

THE MULESHOE JOURNAL

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

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THURSDAY, NOVEMBER 18, 1954



CofC Ends Drive For Members With 195 On Roll At Present

The Muleshoe Chamber of Commerce ended its eight weeks drive for new members Tuesday morning with a final breakfast at Gerald's Cafe, with a total membership of 195, and 58 new members who have purchased membership during the eight weeks drive.

Onard Upton was presented a Wylter wrist watch for having secured the most new members for the Chamber, having been responsible for 35 of the 58 joining during the drive. Mrs. Sally Schuster, membership drive committee chairman, made the presentation, following a talk on community citizenship by Upton.

Clyde Holt, president of the Chamber of Commerce, presided, and Bob Gregory introduced the main speaker.

Holt announced that Upton, who has been a Muleshoe resident for four years, is leaving soon, to begin employment with Southwestern Public Service Co., in Denver City.

Senior Class Sponsors TV Quartet In High School Auditorium November 23

The "Serenaders", popular radio and television personalities from Lubbock, will make their first appearance in this area November 23, when they bring their

Superintendent Lists Holidays For Student Body

Thanksgiving holidays for Muleshoe students will be November 25 and 26, Jerry Kirk, Superintendent of Schools announced this week.

Kirk also said that the Christmas holidays would begin December 23, lasting until Monday, January 3, 1955.

Only one day will be given for Easter Vacation, that being Monday, April 11, 1955, Kirk said.

During the Thanksgiving holidays, several local teachers are expected to attend the Texas State Teachers' convention in Austin.

show to the Muleshoe High school auditorium for an 8 pm engagement.

The group, which does not specialize in any one type of music, but sings anything from popular songs to sacred songs, consists of two married couples, Kenny and Lucille Driver, and Stubby and Louise Daniels. To make the group even more family-like, Kenny and Louise are brother and sister.

The "Serenaders" are seen and heard every day over KCBD-TV, channel 11, and over KCBD radio. Their appearance here is sponsored by the senior class.

ATTENDED HOMECOMING

Mr. and Mrs. J. G. Arnn and Bettye and Mr. and Mrs. Jack Lowe and Lynda attended the Texas Tech homecoming festivities and the Tech-Tulsa football game in Lubbock Saturday.

Gail Arnn and Don Lowe, students at Tech, returned home with their parents to spend the weekend.

Bailey County Delegates To State Farm Bureau Conclave See Resolutions Pass

The Bailey County Farm Bureau played an important part in the proceedings of the annual Texas Farm Bureau convention held recently in Gayveston, according to Bill Millen, president of the county group.

Joe Sooter, chairman of the county resolutions committee, said that Richard Smith, one of the local voting delegates, introduced a resolution which was adopted by the state group, concerning the length of time

N. H. Greer Opens Dari-Delight Store Plainview Highway

N. H. Greer, owner of the Tasty Cream drive-in on the Clovis highway announced this week that a second drive-in would be opened by him at a location across from King Elevators on the Plainview highway.

The new business, to be known as the Dari-Delight, will be open for business Saturday, serving sandwiches, malts, shakes, ice cream, etc.

High School P-TA To Sponsor Box Supper In Auditorium Dec. 2

The Muleshoe High school P-TA is sponsoring a box supper in the High school auditorium at 8 pm December 2, according to Jerry Kirk, Superintendent.

The public is invited to attend the affair at which time the boxes of food will be auctioned to the highest bidders.

Boxes brought in by members of each High School class will be auctioned, and the class realizing the highest bids for their boxes will receive 25 per cent of the income from the sale of their boxes.

Proceeds will be used by the P-TA in their program. A queen contest will be held in connection with the box supper.

Jury Disagrees On Civil Suit Tried In Judge Tate's Court

A civil suit, arising out of an automobile collision was tried in Judge Cecil Tate's court here Monday, and resulted in a "hung jury", after the group failed to reach a verdict in more than an hour's deliberation.

The suit involved B. H. Henley, plaintiff and Charles Garrison, the defendant. G. A. Paquin was attorney for the plaintiff and Max Addison of Lubbock represented the defense.

Houston Hart was foreman of the jury.

Colored School To Sponsor Singers Here November 29

The Sikes Gospel Singers, radio, recording and TV artists will make a personal appearance in the Muleshoe High school auditorium at 8 pm, November 29.

The singing group, which calls Los Angeles, Calif., their home, will appear here under the sponsorship of the Muleshoe Colored school.

Admission will be 50 cents per person.

Uptons Moving To Denver City

Onard Upton has resigned as manager of the Muleshoe plant of National Alfalfa Dehydrating & Milling Co. to accept the position of manager for Southwestern Public Service Co., at Denver City. Mr. Upton assumed his new duties the first of this week.

He has been associated with the alfalfa milling company for many years, coming here from Steele, Mo., where he managed the company's plant.

Mr. Upton has been very active in the Chamber of Commerce of which he is a director. His most recent work for that body resulted in his winning the prize for securing the most members in a campaign that just ended. Shortly after he was presented with a wrist watch for that feat, he told the breakfast crowd Tuesday morning of his plans to move to Denver City.

Mr. Upton also was director of the Muleshoe Rotary Club and its program chairman; and has been a staunch supporter of all school activities, particularly the P-TA groups. The church, too, will miss Mr. Upton and his family, for they have been faithful workers in the Muleshoe Church of Christ. Mrs. Upton and their children, John and Evelyn are to remain here until the end of the school term.

New Manager Named
Arylis Leveridge, of Paul's Valley, Okla., has been named manager of the local mill to succeed Mr. Upton.

Mr. Leveridge is expected to arrive here about the end of this week to assume his new duties. Mrs. Leveridge and the children will join him here at the end of the school term.

Thursday Morning
9569
Bales Had Been Ginned Here

Two Arrested On Forgery Charges By Local Officers

Two Roswell, New Mexico women were arrested Monday, and signed confessions of having forged checks in two Muleshoe grocery stores last week in the sum of \$81.60, according to Sheriff Hugh Freeman.

Freeman and deputies took statements from the women, identified as Lois Davidson, 21, and Verna Reed, 17, both of Roswell.

The women told the officers they signed the names of O. C. Kirk and Ross Glaze to checks for \$26 each in two stores and a third one for \$29.60.

The checks were cashed in Piggly Wiggly and 7-11 Grocery, in Muleshoe last week.

The women are alleged to have taken the names of Kirk and Glaze from rural mail boxes. They are in custody of Roswell officers, charged on forgery counts in that city, also.

June Freeman Wins Leading Part In Junior Class Play

Leading part in the Junior class play, "Joan of Arkansas", was won by June Freeman when the class had freights for the play Monday evening of last week.

Others in the play are: Bobby Nelms as Cuthbert, Waldron, the mother's son; Mary Kinsley as Ellen Hanks, mother's maid; Linda Lancaster as Mrs. Phillip Waldron, mother; Stanley Fox as Mr. Waldron, husband; Thurston Garrison as Sir Cecil Deveraux, mother's choice for Judith;

Carolyn Atchinson as Barbara Waldron, mother's younger daughter; Velta Gillis as Judith Waldron, mother's elder daughter; Buddy Pool as Frank Stover, Cuthbert's tutor; Ray Cline as Robert Manly, mother's chauffeur; Kim Jones as Dennis Maloney, the Irish cop; Pat Simnacher, as Sybil Norcross, mother's choice for Cuthbert; and Jimmy Wells as Judes, mother's butler.

The play is two and one half hours in length, and is to be held December 16, at the High School Auditorium.

Tickets will go on sale two weeks prior to the night of the play.

Diamond Hunt To Begin Friday

Cashway Grocery in co-operation with Lindsey Jewelry are sponsoring a "Diamond Hunt", which begins Friday, Nov. 19 and continues until all the jewels have been taken from the glass bowl.

You can get a genuine, registered, guaranteed and insured Bond diamond ring in this fabulous, exciting diamond hunt.

All you do is just reach into the bowl and select from the hundreds of dollars worth of genuine bonded diamonds mixed with imported chatons. Take your selection to your authorized Bond dealer, the Lindsey Jewelry, who will appraise it free of charge.

If it is one of the genuine diamonds, Mr. Lindsey will mount it in a 14 kt. gold mounting of your own choice free of charge. If you've selected one of the chatons, Mr. Lindsey has a generous offer for you.

Mr. White and Mr. Lindsey state this is for adults only. There will be a lady in charge of the bowl to assist in your selection. There are no strings attached, and absolutely no obligation is entailed.

Mayor W. T. Bovell witnessed the ceremony when the chatons and diamonds were mixed at the Cashway store.

SEE THE JOURNAL office for "Thank You" cards and personal stationery.

Thieves Get \$600 In Break-In At Hart's Friday

Hart Hardware Co. was robbed Friday night of merchandise valued at \$600, according to Sheriff Hugh Freeman.

Sheriff Freeman said the burglars entered the store by removing a glass from the rear door.

Among the merchandise stolen was sterling silver sets, solid silverware, guns, binoculars, and other items.

Mrs. Coley Wins Jalopie At Cox Drive-In Theatre

Mrs. Betty Ann Coley, of Muleshoe, was the winner of the jalopie given away at Cox Drive-In Theatre Tuesday evening of this week. Her ticket was the third taken from the box.

Mr. and Mrs. Cox said the first ticket taken from the box was one which had been sold Tuesday evening and they could not understand why the person holding the stub did not claim his prize, unless he saw the jalopie beforehand. Anyway the Coxes said everyone seemed to enjoy themselves, and the show was filled to capacity.

Everyone is asked to remember the Goodfellow night, December 7, at the Drive-In. On this night, admission will be one or more new or used toys.

Also the Coxes plan on having their usual Christmas party, but the date has not been set as yet.

William A. Knight Funeral Nov. 19

William Allen Knight, 61, of Route 1, Muleshoe, passed away November 17 at 6 pm in West Plains Hospital. He had been an area resident since 1939, where he farmed.

Funeral services, under the direction of Singleton Funeral home will be November 19, at 2:30 pm in the Methodist Church here. Rev. M. E. Robinson of Lamesa will be in charge, assisted by Rev. Morris of Lazduddie. Interment will be in Muleshoe cemetery.

pallbearers will be Bub Kimbrough, Lee Kimbrough, Sigm Kimbrough, Al Edwin Jennings, W. C. Williams and Eldon Page.

Survivors include his wife, Mrs. Maude Knight; two sons, Bob and Clyde, both of Earth; two daughters, Mrs. Billie Tucker and Mrs. Susie Whatley, both of Muleshoe; one sister, Mrs. Jimmy Foreman, Palo Pinto, Tex.; two adopted brothers, Edgar of Burk Burnett, and Melvin of Gordon, Texas, 10 grandchildren, and one great grandchild.

Rites To Be Held For Infant Son Of J. D. Black Family

James Houston Black, infant son of Mr. and Mrs. Jimmy D. Black of Rt. 2, Muleshoe, passed away at the home of his parents November 17 at 2:30 pm.

Graveside services will be held this afternoon at 2:30 at Muleshoe cemetery with Rev. E. K. Shepherd in charge of the services. Interment will be under direction of Singleton Funeral Home.

The child is survived by his parents, and grandparents, Mr. and Mrs. B. H. Black and Mr. and Mrs. John Agee all of Muleshoe.

VISITS HERE

Mrs. Amrina Moore and little daughter, Cheryl Kay, of Claude arrived Tuesday evening for a visit with her parents, Mr. and Mrs. Dave Aylesworth and other relatives and friends. She will be here through Monday. Next week Mrs. Moore and daughter are to leave for Fort Ord, Calif., where they will join their husband and father, who is stationed there with the U. S. Army.

Methodists To Plan New Building

Members of Muleshoe Methodist Church this week announced their plans for a splendid new building, to be erected on the site of their present church and to incorporate portions of the old structure. Architects Atcheson & Atkinson of Lubbock, have prepared elevation drawings, revealing a unique colonial style building which will be an outstanding development in this city.

The Journal was to have had a picture of the drawing, but the plate was late in arriving. Below we print an article detailing the rich history of this church and some of the plans. The plans will be discussed more in detail in later issues of this paper. The article, written by a member of the congregation, follows:

A new Methodist Church in Muleshoe is no longer just a dream, but God willing and everybody's helping, it is going to be a reality. Under the general chairmanship of Noel Woodley, and associates Sam Fox, Bess Edwards, Bill Moore, and D. B. Lancaster, the wheels have started to turn to provide a much needed, new modern house of worship for the Methodist congregation of Muleshoe and vicinity. The old church bell, which was given by E. K. Warren, will go right into the new church.

Most things start "in the beginning" so this article will start that way. In the beginning, according to A. C. Gaede, one of the charter members, the Methodist Church of Muleshoe got its start from the organization at Old Hurley in August, 1908. Old Hurley was about 2 1/2 miles from present day Muleshoe out on the Friona Highway No. 70. The pastor was Rev. V. H. Trammell and Rev. G. S. Hardy was the presiding elder of the district, this position now being known as the district superintendent.

Another charter member, Miss Dottie Wilterding, of the Y-L community, says that Brother Trammell was known as the "Cowboy Preacher". Miss Dottie is a member of the Y-L Methodist Church and Mr. Gaede is a member of the Muleshoe Methodist Church and so far as we can learn these are the only two charter members of the Bailey County Methodist Church who still live in Bailey County.

Their first meeting place was in the community church building at Old Hurley, which, we understand, was owned by the Golden Land Company, which developed Bailey County, and was used by all congregations. The church was made from heavy oak timbers cut and sawed in Michigan and shipped in all ready for erection at Hurley. Miss Dottie played the organ at the Community Church and John Metsker, who ran the store and Post Office at Hurley, led the singing. Mr. Metsker now lives in Lawrence, Kansas.

In 1913, came the Santa Fe Railroad, and it didn't pass through Old Hurley, so the land company decided to move the Community Church building down to Muleshoe, where the train stopped, but the heavy timbers made it a terrific task, and Mrs. Beulah Carles, who came to Bailey County in 1911, and now lives in Muleshoe, and Miss Dottie Wilterding tell us that there were many families there with their teams to try to help move it; among the families there were Mrs. Belle Snyder, who still lives in Muleshoe, Mrs. Beulah Carles, H. B. Bearden, who now lives in Omak, Wash., and is the father of Russell Bearden, of west of Muleshoe, Vern Bearden of Lubbock, and Mrs. Leota Wilterding of Muleshoe.

But it proved too heavy for the teams and stood on the prairie for several days and was finally moved by all of the teams with the help of Bob Morris' Rumley tractor, the only tractor in Bailey County. The Community Church building was first placed on the lots now occupied by the United Pentecostal Church in Muleshoe and was used by all denominations as a Community Church and as a school for several years before it was purchased by the Methodist Church of Muleshoe and moved to its present location.

In the early spring of 1914 the Methodist congregation voted unanimous to move to Muleshoe and next week we will pick up here and try to give you more of the history of the Methodist Church and the famous old building, after talking with more old timers.

Starting line-up for the Muleshoe Mules will travel to Olton Friday night to wind up their 1954 season of football play. It's a conference game, but this game probably won't have a bearing on the title, since Floydada is out ahead with four conference wins.

The Mules have won two games, lost one in conference play. Olton has won one game, lost 2 in the district race.

Starting line-up for the Mules will be pretty much as usual with the exception that Leon Harvey or John Young will start at half. Coaches Scott and Taylor announced the following probable starters:

Left end, Keith Behrman; left tackle, Don Moore; left guard, Doyle Henry; center, Gordon Wilson; right guard, R. L. Gabbert; right tackle, Bobby Black; left end Jackie Tidwell; right half, Harvey or Young; left half, Doyle Rush; fullback, G. R. Howell; quarter, Eugene Shaw.

Buhrman, Moore, Wilson, Gabbert, and Harvey will be playing their last game for Muleshoe high, since they are seniors this year. As the curtain comes down on the '54 grid season, the coaches and boys and girls are turning their attention to basketball. They'll be playing in a brand new gymnasium this year. Coach Scott said schedules will be ready for publication next week.

Early Mailing Will Insure Delivery Of All Christmas Packages and Cards PM Says

Postmaster A. J. Gardner this week urged the public to mail Christmas packages and cards as early as possible to insure delivery before Christmas Day, and to avoid a last minute rush at Postoffice windows.

Gardner reminded the public that postal employees do their best to process holiday mail as fast as possible, but last minute mailings cause such a burden on the department that some mail is inevitably delivered after Christmas day.

The regular mail volume in the local Postoffice is heavier than usual at this time of the year, and will become increasingly heavier. If Christmas mailing is done before the very last minute, all mail can be processed in short order, Gardner pointed out.

The deadline for mailing overseas Christmas packages was November 15, the Postmaster said.

A survey is being made on rural service out of the Muleshoe Postoffice with the possibility that a third rural route will be added, should the survey show the need.

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Bridal Shower, Fetes Mrs. Taylor

Mrs. Cass Stegall and Mrs. Tommy Galt were hostesses for a bridal shower given in honor of Mrs. Dewayne Taylor, nee Miss Bernice Sanderson, Friday, November 12, in the home of Mrs. Stegall.

The table was laid in linen and decorated with a blue satin and net hat with yellow satin ribbons secured with a yellow rose, adorning each corner. The hat was topped with a bride and groom.

Refreshments of tea, coffee and

iced cake squares were served. Tea was served from a golden tea service.

Mrs. Taylor and her mother, Mrs. Sanderson were presented with corsages.

Approximately twenty five persons attended the shower. Many who could not attend sent gifts.

THREE WAY SCHOOL ATHLETIC FUND REPORT

The financial statement of the Three Way school athletic fund as of October 26 was as follows:

Outstanding debts included Morton State Bank, \$260, and Baker Co., Lubbock, \$232.11, and a cash balance on hand of \$195.

Five Bailey County Students Enrolled At Wayland College

Five students of Bailey County: Helen Dawson, Muleshoe; Yvonne Mitchell, Maple; Mr. and Mrs. C. T. Cunningham, Jr., and LaVerna Phillips, Baileyboro, are among those registered at Wayland College this fall, who have helped make the increased enrollment that exceeds the goal set for the 1954-55 session by the Board of Trustees in meeting last February. The enrollment shows a six per cent increase over the fall of 1953.

Miss Dawson, daughter of Mr. and Mrs. J. V. Dawson, is a sophomore. She is majoring in home economics and belongs to the YWA.

Miss Mitchell, daughter of Mr. and Mrs. A. O. Mitchell, Maple, is also a sophomore. She is majoring in education and minoring in history. She is the secretary of Matador Hall, and belongs to the YWA.

longs to the YWA.

Mr. Cunningham, son of Mr. and Mrs. Claude Cunningham, Baileyboro, is a senior. He is majoring in Bible and minoring in physiology. He is preparing for the ministry.

Mrs. Cunningham, daughter of Mr. and Mrs. C. G. Collman Arch Route, is also a senior. She is majoring in education and minoring in religious education.

Miss Phillips, daughter of Mr. and Mrs. J. O. Phillips, is a freshman. She is a graduate of Rogers High School of Roger, N. M.

They are working with groups in planning for the annual Homecoming celebrations, which will take place Nov. 19-20 under the sponsorship of the Student Government Association. Hundreds of former students are expected back for the weekend festivities that include a Western style barbecue, a drama production and the inauguration of

basketball competition for both the Pioneers and the 1954 National Champions, the Hutcherson Flying Queens of Wayland College.

Honor Roll

New subscribers to The Journal during the past week are:

R. T. Atchison, Route 1, George Bragg, City, Clinton Rogers, City, Lawrence Jackson, Summerfield, Chester Yerber, City, L. G. Taylor, City, Bobby Wallace, City, J. W. Watts, City, Willie Drake, City.

The following renewed their subscriptions the past week:

Mrs. Ralph Black, Star Rt. 2, Mrs. R. J. Mitchell, City, John Blackman, Bula, Fred M. Vay, Rt. 1, F. B. Thomas, City.

O. M. Jennings, Rt. 1, Kenneth Precure, Rt. 1, Muleshoe Ice & Produce, Mrs. Carrie Wilhite, City.

CALIFORNIAN VISITS

Mrs. Kate Turner, of Richmond, Calif., is visiting here with her uncle, J. H. ... and family this week. She expects to leave by plane from Amarillo Friday and return to her home.

CARD FILING cabinets, steel filing equipment at The Journal.

ARTHRITIS, RHEUMATISM, NEURITIS Sufferers Now Offered Amazing Relief From Agonizing Pains

Sensational new medical discovery called AR-PAN-EX works through bloodstream where it can do the most good, fastest. Even most stubborn cases have gotten blessed relief from torturing misery. See us today about guaranteed AR-PAN-EX tablets.

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WARNERCOLOR AND STEREOPHONIC SOUND

JOHN WAYNE CLAIRE TREVOR LARAIN DAY ROBERT STACK JAN STERLING PHIL HARRIS ROBERT NEWTON DAVID BRIAN

SUN., MON., TUES., NOV. 21, 22, 23

VALLEY THEATRE MULESHOE

Television Service

Expert Radio & Television Repair And Service On Any Make or Model

JOHNSON-POOL

PHONE 7370

MULESHOE



See Our Large Selection Of Beautiful Boxed Christmas Cards, At A Price To Suit You. A Large Range of Distinctive Cards To Choose From.

E. R. HART CO.

Phone 3300

Muleshoe

THANKSGIVING EVE

DANCE

— AT THE —

Legion Home

MULESHOE, TEXAS

Wed., Nov. 24

DANCING 9 'TILL?

—MUSIC BY THE—

MIDNITE DUSTERS

A 6-Piece Band, Quite Well Known Over The Air and In Local Communities From Lubbock To Clovis.

THE PUBLIC IS CORDIALLY INVITED

FAVORITES FOR YOUR THANKSGIVING FEAST

WHITE SWAN 46 OZ. CAN APRICOT NECTAR 39c

ADAMS' 46 OZ. CAN ORANGE JUICE 31c

WHITE SWAN NO. 300 CAN CRANBERRY SAUCE 21c

WHITE SWAN, NO. 2 1/2 CAN

Pumpkin . 17c

WHITE SWAN NO. 303 CAN WHOLE GREEN BEANS 2 for 59c

NIBLETS 12 OZ. CAN WHOLE KERNEL CORN 2 for 35c

SUN BONNET SUE, 25 LB. PRINT BAG

Flour . . 1.59

WHITE SWAN NO. 2 CAN WHITE HOMINY 11c

CONCHO NO 1 TALL CAN PINK SALMON 49c

3 LB. CAN

CRISCO . . . 83c

WHITE SWAN 24 OZ. JAR RED CHERRY PRESERVES 49c

WHITE SWAN 10 OZ. CAN YELLOW POP CORN 17c

• FROZEN FOODS •

CAMANO 10 1/2 OZ. PKG. STRAWBERRIES 25c

THOMAS' 10 OZ. BOX FISH STICKS . 39c

DONALD DUCK 10 OZ. PKG. WHOLE OKRA 22c

DONALD DUCK 10 OZ. PKG. BROCCOLI SPEARS 22c

• FRESH FRUITS & VEGETABLES •

NO. 1 LARGE RED POTATOES lb. 5c

WINESAP APPLES lb. 17c

LONGHORN 1 LB. CTN. Tomatoes . 19c

LARGE GREEN AVOCADOS 2 for 39c

EATMOR 1 LB. CELLO BAG CRANBERRIES 23c

• MEATS •

DRY SALT BACON lb. 39c

LOIN END PORK CHOPS lb. 59c

HOMEMADE HOT BAR-B-Q lb. 69c

ALL MEAT FRANKS 1 lb. cello 49c

NOTICE: Plenty of Turkeys, Hams And Hens For Thanksgiving

WAGNON GRO. & MKT.

PHONE 4060

DELIVERY SERVICE

TURKEY TO BE GIVEN BY HOLLAND BARBER SHOP

Holland Barber shop will give a turkey to some person November 24, in celebration of their

first anniversary in their new location on Main street. The turkey, already selected from a local flock, weighs 28 pounds. All one has to do is to visit the shop and register.

There's still time to order **Personalized CHRISTMAS CARDS**

FROM—
The Muleshoe Journal

SEE THE JOURNAL office for filing equipment at The Journal.



SUSAN SLEPT HERE showing at the Cox Drive-In Theatre, Sunday, Monday, and Tuesday, November 21-22-23. It's all about a man about-town and a girl about 18... and the things he learns about love from her. Stars are Dick Powell and Debbie Reynolds, co-starring Anne Francis, in color by Technicolor.

CARD FILING cabinets, steel filing equipment at The Journal. SEE THE JOURNAL office for "Thank ou" cards and personal stationary.

FARLEY INSURANCE AGENCY
REAL ESTATE & INSURANCE
AUTO FINANCING — FARM LOANS
Over Bank, Muleshoe, Texas
Office Phone 7279 — Res. 5103

Rev. James Todd Is New Minister For Christian Church

Rev. James Todd, new minister for the Muleshoe Christian Church has arrived here, and has taken up residence at the Elite Hotel.

In his first sermon from the local pulpit, Brother Todd will use as his text, "I Glorify My Minister". The services begin at 11 am Sunday. Evening services starts at 6:30 pm.

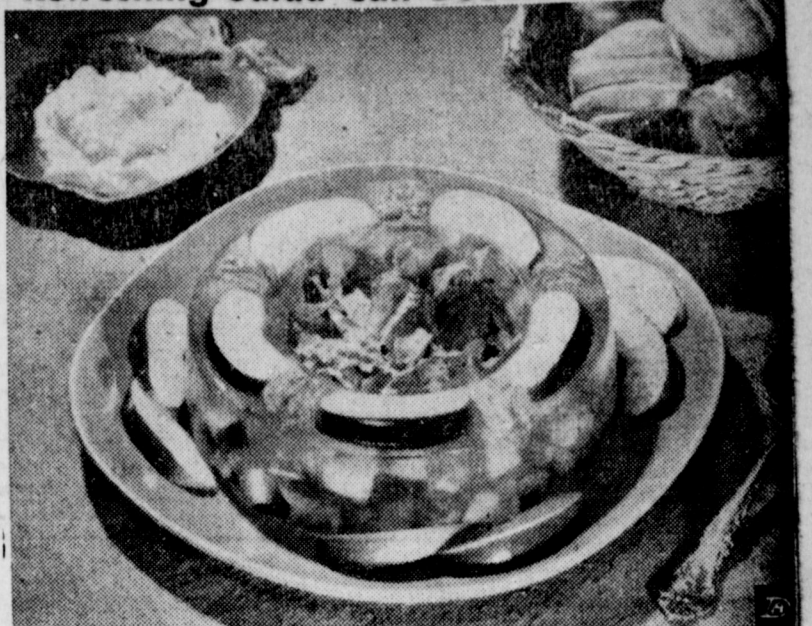
Rev. Todd came to Muleshoe from Stinnett, where, shortly prior to his departure, members of the congregation there and from other churches he had led, gathered to pay tribute to him.

The heart felt expression of love and praise for the minister came from young and old alike, as more than a score of his friends spoke in glowing terms of his ministry and friendship.

The Muleshoe Christian Church is located at West Second and Avenue "G".

Herbert Schueler Serving In Korea
Army Pfc. Herbert L. Schueler, son of Mr. and Mrs. Herman Schueler, Route 2, Friona, is serving in Korea with the 7th Infantry Division. Men of the "Bayonet" division are undergoing intensive train-

Refreshing Salad Can Double As Dessert

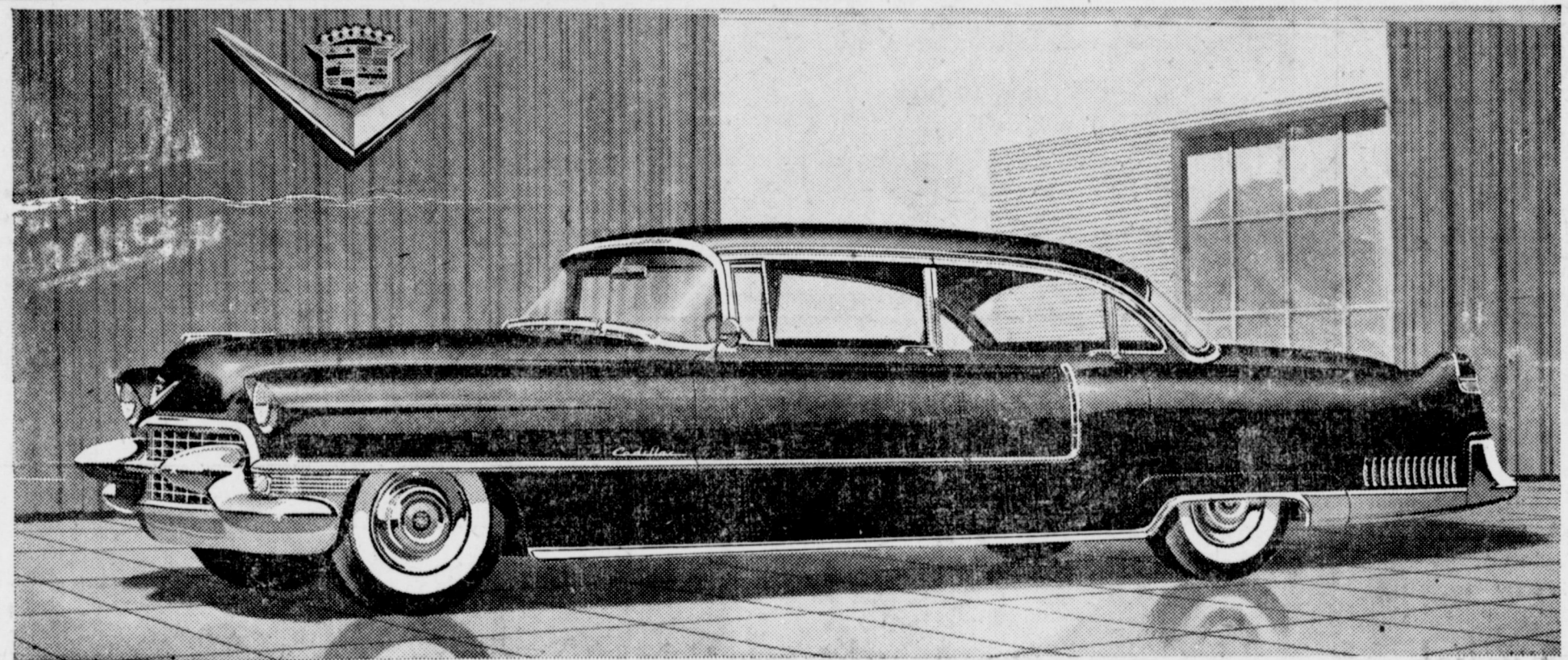


Delicious red apples star in this glamorous jellied salad that's good eating for family or company dinners.

One of the prettiest salads of the season is this molded red apple ring which you can serve for salad or dessert. If you want to be very dressy, top the ring with whipped cream or fill the center with sliced strawberries. For best flavor, select a good eating apple like the crisp, spicy red Delicious variety from Washington State's famous orchards. These popular, broad-shouldered red apples are tender and juicy for fresh fruit eating and in salads and may be used without peeling. Lime or lemon-flavored gelatin will provide good color contrast.

- RED APPLE RING SALAD**
- 2 pkgs. lime or lemon-flavored gelatin
 - 3 cups hot water
 - 6 tbsps. lemon juice
 - 3 red Delicious apples
 - 1 cup celery, sliced
 - 1/2 cup broken walnuts

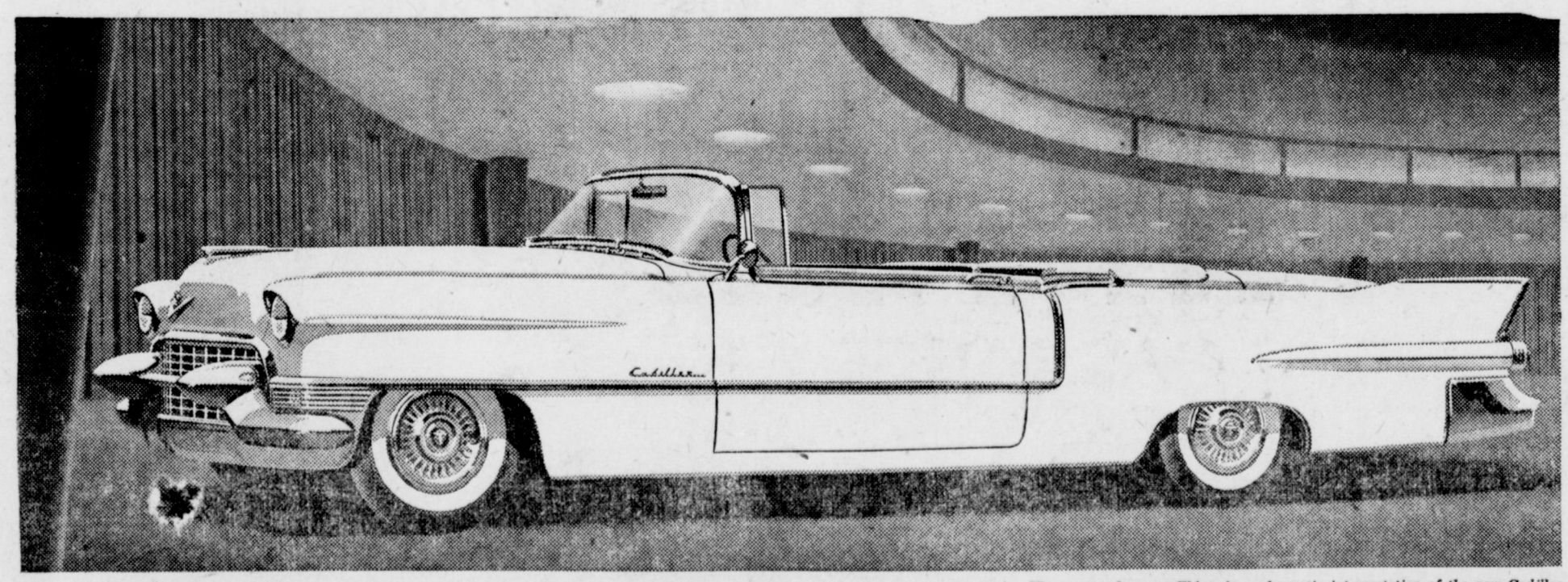
Dissolve gelatin in hot water and blend in lemon juice. Chill until sirupy. Cut 1 1/2 apples in wedges but do not peel. Slice remaining apples. Fold apple wedges, celery and walnuts into slightly thickened gelatin and place a few apple slices near the top of the mixture. Turn into 8-inch ring mold and chill in refrigerator until firm. Unmold and garnish with sliced apples and salad greens. Serve with mayonnaise or mayonnaise mixed with an equal amount of sour cream. If served as dessert, top with whipped cream. Serves 6-8.



The new Series 60 Special, representing the standard 1955 models, features a new Florentine-curved roof line, a new slender center post, and a great new 250-h.p. engine.

CADILLAC for 1955

Presents the Most Beautiful and Finest Performing Motor Cars in Its History!



The spectacular new Eldorado, a dramatic interpretation of the new Cadillac styling, offers many unique features, including a new 270-h.p. Cadillac engine.

This is one of the most significant new-car announcements in Cadillac history. For it introduces to the world's motorists the most magnificent creations in Cadillac's fifty-three years of motor car production. Three new Cadillac series are offered for your consideration in 1955—the famous Series Sixty Special, the beautiful Series Sixty-Two, and the distinguished Series Seventy-Five... in addition to the spectacular new Eldorado. They are, as you can readily see, magnificent

in beauty—with a new, jewel-like grille and front-end assembly... with dramatic and graceful new sculptured-side styling... and with added dignity and bearing in every detail. They are magnificent, too, in performance: There is a new Cadillac engine, the most powerful ever offered in a production motor car... an improved Hydra-Matic Drive... advanced Cadillac Power Steering... and, as an option at extra cost, refined Cadillac Power Braking. And they are magnificent in luxury... to a

degree unusual even for Cadillac. Their interiors are almost unbelievably beautiful... and they are offered in a remarkably wide selection of gorgeous new fabrics and leathers. Beyond any question, these new Cadillac creations represent a new Standard of the World—and we urge you to see and inspect them today in our showroom. You will be most welcome—and we know you will find your visit one of the most interesting experiences of your motoring life!

NOW ON DISPLAY Jones Motor Company

E. 8th St. & LEVELLAND HIGHWAY

LITTLEFIELD, TEXAS

Preparing Venison Important Part Of Hunting

Antlered buck, beware! A corps of Texas hunters has taken to brush and mountainside. Preservation of the meat after the prize buck has fallen is the practical side of deer hunting, says R. E. Callender, extension wildlife management specialist. Venison is a palatable substitute for domestic animal and is processed similar to beef or lamb, says the specialist.

Bleed and remove the viscera immediately after the animal is shot in the field, he says. Wipe the carcass dry with clean rags and if the animal is shot badly it's wise to wash the inside with water first. In either case, dry the carcass.

The animal should stay dry and be cooled immediately. If cold storage isn't available, prop open the carcass and hang it from a tree to chill at night. During daylight hours wrap the carcass in a tarp or blanket and remove to a shady spot, Callender says.

He says transport the buck inside the car or in the trunk—not on the fender next to the warm engine. Wrap the carcass for protection, especially from flies.

The thick, plump rounds of the carcass process the best, Callender says.

der says. The shoulder, neck and lower portions of the ribs, when boned, make good sausage.

If the processed meat must be transported over long distances it will keep better if frozen solid. But, reminds Callender, frozen meat must always to be used soon after thawing.

LOCAL LEGION MEN AT DISTRICT MEETING

Three members of Ben Richardson Post, American Legion, attended the 19th District Legion convention, held in Big Spring Saturday and Sunday. At the meeting were Joe Vaughn, Dee Lorraine, and C. E. Shockey. Highlight was a speech Sunday morning by Cong. George Mahon, and a speech by the state commander, in the city auditorium.

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Bob Benefield Gerald Green

FARMER COUNTY Farm Bureau News

By RAYMOND EULER

Mr. and Mrs. Les Bruns and Mr. and Mrs. Eruce Parr served as voting delegates from Farmer County to the State Convention last week. Your service agent was on hand to gather information and participate in conferences relating to Farm Bureau Member Services.

The Sunday night vesper service was under the direction of Melvin T. Munn, Public Relations and Administration Exec-

tive of Blue Cross. He delivered from memory, the Sermon on the Mount. If you haven't read this passage in its entirety recently, we suggest that you do that tonight. Matthew 5, 6 and 7 are the chapters. We believe you'll agree there is no better guide for the holding of a convention or for the living of your life.

Until late Saturday night we were expecting two or three other delegates to go to Galveston. When we found the only ones going had gone, we made reservation on a plane from Clovis and flew down Sunday morning. That's the nicest way to go anywhere, of course, but we would like

to have had some more of our farmers there.

We were proud of the only statement in President Hammond's address that brought applause. That was when he said, while discussing prosperity for farmers and others, that if it took the blood of youth on battlefields to get it, we could get along without it. But he went on to say that he did not believe that was the only way to obtain prosperity. By planning and working together, he said, farmers can assist in obtaining markets for their products, which will solve our greatest problem—distribution.

Wednesday morning, five of us went out semi-deep sea fishing for five hours. We were told that

chances of catching anything were slim, since the wind was hard from the east. The man was right. We came back without a single fish. One man had to go below with sea sickness, but we enjoyed the seagoing trip anyway.

Mr. H. L. Garner of Farwell is the newest Farm Bureau member as of right now. If you haven't joined, do it now. If you are in doubt, talk to your neighbor members.

Consider This: The king's heart is in the hand of the Lord, as the rivers of water; he turneth it whithersoever he will.

Proverbs 21:1.

Holiday Turkeys To Be Plentiful This Season, Expert Says

An abundance of high quality turkeys at lower prices will be ready for holiday dinners this year.

The supply is adequate to furnish turkey for every table at Thanksgiving and Christmas, according to F. Z. Beanblossom, extension poultry marketing specialist. The number of birds on the market will be even larger than last year.

The specialist says with the abundant supply, families can afford to be selective when shopping for turkey of their choice.

He suggests the shopper look for quality birds, well fleshed and finished and processed to give good flavor. "Don't waste money buying a bird with too much fat," he advises. "Get a bird with enough fat to insure good flavor."

If the turkey has been killed, bled and dressed properly, the meat will look white rather than pink in color and there will be no pin feathers and bruised marks on the flesh. "Ask to see the dressed bird to check for these signs", Beanblossom says.

The trend is to lighter birds—around eight pounds an up—making turkey a practical dish for small families at Thanksgiving and Christmas and for other occasions as well. Buy a larger bird if a home food freezer or other storage for extra meat is available. The turkey will come in handy for later meals, too.

Shopping for high quality turkeys is not only efficient consumer buying, Beanblossom concludes, but helpful to the poultry market in providing the kind of turkeys most in demand.

ATTENDED HOMECOMING

Mr. and Mrs. J. G. Arnn and Bettye, and Mr. and Mrs. Jack Lowe and Lynda, attended the Texas Tech Homecoming festivities and the Tech-Tulsa football game in Lubbock Saturday.

Gail Arnn and Don Lowe students at Tech, returned home with their parents to spend the weekend.

HELP FIGHT AGAINST LITTER



THESE LEADERS in the fight against litter on America's highways, parks and beaches were guests of Keep America Beautiful, Inc., this month in New York City. They are Giles H. Miller Jr. (left), president of the First National Bank in Culpeper, Virginia; Mrs. William J. Walters of New Brunswick, New Jersey, president of the National Council of State Garden Clubs; and George T. Sarason, executive director of Recreation, Promotion & Service, Inc., Wilmington, Delaware. They reported on state and national anti-litter activities at the annual directors meeting of KAB, a new public service organization for the elimination of litter. Twenty-four leading industries and more than thirty civic groups and agencies are represented on KAB.



J. E. Cunningham, president, A. R. Watson, executive vice president and Travis Aaron, safety supervisor (left to right) happily accept gift of 3,000,000 man hours, without a lost time accident, from Southwestern Public Service Company employees with longest safety records. They represent the almost 2,000 Public Service men and women who have built up the impressive safety record made previously by only one other company in the electric business. Continuing left to right, they are: Claude C. Bell, Roswell, 27 years; Ganess (Curly) Sanders, Clovis, 35 years; Ernest Allen Fowler, Amarillo, 35 years; Ervin O. Hopson, Texhoma, 27 years; and W. S. (Mike) Jones, Lubbock, 32 years.

Questions About Price Supports

Will crop loans and purchase agreements still be available for 1955 production, even under the new adjustable price support plan?

The answer is "Yes" says Claude K. McCan, chairman of the state ASC committee, who said this and other questions

about price supports under new farm legislation are being asked by farmers.

One common question, says McCan, is: "Do all basic crop price supports drop to 82 and one-half per cent of parity for 1955?"

In answer to that, he said U. S. Department of Agriculture spokesmen have emphasized that "There is no basis in fact to the charge that price supports would 'drop out from under' basic agricultural commodities" in 1955.

"Department spokesmen have said that 'necessary moderate adjustments will be made gradually and in line with realities of the supply situation,' he explains. Under existing law, supports on basic commodities can be set at or anywhere between 82 and one-half and 90 per cent of parity. Supports will depend on supplies of the commodities involved, but now the picture for 1955 looks like this:

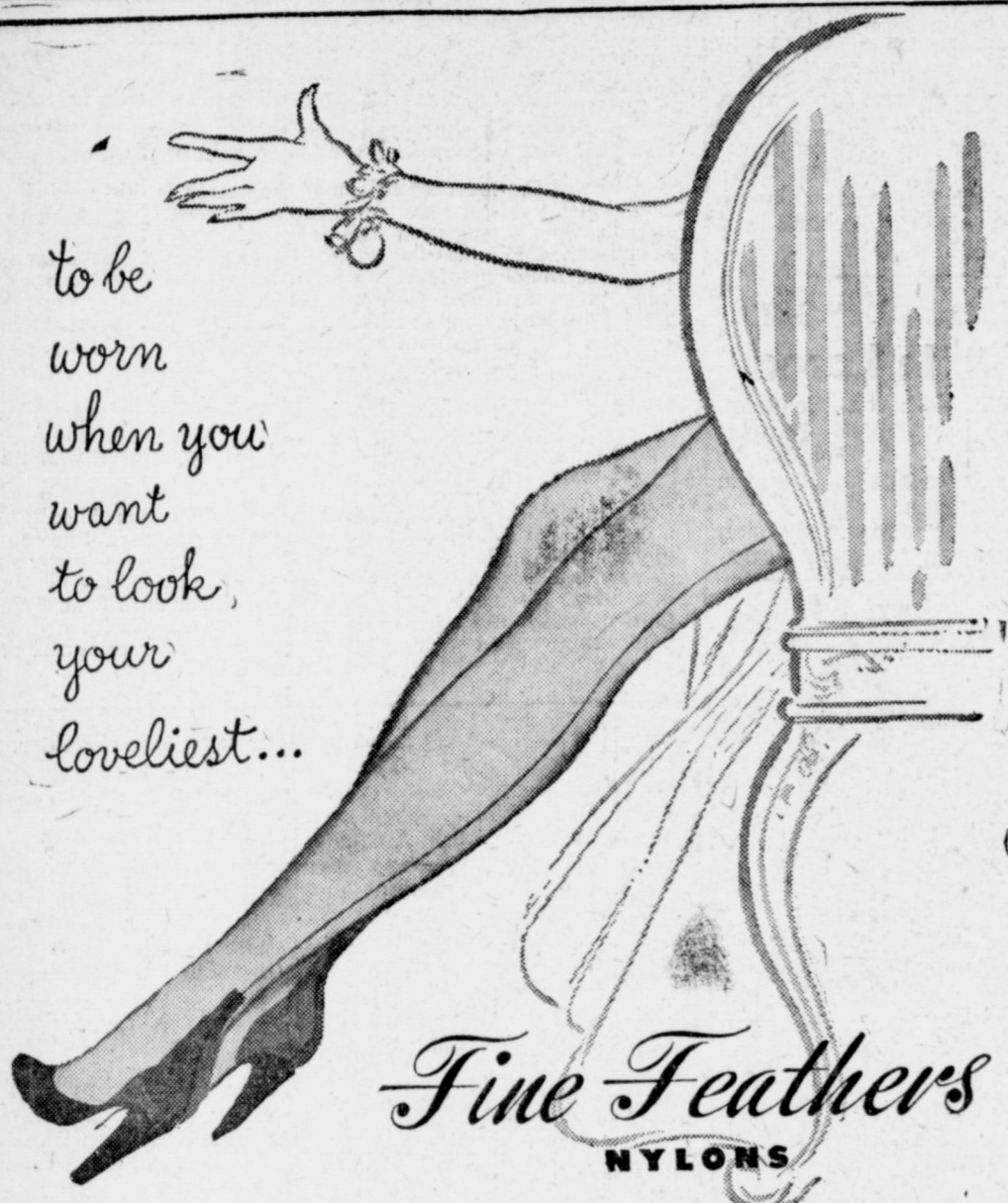
Wheat — Supports have been set at 82 and one-half per cent of parity, or a national average of \$2.06 per bushel.

Rice — Under the present supply situation, 1955 price supports would be indicated at around 85 per cent of parity, or possibly a little less. However, if marketing quotas are in effect next year, lower production in 1955 could reduce total supplies so that final price support might be in the upper 80's.

Corn — Supports are expected to be about 88 per cent.

Cotton — Supports will remain at 90 per cent of parity.

Another recurring question, McCan says, has to do with price supports for 1955 small feed grains, such as oats, barley, and grain sorghums. He points out that Secretary of Agriculture Benson recently said no decision had yet been made in connection with small grains. Such a decision, he said, would be made only when final crop reports are in, and after further study of the current drought.



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Muleshoe, Texas

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Beginning Monday, Nov. 22

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SEE US FOR LATEST HAIR STYLES

TENNIE'S BEAUTY SHOP

TENNIE LAMBERT
Phone 4171

Operators JESSIE WALDROP
Muleshoe

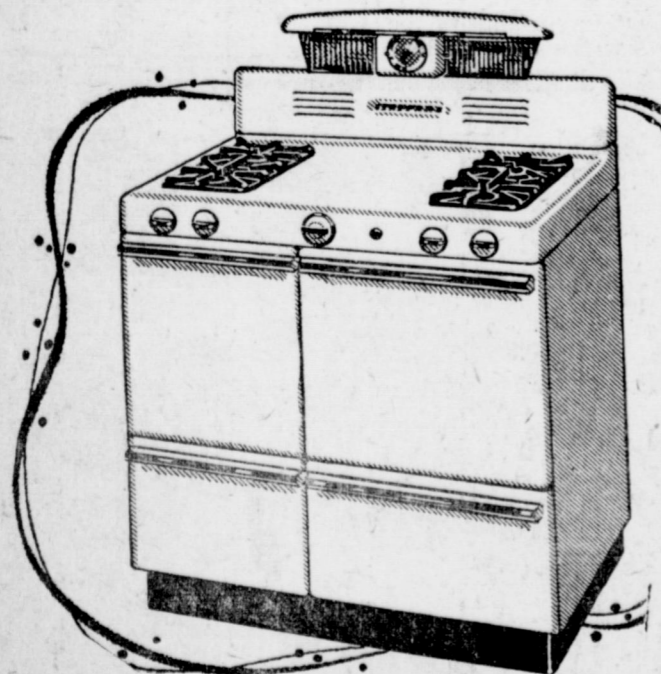


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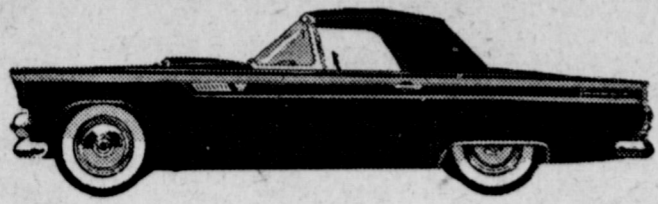
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MULESHOE MOTOR CO.



Bridal Shower Given In Honor Of Mrs. Caldwell

The lovely country home of Mrs. Scott Donaldson was the scene of a come and go bridal shower Tuesday afternoon, November 16, from 3:00 to 6:00, honoring Mrs. Bill Caldwell, the former Miss Mary Weber.

Rose and white, chosen colors of the honoree, were carried out in decorations. The serving table, covered with a white lace cloth over rose, was centered with a beautiful arrangement of rose and white carnations in a white basket. The honoree and her mother-in-law, Mrs. S. C. Caldwell, were presented with rose carnation corsages.

Guests were greeted at the door by the honoree and Mrs. S. C. Caldwell, and registered in the guest book by Nadine Johnston, after which they were ushered to a bedroom of the Donaldson home, where the many lovely gifts were on display.

Delicious refreshments of hot spiced tea and cookies were served. Favors were assorted mints and salted nuts. Dorothy

Giles served the tea from a Japanese tea service belonging to Mrs. S. C. Caldwell.

Hostesses for the shower were: Mmes. Martha Carney, A. W. Copley, Ruth Briscoe, Georgia Lowe, Lula Vinson, Ruth Williams, Onard Upton, L. E. Martin, and Misses Dorothy Giles and Nadine Johnston.

Guests calling during the afternoon were: Mmes. J. T. Boydston, R. C. Giles, S. L. Robinson, J. W. Jarman, Juanita Jarman, Blanche Otwell, Ebb Randol, Sybal Weber, Fred Bruns, Gene Caldwell, B. H. Henley, J. R. Moore, Zelpha Zimmer, J. J. Williams, O. L. Dutton, Billy Williams, H. R. Scarbrough, and Dave Aylesworth.

Read the Journal Want Ad's

Cargile-McDonald Wedding Day Set For November 21



MISS MARLENE CARGILE

(Photo by Cline)
Mr. and Mrs. D. W. Cargile, of Muleshoe, are announcing the engagement and approaching marriage of their daughter, Marlene, to Don McDonald, son of Mr. and Mrs. J. H. McDonald, of Farwell.

The ceremony will take place November 21, in the Lakzuddie Baptist Church.

A reception will be held in the home of the bride's parents following the wedding ceremony.

All friends of the couple are invited to attend.

Mrs. Hutton Hosts Bible Study Club

Mrs. Horace Hutton was hostess to the Goodland Bible Study Club Tuesday, November 19.

Chapters 13 and 14 of Acts were studied and discussed. Also it was voted to give \$10 to the Home Economics department of Three Way high school to help

secure a mix master. Refreshments were served to the following members: Cass Stegall, Tommy Galt, Clint Everett, Pete Tarlton, Frank Knox, Jack Lowe, Leon Reeves, Louise Jordan, and Willie Tippy.

AT A & M COLLEGE
Billy Wayne Wagon, of Muleshoe, is enrolled for the fall semester at Texas A & M College.

MOVE TO LUBBOCK
Dr. and Mrs. Billy T. Paine and son moved to Lubbock recently, where he is opening an office to practice naturopathy. Dr. Paine has closed his office here.

Dr. Paine and family spent last week in Dallas.

PAPER & Supplies at The Journal Office.

TO RELIEVE SORE THROAT

Due to a cold, try DURHAM'S ANATHESIA-MOP and see how pleasant and effective a mop can be. Generous bottle with applicators only 60¢ at

DAMRON REXALL DRUG

WARNER BROS. PRESENTS WILLIAM A. WELLMAN'S "THE HIGH AND THE MIGHTY"

CINEMASCOPE
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STEREOPHONIC SOUND

STARRING: JOHN WAYNE - CLAUDE RAINS - LARINE DAY - ROBERT STACK - JIM STERLING - HARRIS NEWTON - BRIAN

with PAUL KELLY - SIDNEY BLACKMER
DOE AVEEDON - KAREN SHARPE - JOHN SMITH
A WAYNE-FELLOWS PRODUCTION Screen Play by ERNEST K. GANN
Directed by WILLIAM A. WELLMAN
Music Composed and Conducted by Dimitri Tiomkin

SHOWING 3 DAYS
SUN., MON., TUES.
Nov. 21, 22, 23

Valley Theatre
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Will Open SATURDAY November 20

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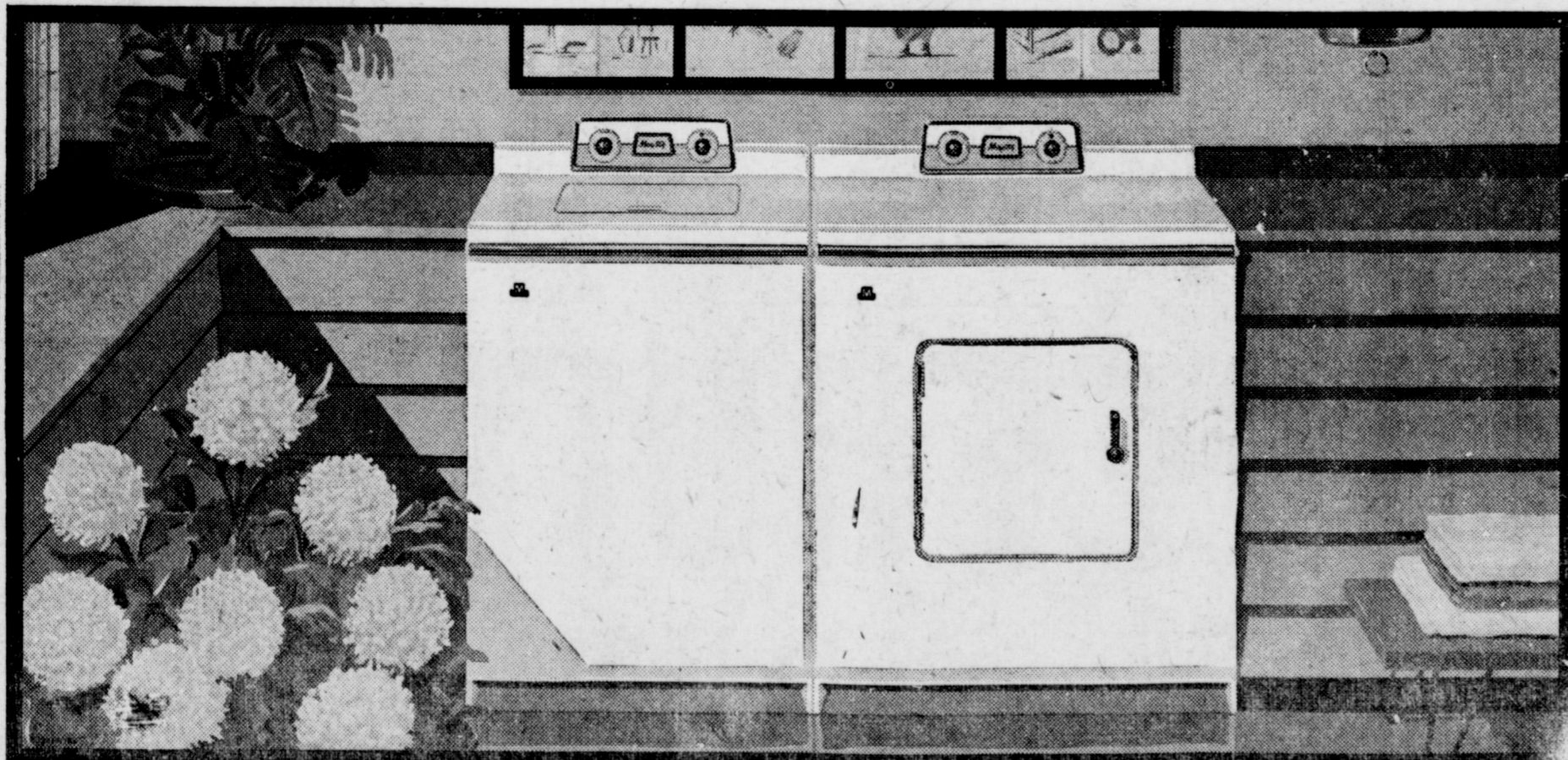
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the most beautiful Washer and Dryer you can own!



These are the Superomatics, Maytag's finest automatics.

Maytag's new Automatic Washer
saves water...suds!

Just set this Automatic Water Level Control for small, medium, or full loads of clothes. It automatically adjusts both wash and rinse water. Saves up to 9 gallons of hot water on small loads—11½ gallons total. Makes it practical, economical to wash clothes as they're soiled.



Maytag's new Automatic Dryer
floats lint away!

Revolutionary new drying principle floats lint and moisture down the drain. Means no venting is needed. Even heavy cotton shag rugs can be dried easily in one short cycle. Low, low temperature dries fragile fabrics with complete safety. Full-opening door.



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The continuation of the greatest story of love and faith in the history of entertainment...the soul-searching drama of what happened to Demetrius and "The Robe".

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DEMETRIUS and The GLADIATORS

IN GENUINE 4-TRACK, HIGH-FIDELITY MAGNETIC DIRECTIONAL STEREOPHONIC SOUND



STARRING: VICTOR MATURE · SUSAN HAYWARD
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TOMATO JUICE
46 OZ. CAN
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FANCY PINEAPPLE JUICE Libby's 46 oz. **29c**
LIBBY'S, 14 OZ.
DEEP BROWN BEANS ... 3 for 39c

LIBBY'S, SLICED OR HALVES, NO. 303 CAN

Peaches 5 FOR \$1

LIBBY'S BLUE LAKE, CUT, NO. 303 CAN
CUT GREEN BEANS ... 5 for \$ **1**

TALL CANS
PET MILK 2 for **25c**

KIMBELL'S

Mince Meat 9 OZ. BOX 19c

10 LB. SACK
GLADIOLA FLOUR ... **89c**

QUART
WESSON OIL **69c**

NORTHERN, 80 COUNT

LUNCHEON NAPKINS 2 FOR 25c

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GRAPEFRUIT JUICE

DELSEY BATH ROOM TISSUE 2 for **23c**

DURAND'S WHOLE, NO. 2 1/2 CAN
WHOLE SWEET POTATOES

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BAB-O CLEANSER ... 2 for **29c**

KIMBELL'S, 20 OZ. GLASS TUMBLER
PURE GRAPE JELLY **35c**

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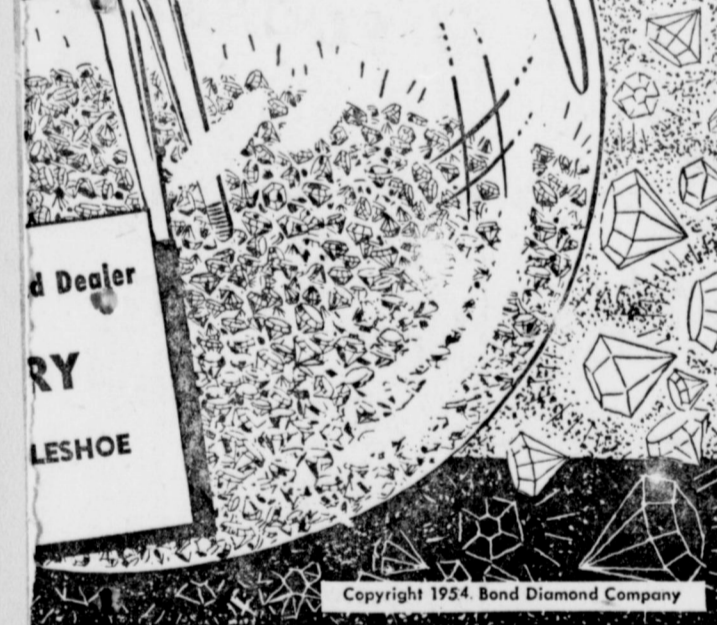
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1 lb. **19c**
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CELLO PKG. THISS MARSHMALLOWS **15c**
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ARMOUR'S STAR, 1/2 OR WHOLE
SUGAR CURED HAMS . lb. 59c
FRESH DRESSED
TURKEY TOMS lb. 55c
U. S. CHOICE
BEEF ARM ROAST lb. 47c



Your complete Thanksgiving Dinner from one store for less \$\$\$ than you think!

GUNN BROS. STAMPS DOUBLE ON TUESDAY

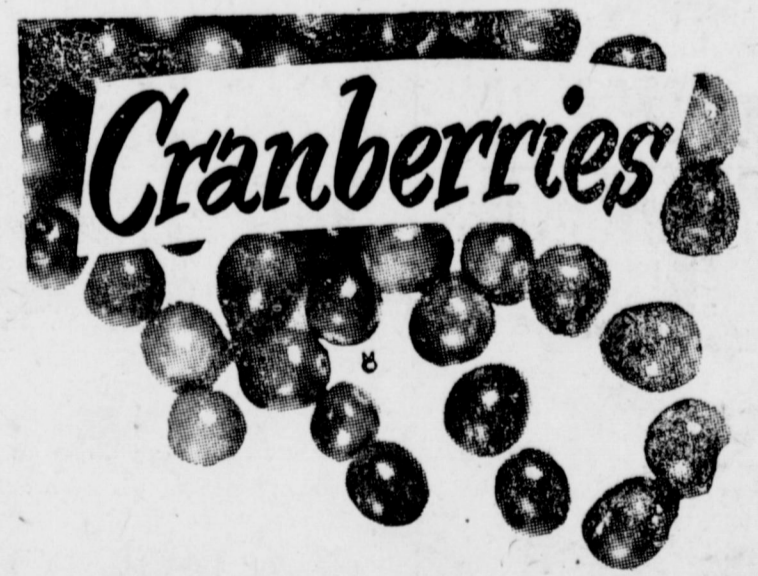
WE WILL BE CLOSED THANKSGIVING DAY.

FRESH DRESSED, BROAD BREASTED
TURKEY HENS LB. 59c

U. S. CHOICE **BEEF CHUCK ROAST lb. 45c** FRESH GROUND **HAMBURGER MEAT lb. 19c**

FRESH LEAN AND TENDER
Pork roast LB. 45c

FRESH DRESSED, 5 TO 6 LB. AVG. **HEAVY HENS 49c** | ARMOUR'S CLOVER BLOOM MED. AGE, WISCONSIN **CHEDDER CHEESE 69c**



1 LB. CELLO PKG.

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CALIFORNIA SNOW WHITE **CAULIFLOWER LB. 10c**
CRISP GREEN CELERY large stalk **15c**
LARGE SIZE EACH RUBY RED
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NOTICE: Have good used upright and spinet piano in this vicinity soon. A real buy for responsible parties, low terms on balance. Write Credit Dept., McBrayer Piano Co., 217 W. 6th St., Amarillo, Texas. 1-47-3tc.

WANTED: Stock pasture for cattle or horses. W. W. Branscum, Muleshoe. 1-48-4tc.

NOTICE: Anyone wanting burrs hauled. J. H. Hanks, 3 miles north Muleshoe, or see at Nickels Gin. 1-48-4tp.

WANTED TO RENT: One half section or more farm land, irrigated or dry. See O. C. Petree, 1 mi. west of Lariat on highway. 1-49-4tp.

COTTON STRIPPING Wanted: Have McCormick Deering Stripper, 20 bales of trailers. Call F. B. Thomas 5124, Muleshoe. 1-47-2tp.

WANT TO BUY: Good farm with water, not particular about improvements. Will trade good 6 room house, best part of Lubbock, 2 blocks of Tech. Phone 59673 or write Lee Allan, 2206 14th St., Lubbock, Texas. 1-46-1tp.

2. Lost and Found

STRAYED from my farm. Brown and white paint horse, 12 yrs. old. Johnie Haberer, Muleshoe, Star Route 1. 2-47-3tp.

LOST: 4 1/2 H. P. "Briggs and Stratton" motor, augur, and belt for grain loader. Somewhere in vicinity of Stegall. E. W. Kelton, Muleshoe, Phone 6799. 2-47-2tp.

3. Help Wanted

WANTED: Cotton to strip. 15-bale trailers. Inquire at Edward's Gin, or Blackburn Grocery. Herbert Nash. 46-3tp.

5. Apts. For Rent

FOR RENT: Furnished apartment. Private bath. Mrs. Lilla Melendy, 1218 Ave. E. Phone 7050. 5-46-1tc.
FOR RENT: Furnished apt. Entirely private. 1118 West 9th. 5-46-1tp.

8. Real Estate For Sale:

FARMS
● 80 acres, 3 bed room new home, 8" irrigation well. Well located, crop go if sold soon, priced to sell with crop.
● 160 acres, modern home, good 8" well, price \$225 per acre. \$17,000 cash will handle. If you plan to buy or sell, see us.

CITY PROPERTY
Houses and lots, Business and rentals.
EDDIE LANE
REAL ESTATE
Phone 6580 Muleshoe
Salesman JOHN ZAHN

Page 8 THE MULESHOE JOURNAL, Thursday, Nov. 18, 1954

For Fine Watches
For Expert Repair
— It's
LINDSEY JEWELRY

8. Real Estate For Sale:

C. L. "Happy" Dyer



"THE LAND MAN"
Of Bailey County
Muleshoe, Texas

- 160 A. Well improved, close in., \$338,000.
- 80 A. Nicely improved, good land, \$20,000.
- 640 A. Well improved, in water belt, \$225 per acre.
- 80 A. Best improved, well located place in country, \$40,000.
- Two, well improved 160 A. farms. Priced to sell.
- 130 A. Nicely improved. Two wells, on highway. Priced right.

We have some buyers for good 160 A or 320 A. So if you want to sell, give us your listings.

HAPPY DYER
— Salesman —
C. E. Briscoe & Judd Gaddy

Kelton Barber Shop
— BARBERS —
Omer Kelton Glen Wilson

FARMS AND HOMES FOR SALE

I have lots of farms for sale. If you are in the market to buy, see me before you buy. I am in need of some good smooth 160 A places. I have the buyers if you have the place and want to sell, give me a listing on it. I think we can make a deal.

I have nice homes in town to sell with good terms. I have trading property if you want to trade. See me before you buy or trade.

J. E. DAY
REAL ESTATE
On Morton Highway
Just North Of Courthouse
HOLLAND BARBER SHOP
— 3 Barbers To Serve You —
E. E. Holland
Johnny Henderson—J. W. Watts
We Appreciate Your Patronage

SEE US FOR:

- Irrigation Well Drilling, rotary or spudder.
- Water Well Drilling
- Irrigation Well Clean Out
- Irrigation well drilling deeper and set liner
- Casing perforation in well
- Pulling Casing
- Pump repair work, any make pump
- Gearhead repair and ratio change
- Pump installation and pulling
- Winch work
- Turnkey estimates on any job large or small

D. H. SNEED SUPPLY CO.
Distributors of Layne Pumps and Continental Red Seal Engines
Box 925 Phone 4107
Muleshoe, Texas

8. Real Estate For Sale:

● 640 acres, eight miles from Bovina, fair improvements, half cultivated, half grass. Price \$65 per acre.

● 640 acres, six miles from Bovina, all in cultivation, lots of improvements. Price \$125 per acre.

● 640 acres, five miles from Bovina about 500 acres in cultivation, two irrigation wells. Priced at \$150 per acre.

● 320 acres, eight miles from Bovina. Priced at \$65 per acre.

● 320 acres, four miles from Bovina. Priced at \$127.50 per acre.

● 160 acres, six miles from Bovina, nice improvements. Priced at \$160 per acre.

We have lots of good farms for sale, all sizes and will appreciate the opportunity of showing them to you.

O. W. RHINEHART
Bovina, Texas

FARMS & CITY HOMES FOR SALE
We have some good farms and nice city homes for sale. We need some smooth 160 A., and some 80 and 40 A., farms. If you want to sell, list your property with us.

M. E. FINLEY and W. R. CARTER
Real Estate
At Farm Bureau Office, Muleshoe
Office Phone 6480
Residence Phone 6252
8-40-tfc.

10. Farm Equip. For Sale:

NOTICE: J. I. Case hand tie hay baler with mower and rake for sale. See at Virgil Williams place, 1 mi. north, 1 mi. west Springlake. Price \$390. 10-46-2tp.

FOR SALE: Practically new 10 in. pump, 70 ft. setting. See Bay Wilson or O'Neil Rocky. 10-47-3tc.

FARM FOR SALE OR TRADE: 177 Acres, 8 mi. south, 1/2 east of Muleshoe. Burl Pierce, Box 272, Turkey, Texas. 8tp.

DR. B. Z. BEATY
Dentist
Office Hours: 9-12, 1-5
1314 West 1st.
Closed Saturday P. M.
Off. Phone 2040, Res. 5020

BOYD'S
Brake & Clutch Shop
Clovis, N. M.
Let Us Install Power Brakes In Your Car, Pickup or Truck. Bendix & Midland Power Brake Sales & Service
1101 W. 7th. Phone 4326

DR. B. R. PUTMAN
OPTOMETRIST
1208 East First St.
Muleshoe, Texas

The Journal Want Ads always gets results.

FOR SALE: One Johnson cotton stripper. Hans J. Hanson at Allison farm, 8 mi. east Muleshoe. 10-41-tfc.

FOR SALE: 1952 Model G John Deere tractor, fully equipped, excellent condition, used very little. Eee Ernest McNatt, West 2nd & Ave. J, Muleshoe. 10-47-2tp.

12. Household Goods:

USED UPRIGHT and Spinet piano Will sell to responsible parties on low monthly payments. Write Credit Dept., McBrayer Piano Co., 217 W. 6th St., Amarillo, Tex. 12-39-tfc.

I Am Representing CASEY CARPET CO.
I have a nice line of samples wool and cotton, and pads. Prices laid on floor by expert carpet men.
Call and See At
1208 East 2nd St.
Phone 5263
MRS. R. E. LUTTRELL
44-tfc

14. Property For Lease:

FOR RENT: Office rooms. Restroom, floor furnace, reception room. Well located. Ideal for real estate or insurance, and many other businesses. See Mrs. C. E. Lagne or Phone 4960. 14-46-tfc.

16. Miscellaneous:

ATTENTION!

Nice Stock of Groceries
Selection of Ivy and Rubber Plants
Open 6 A. M. 'Till 8 P. M.
— OPEN SUNDAYS —

PICK 'N PACK FRUIT STAND

LOCKER CALVES, fat and ready to go. 17c to 20c lb., delivered to locker. From Lazbuddie Gin, 2 mi. N, 5 east, 1 1/2 N. C. C. Graef. 16-50-6tp.

FOR SALE: Coke box, Dr. Pepper box and R. C. Allen combination cash register and adding machine. See at bus station. 16-44-tfc.

FAT CALVES For your locker: Will deliver, R. L. Fields, 7 miles south of Muleshoe. 16-46-3tp.

KIRBY SALES AND SERVICE: Repairs for all makes. Call Mrs. Julian Sewing Shop, 5180. 16-43-tfc.

FOR SALE: 2 bedroom home on pavement, large sleeping porch floor furnace, venetian blinds, partial basement, 914 west 3rd. Priced to sell. See Clarence Jones, Arnold Morris Auto Co. Call 6440 after 6 pm. 45-2tp.

QUICK SERVICE on Farm Loans. Auto Financing, Low Interest rates. Pool Ins. Agency. 16-43-tfc.

FORNEY ARC WELDERS: Factory representative, E. M. Golden, Rt. 1, Box 503, Phone 3-6340, Amarillo, Texas. 16-47-4tp.

BAB PARAKEETS: Young birds at \$2. All colors, cages \$4.50. See 250 Bird Aviary at H. H. Snow, Texaco Station, Enochs. 16-46-2tp.

LADIES AND GENTLEMEN, BOYS AND GIRLS:

We Invite You!

TO ATTEND OUR SHOWING OF THE

Oldsmobile for '55

IN OUR DISPLAY ROOMS

Friday, Nov. 19

YOU'LL SEE THE

NEW OLDSMOBILE "88"

Never so new as now . . . Never so far ahead! New power with the mighty new "Rocket" 202! New color . . . dramatic "flying color" patterns. Choice of refrigeration and adjustable seats. The regular "88" now finished inside as beautiful as the Super "88" and the "98" and you'll be amazed to learn that this thing of beauty can be bought for as little as \$2,500!

— VISIT US FRIDAY —

Johnson & Nix

PHONE 2940

MULESHOE

Business Adjustment

SALE

Dyer Hardware & Furniture Co.

Muleshoe, Texas

2-PIECE WOOL FRIEZE
Living Room Suite
Regular \$269.95
Now \$159.95
Platform Rocker
FOAM RUBBER NYLON COVER
Regular \$94.50
Now \$71.99

TV Chairs
FOAM RUBBER FULL SWIVEL
Regular \$79.50
Now \$67.99

DOMESTIC Sewing Machine
Blond Desk
Regular \$314.95
Now \$262.99

5-PIECE Dinnette Suit
Fornica Top
Regular \$149.95
Now \$119.99

Once In A Lifetime Prices
Like These. Everything In Our Store Is Down To Rock Bottom. Shop Early For Christmas And Save!
FREE DELIVERY
Easy Terms

1 Off 2 WALL PAPER

180 COIL Inner-Spring Mattress
Regular \$34.95
Now \$24.95

FOMEX MATTRESS
MATCHED SPRINGS
Regular \$149.95
Now \$119.99

THE DAY-NITE Sofa Bed
Nylon Cover
Foam Rubber Inner-spring
Mattress
Regular \$244.50
Now \$199.99

4-PIECE BLOND Bed Room Suite
Regular \$199.50
Now \$47.99

LANE Cedar Chest
Regular \$54.50
Now \$147.99

MONARCH DUPLEX ELECTRIC RANGE
Regular \$349.95
Now \$269.49

UNIVERSAL SWEEPER
With All Attachments
Regular \$99.95
Now \$69.99

Composted Burs

ARE NOW READY

Those Who Intend To Get Burs, Please Let Us Know Quantity Desired

Muleshoe Co-op Gin

A. W. Copley



Thanksgiving

HERE'S YOUR CORNUCOPIA*

This Store Will Be Closed Thanksgiving Day

NORTHERN, 80 COUNT BOX
NAPKINS 2 for 25c
PURITY, 12 COUNT PKG.
PAPER PLATES 17c

FLOUR Everlite 10 Lb. Bag **79c**

MRS. TUCKER'S, 3-LB. CAN PLUS 1 LB. FREE
SHORTENING **79c**

ASSORTED FLAVORS
JELLO ... **5c**

HUNT'S, NO. 2 1/2 CAN **APRICOTS** 25c
PILLSBURY, LARGE BOX **PANCAKE FLOUR** 33c
REAL PRUNE, 24 OZ. BOTTLE **PRUNE JUICE** 29c
LOG CABIN, 24 OZ. BOTTLE **SYRUP** 59c

OCEAN SPRAY STRAINED OR WHOLE, NO. 300 CAN
CRANBERRY SAUCE . **17c**

LUNCHEON K. P., 12 OZ. CAN
MEAT 39c
JEWEL, QUART BOTTLE
OIL 62c

SCOTT, 150 COUNT ROLL
PAPER TOWELS 22c
REMARKABLE, NO. 2 1/2 CAN
PEARS 33c
GIANT BOX
RINSO 57c
COMSTOCK, NO. 2 CAN
APPLES 29c

DEL MONTE, 14 OZ. BOTTLE
CATSUP 17c
NORTHERN
TISSUE 3 for 25c

VAL VITA, NO. 2 1/2 CAN **PEACHES** 25c
LIBBY'S, NO. 2 CAN, CRUSHED
PINEAPPLE 28c

DEL MONTE, NO. 303 CAN
FRUIT COCKTAIL . . **22c**

famous brand frozen foods

ORANGE JUICE Libby's Frozen 6 Oz. Can **12 1/2 c**

LIBBY'S FROZEN, 10 OZ. PKG. **CUT CORN** 15c
LIBBY'S FROZEN, 10 OZ. PKG. **BLACKEYE PEAS** 25c
LIBBY'S FROZEN, 10 OZ. PKG. **LIMA BEANS** 25c
LIBBY'S FROZEN, 10 OZ. PKG. **STRAWBERRIES** 25c
DOTTIE, FROZEN, 8 OZ. PKG. **COOKIES** 39c
DOLE FROZEN, 6 OZ. CAN **PINEAPPLE JUICE** 19c

fresh fruits and vegetables

CRANBERRIES Fresh 1 Lb. Box **17c**

CELLO CARTON **TOMATOES** 15c
CALIFORNIA **ORANGES** lb. 15c
HOME GROWN **LETTUCE** lb. 9c
LARGE PAPER SHELL **PECANS** lb. 49c
TOKAY, FRESH **GRAPES** lb. 10c



U. S. GRADED QUALITY MEATS

Cured Hams Half or Whole All Brands Lb. **59c**

SWIFT PREMIUM **SLICED BACON** lb. 69c
SELECT **OYSTERS** pint 89c
FRESH GROUND **HAMBURGER** lb. 19c

BROOKFIELD **LINK SAUSAGE** lb. 59c
10 OZ. PKG. **BREADED SHRIMP** 39c

TURKEYS Hens Baby Beef 8 To 14 Lb. Lb. **59c**

TOMS, BABY BEEF, 14 TO 16 LB. **TURKEYS** lb. 55c
U. S. CHOICE **CLUB STEAK** lb. 59c
PORK SHOULDER **ROAST** lb. 49c
CENTER CUTS **PORK CHOPS** lb. 69c

FRESH DRESSED
Hens Large Lb. **49c**

SWIFT'S PREMIUM **CELLO FRANKS** . lb. 49c
ALL MEAT **E & R BOLOGNA** . lb 39c
U. S. CHOICE **CHUCK ROAST** lb. 39c
FRESH SLICED **PORK LIVER** . lb. 29c



turkeys
ORDER YOUR HOLIDAY TURKEY NOW... HIGHEST QUALITY BIRDS... LOWEST PRICES!

LIBBY'S, NO. 303 CAN **PUMPKIN** 12 1/2c
GREEN GIANT, 17 OZ. CAN **PEAS** 22c
HUNT'S, NO. 300 CAN **SPINACH** 15c
JOLLY TIME, WHITE OR YELLOW, 10 OZ. CAN **POP CORN** 22c
WOLF, NO. 1 1/2 CAN **TAMALES** 19c
WOLF, NO. 2 CAN **CHILI** 49c

COFFEE Schilling's Drip or Reg. **99c**

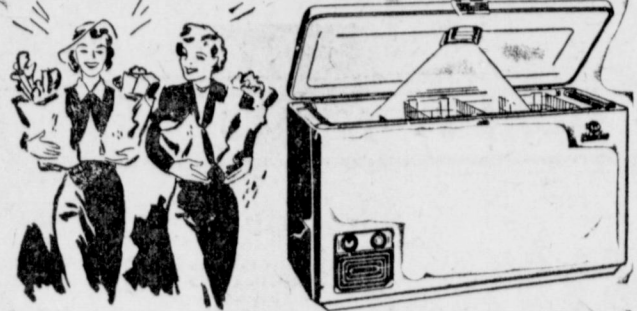
HEINZ **TOMATO SOUP** 3 for 35c
DEER, NO. 1 CAN **TOMATOES** 10c
CAMPFIRE, NO. 1/2 CAN **VIENNA SAUSAGE** 10c
LIBBY'S, NO. 1/4 CAN **DEVILED HAM** 20c

KLEENEX 300 Count Box **15c**



FESTIVAL of VALUES

Store Foods for Winter at low Summer Prices



COMPARE COST PER CU. FT. buy WHITE KING HOME FREEZER

This model provides the maximum amount of food storage space in a compactly designed cabinet — 15 cubic feet in a cabinet 64" long. It is ideal for those who require big freezer capacity to enjoy the economies of frozen foods.

15 Cu. Ft.
Regular \$379.95
On Sale For
\$299.95

B. F. Goodrich White King RANCH SIZE HOME FREEZER



Reg. \$504.95
Only Sale **\$399.95**

22 cu. ft. size

- Huge capacity — holds 790 lbs.
- Separate freezing section
- Balanced, easy-to-open lids

Ideal for large families — cuts food bills down, gives you more for your money when you buy it. Interior light. Baskets, dividers. Includes 5-year protection warranty.

Fits in Your Kitchen — Holds Loads of Food
B. F. Goodrich White King UPRIGHT FREEZER



15 1/2 Cu. Ft.
Reg. \$379.95

Now Only **\$299.95**

- Only 31" wide
- Convenient shelf space — even on door
- Stores 500 lbs.

If the ice cube space in your refrigerator is always crowded, you need this excellent freezer too. 5-year protection plan.

ESTATE ELECTRIC

Regular \$349.95, Only **\$195.00**

WESTINGHOUSE 9 FT. BOX

Regular \$286.95, Only **\$239.95**

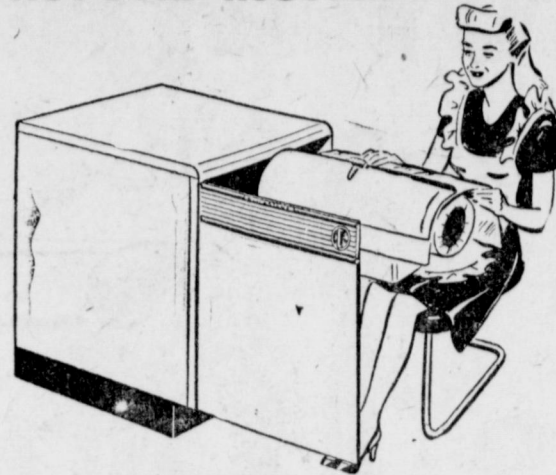
A REAL STEAL IN THIS BIG SALE

WESTINGHOUSE DEEP FREEZE

Regular \$414.00, Only **\$299.95**

NEW BLACKSTONE IRONER

Reg. \$186.95
NOW **\$99.95**



Blackstone Washer, Slightly Used



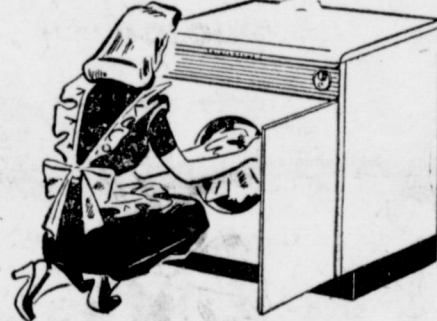
Reg. \$379.95
NOW ONLY

\$199.95

NEW BLACKSTONE DRIER

Reg. \$279.95
Now Only

\$199.95



Westinghouse Laundromats

NEW MODEL WASHER
Reg. \$299.95

\$199.95

WESTINGHOUSE DRIER

NEW MODEL
Reg. \$199.95
Special!

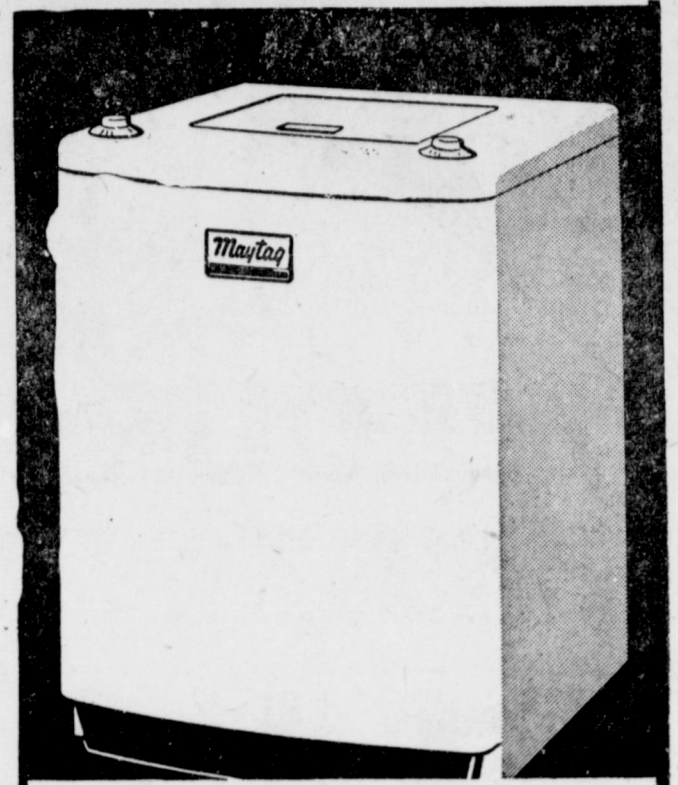
\$159.95

PLENTY GOOD USED NYLON TIRES FOR TRAILERS

"People believe in Maytag"

the **Maytag automatic washer**

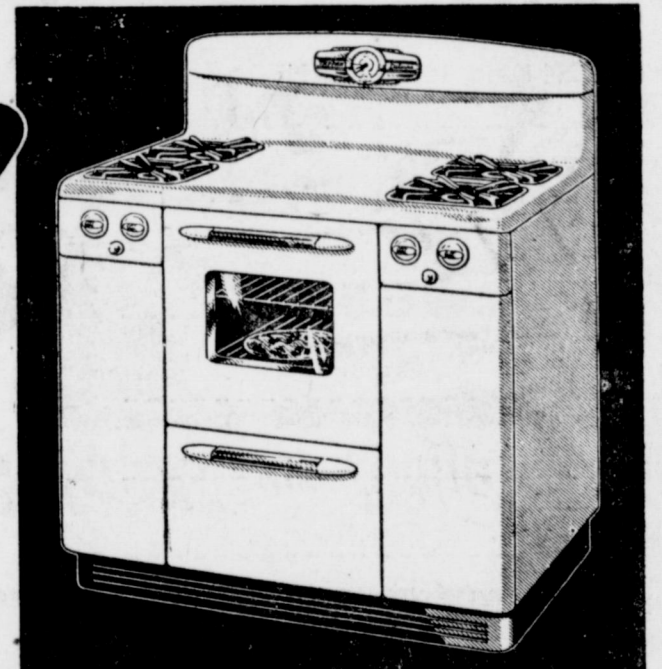
means **no half-clean clothes!**



SLIGHTLY USED ONLY \$199.95

this special **TAPPAN** gas range during

TAPPAN ANNUAL SALE



Here is your chance to get a big 30" range with these popular Tappan features:

VISUALITE OVEN WINDOW

LIFT-OFF OVEN DOOR

CLEAN QUICK SMOKELESS BROILER

ALL PORCELAIN DIVIDED TOP

REGULAR \$224.95
SPECIAL SALE PRICE \$179.95

See Our SPECIALS ON T-V SETS



RCA VICTOR
21-Inch "All-Clear" Picture Grained Mahogany Finish.
Reg. \$389.95, Now **\$295.00** Installed



RCA VICTOR
Lowest Priced 21-Inch TV of Famous RCA Victor Quality. "Easy-See" Tuning Dial. Ebony Cabinet Finish. Matching Stand Available, Extra.
Special \$199.95, Installed

Johnson - Pool

PHONE 7370

TIRE & APPLIANCE

MULESHOE

Over One Hundred Are Present For Friendship Night

Over one hundred members and visitors attended Friendship Night of the Muleshoe Eastern Star Lodge here Monday evening at the Masonic Hall.

The hall was beautifully decorated in a fall motif. Huge bouquets of fall cut flowers were placed at points of interest around the hall, while large baskets of fruit centered each of the tables. Served buffet style, a salad supper was enjoyed.

Mrs. Elaine Damron and Mrs. Hattie Ray Jones were in charge of the program for the evening. First on the agenda was Norvil

Howell, band director of Muleshoe High school, who presented several of his band students in a musical. Those taking part were: LaVon Copley, Linda Lou Lancaster, Butch Lenau, David Mathis, Tommie Thomson, Alva Lee Shofner, and Carl Adair.

Next feature of the program was a skit entitled "Little Red Riding Hood." Sam Damron, as narrator, chose his cast from the audience. Playing the part of little Red Riding Hood was Lou Green; mother was Elizabeth Harden; grandmother was Carolyn Herrington; and the wolf was John Thomson. The players were in costume and the skit was enjoyed by all.

Following the skit was a "movie quiz," with Wynnie Dunn in charge.

A letter was read from H. E. Musson, of Norman, Okla., form-

erly of Muleshoe, thanking the lodge for the lifetime membership they recently extended to him. Mr. Musson has been a lodge member for fifty-two years.

Mrs. Arnold Alcorn introduced Mrs. Beulah Carles as mother of the Lodge, and Judge R. J. Klump as father of the lodge. Aunt Ollie Pitton was recognized as the oldest person present. She is ninety-four years of age.

Lodges represented and the number present from each lodge are as follows: Morton, ten; Littlefield, four; Sudan, seven; Lockney, three; Earth, six; Friona, two; Bovina, three; Lubbock, two; Paducah, two; Olton, eleven; Hale Center, two; Euraka Springs, Ark., one; Canton, Okla., one; Portales, N. M., seven; and Norman, Okla., one.

Forty-five members of the Muleshoe Lodge attended.

THE MULESHOE JOURNAL

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

VOLUME 35, NUMBER 46

SECTION II — 10 PAGES

THURSDAY, NOVEMBER 18, 1954

The Journal's 1955 New Car Section

Myers and Carter Engagement Told



MISS EVONNE MYERS

(Photo by Cline)

Mr. and Mrs. Bud Myers are announcing the engagement and approaching marriage of their

daughter Evonne, to Temple Carter, son of Mrs. N. E. Carter, of Stephenville. The wedding will take place December 7.

Bridal Shower Given Honoring Mrs. George Neill

A "Come and Go" bridal shower honoring Mrs. George Neill, nee Miss Gay LaJuan Sanders, was held last Friday afternoon, November 12, at the home of Mrs. J. P. Miller, from 3:00 to 5:00 o'clock.

Hostesses were: Mmes. Owen Broyles, Dan Carzile, Finis Kimbrough, Robert Kimbrough, Horace Blackburn, O. C. Kirk, Ed Nickels, Bill Gaede, Bob Kimbrough, Raymond Gaede, and John D. Whipple.

Decorations were carried out in blue and white, the chosen colors of the honoree. The serv-

ing table was centered with a beautiful triangular arrangement of white gladiolus, giant white mums, and blue pompoms. Huckleberry vine sprayed with blue dye to match the pom poms, completed the lovely arrangement.

In the receiving line were the honoree and her mother, Mrs. Claude Sanders, both of whom had been presented with white carnation corsages. Spiced tea, coffee, and individual cakes iced with blue and decorated with white wedding bells, was served by Mrs. Bob Kimbrough and Mrs. Bill Gaede. Mrs. Ed Nickels presided at the guest register.

Some twenty-five guests attended the shower, and approximately seventy-five persons, who were unable to attend, sent gifts.

Gifts were on display in a bedroom of the Miller home.

Answering the demands of the American motoring public keeps automobile manufacturers hopping these days, and the results of their efforts to please the man behind the wheel are being shown in Muleshoe and all over the country this month.

This section of the Muleshoe Journal is devoted primarily to a presentation of the 1955 model cars, as they are being shown by dealers in Muleshoe. In these ten pages you will find pictures and descriptive reading, as well as advertising for the 1955 Buick, Chevrolet, Chrysler, Dodge, Ford, Oldsmobile, Plymouth, Pontiac, and Cadillac.

All the new 1955 model cars have distinctive new styling features as exterior selling points, most of them featuring a chrome or stainless steel strip down the side at waist level, with various other bright ornaments on the outside of the car bodies.

Improved engine performance is claimed by all the new cars, most of which have increased their horsepower beyond that of the 1954 models. Dual carburetion, and redesigned power plants follow the trend toward more speed and higher road performance so demanded by the motoring public.

But safety factors have not been forgotten either. All the new cars are featuring safety features which are designed to make today's modern high speed car a safer car to drive on the highways.

Interior trims and upholstery

are all new, designed to please the most fastidious, and from the lowest priced to the most expensive, the 1955 cars feature beautiful fabrics and trims to please the eye.

Power features, optional on most cars, include power steering, power brakes, window lifts, and power front seats.

Tubeless tires, for greater protection from blowouts are standard equipment on most of the new models.

The sports car and foreign car influence is felt in the design of the new models, with lower bodies, longer hoods and trunk lines, and wire wheels on some cars.

Color styling is another feature on the new models, most of which offer several styles of two tones, and some three tone combinations of the buyers choice.



PECAN PIE

Reputations are made with this luscious pecan-and-Karo filling!

Here's a conversation-making dessert, a pie that's a real stunner! Eyes light up, and requests for the recipe are sure to follow the first bite. Pecan Pie is a Southern heirloom recipe, so delicious that it has gained country-wide fame, simply on the strength of its mellow, luscious flavor. This easier-than-ever recipe makes it as simple to fix as a package dessert.

- 1/2 recipe pastry
- 2 eggs, beaten
- 1 cup Karo Syrup
- 1/2 teaspoon salt
- 1 teaspoon vanilla
- 1 cup sugar
- 2 tablespoons melted butter or margarine
- 1 cup pecan meats

Roll pastry 1/4 inch thick. Line a 9-inch pie pan. Mix remaining ingredients together, adding pecans last. Pour into pastry shell. Bake in hot oven (400° F.) 15 minutes; reduce heat to moderate (350° F.) and bake 30 to 35 minutes longer. *If salted nuts are used omit salt in recipe.

YOU AIN'T SEEN NOTHING YET

TILL YOU SEE THE NEW

1955 Mercury

— SHOWING —

Thursday, Dec 2

Murray Dial Motor Co.

1307 W. 1st.

PHONE 6640

MULESHOE



WE SELL AND SERVICE THE

TUBELESS TIRES

ON THE NEW CARS

AND THAT GOOD

PANHANDLE 94

OCTANE ETHYL GAS

FOR YOUR "8" CAR

HOLTS

PHONE 4880

MULESHOE



IT'S HERE NOW!

THE BIGGEST CAR OF THE LOW-PRICE 3



ALL-NEW

PLYMOUTH '55

COME IN TODAY! SEE IT! DRIVE IT!...The big swing is to Plymouth

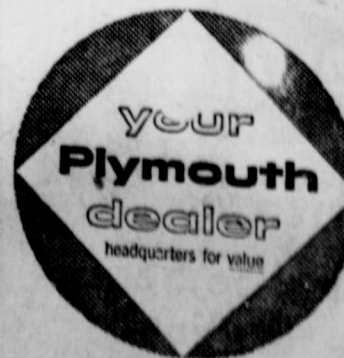
CHOICE OF TOP POWERPLANTS

- 177 hp... Hy-Fire V-8 engine with PowerPak†
- 167 hp... Hy-Fire V-8 engine
- 157 hp... Hy-Fire V-8 engine
- 117 hp... PowerFlow 6 engine

†4-barrel carburetor at low extra cost. All powerplants available with PowerFlite, Overdrive or Synchro-Silent transmission.

- Powerful new Hy-Fire V-8 and PowerFlow 6 engines
- New Metal-in-Motion Styling
- PowerFlite*... finest no-clutch transmission made, with Flite-Control Drive Selector on instrument panel
- New Full-View Windshield, swept-back, really lets you see
- Full-time Power Steering* • Wide-pedal Power Brakes*
- Tubeless tires standard *Optional equipment at low extra cost

Don't miss the Thanksgiving Day football classic; Detroit Lions-Green Bay Packers. See your Radio-TV listings.





FLOAT FULL OF FOOTBALL QUEENS

This attractive float won favorable attention in the Muleshoe Homecoming Day parade last Friday. From left to right on the float are former football queens Janice Gaede, Billie Ann Pence, Donna Nickels, Beverley Heathington, and Donna Wright, who was football queen this year. (Staff Photo)

Caldwell Speaks To Los Planos

Any program aimed at reducing automobile accidents and accident costs must find some way to get inside the driver's mind and make him a mature, socially responsible citizen while he drives an automobile. Mr. Ralph Caldwell, Lubbock insurance man told members of the Los Planos Study Club of Muleshoe at their meeting, Nov. 9, at the home of Cara Juan Schuster. Co-hostess was Betty Hopper.

Mr. Caldwell, representing the Southwestern Insurance Information Service of Dallas, said, "Studies of accident causes all tend to indicate that the mental attitude of the driver is the most important factor. They happen between the driver's ears. They happen in his mind."

He further pointed out that if the rate of killing by automobile follows its present, by 1982, we will be killing and maiming more persons than are born each year.

"There isn't time to educate you who are adults — you're too set in your driving habits. Concentration must be made on the youthful driver for two reasons. First, he is young enough and flexible enough to be a good bet for education. Second, the experience he is having indicates that unless we can get to the young driver fast, he won't survive to maturity," according to Mr. Caldwell.

He offered these suggestions to meet the young driver's problems. (1) Youth driver training courses in all high schools—not on a 'catch can' basis, by Dad, but training on a professional level educators; (2) Strict law enforcement at the policeman and judge levels must be insisted upon; (3) Licensing of drivers ought to be quite strict. It is much easier to get a driver's license than a gun permit — yet, guns kill only one person for every 100 people that are killed by automobiles. Maybe we should find out why we give an automobile to the man we deny a gun; (4) Periodic inspection — a thorough inspection of all automobiles will force drivers to keep their automobiles up to a minimum standard of maintenance.

"In traffic, we are immediately, endlessly, our brother's keeper. One little slip, one little inattention, a discourtesy a flash of anger, and our brother is dead," Mr. Caldwell continued.

Mr. Caldwell is Secretary and Claims Manager for the Western Fire and Indemnity Insurance Company of Lubbock. Mrs. Elaine Damron, president of the Study Club, presided over the meeting at which Mr. Caldwell spoke.

A report was given on the rum-

"SOME *Boxers* ARE BETTER THAN *Others!*"

— and so are some motor oils! So, to keep that engine really CLEAN — to keep those rings free in the grooves, AND keep those blistering-hot moving parts A-P-A-R-T — change to AMALIE, and change TODAY!

AMALIE
100% PURE PENNSYLVANIA MOTOR OIL

Muleshoe Service Station
Phone 4120 — Muleshoe

Rev. Shepherd Talks At Lions Club Meet

Rev. E. K. Shepherd, pastor of Muleshoe First Baptist church was guest speaker at the Wednesday luncheon meeting of the Lions club. Rev. Shepherd spoke briefly on the four things that make America a great country. He mentioned our government, our school system, the churches and our homes as contributing to our country's greatness.

A ladies night zone meeting will be held here in January, it was announced. The Lions club will present the program for the P-TA meeting Monday night.

LIBRARY NEWS
The Public Library has received several new books. Among them, "Mr. Maughan Himself", by W. Somerset Maugham; "Horses Heaven", by Chuck Stanley; "The High Road", by Mary Douglas Warren; "Murder Without Regret", by E. Louise Cushing; "The Lankhorn Empire", by Leslie Scott; and "Tidewater", by Warren Howard.

WEEKENDED HERE
Donald Harmon, student at Texas Tech, spent the weekend here with his parents, Mr. and Mrs. William Harmon and other relatives and friends.

VISITED IN AMARILLO
Mr. and Mrs. Byron Gwynn and Mr. and Mrs. Joe Walker and son, were in Amarillo visiting and shopping Saturday.

DOING FINE
Mr. and Mrs. Bill Collins visited last weekend in Marlow, Okla., with his mother, Mrs. M. F. Collins, who fell recently and broke her arm. Mrs. Collins said she was improved and getting alone just fine.

PAPER & Supplies at The Journal Office.

Pink And Blue Shower Honors Mrs. K. Burton

A lovely pink and blue shower was given in the home of Mrs. Myrtle Freeman Thursday afternoon, as a courtesy to Mrs. Kenneth Burton.

Assisting Mrs. Freeman as hostesses were: Lois Maddox, Alma Dean Mock, Geneva Freeman, Jane White, Marie Edmiston, Alice Burge, Lois Rundell, and Maxine Murrah. Yellow chrysanthemums and a tiny bassinet decorated the gift table. Mrs. Burton received many lovely gifts.

Delicious refreshments of cake and punch were served. Favors were little pink and blue diapers filled with peanuts.

Those present were: Mmes. Dempster, Cole, T. Berry, O. Testerman, E. Gatlin, Walker, Nowell, Burton, E. Baugh, A. Davis, and B. Burlsmith. Many who were unable to attend sent gifts.

HAVE NEW BABY
Mr. and Mrs. Clay Beavers arrived home Sunday. She had been visiting their son, Billy and wife in Ft. Worth, and Mr. Beavers had been in Oklahoma on business. Billy and wife have a new baby, whom they have named Billy David.

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College Students Present Program At Church Of Christ

An enjoyable program was presented at the Muleshoe Church of Christ, Friday evening, November 12, by young Bible students of Eastern New Mexico University, Texas Tech, and W. T. S. C.

Muleshoe was chosen as a central meeting place for the three groups, who were accompanied here by their instructors, Steve Eckstein, C. L. Kay, and Mont Whitson.

Following a devotional, talks were given on works of the Bible Chairs at the three colleges by the instructors. Each of the three groups of young students then presented an entertaining skit.

Approximately two hundred-fifty persons attended the program. Visitors were present from Clovis, N. M., Bula, Lariat, and Bovina. Song service was directed by Bob Page, Instructor of Music at E. N. M. U.

At the close of the program, refreshments of sandwiches, cake, spiced tea, and coffee, were served by ladies of the Church.

VISITED HERE
Mr. and Mrs. Hugh Cook of Enochs, visited here Sunday in the Roy Brashear home.

IS IMPROVED
"Happy" Wagnon, who is in the Taylor Clinic at Lubbock, was improved and feeling much better, it was reported Sunday evening.

SOCIAL SECURITY
A representative of the Social Security administration will be at the Postoffice in Muleshoe at 9:30 am, November 24 to assist the public in matters pertaining to Social Security.

UNDERWENT SURGERY
Mrs. Bob Knight underwent major surgery November 3, in the Plainview Medical Center. She is reported doing fine. Her sister, Mrs. Percy Parsons, of Post, has been visiting in her home.

FORMER RESIDENT, NOW FLIER, VISITS PARENTS

E. C. Petree, of Dallas, a former resident of this community, and his family visited here with his parents, Mr. and Mrs. O. C. Petree, of Lariat last week.

he served as a pilot during World War II. He kept on flying and now pilots a big commercial airliner for American Airlines, his route being from Dallas to San Francisco and return. Mr. Petree left here in 1942, entering the Air Force in which

CONTRACTORS' NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 23,754 miles of Gr., Strs. Base and Surfacing.

From Fieldton E. to FM 304; From SH 51, 3.0 mi. north of Littlefield, east 2.7 mi.; From road int. south to Springlake School; From FM 303, east to US 84 at Amherst; from Farmer C. L. south to FM 1760; From SH 214, 3.0 mi. North of Enochs, east to FM 54;

On Highway Nos. FM 1072, 2197, 302, 1928, 2190, and 2189, covered by S 1479 (1) R 1634-3-2, R 2090-1-1, R 886-1-2, R 1631-1-2, and R 2044-1-1, in Bailey and Lamb counties, will be received at the Highway Department, Austin, until 9:00 A. M., Nov. 23, 1954, and then publicly opened and read.

This is a "Public Works" Project, as defined in House Bill No. 54 of the 43rd Legislature, of the State of Texas and House Bill No. 115 of the 44th Legislature of the State of Texas, and as such is subject to the provisions of said House Bills. No provisions herein are intended to be in conflict with the provisions of said Acts.

In accordance with the provisions of said House Bills, the State Highway Commission has ascertained and set forth in the proposal the wage rates for each craft or type of workman or mechanic needed to execute the work on above named project, now prevailing in the locality in which the work is to be performed and the Contractor shall pay not less than these wage rates as shown in the proposal for each craft or type of laboring workman or mechanic employed on this project.

Legal holiday work shall be paid for at the regular governing rates. Plans and specifications available at the office of W. H. Garrett, Resident Engineer, Littlefield, Texas, and Texas Highway Department, Austin. Usual rights reserved.

45 & 46-2tc.

FROM DALLAS

Visiting in the C. J. McKnight home is their daughter, Mrs. Clyde Brown and daughter, Gail, of Dallas.

SUNDAY GUESTS
Guests in the home of Mr. and Mrs. Clyde Waggoner Sunday, were Mr. and Mrs. R. L. Clark and children Gloria and Beverly, of Amarillo; Mr. and Mrs. David Wyrer and children Brenda

UNDERGOES SURGERY
Mrs. Howard Elliott has been returned to her home here after undergoing surgery in a Lubbock hospital, and is recuperating nicely.

Not worth one cent to anyone but you!

And hard to replace in case of loss. Better get one of these for your valuable papers.

MULESHOE STATE BANK
Member Federal Deposit Insurance Corporation

It's got a "V" in its bonnet — or your choice of two new sixes!

The motoramic Chevrolet for '55

Great new **8**

Two new 6's **6**

It's the valve-in-head V8 as only the valve-in-head leader can build it!

You'd expect Chevrolet to out-V8 the field—and it has! Chevrolet's new "Turbo-Fire V8" puts a brand-new kind of excitement under your foot. The excitement of 162 horsepower! The excitement of an 8 to 1 ultra-high compression ratio that squeezes more pure fun out of a gallon of gas than you ever dreamed possible! The new "Turbo-Fire V8" is so efficient that it requires only four quarts of oil instead of the usual five or more. And it has the shortest piston stroke in the low-price field, for longer engine life. But we can't even begin to give you the whole story here. Come in and drive the new "Turbo-Fire V8!"

With enough new advances to fill a book!

Chevrolet offers two new highstepping sixes for 1955! There's the new "Blue-Flame 136" (teamed with Powerglide as an extra-cost option) and the new "Blue-Flame 123." Both bring you new, higher-rated power—the zippy, thrifty high-compression kind. Both have new, more efficient cooling and lubrication systems... new engine mounts that result in almost unbelievable smoothness. And, like the new "Turbo-Fire V8," both are sparked by a new 12-volt electrical system for finer performance and faster cold-weather starting. They're the liveliest, smoothest sixes Chevrolet ever put into a passenger car!

The Bel Air 2-Door Sedan—one of 14 new Fisher Body beauties in three new series.

More than a new car... a new CONCEPT of low-cost motoring (and much too good to miss driving!)

C. & H. CHEVROLET CO.
MULESHOE, TEXAS

Enjoy Good Movies Every Time At The **Valley & Palace** In Muleshoe

Box Office Opens 7:00 P. M.; Show Starts 7:15 P. M. — Saturday & Sunday 1:45 P. M., Continuous Showing —

Valley Theatre

| | |
|---|---|
| THURSDAY & FRIDAY Stewart Granger Elizabeth Taylor — IN — BEAU BRUMMELL | SUN., MON., & TUES. John Wayne Claire Trevor — IN — THE HIGH AND THE MIGHTY In Cinemascope |
| SATURDAY ONLY Tyronne Power Penny Edwards — IN — PONY SOLDIER | WED., THURS., & FRI. Victor Mature Susan Hayward — IN — DIMITRIUS AND THE GLADIATORS |

Palace Theatre

| | |
|---|--|
| THURSDAY & FRIDAY JOHNNY DARK —Starring— Tony Curtis Piper Laurie | SATURDAY & SUNDAY A WOMAN'S FACE —Starring— Joan Crawford Melvin Douglas |
|---|--|

MOTION PICTURES ARE YOUR BEST AND CHEAPEST ENTERTAINMENT

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 \$2.50
Out of Immediate Territory, 1 Year \$3.00

J. M. FORBES Publisher

HOUSING NEEDED

The population of a community is simply the number of people LIVING in that community no more, no less. A community is judged for size, not on the square miles within the corporate limits, but on the population therein. A growing community faces a twofold problem. New businesses to bring in more workers who will have payroll money to spend in the community, PLUS housing for these people.

It is difficult to believe that a community can hope to grow in population unless housing is sufficient to take care of any increase in population.

Muleshoe, with all its potentiality and possibility, is woefully lacking in housing. Both homes for sale, and the equally important and necessary homes for rent, are in extremely short supply.

Breadwinners of families think twice before accepting positions in a town which cannot furnish them with a place to house their family and settle down. A citizen cannot hope to take an active part in civic and church affairs unless he can have his family with him to join in such activity.

There is no cure-all for the growing pains that a community such as ours face, but the need for housing is so apparent here, and the building of additional housing for sale and to rent would relieve, at least in part, one of the sore spots.

The Journal does not undertake to solve the problem, merely to call it to the attention of the public, which is most intimately concerned.

We all want our community to grow. Let us make it possible for it to grow.

Labor Supply OK In Co., TEC Says

With the cotton harvest 40 per cent complete this week, the Texas Employment Commission has announced that no shortage of harvest hands exists in Bailey county.

The TEC said that approximately 15,720 bales have been

ginned in the county to date, and that gins are working 20 hours daily to keep up with the harvest.

Price for pulling, weighing and hauling remains steady.

TO MIDLAND

Mr. and Mrs. Claude Sanders visited in Midland Sunday with their daughter and son-in-law, Mr. and Mrs. George Neill.

BABSON DISCUSSES— Advertising and Mergers

Babson Park, Mass., Nov. 18—There are several reasons for the present epidemic of mergers. In some cases, taxes are the chief consideration; in other cases they are to reduce costs; and often the cause is to secure additional financing.

IMPORTANCE OF ADVERTISING

But one very potent cause is to be able to afford more advertising, which—in this very competitive era—is the life of trade. To understand what I mean, let me remind readers that a full-page advertisement of television sets in this or any other newspaper would be the same price to the great Radio Corporation of America as to some new small company which might be manufacturing a better TV set. In the case of a 2-page color spread in LIFE MAGAZINE the price would be approximately \$50,000 for one week! This is a drop in the bucket to R. C. A., but it is a cost which small companies cannot meet.

This is a problem not only to the small company, but also to a medium-sized company with several products to advertise. Successful advertising depends upon continuous advertising. With one product that is far more practical, more efficient, and much less expensive. Let me illustrate by referring to two good but competitive candy products.

LIFE SAVERS VS. NECCO

The Life Savers Corporation has practically only one product, with which every reader is acquainted and for which the company appropriates annually about \$1,000,000 for advertising. The New England Confectionery Company (trade name Necco) has 20 different products. This means that if Necco should appropriate \$1,000,000 for advertising, this would need to be divided by 20 products. No one of the 20 products might get enough advertising to enable it to be profitable. In fact, by one law of advertising, each product would get only 1/20th of the result instead of 1/20th. This can be remedied only by a reduction in the number of items, or by a consoli-

dation with other candy manufacturers.

Of course, Life Savers would not consider such a consolidation. A merger would have to be with a candy company having similar competitive difficulties but duplicate manufacturing facilities. Then, two competitive products could be marketed under a joint name—without any loss of good will. The machines which were the most efficient would be used for manufacturing the products,—working on two or three shifts of labor. Operating expenses would be greatly reduced, while each product would get double the present advertising allotment.

WHAT ABOUT STOCK MARKET PRICES?

I am continually asked why the stocks of some companies—like General Electric, for instance—sell so much higher than stocks of some smaller electric companies which are not well known but may perhaps make a better product. I do not know all the answers to this question, but this I do know: The price of the stock of almost all companies (Hershey is an exception) parallels closely the amount spent upon advertising.

Not only do large advertising appropriations create more business and more profits, but investors like to buy the stocks of companies which they see advertising each week. This not only applies to the prosperity of individual companies; but also to the prosperity of the nation as a whole. When national advertising falls off, business falls off and unemployment increases. I forecast that the day may come when the government will subsidize advertising during a business depression.

WHAT ABOUT MERCHANDISING?

Not only will we see many more mergers amongst manufacturing concerns, but the epidemic will spread to retail stores. Drive down the business street of any city and—with a critical eye—notice the vast number of small retailers. Eighty per cent are barely making a living.

Saved From The Round File by Carroll Pouncey

With obese obeisance this column blushing assure that wizard Wes Izzard, that from henceforth and now on, no more "if you remember when" items will appear in this column. It was all done through our failure to read the daily papers, we guess, and any similarity to living characters was purely accidental.

There seems to be a good bit more than somewhat confusion concerning the publisher and editor of this family chronicle. We refer to the fact that our genial PUBLISHER, J. M. Forbes is thought to have relinquished The Journal to new hands. This just ain't so.

The perpetrator of this column, one C. Pouncey, by name, is nothing more than the EDITOR of the news side of the paper. Mr. Forbes, whose name appears each week in the upper left hand corner of this page, is still owner and publisher of The Journal. The writer is a hired hand, who, capably assisted by Dorothy Giles, tries more or less valiantly to garner enough news items each week to go around all the fine advertising that Mrs. Irma Willis so capably lays out and sells to Muleshoe's most enterprising merchants.

This newsboy does not own one jot or tittle, as the saying goes, of the Journal, nor, we suspect, ever will we. Having once been publisher of a small weekly and still smarting from the slings and arrows of that outrageous fortune, we have absolutely no desire whatsoever to again experience the pangs of newspaper ownership. Just being editor of the news side is bad enough most weeks.

Steve Matthews was telling the other night about how things have changed. In the course of his talk, Matthews said he walked two and a half miles to school every day when he was a boy. He then remarked that most adult males of this day and age like to tell how they too, walked two and a half miles to school every day.

Makes you wonder, Matthews mused, why they didn't build

When depression comes, the mortality amongst retailers could be great.

Therefore, I urge retailers to consider mergers. This especially applies to shops which carry the same items and are near one another. Retailers who have no free parking space nearby will be the first to merge. Bankers reading this column could be very helpful in bringing these needed mergers about. One closing thought: Read your Bible—Proverbs, Chapter 16, Verse 18. This gives the cause of most business failures.

SAND HILLS PHILOSOPHER— Amazed At Income Tax Collector's Idea On Judging Neighbor's Income Tax

Editor's note: The Sand Hills Philosopher on his Johnson grass farm discusses incomes this week, a matter mostly theoretical with him.

Dear editor:
It has long been my observation that some men are almost up on the feminine level when it comes to being curious about how much money other men make, and the current controversy over the new-fangled method of sending out income tax forms has emphasized the point.

As you know by now, the government has designed a system of easy handling of income tax notices, with colored stripes around the outside of the envelopes indicating what income bracket the taxpayer is in. While this makes it easy for the government clerks in sorting out the notices for mailing, it also gives people a chance to observe what income bracket their neighbors are in and it's this point which has set up a howl throughout the country. Lots of people contending notices ought to be sent in plain envelopes so nobody can tell what bracket they're in.



In answering this complaint, Internal Revenue Commissioner Andrews in Washington said it was a lot of political nonsense. "In the first place," he said, "I don't know of anybody who cares who knows how much money he makes," which, if you ask me, indicates Mr. Andrews doesn't know the same people I know.

But he didn't stop there. He went on to say: "If people want to go snooping, they'll find out anyhow. There are a thousand and one ways to approximate a person's income — by the way he eats, dresses, the number of children he supports, the auto-

schools a little closer to SOMEBODY'S house!"

Most of us suffer from a common disease known to the elect as Vicarious Vertigo. This ailment affects most of us when a famous personage is mentioned in our presence. We immediately are seized with an attack of VV, and blurt out some nonsense about how well we know so-and-so, or tell how we almost got to shake hands with him once, or some such folly.

Can't tell why we do this, but it does do something for the ego, we suppose, and lord knows, in many sufferers from VV, a little ego bolstering goes a long, long way. You too, huh?

You have no doubt heard the statement made by some pompous person, "I make such and such a statement without fear of successful contradiction."

Have you ever noticed how unhappy both parties are when someone does successfully contradict the speaker?

Although the sound and fury of the recent elections has died down for the nonce, it would do no harm to remind you that nothing so infuriates a politician as to discover that the opposition is playing politics.

mobile he drives."

When I read this, I had to get up and walk around the room to make sure I was reading it right.

If there's any way to tell what a man's income is not, it's following the plan Mr. Andrews outlines. Some of the best dressed people I ever saw owed the most money and had the least chance of ever paying it back. Any banker who set out to judge a man's income by the clothes he wears, or the clothes his wife wears, wouldn't be in the banking business long. Drivin' a long automobile these days ain't no more of an index to your income than owning a television set or an inner-spring mattress. Judging a man's income bracket by what he eats is about as accurate as estimating the size of his house mortgage by the way he trims his lawn or by the color of his bathtub. And as for judging a man's income by the number of children he has, I tell you, that floors me. Maybe it can be done in Washington, but it sure can't out here in my neck of the woods.

By the way, yesterday mornin' in a man in a new 1955 convertible stalled on the road out here near my place and asked me to lend him a dollar to get some gas with. What income bracket you reckon he's in?

Yours faithfully,
J. A.

TO PORTALES

Mr. and Mrs. L. L. Estep and Mr. and Mrs. Don Sanders visited Sunday in Portales, N. M., with Mr. and Mrs. "Son" Estep. Also visiting there was Mr. and Mrs. Kenneth Estep and son Randy, of Hobbs, N. M. Mrs. Estep and Randy came out to Muleshoe with her father and mother-in-law to spend the week while her husband plans to spend the week hunting deer.

November 13 is National 4-H Achievement Day. Membership in this rural youth organization now numbers more than 2 million and more than 120,000 are in Texas. 4-H is conducted as the youth part of the program of the Agricultural Extension Service. Join the 4-H members in your area in their achievement observance.

A cow nursing a calf will need about 60 pounds of corn or grain sorghum silage or 20 pounds of Johnsongrass hay fed with two pounds of cottonseed meal or cake daily for winter maintenance.

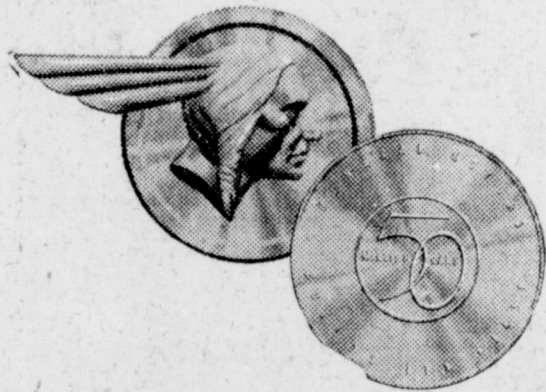
December 14 is the day cotton producers will vote in a referendum on the cotton marketing quota question.

The old timer says that of all the reasons for not buying something nowadays, the least important seems to be that you can't afford it.

Roughage in some form should be available to livestock at all times. This doesn't necessarily mean it must be of the highest quality but the higher the feeding value the better. Roughages very low in nutritive value can be fed with success if supplemented with about 2 pounds of cottonseed meal per day.

From know-how gained in building

50 MILLION CARS



comes an all-new General Motors masterpiece

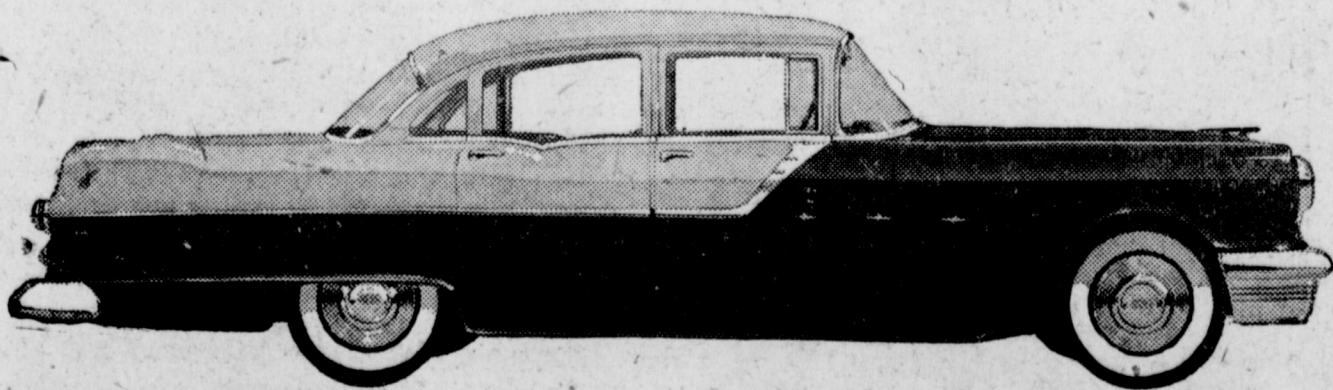
PONTIAC FOR '55

The 1955 Pontiac is getting a royal welcome. "It's hot," they're saying, "the hot car of the year." And no wonder! With its Vogue Two-Tone styling and Strato-Streak V-8 engine, Pontiac wraps up more beauty, luxury, size and power than a like amount of money ever bought before. The price is near the lowest, but the car is way out front in everything that makes an automobile great.

The reason lies in the achievement General Motors is now celebrating—the vast experience gained in building 50 million cars. Research experience that uncovers what you want and need. Design experience that creates new trends. Engineering experience producing more dollar-for-dollar quality year after year.

That's the background of this All-New General Motors Masterpiece. Come in, drive it, and find out what it means to you. Let your own eyes tell you that here is the smartest car on the highway. Let your own hands report the new handling perfection brought about by recirculating ball steering and other advancements in the all-new shock-proof chassis. And let the great new Strato-Streak V-8 whisper its tale of getaway, response and compelling power that make driving a brand-new experience.

Then let us tell you about Pontiac's new thrift and reliability—and how little it costs to buy this future-fashioned beauty. Come in soon and get the exciting facts!



(SPECIAL GOLDEN CARNIVAL OPEN HOUSE THIS WEEK END. COME IN FOR A STRATO-STREAK RIDE!)

LADD PONTIAC

HIGHWAY 70 & 84 — MULESHOE

PHONE 3080



Good Service and a Good Deal on Mortgage Loans

Once you've decided on a home, you naturally want to know how you can finance it most economically and conveniently. Here, home loan rates and terms are worked out to your best advantage.



OF CLOVIS, N. M.
IN MULESHOE & IN EARTH
FOR INFORMATION SEE
MILDRED DAVIS
Western NFLA Building

Attention

AMERICAN SECURITIES INVESTMENT CO.

Offers For Sale, 500,000 Shares of Common Voting
Stock To Residents of TEXAS Only

— IN —

TEXAS GULF INVEST. CORP.

(A Texas Corporation)

PRESENT PRICE — \$7.50 PER SHARE

In Interested In A Sound Investment, Contact

Your LOCAL Representatives For Additional
Information

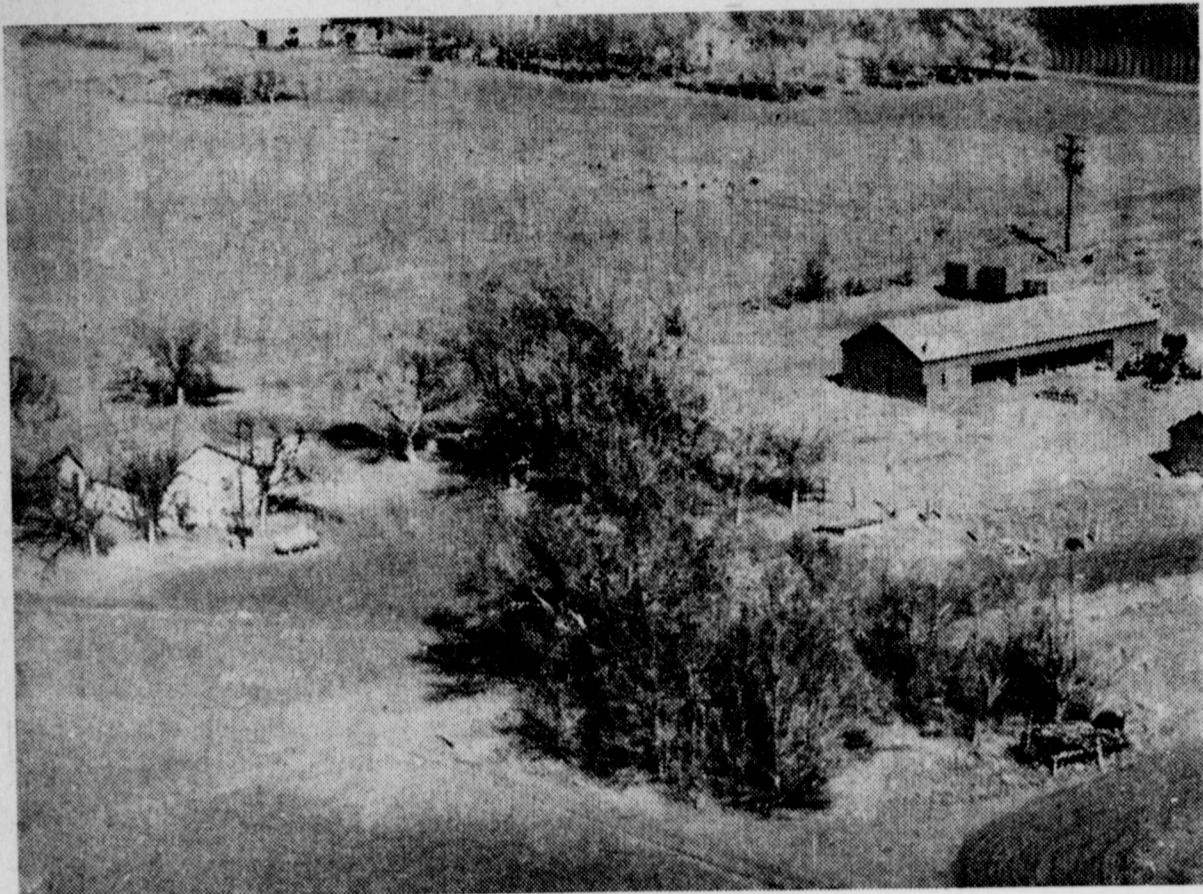
HULAN F. BASS
Box 735
Phone 2880

M. F. (Buddy) BLACKMAN
Box 395
Phone 2850

Muleshoe, Texas

This Weeks Mystery Farm

CAN YOU IDENTIFY THE MYSTERY FARM? If you are the first correctly to identify the farmstead pictured below, you will be awarded two tickets to Cox Drive-In Theatre in Muleshoe. Watch The Journal each week for a picture of an attractive farm home of the Muleshoe country.



Just phone The Journal and inform us where you live and whose farm you think this is. There will be two tickets each for the first out of city dweller and the first city resident to telephone or call at this office. Phone 5400 and 7220.

Refugee Families May Be Brought To America Under Resettlement Act of 1953, Progress Minister Explains

By Carol M. Jones

Are you acquainted with the problems of the refugee? Are you concerned for his welfare? Would you like to help a family that has lost everything through no fault of their own find a new home and security in this land of promise? Here is the problem and how you can help.

As a result of the Soviet occupation and control of so many of the nations of Central Europe there began in 1944 the greatest migration of humanity known to history. Some 16,500,000 people poured out of Poland, Czechoslovakia, Hungary, Yugoslavia, Rumania, and the smaller Baltic countries into West Germany in the short space of two years. And the stream of refugees did not stop then. It only slackened. It continues even today, to a much lesser degree.

These millions leaving their earthly possessions behind fled to a country that already was prostrate in defeat — to a land that was not able to shelter its own people. In spite of the help from the Allied Command, the situation was impossible. It is safe to say that at least 3,000,000 people have died in this barbarous depopulation of the conquered territory. The inhuman persecution and the suffering of that period need no recountal here.

It is sufficient to say that the West German people with some assistance from overseas relief has accomplished a monumental feat in absorbing millions of these refugees. One great housing project after another has been completed. Many millions of jobs have been opened up to these homeless people. The situation is immensely better today, but the problem remains staggering. Millions are still living in refugee camps. In some instances whole families have lived in a single small room for as long as ten years. They have scarcely lived. They have simply existed.

Now the problem boils down to this. The German people cannot carry the whole load. Nevertheless, the government has set itself to the task of eventually rehabilitating all who wish to remain in Germany. It has in-

ited other nations to help particularly with those refugees who are not of true German culture.

Here is where you may enter the picture. The United States under the Refugee Resettlement Act of 1953 opened its doors to 214,000 of these refugees. That does not mean that 214,000 homeless people are simply moved into our country overnight. In order for a displaced person or family to take advantage of the opportunity they must be sponsored by a citizen of the United States. This sponsorship includes housing, the assurance of a job, and the guarantee that the sponsored party will not become a public charge.

Many of the refugees are skilled workmen. Some are farm people. All of them who are allowed to come undergo very careful screening for character and adaptability. The sponsor also

has the opportunity to study the case history of the refugee and exercise considerable choice in making a selection.

The sponsoring party is further protected in that a church denominational agency will co-sign the required assurances. Changes can be made if dissatisfaction arises. Church World Service acts as the intermediate agency for all cooperating Protestant churches. However, religious affiliation is not a factor in the problem.

Surely the generous people of the Muleshoe area so blessed with this generous harvest will consider the plight of those who so eagerly wait with hope the thrilling news, "you have a sponsor!" Suppose you were an unfortunate displaced refugee! What would you want some big-hearted Texan to do?

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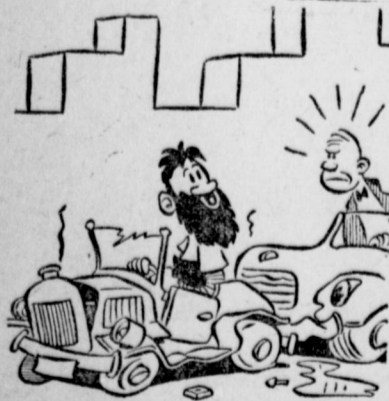


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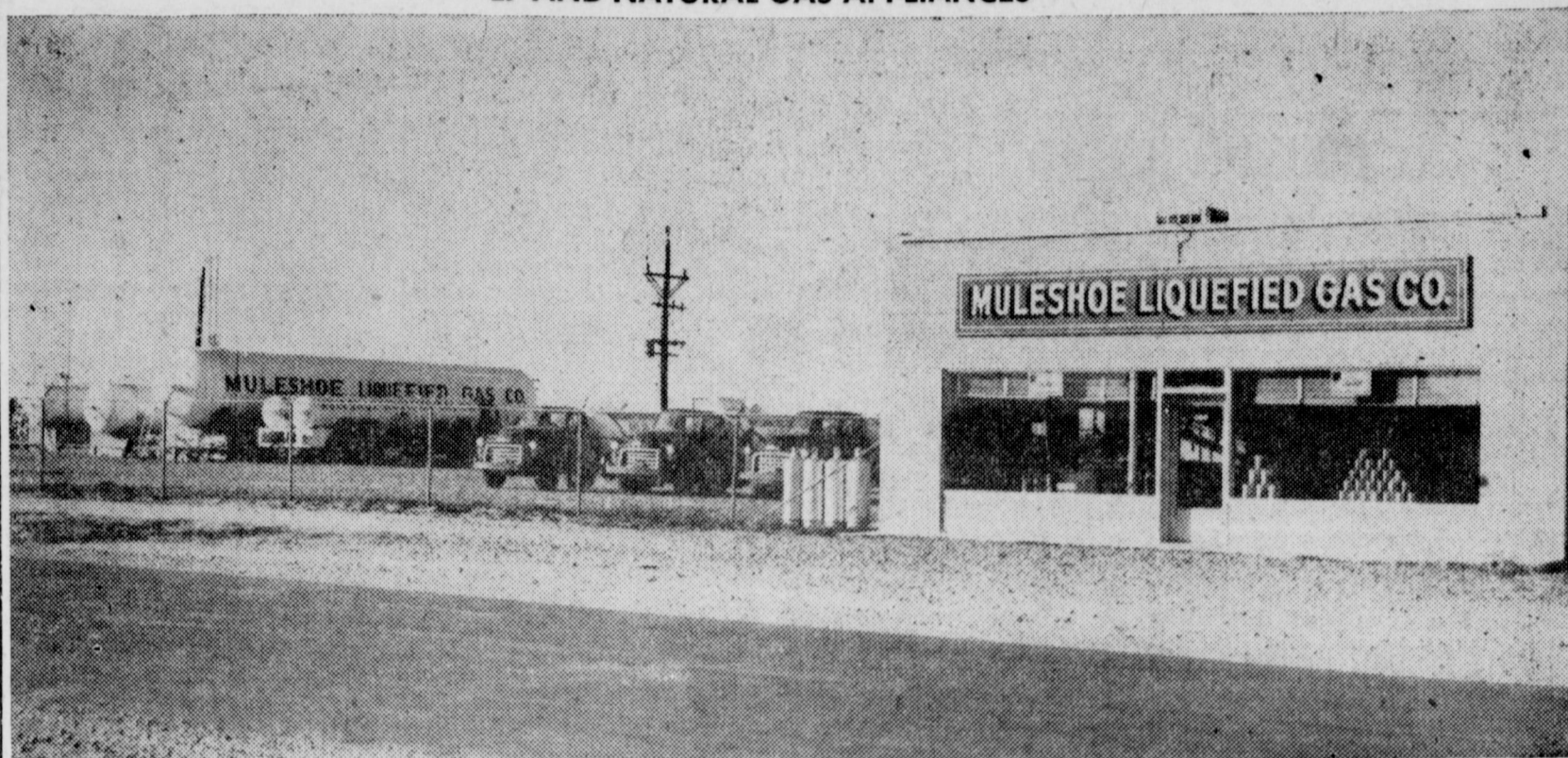
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Muleshoe Liquefied Gas Co.

MULESHOE

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TEXAS

Dodge has done it!

Flair-fashioned...and alive with beauty!



New Dodge Custom Royal V-8 4-Door Sedan with 183-hp. Super Red Ram V-8 Engine—Extra-Powered to 193-hp. at slight extra cost.

New '55 DODGE at your dealer's now!

For months the word has been getting around: "Dodge has done it! Wait and see!"

Now the new '55 Dodge is here . . . and the promise is fulfilled. You'll know it from your very first glimpse of its sleek silhouette—longer, lower, and far more beautiful than anyone dreamed!

Here is a car that captures the flair of the future in the bold forward thrust of its hood, in the sweep of its rear deck and twin-jet taillights.

Here is a car that introduces the new outlook in motor car styling, with a swept-back New Horizon windshield that surrounds you in a glass cockpit.

Here is the car of a hundred surprises, whose taut and eager beauty is matched by exciting new developments that put the future at your fingertips.

Dodge has done it! See the new '55 Dodge today.

Dodge flashes ahead in '55!

Dodge Dealers present: Danny Thomas in "Make Room for Daddy," ABC-TV; Bert Parks in "Break The Bank," ABC-TV; Roy Rogers, NBC Radio



ARNOLD MORRIS AUTO CO.

PHONE 7150

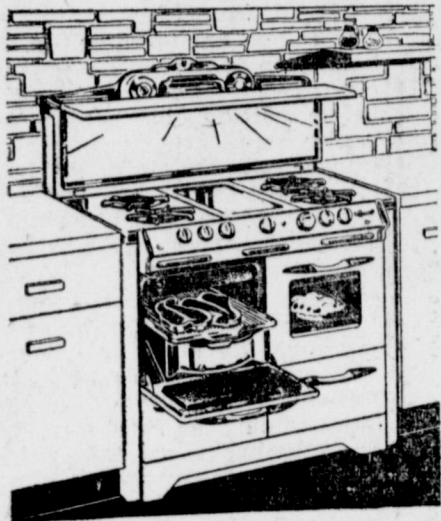
1012 Main St.

MULESHOE

Sixth Annual



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Army To Release Some During Christmas Season

Army personnel whose release from active military service would normally take place during the Christmas-New Year period will, with some exceptions, be separated between December 13 and 17 in order that they may spend the holidays at home, the Department of the Army advised Fourth Army headquarters.

Officers and enlisted men who returned from overseas and are scheduled for separation during the holiday season period will be separated as soon after arrival as possible. To preclude overseas returnees from reporting for reassignment during the Christmas

holiday period, leave for this period has been authorized. The release policy applies only to personnel scheduled for separation during the December 13 to 17 period who are in the continental United States or its territories. Early departure from overseas stations to meet provisions of the policy is not authorized.

Ben Choate Now In Navy School Plan

Attending the U. S. Naval Electrician's Mate School at San Diego, Calif., is Ben L. Choate, fireman, USN son of Mr. and Mrs. W. L. Choate of Muleshoe.

During the 14-week course the student is taught the repair, maintenance and operation of all modern Naval electrical equipment.

Additional studies include the preparation and use of electrical blueprints and wiring diagram.

Advanced Design For 1955 Dodge Models On Display Now In Showrooms of Arnold Morris Auto Co. Here

The 1955 Dodge passenger car line, an advanced concept in automotive body design, will be introduced this week in Arnold Morris' Auto Co., showroom in Muleshoe.

Arnold Morris explained that car stylists have blended aircraft sleekness and power into a "design of refreshing beauty."

He revealed that Dodge engineers have incorporated over 100 structural and mechanical innovations in the longer, lower and wider 1955 line. He said all four-door sedans have a distinct touch of hardtop styling.

Offering three series—the new luxurious Custom Royal, the richly appointed Royal and the classic Coronet — the '55 Dodge has a built-in look of action, resulting from its swept-back design.

Performance to bear out the air-slicing swiftness in styling is provided by a wide choice of engines — the "Get-Away Six" developing 123 horsepower, the all new Red Ram V-8 rated at 175 horsepower, the Super Red Ram V-8 at 183 horsepower, and the super-powered Super Red Ram V-8 at 193 horsepower.

Morris announced another automotive first for Dodge in the introduction of three-tone combinations on Dodge Lancer hardtop and convertible models. These multiple-tone paints accent the flair styling and permit exciting new combinations in exterior color design.

From front to rear the 1955 Dodge conveys an impression of classic, clean-lined simplicity. A

feeling of streamlined flight is embodied in the car from the twin-opening grille to the twin-jet taillights.

All 14 models have increased wheelbase of 120 inches. Overall length is increased by as much as 16 inches on some models, but the cars appear even more lengthy due to Dodge's flair styling.

Moving from the massive chrome grille is a dashing V-type hood ornament, accenting the low, sweeping hood and fast line of the front fenders. Chrome hoods over headlights further emphasize the impression of forward motion.

"New Horizon" windshields wrap around at both top and bottom of the glass for improved and safer vision. The windshield provides cockpit-like visibility for driver and front seat passengers.

The "tumble home", or inboard slant of the car's sides above the belt line, creates an appearance of low, road-hugging massiveness. Doors, too, are new and different — perky cut back, but wider for easy entry.

Novel treatment of flared rear wheel openings provides a speed-enhancing style feature. The rear deck continues the theme of motion, while increasing usable trunk space by two cubic feet to 37.6 cubic feet with spare tire installed.

Inside, the 1955 Dodge control panel can be compared to an airplane pilot's flight control panel. Dials are placed in a row before the driver and clustered under an "eyebrow" to reduce glare.

The wider interior is flair-fashioned in harmonious color blends. Easily-cleaned Corda-grain is combined with exclusive double-patterned Jacquard seat cloths. Door panels are dramatically decorated with two-tone color designs and chrome, complementing the new Dodge upholstery and trim.

Morris pointed out that along with the new Dodge engines, the gear selector lever for PowerFlite transmission will share the spotlight as a major mechanical innovation.

The Flite Control Lever is mounted on the control panel. Conveniently located to the right of the steering wheel, the lever glides easily into each driving range.

Morris revealed that the Custom Royal series incorporates a Super Red Ram V-8 engine of 182 horsepower and compression ratio of 7.6 to 1.

A super-powered Super Red Ram V-8 develops 193 horsepower through use of four-barreled carburetor and dual exhaust system. books during A. A. A. test runs virtually rewrite the record Royal and Coronet series have a completely new Red Ram V-8 engine of 175 horsepower. A short stroke, overhead valve engine of 270 cubic inch displacement, it is capable of sustained high torque over a wide speed range, giving flashing acceleration and instant response at all speeds. Higher compression ratio of 7.6 to 1 permits use of regular grade fuel.



FLAIR-STYLED

1955

DODGE

The Flair styled 1955 Dodge features a dashing hood ornament, projected headlight hoods, "New Horizon" swept-around windshield, cut back doors, flared wheel openings, and streamlined rear deck. The four-door sedan in the Custom Royal series has a Super Red Ram V-8 engine of 183 horsepower. Two-tone paint treatment accents the lowered roof line, sloping hood, and twin-jet taillight section.

Auctioneer Now Located Here

Col. Clayton Myers, auctioneer, has moved his family to Muleshoe and may be found here at all times in the future. He is in charge of the Saturday cattle sales at the Muleshoe Livestock Auction Co., and will cry farm sales and any kind of auction sale desired.

Col. Myers took over the cattle sales several weeks ago, but is just now finding housing for his family. He is a former resident of this community and feels that he is getting back home.

PROMOTED TO CORPORAL

J. C. Gilbreath of Muleshoe, has been promoted to corporal in the Corps of Cadets at New Mexico Military Institute.

Morton Senior Class Play To Be Nov. 22

"The Skeleton Walks" is the title of the three act mystery-comedy to be presented November 22, in the County Auditorium by the senior class of Morton High school. The play will begin at 8 pm. Members of the cast include: Dr. Harold Fersig, "a physician of repute", played by Roy Johnson; Elaine Blair, who comes to Dr. Fersig's house to claim her property, played by Gloria Nation; Bill Clayton, her fiance, played by Alfred Coats. Royce and Joyce Hanna take the part of two children, Bobby and Kinks Embrey. Mrs. Embrey is played by Pauline Cox; the mystery woman part is taken by Barbara Stovall; and June Scott takes the part of Elaine's cousin, Anne.

Price of admission for the play is 75c for reserved seats; 50c for general admission, and 35c for children of junior high age and under.

H. E. Reeder At Ft. Bliss Training

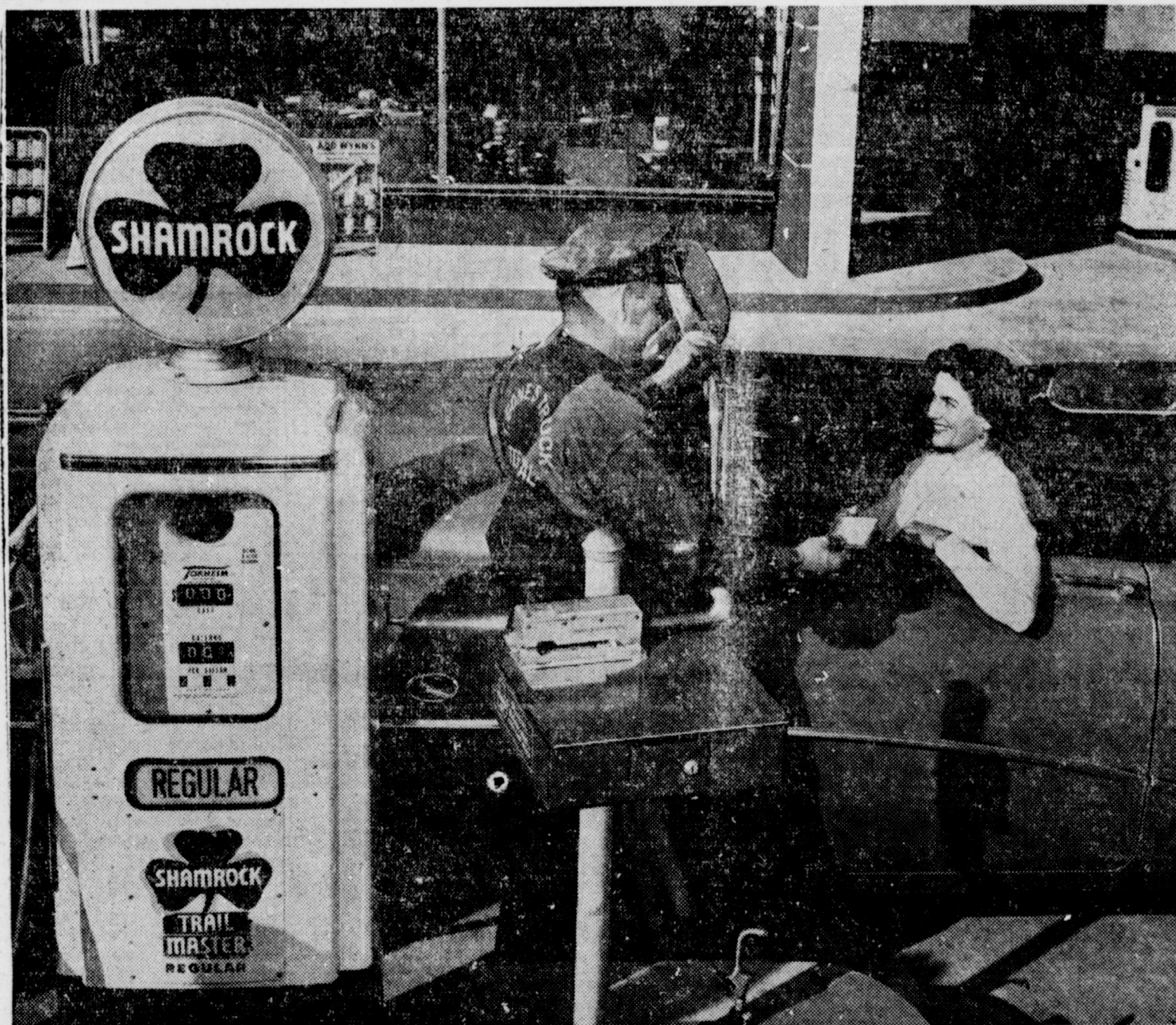
Pvt. H. E. Reeder, jr., 21, husband of Willie May Reeder, Route 1, Muleshoe, and son of Mr. and Mrs. H. E. Reeder, Route 1, recently began eight weeks of Army basic training in the Anti-aircraft Artillery Replacement Training Center at Fort Bliss, Texas.

He will spend his first eight weeks of basic military training on fundamental subjects such as rifle, machine gun, bazooka, marksmanship and familiarization with Army technical subjects. This first phase of training is climaxed with a one week maneuver in the field.

ABOARD CASA GRANDE

The LSD Casa Grande, with George E. McCool, of Muleshoe, serving aboard, is expected to return to the United States on November 23.

McCool is a Boatswain's mate first class, USN, and is the son of Mr. and Mrs. E. R. Ccool, of Muleshoe, and the husband of Mrs. Sarah J. McCool, of Newton Center, Mass.



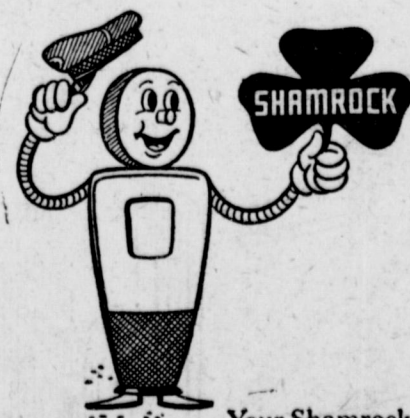
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Get acquainted with the dependable quality of Shamrock petroleum products... quality you can measure by your car's performance.



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WAS IN LUBBOCK
Betty Collins was in Lubbock the past weekend to attend Homecoming Festivities of Texas Tech.

TO WICHITA FALLS
Fred Johnson was in Wichita Falls the past weekend on business.

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THURS. & FRI.
November 18 & 19

When the great rebellion swept across India's Teeming jungles.

BENGAL BRIGADE

—Starring—
Rock Hudson
Arlene Dahl
In Technicolor

SUN., MON., & TUES.
November 21, 22 & 23

It's all about a man about town, and a girl about 18... and the things he learns about love from HER!

SUSAN SLEPT HERE

—Starring—
Dick Powell
Debbie Reynolds
In Technicolor

SATURDAY
November 20

Mighty as Cochise!
Dangerous at Geronimo!

THE STAND AT APACHE RIVER

—Starring—
Stephen McNally
Julia Adams, Hugh Marlowe
In Technicolor

WED., THURS. & FRI.
November 24, 25 & 26

All the rhythm, romance and laughter of America's dancing years. The story of a love that made wonderful music

THE GLENN MILLER STORY

—Starring—
James Stewart
June Allyson
In Technicolor

Mrs. H. Jay Wyer Hosts The WSCS

"Under Three Flags" was the theme of the program, with Mrs. Clarence Stephens, leader, in charge, when the W. S. C. S. group met for the regular meeting Monday, November 15, at 2:30 in the afternoon. Hostess was Mrs. H. Jay Wyer.

The topic of study proved interesting to regular members and to one guest, the mother of Rev. Clarence Stephens, who were present.

Many items of business were taken care of during the business session. Second quarterly reports were prepared in order to be

mailed out by promotional secretary, by November 20.

Mrs. Arnold Morris will be hostess for W. S. C. S. Monday, November 22, in her home at 2:30 in the afternoon. Mrs. Ray Edwards will give Chapters 3 and 4 of the study.

Treat every gun as if it were loaded and never carry a loaded fire arm in an automobile. Never point a gun at anything you don't intend to shoot and never pull the trigger until sure of the target. Safety pays.

Around 95 million people are now church members, an increase of 30 million since 1940, but four out of ten individuals do not belong to any church.

Read the Journal Want Ad's.



AUNTIE MAY says:
"since I serve 'em with Karo
I can't make enough pancakes
... everybody just loves this
wonderful waffle syrup."

Buy the big Decanter Bottle!

also in the popular 1 1/2-pound bottle
... and in 5-pound cans



Outlook For Agricultural Exports In 1954-55 Called Vital Factor By Experts

Exports play a vital part in the demand for agricultural products. Markets in foreign countries provide extra outlets for food and fiber that we cannot consume at home. Exports are extremely important to those Texas farmers who produce wheat and cotton. In the 1953-54 marketing year, exports represented nearly a fifth of the total wheat production and approximately a fourth of the cotton production.

In the 1951-52 marketing year, our exports hit a record total of 4 billion dollars.

In 1952-53, agricultural exports amounted to only 2.8 billion dollars, a 31 percent drop in one year.

In 1953-54, agricultural exports held at 2.9 billion dollars.

Foreign demand for farm products has strengthened in recent months. Foreign holdings of gold and dollar assets have continued to rise over the past year. Most of this increase in gold and dollar holdings occurred in Western Europe and the United Kingdom where United States economic

assistance and military expenditure were largest.

Exports Likely To Increase

The foreign market for farm products is expected to improve in 1955 and exports may total 10 per cent or more above the 2.9 billion dollars in the 1953-54 marketing year. By no means is it predestined that our exports will continue on the up-grade. What does happen to our exports will depend to what extent agriculture, private trade, and government are able to stand behind and push.

Foreign cotton supplies in the 1954-55 marketing year are expected to be a little smaller than a year earlier. U. S. supplies are large and our exports in the coming year may total larger than in the 1953-54 year.

Wheat and sorghum grain exports are expected to rise from the relatively low levels of 1953-54. Foreign wheat production is smaller than last year. Canada's crop may be nearly 40 per cent smaller.

Exports of oils, fats and oilseeds are expected to continue

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Service Tech.

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1 Block South of Grade School

THIS & THAT

About
Homemakers & Homemaking
in Bailey County
By Mollie Jordan

The members of the Progress club had an interesting experience not long ago. They invited the Midway club of Farmer county to share in their achievement day activities. The Farmer county leaders gave a demonstration on fall and winter bouquets. Some of their information and material I want to pass on to you.

One of the first considerations is the container, holder, clay and other accessories needed to make arrangements. Containers should be modest in shape and simple in decoration. They should be sized to fit the room and in harmony with furnishings.

Some factors to consider in combining materials for an arrangement are: color, size texture, suitability, and center of interest.

Most dried material is light in weight and apt to be brittle. To help keep it secure use a little clay or warm wax on stem ends before putting in needpoint holder. Sand or gravel in non-transparent containers helps, too. Small blocks of styrofoam can be used as holders by punching stem support holes with a skewer or ice pick.

To dry plant material suspend it upside down from ceiling in a dry room for about two weeks. This enables the moisture in the flowers to dry quickly and prevents fading as they dry. Pull back the husks of corn before hanging it to dry. Polish glossy leaves with waxed paper or non-salty oil to keep them glistening and dust-free.

Dried material may be preserved by shellac or lacquer. Cut cattails in the fall for a deep-brown; shellac to keep them from opening and to prevent splitting. Shellac all fruits that wilt quickly. Prick the ends of gourds, pomegranates and squashes with a large needle so they may dry inside before shellacking or they may shrivel. Shellac most seed pods to keep their shape.

Let stems soak up a 50 per cent solution of glycerine and water. Put them into the solution immediately after they are picked. Use for canna and autumn leaves. It will take from two to three weeks for the stems to take up as much of the solution as they can absorb.

Heads of flowers, grasses, tumble weeds or whatever you desire may be colored. Dip in a solution of any oil paint diluted with turpentine (about equal parts) until it will float on top of water, about 1 tablespoon paint to 2 gallons water. Hang the plants to drip dry.

Leaves or flowers may be touched up with a bit of color by painting on a newspaper with poster paints (do not use on coarse material) or silver gilt paints.

Too few people visualize how colorful and alive winter arrangements can be. Then too, they need care. Dust them as frequently as you would water fresh flowers. Rearrange them occasionally and change the container. Their possibilities are limited only by your imagination.

Dried arrangements are especially lovely when the soft muted colors and the fine details of the shapes can be seen to full advantage. Dried plant material can't compete with fresh flowers as far as color is concerned, but color is present—it's a mild, melon kind of color. These qualities suggest new uses in design combinations. Try some of them in your house.

large in the year ahead.
The Agricultural Trade Development and Assistance Act of 1954 will provide an added stimulus to exports of farm products. Under Title One of this Act, friendly nations are to be given an opportunity to buy surplus commodities from the United States. Sales could be made for foreign currencies which could be used in a number of ways by our government in carrying out overseas commitments.



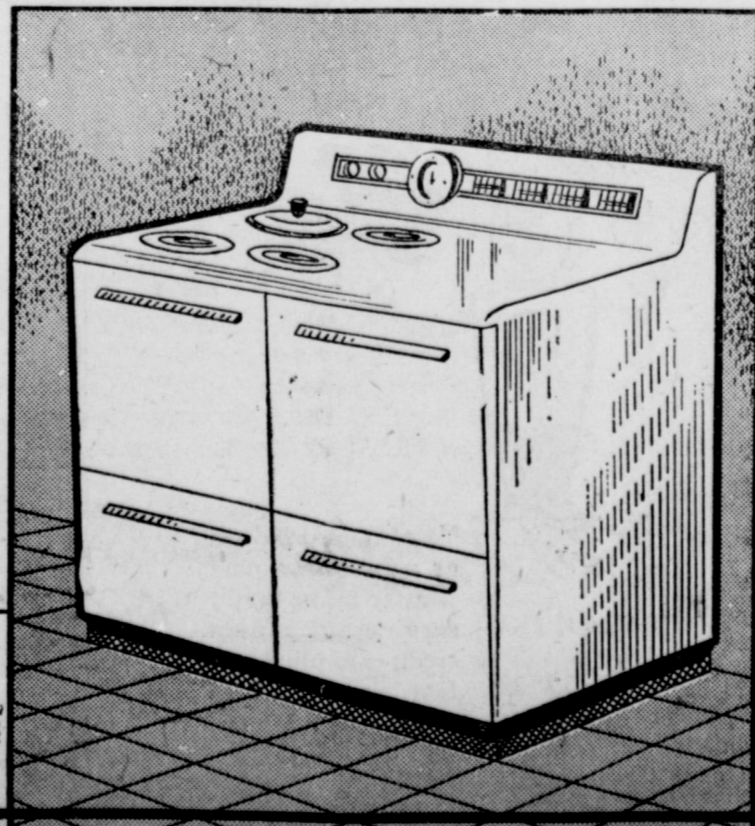
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There's time to get an electric range now, and have the best of Holiday—and every day—meals.



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First, it's one big oven. Slip the divider in place and presto, it's 2 ovens! Lets you bake and broil at the same time in the same oven!

Plus All This

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- Lifetime Porcelain finish inside and out
- Waist-high Broiler
- Exclusive Radiantube Surface Units
- Now! Choice of white or 2 exterior colors

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Muleshoe, Texas



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1 Oz. Jar \$1.00 Plus Tax Money Back Guarantee

MERLE NORMAN

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EDUCATIONAL FILM SHOWN FOR ROTARIANS

A film depicting modern industrial processes was shown as the main number on the Rotary Club program Tuesday. Rotarian B. A. Dalton was in charge of the program. Bob Gregory, president, announced the appointment of Arnold Morris as program chairman to take the place of Onard Up-ton, program chairman for the

last three years, who is moving to Denver City. Regret was expressed at the loss of such an active Rotarian.

Guests included John Thomson, junior Rotarian this month; Preston Hawks, Sudan Rotarian; Rev. James Dodd, Christian Church pastor; Jerry Kirk, superintendent of schools; and Charlie Duvall, Littlefield Rotarian, district manager for Pioneer Natural Gas.

HOME FROM NEWFOUNDLAND

Cpl. Chester B. Johnson, who has been stationed at Saglek Bay, Newfoundland, for the past six months, will arrive home November 24, and be stationed at Wichita Falls. His wife, the former Betty Dalton, with their small son, has been staying in Muleshoe with her mother, Mrs. Lora Brown while Cpl. Johnson was overseas, but plans joining him at Wichita Falls upon his arrival there.

ATTEND HOMECOMING

Mr. and Mrs. Raymond Gaede attended the Texas Tech Homecoming game and other festivities Saturday at Lubbock.

ATTENDED FUNERAL

Mr. and Mrs. Benny Chapman returned home last Friday from Elgin, where they attended funeral services for her father, Bob Carter, a pioneer of the Elgin community who passed away November 5.

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1955 Oldsmobile With New Styling, Color Will Go On Display In Johnson-Nix Showrooms Here Tomorrow

Oldsmobile for 1955 presents a new and more advanced concept of two-tone body color, important engineering improvements and a completely restyled appearance. The luxurious "98" Series and the high performance Super "88" Series both are powered by a more efficient 202-horsepower "Rocket" engine with 8.5 to 1 compression ratio, it was announced by Johnson-Nix Implement Co., Muleshoe, where the 1955 Oldsmobiles go on display Friday, November 19.

Oldsmobiles popular low silhouette and wide vision panoramic windshield are enhanced by the flying colors styling that Oldsmobile designers have incorporated in the 1955 models. Oldsmobile again presents three series of cars with a total of 10 body types. There are three Fish-er body styles in the luxury "98" series—four-door sedan, deluxe Holiday coupe and Starfire (convertible). The flashing Super "88" Series has four body types — four door sedan, two-door sedan, Holiday coupe and convertible coupe. In the economy-priced "88" Series are the four-door sedan, Holiday coupe and two-door sedan.

Distinguishing the front end appearance of the 1955 Oldsmobile are the recessed headlights, with chrome-lined caps that extend two inches beyond the lens at the top, the name Oldsmobile spelled out in chrome block letters across the upper bumper bar and a more rugged bumper that curves gracefully into the fender contours at each end of the grille opening. The familiar Oldsmobile world emblem on the hood has an aluminized background for the plastic ornament. The rocket ornament atop the hood is wider and two wind splits extend the length of the hood, merging with the base of the ornament.

Improvement of "Rocket" engine power, torque and performance has been achieved through newly designed combustion chambers, higher lift camshaft and valves, larger exhaust valves, cooler operating sparkplugs and full chrome top piston rings. Horsepower is raised to 202-hp. in the "98" and Super "88" and to 185 hp in the "88" Series, with compression ratio at 8.5 to 1 in all series. Breathing properties of the "Rocket" engine have been improved through modification of the combustion chamber around the valve ports to accelerate the fuel-air mixture and increase the valve lift by .034 inches with a new high-lift camshaft. A new fuel pump more efficient in operation has been designed.

A new feature in 1955 is the offering of the 202 hp "Rocket" engine as optional equipment at extra cost on the "88" Series. Standard equipment on the "88" Series is the 185 hp "Rocket" engine, which this year is equipped with a new dual Rochester carburetor. This new two-barrel carburetor develops more power through its free flowing characteristics and is internally vented to promote equal economy in the mountains or at sea level. Riding qualities of the 1955 Oldsmobile have been further improved through incorporating

direct-acting shock absorbers that are mounted vertically within the springs and attached directly to the frame and the lower control arm. Tubeless tires will be standard on the 1955 Oldsmobiles. These tires have an improved safety factor, with greater resistance to puncture and blowouts. Steering effort has been reduced appreciably through use of new needle bearings on the steering pitman arm shaft.

A major styling change is the adoption of sweep-cut front fenders on the Super "88" and "88" Series. These fenders were introduced last year on the "98" Series and add a distinctive flair to exterior appearance.

Two-tone color styling, which has proved so popular with the motoring public since its introduction by Oldsmobile in 1954, again plays an important part in Oldsmobile's appearance. The stainless steel side moulding that extends nearly the length of the cars in all body types is achieved by a graceful sweep of the moulding from the belt line rearward to a point near the rear wheel opening, where it connects with a horizontal moulding that extends nearly the length of the car at the level of the fender opening.

Hospital News

ADMITTED

- M. H. Rutherford.
- Chaves Victor Gutierrez, medical.
- C. C. Jones, medical.
- Purdy Braher, medical.
- Robledo Juan Reyna, medical.
- Norman Crim, tonsillectomy.

DISMISSED

- Gary Lee Lide, tonsillectomy.
- Mr. Carr, medical.
- Debra Garner, medical.
- M. B. Roberts, medical.
- V. M. Jones, medical.
- Mrs. Clyde Rich, medical.
- Olivia Flores, tonsillectomy.
- Mrs. Jack Obenhaus, medical.
- Neil Arnold, medical.
- Bobby Dale Julian, tonsillectomy.
- Ruiz Ferguerra, medical.
- Melvin Simmons, medical.

CONGRATULATIONS TO

- Mr. and Mrs. R. C. Hardy, on the birth of a son, Robert Clarence, November 9, 1954.
- Mr. and Mrs. E. P. Gauna, on the birth of a son, Richardo T., November 9, 1954.
- Mr. and Mrs. O'Dean Heard on the birth of a son, David O'Dean, November 10, 1954.
- Mr. and Mrs. C. J. Cobb, on the birth of a son, Clifford Wayne, November 10, 1954.
- Mr. and Mrs. W. O. Stanford on the birth of a son, Stanley William, November 13, 1954.
- Mr. and Mrs. Alfred Conger, Jr., on the birth of a son, John David, November 15, 1954.

DESIGNED FOR WEAR



Wear your fur coat — that's why you bought it. But before you do be sure you can enjoy worry-free wear. Get the financial protection of our low cost Fur Coat Insurance now.

Bobo Insurance Agency

Phone 2640 — Muleshoe

OLDSMOBILE ROCKETS INTO '55 with Flying Colors!

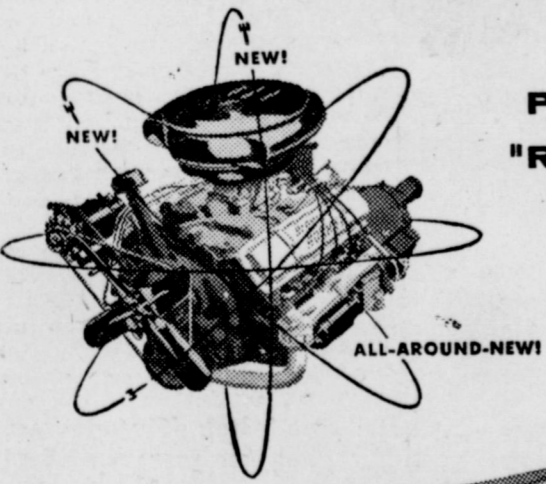
SUPER

Never so new as now... never so far ahead! It's the dazzling, all-around-new Super "88" Oldsmobile! Inspired new styling everywhere! New power with the mighty new "Rocket" 202! New color... dramatic "flying color" patterns! In fact, all the newest new ideas on wheels! See us and see Oldsmobile for '55!

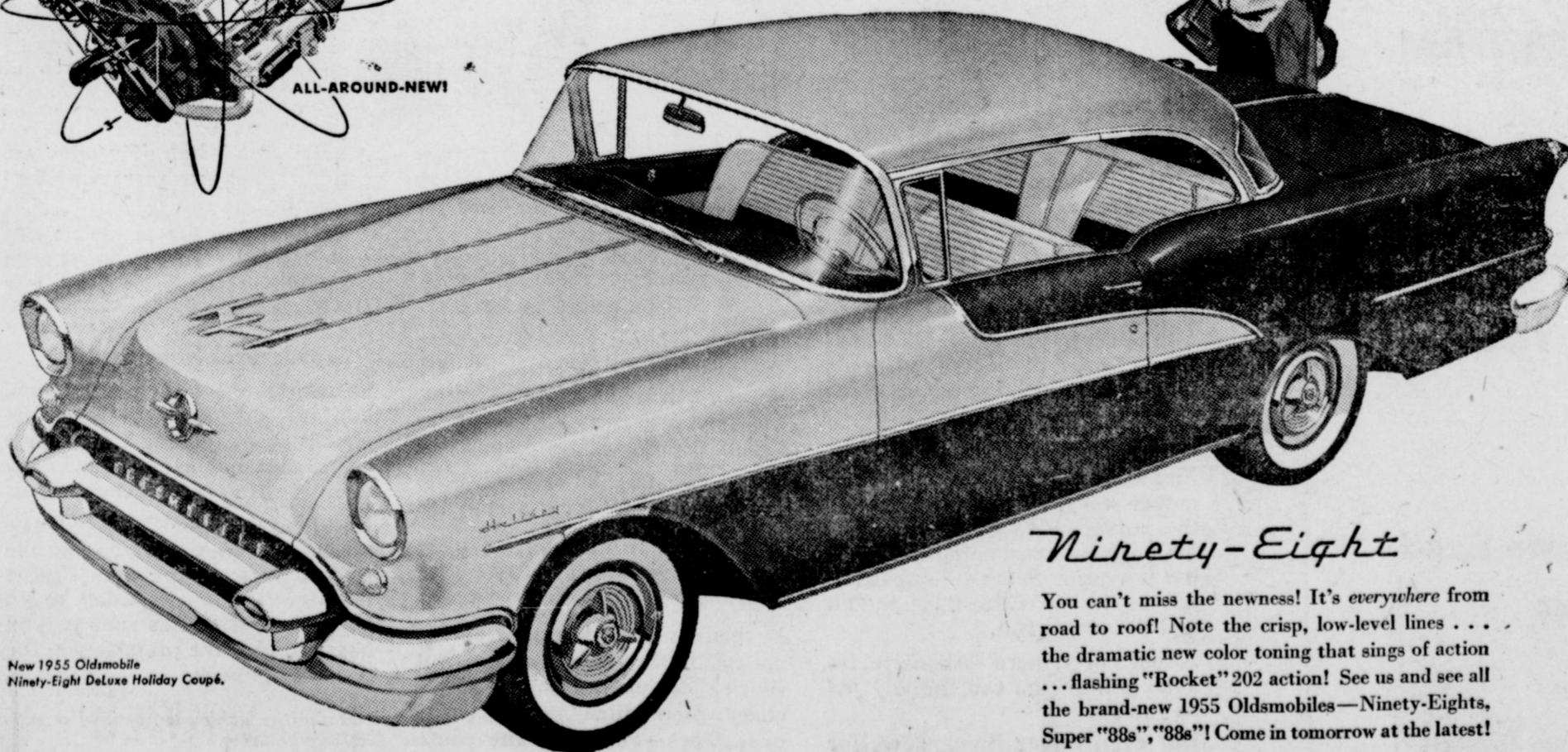


1955 Oldsmobile Super "88" Holiday Coupé. A General Motors Value.

POWERED BY THE NEW "ROCKET" 202 ENGINE!



New 1955 Oldsmobile Ninety-Eight Deluxe Holiday Coupé.



Ninety-Eight

You can't miss the newness! It's everywhere from road to roof! Note the crisp, low-level lines... the dramatic new color toning that sings of action... flashing "Rocket" 202 action! See us and see all the brand-new 1955 Oldsmobiles—Ninety-Eights, Super "88s", "88s"! Come in tomorrow at the latest!

NOW ON DISPLAY WITH THAT "Go-Ahead" LOOK!

VISIT YOUR NEAREST OLDSMOBILE DEALER

JOHNSON - NIX

PHONE 2940

MULESHOE

DON'T MISS OLDSMOBILE'S "NOVEMBER SPECTACULAR" IN COLOR AND BLACK AND WHITE • NBC-TV • SAT., NOV. 20 •

"Who's been sleeping in my bed?"

It's all about a man-about-town and a girl about 18 and the things he learns about love FROM HER!

DICK POWELL | DEBBIE REYNOLDS

Susan Slept Here

color by **TECHNICOLOR**

co-starring **ANNE FRANCIS** • Directed by **FRANK TASHLIN**
Screenplay by **ALEX GOTTLIEB** • Produced by **HARRIET PARSONS**

SHOWING SUNDAY, MONDAY, TUESDAY, NOV. 21, 22, 23

COX DRIVE-IN

Muleshoe

Phone 6000

New '55 Buicks On Display Friday, Nov. 19

Cayle Reed Buick Co. Invites Everyone To Visit Their Showrooms

FLINT, MICH., NOV. 15—Buick today presented a complete new line of cars, featuring beautiful, all-new styling and more powerful V-8 engines, plus a revolutionary new variable pitch Dynaflo transmission that greatly increases performance.

Friday, Nov. 19, Cayle Reed Co., of Muleshoe, will show the new models.

Style-wise the new Buicks feature a new front end with a new wide-screen grille, new rear fenders that give the trunk compartment a longer, lower silhouette, new tail lights patterned after those on

the experimental Wildcat II, and exquisite new interiors in many color combinations of nylon, leather and cordaven.

Many bright new exterior colors have been developed for 1955 and will be offered in attractive two-tone and three-tone combinations. For the first time Buick is offering a two-tone combination under the sweeppear moulding. On two and four-door sedans the customer will have a choice of one color underneath the sweeppear, another above and a third color for the top.

Horsepower has been increased to 236 in the Roadmaster, Super

and Century Series and 188 in the Special.

"We have made nearly as many engineering and design changes this year as we did last", said Ivan L. Wiles, general manager of Buick and vice president of General Motors. "Yet we have retained the outstanding styling features that made Buick the third best selling car in the nation. Our new styling, plus the spectacular increase in performance resulting from higher compression engines and our new variable pitch Dynaflo, makes the 1955 Buick the greatest value we have ever offered the car-buying public."

The panoramic windshield, pioneered by Buick last year, has been retained for 1955 along with the sloping doorbelt line and full rear wheel cutout on all

two-door models. New tubeless tires, which offer greater protection from blowouts, are standard on all models except those equipped with wire wheels.

Power brakes, offered as optional equipment on all models, have been redesigned for smoother operation. A new air suspension principle gives fully adequate braking under all conditions.

Improved power steering is standard equipment on the Roadmaster and Super, and optional on all other models. Previously power steering was standard on the Roadmaster only.

Buick's distinctive front end styling for 1955 consists of a new, wide-screen grille with honeycomb design, visored headlights and a new and larger bumper. The hood has been lowered for greater visibility.

The new, long-flowing rear fenders, which are tapered slightly to give the illusion of greater length to the trunk compartment, blend into a smart chrome bezel which houses the tail and back-up lights in a single assembly. Newly designed wheel covers, decorated in the center with the word B-U-I-C-K in chrome letters on a red background, lend a further touch of beauty to the overall appearance of the new Buick styling.

The 1955 Buick may be seen in Cayle Reed showrooms in Muleshoe, on November 19, and thereafter.

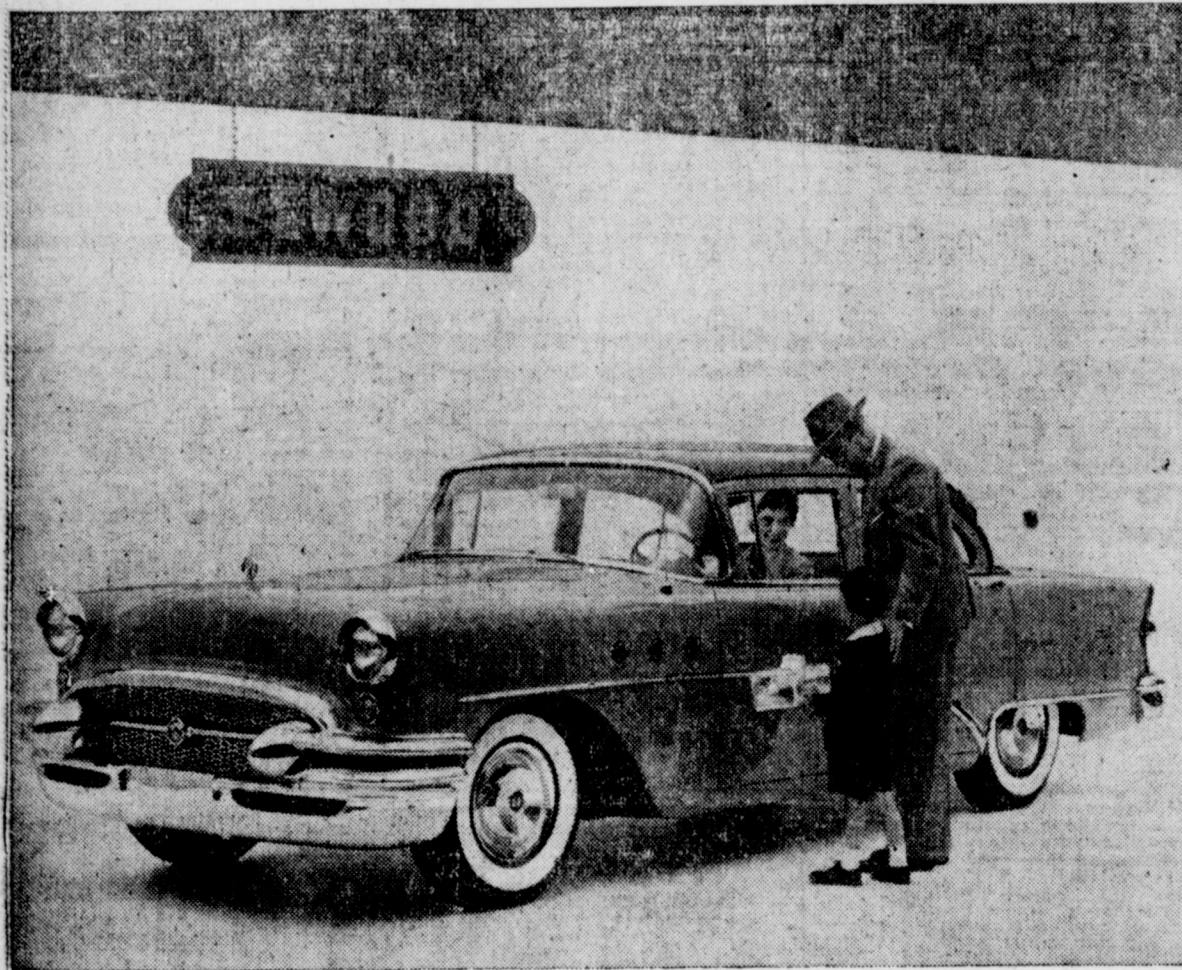
Buick's New Front End Styling for 1955



BUICK'S FRONT END, long one of the most easily identified in the automobile industry, sets a new style fashion in 1955. It paces the trend toward a more compact appearance with a recessed hood, more massive bumpers and a completely new wide-screen grille. Two "bombs" protect the grille itself while smart new roll-edge wing guards shield the fenders and lights. Headlights are visored in

a distinctive fashion. The Buick tri-color medallion is located on a bar across the front of the grille, and the letters "B-U-I-C-K" in brilliant chrome grace the center of the recessed hood. The hood ornament, mounted on four concentric rings, symbolic of Buick's four great V-8 series, is bright chrome on the Special, Century and Super, and is finished in gold on the Roadmaster.

The Buick Special—A Standout for 1955



SLEEK NEW STYLING and record-high horsepower make the Buick Special four-door sedan for 1955 a standout in the lower priced field. Its V-8 power plant has been increased to an all-time high of 188 horsepower which, with Buick's new Variable Pitch Dynaflo transmission, gives the Special performance and maneuverability unequalled by

any automobile in its field. Setting a new styling trend are a wide-screen grille and a roll-edge bumper with sturdy dual wing guards. For the first time, Buick's choice selection of power assists—power brakes, power steering, window lifts and front seat adjustment—are available as optional equipment on the Special.

We bring you
THE 1955 BUICK
New thriller in Style - Power - Performance

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

YOU WILL BE **PLEASED!**

AND DELIGHTED WHEN YOU VIEW THE

1955 BUICKS

WE CORDIALLY INVITE YOU TO SEE THEM

IN OUR SHOWROOM —

FRIDAY, NOV. 19

AND ANYTIME THEREAFTER AT YOUR

CONVENIENCE

Mr. and Mrs. Cayle Reed

And All The Staff

"WHEN BETTER AUTOMOBILES ARE BUILT — BUICK WILL BUILD THEM"

A BRIGHT NEW FRESHNESS greets your eyes and tells you: *Buick's done it again.*

You see it in the bold distinction of that gleaming Wide-Screen Grille. You see it in the rakish sweep of the rear-end contours. You see it in the whole fore-and-aft newness of fleet-lined grace that marks Buick the beauty thrill of 1955.

New horsepower — up to 236

You learn more when you get the power story. Up to new peaks go the horsepowers of every Buick V-8 engine—a walloping 188 hp in the low-price SPECIAL—a mighty 236 hp in the CENTURY, SUPER and ROADMASTER.

And it's new, more responsive, far-abled power you can literally feel as you go.

But even bigger Buick news for

1955 is something more than style and power. *It's what the "variable pitch propeller" now has done for Dynaflo Drive.**

Up goes performance — and gas mileage too

When you find it necessary to push the pedal to the floor board, you do more than call on the greatest high-compression V-8 power in Buick history.

You do what a pilot does when he heads his plane down a runway.

You do in oil what he does in air—you cut down take-off time by using "variable pitch propellers."

In this case, the propeller blades are inside the Dynaflo unit. But they're engineered to swivel or change their "pitch" just like plane propellers—and with the same

result: one pitch for getaway, another pitch for gas-saving fuel efficiency.

And what you get in the way of instantaneous safety-surge with absolute smoothness, you can only believe when you feel it.

This you have to try

Of course, we want you to come and see the trend-setting new Buicks—look into the betterments in gasoline mileage that add new thrills to these spectacular cars.

But this year, "seeing" is only the beginning. So—while you join the crowds viewing the new Buicks this week end, make a date to get behind the wheel as soon as you possibly can. We promise you the thrill of the year.

*Standard on Roadmaster, optional at extra cost on other Series.

NOW ON DISPLAY

CAYLE REED BUICK COMPANY

Highway 70 & North Ave. B

Muleshoe, Texas

Sanderson And Dickson Wedding Read October 28, Home of Bride's Parents

Mr. and Mrs. L. D. Sanderson announce the marriage of their daughter, Bernice, to Mr. Dewane Taylor, son of Mrs. Olevia Dickson, of Roswell, N. M.

The ceremony was held at the home of the bride's parents, October 28.

The bride wore a street length dress of dark teal blue with her hat and gloves of white, and grey shoes and purse. Her corsage was of deep red roses.

A reception was held immediately following the ceremony

for members of the families of the couple. Those attending were Mrs. Olevia Dickson, mother of the groom; Mr. and Mrs. L. D. Sanderson, Jr., Mr. and Mrs. Claude Johnson, Mr. and Mrs. C. T. Taylor and children.

Mr. and Mrs. Taylor will be at home at 904 N. Penn. in Roswell, N. M.

PHEASANT HUNTING

Alfred Hicks, Hopper Ivy, and Max Self left this weekend for South Dakota, where they plan to spend the week hunting pheasant.

Ten Rebekahs Attend Meeting

Ten Rebekahs were present for the regular meeting which was held Tuesday evening of this week in the Lodge Hall.

Barbara Burton acted as Noble Grand.

Two visitors attended the meeting. They were: Mrs. Lora Bell Hickman and Mary Gilmore of Earth. These ladies invited all the members of the lodge here to a Turkey Dinner, November 22. Tickets are \$1 each. Proceeds of the dinner will go toward paying for a new Lodge Hall.

Read the Journal Want Ad's

13 Texas HD Women At National Council

Representing 2000 Texas Home Demonstration clubs, 13 women from Texas attended the National Home Demonstration Council meeting in Washington D. C., October 31 to November 4. Delegates from 36 states, Hawaii and Puerto Rico attended this eighteenth annual convention.

To establish and maintain a high standard of American rural life is part of their creed. Mrs. John G. Lightly of Erath reported to the council on the activities of the 40,000 Texas home demonstration club women. Mrs. G. Lightly is president of the Texas Home Demonstration Association.

Other Texas delegates and their counties are Mesdames O. C. Henderson of Uvalde, Maxey Hervey of Jones, Guy Stokes of Scurry, Bill Tucker of Eastland, J. P. Best of Johnson, Bob Potter of Nolan, Vaughn Bailey of Nueces, F. A. Gayle of Houston County, Pearl Adcock of Victoria, Helen Schiann of Victoria, Press Kastor of Hutchinson and Miss Bonnie Cox, organization specialist for the Texas Agricultural Extension Service.

Among the speakers of national prominence who addressed the council were Dr. Norman Vincent Peale, author of "Guide to Confident Living", and Aubrey Gates, field director of the Council on Rural Health of the American Medical Association.

Bible Learner Class Elect Group Leaders

Four group captains were elected by the Bible Learner Class at a meeting held in the home of Mrs. Dorothy Bowers, November 2.

Group captains elected include Mesdames Eulada Jenkins, Jean Freeman, Ruby Phelps, and J. E. Moore.

The meeting was opened with prayer by Jay Sanderson, and the devotional was read by Nola Wilson. Bobbie Ratliff was in charge of the program. Leola Stroud read the minutes of the last meeting.

The next meeting will be in

the home of Mrs. J. E. Moore at 7:30 pm the first Tuesday in December. All class members are urged to attend.

Refreshments were served to Mesdames Wilson, Sanderson, Stroud, Peridins, Jenkins, Bruton, Ratliff, J. E. Moore, and Faye, and the hostess.

Hales Attend Game At Baylor

Mr. and Mrs. E. R. Hale attended the Baylor-Texas football game in Waco Saturday afternoon, and visited with their son Howard, on Sunday.

Saturday was Dad's day at Baylor, and since Howard is manager for the varsity team, Mr. Hale received an invitation of the football team. The dads were treated to a thrilling game, a 13-7 victory for Baylor.

The Baylor and Texas University bands gave a beautiful and impressive half-time program of music in observance of the birthday of Sousa, the great composer and director.

Pat Inman, a Muleshoe graduate and now a member of the Baylor band, accompanied the Hale family to a concert Friday evening.

Sunday afternoon, Billy Wayne Wagon, another Muleshoe boy, who is now a student at Texas A & M, visited at Baylor with Howard and other friends.

Shower Honors Bill Caldwell's

Mr. and Mrs. Bill Caldwell were honorees at a wedding shower recently in the home of Mr. and Mrs. A. J. Shafter, in the Needmore community.

Other hosts and hostesses were Mr. and Mrs. Dan Marlow, Mr. and Mrs. Rodolph Moraw, and Mr. and Mrs. A. W. Gore.

Games of dominoes and 42 were played, and refreshments of cake, cocoa, and coffee served.

The honorees received many nice gifts.

Those present other than the honored couple and the hosts and hostesses were: Mr. and Mrs. N. C. More, Sonnie and "Pumpkin" Shafter, Mr. and Mrs. Alek Weber, Mr. and Mrs. S. C. Caldwell, and Mrs. Nadine Johnson.

Many who were unable to attend, sent gifts.

Office Supplies at the Journal Phone 7220. We deliver.

Miss June Free To Become Bride In December 5 Rites At West Camp



MISS JUNE FREE

(Photo by Cline)

Mr. and Mrs. G. E. Free are announcing the engagement and approaching marriage of their daughter, June, to Charles "Jake"

Saylor, son of Mr. and Mrs. N. L. Saylor.

The wedding will take place December 5 at 6:00 pm. in the West Camp Baptist Church.

Boren Family Given Party

A farewell party was given recently by Mr. and Mrs. John Gummelt, in honor of Mr. and Mrs. Victor Boren and son Artie, who are moving to Soper, Okla. The Borens have made their home in Bailey County for about twenty-nine years, and will be greatly missed by their friends.

Games were played during the evening. The honorees received many nice gifts.

Refreshments of cake, cocoa, and punch, were served to the following: Mr. and Mrs. Gene Bates, Mr. and Mrs. Oscar Bartle, Mr. and Mrs. Willie Bales, Mr. Beuford Bates and son Butch,

Mr. and Mrs. Oscar Reed, and the daughter an son-in-law of the honorees.

A. C. C. Glee Club To Present Program In Friona Thursday

The "Men's Glee Club" of Abilene Christian College will be in Friona, Thursday evening, November 18, to present a program at the High School Auditorium.

The program, which is to begin at 8:00 pm, promises to be enjoyable, and the public is invited to attend. There will be no admission charged.

Read the Journal Want Ad's

Join the family circle on **THANKSGIVING**

LONG DISTANCE means so much, costs so little. For prompt connections, place Thanksgiving calls early.

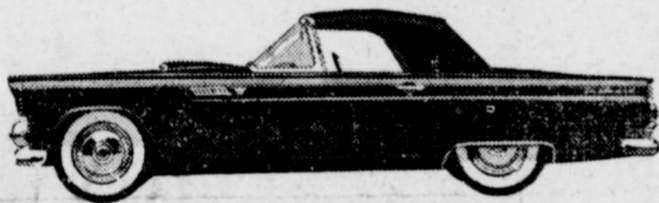


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The average Long Distance Call goes through in less than a minute.

FORD THUNDERBIRD—the thrilling new personal car that set the style for Ford's '55 lines.



From the Thunderbird look ...comes Ford's new styling



THE NEW FAIRLANE SEDAN is a truly distinguished car that will be at home everywhere.

And Ford's long, low Thunderbird-inspired lines are complemented by exciting new interior styling—and many rich upholstery materials never before used in an automobile.

In Ford's new Fairlane, Customline, Mainline and Station Wagon Series—you'll see styling that was inspired by the Thunderbird—the distinguished Ford personal car that was received with so much enthusiasm all over the nation. This styling is reflected in Ford's longer, lower silhouette—daring new exterior color treatments—colorful upholstery never before found in a car—everywhere you look.

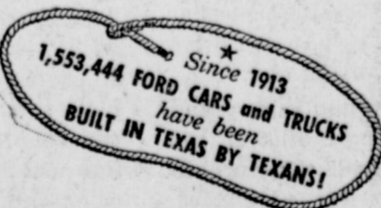


New Trigger-Torque Power
All three of Ford's new engines are the mightiest ever offered in Ford Cars. All offer split-second Trigger-Torque performance. There's a 162-h.p. Y-block V-8. A still mightier 182-h.p. Y-block Special

V-8 which is offered with Fordomatic Drive in Fairlane and Station Wagon models. And the new 120-h.p. I-block Six.

Plus all these "worth-more" features

- New Speed-Trigger Fordomatic Drive* gives quicker starts and passing.
- New Turbo-Action Spark Plugs resist "fouling" up to three times as long.
- New 10% larger brakes mean smoother stops; up to 50% longer brake lining life.
- New Tubeless Tires offer extra puncture and blowout protection.
- New Angle-Poised Ball-Joint Front Suspension makes all riding and handling easier. *at extra cost.



'55 FORD
MULESHOE MOTOR COMPANY

PHONE 4930

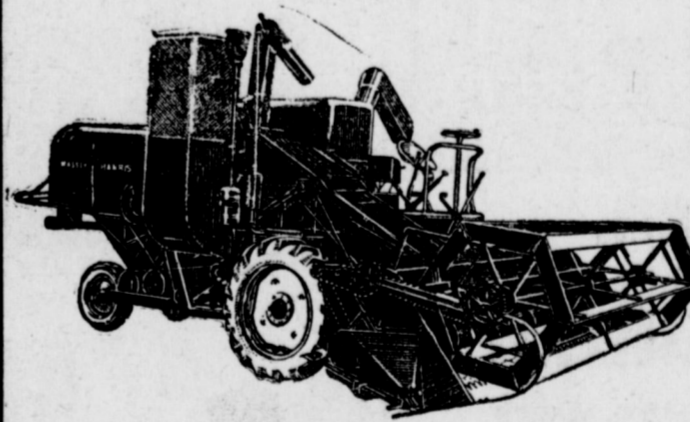
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ANNOUNCES A

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FOR 1955 ON THE



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MASSEY-HARRIS
SELF-PROPELLED
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5 Per Cent INTEREST ON
CASH & TRADE

Here's Another Good Reason Why You Should Buy Your 1955 MASSEY-HARRIS SELF-PROPELLED COMBINE NOW:

From the day you buy it until next summer, we will pay you **5% INTEREST**

on the amount of your trade-in and whatever amount of cash you add to it. See us today, don't wait!

EVERY DAY YOU POSTPONE WILL COST YOU MONEY!

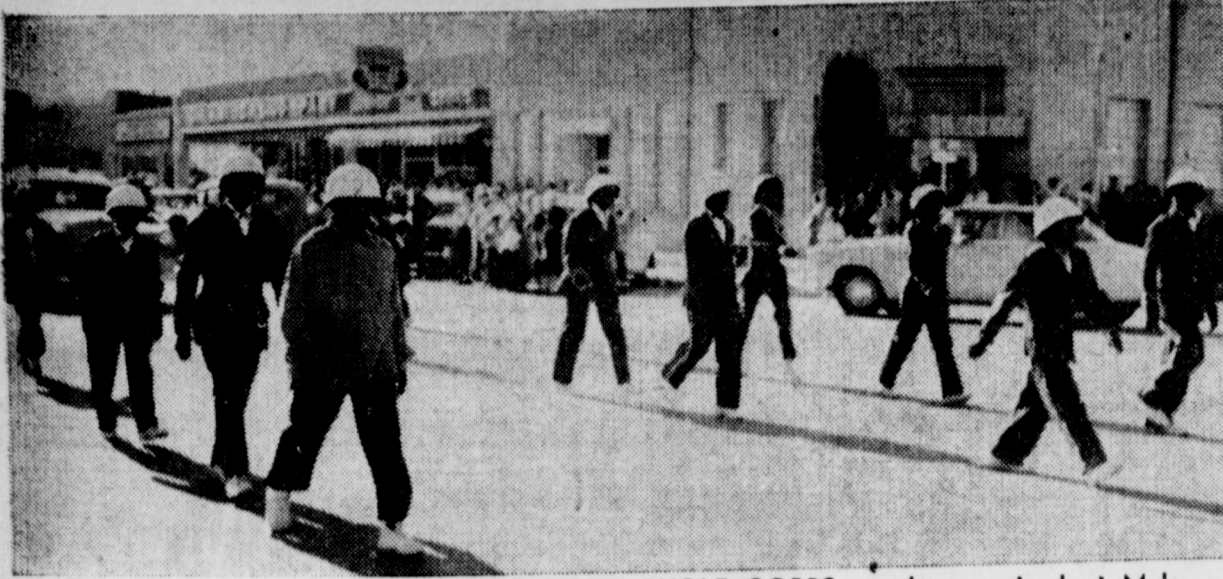
EVERY DAY FROM NOW ON - PAYS

Texas Machinery Co.

PHONE 5010

PLAINVIEW HIGHWAY

MULESHOE



FIRST PUBLIC APPEARANCE

DRUM AND BUGLE CORPS, newly organized at Mule-shoe colored school by Band Director Norvil Howell, march smartly down main street during the homecoming day parade held here last Friday afternoon. (Staff Photo)

Three Way News Briefs—

Sanderson-Taylor Vows Read In Home of Bride Oct. 28 Linen Shower Honors Mrs. Taylor; Weiner Roast Held

Miss Bernice Sanderson of Roswell, N. M., daughter of Mr. and Mrs. L. D. Sanderson, Sr., of Goodland became the bride of Dewane Taylor, of Roswell, son of Mrs. Olivia Dickson, in a ceremony performed at the home of the bride's parents October 28. Rev. Ike Harris of Enochs read the simple ceremony.

The bride was attired in a blue dress with white accessories. A red rose corsage completed her outfit.

Mrs. Claude Johnson of Roswell, sister of the groom, was the bride's only attendant. Claude Taylor, of Portales, was his brother's best man.

Others attending the wedding were Mr. and Mrs. L. D. Sanderson, Jr., of Muleshoe, Claude Johnson, Mrs. Claude Taylor and Mrs. Dickson.

The couple will make their home in Roswell.

Sister Improving

Mrs. Brock Hodnett reports that her sister, Mrs. Ethel Smith of Morton, who has been quite ill for some time, is showing considerable improvement. We wish for her a speedy recovery.

Mrs. Clyde Coffman has been on the sick list the past week.

Weiner Roast

Rev. and Mrs. Charles Clair entertained the Junior R. A. with a weiner roast Wednesday after school.

Those attending were Bailey Griffith, Weldon Walker, Roy Lee White, Jerry Walker, Charles Latimer, Jerry Hutton, LeWayne Balteas and Tom Coffman.

Linen Shower

The home of Mrs. Cass Stegall was the scene of a linen shower

honoring Mrs. Dewane Taylor Friday, Nov. 11 at 2 pm.

Mrs. Tommy Galt was co-hostess with Mrs. Stegall.

The serving table was laid with a linen cloth centered with a mock wedding cake with blue streamers and yellow roses at the edge of the table.

Cake, spiced tea and coffee were served to Mesdames L. D. Sanderson, Sr., D. P. Brinker, Bill Davis, Clint Everett, Leon Reeves, Tommy Taylor, T. S. Gaddy, Pete Tarlton, Frank Knox, Baker Johnson, Brock Hodnett, Frank Griffith and the honoree.

P-TA Meeting

The Three-Way P-TA held their regular meeting Monday evening, November 14, with Mrs. Bill Eubanks presiding.

Mrs. John Shackelford, treasurer, reported 34 members now enrolled. She also said the organization made \$31 at the Halloween carnival and their booth.

Mrs. Cass Stegall presented \$10 from the Goodland Bible Study Club to be used for an electric mixer for the home economics class room.

The P-TA will sell coffee and cake at each meeting to raise funds for the school library.

After the meeting adjourned, the men and women played basketball; the 30 year olds was, but it was a good show for No one cared what the score was, but it was a good show for only 25 cents.

Wedding Shower

A miscellaneous wedding shower honoring Mr. and Mrs. Jacky Knox was given in the home of Mrs. Baker Johnson November 15, with the following co-hostesses: Mmes. Marion Walker, Adolph Wittner, Andrew Wittner, Tommy

mother of the groom were presented corsages by the hostess; a pink feathered carnation for the bride and orchid mums for the mother.

The serving table was laid with a lace cloth centered with an arrangement of white mums.

Mrs. Andrew Wittner served the cake and Mrs. Tommy Taylor presided at the tea and coffee service.

Guests calling during the appointed hours included Mmes. Don Knox, of Littlefield, Leon Reeves, Billy Knox, Cass Stegall, James Pearson, Brock Hudnett, Tommy Galt, E. A. Kinley, Pete Tarlton, Clint Everett, Horace Hutton, Charlie Clair, Helen Gay, J. A. Johnson, L. D. Sanderson, Sr., Frank Griffith, A. E. Robinson and Cary Stafford.

Mr. and Mrs. Knox are at home at 3005 First Place, Lubbock.

Has Been Ill

Mr. Abbey, father of Mrs. Haskel Kirby, has been sick the past few weeks. He was reported improving the first of this week.

Mrs. Frank Griffith

Mr. and Mrs. Joe Shipman and children, visited relatives in Amarillo Sunday.

ATTENDED HOMECOMING

Mr. and Mrs. Marion F. Harris were in Lubbock the past Saturday, where they attended the Texas Tech homecoming.

VISITED RELATIVES

Mr. and Mrs. Joe Shipman and children, visited relatives in Amarillo Sunday.

ATTENDED HOMECOMING

Mr. and Mrs. Marion F. Harris were in Lubbock the past Saturday, where they attended the Texas Tech homecoming.

Two Clubs Are Represented As HD Council Meets

Two clubs, Progress and Muleshoe, were represented at the Bailey County H. D. Council meeting Monday, November 15. Ladies present were Mmes. Ada Murrah, W. W. Thomas, Fern Davis, J. E. Day, S. C. Caldwell, and the agent, Miss Mollie Jordan.

It was voted by members to have a Christmas party Monday, December 13. The three clubs will entertain prospective club members. West Camp and Progress Clubs are to furnish two dozen apples each, two dozen Cokes, and coffee. The Muleshoe club is to furnish home-made candy. Mmes. Maltby, Carney, and Joy Jones were appointed to be the recreation committee.

Mrs. Russell is to conduct a training meeting for all new club officers and council officers on December 16.

Presidents of the clubs are to appoint clothing and family recreation leaders at the next club meeting.

The District meeting next spring is to be held at Morton.

RETURNS FROM HOUSTON

Sheriff Hugh Freeman returned to Muleshoe early Tuesday from Houston, Texas, where he

had taken one prisoner to the State Penitentiary, and brought another back to this county to stand trial.

WERE IN DALLAS

Mr. and Mrs. Tye Young were in Dallas last week due to the illness of his brother, Dewey Young, who underwent major surgery. Mr. Young's mother, Mrs. J. H. Young returned home with them for a visit.

VISITED HERE

Irby Munday, of Colorado Springs, Colo., spent the past weekend here with Mr. and Mrs. Noel Woodley. He also visited in the Lazbuddie community, where he attended to some work of the Church of Re-Organized Latter Day Saints.

Another weekend guest in the Woodley home was their daughter, Ann, who is a student at T. S. C.

We Buy COTTON

And Write Government
And Texas Cotton
Growers Loans

GRACE BENTON

PHONE 6460 — MULESHOE



Chrysler New Yorker Deluxe St. Regis

ANNOUNCING CHRYSLER FOR 1955 WITH THE 100-MILLION-DOLLAR LOOK

IT'S HAPPENED! Here's a wholly new direction in automotive styling for all cars to follow. And it took Chrysler for 1955 to do it: America's top performer and the first in the coming generation of motorcars! Come see it! Everything about it is completely new, and dramatically different. Here's the car with the 100-Million-Dollar Look . . . and when you own it and drive it, you'll feel like every million of it!

Chrysler for 1955 is long and sinewy and low. It's a sleek, clean length of steel that looks as if it might have been born in a wind tunnel. Washed free of clutter.

Purposeful as an arrow shot from a bow! New front-end . . . you can spot it a mile away! New Super-Scenic sweptback windshield . . . with corner posts that slant back to allow safest possible vision. New tapered rear deck. New sweeping silhouette that's inches lower than other big cars. New Twin-Tower tail-lights that say "Stop!" with great authority. New PowerFlite Range-Selector on the dash that completely outmoded conventional levers on the steering column. And new fashion-forecast luxury interiors that surpass in color and richness anything you've ever

seen in any but custom-built motor cars! Come drive it! Every Chrysler is now a V-8 —with engines up to 250 HP, the most powerful type in the world. Famous Chrysler engineering brings you Power-Flite, most automatic of all no-clutch transmissions. Full-Time Coaxial Power Steering and new double-wide pedal Power Brakes. Plus new tubeless tires! Everything is here you need . . . to drive, as well as look, ahead of all others. Come see America's most smartly different cars today. See for yourself why now, more than ever, the power of leadership is yours in a Chrysler.

ON DISPLAY AT YOUR CHRYSLER DEALER'S NOW

MORRISON MOTOR CO. - Muleshoe, Texas

FOR THE BEST IN TV, SEE "IT'S A GREAT LIFE," "CLIMAX" AND "SHOWER OF STARS." SEE TV PAGE FOR TIMES AND STATIONS

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AMON G. CARTER, Publisher