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## Soil Conservation Board Meets Here


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Dr．W．N King Is
Guest Speaker In Nazarene Church



## Rally Speaker

## The Thuleshoe L．B．Hall Is New Journal Publisher



Muleshoe Mule＇s Shoes Are In Dough As Donations Continue

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| Expert On Russia |  |  |
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## We Goofed Again





New City Mgr． Named Monday

Red Cross Needs Help On Carla Aid


Fair Monday
Point Favorite

> Homecoming Seł September 29

Sugar Mill Representatives Visit Muleshoe Beet Farms


## News for Women



IF IT HAPPENED IN the muleshoe area IT'S WORTH READIN' ABOUT

Phone Mrs. Kinser

## 7220

- SOCIETY NEWS
- CHURCH NEWS
- birthday parties
- FAMLLY REUNIONS
- all muleshoe events

The Muleshoe Journalas

Richland Hills P.TA Meets Monday


Mrs. Jimmy Patton Honored With Gift Shower Thursday



RICHLAND HILLS PTA OFFICERS for
Nickels, historian; Mrs. Chearles Lenau,
this shawn above. They are, left
first vice president, Mrs. Bernard Phelps this year are shown above. They are, Ieft
to right, Mrs. Ray Daniels, prestident; parliamentaresian. Not shown is the treasurer
Mrs. Joe Hardin, secretary: Mrs.. Roland
Gibson, second vice president; Mrs. Ed the PTA, Mrs. Myron. Pool lli.
(Staff Photo)



## BICOWNTE

## TIE-COLLARED SLIPON

makes a smart appearance in Cara Mia* fur blend with its own matching fur blend skirt slipon $\$ 7.98$ skirt $\$ 7.98$

One of the choicest teams we've seen ar any price - Brownie's sasy little slipon with its own fur blend skirt. Note the ellunge V neckine, rib-stithed
pull-rough tio collor for the slipon in Cora Ma. a Luxury soft fur bliend



## YOU ARE THE BOSS AT WHITES CASHWAY <br> WE JUST

WORK



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GRAPES lb.9


Sturgeon Bay Red Sour Pitted
CHERRIES ${ }^{\text {wim }}$ hunts FRUIT COCKTAIL 19 ${ }^{6}$

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GLADIOLA FLOUR 5 ${ }_{\text {Litc }}$ 39C


Sliced Pineapple COCA COLA

FILLER PAPER

## GIRLS <br> BOBBY SOX <br> Marbul "Action Cuff

Gunn Bros. STAMPS DOUBLE ON WED.

APRICOTS

SHORTBREAD COOKIES Notisoz Reme ima Doone $35^{\circ}$
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Cracker Barrel Crackers ${ }^{1 \text { biop }}$
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FLOOR WAX Aero Wax "No Relubing"

GREEN BEANS


LISten to the mule train over kmul brought to you by cashway


## NOW! A WEW WORLD OF WORTH!

NEW FROM DIESEL TO DAZZLE!


WITH NEW HighTorque Power



See your local authorized Chevrolet dealer
C. \& H. CHEVROLET CO.

PHONE 6130 MULESHOE

FOR INFORMATION

USE OUR AERIAL
SPRAY DEFOLLATION

- STRIP EARLIER
- mature bolls quicker
- MAKES BIGGER BOLLS
- better Sample TURNOUT


## BAKER FERTLLIZER CO.

Progress News
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## Enochs News

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John W. Williams
Aboard Princefon

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When a car is this beautiful, you know Pontiac built it!
Who else but the builder of those front-running Wide-Track Pontiacs could bring out a car so freshly and finely styled! It's longer, with a crisp, low silhouette. It's distinctly Pontiac, with a new twin-scoop grille you can recognize a block away. Powered by the potent Trophy V-8, with 215 to 348 h.p. Beautifully poised on Pontiac's famous Wide-Track stance. We've even cut the turning radius as much as $31 / 2$ feet to make handling easier. The result is a pride-pleasing new version of America's Number One Road Car. Come on in-and let a Pontiac show you its stuff while It's showing you offl
The 62 Wide-Tracks are here!

 NOW ON DISPLAY AT YOUR LOCAL AUTHORIZED PONTIAC DEALER

LADD PONTIAC
602 West American Blvd. Muleshoe, Texas

## ANNOUNCING!

just two weeks left TO RENEW YOUR SUBSCRIPTION at the old price

Due to the increased cost of production The Muleshoe Journal announces a general subscription rate increase effective October 1, 1961.

In accordance with the new Texas Sales Tax Law The Journal will also have to charge a $2 \%$ sales tax on all subscriptions, however the tax will be included in the subscription price.

We invite everyone to renew their subscription before October 1, 1961 before the new subscription goes into effect.

## SUBSCRIPTION PRICE S EFFECTIVE OCT. 1st.

BAIIEY COUNTY AND ADJIINING COUNTIES
$5^{50}$

ALL OTHER STATES AND COUNTIES
$\$ / 4^{50}$

## The Muleshoe vournalle sit

Farm Trailer Must School Enviliment Be Registered Now

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## ... GENTLEMEN!

as in past years we are again ready to receive YOUR GRAIN FOR STORAGE OR FOR SALE.


- Check With Us Before Selling Your Grain "IT'S THE PRICE THAT COUNTS"
- We Have Ample Room To Store Your LOAN GRAIN LOCALIY.
- Warehouse Receipts Issued Promptly


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MULESHOE, TEXAS

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Choose from any one of these 14 K GOLD* GENUINE
DIAMOND BEAUTIES

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## The Muleshoe Journala



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Hale Center Over Tulia Squeeks Cotton Planting Abernathy, 38-20 By Lockney 18-14 Seed Affected By

Wet Weather



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See the great ZO Cotton Harvestor today at
FRY \& COX BROS.


Carla Hurt Them You Help Them
 in the collection of this amount. As soon as all members
are contacted the Junior Chamber of Commerce will
are meantime, those desiring to make contributions should
send them to Red Cross Disaster Fund, Box |188, Mule-
shoe. were hit by some sort of diaster such as that which
struck the Texas coast. Then sit down and write a struck the Texas coast. Then sit down and write a check
to help your friends and neighbors there as they would
help you.

Save A Life




## NOW GIVE ME A GOOD LOCATION

## "There is no such thing as 'Prime space' in newspapers.... "Every advertiser benefits from everything in the newspaper. He buys the

 whole newspaper. In contrast, he certainly can't draw benefit from a full day'srun on radio or. TV, comments one of the nation's leading food-store merchants.
$\qquad$
He explained that everything
even the smallest advertisement.
"We know that when the newspaper has good local news coverage, good
feature articles, or an interesting editorial page the content is part of our supporting program.
"As a matter of policy our stores use full page displays, but , w
aware that smaller advertisers get the same support we get," he said.
Ten, twenty or thirty dollars, depending upon your local rates, will buy
you the atteniion value commanded by a whole newspaper. This makes every
effective consumer in your community a potential reader of any newspaper ad.
What could you get with the same money in other media? On the air, an accidental audience of limited quantity and uncertain audience. It could buy
a few piecess of directi mail or circulars of even more questionable value. But
some merchants continue to pour meney down fre The grocer added: "I challenge any small retaiter to use a two inch news-
paper ad consistently for two months. If you are not convinced of its com-


The Muleshoe Journal) 4

## 



- Weekly contests are open to everyone
except employees and families of this except empl
newspaper.
- Entries are to be judged by the sports
editor and staff of this newspaper. All editor and sraff or this newspaper. All
decisions of judges are final.
- Entries must be submitted on the offi-
cial form, as printed in this paper.
- Bring your entries to the Muleshoe Journal office and deposit them in the
contest box in the Office Supply decontest box in the Office Supply de-
partment.
- The deadline for weekly submission is 5 p.m., Friday. You may enter as many
times as you wish.
- Winners' names will be published in $\rightarrow$ this nowspeper each Vicanesucy...1-
lowing the close of the weekiy contes..



## GRAND PRIZE -



THIS CONTEST MADE POSSIBLE BY THE FOLLOWING FIRMS:

> Bovell Motor Supply

Western Drug Company
Lane Furniture

## Cobb's

The Spudnut Shop
Wellborn Beauty Shop
Dinner Bell Cafe
"Good-Home-Cooked-Food"
Cayle Reed Buick-Rambler Morris Douglas Implement Co.

First Street Conoco

Bob"s "66" Service
Taylor Metal Products
Main Street Beauty Shop

## City Cleaners

Muleshoe Floral
Heathington Lumber Co.
Cross Roads Cafe
Beavers Flowerland
Higginbotham Bartleft Co.
Muleshoe State Bank Member FDIC

Farmers Cooperative Elevator

Gilbreath Seed and Grain Co.

Bailey County Electric Cooperative Ass'n. and The Five Area Telephone Exchange Inc.

Texaco Inc.
(Sam Fox Distributor)
Alsup Insurance Agency
Whites Auto
E. O. Baker Insurance

Whites Cashway Grocery
Muleshoe Co-op. Gins
Lenau Lumber Co.

The Muleshoe Journal

## Pressure Pumps Need More Care



## PROVIDES THE MOST <br> IN SERVICE

NEW MODERN STORAGE FACLILTIES
TO HANDLE YOUR


HEAT is with year 'round
10 ar $\begin{gathered}\text { air } \\ \text { conditioning }\end{gathered}$ conditioning
解 yumou can enjoy CoMIPLETER reief from heat rovides have no service problems because Pioneer

LIVE MODER....For less...with cist Pionerer Natural Gas Company
The BEST way to Beat


## .. 6,400,000 BUSHEL STORAGE CAPACITY .-

- Sherley anderson grain company
offers a variety of plans for the farmer
- WE WILL BUY YOUR GRAIN SORGHUMS
- WE WILL PUT YOUR HARVEST INTO THE GOVERNMENT PROGRAM
- STORAGE FACILITIES AVAILABLE

When You Are Ready To Market Your Harvest Think Who Can Give You The Best Possible
"SUPERIOR SERVICE"
SHERLEY ANDERSON GRAIN COMPANY offers you the quickest grain hand ing service on the west plains. For years wo have been unexeclled in in our top
frade service and in 1961 we will strive to maintain our superior position in
service.

## REMEMBER

lariat, texas will give you

- Fast, Friendly Service
- Prompt issuance of local warehouse receipts
- We are Federally licensed
- We will appreciate your business

SHERLEY ANDERSON GRAIN $C O$.



## WHAT ABOUT VITAMINS?

ON SATURDAY SEPTEMBER 23rd A REPRESENATIVE OF THE SUNLAND VITAMIN COMPANY WILL BE AT YOUR MULESHOE PIGGLY WIGGLY STORE TO EXPLAIN ABOUT THE COMPLETE LINE OF VITAMINS CARRIED EXCLUSIVELY BY YOUR PIGGLY WIGGLY STORES!


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\begin{aligned}
& \text { ALL THE VITAMINS YOU MAY NEED } \\
& \text { CAN BE PURCHASED FOR AS LITTLE AS }
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