## The Muleshoe Journalisid

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Plainview Man Named To Seek Grain Sorghum Outletis In Europe



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Rites Tuesday For Bula Woman

Clements Runs For Reelection



Violator Will Feel Pinch In Higher Rates

Olen Jennings Rites Conducted At Littlefield

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Cotton Quality Analysis Shows Some Decrease From Last Year
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## Enumerators Named In Three Counties for Farm Census

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Cotton Harves In High Gear； County May Grow 90，000 Bales
J．W．Barker Rites
 Held Wednesday


## News for Women

| Club Donates | Country Club |
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| Money To CARE | Ass'n. Chooses |
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You Are Invited
Muleshoe Floral's "Christmas Spectacular"

Muleshoe Country Club Mother ml
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PLAY BEAUTIFUL MUSIC INSTANTLY WITHOUT LESSONS

| Sorority Dinner Given Tuesday | Estę SS Class Me With Mrs. Myers |
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|  | County Club Lists |
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| Gleaner Class |  |
| Plans For Xmas | , |
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## CottonQuiz



Shop

- barbers -




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TRI-CO SNACK BAR

## AUDION

Electric Chord Organ Console
Luxurious Early American Design Crafted in Clowing Maple to Glorify Your Home!

## Heart warming music for the whole family to make...and share! You need no lessons, no musical knowledge to play your favorite You need no lessons, no musical knowledge to play your favorite DAYMENT

 educator:approved Key. Selector Method can be mastered in exinsive Only 52 onds.... is as easy to play as A.B.C! Other exclusive Audion fea.- with Bench tures: 37 professional-size keys, Chord Player buttons for major and minot chords, Rhythm Bass, foot.pedal volume control...plus easy-play music book.Early American desi
Early American design in rich maple enhances every decor.

## HARVEY BASS APPLIANCE

-Morray's Jevelry
Moin stroet

Muleshoe


# EENEATHTHIS BANNER ARE HHE WORID'S BEST BARGAINS  



Award-Winning Frank Capra Directs 'A Hole In The Head'

GRAIN FED BEEF
For Your Freezer
PHONE YO5-3746
HAROLD WILSON

## PORTABLE DISC ROLLING

No Grinding - No Disassembling
onewars and tandems
ERNIE HOWARD
FRFNM GPENINT
of McReynolds Jewelry SATURDAY, NOVEMBER 21
Featuring A Complete Line of Diamond Rings,
Watches and Costume Jewelry
Register Now For The $\$ 75$ Hamilton Wrist Watch To Be Given Away Saturday, November 21 At 5 P.M.

WE DO REPAIR WORK ON WATCHES AND IF YOUR REPAIR TICKET ENDS IN $O$ YOUR WATCH WILL BE REPAIRED FREE OF CHARGE!
NOW LOCATED AT 209 EAST AVENUE B, Across the street from the C \& H Chevrolet Service Entrance.

## McReynolds Jewerry

SERVING MULESHOE AND VICINITY FOR 8 YEARS Phone 9-1939

## STATE BOARD OF INSURANCE

## ADOPTS

## SAFE DRIVING INSURANCE PLAN

For Years people have asked "WHY SHOULD I PAY AS MUCH FOR MY. AUTO INSURANCE AS THE IR. RESPONSIBLE DRIVER?"*

The State Board of Insurance has realized this and has adopted a plan to reward the group of drivers who operate their automobiles in a safe and lawful manner. EFFECTIVE JANUARY 1, 1960, this plan is MANDATORY for all Insurance Companies licensed to do business in Texas.

Under the "merit rating" insurance plan a point system has been established, in which a motorist is charged one point for every moving traffic violation and two points, win certain exceptions, for every accident. A driver with a perfect record during the three year experience period has no points and qualiffies for the lowest rates, $20 \%$ below the regular rate. A driver with one point will receive no discount and no penalty. Drivers with two or more points will
pay more proportionately. pay more proportionately.

No points will be assigned as a result of AN ACCIDENT IF:

1. The applicant's Automobile is legally parked.
2. The applicant or owner is reimbursed by or on behalf of the other party involved.
3. The applicant's car is struck in rear end by another car approaching from the rear.
4. The operator of any other vehicle involved is convicted of a traffic violation.
5. Applicant's car is struck by a "hit-and-run" auto, if applicant reports the accident to proper au thority within 24 hours.

FOUR POINTS SHALL BE ASSIGNED FOR THE FOLIOWING: cating liquor or narcotic drugs.
2. Failure to stop and render aid, or disclose identity when involved in an accident.
3. Negligent homicide arising out of the use of a motor vehicle.

A WRITTEN APPLICATION SIGNED BY THE AP. PLICANT MUST BE USED TO RATE EACH POLICY AND WILL LIST ALL ACCIDENTS AND TRAFFIC VIOLATIONS OF THE APPLICANT AND EACH RESIDENT OPERATOR DURING THE EXPERIENCE PERIOD. These applications will be checked against your driving record with the Department of Public Safety. A $\$ 5.00$ traffic ticket could cost the average driver in Muleshoe $\$ 27.00$ additional in insurance premiums over a three year period for minimum limits of public liability and $\$ 1,000.00$ medical payments coverage.

The above information is only a very brief discussion of this new law. For full information, see or call any of the following INDEPENDENT INSURANCE AGENTS.

Daniel Insurance Agency
Alsup Insurance Agency Farley Insurance Agency MeAdams Insurance Agency
Bobo Insurance Agency Jennings Insurence Agency Pool Insurance Agency Casey Insurance Agency

Lane Insurence Ageney Woodley Insurance


Better Days May Be Ahead For Hog Producers; Farrowing Down

like finding money in
the street!


NOW IN EFFECT
BARGAIN RATES on new or Renwan suscackifions

Fort Worth Star-Telegram


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 THE CAR KILLED-OR
WAS IT THE DRIVER

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## Maple

 News

 Max Bugney semenerand


New Reading Program On Trial In Muleshoe Grade Schools

Parmer F. U. Picks Delegates To Convention


## A MESSAGE TO:

Farmers
Ginners
Businessmen)
voss colon-whi cields of the Texas High Ploins farmen largest crop yet produced on the High Ploin
The work of THE PLAINS COTTON GROWERS, INC. is continuous day-in, doy-out, yeor-in, year-out. Thars why it is vital that as many gins as possibl
tarmers' dues

Some ginners this year are having difficulty because of the low price of cottonseed. It is regrettable that this hardship is with us, but regardess, it connot be permitted to interrupt the work of the PCG.
A look of the list on the right shows just a fow of the many accomplishments of the PCG. Farmers and ginners alike can easily see the value PCG now means to the Ploins cotton industry.
Producers should check their ginners and if of all possible, help
him work out some method whereby he can continue his support of the
PCG. A united front of all segments of the Ploins cotton industry is
what the PCG should stond for. With your help this is possible.









Promotion



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## Mules and Mulettes Get Cage Action Underway Friday Night



## The inuleshoe Journal wat

VOLUME 37. NUMBER 46
Conference standing .500
Mules End Season In Brilliant Win Over Abernathy, 20 To 18


Bert Senofsky is
Coming
Coming To Lubbock
The brilliant and exciting


LONG ON COMFORT, CONVENIENCE, SAFETY

## The TIUleshoe dournalad ait <br> Publishod Each Thursday Ar matter at the TEXAS $\sqrt{\text { APRESSEASSOCIATIOL }}$ Kruber <br> 䠉苔

WABSON DISCUSSES World War III Possibilities

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## PUBLIC AUCTION

## Willson \& Sanders Lbr. Co.

 muleshoe, texasTUESDAY, NOVEMBER 25, 1959 - 10 P. M.

Mr. 1. M. Willson, Sr., and Mr. H. S. Sanders, Jr., Are Dissolving Their Partnership and Have Commissioned NELSON AUCTION SERVICE To Sell The Muleshoe Lumber Yard At Auction.

LUMBER - This is a complete stock and lots of dimensions. HARDWARE - Consists of builders, garden, carpenter, pipe, etc.
SHOP EQUIPMENT - All the saws, drills, shapers, bench tools TOOLS - Hand tools of all kinds as well as some power OFFICE EQUIPMENT $-A$ high priced bookkeeping machine
'54 FORD TRUCK - Grain bed, sides, etc., and Hydraulic Tilt Dump.
HYSTER FORKLIFT - 7500 pound capacity. This is a good one. All these items and many more are selling to the HIGHEST BIDDERS WITHOUT MINIMUM OR RESERVATION

REAL ESTATE - $225 \times 140$ in two tracts of $150^{\prime}$ and $75^{\prime}$ each. Good showrooms, warehouse area, living quarters, shop, sheds, and fenced all weather areas. The real estate will be auctioned at 2:00 p.m., and the high bid will be subject to the owners approval.

TERMS - Cash, Cashier's Check or Personal Co. Check accom panied by letter of credit from your bank. A Nelson panied by letter of credit from your bank. A Nelson
Auction Service Courtesy Card is Sufficient. A regisAuction Service Courtesy Card is Sufficient. A regis
tration fee of $\$ 50$ will be returned, if no purchases tration fee of $\$ 50$ will be returned, if $n$
are made, on receipt of bidders Number.

FOR INFORMATION OR BROCHURE CONTACT THE LUMBER AUCTIONEERS

## NELSON AUCTION SERVICE

107 East 16, AMARILLOreal estate


WORKING WITH WORDS One Must Love Seeing, Hearing, Tasting Words
By MoNTGOMERY MULIFORD
in Publisher's Auxiliary

Tax-Man Sam Sez


## Scoop Sez




Sudan Musicians Entertain Rotary

| A group of Sudan musiclans, Who just play for the fun of it, entertained the Rotary Club at its noon luncheon Tuesday. <br> In the group were: Orval Wallace, trumpet; Betty Walgomery, trombone; Dalton Wood, saxophone; Bill Nix. Hlarinet; and Jay Miller, tirums. Montgomery is Sudan school band director. Rotarian Ray Daniel had charge of the program. |
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the only girdle in the world molded to

FIT YOU
TRIM YOU SLIM YOU HOLD YOU CONTROL YOU

##  <br> Sleex

the new girdle miracle-molded of AIRE-LON* rubber
extra slimming strength joins extra softness in Sleex $77 \%$ more absorbent, naturally cooler, softer, easier to slip on and off.

* here's satin-smooth shaping with 22 hidden controllers molded inside Sleex to trim, slim and firm you front,
back, over hips.
double life-Sleex never loses its original shape, retains itg superb stretch, strength and caressing softness indefinitely. attractive ... washes and dries in minutes. Ice-White Aire-lon
- See


## sleex, $8^{95} \quad 10^{95}$

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Made stronger. Made to


FREE

WILL BE GIVEN AWAY WITH EACH NEW CONNECTION
Until Thanksgiving. Day. Call us night or day - our representative will be glad to
MULESHOE ANTENNA CO.
MULESHOE ANINNA CO.
3100 - Bobo Bldg. Muleshoo
last longer. $30 \%$ beefier springs, stronger frames. It takes twists. It takes bumps. Takes whatever you give it. Platform bodies. Stake bodies. Load-tough V-8 or six-cylinder power.


## Charles Smith and Mr. Mrs. Mrs. Cecil Mann Man Portales. Mr. and Mr. Arlen Simpson ot of Lamesa. Miss. Wyvona Will. son of LLitliefield. Mr and Mrs. Stanley Staford and Mr. and Mrs. Bill Stafford of Lubbock, the Bill Manns, Homer Rich.  The girts' high school bas. ketball teams played Morton ketball teams played Morton last week. The Morton B team deteated Three Way 32 to 2 27 Jeanie Tyson of Three Way Jeanie Tyson of Three Way was high point scorer with 17 <br> 



