## Mr. Muleshoe



## The Muleshoe Journal

Muleshoe To Friona Road To Be Street Markers Erected In


J. L. Alsup Of Muleshoe Wins S1,00O In Kaiser-Frazier Contest


The Fisherman's Dream FDUR-IN-DNE-RDI


No. 1 -


No. 2-
7.Ft. Fly Rod'

No. 4 - Carrying Case and Cana
W. prosent the neverst, most versatile, most complete Fisting Rod Weight only 14 ouncos. the Reol-sat is suitsble for any trpo of rool. This combination fishing rod ond cono is abolutoly now and different.
 rou have a wolking canoe - rubber tipped on ooch ond.
If's Now - If's Different - If's Sensational FISHING ROD
componints of the four.in.one fishing rod

\$12.50
BASS FIRESTONE STORE
across street from bank-on main street


## with an ELECTRIC RANGE

Take a vacation from a hot kitchen today and every day., Dependable, low-cost electric cooking is so much cooler that ${ }^{\dagger}$ you'll be amazed at the difference...delighted at the comfort and converience of your kitchen...even on hottest days.

Cooking on your electric range can be such a pleasure that you'll actually look forward with new interest to planning and preparation of summer menus.

So don't swelter in your kitchen another day ... see your favorite appliance dealer now for a demonstration of the handsome new electric ranges ... you'll want one





HOME LOANS


CONVENTIONAL AND FHA

BUY, BUILD or REMODEL
in
MULESHOE
FOR INFORMATION SEE

FROM SHAMBOCE
Mr. and raom reamat


## REVIVAL

At The

## lazbuddy CHURCH OF CHRIST

Friday, July 29 to August 7
SERVICES 10 A. M. \& 8:30 P. M. basket lunch sundar, august 7
minister thomas medonald Of bCRGER, EVANGELIST

YOU ARE WELCOME!

WE HAVEPLENTY OF
BALING WIRE
For Hand Tie Machines

Consumers Fuel \& Supply Co. Phone 34-J


MARION F. HARRIS
exas Leaders' Round Table Texas Leaders' Round Table
Nationol Quality Award

Tribute for Cachievement

For honors earned in serving the people of Muleshoe, Southwestern Life Insurance Company pays tribute to Marion F. Harris, who in the past year has gained professional distinction by qualifying for:

1. Membership in the Leaders' Round Table of Texas, honor group of the Texas Association of Life Underwriters, limited to those who meet all of the exacting requirements of that organization.
2. The National Quality Award, granted by The National Association of Life Underwriters and the Life Insurance Agency Management Association to all agents whose services to the public has been deemed superior.
 for Better Life in Texas.

## MARION F. HARR <br> Southwestern nuwance Compa

BtRONG AS tEXAS AND STP

prices begin at
S169.95 S60.95

## TERMSAREANGEEASLOWASA:ZFSWEEK

 COX RADIO \& EiiECIRICPHONE 300 MULESHOE

## Alsup Wins $\$ 1,000$


T. . Batson, left Kaiser.Frazer Dealer, hands J. L. Alsup of Muleshoe a checek for $\$ 1,000$,
which the latter won by writing the best essay on "The Kaiser is the Lower Priced Car
 sup won in this
Some Of The Reasons Why Kaiser Is The Lower Priced Car Of The Medium Price Field:
BECAUSE ; You get more for your monery in a Kaiser. Check the followin- sgainst
 finest aveilable harmonizing fobrics.
FEECAUSE . The Koiser gives you

See The New Kaiser At

## Batson Motor Co.

PHONE 257-J
muleshoe

## FURNITURE FASHIONS



A Complete Line Of COMBINE PARTS

For Allis-Chalmers Combines

GET YOUR COMBINES REPAIRED before sorghum grain harvest

MULESHOE IMPLEMENT \& SUPPLY CO.
PHONE 137
MULESHOE

## KRAUSE PLOWS

## NEW \& USED

ALL SIZES - ALSO FULL LINE OF PARTS FOR THE KRAUSE

We will have some NEW 16-10 IHC WHEAT DRILLS with the low 16:00 Tires.

Wheat Drill Attachments for your
HOEME or JEFFROY PLOWS
Mrs. R. E. Luttrell
YOUR BEST BUY IN MATTRESSES!


SPRING-AIR QIVES YOU more rest every might


Johnson Furniture Co.

SEE US FOR YOUR
Tractor Tune-up or Complete Overhaul
ONLY GENUINE IHC PARTS USED. Experienced
Mechanics. The finest shop tools and equipment
that money can buy. Satisfactory iobs guaranteed.

## We Appreciate Your Patronage

## JOHNSON \& MI 

| ILK |  | c |
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| RS | $\substack{\text { Kerer } \\ \text { RNIS }}$ 73c ro |  |
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| SOAP |  |  |
| SOAP |  |  |
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|  | ${ }^{20}$ |  |


| JELLO | 5 |
| :--- | :--- | Kunolidid, 6 for ... 25 C Sthimp smans , in




Swifrs ${ }^{\text {SREAMERY BUTTER, Ib. }}$
RUBBING ALCOHOL, Pint ....... 19c
skinner's
RAISIN BRAN, box .................... 15c

Air Conditioned For Your Comfort



CANTALOUPES: Calif. Select, Ib. ...... $71 / 2 c$ YELLOW SOUASH, Banana, Ib. ........ $77 / 2 c$ BLACK EYE PEAS, Fresh, lb. ............. qc APPLES, Winesap or Delicious, Ib. ..... 15 c gUARANTEED WATERMEIONS, Ice Cold, Ib. ............. 3 c



 DO YOU HAVE A
POLIO POLICY

 द POOL
Insurance Agency


## MULESHOE FUNERAL HOME

FOR AMB

Bailey County Abstract Co. Muleshoe - Texas

ABSTRACTS - LOANS
mRS. LeLA barron L. S. baRron

Agent For Kansas City Life Insurance Co. Loons


##  Odis Echols <br> MELODY <br> Boy's Quartet

KNOWN FROM COAST TO COAST ON RADIO \& STAGE PRESENTING BIG VARIETY SHOW

Comedy - Westerns - Hymns RED HEADED TOBY, Comedian FRIDAY, JULY 29
HIGH SCHOOL GYM Muleshoe, Texas

8:30 P. M. Adm: Aduits $\mathbf{6 0 c}$ - Children 30 C Sponsored by Muleshoe junior CHAMBER OF COMMERC

## At The Churches <br>  SCHEDULE OF SERVICES

##   ,     <br>    st. Johns lutheran chubch W. B. Gummext, Pastor Sunday s.thool and  

 First merionist chirct sunday Serr. Church School
Preaning
Yount people
Evening Worship










 L00K!
If You Need A Good USED CAR Truck or Pickup SEE
Notty Nokes Manager for KAISER - frazer In Check Layne Bldg. Phone 257.-S. Mulesho

 brand new car since they gave me that
COMPLETE Engine TUNE-U?!
ARNOLD MORRIS AUTO CO.
HONE 111 MULESHOE
DODFE P PYMOUTH
DQDGE Job-Rdfed TRUCKS

## Now! New Lower Prices

COME IN AND SEE HOW MUCH YOU SAVE ON THE NEW SERVELS


Wiedebush \& Childers
Phone 16
Muleshoe, Texcs

##  <br> CLEA

 BE HERE WHEN THE DOORS OPEN AT 8:30 O'CLOCK :

STORE CLOSED<br>ALL DAY WEDNESDAY<br>JULY 27 TO MARK DOWN MERCHANDISE

MENS "SHORT SLEEVE" SPORT SHIRTS


## OUR ENTIRE STOCK OF MENS SUMMER SUITS



THIS IS THE SALE YOU HAVE BEEN WAITING FOR - HUNDI CLEARANCE SALE OF SUMMER MERCHANDISE AT GREATLY RI SUMMER CLEARANCE SALE THAT ARE NOT MENTIONED N:

| MEN'S RIBBED UNDERSHIRTS | MEN'S SUMMER DRESS |
| :---: | :---: |
| Sale Price $\qquad$ Ea. | soldos and matrs mesh sanforized materals 3.65 val. ..... Sale Price |
| MEN'S BANNER WRAP HOSE soff pastel shades SIZES 10 to 12 hose that did sell for 59 C a 69 c Sale Price $\qquad$ Pair |  |

Hawk Brand OVERALLS
8 ounce Sanforized - blue denim WAIST SIZES 30 TO 4
,umsum $\$ 2.69$ ance Sale.
LADIES "KEDDETTS"

The "Washable Casuals"- White, Red, Blue and
Green-Our Entire Stock

| \$3.98 Vai. | Sale Price |
| :---: | :---: |
| \$4.45 Val. | Sale Price |
| 54.98 Val. | Sale |

## BOYS KHAKI SUITS

Sanforized Poplin - Slack Style Pants with Short
Sleeve Sport Shirts - Good Buy for School Wear SIZES 8-10-12

BOYS PLAY SHORTS_All Elastic band
$\$ 1.98$ Value-Now On Sale
99C Sale Price

You Will Save Money If You Shop For Your Needs In This Sale

Hawk Brand OVERAUS Ladies sun whites we are clo
BLUE \& STRIPED
FAMOUS FOR THEIR FIT 2

Values to $\$ 7.98$ all to at this remarkable savi
You can buy several pai
Come in early PA


FLORSHIEM
CloSE OUT VENTILATER TWO-TONE IN THE MIDDLE OF THE SUMMER A REAL SAVING TO YOU̇ \$15.95 VALUE
Sale Price
Pair
$\$ 9.88$

LADDES NYLON HOSE

Sale Starts Thursday Morning Make Your Selections Early

BOYS SPORT SHIRTS
Short Sleeves, knit and fancy printed broadcloth
material. Sizes 2 to $18-1 / 2$ PRICE-

## DRESS PANTS



- Muleshoe,
 IEDS OF SENSATIONAL VALUES DURING THIS GIGANTIC JULY EDUCED PRICES - MANY ITEMS ARE ALSO INCLUDED IN THIS צPAGE - BE HERE EARLY FOR BETTER SELECTIONS !

BABY DIAPERS birdseye Reg. $\mathbf{5 2 . 7 9}$ Volue
Sale Price .-.-... Doz.

## $36 \times 36$ PILLOW CASES

Garza
regular tgc value
Sale Price

## Ea. $4^{\circ}$

GARZA SHEETS SIZE $81 \times 108$ Sale Price

## GARZA SHEETS

 size 81 T0 99 Sale Price
## MENS

WORK ShOES

FULL GRAIN UPPERS PLAIN TOE - SIZES 6 to 12 ant

## one table of

 LADIES SHOES meonensurs smuss colous 5.mex mix 97
## $\qquad$

MENS DRESS STRAW Stetson hats PANAMA - We Are Closing Out Our Entire
Summer Stock-All To Go and Fast at $1 / 2$ PRICE


We Are closing Out Our Entire Stock of
MENS DRESS STAW HATS


## BOYS TEX "N" JEANS

Cowboy Pants with Zippers - Famous for their
fit and wear - Long lenghs - Buy several of fit and wear - Long lengths - Buy several of
these for schoot $\begin{array}{lcc}\text { SIZES } 1 \text { to } 6 & \text { Sole Price } & \begin{array}{l}\text { s1.98 } \\ \text { SIZES } \\ 7\end{array} \text { to } 14\end{array} \quad \begin{aligned} & \text { Sole Price } \\ & \text { S2.10 }\end{aligned}$
LADIES HATS_Our entire stock of Summer
Sraws-All To Go-si0
S 10.98 volues Now
WASH CLOTHS, Cannon, Ige. size


CHILDRENS
PLAY \& DRESS SANDALS
300 PAIRS
Closing Out Entire Summer Stock All sizes
white - tan - red - green MANY STYLES TO CHOOSE FROM GROUP No. 1.
Values to $\$ 2.98$ GROUP No. 2
Volues to
$\$ 3.98$ GROUP No. ${ }^{3}$
Volues to 5.98

## IECE GOODS GALORE

WOOVEN CHAMBRY

FAST COLOR PRINTS
 our entire stock of sheer summer


79c val. Yd. .-.............-39c
89c val. Yd. -45c
1.19 val. Yd
1.29 val. Yd.

ONE TABLE OF
ODDS \& ENDS
$1 / 2$ closing out stock 1.49 val. Yd. - - - - 1.98 val. Yd. 2.49 val. Yd.


Texas

MER SHOES colored bge heels mps - Loafers 888


Thanks To All
 ,umer



Members of
AMERICAN LEGION
LEGION AUXILIARY

Babson Discusses Young Buisinessmen

|  |  | how the | sured and this means insurance protection for $95 \%$ of all individual depositors. Finally, they believe that the unsatisfied demandfor homes and consumer durable for homes and consumer durablegoods can-if necessary-be paid |  |
| :---: | :---: | :---: | :---: | :---: |
|  | hand. I feel that if more fathers | hourdened with debt and today are |  | eople can draw upon for |
| ked with a number of graduates |  | almost free from debt and that, in |  |  |
| mity three colleges, - Babson | their sons, the present prosperity would last longer and the next de- | ${ }_{\text {a }}$ a general way, this applies aiso |  | faith in the young business- |
| bber College for Women |  | that everyone was speculating in |  | rk |
| Florida, and Utopia college | For |  |  |  |
| center of the nited states as | A prominent investment banker |  |  |  |
| ates | recently asked me what thought would happen to the railroads, |  | R. B. |  |
|  |  |  |  |  |
| New Deal because they never ew anything about the old | public utilities during the next | These students are proud of the fact that the government has be- |  |  |
| all They assume that a demo- | three children who have recently | come such a large purchaser of certain | r | auty Shop |
| is a | ${ }^{\text {D }}$ Don't ask me. I am over seventy |  | Muleshoe, Texas | Phone 342-J |
|  |  | stabilize these industries. |  |  |

## 6

REASONS
for using ONLY
GENUINE CHEVROLET REPLACEMENT PARTS

- designed to fit your chevrolet
- maximum efficiencr
- guaranteed by chevrolet
- RIGIDLY INSPECTED
- carefully tested
- Long, dependable service


## C. \&H. Chevrolet <br> PHONE 12 - MULESHOE

WITH A

## 20 Clear-VUE

Change to OIL-PLATING!

Revealed! ...You'll be amazed at
the smooth performance your car the smooth performance your ar
can give with Conoco $\mathrm{N}^{t h}$ Motor
Oill Oin! Because there's an exclusive
ingredient in Conco ingredient in Conoco Nth that
fastens an extra shield of lubricant fastens an extra shield of lubricant
to the moving parts. That's won
der-working Oun


## Oil-Plate today at your

Conoco Mileage Merchant's !


MRS ERNEST HOLIAND

GEAR HEAD REPAIRS FOR IRRIGATION PUMPS STOCK OR MADE IN OU
MODERNLY EQUIPPED MACHINE SHOP FOR AN

## earings, gears,

 SHAFTSW. M. (Bill)

WHITESIDES
207 EASt FIFTH

- handy motor control
- dIE-STAMPED ONE-PIECE FRONT
- adjustable air louvers
- removable non-sag WATER PADS
- adjustable non-clog WATER TROUGHS
- adjustable to any WINDOW
- USES ONLY 9-INCHES OF WINDOW SPACE

The new Clear-Vue air conditioner is your answer to real comfort. It makes your home a delightful place to live on hot stuffy days-there's an abundance of cool "filtered" fresh air directed in currents to suit all occupants. The Clear-Vue will cool the average size home. Equipped with a beautiful aluminum front and easily adjustable louvers. It can be easily installed in any home. Will not mar building interior or exterior


9
BUDGET PRICED!!! the Jet-alre
$\$ 39.95$

## MULESHOE LIQUEFIED GAS CO.

PHONE 125
NIGHT PHONE 314-J


NEW
DRESS LINES FOR FALL lutglon Regular \& Half Sizes franklins Regular VIRGINIA SPEARS Junior

use our convenient lay.a. Way plan --a little down and a little a week
St. Clair Dept. Store

Ino. S. McMurtry Host At Annual Family Reunion And Ranch Barbecue


BIG INTRODUCTORY TRADE-IL ALLOWANCE FOR YOUR TIRES "B. F. Goodrich "Rythm Fide" $\$ 1.50^{*}$ domm $\$ 1.25$
ciet more miles, watety

$\qquad$


## Society News



TONSILATION
Tomititan io, sclennific chnopencric memtad od



DR. G. A. PITTMAN chiropractor
Muleshoe




MULESHOE O. E. S. WILL MEET
 p.m.
Following the business meeting Following the business meeting
there wil be a program hhonoring
Robert Mortis the Founder.
Instigator of the order Winsome Class
Given Breakfast Robert Morris the Founder and
Instigator ort the order held in the
The meeting will be hel
new Masonict Hall. This will be
the first meeting held by the o
 In. Barron Tuesday morning July
In the ansen


 Lambert, Marie White, Elizabeth
Watson, Hazel Dyert Phyllis Beav-
ers and the hostess.
HERE FROM AUSTIN Mrs. Lydia Weekly, of Austin
has returned to her home after a
hisit here with her sister, Mrs. J. in the new hall and it is hoped
here will be a large group pre-
年t.
Every Star in this section of the Every Star in this section of the
country is in inited to be present
whether a visito or aresident of
this community not affialiated
with this Chity not with this Chapter.
 visited tates
Miss Carole Don Tidmore,
Lubbock, was a week end guest inf
Appreciation Day is Saturday
Entertainment at Your Local

## THEATERS

MULESHOE, TEXAS
Box Office Opens 8:00 P. M. Weendays
and Sunday Continuous Showing from 1:45 P. M.
$\underset{\text { THURSDAY \& FRIDAY }}{\text { VALEY }} \underset{\text { THURSDAY \& FRIDAY }}{ }$

Richard Basehort
Scott Brady
He Walked By Night
saturdar

Back Trail SUnday \& mondar
Jonnifer Joness
John Garfield
We Were Strangers tues. \& wed. William Bendix

The Life Of Riley

Randoloh Scott
Noohb Beory

## Gung Ho

 saturdar
## Herry, The

 Rainmaker SUnday \& mondar Clandote coibortFrod Me Murray

Family Honeymoon tuesdar \& weonebdar Oh My Darling Clementine

MOTION PICTURES ARE YOUR BEST AND CHEAPEST ENTERTAINMENT

## "80"

 LOWEST-PRICED "ROCKET" ENGINE CAR!
from tennessee



## see us for protection policies you need

BOBO INSURANCE AGENCY
PHONE 97 - COURT HOUSE - MULESHOE

## GUARANTY ABSTRACT CO J. c. But buchanan <br> Phone $356-\mathrm{W}$ income Tax Work

Fuman where I sit.... by Joe Marsh
For The Ladies: A Diet That Really Works We went out visiding the other trust any of those get-thin-quick night and the ladine thilking
away about weightoms. Simply cut down on desserts,
diets.
bread, butter, sweets and fats - but
 other was

skm milk! | with food, with mord. Moderation or with |
| :--- | would get the bug, the missus $\begin{aligned} & \text { the enjoyment of a friendly ylass } \\ & \text { of temperate beero or ale. Actually, }\end{aligned}$ enough the other des ehe eaks me, moderation adds to the enjoyment

"Joe, what kind of \& diet do you of just about anything I Moolher," I says, the only dict

## TOBY IS COMING McKENNON TENT SHOW



NEW PLAYS AND VAUDEVILLE CHANGED NIGHTLY


Farmers Fighting Nature's Whims


TUAMP AND MUSTARD
GMELNS BECOME AN
IMPORTANT CASH
IMPORTANT CASH CR




## If You Save Regularly

Just a little deposited today . . a little
more added next week ... soon you'll be en
-oying those things that have always been out
budget-bounds. You'll find a sense of deep
down satisfaction in those reqular trips to the
斯
the knowledge that you are planning for the
future-instead of dreaming about it. Drop

Muleshoe State Bank
Surn
THE MULESHOE JOURNAL, Thursday, July 28, 1949
Visitoas sunday



路
FLOOR FURNACE
If You Install It Before July 3ls
Do If Nowl Save money, be reash. And get the famous Coleman that gives you Automatic
Heat-Clean Heat-Warm-Heat-Clean Heat-Warm-
Floor Heat. see a Dem
E. R. HART CO



