original Muleshoe Ranch, on November 1, 1907, and the mule shoe brand was discontinued.

In 1906 W. D. and F. W. Johnson, who had bought the interest of the other partners in the Bovina Cattle Company, cut the land into sections of 540 acres each, and during the next few years, sold that part of it lying north of the land sold to E. K. Warren & Son, to farmers, the first settlers being from Kansas, Nebraska, Missouri, and other Northern States.

In 1903, E. K. Warren bought

40,000 acres of land from L. T. Clark. This was known as the Y. L. Ranch and is still so known. Mr. Warren later sold the tillable land out of this 40,000 acres. It lies east of the Bovina Cattle Company land, and the subdivision is now Block W.

Blocks Z, X, and Y, the Bovina Cattle Company Land, and block W make a continuous strip of land some six miles wide and thirty miles long, with an abundance of irrigation water from 20 to 100 feet below the surface.

At the present time practically 100 percent of this land is in cultivation with farm homes on practically every 160, valued at from \$4,000 to \$15,000 each, surrounded by fine shade trees and flowers.

There are some 375 irrigation plants in operation, wells furnishing from 1,000 to 1,500 gallons per minute. The crops grown on the dry land are principally grain sorghums, cotton and wheat. In addition to these crops, the irrigated farms grow alfalfa, spuds, onions, and tomatoes, not to mention beans.

Thirty-five years ago there were a few farm shacks, not a tree to be seen. The motive power was Pete and Beck, a walking plow, a one row cultivator, and a farm wagon being the farm equipment. Now the farm equipment is all kinds of modern stuff, tractors, two to four row cultivators, combines, haying machinery handled by one man, occasionally by one woman, that puts this ray in the bale.

The kids, whose parents went to schools in board shacks, now go to modern schools, travel for miles on school buses, would think old Pete was a horse if they were to see him.

Of course, horses are still used on the ranches, where they can still see native grass.

VISITS HERE

Mrs. A. J. Koss of Clovis, N. M., is visiting here with her daughter and son-in-law, Mr. and Mrs. Ray Edwards.

CALIFORNIANS VISIT

Mr. and Mrs. E. V. Pointer, former Muleshoe citizens, but now of Lang Beach, Calif., are here visiting their daughter and son-in-law, Mr. and Mrs. Don Moore.

COUNTY BOARD MET

The County Board of Education met in the County Judge's office Friday afternoon. Barry T. Lewis was appointed to fill the unexpired term of Francis Gilbreath, who has moved to California. Mr. Gilbreath was in charge of precinct one.

The North Side Church of Christ

of Muleshoe, Texas

Presents

Carrol H. Christmas

Of Phoenix, Ariz., in a Series of Meetings

Beginning Sunday, July 16

And Continuing Through Sunday, July 23

—We Welcome You To These Services—

MYSTERY FARM? MYSTERY FARM? MYSTERY FARM? MYSTERY FARM?

CAN YOU IDENTIFY THIS FARM?

This is one of a series of 52 ads to appear in The Muleshoe Journal. Prizes will be two pair of theatre tickets to the Cox Drive-In Theatre. One pair of tickets will be given to the first person living in the city limits who identifies the farm. One pair of tickets will be given to the first person living outside of the city limits of Muleshoe who identifies the farm. Phone or write your entry to the Muleshoe Journal. Winners may pick up their tickets at the office of the sponsor of this ad.



Your Farm Can Be A Picture Of Beautiful Crops When You Use The Best Fertilizers Correctly!

WE HAVE A COMPLETE LINE OF DRY AND LIQUID FERTILIZERS — SEE US FOR YOUR NEEDS.

WESTERN FERTILIZER CO.

MULESHOE, TEXAS

HELPING MULESHOE SERVE YOU BETTER

BEN FRANKLIN STORE



Wanema "Nema" McKnight was born in Quinton, Okla., July 10, 1928. She came to Muleshoe in 1929. "Nema" is manager of the firm and has worked here for over two years. She is single and her hobbies are reading and sewing.



The Ben Franklin Store was organized July 18, 1951 by Lowell Irvin St. Clair, and serves the area with a variety of merchandise. It presently employs two people. Present officers of the firm are Lowell Irvin St. Clair. The store is managed by Wanema McKnight.

Isabelle "Ikey" Wilkerson was born March 25, 1913 in Checotah. She came to Muleshoe in the early part of 1950. She has been with the firm about 18 months and holds the position of clerk. "Ikey" was married in Checotah, July 10, 1935 and has one child. Her hobbies are crocheting, sewing and golfing.

"HOWDY"
FOLKS

DROP IN AND SEE US
DURING THE ROUND-UP



Roy G. Jordan was born June 6, 1905, in Howe, Texas. He came to Muleshoe in Oct., of 1925. Since July 1929, he has been with the S. E. Cone Company, and now holds the position of manager. Roy was married at Wills Point, Tex., and has four children. His hobbies are fishing and business.

S. E. CONE GRAIN & SEED CO.

GLAD TO BE A
PART OF A GROWING
PROSPEROUS
COMMUNITY

The S. E. Cone Elevator was organized in July of 1929, by Roy Jordan, and serves the area with storage and seed. There are three employees, and present officers of the firm are L. E. Cone, J. H. Williams, Bob Johnson, and Roy Jordan. The elevator is completely fireproof.



Ira H. "Shorty" Thomas was born in Norman, Okla., April 26, 1904. He came to Muleshoe in the latter part of 1928, and has been with the firm since 1929. He is the elevator operator. "Shorty" was married August 8, 1925 in Purcell, Okla. He has three children, all boys. His hobby is fishing.



Major Lawton "Mage" Wood, was born in Canadian, Jan. 20, 1900. He came to Muleshoe in June of 1938. "Mage" is elevator operator and has been with the firm since Sept., 1952. He was married in Farwell, Nov., 1940, and has three children. His hobby is fishing.

WE WISH TO EXTEND A
HEARTY WELCOME TO THE
VISITORS DURING THE
ROUND-UP AND RODEO



OUR YESTERDAYS
1939 Issues
OLD REFRIGERATOR
ITS RED HOT

About 5:30 o'clock Tuesday morning occupants of the Will Upper home were aroused from sleep by the acrid smell of smoke. Making a prompt investigation they found their refrigerator red hot from a short circuit. A neighbor was promptly notified, and coming to their assistance, the smoking refrigerator was moved out onto the back porch, and the smoldering fire put out.

BAILEY COUNTY QUARTET SINGS AT AMHERST

The Bailey County quartet, composed of S. E. Morris, Tye Young, "Shorty" Ashford, and Mrs. H. L. Lowery, accompanied by Mrs. Ashford at the piano, attended the Lamb County Singing convention held at Amherst Sunday afternoon and rendered several numbers.

A large crowd of singers and song lovers from several counties adjoining Lamb were present.

WESTERN DRUG STORE HAS NEW REFRIGERATOR

The Western Drug Store this week installed a new Frigidaire cream cabinet of latest type, it holding 20 gallons of ice cream and sherbet of various flavors, to accommodate their rapidly growing business in the summer refreshment line.

FOOTBALL BOYS SPONSOR PLAY

Friday evening of last week, the 1939 football boys of Muleshoe high school sponsored the presentation of "The Black Derby", a mystery play in three acts. Approximately \$40 was cleared from the entertainment and advertising, which was

staged at the Muleshoe High school auditorium under direction of William L. Crow.

Participating in the play were: Auda Luttrell, Evelyn Jennings, Bob Cantrell, Neoma Durham, Le-la Mae Barron, Rosa Renfrow, Paul Gardner, Albert White, and Leo Baker.

ST. CLAIR ENLARGES STORE BUILDING

To accommodate his rapidly growing business, the St. Clair Variety store proprietor this week began a 40x50 foot addition to their already spacious business house, which, when completed, will furnish a building 50x120 feet in size—one of the largest business houses west of Lubbock. The entire store is to be further modernized, new fixtures installed and the stock of shoes and ready-to-wear greatly enlarged, as well as other new lines accommodated which heretofore have not been carried for lack of room.

COLD STORAGE PLANT PROPOSED FOR MULESHOE

That a cold storage locker may be established in Muleshoe in the near future was the decision reached at a meeting of the County Land Use Planning board held at the court house here last Saturday afternoon. It was also the expressed opinion that a similar cold storage plant may be located at Needmore for the accommodation of people residing in that part of the county.

From 1925 Papers
MRS. NELLIE DEAN GETS 1,000 GALLON WELL
Mrs. Nellie Dean last week finished drilling an irrigation well on her 160 acre farm about six miles west of Muleshoe, in which she installed a 10 inch pit type centrifugal pump, operating it now with a 15-30 hp.

tractor, but will later install a 25 hp. stationary engine.

TO PAVE NO. 7

Bids will be received April 30, by the State Highway commission for reshaping the base and applying a triple asphalt surface to 11.4 miles of State Highway No. 7 passing through Muleshoe, this job is to connect with the pavement on this highway coming up to the east city limits and leading west to the Farmer county line, where contract is soon to be let for the caliche base.

JUST A FABLE

The following fable, which is probably of Turkish origin, is not

without a touch of truth.

As a woman was walking along the highway, a man looked at and followed her. "Why," said she, do you follow me?" "Because," he replied, "I have fallen in love with you."

"Why so? My sister, who is coming after me, is much handsomer than I am. Go and make love to her."

The man turned back and saw a woman with an ugly face, and greatly displeased, returned and

said: "Why should you tell me a falsehood? The woman answered, "Neither did you tell the truth; for if you were in love with me, why did you look back for another woman?"

Read The Journal Want-Ads Staples always on tap at The Journal.

ALL ABOUT TEXAS in the Texas Almanac, on sale at The Journal. Phone 7220, we deliver.

FARLEY INSURANCE AGENCY
REAL ESTATE & INSURANCE

AUTO FINANCING — FARM LOANS

Over Bank, Muleshoe, Texas

Office Phone 7279

Res- 5103

PAT R. BOBO

Attorney-At-Law
Muleshoe, Texas
Office In Bank Building

FORMAL OPENING
ENGLISH
FLORAL & GIFT SHOP

SATURDAY, AUGUST 15

1221 — AVE. B



IT'S A COMPLETE NEW FLOWER SHOP FOR THE FOLKS IN THE MULESHOE TRADE TERRITORY

- BOUQUETS
- SPRAYS
- CORSAGES
- POTTED PLANTS
- GIFTS
- GREETING CARDS

PHONE 2751

FREE DELIVERY



Doris Faye English was born in Plainview, Tex., Aug. 27, 1912, and came to Muleshoe March 10, 1946. She has just organized the English Floral and Gift Shop and received her license July 13, 1953. She married "Gene" English in Amarillo, Tex. Her hobbies include flowers and bicycle riding. They have three children.

Time to start Saving...with Safety...Here!



MULESHOE
FOR INFORMATION SEE

MILDRED DAVIS
Western NFLA Building
Muleshoe



PHILLIPS "66"

Products — Important To The Growth Of Muleshoe And The Great Southwest. 'Babe' Barbour And All The Gang At

BABE BARBOUR'S

Are Grateful That They Have Been Able To Contribute To A Growing, Progressive Community!

The Building For Barbour's Service Was Completed And Opened For Business In January, 1952, By Evans Oil Company. The Business Was Purchased By H. L. Barbour On April 24, 1952. Babe Says That With Lots Of Help And A Little Rain The Firm Will Be Here 'Till —



Henry Leon "Babe" Barbour was born in Tulla, Tex., Oct. 28, 1919. He came to Muleshoe in 1938. Babe purchased the Phillips 66 service station in April, 1952, and changed the name to "Barbour's 66 Service." He was married June 11, 1943, in Vallejo, Calif. He listed no hobbies but says he is a barber chair sportsman.



Arly Dixon Campbell was born in Archer City, Tex., in 1926 and came to Muleshoe July 19, 1953. He has been with Barbour's Service since July 8, 1953. He is a station attendant. He was married in 1945 at Ballinger, Tex., and has three children: Linda, Dorothy and Donald.



Harry Waddle, co-owner and manager of the Western Drug, was born in St. Joseph, Mo., Nov. 20, 1920. He came to Muleshoe in Feb., 1951 and was in the employ of the store until he and Mr. Pool purchased it. He and Mrs. Waddle were married Jan. 21, 1947 in Okmulgee, Okla. His hobbies are fishing and hunting.



Arthur "Putt" Talley was born June 22, 1897 in Nashville, Tenn. He came to Muleshoe in Oct., 1952. His position with the firm is drug clerk. He was married in Okla., in 1939 and has one child, W. A. Talley. He says he has no hobbies.



Oma Dell Gabbert was born in Turkey, Tex., Aug. 8, 1934. She came to Muleshoe in 1936. She is a fountain clerk for the Western Drug and has been in their employ since May of this year. She is single. She says her hobbies are eating and sleeping.



Ruby Helen "Chubby" Douglass was born in Bailey County, Tex., March 14, 1930, and has lived here all her life. She has been with the store for four years. She was married Feb. 17, 1946 in Amarillo. She and Mr. Douglass have one son. Her hobby is boating.



Wanda LaReine Busby was born here in Muleshoe April 2, 1936. She has been with the firm since Feb., 1952, and is a fountain clerk. She says her hobby is swimming.



Hazel E. Whalin was born April 30, 1909, in Nocona, Tex., and came to Muleshoe Sept. 3, 1941. She is fountain clerk. Mrs. Whalin has been with the store since May, 1953. She was married at Anadarko, Okla., in Nov., 1927, and has three children. She says her hobby is writing letters.



Opal Evelyn Upton was born in Denver, Colo., May 16, 1938 and came to Muleshoe in 1951. She is a fountain clerk with the firm and has been employed with the store since June of this year. She says her hobby is swimming.



Guy Herman "Jerry" Edwards was born May 13, 1933, at Hereford, Tex., and came to Muleshoe Aug. 1, 1952. He serves as a station attendant at Barbour's Service. He says his hobby is "Women."



Arvel Dean "Popeye" Lewallen was born Oct. 10, 1933, in Brady, Tex. He moved to Muleshoe in 1948 and is now with Barbour's Service as a station attendant. He was married here in Muleshoe April 19, 1952 and has one child, Richard Dale. Softball is his hobby.

WELCOME VISITORS

Will Rogers Memorial Round-up and Rodeo

OUR YESTERDAYS
From 1939 Issues

* Charles Alsop of Sudan, spent the weekend in Muleshoe visiting homefolks and friends.

* Mr. and Mrs. Howard Elliott and little daughter of Lubbock, visited in Muleshoe Sunday with her parents, Mr. and Mrs. Neil Rocky and friends.

* Kay Malone of Hot Springs, N. M., has been in Muleshoe for the past few weeks visiting in the home of her aunt, Mrs. Morris Douglass.

* Mr. and Mrs. W. B. McAdams and daughters, Dot and Betty spent the weekend at Abilene. They returned home Sunday afternoon, Mr. Mc bringing a new Bantam automobile with him.

* Mrs. Harold Mardis and infant son left the latter part of last week for Tucson, Ariz., to spend several days visiting Harold Mardis who has been there for the past several weeks for his health.

AN EXPRESSION AND MUSIC RECITAL GIVEN TONIGHT

An expression recital will be given at the Muleshoe High school auditorium Thursday evening, beginning at 8:00 by expression pupils of W. L. Crow. Expression numbers to be rendered by the following pupils are: N. Y. Girl, Bill Sybert; The Mean Bird, Bobby Holt; Help, Please, Bill St. Clair; Queer Little Pussy, Bobby Jo Roberts; At Dancing School, Max Gardner; Goblins, Dais Weyer; Hearts and Hands, Paul Gardner; Faithful Lovers, Francis Williams; My Little Dog, Grace Marie Sharp; Snapshots, Jane Damron; Boys, Keep Your Hair Combed, Oscar Ray White; An Excerpt, Mary Sue Osborn; The Wayward Son, Billy Pierson; An Italian King, Billy Beavers; Roofs, Cara Juan Bishop; America, June Wagon; and What The Rose Said, by Imogene King.

Mr. and Mrs. Delma McCarty and two sons of Spur, spent the weekend in Muleshoe visiting homefolks and friends.

Mrs. Cecil H. Tate and two sons left Friday of last week for Giddings to visit relatives for several days.

Miss Helen Jones visited in Clovis, N. M., Sunday with her sister, and friends.

Mr. and Mrs. Lonnie Arnold and H. T. Davis, of Baileyboro attended the WOW convention at San Antonio.

Mrs. Finley Pierson and Mrs. C. E. Farrell returned to Muleshoe Thursday of last week from Pampa where they were delegates to the northwest Texas annual conference of Missionary societies Methodist churches. Mrs. Farrell represented the local Circle No. 1, Missionary society and Mrs. Pierson was delegate from the Maude Hart circle.

A. W. Copley attended the Ginners convention held at Dallas last week, also attended to business in Austin and Hobart, Okla. He was accompanied as far as Ft. Worth by Mrs. B. W. Carles, who visited there with her daughter, Mrs. Bob Bradley, and family. On their return trip they were accompanied by Mrs. Evie McCellan of Ft. Worth, aunt to Mrs. Copley, who will visit here a while.

Ike Robinson visited friends in Clovis, N. M., Thursday of last week.

Mr. and Mrs. Earl Ladd and

Mr. and Mrs. Morris Childers were Littlefield visitors Sunday afternoon.

Woodrow Lambert who is employed at a tailor shop in Lubbock, spent the weekend in Muleshoe visiting his folks and friends.

Mr. and Mrs. J. H. Engram and daughter of Texico, N. M., were here Wednesday visiting. Mr. Engram is a former engineer on the Santa Fe system when that railroad line was run through Muleshoe about 26 years ago.

Willie Williams of the West Camp community underwent an appendicitis operation at a hospital in Hollis, Okla., according to information received here.

OUR YESTERDAYS
From 1935 Papers
MR. AND MRS. STEPHENS FETED

Thursday evening of last week a group of about 50 friends of Mr. and Mrs. Loyd Stephens met at their home northeast of Muleshoe and gave them a surprise wedding shower and charivari.

The couple has been married since Christmas. She arrived in Texas a few days ago, from Arkansas, where she taught school this year.

A number of various out-door games were played and enjoyed by all.

The honoree received many lovely gifts, including a full set of dishes.

Delicious refreshments of cakes, cookies, and fruits were served.

With pork prices going up so fast, it will soon be that when a Muleshoe person is called a hog he'll regard it as a compliment.

* Most any Muleshoe man can overcome natural handicaps. The hard part is to overcome the ones he makes for himself.

* Every once in a while we run across a Muleshoe man who ties a string on his finger so he will not forget something important, and then he forgets what the string is for.

* Perhaps one reason Muleshoe folks stayed closer to home in the old days was because there were fewer places to go.

* Tye Young admits his greatest trouble with his income is to get it to come in.

* Some passerby a few weeks ago saw a man running a roller over his field of potatoes and stopped to inquire why. Well, you see, said the man, potatoes were such a low price last year that I thought I would try raising them already mashed this year, thinking the price might be more satisfactory.



We Congratulate The Folks Who Worked So Hard To Make The Round-up A Big Success - We Hope This Event Will Get Bigger Every Year!

Welcome Visitors

TO THE ANNUAL
**WILL ROGERS
MEMORIAL RODEO
AND ROUND-UP**

Yes - We Want You All To Feel Welcome - To Stop By and Visit With Us. We Feel Great Pride That We Are A Part Of This Fine Community and Will Continue To Do Everything In Our Power To Keep The Wheels Of Progress Turning!

Muleshoe Elevator

BILL MOORE

BOB WALLACE



Clyde Holt was born in Hugo, Okla., Aug. 1, 1915. He came to Muleshoe in 1930, and has been with the firm since 1931. He is partner-manager. Clyde was married Jan. 5, 1935 in Happy, and has two children.



Mary Jo Holt was born in Littlefield, Jan. 6, 1940, and has made her home here in Muleshoe all her life. Her hobbies are horses and sports.



Mary F. Holt was born July 11, 1916, in Plainview and came to Muleshoe in Aug., of 1930. She holds the position of bookkeeper for the firm. Mary was married in Happy, Jan. 5, 1935, and has two children.



H. C. Holt was born Dec. 17, 1889 in Kingsmill, Ark. He came to Muleshoe in 1931 and is a partner in the firm. He has been with them since he came here. H. C. was married May 7, 1911 in Ft. Towson, Okla., and has four children.

Holts Panhandle Service Station

GROWING WITH THE MULESHOE AREA AND PROUD OF IT!

Holts was established in August, 1931 by H. C. Holt and son, Clyde. It is the oldest oil firm in Muleshoe. H. C. started in the Oil business in Sudan, in 1925. Clyde was Division Mgr., for Panhandle Oil Corp., for four years. Holts is the oldest Distributors of the Panhandle Oil Corporation.

WELCOME VISITORS TO THE WILL ROGERS MEMORIAL ROUND-UP AND RODEO



Benjamin Franklin Murdock was born in Waco, Aug. 15, 1900. He came to Muleshoe in 1929, and since 1943 has held the position of truck driver for the firm. He was married in Memphis, and has one child.



O. Milburn "Short" Johnson was born Nov. 26, 1924 in Baileyboro and moved to Muleshoe in 1942. He has been with the firm since 1945 and is the service station attendant. "Short" was married in Muleshoe, and has two children.



Jimmy Clyde Holt was born April 10, 1936 in Littlefield. He is with Holts as service station attendant. Jimmy Clyde is single, and a senior in High School. His hobby is sports.



Ernest Mulford Lovelady was born Sept. 24, 1896 in Rosebud, and came to Muleshoe Nov., 1927. He has been with the firm since May, 1951, and is the transport driver. Ernest was married May 30, 1917, in Vashti, Tex., and has three children.

BEST WISHES TO THE
WILL ROGERS MEMORIAL
RODEO AND ROUND-UP



Johnnie Lee Askew was born Sept. 19, 1921 in Jackson, Tenn. He serves Muleshoe with Mead's Fine Bread, which he has been doing since 1948. He is employed by the Mead Baking Company of Lubbock. He married Thelma Scott June 4, 1941 in Jackson, Tenn., and they have two children, Ann and Scottie. Johnnie's hobbies are football and baseball. And he says "I appreciate your business."

MEAD'S
SALESMAN IN
MULESHOE

ST. CLAIR VARIETY STORE

DEVELOPING WITH A GROWING COMMUNITY

The St. Clair Variety Store was organized in April of 1930, by Mr. and Mrs. Irvin St. Clair. It serves the area with a variety of merchandise. There are presently seven employees, and

officers of the firm. They are: Mrs. Irvin St. Clair, president; Lowell I. St. Clair, vice president; B. J. St. Clair, secretary-treas. Ray Morrison is manager.

Raymond "Ray" Morrison was born May 28, 1913, at Van Alstyne, Tex. He came here to go with the St. Clair organization on Oct. 1, 1947. He is manager of St. Clair Variety but he put it on the information sheet "general flunky". Mr. and Mrs. Morrison were married on April 18, 1937, in Temple, Tex., and they have three children. Ray's hobbies are Boy Scout and church work.

Moyna "Money" Melson was born March 25, 1907, in Hopkins County, Tex. She came to Muleshoe May 28, 1949, and has been with St. Clair Variety since Aug. 3, 1951. She is the manager of the lingerie dept., of the store. She was married Oct. 7, 1932, in Winnsboro, Tex., and has three children.

Odä Odell Press was born Feb. 28, 1912, in Blue Ridge, Tex. She came to Muleshoe on Feb. 1, 1953 and has been with St. Clair Variety since that date. She is the manager of the notions dept. She was married at Westminster, Tex., May 28, 1927 and has 2 daughters.

Sarah Ann Payne was born at Ft. Cobb, Okla., May 7, 1907 and came to Muleshoe Oct. 26, 1952. She has been with our firm since Nov. 26, 1952. Mrs. Payne is manager of the toiletry dept., of our store. She was married in Clovis, Sept., 19, 1932 and has 2 children. Her hobby is reading.

Opal Frances Pugh was born in Snyder, Tex. She came to Muleshoe on Jan. 7, 1949 and has been with St. Clair Variety since March 11, 1952. She is manager of the infants dept. Mrs. Pugh was married March 22, 1930. She has three children.

Frances Elizabeth King was born in Wellington, Tex., Feb. 8, 1921. She came to Muleshoe Jan. 20, 1947 and has been with our firm since March 11, 1952. Mrs. King is manager of the store's toy dept. She was married in Clovis, Feb. 16, 1938 and has five children.

Dovie Myrtis Waggoner was born in Goldthwaite, Tex., Feb. 2, 1911. She moved to Muleshoe May 20, 1938 and has been with our store since Jan. 16, 1945. She is floor manager. Mrs. Waggoner was married Sept. 15, 1928 and has 3 children. Her hobbies, she declares, is entertaining her granddaughters.

Miss Betty Hines Mr. Calvin Turner Exchange Vows



Mr. and Mrs. Calvin Turner

Miss Betty Hines, daughter of Mr. and Mrs. Sam Hines of Muleshoe, and Mr. Calvin Turner, son of Mr. and Mrs. Ira Robinson, also of Muleshoe, were married August 2, in Portales, N. M.

Rev. L. A. Doyle, minister of the First Baptist Church of Portales, officiated, and the wedding took place in his home.

The bride, given in marriage by her father, wore a blue-grey suit, with pink accessories, and a pink carnation corsage.

Mrs. Betty Mannett was matron of honor, and was dressed in a white ensemble.

Grooms attendants were Sam and Que Hines.

For her daughter's wedding, Mrs. Hines wore a grey dress, while the mother of the groom chose a sheer blue and white print dress.

Mr. and Mrs. Turner are at home in Muleshoe.

Progress HD Club Instructed On Making Hassocks

A demonstration on making hassocks from detergent barrels was very instructive to the Progress Home Demonstration Club on Tuesday, August 4. Mrs. E. E. Holland from the Muleshoe Club gave this demonstration. Mrs. Holland had learned this from Home Demonstration women in Hansford County. She brought a hassock she had completed and then worked on one for Mrs. Gordon Murrah. This was nearly completed.

The club met in the home of Mrs. Albert Davis. There were the following women present: the guests, Mrs. Gary Weaver and Judy Murrah and the members, Mmes. John Thomson, Ray Quisenberry, Alfred Patterson, Harold Mardis, T. Haley, Manuel Self and Glenn Maltby.

Late in the afternoon, Mrs. Davis served those present a delicious refreshment plate of jello salad, angel food cake and lemonade.

May Lose Foot After Accident

A 13-year-old boy is faced with the possibility of losing his right foot from just above the ankle after a sickening accident in the field Monday morning.

Kenneth, son of Mr. and Mrs. "Dude" Redwine, who live seven miles north of Progress, was driving a M-M 4-row tractor, pulling a mowing attachment near an irrigation ditch.

He lost his position atop the tractor, and fell into the machinery, and his right foot was almost severed from his leg.

He was able to seize the clutch as he slipped, however, and prevented himself from "being ground up," said spectators.

His father, who was following in a pickup, rushed the boy to Muleshoe where he was hospitalized. Physicians there are doubtful the foot will knit, since the leg bone was crushed in the accident. The fact that Kenneth was wearing heavy boots probably prevented the loss of his foot at the time of the accident.

The Redwines have three children younger, and one older, than Kenneth. —State Line Tribune.

Read The Journal Want-Ad Staples always on tap at The Journal.

ALL ABOUT TEXAS in the Texas Almanac, on sale at The Journal. Phone 7229, we deliver.



Jeff Peeler was born in Lamesa, Tex., April 26, 1912, and came to Muleshoe in Feb. of 1949. His position with the Southwestern Public Service in Muleshoe is local manager. He has been with the firm since Feb. 1, 1934. Jeff was married in Littlefield, Tex., May 5, 1934. He has two children. Jeff was manager of Silverton, Denver City, and Dimmitt before he came to Muleshoe. His hobbies include Lionism, Boy Scouts and Church Work.



Clarence J. "Spud" Thomas was born Jan. 18, 1923, in Purcell, Okla. The family moved to Muleshoe Feb. 1, 1938. Spud and his wife were married here in Muleshoe March 3, 1945, and they have two children. He is employed as service man for Southwestern Public Service Co., and has been with the firm since April 25, 1949.

GROWING WITH MULESHOE AND THE SOUTHWEST

ALWAYS ON THE
JOB TO SERVE
AND SERVICE



Margaret Frances Bryant was born in Lubbock, Tex., Dec. 8, 1932, and came to Muleshoe in June of 1938. She is Cashier-bookkeeper for the Southwestern Public Service and has been with the firm since Dec. 1, 1952. Margaret was married in Muleshoe Jan. 26, 1952.



Gwendolyn Joyce Alsup was born in Linden, Ala., Oct. 24, 1933, and came to Muleshoe in June of 1952. She is cashier-bookkeeper for the Southwestern Public Service and has held that position since Dec. 8, 1952. She was married in Lubbock, Tex., June 22, 1952.

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MULESHOE

— YOUR OLDSMOBILE DEALER ALSO FEATURES TOP VALUES IN SAFETY-TESTED USED CARS —

Swift, hushed going power . . . easy, sure-footed stopping power . . . effortless, sure-control turning power . . . you'll find all these high-powered thrills at the wheel of a dashing new Oldsmobile! Come in—drive a glamorous Super "88" or Classic Ninety-Eight. See how the 165 hp. "Rocket" Engine teams with Hydra-Matic Super Drive* to level the hills, command the 'straightaway. How Power Brakes* ease you to a faster, safer stop with just a toe-touch. How easily you'll park, turn and maneuver with brawny Power Steering* to take over 80% of the work! No wonder the new Oldsmobile appeals to men and women alike! It's the car you should try together. So see us soon—for a double-date with a "Rocket 8"!

*Optional at extra cost



MISS ALENE SPIVEY, of Muleshoe, above was selected trophy queen of the Glendive, Mont., Stock Car Racing association for their meet in July.
Miss Spivey was the candidate of the Glendive JayCees. She is a daughter of Mr. and Mrs. C. L. Spivey of Muleshoe. She and a sister, Joyce, were visiting a third sister, Mrs. Bob Bump, in Glendive at the time of her selection to be queen of the association.

New Stores For Sudan Announced

(From Sudan News)
A. C. Rockway, of Beaver, Oklahoma, was in Sudan the other day and negotiated for the Cockermham building on Main, east side, to open a dry goods store. It is the former Jones dry goods spot.
Rockway has been in the dry goods business since 1941 in Beaver. Mr. and Mrs. Rockway will move to Sudan in a couple of weeks. They have one daughter, 13, to enter the Sudan schools.

TO HAVE SHOE STORE

A. Poole of Lubbock stopped by the News and stated he had

rented the building south of the News office and will put in a shoe store, featuring shoes for men, women, and children. The Pooles now have stores in Littlefield as well as Lubbock.

OUR YESTERDAYS

From the Dec. 20, 1920 Issue

Dear Santa:
Will you please bring me a bicycle for Christmas.
I would like to have a big cap gun with lot of bullets.
And I would like some gun shells for my 25-20 bullets.
Please bring me a couple of bicycle tires.
And don't forget to bring the little poor children, but I am poor myself.

Yours Truly,
Houston Hart

"WELCOME" To One And All

Glen R. Dunn was born May 15, 1904 in Marlow, Okla. He came to the Muleshoe area in 1933. Glen has had the Valley Motel since 1951 and is co-owner of the firm. He was married in Elgin, Okla., Dec. 31, 1925, and has one child. His hobbies are fishing and sports.



The Valley Motel was completed and opened in April, 1951. It is a completely modern nine unit motel and is air conditioned throughout. Glenn and Wynnie invite everyone to stop by and visit with them during the Round-Up.



Wynnie B. Dunn was born in Marlow, Okla., Sept. 24, 1908. She has been in the Muleshoe area since 1933, and has been with the Motel since 1951. She is co-owner. Wynnie was married in Elgin, Okla., Dec. 31, 1928, and has 1 child. Her hobbies are Eastern Star and Study Club work.

VALLEY MOTEL



Charles Long Lenau, owner of the lumber firm which bears his name, was born in Hobart, Okla., on Nov. 10, 1909. He came to Muleshoe in 1937 and the following year he founded his present business. He and Mrs. Lenau have two daughters and a son. His hobbies are golf and fishing.

FROM THE FAR FLUNG FOREST IN THIS GREAT COUNTRY TO THE CHAS. LENAU LBR. CO. HAS COME MANY OF THE VITAL ESSENTIALS SO NECESSARY IN BUILDING A COMMUNITY

The Charles L. Lenau Lumber Co., of Muleshoe was founded in 1938 by Charles Lenau, who is the owner of the firm. The firm deals in lumber and building supplies, paints, builders hardware, etc. They have had a large part in the progress and development of Muleshoe and the surrounding area.



Finley Boone Pierson, bookkeeper for the Lenau company, has been with the firm twelve years. He was born at Bera, Ky., on Dec. 27, 1900. He was married in Oklahoma City, Okla., in 1923 and he and Mrs. Pierson have a son and daughter. Finley says his hobby is visiting and pottering about his farm near Muleshoe after business hours.



Felix Ray "Slim" Allison, was born in Bronte, Coke County, Tex., June 4, 1905. He came to Muleshoe in 1946 and is employed as shoe man at the Chas. L. Lenau Lbr. Co., where he has been since 1947. He has two children. Mr. Allison says his hobby is working in his yard.



We failed to get a biographical sketch on Kenneth Burton but everybody knows Kenneth anyway. He is one of the old timers of the Muleshoe country, having lived here since 1924. Kenneth was on vacation this week. He has been with the Lenau firm about six months. He and Mrs. Burton have a son and a daughter.



Troy Alton Page was born in Jack County, Tex., on April 23, 1919. He came to Muleshoe in 1946 and is the deliveryman for the Lenau firm. He has been with the firm since 1949. He was married in Jack County, Tex., in 1940. Mr. and Mrs. Page have two children, a boy and a girl.

CHARLES LENAU LBR. CO.

MULESHOE, TEXAS

Want to be nimble,
smooth and quick?



WE have just the place for you. If such is your desire.

It's at the wheel of a 1953 Buick with Twin-Turbine Dynaflow.

And we suggest you hold on to your hat and your heart when the action starts—for here's what happens:

You press the pedal and, from a standing start, you're up to a legal 30 mph before you have time to breathe but twice.

Or, you're in the thick of traffic—moving smoothly, easily, quietly. Then, when it's safe to do so, you move instantly into the clear with the greatest of ease—in one progressive build-up of velvet acceleration—

without a single gear shifted or a clutch pedal pushed.

That, sir, is the big thrill command you get in any 1953 Buick SPECIAL, SUPER or ROADMASTER with new Twin-Turbine Dynaflow.

For this fully automatic drive now has two turbines where one did the trick before. Two turbines for instant getaway response—with whisper quiet—and with infinite smoothness through all ranges.

Of course, a lot of able power goes with this smooth, quick getaway—the highest horsepower and compression ratios. Series for Series, in all Buick history.

And so does big room. And the

supreme comfort of the Buick Million Dollar Ride. And the superb handling ease of finely balanced weight. Even Power Steering* is at hand to make parking and turning still easier.

Why not drop in on us soon and sample one of these great new 1953 Buicks with TT Dynaflow? It's an experience—and a value story—too good to miss.

*Standard on Roadmaster, optional as extra cost on other Series.

THE GREATEST
BUICK
IN 50 GREAT YEARS

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Cayle Reed Buick Company

HIGHWAY 70 & N. AVE. B

MULESHOE, TEXAS



By John C. White, Commissioner

THE FIFTH PLATE

The present birthrate in the United States indicates that one extra person will be sitting at every American table for four by 1975. People are now asking: "Where is the food coming from to fill this fifth plate?"

If population forecasters are right, our agricultural produc-

tion will have to increase 20 per cent to feed the next generation as well as we are eating now. This means a big demand for additional food.

In the past, such demands have led to drastic changes in the lives of many people. When the Irish potato crop failed in 1845, hundreds of thousands left their native country to find homes in the United States. As the population increased in the eastern states, people moved west, opening new land and advancing the frontier.

In World War I, American farmers expanded their production by putting vast acreages of land into cash crops. And you all know the years of distress that followed when the war-

time market collapsed in the 20's. When a second World War again demanded the utmost of farmers, they increased production by nearly one-third. This was about the limit of our production capacity at that time.

Today, each farmer now raises enough to feed himself and about 15 others. And there are 7,000 new babies to be fed in the United States every morning of the year. New farmers and new farms can't be created fast enough to keep the ratio balanced.

If we have to raise our sights to feed a permanently expanding population, where shall we turn this time? There are no new frontiers of first rate land to be opened up. Only a little more than one-fifth of our land area is now being used for crops, so millions more acres could be put into cultivation—but the investment for irrigation alone would be staggering.

The problem is not a new one. About 150 years ago, Thomas Malthus, a brilliant but rather short-sighted English economist,

forecast starvation for the human race because the world population, he said, was outstripping agricultural production. But Malthus was wrong. He underestimated the farmer's ingenuity in constantly improving his crop raising methods.

The answer, then, lies in a greater application of science to agriculture. We must find new ways to apply research to agricultural production and teach approximately the present number of farmers to use new scientific knowledge on approximately the present area of cropland.

We have nothing to fear from the "fifth plate" as long as the farmer continues to in-

crease his per-acre yields, improve his soil conservation practices and work for better plant and animal breeding.

BACK TO CAPITAL

Mrs. Jack Barbour, of Washington, D. C., has returned home after a visit here with Mr. Barbour's parents, Mr. and Mrs. H. O. Barbour and other relatives. Her parents, also of Washington, Mr. and Mrs. William N. Mahaffey, were here with her.

BOSTITCH STAPLERS and Staples always on tap at The Journal.

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BOBO INSURANCE AGENCY

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PHONE 2640 MULESHOE

A Builder



JOHN AXEL BENSON

was born in New York harbor aboard a ship that had brought his parents to America from their native Sweden. This was on Jan. 5, 1889. From there, John drifted west to work on cattle ranches in Wyoming and elsewhere. He even passed through Muleshoe, in 1909, although he didn't settle here until 1929. He and Mrs. Benson were married Oct. 5, 1926 in Albuquerque. By that time John had become a locomotive engineer. They have two children, Elzada Marie and John A., Jr. John has three foster children including Burnice Pearson, who formerly was a builder here, too.

John has built or helped to build many, many business houses and residences here in Muleshoe and on farms in the surrounding territory. He lives in the west part of town and said when he came here he could see very plainly the front entrance of E. R. Hart Company from his house.

WELCOME TO THE ANNUAL ROUNDUP

"HOWDY" FOLKS



Wendell Emmett "Windy" Young

was born on a farm in Hunt County, Tex., Aug. 15, 1900, and came to Muleshoe in 1935 as a mailman. He is now with the city and serves as water supt., and fire marshal, and has been with the city since 1942. He married Maude May Dec. 24, 1922 in Hardeman County, Tex. The Youngs have two children, one boy and one girl. Windy's hobby is big game hunting.

WELCOME VISITORS

"WINDY" YOUNG

WE'RE PLEASED THAT WE ARE A PART OF A GROWING COMMUNITY!

Joe S. Damron was born in Itasca, Tex., Dec. 13, 1898, and came to Muleshoe in 1932. Joe is co-owner of the Damron Drug Store, and has been with the firm since it opened in 1932. Joe was married in Duncan, Okla., Sept. 8, 1919, and has three children, 1 boy and 2 girls. He says his hobby is rolling pills.



The Damron Drug Store was opened in Muleshoe in 1932 by Joe Damron. Joe has been in the drug business for 35 years and was in Amarillo before he came to Muleshoe. The Damron Drug store has outgrown its present location and is moving to a beautiful brand new building in the near future. The location is next to the bank.



John W. Smith was born in Muleshoe Feb. 6, 1922 and has lived here all of his life. He is sales manager at the Damron Drug store, and has been with the firm about 18 years. He was married in Tucumcari, N. M., June 20, 1940. He has 2 children, 1 boy and 1 girl. His hobby is photography.

DAMRON DRUG

MULESHOE, TEXAS



Jesse M. Osborn was born Aug. 4, 1894 in Okolona, Ark., and came to Muleshoe Feb. 10, 1931. He is president of the Muleshoe State Bank, and has been with the firm since Feb. 19, 1931. Jesse was married in Okolona, Ark., Feb. 11, 1919 and has two children. His hobby is farming.



Inez F. Bobo was born in North Dakota. She came to Muleshoe in 1918, and has been with the Muleshoe State Bank since Dec. 1929. Inez is Vice-president and cashier of the bank. She was married in Muleshoe, Feb. 6, 1932.



William Quilla "Casey" Casey was born Oct. 15, 1902 in Santa Anna. He came to Muleshoe April 1, 1949 and has been with the bank since that time. He is Executive Vice-president. Mr. Casey was married in Abilene in 1925, and has two children, both of whom are married.



Billy Don Barbour was born in Nolan County, Aug. 8, 1931, and came to Muleshoe in 1938. He is teller at the bank and has been employed there four and one half years. Billy Don was married in Muleshoe Oct. 22, 1950 and has one child. His hobby is photography.



Josephine White was born in Madill, Okla., Aug. 1, 1920. She came to Muleshoe Sept. 1, 1952, and has been with the Muleshoe State Bank since April 13, 1953. She holds the position of teller. She was married in Madill, Okla., Oct. 12, 1940.

A PROSPEROUS COMMUNITY BACKED BY A STRONG BANK IS SURE OF SUCCESS!

The Muleshoe State Bank

IS PROUD OF ITS SHARE IN THE PROGRESS AND GROWTH OF THE COMMUNITY

The Muleshoe State Bank was organized August 17, 1914, and its first location was in the back of a barber shop, located where the south part of the present building is placed.

G. P. Kuykendall, who now owns and operates Kuykendall Chevrolet Co., Lubbock, Texas, was the first Cashier and managed the bank. Other officers were C. W. Harrison, president; M. P. Smith, vice-president; J. A. Oden, vice-president; Directors: Jess Elrod, H. D. Huyck, C. W. Harrison, M. P. Smith, J. A. Oden and G. P. Kuykendall.

The bank moved from the back of the barber shop to the brick building on the present location of the Cashway Grocery on October 10, 1914. The bank moved to its present location in October, 1939.

Present officers and directors of the Bank are:

George E. Benson, Chairman of the Board.
Jesse M. Osborn, President.
W. Q. Casey, Executive Vice-President.
Inez F. Bobo, Vice-President and Cashier.

John A. Hughes, Vice-President.
W. O. Stevens, Vice-President.
Katie Winter, Ass't. Cashier.
Dr. D. M. Wiggins, Director.
Harold Hinn, Director.
Robert W. Blake, Director.
J. David Lynch, Director.



Dorothy Elaine Harris was born in Plainview Aug. 15, 1933. She came to Muleshoe two years ago, and since that time has been employed at the bank. She is teller. Dorothy is single and her hobby is collecting miniature elephants.



Katie L. Winter was born June 7, 1916, in Hollis, Okla. She came to Muleshoe in 1945 and has been with the bank for seven years. She holds the position of assistant cashier. Katie was married in Ft. Worth in 1938. She has no hobbies.



Ruby Aliene Lowery was born in Stephenville, June 18, 1935. She came to Muleshoe in 1950 and has been with the bank since July, 1952. She holds the position of bookkeeper. Aliene is single and has no hobbies.



Nancy Louise Stovall was born Oct. 2, 1934 in Goodland. She has been with the bank since Oct., 1952, and is bookkeeper. Nancy was married at Three Way Aug. 31, 1952.



Billie Faye Graves was born in Muleshoe Feb. 17, 1933. She is bookkeeper for the bank and has been with the firm since Jan. 30, 1952. Billie Faye is single and has no hobbies.



William E. "Little One" Jones was born in Tennessee, Oct. 11, 1927. She came to Muleshoe in 1930, and has been with the bank one year and four months. She is bookkeeper, and is single.



Miron T. Young was born Dec. 15, 1916 in Milam County, and came to Muleshoe in the latter part of 1947. He is janitor of the bank and has been with the firm for about two years. Miron was married in Muleshoe December 20, 1947, and has four children. His hobbies are hunting and fishing.