

The Muleshoe Journal

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

VOLUME 32, NUMBER 1

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, JANUARY 7, 1954

Postal Receipts Near First Class Office Mark

Muleshoe's postoffice, by virtue of increased receipts, came within reach of first class status in 1953, a report of A. J. Gardner, postmaster reveals. A postoffice attains first class status by having receipts of \$40,000 in a year.

Last year the receipts at the local office climbed to \$37,581.09, lacking only \$2,418.91 of reaching

first class. Receipts of the local office have been growing steadily for several years. In 1952, the total was \$34,636.06.

During the past two years, if fourth quarter receipts had been equaled by receipts of the other three quarters, the office would now be first class. Last year fourth quarter receipts were \$11,888.05. This year the fourth quarter receipts ran to \$12,777.76, the report of Mr. Gardner shows.

It might be of interest to compare the quarterly receipts of the last two years for the first three periods, as follows:

First quarter: 1952, \$7,440.01; 1953, \$7,963.62; gain, \$523.61. Second quarter: 1952, \$8,351.55; 1953, \$8,981.59; gain, \$630.04. Third quarter: 1952, \$6,956.45; 1953, \$7,858.12; gain, \$901.67.

Total gain for the year was \$2,945.03. It will be noted that the largest gain was made in the third quarter, reflecting a very active business period. Should the same rate of gain be maintained this year over 1953, Muleshoe will boast a first class postoffice.

Stanford Rites Held At Friona

Funeral services for John Farmer Stanford were conducted from the United Pentecostal Church, Friona, Monday, December 28 at 2 p. m., with Rev. B. E. Houlette officiating. Mr. Stanford passed away at his home, 901 West 8th., Muleshoe, December 25.

Mr. Stanford, a carpenter by trade, had resided here the last twelve years. He was born Dec. 22, 1893, in VanZand County, Texas.

He is survived by his wife, Mrs. Irma Stanford; three sons, William T. Stanford, Visalia, Calif.; Vaughn Stanford, Amarillo; Darrell Stanford, Muleshoe; and a daughter, Virginia Stanford, Muleshoe.

Other survivors include his sisters: Mrs. W. J. Moss, Meadow, Texas; Mrs. N. O. Sullivan, Enochs; Mrs. J. P. Walker, Porterville, Calif.; Mrs. T. C. Moss, Anson; and Mrs. John Williford, Mesquite; and two brothers, Sam Stanford, Andrews; and L. R. Stanford, Visalia, Calif.

Pallbearers were Charlie Moses, Emette Cross, Joe Vaughn, Ray Morrison, Forrest Williams, and H. O. George. Mr. Stanford was a veteran of World War I, entering the service July 26, 1918 at Vernon and receiving his discharge Feb. 9, 1919, at Camp Travis.

Interment was in Friona cemetery with Singleton Funeral Home of Muleshoe in charge of arrangements.

Helen Jones Is Candidate For Reelection

Miss Helen Jones has authorized The Journal to announce that she is a candidate for reelection to the office of treasurer of Bailey County, subject to the action of the Democratic Party primaries.

Miss Jones said she appreciates the consideration, the cooperation and support of the people given to her in the past and invites their vote and influence in the coming campaign.

If reelected, she said, it will be her aim to continue to discharge the duties of the office in the most efficient manner. She will make an active campaign and hopes to see each voter personally before the election.

The Weather

	HIGH	LOW
Dec. 28	45	14
Dec. 29	48	27
Dec. 30	49	15
Dec. 31	48	15
Jan. 1	57	19
Jan. 2	60	28
Jan. 3	55	22

No moisture fell in the period. December precipitation totaled 21 inch.

Political Announcements

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

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

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

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

For County Treasurer: HELEN JONES (Re-election)

JayCeets Happy To Play Santa Christmas Day

Muleshoe JayCeets got a warm glow from their Christmas activities. They presented 75 Rosebuds and treats to the sick, lonely, and shut-ins of the community. Several members of the club helped to make these calls on Christmas morning to their neighbors and friends.

The JayCeets previously had accumulated 80 toys and turned them over to the Goodfellow for distribution.

They also delivered five baskets of turkeys and groceries to some needy families.

Graveside Rites Held December 28

Graveside services were held at 2:00 o'clock p. m. December 28, for Gaylene Dorsy, infant daughter of Mr. and Mrs. Gaylon Dorsy, of Route 4, Decatur. The child was born about 4:30 p. m. Sunday, December 27.

W. W. Couch Seeks Reelection Prec. 2

Woodrow W. Couch, Commissioner for Precinct 2, Bailey County, has authorized The Journal to announce that he is a candidate for re-election to the office. His candidacy is subject to the action of the Democratic Party primaries. He made the following statement to the people:

TO THE VOTERS OF PRECINCT 2:

In announcing my candidacy for reelection as your commissioner I feel the desire also to say thank you for the consideration, the support, courtesy, and cooperation you have extended to me in the past.

Because of your friendship and good will, it has been a great pleasure to me to try to serve you and I feel it is a privilege to be selected to work with and for you.

I believe that the experience I have gained in the past in this office will enable me to serve you better in the future. The best interests of my precinct and my county are the things I want to advance should I be reelected as your commissioner.

Any consideration you may see fit to give me in the coming campaign will be greatly appreciated by me. And, in return, I pledge myself to continue to work for the best interests of all concerned in any matter which may come before me.

As long as I am in office, I shall always welcome advice and suggestions looking toward the improvement of the precinct and Bailey County, from any and all the people. I invite and will appreciate your vote and your influence.

WOODROW W. COUCH

TO PREACH HERE

Rev. C. E. Raney of Lubbock, will preach at the 11:00 o'clock hour here at the Methodist Church, Sunday, January 10.

TO MEET MONDAY

The Wesleyan Service Guild of the Methodist Church will meet Monday, January 11, at 7:30 p. m., at the home of Mrs. A. S. Stovall.

Mrs. Owen Rites Held Sunday

Funeral services for Mrs. Pollie Jane Owen were held Sunday, January 3, at 2:30 p. m., at the Assembly of God church with Rev. H. L. Bayless, pastor, officiating. Mrs. Owen, who was 65, passed away Saturday, January 2 at 7:40 a. m. in Green Hospital & Clinic here.

She and her family had resided here for 28 years. Mrs. Owen was born May 11, 1888, in Hill County, Texas.

Mrs. Owen is survived by her husband, A. H. Owen, Muleshoe, and twelve children: Mrs. Matt Dudley, Muleshoe; Dee Owen, Farwell; Earl Owen, Muleshoe; Mrs. Harvey Tuten, Muleshoe; Dick Owen, Clovis, N. M.; Mrs. Ralph Black, Muleshoe; Elmo Owen, Muleshoe; Mrs. Clayton Clark, Plainview; Carrie Owen, Clovis; Arle Owen, Amarillo; Mrs. Ben Higginbotham, Muleshoe; and Mrs. Johnnie Easter, Borger; and a brother, Will Harris, Arlington.

Pallbearers were Jerry Owen, Bob Owen, Dorman Tuten, James McCain, Bernice Pierson, Bill Townsend, and Cleve Bland. Interment was in Muleshoe cemetery with Singleton Funeral Home in charge of arrangements.

New Sanitary Ordinance Aims At A Cleaner City

A sanitary ordinance for Muleshoe will pass to its third reading and probable adoption before the city council the coming Monday night. Earl Lovelady, city attorney, who prepared the ordinance, said the regulations contained in it will be rather comprehensive and he predicted that the ordinance will help to create a cleaner, more attractive city.

For one thing, he said, old style outdoor toilets will have to be eliminated under the provisions of the ordinance.

The ordinance will regulate garbage and paper trash disposal. Lovelady said the city dads want to see garbage material and other kinds of trash placed in different receptacles in the alley. The garbage cans, which contain material that will attract flies, should be covered.

The city dads would like to see paper accumulations on city streets and in the business alleys eliminated. It is hoped the JayCeets or some other organization will sponsor the placing of metal receptacles for waste paper in the business district.

Mr. Lovelady said the city council is interested in seeing Muleshoe become a city of clean streets, and alleys, with more paved streets, less dirt and dust, less accumulations of junk and trash, more beautiful and well kept lawns and premises. The ordinance which is expected to become a city law next Monday night will help to promote all these things, city officials believe.

The new ordinance is to be printed in The Journal next week. Those who are interested in seeing their city become a better and more attractive place in which to live and raise youngsters, will do well to read the ordinance, which is expected in reading this ordinance.

Bass Will Not Seek Reelection

Melvin G. Bass, veteran Bailey County officer, has announced he will not be a candidate for reelection as county and district clerk. Mr. Bass' term of office does not expire until the end of 1954.

Mr. Bass announced his decision in the following letter to the people:

TO THE PEOPLE OF BAILEY COUNTY:

In as much as at about this time of the year, in former election years, I have been placing an announcement in the paper as a candidate for office, and many might wonder why I do not make some statement; therefore, I take this opportunity to say that I do not plan to run for office this time.

In making this statement—and one of the main reasons for writing it—I want to thank you for the support and vote given me in the past, and for the courtesy and friendship afforded me during my tenure of office as your County and District Clerk.

Of course, we still have the year of 1954 left of the present term, and I invite you to continue to come to see me, and I assure you that your continued friendship, and the opportunity to still be of service to you will continue to be appreciated.

Cordially yours,
M. G. (MELVIN) BASS

Massey-Harris Showing Jan. 9

"What's New For '54" in the Massey-Harris machinery line will be shown here Saturday, Jan. 9, by Texas Machinery, the Muleshoe dealer, according to announcement of Alex Wilkins, manager. The company is now in a new location on Plainview highway and the showing will be conducted all day.

Mr. Wilkins said his firm is to show the No. 90, self-propelled combine, which he said is the "biggest thrasher on wheels", and the new No. 44 special row crop tractor, which has a bigger, more powerful engine, and features greater handling ease.

He pointed out that Massey-Harris also makes the No. 80 self-propelled combine, which this year also boasts 45 new improvements; the No. 60 self-propelled and the No. 60 full type combines as well as the No. 90 which they will show here Saturday.

The new Massey-Harris line includes several other tractors for various farm jobs a new mower, a new type plow for many uses, a new grain and fertilizer drill and a new front end loader. He invites anyone interested in farming to visit their store the coming Saturday.

Hi School Chorus Sings For Rotary

Rotary Club members and their guests were entertained at their noon luncheon Tuesday by the high school chorus, composed of about thirty boys and girls, who sang several songs under direction of their instructor, Tom Shirley.

Mr. Shirley explained that it was the first time the group has appeared in public although they have been practicing regularly for some time. Their audience thoroughly enjoyed the performance.

Paul Scott, in charge of the program for the day, said he would like to make one criticism: The program was too short. And that's the way all present felt about it.

Guests of the club for the meeting included R. L. Gabbert, Junior Rotarian for the month, an outstanding high school student; Lee Leatherman, Rotarian of Plainview, the district manager for National Alfalfa; and Bill Miller, local farmer. Eddie Lane, real estate and insurance man, who had been on leave of absence, resumed his membership in the club.

Plant X Toured By The JayCeets

Muleshoe and Earth JayCeets Tuesday night were treated to a conducted tour through Southwestern Public Service Company's giant, magical Plant X, located south of Earth. Mr. Drake, plant manager personally conducted the tour.

In the group from Muleshoe were Mr. and Mrs. James Crow, Mr. and Mrs. Bill Wilson, Mr. and Mrs. Pete Freeman, Dr. B. R. Putman, Louis Middlebrook, Tootie Middlebrook, Buddy Blackman, Norman Bays, James Mitchell, Wayland Harris, Murrell Brown, and H. B. Flanagan.

Are Our Firemen Getting Good?

According to Earl Ladd, of the Muleshoe Volunteer Fire Department, the local fire fighters are getting so good that for a way places, including California are sending their fires here to be extinguished by experts.

This observation was brought about by the fact that Tuesday night the fire boys had to go to the Santa Fe tracks in the city limits to pour water on several bales of cotton which had caught fire in a box car. The boys had to pull several bales from the car before they could get to the blazing fleecy staple.

The cotton had been loaded in California, probably was going to Houston.

Otto Farm Sale Is Next Tuesday

The first big farm sale of the season in this neighborhood will be held at the C. S. Otto farm, 6 1/2 miles west of Muleshoe on Tuesday, Jan. 12.

Dick Doshier, Farwell auctioneer, will cry the sale, which will be clerked by Hugh Freeman. The sale will begin at 10:30 a. m.

There will be free coffee and lunch will be available on the grounds, served by the Progress ladies.

In another part of this paper there is an announcement of the sale showing the items that have been consigned to the sale. There are all types of farm implements, livestock, household goods, tools of all kinds, and many miscellaneous items. In addition, Mr. Otto will sell 30 acres of land, a description of which may be found in the announcement.

Joe D. Vaughn Seeks Office Of Justice Of Peace

Joe D. Vaughn, who is seeking election to the office of Justice of the Peace, Prec. 1, Bailey County, was the first candidate to get his announcement in The Journal in this election year. Mr. Vaughn in this election year. Mr. Vaughn's candidacy is subject to action of the Democratic party primary to be held in July. His statement to the people follows:

I wish to take this method of announcing my candidacy to the people of Prec. 1 for the Office of Justice of the Peace.

If elected, I will pledge myself to do my utmost to carry on the duties of this office fair and impartially and with an open mind at any and all times.

I have been a resident of Muleshoe and surrounding community for the past twenty-four years.

JOE D. VAUGHN

Bailey County Committeemen For Water District To Be Elected Jan. 12

The election of a Bailey County Committeemen for the High Plains Underground Water Conservation District will be held Jan. 12, according to district Manager Tom McFarland.

This election is held each year to provide county officers whose duties will include the representation of water users in his particular county to the district Water Board. Specific duties will include the ruling on drilling permits, meeting with county water users and general coordination of users with the district.

Candidates for committeemen in Bailey County are W. R. Carter, Lloyd Davenport, and Sherman W. Inman, all of Muleshoe. McFarland states all resident, qualified taxpayers voters within the boundary of the district are urged to cast ballots in the election.

Voting stations have been set up in Muleshoe Community House with B. H. Black as presiding judge; Enochs Gin Office with W. R. Adams as presiding judge, and Three Way School House with Tommy Galt as presiding judge.

The voting stations will be open from 7 a. m. until 7 p. m.

Goodland News

The Goodland Bible Study Club met Tuesday, Jan. 5, in the home of Mrs. Frank Knox. New officers were elected for the year at this time, namely: Mrs. Birge Tucker, president; Mrs. L. W. Chapman, vice-president; and Mrs. Cass Stegall, secretary-treasurer.

It was voted at this meeting to send \$5 to the March of Dimes; also \$5 to Mrs. Floyd Harmonson, 3214 Colgate, Lubbock, to aid in buying her an artificial arm.

Mrs. Harmonson, sister to Mrs. Donald Tucker, formerly of Goodland, was in an unfortunate car accident Dec. 8 at which time she lost her right arm and severely injured the left.

The Study Club studied and discussed the lesson, Nehemiah chapters 3 through 6, after which a salad plate was served to the following guests by the hostess: Mmes. L. W. Chapman, Tommy Galt, Pete Tarilton, Clint Everett, L. D. Sanderson, Sr., L. D. Sanderson, Jr., Cass Stegall, Birge Tucker, Gene Lewis, Leon Reeves and little Miss Madalyn Galt.

The Galts and Stegalls spent New Year's Day in Portales, with the daughter's parents, Mr. and Mrs. T. G. Gaddy.

Mr. and Mrs. Frank Knox were hostesses to an impromptu New Year's Eve party in their home. Card games and TV were the entertainment of the evening, topped by high score prizes and refreshments of coffee and cake at the beginning of New Year's. Those attending were: The Tommy Galts, Cass Stegalls, Tommy Taylors, Leon Reeves, Clint Everetts and L. W. Chapmans, and Masters Frank Stegall and Ricky Galt.

R. P. McCall Announces For Reelection

R. P. McCall, Commissioner for Precinct 4, Bailey County, has this week authorized The Journal to announce his candidacy for reelection, subject to action of the Democratic Party primaries this summer. Mr. McCall made the following statement:

TO THE VOTERS OF PRECINCT 4:

In announcing my candidacy for reelection as your commissioner, I would first like to take this opportunity to thank each of you for your support and cooperation during the time I have been in office.

This consideration and cooperation on your part has made it a pleasure to work with you and to serve you.

If re-elected it will be my aim and desire to continue to work for the best interests of my precinct and county in all affairs coming before the Commissioners Court.

I will appreciate your continued support and cooperation and at this time I sincerely solicit your vote and your influence in the coming campaign.

R. P. McCALL

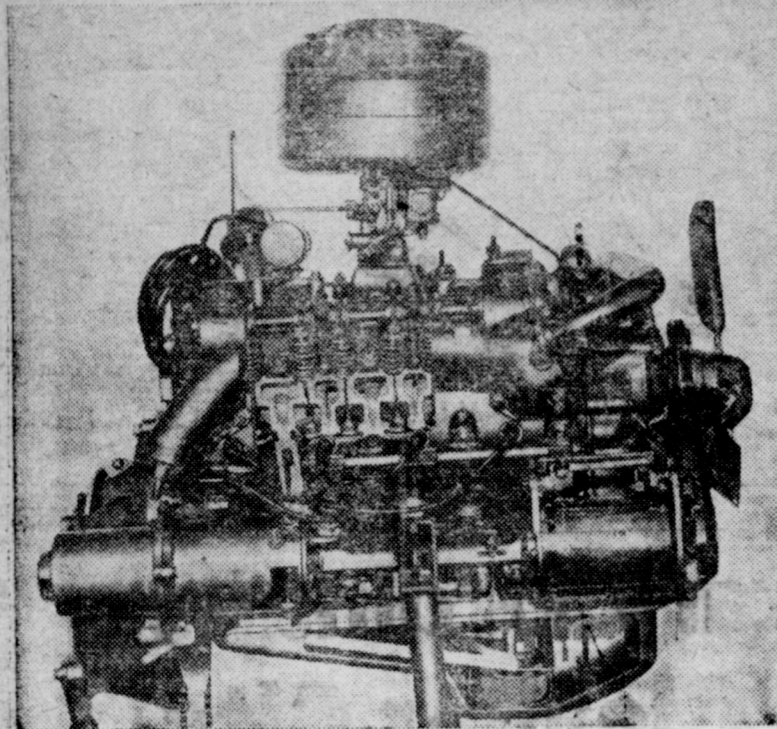
Sewing Machine To Be Awarded In Dimes Drive

Some lucky lady will be the recipient of a portable electric "Good Housekeeper" sewing machine as a part of the Bailey County March of Dimes Campaign.

The Ben Richardson Post American Legion, in cooperation with the Harvey Bass Appliances, will be the sponsors of this event. P. O. Stickney, Legion commander, said tickets will be sold and a drawing will be conducted on January 30, about the time of the close of the March of Dimes drive.

He said the machine, furnished by the appliance firm, sells at retail for \$189. The event is for benefit of the March of Dimes.

Ford To Introduce New Y-Block V-8



Ford's completely new 130-horsepower overhead valve Y-block V-8 engine, which Ford engineers call the greatest improvement since the original Ford V-8 and an improved 115-horsepower OHV I-block Six, are power choices in the new 1954 Ford passenger cars to be introduced by dealers early in January. The new deep-block construction of the V-8 results in smoother, quieter and more responsive power with greater economy and longer engine life. This cutaway model shows the engine's interior construction.

The long-awaited new Ford 130-horsepower overhead valve Y-block V-8 engine, called by Ford engineers the greatest engine advance since Ford introduced its original V-8 22 years ago, will make its appearance in Ford dealers' showrooms early in January.

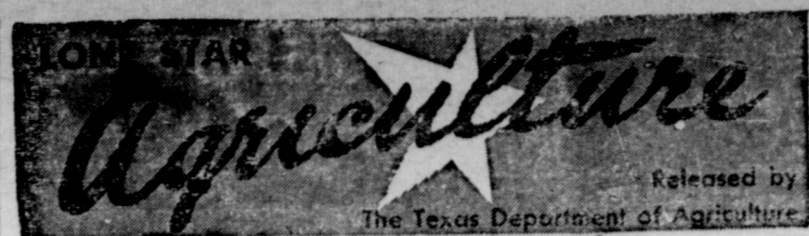
L. D. Crusoe, Ford Motor Company vice-president and general manager of Ford Division, also announced that a new 115-horsepower I-block Mileage Maker Six, replacing the current 101-horsepower 6 cylinder engine, will be introduced in the 1954

Ford passenger cars. "Ford has built more than 16 million V-8 engines since the late Henry Ford introduced the first V-8 engine in the low-price field in 1932", Mr. Crusoe said. "I'm proud to say that these new Ford Y-block V-8's embody all the engineering and manufacturing experience we have gained over the years as the largest maker of V-8 engines in the world."

"Together with the new and more powerful I-block 6 cylinder engine, Ford offers the car buyer in 1954 his choice of the two most advanced engines in the high volume field."

The new overhead valve V-8 engine, with its deep-block construction, is of modern, short-stroke, low-friction, high compression design. Ford engineers say it is smoother, quieter and gives more responsive power with greater economy and longer life. Horsepower of the new V-8 has been increased from 110 horsepower in the 1953 Ford L-head V-8 to 130, the highest horsepower in its price class. Compression ratio in the V-8 remains at 7.2 to 1 while compression in the 6 cylinder engine has been increased from 7.0 to 1 to 7.2 to 1. Both engines are designed to use regular gasoline.

Ford is calling its new engine a "Y-block V-8" because the



By John C. White, Commissioner

THOSE 1954 RESOLUTIONS

The old year is gone forever. The new year has been properly and appropriately rung in.

For some celebrants, the aftermath of New Year's was a colossal hangover. For others it marked a time of sober reflection, of thanksgiving, of planning and resolve.

A lot of us settled back in the rocking chair and surveyed our pitfalls of last year and looked hopefully ahead for this one. Many things came to mind. We procrastinated a little — that broken hay bailer that was never

fixed up; that stubble land that isn't turned yet; that pasture tank that is dry and undredged; those profits we lost because the poultry wasn't ready in time for top prices.

Looks like New Year's resolutions that can and will be carried out to make farming operations more successful. It's one thing to say it. It's another to do it.

Those good resolutions, all too often, die an untimely death along about the middle of January. But they're important! Accomplishments of our resolves by a carefully planned program and lots of the old "sweat of the brow" make the difference in profit and loss at the end of the year, in a large number of cases.

It's a good idea to take these factors into consideration when making those resolutions:

1. Crop Planning. Which crop this year will return a good profit after production costs are taken out? And is this crop in demand now or is there a surplus?

2. Cultural Practices. Are the methods that I use the most economical methods to cut down the costs of planting, cultivation and harvesting?

3. Insect Control. How much will it cost to keep down losses from insects this year? Money spent on insect control, in most instances, is returned many times over by increased production.

4. Orderly Marketing. Can I arrange the selling of my crops

block has an extra deep skirt which extends well below the crankshaft, giving a "Y" shaped cross-section. This results in greater rigidity and far longer engine life, Mr. Crusoe said.

The 115-horsepower overhead valve 6 cylinder engine is called the "I-block" Mileage Maker Six because the deep skirt on the in-line block gives it the shape of "I" from an end view. This new engine is an improvement upon the 1953 Ford Six, which equipped with overdrive, won this year's Mobilgas Economy Run sweepstakes.

The 1954 Ford Six has a 3.62 in. bore and 3.60 in. stroke. Its piston displacement has been increased from 215 cubic inches in the 1953 Six to 223 cubic inches in the 1954 model. And it has 193 pounds-feet of torque at from 1,000 to 2,200 rpm.

GUARANTY ABSTRACT CO.

BONDED FOR YOUR PROTECTION

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

PAT R. BOBO, Owner

BETTE COWAN, Mgr

Office in Bank Building

Phone 2640

Muleshoe

VISITED REV. HANKS

Mr. and Mrs. J. T. Shofner and daughter, Mr. and Mrs. R. N. Edwards, and Mrs. David McReynolds, spent several days in Sweetwater this past week with Rev. H. W. Hanks, who is still confined to the hospital there. Mrs. McAllister went on from Sweetwater to Colorado City, where she visited her parents.

MOTHER VISITED

Mrs. A. B. Clark of Lubbock spent the holidays here with her daughter and son-in-law, Mr. and Mrs. Marion Harris.

in such a way that I can take the best advantage of higher prices or will I have to "dump" on the market at harvest time. This is an essential point.

Texas farmers who make the best profits this year will be the ones who resurvey 1953, resolve for 1954, and then go to work immediately to accomplish those resolutions. Today is the day to start.

DANCE

EVERY SATURDAY NIGHT

—MUSIC BY—

LLOYD ALSUP AND THE BOYS

LA VISTA

CLOVIS

THE PLAINS FINEST DANCE SPOT



CONDENSED STATEMENT OF THE MULESHOE STATE BANK

MULESHOE, TEXAS

At The Close of Business December 31, 1953

RESOURCES

Cash and Due from other banks	\$2,744,079.61
U. S. Gov't. Bonds	\$764,000.00
Warrants—bonds & stocks	\$296,192.02
CCC Loans	\$2,330,865.38
Loans & Discounts	\$901,371.42
Overdrafts	\$10,204.30
Banking House	\$63,211.60
Furniture & Fixtures	\$18,918.60
TOTAL	\$7,128,842.93

LIABILITIES

Capital Stock	\$150,000.00
Certified Surplus	\$150,000.00
Undivided Profits	\$19,891.37
Deposits	\$6,808,951.56
TOTAL	\$7,128,842.93

The Above Statement Is Correct — Inez F. Bobo, Cashier

Flowers For Every Occasion

Weddings and Parties
Funerals — Corsages
Cards and Gifts

English Floral and Gift Shop

1221 Ave. B — Ph. 5740

FLOWERS DELIVERED OR

WIRED ANYWHERE

24 HOUR SERVICE

Box 651

"My **AUTOMATIC ELECTRIC** Washer does **ALL** my clothes!"

says Mrs. Mary Ann Maycumber
1100 WEST LUBBOCK
SLATON, TEXAS



Mrs. Maycumber even washes the baby's daintiest dresses in her automatic washer. And she finds, too, that the washer gives her more time to enjoy the baby. More time

for the many tasks that face a young mother each day. Every homemaker wants more time with her family and wants the backbreak removed

from washing. To save time and labor with your washing, and be able to wash all your clothes in one machine, get an automatic electric clothes washer now.



SEE YOUR REDDY KILOWATT ELECTRIC APPLIANCE DEALER. LET HIM DEMONSTRATE THE AUTOMATIC, WORK-SAVING ELECTRIC CLOTHES WASHER.



SOUTHWESTERN PUBLIC SERVICE COMPANY

COMP.

Long-term home loans at low cost. Ask for details, no obligation.

We are anxious.. to help responsible, local families who want to buy or build a home.

LOW-COST... EASY-PAY HOME LOANS

—in—
MULESHOE
FOR INFORMATION SEE
MILDRED DAVIS
Western NPLA Building
Muleshoe

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION
Clovis, N. M. P. O. Box 470

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

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

You'll like these Dearborn features—

REDDY KILOWATT BURNER—gives you all the heat you're paying for.

GLASS-DOOR RADIANTS—give clean, non-warming radiant heat in a safe, frost-operated—no flame watching or cold water marking.

COOL IN—See our complete line of famous Dearborn gas heaters.

WIEDEBUSH & CHILDERS
BUTANE — PROPANE
2810 MULESHOE

Mr. and Mrs. Sain Had Many Guests Over Holidays

Mr. and Mrs. W. D. Sain and children of Dotson; Mr. and Mrs. Oscar Simmons and daughter, Mrs. J. H. Hanslee and sons, and Mrs. Fred Friesen and granddaughter, of California, all returned to their homes after spending the holidays in Muleshoe.

While here they also attended the golden wedding anniversary of their parents, Mr. and Mrs. J. H. Sain. Little Mary Ann Hanslee, was the only great-grandchild present.

Mr. John Friesen, Mrs. John Sain, Jr., and sons, were here for a short time.

Other out of town guests during the holidays, and for the anniversary celebration were Mr. and Mrs. Eddie Friesen and daughters, of Custer City, Okla.; Mr. and Mrs. Roy Harden and children of Meadow; Mr. and Mrs. Dan Provence of Sudan, and Mr. and Mrs. Bill McCauley of Clovis, N. M.

CARD OF THANKS

We wish to take this means of thanking each one who ministered to our needs at the time of the loss of my husband and our father.

Mrs. John Stanford and children

HOLIDAY VISITORS

Visitors in the home of Mr. and Mrs. A. R. Floyd over the holidays were: Mr. and Mrs. O. J. Floyd of Azel; Pfc. Marion Allen of the USMC; Edward Burns, of Munday; and Mr. and Mrs. A. E. Jackson and children of Summerfield.

Jennings Home Was Scene Of Family Reunion

There was a festive holiday mood all through the house Christmas day at the home of Mr. and Mrs. O. N. Jennings, as they held their family reunion.

Only one grandson of all the living descendants of Mrs. T. J. Davis was unable to be present. He is serving with the U. S. Armed Forces in Korea. Forty-eight descendants were present.

Guests began arriving Thursday afternoon.

For the Christmas dinner, Mrs. Davis was seated at the head of the long, tinsel table in the dining room with her daughters and sons-in-law. Guests of honor were seated at an old-fashioned round table in the dining area of the kitchen. Various other groups were seated throughout the house.

It was a grand occasion for all, as old Santa was present, and pictures were taken of the group.

Thurman Family Held Reunion On Christmas Day

A Christmas reunion was held in Amarillo at the residence of Mr. and Mrs. Wallace Wilson for the family of Mr. and Mrs. T. Thurman of Crane, formerly of this city. Gifts were exchanged and everyone had a very enjoyable time. A delicious dinner of turkey and ham with all the trimmings was served. Two daughters were unable to attend, they were Mrs. Linda Abercrombie of Lubbock, and Mrs. Dolores Selsmeyer of San Diego, Calif.

Those present Christmas day were: Mr. and Mrs. L. D. Chitwood and Jackie, Dallas; Mr. and Mrs. Leroy Thurman and sons, Lake Arthur, La.; Mr. and Mrs. Delinn Thurman and Charlotte, Crane; Mr. and Mrs. Elmer Welch and Randy, Snyder; Mr. and Mrs. Wallace Wilson and children, Amarillo; T/Sgt. and Mrs. Jerry Crew, Lubbock; Mr. and Mrs. Gordon Thurman and son, Dallas; Mason and Lillian Thurman, Crane, and Mr. and Mrs. T. Thurman, of Crane.

Read The Journal Want-Ads.

About People You Know

HOME FOR HOLIDAYS

Kayla Felts of A. C. C. in Abilene, spent the holidays here with her parents, Mr. and Mrs. C. C. Felts. Mr. and Mrs. Felts took her back to Abilene Sunday to resume her studies after her visit.

WILL ATTEND WAYLAND

Buddy Lane has been employed by the Wood-Mitchell Funeral Home in Plainview, and will attend Wayland College next semester.

SPENT HOLIDAYS HERE

Mr. and Mrs. Clayton Carpenter and daughters Patsy and Cindy of Cozad, Neb., were holiday visitors in the home of Mr. and Mrs. Noel Woodley.

SPENT CHRISTMAS HERE

Christmas guests here in the home of Mr. and Mrs. Noel Woodley were Mr. and Mrs. F. L. Thompson of Sterling, Colo.; Mr. and Mrs. Tommy Clements and daughter Mary Elizabeth, of Carlsbad, N. M.; Mr. and Mrs. Jamie Jamison and daughter Jamie Beth, of Abilene; Mr. and Mrs. J. A. Jamison of Carlsbad, N. M.; Rev. and Mrs. C. E. Jamison of Midland; and Miss Mattie Maze Swisher of Hereford.

PARENTS OF SON

Mr. and Mrs. Leo Baker of Abilene, are the proud parents of a son, born January 3. Grandparents are Mr. C. L. "Happy" Dyer of this city, and Mr. and Mrs. C. M. Baker of Abilene.

CALIFORNIANS VISITED

Mr. and Mrs. "Red" Wright, had as holiday guests, her sister and family of California.

WELCOME NEW BABY

Mr. and Mrs. Bill Vinson, are the parents of a daughter, Linda Joy, born January 3, at 10:30, at the Green Hospital and Clinic here in Muleshoe. The little lady tipped the scales at 6 lbs., 8 oz. Grandparents are Mr. and Mrs. W. M. Vinson of this city. The Vinsons have one other child, also a daughter.

VISITED RELATIVES

Mr. and Mrs. O. S. Richards and sons, Wayne and Leander, spent the holidays visiting relatives in Lamesa and San Angelo.

RETURNED HOME

Miss Beverley Gilbreath of Santa Anna, returned to her home after spending the holidays with Paula Proynce.

VISITED HERE

Dale Smith of Brownfield visited over the New Year weekend here with Roald Johnson.

SPENT SEVERAL DAYS HERE

Cal Foster of Sudan, spent several days here last week, with his friend Keith Gaede.

ATTENDED BALL GAME

Among those attending the Christmas double-header basketball games in Canyon during the holidays were the following: Mr. and Mrs. Morris Douglass, Mr. and Mrs. Noel Woodley, Mrs. Clyde Holt, Coach Scott, Jim Gaede, Barbara Douglass, Keith Gaede, Jim Holt, Gerald Elders, Bo Bryant, Eugene Shaw, Bill Willis, Sammy Donaldson, Ginger Gaede, and Miss Barbara Gaither all of Muleshoe, and Doug Lewis of Earth.

ATTENDED BALL GAME

Mr. and Mrs. Pat Bobo, and Mr. and Mrs. Sam Fox and Stanley, spent New Year's Day in Lubbock, and attended the Negro football game.

VISITED HERE

Mr. and Mrs. Henry Williamson, former Muleshoe residents, now of Brownfield, spent several days here in the home of Mr. and Mrs. Julian Lenau.

WERE SUNDAY GUESTS

Mrs. Bonnie Isaacs and son, Al, Jr., of Amarillo, were Sunday guests in the home of Mr. and Mrs. A. J. Gardner.

RETURNED TO SCHOOL

Max Gardner, son of Mr. and Mrs. A. J. Gardner, left Monday

for Denton, where he will resume his studies after a holiday visit here.

VISITED RELATIVES

Mr. and Mrs. D. B. Lancaster and children spent the holidays in Temple, Texas, and Tulsa, Okla., with relatives and friends.

VISITED IN SANFORD

Mr. and Mrs. Boone Allison of Lariat, visited last week in Sanford, with Mr. and Mrs. Bill Hammon.

HAD CAROLING PARTY

About twenty-five seniors of the 1953 graduating class of Muleshoe High School had a

caroling party Christmas Eve night, and entertained Muleshoe residents with the beautiful Christmas carols.

VISITED

Greta Denabe of Bowls Home at Quinlan, Texas, spent the Christmas and New Year Holidays with various families of the Lariat Church of Christ.

DR. B. Z. BEATY

Dentist
Next Door To Wood Drug
Office Hours: 9-12, 1-5
Off. Phone 2040, Res. 5020
Closed Saturday P. M.

INSURANCE PROTECTION POLICY FOR EVERY NEED

Lane Insurance & Real Estate

EDDIE LANE And
O. D. "Blondy" RAY, Owners

PHONE 3630 MULESHOE, TEXAS

WE BUY COTTON

And Write Government
And Texas Cotton
Growers Loans

Grace Benton

PHONE 6460 MULESHOE

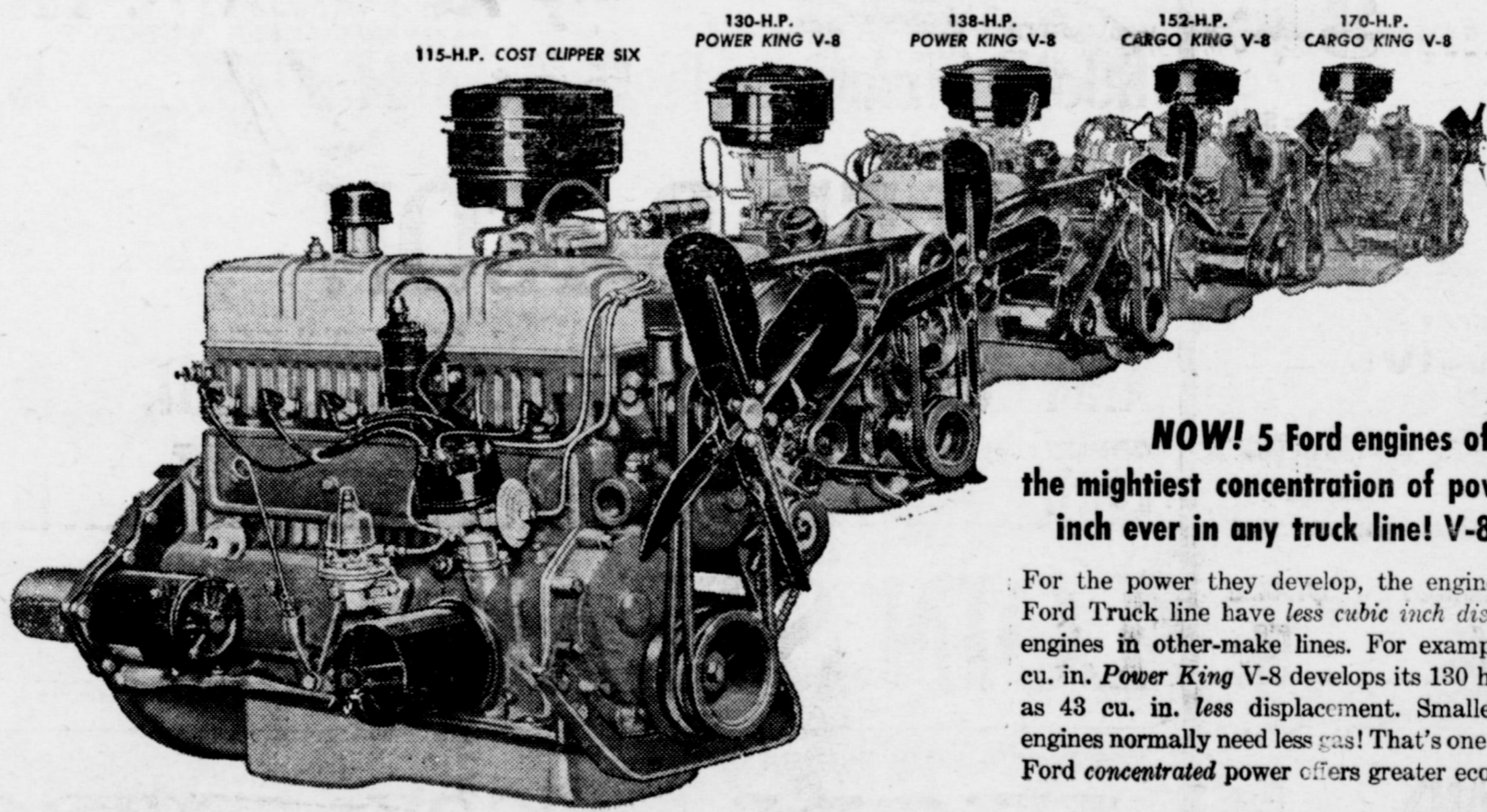
GREEN Hospital & Clinic

Muleshoe, Texas

Dial 2250

Announcing for '54 NEW FORD TRUCKS

With **TRIPLE ECONOMY!**



NOW! 5 Ford engines offer the mightiest concentration of power per cubic inch ever in any truck line! V-8 and SIX!

For the power they develop, the engines in the 1954 Ford Truck line have less cubic inch displacement than engines in other-make lines. For example, Ford's 239 cu. in. Power King V-8 develops its 130 h.p. on as much as 43 cu. in. less displacement. Smaller-displacement engines normally need less gas! That's one big reason why Ford concentrated power offers greater economy!

ford takes the lead in **ALL 3** vital factors that make for lower-cost trucking!

1. Now, only in Ford Trucks—gas-saving, LOW-FRICTION, high-compression, overhead-valve, deep-block engines in all truck models! 115- to 170-h.p.!
2. New Driverized Cabs, Master-Guide Power steering, Power Brakes, Fordomatic Drive for faster control!
3. New greater capacity! New Factory-Built "6-wheelers," gross up to 48% more!

See them **TODAY!**

FORD TRIPLE ECONOMY TRUCKS

F.C.A. MORE TRUCK FOR YOUR MONEY!



New Ford F-900 Big Joe, G.V.W. 27,000 lbs., C.C.W. 55,000 lbs.

MULESHOE MOTOR COMPANY

PHONE 4930

FORD AUTOMOBILES AND TRUCKS

MULESHOE

Your Comfort Valley & Palace

Theatres in Muleshoe

Box Office Opens 6:45 P. M.; Show Starts 7:00 P. M.
— Saturday & Sunday: 1:45 P. M., Continuous Showing —

PROGRAMS

VALLEY

THURSDAY & FRIDAY

Steve Cochran
And
Carole Matthews

—In—

Shark River

SATURDAY

Andy Devine
And
Guy Madison

—In—

Six Gun Decision

SUN., MON., TUES. & WED.

Randolph Scott
And
Phyllis Kirk

—In—

Thunder Over The Plains

PALACE

THURSDAY & FRIDAY

John Ireland
And
Lon McAllister

—In—

Combat Squad

SATURDAY

Dorothy Lamour
And
George Montgomery

—In—

Sins of Lulu Belle

SUNDAY & MONDAY

Walt Disney Cartoon Picture

Peter Pan

TUESDAY & WEDNESDAY

Howard Duff
Coleen Gray

—In—

Models Inc.

MOTION PICTURES are your best and cheapest entertainment!



AT
CASHWAY
These Prices Good
January 8
Thru
January 14

PRODUCE	
CALIFORNIA SUNKIST ORANGES	lb. 9c
GARDEN FRESH CABBAGE	lb. 5c
NO. 1 COLORADO YELLOW ONIONS	lb. 5c
GOLDEN RIPE Bananas	lb. 11c

SHORTENING Snowdrift 6Lb. Tin **1.39**

1 LB. BOX HERSHEY'S **COCOA** **45c** BIG TOP (BEAUTIFUL BIRD GLASS) 15 OZ. GLASS **PEANUT BUTTER** **49c**

MRS. WINSTON PURE 28 OZ. JAR **APPLE BUTTER** **25c** HUNT'S FRESH 12 OZ. JAR **CUCUMBER CHIPS** **17c**

GREEN BEANS No. 303 Can Sun Spun, Whole Stringless **19c**

• DRUG NEEDS •

Cashmere Bouquet \$1.07 Economy Size
HAND LOTION **69c**

CASHMERE BOUQUET
TALCUM POWDER
52c Size **39c**

ST. JOSEPH 100 49c SIZE
ASPIRINS **29c**

PINT BOTTLE
ALCOHOL

T-Tone Rubbing **39c**

AER-O-WAX (NO RUBBING) QT. SIZE
FLOOR WAX **59c**

Kimbell's California Jumbo No. 2 Can
BUTTER BEANS **15c**

Blackburn (Your Choice) 1/2 Gal. Glass
SYRUP **49c**

Finest Quality **MEATS**

Fryers Fresh Dressed Lb. **45c**

FRESH TENDER **BEEF LIVER** lb. **19c** COMMERCIAL BEEF **T-BONE STEAK** lb. **35c**

COMMERCIAL BEEF **ROUND STEAK** lb. **55c** COMMERCIAL BEEF, FIRST CUT **ARM ROAST** lb. **23c**

1 LB. WILSON'S THRIFT
SLICED BACON Lb. **49c**

COMMERCIAL BEEF, CENTER CUT **ARM ROAST** lb. **37c** COMMERCIAL BEEF, FIRST CUT **CHUCK ROAST** lb. **23c**

COMMERCIAL BEEF, CENTER CUT **CHUCK ROAST** lb. **39c** LEAN AND TENDER BEEF **SHORT RIBS** lb. **23c**

LOIN STEAK Commercial Beef Lb. **35c**

JUST ARRIVED, FRESH SHIPMENT OF
FISH SPECKLED TROUT BASS & RED FISH

• FROZEN FOODS •

SNOW CROP FROZEN
GRAPE JUICE

4 Oz. Can **10c**

REALEMON 6 OZ. CAN
LEMONADE **15c**

SNOW CROP FROZEN 10 OZ. PKG.
BABY OKRA **25c**

CHASE & SANBORN
COFFEE

Instant 100% Real **79c**

CURTIS 10 OZ. CAN
POP CORN **15c**

BAKER'S 1/4 LB. BOX
COCOANUT **15c**

GIANT SIZE
FAB **69c**

KITCHEN QUEEN 3 FOR
POT CLEANERS **19c**

SURF Giant Size **59c** | **SALT** 26 Oz. Morton's Plain Or Iodized, Box **9c**

50c WORTH O COUPONS IN EACH BOX

CURTIS
COOKIES
Baby Ruth or Butterfinger
25c

CASHWAY

FREE DELIVERY

Phone 2440 or 2450

10c CURTIS (KINGSIZE)
Candy Bars
DOUBLE DIP
4 For **29c**

"Where Friends Meet And Prices Talk"

1. PERSONALS

LOOK: Hand saws machine filed for 75c. LON COCHRAN, 913 E. First. 1-2-2tp.

WANTED: Custom plowing. Inquire Edward's Gin. 1-1-1tp.

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

SPECIAL PRICES

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

SALESMAN WANTED

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

NOTICE

All parents who have children who will be six years of age on or before September 1, 1954, are asked to contact the County Superintendent of Schools, so that the children may be put on the census roll.

CECIL H. TATE
Ex-officio School Supt.
Bailey County, Texas
1-2tc.

NOTICE

ANYONE interested in growing or leasing land for potatoes, please contact FRED S. BARRETT PRODUCE CO., Phone 6580, Muleshoe or 452J in Hereford; or see Eddie Lane Real Estate in Muleshoe. 2-2tp.

2. LOST and FOUND

LOST: Brown plastic billfold Saturday night. Finder keep money and return billfold and papers to Juanita Sullivan or leave at Roly Poly Drive-In please. 2-1-1tp.

4. Houses For Rent

FOR RENT: Four room furnished house. Call 3530. 4-1-2tc.

5. APTS. FOR RENT

FOR RENT: Bedroom, outside entrance, good innerspring mattress; also 2 room furnished apartment, refrigerator, innerspring mattress. See Mrs. McKillip at Cobb's. 5-1-1tc.

FOR RENT: Apartment, 3 rooms and bath. Range and refrigerator furnished, floors covered. Phone 2630. 5-2-2tp.

NOTICE: Apartment for rent. 910 Main. 5-1-tfc.

FOR RENT: Two modern furnished apartments, 2 rooms. 601 S. Main. Nellie Dean. 5-1-1tp.

FOR RENT: Bedroom, 1408 Ave. E. 5-2-2tc.

Deheading Custom Farming

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

INCOME TAX SERVICE

KARL LOVELADY — L. S. BARRON
Phone 3940

ALVIN C. WEBB

CERTIFIED PUBLIC ACCOUNTANT
Announces Opening Of Office
In Muleshoe
NEXT DOOR TO POOL INS.

Phone 3170 — Muleshoe

SEE US FOR PROTECTION POLICIES YOU NEED

BOBO INSURANCE AGENCY

Office In Bank Building
PHONE 2440 MULESHOE

Bailey County Abstract Co.

ABSTRACT SERVICE — LOANS
Established in 1909
Mrs. Lela Barron — Mgrs. — L. S. Barron

SINGLETON FUNERAL HOME
Ambulance Service Day or Night

DIAL 2860 TRAVIS E. REED, Mgr.

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

8. REAL ESTATE FOR SALE

FARMS AND HOMES FOR SALE

● 40 Acres, 5 rooms and bath, all in alfalfa and pasture grass, on pavement, electric well. Priced to sell at \$185 per acre.
● 80 acres, 4 rooms and bath, on pavement, electric well, \$300 per acre.
● 160 Acres, on pavement, electric well. Clean at \$235 per acre.
● 320 Acres, 5 rooms and bath, good irrigation well, 200 acres in cultivation, at \$180 per acre. Clean and new.
● 160 Acres, 5 rooms and bath, 8" irrigation well, some grass, at \$225 per acre.
● 10 Acres, 5 rooms and bath, lots of sheds and barns. Irrigation, all in alfalfa and pasture grass, \$12,000, \$4,000 loan.
I have some nice homes in town worth the money.
This is just a few of our good places. Give me your listings if you want to sell, and see me before you buy.

J. E. DAY REAL ESTATE

On Morton Highway
Just North Of Courthouse



C. L. "HAPPY" DYER LAND COMPANY

We have some of the best of land in Bailey County listed.
● 320 Acres table top land, clean, good improvements, 1/2 minerals intact. Price \$230 per acre. Can be bought for one-third down.
● 320 Acres, good improvements, 2 good irrigation wells, 220 acres hay. Price \$235 an acre.
Some good 160 acre and some good 80's, so come in and let us show you some of this land.
I have three good salesmen, namely—

C. E. Briscoe Walter Ramm
Jud Gaddy

CLOSING OUT AN ESTATE

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

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

REAL ESTATE

Give us your Farm and City listings, of all size, For Sale, Rent or Trade. We have buyers every day.
We have some good listings now. See—

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

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

8. REAL ESTATE FOR SALE



The Lone Star Trading Post in Muleshoe has for sale a small tract of suburban property, which has been cut into one acre tracts. This land is level and well located and is a fine place to build. If you do not have much money and want to own your own land, see Dave Aylesworth.
● 80 Acres for CASH lease. 10" pump, 3 room and bath. About 10 acres alfalfa, 23 acres cotton base, \$1600.
● Choice 160 Acres, well located and well improved. This place has \$15,000 loan and is a good one. On the pavement.
● 320 Acres dry land, on pavement, near Maple. A bargain at \$90, per acre.
● 1120 Acre ranch. Good house, 320 in cultivation. This place is a good small ranch and can be bought for \$40 per acre, in Bailey County.
● 80 Acres, close in, on pavement. Well improved. Will sell or trade for dry land.

See Dave Aylesworth at the Lone Star Trading Post in Muleshoe, Phone 5290.

BARGAIN

● 160 Acres, good dry land west of Stegall, priced to sell at \$60 per acre. Will sell GI.
● 320 Acres, 3 irrigation wells, one set of improvements, good clean land, \$260 per acre.
● 160 Acres, close in on pavement, two wells, 3 bedroom modern home. Will sell 80 with improvements and one well or 80 with just well.
● 80 Acres west of Muleshoe, good level land, two bedroom home, \$29,000.
● 80 Acres, 8" well, 4 room modern house, \$23,000, \$10,000 cash will handle.
● 80 Acres, well improved on paving. Will trade for dry land, well improved.
● 320 Acres south of Clovis, N. M., will trade for good 80, well improved, irrigated land.
● 240 Acres well improved, 2 irrigation wells, priced to sell at \$242.50 per acre.
● 640 Acres east of Colorado Springs, Colo., 8" irrigation well, 6 room home, other out buildings. Will sell or trade. A real buy.

EDDIE LANE

Real Estate and Insurance
JOE BENNETT, Salesman
Phone 5640 or 5279

FOR SALE

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

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

WANTED: Middle-aged lady for companion and housekeeper for elderly lady. Must have good recommendations and be unincumbered. Prefer lady able to drive car. Permanent and good pay. Contact James G. Cowan or W. C. Cowan, Sr., at Tulla, Texas, Phone 5-2226, P. O. Box 685A. 3-1-2tp.

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

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

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

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

FOR SALE: Two bottom, fourteen in. roll-over breaking plow. Seven mi. north on Friona highway. J. T. Barnes. 10-1-1tp.

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

FOR SALE

USED MAGAZINES
Comics
Westerns
Love Stories
Pocket Books

MRS. CARROTHERS

15. FARM PROP FOR RENT

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

FOR RENT: Third and fourth, 850 acres land, 250 acres grass. With sale of equipment and cows. See M. L. Jackson at Bendix Laundry, Phone 6179. 15-2-2tp.

FOR RENT: A farm by sale of equipment. 240 acres, 1 well, 1/2 mi. south of Progress or see J. C. Metcalf. 15-1-1tc.

FOR SALE: Practically new 12 ft. upright deep freeze and 3 piece bedroom suite. Priced to sell. See at Santa Fe Bunkhouse or call 6911. Mrs. J. A. Richards. 12-3-3tp.

16. MISCELLANEOUS

WANTED: White lady to do general housework, 6 days per week. Call 2139. 16-1-2tp.

LAYNE & BOWLER PUMPS

Agriculture's Best Insurance

OUR EQUIPMENT IS IN PERFECT CONDITION

— SEE —

IRRIGATION SUPPLY CO.

MARTIN OLIVER, Owner
DIAL 3840

Muleshoe

Texas

JANUARY FASHION CLEARANCE

BEGINS FRIDAY, JANUARY 8 — DOORS OPEN 8 A. M.

DRESSES

1 GROUP
\$2.00

BLOUSES

WOOL JERSEY
1/2 PRICE

LADIE'S

Denim Jackets

Reg. \$7.50 Now \$4.50

Infant and Children's

SWEATERS

50s to \$1.98

ONE TABLE OF—

HATS and BAGS ----- \$1.00

All Holiday

HATS

1/2 PRICE

BRASSIER

SHO-FORM
Nylon & Cotton
Reg. \$2.98
\$1.98

HANDBAGS

GOOD LEATHER
1-3 OFF

SKIRTS

QUILTED
1/2 PRICE

GIRL'S CORDUROY

SLACKS

Sizes 4 to 7
Reg. \$3.98 Now \$2.49

Booties --- 25c

Ladie's Wool

Gloves --- \$1.29

Values to \$2.39

ALL FALL DRESSES

1/2 PRICE

SUITS

1/2 PRICE

COATS

1/2 PRICE

KNIT SUITS

1/2 PRICE

Ladie's and Children's

SHOES ----- \$2.00

Nylon Challis and Satin

GOWNS ----- \$5.98



ALL SALES FINAL

NO ALTERATIONS

NO LAY-A-WAY PLEASE

THE FASHION SHOP

DOROTHY MATTHIENEN

ELIZABETH BARNETT

The Muleshoe Journal

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



SUBSCRIPTION RATES

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

J. M. FORBES

Editor and Publisher

Message To Soldier's Wives

Babson Discusses Jobs For Servicemen

Babson Park, Mass., Jan. 7 — Let me start 1954 by writing to the many servicemen's wives. So many are wondering what their husbands are to do after discharge. Certainly, don't wait until your man gets back before you and he discuss the future. Why not devote to this subject your very next letter to him enclosing this message from me.

FORMER EMPLOYERS WILL BE HELPFUL

If your husband had a job when he was drafted, the chances are that his former employer will be proud to take him back. I wonder, however, if your husband will be content to be a mere cog in a big wheel again after he returns? Men differ. Some are born to work for others and will be happier doing so; while some men will do better in a little business by themselves. Some prefer large cities; while

others like small cities and towns. Don't try to make your soldier boy over into someone else. Try to find out what he likes best, for what he is best fitted—and then help him make good.

OPPORTUNITIES EVERYWHERE
Opportunities exist today which may not exist a year or more hence. I see them everywhere—vacant stores, closed real estate offices, rundown garages, vacant gas stations, etc. As an illustration, consider the closed automobile sales agencies. To buy one of these now, properly located, where a family can live on the property, may be like finding money.

Small stores and lunchrooms, where the owner can live upstairs or adjoining, are now for sale cheap. They will be in demand again some day. No one will get rich in such a place; but it gives independence and assures work to all the family. The same applies to scores of little businesses, from barber shops to repair shops of all kinds. There will always be good opportunities for anyone who knows more about any one thing than anyone else in his neighborhood.

PARKING LAND IS GOOD INSURANCE

I think that a piece of land will appeal to many returning soldiers. Incidentally, the best buy in every community is that adjoining or near a parking lot. If you and your husband came from a farm and want to go back to the same home farm, this is wonderful. However, unless you know farming, you had better be content with an acre of good land located near schools, stores, and a church. Latest scientific agricultural experiments indicate that you can feed your family on a very small plot, provided your husband has some "job on the side" to get spending money. Have you read my recent column on "New Inventions and New Discoveries"? Those contemplating land for farming should buy

SAND HILLS PHILOSOPHER—

Disturbed Over Plight of People Who Don't Want To Rear Children In D. C.

Editor's note: The Sand Hills Philosopher on his Johnson grass farm seems to be discussing politics this week, but you never can tell.

Dear editor:

With a political year shapin up, I have naturally devoted considerable thought to politics lately, although politics to me is an enterprise similar to plowin, something more to be observed from a distance than to be participated in actively, and I've noticed an odd thing.

From time to time I have noticed where some prominent man, being talked up by rumors as a possible candidate for some national job, has declined to get interested on the grounds he doesn't want to bring up his children in Washington.

And some Washington officeholders have declined to run for re-election, just to get their children out of the place.

adjoining a State or U. S. Agricultural Experiment Station.

BUY MERCHANDISE AND BANK STOCKS

In almost every community there are several "chain stores". They may be grocery chains, or variety chains, such as the "5 cents to 5 dollars" kind. Ask your local banker to tell you which of these in your town has its stocks listed on the New York Stock Exchange. Buy a few shares. This might even help your husband in getting a job with one of these growing merchandising concerns.

Perhaps before buying a chain store stock, it would be well to buy a few shares of stock in your local bank. Banks are doing well right now, and it may help your husband get started right to have a few shares of local bank stock and to know the men who run the bank.

PARENTS SHOULD HELP MORE

Soldiers who have been overseas are coming home with better ideas than when they left. Many are realizing that the only things worthwhile for a family or a nation are: (1) good land; (2) good babies; (3) good education; and (4) good character.

I trust that fathers and mothers, as well as wives and sweethearts, will encourage these sensible ideas. Parents, especially, should help their young people get started right when they return. But begin to plan for them NOW; remember, "shrouds don't have pockets".



Parmer County Farm Bureau News

Limiting the cut in cotton acreage for each producing state to 34% is a move that finds great favor with cotton farmers. Action of the American Farm Bureau Convention proposes just that, and with cooperation of congressional members, that is the way it will be. Much relief will be given to many farmers if this becomes enacted into the agricultural program. Perhaps letters from you boys to your congressman would make it a more sure thing. Remember, it offers over a million acres increase to Texas, and that with the approval of all other cotton producing state Farm Bureaus.

Other important moves concern study and action relative to stimulating foreign trade. Everyone knows, of course, that other nations can't be expected to buy our products unless we are willing to buy some of theirs; and it's much more sensible to buy from them than just to give them the money with which to buy from us, as has been done too much in the past.

We are shocked at the number of holiday casualties over the nation, and in Texas. We are at the same time thankful that none of them, up to now, have occurred in this area.

By this time next week the March of Dimes Campaign will be well under way. Because a preventive vaccine is being produced for test use this year, twice as much money will be needed as was raised last year. We feel sure, that with the possibility of perfection of a preventive vaccine for your children, you will want to assist in making our per capita giving close to one dollar. In fact we're pretty sure that if you knew it

Personally, I prefer to work on the angle of keepin Washington where it is and tryin to work out some system whereby it will become a safe place to bring children up in. I know a lot of men you couldn't trust to send to Washington, but didn't know you couldn't trust children there either. Something ought to be done about this right away, as

there are a lot of good men we could use up there.
Yours faithfully,
J. A.

would guarantee immunity for your loved ones, you'd give several hundred, and maybe you will anyway.

Friday marks the beginning of the New Year, 1954. We wish to take this opportunity of wishing you and yours every happiness throughout the year. We know this, of necessity, includes a sincere wish to all people everywhere.

Consider This: As snow in summer, and as rain in harvest, so honor is not seemly for a fool.
—Proverbs 26:1.

TO ARKANSAS

Mr. and Mrs. Bill Collins and Mr. and Mrs. Donald Harrison, visited over the holidays in Springdale, Ark., with Mr. and Mrs. Bill Jeter, and in Marlow, Okla., with his mother.

U. S. Navy Offers Many Opportunities

High School Seniors who are considering enlisting in the U. S. Navy upon graduation are reminded of the waiting list of applicants. Placing your name on this waiting list DOES NOT OBLIGATE YOU IN ANY WAY. There are many opportunities in the Navy today for High School Graduates.

THERE IS A JOB FOR YOU IN NAVY BLUE!

CALIFORNIANS VISITED
Mr. and Mrs. Alfred Cloys of Long Beach, Calif., have returned to their home, after visiting here with her parents, Mr. and Mrs. S. C. Caldwell.

GOVERNMENT SURPLUS HOUSES

20' 8" x 26' 2 Bedroom	-----	\$850
20' 8" x 32' 2 Bedroom	-----	\$950
20' 8" x 42' 3 Bedroom	-----	\$1250
20' 8" x 52' 4 Bedroom	-----	\$1550

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

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

LEN ROGERS

Phone 2-4722

Dumas, Texas

Modernize Your Old Sewing Machine!

BEFORE

AFTER

ALL MAKES REPAIRED and MODERNIZED into Electric, Console or PORTABLE HARVEY BASS APPLIANCE
Your Authorized Necchi Dealer
Phone 4690 — Muleshoe

Notice . . . Taxpayers

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

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

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

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

Hugh Freeman
Sheriff, Tax Assessor, Collector
Bailey County, Texas

The '54 BUICK's got it —

The BIG CHANGE you've been hoping for!

Exemplar of the 1954 Buick's years-from-now styling is this stunning new Super Riviera

THE instant you see these 1954 Buicks, you'll know that something sensational has happened in automobile styling.

Here is vastly more than the usual model changeover. Here is vastly more than could be done just by warming over what Buick had before. Here is something accomplished by going far beyond artful face-lifting.

Here is that rarity of rarities—a completely new line of automobiles.

But Buick didn't stop with the bolder, fresher, swifter-lined beauty you see in raised and lengthened fender sweep—in the huge and back-swept expanse of windshield—in the lowered roofline—in the host more glamor features of exterior modernity.

They upped all horsepowers to the highest in Buick history.

They engineered a new V8 for the SPECIAL — and in the process came up with new Power-Head Pistons that boost gasoline mileage in every engine.

BUICK the beautiful buy

They brought to market a sparkling newcomer with a famous name, the Buick CENTURY — a car with phenomenal horsepower for its weight and price—a car with more pure thrill per dollar than any Buick ever built.

And they did all this without change of the price structure which, for years, has made Buick the most popular car at its price in the world.

We invite you to come in and inspect these great beauties, these great performers, these great buys. Then you'll see why the Detroit previewers are already saying, "Buick's the beautiful buy!"

When better automobiles are built Buick will build them

ON DISPLAY JAN. 8

Cayle Reed Buick Company

HIGHWAY 70 & N. AVE. B

MULESHOE, TEXAS

Timmons-Timmens Vows Are Read

Vows were exchanged at 8:00 o'clock in the evening, December 31, uniting in marriage Miss Nadine Jackson, daughter of Mr. and Mrs. M. L. Jackson, and Mr. Charles Timmons, son of Mr. and Mrs. C. B. Timmons.

Officiating clergyman was the Rev. Jimmie Bass, and the wedding took place in his home in Littlefield.

The bride wore a pink suit with black accessories, and a pink feathered carnation corsage. Following the ceremony, the couple left on a wedding trip, to Carlsbad, N. M.

The bride was a freshman student in Muleshoe High School at the time of her marriage, and the groom attended Spade High School before moving here some time ago.

Mr. and Mrs. Timmons will be at home west of town, where he is engaged in farming.

Singing Here Sunday Afternoon

There will be a singing Sunday afternoon, January 10, at the Main Street Baptist Church here in Muleshoe.

The public is cordially invited to attend. Singing will begin at 2:30 p. m.

TO BE RELEASED

Mr. and Mrs. Bob Hart of Columbus, Ga., have been here for a few days visiting her parents, Mr. and Mrs. Horace Blackburn. They were called back to Georgia Wednesday, and Bob was to be released from the armed services.

RETURNED FROM FLORIDA

Mr. and Mrs. Loyd Davenport and daughters, and Mr. and Mrs. Marvin Davenport and son, have just returned from a two weeks vacation in Florida. While there they attended the Gator Bowl game in Jacksonville, on New Years Day.

RETURN TO HARLINGEN

J. B. Moore of Harlingen, and Ronald Wasson of Big Spring, spent the holiday here with J. B.'s parents, Mr. and Mrs. J. M. Moore. J. B. is attending college in Brownsville. They returned Saturday.

GUESTS IN JENNINGS HOME

Christmas guests in the Finis Jennings' home were their son and family, A. I. E. Jennings, Linda, and Johnny of Ft. Worth, also two sisters of Mrs. Jennings and their families of Lubbock and El Paso, respectively, Mr. and Mrs. John Hughes and son, David, Mr. and Mrs. Paul Pittman, and their daughter-in-law, Mrs. Don M. Pittman, who's husband is in the armed services in Japan. The guests returned to their homes on Sunday.

VISITED IN SAN DIEGO

Rev. and Mrs. T. W. Pond and daughter, Doris of the West Camp community visited their son, Walter, who is in the Marine Corps in San Diego during the holiday and in the home of Mrs. Pond's sister, Mrs. Bill Fowell and family. They also saw Kirk Herrington while there.

NOTICE

The Muleshoe Home Demonstration Club will have their next meeting January 11, in the home of Mrs. C. E. Briscoe.

WERE GUESTS HERE

Mr. and Mrs. H. J. Klopper and daughter of Chehalis, Wash., and E. J. Thomas of Pullman, Wash., were guests in the home of J. L. Thomas over the Christmas holidays. Mrs. Klopper is the daughter of Mr. and Mrs. J. L. Thomas. E. J. is a junior student at the Washington State College at Pullman.

Miss Texas Helps



Miss Texas, Paula Marie Lane of Cleburne, adds her contribution to the 1954 March of Dimes. More support than ever before is needed in the current drive because of the costs of the new Polio Prevention Program of stepped-up gamma globulin supplies and massive testing of a polio vaccine during this year.

Anthony's CLEARANCE

C. R. ANTHONY CO.

LADIES FALL AND WINTER

COATS

Cashmere Poodle Cloth, Gabardines. Values to \$29.75. All at this one low price. Sizes 10 to 40.

\$16

GIRLS FALL AND WINTER

COATS & JACKETS

Wool Plaids, Solids, Checks. Fitted or box styles. Values to \$24.75. Sizes 6 to 16. SALE PRICE!

\$13

CHILDREN'S WINTER WOOL

COATS

Values to \$16.75. Priced to clear. Tweeds, Coverts, Checks, Solids, Plaids. Shop early for choice selections. Sizes 4 to 16.

\$9

FALL AND WINTER RAYON AND COTTON

DRESSES

Sizes 12 to 20, 14 1/2 to 24 1/2. Regular \$8.90 and \$9.90 Values. Large assortment of styles and colors.

\$5

WOOL, COTTON OR RAYON

DRESSY DRESSES

Values to \$13.95. All at this one low price to clear. Choose from large assortment of colors and sizes 10 to 20, 14 1/2 to 24 1/2.

\$8

HIGH STYLE DRESSY TYPE RAYON, CREPE & TAFFETA

DRESSES

2 Piece or 1 Piece close cut price on \$14.75 & \$16.75 dresses. While They Last!

\$10

HERE IS ONE YOU CAN AFFORD TO MISS. FALL, WINTER & NEW SPRING COTTON

DRESSES

Reg. or Half Sizes. Values to \$3.98. Dark or Light Colors. Largest selection in town. Your Choice.

1.99

WOOL, RAYON AND ACETATE FALL AND WINTER

SKIRTS

Sizes 28 to 32. Wool, Checks or Solids, Rayon Solids, Gabardine. Out they go at this saving to you.

1/3 OFF

HERE IT IS!

Blouses & Sweaters

Nylon Orlon, Cotton Rayon. Values to \$6.95. Sizes 32 to 40. Large selection of styles and colors. See these and you will want several.

\$3

MULESHOE, TEXAS

Close Out

Close Out On All Fall and Winter Piece Goods. Shop Anthony's And Save On Sewing Needs. This Assortment Consists Of Rayon Suitings, Printed Corduroy, Ginghams In Plaid Or Check, Polished Chambray, Printed Polished Cottons,

Quilted Effect Cottons, Plain Chambrays, Rayon Gabardine Suiting, Rayon Suiting, Printed Corduroy Suiting, All These and More. Hundreds and Hundreds of Yards. Values to \$1.29 Yd. Come in And Look. You Will Be Amazed At The Bargains You Will Find In This Assortment.

2 Yds. FOR \$1

ONE LARGE GROUP OF DARK OR LIGHT COLOR

COTTON PRINTS

Or COTTON PLISSE. You Must See This Group Some Of All Colors. Some New Spring Colors. Regular 39c and 49c Goods. All At This Unbelievable Low Price Of—

4 YDS. FOR \$1

LADIES FALL AND WINTER FELT

HATS

Also our complete stock Angora Clip helmets and Fur trim helmets for women and girls. Values to \$4.95. Close out price.

\$1

WOMEN'S EARLY SPRING

FELT OF VELVETEEN HATS

Pastel colors for early spring wearing. Our complete stock, values to \$4.95. Now Only—

\$2

MEN'S GABARDINE

TOP COATS

Sizes 34 to 40. Crease resistant, rayon gabardine, water repellent, wind proof. Regular \$19.75.

\$15

BOY'S WHITE COTTON KNIT

BRIEFS, TEE SHIRTS

Sizes 6 to 16. Regular 39c and 59c Value. Stock up now and save at Anthony's.

3 FOR \$1

BOY'S FINE COTTON IN GRAIN KNIT

SPORT SOCKS

Regular 29c and 39c socks. Blazer stripes or argyles. At this low price to you.

4 FOR \$1

FALL AND WINTER RAYON AND COTTON

DRESSES

Sizes 12 to 20, 14 1/2 to 24 1/2. Regular \$8.90 and \$9.90 Values. Large assortment of styles and colors.

\$5

LADIES FALL AND WINTER FELT

HATS

Also our complete stock Angora Clip helmets and Fur trim helmets for women and girls. Values to \$4.95. Close out price.

\$1

WOMEN'S EARLY SPRING

FELT OF VELVETEEN HATS

Pastel colors for early spring wearing. Our complete stock, values to \$4.95. Now Only—

\$2

MEN'S RAYON OR COTTON

SOCKS

Regular 39c, 49c, and 59c socks. You can stock up now and save. Sizes 10 to 13. Assorted colors. Close out price.

3 FOR \$1

WOOL, COTTON OR RAYON

DRESSY DRESSES

Values to \$13.95. All at this one low price to clear. Choose from large assortment of colors and sizes 10 to 20, 14 1/2 to 24 1/2.

\$8

WOMEN AND CHILDREN'S

ROBES & DUSTERS

Quilted Cotton, Chenille Rayon, Stripes & Flannel. Sizes 1 to 16. Ladies Sizes 10 to 20. Large assortment to choose from.

1/3 OFF

CHILDREN'S COTTON

DRESSES

\$1.98 to \$5.90 value. Sizes 3 to 16. Plaids, Checks, Solids. While They Last!

1/3 OFF

MEN'S CHANNING BRAND

WESTERN SHIRTS

Made by Miller, corduroy or rayon stripes. Beautiful selection of colors. Sizes 14 to 16. Values to \$10.90.

6.66

HIGH STYLE DRESSY TYPE RAYON, CREPE & TAFFETA

DRESSES

2 Piece or 1 Piece close cut price on \$14.75 & \$16.75 dresses. While They Last!

\$10

OUR ENTIRE STOCK OF BRUSHED BENBERG AND FLANNELS

Gowns Pajamas Bed Jackets

All colors and sizes to choose from. Buy Now And Save!

1/3 OFF

ONE LARGE TABLE LADIES FALL AND EARLY SPRING

Hand Bags

Regular \$1.98 & \$2.98 box styles, pouch styles. Large sizes or small sizes. Your Choice. PLUS TAX

\$1

MEN'S

JACKETS

Corduroy, reversible rayon gabardine O. D. tankers for work or dress. Values to \$9.90. They all go at—

5.99

HERE IS ONE YOU CAN AFFORD TO MISS. FALL, WINTER & NEW SPRING COTTON

DRESSES

Reg. or Half Sizes. Values to \$3.98. Dark or Light Colors. Largest selection in town. Your Choice.

1.99

LADIE'S FIRST QUALITY

NYLON HOSE

Regular 98c and \$1.00 Values. 51 and 60 Gauge 12 or 15 denier. While They Last.

2 FOR \$1

HERE IS A REAL BARGAIN! Costume Jewelry

Ear screws, necklaces, bracelets, pins. All at this low, low price. PLUS TAX

2 FOR \$1

YOU MUST SEE TO BELIEVE! MEN'S COTTON OR RAYON

SPORT SHIRTS

Sizes small, medium, large & extra large. These shirts were made to sell as high at \$4.95. Close out.

\$2

WOOL, RAYON AND ACETATE FALL AND WINTER

SKIRTS

Sizes 28 to 32. Wool, Checks or Solids, Rayon Solids, Gabardine. Out they go at this saving to you.

1/3 OFF

BLAND TEX SUEDE SKIN

Moccasins

Hand made, washable, water proof. Sizes 4 to 9. Beautiful colors, yellow, green, black, rust blue, white, pink & brown. While They Last!

\$1

THIS YOU MUST SEE FALL AND WINTER SUEDE AND LEATHER

DRESS SHOES

High heel, medium heel, or flats. Pumps, slings, straps. Values to \$8.90. Close out price. Shop Early To Get Choice Selections.

\$4

MEN'S WOOL AND DACRON SPLASH TWEED DESIGN

DRESS SLACKS

Sizes 28 to 38. Tan, brown, grey. Come in and see these savings. FREE ALTERATIONS

\$9

Blouses & Sweaters

Nylon Orlon, Cotton Rayon. Values to \$6.95. Sizes 32 to 40. Large selection of styles and colors. See these and you will want several.

\$3

WOMEN'S FLAT OR MEDIUM HEEL

Casuals

Regular \$2.98 to \$3.98 shoes. Sizes 4 to 9. Suede, smooth or leather. All colors. Get in on these savings!

\$2

MEN'S BETTER

DRESS SHOES

Odd lots & broken sizes. Loafers, suedes or lace styles. Sizes 6 to 10 1/2. Come in and let us show you a bargain.

\$5

MEN'S SHEEN GABARDINE

DRESS SLACKS

Sizes 28 to 40, wrinkle and spot resistant, with belt. Solid colors. Regular \$7.90 value. FREE ALTERATIONS

\$6



SALAD BOWL
SALAD DRESSING PINT JAR 27c

MASHALL GOLDEN
HOMINY, 3 for NO. 300 CAN 27c

LUCHEON MEAT

DE LMONTE
CATSUP 14 OZ. BOTTLE 17c

STRAWBERRY, EVERBEST
PRESERVES 12 OZ. JAR 33c

MA BROWN
GRAPE JAM 24 OZ. JAR 33c

LUCKY STRIKE CHUNK
TUNA FISH NO. 1/2 CAN 29c

CAMPFIRE NO. 300 CAN
PORK & BEANS
3 FOR 27c

HUNT'S NO. 2 1/2 CAN IN HEAVY SYRUP

Peaches . 25c

CAMPFIRE
POTTED MEAT NO. 1/4 CAN 6c

Oscar Mayer
12 Oz. Can **39c**



U. S. GRADED QUALITY MEATS

CUDAHY'S PURITAN PURE PORK
SAUSAGE lb. 49c

FISH
WHITE TROUT lb. 23c

Bacon Value Sliced Lb. **49c**

COMMERCIAL VEAL
CHUCK ROAST lb. 25c

3ONELESS
PERCH FISH lb. 39c

LONGHORN FULL CREAM
CHEESE lb. 49c

FRESH PORK
SPARE RIBS lb. 49c

NO. 1 SMOKED
SLAB BACON lb. 69c

FRESH PORK
BACK BONE lb. 59c

Veal Cuttles Lb. **69c**

NORTHERN
TOILET TISSUE, 3 for 25c

BAKER'S PREMIUM
COCOANUT 8 OZ. PKG. 29c

KLEENEX 300 Count Box **17c**

LUSTER CREAM
SHAMPOO \$1.00 SIZE 69c

REGULAR BOX
SPIC & SPAN 25c

BAYER'S
ASPIRIN 15c BOX 10c

P & G LARGE BAR
LAUNDRY SOAP 8c

BLUE PLATE
PIMENTOS 4 OZ. CAN 17c

SKINNER'S
SPAGHETTI 14 OZ. CELLO PKG. 24c

RAINBOW KLOTHLIKE
NAPKINS, 2 for 60 COUNT 25c

LIBBY'S SOUR OR DILL
PICKLES 22 OZ. JAR 35c

HARVEST INN
CORN, 2 for NO. 303 CAN 29c

SUNSHINE
VANILLA WAFERS 10 OZ. PKG. 33c

SWANSON'S
CHICKEN SPREAD 5 OZ. CAN 27c

CAMPFIRE
VIENNA SAUSAGE NO. 1/2 CAN 10c

Sugar Imperial Pure Cane 10 Lb. Bag **89c**

RED KARO, BLUE LABEL
SYRUP 1/2 GALLON 63c

HEINZ
BABY FOOD, 3 for 27c

DASH
DOG FOOD 16 OZ. CAN 16c

PETER PAN
PEANUT BUTTER 18 OZ. JAR 49c

ORANGEADE HIC 46 Oz. Can **25c**

FRESH FRUITS & VEGETABLES

FIRM HEADS
Lettuce Lb. **10c**

TEXAS
ORANGES lb. 10c

SUNKIST
LEMONS lb. 15c

EXTRA FANCY WINSAPS
APPLES lb. 19c

FLORIDA
TANGERINES lb. 10c

Drumbsticks Youngblood's 1 Lb. Pkg. **73c**

FAIR ACRES FROZEN
STRAWBERRIES 10 1/2 OZ. PKG. 25c

EVER FRESH FROZEN
CUT CORN 10 OZ. PKG. 15c

TROPICANA FROZEN
ORANGE JUICE 6 OZ. CAN **12 1/2c**



Your Farm Problem

By Ezra Taft Benson
Secretary of Agriculture

Any effective solution of today's farm problem must provide methods for reducing our huge stockpile of agricultural commodities and at the same time prevent further burdensome accumulations.

Getting rid of these surpluses is only half of our problem. Even if we were able to bring them down to manageable proportions, we would soon acquire new hoards of wheat, corn, cotton and butter under the existing system of price supports.

We already have approximately \$2.5 billions tied up in loans on farm commodities, in addition to an equal amount invested in goods which we own outright, \$5 billion in all.

Our present program does not encourage the production shifts which are required to meet the changing market demands for various commodities.

Of course, we could destroy some of our surpluses. Remember the government's potato fiasco of a few years ago?

Or we might plow under every third row of cotton and kill little pigs. Remember the mid-1930's? Actually, we would not even consider such wasteful practices.

We are attempting to move surplus food and fiber into foreign markets. World prices, however, are well below the figures at which we acquired these commodities under our price support operations. This means that we will be forced to take substantial losses on whatever we sell abroad.

At the same time, we must avoid outright dumping, which would disrupt normal trade channels and bring down upon us the wrath of other friendly countries.

There are these other alterna-

tives. We can make a real effort to move surpluses out of warehouses and into stomachs by promoting greater public consumption of some commodities. We can push forward in our research programs to uncover new uses for farm goods. We can throw our entire weight behind plans for expanding present foreign markets and finding new outlets overseas.

Such methods, while they will not produce results as quickly as dumping or destroying food, offer a far sounder approach to our basic problems.

Along these lines, I can report that our promotional campaign, undertaken with the meat industry and food stores, is producing real results. We are consuming beef this year at the rate of 75 pounds per person, the highest in our history.

Farm exports have turned upward since July 1, reflecting our emphasis upon expanding trade. Continued high employment at home, with national income at record levels, means a strong demand for farm goods in the United States.

Our population is growing at a rate of more than 2,000,000 per year, which means that by 1975 there will be 200,000,000 Americans. Our future farm problems may involve questions of shortages, rather than surpluses.

We cannot wait for an expanding population to solve our immediate troubles, however. We need an interim program to encourage shifts to other crops. We must halt further build-ups of government stockpiles now.

Our urgent need is for price support program which can be adjusted in terms of production and demand. One which will effectively reduce surpluses, with a minimum of government controls.

That is our immediate goal. Such a program will be offered to Congress by this Administration in January.

Income Tax Laws Allow Farmers To Reclaim Losses Sustained in 1953

COLLEGE STATION, Dec. 11—Texas farmers who suffered a net operating loss in 1953 should investigate provisions of federal income tax laws that make allowances for unprofitable farm operations.

Farmers showing a net loss this year can use the loss to offset income in future years, says C. H. Bates, extension farm management specialist. Also, Bates explains, any farmer who paid federal taxes on 1952 income and who operated at a loss during 1953 is eligible to claim refund. This is done by refiguring tax on 1952 income taking into account this year's deficit. If all 1953 deficiencies are not absorbed, the remaining loss may be carried forward for five years consecutively commencing with 1954.

Whether a farm showed a net loss or gain during the year is determined by the figure derived on tax schedule 1040F, page one, line 10.

"The computation and claiming of a farm loss is not as easy as it first appears," says the specialist. "Farmers desiring to claim deficits should consult a competent accountant or a representative of the Internal Revenue Service."

Bates explains farmers should claim the refund when submitting this year's tax return, using form 843. Otherwise, they lose the chances to file losses for the 1952 period when income was subjected to tax.

Many operators are hesitant to report their complete losses, Bates concludes, but a careful tabulation from records should

be made and all deficits reported. Actual farm records, however, he warns, should be kept to substantiate losses.

Today's Meditation

I am the light of the world; he that followeth me shall not walk in darkness, but shall have the light of life. (John 8:12). Read Corinthians 5:17-21.

When the year ends, we look back over the path we have traveled. Voices deep within us call out, "We are your lost opportunities. We are the love and the pity and the kindness you locked within your heart."

At this milestone we also look forward. We try to look ahead into the future. We do not know what it will hold for us of joy or sorrow, friend or foe, success or failure, life or death. We face this challenge of change. As we do so, we need faith and power.

We look up. We come to the place where stands the cross on which the Prince of glory died. We see that "love divine, all loves excellant." There only do we hear that sure word of forgiveness for past failures. In Christ only can we find power that will hold our spirits strong and steady. In Him is our hope

DR. A. E. LEWIS
Dentist
East of Courthouse - Muleshoe
Off. Ph. 3040 - Res. 6370
Closed Wed. & Sat. Afternoon

TED RAVEN MUSIC SHOPPE

PIANOS BAND INSTRUMENTS
CENTER
LIBERAL TRADE-IN ALLOWANCES
405 - E. 6th St., Clovis, N. M.
— Also Piano Tuning —

for the future as He has been our salvation in the past.

PRAYER

O Lord God, lead us onward into the new year. May Thy hand ever guide us, the Holy Spirit abide with us to strengthen and sustain us. Help us that we waiver not on the pathway of the new year. In Thy Son's name we pray. Amen.

THE MULESHOE JOURNAL, Thursday, January 7, 1954

THOUGHT FOR THE DAY

"The Lord is my shepherd; I shall not want."

—K. D. Harvey (Ireland)

VISITED WITH TAYLORS

Visiting in the home of Mr. and Mrs. Buck Taylor during Christmas were their daughter and

family, Mr. and Mrs. Cecil Osborn and Linda of Hale Center, Mr. and Mrs. Sammie Taylor and family of Denver City, Mr. and Mrs. Howard Taylor and family of Muleshoe, Mr. and Mrs. Robert Servatke and family of Texaco, N. M., and Mrs. Lynn Anderson, and Mrs. Taylor's mother, Mrs. Jannie Anderson, of Anton.

NEW YEAR SPECIALS IN FARM EQUIPMENT

1 - 1950 "M" NEW TIRES \$1550

1 - 1947 "M" ON BUTANE \$1450

1 - 1953 FORD ENGINE \$525

WE HAVE ALL MAKES AND MODELS

OF PLOWS - SEE US NOW!

JOHNSON - NIX

PHONE 2940

MULESHOE

STOP
When you see
this sign

KENDALL
The
2000 MILE
OIL

MORRISON MOTOR
Phone 4130

Letters to the Editor . . .

LIKES WEATHER REPORT

Excelsior Springs, Mo.
Dec. 28, 1953

Dear Editor:

I want to tell you how I enjoy your new feature, The Weather. It may not mean so much to the local readers, but to the non-resident it is a very great satisfaction, just as the market reports.

Hope you have more moisture in 1954. With the cotton acreage cuts, we will really need a grain crop. It has been terribly dry here the past year and no real relief yet, so far as stock water and plowing are concerned.

Very best wishes for 1954.
Very respectfully,
LAURA B. S. COX

NOTICE TO COTTON PRODUCERS

See us for highest market prices, also prompt service on cotton loans, both the PMA and Texas Cotton Growers Association

A. S. STOVALL

TEL. 7960

MULESHOE



If You Want A Good Deal In A New Or Used Car Or A New Or Used

Pick-up See Lee Sanders At—

C. & H. CHEVROLET

Phone 2720

Muleshoe

FARM SALE

Jan. 12, 1954 - Starts 10:30 A. M.
C. S. OTTO Farm

6 Miles West of Muleshoe - 1/2 Mile South of U. S. Hiway 1760

I Have Leased My Farm, And Will Dispose Of The Following Items At Public Auction

FARM MACHINERY

- 1 - Allis Chalmers Tractor with Mower.
- 1 - Nearly New Allis Chalmers Tractor with front-end loader and two bottom plow.
- 1 - Allis Chalmers Combine with Motor on it.
- 1 - Allis Chalmers Side Delivery Rake.
- 1 - 25 Foot John Deere Cotton Spray with Power Take-off.
- 1 - Allis Chalmers 4 disc Breaking Plow.
- 1 - Sulky Hay Rake, Old Timer.
- 1 - Old Tandem Disc.
- 1 - One Blade Ditcher.
- 2 - Old Trailers.
- 1 - Wooden Floor.
- 1 - Allis Chalmers Lister.
- 1 - Four Section Harrow.
- 1 - Allis Chalmers Tractor Cultivator.
- 1 - Old Wheat Drill.
- 1 - Two Row Sled.
- 2 - Rotary Hoes.
- 1 - 1941 Ford Tractor.
- 1 - Ford Lister, Planter.
- 1 - Ford Tool Bar Cultivator.
- 1 - Knife Attachment for Ford.
- 1 - CC Case Tractor, 1939 Model.
- 1 - John Deere B Tractor with Equip.
- 1 - 3 Row Pick Up Stralk Cutter.
- 1 - Johnson 4-row Knife Sled, practically new.
- 4 - John Deere Beam and Pea Planter Box Attachments.

- 1 - 2 Row Pick Up Sled.
- 1 - 2 Bale Trailer.
- 1 - John Deere Cotton Harvester.

LIVESTOCK

- 8 - Cows with Second Calves.
- 7 - Calves.
- 2 - Young Bulls.
- 2 - Steers About 900 lbs. Each.
- 3 - Springing Roan Heifers.

HOUSEHOLD ITEMS

- 1 - Royal Rosa Gas Range Cook Stove.
- 1 - Round Oak Dining Table.
- 1 - Walnut Bed Size Divan.
- 1 - Gas Heater.
- 1 - Antique Dresser.
- 1 - Ward 16 Pressure Cooker.
- 2 - 1 Gallon Daisy Glass Churns.
- 1 - Iron Bedstead, Spring and Inner-spring Mattress.
- 3 - Wheel Chairs.
- 1 - Bed Rest.
- 1 - 10 Gallon Stone Jar.
- 1 - Iron Day Bed and Pad.
- 1 - Large Bed Pan.
- 1 - Oil Heater.

MISCELLANEOUS

- 2 - Double Barrel Shotguns.
- 1 - 32 Automatic Pistol.
- 4 - Hay Tarps.
- 2 - 18 Inch Strison Wrenches.
- 1 - Pinch Bar.
- 2 - Log Chains.
- 1 - Post Puller.
- 1 - Hand Well Drill & Chuck Bucket

- 40 - Irrigation Tubes. Several Metal Ditch Stops.

- 4 - Farm Wagon Wheels.
- 1 - Two Wheel Push Cart.
- 1 - 8 Ft. Iron Ladder.
- 150 - Cedar Posts.

- 1 - Electric Cream Separator.
- 1 - Screw House Jack.
- 1 - Electric Fence Charger.
- 2 - Butane Chicken Brooders.
- 1 - Large Mail Box.
- 11 - Wolf Traps.
- 500 Lbs. Smooth Wire for Electric Fence.

- 400 - Good Cedar Posts.
- 42 - Rolls 32 inch, 14 gauge, Hog Wire.

- Lots of Guy Wire and Cable.
- Set of Swings and See-Saws For Children.

- About 20 odd feet of 6 inch Pipe.
- A lot of Cedar Posts that have never been used and many, many items too numerous to mention.

30 ACRES TO BE
SOLD AT AUCTION
Across Road From C. S. Otto's
Farm, 1/2 Minerals. Located S.
W. Corner of Sec. 39, Block 4,
League 627-A Taylor Survey.

Progress Ladies Will Serve Lunch And Free Coffee - Bring Your Cup

DICK DOSHER, Auctioneer

HUGH FREEMAN, Clerk

HAD GUESTS His friends, Bill Thorn of Florida, Mrs. B. C. Locke over the week-end was their son, Claude, and Kirtland AFB, Albuquerque, N. M.

Every child born today is born naked, hungry, and with a whipping, and a tax debt of over \$1,000. Your child can be born with a \$25 bond. Register today. No purchase necessary.
THE MATERNITY SHOP
 1003 13th Street Lubbock, Texas

NOTICE

THE FARMER COUNTY
 WATER COMMITTEE

WILL MEET IN THE FARM BUREAU OFFICE
 IN FRIONA

MONDAY NIGHT, JAN. 11

FROM 7:30 TO 10:00 P. M.

And each 2nd and 4th Monday evening thereafter until further notice is published

For The Purpose Of Issuing

WELL PERMITS

Please, if you contemplate drilling within the next 60 days, come in Monday night to secure your permit.

Information required — Measured distance to Hi-points or wells on adjoining quarters.

Measured distance from two sides of quarter in which new well will be drilled.

COMMITTEE MEN:

T. M. Caldwell, Bruce Parr, D. B. Ivy,
 C. V. Potts, and Raymond Euler

Happenings of BULA

The Church of Christ was selected to be hostess to the regular fourth Monday meeting of the church. The purpose of this meeting is to foster fellowship among the congregations of this area. The last meeting was conducted at the Friendship Church of Christ on Jan. 4, due to holidays being on the regular fourth Monday. The speaker for the Friendship meeting was Brother Freeman, from Anton. About twenty-five congregations were present. The theme discussed was: "Problems of the church today".

The young people of the Church of Christ received an invitation from the Acuff church, to attend an area fellowship meeting. Devotional services are to be conducted, afterwards games and refreshments are to be offered.

A religious census will be conducted within a ten mile radius of Bula by the Church of Christ, the Methodist, and the Baptist. Final plans are to be rehearsed next Sunday afternoon. The purpose of the census is to determine how many people there who are not being considered in the present religious offerings of the communities. It is hoped that a program can be worked out to the extent that all can be included. They solicit your cooperation.

There is interest in the coming ball season around Bula. Can it be that they are out to win? Well, they hope to have a good club this year.

Some of the Bula people are looking forward to the Musical Program to be presented in Morton soon.

**Dr. L. T. Green, Jr.
 Will Be Speaker
 For Grade PTA**

The Grade School P. T. A. will have their regular meeting at 8:00 o'clock p. m., January 11, at the Junior High School.

CARD OF THANKS

We wish to thank each and everyone for the food and the beautiful flowers, which our many friends and neighbors brought during the illness and death of our precious wife and mother, Mrs. A. H. Owen.

May God bless each of you is our prayer.

A. H. Owen
 and Children

Dr. L. T. Green, Jr., has charge of the program for the evening, and he will speak on "Infantile Paralysis".

Everyone is invited to attend this meeting and hear Dr. Green speak.

**Classroom Teachers
 Organization To
 Support Tax Bill**

The Muleshoe Classroom Teachers Organization held their regular meeting Monday evening, with Mrs. Ed Johnson, president, presiding over the business session.

The main issue discussed was the Mason Tax Bill, HR5180. The organization voted unanimously to support.

Those attending were: Mrs. D. B. Lancaster, Mmes. Rutherford, Witherspoon, Gardner, Boone, Watson, Johnson, Shelby, Dowell, Bradley, Obenhaus, Sanders, Burchett Stovall, Page, Middlebrook, McDonald, Johnson, and Blackburn, and Misses Effie and Zelfie Childress, Williams, and Glenn.

TOO LATE TO CLASSIFY

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

FOR SALE: Neary new closet door, 2 ft. by 6 ft, 8 in., with facing. 16-1-1tp.

FOR SALE: Small house and pressure pump, to be moved See Sam Smith, corner of E. and 8th., or call 6302. 16-1-1tp.

FOR SALE: Sudan straw. Will sell in stack or baled. See J. E. Wilhite, Muleshoe. 16-2-2tp.

FOR SALE: Some small houses to be moved. 8x16 ft. See Carl Case at Canning Plant. 16-2-2tp.

**Robert O'Hair
 Is Elected To
 Nat'l. Angus Ass'n.**

Robert O'Hair of Muleshoe, has been elected to membership in the American Aberdeen-Angus Breeders' Association at Chicago, announces Secretary Frank Richards. Mr. O'Hair was one of the 17

purebred Aberdeen-Angus breeders elected from Texas during the past month to membership in the organization.

**Girls Win, Boys Lose
 Tuesday Night**

Tuesday night of this week the Muleshoe teams, boys and girls, split a double-header basketball game with the Hart teams. The Muleshoe girls won their

game easily, running away with a 60-35 win.

High point honors for the game go to Barbara Douglass with 23 points; Jean Montgomery, 20; and Donna Wright had 11.

In the boys game, Muleshoe lost a close one to the boys of Hart by a score of 47-49.

High point men for the Mules were Jimmie Holt with 22 points; Jimmie Allison, 10; and Eugene Shaw with 8. Phillips was the high point man for Hart and also for the game with 19 points racked up.

IT'S READY NOW AND WE OFFER

Free Compost

TO ALL OUR CUSTOMERS

You Do The Hauling

And We Wish For Everybody A

Happy, Prosperous New Year

Muleshoe Co-op Gin

Telephone 7940

Thank You

I have purchased the interest of my partner, F. H. Davis in our firm, Davis & Lenderson, John Deere dealers in Muleshoe. The transfer became effective Jan. 1, 1954.

We have enjoyed and appreciated the nice patronage in the past, and I earnestly solicit your continued confidence and business.

THE NAME OF THE FIRM WILL BE

KNOWN AS —

A. J. Lenderson IMPLEMENT CO.

Announcement

To Customers Of West Texas Gas Company

Effective January 1, 1954, West Texas Gas Company was combined with Amarillo Gas Company, Clayton Gas Company and Dalhart Gas Company to form a regional natural gas utility company named PIONEER NATURAL GAS COMPANY.

The properties will continue to be operated under the same ownership and management as heretofore.

All West Texas Gas Company employees are being retained.

Lubbock is headquarters for the West Texas Division, which consists of the area formerly served by West Texas Gas Company. Our General Offices are in Amarillo.

We thank you for your patronage and friendship throughout the years since 1927, and pledge our best efforts to render you an ever-better type of service.

Pioneer Natural Gas Company

FUEL FOR A GROWING EMPIRE

C. I. Wall
 C. I. WALL, Vice President

The Muleshoe Journal



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

VOLUME 31, NUMBER 54

MULESHOE — County Seat of Bailey County — TEXAS

THURSDAY, DECEMBER 31, 1953

Raisor Is New Paint Contractor For This Area

W. Niles Raisor, a Canadian by birth, has established a paint contracting business in the Bovina, Friona, Farwell-Texico, and Muleshoe area he announced this week. Mr. Raisor and his family are at home in Bovina.

They came to this section from Moose Jaw, Saskatchewan, Canada. Mr. Raisor is a veteran of the Canadian Royal Air Force,

and served in the European theatre during World War II. An announcement detailing the sort of work that he does may be found in another part of this paper, the advertisement also showing where he may be located.

Mr. Raisor is an old friend of Mr. Williams, the band director for Bovina schools and the latter was instrumental in getting him to locate in this section.

VISITED DAUGHTER

Mr. and Mrs. C. E. King and daughter spent the holidays in the home of a daughter and son-in-law, Mr. and Mrs. Oran Dorsey at Goodnight.

Government Beef Program Is Producing Results

U. S. Beef Consumption Reaches Record Level

A cooperative government-industry effort to increase the consumption of beef has helped increase per capita consumption of this meat to record levels, reports J. K. Adams.

In this effort, retail and wholesale meat trade groups, in cooperation with the U. S. Department of Agriculture, have been carrying out an intensive campaign to promote beef consumption by calling consumers' attention to the availability of abundant supplies of good beef at lower prices. The purpose is to help strengthen live cattle prices, which have been falling for the past 2 years, with further declines in the price of lower grades during recent months due to drought conditions in many parts of the country.

The beef promotion campaign started last August, is now showing definite effects, Mr. Adams points out. Americans are now eating an average of 75 pounds of beef per year for every man, woman, and child, according to USDA statistics. This is the highest figure ever reached for beef alone and represents an increase of one-fourth over last year's per capita consumption.

Drought conditions this past summer have aggravated farmers' price problems by causing a rush to market of many animals which would normally be kept for feeding and for stock replacements. Market reports show a 30-per cent increase in cattle marketing this year over last. Emergency feed and credit at reduced rates have helped offset this trend and to maintain foundation herds.

High Demand For Meat, More Stable Cattle Prices Forecast For 1954

Next year will be another year

of large supplies of red meat. Consumption is also expected to continue high, and retail prices in 1954 are expected to average about the same as in 1953. This was the prediction of U. S. Department of Agriculture economists at the annual Agricultural Outlook Conference (or local authority).

For 15 years cattle prices have been unusually high as compared with prices for all farm commodities, say the economists. Now, even though they are at the lowest point since 1946, cattle prices are still more favorable in relation to other farm prices than they were during the 1910-14 base period which is used for parity computations. They are lower, however, than could be considered normal at this time because of their long-term trend upward.

Persistent declines in cattle prices over the past 2 years appear to be about ended, but the forecast does not indicate that they will regain their levels of a year or two ago.

Fewer cattle are being put on feed grains for fattening this fall than last. This means the supply of finished cattle in the first half of 1954 is likely to be smaller next year, but the supply of grass-fed beef will remain high, the outlook report indicated. Grass fed beef usually grades as Good, Commercial, or Utility, according to government standards.

appears to have reached an all-time high of 75 pounds per capita if it continues at its present level to the year's end. For meat in general, including poultry, consumption is higher than usual at 178 pounds per person, USDA statistics indicate.

Government Beef Purchases Made To Strengthen Cattle Markets

Government purchases of beef for domestic uses and export, started last April, will amount to about 220 or 225 million pounds by the end of the year, according to information received from the U. S. Department of Agriculture. This is the equivalent of more than 750,000 head of cattle.

Contracts for the Government purchases were let during the summer but delivery schedules have been planned to increase cattle demand during the fall months when marketings are heaviest and there is the greatest need for stabilizing the market.

Sharp drops in cattle prices, which started their downward trend 2 years ago, are largely the result of increased marketings from a record national cattle herd of 94 million head.

Drought has complicated the situation by stepping up marketings, particularly of lower-grade cattle, and reducing the normal demand for animals for high-finish feeding and herd replacements.

The bulk of the Government beef purchases were arranged by the Department of Agriculture for distribution through the school lunch program and non-profit institutions. About 18 million pounds were purchased by the Foreign Operations Administration for overseas supply.

Because producer price problems are greatest this year in the cheaper grades of cattle, owing to prolonged drought conditions, the Government contracts have called for U. S. Commercial and Utility grade carcasses, with greatest emphasis on U. S. Cutter and Canner grades.

HAD HOLIDAY VISITORS

Holiday visitors in the home of Mr. J. W. Ellis and Mrs. Maude E. Jones, last weekend were her daughter, Mrs. H. B. Byerley of Petersburg, and her grandson, 2-Lt. Walter Edward Byerley, who is taking the officers candidate course in Quantico, Va.

Television Service

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

JOHNSON-POOL

PHONE 7370

MULESHOE



R. E. MITCHELL SAYS:

To avoid that run down feeling, look both ways before crossing.

REPUBLIC NATIONAL

LIFE INS. CO.

Muleshoe, Texas

Irrigation And Water Well S

Drilling ANY SIZE — ANY DEPTH

—SEE—

DICK DORAN

Two Blocks North On Friona Highway

Phone 3280

Muleshoe



WAGON GROCERY

YOUR STORE in '54

NEW

CAMAY SOAP, 3 for 25c

WITH COLD CREAM

Coca Cola 6 Bottle Carton 19c

KIMBELL WHOLE BEETS

NO. 303 CAN 11c

MONARCH SAUER KRAUT

NO. 2 CAN 11c

MONARCH MARSHMALLOW CREAM 19c

FRESH FRUITS & VEGETABLES

NICE DELICIOUS

APPLES Lb. 13c

LARGE YELLOW BANANAS lb. 12 1/2c

FIRM GREEN HEADS LETTUCE lb. 9c

FRESH GREEN CELERY Lb. 9c

2 LB. BOX VELVEETA 89c

NO. 303 CAN VEG-ALL, 2 for 29c

CHURCH'S 24 OZ. BOTTLE GRAPE JUICE 35c

MAINE SARDINES, 1/4 can in oil 8c

MONARCH SHOEPEG STYLE CORN, no. 303 can 19c

DEL MONTE FRUIT COCKTAIL, no. 2 1/2 can 38c

JOY Liquid Suds 7-Oz. Jar 25c

CHOICE GRADE MEATS

HOME MADE

CHILI Lb. 49c

FRESH TENDER

CALF LIVER lb. 29c

BEST GRADE DRY

SALT PORK lb. 49c

LIGHT, 3 TO 3 1/2 LB. AVERAGE

HENS lb. 49c

ALL MEAT

BOLOGNA lb. 35c

BEEF

SHORT RIBS Lb. 19c

PILLSBURY'S BUTTERMILK

BISCUITS

Per Can

9c

CUT RITE 125 FT. ROLL WAX PAPER 24c

WAGON GROC. & MKT.

PHONE 4060

Fry & Cox Bros. To Distribute M-M Yearbook

The 1954 Yearbook, published by the Minneapolis-Moline Company, is now being distributed to boxholders in this area. The announcement was made by Jim Cox of Fry & Cox Bros., Minneapolis-Moline dealer at Muleshoe.

The Yearbook is a 28-page combination calendar-catalogue printed in four colors. It features MM's entire line of farm equipment and uses full-color illustrations to highlight each machine and implement.

This Yearbook for 1954 incorporates a new design feature. The calendar portion of each sheet extends below the cover illustration and can be easily removed at the end of each month. On the reverse side of the calendar portions are coupons for company literature and a premium offer.

The 1954 Yearbook has been used to announce the term UNIFORM to designate a new group of Minneapolis-Moline farm machines including the Uni-Tractor, Uni-Harvester, Uni-Husker, Uni-Picker-Sheller, and Uni-Forager. Jim Cox states that several new machines will be added to the group during the coming year. The UNIFORM has been called the greatest development in farming since the invention of the plow.

The Minneapolis-Moline 1954 Yearbook features one of the company's most powerful national messages on the back cover. It is headlined "Do You Mean That Farm Machinery Made My New Kitchen Possible?" It shows an attractive housewife mixing batter in her modern kitchen and

February 15 Is Last Day Of Grace For Many Who File Income Tax Returns

Have you planned on waiting until March 15th approaches before doing any thing about your 1953 Federal income taxes? If so, it might be wise to make a quick check right now. For practical purposes January 15th, rather than the March deadline, is the last day of grace for many individuals.

This is due to the Federal laws requiring certain persons to file Declarations of Estimated Income Tax—or the pay-as-you-go plan. Under these laws several million people are required each year to estimate their total annual income in advance, making quarterly tax payments based upon such estimates. The final quarterly payment for 1953 is due on or before January 15, 1954.

A Declaration of Estimated Income Tax must be filed by

answering the question. Answering her, it is pointed out how farm machinery, in the last 40 years, has nearly doubled the output of the nation's farms. It shows how the local farm equipment dealer has become a key man in farm mechanization.

The message highlights farming as this country's one basic industry. It reads "In colonial days, 85 farm workers produced just enough food for themselves and 15 non-farm workers." "Today, 15 farmers produce for both themselves and 85 others."

"With modern machinery on our farm," the message concludes, "fewer people produce food, and more people produce cars, TV sets, radios, and kitchen appliances." MM through its dealers will distribute 1 1/2 million copies of the 1954 Yearbook.

every citizen or resident who receives annual wages (subject to withholding) in excess of \$4500, plus \$600 for each exemption claimed.

For example, a single person with no dependents who last year received wages in excess of \$5100 is required to file a declaration. If he has one additional exemption, he need not file unless his wages exceed \$3700 during 1953. This latter figure would also apply to a married couple without dependents filing a joint return.

In other words, the amount goes up \$600 for each exemption the taxpayer is entitled to claim, including any exemptions for age or blindness.

A Declaration of Estimated Income Tax must also be filed by any person with annual income from sources other than wages (subject to withholding) in excess of \$100. This is true even though their total income did not exceed \$4500 plus \$600 for each exemption. Of course, individuals whose income did not exceed \$600 during 1953 need not file, even though no tax has been withheld.

Those falling into the required category who have failed to file declarations at quarterly intervals during 1953 may make amends by filing either a final declaration of an income tax return by January 15th. At the same time they should pay any balance of tax owed the government on their entire 1953 income.

Now, if paying the entire balance of your tax prior to January 15th is going to be a difficult matter, due to a quirk in the tax laws you may avoid penalties by paying at least 90% of your total tax at that time and the remaining balance by March 15th. This would involve filing both a declaration (by January 15) and a tax return (by March 15).

The first quarterly declaration on 1954 income is due on or before March 15th.

VISITED HERE

Mr. and Mrs. Pete Jenkins and children of Big Spring visited relatives and friends in Muleshoe over the holidays. They spent two days in Albuquerque, N. M., with Mr. and Mrs. Lester Wade.

VISITED IN OLTON

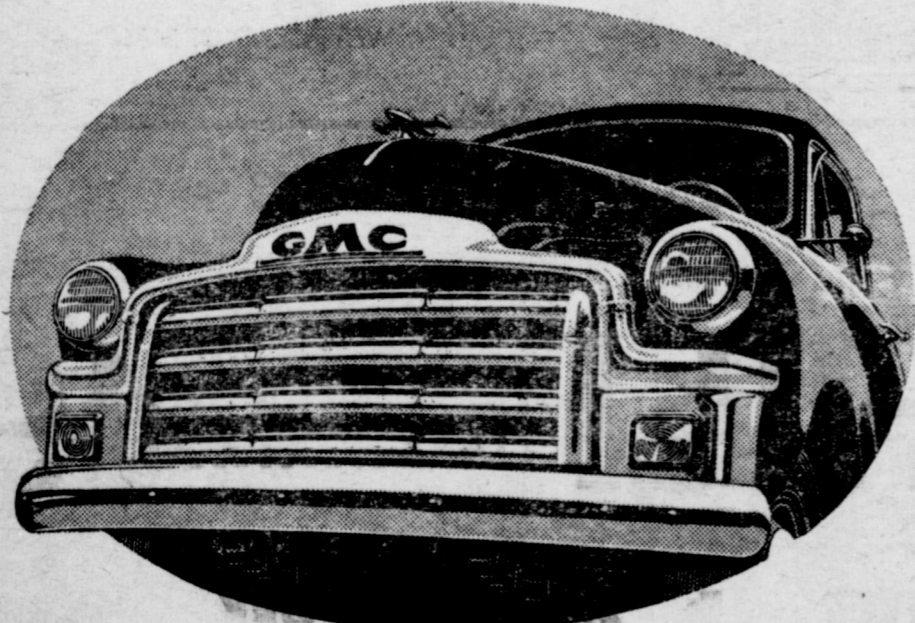
Mr. and Mrs. Walter Witte, Mr. and Mrs. J. W. Fowinkle, and Mrs. Ola Ragsdale visited relatives in Olton Sunday afternoon.

Mr. Cotton Farmer:

We Would Appreciate The Opportunity Of Bidding
On Your Cotton Before You Sell.

PLAINS COTTON CO.

— Office At —
EDWARDS GIN — WALT COLBERT, Buyer



Presenting the mighty aristocrat of light-duty trucks— the 1954 GMC

HERE is the most extraordinary light-duty truck ever built.

It has the smart styling of a fine passenger car—a sweeping grille of modern design—a panoramic one-piece windshield—two-tone interiors with harmonizing upholstery—luxury features that will make you proud to be seen in it.

And it has a whopping 125-horsepower engine—more powerful than many trucks with a two-ton rating.

The Pickup—one of 19 models—has a box that holds up to 11 more cubic feet than last year's capacious model. Its tail gate is grain-tight—and sand-tight.

And—a truck feature pioneered by GMC—it offers the driversaving, moneysaving advantages of Truck Hydra-Matic Drive*.

One final and surprising point. The price of the GMC, value for value, is unsurpassed anywhere on the truck market.

That's the story. The next move is yours. Come in and see "the world's most modern truck." And—make it soon.

*Optional at extra cost

Get a modern truck!

LADD PONTIAC

PHONE 3080

MULESHOE

You'll do better on a used truck with your GMC dealer

What's NEW FOR '54?

— WITH —

MASSEY-HARRIS

We Are Showing Our New Equipment

Saturday January 9

WE INVITE YOU TO SEE THE:

No. 90 Special Self-Propelled Combine

New, More Efficient Than Ever, Because
of 45 New Improvements

No. 44 Special Row Crop Tractor

New, Bigger, More Powerful
277 Cu. In. Engine

All Day At Our New Location On Plainview Hiway

Texas Machinery

PHONE 5010

MULESHOE

PAINT CONTRACTING



We are new residents in this area, but we are not new to Paint Contracting. That is our business—not a sideline, and we are equipped and experienced to give you the best.

We have new, modern equipment. No job is too large or too small. Finest of materials and workmanship with satisfaction guaranteed. Up to THREE YEARS to pay on labor and materials.

Call For A Prompt, Free Estimate

W. Niles Raisor

Texico-Farwell

Bovina

Muleshoe

PHONE 2981, BOVINA

- INTERIOR AND EXTERIOR
- BRUSH OR SPRAY
- FLOOR SANDING
- WOOD STATION WAGONS
- REFINISHED
- ROOFS A SPECIALTY

Conservation Practices Are Listed For Bailey County Farmers in '54

The basic purpose of the Agricultural Conservation Program is to aid in achieving necessary conservation of our soil and water resources. The future prosperity of this Nation necessitates the protection and maintenance of our land and water resources. Conservation of these resources is urgent and it pays.

The Agricultural Conservation program is entirely voluntary. Any farmer who believes he can do the needed conservation job on his farm without the aid of the limited funds available under the program is urged to do so.

You will be given an opportunity to request the Federal Government to share the costs, if need-

ed, to aid you in carrying out eligible practices on your farm during the 1954 program year. The 1954 program year begins January 1, 1954, and ends December 31, 1954.

The period for filing requests under the program is from January 4, 1954 to January 15, 1954. The form on which the request for cost-sharing must be made, if cost-sharing is desired, may be obtained at the county ASC Office (formerly PMA), Muleshoe, Texas.

Please study carefully the conservation practices for which ACP Cost-Sharing is available in relation to the conservation needs for your farm and try to decide, in advance of calling at the county office, on which one or two practices ACP cost-sharing is most needed. In doing so we hope you will make full use of any conservation plan you have had developed for your farm. A list of the practices in the county program, along with rates of cost-shares for performing them and other pertinent information follows:

LIST OF 1954 ACP PRACTICES AND FEDERAL COST-SHARE RATES APPROVED FOR BAILEY COUNTY

1. Establishing Permanent Cover on Cropland to be Turned Back for Pasture, Federal Cost-Share, \$1.00 to \$5.00 per acre.
2. Establishing Biennial Legumes and Perennial Grasses as a part of a Crop Rotation, Federal Cost-Share \$2.00 to \$2.75 per acre.
16. Establishing Permanent Waterways to Dispose of Excess Water, Federal Cost-Share on Seeding, \$2.00 to \$10.00 per acre. Federal Cost-Share on Shaping, 50% of Cost not to exceed amount specified by the county committee.
17. Constructing Terraces, Federal Cost-Share \$1.00 per 100 linear ft.
18. Constructing Diversion Terraces, Federal Cost-Share .04 per cu. yd.
24. Reorganization of Irrigation System, Federal Cost-Share \$8.00 per cu. yd., on concrete construction, .30 to .60 per ft., on concrete pipe depending on size of pipe required.
25. Levelling Irrigable Land, Federal Cost-Share 50% of Cost Not to exceed \$15.00 per acre.
26. Constructing Reservoirs for Irrigation Water, Federal Cost-Share .06 per cu. yd.
27. Lining Irrigation Ditches with Concrete, Federal Cost-Share \$8.00 per cu. yd. of concrete.
28. Establishing Cover of Win-

C. H. Odom Is Surprised With Birthday Dinner

Mr. C. H. Odom was entertained at his home Sunday, January 3, with a surprise birthday dinner given by Mrs. Odom, and several friends.

Those attending were Mr. and Mrs. George Chambliss, Mr. and Mrs. C. E. Blansett and children, Mr. and Mrs. J. W. Johnson and family, Mr. and Mrs. J. W. Williams and family, Mr. and Mrs. Johnnie Williams and daughter, Mr. and Mrs. Hilton Hackney, Mr. and Mrs. Milburn Johnson and family, and Mrs. S. E. Odom and daughter, Mrs. Hope Flanagan.

VISITED HERE

Mr. and Mrs. E. E. Frost, of Lawton, Okla., were visitors here during the Christmas holidays in the homes of Earl Reeder, W. D. Lackey, and Mary Jo and Robert Hargett. While here they also visited in Morton with Everett Lee and Virginia Reeder, in Plainview with Mary Margaret and Winfred Riddle.

ter Legumes, Federal Cost-Share \$1.12 to \$3.75 per acre.

29. Establishing Cover of Summer Legumes, Federal Cost-Share .40 to \$1.85 per acre.

30. Stubble Mulching, Federal Cost-Share .25 to .75 per acre.

31. Deep Plowing Sandy Cropland, Federal Cost-Share 15 to 18 inches deep, \$3.00 per acre, 18 inches and deeper, \$5.00 per acre.

32. Contour Listing, Contour Chiseling, Crop-Slope Chiseling, Pit Cultivation, or Chiseling not on the Contour for Wind Erosion Control, Federal Cost-Share 25 per acre.

Ellis Family Held Reunion Christmas Day

Mr. and Mrs. William Ellis had all their children home, with the exception of one who lives in California, for a family reunion on Christmas Day. Several of the children were present Christmas eve, for the family Christmas tree.

Those who were present were: Mr. and Mrs. Otto Colvon and children of Mountain View, Okla.; Mr. and Mrs. Jim Brinkman and Brenda, Mr. and Mrs. Dick Ellis and children, and Mr. and Mrs. Kenneth Ellis and family all of Muleshoe.

A turkey dinner with all the trimmings was served.

Wenner Injured In Farm Mishap

Gilbert Wenner, farmer living at Hub, was injured Tuesday of last week when he became entangled in a cotton stripper.

He has a broken right leg and suffered from shock and loss of blood. He was reported in fair condition at West Texas Hospital, Amarillo, where he was under treatment.

LEAVE FOR ARIZONA

Mr. and Mrs. Jack King and daughter are leaving the latter part of the week for Hot Springs, N. M., and Tucson, Ariz., where they are planning an indefinite stay for their health. Their store, "King's Grocery", will be closed during their absence.

SMITHS SPENT XMAS HOLIDAYS HERE

Mr. and Mrs. Joe L. Smith and sons, Ronnie and Carrol, of Evergreen, Colo., have spent the holidays here with his parents, Mr. and Mrs. Tom L. Smith and

THE MULESHOE JOURNAL, Thursday, January 7, 1954

were joined here by Mrs. Joe Smith's parents, Mr. and Mrs. E. J. Gulley, now residing at Springdale, Ark.

Read The Journal Want-Ads.

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

NOTICE OF ELECTION

—TO BE HELD—

TUESDAY, JAN. 12

for County Committeemen of High Plains
Underground Water Conservation
District Number 1.

POLLING PLACES IN BAILEY COUNTY.

1. Muleshoe Community House at Muleshoe
2. Enoch's Gin Office at Enochs
3. Three Way School House



Don't buy two Pumps when one BERKELEY dual purpose turbine will do the job

If you want to irrigate 10 acres and still have plenty of water for household use, a Berkeley dual-purpose turbine is the pump for you. This versatile pump can deliver ample pressure for household service... and a large volume of water for irrigation... both at the same time.

80 gallons a minute for irrigation—40 gallons a minute at 30 pounds pressure for household use—all from a water level of 80 ft. That's what you can get with a Berkeley Model 8011, 4 stage dual-purpose turbine... and only 3 H.P. is needed.

There is a Berkeley Combination Turbine for your needs. Irrigate 4 to 40 acres from water levels 30 to 300 ft.



PRESSURE PUMPS
SALES & SERVICE

E. R. HART CO.
Muleshoe Texas

DR. B. R. PUTMAN OPTOMETRIST

First Door North of REA Building

Muleshoe, Texas

Phone 6560

FARLEY INSURANCE AGENCY REAL ESTATE & INSURANCE

AUTO FINANCING — FARM LOANS

Over Bank, Muleshoe, Texas

Office Phone 7279

Res- 5103

INSURANCE

FIRE CROP HAIL CASUALTY

Does Your Present Coverage

Furnish Adequate Protection?

Lewis Insurance Agency

Telephone 7320

Barry T. Lewis

Office — East of Courthouse in Old Journal Building

Clovis Veterinary Hospital

AT THE STOCKYARDS CROSSING

Facilities for Large and Small Animals

CHAS. WEBSTER, D. V. M.

104 Hull

Phone 5442

Clovis, N. M.

—See Us Now For—

FARM LOANS

POOL INSURANCE AGENCY

W. M. Pool, Jr.
Phone 7010

Lee Pool
Muleshoe

'54 FORD the "worth more" car declares a dividend

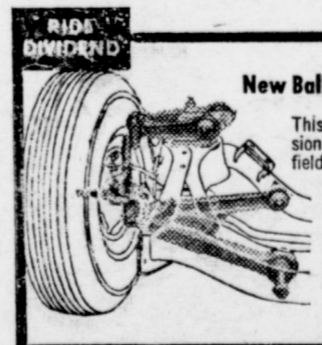


STYLE DIVIDEND

Here Now!

3 distinctive lines
— 14 brilliant body styles

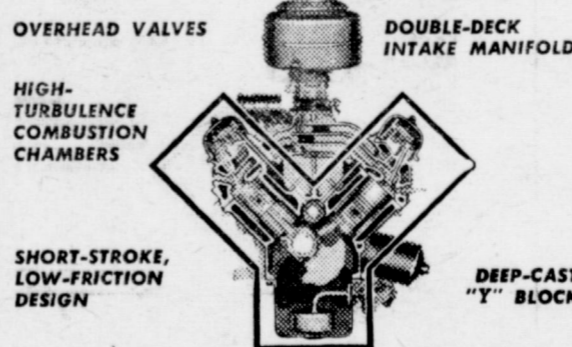
You'll find that each new feature in the '54 Ford is an extra dividend in driving enjoyment... establishes Ford, even more in '54, as the "Worth More" car. You get a special dividend in styling with Ford's distinctive new appearance. You get sparkling new interiors, too, that are a dividend in themselves. And each of the new Fords gives you special dividends in ride and performance... with new Ball-Joint Front Suspension, the greatest advance in chassis design in 20 years... with your choice of Ford's new low-friction Y-block V-8 or I-block Six, the most modern engines in any car today! With 28 brilliant new models to choose from, you'll find the exact car to suit your tastes and requirements. Come in... See and Test Drive the '54 Ford.



New Ball-Joint Front Suspension

This revolutionary new suspension is exclusive to Ford in its field. It allows greater up and down wheel travel for a smoother ride. And it helps keep wheels in true alignment for consistently easy handling. Movement of wheels is on ball joints, whether in up and down motion or in steering motion—right or left.

The new 130-h.p. Y-block V-8



OVERHEAD VALVES

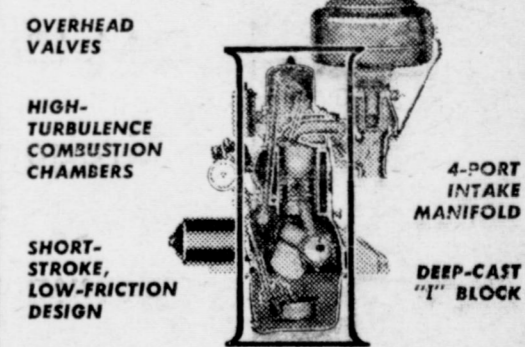
DOUBLE-DECK INTAKE MANIFOLD

HIGH-TURBULENCE COMBUSTION CHAMBERS

SHORT-STROKE, LOW-FRICTION DESIGN

DEEP-CAST "Y" BLOCK

The new 115-h.p. I-block SIX



OVERHEAD VALVES

HIGH-TURBULENCE COMBUSTION CHAMBERS

SHORT-STROKE, LOW-FRICTION DESIGN

4-PORT INTAKE MANIFOLD

DEEP-CAST "I" BLOCK

The greatest engine advances since the original FORD V-8

BOTH NEW 1954 Ford engines... the Y-block V-8 and the I-block Six... have overhead valves for most efficient high-compression operation on today's fuels. Valves are free-breathing to give you the most CO... free-turning to seat tightly and maintain high compression. Both engines have a deep-cast block with skirt that extends well below the crankshaft for greater strength and rigidity... smoother, quieter performance and

extra-long engine life. Their modern short-stroke, low-friction design cuts friction losses... gives you more usable horsepower, more miles per gallon of gasoline. New high-turbulence combustion chambers assure a more thorough mixing of fuel and air for faster, more efficient combustion. Plan to Test Drive a '54 Ford. You'll find these new Ford power plants are the greatest engine advances since the original Ford V-8.

Plus five optional power assists* you might find only in America's costliest cars



Master-Guide Power Steering
It does up to 75% of your steering work for you, makes parking a pleasure, leaves you with the normal feel of steering on the straightaways.



Swift Sure Power Brakes
Power does up to one-third of the work of stopping for you! You are less fatigued, more relaxed in the stop and go driving of congested traffic.



Power-Lift Windows
Windows open or close at the touch of a button under each window or on left front door. Driver may operate any of the four Power-Lift Windows.



4-Way Power Seat
Push one of two controls and the front seat goes up or down... push the other and it goes front or back. It's a real convenience and comfort feature.



Fordomatic Drive
You get the smoothness of a fluid torque converter plus the instant "go" of an automatic intermediate gear. Ford also offers gas-saving Overdrive.

'54 FORD

More than ever...
THE STANDARD for
THE AMERICAN ROAD

*At extra cost.

Make today your day for a Test Drive

MULESHOE MOTOR COMPANY

PHONE 4930

FORD AUTOMOBILES AND TRUCKS

MULESHOE

Parmer County Farm Bureau News

Beginning today, Monday, Farm Bureau Service will be back to normal. Our office secretary, Cynthia Bell, has returned from Michigan to take up her duties with us again. We are greatly elated with her return, and we are sure you members will appreciate the lift in efficiency of operation too. Cynthia and her husband, Bill, enjoyed a couple of months around Ewart, Mich., where her parents live. We understand Bill spent quite a bit of his time huffing deer.

Regarding Farm Bureau's cotton allotment adjustment proposal, here is a quote from Secretary of Agriculture Benson: "This is a very encouraging development and seems to be very much in accord with our thinking on the subject. The Department of Agriculture will support the provisions of such an agreement, if it will lessen the hardship of severe acreage reductions."

Our Honor Roll

Those subscribing to The Journal for the first time this week are the following:

- A. R. Floyd, Route 2.
- C. C. Patton, City.
- Bob Cobb, Lubbock.
- Van Rogers, Sudan.
- R. B. Chappell, Star Route 2.
- W. C. Atkinson, Star Route 2.

Those taking out renewals to the paper were:

- R. B. Baker, Calif.
- Frank Atkinson, Ore.
- V. W. Johnson, Ore.
- Joe L. Smith, Colo.
- L. D. Tipton, City.
- Dewitt Precure, Route 1.
- Fred Determan, Route 1.
- J. H. Puckett, Route 2.
- J. U. Dawson, Star Route 2.
- Charles Lenu, City.
- David Wier, City.
- J. N. James, City.
- Merle Kistler, Calif.
- L. L. Slayden, Star Route 2.
- Garland Freeman, City.
- Mrs. I. F. Willman, City.
- B. M. Seals, Star Route 2.
- D. B. Lancaster, City.
- B. H. Henley, Star Route 1.
- Benton and Bowles, New York.
- J. F. Prather, City.
- Kenneth Precure, Route 1.
- Charles Alsop, City.
- E. E. Holland, City.
- J. W. Kelley, City.
- Eugene Smith, Ft. Wayne, Ind.
- J. T. Eubanks, Route 1.
- Homer Waldrop, Goodland.
- Vernal King, City.
- Mrs. Mattie Hammons, City.
- Ted Allen, Route 2.
- Bose Abrams, Tulia.
- C. M. Wallraven, Route 2.
- T. L. Harvey, Jr., Route 1.
- C. S. Sullivan, City.
- J. L. Maddox, Jr., Route 2.
- R. P. McCall, Enochs.
- Roy Hogan, City.
- Glenn R. Dunn, City.
- L. L. McDonald, Route 1.
- Wiedebush & Childers, City.
- Ollie Jones, City.
- Jim Moore, City.
- Mrs. Mildred Moore, Amarillo.
- Mrs. E. L. Hays, City.

provide an equitable basis for the apportionment of the increased allotment among individual farms and still provide for a reduction in total cotton supplies." Farm Bureau's proposal does, of course, include the conditions contributing to support of the USDA, as mentioned in the quote.

The cotton problem and many other agricultural items will be appropriately presented by Farm Bureau leaders this week when the 83rd Congress reconvenes. Every suggestion they make must be taken from the resolutions that resulted from community, county, state, and final national convention voting delegates. So if you are a member, you will have a qualified spokesman at all congressional hearings concerning agriculture and its related economies.

Please remember the March of Dimes in your community. To finance preventive measures, 50% more is needed in '54.

We have about a hundred 1954 calendars for the home or office left. Pick up one of them soon.

Consider This: He becometh poor that dealeth with a slack hand; but the hand of the diligent maketh rich. Proverbs 10:4.

Longview News

The Longview W. M. U. met at the home of Mrs. Seagraves for the regular Royal Service program last week. The next meeting will be held at the Church at 2:30 Thursday, January 7.

The young peoples class met at the home of Mrs. Kitchens for a supper Friday evening, January 1. Delicious sandwiches, cake and Cokes, were served. They then left for Clovis, N. M., where in skating. Everyone reported an enjoyable evening was spent very good time, and quite a few black and blue spots.

The Church is entering a building program, and it was voted to build a parsonage at the Longview Church.

Many children were glad to see school start after the holidays, but quite a few of them had rather long faces. All the children seemed to enjoy the short vacation.

XMAS DAY VISITORS

Mr. and Mrs. Carl Reeder and sons of Lawton, Okla., were Christmas day visitors in the home of Mr. and Mrs. Harl Reeder, and Mr. and Mrs. W. D. Lackey. The Sunday following Christmas, visitors in the Reeder and Lackey homes were Mr. Guy Reeder, and Mr. and Mrs. Harvey Reeder and children.

RETURNED FROM LALLAS

Mr. and Mrs. Wilcy Moore and children returned earlier this week from Dallas where they attended the Cotton Bowl game on New Years Day, and visited relatives and friends. They came home by way of Vernon where they visited one of Wilcy's team mates, "Hoot" Gibson.

Read The Journal Want-Ads.

CHRISTIAN SCIENCE SERVICES

The vital role of purity in spiritual progress will be set forth at Christian Science services Sunday in the Lesson-Sermon entitled "Sacrament".

The Bible selections include this citation from Psalms: "Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O Lord, my strength, and my redeemer" (19:14).

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

"We should strive to reach the Horeb height where God is revealed; and the corner-stone of all spiritual building is purity. The baptism of Spirit, washing

the body of all the impurities of flesh, signifies that the pure in heart see God and are approaching spiritual Life and its demonstration" (241:24).

The Golden Text is from Galatians: "Ye are all the children of God by faith in Christ Jesus. For as many of you as have been baptized into Christ have put on Christ" (3:26-27).

RETURNS TO TECH

Joan Montgomery left Monday for Texas Tech at Lubbock, where she is a student, after spending the holidays here with her mother, Mrs. V. H. Montgomery and other relatives and friends.

VISITED IN DUBLIN

Mrs. C. H. Odom spent several days during Christmas in Dublin.

TO THE GOOD CITIZENS OF BAILEY COUNTY:

We take this means of expressing our heartfelt thanks to the many good people who were so kind to help us in our hour of need.

If it had not been for your help in providing clothes, food and money to us when our house burned, we do not know what would have happened to us.

May God's richest blessings be bestowed on each of you and your families.

Mr. and Mrs. Joe Cook and Family

VISITED WITH RELATIVES

Mr. and Mrs. C. E. Blanscott and children visited over the holidays in Dublin with relatives. Guests here last week in the Blanscott home was his sister and

brother-in-law, Mr. and Mrs. Miller Dean, of Roswell, N. M.

HOME ON LEAVE

Walter Seals was home on his first leave, for which he had fifteen days. He spent the time with his parents, Mr. and Mrs. Bert Seals and other relatives and friends. Walter is stationed at Francis E. Warren Air Force Base. He left Lubbock by plane Saturday.

LEFT MONDAY

Pvt. David C. Stovall returned to Ft. Bliss at El Paso Monday, after spending a short leave here with his wife, Nancy, and his parents, Mr. and Mrs. D. C. Stovall.

LEFT FOR TEMPLE

Mr. and Mrs. Byron Gwyn and Rev. and Mrs. Carrol M. Jones left earlier this week for Temple.

FORT WORTH STOCK SHOW AND RODEO
OPENS FRIDAY NIGHT JANUARY 29

FOREMOST SPECTACLE OF THE SOUTHWEST

See **RODEO** at its Best

COMBINED WITH BEAUTIFUL HORSE SHOW
In Palatial Will Rogers Memorial Coliseum
Twice Daily (2 and 8 p.m.) Thru Feb. 7
Rodeo Tickets \$3 Incl. Reserved Seat and Admission to Stock Show Grounds

"The BATTLE of SONGS"

Great Harmonizers—11 Performances
Will Rogers Memorial Auditorium
NIGHTS, JAN. 30; FEB. 1, 2, 3, 4, 5, 6
MATINEES, JAN. 30, 31; FEB. 6, 7
Lower Floor Reserved, \$1.50, Balcony, Unreserved, \$1
Children, 50c

GREAT LIVESTOCK EXPOSITION
WORLD'S FINEST PLANT FOR ANIMALS AND SPECTATORS
Over 7000 Cattle, Horses, Sheep, Poultry, Turkeys, Rabbits, Pigeons

ORDER TICKETS BY MAIL
SEND CHECK OR MONEY ORDER
SPECIFY EXACT PERFORMANCES
ADDRESS
SOUTHWESTERN EXPOSITION
and FAT STOCK SHOW
P. O. BOX 150 FORT WORTH 1

Special Offering!
nationally famous
MUNSINGWEAR
NYLON TRICOT LINGERIE

An exceptional opportunity for you to purchase elegant lingerie by famous Munsingwear at these low, low prices. Beautifully styled... nylon net trim. Wonderfully quick-drying, long-wearing; no ironing required. Order your set today!



NYLON TRICOT
HALF SLIP \$2.95
Sizes Small, Medium, Large
White



NYLON TRICOT
SLIP \$3.95
Sizes 32 to 40
White



NYLON TRICOT
GOWN \$4.95
Sizes 32 to 40
Blue, Pink, Yellow

Cobb's

Cobb's

Nelly Don

chambray-striped
coatdress
10.95



The wonderful little cotton dress that blooms early in our Spring Nelly Don collection. Pick it now for its fresh, good looks, its excellent workmanship. It will fit you and your plans for months to come! Aqua, brown, rose, grey. 12 to 40 and 12 1/2 to 22 1/2.

See America's Most Exciting New Car Today The Completely New Star Chief Pontiac!



World's Finest Union of Luxury and Low Cost

Here is the real news behind Pontiac's completely new Star Chief line—and the real reason why it is so important that you see and drive this magnificent car soon. At a cost just above the lowest, you can now acquire the biggest and most powerful Pontiac ever built. And with this dramatic size and performance comes distinction of contour and interior richness that make the Star Chief the peer of any car for beauty. Come in and drive it for plentiful proof that Pontiac represents the world's finest union of luxury and low cost.

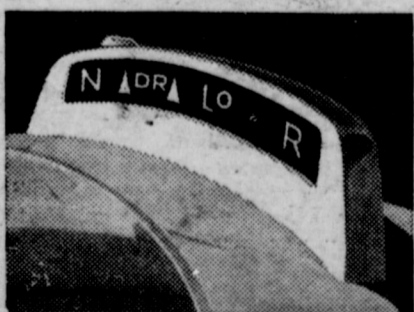
LOOK AT PONTIAC'S SCORE FOR 1954

- Biggest Pontiac Ever Built—214 Inches Long
- Magnificent New Beauty, Inside and Out
- New Custom-Styled Interiors—New Colors
- Most Powerful Pontiac Ever Built
- New Roadability and Driving Ease
- Increased Cross-Country Luggage Room

Dollar for Dollar
you can't beat a

PONTIAC

DUAL-RANGE HYDRA-MATIC DRIVE and more powerful engines set new standards for thrifty performance. Extra-economical cruising or quick traffic response is yours at a finger-flick. *Optional at extra cost.



COMPLETE POWER CONTROLS—power steering, power brakes, electric window lifts, Comfort-Control driver's seat and Dual-Range Hydra-Matic are optional equipment for 1954 at extra cost.



THE PONTIAC CHIEFTAIN, General Motors lowest priced eight, is even mightier and more beautiful for 1954—far and away the finest car ever offered in Pontiac's low price range.



R. M. (Bob) Gregory

GREAT NATIONAL
LIFE INSURANCE CO.

ADVISES LIFE PROGRAM OF FOUR TIMES INCOME

Life insurance was the subject of the first of a new series of articles on family finance beginning in the September issue of Better Homes and Gardens.

Answering the familiar question, "How much life insurance should a family own?", the article explains: "A sound insurance program should be based on your particular needs, your income and resources, and what you want it to do for you. The family with Social Security or some other resource can achieve fundamental financial safety with life insurance totaling three to four times its annual income."

Presenting several examples of life insurance programs for families in various income brackets, the magazine cautions: "A life insurance agent is indispensable in helping you to make the wisest choice in fitting policies to your family needs."

Then, in conclusion, the article states: "Life insurance gives a great deal of family financial security in return for a comparatively small yearly sum. This is important because taxes have made it increasingly difficult for a family to accumulate enough money to take care of itself, even with wise investments. And after an investment program is begun, there is always the risk that the father may not live to complete it."

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

Box 743
Office - 3600 MULESHOE, TEXAS Res. - 2769

LADD PONTIAC

PHONE 3080

MULESHOE