

## THE MULESHOE JOURNAL

## Entered as second-col




## EFFICIENCY OF ELECTRICITY

MR. AND MRS FAMILY FOLKS:
Did you ever stop to fisure up the yeary cost of using
ther uights than electricty. of course, it don't come ail at once, and one does not realize the big total.
If you mill stop to figure the time you we in filling
coal oil lamps miping the oil trom the outside, cleaninge and trimmins the mick, occasionally haviss to sievening the

are

terosene or gasoline. And safety tirst is almasy a good idei.
There are plenty of people who have. no e electical coon-
aections that should have them -it woold be really eheaper.
THINK IT OVER! DECIDE DURING THE LONG WINTER EVENINGS TO HAVE REAL LIGHTS IN YOUR HOME

## TexasUtilities Co.

YOUR ELECTRIC SERVANT


Donald: "Mother, it is cold-nearly half of $m y$ class was not There yesterday." Mother: "Cold weather does interfere with chool, Donald, but 1 m glad you can get there--thanks to our cor." Donald: "But, mother, nearly all the other boys who wero absent could come in cars but their folks don't even try to use Mother: "Maybe, dear, they don't use the right gas and oilthat's practically the only difference between our car and many others. Understand, Donald, people are careless-they fail to get penefrative oil-found only in Germ Processed Motor Oil made by Conoco. Cold oil, even winter grade, unless it is right, helps motors turn over easily and then the Conoco Bronze Gasoline acts at the first spark and the motor starts at once."

school board would make Dil parens use Conoco. Mother: "They couldn't do that, would find out why their cars wouldn't start and buy Conoco. And I imagine they would if they knew it would save them CONOCO at the sign of the Red Friangle




## = DON'T FREEZE!

FILL YOUR BIN NOW

coal is advancing and unless LABOR DIFFICULTIES ARE SOON Settled it will be higher We have Nut and Lump Coal, also, good Coke, all of it the best of products put out by the Colorado Fuel \& Iron Co. Fuel is absolutely necessary for comfort these your bin today

## (1)

E.R. HART LGMBER COMPANY Muleshoe

## A

WORD T0 THE WISE IS PLENTY ! ! ! !


herers plenty of rasen wity:

Quality, Price and Dependable Service are all to be had when trading at that store-and they are all satistactory.
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TELEPHONE NO. 4 YOUR PATRONAGE RESPECTFULLY SOLICITED AND APPRECIATED

## Gupton Grocery

Phone No. 4
Free Delivery


## in ary December weather

## $\begin{array}{ll}\text { These figures prove } \quad \begin{array}{l}\text { For fastest cold weather starting, get the } \\ \text { gasoline with the highest gravity. (See figures }\end{array} & \left.\begin{array}{l}\text { gas station which sells Phillips } 66 \text {. But why } \\ \text { wait until you actually have starting trouble }\end{array}\right)\end{array}$

 Phillips 66 is Honest High Test $65.6^{\circ} 72.4$
gasoline with the highest gravity. (See figures
at left which prove bow bigh the test of Phillips
Even on days below freezing, you need step on the starter just once! That is enough
for this super-volatile motor fuel to snap your icy motor into instant action. to snap You marvel at the lack of sputtering and so soon after starting. You get that feeling of flexible power, that zip and get-away, which have made Phillips 66 the most sensational success in the highly competitive oil industry. motor will probably send you a cearching for a Remember: as the thermometer drops, up oes the gravity of Phillips 66 . Week by week, is high test is adjusted to the weather wherever is sold. That is how the Phillips method of CONTROLLED VOLATILITY protects you gainst loss of starting speed, against los
of power and mileage, as your weather prows colder. Phillips extr le cent extra, because Phillips is cost a sinlargest producer of natural high gravity gasoline. Let the first Orange and Black shield, which you see, remind you to get a trial tank ful of this greater gasoline.

HIGHEST TEST innfiknock at the price of ordinary gasoline
 500 Children Die Of
Diphtheria Yearly

|  | Diphtheria Yearly Can Be Prevente Austin Dec. 4 - Texas loses more than |
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| Fourteen have died and 111 have |  |
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## Better Than Whisky

 For Colds and Coughs

ASPIRONAL

Texas Bank Deposits Will Be Guaranteed After First of Year

 Under the Class stegal bill in the
tast congress, this provison was made to


 for the insurance the federal agency
handling this insurance to be known
as the "Federal Insurance Depositors


GENUINE BAYER ASPIRIN
Bich





## BUY IT FOR LESS !!

In these times of NRA boosting Quality Merchandise plus Reasonable Prices on your purchases here.
HERE ARE SOME OF OUR PRICES

| uart -..--. 25 | . 29 |
| :---: | :---: |
| Quart Jars ---- . 79 | Dry Salt Meat, per lb, ---. 09 |
| exas Sorghum --. 55 | 25 lbs Smoked Meat salt --. 70 |
| ${ }^{\text {Folgers Coffee. } 5 \text { lbs - --. }} 1.65$ |  |

## ECONOMY STORE

G. o. JENNINGS<br>Proprietor

Season's Goods and Low Prices

While prices are advancing constantly, we have been able to get in on some exceptionally good buys, and are passing them on to our customers. Here are a few of our money-savers:






the muleshoe journal

ривыс Roan vonce

TO WHOM IT MAY CONCERN:


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SARAZEN'S PUTTING


 ing was perhaps his strongest potid.
durtng both these oventa
Lorts añ
admirer of Hagen's abllty at admirer of Hagen's ablilty at putting
sarazen has undoubtatly patterned
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zon's puth is a smoth atroke. notico nuch of hid style after him. Sara-
cons putt is a smote stroke, notice
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evenly over the ground. When Gene's
laft wrist is bent ind orf wrist is bent at the finish of the
stroke the putt is good for it shows
that a stralght follow former hat a stralght follow through has
taken place Sarazen advocates prac tice as the main way to increense prat-
ting proficlency particularly stressing distancosectency
from
o. 13ns, Bell







## CHEVROLET • AUTO



## GIVEN FREE

Someone is going to get a brand new Chevrolet automobile Radio absolutely FREE
Saturday, 5 P. M. Dec. 23 THIS OPPORTUNITY OPEN TO ALL OUR CUSTOMERS
This is the very latest hook-up in Radios. Gets all the stations for hundreds of miles around. Has sound controt and all the in tures of the larger Radios, such as are used in your homes. - 2 z
ENJOY MUSIC WHLLE YOU RIDE!

 CALL AND ASK US FOR DETAILS aND HeAR THE RADIO WE WILL GIVE AWAY!

## .Valley Motor CO. . YULESHOE




