

The Muleshoe Journal PUBLISHED EVER THURSDAY AT MULESHOEE TEXAS
Entered as second class matter at He Muleshoe Post Office under Entered as second class matter ar


|  |
| :--- | :--- |
| Out of Imediate |

BABSON DISCUSSES-
Winter Markdowns


SPTONE
ALKYD FLAT ENAMEL
Magnificent High-Fashion Colors for Walls, Ceilings and Trim!


- Free from objectionable paint odor and washable beyond all comparison, sensa-
tional new Satone provides a velvety soft finish that adds color and charm to every finish that adds color and charm to every
room in the house. Easy to apply and quick drying, Satone covers plaster walls and dreilig,
ceilings, wall paper, woodwork, plywood brick, concrete and previously painted surfaces. For incomparable new beauty, buy Satone now!
large selection of decorator colonsi
HEATHINGTON LUMBER CO.
PHONE 7970


ano HMLs P PHILOSoopter
Claims He And The Diplomats Use Same Method In Attacking Problems


 | en my system of operating almost |
| :---: | :---: |
| 100 per cent |
| An I understand it, no intern. |

## Here At Home

$\qquad$ $\underbrace{\text { By I. M. Forbos }}_{\text {II Have Found Paradise". }}$ When the late C. F. Moeller re.
turned to his family in Daven.
port, Iowa, after a several day

 Mr. Md that waid the last the fami.
1 Ahard him say about the new
net IV haerr him sas hat asout the tami. new
Mulestoe country until they Muleshoe country untile they
landen here 34 years ago Tues.
day, February 2 then







 ${ }^{a}$

 swer to his young daughter's
query as to what he was looking,
the pioneer said the pioneer said:
"I will not live to see it, but
you will see the day when brick you will see the day when brick
buildings stretch along this street
as far as you can see". Well,
 past Cashway Grocery, even
with bifocals and that is a brick
building. Mrs. Walker, if building, Mrs. Walker, if she
overthought her dad was a vis.
iory no
oroyn longer entertains the She told this writer: "Go away,
to any direction of the compass
you pease you please, and travel where-
ever you wish; you will return
and and thank the Good Lord that
gou are privieged od orive here
in Muleshoe and Bailey Conty in Muleshoe and Bailey County."
WANTED: Clean cotton Rags At
The Journal Office.

## Television Service

Expert Radio \& Television Repair And Service On Any Make or Model
JOHNSON.POOL
$\qquad$
$\left|\begin{array}{l}\text { plantin without first reflectin for } \\ \text { months or even years than Se. } \\ \text { Dulies would think of gettin on } \\ \text { the phone and talkin direct with }\end{array}\right|$
詸

## SINGLETON FUNERAL HOME

Ambulance Service Day or Night DIAL 2860

## Cotton Seed Service

Saw Delinted and Treated

Cleaned and Treated
Pualla 60 Cottonseed For Sale
Williams Seed Cleaning Co.

## Night Phone 5654

## GOVERNMENT SURPLUS HOUSES

20' 8'"x26' 2 Bedroom ........ . $\$ 850$ 20' 8'"x32' 2 Bedroom ........- $\$ 950$ 20' 8' $^{\prime \prime} \times 42^{\prime} 3$ Bedroom ........ $\$ 1250$ 20' 8'x52' 4 Bedroom \$1550

Moved To Your Farm Or Lot For $\$ 50$ And $\$ 1$ Per
Mile ( 26 ft ). Over 26 ff . $\$ 75$ And $\$ 1$ Per Mile.
All Houses Complete With Plumbing And Wiring. Hotwater Heater, $\begin{aligned} & \text { Cook Stover } \\ & \text { And }\end{aligned}$ Heating Stoves. LEN ROGERS Phone 2.472 Dumas. Texas

## You live in style in the


 putside of the most expensive cars. You touch a button
beneath a window and it goes up or down. Power steering eneath a window and it goes up or down. Power steering
akes up the three-quarters of the work out of steering. Pake :p to three-quarters of the work out of steering.
Pow. brakes help you stop with up to one-third less effort.
Fordomatic does your shifting for you. A power seat goes Fordomatic does your shifting for you. A power seat goes
up or down, front or back a a button's touch. New Ball-
Joint Front Suspension gives you the smoothest ride youve Joint Front Suspension gives you the smoothest ride you've
ever experienced. And youlll find dirivin a lot more fun
with the road-ruling "Go" of Ford's new 130-h.p. Y-block

## '54 FORD

The many fine-car dividends you get make it more than ever
the Standard for the American Road
 Muleshoe Miotor Company


We Now Give
S \& H
GREEN STAMPS
WITH EACH CASH PURCHASE

## HOOVER'S CONOCO SERVICE

buS STATION
Phone 6119 $\qquad$

| rrigation And Water Well <br> Drilling <br> ANY SIZE - ANY DEPTH <br> DICK DEORAN <br> Phone 3280 <br> wo Blocks North On Friona Highway $\qquad$ |
| :---: |


E. R. HART CO.
-:- Muleshoe
 milk by Pet Milk co.; sausage
by Vance, and coffee by Cash.
way. Those donating butter and Founders Day
$\left\lvert\, \begin{aligned} & \text { Ray Griftiths, J. C. Taylor, J. L. L. TO SWEETWATER } \\ & \text { Taylor, Henry } \\ & \text { Tate, Eddie Lane }\end{aligned}\right.$ WERE VISTTING HERE
 Loyd Roherts, and D. L. Morri. $\begin{gathered}\text { water this past weekend to visit } \\ \text { Rev. } \\ \text { Ren. } \\ \text { At }\end{gathered}$ At present, Mrs. Bill Millen is the hospital there.
president of the organization, president of the organization,
while Mrs. John Watson is pro-
gram chairman.
the hospital there.
$\square$

$$
\begin{aligned}
& \text { DR. B. R. PUTMAN } \\
& \text { OPTOMETRIST }
\end{aligned}
$$

OPTOMETRIST
First Door North of REA Building
Phone 6560


Muleshoe, Texas
CHINCHILLAS FOR SALE
Wo Hove A Feit pair of Young chinchillas Fifr
 Farming We Will Be Glad To Discuss It With You
Muleshoe Chinchilla Farm

## FREE=FREE

## Win a Brand-New Ice-Maker Refrigerator Worth $\$ 399.95$

Here is the Refrigerator that will be Given Away. Walter shows off this beautiful box, matched only by that Beautiful New 1954 MERCURY on the right.


SEE THE NEW MERCURYS AND WIN THIS SERVEL ICE-MAKER REFRIGERATOR AT OUR

## =GRAND OPENING SATURDAY, FEBRUARY 6

HOW TO WIN - Just come by our new showrooms Saturday in Muleshoe. No obligation of any kind. We'll give you an entry blank FREE.


FREE Coffee \& Cookies - Favors for the Kids - All Day Sałurday

## Hardage Motor Co.

Your Mercury Dealer
Muleshoe, Texas

# PANCAKE 

SUPPER
Monday, Feb. 8th 6 To 8:30 P. M.
Fellowship Hall


## Pineapple 19c

## 

Cucumber Chips 15c
GIANT SIZE (50c WORTH COUPONS IN EACH BOX) SURF

## $40 \begin{gathered}\text { Guaranteed } \\ \text { Fresh Country } \\ \text { Dozen }\end{gathered} 50$ c

PERSONAL SIZE
IVORY SOAP, 4 for
19c
MRS. WINSTON PURE 28 OZ. JAR
Apple Butter . . . 25 c

## Choice MEATES

## BACON <br> Wilson Corn <br> King Lb <br> 59

CHOICE GRADE
Beef Shortribs
b. 19 c

FIRST CUT
Pork Chops
lb. 49 c

| wilson's certified | wilson's certified |
| :--- | :--- |
| Ham Shanks, lb._ 29c Ham Butts, lb. . . 39c |  |

HAMS $=4=0$

## 0 LE 0 <br> 29 c

INSTANT CHASE \& SANBORN COFFEE Shortening


10c GIANT SIZE $1 / 4$ LB. BAR
Baby Ruth, 4 for ...... ©
1-10c KING SIZE DIP BAR FREE!


- FROZEN FOODS -


## B

Prow rounconoos hoozu Thighs CASHWAY

- PRODUCE -
fancy snow white
Cauliflower
Ib. 1 C
fancy green
Cabbage ................... Ib. 2c
no. i fancy
Yellow Onions $\qquad$ lb. 5 c
fancr california Avocados, each ............ 15 ©

FREE DELIVERY
Phone 2440 or 2450 'Where Friends Meet And Prices Talk"


# DONA SAVING VIIUES Ollthese duality roods 

## - CHOICE GRADES MEATS -

## PINEAPPLE



## monarch, halves

 PEARS Halves VERY FINE CUT SPEARS ASPARAGUS .....-.......... 19c PRESERVES

15C
no. 303 Can del monte
24c TOMATO SAUCE
I CAN BAMA PEACH OR APRICOT

No. $2^{1 / 2}$ CAN $\longrightarrow$ 35"Catsup Hunt's
14 Oz . Bottle 15.
 $\begin{array}{lr}\text { EAGLE BRAND } & 15 \text { OZ. CAN } \\ \text { MILKK }\end{array}$
 CISSUE, 4 rolls ...... 25c KOXAFT DINNER .... 14c Chiliz: WAGNON GROC.

- FRUITS \& VEGETABLES •

LONGHORN
CARROTS
Cello bag
.$--9 C$
AVACADOS
Calavo Brand
Green Skin
CRESH FIRM
lb. $4 c$
LARGE WHITE
GRAPERUIT
each 5c
sMKT PHONE
4060
FREE DELIVERY



THE MULESHOE JOURNAL, Thursdar. Fobrrary 4. 1954
State PMA Committee Urged As Agent To Allocate 'Hardship" Allotments

| Texas' share of increased 1954 cotton allotments should be allo- cated by the State PMA Committee directly to the farmer to take cas Farm Burdeau Board, of Directors recommended last week. <br> The TFB Board, in session Jan. 6 in Waco, asserted that "hardship" cases would benefit more through this procedure than if acreage increases were apportion acreage increases were appor- tioned by county history. <br> A bill passed by Congress Jan. 22 gives Texas an increase of $1,342,320$ acres over the allotment announced last fall. Under provisions of the new bill, Texas will get 8.719 .178 acers this year. <br> Congress gave the state comtribute the allotments directly to the farm or to award the increase to counties for apportionment by county PMA committees. The Texas Farm Bureau opposed the latter procedure because some growers would be discriminated against due to the factors involv. ed in arriving at county histor. ies. The Farm Bureau contends state level would be most fair to all concerned. <br> Under that arrangement, grow- in areas where diversifica- | tion is practiced and in areas where drouth has cut planting against. The state board stated that the main reason for askin for an increase in acreage was to help alleviate "hardship cases. the ther reason was tis legislation in vise the manner to facilitate necessary adjustments in the future. The additional acreage appor tioned to the states may be ap portioned directly to the farm so as to provide an allotment equa to the larger of the (1) 65 pe cent of the average acreag planted to cotton in 1951,1952 and 1953 , or (2) 40 per cent of the highest planted to cotton on the farm in any one of these thre <br> This allotment may bo limited by the State Committees by providing a percentage of crop- land limitytion which may be 50 per cent or less. This permits taking into accouat local factors in distributing the al- lotmeni. Lotmen: Acreage $\qquad$ on particular farms may be re leased an dreapportioned to other farms in 1954 and 1955 . The iarm releasing the acreage will not be penalized in calculating future allotments. This section of the new bill was adopted as a resolution by the Texas Farm |
| :---: | :---: |

Your Cambort Valley \& Palace
ox Office Opens 6:45 P. M.: Show Stars

## PROGRAMS

VALLEY $\qquad$ PALACE


MOTION PICTURES are your best and cheapest entertainment!

## Land Values in 4 Pct. Decline

 COLLEGE STATION - Farmland values in Texas show mod
erate decline from postwar peaks

$\qquad$


 HARVEY BASS APPLIANCE Your Authorized
Nocechi Doaler

"I start where the last man left off"
-Thomes A. Edison
Edison, to explain his incessant and tireless reading of scientiffe journals, technical papers, patents and books, said that he read to void useless repetition of old experiments. "I start where the last man left off."
What Edison knew, and perhaps said in an unquoted moment, is that thousands of men would be needed to "start where he left off."
"Just wait a littlé while," prophesied Edison, "and we'll make lectric light so cheap that only the wealthy can afford to burn andles." Edison lived to see lamps that gave four times as much light and cost one-fifth as much to buy. And electric lighting has rogressed far beyond that.
He recognized that an invention does not end a search. It begins search.
The lamp was a beginning in forcing not only its own evolution büt the evolution of meters, fusés sockets, wiring power distribu-
tion systems, transformers and generating, stations on systems, transformers and generating stations an wo He lived to sec the company that was formed to carry on deelopment of electric light and power evolve into one of the world's most important industrial research centers. Today Gencral Electric laboratories employ several thousand men and women who are seeking new things on widely different fronts.
It is seventy-five years since Edison lit the first successful carbon lamp. He will be remembered for inventions that changed the world. But let him be remembered, too, for inspiring so many men to start where he left off.

ELECTRIC


## Even the price is sensational!

$\mathbf{A}_{\text {what makes this new }}^{\text {s you look } 1954 \text { Buick }}$ Spectal so sensational.
You can see the long, low, sleek and ultra-glamorous lines that add up to in years.
You can see the remarkable new wind shield with the back-swept cornersgreatest visibility improvement since
closed cars came on the market.
But what you can't see-till you drop But what you can't see-till you drop
by for a visit-is the sensationally low by for a visit-is the sensationally low
price of this car-a local delivered price that's just a few dollars more than those of America's "low-priced three.
And you can't see-sitting where you
are now-the rest of the great autoobile that's yours for so low a figure. The spectacular power of this Special's brand-new V8 engine. The honest six-passenger roominess. The truly modern interior luxury. The
superb new handling ease. The subslime comfort of Buick's famed Million Dollar Ride-now steadied even more by a newly developed front-end geometry.
Fact is, there's so much that's terrific about this new glamor car, you ought to drop in and give it a really thorough study and sampling.
That way you'll prove to yourself that the buy-and the thrill-of the year is Buick. Come in this week, won't you?

## This BUICK V8

-the 1954 SPECIAL 2-Door, 6-Passenger Sedandelivers locally for just a few dollars more than

 \begin{tabular}{l|l}
<br>
parents, Mr. and Mre I. W. Har. <br>
ey, and her sister and broth.

 

ey, and Mer sister and brother. <br>
n.law, Mr. and Mrs. David An.
\end{tabular}

MP ARE RTADY
To Repair or Rebuild Your
IRRIGATION MOTORS
Also Cars, Trucks, or Tractors of Any Kind
HOMER MILLSAP MOTORS
Lubbock Highway \& East 2nd.
ALFORD GATES - HOMER MILLSAP
Muleshoe Texas

## DON'

GAMBLE

Mrs. Cecile Foster Mrs. Locker Leads Displays Art Work Program For WMU
 Meady underway, at the home of
Mrs. W. ....owers, and are held
each Wednesday mornity The public is cordially, invite
to attend the art exhibit.
Mrs. Gid Howell Hosts Dorcas Eight members were present
for the meeting in the home of
Mrs. Gid Howell, Tuesday, Feb.
ruary 2, of the Dorcas Sunday
scheo , Mrs. Gid Howell, Tuesday, Feb-
ruary 2, of the Dorcas Sunday
school class.
A very inspirational devotion.
a a on "OId Time Religion", was
presented by Mrs. Clara Harrison,
who took her lesson from the 1st
chapter of Jonah. chapter of Jonah.
Mrs. Louise Agee led in pray.
er. The new teacher, Mrs. Ernest er. The new teacher, Mrs. Ernest
Hale, was brought up to date on
past business of the class.
The next quarterly family so The next quarterly family so
cial will be held Mareh. 16, at the
home of Mrs. Hale. with group
 -GET A SAFETY CHECK

On all your motor vehicles. It's good business o do so and besides it's required. Deadline for
notor vehicle inspection is April i5-avoid the last minute rush and have yours checked now. GOOD MECHANICS - GOOD EQUIPMENT We have the facilities for taking care of your
epair work in a most satisfactory manner and epair work in a most satisfactory
will do our best to please you.

## C. \& H. CHEVROLET

NECCHI
Sewing School
10 Free Lessons

## REGISTRATION:

Tues. Nite Feb. 9 7:30
REQUIREMENTS:
Must Have Purchased Machine From Harvey Bass Appliance Serial Number and Purchase Dates Must Accompany Application

We would like to urge each of our Necchi Customers to take advantage of this school which will be under direction of a Home Economist-

## HARVEY BASS APPLIANCE

Phone 4690
Muleshoe
proud parents THE MULESHOE JOURNAL, Thursday, February 4, 1954
 WEEKENDED HERE WEERENDED HERE
David Taylor, who is attending


 | VISITED PARENTS |
| :--- |
| parents reside in Slaton. Great |
| prandparents are Mr. and Mrs. | B. L. Jackson.




## 40 \% Down

TWO YEARS TO PAY THE BALANCE
Either Monthly Or Annual Payments

## ONLY $6 \%$ INTEREST

YOU CAN NOW AFFORD TO BUY THE BEST


Mortgage On What You Buy Only No Additional Security Needed

See Us Now About Your Needs
Fry \& Cox Bros.


## ATTENTION: IRRIGATION FARMERS NEW 1954 <br> "ROCKET" ENGINE <br> 185 H. P. <br> On Butane, Cooling Coils, Automatic Cut-out <br> Ready To Go <br> For Only <br> 5895 <br> A Pöwerfull, Endiuring Engine - Economically Priced

See JOHNSON \& NIX About Good-

## Used Equipment

This Week We Offer:
1 - Used M Farmall and 4-Row Cultivator $\$ 850$

1-Used 6-disc Plow ........................... $\$ 100$
Johnson \& Nix
PHONE 2940
INTERNATIONAL \& OLDSMOBILES
 TON'S' 1/4 LB. BOX LIPTON'S

ORANGEADE
FLOUR


QUART botrie
JEWEL OIL
59c
CAMPFIRE ${ }^{\text {No. } 1 / 2 \text { CAN }}$ VIENNA SAUSAGE - 10c nucoa colored MAGARINE
lb. 30c

CLEANSER, 2 for $\ldots$... 25c
DINTY MOORE
BEEFSTEW
240Z. CAN
.-..... 43c

## 

(T) U. S. GRADED QUALITY MEATS -

## FRYERS

WILSONS PDAIN CON ..... Ib. 39C
fresh shoulder cut PRORK ROAST Pork Chops BA.CKBONE lb. 39c PINKNE''s PURE PORK SAUSAGE lb. 39 c
First
Cuts Lb. $\ldots \ldots \ldots$ C........

| WUISON'S CERTIFIED $1 / 2$ OR WHOLE <br> PICNICS $\qquad$ lb. 49c | COMMERCIAL <br> CHUCK ROAST <br> lb. 25c |
| :---: | :---: |
| 12 OZ: PKG. |  |
|  | STRAWBERREIS .......... 25c |


Dental Cream
PALZOR BLADES .......-. ${ }^{21}$ BACES
regular box
REGULAR BOX
MODESS tropicana



Sgt. Chambless On Recruif Dufy

New Laws Please Lamb Farmers

The program which has been rough, by theording to to Yar
babor and Justice will be be mo CARD OF THANIS $\qquad$ here from carlsbad

 $r$ hour of sorrow.

## WE BUY COTTON

And Write Government And Texas Cotton

Growers Loans
Grace Benton
PHONE 6460

STOP
When you sce This sign

MDALL 2000 M ML
-

MORRISON MOTOR
WANTED: Clean Cotton Rags A
The Journal Office. Read The Journal Want-Ads.
$\bullet$
BOBO INUUAACE AGECY
PHONE 2640 MULESHO:

LAYME \& BOWLER PUMPS
Agriculture's Best Insurance OUR EQUIPMENT IS $\mathbb{N}$ PERFECT CONDITION

IRRIGATION SUPPLY CO


Presenting HARDAGE MOTOR CO.

## merrinh

sales and service center
HARDAGE MOTOR CO.

sto serve<br>you now!



PHONE 6640

We are asteous.
to help responsible, local families who want to buy or build a home
LOW-COST $\cdots$ EASY-PAY

MULESHOE FOR INFORMATION
$\underset{\substack{\text { MLLDEED DAVIIS } \\ \text { Western NFLA }}}{\text { N }}$


Here, at your service, is a new and really modern automotive center-one that's geared

Here yontl find the great nev Mercuryeasy. One demonstration ride will reveal superb
performance qualities that exceed any you've experienced in the medium-price field. The -161 engine is sparked by revolutionary new engineering advancements to give the most spirited, responsive, easy-going performance
imaginable. First-in-its-clas Ball-oint Front Suspension adds new stability on curves and enables the new Mercury to "corner" with exceptional ease and grace. Here's a new driving pleasure.
Younf also. 2 moodm service department $f$ factory-trained Registered - and a staff -gives the kind of courteous service you

So why not stop b for a friendly visit with
this new addition to your community? Folks here are eager to m . you-and please you. ajoy doing business with them. LINCOLN-MERCURY DIVISION FORD MOTOR COMPANY

## EATHERS invited

The FFA chapter of Muleshoe DAMRONS RETUPY ag school will hold their regu- DAMRONS RETURN

 pany will be guest speaker and
show a film of interest to farm.
ers. $\begin{aligned} & \text { Fla,., and New Orleans, La. The } \\ & \text { Damrons stated they went sout }\end{aligned}$ their fathers to toattend the meet. $\mid$ to Texas.

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

##  <br> R. M. (Bob) Gregory <br> great national life insurance co. <br> CALLS LIFE INSURANCE A FINANCIAL "CUSHION" Discussing the props under our economy, Philip Merry- maid recently over Station WICC IBridgeport. Corn.) man said recently over Station WICC (Bridgeport. Conn.): "And theres another cushion, and this is the biggest And theres santher cushion, and this is the biggest one of them all. . It st the 300 billion dollars in life insurance expected to be in force by the end of the year. "Now the economic effect of life insurance is the pre. vention, or at least the postponement of a personal financial depression for a bereft family. Add up this effect for all of depression for a bereft family. Add up this effect for all of the families covered by mounting amounts of life insurance in the country today, and you have a strong stabilizing fac- tor in the economy.: How much income will it take for your family if you die too soon- or for you if you live too long Office - 3600 MULESHOE, TEXAS Res. - 2769



Rainbow Girls


## -See Us Now For-

FARM LOANS
POOL INSURANCE AGENCY $\mathrm{w}_{\text {Phone }}$. Pool Jold.

HEY COUSIN:
if You don't like my
FEED

Come Out To The
Dance Saturday Night mann FIDDIIN'
 toems from thither and yon. If you attend. you'll have a good time and holp the

MARCH OF DIMES
Respectfully Submitted To Aid
The Fund to Fight Polio
JOHN'S CUSTOM MILL
On Sudan Highway

