

The Muleshoe Journal

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

VOLUME 33, NUMBER 3

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, JANUARY 21, 1954

BEAUTY REVEALED— (Photo by Cline Studio)

Bailey County's temple of justice never before appeared so beautiful as on a recent sunny morning. The trees had been topped and the east front could be seen as shown above. Not only did the building show up better but the lawn appears more attractive. Foliage will return to the trees but it will be grouped higher from the ground, giving the grass a better opportunity to grow this summer.



76 Boys Sign Applications For Membership In Little League Here

About seventy business and professional men gathered in the dining room of the West Postoffice Cafe Wednesday to learn more about the Little League. A program including the film of the 1953 Little League

World Series was unfolded for the businessmen, and a few minutes later, at 1:50 p. m., boys of the junior high school gathered to hear the same program.

The Journal learned that some 76 boys ages 8 to 12 inclusive, turned in applications for the privilege of playing in the League, most of the applications signed also by the parents.

So, it appears that Muleshoe will have a four team Little League functioning by the time summer school vacation rolls around.

The business men met at the call of the three civic clubs, Lions, Rotary, and JayCees. Arch Fowler, president of the Lions, presided and introduced Frank Benites, local business man who has taken an interest in organizing the Little League. Benites paid tribute to others who have helped with the movement, Jim White, Bill Moore, Karl Lovelady, Ray Franz, and Supt. Jerry Kirk. Then he introduced Bill Gibson, who is Mr. Baseball at Clovis.

Bill is president of the Clovis Pioneers, a former coach of athletics, and a leading light in the Little League movement in Clovis. After a few remarks he showed the film, which claimed the intense attention of all.

He called attention to the fact that since Clovis has gone into Little League Baseball juvenile delinquency has noticeably declined.

The Dinner Bell Opens Saturday

Opening of Muleshoe's newest eating place, The Dinner Bell, is announced for the coming Saturday, January 23, according to the owner, Joe Duke. There will be free coffee for those who call to see the new place that day.

The Dinner Bell is located in a newly completed, modernistic building on Clovis highway, across the road from the plant of Widebush & Childers. It is 36x66 feet in dimensions and the present arrangement of tables and stools provide seating facilities for 66 people.

The eating place will feature the well known hickory smoked pig barbecue of the proprietor, Joe Duke, who has been providing barbecue at Wagon Grocery & Market and for public functions here for many years.

The Dinner Bell will specialize also in steaks of all kinds and fried chicken. On Sundays they will serve a full course plate dinner. As soon as possible, the Dinner Bell will be a full fledged drive-in, with curb service for those who wish to eat while remaining in their cars. The cafe also is equipped with a fountain and there will be cold drinks of all kinds on tap at all times.

DIMES DANCE SET FOR JAN. 30, LEGION HOME

Lloyd Alsop and his orchestra will play for the March of Dimes dance to be given in the Legion Home here the evening of January 30.

Muleshoe JayCees are sponsoring the dance, all proceeds of which will go to the fund for fighting infantile paralysis.

Muleshoe State Elects Officers And Directors

At the annual shareholders meeting of the Muleshoe State Bank January 14, 1954, the following officers and directors were elected for the coming year:

Officers
George E. Benson, chairman of the board; Jesse M. Osborn, president; W. Q. Casey, executive vice-president; John A. Hughes, vice-president; W. O. Stevens, vice-president; Dr. D. M. Wiggins, vice-president; Inez F. Bobo, vice-president and cashier; Katie L. Winter, assistant cashier.

Directors
Directors elected are: George E. Benson, Jesse M. Osborn, W. Q. Casey, John A. Hughes, W. O. Stevens, Dr. D. M. Wiggins, Harold Hinn, J. David Lynch, Robert W. Blake and Inez F. Bobo.

Fertilizer Use With Cotton Burrs Advised

A crowd attending the Agriculture Chemical Conference held at Texas Tech Jan. 13 and 14 was told that cotton burrs spread on land definitely should have some commercial fertilizer to go with them.

One expert from A. & M. College said there should be added at least 200 pounds of superphosphate and 100 pounds of ammonium nitrate or 150 pounds of ammonium sulphate to the acre. Burrs have been saved by gins and made into compost piles for spreading on the land.

Local people attending the conference included Zee McCasland, Jack Little, Cecil Mardis, J. K. Adams, Chief Jones, and Bob King.

"Mystery Farm" J. L. Redwine's

The Mystery Farm pictured in last week's Journal, is the home of Mr. and Mrs. J. L. Redwine, located about five miles west of Muleshoe. A beautiful aerial photo of the farm, taken by the Zeke-Robbins studio of Harlan, Iowa, awaits Mr. and Mrs. Redwine at The Journal office.

First person in the city to identify the farm was Victor Foss, and first person out of the city to call was Roy Locker. Two free tickets to Cox Drive-In Theatre await them at Western Fertilizer, sponsors of the contest.

Church of Christ Preachers Meet

Churches of Christ in this vicinity will have representatives at a meeting to be held in Bula Monday, January 25. Normal Warren, pastor of the Bula church said about fifty preachers will attend and other church personnel will be present.

Guest speaker will be Jesse Brookshire of Morton. After the dinner, there will be a panel discussion with the subject: "Problems Facing the Church".

Dimes Drive Gaining Momentum

Osborn Runs For Another Term In Legislature

Jesse M. Osborn, of Muleshoe, this week announced that he will be a candidate for reelection as Representative from this, the 96th Texas Legislative District. Mr. Osborn is serving his first term in the office, having been elected in 1952 and entering upon the duties of the office in January, 1953. His candidacy is subject to the action of the Democratic Party primary in July.

Mr. Osborn has been a banker all of his working life, and is still interested in the Muleshoe State Bank, in which he maintains an office when he is in the city. In the last few years he has become interested in farming and in breeding registered cattle.

His interest in soil and water conservation has made him a well known figure in these fields.

In the 53rd Legislature, Mr. Osborn was appointed by the Speaker to serve on four important committees: The Conservation Committee, which had to consider 60 water bills; the Agriculture Committee; the Committee on Highways and Roads; and the Committee on Motor Traffic.

Mr. Osborn will make his formal announcement in other papers of this district as time will allow.

Mercury Drops To Zero Here

People who wondered why the family auto wouldn't start this morning will cease to be puzzled when they learn the low temperature last night was exactly zero. That's the official report from the home of Judge R. J. Klump, who is the local weather recorder.

Snow covered the ground this morning in Muleshoe. It was believed the fall amount of about an inch and the amount of moisture was not measured. Last night was the coldest for the current winter.

Smith Assessed 2 Year Verdict

Gordon Smith, charged with murder in connection with a fatal automobile collision on the highway near Muleshoe last summer, was given a two year term in the penitentiary by a jury in district court Tuesday. His trial began Monday morning and the jury returned its verdict after midnight Tuesday.

Smith was charged with murder with a motor vehicle which carries the same penalty as murder without malice, 2 to 5 years. The jury assessed the minimum penalty. He was tried in this case in the death of Susanna Martinez, who was about 16.

Four other Martinez children died in the accident, which occurred near the city limits on Plainview highway last June 28. The court has not formally passed sentence and has three days in which to do so. Meanwhile Smith was released from custody by the court on his original bond.

Members of the jury were: Cecil Cole, Howard Taylor, Robert Byrd, Albert Ramm, Buck Taylor, Gordon Murrah, O. W. Marlow, James Warren, J. W. Barber, Jack Obenhaus, Edward Crume, and E. W. Locker.

The Weather

	High	Low
Jan. 11	38	11
Jan. 12	50	22
Jan. 13	29	12
Jan. 14	45	24
Jan. 15	55	26
Jan. 16	61	22
Jan. 17	68	22

No precipitation in the period. A light snow fell Wednesday night, Jan. 20.

Pancakes And Sausage To Be Served Tuesday

Pancakes and sausage will be served by Muleshoe Rotary Club next Tuesday, January 26, beginning at 6 a. m., to help raise funds for the March of Dimes. All members of the club have been assigned duties in connection with the event.

All ingredients necessary have been donated: Pancake mix, Pillsbury Mills; Vance's Country Style Sausage, Muleshoe Locker; Coffee, Wagon Grocery; Syrup, Kimbell Clovis Co.; Sugar, Cashway Grocery; Shortening, Piggly Wiggly; Cream, Malone Milk Co.

Postoffice Cafe generously donated the use of their dining room, their grill, dishes and silverware.

Legion Leaders Plan Visit Here



L. E. PAGE



HILTON LAMBERT

Ben Richardson Post No. 403 will be host on the morning of Wednesday, January 27, at 10 a. m., at the Cross Roads Cafe to Legion State Commander L. E. Page and Commander of the 19th District.

P. Q. Stickney, commander of the local post and members are making preparations for the visit.

Public Invited To Revival At Nazarene Church

Rev. and Mrs. Carl Kruse are conducting a revival at the Church of the Nazarene, located at Ave. C and West 9th in Muleshoe. The meeting began January 19.

There are youth services each evening from 7:00 to 7:45, and preaching services begin at 7:45. Rev. Jess Rains, pastor of the Church, has extended a cordial invitation to the public, to attend each of these services.

HAS BEEN ILL

Fred Johnson, the International dealer, has been under treatment at Green Hospital this week for laryngitis. He was able to go to his home late Wednesday.

Bailey County's annual March of Dimes Drive is gathering momentum in the final two weeks of the campaign, says Travis Reed, chairman. He said preliminary reports from the solicitation of funds in business houses of Muleshoe indicate more liberal giving than ever.

None of the communities have reported. However, they are all organized and have their plans for their drives; it is believed they will report more contributions than last year. The county quota is double that of last year. Meantime several events are planned to raise funds for the national fight on infantile paralysis.

1. The American Legion of

Clinton Busby In Race For Tax Assessor, Sheriff

Clinton Busby of Muleshoe is announcing this week his candidacy for the office of tax assessor and collector and sheriff of Bailey County, subject to the Democratic Party primary July 24. He made the following statement to the voters:

FRIENDS AND VOTERS OF BAILEY COUNTY:

I am announcing my candidacy for sheriff and tax assessor and collector. I have had several friends come to me and ask me to run for that office.

I am forty-four years old, married, and have one daughter. I have lived in Bailey County since 1930 and never have run for a public office.

I feel that I am qualified to perform the duties of that office, and if I am elected I will extend all of my time and support to it, and will not show any partiality to anyone.

I am going to try to see each and every one of you in person before election time. But if I don't get to see you, take this as a personal call. I solicit the vote and influence of all voters of Bailey County.

Thanks, CLINTON BUSBY

Muleshoe and Bass Appliance are giving away a portable electric sewing machine. Tickets are being sold now.

2. Muleshoe Rotary Club is to have its "Pancake & Sausage" affair beginning at 6 o'clock Tuesday morning, January 26, in the dining room of West's Postoffice Cafe. They'll serve all during the day.

3. Muleshoe JayCees have announced plans for the dance which they will sponsor on the evening of January 30. It will be held beginning at 9 o'clock in the American Legion Home with Billy Don Barbour KICA entertainer, and his orchestra furnishing music.

4. Cafes of Muleshoe last Thursday held their annual March of Dimes coffee day. They charged 10 cents per cup, but the customers usually paid more and all coffee proceeds for the day went to the drive.

The National Foundation has said more is needed this year than ever, principally to carry on a very promising research program whose purpose is to find a vaccine against the dread disease, which even now is on the rampage in many parts of the county.

One half of the Funds contributed in this county go to the National Foundation, the rest remains here to be used in providing hospitalization for Bailey County victims.

MISS STEVENS IS NEW BEAUTY OPERATOR HERE

Miss Martha Stevens is a new operator at the Muleshoe Beauty Shop. Mrs. Lucille Cherry owner announced this week. Miss Stevens comes here from her home at Tahoka.

She recently completed the course at Isbell's University of Beauty Culture, Lubbock. Mrs. Cherry invites the ladies of the neighborhood to come in and get acquainted with Miss Stevens.

SCHOOL WEEK SET FOR MARCH 1-7 THIS YEAR

Governor Shivers has designated the period March 1 to 7 as the dates for Public School Week this year. The week has been observed here in the past with a full program, sponsored by lodges and civic clubs.

Joe Sooter President Bailey Co. Electric Co-op; 2 Directors Picked

Joe Sooter, local farmer, was named president of the Bailey County Electric Cooperative Ass'n. at the conclusion of the annual meeting of members, held in the high school auditorium Monday afternoon. Directors elected were: R. A. Axtel, Springlake, to succeed W. W. Branscum; and Roy Young, Bula, to succeed W. R. Adams, Branscum.

The directors selected Mr. Sooter as president; Tommy Galt, Goodland, vice-president; H. E. Schuster, Muleshoe, reelected secretary and treasurer.

The 325 people present heard reports of the secretary and treasurer and of D. B. Lancaster, general manager. It was brought out at the meeting that the Five Area Telephone Cooperative has resumed negotiations with General Telephone Company and the hope was expressed that all questions between the two will be settled soon.

The Bailey County Electric Cooperative Association now serves more than 2500 families electricity to 400 irrigation wells in Bailey, Farmer, Lamb, Castro, and Cochran counties. In 1940 the association had 263 miles of line, 40 consumers, and an income of \$16,611.52. This year there were 2,942 consumers, 1,444 miles of line, and an income of \$461,736.66.

Mr. Lancaster recalled that tomorrow, January 22, is the anniversary of the disastrous ice storm, which is estimated to have cost the association more than \$80,000; and left scores of rural residents without electricity for power or lights for several days.

Prize Winners Listed

The Amateur Contest was won

by Mary Nell Stegall, of Whiteface, the prize being \$25; second place with a \$15 prize, Jackie Henderson, Muleshoe; and third place, \$10, Robbie Arnold, Bula.

Door prizes went to the following:

Electric Space heater, Mrs. Aubert Wilson, Rt. 1; electric space heater, Pete Dowell, Muleshoe; third space heater, Lloyd Quisenberry, Rt. 1; Clock radios, Mrs. R. H. Akin, Star Rt., Sudan; W. C. Welch, Star Rt. 1.

Electric Roaster, Mrs. Arthur Askew, Circleback; electric mixer, Mrs. B. H. Henley, Star Rt. 1; Cook 'n Fryer, S. J. Black, Star Rt. 1; electric blanket, L. N. Walker, Muleshoe; electric blanket, T. A. Thomas, Bula; Waffler & grill, Mrs. E. A. Seaton, Muleshoe; vacuum cleaner, Mrs. Elmer Houston, Lazbuddie; Steam iron, H. E. Tiller, Baileyboro. All the above prizes were given by the association.

Other prizes went to: Hamilton-Beach home drink mixer, R. D. Dale, Needmore, furnished by Cummins' Electric Supply; Hanksraft electric egg service set, C. B. Anderson Co., Mrs. A. J. Jones, Rt. 2; floodlight, Nelson Electric Supply, W. E. Peel, Rt. 2; floodlight, Nelson Electric, Gene Benham; Kaiser Aluminum & Chemical furnished the prizes, aluminum foil for the following:

J. F. Hicks, Bula; J. H. Clay, Muleshoe; F. O. Warren, Star Rt., Sudan; O. M. Lackey, Star Rt. 1; Mrs. C. W. Vanlandingham, Enochs; Mrs. Norman Warren, Bula; D. E. Beller, Rt. 1; W. M. Staats, Rt. 1; Lawrence Quisenberry, Star Route, Sudan; Wendel Speck Enochs; and Mrs. Marvin Sanders, Dimmitt.

Moore Retires As Manager Of Muleshoe Elevator

W. D. "Bill" Moore has resigned as manager of the Muleshoe Elevator, an institution he has guided for twelve years.

The owners announced that Bobby Wallace, a Muleshoe reared boy, who has been working with Bill since high school days, has been named manager. Bobby worked after school hours and in the summer and became a regular employee after his school days were over.

Mr. Moore said he expects to devote most of his time to his farming interests. He said, however, that he expects to sit in his rocking chair for six, seven days, then begin rocking. He has been in the grain business a long time.

Mr. Moore has been very active in civic work here during his entire residence in the city and his work has been especially effective among the boys of the community. He is a past president of Muleshoe Lions Club. The family will continue to live in Muleshoe.

Earth JayCees' Given Charter

Charter night for the newly organized Earth Junior Chamber of Commerce was held Monday night in the Springlake school gym. The club was sponsored by the Muleshoe JayCees.

Ralph Krebs, of Lubbock, was master of ceremonies, and Rufus Rush was installing officer. Principal speaker was past state president, L. D. Whitely, Walter Schaller, Amarillo, a national director, presented the charter.

Officers installed were: Lester Hammons, president; Artis Barton, state director; Bill Kisinger, Mr. and Mrs. Murrell Brown, Mr. and Mrs. Bob King, Mr. and Mrs. M. F. Blackman, Wayland Harris, James Mitchell. Mr. and Mrs. Ardell Robertson, Mr. and Mrs. C. W. Weeks, Mr. and Mrs. O. D. Ray, Mr. and Mrs. Bernard Phelps, Joe Pat Wagon, and Mr. and Mrs. Jim Hall.

LOCAL MARKETS

Cream, lb.	65c
Eggs, doz.	46c
Lf. Hens, lb.	14c
H. Hens, lb.	18c
Hogs, cwt.	\$25.00
Wheat, bu.	\$2.20
Sorghum Grains, cwt.	\$2.30

Maple 4-H Boy's Cotton Yields Nearly 2 Bales

A Bailey County boy who may be well in the running in the Extension Service District 2 4-H cotton production contest. Homer Richardson, Maple club boy, despite a late hail, produced nearly two bales per acre on a five acre plot.

County Agent J. K. Adams reports the exact figure for the crop was 4,533 pounds of lint cotton, so that Homer lacked only 117 pounds making a two bale average. A late hail, Mr. Adams said, damaged some cotton in the neighborhood as much as 20 per cent, so he figures the club boy would have gone well over the two bale an acre mark but for that misfortune.

The Journal is here printing Homer's full story of his project: On the first day of December, 1952 we hauled rock off this five acre block. On about the tenth day of December, 1952 we applied fertilizer, which was 322 lbs. of

16-20-0, then followed it with the stalk cutter and chiseled. A few days, or so as soon as we finished running the stalk cutter and chiseled, we then applied about 20 tons, per acre, of gin burrs on this five acre block. We hauled the burrs from the burr pit of Casey-Cannon Gin, in trucks to the field. We dumped in about 500 pound piles and scattered it with a chisel, until the burrs were five inches thick all the way across the field. As soon as we finished scattering burrs with the chisel, we took a lister and run some furrows so we could water it.

On the twenty-sixth day of December, 1952 we watered, and just as soon as it was dry enough to plow, we broke. We broke it with Oliver Moleboard breaking plow (three eighteen inch plows 12 to 14 inches deep). When we finished breaking we took a chisel and chiseled out the corn-

ers we turned. As soon as we had done that we started floating. First, we floated north and south, then east and west. Then we followed the float with the lister.

Then we started watering as soon as we finished listing, which was around the 20th day of January. As soon as we finished watering, which was around the 15th day of February, we knifed the five acre block, and then started watering about the 25th day of February. We knifed it again before watering.

Starting the last day of March we watered again, and then as soon as it became dry enough we started planting, which was the 26th day of April.

The 5th day of May it came a hard washing rain and covered it up. A. H. Darricek had made a barring off rig to go on a Ford tractor several years ago, so, I borrowed the rig and uncovered the cotton, in doing this I took off a little too much dirt and about half of the cotton died. This left me with a stalk about every six or seven inches. Then I knifed it with knife heads the first time and about ten days later knifed it with a go-devil, and dirted it all it could stand.

After that I watered it down the row, which was the wrong thing to do, because it stunted the cotton for about three weeks. I then followed up with a cultivator. About the last of June, I ran large sweeps down the middle and watered again.

I cultivated again and about this time the boll worms were hatching out. So we began dusting with an airplane. As soon as we finished dusting we hoed the five acre block. Then a week and a half later the rest of the eggs had hatched, so we poisoned again, using the same method of dusting. We then watered again which was the last of August. Then I took off all plows to the cultivator, but one, to the middle and layed it by.

Estimation per acre, \$66.69, refund Maple Wilson—\$7.77.
 Burrs per acre \$10.00
 Rock hauling per acre \$3.00
 Fertilizer 322-16-20-0 \$15.49
 Irrigation per acre \$14.00
 Hoing per acre \$1.10
 Worm poisoning per acre \$5.60
 Breaking per acre \$2.00
 Cultivation (18) \$13.00
 Cotton seed per acre \$2.50
 Total cost per acre \$58.91

HAD 84th BIRTHDAY
 Mr. and Mrs. Jess Osborn of Muleshoe, Mr. and Mrs. Sloan Osborn and Mr. and Mrs. Claud Osborn all of Friona, visited last week with the Osborns' father, who lives in Hope, Ark. It was the occasion of his 84th birthday. The elder Osborn still gets about well, drives his own car, and goes places by himself.

Congress Bill Would Give Bailey County 30,000 More Cotton Acres

A hearing on the cotton allotment problem, held by the House Agriculture Committee in Washington last week, was attended by Bill Millen, Joe Sooter, and Farris Heathington, all of Muleshoe. The three returned feeling that there is a good likelihood of this county's being allotted more cotton acres in 1954 than was provided in the law passed by Congress. The solons are now considering another law regulating allotments.

Millen was asked to state the views of Bailey County Farm Bureau members and among the things he reported that local farmers stand for are:

They want the three year average of acres to cotton for this county used, and an increase nationally of 2½ million acres over the allotment formerly set up, or 21,385,000 acres.

Drouth Affects 20,000 Acres
 He told the Congressmen that the drouth had affected 20,000 Bailey County acres that would have been planted to cotton last year. He said farmers here believe they should not be forced to plant their 1954 allotment unless they desire to do so, and felt they should not lose their allotment because they did not plant the acres allowed this year.

The farmers want more research on farm markets and Millen suggested that foreign nations needing assistance from us should accept some of our surplus products, and in turn we should import something from them. Farmers want the government to recognize light spot bales in the loan set up. They want rigid support, 90 per cent or better of parity.

Our Honor Roll

Taking out new subscriptions to The Journal this week were the following:
 Clyde Monk, Route 1.
 M. L. Howard, Dimmitt.
 Rheil Williams, City.
 E. V. Bartlett, Route 1.
 Billy Free, Route 1.
 Earl Bowers, Goodland.
 R. L. McCauley, City.
 W. B. Slayden, Grand Prairie.
 J. L. Elmore, Sudan.
 Those renewing their subscriptions were:
 J. A. Ladd, Route 2.
 J. W. Thomson, Route 2.
 M. L. Jackson, City.
 R. B. Burreson, Star Route 1.
 R. C. Howell, Hereford.
 Charlie Prather, Route 1.
 George Johnson, City.
 D. E. Beller, Route 1.
 Virgie Webb, Sudan.
 J. K. Milan, Sudan.
 R. E. Dorn, City.
 Seaborn Moore, Route 1.
 Mrs. L. E. Bratcher, Route 2.
 J. T. Aetkinson, Route 2.
 A. D. Kirk, Baileyboro.
 Alton Epting, City.
 A. T. White, Van Horn.
 Earl Henry, Route 2.
 Herstine Beller, Calif.

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All-purpose fuel! Use Philgas to heat your home, for cooking, hot water and refrigeration! Use it also for heating camp stoves, chick brooders, and other needs around your farm. Install a central tank for all your needs. Low cost fuel. Convenient, clean, dependable!

And remember . . . your local Philgas distributor is fully qualified to make dependable installations, to provide prompt and courteous service. See him today.

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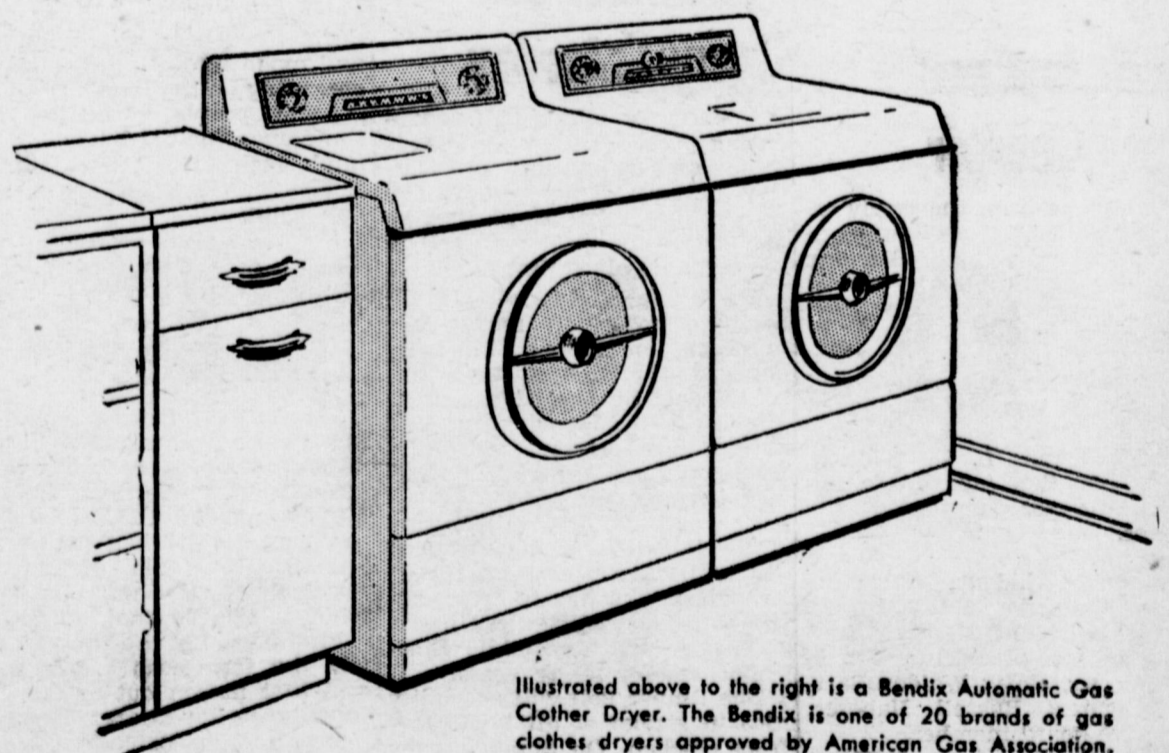
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Muleshoe

A planned home laundry will include an Automatic Gas Dryer



Illustrated above to the right is a Bendix Automatic Gas Clothes Dryer. The Bendix is one of 20 brands of gas clothes dryers approved by American Gas Association.

Your new home laundry will be not only beautiful . . . but, practical, too, if you include a new automatic Gas dryer. The modern dryer takes the work out of washday. Just toss the wet clothes from the washing machine into an automatic Gas Dryer. In a matter of minutes the clothes are dry. There are no weather worries when you dry your clothes in a modern automatic Gas dryer — and, the cost is less than one cent per load. See the automatic Gas dryers at your dealer's today.

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927

Sue Willman Is Honoree of Party On 9th Birthday

A birthday party was given Sunday, January 17, in the Dick Willman home, honoring Sue on her ninth birthday. Those attending were the following: Lynn and Pam Lenau, Davey Jean An-

deron, Roxanna Hart, Melba Buhrman, Darlene Buhrman, Marsha Buhrman, Patricia Lewis, Kay Willman, Judy Hanks, Sharon Millen, Kathy Moore, Charlene Willman, and Kenneth Hanks.

Colors of yellow and brown were used to decorate the dining room where lunch was served. A three tier chocolate cake, topped with a doll in a yellow lace formal, was the centerpiece.

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Muleshoe

HAVE YOU CONTRIBUTED?

DANCE

Benefit March of Dimes

Sat. Jan. 30

MUSIC BY BILLY DON BARBOUR AND HIS ORCHESTRA

American Legion Home

MULESHOE, TEXAS

● All Proceeds To Polio Fund Drive ●

Sponsored By Muleshoe JayCees

Society News

By Miss Dorothy Giles

Phone 5400

THE MULESHOE JOURNAL, Thursday, January 21, 1954

Rebekah Officers Are Installed

The Muleshoe and Earth Rebekah Lodges held a joint installation service in the Muleshoe Lodge Hall, Tuesday, January 12, with approximately thirty-eight members of the two lodges present.

Muleshoe officers installed were: Fern Davis, noble grand; Myrtle Freeman, vice-grand; Louise Rucktasel, chaplain; Fay Lambert, secretary; Ina Gross, treasurer; Argilee Millen, ward- en; Altha Hanks, conductor; Hazel Nowell, flag bearer; Gladys Bough, right support to the noble grand; Mary Ellis, left support to the noble grand; Lola Goodnough, right support to the vice-grand; Geneva Freeman, left support to the vice-grand; Imogene Aylesworth, inside guardian; and Allie Snyder, outside guardian.

Muleshoe lodge members presented their outgoing grand, Clara Lou Jones with a bracelet and ear-bob set, and Earth lodge members presented their outgoing noble grand with a rhinestone necklace and ear-bob set.

After the installation service, the regular business meeting was conducted. Several interesting speeches were made.

Refreshments of meatloaf, congealed salad, hot rolls and butter, coffee, and hot chocolate, were served.

Men of Farm Bureau To Model For Style Show

Hailed as the social event of the year in the Pleasant Valley Community, is the "style show" which will be held in the Community building Tuesday, January 26.

Ladies apparel will be shown, and models will be the members of the Pleasant Valley Farm Bureau. The gentlemen will begin modeling the clothing promptly at 7:30 p. m.

Admission will be 50c for adults, and 25c for children. The Pleasant Valley Social Club will sell pie and coffee after the show.

Half the proceeds netted from the show and from the sales of pie and coffee will be donated to the March of Dimes.

The public is cordially invited to attend.

Mrs. Benham To Teach Tailoring

Mrs. Raymond Benham will teach a course here in tailoring ladies suits, coats and dresses, it was announced this week.

Interested persons are to meet Friday, January 22, at 7:30 in the evening at Mrs. E. E. Holland's cosmetic shop.

Classes will begin Monday, January 25, at 7:30 p. m. in the above mentioned shop. The shop is located two doors west of Western Drug.

Mrs. Benham is a college graduate, and is an experienced teacher of home economics.

Marye Goodson Becomes Bride of Frank Dale Cox

Vows were exchanged at 2:00 o'clock Sunday, January 17, at the Muleshoe First Baptist Church, in a lovely candlelight ceremony, uniting in marriage Miss Marye Goodson, daughter of Mr. and Mrs. W. T. Goodson of Childress, and Mr. Frank Dale Cox, son of Mrs. Fay Cox, of Muleshoe.

Rev. A. W. Blaine officiated at the double ring ceremony, as vows were exchanged before an archway of greenery and candelabra, flanked on either side by hugh baskets of gladiolus, mums, and snapdragons.

The bride, given in marriage by her brother, wore a street-length dress of baby blue, mums, and snapdragons. She carried a white Bible, topped with a gardenia corsage. Carrying out the bridal tradition, her ensemble was something new, something old was her Bible, and something borrowed was a rhinestone necklace and earbob set belonging to her sister, Mrs. Ellen Gupton.

Matron of honor was Mrs. Bill Copley, and best man was Billy Joe Morrison.

Musical selections were furnished by Miss Mona Ellen Wilhite, at the organ.

After a honeymoon trip to Carlsbad Caverns and other points of interest in New Mexico, Mr. and Mrs. Cox will make their home in Muleshoe.

The bride is a graduate of Childress High School, and for some time has been employed with the Citizens National Bank in Dallas.

The bridegroom is a graduate of Muleshoe High School, and is employed with Fry and Cox Bros. Company in Muleshoe.

WCS Members Study New Book

Mrs. Ruby Jennings introduced the new study book "Spanish Speaking Americans" to the members of the Woman's Society of Christian Service members at their meeting Monday evening.

There was responsive scripture reading on the devotional for the day, which was on "sewing seeds of love". This was followed by a prayer in Spanish by Mrs. Jennings.

Mrs. Jennings opened the program for the day by giving four purposes in studying the new book. She also told many interesting things about the Spanish in Old Mexico, and showed some pictures to the group.

Mrs. Arnold Morris told the group many interesting things concerning Spanish and Indian people in New Mexico, and their habitant.

Mrs. Pierson concluded the meeting with a prayer, and gave several interesting facts concerning the economic condition of the Spanish speaking Americans.

A short business session followed. A letter was read from the sub-district leader, thanking the members for their hospitality on Thursday of last week when the sub-district meeting was held here.

A report was read concerning Brother Hanks, who is still very ill, and is in the hospital at Sweetwater.

It was decided to sponsor a "Pancake Supper", sometime in February.

The meeting was dismissed with a prayer by Mrs. Roy Bayless.

Fifteen members were present.

HERE FOR VISIT

Mr. and Mrs. Kenneth Eugene Kerr are visiting with her parents, Mr. and Mrs. Tom P. Smallwood. Mr. Kerr will report for active duty with the U. S. Air Force, February 1, at San Antonio. Mrs. Kerr will make her home in Muleshoe until he is assigned to a permanent base.

WERE IN LUBBOCK

Mrs. Alvin Kriegel and son, Nolan, and Mrs. T. P. Mersner and daughter, Mildred, were in Lubbock Tuesday of this week, and while there saw "The Robe". They also visited with Mrs. Kriegel's sons, Arlyn and Lloyd, who are attending Texas Tech.

Texas Almanac, on sale at The Journal, Phone 7220, we deliver

DR. A. E. LEWIS Dentist

East of Courthouse - Muleshoe - Off. Ph. 3040 - Res. 6570 - Closed Wed. & Sat. Afternoon

Progress WMU Will Donate To March of Dimes

The meeting of the Progress W. M. U. was called to order January 15, 1954, by the president, Mrs. Sherman Sweatmon. Mrs. Sweatmon opened the meeting with a prayer.

The ladies voted to give \$5 to the March of Dimes.

The Bible study for the day was on Gideon, and was given by Mrs. Hershel Wimberley. The program was very interesting.

Ladies of the W. M. U. wish to take this opportunity to say "everyone is cordially invited to attend the W. M. U."

Seven members and one visitor were present.

The meeting closed with a prayer by Mrs. Quisenberry.

FROM VERNON

Mr. and Mrs. L. H. Wall of Vernon, visited here last week in the home of her sister and brother-in-law, Mr. and Mrs. S. C. Beavers, and his sister and brother-in-law, Mr. and Mrs. Sherman Sweatmon.

Read The Journal Want-Ads.

IN AMARILLO

Mr. E. E. Dyer and Roy Dyer were in Amarillo Thursday to see the 1954 showing of Philco Appliances.

SAW "THE ROBE"

Mr. and Mrs. Elmo Evans and Mr. and Mrs. Herb Griffiths were in Lubbock Monday of this week to see "The Robe".

SINGLETON FUNERAL HOME

Ambulance Service Day or Night

DIAL 2860

TRAVIS E. REED, Mgr.

Cotton Seed Service

Saw Delinted and Treated

Or

Cleaned and Treated

Qualla 60 Cottonseed For Sale

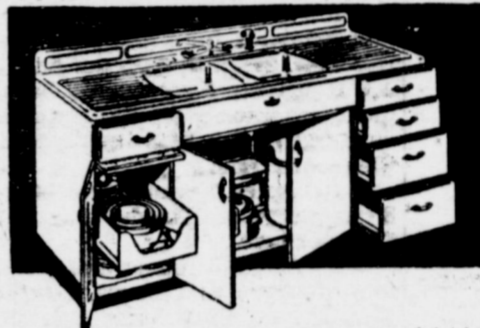
Williams Seed Cleaning Co.

Night Phone 5654

Clovis Hiway, Muleshoe

\$134.95

Through February and March



Dishwashing's easy with this gleaming 66" twin-bowl Youngstown Kitchenaider cabinet sink. Two giant compartments, sliding shelf. Rinse spray, swinging faucet, no-splash bowls.

66 Inch

Twin-Bowl Youngstown

Kitchenaider

Cabinet Sink



Youngstown Kitchens

BY MULLINS

Willson-Sanders Lumber

MULESHOE

TEXAS

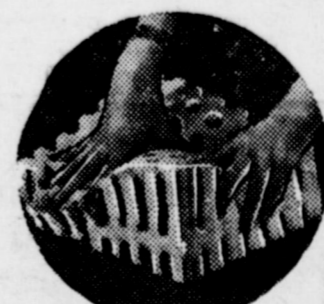
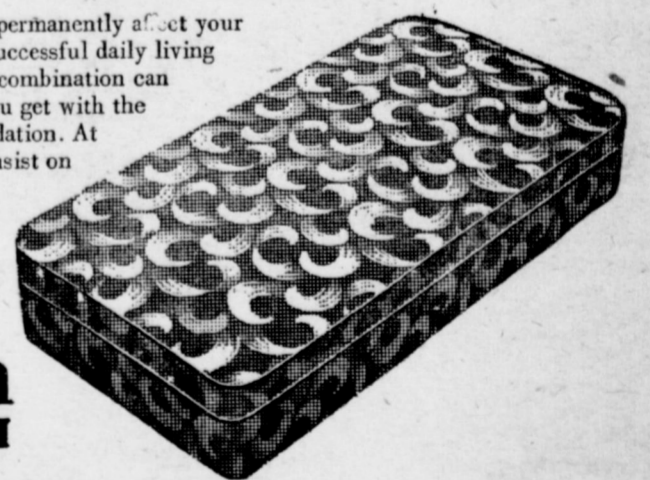


No imitation equals the treasure of real lace...

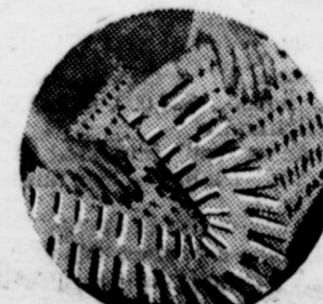
Second best will never do in things that permanently affect your daily life. And nothing is more important to successful daily living than proper rest and sleep. No other sleep combination can bring you the same firm body-relaxing support you get with the U. S. Koylon Mattress and its matching foundation. At only pennies per night for perfect rest, insist on the best—matchless U. S. Koylon Foam.

No imitation equals this finest foam mattress

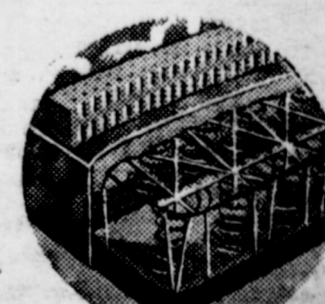
U.S. KOYLON FOAM



Compare! Full 4 1/2-inch depth of finely whipped foam. Cores on both sides make Koylon soft to the finger-touch yet give correct, firm support.



Compare! Only Koylon is reversible for good housekeeping. And for comfort, Koylon gives you over-all equalized support.



Compare! Engineered foundation is built to last a lifetime. Springs hand-tied 8 ways with a special twin. Double-rail, solid wood frame.

Made only by UNITED STATES RUBBER COMPANY

JOHNSON FURNITURE

PHONE 5150

MULESHOE

USE OUR WANT ADS TO... BUY SELL RENT TRADE

FOR SALE: Several tons alfalfa hay. Also three Corriedale lambs. W. B. McAdams. 16-2-tfc.
 FOR SALE: 70 ft. of irrigation 10 inch column pipe and base. See Bay Wilson or Alvin Kriegl. 16-4-2tp.



Sale—Tires, Batteries

RIVERSIDE TIRES—prices cut, save now. First quality materials throughout. Full size. Full tread width. Full non-skid depth. MOUNTED at no extra charge.
 COMMANDER BATTERY—guaranteed 12 months. All the power you ordinarily need.
 WINTER KING BATTERY—guaranteed 24 mos. More power, lower cost per mo.
\$13.95
 8.00-16 Plus Fed. Tax
 Commander Type 1, Exchange **\$14.95**

Authorized Dealer for Riverside Tires and Tubes and for Winter King Passenger Car and Tractor Batteries.

MULESHOE SERVICE STATION

CLOVIS HIGHWAY AND WEST 5th PHONE 4120 MULESHOE

THE MULESHOE JOURNAL, Thursday January 21, 1954

1. PERSONALS

NOTICE: Every family should be protected by a Singleton Burial Policy. We write from birth to ninety years; Inquire or call Singleton Funeral Home, Home owned and operated. Dial 2860 1-5-tfc.

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

SALESMAN WANTED
 Your Own Business. Rawleigh Dealers earn good profits. Start in Bailey County. Exceptional opportunities for industrious man. For full particulars see Clifford Leak Bovina, Texas., or write Rawleigh's, Dept. TXA-270-170, Memphis, Tenn. 1-5-8-3tp.

SPINET and UPRIGHT Piano. Also 1953 Model Wurlitzer Electric Organ. Will sacrifice to responsible parties. Call or write, Credit Dept., McBrayer Piano Co., 217 W. 6th St., Amarillo, Tex. 1-3-3tc.

NOTICE: Anyone with children, ages from 2 years to school age, that would like to leave them in a nice nursery while you work or go places by days or hours. Call 7069. 1-4-3tp.

WANTED: Custom land breaking or listing. See L. R. Watson, at T. W. Watson place, Route 2, Phone 3372. 1-3-1tp.

WANTED TO BUY: Burlap bags, shorts, bran, dairy feeds, sweet feed baks. John's Custom Mill. 1-4-2tc.

NOTICE
 ANYONE interested in growing or leasing land for potatoes, please contact FRED S. BARRETT PRODUCE CO., Phone 6580, Muleshoe or 4521 in Hereford; or see Eddie Lane Real Estate in Muleshoe. 4-3tp.

WANTED: Black Cocker Spaniel puppy. Male or female. Paul Hammett, Rt. 1, Muleshoe. 1-4-2tp.

WANTED: Good farm hand, wants year-round or part-time job. Can handle any kind of equipment. Can be located at Dean Courts, at morning, noon, or night. Lefty Lee. 1-4-2tp.

2. LOST and FOUND
 LOST: Red leather billfold, Saturday. Finder keep money. Return to Muleshoe Floral. 3-2-1tp.

LOST, Strayed, or Stolen: 1 1/2 ft. Eez-Flow Spreader. Reward for return to Jones Farm Store. 2-3-1tc.

STRAYED: Guernsey calf, wt. about 300 lbs. Call 6080, Mrs. Stallings. 2-3-1tc.

4. Houses For Rent
 FOR RENT: Three room unfurnished house, not modern, close in. M. L. Wood, S. E. Cone Grain Co. 4-4-2tp.

5. APTS. FOR RENT
 FOR RENT: Furnished apartment. Private bath. Mrs. Melendy, Phone 7050. 5-5-3-tfc.

FOR RENT: Apartment, four rooms and bath. See Tye Young 5-5-3tp.

WANTED: By February 1, two bedroom home for couple. Might consider buying later. C. E. Kelly, Portales, N. M., Phone 906, or in Muleshoe call 5640. 7-4-2tc.

FOR RENT: Bedroom with kitchen privileges, for lady, Phone 7240. 4-4-2tc.

8. REAL ESTATE FOR SALE

FOR SALE
 ● 320 Acre farm near Bovina. Good modern improvements, 270 acres in cultivation, 50 acres native grass. About 200 acres will irrigate.
 This is an outstanding home proposition, priced at only \$125 per acre with very attractive terms.

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

FOR SALE: 640 acres, 1/2 cultivation. Modern house, in irrigation district, \$125 per acre, 29% down. 8 miles north, 1 east Farwell, Tex. Jason Lanford, Texico, N. M. 8-2-2tp.

FOR RENT: 40 Acres, irrigated land, 5 mi. southeast Portales. House and good well. Cash rent preferred. Mrs. Stump Williams, phone 674M, 1012 S. 2nd., Portales, N. M. 8-3-3tc.

FOR SALE OR TRADE: 80 acres, 3 miles west of Olton on 70 highway and 1/4 north. E. B. Burton, Box 512. 8-3-3tp.

FOR SALE: 180 A clean unimproved form on highway 51, 8 mi. south of Dimmitt. Strong, shallow water. Price \$155 per acre. Jack Cartwright, Rt. 1, Dimmitt, Texas, Phone IL-525. 8-3-2tp.

8. REAL ESTATE FOR SALE



C. L. "HAPPY" DYER LAND COMPANY

We have some of the best of land in Bailey County listed.
 ● 160 Acres, good improvements, 2 irrig. wells, on pavement, 1/2 minerals, \$250 acre.
 ● 320 Acres, good improvements, 2 good irrigation wells, 220 acres hay. Price \$235 an acre.
 ● Some good 160 acre and some good 80's, so come in and let us show you some of this land.
 I have three good salesmen, namely—

C. E. Briscoe Walter Ramm
 Jud Gaddy

FOR SALE: Three room house, 6 lots at Progress. Has 80 ft, 6" casing well with four inch pipe. Commode and septic tank. Fenced for chickens. See Henry Harvey at Progress or write T. L. Lebew, Cleburne, Texas, Rt. 4, Box 249. 8-3-4tp.

REAL ESTATE
 Give us your Farm and City listings, of all size, For Sale, Rent or Trade. We have buyers every day.

We have some good listings now. See—

M. E. FINLEY or RAY CARTER FARM BUREAU OFFICE
 Phone 648 Muleshoe 41-tfc.

CLOSING OUT AN ESTATE
 Several half section farms in good irrigation water near Hereford, Texas for sale with small cash payment and long time to pay the balance. These farms for further information see or call collect Glenn Weir or Joe Evans.

GLENN WEIR
 Phone 802 or 200 Hereford, Tex.
JOE EVANS
 Phone 1163 or 51, Hereford, Tex. 50-tfc.



The Lone Star Trading Post in Muleshoe has for sale a small tract of suburban property, which has been cut into one acre tracts. This land is level and well located and is a fine place to build. If you do not have much money and want to own your own land, see Dave Aylesworth.

● 80 Acres for CASH lease. 10" pump, 3 room and bath. About 10 acres alfalfa, 23 acres cotton base, \$1600.

● Choice 160 Acres, well located and well improved. This place has \$15,000 loan and is a good one. On the pavement.

● 320 Acres dry land, on pavement, near Maple. A bargain at \$90. per acre.

● 1120 Acre ranch. Good house, 320 in cultivation. This place is a good small ranch and can be bought for \$40 per acre, in Bailey County.

● 80 Acres, close in, on pavement. Well improved. Will sell or trade for dry land.
 See Dave Aylesworth at the Lone Star Trading Post in Muleshoe, Phone 5290.

FOR SALE: Electric 30 hp. Smith motor. In good condition. See L. G. Elkins, 1/2 mi. north of Olton on Hart road. 10-2-2tp.

BARGAIN

● 160 Acres, good dry land west of Stegall, priced to sell at \$60 per acre. Will sell GI.

● 320 Acres, 3 irrigation wells, one set of improvements, good clean land, \$250 per acre.

● 160 Acres, close in on pavement, two wells, 3 bedroom modern home. Will sell 80 with improvements and one well or 80 with just well.

● 80 Acres west of Muleshoe, good level land, two bedroom home, \$29,000.

● 80 Acres, 8" well, 4 room modern house, \$23,000, \$10,000 cash will handle.

● 80 Acres, well improved on paving. Will trade for dry land, well improved.

● 320 Acres south of Clovis, N. M., will trade for good 80, well improved, irrigated land.

● 240 Acres well improved, 2 irrigation wells, priced to sell at \$242.50 per acre.

● 640 Acres, east of Colorado Springs, Colo., 8" irrigation well, 6 room home, other out buildings. Will sell or trade. A real buy.

EDDIE LANE
 Real Estate and Insurance
JOE BENNETT, Salesman
 Phone 5640 or 5279
 Read The Journal Want-Ads.

8. REAL ESTATE FOR SALE

NOTICE TO THE PUBLIC

We are still in the Real Estate Business. If you have something for sale, we sure will appreciate a listing on your property. We are having lots of lookers each day. You might have just what they are looking for. If you want to buy, drop in and let us show you what we have as we have some good listings to offer.

We also are Dealer for those good Hale Pickup sideboards and trailers, both stock and horse trailers, let us show you these and quote the prices. You can't beat the quality and price no where, so drop in to see us when you are in town.

Emette Cross
 REAL ESTATE
 Office Ph. 5790—Res. Ph. 5700

FARMS AND HOMES FOR SALE

● 40 Acres, 5 rooms and bath, all in alfalfa and pasture grass, on pavement, electric well. Priced to sell at \$18,500.

● 80 acres, 4 rooms and bath, on pavement, electric well, \$300 per acre.

● 160 Acres, on pavement, electric well. Clean at \$235 per acre.

● 320 Acres, 5 rooms and bath, good irrigation well, 200 acres in cultivation, at \$180 per acre. Clean and new.

● 160 Acres, 5 rooms and bath, 8" irrigation well, some grass, at \$225 per acre.

● 10 Acres, 5 rooms and bath, lots of sheds and barns. Irrigation, all in alfalfa and pasture grass, \$12,000, \$4,000 loan.

I have some nice homes in town worth the money.
 This is just a few of our good prices. Give me your listings if you want to sell, and see me before you buy.

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

FOR SALE: Bendix laundry, 16 machines, 1 extractor, 2 dryers and water softener. Phone 6179. 8-4-2tp.

10. FARM EQUIP. FOR SALE
 FOR SALE: 1952 John Deere "G" tractor and 4-row equipment, price \$2425. See at 2 mi. north and 1 mile east of Enochs on David Jones farm. 10-2-3tp.

FOR SALE: M Farmall with four row equipment, \$1250. Dick Goldston, Ave. C, house 707, Box 1067. 10-4-2tp.

15. FARM PROP FOR RENT
 FOR CASH LEASE: About 309 acres, 17 acres alfalfa. Good 8" well. See D. C. Stovall, 6 1/2 mi. northwest Muleshoe. 15-3-3tp.

FOR RENT: 1/2 section irrigated land for rent. H. M. Gable. 10 mi., northeast Muleshoe. 15-2-1tp.

FOR SALE: TD9 International tractor and Bulldozer. Also John Deere D tractor, '48 model, new motor. Morrison Motor Co. 10-3-1tc.

FOR SALE: Auto repair shop, located on 2 lots in Sudan. See Mrs. Charles Glascock, or Jimmy Glascock. 8-5-3tp.

FOR TRADE: I have 880 acres good wheat land located near Bellview, N. M. Has good improvements, will trade for irrigated land in Muleshoe vicinity. It must be good land, prefer no improvements. If interested, write or phone R. J. Stafford, Portales, N. M., Box 448, Phone 122 or 288. 8-3-1tc.

FOR SALE: G John Deere tractor. Four row equipment, \$1500. See John McLean, Lenau addition, Muleshoe. 10-tfc.

FOR SALE: F-20 Farmall with four forward speeds. Four row L and P and two row cultivator. See Boyd Landers at Post Office. 10-4-2tc.

FOR RENT: 100 acres irrigated land, cash lease preferred. J. W. Thomson, Phone 3387. 15-5-3tp.

Deheading Custom Farming
 All Work Must Be Satisfactory
 Would Like To Rent Some Land
 Drop A Card To
 Rt. 1, Muleshoe
ROBERT BURFORD
 1-4-tp.

FOR SALE: One good Toledo grocery scales. See Alvin Kriegl. 16-4-2tp.

FOR SALE: One 360 gal. U. G. propane tank. See Claude Riley, Phone 4629. 16-6-4tp.

16. MISCELLANEOUS

LOOK!
 Plenty Of Fresh Vegetables
 NOW IN STOCK
IRISH POTATOES

Nice Stock of Groceries
 Open 8 A. M. to 8 P. M.
 OPEN SUNDAYS

PICK 'N' PACK FRUIT STAND

Phone 6080 Muleshoe
 Next to Crossroads Cafe

FOR SALE
 USED MAGAZINES
 Comics
 Westerns
 Love Stories
 Pocket Books
MRS. CARROTHERS



Announcing...
Martha Stevens

A COMPETENT NEW OPERATOR IN OUR SHOP
 Miss Stevens has just completed the course at Isbell's University of Beauty Culture, Lubbock. She has her 4-WAY HAIR CUTTING LICENSE.

Lucille Cherry, Owner and Operator

MULESHOE BEAUTY SHOP
 Phone 3110 Muleshoe

Your Porchlight is the Signal

MOTHERS MARCH ON POLIO

THE FIRE WHISTLE WILL BLOW TO START

Muleshoe Mothers March

7:00 P. M. TO **FRIDAY, JAN. 29**
 8:00 P. M.

Here At Home
Written especially for The Journal

By J. M. Forbes

One organization, and perhaps others here, is still spending money and repairing damage to its property caused by the storm which struck one year ago tomorrow, January 22, 1953. The Bailey County Electric Cooperative Ass'n. earmarked \$66,060.87 as the cost in damage to its lines, and realizes it has spent some \$15,000 more.

But the organization went on to lay up money again for just such contingencies, hoping that nothing as drastic ever occurs again. Nevertheless, there is a lesson for each of us in this, that it pays to have a reserve for unexpected blows of fortune or misfortune.

We have before us the annual statement of income and expense for last year of the Cooperative. It shows that the Cooperative

paid back to the Rural Electrification Administration the sum of \$37,775.51 on its borrowed principal; it paid \$56,308.97 in interest.

Starting from scratch in 1940, the cooperative has accumulated assets of \$3,331,763.47. The association has borrowed from REA \$3,416,662.00, and has paid back \$218,500.67. They paid \$7,002.54 in taxes last year.

We quote from the statement: Our indebtedness to REA is set up in the form of twelve notes executed by your Board of Directors. Each note runs for a period of 35 years and bears interest at 2 per cent. We have payments made in advance on notes totaling \$10,371.27.

Getting away from deep financial matters, we remember what a hardship was endured by many farmers of this area last January when electricity failed because the ice broke the lines; we remember dairy farmers hand milking cows who hadn't milked a cow by hand in many years; farmers hauling stock water and

water for human use; and we're glad TV was not so prevalent on the farms then or there really would have been a squawk.

Theron and Leatha West, of the Postoffice Cafe, came down at 3:30 to make sandwiches and hot coffee for the workers, who came here from very wide areas to help bring order out of chaos. They said the workers seemed to appreciate it.

The Barrett boys paid a visit to The Journal this week and, despite the fact they know last year was a poor potato year, they are obviously "carrying on". They predict a good acreage to truck crops in the Muleshoe area this year. Their reasoning: 1952 was a good year, 1953 a poor year for a lot of potato and lettuce growers. But, if a fellow fails to grow these crops every year, he might have a crop in a bad year. The good years balance the bad years and so the truck grower goes on, realizing in good years that there will be bad years, in bad years there will yet be good years. They expect to see lots of potatoes and lettuce grown here this year.

RETURNED HOME

Mr. and Mrs. Ray Edwards returned home this week from Sweetwater, where they had been visiting Rev. and Mrs. H. W. Hanks.

I. 1954 AGRICULTURAL CONSERVATION PROGRAM

A. General-Cost-Shares will be approved only for practices which cost-sharing is requested by the farmer before performance of the practice is started. The request must be made on Form ACP-201, "Requests that Federal Government Share Costs of Needed Conservation Practices", at the County ASC. (formerly PMA) in Muleshoe.

B. Program Year — the program year begins on January 1, 1954, and ends on December 31, 1954.

C. Initial Closing Date for Requesting Cost-Sharing — The closing date for filing initial requests is January 15, 1954. Requests filed after this date shall be accepted and will be given consideration at a time and to the extent that available funds and equitable cost-sharing permit.

II. 1953 AGRICULTURAL CONSERVATION PROGRAM

A. Report performance immediately on all 1953 ACP Practices for which you received an approval that have been completed.

B. Performance reports with all supporting evidence must be on

file and properly signed by January 15, 1954. Reports received after this date will not be eligible for payment under the 1953 program.

III. 1953 COMMODITY LOAN PROGRAMS:

A. Grain Sorghum Loans and Purchase Agreements will be available on 1953 crop through January 31, 1954. Loans mature March 31, 1954.

B. Wheat Loans and Purchase Agreements will be available on 1953 crop wheat through January 31, 1954. Loans mature April 30, 1954.

C. Cotton Loans will be available through April 30, 1954 on 1953 Crop cotton. Loans will mature on or before July 31, 1954.

IV. NEW GROWER COTTON ALLOTMENTS FOR 1954

New Grower Cotton Allotments may be made at the county Office as soon as the application forms are available. The State Committee has established February 5, 1954 as the final date for making applications for a New Grower Cotton Allotment. Any producer who did not have cotton in any one of the last three years (1951, 1952 or 1953) is eligible to make application for a New Grower Cotton Allotment.

VISITED HERE

Mrs. C. W. Boothe of Dimmitt, is here visiting in the home of her son, W. E. Boothe and family. Other visitors last week in the Boothe home was Mr. and Mrs. W. C. Popnoe, of Snyder.

DINNER GUESTS

Dinner guests Sunday in the home of Mr. and Mrs. M. D. Gaddy, were Mr. and Mrs. Ernest Hale, and Mr. and Mrs. Floyd Grimsley.

FOR SALE

- Ford Tractor, 1951 model
- Lister-Planter tool bar
- Cultivator
- Ferguson Tandem Disc
- 3-row Stalk Cutter
- 3-row Knife Attachment
- 2-row Sled Go-devil
- 2-way Phillips Disc plow.
- Ferguson Rake
- 7 ft. Dearborn Mower
- Ditch Blade

Most of these tools have been used very little, and are in very good condition. Priced to sell.

— See —

LOUIS HARRISON

7 Mi. From Muleshoe on Farm Road 1760

1-1tp.

Notice . . . TAXPAYERS

Your 1954 Taxes are now due and must be paid before the first day of February, 1954, to avoid penalty. WARNING — Midnight, January 31 is deadline for issuing Poll Tax Receipts.

1954 automobile license fees cannot be paid before February 1, 1954, but must be paid between February 1 and April 1, 1954. All residents of Texas are required by statute to buy licenses for motor vehicles in the counties in which they reside.

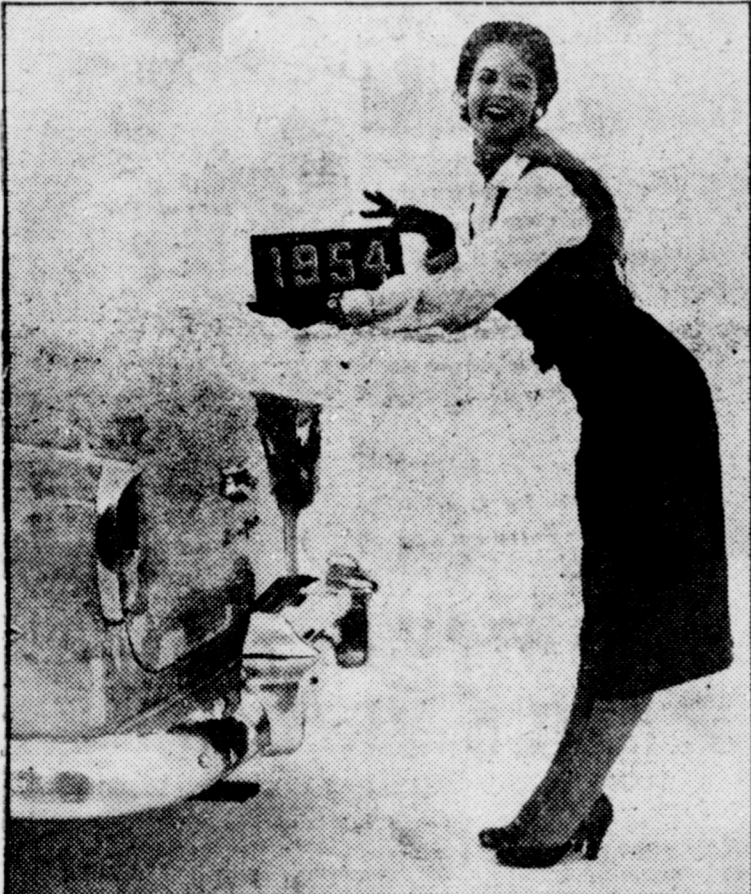
Bailey County retains all license fees — they will go to help build county roads.

POLL TAXES MUST BE PAID ON OR BEFORE JANUARY 31, 1954

Hugh Freeman

**Sheriff, Tax Assessor, Collector
Bailey County, Texas**

TIME FOR CHANGE, SAY CAR MAKERS



It's time for a change in license tags as well as automobiles as the new passenger car model season reaches its peak. The 1954 state plates, says Chevrolet, will furnish the final touch of up-to-the-minute styling for its latest passenger car line.

WE STOCK MANY KINDS OF —

Office Supplies

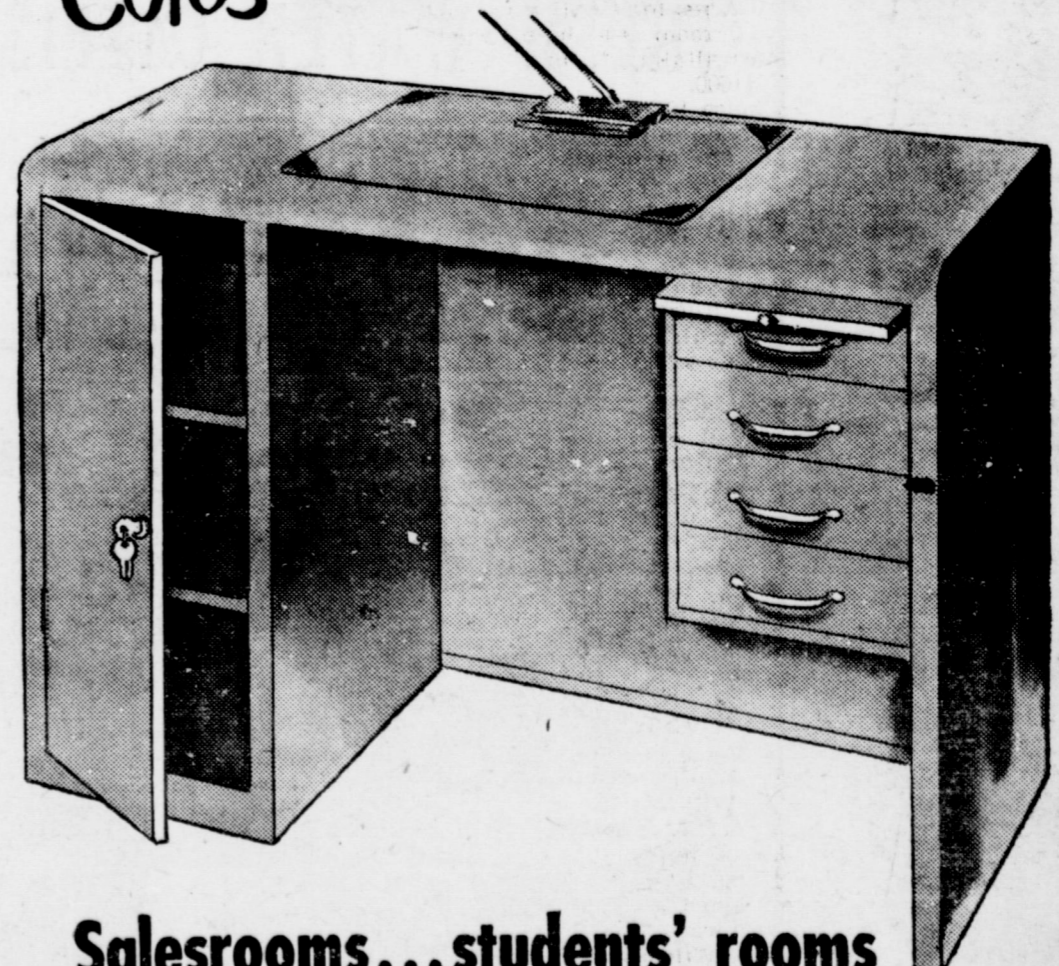
WE DON'T STOCK EVERYTHING BUT WE DO HAVE —

- Remington-Rand Portable Typewriters
- Remington-Rand Adding Machines
- Bostitch Staplers & Staples
- Swingline Staplers & Staples
- Bates Wire Staples
- Typewriter & Adding Machine Ribbons
- Carbon Papers & Supplies
- Mimeograph Paper & Supplies
- Old Deerfield Bond Papers
- Requisition Bond Papers & Envelopes
- Invincible Office Filing Equipment
- Steel Files & Filing Supplies
- Farm Record Books — Texas Almanacs
- Columnar Pads — Analysis Pads
- Ledger Sheets of Various Types
- Post Binders and Ledger Indexes
- Index Cards — Box Files
- Receipt Books — Scale Books
- Bound Books — Mimeo Books

The Muleshoe Journal

Phone 7220 — Prompt Delivery

Cole's STEEL "Salesman's" DESK



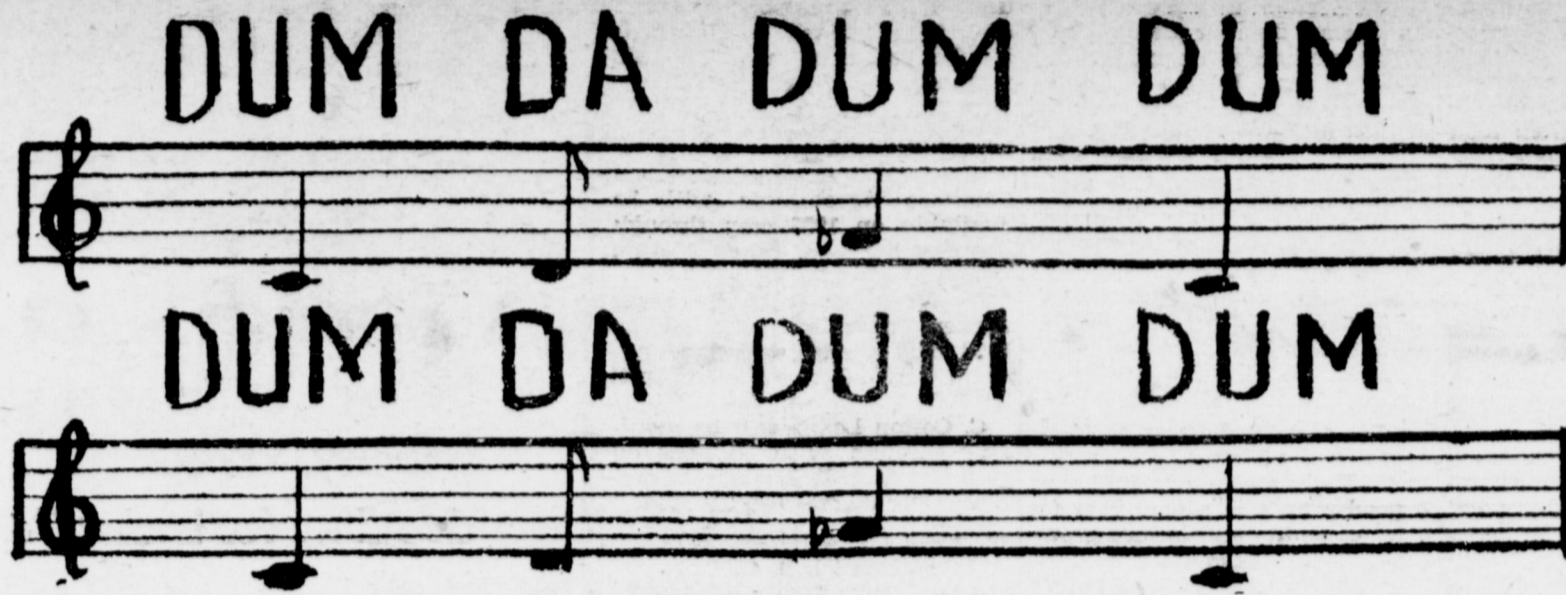
Salesrooms...students' rooms stay neat and orderly

*Ideal for
Homes
...Offices
...Stores*

This versatile Cole steel desk keeps work neat and orderly! Has four roomy drawers for stationery, supplies or reference materials...3 adjustable storage compartments, under lock and key, to prevent petty pilferage. So smartly styled, so beautifully made, and priced so low! 40" wide, 29 1/2" high, 18" deep. Olive green or Cole gray baked enamel finish. No. 736
41⁹⁵
budget priced at only

Call Us When You Need PRINTING

CASHWAY
GROCERY
AND
MARKET



THIS SALE IS TRUE -
NOTHING HAS BEEN
CHANGED
BUT THE
PRICES

WANTED.....
ALL AVAILABLE TIDE
AND IVORY SOAP
CUSTOMERS

Presents A Special Sale Designed For You
To DRAG In And NET Savings Galore!

LOOK
SPECIAL
VALUE
SALE



12 BARS
OF
PERSONAL
SIZE **IVORY**
ONLY
99c

HERE'S YOUR CHANCE TO
STOCK UP AND REALLY
SAVE ON FAMOUS IVORY
SOAP

Fab Giant Size **59c**

LIBBY'S KRAUT	NO. 303 CAN	13c
LIBBY'S FANCY PUMPKIN	NO. 303 CAN	9c
HERSHEY'S CHOCOLATE SYRUP	16 OZ. CAN	15c
HERSHEY'S DAINITIES	6 OZ. CELLO PKG.	19c
WHITE KING WASHING POWDER	GIANT SIZE	49c
MISSION PEAS	NO. 303 CAN	15c



COUPON INSIDE
SAVE 10¢
on next purchase
Tide 25c
LARGE BOX

HERE ARE THE FACTS MAM
TOP QUALITY-LOW PRICED **MEATS**

FRYERS Grade A Fresh Dressed Lb. **39c**

CHARLIE'S MEXICAN STYLE CHILI lb. 59c
Charlie's Country Style Pure Pork SAUSAGE lb. 59c

FRESH WATER CATFISH lb. 65c

Fish Ocean Fresh Speckled Trout or Red Fish Lb. **59c**

Catsup Del Monte 14 Oz. Bottle **15c**

JOY SUDS BUBBLE BATH	25c	AUSTEX TAMALES	NO. 303 CAN 25c
HUNT'S PEACH PRESERVES	12 OZ. JAR 19c	COMSTOCK PIE SLICED APPLES	NO. 2 CAN 25c
NABISCO CRACKERS	1 LB. BOX 23c	PATIO CHICKEN TAMALES	NO. 303 CAN 25c
HEINZ TOMATO SOUP	NO. 1 CAN 11c	BIG TOP PEANUT BUTTER	20 OZ. JAR 49c

Chili No 2 Can, Wolf **49**



3 LB. TIN
CRISCO
69c

● PRODUCE ●		● FROZEN FOODS ●	
FANCY GRAPEFRUIT	RED OR WHITE lb. 7c	SNOW CROP GREEN PEAS	10 OZ. PKG. 15c
TEXAS OR CALIFORNIA ORANGES	Your Choice Lb. 7c	SNOW CROP FROZEN PERCH	1 Lb. Pkg. 39c
PURPLE TOP TURNIPS	lb. 7c	SNOW CROP CHICKEN POT PIES	8 OZ. PKG. 35c

FOR THE RECORD—

Cash Way Grocery & Market Has Been Subpoenaed
To Appear Before The People Of The State Of Texas
January 25, 1954 For Selling Merchandise Too Cheap.
Maximum Sentence For This Crime Is A Continuance
Of Selling Policy For 99 Years.

CASHWAY

FREE DELIVERY

"Where Friends Meet And Prices Talk"

Phone 2440 or 2450

EVERYBODY TO HAVE HIS SAY

Community Clinic Expected To Give Clear Outline Of What's Needed

The average citizen of any city may be inclined to feel that he is swallowed up by the large mass of people, that even local government is too remote from him and that individual rights are largely academic.

Therein lie the seeds of disillusionment.

A remedy for that frame of thought will be afforded the people of Muleshoe and surrounding area on February 16 via the "Community Clinic".

The clinic operated under the auspices of the West Texas Chamber of Commerce and the Muleshoe Chamber of Commerce functions much like the old town hall meeting of the past.

Average citizens will join with business, professional men, farmers and various other groups in the clinic with the specific purpose of focussing attention to community problems and to do something about them. The Community Clinic has no grandiose programs, it is designed strictly to co-ordinate, analyze, and set up a pattern of progress that will be made up of ideas and suggestions forthcoming out of the "sessions" on February 16.

WHAT DO YOU WANT? This might well be the theme of the Community Clinic to be conducted here on February 16. We know that each and every person has definite ideas for the advancement of our community—in every field, government, recreation, retail sales, agriculture, education, etc. We ask you to attend the Community Clinic and tell us what YOU, as an individual, regardless of whether you are a member of the Chamber of Commerce or not, want to see accomplished.

Everything that we want done may not be possible, but when the people of a community such as ours, form a definite, concise picture of what their community needs and begin working toward a specific goal, unified in their actions, it is surprising what can be accomplished.

Three Way Teams Sweep By Pettit

The Three Way Boys and Girls basketball teams swept past the Pettit teams on their local court Tuesday night.

In the boys game, Three Way downed the visiting Pettit team by a score of 57-42. Jimmy Millar was high point man for Three Way.

In the girls game the Three Way sextet outscored the visitors by a 49-36 score. In that game Shirley Reeves was high point girl.

The Three Way teams travel to Pep Friday night for another basketball game with the Pep teams.

Read The Journal Want-Ads.

Dear Editor:

... the letters start. Then from all over the free world come such comments as these from readers of THE CHRISTIAN SCIENCE MONITOR, an international daily newspaper:

"The Monitor is most reading for straight-thinking people. . ."

"I returned to school after a lapse of 18 years. I will get my degree from the college, but my education comes from the Monitor. . ."

"The Monitor gives me ideas for my work. . ."

"I truly enjoy its company. . ."

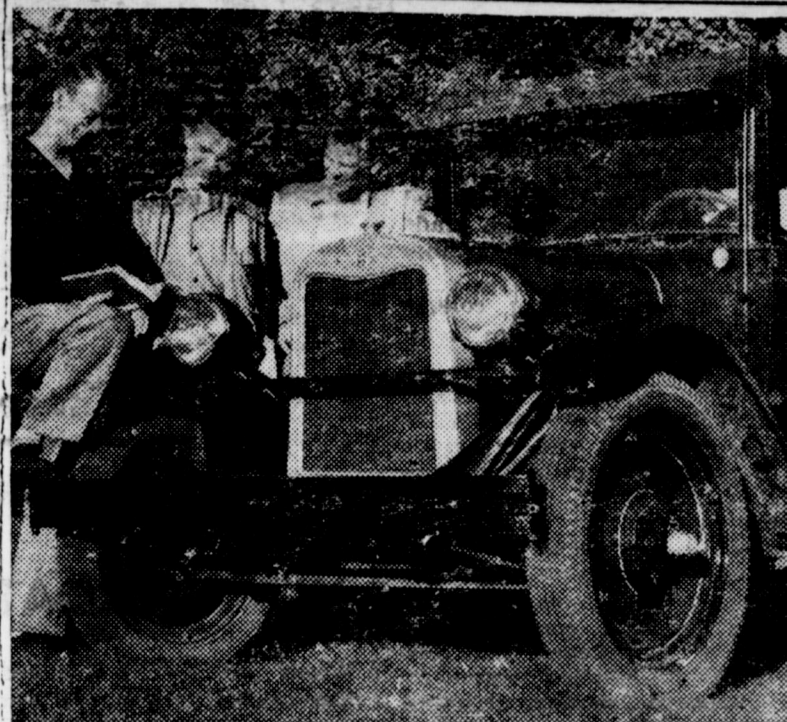
You, too, will find the Monitor informative, with complete world news. You will discover a constructive viewpoint in every news story.

Use the coupon below for a special introductory subscription — 3 months for only \$3.00.

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One, New York St., Boston 15, Mass., U. S. A.
Please send me an introductory subscription to The Christian Science Monitor — 3 months for only \$3.00.

(name) _____
(address) _____
(city) (state) (zip) _____

Ancient Car Aids Education



A nationwide survey by the Chevrolet Motor Division of old cars on college campuses credits this 1926, four-cylinder coupe with being "most useful." The ancient vehicle is almost literally putting (L. to R.) Keith, Wayne and Norman Brown through school. It is their link between their farm home near Ames, Ia. and the educational facilities of Iowa State University. Week-ends the 26-year-old Chevrolet is employed on farm chores.

FARLEY INSURANCE AGENCY REAL ESTATE & INSURANCE

AUTO FINANCING — FARM LOANS

Over Bank, Muleshoe, Texas

Office Phone 7279

Res. 5103

Irrigation And Water Well S

Drilling

ANY SIZE — ANY DEPTH

—SEE—

DICK DORAN

Two Blocks North On Friona Highway

Phone 3280

Muleshoe

TO NMMI

Sonny Shafer, Lola Roark, David Sanders, and Marion Clark Harris, visited at N. M. M. I. Sunday, with Bobby Goodwin and John Charles Gilbreath.

DINNER GUESTS

Dinner guests Sunday in the home of Mr. and Mrs. M. D. Gaddy, were Mr. and Mrs. Ernest Hale, and Mr. and Mrs. Floyd Grimsley.

LADY WRESTLERS

Plus Six-Man Tag

FRIDAY, JANUARY 22, 8 P. M.

ARMORY, CLOVIS, N. M.

Admission \$1.00 and \$1.50

ALVIN C. WEBB

CERTIFIED PUBLIC ACCOUNTANT

Announces Opening Of Office

In Muleshoe

NEXT DOOR TO POOL INS.

Phone 3170

Muleshoe

—See Us Now For—

FARM LOANS

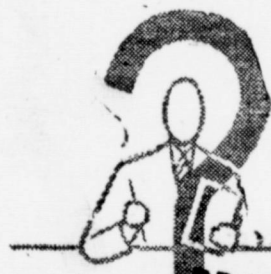
POOL INSURANCE AGENCY

W. M. Pool, Jr.
Phone 7010

Lee Pool
Muleshoe



Omer Kelton Pat Patterson
KELTON BARBER SHOP
Next Door To The New City Hall



WHAT WAS YOUR PROFIT LAST MONTH

S R C SIMPLIFIED RECORD CONTROL

THE MODERN BUSINESS AND TAX RECORD

The S-R-C System gives you a day by day picture of your business

QUICKLY · ACCURATELY · INEXPENSIVELY

- Spend less time posting to your permanent records
- Spend less time reviewing your current business
- Spend less time closing your books at end of month
- Save on your Income Tax. Avoid costly tax errors.
- Have all income tax figures immediately available

Do It Yourself With The Famous

SIMPLIFIED RECORD CONTROL

THE MULESHOE JOURNAL

PHONE 7220

MULESHOE

WALL PAPER

1/2 PRICE

HIGGINBOTHAM-BARTLETT CO.

OPENING Sat. Jan. 23



MULESHOE'S NEWEST AND FINEST EATING PLACE

—FEATURING—

JOE DUKE'S FAMOUS PIT BARBECUE
Hickory Smoked In Sandwiches Or Plate Dinners



Fountain Service

COLD DRINKS OF

ALL KINDS

FULL COURSE

DINNERS EACH SUNDAY



—WE'LL HAVE CURB SERVICE AFTER WE GET ORGANIZED—

FREE COFFEE SATURDAY

The Dinner Bell

JOE DUKE, Proprietor

Clovis Highway — Across From Wiedebush & Childers

Copyright, 1954, United States Brewers Foundation

Jo Ann Wells And Glenn Chester Vows Exchanged In Home Ceremony



MRS. GLENN CHESTER

Double ring vows were read Friday morning, uniting in marriage Miss Jo Ann Wells, daughter of Mr. and Mrs. Clayton Wells of Circleback, and Mr. Glenn Chester, son of Mr. and Mrs. Dorman Chester of Sudan. Vows were exchanged in the home of the bride's parents, with the Rev. Wayne Perry officiating. The bride wore a white moire tulle suit trimmed in rhinestones and pearls. Her accessories were shell pink and she carried a white Bible topped with pink rosebuds. The couple's only attendants were Miss Lucy Barnett and Joe Kent, both of Sudan. A reception followed the ceremony. Following a short wedding trip to New Mexico, the couple will be at home near Sudan, where the bridegroom is engaged in farming. Mr. and Mrs. Wells are grad-

uates of Sudan High School.

Progress H. D. Members Hear Mrs. D. Gulley

The Progress Home Demonstration Club met in the home of Mrs. Tom Haley January 19, with Mrs. Thomas, president of the club, in charge. Roll call was answered with "a characteristic of an ideal home". Mrs. Davis Gulley discussed "planning a home ground, to save work". She gave the fourteen basic points to consider when planning a home. Delicious pecan pie, coffee, and Cokes, were served to four visitors, Mmes. Alexander, Bradley,

Mona Wilhite To Teach Organ

Miss Mona Wilhite, a local girl who plans to assume duties as an organ instructor, beginning January 30, began her studies in music early in life, and studied piano continually through grade school, Junior high, and high school. Just before entering college she turned her interest to organ playing. She is a music major at Wayland College at present, having studied organ there without interruption, and will complete her fourth year in that field, and receive her B. A. degree in June.

Her present instructor is Mrs. Maudell Meridith, who completed her Bachelor work at Baylor, and expects to complete her Master of Music Degree there this summer. She studied organ at Southwestern Seminary at intervals from 1937-41, and is a member of the American Guild of Organists.

In connection with her music activities, Mona has been a member of the B. S. U. Choir, and in this connection traveled extensively over parts of Texas and Kansas. She was also a member of the Women's Choral Group and a member of the Piano Club. She is a member of the Ikwias, an honor service organization, and has held various places on the Government's Student Council. Presently she is employed in the college bookstore, but will give up her work there to begin teaching here.

IS IMPROVING

Mrs. C. C. Stevens, who fell and injured her hip last week, was released from the hospital this week, and is now at her home, and reported to be resting well.

RETURNED HOME

Mrs. Frances Gulley and children Kenny and Elaine, returned last week from Cave Springs, Ark., where they spent a week with Mr. and Mrs. E. J. Gully. Mr. and Mrs. Gully had visited here for a short time, and Frances and the children went home with them. They made the return trip by train, and Mrs. Gulley reported they saw quite a bit of snow between Oklahoma City, Okla., and Amarillo.

Steven, and Winningham, and members, Mmes. Gulley, Thomas, Patterson, Mardis, Self, Roebuck, Simnacher, Davis, Maltby, Thomson, and the hostess.

Read The Journal Want-Ads.

MR. FARMER **TRADE NOW**

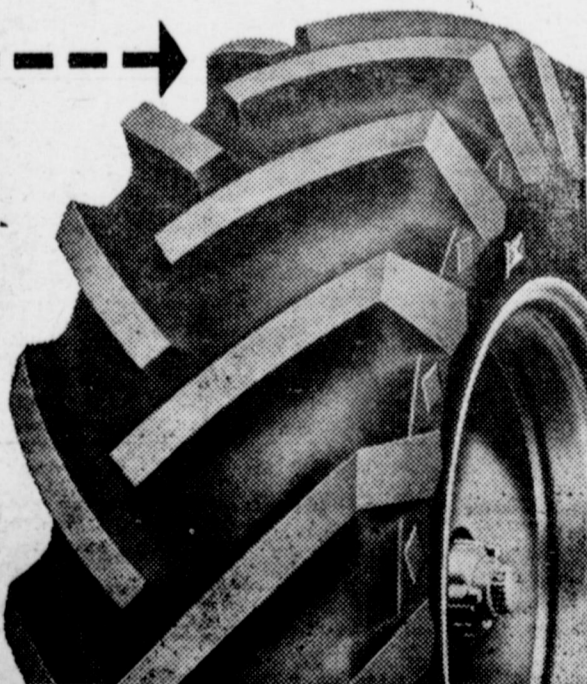
for **Super-Sure-Grip TRACTOR TIRES** by **GOOD YEAR**

Here's the finest tractor tire you can get. Features the famous original O-P-E-N C-E-N-T-E-R tread design with ruler straight lugs for maximum pulling power. Stop in for yours today.

Two Easy Ways To Pay

- 1. Pay as you produce**
We'll be glad to arrange small weekly payments to fit your needs.
- 2. Pay when you harvest**
We can arrange for you to pay at harvest time when your farm income is at its peak.

STOP IN — NO DELAY — NO RED TAPE



JOHNSON-POOL
TIRE & APPLIANCE MULESHOE
PHONE 7370

Anthony's CLEARANCE

C. R. ANTHONY CO.
JANUARY MULESHOE

Anthony's Big Pre-inventory Clearance Sale Designed To Save You More On Clothing You Can Wear Now. Shop Early For Choice Selections. Save Now! On These Final Close Out Prices!

FINAL CLOSE OUT ON LADIES WINTER COATS \$13

Wools or Rayon Gaberdine, Cashmere Coverts, or Poodle Cloth. Values to \$29.75 Save On These Bargains!

FINAL CLOSE OUT SALE GIRLS COATS \$9

Wool Fleece Tweed Cashmere Gabardines. Values to \$19.75. At this unbelievable low price. Sizes 3 to 14.

WHILE THEY LAST! LADIES DRESSY RAYON DRESSES \$8

Regular \$14.75 to \$16.75 dresses. Sizes 10 to 20. 14 1/2 to 24 1/2. Going at this unheard of low price.

WOOL KNIT, COTTON OR RAYON FALL & WINTER DRESSES \$6

Sizes 12 to 20. Values to \$12.75. Come in and see a real buy. Your Choice. Shop Early For Choice Selections!

COTTON OR RAYON DRESSY TYPE DRESSES \$4

Plaids, Solids, or 2-piece in Rayon Gaberdines, Gingham, Chambrays. Sizes 12 to 20. YOUR CHOICE

WASHABLE RAYON CREPE DRESSES \$3

Sizes 10 to 20. Half sizes 14 1/2 to 20 1/2. Regular Values to \$5.95. YOUR CHOICE

FALL & WINTER Robes & Dusters 1/3 Off

This group consists of Chenilles, Stripe Rayons, Quilt Cotton.

GIRLS RAYON GOWNS 2 for \$1

Sizes Small, Medium, Large. Circular knit, lace trim top and bottom. YOUR CHOICE

CLOSE OUT OUR ENTIRE STOCK OF LADIES' HATS \$1

Values to \$4.95. Also Angora Clip Helmets.

BARGAIN TABLE \$1

Odd lots and broken sizes of boys shirts, Rayon panels, damask tablecloths, rayon gowns, ladies' tee shirts. Values to \$3.00.

YOUR CHOICE

FINAL CLOSE OUT BRUSHED RAYON BREMBERG PAJAMAS \$3

Sizes 32 to 40. Yellow, red green, rose lavender. Lace trim. Regular \$4.98 Value.

WHILE THEY LAST BRUSHED BEMBERG GOWNS \$2

Regular \$3.98. All sizes and colors. Your Choice.

BED JACKETS TO MATCH \$1.50

60 GAUGE 12 OR 15 DENIER FIRST QUALITY NYLONS 77c

New spring shades. Finest yarns from a well known manufacturer. Sizes 8 1/2 to 11.

(STITCHED) COTTON BRASSIERES \$1.69

Foam Rubber. Filled pads. Regular \$1.49 and \$1.98. Sizes 32 to 38. White only.

88c, 2 for ...

FINAL CLOSE OUT WOOL SKIRTS \$4

Sizes 22 to 30. Solid or plaids. Regular \$5.90 to \$8.95.

Other Rayon Fabrics in ladies' Skirts. YOUR CHOICE \$2.00

FINAL CLOSE OUT COTTON PIECE GOODS 2 for \$1

Assortment of Better Cottons, Caliquilt Gingham, Printed or Plain, Everglazed Chambrays

MEN'S RAYON ACETATE DRESS SLACKS \$4

Flannels, Gaberdines, Slub Weave, and Sharkskin. Sizes 32 to 42. Values to \$6.95. YOUR CHOICE

FREE ALTERATIONS

MEN'S LONG SLEEVE COTTON SPORT SHIRTS \$1

Regular \$2.98 Values. Odd lots and broken sizes. YOUR CHOICE

The Muleshoe Journal

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

VOLUME 33, NUMBER 3

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, JANUARY 21, 1954

John Deere Day, An Annual Event In Muleshoe, Set For Friday, Jan. 29



Tom Gordon gets his foot in it again in this scene from "The Safety Pin," featuring those John Deere Day favorites, the Gordon family.

An annual event in Muleshoe, looked forward to by a large number of people of the area, John Deere Day, will be unreel here Friday, January 29, according to announcement of A. J. Jack, Lenderson, proprietor of the A. J. Lenderson Implement Co., local John Deere dealers.

And, as usual, they have some great family entertainment in store for their guests that day. The firm will stage a motion picture show at the Valley theatre here beginning at 1:15 p. m.

Guests at the theatre will register and will participate in a drawing for valuable door prizes of merchandise and/or cash.

During the morning hours the firm will hold open house at their store located on Clovis highway. Mr. Lenderson said there will be free coffee and donuts from 9 a. m. until 1:00 p. m.

when the crowd will go to the theatre for the entertaining motion picture program.

In former years the dealers have served lunch, but much confusion resulted because they never were able to gauge the size of the crowd. This year free coffee and donuts will be served all morning. Everybody is invited who has any interest in farming; and they will find not only entertainment and hospitality but opportunity to learn about advances in farm machinery and tools that perhaps they didn't know about.

VISITED IN LUBBOCK

Mr. and Mrs. A. W. Copley and family visited in Lubbock last Wednesday afternoon with Rev. E. C. Raney, Rev. Raney is a former pastor of the Muleshoe Methodist Church.

Local Lads Enter 24 Lambs In Show

The Muleshoe FFA has entered 24 lambs in the junior livestock show at the Southwestern Exposition and Fat Stock Show in Fort Worth, Jan. 29 through Feb. 7.

Premiums, \$173,235, are an all-time high. A Western parade in which any horse and rider are welcome will traverse the business district at 2 p. m., on opening day.

The world's greatest indoor rodeo will be presented in Will Rogers Memorial Coliseum twice daily in combination with the superb horse show.

In the Will Rogers Memorial Auditorium, nationally famous quartets will be presented in "The Battle of Sings". Band concerts, Western music and square dancing, fiddle bands in Pioneer Palace, Midway shows and rides as well as scores of educational and commercial exhibits will be features.

Assembly of God To Have Revival

A Revival Meeting will begin next January 24, at the Assembly of God Church, here in Muleshoe, and will continue through February 7.

Evangelist and Mrs. Bob Alsup of Gracemont, Okla., will be in charge of services. Both are accomplished singers and musicians. Mrs. Alsup plays the piano and the accordion, and Rev. Alsup plays the guitar.

Rev. H. L. Bayless, pastor of

the Assembly of God, says a special invitation is extended to all young people of Muleshoe and the surrounding territory. The public is cordially invited to attend these meetings.

Vets Benefits Totalled \$7560

Benefits in the sum of \$7,560 were paid in benefits to veterans in Bailey County during December, Joe D. Vaughn, service officer.

He said benefits in Parmer County totalled \$6,102 and in Cochran County \$5,197.50.

Mr. Vaughn has received a certificate showing he has completed the course for service officers conducted in Dallas in December.

BULA FARM BUREAU MET MONDAY NIGHT

A meeting of the Bula Farm Bureau was held Monday night with Hub King, district director, of Brownfield, the principal speaker. From Muleshoe, Bill Millen and Joe Sooter, county Bureau president and secretary respectively, and Ray Carter, service agent, attended.

The Bula folks served sandwiches, cocoa, Cokes, and cookies as refreshments.

LIBRARY NEWS

Mrs. E. R. Wright, librarian, announces that the Library has received five new books. They are: Assistant Angel, by Rebecca March; Horizon Home, by Weanne Bowman; Desert Fires, by L. W. Emerson; Circle M. Triggers,

by Brett Austin; and Junior League Murders, by Claudia Can-

PREACHED HERE

Rev. Elmer Crabtree of Slaton, preached Sunday morning at the Muleshoe Methodist Church. Rev. and Mrs. Crabtree lunched with Mrs. E. R. Wright.



R. M. (Bob) Gregory

GREAT NATIONAL LIFE INSURANCE CO.

Income Options Described To Women Readers
 "Many thousands of widows and other beneficiaries of life insurance are now choosing to receive their insurance payments as regular income rather than in single cash payments", a woman's page feature in the Buffalo (N. Y.) Courier-Express reported this month. "If a husband sets up an income arrangement in his policies he should review what plan he has chosen every few years, as his family situation changes", the article pointed out.

How much income will it take for your family if you die too soon — or for you if you live too long

Office 3080 MULESHOE, TEXAS Res. - 2769

Enjoy Television Color Now!

TV "COLOR-PIX" SCREEN FILTER

- Transforms All Black-White Television Sets Into Beautiful Life-Like Color Tones.
- Easy To Apply—Do It Yourself.
- Seconds To Attach—No Tools Used.
- Eliminates Glare and Snow In Fringe Areas.
- Non-inflammable Safety Film.

—NOW IN STOCK AT—

BERRY ELECTRIC

Phone 3750 Muleshoe

POPCORN

3 Minute Per Can **15c**

SHOP THIS AD
FOR BUDGET SPECIALS

GRAPE JUICE

Church's 24 Oz. Bottle **35c**

LUSTREWAX For Waxing Any Floor Pint Bottle **29c**

Crisco 6-Lb. Can **\$1.59**

MONARCH Yellow Cream Style No. 303 Can **16c**

MONARCH WHOLE SPICED NO. 2 1/2 JAR **37c**

CHARMAIN TISSUE, 4 rolls **25c**

KIMBELL'S CHILI BEANS NO. 300 CAN **10c**

TIDE Large Box **25c**

DR. PEPPER 12 Bottle Carton **39c**



CUDAHY'S ALL MEAT Franks lb. **39c**

BEEF Fresh Ground Lb. **29c**

FRESH TENDER CALF LIVER lb. **29c** CHOICE BEEF SHORT RIBS lb. **19c**

Slab Bacon Cudahy's Puritan Lb. **69c**

BLACKBERRIES

Kimbell's No. 2 Can **24c**

DEL MONTE WHOLE NO. 303 CAN GREEN BEANS **29c**

ORANGE JUICE

Adam's 46 Oz. Can **29c**



CALIFORNIA CARROTS CELLO BAG **14c**

CELERY HEARTS FRESH FANCY CELLO BAG **17c**

NO. 1 WHITE SPANISH ONIONS lb. **5c**

LARGE BOX S.O.S. **19c**

WAGNON GROC. & MKT.

PHONE 4060 FREE DELIVERY

The Muleshoe Journal

PUBLISHED EVERY THURSDAY AT MULESHOE, TEXAS
Entered as second class matter at the Muleshoe Post Office under
the Act of Congress, March 3, 1897.



SUBSCRIPTION RATES
In Immediate Territory, 1 Year \$2.00
Out of Immediate Territory, 1 Year \$2.50

J. M. FORBES Editor and Publisher

**BABSON DISCUSSES—
Automatic Merchandising**

Babson Park, Mass., January 21—As happens every once in a while, stories have been going around which portray a brilliant outlook for the automatic vending machine business. Unscrupulous promoters paint the future in most vivid colors, exaggerating the sales potential and hardly mentioning the operating costs and other problems.

**Automatic Merchandising
Has Distinct Advantages**

This robot is essentially a supplementary salesman. Automatic vendors do well on low-cost items such as cigarettes and candy, which merchants often sell only as an accommodation. Machines can take over the sale of such merchandise and generally show a small profit. Furthermore, they don't get into the habit of smoking "on the house" as do many employees, and they never ask for a raise or a day off!

Another rapidly growing field where the machines play a valuable role is in supplying snacks where food is not otherwise available. These machines offer factories an ideal means of providing quick-energy foods which keep both morale and efficiency high. There is then no need to "send out" or to take a half-hour "walk" to the corner drugstore.

Profits Are Not Large

But these uses, while they assure further growth to the industry, do not constitute a golden road to riches. The fact is that the average volume of sales per machine is surprisingly low. The ordinary cigarette machine (and cigarettes account for over half of all vending-machine sales) dispenses about fifteen packs a day. It is clear that at this rate there must be a large investment in robots in order to support a serviceman who will load, repair and collect coins from the machines. The daily net profit for the owner is figured in fractions

of pennies. In addition, vandalism by small boys and petty thieves is an occupational hazard of the robot. It must be located where there is heavy traffic at all times, or where there is an employee doing other work. Public locations are unsatisfactory. Certainly, there is no profit if a blue-uniformed "clerk" must stand ready to defend the machine with his nightstick! This means that the further growth of such machines will come in stores where vandalism cannot occur.

The Personal Approach

Machines do not know the psychology of selling. It is a mistake, therefore, to believe that they can ever take over the job of an enthusiastic clerk who has a true "sales appeal". They are able to sell only well-known, low cost items that people already want. Products that people want to feel, or try for size, cannot yet be automatically dispensed. Also, experience has shown that the average citizen hesitates to drop anything larger than a quarter in a machine; and there are few persons indeed who will deposit a dollar or more in a gadget that they are not sure will work.

Therefore, I am not now forecasting that robot selling machines will go far toward displacing sales clerks, but they may discourage further wage raises. I do predict, however, that the extent to which the robot finally supersedes the blonde will materially depend upon advertising and packaging.

Importance of Advertising
It is significant that the products which move well through automatic selling devices are well-known brands. "Dime" chains are giving them careful study in connection with "self-selection" stores. Of course, the nation's leading practical psychologists will have to devote their great experience and talent to the problem of pre-selling anything that is earmarked for quantity distribution by machines. Hence, the robot should increase newspaper advertising.

The first step will be clever packaging. And once a good design has been achieved, it must be repeatedly, day after day, year in and year out, be put before the buying public. The manufacturer who does not make full use of good packaging and newspaper advertising will not get repeat orders from vending machine operators. Therefore, I conclude that robot selling does have its place in certain stores, where its uses have not as yet been fully exploited. But I warn readers not to be misled; robots are now far from being mechanical gold mines.

**GREEN
Hospital & Clinic**
Muleshoe, Texas
Dial 2250

CHINCHILLAS FOR SALE
We Have A Few Pair Of Young Chinchillas For Sale. These Animals Are Of The Highest Quality And Registered With The N. C. B. A. If You Are Interested In The Profitable Business Of Fur Farming We Will Be Glad To Discuss It With You
Muleshoe Chinchilla Farm
W. B. Wagnon —:— W. B. Wagnon, Jr.

MRS. HOUSEWIFE
How would you like to have
LARGE, CLEAN EGGS
No Blood Clots — No Rots
No Cracks
Delivered FRESH to your door in
Muleshoe
CALL 3388
JAMES WEDEL
Route 2, Muleshoe 2-3-2tp.

THE SAND HILLS PHILOSOPHER SAYS—
**Comes Up With Unusual Plan For Getting
Accurate Check On Public Opinion**

Editor's note: The Sand Hills Philosopher on his Johnson grass farm has a novel idea this week, but he won't get anywhere with it. There's a bug under the chip.

Dear editor:

There is a matter which has been bothering me lately. I've been noticin in lots of newspapers which turn up out here, I've started off the new year

with a backlog of an average of four newspapers a day, who said times were gonna get tighter, that people have developed a habit of wirin the White House when somebody makes an important address affectin the whole country.

For example, say Sen. Joe McCarthy makes a speech, or President Eisenhower reports on the state of the union and outlines his plans for new legislation, people immediately start wirin the White House their reactions.

Now this puts a big load on the President, in fact, not long ago at one time he was 3,000 telegrams behind in his counting and with the world in the delicate shape it is and domestic problems too crowdin in on him the President just doesn't have time to be countin telegrams.

Therefore I have a plan to relieve him of this burden. Instead of wirin the White House followin one of these speeches, why can't the public notify me?

Of course, you understand I don't have any telegraphic equipment out here on my Johnson grass farm, don't even have a telephone, and frankly there wouldn't be any point in havin Western Union messenger boys runnin back and forth out here,

trampin down the grass and worryin with opening and closing the wire gap.

Also, letters wouldn't be satisfactory either, I've got other things to do the same as the President, people's handwritin is terrible, the mail carrier already has enough stuff to carry, and my mail box is leanin at such an angle now a Sunday copy of most newspapers would topple it to the ground and I have no plan for doin anything about it.

So, I have hit on a plan to give instantaneous reports on the people's reactions to speeches. If President Eisenhower is willin to have me relieve him of this burden, I will arrange with the bank in town to open up two accounts for me, one called the Yea account, the other the Nay account.

Then when some major address is made on a national hook-up, everybody in favor of the speech, wire one dollar to the yea account; everybody opposed, wire a dollar to the nay account.

Then to find out how public sentiment is runnin, all I have to do is check with the bank and see what the balances are in the two accounts. All banks now have electric addin machines and it won't be much trouble for them to keep the totals right up to the minute, and all this doubt and worry over how the public is reactin will be eliminated.

If you think this program has any merit, I will appreciate you gettin hold of our Congressman and havin him call by the White House and relieve the President of this burdensome job.

Also, if you know of any controversial matters which would attract nation-wide reaction, I hope you will bring them to the fore and line up somebody to speak on them. I will remain entirely neutral in the matter.
Yours faithfully,
J. A.



"J. A."

Here At Home

Written especially for The Journal

By J. M. Forbes

This column hastens to hail even though belatedly the Junior Chamber of Commerce of the U. S., which has had its 34th birthday. The JayCees are "The Action Group for Action". Nowhere has that motto been better exemplified than here in Muleshoe where, when anything needs to be done, the JayCees are consulted. The JayCees organization has meant a lot here and we are in a position to know; we wish the national organization, and the hustling bunch that make up the Muleshoe JayCees many, many more happy anniversaries.

The story of the new compress was one of the best kept secrets until the paper hit the street last week that we can remember. Don Moore and young Fred Underwood closeted themselves

with this writer in the very inner part of the inner sanctum a week in advance and told him what was cooking. "We want The Muleshoe Journal to break the story", they said.

Accordingly, I wrote up the story, my wife took the typed sheets home and hid it underneath my shorts and socks in the bureau drawer, handed it to the linotype man as time neared to "put the paper to sleep" as Julian Lenau says (knowing full well the expression is to put the paper to bed).

As a consequence, The Journal scooped such well known papers as The London Times, New York Times, The Chicago Tribune, Lubbock Avalanche, Amarillo News, just any paper you wish to name. We appreciated these young men's bringing us the story, we did our best to make it look as important in the paper as the development seemed to us, and Don had the kindness to say it was a fine story. The story will get a ride in widely scattered publications and the fair

name of Muleshoe will be enhanced all over the land. It's a good break for us.

WERE GUESTS

Guests in the home of Mr. and Mrs. Alvis Burge over the week end was her brother and sister-in-law, Mr. and Mrs. Calvin McCoy of Tucumcari, N. M., and her sister and brother-in-law, Mr. and Mrs. J. D. Cox of Littlefield.

VISITED SISTER

Mr. and Mrs. Wiley Baker and family spent last week in Slaton with her sister and family, Mr. and Mrs. F. H. Griffin, and in Shallowater with her brother and family, Mr. and Mrs. Billy Sooter.

HERE FOR VISIT

Mrs. O. C. Fowler of Crosbyton, is visiting here with her daughters and their families, the Mr. and Mrs. Harvey Bass and Mr. and Mrs. T. L. Harvey.

Read The Journal Want-Ads.

LESS THAN 3 1/2c PER DAY
**Buy's A Frozen Food
LOCKER**
MULESHOE LOCKER CO.

New ... Ultra-New for '54!

**NOW ON
GALA DISPLAY
AT YOUR
OLDSMOBILE
DEALER'S**

ANNOUNCING the breath-taking new Oldsmobile Super "88" for 1954! The Oldsmobile so ultra-new in design ... so original in style throughout ... there's never been a car like it before! Just wait till you see its completely new Body by Fisher—that new lower, longer, lovelier silhouette! The daring new slant of its panoramic windshield! The dramatic new flair in its sweep-cut doors and fenders! And just wait till you drive the new 185-horsepower World's Record "Rocket" Engine with 8.25 to 1 compression ratio—the engine that outperforms, out-economizes even the power-famous '53 "Rocket". For a completely new view on modern automobiles, see the thrilling new Super "88" ... on display now! And watch for Oldsmobile's new "Dream Car", the Classic Ninety-Eight ... coming to your dealer's soon!



Car illustrated: 1954 Super "88" Holiday Coupé, White Sidemall Tires, optional at extra cost. A General Motors Vehicle.

**World's Record "Rocket"
OLDSMOBILE**

SEE YOUR NEAREST OLDSMOBILE DEALER

JOHNSON - NIX PHONE 2940 MULESHOE

Soil Conservation Changes Become Effective Jan. 18; Set-up Outlined

FT. WORTH, Jan. 17—Effective January 18, the U. S. Soil Conservation Service becomes active under its recent reorganization. H. N. Smith announced today. Smith, who has been acting Regional Director for the four-state region of Arkansas, Louisiana, Oklahoma and Texas, with headquarters in Fort Worth, Texas, will assume his new title as State Conservationist for Texas, and will report directly to the Administrator of SCS in Washington.

"The same action will be taken by the men who have been appointed State Conservationists for the other states in the nation", Smith said. The title "Regional Director" will be discontinued. Smith's headquarters as Texas State Conservationist will be at Temple, Texas.

"During the transition period when the physical transfer of personnel and property from the old regional offices to the new state offices is being carried to completion, James W. Hammett, who has been Assistant Regional Director, will be in charge of the office in Fort Worth", Smith said. Much of the time of the personnel remaining there, until their transfer to other positions in the states, will be spent in giving training to personnel in administrative duties to be carried on in the state offices after

the Fort Worth office is closed later in the fiscal year.

Also effective on January 18, is the activation of seven Engineering and Watershed Planning Units strategically located in geographic sections of the country. These units will assist the State Conservationists with engineering phases of assistance to soil conservation district and with planning, design and construction activities in watersheds where flooded prevention programs are proposed or underway. One of these units will be located in Fort Worth. Personnel in these units will be on the staff of the Administrator of the Soil Conservation Service in Washington, D. C. The Fort Worth Unit will assist Texas, Oklahoma, Arkansas and Louisiana. Howard O. Matson will be in charge of this unit.

Located too in Fort Worth will be a Field Cartographic Unit, one of seven such units in the nation. These units are part of the Washington, D. C. staff located in the field to meet the needs in the Fort Worth Cartographic Unit will also serve Texas, Oklahoma, Arkansas and Louisiana. H. L. Dean will head this unit.

"Functions of the SCS in carrying out the national program of soil and water conservation through soil conservation districts are not changed in any way", Smith said. This action transfers greater responsibility to the state SCS offices and gives these offices additional technical and administrative personnel. In practically every instance the same personnel now directly serving soil conservation districts will continue in their jobs."

Krebbs Agency Led Union Life

M. F. "Buddy" Blackman, Muleshoe, is a member of Union Life Insurance Company's outstanding agency of the year for 1953. This is the 5th consecutive year for this agency to win this award.

As an affiliated of the Krebbs Insurance Agency in Lubbock, Mr. Blackman's 1953 production record helped put the agency in the company's top bracket to win the ordinary department's agency of the year award.

To qualify for the award an agency must not only produce a record amount of business, but also must be recognized for its

contribution to church, school, and community projects in its territory.

Mr. Blackman is past president of the Muleshoe Junior Chamber of Commerce, and past Vice-president of the Texas Junior Chamber of Commerce, is a member of the Texas Association of Life Underwriters, the National Association of Life Underwriters, the South Plains Association of Life Underwriters. In addition, he belongs to the Muleshoe Quarter-back Club, the American Legion, V. F. W., I. O. O. F., and the Muleshoe Methodist Church.

Union Life is licensed to do business in 15 states. Its home office is located in Little Rock, Arkansas.

Merit System Exams March 6

Austin, Jan. 19 — Competitive examinations will be given by the Merit System Council for the Texas State Department of Health on March 6 in as many centers throughout the State as the number of candidates may justify.

Special recruitment will be made for stenographers, secretaries, junior sanitarians, engineer assistants, and graduate nurses.

Closing date for receipt of applications is February 24.

Application forms and information are available upon request from the Merit System Council, 814 Littlefield Building, Austin 15, Texas.

VISITED HERE

Visiting in the Fred Bruns and Zilpha Zimmer homes is Charles L. Emmert of North Vernon, Ind. Mr. Emmert is a cousin of Mrs. Bruns and Zimmer, and a nephew of grandmother Bracken.

Lamb Co. Hopes For More Cotton Acreage in '54

Increased cotton acreage allotments for 1954 seem very certain, says Jack Yarbrough, President of the Lamb County Farm Bureau. The U. S. Congress is giving the bill to increase the acreage top priority. The position of the Texas Farm Bureau is as follows: Whereas, under existing law it is mandatory that the Secretary of Agriculture set a quota not to exceed 10,000,000 bales, the equivalent of 17,910,488 acres, adjusting the supply of cotton to normal in one year; therefore, be

it resolved that the Texas Farm Bureau endorse and approve a compromise plan to amend the present law in the next session of Congress, immediately upon its convening, to spread the period of adjustment to normal over more than one year, and increase the 1954 National Cotton Allotment from 17,910,488 acres to 21,500,000."

Mathematically figuring the increase should be about 30 thousand more acres to Lamb County. Yarbrough says this could mean several million dollars to the farmers and businessmen. "We ought to know about the acreage increase", Jack, says "Well before planting time."

Texas Almanac, on sale at The Journal, Phone 7220, we deliver.

Pvt. Freddie Harvey Based In Alaska

U. S. Forces, Alaska — Pvt. Freddie D. Harvey, son of Mr. and Mrs. Robert C. Harvey, Muleshoe, recently arrived in Alaska for duty with the 196th Regimental Combat Team at Fort Richardson. Army units stationed in Alaska

undergo intensive field training while guarding the northern approaches to the U. S. and Canada.

Harvey entered the Army last May and was formerly stationed at Fort Sill, Okla.

WAS HERE SUNDAY

Mrs. Floyd King and daughter visited Sunday in the home of Mrs. King's parents, Mr. and Mrs. Walter Ramm.

GOVERNMENT SURPLUS HOUSES

- 20' 8"x26' 2 Bedroom ----- \$850
- 20' 8"x32' 2 Bedroom ----- \$950
- 20' 8"x42' 3 Bedroom ----- \$1250
- 20' 8"x52' 4 Bedroom ----- \$1550

Moved To Your Farm Or Lot For \$50 And \$1 Per Mile (26 ft.). Over 26 ft. \$75 And \$1 Per Mile.

All Houses Complete With Plumbing And Wiring, Hotwater Heater, Cook Stoves, And Heating Stoves.

LEN ROGERS

Phone 2-4722

Dumas, Texas

DANCE

EVERY SATURDAY NIGHT

—MUSIC BY—

LLOYD ALSUP AND THE BOYS

LA VISTA

CLOVIS

THE PLAINS FINEST DANCE SPOT



Modernize Your Old Sewing Machine!

BEFORE

AFTER

ALL MAKES REPAIRED and MODERNIZED into Electric, Console or PORTABLE HARVEY BASS APPLIANCE

Your Authorized Necchi Dealer

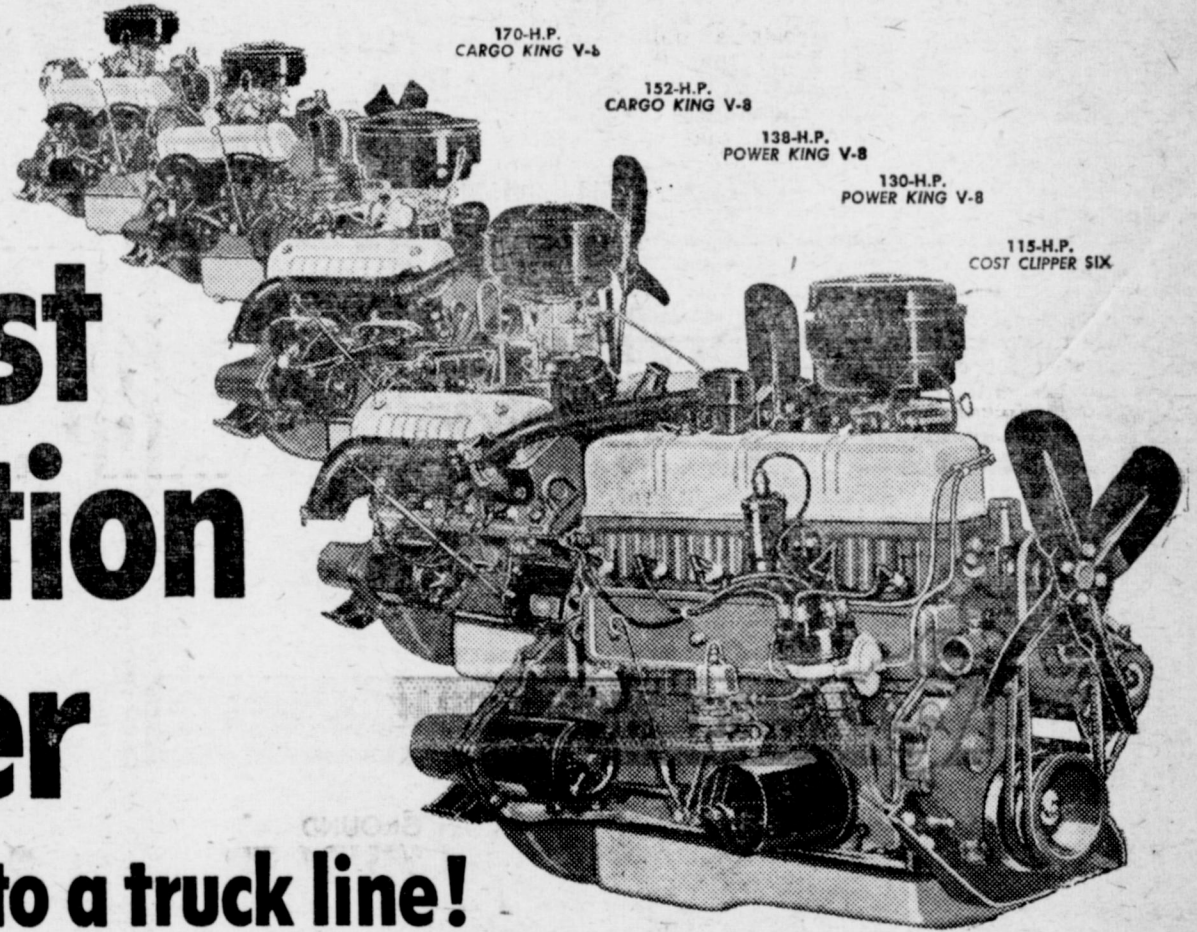
Phone 4690 — Muleshoe

Here Now! Ford TRIPLE ECONOMY Trucks for '54

Featuring the

Mightiest concentration of power

per cu. in. ever built into a truck line!



NOW . . . ONLY FORD gives you

Gas-Saving, Low-FRICTION, High-Compression,

Overhead-Valve, Deep-Block engines

in all truck models! V-8 and SIX!

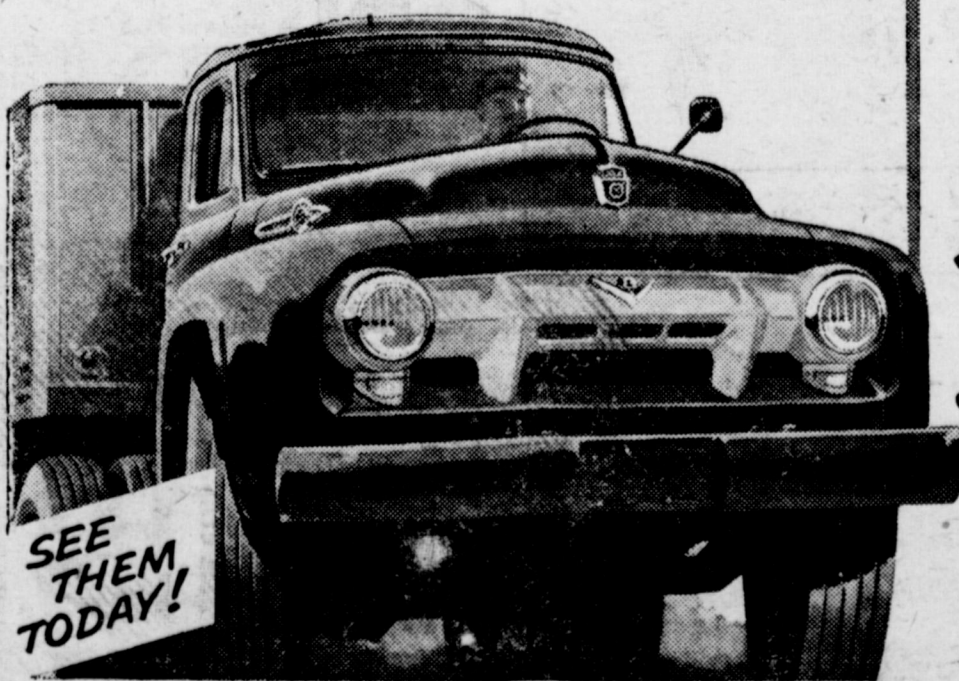
5 engines—115- to 170-h.p.!

AGAIN FORD LEADS—now introduces the only full line of ultra-modern Low-FRICTION truck engines in the industry! And 1954 Ford Truck engines have less cubic inch displacement for the power they develop, than other-make truck engines. Ford's 239 cu. in. Power King V-8, for instance, develops its 130 h.p. on as much as 43 cu. in. less displacement. Smaller-displacement engines normally need less gas! Ford engines also have deep-skirt, more rigid engine blocks to give better bearing support, smoother, more efficient power, longer life. Over a billion miles of trucking have proved their performance and economy. Now they are standard in all Ford's more than 220 truck models—from Pickups to 60,000-lb. GCW Big Jobs.

Now! TRIPLE ECONOMY

for savings in the 3 biggest truck savings areas!

1. **NEW LOW-FRICTION engines** increase power up to 23%, cut friction up to 33%!
The short-stroke design of Ford Truck engines cuts power-wasting friction, gives you more delivered hauling power with Ford's traditional fuel economy! And you get new higher compression ratios with regular gas!
2. **NEW Drivized Cabs, Power Steering, Power Brakes, Fordomatic**, for faster, safer control!
New Drivized Cabs cut fatigue! New long-wearing woven plastic seat upholstery for year-around comfort. Master-Guide Power Steering standard on Series T-800, optional at extra cost on most other BIG JOBS! Power Braking* for Pickup! Fordomatic Drive* for all models through 1-tonneral (*Optional, extra cost.)
3. **NEW Greater Capacity! New Factory-Built "6-Wheel" Big Jobs** gross up to 48% more!
Ford's expanded new truck lines run from 1/2-ton Pickups to 60,000-lbs. GCW BIG JOBS! Two brand-new Ford Tandem-Axle BIG JOBS, rated for up to 40,000 lbs. GVW! Two more giant new Ford Cab Forward BIG JOBS rated up to 55,000 lbs. GCW!



FORD TRIPLE ECONOMY TRUCKS

More truck for your money!

MULESHOE MOTOR COMPANY

PHONE 4930

FORD AUTOMOBILES AND TRUCKS

MULESHOE

If You're Interested in an Used Truck—Be Sure to See Our Selections

Your Comfort

And entertainment is our aim at the

Valley & Palace

Theatres In Muleshoe

Box Office Opens 6:45 P. M.; Show Starts 7:00 P. M.

— Saturday & Sunday: 1:45 P. M., Continuous Showing —

PROGRAMS

VALLEY

THURSDAY & FRIDAY

Rod Comeron
Tab Hunter

—In—

Steel Lady

SATURDAY

Dennis Morgan
Patricia Neal

—In—

Raton Pass

SUNDAY & MONDAY

Randolph Scott
Claire Trevor

—In—

The Stranger Wore A Gun

TUESDAY & WEDNESDAY

Autrey Long
Rory Calhoun

—In—

Miraculous Journey

PALACE

THURSDAY & FRIDAY

Glenn Ford
Anne Vernon

—In—

Terror On A Train

SATURDAY

Dead End Kids

—In—

Little Tough Guys

In Society

SUN., MON., TUES. & WED.

Jane Powell
And

Gordon McRae

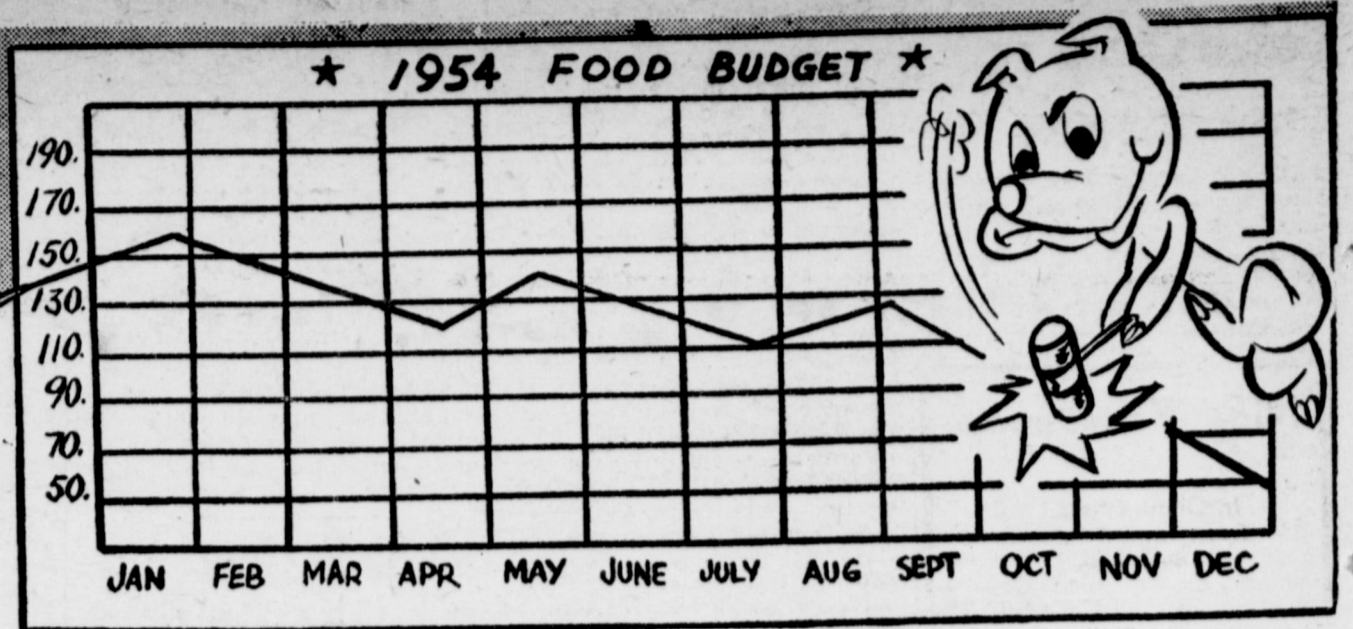
—In—

Three Sailors And A Girl

MOTION PICTURES are your best and cheapest entertainment!

LOWER YOUR FOOD BUDGET

in '54



SWANSDOWN ASSORTED KINDS DEAL PACK RFG. BOX
Cake Mix 2 for 39c

CAMPFIRE NO. 300 CAN
Pork & Beans 3 For 25c

BETTY, SOUR OR DILL 8 OZ. JAR **PICKLES 18c**
 HUNT'S 8 OZ. CAN **TOMATO SAUCE 9c**
 OLD DUTCH 25c **CLEANSER, 2 for 25c**
 MARSHALL NO. 300 CAN **KIDNEY BEANS 12c**

LIBBY'S NO. 1/4 CAN **POTTED MEAT 9c**
 LIBBY'S NO. 2 CAN **WHOLE POTATOES 15c**
 WOODBURY REGULAR BAR **TOILET SOAP, 4 for 26c**
 WOODBURY BATH SIZE **TOILET SOAP, 4 for 39c**
 LIBBY'S 2 OZ. JAR **STUFFED MANS OLIVES 24c**
 LIBBY'S NO. 303 CAN **GARDEN VEGETABLES 19c**

Peaches 25c
 Hunt's No. 2 1/2 can

Salmon 29c
 Alaskan Chum 1 Lb. Can

SKINNER'S LARGE BOX **RAISIN WHEAT 19c**
 LINIT 12 OZ. BOX **STARCH 15c**
 FIRST STATE STEM & PIECES 2 OZ. CAN **MUSHROOMS 19c**
 PARD 16 OZ. CAN **DOG FOOD 16c**
 BAKER'S PREMIUM 8 OZ. PKG. **COCOANUT 29c**
 SWIFT'S 12 OZ. JAR **PEANUT BUTTER 35c**

SKINNER'S 7 OZ. BOX **MACARONI, 2 for 25c**
 BLUE PLATE WHOLE NO. 300 SQUARE CAN **SWEET POTATOES 31c**
 SWANSON'S 5 OZ. CAN **BONED CHICKEN 47c**
 PATIO RANCH STYLE NO. 300 CAN **BARBECUE 59c**
 SALAD BOWL PINT **SALAD DRESSING 27c**

Flour 79c
 Light Crust 10 Lb. Bag

★ PLUS ★

GREEN STAMPS EVERY DAY!

DOUBLE ON TUES.

WITH \$2.50 PURCHASE OR MORE

TISSUE

HUNT'S NO. 2 1/2 CAN **APRICOTS 25c**
 LARGE BOX **JOY SUDS 27c**
Liptons Tea 31c
 MAXWELL HOUSE INSTANT 2 OZ. JAR **COFFEE 59c**
 HOME FOLKS CROWDER NO. 300 CAN **PEAS, 2 for 27c**
 REMARKABLE NO. 2 1/2 CAN **PEARS 33c**
 1/4 Lb. Box **TEA BAGS 21c**

NORTHERN 3 ROLLS **25c**
 NORTHERN 80 COUNT BOX **PAPER NAPKINS 12 1/2c**
 PINT BOTTLE **DRY PUREX 23c**

PIGGLY WIGGLY QUALITY MEATS

COMMERCIAL GRADE **CHUCK ROAST lb. 25c**
 FRESH GROUND **HAMBURGER lb. 29c**

Fryers 45c
 Full Dressed And Drawn Lb.

CUDAHY'S PURE PORK **SAUSAGE lb. 49c**
 BONELESS **PERCH FISH lb. 39c**
 PAB-ETTE 2 LB. BOX **CHEESE 79c**
 FRESH SLICED **PORK LIVER lb. 19c**
 FRESH COUNTRY **BACK BONE lb. 59c**
 E & R 1 LB. CELLO **WEINERS 39c**

Bacon 57c
 Morrell's Palace Sliced Lb.

TEXAS FIRM HEADS **CABBAGE Lb. 2 1/2c**

TEXAS 5 LB. BAG **ORANGES 39c**
 CALIFORNIA 1 LB. CELL PKG. **CARROTS 15c**
 SNOW WHITE **CAULIFLOWER lb. 12 1/2c**
 CALIFORNIA GREEN STALK **CELERY 17c**

Grapefruit 7 1/3c
 Texas White Lb.

HILLS 'O HOME 10 OZ. PKG. **WHOLE OKRA 19c**
 PICT SWEET 10 OZ. PKG. **BUTTER-BEANS 17c**

YOUNGBOOD 16 OZ. BOX **DRUMSTICKS 73c**

LA CHOY NO. 303 CAN **BEAN SPROUTS 15c**
 KRAFT'S PINT BOTTLE **SALAD OIL 33c**

MARSHALL GOLDEN NO. 300 CAN 12 OZ. JAR **HOMINY, 3 for 27c**
WHEAT GERM 35c

TOOTH PASTE 29c
 Colgate 50c Size

VASELINE 50c SIZE PLUS TAX **HAIR TONC 39c**
 BAYER'S 15c BOX **ASPIRIN 10c**
 ISOPROPYL PINT BOTTLE GEM WITH 5 BLADES **ALCOHOL 15c**
RAZORS 49c

Piggly Wiggly SUPER MARKETS

DAVIS & HUMPHRIES, OWNERS & OPERATORS

Certified Seed Called Cheap Crop Insurance

COLLEGE STATION, —Jan. 20 —Certified seed may cost slightly more, but the added expense assures purity, higher germination and better yields at harvest. Seed of questionable purity and germination may not be cheap at any

price, says L. C. Coffey, extension agronomist.

Coffey points out that seed labeled "certified" is the best seed available of a particular variety. Seed in that category comes from fields that have been inspected during the growing season, properly handled upon harvest, cleaned, tested for purity and germination and properly stored. All this, he adds, is insurance for the farmer.

The blue tags attached to each certified seed sack carry information of interest to the buyer. Issued by the State Department of Agriculture, the blue tags are placed only on seed that have met these high standards.

Farmers should purchase now the seed they will need for planting this year's crops, Coffey advises. Supplies generally are adequate, but last minute shoppers may find local supplies depleted and thus forced to plant whatever seed is available.

Coffey says if planting seed has not been chemically treated for seed-borne and seedling diseases, farmers by doing so will gain additional insurance against poor stands and plant losses during early plant growth. County agricultural agents can supply information on seed treating and can make local variety recommendations.

Read The Journal Want-Ads.

Nice Residence

In Choice Part Of Town, and Business Property

For Sale

—Inquire at—
Spence Radio Shop
Phone 7020

WE BUY COTTON

And Write Government
And Texas Cotton
Growers Loans
Grace Benton

PHONE 6460

MULESHOE

Parmer County Farm Bureau News

Cotton growers are apparently well pleased with the Senate passage of American Farm Bureau's acreage allotment program, almost verbatim. The change from 65-45-50 to 65-40-50 is not a serious change. Most cotton growers are well aware of the fact that it's Farm Bureau's proposal, arrived at after multiplied county, state and national meetings with cotton producers all over America. It is admittedly a compromise, as is most legislative material. When a million and a half farmers agree to back any program, it is only reasonable to assume that they have done some giving and taking before they could all agree to back one another.

There is a great deal more to producing cotton profitably than

planting and harvesting it. The problem of finding a market for it eventually pops up. Farm Bureau is participating actively and aggressively in the necessary research to develop new domestic uses, as well as searching for profitable exports.

A statement by Alan Kline is, we believe, worth some consideration: "There is no substitute for markets". Even vote seeking politicians must finally agree that the government cannot be expected to purchase unlimited surplus products of the farm and ranch.

Another statement, that of J. Walter Hammond, TFB President for the past 15 years, strikes us as significant, too: "Anyone who seeks to damage a voluntary organization of farmers and ranchers is not a friend of agriculture". If you are one of the 560 Farm Bureau members in Parmer County, remember what you have been able to do through your organization before you let someone take your "voice" in agriculture from you with individual ideas that are not acceptable to the majority.

Remember that in a democracy, few people get exactly what they want, but by helping each other, all can get most of what they want without damaging anyone else.

Remember the March of Dimes in your community. Rhea Community is having a pie supper as the main fund raising event this Friday night. You are invited.

Consider This: The fear of the Lord is the instruction of wisdom; and before honor is humility. Proverbs 15:33.

SS Worker Due Here January 27

When the children have cornered the TV set with a "bang-bang" Western and the missus has grabbed the local newspaper for a recipe try-out, and you've got a few minutes to spare before the boys come over for the weekly pinocle game — how about taking advantage of this time to take another look at your social security? In fact, take a double look, is the advice given by John G. Hutton, manager of the Lubbock social security office.

Hutton says, "There's no time like now to plan for the future — for your family income when you retire or die. Workers who make financial plans for tomorrow will find themselves in better shape than those who do little or no planning."

As a starter, he suggests you might look twice at your social security protection. What does it provide? First, old-age benefits for you and your family when you retire at or after 65. Second, survivors insurance for your family in case of your death at any age.

If you have any doubt as to

Political Announcements

The Journal is authorized to make the following announcements for public office, subject to action of the Democratic Party primary in July, 1954.

For Representative 96th Legislative District:
JESSE M. OSBORN
(Re-election)

For County Judge And Ex-officio Superintendent Of Public Schools:
CECIL H. TATE
(Re-election)

For Sheriff, Tax Assessor And Collector:
HUGH FREEMAN
(Re-election)
CLINTON BUSBY

For County Treasurer:
HELEN JONES
(Re-election)
EDITH (JULIAN) WILT

For County Attorney:
NORMAN W. BAYS

For Commissioner, Prec. 1:
TOM MORGAN
(Re-election)

For Commissioner, Prec. 2, Bailey County:
WOODROW COUCH
(Re-election)

For Commissioner, Prec. 3:
R. R. "Bob" KINDLE
(Re-election)

For Commissioner, Prec. 4, Bailey County:
R. P. McCALL
(Re-election)

For Justice of the Peace, Prec. 1:
JOE D. VAUGHN

For Constable, Prec. No. 1:
J. N. (Jesse) JAMES
(Re-election)

how you stand under social security, Hutton recommends you get in touch with the nearest social security office. There you can get a pamphlet which explains in non-technical language what social security means to you, or you can get a complete and accurate answer to your own special question. A representative of the Lubbock social security office will be in Muleshoe on January 27th at 9:30 a. m., at the Post Office and will be glad to be of assistance.

VISITED SON

Mrs. C. D. Julian and her daughter, Mrs. Edith Wilt, visited last week in Plainview, with their son and brother, Charles B. Julian, who is ill.

RE - OPENING

MULESHOE LIVESTOCK AUCTION

Sat. Jan. 23

COMMUNITY SALE

To Start Promptly At 1 P. M.

Bring Anything You Have To Sell — Commission On Anything Other Than Cattle 5% — All Pass-outs 1/2 or .02 1/2 %

Cattle Will Be Set In
NO BACK-UPS

Bring Your Consignment In Early As Possible So We Can Line Them Up.

Bring Your Cattle — Hogs — Horses

JANUARY 23, 1954

A. H. & H. K. FREEMAN, Owners
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JOHN DEERE DAY

FRIDAY, JANUARY 29

VALLEY THEATRE

1:15 P. M.

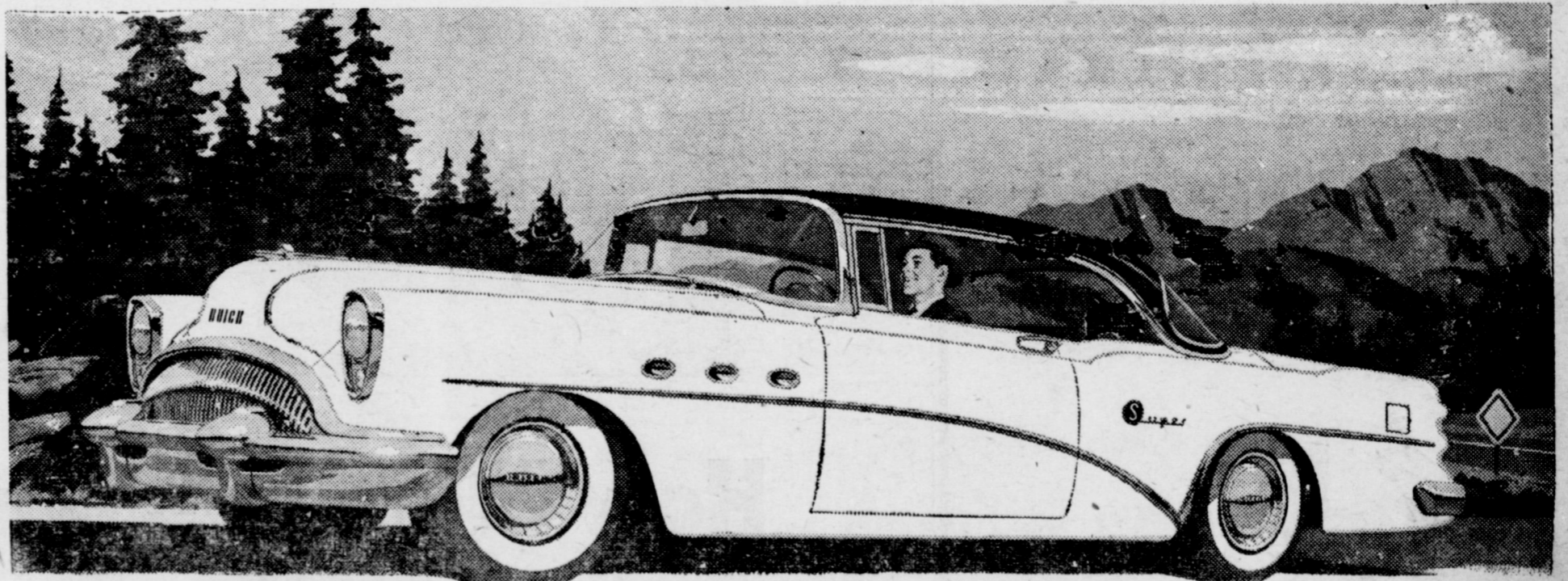
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Muleshoe



The stunning new 1954 Buick Super Riviera, master buy in the middle-price class.

One look settles it —
Buy of the year is BUICK

WE knew them for great automobiles the moment we saw them.

But it turns out we have a far bigger hit on our hands in the new 1954 Buicks than we ever figured.

Folks in a steady stream come into our showroom, look over these glamorous new beauties, and tell us—with signed orders—that Buick's really the beautiful buy, hands down.

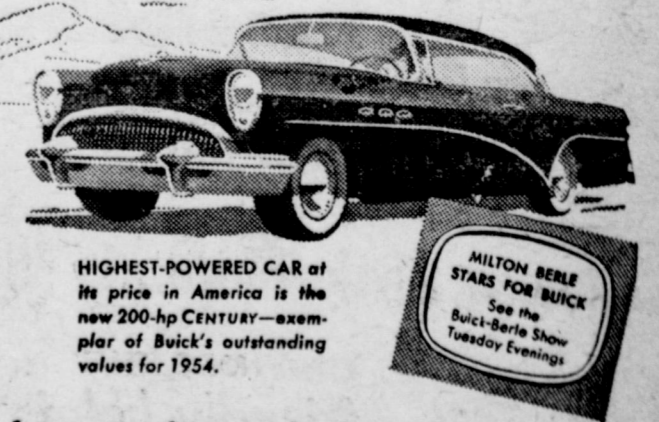
It's the biggest new-car excitement in a long, long time—and you ought to take a look at it, firsthand.

Because one look at the sensational new styling of these breath-taking Buicks shows them to be the freshest new automobiles in years.

One look into the modern interiors—and through that spectacular new back-swept windshield—firms the conviction.

One look at the new V8 power story, the new ride story, the new handling-ease story—practically wraps up the sale.

And then, one look at the prices—one eye-opening experience with the



HIGHEST-POWERED CAR of its price in America is the new 200-hp CENTURY—exemplar of Buick's outstanding values for 1954.

hottest values to be brought on the American automotive market in 1954 — clinches Buick as the buy of the year. Come in and see for yourself—the sooner, the smarter.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

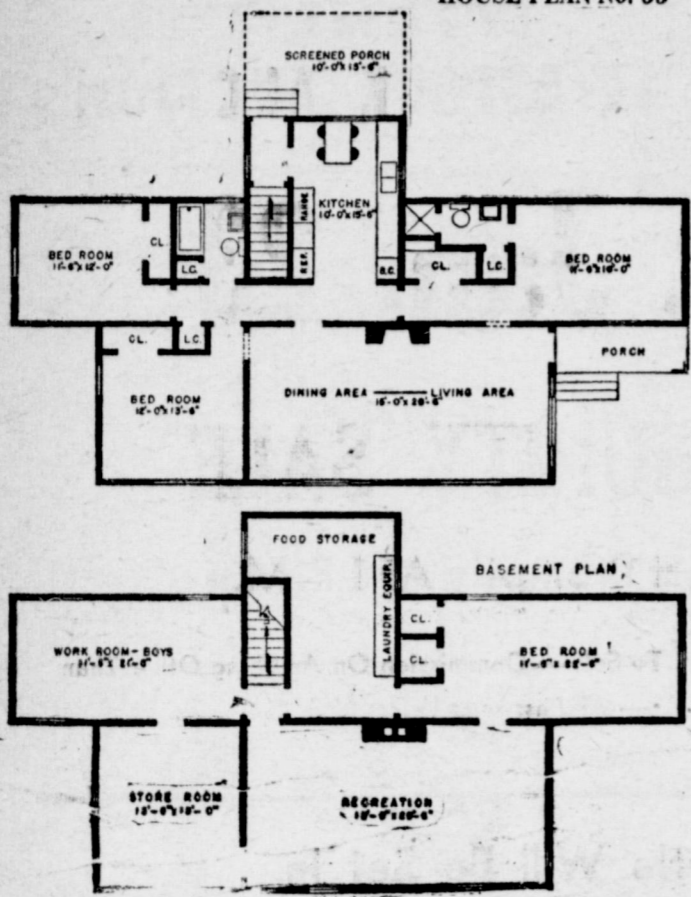
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MULESHOE, TEXAS



HOUSE PLAN No. 35



Well Suited For Flat Terrain

The lines of this Farm & Ranch House No. 5135 are simple. Economical to construct, it will be especially suited to areas of flat terrain.

This house is planned to accommodate your married children who come home for a visit and bring their children. Also, it is planned so that if there is

anyone ill the housewife can take care of them and do the housework, too.

A full basement will provide a lot of low cost space for a large recreation room and a bedroom to be used in emergencies or for extra hired help. The laundry room — food storage area has ample room for tubs, washing machine, and freezer chest, plus the storage space.

The kitchen has a nook for the family meals, and will be light and cool. Also, there is provision for a screened porch if you desire one.

You may want to divide the living-dining area into two rooms, thus making a separate dining room. If so, instead of the fireplace use a chimney which begins in the basement and can serve heating equipment both there and in the living-dining area. The doors shown by the dotted lines are optional. If you want them, we suggest that they be sliding doors; that will have wall and floor space.

Easy access from the kitchen to both bedroom and bathroom areas without having to go through the living-dining area will save many steps.

You can obtain blueprints for this THE MULESHOE JOURNAL FARM & RANCH House Plan No. 5135 and a handy list of materials by which you can figure your construction cost accurately. Send \$1 to Building Editor, FARM & RANCH, SOUTHERN AGRICULTURIST, Dept. L-36, Nashville, Tenn. Order by number, Plan No. 5135. Blueprints are adequate for any farm carpenter or for any farmer handy with tools.

Stop Taking Harsh Drugs for Constipation

Avoid Intestinal Upset! 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.

When you are temporarily constipated, get sure but gentle relief—without salts, without harsh drugs. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. The extract of Senna in Dr. Caldwell's is one of the finest natural laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, gives gentle, comfortable, satisfying relief of temporary constipation 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 Money back if not satisfied. Mail bottle to Box 280, New York 18, N. Y.

Agriculture
Released by
The Texas Department of Agriculture

By John C. White, Commissioner

DROUTH HAY PROGRAM REPORT

The Texas drouth relief hay program has been discontinued, either permanently, or until more funds become available. A progress report is now in order.

When the program was curtailed on Jan. 11, some 4,120 farmers and livestock men, had received hay allotments from county drouth disaster committees. The allotments involved the purchase of more than 119,846 tons of hay.

Actually, these allotments did not grant free hay to farmers. Instead, they provided free shipment of hay from the point of purchase to the farm or ranch.

The farmer, himself, bought the hay. The railroads reduced their fare by half, and the state and federal governments paid the reduced shipping rate for the purchaser.

The Texas Department of Agriculture, which administered this program, had \$889,000 to spend. Some \$704,000 of this was federal money and \$185,000 was available from Texas.

In the final days of the program, it was costing about \$13 per ton to ship this hay to Texas from other states as far away as California and South Dakota. These expenditures rapidly ate up the available funds.

Actually, all the money has not yet been spent. But all the money has been earmarked for spending. In other words, enough hay shipment allotments have been granted to use up all the funds now on hand.

The allotments were halted on Jan. 11, so that the Department of Agriculture could determine whether or not all of them would be used. Within a few days, the

Federal government announced it had \$400,000 more to contribute to the fund. But as reports continue to reach the Department in Austin, it becomes evident that a great deal of this sum, too was spoken for in the closing hours of the program.

If a survey of the situation reveals that all allotments will not be used, or if a special session of the Texas legislature appropriates more relief funds, then the program can be resumed in early spring.

CHRISTIAN SCIENCE SERVICES

The importance of honesty and unselfishness in seeking spirit-

ual understanding of God will be brought out in the Lesson-Sermon entitled "Truth" to be read in Christian Science churches Sunday.

The need of teachableness and receptivity, as highlighted in the parable of the sower, and Jesus' explanation of it, as recorded in the Bible in Luke 8:4-15, will be read.

The following correlative citation will be among selections read from "Science and Health with Key to the Scriptures" by Mary Baker Eddy:

"The spiritual sense of truth must be gained before Truth can be understood. This sense is assimilated only as we are honest, unselfish, loving, and meek. In the soil of an 'honest and good heart' the seed must be sown; else it beareth not much fruit, for the swinish element in human nature uproots it" (2723-8).

The Golden Text is from Deuteronomy:

"Ascribe ye greatness unto God. He is the Rock, his work is

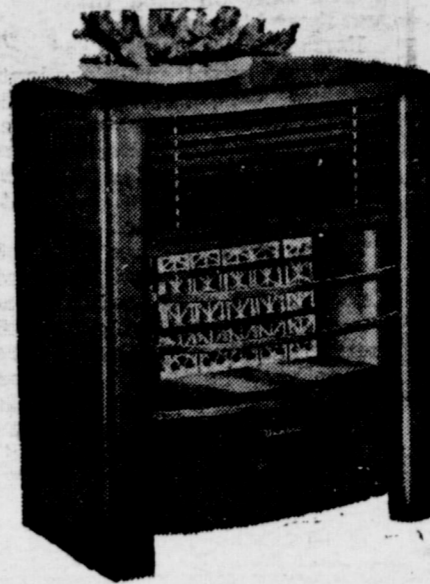
perfect; for all his ways are judgment; a God of truth and without iniquity, just and right is he" (32:3-4).

VISITED IN CLOVIS

Visiting in Clovis Sunday with

Mr. and Mrs. Dovie Cravey and family, was her mother and father, Mr. and Mrs. G. W. LeBow, her brother, Richard and family of Muleshoe, and another brother, Jess LeBow and family of Hereford.

FARMERS INCOME TAX RETURNS
C. C. GRIFFITHS
—AT—
RAY GRIFFITHS AND SONS



"I like my Dearborn" stays touch-cool while it keeps us warm!"



And you'll like it, too... Dearborn's Cool Safety Cabinet that never gets hot on top, sides or bottom—won't scorch drapes, walls or furniture—won't burn careless fingers. Circulates bone-warming heat to the far corners!

You'll like these Dearborn features—

FAMOUS HIGH-CROWN BURNER—gives you all the heat you're paying for. GLO-BRITE RADIANTS—give abundant, foot-warming radiant heat in a jiffy. PILOT OPERATED—No more match lighting on cold winter mornings. COME IN—See our complete line of famous Dearborn gas heaters.

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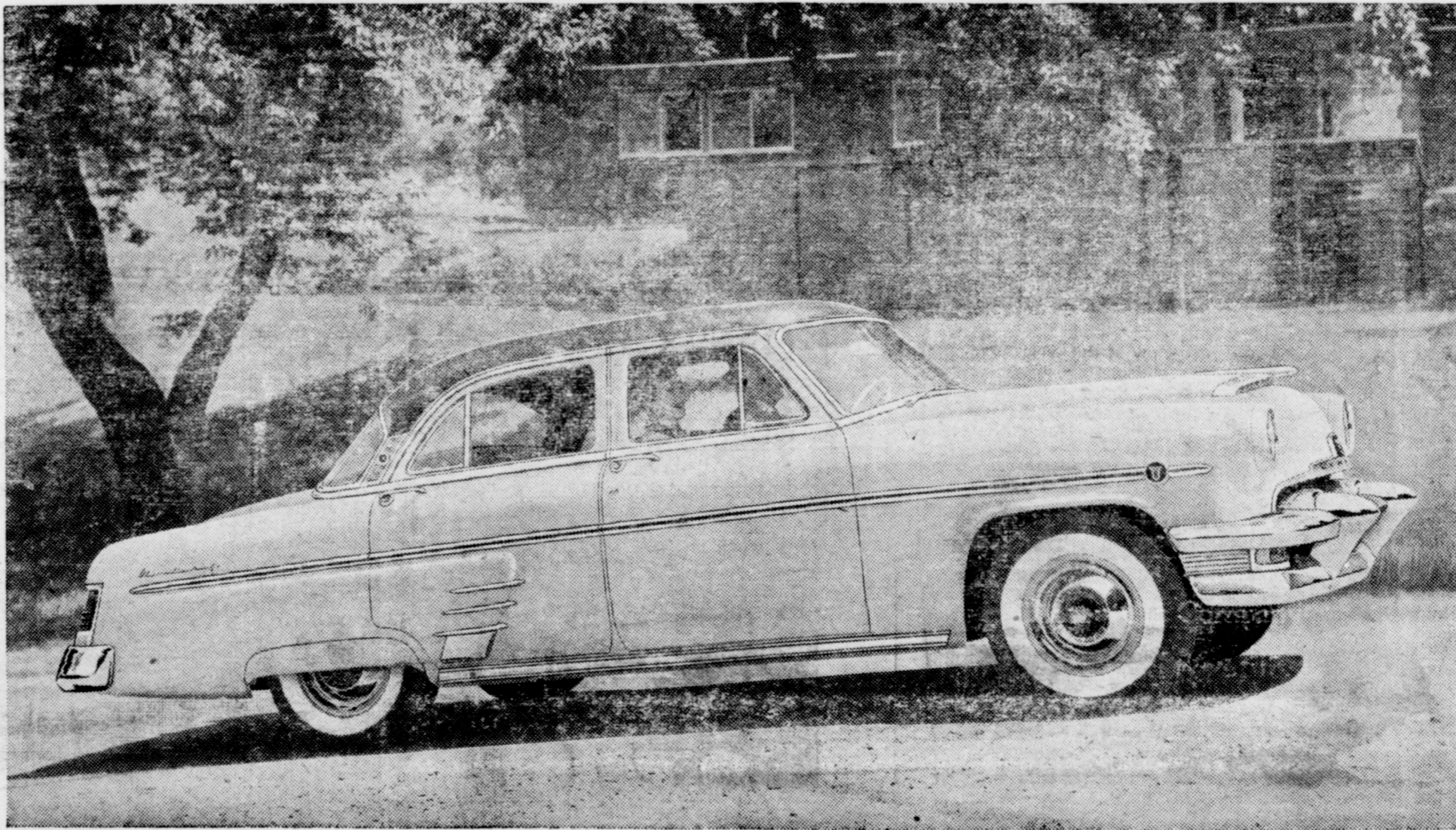
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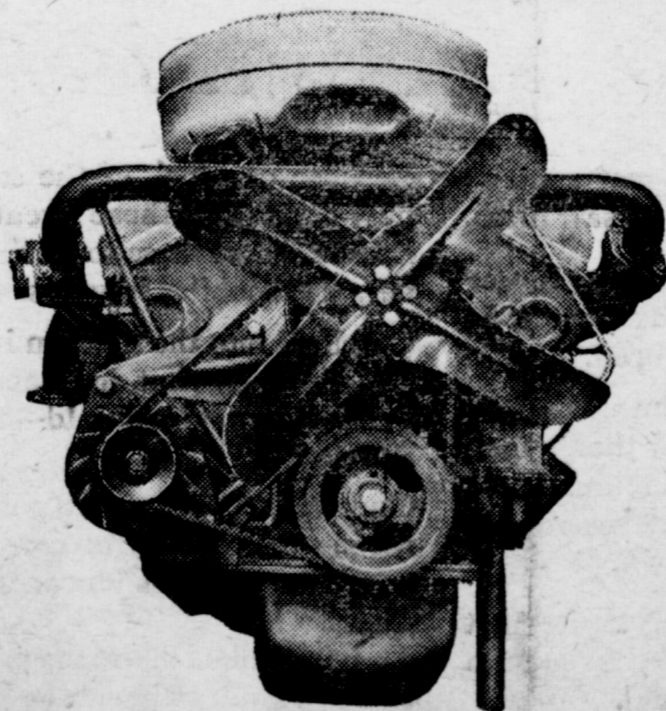
Muleshoe

Texas



LMDA

How Mercury's new V-161 engine lets you take it easy on the highways



Eager power—responsive power—immediately obedient to your slightest whim . . . that's what Mercury brings you with its entirely new overhead valve V-8 engine.

Easy does it when passing. The two extra barrels of Mercury's 4-barrel carburetor cut in automatically, by vacuum. Instantly you have the extra surge you need for extra safety.

Easy does it when hill climbing. Mercury's tremendous reserve power quietly goes to work. You glide up and over with no sense of strain—with power to spare.

Easy does it on curves. New ball-joint front

wheel suspension—a first for Mercury in its class—gives you road-hugging stability, easier steering and control.

And your pocketbook can take it easy, too. For while the new 161 hp Mercury engine gives you 28% more power, it can give you even greater gasoline economy.

So stop around at our showroom and take a trial drive. And see Mercury's new, longer, lower looking styling, the stunning new colors and interiors, and our new model—the Mercury Sun Valley—America's first transparent-top car. How about today?

New 1954

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Muleshoe

Society News

By Miss Dorothy Giles

Phone 5400

THE MULESHOE JOURNAL, Thursday, January 21, 1954

Epsilon Chi Has Pledge Ceremony

The regular meeting of Epsilon Chi was held January 13. The Pledge Ceremony was held for Jane Reese.

The March of Dimes was discussed, as was the plan to give two pair of glasses to needy children.

Members present were Alta Mae Ellis, Jeri Farrell, Joy Finley, Billye Jones, Betty Glaze, Ruby Gregory, Ellen Gupton, Jane Griffiths, Mary Moore, Marlene St. Clair, Lois Witherspoon, and Jane Reese.

A very interesting program, "Your Mental World", was given by Jeri Farrell and Alta Mae Ellis.

The next meeting will be a social on January 27.

Saucy Walker Doll Won By Mrs. Bryant

The Saucy Walker Doll and wardrobe, which was given away by Epsilon Chi December 19, was won by Mrs. E. T. Bryant.

Half of the proceeds from the doll was donated to the park fund.

Carroll Jones Home Scene of Party

The home of Rev. and Mrs. Carroll Jones, was the scene of a church get-together, last Friday evening at 7:30.

Approximately forty-five members of the Progress Methodist Church enjoyed the gathering. Games were played and the group sang songs throughout the evening.

Later in the evening refreshments were served.

Mrs. R. D. Precure Hosts Friendship Class January 14

The Friendship Class of the First Baptist Church met for business and a social, January 14, at 7:30 p. m. at the home of Mrs. R. D. Precure.

Mrs. Joe Damron, president, called the meeting to order, and Mrs. C. M. King brought a very inspiring devotional on "Friendship, and Love". After the business was taken care of, a social hour was enjoyed by the ladies. Mrs. E. H. Kennedy played several piano selections.

A delicious plate of refreshments was served to the following: Mmes. Joe Damron, Vernice Snyder, Ray Griffiths, Pat Bulloch, C. M. King, M. F. Green, E. H. Kennedy, R. L. Jones, W. B. McAdams, and R. D. Precure.

Twelve Present For Wesleyan SS Meeting

Mrs. Morris Childers was hostess to the members of the Wesleyan Sunday School Class of the First Methodist Church last Wednesday, January 13.

Twelve members were present. They were: Mmes. Pierson, Warner, Jennings, Butts, Smallwood, Gardner, Fox, Taylor, Morris, Young, Smallwood, and Marsha Lynn Blackman and Peggy Burkhead.

"Toward Thy Kingdom", was the devotional studied. After the devotional and a song, refreshments were served.

Mrs. Cecile Foster To Teach Art Here

Mrs. Cecile Foster, well known artist of Sudan, is staging an art show at the West Texas State Teachers College in Canyon, and her paintings will be on display until January 23.

Mrs. Foster has exhibited her work all over the State of Texas and has won many awards. She is now filling in as substitute teacher at Texas Tech.

Mrs. Foster is planning to start classes in Muleshoe, as she feels that both students of the schools and adults here are in need of art work. She teaches art in all mediums, oil, water color, and pastels, as well as ceramics and china painting.

About People You Know

KENNETH REDWINE TO SCOTTISH RITE HOSPITAL

Kenneth Redwine, twelve year old son of Mr. and Mrs. G. E. Redwine of Muleshoe, was admitted January 8 to the Scottish Rite Hospital for Crippled Children in Dallas.

The hospital was founded 27 years ago by Texas Masons to provide the best treatment for Texas crippled children at no extra cost to the patient.

Since that time, the Scottish Rite Hospital has treated more than 15,000 children in the wards and 68,000 clinical patients. An expert staff of doctors, nurses and therapeutic technicians provides the treatment, both corrective and surgical, by means of contributions from the general public.

WEEKENDED HERE

Mr. and Mrs. Evans Busby of Amarillo, spent last weekend here in the home of his cousin, Mr. and Mrs. Clinton Busby.

OFF TO WEST COAST

A letter from C. E. "Jack" King to The Journal states that the family is on the way to the West Coast via Truth or Consequences, N. M., and Arizona. They have closed their grocery store for a few weeks.

VISITED HERE

Mr. and Mrs. Jack Baker and baby, of Reece AFB, Lubbock, visited his brother and family, Mr. and Mrs. Wiley Baker Saturday.

HERE FOR WEEKEND

Mr. and Mrs. D. C. Hanson of Clovis, N. M., spent last weekend here with her parents, Mr. and Mrs. John Benson.

DR. B. Z. DEATY

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We Would Appreciate The Opportunity Of Bidding

On Your Cotton Before You Sell.

PLAINS COTTON CO.

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EDWARDS GIN — WALT COLBERT, Buyer

FORMER RESIDENT

Mrs. Arvel White, formerly of Muleshoe, and now of Andrews, was seriously injured in an automobile accident last Thursday afternoon, January 14, near Waurika, Okla., according to reports received by The Journal earlier this week.

Mrs. White and a lady companion had been to Madill, Okla., to visit relatives, and were returning to Andrews when the accident occurred. Mrs. White received a broken leg, fractured skull, injured back, and concussion. She had regained consciousness Saturday night. Her com-

panion, whose name was unavailable at this writing, received two broken legs. Both are in the hospital at Waurika.

Mr. and Mrs. White moved to Andrews in December. While here she was employed with the Muleshoe State Bank. Mr. White was employed with the St. Clair

Department Store, here, and is now managing the St. Clair Store in Andrews.

VISITED IN ABILENE

"Happy" Dyer visited last weekend in Abilene, with his daughter and son-in-law, Mr. and Mrs. Leo Baker, and his new grand-

DR. B. R. PUTMAN OPTOMETRIST

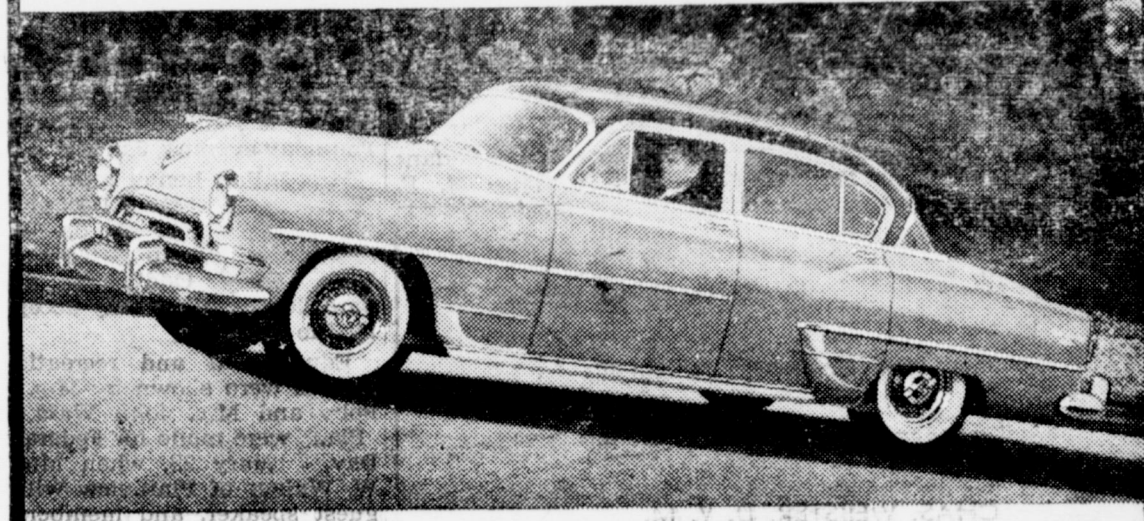
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Try it! . . . you never drove like this before! Here is the greatest and safest power in any passenger car. Plus the most powerful, most automatic of all no-clutch transmissions. For this is the car that set an all-time endurance run record at Indianapolis . . . in the world's toughest stock-car test! Now come see for yourself why the power of leadership is yours in a beautiful Chrysler!

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MULESHOE

STOP
When you see
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Phone 4130

GUARANTY ABSTRACT CO.

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Complete Abstracts of Title to All Lands
and Towns in Bailey County Texas

PAT R. BOBO, Owner

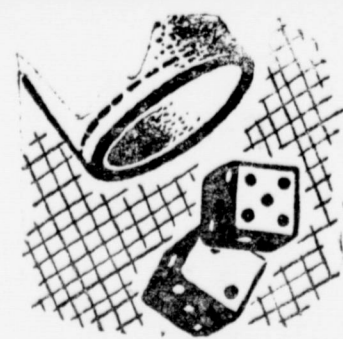
BETTE COWAN, Mgr

Phone 2640

Office In Bank Building

Muleshoe

DON'T
GAMBLE



— GET A — SAFETY CHECK

On all your motor vehicles. It's a good business to do so and besides it's required. Deadline for motor vehicle inspection is April 15—avoid the last minute rush and have yours checked now.

We Are Pleased To Announce

JIM GUINN

Is a new member of our shop force — Giving us five expert mechanics to insure you prompt, dependable service.

C. & H. CHEVROLET

Phone 2720

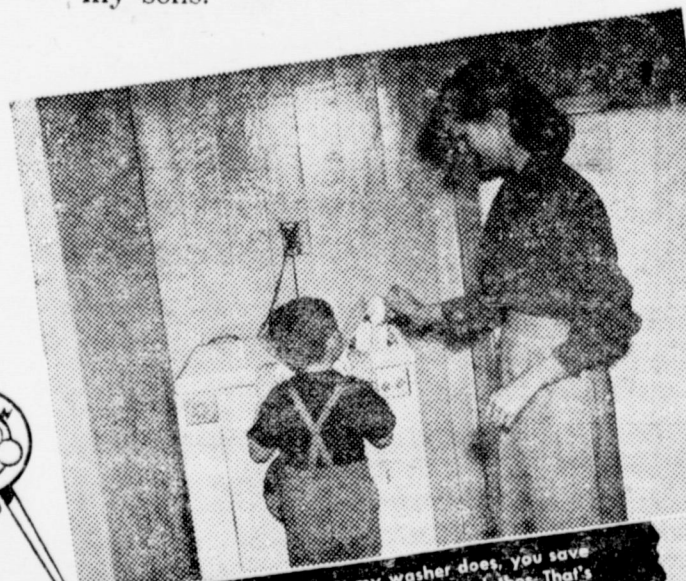
Muleshoe

"I wash every day and still have time to enjoy my family!"

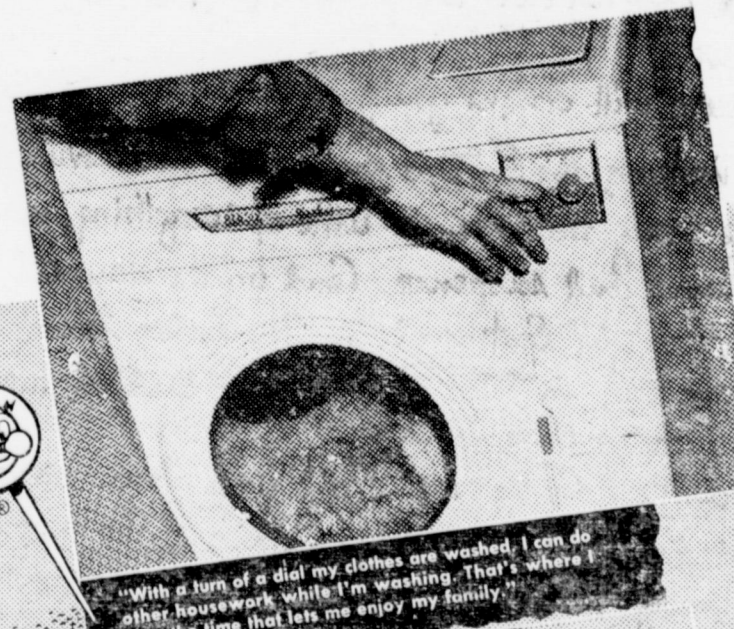


says MRS. BOB DAVIS of GUYMON, OKLAHOMA

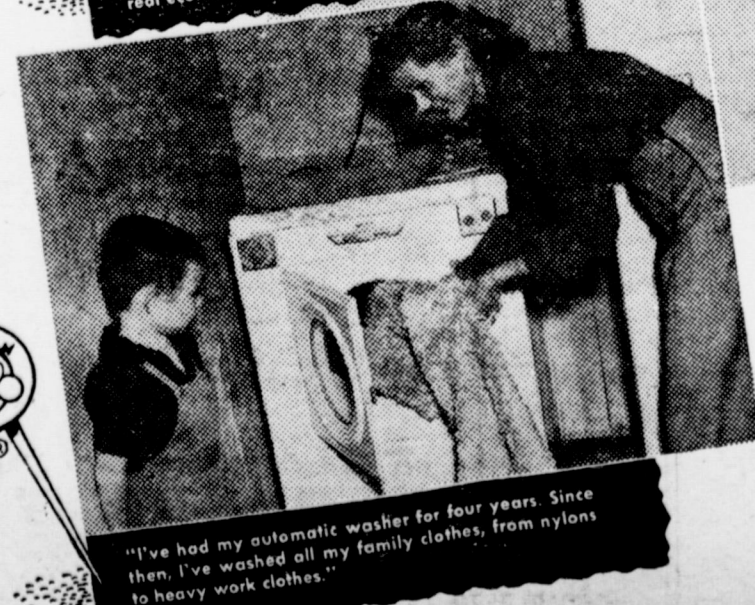
"Three boys, the oldest in school, the youngest just one, are the reason I have to wash every day. But the task isn't at all exhausting, thanks to my automatic washer, and I still have time and energy to enjoy my sons."



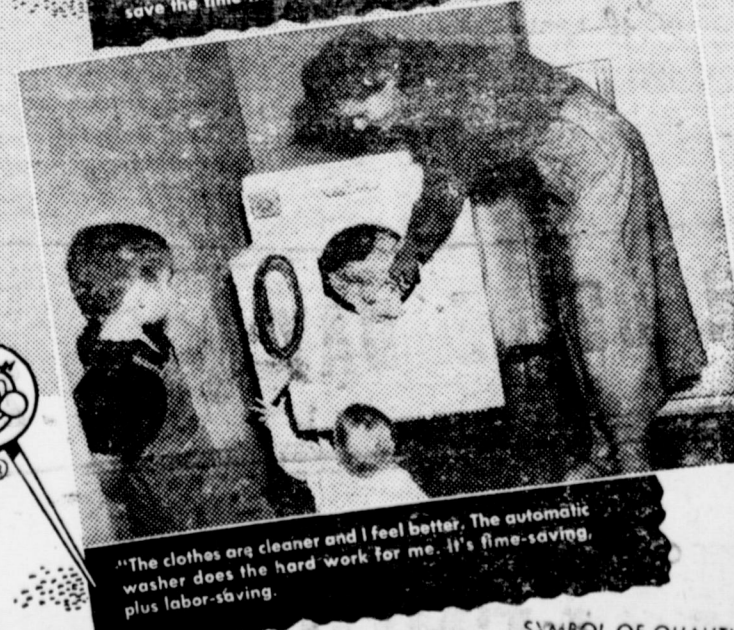
"When you save soap, as my washer does, you save money. I use less soap and have cleaner clothes. That's real economy."



"With a turn of a dial my clothes are washed. I can do other housework while I'm washing. That's where I save the time that lets me enjoy my family."



"I've had my automatic washer for four years. Since then, I've washed all my family clothes, from nylons to heavy work clothes."



"The clothes are cleaner and I feel better. The automatic washer does the hard work for me. It's time-saving, plus labor-saving."

SYMBOL OF QUALITY



SEE YOUR REDDY KILOWATT ELECTRIC APPLIANCE DEALER

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COMPANY

Sub Dist. Meeting Of WSCS Held Here

The First Methodist Church of Muleshoe, was the scene of the Sub-District meeting of the Women's Society of Christian Service, last Thursday, January 14.

Theme of the meeting was "We press toward the mark". Music was furnished by LaVon Copley, and the opening prayer was led by Mrs. Roy Bayless. The group sang "To the Work", and meditation was by Mrs. Jimmie Charles of Bovina.

Carrying out the theme of the day, Mrs. D. Merriman of Oklahoma Lane, spoke on "We press toward the mark of Spiritual Growth"; Mrs. Charlie Jones of Olton, on "We press toward the mark of Widening Fellowships"; Mrs. Joe Walker of Progress, on "We press toward the mark of a World Church"; Mrs. Tom Woods of Sudan, on "We press toward the mark of World Peace"; and Mrs. Dale Buhrman of Y. L., on "We press toward the mark of Missions".

After recognition of several guests, announcements of the day were made, followed by prayer and invocation by the

Rev. Marvin Boyd of Plainview. After lunch, music was furnished by Mrs. Cecil Davis, Miss Janelle Ott, and Mrs. J. R. Hinson. This was followed by reports from the societies and a panel discussion, "know your job."

The closing meditation and prayer was by Mmes. H. L. Ivy and Mrs. W. C. Williams.

Those who attended were: Rev. and Mrs. Marvin Boyd and Mrs. J. T. Williams, Plainview; Mrs. Sam Mason, Petersburg; Mrs. O. E. McGee, Liberty; Mmes. Jimmie Charles, L. H. Pesch, W. E. Thornton, W. G. White and Rovel Barron, Bovina; Mmes. N. E. Salsler, V. D. Coker, and J. L. Hinson, Earth;

Mmes. V. H. Bewley, C. O. Gustin, W. C. Williams, H. L. Ivy, and Finis Jennings, Lazbuddie; Mmes. E. R. Spain, Charlie Jones, Floyd Campbell, and W. T. Whitaker, Olton; Mmes. T. L. Kent, W. P. Shelly, Doyn Merriman, Lee Jones, Tom Foster, Sam Billingsley, Melvin Sudderth, Vernon E. Willard, and E. G. Snodgrass, Oklahoma Lane; Mmes. Carroll Jones, Joe Walker, Johnie Westbrook, O. S. Richards, and Byron Gwyn, Progress;

Mmes. A. W. Ormand, H. F. Dunn, Tom Smallwood, Sudan; Mmes. George Mitchell, M. F.

Society News

By Miss Dorothy Giles THE MULESHOE JOURNAL, Thursday January 21, 1954 Phone 5400

Mooney, Dottie Wilterding, Jessie Lewis, Bill Elrod, Dale Buhrman, Leland Mounts, Lottie Bickel, E. H. Buhrman and Loyd Quisenberry, of Y. L.;

The following Muleshoe ladies were present: Mmes. F. B. Pierson, W. D. Moore, Cecil Davis, Roy Bayless, Tom P. Smallwood, O. N. Jennings, Mervin Wilterding, I. W. Haney, I. F. Willman, H. Jay Wyer, David Anderson, C. R. Farrell, S. C. Beavers, R. O. Gregory, H. C. Holt, H. M. Shofner, H. O. Barbour, and Arnold Morris.

Personal Grooming Was Topic When Study Club Met

Mrs. John Watson was hostess to the Muleshoe Study Club, Thursday evening, January 14.

Mrs. Julian Lenau reported on "Famous Fashion Designers", and read the chapter on "Fine Fashion or Frump", from the book, "Forty Odd", by Mary Bard. It was hilariously accepted by the club.

Educational and recreational movies were shown by Mrs. Pat Bobo and Mrs. John Watson. Plans were made for Federation Day, January 28, when Mrs. J. W. Walker of Plainview will be guest speaker, and members of the Los Planos Study Club, will be special guests.

The club will participate in the Mother's March January 29.

Members present were Mmes. Clay Beavers, H. L. Blackburn, Pat Bobo, Jim Cox, J. M. Forbes, A. J. Gardner, H. D. King, Julian Lenau, and the hostess.

WAS IN DUBLIN

Mrs. C. E. Blanscet was in Dublin last week visiting her sister, Mrs. V. E. McGinn and new son. She was joined there the last part of the week by the rest of her family, and her daughter and son-in-law, Mr. and Mrs. Hackney.

Willing Workers Tacked Quilt For Needy Family

The Willing Workers, with ten members present, met Monday, January 11, at the home of Mrs. Carl Bamert.

Mrs. Sallie Harden was hostess to members of the Half Century Club Thursday, January 14, at their regular meeting.

There was a good attendance, and members enjoyed a Stanley Party.

The next meeting will be held January 28, at the home of Mrs. Alpha Julian. Officers will be elected at this meeting, and all members are urged to be present.

Half Century Club To Elect New Officers

Several matters of business were attended to, and the ladies put some new covers on some old quilts, and tacked them. They then took the quilts and presented them to a needy family.

Mrs. Bamert served coffee and cookies. The Willing Workers are now having quarterly meetings instead of meeting once each month, as in the past.

Copleys Hear Noted Organist

Mr. and Mrs. A. W. Copley, Doris Jean, Don and LaVon, attended the concert of Mr. Porter Heaps, Internationally known Concert Organist, in Lubbock last Wednesday evening.

The Concert was given on the Electric Hammond Concert Model Organ at the Lubbock Senior High School auditorium, under the sponsorship of the American Guild of Organists.

Don and LaVon, members of the American Guild of Organists, and students of Mr. Cecil Bolton, of Lubbock, were ushers at the concert.

MR. AND MRS. KIMBROUGH HAVE NEW DAUGHTER

Brenda Kay, was the name chosen by Mr. and Mrs. Bob Kimbrough, for their eight pound baby daughter, who was born January 8, at the Green Hospital and Clinic.

Proud grandparents are Mr. and Mrs. Dudley Malone and Mr. and Mrs. R. L. Kimbrough.

Bob is stationed at Camp McArthur, Calif., and Mrs. Kim-

brough and the baby will join them there later.

Read The Journal Want-Ads.

Texas Almanac, on sale at The Journal. Phone 7228, we deliver.

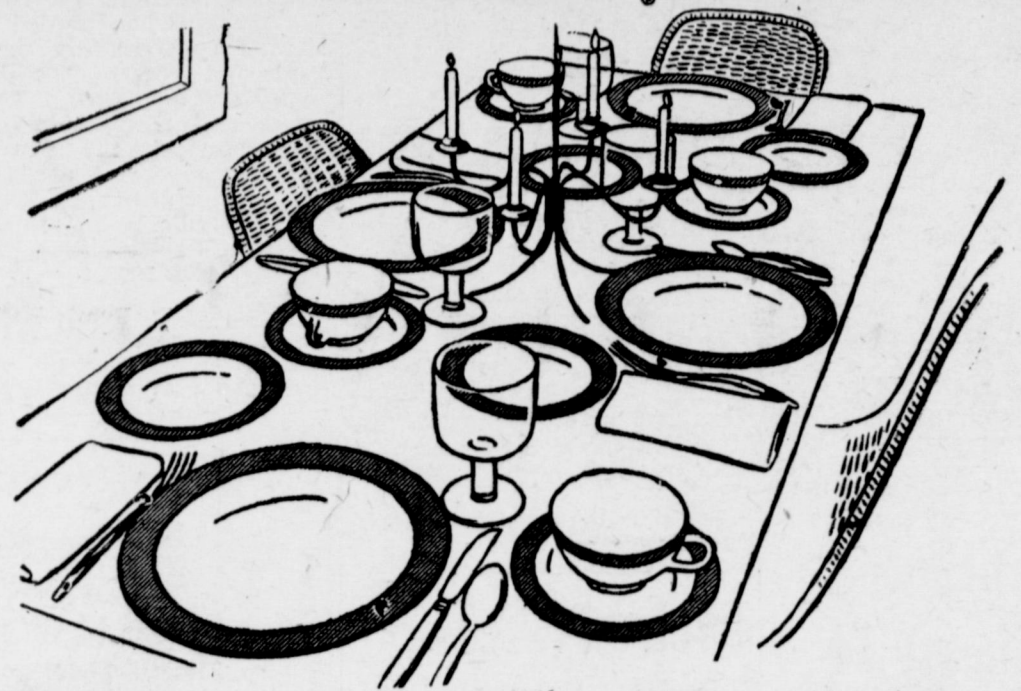
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Sixteen-piece service for four—from only \$5.95*



Never before dishes so smart,
so beautiful with such amazing strength!

- So lovely—use them with pride for entertaining.
- It's tempered to take the hard knocks of everyday use. Cup handles won't break off.
- Easy to wash sparkling clean.
- No surface glaze to crack or craze—never grows dull.

Also available—Popular PYREX Baking and Serving Dishes to match or harmonize.

Each set contains 4 handsome dinner plates, 4 salad plates, 4 cups, and 4 saucers. Decorated in a choice of 4 stunning colors: flamingo red, lime green, turquoise blue, and dove gray. With or without 22-carat gold band.

*GOLD BANDED SET ONLY \$8.95

E. R. HART CO.

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MULESHOE

An Important Note To All Farmers

Dear Friends:

Just a line to extend a personal invitation to you and your family to attend our big John Deere Day.

We've gone all out to provide a program jam-packed with entertainment and interest—a program we feel sure will delight young and old alike.

For instance, the feature picture is "Mr. Christmas," a story that has a little of everything, including humor and suspense. And by the way, it's filmed in beautiful Eastman color. The Gordon family will be there too, in "The Safety Pin"—and, oh, there's much more you're sure to enjoy.

So don't disappoint us. Make your plans now to be with us on John Deere Day. It's all free, but admission is by ticket only. If you haven't received yours yet—or if you need more—be sure to pick them up at our store.

Don't forget, we're expecting you John Deere Day.

JOHN DEERE DAY JAN. 29

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