





**Hospital News**

**ADMITTED:**  
W. A. Elmore, medical; Mrs. L. L. Estep, medical; Mrs. Joel Lee, medical; Mrs. Bird Leenes,

medical; E. B. Richardson, medical; Mrs. P. Q. Stickney, medical; Mrs. Lena Patton, medical; Cleve Bland, medical; Miss Janice Prather, medical.  
**DISMISSED:**  
Paul Elliott, medical; Velma Goodwin, medical; Maria Ville-

gas, surgery; Mrs. C. D. Gupton, medical; H. D. Crawford, medical; Nancy Dunham, medical; Bob Clayton, medical; Jimmie Dale Lambert, medical; Spencer Bass, tonsillectomy; Mrs. M. H. Henneson, medical; Mrs. W. J. Howell, medical.

the birth of a son, Renrice Cabosos, Feb. 17, 1955.  
Mr. and Mrs. Harvey Lee Johnson, colored, on the birth of a daughter, Ular Lee, Feb. 17, 1955.

**HAS RETURNED**

J. D. McKinstry has returned to his home at Hagerman, N. M., after spending two weeks in the home of Mr. and Mrs. Sam McKinstry.

**CONGRATULATIONS TO:**

Mr. and Mrs. Elberto Alvarez, on the birth of a daughter, Delia, Feb. 13, 1955.  
Mr. and Mrs. Claude Johnson, on the birth of a daughter, Deborah Gay, Feb. 14, 1955.  
Mr. and Mrs. Jose Granda, on

**THREE WAY NEWS**

**Sweetheart Banquet Held At Maple Cafe For Young People; Mrs. Jordan Is Hostess For Stanley Party**

**YOUNG PEOPLE ARE ENTERTAINED**

Young people of the Three Way and Maple Baptist Churches were entertained with a sweetheart

banquet at the Maple Cafe Monday evening, February 14.  
Mrs. Hugh Dupler and Mrs. Jewel Brockman, sponsors of the young people of Maple Church, were hostesses.

The menu consisted of love bird, chicken; lovers mush, potato salad; youth strings, string beans; bleeding hearts, red pear halves stuffed with cottage cheese; hot stuff, hot rolls; jilt, iced tea; angel hearts, angel food cake; and cupid's desire, ice cream.

Invocation was given by Rev. A. R. Coleman. Dinner was followed by the selection of sweethearts and a game of secrets revealed was played. Romance of the Ages was given by Rev. C. D. Clair.

Those attending were: Rev. and Mrs. C. D. Clair, Rev. and Mrs. A. R. Coleman, Mr. and Mrs. Adolph Wittner, Mr. and Mrs. Ted Ferguson, Curtis Smith, Donald Davis, Benton Marberry, Bobby Neagle, Elizabeth Dupler, Ronald Coleman, Peggy Fowler, Paula Griffith, Brenda Griffith, Bonnie Beateas, Jimmy Beateas, Jequita Boozer, Velta Warren, Jerry Brockman, A. J. Ellis, Mrs. Dupler and Mrs. Brockman.

Bonnie Beateas and Benton Marberry were elected by the group to serve as sweethearts of the banquet.  
Following the banquet the group adjourned to the home of Rev. and Mrs. Clair for a "sing-song".

**MRS. JORDAN HOSTESS FOR STANLEY PARTY**

Mrs. Louise Jordan was hostess for a Stanley Party Wednesday afternoon. Mrs. Alex Reid, Stanley representative, demonstrated the products.

Refreshments of coffee and chocolate pies were served to Mrs. Earl Bourleson, Millard Townsend, John Shackelford, Florence Bailey, Frank Griffith, Pete Phipps, Watson, Soutter, Cook, Ruth Sandlin and Cecil Cole.

Mrs. Sandin was lucky lady and received a gift from the Stanley representative.

**VISITED MOTHER**

Mr. and Mrs. Andrew Wittner were in Waco last week visiting her mother.

**BOYS ARE BB CHAMPS OF DISTRICT 5-B**

Three Way boys are District 5-B basketball champions. They defeated the Bula team Tuesday evening 53 to 33 and again Thursday evening 51 to 31.

The coming Monday evening they will play the District 6-B team from Shallowater at Whiteface.

Howard Pollard made all district 1st team player and Delton Hodnett made the 2nd team.  
Betty Ann made District 2nd

team from the Three Way girls' team.

**VISITED SUNDAY**

Mr. and Mrs. Frank Griffith and Bailey visited Mr. and Mrs. Homer Waldrop at Muleshoe Sunday afternoon.

**SHOPPED FRIDAY**

Mrs. Cecil Cole and Ann and Mrs. Dolly Ann were shopping in Lubbock Friday.

**VISITED AT HART**

Mr. and Mrs. Zembry Boozer and children visited Mr. and Mrs. Lester Lancaster and boys at Hart last week. Mrs. Boozer and Mrs. Lancaster are sisters.

**ATTENDED MEETING**

Mrs. Helen Gay attended a meeting for Home Economics teachers at Pampa over the week end.

**WERE IN LUBBOCK**

Mr. and Mrs. Johnnie Criner and Keith were in Lubbock Saturday on business.

**ATTENDED RECITAL**

Mrs. Sam McKinstry and granddaughter Veta Allison attended a piano recital in Clovis, N. M., Sunday afternoon. The recital was by Arthur Lambert, assistant professor of music at ENMU. The recital was held at the Womens Club and was sponsored by the Clovis Music Teachers Association. The scheduled address by Charles E. Brown of the Randolph School of Music at Albuquerque, N. M., was cancelled. He was to speak on "The Place of The Private Music Teacher in Music Education".

**SPENCE RADIO SHOP MOVING**

To New Location  
March 1st

Will Be Located In The  
**GILBREATH BUILDING**  
Next Door To  
**BOVELL AUTO SUPPLY**  
Muleshoe

**Anthony's Sew-Save**

PLANNED TO BE THE BIGGEST FABRIC EVENT OF THE YEAR

Tremendous Savings are yours when you shop this huge assortment of

**First Quality Cottons**

Values from 59c to \$1.00 per yard at this low price . . .

Through a special purchase of over one-fourth of a million yards by the C. R. Anthony Company are we able to pass this unbelievable savings on to you. One of the most outstanding collections of famous quality cottons we have ever offered. Plan now not to miss this exciting selling. You'll save and save and save.

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**PERCALES**

The best 80 squares your money can buy

In a gorgeous selection of the most wanted plain colors and printed patterns. Every piece looks like spring . . . 36 inches wide, easy to work with, makes up beautifully. You know it's good because it's "Fruit of the Loom."

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Outstanding selection of the newest patterns

You'll love these bright, new, colorful Dan River gingham . . . You'll think of ever so many uses when you see the beautiful new patterns in Plaids, Checks and Novelty Weaves. All 36 inches wide. All first quality.

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Just wash and wear . . . no ironing required. Lovely new solid colors and patterns in high quality Twistalene. For dresses, blouses, skirts and even curtains. Make a mental note now to check this exciting group. 35 inches wide.

**59** Yd.

Spring's Newest Colors  
**PLAYTIME DENIMS**

In Plaids, Stripes, Checks, Plaids

You'll think of ever-so-many uses for this smart, new, colorful playtime denim when you see the vast assortment of the patterns. Plain colors, stripes, checks and plaids that can be coordinated for dresses, skirts, shorts, spreads and drapes. 36 inches wide.

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• First Quality • 38 And 39 Inch Widths

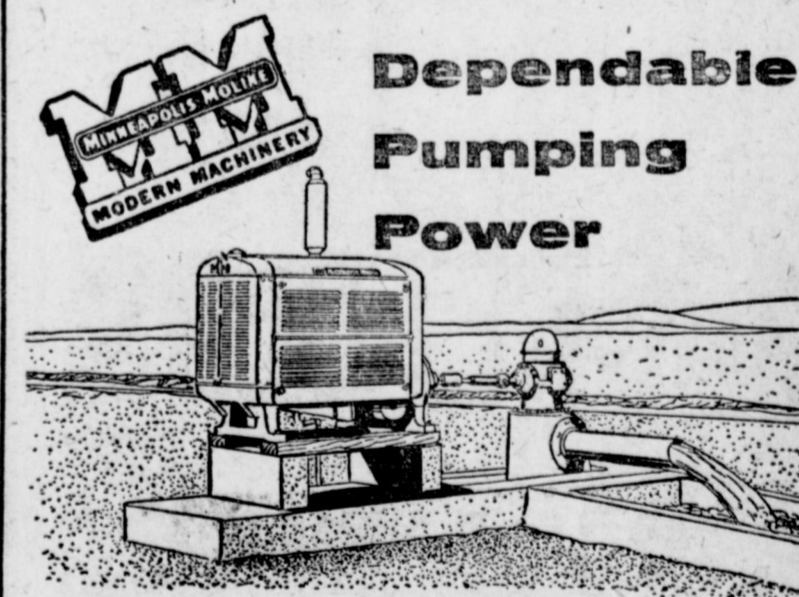
Here is a tremendous value any woman will snare then appreciate. . . . Fine, First Quality organdy and batiste with delicate embroidery. Beautiful pastel shades in Pink, Maize, Blue, Orchid, Nile and White. Fabrics you would expect to pay much, much more for per yard. Visit Anthony's now . . . take advantage of this once in a lifetime value.

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New 800-6A power unit develops 148 hp on LP gas and 134 hp on natural gas at 1200 rpm.

Here's another dependable MM power unit designed to furnish low-cost, trouble-free performance. Smooth, 6-cylinder high-turbulence power and counter-balanced crankshaft reduce torsional vibration for longer engine life.  
Newly designed heat exchanger base pan keeps oil at proper operating temperature, greatly increases engine life and lengthens period between oil and filter cartridge changes. Pan acts as a cooler as well. Sight oil glass provided in base pan can be converted to oil-flow control valve for adding oil directly to crankcase from a barrel of oil, thereby keeping oil at a constant level. Pan attaches directly to an SAE standard flywheel housing and provides a rigid mounting of the power take-off for heavy belt drives, etc. Double-disc clutch and power take-off are of heavy-duty design.

MM heavy-duty power units are noted for their long life. Nine models to choose from. Stop in soon. Let's talk over your power needs.

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And TWO YEARS On The Balance

A Dependable M-M Power Unit Can Be Yours For Years of Trouble Free Operations.

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Muleshoe

### Plans Being Made For 4-H Work In County Dress Review Is Scheduled For July 16

Plans were made for the Girls 4-H county program of work Saturday in the Home Demonstration Agent's office.

The meeting was attended by eighteen 4-H club presidents, delegates and adult leaders and the agent. This group made tentative plans for the County Dairy Foods Demonstration Contest, Dress Review, Shrub Identification and County Camp. It was decided to leave the method for selecting delegates for district camp for each club to select.

Friday, April 15 was selected as the date for the Dairy Foods Demonstration Contest. It will be held at 7:30 Friday night in the kitchen of the Bailey County Electric Coop building. All 4-H girls in the county are eligible to enter.

A committee to complete arrangements and plans for the Dairy Foods Demonstration Contest included: Gracie Lou Altman, Phyllis Fred, Linda Holt, Sandra Spence, Mrs. Juanita Holt, Mrs. Alma Altman, and Mrs. Gertrude Fred, all of the Bula 4-H clubs; Nan Johnson, Yovanda Taylor, and Mrs. A. G. Taylor, of Three Way 4-H club.

Dress Review was scheduled for July 16. The committee appointed to secure a place and complete arrangements included: Judy Hanks, Kathy Phillips, Anita Schmitz, Mrs. Ray Franz, Mrs. Albert Davis, Mrs. J. H. Hanks, Mrs. Harlan Morris, and Mrs. Georgie Bird Lowe, all of Muleshoe clubs; and Sandra Lemons, Mrs. Thera Lemons, Mrs. W. T. Parker, Carolyn and Gwenda Parker, all of Three Way 4-H club.

All 4-H members who participate in the clothing program will be eligible to enter dress review. Mrs. Ruth Cooper, Mrs. Roy Carney, Pat Cooper and Velta Gillis, all of Muleshoe High School Club, were appointed to the committee in charge of the Shrub Identification Contest.

April 16 was the date set for this event. To enter this the girl must be 13 or older and participate in the special group or shrubbery.

Appointed to secure ribbons for the events were Mrs. Roy Carney and Mrs. Albert Davis. Definite plans for county camp will be made later in the year. Right now the group is looking

### Half Century Members Met Last Thursday

Mrs. Pearl Moore was hostess for a lunch for members of the Half Century Club last Thursday at her home. Following lunch, members enjoyed games of canasta.

The next meeting is to be March 3 at the home of Mrs. Sweetie Johnson. Members attending were Mmes. Laura Gilbreath, Hazel Farrell, Gussie Mardis, Ina Gross, Birdie Paul, Clara Willman, Jennie Pantier, Alpha Matthiesen, Anna Moeller, Sallie Harden, Lula Kistler, Mattie Duke, Beulah Carles, Sweetie Johnson, and Hertha Walker.

### Gary Stancell Party Honoree

Gary Stancell, son of Mr. and Mrs. A. D. Stancell was honored with a birthday party after school, Feb. 17, at the home of his parents.

Ten of Gary's friends attended the party which was in observance of his seventh birthday. The group played several games and later were served refreshments.

**LEAVES FOR CALIF.**  
Mrs. Gene Parham, the former Miss Wanda Busby left last Thursday for San Diego, Calif., where she will join her husband who is stationed there with the U. S. Navy.

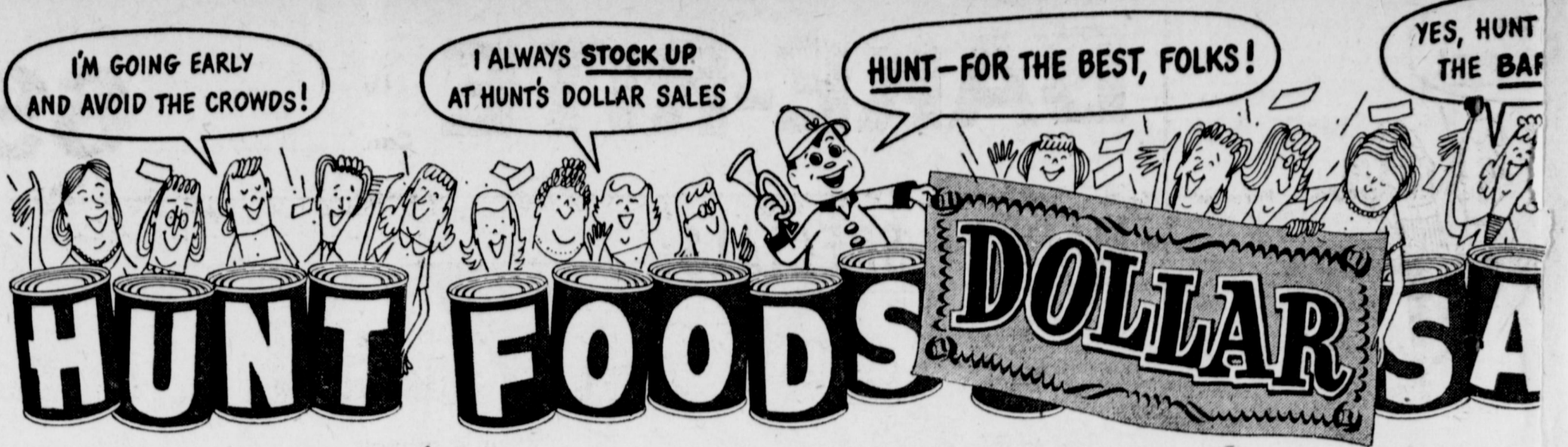
He will receive his discharge in September. Mrs. Parham plans to make her home there until that time.

**PAPER GETS BETTER  
AND BETTER EVERY DAY**  
Pecos, Texas  
Feb. 18

Sirs:  
Would you please send our paper to 1106 Veterans Bldg., Pecos, Texas? We moved from Maljamar, N. M., to Pecos two weeks ago.

Your paper gets better and better every day.  
MRS. C. E. PYRITZ  
for a suitable place to hold the camp. If arrangements can be made the camp will be a two-day affair.

Those present were: Misses Altman, Fred Holt, Hanks, Phillips, Sanders, Lemons, Phillips, Cooper and Gillis. Mmes. Holt, Fred Davis, Hanks, Lemons, Cooper, Carney, and Stinson. Betty Holt, 4-H member from Bula, was a visitor.



HUNT'S — CALIFORNIA

# TOMATO JUICE 5 FOR \$1

HUNT'S PICNIC SIZE BLUE LAKE GREEN BEANS ... 6 for \$1

HUNT'S CREAM STYLE OR WHOLE KERNEL SWEET CORN ... 6 for \$1

HUNT'S WHOLE NEW POTATOES ...

HUNT'S NO. 2 CAN BLUE LAKE GREEN BEANS ... 4 for \$1

HUNT'S NO. 2 CAN Stewed Tomatoes ... 4 for \$1

HUNT'S, 8 OZ. TOMAT SAUCE ...

HUNT'S HEAVENLY PEACHES 4 Big 2 1/2 Cans For \$1

SLICED OR HALVES HUNT'S BARTLETT HALVES PEARS 3 Big 2 1/2 Cans For \$1

HUNT'S 300 SIZE CAN BLACKBERRIES ... 4 for \$1

HUNT'S 300 SIZE CAN FRUIT COCKTAIL ... 4 for \$1

HUNT'S WHOLE UNPE APRICOTS ...

HUNT'S 300 SIZE CAN BOYSENBERRIES ... 4 for \$1

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HUNT'S WHOLE UNPE APRICOTS ...

HUNT'S FRUIT COCKTAIL 3 Big 2 1/2 Cans For \$1

HUNT'S PURPLE PLUMS 4

HUNT'S 14 OZ. BOTTLE CATSUP ... 6 for \$1

HUNT'S 300 SIZE SOLID PACK TOMATOES ... 5 for \$1

HUNT'S 300 SIZE CALI SPINACH ...

HUNT'S 300 SIZE TOMATO JUICE ... 10 for \$1

HUNT'S NO. 2 CAN SOLID PACK TOMATOES ... 4 for \$1

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READY TO PUMP (EXCEPT CARBURETOR) ... \$625

This price includes NEW starter—NEW generator—NEW stand—NEW cooling coils—NEW clutch—NEW clutch shaft and bearings—NEW Murphy panel—NEW 12 volt regulator—Carburetor adaptor—Radiator hose and clamps—6 quarts of oil.

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SATURDAY, FEB. 26

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One Half Gallon

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MARSHMALLOWS

15c

BORDEN TALL

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4 Roll Pkg.

12 OZ. WINDOW BOX

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SAVE HERE DURING HUNT \$ SALE!!

GUNN BROS. DOUBLE STAMPS EVERY TUESDAY

WITH EACH PURCHASE OF \$2.50 OR MORE

# CASH

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## Lazbuddie News

Mr. and Mrs. Luther Ham and Mrs. Carrie Withrow shopped in Amarillo last Saturday.

Denton Thompson, minister of the Lazbuddie Church of Christ, has been teaching a singing school in the Muleshoe Church of Christ this past week.

Mr. and Mrs. John Norman "Buck" Crim were called to Correll, Okla., for the funeral of her grandfather last weekend.

Lazbuddie High School is preparing their Interscholastic League play, "High Window", a one-act play by Verne Powers. Those included in the cast are Louise Ham, Jim Gordon, Jean Gammon, Jimmie Ivy, and Glenda Hall. The play is directed by Mrs. Stella Gressett, the English teacher at Lazbuddie.

The District Tournament of District 3-B was very well attended by Lazbuddie basketball fans. Lazbuddie is proud of the way both teams played and also of the fact three of the players placed on the All District team. Those were Jimmie Ray Oliver, Nealy Steinbock, and Clara Jean Jesko. These players are very proud of their individual trophies.

Mr. and Mrs. Finis Jennings expected home on Friday, February 18, after an extended trip to the Southern part of the United States.

The Women's Missionary Union of the Lazbuddie Baptist Church had an all day meeting on Monday, February 14, and studied the missions in Alaska. Those present were Mmes. Luther Ham, Carrie Withrow, Dan Cargile, Raymond Houston, Jimmie Ivy, Olen Ivy, Ira Wimberley, Thomas Carrell, C. K. Roberts, Juel Treider, Claude Heath, C. C. Graef, James Welch, and Earl Peterson.

The Farmer County Teachers Association will meet at Lazbuddie Schools on March 2, at 6:30 pm. We would like to have a large representation of teachers from each school.

The Methodist Youth Fellowship of the Lazbuddie Methodist Church had a party on Wednesday night, February 16 in the church. Those who were present all reported a wonderful time and they enjoyed the refreshments of heart-shaped cake and punch.

Those present were: Leland Gustin, Danny Cargile, Ronnie Briggs, Jan Claire Gallman, Andy Fuqua, Jeanell Floyd, Ronnie Gustin, Betty Floyd, Juanita Scott, Carolyn Scott, Carolyn Hinkson, Virgel Merriott, Je Don Galla, Durwood Teague, James Gilmore.

Dwayne Teague, Martha Ann Carthel, Shirley Carpenter, Susie Carpenter, James Carpenter, Mary Blackburn, Janice Carthel, and Lawrence King.

In the District Tournament held at Vega, on February 18 and 19, the Lazbuddie girls were pitted against the Farwell girls.

The girls got off to a good start and played good ball and ended the first quarter with a score of 12-5.

Farwell snapped out of it in the second quarter and the score at the end of that period of play was 25-22 with Lazbuddie still leading.

In the third quarter, however, Farwell went back into a slump and scored only 3 points to 13 for Lazbuddie. This quarter score was 38-25.

In the fourth and final quarter both teams played better ball but Lazbuddie still led at the end of the game by a score of 57-36. This placed them against Adrian for their next game of the tournament.

In the final game of the tournament the girls played Bovina girls Friday night.

This was a close game all the way through with the first quarter score 10-7.

In the second quarter, Bovina kept close to Lazbuddie all the way and the score at the half was 19-19.

The tie was kept all the way through the third quarter as one team made a point, along came the other team and made another. The third quarter score was 28-28.

In the fourth quarter, it was still nip and tuck with first one team and then the other in the lead. The final score was 38-37 with Bovina on top.

As Lazbuddie had won the

In the first game of the Tournament, the boys were pitted against Bovina.

The first half, the Lazbuddie boys played the Bovina boys fairly good ball but after the half, Bovina seemed to change their tactics and the Lazbuddie boys were left out in the cold.

The quarter scores are as follows: first quarter, 28-16; second quarter, 45-23; third quarter, 72-35 and the final score was 91-43.

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WESTERN DRUG

## WILLSON - SANDERS LUMBER

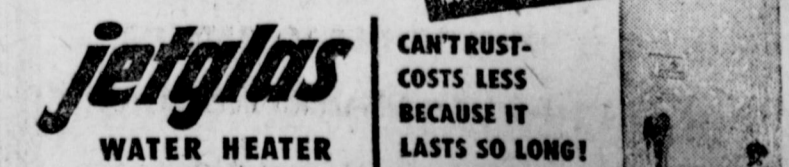


**YES NO** Since your present heater was installed

- have you added, or do you plan to add, extra living area to your home... bathroom, bedroom, etc.?
- have you added, or do you expect to add, laundry or kitchen appliances to your home?
- has your family increased in number, or grown up considerably?

One "yes" means our FREE HOT WATER SURVEY can save you money and trouble!

When you buy a water heater insist on a WORRY-FREE DAY & NIGHT



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SHORTENING

**BAKE-RITE** 3 lb Can ..... **69c**

### MARKET SPECIALS:

U. S. CHOICE **ROUND STEAK** ..... lb. **79c**

U. S. CHOICE **CLUB STEAK** ..... lb. **53c**

U. S. CHOICE **ARM ROAST** ..... lb. **39c**

U. S. CHOICE **CHUCK ROAST** ..... lb. **39c**

U. S. CHOICE **LOIN STEAK** ..... lb. **73c**

U. S. CHOICE **T-BONE STEAK** ..... lb. **73c**

FRESH WATER

**CATFISH** LB. .... **69c**

U. S. CHOICE FRESH **GROUND BEEF** ..... lb. **39c**

2 LB. PKG. LEAN SUGAR CURED SLICED **SLAB BACON** ..... **\$1.19**

1 LB. PKG. KRAFT AMERICAN **SLICED CHEESE** ..... **59c**

U. S. CHOICE LEAN BONELESS **BAR-B-Q MEAT** ..... lb. **45c**

U. S. CHOICE **RUMP OR PIKE PEAK ROAST** ..... lb. **49c**

### PRODUCE SPECIALS:

CALIFORNIA FANCY **AVOCADOS** ..... each **9c**

Garden Fresh **RADISHES** ..... **1c**  
PER BUNCH, Each

CALIFORNIA SUNKIST **LEMONS** ..... lb. **9c**

**RINSO BLUE'S BIRTHDAY PARTY**

Redeem your Coupon here!

**RINSO BLUE DETERGENT**

Giant Size 49c Reg. Size 29c

*Blues as it washes!*

CALIFORNIA SNOW WHITE **CAULIFLOWER** ..... lb. **9c**

COLORADO PREMIUM **RED POTATOES** ..... lb. **4c**

### FROZEN FOODS:

1 LB. PKG. YOUNGBLOOD'S **DRUMSTICKS** ..... **69c**

10 OZ. PKG. SNOW CROP **CHOPPED BROCCOLI** ..... **25c**

**COCA COLA**  
12 BOTTLE CARTON PLUS DEPOSIT ..... **39c**

**LUX LIQUID DETERGENT**  
12 Oz. 39c or 22 Oz. 69c

**LUX TOILET SOAP**  
Reg Size 3 For 25c Bath Size 2 For 25c

**LIFEBUOY SOAP**  
REG. 3 for 21c LARGE 3 for 41c

REGULAR SIZE **Breeze** **29c**



BIG 46 OZ. CAN ..... **\$1**

300 SIZE CAN **10 for \$1**  
**3 for 25c**

300 SIZE CAN ..... **\$1**

300 SIZE CAN **5 for \$1**  
**29c**

Big 2 1/2 Cans ..... **\$1**

8 for \$1

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BATH ROOM ISSUE ..... **29c**

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**WAY**

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THE MORE YOU BUY THE MORE YOU SAVE DURING OUR HUNT DOLLAR SALE

### Gabbert and Young Fight At Olton

The fans looking on at the Muleshoe vs Olton basketball games last Thursday night got a special treat between the halves of the boys' and girls' game when four of the two towns' top high school fighters put on the gloves for two three round bouts.

Muleshoe's little John Young met Ellison in the night's first match. Young came through in the second and third rounds to batter Rose Hadley. Both boys seemed to be in good shape and carried a top notch fight all the way.

R. L. "Piggy" Gabbert made a surprised returned to the ring and his bout with Eugene Edmondson gave the crowd a fine show of boxing at its best. Every punch throw from either side had plenty of power behind it and both boys began to try in the final round.

Before either fight "Little John" Carson gave the crowd a top ranking weight lifting exhibition. He climaxed the show by doing a press with 200 pounds while flat of his back.

#### HERE FROM ROSWELL

Mrs. Ray Wagner of Roswell, N. M., spent last weekend here with friends, Mrs. Holly Bucy and Mrs. Lilla Melindy.

### Mulettes Defeat Olton; Mules Lose 76-64

The regular district play of the '55 basketball season came to an end last Thursday night at Olton with the host Mustangs, splitting their game 58-53 after coming from behind in the last quarter to win. The Mules fell before Olton 76-64.

In a preliminary contest the local "B" team had no trouble rolling over the Olton subs 36-29. Muleshoe led 29-19 going into the last period. Bo Bryant totaled 12 for Muleshoe. Olton's McAdams followed close with 11.

The Mulettes took the first lead in their game but before the end of the first quarter Olton had tied it up and enjoyed several brief two point leads. The locals came out on the long end of a 16-15 first quarter score.

The Mulettes mixed their routine up on offense in the second half and pulled away from Olton for the first time. At half the score was 36-30.

After the half all but two girls in the Mulettes line-up were freshmen. The locals held a 45-43 edge going into the last frame.

The starters went back to work in the fourth when Olton went ahead 51-47. Olton saw the possibility of a win and the tension began to mount. Two of the Olton starters filled their foul quota almost simultaneously.

With less than three minutes to play and Olton holding to a one point edge, Donna Wright was fouled and she used the free shots to the best advantage tying the game up 53-53.

Barbara Douglass sunk a long shot and the Mulettes went ahead. As time ran out the locals put the stall on and with one second remaining Jean Montgomery used charity tosses to add Muleshoe's final score.

**MULES LOSE**  
Olton's Mustangs controlled the back boards to cop a 19-16 first round lead. Clyde Roads led the Mustangs attack capitalising on every inch of his 6' 8" frame.

The Mules who were constantly from the start of the second round and took their first lead four minutes before the half. The Mustangs stormed back to go ahead 40-33 before the midpoint.

Olton went way ahead of the Mules in the third to lead 59-48 at the start of the fourth round of play.

The Mules were constantly hounded by official inflections began to suffer from the fouls in the fourth losing both Wilson and Shaw to the decisions of the referees. Charity tosses made it possible for the Mustangs to pull on away from the foul line scoring 25 points during the game on free shots.

Macon was high point man for Olton with 29. Eugene Shaw wrapped up his high school basketball career with 31 points to total more than 500 for the entire season.

DICTIONARIES for sale at The Journal office.

### Girls' Volleyball Set For '55 Play

Monday afternoon the girls' volleyball team at Muleshoe High school started shaping up to the '55 season ahead. Twenty girls met with coach Wanda Middlebrook to plan training session and regular workouts have been held at 4 pm each day since.

Miss Middlebrook said she is expecting a very good season this year and requested the backing of local fans. She has coached several excellent girls basketball and volleyball teams before coming to Muleshoe this year. Last year at Edcouch-Elsa, Texas, in the Rio Grande Valley, she piloted three district champions.

This year's squad will line up like this: Velta Anne Gillis, Quinell Elliott, Mary Lou Lambert, LaVon Copley, Barbara Autry, Norma Thompson, Barbara Evetts, Rose Lee Millen, Evelyn Bratcher, Linda Lou Lancaster, Mary Alice Baker, Myra Foster, Nita Thompson, Virginia Gillis, La Vayne Gregory, Mary Woodard, Gladys Whalin, Julie James, Connie Potts, Toni Billingsley.

Above everything else Coach Middlebrook stressed team work as the key to winning and with this formula the locals can't go wrong.

MAGIC SLATES, 2 sizes, on sale at The Journal.

### Muleshoe, Sudan, Dimmitt Advance In Jr. High Tourney

Muleshoe and Sudan advanced in the opening round of the Jr. High basketball tourney here Tuesday. After laying off yesterday, play will resume today at 1 pm.

In the lid jerkey the Dimmitt eighth grade boys rolled over the local squad 24-12.

Oliver basketed the game's first two points giving Muleshoe an early lead over the Bobcats, but two field goals thereafter were sufficient to give Dimmitt a 4-3 first quarter lead.

Cole and Renfro carried the load for the Bobcats as Dimmitt held the minor Mules scoreless in the second frame. Going into the last half the score read 9-3. Muleshoe was playing without

the aid of promising young LeRoy Carralez and the team definitely felt the slack.

Muleshoe was able to add only three to their first half trio of tallies while the Bobcats rolled by them 17-6.

The locals came to life in the final frame and quickly added as many tallies as had been scored by them through the past three rounds, however, Dimmitt moved on to double that score, winning 24-12.

Oliver and Mitchell scored all the Muleshoe points, Oliver having scored eight and Mitchell four. Cole hooped eight for the Bobcats followed by Ratcliff's six.

#### BULA WINS

The Bula girls took an easy victory from the Sudan eighth graders 26-13. Marcella Savage scored five for Sudan and Linda Holt took the Bula honors with the top nine.

#### SUDAN WINS

The Sudan boys stormed back to defend the school in the next

game against Bula, taking the minor Bulldogs 31-28. Larry Poliard played a very outstanding game for the losing Bula team and was high point man for his team with nine. Shannon sank 10 for Sudan.

#### MULESHOE TAKES TWO

The seventh and eighth grade girls teams rolled over the Farwell and Amherst girls in the days last two games, winning 27-26 and 21-17. Gwen Williams of the Muleshoe eighth grade squad shown through as one of the

days most outstanding players. She led the locals to victory, scoring 12 free shots out of 14 points.

Tuesday's losers will play Saturday in the semi-final clashes.

#### VISITORS LAST WEEK

Last week visitors in the home of Mr. J. W. Ellis and his daughter Mrs. Maude Jones were Mrs. Claude Ellis and son Norman and a friend, Mrs. John Fagen of Ukiah, Calif.

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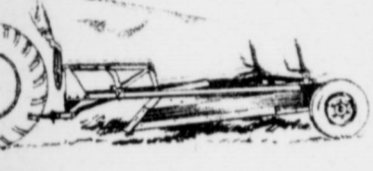
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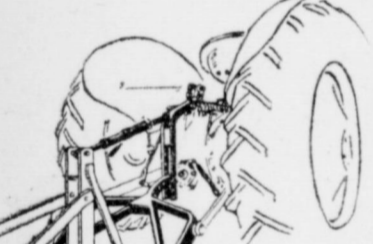
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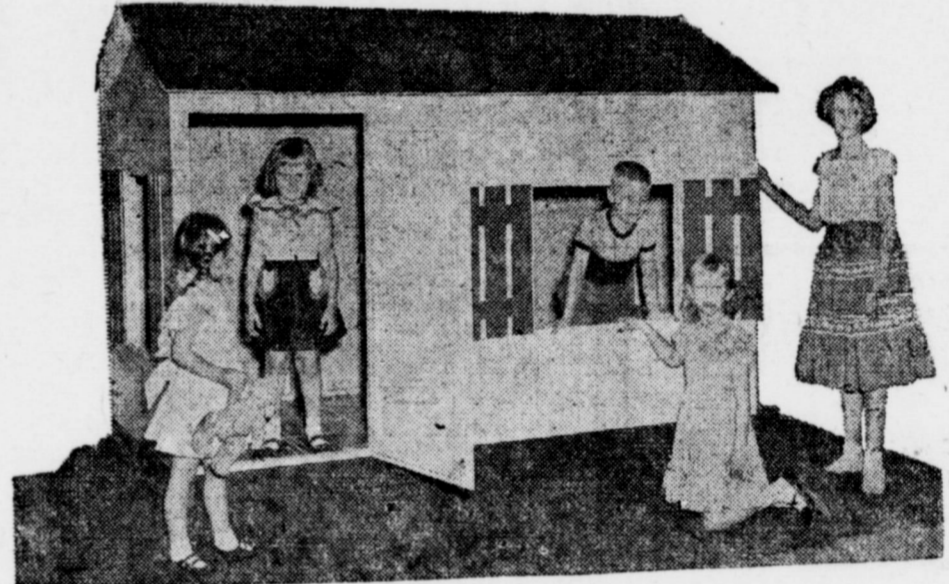
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Bananas	12 1/2c	Grapefruit
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CRISP		
CELERY HEARTS	cello bag	25c
FRESH FIRM		
<b>CABBAGE</b>	LB.	<b>5c</b>
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Underwood's	LB. Bird's Eye, 10 Oz. Pkg.	
Bar-B-Q	72c	Baby Limas
		27c
BIRD'S EYE		
SLICED STRAWBERRIES	10 Oz. Pkg.	29c
BIRD'S EYE, 10 OZ. PKG.		
<b>BROCCOLI SPEARS</b>		<b>27c</b>
● CHOICE GRADE MEATS ●		
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LONGHORN CHEESE	lb.	49c
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<b>Bacon</b>	LB.	<b>39c</b>
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Round Steak	LB. Choice Grade	Chuck Roast
	79c	39c

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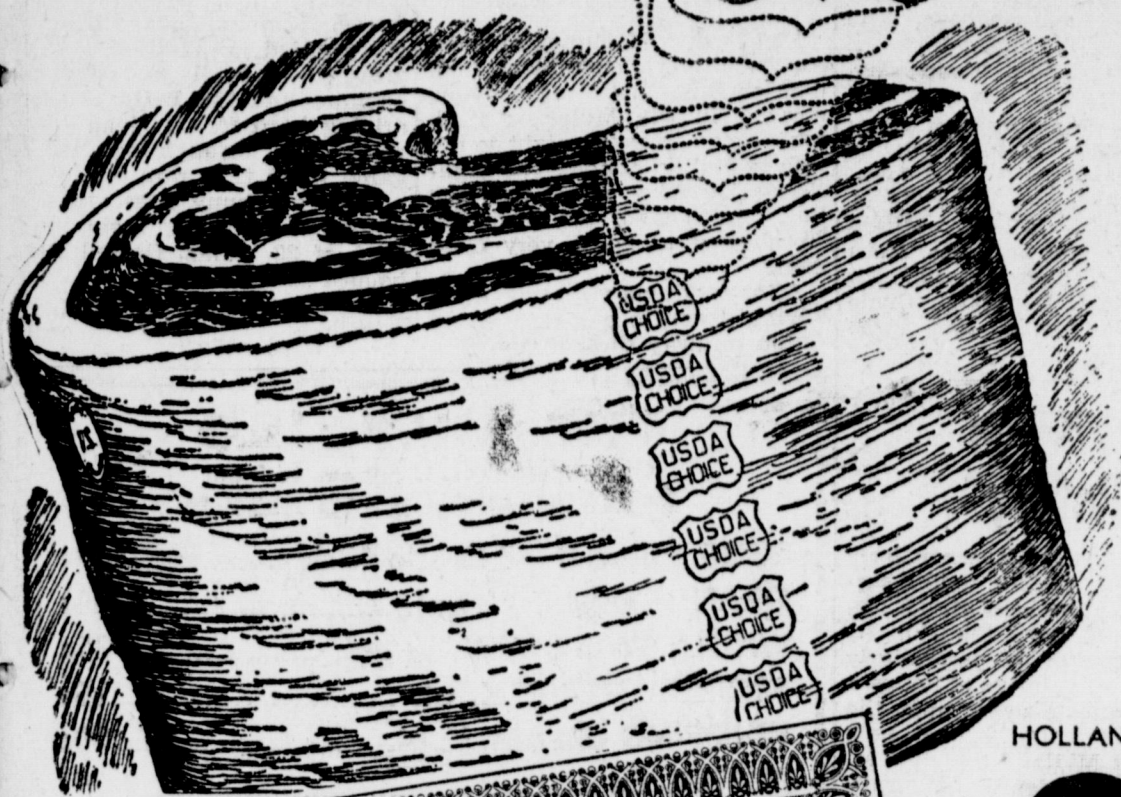
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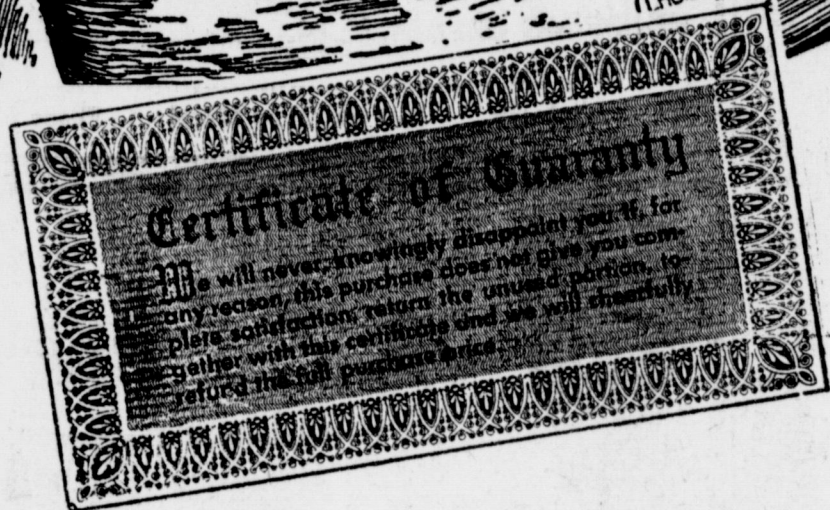
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## Miss Bennie Sue Welch and Bobby G. Free Married Feb. 20 In Impressive Ceremony

Miss Bennie Sue Welch, daughter of Mr. and Mrs. Melton Welch of Earth, became the bride of Bobby G. Free, son of Mr. and Mrs. G. E. Free of Muleshoe, on Sunday, February 20, at 4:00 pm in the First Methodist Church at Earth.

Rev. Hugh F. Blaylock read the double-ring ceremony. The altar decor was fashioned of tall white ornate holders of fan shaped bouquets of white gladiolus in a setting of blue buds which were silhouetted against an archway of entwined greenery and glowing white tapers in floor candelabra. Pews in the church were marked with white satin bows and candle tapers. The windows were marked with glowing white tapers also.

Mrs. Zou Wilson, organist, presented the traditional wedding music and accompanied Mrs. Jerry Davenport, soloist, as she sang, "Whither Thou Goest", "Because", and "The Lord's Prayer".

The bride, given in marriage by her father, wore a chapel length gown of candlelight Chantilly-type lace and nylon tulle over Duchess satin. The silk illusion yoke of the fitted lace bodice was outlined with an applique of lace medallions embroidered in iridescent sequins. The long tapered sleeves came to points over the hands. Fashioned of scalloped Chantilly lace, the bouffant skirt flowered over layers of crinoline and hoops. The full fingertip length veil of illusion was attached to a satin bonnet sprinkled with seed pearls. She carried a white Rainbow Bible topped with an arrangement of lillies of the valley centered with a white orchid and showered with streamers of white satin.

Mrs. Dwain Wheat of Earth was matron of honor. Misses Janabeth Lang and Joyce Lou Gooch, Earth; Barbara Williams, cousin of the bride, Dumas; and Mrs. June Saylor, sister of the groom, of Muleshoe, were bridesmaids. They were attired in identical waltz-length gowns of white frosted nylon net. The strapless bodices, fashioned with ruffles, were topped with ruffled jackets. The full skirts, designed with double ruffles, were worn over layers of net. All attendants carried white nylon lace fans with attached bouquets of blue crimson buds tied with blue and white satin streamers. Their satin bonnet headresses were designed after that of the brides.

Miss Jo Carol Simmons, cousin of the bride, was flower girl. Her floor length gown of white nylon over white taffeta, featured a ruffled skirt and a bodice designed after that of the bridal gown. A white satin cummerbund was drawn into a bow at the center back. The bow was centered with white rose buds and featured floor length streamers.

Candlelighters were Miss Roberta Greener of Pep and Alene Curtis of Meadow. They wore identical dresses of white nylon net and wristlets of tiny blue buds. Wedding guests were registered by Mrs. Harlon Watson of Springlake.

Charles Saylor of Muleshoe acted as best man. Ushers were Donald Runyon and Billy Free, both cousins of the groom of Earth; Truman Kittrell, Muleshoe; and Guy Kelley, Jr., Earth.

Mrs. Welch chose for her daughter's wedding a Mandarin styled dress of winter pink embroidered salyna cloth, pink accessories, and a blue carnation corsage. Mother of the bridegroom wore a navy suit with mauve accessories. Her corsage was also of blue carnations.



MRS. BOBBY G. FREE

Mrs. Free finished high school at Springlake in 1953 and attended Texas Tech for two years, where she was a member of Phi Gamma Nu.

The bridegroom finished Springlake High school in 1950, after which he served four years in the U. S. Navy. He will be engaged in farming near Earth this year.

For a wedding trip to Colorado, the bride wore a toast silk suit, beige accessories and a white orchid corsage.

### Rebekahs Select Material For Their New Formals

Muleshoe Rebekahs held their regular business session Tuesday evening. An opening drill was practiced before lodge was opened and members decided to use the drill each time.

Material and pattern for new formals were selected and members are asked to have them finished before March 8, which is Friendship Night. All lodges in the surrounding area have been invited to attend and each officer has a guest officer which has been selected from the visiting lodges.

The old fashioned candy breaking has been postponed until next Tuesday evening.

Eighteen members were present.

### FUND FOR VIRGIE PERRY BEING RAISED HERE

A fund for Virgie Perry is being raised and contributions will be accepted by Mrs. Mattie Hammons, Mrs. Beulah Motherall, Mrs. Doris English, or Judge Glen Williams.

Judge Williams will be administrator of the fund.

### TOO LATE TO CLASSIFY:

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### Fourteen Attend Rebekah Meeting

Fourteen members of the Needmore Rebekah Lodge were present as that organization met Tuesday evening of this week at Needmore.

Noble Grand Marie Allen was in charge.

Present were: Marie Allen, Velma Gage, Maxlene Ragsdale, Adell Thompkins, Ruby Faubus, Lilly Bell Baker, Ida Givens, Thursey Reed, Betty Hopper, Ruby Brashier, Roy Brashier, Raymond Gage, Alex Reed and George Thompkins.

### RETURNED FROM TOUR

Mr. and Mrs. Finis Jennings returned last weekend from a delightful twenty-five day tour and visit in Florida. While in Key West, they took the opportunity of a flight to Habana, Cuba, where they spent a night and toured the city. On the return trip up the coast and northern section of Florida, they stopped over in Mobile, Ala., to see the beautiful Bellinger Gardens. From here they went to New Orleans, La., where they spent two days sightseeing. It was the beginning of Mardi Gras, so they got in on a parade or two before beginning the trip home.

They stopped over in Austin for one night to visit Mr. Jennings' brother, Mr. and Mrs. E. M. Jennings. They arrived home just in time to greet another sandstorm and cold front, but

### Ladies Golf Association Met

Members of the Ladies Muleshoe Golf Club Association met Wednesday, February 23, for the first meeting of 1955 for a luncheon at Leigon's Cafe and to select officers for the coming year.

Officers elected were Mrs. Buck Wood, president; Mrs. Vance Wagon, vice-president; and Mrs. Houston Hart, secretary-treasurer.

All members of the Association are urged to attend the meeting in March, so that they may register for membership in the South Plains Association. The meeting will be in the home of Mrs. Julian Lenau, Wednesday, March 23.

Attending the luncheon were: Mmes. Dudley Malone, B. Z. Beaty, Myron Pool, II, Red Johnson, Bill Thomson, Vance Wagon, Howard Elliott, Milton Forbes, Sam Fox, Pat Bobo, Therman White, Buck Wood, E. Evans, Morris Douglass, Clyde Holt, Julian Lenau, and Elmo Evans.

### Dist. Governor Visits Rotary

Rotary District Governor Jerry Debenport, of Odessa, paid a surprise visit to the local club Tuesday and addressed the club on Rotary matters. He particularly described the progress of Rotary's Golden Year and dwelt upon the district conference to be held in April at Midland and the International Golden Anniversary Convention in Chicago in June.

It was his second visit to the club since his taking office July 1. Mr. Debenport was accompanied by Mrs. Debenport.

"Harry Waddle brought the program and introduced two high school lads, Bobby Nelms and Billy Ellis, who gave humorous George Washington Day readings.

Visitors included Mrs. Bob Gregory; Rotarians W. O. Hampton, Gus Shaw, and Mancell Hall, Littlefield and George Holland, Lubbock; and the junior Rotarian Sammy Stevens.

### MORTON BOYS DEFEATED MULESHOE 6th GRADERS

Morton's seventh grade boys avenged their sixth grade basketball squad by defeating the Muleshoe sixth graders 22-12 in a contest at Morton last Monday. The locals had previously downed the Morton sixth grade team 18-1 with the losers scoring their lone point on a free shot after the buzzer had ended the game. James Shepherd was high point man for Muleshoe Monday with eight.

### HERE FROM FABENS

Mrs. C. H. Potts visited here in the home of her parents, Mr. and Mrs. J. J. Williams, her brother,

reported that it was also cold in Florida and New Orleans.

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Riehl Williams and her sister, Mrs. Eules Waggoner and family at Dimmitt.

### MITCHELL NOW WITH HOLLAND BARBER SHOP

Linden M. Mitchell is now employed by the Holland Barber Shop here and plans to make his home in Muleshoe. Mr. Mitchell was employed here about a year ago by the Holland shop.

### Bovina Wins 79-75 Over Anton in Bi-District Clash

The Bovina Mustangs and the Anton Bulldogs, champions from districts 3-B and 4-B respectively, clashed in the Muleshoe High school gym Tuesday night to decide bi-district honors. The high-riding Mustangs rolled over the Bulldogs in what the score, 79-75, showed to be, a very close game.

After making a very even start, Bovina began to pull away from Anton midway through the first

period. Quickly the Bulldogs rallied to close the gap, but before the end of the opening round, the Mustangs were gone again. Going into the second quarter Bovina led 21-13.

The not to be denied Bulldogs stormed back in the second frame to once again close in on Bovina and threaten to take away the Mustang's prized lead. They added one after the midway buzzer with a free shot to run the score to a close 33-30.

Bovina definitely outplayed the Anton boys in the third start and added 23 points to their half time score. Going into the fourth they led 56-48.

The Mustangs turned on the offensive power in the closing frame. However, the Anton club still wanted to play ball. Bovina attempted a stall and saw a backfire and the Bulldogs were driving hard for a lead they never saw through the whole game when time ran out.

Anton's Johnny Bass was the big man for the night, sinking a total of 22 points. Darrell Reed hooped 22 for Bovina.

FILING CABINETS on display at The Journal office.

### THE MILK JUG

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EGGS, guaranteed Grade A, doz.	60c
ORANGE DRINK 1/2 gal.	30c
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FRESH BUTTERMILK, qt.	15c
WHIPPING CREAM, 1/2 pt.	20c
BUTTER, lb.	65c

Clovis Highway East of Valley Motel Phone 5370



### ANNOUNCING...

**VERA JONES**  
of Sudan, An Operator With 20 Years Experience Is Now Employed As Operator With The Muleshoe Beauty Shop.

She Specializes In All The New Styles of Hair Cutting.

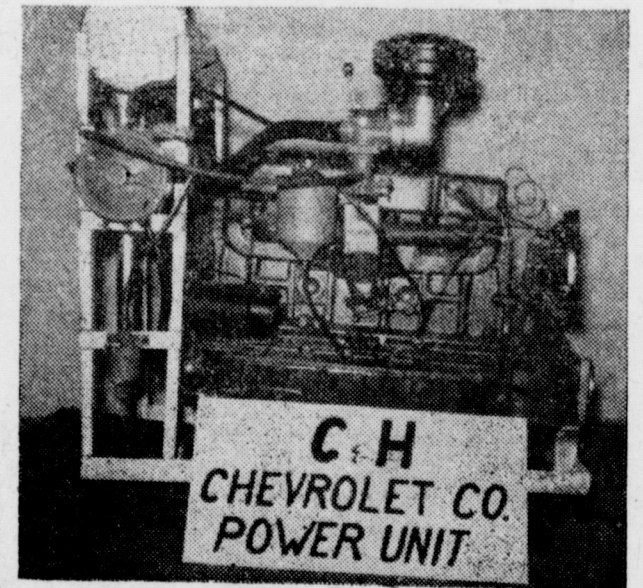
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## JayCee Minstrel Promises Hilarious Entertainment; Set For March 3 & 4

Entertainment galore is in store for those who attend the annual JayCee Minstrel "Harlem Hits of 1955", to be given in the high school auditorium next Thursday and Friday nights. Those who have watched rehearsals think it will be the best show the JayCeess have staged.

Gil Lamb will be interlocutor and end men are: Buttermilk, Tootie Middlebrook; Cornball, Jackie Henderson; Fertilizer, John Smith; Tomaine, Gerald Priboth; Rosebud, Bill Wilson; Cyclone, J. B. "Sug" Glaze; Jan-

uary, Jim Hall; Asbestos, James Crow.

The play is being directed jointly by Pat Glasscock and Siskie Watkins.

Special numbers are scheduled by Don Lewis, Billie Joan Smith, Doris Fields, Irvin St. Clair, Anita Schmitz, Elizabeth Moraw, Waneen Ragsdale, Marlene St. Clair, the JayCeess and JayCeettes.

A special band will dish out music during the evening and it's composed of: Ray Franz, piano; Pinkie Barbour, drums; Norvil Howell, trumpet; Buddy

# THE MULESHOE JOURNAL

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

VOLUME 35, NUMBER 8

SECTION II — 8 PAGES

THURSDAY, FEBRUARY 24, 1955

## \$22,400,000 Spent In Polio Research Says Mike Hyre At Breakfast Here

Since 1938, the National Foundation for infantile paralysis has poured \$22,400,000 into research, attempting to find out the cause and develop a preventive vaccine for dread polio.

And during that time, the Foundation has spent \$203.6 million for treatment of polio patients. The Foundation has spent also \$22 million for therapeutic training of doctors and nurses and \$9.6 million for medical care grants.

These and many other facts about the March of Dimes were brought out during the visit here last week of Mike Hyre, of Abilene, director for the Foundation in 52 West Texas counties. He spoke at a breakfast of Bailey County Chapter, held to elect of-

ficers and directors.

Mr. Hyre developed the fact that the Foundation has only 453 paid employees; and that out of every dollar contributed to the organization, 89 cents is used for treatment or research, and that this is a record among such organizations for low administrative costs.

Of course, Mr. Hyre pointed out, the local people do very much of the work. There are chapters in 3100 U. S. counties, which have at least 10 active workers, making more than 30,000 persons who help promote the program of fighting polio.

The 11 cents out of the dollar, spent for all expenses of the Foundation, even includes all local expenses such as publicizing the March of Dimes, such occasions as the breakfast here, and all other outlays on a national or local level. The Journal feels this is worth repeating here to let the people who give know that nearly all of their contribution is used for actual polio research or treatment.

## Farmer And Farm Worker Need To Know How New Social Security Law Reads

(Editor's Note: This is another in a series of articles prepared for farm families by the Lubbock, Texas District Office of the Social Security Administration.)

The self-employed farmer and the farm or ranch hand will both have certain things to do now in order to meet the requirements of the new social security law which becomes effective on January 1, 1955.

As most farm employees know, one had to be a regular employee in 1951-1954 for Social Security credits because part time work on the farm or ranch has not counted unless it met certain regularity tests. The new law changed all that. Farm employees who are paid as much as \$100 in the year by any one employer in agricultural work will now be covered by old-age and survivors insurance beginning the first of January.

And, of course, there are things such agricultural workers should know about. The farm worker must have a social security card with an assigned number on it when this number is given to the worker, it will be the one he will use the rest of his life, there are no other person who has that same number. It is used to keep his work record right. The number is applied for at the nearest social security office. The matter can be handled by mail as the application or the number can be obtained at any post office.

Original or replacement cards are applied for on the same form.

When issued, the card should be shown to the employer so that he can enter it in his records, and use it to make the tax report correctly. Thus the record is kept straight and the employee gets all his social security credits. If you are a regularly employed agricultural worker, you can secure your social security number now. If you already have a number, you should, of course, use that one, because you need but one number as long as you live.

If you are a self-employed farm operator, and if your net earnings for the year of 1955 are

\$400 or more, then you must make a social security tax return on the amount of your earnings up to \$4200 per annum, and with it submit your social security number so that it can be credited to your account. Begin now to maintain accurate records of your income and farm expenses, so you can know what your gross and net income from your farm operations amounts to at the end of the year. If you have worked under social security and already have a number, use that number as it is yours to use during your entire work career. Your tax return, both for income tax and social security tax, is made at the end of the year. The deadline date for filing for the year of 1955 is April 15, 1956.

Any questions which the farm operator or the farm employee has should be directed to the nearest social security office. The post office can tell you where your social security office is located. Take advantage of this service.

**TO MISSOURI**

Mr. and Mrs. D. Warner have returned to Missouri to do some more land prospecting. They have recently sold their farm northwest of town.

**Facilities for Large and Small Animals**

**Clovis Veterinary Hospital**

AT THE STOCKYARDS CROSSING

E. E. KRAUS, D. V. M.

104 Hull Phone 5442 Clovis, N. M.

**GUARANTY ABSTRACT CO.**

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

**BONDED FOR YOUR PROTECTION**

PAT R. BOBO, Owner JOAN MONTGOMERY, Mgr.

Office In Bank Building Phone 2640 Muleshoe

# GIGANTIC Auction Sale

FAMOUS NAME BRAND— ALL NEW GUARANTEED MERCHANDISE

LOCATION — MULESHOE LIVESTOCK AUCTION BARN MULESHOE, TEXAS

FRIDAY, FEBRUARY 25 TIME — 7:00 P. M.

**RAIN OR SHINE**

**!SPECIAL ON POWER SAWS!**

**TRUCKLOAD OF SMALL HAND TOOLS**

New Steam and Dry Irons New Automatic 9-Cup Coffee Percs. New Pop-Up Toasters Foam Rubber Pillows

<b>VACUUM CLEANERS</b> All Makes Regular and Tank	<b>NEW DORMEYER MIXERS</b> With all Power Attachments	<b>NEW ROGERS SILVERWARE</b> Tarnish-Proof Chests
<b>Beautiful Rugs</b> Selection of Sizes and Colors	<b>100% ALL WOOL COMFORTERS</b> CANNON TOWEL SETS ANTIQUE STYLE COFFEE URNS (Automatic)	<b>Fine Fishing Equipment</b>
<b>TOOS — TOOLS</b> 1/2" Drills — Power Saws — 1/4" Drills Bench Grinders — Socket Sets Drill Bits, Etc., Etc.	<b>New Portable Electric Sewing Machines</b> From \$169.50 Up FORWARD AND BACKWARD SEWERS	
<b>NORELCO ELECTRIC RAZORS</b> NEOPRENE ARMORED CABLES (100ft. lengths) — TROUBLE LIGHTS (All Lengths) CAMERAS — BINOCULARS AMERICAN LIMOGES DISHES		

• PAINT •

Many More Items Far Too Numerous To Mention

**NO BIDS REJECTED!**

**FREE DOOR PRIZES**

DRAWINGS FOR VALUABLE GIFTS EVERY HOUR

**Can you identify these pigs?**

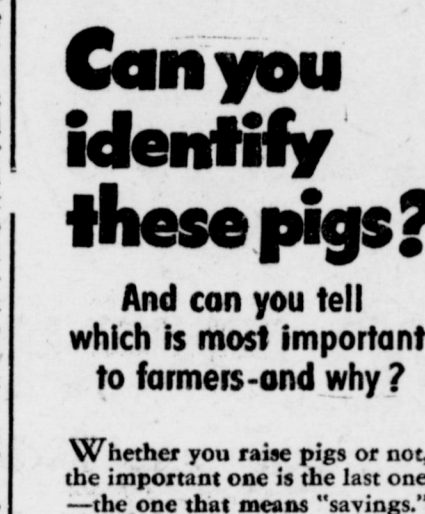
And can you tell which is most important to farmers — and why?

Whether you raise pigs or not, the important one is the last one — the one that means "savings." For systematic saving can make sure you'll have the money you'll need in the years to come. And one of the best ways to do this is to put part of every year's earnings into U.S. Series "E" Savings Bonds.

Savings Bonds are easy to buy right here, at this bank. So arrange to have us start your own Bond-a-Month Plan today.

If you're interested in current income ask about Series "H" Savings Bonds.

Your Banker can show you how Savings Bonds fit into your picture. Come in and talk it over!



Did you call 'em right? A. York Shire; B. Duroc; C. Hampshire; D. of course, is the old piggy bank — which in this case reminds you to buy U.S. Savings Bonds.

Salk vaccine will be the answer to polio control, but in the event it is not as effective as hoped, then the Foundation will turn to one of three other vaccines now being developed in research laboratories.

In 10 counties of Texas and some counties of all states last year second graders were given the vaccine. This year, both first and second graders all over the U. S. will be vaccinated. In Houston, only 5 second graders developed polio, and none of these cases were paralytic.

The Foundation will have sufficient vaccine for those third graders who did not receive the complete three shots as second graders; for some fourth graders; and for pregnant women.

In addition, private drug companies are stocking up on the vaccine, so that many other persons besides those mentioned will receive the vaccine if they want it.

The final evaluation of Salk vaccine will be tabulated and known in April.

**PERENNIAL FAVORITE**

Perennial feminine favorite is the cardigan. This sweater in fine novelty cotton knit is designed by Smartee in such color combinations as honey and black or turquoise and black. The versatile cotton cardigan, completely washable, may be worn with skirts or slacks.

**Potter & Gowdy**

**LAWYERS**

Suite 111 Rumback Bldg. Phone 158 Littlefield — Texas

**Muleshoe State Bank**

Member Federal Deposit Insurance Corporation

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

In Muleshoe

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

**Valley Theatre**

**THURSDAY & FRIDAY**  
Richard Carlson  
Julia Adams  
— IN —  
Creature From The Black Lagoon

**SUNDAY & MONDAY**  
Audie Murphy  
Mari Blanchard  
— IN —  
DESTROY  
— In Cinemascope —

**TUESDAY & WEDNESDAY**  
Dane Clark  
Carole Matthews  
— IN —  
PORT OF HELL

**Palace Theatre**

**THURSDAY & FRIDAY**  
GUY WITH A GRIN  
—Starring—  
James Stewart  
Rosiland Russell

**SATURDAY & SUNDAY**  
REAP THE WILD WIND  
—Starring—  
Susan Hayward  
John Wayne

MOTION PICTURES ARE YOUR BEST AND CHEAPEST ENTERTAINMENT

## Expenditures For Soil Or Water Conservation Deductible For Tax

All Expenditures for soil or water conservation in respect of land used in farming, or for the prevention of erosion of land used in farming are deductible under Sec. 175 of the 1954 Code. Deductible expenses include the cost of leveling, grading, terracing, contour furrowing, construction control, and protection of diversion channels, drainage ditches, earthen dams, water courses, outlets and ponds, the eradication of brush, the planting of windbreaks and other

treatment or moving of earth. No deduction is allowed, however, for expenditures paid or incurred for the purchase, construction, installation or improvement of depreciable masonry, tile, metal or wood structures, appliances and facilities such as tanks, reservoirs, pipes, conduits, canals, dams, wells and pumps. In order for soil and water conservation expenditures to be deductible, the land must be "used in farming". This means that it must have been used by

the taxpayer or his tenant, either when the expenses were incurred or prior to thereto, for the production of crops, fruits and similar agricultural products or for the sustenance of livestock.

Special Assessments. Assessments levied by a soil or water conservation or drainage district in order to defray expenditures made by such district may also be deductible. Deductions is allowed for so much of the assessment, not otherwise allowable as a deduction, as is paid or incurred to satisfy expenses which could have been deducted by the taxpayer as soil or water conservation expenses if he had paid or incurred them.

Limitation on Deduction. The deduction for soil and water

conservation expenditures is limited to 25 per cent of the gross income derived from farming during the taxable year. The excess is deductible in succeeding taxable years, without time limitation, but in each year the entire deduction is limited to 25 per cent of the gross income from farming in the year of the deduction. The excess amount carried over is treated as the first expenditure in the later year.

Election to deduct expenses. A farmer may elect to deduct soil and water conservation expenses without the consent of the Commissioner for the first taxable year beginning after 1953 for which such expenditures are paid or incurred. Such items may be expensed at any time with the consent of the Commissioner. Once made, the election is binding for all subsequent years unless the Commissioner authorizes a change.

## Sesame Seed To Be Available

After farmers had made several inquiries about Sesame growing in Bailey County, J. K. Adams, County Agricultural Agent, contacted Texas Sesame Seed Growers of Paris, Texas, and received the following letter along with educational literature. Any further information can be had by contacting the County Agent's office.

Dear Mr. Adams:  
We have delayed answering your letter for a few days in order to mail you our 1955 literature, which had just come from the printer. We have an adequate supply of this informative literature, and will be glad to mail it to an extensive mailing list in your county, if you would like to prepare this list for us. We can also send a supply for your personal or office distribution.

You are in a "choice Sesame producing area", in our opinion and I plan to make a personal visit there as soon as our schedule can be arranged.

Thank you for your interest in Sesame.

Sincerely yours,  
TEXAS SESAME GROWERS  
Robert L. Parker, Mgr.

## CHRISTAIN SCIENCE SERVICE

The Lesson Sermon entitled "Christ Jesus" to be read in Christain Science churches this Sunday deals with the experiences and teachings of the Master Christain and will emphasize the importance to mankind today of his mission and purpose and what it is.

The Golden Text is from I John "In this was manifested the love of God toward the world, that we might live through him" (4:9).

Passages from the Christain Science text book by Mary Baker Eddy on this subject will include the following one: "If sin, sickness, and death are as real as Life, Truth, and Love, then they must all be from the same source; God must be their author. Now Jesus came to destroy sin, sickness, and death; yet the Scriptures aver, 'I am not come to destroy, but to fulfill.' It is possible, then, to believe that the evils which Jesus lived to destroy are real or the offspring of the

## Jersey Crowned Production Queen

Jersey breeders throughout West Texas and Eastern New Mexico assembled in Tulia, Texas, last Saturday, February 12. The purpose of the meeting was to organize a Plains Jersey Cattle Club and also to pay tribute to a remarkable Jersey cow and her owners. This cow, S. W. V. Radiant Sable, is owned by the J. Chester Elliff family who lives three miles south of Tulia.

The group first assembled on the Elliff farm to watch the last milking of Radiant Sable and to see this young cow crowned "Queen of the Two-Year Olds" by Mr. D. T. Simons, president American Jersey Cattle Club. In completing her record, February 12, "Queen" Radiant Sable became the National Junior Two Year Old Champion of the Jersey breed in both milk and butter fat production. The American Jersey Cattle Club has not had time to announce the exact record of this junior two year old, but unofficial figures indicate that the record will be very close

## HERE SUNDAY

Rev. and Mrs. David Dinkley of Fairmont Methodist Church in Abilene visited here Sunday with Rev. and Mrs. Clarence Stephens and family.

## VISITED GRANDMOTHER

Mack Hall, son of Mr. and Mrs. E. H. Hall spent the past weekend in Littlefield visiting his grandmother, Mrs. Katie Crouch.

divine will?" (Science and Health with Key to the Scriptures page 474).

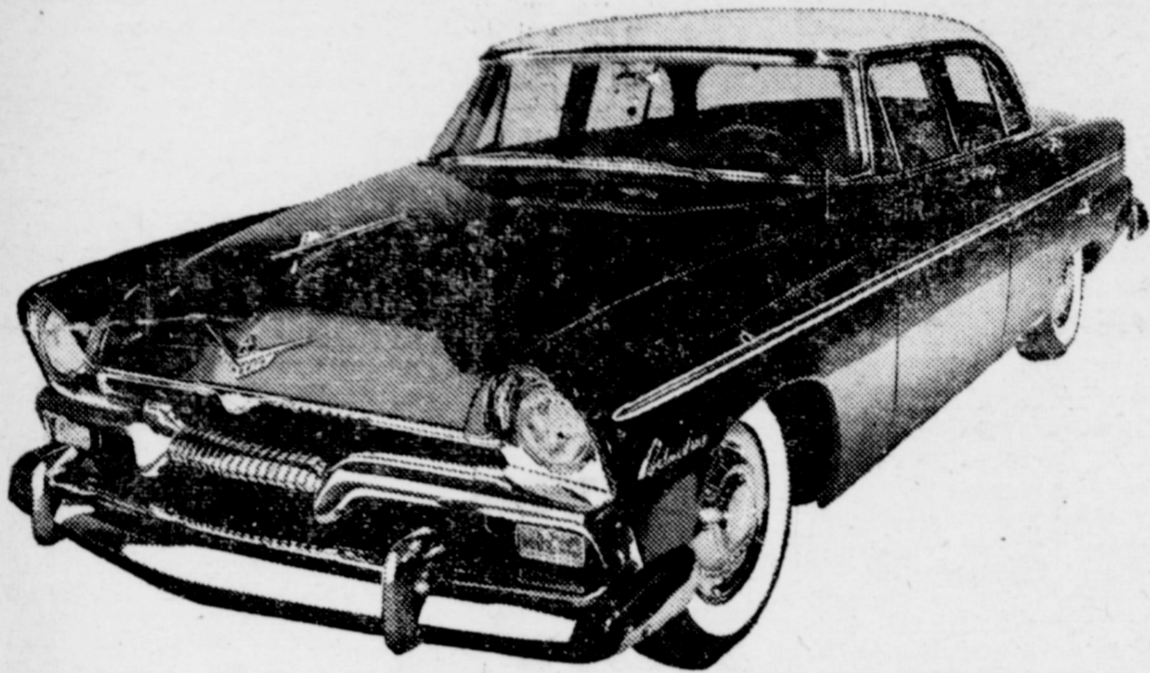
to 17,000 lbs. milk and 1,074 lbs. butter fat.

"Queen" S. W. V. Radiant Sable is certainly no ordinary cow, and neither does she come from an ordinary cow family. Her mother, her grandmother, and her great grandmother, all have records of more than 1,000 lbs. fat. This distinguishes the Sable cow family as the first four-generation cow family in the Jersey breed. In his remarks, President Simons praised the great production in-

heritance of the Sable's and he also payed tribute to the superb herdsmanhood of Chester Elliff.

Following the crowning of the production queen, the group moved into Tulia for lunch and a business meeting. It was unanimously agreed that a Plains Jersey Cattle Club should be organized and the following officers were elected — President, Dr. Lloyd M. Hicks, Pampa; vice-president, Mr. Chester Elliff, Tulia; secretary-treasurer, Mr. Wil-

## BIGGEST SIZE!...



## TOP TWO ENGINES!...

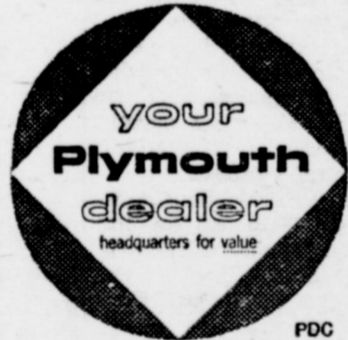
MOST BEAUTIFUL CAR IN THE LOW-PRICE 3!

With two pace-setting new engines, the beautiful Plymouth '55 brings you new highs in power and performance. The new 6-cylinder PowerFlow 117 is the thriest, smoothest six in the low-price 3, thanks to its exclusive Chrome-Sealed Action. The new 167-hp Hy-Fire V-8 engine gives you the highest standard horsepower in the lowest-price field!

Plymouth is also the largest car in "all 3." Its extra size gives you more room inside, and a smoother, steadier big-car ride. And Plymouth's forward-look styling gives you the new Full-View windshield, a glamorous swept-back design that provides the greatest visibility in the low-price 3.

This year of all years, look at all 3, and you'll choose PLYMOUTH!

SEE FOR YOURSELF WHY THE SWING IS TO PLYMOUTH... DRIVE ONE TODAY!



Best buy new; better trade-in, too!

ALL-NEW PLYMOUTH '55

## Mr. Farmer:

### DID YOU KNOW

That we can offer you AUTOMOBILE LIABILITY Insurance for as little as **\$24 PER YEAR**

on cars and pickups, and with the best Old Line Companies

We are in position to make FARM MORTGAGE LOANS up to— **\$125 PER ACRE**

for purchase of the farm and for any and all kinds of improvements. We make City Property Loans, including FHA and G. I. Loans, and have a very attractive automobile Financing Plan.

See POOL INSURANCE AGENCY for your insurance needs of all kinds, and for Farm and City Property and Automobile Loans.

## Pool Insurance Agency

LEE R. POOL — MYRON POOL  
BOX 656 MULESHOE, TEXAS PHONE 7010



## Shamrock's NEW CLOUD MASTER

Try a tank full of Shamrock's new Cloud Master for 1955. You'll recognize a smooth, new power the first time you press the accelerator. And no wonder. The same aviation alkylate that raises the octane of aviation gasoline is now used to raise the octane of Shamrock's new Cloud Master. This means fewer deposits and high, high octane. In fact, no matter what car you drive, Shamrock's new Cloud Master gasoline exceeds the octane requirements. For new, quick power from your car, stop at the green and white Shamrock soon.

New Cloud Master gasoline with aviation components, like all Shamrock products...

QUALITY YOU CAN MEASURE BY YOUR CAR'S PERFORMANCE

**Aylesworth Pens**

**Notes On Korea**

Bill Aylesworth, of Muleshoe, now with the army in Korea, has written an interesting letter to

his grandmother, Mrs. W. W. Smith. Bill is the husband of Mrs. Rosalee Aylesworth and the son of Mr. and Mrs. Dave Aylesworth, all of Muleshoe.

Bill writes: Greetings from Korea. I received about three letters from you this week and was sure glad to get them. I wish I could write more but there sure isn't much to write about as I just do the same thing over and over every day.

It has snowed about five or six times this winter and I know this is the coldest place on earth. They say it gets mighty hot in the summer but I will believe it. It snowed about six inches yesterday but I learned off today, although it is still so cold none of the snow has melted.

We still had snow from about nine weeks ago yesterday. It got up to 30 degrees last week and that is the warmest it's been here in nine months. The tents

we sleep in aren't too warm either. I have to use three blankets, my overcoat and all my jackets to stay warm at night and I am never caught without long handle underwear.

Write soon and often, Bill

**Sammuell Hawks Promoted To Cpl.**

25th DIV., HAWAII — Samuel R. Hawks, 21, son of Mr. and Mrs. Preston A. Hawks, Sudan, recently was promoted to corporal while a member of the 25th Infantry Division in Hawaii.

The "Tropic Lightning" division is continuing its post-truce training program using valuable experience gained in Korea.

Hawks, a clerk in the 69th Field Artillery Battalion's Headquarters Battery, entered the Army in December, 1953 and served in Korea four months.

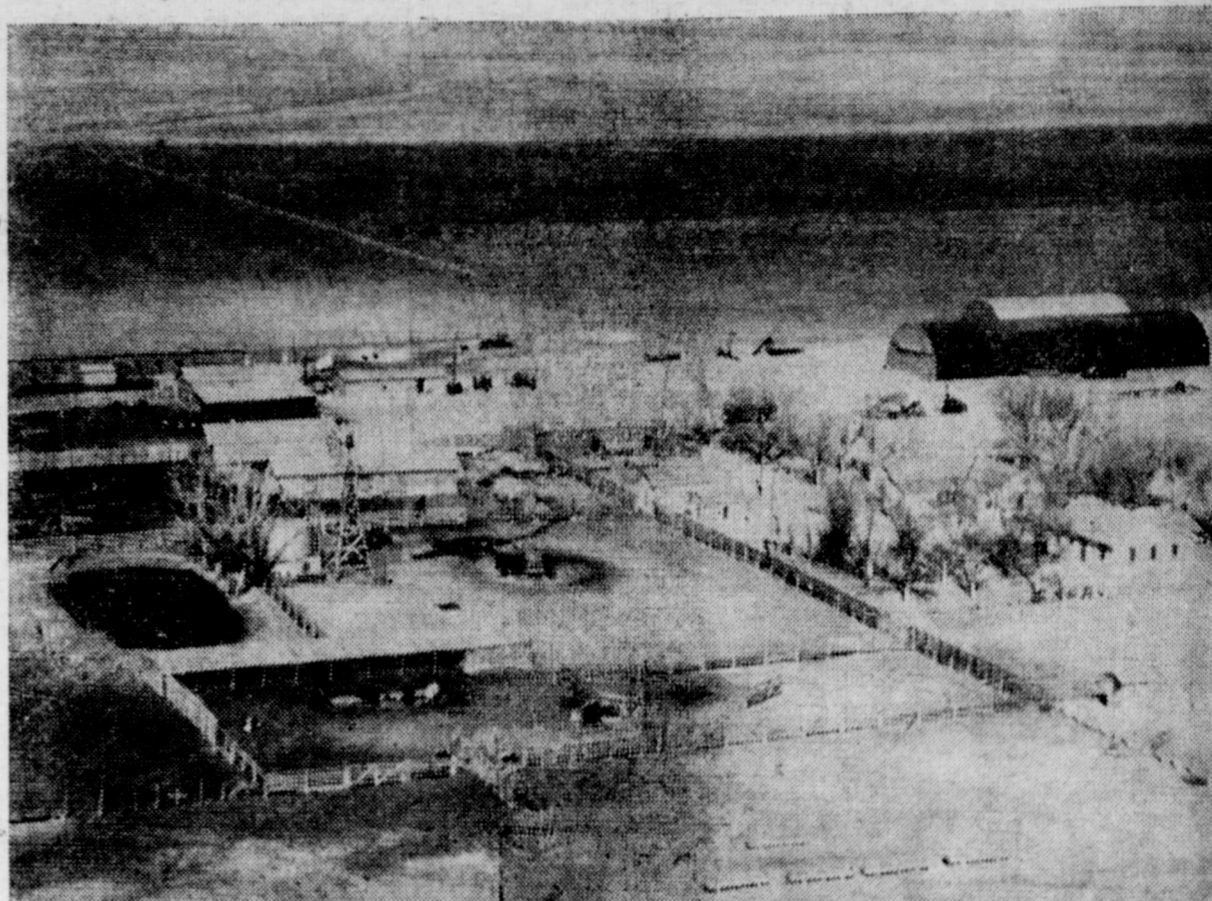
**Lieutenant Terry Is Platoon Leader**

FORD ORD, CALIF. — Army 2nd Lt. William C. Terry, whose parents live in Sudan, is scheduled to participate in Exercise Surf Board along the western coast of the U. S. March 21-26.

During the joint Army-Navy maneuvers Terry's unit, the 38th Regimental Combat Team, will attack an underground "Aggressor" guided-missile installation

**This Weeks Mystery Farm**

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



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

**Ashford Construction Co.**

On Sudan Highway

DIRT MOVING OF ALL KINDS  
DEEP BREAKING  
LAND LEVELING

BULLDOZING  
GRAVEL HAULING

PHONES

Office 4790

Residence 3420



**RUN!**  
don't walk..

to our bank when your cash starts to pile up. Large amounts have a way of attracting unpleasant visitors.

And then use our Day and Night Depository which enables you to get your money behind solid steel and concrete after hours, holidays and week ends.

**MULESHOE STATE BANK**

Member Federal Deposit Insurance Corporation

**FOR SALE**

FHA 2-BEDROOM HOME  
On West 8th Street  
\$2,000 Will Handle  
Inquire At —

**SPENCE  
Radio Shop**

Phone 7020 — Muleshoe

**H. E. NEWSOM**

DIRT CONTRACTOR

Box 247

Phone 5222

MULESHOE, TEXAS

1 Block W and 1 Block S Dinner Bell Cafe

DEEP BREAKING

BULL DOZERS

CARRY ALLS

LAND PLANING

D-8. CATEPILLAR TRACTORS

in the Santa Lucia mountains. An amphibious landing from Naval surface craft will be made on the San Simeon beaches.

Lieutenant Terry is a platoon leader with the team's Tank Company.

**Burnett Member  
9th Infantry  
Div. In Germany**

9th DIV., GERMANY — Army Pvt. Sam J. Burnett, 26, son of R. C. Burnett, Route 1, Sudan, is a member of the 9th Infantry Division in Germany.

As part of the U. S. Seventh Army, the 9th Division conducts rigorous training exercises, including realistic maneuvers and field problems, in southern Germany.

Private Burnett, a gunner in the 39th Regiment's Heavy Mortar Company, arrived overseas last December after completing basic training at Fort Sill, Okla. He entered the Army in July, 1954.

Burnett attended Coffeyville, Kansas College of Arts & Science and Kansas State Teachers College in Pittsburg. He was a teacher for the Bonner Springs, Kans., Board of Education before entering the Army.

**ARE BACK HOME**

Mr. and Mrs. Manuel Self are back home after visiting in Independence, Kans., with her sister, Mrs. L. E. Maltbie and in Parsons, Kans., with Mr. and Mrs. George Stotts, former residents of Bailey County.

They returned home by way of McAllister, Okla., where they visited his uncle, Will Self. Going on to Sentinal, Okla., they visited his sister, Mrs. O. B. Meadows who returned home with them and spent the week.

**WERE IN OLTON**

Mr. and Mrs. Vernal King spent Sunday in Olton with his brother, Virgil King and family.

**VISITED IN OKLAHOMA**

Mr. and Mrs. E. H. Hall visited T. B. Matney at Vernon over the weekend. They also visited at Waurika, Okla., with Logan Hall.

**SISTER IS ILL**

David Anderson visited Sunday in Littlefield with his brother-in-law, Henry Edmonds, who recently underwent an operation. Mrs. Anderson drove on to Lubbock where she visited her sister, Mrs. Archie Pool who is ill in the Methodist Hospital.

**There Is Strength  
for YOU  
in Prayer**



Nothing lies beyond the reach of prayer except that which lies outside the will of God!



Your Strength is God's will  
Pray Every Day

TO BE PRESENTED MARCH 3 & 4

**5th Annual JayCee  
MINSTREL SHOW**

ALL  
NEW



CAST  
OF 50

**Harlem Hits of '55**  
LARGER CAST - MORE MUSIC - MORE FUN

IF IT HURTS YOU TO LAUGH, DON'T SEE THIS SHOW,  
IT'LL KILL YOU

ALL PROCEEDS TO BE USED FOR CIVIC IMPROVEMENT

TIME: 8 p. m.

**High School Auditorium**

GENERAL ADMISSION 50c AND \$1.00



**World's best truck  
buys! Here's proof-**

**POWER** proved by Pikes Peak climb! Dodge V-8 pick-up; AAA-supervised, climbed Pikes Peak in 20 minutes, 46.8 seconds... unheard-of time for trucks, only a few seconds over the passenger car record.

**RUGGEDNESS** proved in 50,000-miles-in-50-days endurance run! 50,000 miles in 50 days, without mechanical failure! That's the record set by a standard Dodge pick-up with the new 145-hp. Power-Dome V-8 engine!

**ECONOMY** proved with over 22 miles per gallon average in 714-mile economy run! 22 miles per gallon, carrying 500 lbs. of payload, using regular gas! That's the average of a Dodge Power-Dome pick-up in a 714-mile, AAA-supervised Economy Run!

**REAL DEALS** prove for yourself how they can save you money! Dodge trucks are priced with the lowest. Save you money every mile. And Dodge dealers are offering the year's best deals—all models 1/2- thru 4-ton!

Added proof of a better deal for the man at the wheel with...

**DODGE TRUCKS**

A PRODUCT OF CHRYSLER CORP.

**ARNOLD MORRIS AUTO CO.**

1012 MAIN, MULESHOE

PHONE 7150

**FARMER COUNTY Farm Bureau News**  
By RAYMOND EULER

Tuesday night, drive captains and their wives met at Friona Legion Hall to complete plans for membership acquisition, which begins Wednesday morning, March 2, following the kick-off supper Tuesday night for all workers and their wives. Ralph Miller, director made arrangements for the meeting place and serving of refreshments for the meeting this week. T. E. Lovett, Farm Bureau Vice-president and membership chairman had charge of activities. Mr. and Mrs. Claude Miller and Mr. and Mrs. Ralph Smith have charge of kick-off supper preparations.

Steady pre-payment of dues for March continues to indicate that the goal of 775 will be exceeded the week of the drive.

Everyone interested in having a positive voice in agricultural policies originating in Farmer County should be a member. If 51% of your income is derived from agriculture, you can be a full-fledged voting member. If your ideas are not presently embodied in Farmer County's Farm Bureau policies, you can get them in there provided a reasonable number of your fellow farmers agree with you. That's all it takes.

We are rather proud of the recognition some of our members are receiving throughout the state. Gilbert Kaltwasser and T. L. Kent, out near Lariat, were delegated to meet with State Officials in Austin some time ago for discussion of the cotton allotment question. Since then, we have had numerous complimentary reports from other county and state officials regarding their ability to present the problems at hand as they represent their constituents. Then, just a

week ago, A. J. Ellison was invited to Lynn County's Farm Bureau Kick-off meeting at Tahoka, as guest speaker. Farmer County has always had a good reputation for its membership and participation in problems that have come up for action. Men like these, of which we have many more, are the ones who make that kind of reputation. All these services are performed without pay, too.

Farmer County has had more than its usual number of automobile accidents the past two weeks. Fortunately, no one has been seriously injured. We mention this to remind you to be careful in traffic. We would like to see every resident go through the year without serious injury in an automobile accident.

Consider This: My son, despise not the chastening of the Lord; neither be weary of his correction; for whom the Lord loveth he correcteth; even as a father the son in whom he delighteth.

Proverbs 3:11-12.

**THIS & THAT**  
About Homemakers & Homemaking IN BAILEY COUNTY  
By MOLLIE STINSON

The body needs the proper fuel to start the day. Breakfast need not be an elaborate meal. A simple meal that is easy to prepare and serve will allow time to eat leisurely and enjoy the meal.

A good breakfast pattern goes something like this: fruit, cereal, eggs, toast and beverage. If the breakfast is planned around a cereal, it should also include milk, meat or eggs in order to get the most from the incomplete protein of the cereal. Animal foods contain complete protein.

Individual patterns for eating breakfast are very much a matter of habit, says the specialist, and a bit of self-discipline will help to adjust and improve them.

Most people enjoy a change. Variety in breakfast can be acquired in many ways. Change the appetizer by combining different fruits such as berries, sliced peaches, sliced bananas with oranges, etc. Some fruit juices, too, can be combined.

For a change, scramble eggs with tomatoes, or fry tomatoes, ripe or green, and serve with bacon. Chopped, cold potatoes, heated in a little fat and scrambled with eggs add additional energy on cold days.

Here is an interesting dish that could perk up your family's breakfast appetite:

**Poached Dried Beef and Eggs**  
1 package (4 oz.) dried beef.  
½ cup cream.  
4 eggs.  
¼ cup shredded sharp cheddar cheese.

Use scissors to snip dried beef into shreds. Place in an 8 inch skillet and pour cream over beef. Cook slowly until cream is absorbed but beef is still moist. Break eggs onto hot beef. Sprinkle cheese around eggs. Cover. Cook over low heat for 10 minutes. Serve hot.

National 4-H week starts next Tuesday. No special observance is being held by the 4-H girls in the county, but the boys have a fat stock show during the period.

For the benefit of those interested here are some facts and figures pertaining to 4-H club work in Texas. The first 4-H club in Texas was organized in Jack County by T. M. Marks in 1908.

Today there are in Texas, 4,476 4-H Clubs with a membership of 120,225 girls and boys from 9 to 21 years of age. These 4-H members have completed 171,805 4-H projects in agriculture and home economics and related subjects.

There are 254 counties in Texas in which 654 county Extension agents direct 4-H club work. These county Extension agents are employed cooperatively by the Agricultural Extension Service of the A. and M. College system and the county commissioners' courts.

In Bailey County there are 322 4-H club members belonging to 4-H clubs. There are six girls 4-H clubs with a membership of 157. Right now there are thirteen mothers working with the girls' clubs as adult leaders.

Two special 4-H events in Texas are the Texas 4-H Junior Leadership Training Laboratory and the Texas 4-H Roundup. Special events in Bailey County for girls' 4-H clubs include: Dairy Foods Demonstration Contest, Shrub Identification Contest, Dress Review and County Camp.

warm growing season. About 48 per cent of the mockingbird's diet is insects. During the summer this rises to about 85 per cent. He eats grasshoppers, beetles, wasps, ants, caterpillars, cotton insects, and the chinch bug.

The Western lark sparrow is an enemy of smaller insects like the cotton boll weevil, bollworm, leafworm, and wireworm.

Williams planted the three-row windbreak of Chinese elms in 1950 on the north, west and south sides of his farm, with the assistance of SCS technicians. Trees were from stock furnished by the Soil Conservation Service.

members of Ben Richardson Post of Muleshoe gather at the Legion Home tonight at 8 o'clock.

Election of officers is coming up soon and this will be considered. Another matter on the agenda is the making of plans for the coming Little League season. The Post sponsors one of the Little League teams.

Ladies are invited to attend the meeting. Dominoes will be an entertainment feature and apple cobbler and ice cream will be served. Notice of the meeting has been mailed out by P. Q. Stickney, commander, and Joe Vaughn, adjutant.

**HAS MUMPS**  
Judy Murrah, daughter of Mr. and Mrs. Gordon Murrah is staying home this week with a case of mumps.

**LEGION POST TO MEET IN SPECIAL SESSION**

Many important business matters will be discussed when

**We Buy COTTON**

And Write Government And Texas Cotton Growers Loans

**GRACE BENTON**

PHONE 6460 MULESHOE

**DYERS AND COXS RETURN FROM CORPUS CHRISTI**

Mr. and Mrs. E. E. Dyer and Mr. and Mrs. Howard Cox returned Tuesday from spending two weeks in Corpus Christi. The Dyers were on vacation, and Howard was serving two week's active duty with the U. S. Navy. They returned via Dallas to select movies to be shown when they open their Drive-In Theatre.

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**Windbreaks Serve A Double Duty**

The S. A. Williams farm, Cochran County, is given as an example showing the value of windbreaks in the March issue of The Progressive Farmer magazine.

The article "Windbreaks for Double Duty" points out that trees planted as a windbreak also attract insect-devouring birds. The windbreak on the Williams farm is a half-mile long. Technicians from SCS found 25 bird nests there in 1953. Five of the nests were of mockingbirds, 5 of doves, and 15 of the little Western lark sparrow.

It is estimated these birds probably will destroy more than 260 pounds of insects in the

**PLANTING TIME**

— JUST AROUND THE CORNER —

WE RECOMMEND THAT YOU BUY YOUR **CORN SEED**

NOW — Because Corn Seed This Year Is Going To Be In Short Supply.

**SEE US FOR—**

Texas Hybrid No. 30 Texas Hybrid No. 32  
Texas Hybrid No. 28  
Hybrid No. 101W (White)

This is the same type corn used by the Turner boys to make their record yield of 202 bushels per acre.

**BOOK YOUR SEED EARLY!**

**Also, We Are Booking COTTON SEED**

Strain 7 Qualla 60 Pedigreed. Delinted but a few sacks of Fuzzy.  
Georgia Empire Certified  
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Lankart 57 Certified or Non-Certified  
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— ALL THESE DELINTED —

In Fact, We Are Ready To Supply You With Nearly Any Variety of COTTON SEED KNOWN

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**JONES FARM STORE**  
YOUR LOCAL PURINA DEALER  
Phone 5000 Muleshoe



*Cadillac*



**The Story that Silence Tells!**

You'll probably never hear a 1955 Cadillac! It is so wonderfully quiet in operation that you can detect only the soft whisper of the wind... and, occasionally, the pleasant song of the tires on the pavement.

Insofar as the car itself is concerned, there is only—silence!

But listen, if you will, to the remarkable story this silence tells about the "car of cars."

"Here," it says, "is a mechanism so flawlessly designed and so faultlessly engineered that every component performs with absolute perfection.

"Here is truly scientific styling—so basically good and sound that there is literally no noticeable resistance from wind or road.

"And here is craftsmanship so superb and so pains-

taking that not a trace of vibration can be heard."

And how eloquently it speaks of the satisfactions of Cadillac ownership!

It testifies to the rest and relaxation to be found at the wheel. It promises peace of mind... and greater driving safety. And it pledges dependability—and endurance—and economy of operation.

Clearly, no one can tell the Cadillac story as well—or as convincingly—as the car itself!

And if you haven't as yet "heard" this remarkable story, we hope that you will accept our invitation to come in and spend an hour at the wheel.

You'll agree, we're certain, that the 1955 Cadillac is its own best spokesman!

**JONES MOTOR CO.**

**NEW HOTPOINT LAUNDUET**

**WASHER**  
Regular \$299.95  
**SPECIAL \$199.95**

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Regular \$299.95  
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**REGULAR PRICE FOR BOTH \$599.90**

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PHONE 2590 MULESHOE

### Legislation Is Discussed At Sorority Meeting

A very interesting panel discussion on current legislation was conducted by Miss Gladys Holley of Plainview, as the Gamma Iota Chapter of the Delta Kappa Gamma Society met Saturday, February 19, in the par-

lor of the First Church in Plainview for a tea.

Members of the panel were: Mrs. R. B. McQuatters, Spade; Mrs. Genevieve Howe, Dimmitt; Mrs. Mattie Ruth Nowlin and Miss Laura Mae Terrell, Plainview.

The certification bill S. B. 86 and H. B. 232, is reproduced in full in the February issue of the Texas Outlook, and all who are interested are urged to read this important bill concerning retirement for teachers.

The retirement bills propose to

amend the constitution and make possible larger deposits in the retirement system and make retirement possible after ten years of service.

After careful study, each member was asked to contact the representative or senator in her district and express her views.

Local members attending the meeting were: Mmes. Wilson Witherspoon, Jerry Kirk, Ed Johnson, Mabel Dowell, and John Watson.

#### BEAVERS TO HUGO

Mrs. and Mrs. Clay Beavers left Saturday for Hugo, Okla., to see after their ranching interests there. They plan returning by Ft. Worth to visit their son, Billy, and family. Mrs. Beavers will also spend a week in Mineral Wells before returning home.

### Progress WSCS To Hold Sale Of Baked Goods

Ladies of the Women's Society of Christian Service of the Progress Methodist Church met for the regular weekly session at the church Thursday afternoon the 17th.

Members voted to hold another bake sale of cakes, cookies, and pies March 1 at the Piggly Wiggly store in Muleshoe. Plans were made for a bazaar of graduation and other gifts during the first week in May. The program for "World Day of Prayer" will be a family night occasion

sponsored by the WSCS at 7:30 in the evening, February 25 at the Church.

After a prayer by Doris Wedel, Joyce Walker gave the highlights of the life of Helen Keller. The group then sang "Let The Lower Lights Be Burning". Elnita Gray gave a parable of three candles.

After the hymn, "Work For The Night Is Coming", the study was resumed. Ladies taking part on the program were: Fern Davis, Elberta Wolfe, Ivela Jones, and Ruth Cooper.

Refreshments of cake and coffee were served by Jean Carter to Mmes. Fern Davis, Velma Gwyn, Doris Wedel, Elberta Wolfe, Joyce Walker, Ivela Jones, Ruby Actkinson, Mattie Griffin, Ruth Cooper, and Elnita Gray.

### Two Clubs Are Represented At Council Meeting

Two clubs were represented at the regular meeting of the Bailey County HD Council Monday afternoon in the office of HD agent Mollie Stinson.

The Muleshoe club was represented by Mmes. Roy Carney and S. C. Caldwell and the Community Center club was represented by Mmes. Lonnie Arnold and W. L. Shaffer. The Community Center club reported on the new club building at Needmore.

Speakers included Mmes. T. Haley, Fern Davis, Joe Simmacher, O. M. Self, W. W. Couch and N. R. Harding. One visitor attended, Mrs. Ruby Carney.

The EEE Committee recommended that two members help decorate two store windows in town with clothing and other articles made by HD Club members for National Home Demonstration Week, May 1 to 7.

Each club is to write two commissions to the club on achievement day. Plans for the commissioners supper were discussed and chairmen were appointed. Mrs. Fern Davis and Mrs. S. C. Caldwell will be in charge of entertainment; Mrs. O. M. Self, food; and Mrs. N. R. Harding, decoration.

Pat, and Ralph Cooper, Kim, Kirk and Linda Jones, Lucille Davis, Ralph and Ben Roming, and a visitor, Evelyn Bratcher. Sponsors making the trip were Mr. and Mrs. Joe Walker and Rev. and Mrs. Carrol Jones.

#### SPENCE RADIO MOVES

Spence Radio Shop which has been located next door to Gerald's cafe for a number of years is moving after March 1 to the Gilbreath Building, just west of Bovell Motor Supply. This move is brought about by the construction of a new building by the Moeller Estate.

#### BAKE SALE

On Tuesday, March 1, ladies of the Progress Methodist Church are sponsoring a bake sale at the Piggly Wiggly Store in Muleshoe. All proceeds will go into the fund for the Church.

Everyone is invited to drop by and buy a cake, cookies or pie.

### FARMERS!

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WILLIAMS  
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Muleshoe — Texas

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Erected On Your Property To Meet Your Needs

F. H. A. FINANCING AVAILABLE  
— Nothing Down, 36 Months To Pay —

CHARLES GILBERT

First House North Cox Drive-In Theatre  
Same Side of Highway

### Methodist Youths Enjoy Skating

Young people of the Progress Methodist Church enjoyed an evening of roller skating at the Clovis roller rink last Friday evening.

Attending were: Hendrik Bruns, Sue and Donna Actkinson, John L. Wink, Kay and Pat Thomson, Kathy and Jean Gray, Harold,

### Five New Members Join The PVS Club

The Pleasant Valley Social Club met in the home of Mrs. Harold Allison Wednesday evening, February 16.

President, Mrs. Verona Grizzle called the meeting to order and roll call was answered.

Members of the club are to serve dinner at the Pleasant Valley Community live stock show Saturday, February 26. Proceeds will go into the fund for the new community center.

Five new members were welcomed into the club. They are: Mmes. John Inman, Mack Ragsdale, Norman Hodges, Kirk Pitts, and Roy Blair.

Members were happy to have the presence of Mrs. Hazel Reeder. She has been unable to attend past meetings due to illness in her immediate family.

Everyone missed Alice Angley's presence. She is recovering from an operation she underwent recently.

There were three guests present: Mmes. John Bickel, A. W. Wedel, and Sam McKinstry.

Mrs. Ethel Allison presented the program at the end of the meeting, and delicious refreshments were served.

Next meeting will be held at the home of Mrs. Oscar Allison on March 2.

### Sub-Dist. Meeting At Oklahoma Lane

Oklahoma Lane was the scene for the monthly meeting Monday evening of the Shining Light Sub-District of the Methodist Youth Fellowship.

Weldon McCarty of Olton is president of the organization.

Methodist Churches represented at the meeting included Y. L. Lazbuddle, Muleshoe, Progress, Earth, Oklahoma Lane, and Olton.

Those attending from the Progress Church were: Wink and Pat Thomson, Lucille Davis, Kim and Linda Jones, Ralph and Ben Roming, Pat, Ralph and Linda Cooper, John L. Thomson, Kenneth Powell, Sue and Donna Actkinson, and the sponsor, Troy Actkinson.

MAGIC SLATES, 2 sizes, on sale at The Journal.

**STOP**  
When you see  
this sign



**KENDALL**  
2000 MILE  
OIL

MORRISON MOTOR  
Phone 4130



MAW, IT SURE IS A FINE FEELIN' TA KNOW YER INSURED WITH —

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BRASSIERE



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- No. 358 Pima Cotton broadcloth A, B, C cups. Sizes 30 thru 42 \$2.50
- No. 364 Nylon taffeta A, B, C cups. Sizes 32 thru 42 \$3.95
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MULESHOE

CLOVIS HIGHWAY  
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TEXAS



The beautiful Bel Air Sport Coupe with BoJy by Fisher

### It's highway robbery!

For sheer fun out on the road, Chevrolet's stealing the thunder from the high-priced cars!

Up to this year, maybe there were reasons for wanting one of the higher-priced cars. If you demanded something really special in the way of driving fun, you simply had to pay a premium to get it.

Not any more! The Motoramic Chevrolet has changed all that. Who could wish for more excitement than the

new 162-h.p. "Turbo-Fire V8" delivers? (For those who do, 180-h.p. is optional at extra cost in all V8 models.) Chevrolet also offers the two highest powered sixes in its field.

Come in and see how the Motoramic Chevrolet is stealing the thunder from the high-priced cars!



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On well improved, irrigated 80 acres and as high as \$20,000 on 160 acres.

We can make ranch loans or large acreage loans that are unbelievable. Loans for irrigation wells. Improvement loans of any kind.

The rate of interest and length of loan will be satisfactory to you.

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## Dramatics Club Plans Comedy

In a recent meeting of the "Mask and Mike", the dramatics club of Muleshoe High School, the one act play "Great Smokies" was selected for production and a cast chosen.

The dramatization is a feuding hillbilly comedy in one act by Le Roma Greth. The cast of feuding country folks lines up like this: Paw Schleppe, a widower who would like to remarry; Clinton Dillard; Ducky Belle Schleppe, Paws' eldest daughter; Beverley Peterson; Emmy Sue Schleppe, Ducky's sister; Velta Gillis; Hiram Schleppe, Roger Pool; Wilow Daisy Snodgrass is the "girl" of Paw's dreams, Jean Montgomery; Dottie Lou Snodgrass is afraid of her mother, Connie Potts; Willie Snodgrass,

tall and lanky, Buddie Pool; Liz-zle Cook, Hiram's girl friend, Karolene Towns; Zeke Cook, Liz-zie's brother, Pimmy Wells.

## Honor Roll

### NEW SUBSCRIBERS

Bennie Bickel, San Angelo.  
L. C. Wheeler, Lubbock.  
T. F. Maddox.  
Gene Caldwell, Rt 1  
**RENEWALS:**  
Calvin Embry, Rt. 1  
J. A. Wimberly, City.  
Zemery Boozer, Baileyboro.  
D. E. Beller, Rt. 3  
Verney Towns, Rt. 3  
Henry King, City.  
C. D. Gustin, Rt. 1.  
J. W. Thomson, Rt. 2.  
R. W. Jarvis, Star Rt 2.  
Jones Farm Store, City.  
C. B. Watkins, Rt. 3.  
F. O. Warren, Sudan.  
C. S. Otto, City.  
W. M. Staas, Rt. 2.  
Joe Jesko, Friona.  
Gene Stiles, Star Rt. 1.  
Kelly Joe Barnett, Sudan.  
M. M. Panter, Nebraska.  
Mrs F. B. Gaede, Colorado.

### FROM WTSC

Ann Woodley and Joy Dean Warner visited here Friday afternoon and Saturday morning with relatives and friends. Mr. and Mrs. Bob Harvey took them back to WTSC Saturday afternoon.

### IS VISITING HERE

Doris Jackson of Nisland, South Dakota, is here for two or three weeks to visit her parents, Mr. and Mrs. W. R. Underdown, her mother and father-in-law, Mr. and Mrs. M. L. Jackson and other relatives and friends.

Mrs. Jackson flew from Nisland with her husband's boss, Lyle Blanton in his private plane.

Mr. and Mrs. M. L. Jackson and Neoma met the plane at Friona Sunday afternoon.

### FATHER IS ILL

Mrs. Noel Woodley spent last week in Midland with her father, Rev. C. E. Jameson. She reported that he was feeling much better when she left during the weekend.

### HERE FOR WEEKEND

Mr. and Mrs. Tommy Clements and daughter, Mary Elizabeth, visited here over the weekend with her sister, Mrs. Noel Woodley and family.

### TO HOUSTON

Mr. and Mrs. Noel Woodley left Monday afternoon for Houston where they were to attend a meeting of the stockholders of the Federal Land Bank.

### VISITED MOTHER

Jack Douglass visited his mother and other relatives and friends in Shamrock over the weekend.

### WERE IN TULIA

Mr. and Mrs. Woodroe Surratt visited in Tulla Sunday with her nephew Billy Joe McDowell, who underwent an appendectomy last week.

### VISITED RELATIVES

Mr. and Mrs. Tommy Carter of Lovington, N. M., visited relatives at Bula over the weekend.

## Legal Notice

**THE STATE OF TEXAS**  
To any Sheriff or any Constable within the State of Texas—

### GREETINGS:

You are hereby commanded to cause to be published once each week for four consecutive weeks the first publication to be at least twenty-eight days before the return day thereof, in a newspaper printed in Bailey County, Texas, the accompanying citation, of which the herein below following is a true copy.

### CITATION BY PUBLICATION THE STATE OF TEXAS

TO: The Capitol Freehold Land & Investment Company, Limited, a defunct corporation, its unknown officers and its unknown stockholders; Bovina Cattle Company, a partnership; R. D. Gage and should he have ever married, then his unknown wife or wives; Thomas Hoghland and his wife, Hallie Fay Hoghland; W. D. Johnson; F. W. Johnson; A. Franklin Peddie; G. R. Leeds; James Nicholson and his wife, Christina Nicholson; James B. Heggson, and should he have ever married, then his unknown wife or wives; Dan D. Warner and his wife, Pearl E. Warner; James B. Higginson and his wife, Linn M. Higginson; G. W. Barton and his wife, Cartherine Barton; J. E. Stewart and his wife, Laura Stewart; P. J. Hodgins and his wife, Sylvia B. Hodgins, if living, and the unknown heirs, assigns, devisees and legal representatives of any of the aforesaid parties who are deceased, Defendants, Greetings:

YOU ARE HEREBY COMMANDED to appear before the Honorable District Court of Bailey County at the Courthouse thereof, in Muleshoe, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 4th day of April A. D. 1955, to Plaintiff's Petition filed in said court, on the 18th day of February A. D. 1955, in this cause, numbered 1907 on the docket of said court and styled GEORGE E. LANGE, Plaintiff, vs. The Capitol Freehold Land & Investment Company, Limited, et al, Defendants.

A brief statement of the nature of this suit is as follows, to-wit: Plaintiff brings this suit in trespass to try title, alleging that he is the owner in fee simple of

NE 1/4 Section 31, Block "Z", W. D. & F. W. Johnson's Subdivision of Parmer & Bailey Counties, Texas; that on or about the 1st day of Jan., 1955, the Defendants unlawfully entered upon such land and ejected Plaintiff therefrom and wrongfully with-hold possession from such Plaintiff; and Plaintiff further sets up and pleads the 5 and 10-year Statutes of Limitations as more fully shown by Plaintiff's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due return as the law directs.

Issued and given under my hand and the seal of said court at Muleshoe, Texas, this 18th day of February A. D. 1955.

Attest: AL GRIFFIN, Clerk, District Court Bailey County, District Court Bailey County, Tex. (SEAL)

11-4tc.



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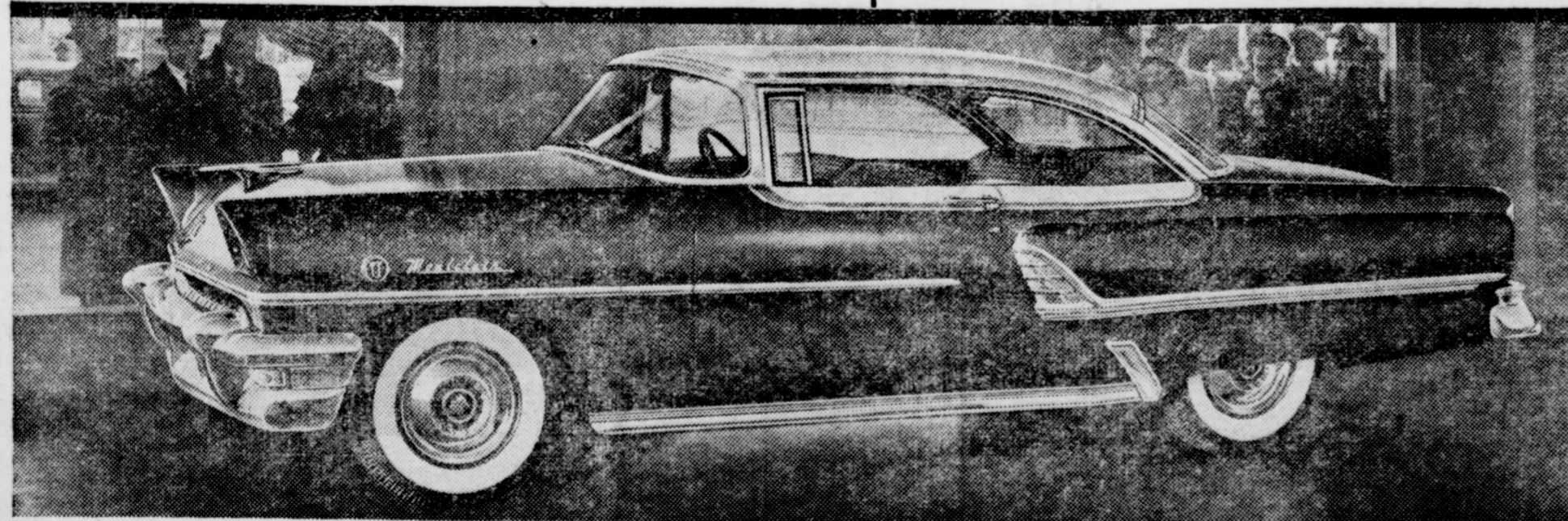
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1. "Sure is big this year. And what a beautiful color."
2. "That new Montclair is certainly low and racy looking."
3. "I hear it's only 58 1/2 inches high."
4. "198 horsepower! And dual exhausts!"
5. "Look at those hooded head lamps."
6. "I've never seen a better-looking wrap-around windshield."
7. "Lots more models this year. And 3 series."
8. "188 horsepower even in the lowest-cost Custom."
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Here's the most talked-about car in Mercury history. And with good reason. For it's the most advanced car ever offered at anywhere near the price.

It's totally new in size and power—with exclusive styling shared by no other car.

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All 10 models in Mercury's 3 new series have new SUPER-TORQUE V-8 engines. You get brilliant new pickup in every speed range. Try a new Mercury. You'll be talking too!

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Don't miss the big television hit, Ed Sullivan's "Toast of The Town" Sunday evening.

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MULESHOE

### Program Enjoyed At PTA Meeting

Junior high auditorium was the meeting place for members of the elementary PTA last Monday evening, February 14. Invocation was given by Eddie Lane and the president O. D. Ray, was in charge of business. The committee to investigate the T. B. testing program reported that plans were being made to start this project in the near future. The organization voted to give \$75. to the cub scout organization. Mrs. Alvin Allison, program chairman, introduced persons who took part on the program. Mrs. Pauline Tunnell and Joyce Shafer presented a duet; a quartet composed of Mmes. Eubanks and Mayhugh and Mr. Charles Pruitt and Nowell, pres-

ented a number. They were accompanied by Mrs. J. C. Shanks. Naomi Watson presented a piano solo; and Alva Lee Shofner accompanied at the piano by LaVon Copley presented a solo. Elizabeth Moraw and Anita Schmitz tap danced.

### Local Sorority Members Enjoy Mexican Food

Local members of the Delta Kappa Gamma enjoyed a Mexican dinner at the home of Mrs. G. S. Dowell last Tuesday evening. Co-hostess was Mrs. Jerry Kirk. Those present were: Mmes. Clifton Finley, Wilson Witherpoon, Radie Boone, John Watson, Ed Johnson, and the hostesses.

### Mrs. Wyer Hosted Philaetha Circle

The Philaetha Circle of the First Methodist Church met Friday evening, February 18, at 7:30 in the home of Mrs. David Wyer. Meeting was called to order by the president, Dorothy Wyer and opening prayer was given by Ida Mae Shofner. Rev. Clarence Stephens gave the final of a series of lectures on "Women of the Bible." A new study, "Man and God in the City", will begin at the next regular meeting. The past study was enjoyed by all the ladies. Refreshments were served to Rev. Stephens, Pat Nickels and the following members: Gladys Black, Dee Welch, Ethel Benetis, Ida Mae Shofner, Joy Whitt, Charlene Bickel, and Margaret Adams. Mrs. Harold Allison will be hostess in her home for the next regular meeting, Thursday evening, March 3 at 7:30.

### Needmore Club Elected Officers

Last Wednesday afternoon at 2:30, the Community Center Club met at Needmore for a business meeting. Mrs. Mollie Stinson gave a demonstration on tailored buttonholes and Mrs. Dana Arnold presided over the session. After business was taken care of a program was given. Those attending the meeting were Mmes. Dana Arnold, Zeffa Shofner, Billie Bell, Sybal Weber, Sammie Moore, Jane Moraw, Louise Fullerton, Norma Dunbar, Helen Schmitz, Amy Tiller, Pat Arnold, Beverley Hall and Lou Martin. The next meeting will be held March 2. Club officers are president, Mrs. Dana Arnold; vice-president, Zeffa Shafer; secretary-treasurer, Billie Bell; and reporter, Beverley Hall.

### World Day of Prayer To Be Observed February 25

World Day of Prayer will be observed this Friday, February 25, by the ladies of the Methodist Church. The Philaetha Circle, Women's Society of Christian Service, and Wesleyan Guild will all cancel their regular meetings in order to meet together at the church. All ladies of the various churches in Muleshoe and anyone else who wishes to attend is cordially invited to do so.

### Methodist Ladies Report Breakfast Was A Success

Ladies of the First Methodist Church in Muleshoe reported Monday of this week that the Pancake Breakfast which they sponsored Saturday morning at the Fellowship Hall was a success.

The menu consisted of Maryland Club Coffee, Aunt Jemima Pancakes, Hollandale Oleo, Piggly Wiggly sausage, Vermont Malt syrup and homemade jellies and preserves.

Approximately seventy-five persons were served at the breakfast, serving beginning at 6:00 and lasting until 9:00.

About \$95 was netted on the breakfast and proceeds will go toward buying draperies for the new Methodist parsonage.

The ladies especially want to thank the Quaker Oats Co. for furnishing the pancake mix, and Piggly Wiggly for the oleo. Also thanks to anyone else who helped in any way.

### MRS. JON ANN DWYER ON WTSC HONOR ROLL

CANYON, Feb. 21. Mrs. Jon Ann Dwyer of Muleshoe, is among 53 students who were listed on the fall semester honor roll by Dr. Walter H. Juniper, dean of West Texas State College. The roll is composed of the upper five per cent of the undergraduate classes.

Mrs. Dwyer is a senior at West Texas and is majoring in English. She is a member of Alpha Chi, a national honor society. She was graduated from Muleshoe High School.

### THREE LOCAL STUDENTS ON TT HONOR ROLL

Lubbock, Feb. 22—A first semester engineering honor roll list of 213 students was released today (Wednesday) at Texas Tech by Dean Dysart E. Holcomb. Each of the honor roll students passed all subjects with a grade of "B" or better.

Three Muleshoe students at the college are on the honor roll: Jack E. Wiltterding, sophomore electrical engineering major, son of Mrs. Leota Wiltterding; Sam

Donaldson, freshman electrical engineering major, son of Mr. and Mrs. Scott Donaldson; Jimmy Oscar Allison, freshman electrical engineering major, son of Mr. and Mrs. Gerald Allison.

### VISITED IN OLTON

Mr. and Mrs. C. C. Anders and daughter Bonnie visited in Olton Sunday with their other daughter and their son-in-law, Mr. and Mrs. Dale Dudley and their grandson Ronald Lynn. Ronald returned home with them to spend a week while his parents are remodeling their home.

After visiting in Olton the Anders family went to Plainview

where they visited her cousin, John M. Sisk.

### VISITED PARENTS

Mr. and Mrs. G. W. Chapman were in Littlefield this past weekend visiting his parents.

### WERE IN PLAINVIEW

Mr. and Mrs. Dee Clements and Wanda Joyce visited her mother, Mrs. W. Q. Chaney and her sister and brother-in-law, Mr. and Mrs. R. D. Stinnett in Plainview over the weekend.

### VISITED RELATIVES

Mr. and Mrs. M. F. Blackman and children spent Sunday in Bula with relatives.

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Our Fine Custom Permanent, PLUS A Reconditioning Treatment For Damaged Or Over-Bleached Hair . . . PLUS One Of Our Famous Individualized Style Settings. All Three For The Price Of The Permanent.

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## "Son, the money I'll save with this G-E motor will help send you to school!"

"You see, son, our General Electric motor practically takes care of itself. It requires so little attention that I can spend more time on important jobs that will add to my income. And you know that savings for me means better things for you! "And it doesn't cost much to maintain this motor because it's made of cast-iron and built to last a generation or more. Vital parts won't rust outside or inside the motor because it is so well protected from dust, dirt, and water. It has an improved bearing lubrication system, too,

that keeps the motor in top running condition even after hours of rugged duty. "Now look at that G-E control. It was made to operate outdoors—in any kind of weather. I don't have to worry about our motor burning out because the control was built to protect it against overloads and short circuits. "Son, all these things mean longer life for our motor and savings for us. General Electric knows our irrigation pumping problems and has given us the motor and control team to solve them!"

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and handling ease. And for '55 it gives still more comfort . . . because springs are set at an angle to cushion road shock from the front as well as straight up. That reduces road-joint jar.

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## SANCTIONED SLAUGHTER

Editor's Note: The Journal here completes an article on traffic safety. We feel the subject is important enough to merit study by all thinking people. Pool Insurance Agency will have the complete article in pamphlet form to distribute free.

The first is the socio-psychological approach. We are told that ultimately driver behaviour will be improved only by probing and solving the deep seated mysteries of the individual minds involved, by delicate counterbalances of pre-lexisting emotional manifestations.

All right, it may be so. But I want action now. I will agree that the problem we face is one of human behavior. I certainly will concede that behavior is governed by attitudes. I will even go along with the premise that our educators, our sociologists, psychologists and psychiatrists may some day come up with the answers.

But some day is not soon enough for me. I want highway safety now, not 10, 20 or 30 years from now. I know what attitudes are, and I know how to change them fast.

Since time began the sociologists have never improved upon the method of housebreaking a puppy. That is attitude, and it is changed fast by the tried and true method—swift, sure discipline. I agree that the method I advocate may produce occasionally some violent emotional upsets. It is upsetting to pay a stiff fine, or go to jail, or to have one's license revoked. But I am concerned first with results' and this is the way to get them, and get them fast.

I suggest, I insist, that we use the knowledge of human responses that we have now, and not wait for something better to come along—if and when. We know now, people will gamble their whole lifetimes and those of their loved ones against one minute or against one second. We know now that they will not gamble against an almost stiff fine, imprisonment or license revocation. Certainly this is paradox. But we know now that human beings are the most paradoxical creatures on earth.

Let us have engineering, certainly. And education. But let's have action now.

And this action should consist of:

- Ample police, state and municipal, organized, trained and directed to uniform enforcement of the law.
- Universal adoption of the Uniform Vehicle Code, including the driver license law
- Impartial enforcement and complete cooperation by the courts, with emphasis on revocations and suspensions.
- Universal application of the principles of modern traffic control.
- Regulation of pedestrian traffic.
- Periodic motor vehicle inspections.
- Absolute refusal to license the unfit.

This is a program for every citizen to back. It does not need your dollars, it needs only your demand. This killer literally can be legislated out of existence!

We insurance people, I believe, should assume leadership in educating our communities to meet and deal with the motor killers. We are presumed to have special knowledge, and we do.

This tragedy is the responsibility of our people and can be eradicated only by our people.

The following parable of the wise man and the skeptic illustrates my meaning:

The skeptic sought to discredit the wise man, so he went to him with a live bird in his hand, saying, "I shall ask the wise man if the bird is alive or dead. If he says dead, I shall release the bird and let him fly away. If he says alive, I shall crush the bird and show him its dead body".

Thus he approached the wise man and asked, "What do I have in my hand?"

And the wise man answered, "A bird."

Then the skeptic asked, "Is it alive or dead?"

And the wise man replied, "As you will".

#### SAND HILLS PHILOSOPHER—

### Isn't Worried Over Merchant's Fear Of New Type Sox Lasting A Lifetime

Editors note: The Sand Hills Philosopher on his Johnson grass farm discusses an economic fact in his letter this week.

Dear Editor:

One of my neighbors was in town yesterday and came back worried, saying he'd been talking to a drygoods man and he'd read something that upset him.

According to the business man in town, he'd read the night before where some atomic scientists, in describing the future possibilities of atomic energy, provided it ain't all used up in one big swoosh in one war, had casually mentioned that in addition to all the other things this new energy will accomplish, it'll also produce a pair or silk hose that'll wear forever. Just won't be possible to wear em out.

What worried this man was that if they can produce a pair of women's hose that'll last forever, they probably can do the same to men's sox, shirts, suits, hats, coats, etc., and if they do, where's that gonna leave the average drygoods man? Buy your kid a pair of stretch sox when he gets his first pair of shoes and he's fixed up for socks the rest of his life, which would certainly play havoc with the drygoods man's volume of business.

I do not look at the matter that way. In the first place, while I ain't questioning the ability of atomic scientists to build a bomb that'll blow the world to kingdom come, they've got to show me a pair of sox a kid can't wear out. Maybe they can do it but I believe they'll come closer to sending a rocket ship to the moon.

But what I started out to say was that, even if they can, I've not worried over the drygoods man's business, on account of I've got confidence in American ingenuity to always keep three jumps ahead of the average man's income. What if they perfect a pair of lifetime sock? They'll come out the same week with something else that costs just as much and will be considered just as essential and I suppose if a man's margin of profit was the same he'd just as soon be selling one item as another. I'd just as soon switch from cows to June bugs if the market was the same.

My neighbor and that drygoods man just don't understand the economic system. Take four years ago. The average family was already saddled with all the payments it could meet without adding another single item, they were up to the hilt, but television suddenly developed into a reality and the average family is working that into its budget without a bobble.



"J. A."

### BABSON DISCUSSES— Merchants, Advertising And Telephoning

Babson Park, Fla., Feb. 24 — Merchandising at the retail level has already passed through Three Revolutions since 1875.

#### GREAT CHANGES SINCE 1875

Preceding those days there were no mail order houses or department stores, few chain stores (A & P had 50 stores which carried only tea, coffee and crockery), but many wholesale houses and independent merchants. They were doing 95% of the retail business. My father was one of these in Gloucester, Mass.

**THE FIRST** Revolution in retailing was brought on by the department stores and mail order houses. This made it unnecessary to visit several different stores, if you lived in a city, while, if you lived in the country, you could shop by mail from your farm. This Revolution was desperately fought by the old-time retailers. **THE SECOND** Revolution came with the chain stores, which cut out the wholesalers.

Don't ask me how, but it's a fact.

There are two things you can depend on: American business' ability to bring out something new, and the public's ability to find a way to meet the payments on it.

Yours faithfully,  
J. A.

The department stores continued to buy through wholesalers; but the chains bought direct from the manufacturers. Hence, they were fought by legislation and taxation enacted at the demand of the middlemen.

#### DISCOUNT HOUSES NOW THE TARGET

**THE THIRD** Revolution is now on, being caused by the "discount houses". This is an effort to reduce retail prices by cutting out the bureaucracy, high rents, and unnecessary overhead developed by the department stores. But, a **FOURTH** Revolution, as a revolt against parking meters, automobile congestion, and a lack of sufficient free parking, is just ahead of us.

This is being temporarily met by building new "Shopping Centers". It is reported that Allied Stores is to spend over \$200,000 for this purpose. Shopping Centers, however, will be only a halfway cure. Wanamakers, which was the world's largest department store when I was a boy, has thrown in the sponge in its fight against automobiles and discount houses.

#### NEW SHOPPING CENTERS JUST AHEAD

Shopping Centers offer free parking and "self-service", but the high rents may result in higher prices. Anyway, customers who use shopping centers

are more dependent on automobiles than if they patronized their downtown merchants. In fact, if city officials would treat their bus systems fairly, the present downtown stores could continue to give better service and perhaps undersell the new Shopping Center prices. I don't know. Different cities differ.

The next, or **FOURTH** Revolution in retailing will be forced upon us by the automobiles. Simple arithmetic proves that the present race to make "the mostest and the largest" automobiles, with insufficient increase in highways cannot continue much longer. It is true that we are building splendid new toll roads; but very little is being done to avoid congestion in cities and to help local merchants. Otherwise, people may some day cease using automobiles for shopping. These machines may remain in the garage except for trips — as mother's sewing machine is now seldom used.

#### MORE ADVERTISING AND TELEPHONING

I forecast that this **FOURTH** Revolution will result in customers buying from their homes soon by telephone, and later by television. Increased newspaper advertising with many more newspaper pictures of products for sale, supplemented by better telephone service, will become the custom. People are now sick of hunting for places to park their cars when shopping. People will think of the risk and gasoline costs of driving to Shopping Centers. The time may come when 80% of the shoppers will

sit at home in a comfortable chair, study the newspaper advertisements, and do their ordering by telephone.

Newspaper advertising and telephones are the only cure for the present increased automobile congestion. In fact, I believe the stocks of certain newspapers — which are now temporarily in the dumps — plus stocks of telephone companies, preferably the wide-awake Independents, are among today's best "buys". (Local bankers please take notice!) Furthermore, I am investing my

hard-earned money in "United Stores" stocks (listed on the New York and American Stock Exchanges.) A company has recently organized a new corporation to profit from this coming **FOURTH** Revolution.

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- D. To have Old Line Legal Reserve Life Insurance that is currently paying a dividend of 15%.
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- F. Comprehensive Insurance that is currently paying 50% Dividend.

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## ● NOTICE TO OUR OLD FARM BUREAU MEMBERS ●

Due to the huge amount of work and driving required to contact every farmer in Bailey County, the membership drive committees request that our regular members who have signed up year after year and know the real value of Farm Bureau help us by sending in your membership without being contacted. Also tell your neighbor about your organization. This will mean much to the membership committees all of whom must give their time and cars free in this drive.

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