



EDITORIAL AND FEATURE PAGE

THE MULESHOE JOURNAL

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JESS MITCHELL, Editor. I. F. MITCHELL, Bus. Mgr.

SUBSCRIPTION RATES

In Bailey County, one year, \$1.50; Outside of County, one year, \$2.00.

Advertising that does not show in its text or typography that it is paid for must be marked as an advertisement.

Obituaries, cards of thanks, and resolutions of respect will also be charged for at the same rate.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which appears in the columns of the Muleshoe Journal will be gladly corrected upon its being brought to the attention of the publisher.

In case of errors or omissions in local or other advertisements, the publisher does not hold himself liable for damage further than the amount received by him for such advertisement.

Editorial

Every Great Attempt is Glorious Even if It Fails

A THOUGHT FOR THE WEEK Kiss the Son, lest he be angry, and ye perish from the way, when his wrath is kindled but a little.

Trust in God does not supersede the employment of prudent means on our part. To expect God's protection while we do nothing is not to honor, but to tempt providence.

SEALED-BEAM LIGHTS

With all working for common good, co-operating through the auto industry, we have one great gain in 1940 car construction.

With autos being improved each year, roads made safer around Muleshoe, eliminating road crossings, sharp curves, steep grades, narrow highways, we hope to succeed in cutting down motor accidents.

We admire the spirit of the combined efforts of these manufacturers and wish that private business might often be so united.

We appreciate the construction of roads and repair, as our safeguard. But there is still that fellow who hides behind the wheel that no motor progress, no road improvement can phase.

What matter if glass, steel, lights, roads be given him if his mind and actions work to defeat all safety measures!

THEY SHOULD KNOW

The question of what to do with their life is the major problem of youth in Muleshoe who are starting on a college course this fall, or who completed one last spring.

This is a real problem and often is answered by studying college business seems unable to employ new hands. If they do attend college they are often puzzled over what type training to study.

It would be wise to teach the student that if he seeks a position in one line and must accept work below this level, he is not disgraced.

If Muleshoe folks would pray for what they need instead of for what they want, they might come near getting it.

There are a few people in Muleshoe who are so darn stingy they waste kindness only when they think it will pay and are pleasant only when it seems to be a good investment.

Twice a year, when District court arrives, it seems that some of the marriages made in and around Muleshoe must have originated in Hollywood.

Some Muleshoe citizens are finding it quite difficult to pay much attention to the European war when the baseball season is about to go into the final inning.

The woman in Muleshoe who has a large family to worry about usually doesn't have much time to worry about the surplus of adipose tissue about her equator nor the amount of cushion fat on which she reposes when she sits down.

SNAP SHOTS

A free-thinker may also be a man who isn't married.

It's got so about the only relief a farmer can actually depend on is a new plow on his back.

A change of lipstick Now and then, Is relished by The best of men.

Not getting married is sometimes considered far more serious by women than the fact of getting married.

It seems to go like this: more traffic then more rules; more rules then more violations; more violations then more deaths.

Asked for a definition of the word "widow," a small boy said, "she is a woman who lived with her husband so long that he died."

Pavement Pickups

Pastor Jim Sharp suggests when one goes to church if their knees knock, just kneel on them.

Clyde Holland says he still believes that safety pays. "Look at the fellow who invented the safety pin, he made two million dollars from it."

Miss Marie ... admits she sometimes has about as much trouble getting work out of the unemployed as she does finding work for them.

Irvin St. Clair offers free ice water to all his customers—all they can drink! If anyone don't believe it just take a look at the exaggerated cup sitting on his water cooler.

Bill Garrett announces there will be an increase in local postal business for at least 16 years because of the arrival of his young daughter. After that time, "Papa" warns all young men to beware.

A young man in the court house last week asked County Clerk J. J. Williams how much he would have to pay for a marriage license. "You can buy one on the installment plan," Williams promptly replied, "a dollar down and your weekly salary for your wife for the rest of your life."

Bob Canfield insists the government is wrong in court martialling Bergdoll the fellow who fled to Germany many several years ago to evade the U. S. army draft. He insists that the fellow who lived that long in Germany had suffered enough, and that the Republicans wouldn't be guilty of heaping any more punishment on him.

Beans are surely coming into their own, according to comments of various Muleshoe citizens. While for years past they have been known as a "musical fruit" when not properly denaturalized, it seems they are becoming known also as an explosive product much in demand by the warriors across the big pond.

The seriousness of gas masks is rather off-set by making their necessity into an occasion for technique in costuming. A serious angle of war broken up with notes of fuss and feathers, fashions and fancy.

Jaunty Journalettes At last, this war with Germany gives Muleshoe folks something to talk about besides women's hats.

TRUTH about ADVERTISING

By CHARLES B. ROTH

SALESMAN. 10 years ago unscrupulous but successful, came in to see me today with his troubles. He no longer makes sales.

The average customer today is much better informed than even professional buyers were 20 years ago.

The housewife knows which foods contain vitamins, which contain vegetable oils, which contain expensive ingredients and the like. She knows the effect of this or that product.

She is never, therefore, at the mercy of the high-pressure artist who seeks to rob her by giving her less than others and charging her more for it.

Advertising in the newspapers, which she consults regularly, has built into her life an expert knowledge of values and prices and qualities. These make her an extraordinarily well informed person.

He who would sell the average customer must come with good value, a fair price and high quality. Otherwise he won't get even a hearing, because we have something new with which to compare unknown or new goods—and we are quick to reject those that do not measure up.

Much more than a selling aid for business is advertising. It is an educational system which is making Americans the best-educated buyers in the world. It is giving Americans more for their money every day.

HIGH-PRESSURE SALESMANSHIP

Items is excessive. These things he knows because advertising, his refuge against false claims, told him so.

That's just it," said he. "I don't know. I give 'em the works—but they don't buy."

This man is a salesman of the old school—a worshipper at the shrine of a high pressure salesmanship. His methods no longer make sales. He thinks he's losing his grip.

That is not the trouble. The truth is that high-pressure salesmanship is out, is dead, is obsolete, is without power to make sales in these days of greater education.

People haven't changed, but they have become better educated in the higher education of taking care of themselves and their money. The process which brought about this education is newspaper advertising.

It used to be possible for a glib talker to take almost anything out to sell, no matter how worthless or inferior, and by sheer high-pressure selling to "clean up." But not now.

Even the lowliest buyer knows that certain claims are untrue, and that the price asked for certain

figures... Tyrolean patterned neck socks are shown for campus wear.

Appearance's Sake Mirrors help small rooms to look larger. Place it opposite a view of garden, pretty door way or attractive corner.

Roast Your Corn Try putting the ears of corn, still in their husks, into a hot oven. Of course the best way is to place them in hot ashes and roast about a half hour until corn is tender.

Inspirational "When a man leaves our side and

goes to the other side he is a traitor. But when a man leaves the other side and comes to us, then he is a man of great moral courage and we always feel that he had sterling stuff in him."

PROGRESS H. D. CLUB ELECTS OFFICERS

The Progress H. D. Club met with Mrs. Anna Mae Bearden Sept. 19, to elect new officers, as follows:

Vice-president, Mrs. Capitola Goodwin; Secretary-treasurer, Mrs. Anna Mae Bearden; Parliamentarian, Miss Bessie Vinson; Council delegate, Miss Ada Hogan; Reporter, Mrs. M. A. Springstube. The demonstrators will be elected at the next meeting.

Ten minutes of recreation was enjoyed.

The next meeting will be with Mrs. Carrie Wilhite, Oct. 3. Miss Gentry will be present. Everyone is invited.

Visitors: Mrs. Clyde Pike, Mrs. Ralph Charleston, Mrs. Jack Johnson, Mrs. Rose Lowry, Members: Misses Bessie Vinson, Elzada McMahan, Jerne Murrah, Mesdames Charles Long, L. D. Tipton Anna Mae Bearden, Carrie Wilhite, Lela Gentry, Lela Mardis, T. A. McLaren, W. H. Bearden, Fern Davis, Ross Goodwin, K. P. McLaren, E. W. Gray, W. D. Standerfer, J. M. Dickson, J. A. Ladd, J. M. Murrah, J. J. Gross, Margie Springstube, R. L. Brooks, Jim Cook, Punch and cookies were served to all.—Reporter.

THINGS WORTH REMEMBERING

Brown paper moistened in vinegar will polish tins until they shine like silver.

Save all paraffin as you remove it from your preserves and jelly. A man's pipe cleaner makes an excellent device for cleaning the spout of the coffee or tea pot.

Employing a cream whipper and bowl is wasteful unless one takes time to scrub them carefully. To prevent sugar from forming in preserves or jam, add a teaspoon of corn syrup to the contents of each pint.

When the faucets in your bathroom need polishing take a soft cloth wet in kerosene and it will brighten them instantly without injury.

Instead of peeling potatoes or scrubbing carrots, scrub same with a chore ball, and skins will come off easily without waste.

Women Decorated in Egypt The highest decoration for women in Egypt is the Order of Kam-male.

Pork is a universal favorite. It appears more frequently on the American table than any other meat dish, but there are a good many attractive pork cuts which are pastore by the average homemaker, because she is not acquainted with the possibilities they offer for new and attractive main dishes. The pork chart shown above describes a place in the household files because it shows at a glance the variety of pork cuts and how to cook them.

Meat Cuts and How to Cook Them PORK CHART. Retail Cuts: Sirloin Pork Roast, Pork Tenderloin, Ham Butt End, Ham Shank End, Ham Butt Slice, Center Ham Slice, Fresh Ham Roast, Rolled Fresh Ham Roast, Bacon, Salt Pork, Spare Ribs, Smoked Picnic Shoulder, Picnic Shoulder, Custom Style Picnic Shoulder, Rolled Picnic Shoulder, Fresh Shoulder Hock, Arm Pork Steak. Wholesale Cuts: 2-5 Sirloin, 2-5 Ham Butt, 2-5 Ham Shank, 2-5 Ham Butt, 2-5 Center Ham, 2-5 Fresh Ham, 2-5 Rolled Fresh Ham, 2-5 Bacon, 2-5 Salt Pork, 2-5 Spare Ribs, 2-5 Smoked Picnic Shoulder, 2-5 Picnic Shoulder, 2-5 Custom Style Picnic Shoulder, 2-5 Rolled Picnic Shoulder, 2-5 Fresh Shoulder Hock, 2-5 Arm Pork Steak.





### WHY MAKE THE JOB HARDER?

By T. C. RICHARDSON, Secretary Breeder-Feeder Association

It takes about five times as much labor to soak and feed mulo to hogs as to feed it dry, and the pigs actually made more gain on dry mulo than on soaked mulo, according to tests at the Texas Experiment Station. Threshed grain fed in a self-feeder, and dry mulo needs fed on a clean dry platform, with a protein supplement, got better results with less effort than by soaking the grain and hand-feeding.

Why do pigs do better when the table is set twenty-four hours a day, and they eat free-choice, than when hand-fed two or three times a day? That they do, has long been known. Why does it take less grain and protein supplement to make 100 pounds of pork in a self-feeder than when it is dished out to the pigs at the extra trouble of two or three daily feedings?

We begin to get the answer when we learn that pigs in these tests

made 23 trips to the self-feeder every 24 hours, eating a little each time, masticating it unburiedly, and digesting it thoroughly. Hand-feeding lets them go so hungry between meals that they gobble the feed down greedily, swallow whole grain, which cannot be digested. Accurate checks showed the self-fed pigs digested all but two pounds out of a hundred, of whole kafir grain, while hand-fed pigs wasted ten pounds in the hundred. At this rate the self-feeder repays the cost of maintenance very quickly.

Whatever grain is fed, whole or ground, the self-feeder saves labor and feed. If the feeder is properly constructed, and so placed that dirt does not blow into the feed, the feeding job is done with about two fillings of the self-feeder in the week.

It is understood, of course, that corn and the sorghum grains are deficient in proteins. A protein supplement of half tankage and half cottonseed meal should be provided in a separate self-feeder or a separate compartment from the grain. Shrimp or fish meal may be substituted for tankage. Green pasture is the ideal for getting best results in fattening hogs with grain and protein supplement in self-feeders, but if green pasture is not to be had, a protein supplement made up of 40 parts tankage (by weight), 40 parts cottonseed meal, and 20 parts green alfalfa meal may be substituted. Any good legume hay—peanut, pea, soy bean, etc.—cured green and ground may be substituted for ground alfalfa hay; with somewhat less digestibility than alfalfa, they are nevertheless high in protein and if cured green carry the essential vitamin A, which is lacking in dry grains.

It seems hardly necessary to refer to the mineral mixture, yet a few people still neglect this important factor in good hog feeding. Its lack may not be serious when hogs are running on good alfalfa or clover pastures, but it costs so little and is so easy to provide that it ought never to be neglected. The hogs will not eat it unless they need it, but their own appetite is a better index of their nutritional needs than any man's guess.

The Texas Station says "a simple mineral mixture composed of equal parts by weight of bone meal, ground limestone or oyster shell flour and salt, will furnish the necessary minerals." This mixture of course should be where the hogs can get at it at all times, and must be protected from rain to prevent the leaching out of the soluble portions of the mixture.

Generally speaking there are better corn and other feed grain crops in the Southwest than last year. There are also more pigs to be fed. Fifteen per cent more sows farrowed in Arkansas last spring; 14 per cent more in Louisiana, 35 per cent more in Oklahoma, 20 per cent more in Texas. Whether grain is plentiful or scarce, however, it pays to buy the protein supplement if necessary, to use a self-feeder, and to furnish green pasture.

#### MULESHOE STARS ARE GUESTS AT BOVINA

Members of the local chapter, Eastern Star, were guests of Bovina lodge Thursday evening of last week. An initiatory service for candidates was conducted by the host chapter, and their regular work was put on.

Refreshments were served to members of the Bovina lodge and the following guests from Muleshoe: Miss Elizabeth Harden, Mesdames Elizabeth Gardner, Bonnie Isaacs, E. E. Dyer, W. E. Benfrow, Hattie Griffith, Brozsa Cox, Mary DeShazo, Virginia Weyer, Finley White A. W. Copley, Beulah Carles and Irene Edmonds.

### 3,000 Births Are Now Syphilitic Says State Doctor

Austin, Sept. 26. The need for education that will bring every potential mother—and in particular those mothers infected with venereal disease—to the physician early in pregnancy, and the necessity for adequate treatment and follow-up of every case of syphilis thus uncovered, is emphasized by the Texas State Department of Health.

The 1,200 deaths, and 3,000 annual syphilitic births, are the price of ignorance which reflects the failure of maternal health education in Texas. These deaths are needless, when we consider the present state of scientific knowledge and practice in regard to the control of syphilis.

There are many potential mothers in Texas today infected with syphilis. Without treatment, the chances are that more than 80 per cent of their offspring will be infected. Unless the need for treatment early in pregnancy is impressed upon all potential mothers, and the necessity for blood tests as a routine check in physical examinations is realized, 100 many mothers will not know that they have syphilis and are in need of treatment.

Reason number one for this neglect is that many women do not understand the importance of early and good prenatal care, including examination and if necessary, treatment for syphilis.

It is pointed out that the chances that a healthy, non-infected child will be born of a mother with syphilis are less than one in six. Start treatment before the fifth month of pregnancy—even before the third—and that ratio can be reversed to ten healthy children out of every eleven born. The remedy is education of our people, so that they may know what to expect in a prenatal examination," states the Health Department.

#### General News Over Texas And Other States For Week

The federal payroll with a total of 923,856 civil employees, announces that 29,785 of that number are on the Texas payroll.

Statistics indicate Texas this year purchased about 25 per cent more passenger cars and 20 per cent more trucks than they did last year.

Frank Davis, grocerman of Itasca, has been appointed by Gov. O'Daniel to succeed the late Claud D. Teer as member of the State Board of Control.

Jerry Sadler, member, State railroad commission, says he will run for governor if O'Daniel persists in advocating a sales tax to finance social security.

A movement has been started in Texas to convert the Old Confederate home into a home for soldiers and sailors of all American wars. Practically all veteran organizations favor the plan.

Present indications are old age pensions for Texans in October will be the smallest in amount yet issued. Each check probably being reduced an average of \$6.00, though an attempt is now being made to slice off from some recipients not so needy that the amount may be added to those who are more needy.

Getting 1,400,000 young folks ready for school houses for sale of ready-to-wear and other apparel material 22.9 per cent in August above that of July, State university economists announce. Ice cream sales jumped 20 per cent over last year, but butter sales dropped 0.6 per cent while cheese sales slid down 23.9 per cent.

The dry ice (carbon dioxide) field of New Mexico is now pronounced to be the largest in the world, numerous wells now producing such gas testing 99.9 purity and needing no refining. The extent of the field is not yet known and further explorations are constantly being made. There is a similar field located in Germany, but said to be not nearly so great as the one in New Mexico, the center of which is in Harding county, that state. This is the only spot in the U. S., where dry ice is being produced in such purity and such large quantities. It is brought out of the ground at a temperature of 109 degrees below zero, converted into liquid and then precipitated in the form of snow before being moulded into cakes. It is said to already have more than 2,000 uses.

#### SUNSHINE FRIENDS ARE REVEALED

Members of the Maud Hart circle, Women's Missionary society, Methodist church, met at the home of Mrs. Clyde Bolt Wednesday evening of last week.

The last chapter in the study, "The Church Takes Root in India," was very interestingly given by Mrs. J. H. Sharp.

Following a short business session, "Sunshine Friends" were revealed and gifts exchanged. Names were drawn for the next three months period.

After entertaining games were played, refreshments of frozen

cheese salad on lettuce leaf, olives, pickles, toast and punch were served by the hostess to the following: Misses Elizabeth Harden, Marie Gooch, Mesdames J. H. Sharp, Bonnie Isaacs, Jim Burkhead, Gale Holt, Buford Butts, Francis Gilbreath, Ferrel Little, A. J. Garner, Pat R. Bobo, Finley Pierson, Miss Helen Jones and one new member, Mrs. Jack Lenderson.

#### MISSIONERS STUDY "RADIANT HEART"

Members of the Women's Missionary society, Circle No. 1, local Methodist church met Tuesday afternoon with Mrs. J. F. Wallace and Mrs. Olen Jennings co-hostesses.

The last chapter of the study, "Radiant Heart," was discussed with Mrs. R. N. Edwards leader.

Twice in six years at the same minute of the same day of the same month fire broke out in a house in Auckland, New Zealand, and each time the blaze was caused by the sun's rays focusing through a lead-light window on a curtain.

**Inhabit Arctic**  
More than 1,000,000 people and many land animals live within the Arctic circle. In the Antarctic there are no human inhabitants or animals.

## For YOUR Health!

MONDAY, OCT. 2, TO SAT., OCT. 7

Announcing our first Clinic

#### INSTALLATION OF THE ELLIS DIAGNOSTIC EQUIPMENT

Gives you an accurate Diagnosis, the Cause of your trouble, and the kind of treatment necessary to eliminate the condition. Dr. Frank J. Brown of the Ellis Research Laboratories, Chicago will be in our offices next week to assist us.

#### THE DEACO COLON TREATMENT

Absolutely safe, sane and sure method of eliminating the Bowel-Tract of the purification and restoring the Colon to normal. A trained Technician in Charge

#### The Shock-Proof and Ray Proof X-Ray

Colon Pictures at cost will be featured to enable you to see for yourself the exact condition of your colon (large bowel). Most all our ills are caused from sluggish bowels.

Make an appointment for a Free Examination and Diagnosis, for one member of each family.

### DRS. NELMS & NELMS

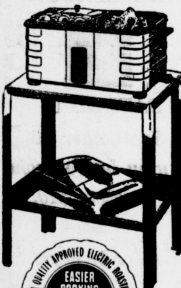
GRADUATE-LICENSED-CHIROPRACTORS  
One Block West of Post Office, Phone No. 5

Littlefield, Texas

## FOR MEN ONLY

You like broiled steaks... you like tender roasts with potatoes, too! In fact, we like just good food, don't we?

Here's a tip. Surprise the Missus with an Everhot Roaster. She'll take a new lease on life because it's so easy for her to cook the food you like. It's a sure way to get out—and stay out—of the foghouse and have better foods, too, with an Everhot Roaster.



LOOK FOR THIS SEAL

asmuch as the roaster was your idea, you (or the Missus) can't grumble about the price. It's a regular \$29.40 value for only \$19.95—complete with Broiler, Glass-Bake dishes (she'll love 'em) and table. Or if the Missus has you on a budget, you can pay only \$1.95 down and two dollars a month.

Texas-New Mexico Utilities Company



### A SMILE A MILE!

SERVICE without the "ICE"

When we get through serving your car it is in tip-top condition warm with emotion chock full of pep, its joints all tight and ready to speed away a "mile a minute" and smiling all the while back at its driver.

GREASING is done here on our modern Mechanical Life... Every point is visible and no part overlooked. When we are through with the job, it's slick as you please.

WASHING is done here under air-pressure... No dry chunks of mud are left on, the "driven water" even takes off all blur and stain.

MECHANICAL Reconditioning is performed by expert workmen, using latest testing machines for accuracy... No guess work.

A SERVICE JOB NOW IS ADVISABLE



Motor Co.

PROVED BY THE PAST—IMPROVED FOR THE FUTURE



## MILES IN YOUR TANK

(instead of in the newspaper)

Your Mileage Merchant



CONOCO BRONZ-2-2

### R. L. BROOKS CONOCO SERVICE STATION

State Highway No. 7 GATES TIRES, TUBES AND BATTERIES, AUTO ACCESSORIES, BATTERY RECHARGING Muleshoe

#### THE RECORD... Facts That Concern You

## IT SUPPORTS THEM ALL!

IN TIMES OF RISING TAXES, UNEMPLOYMENT, FARM PROBLEMS, THE RECORD OF BEER IS DOUBLY INTERESTING



GOVERNMENT COSTS:  
Beer contributes a Million Dollars a day in Taxes

1 MILLION WORKERS:  
Beer makes jobs in over 100 Industries

100,000 FARMERS:  
Beer pays 100 Million Dollars for Farm Crops

THE BEER INDUSTRY

AND NOW, TO KEEP BEER'S MANY BENEFITS, FOR YOU AND FOR THEM, AMERICA'S BREWERS WANT TO HELP KEEP BEER RETAILING AS WHOLESALE AS BEER ITSELF. THEIR PROGRAM WILL INTEREST LOCAL LAW AUTHORITIES... AND YOU. MAY WE SEND YOU THE FACTS? For free booklet, address: United Brewers Industrial Foundation, 19 East 40th St., New York, N. Y.

BEER... a beverage of moderation



WEEKLY LAY SERMON THE COLLEGE STUDENT

By JESS MITCHELL

The Bible tells us of a college in ancient Babylon where a certain group of students were undergoing a test of food to determine what particular type of nourishment was best for physical and mental development.

promising. The king had personally picked him out as one of his coming statesmen; but Daniel had conscientious scruples which had to be contended with as he went through that college.

This is the season when many of our fine young people are leaving their homes for college and university training. It is an entirely new experience to most of them and they need to be extremely careful.

and almost imperceptibly the chains of some nefarious habit will be forged about them and they will be forced to discover they are in the fel clutches of insidious custom far more exasperating than was Daniel's captivity in Babylon.

King Cyrus afterward permitted many of these Hebrew captives to return to their homes round about Jerusalem, and about 50,000 of them accepted that opportunity immediately; but I never knew of any evil habit that cheerfully consented to let any of its victims go.

Young people are in special peril because the most of them are so unsuspecting. They are not aware of the power of the subtle lion asleep in their souls.

Early impressions are sometimes well nigh ineffaceable. Daniel had a good bringing up. He was started right, and when I find him in Jerusalem, I am not at all surprised to afterward learn he is in Babylon.

Children with proper early training and environment don't go astray so often as may be generally thought. The Bible says: "Train up a child in the way it should go and when it is old it will not depart therefrom."

It seems in the case of Daniel he was very particular about the emphasis placed upon the dedication of the food given him to eat. King Cyrus was classed as a heathen, and all heathen worshippers dedicated their food to their gods and asked a blessing upon it before partaking of its nourishment.

The pulse which Daniel chose as his chief food was just a scrawny little herb that grew in the edge of the desert. It was not the veins or arteries of animals as some have erroneously believed, and I have an idea Daniel picked that simple food because he had to have food of some kind to sustain life, yet he did not approve of the king's menu and its dedication to foreign gods.

I know college life furnishes numerous temptations to dissipation and gluttony. There are sparkling beverages and night clubs and midnight joy rides, gaming and dancing parties and petting parties, and improper movies and impure books and magazines and a hundred and

Booster Bob Brown Favors Equity In Freight Rates

R. L. Brown, Muleshoe's director in the West Texas Chamber of Commerce, is quoted in the September issue of "West Texas Today," official publication of the regional organization, as follows: "Citizens of Muleshoe believe fully in the principle of 'live and let live,' but they do not believe that self-preservation is the first law of nature."

"For many years past, West Texans have had to rear upon their hind legs and spit tobacco juice in the faces of public officials elsewhere, figuratively speaking, that they may obtain their just dues. It does not believe West Texans should be penalized to any degree because they live in the best part of the state, enjoy the most healthful climate, inhale the purest atmosphere and produce the finest products from their ultra-fertile soil."

"Our hat is off to West Texas Chamber of Commerce for its initiative action toward equalization of freight rates to West Texas points. Muleshoe is firmly back of the organization in scotching this laudable movement. With fairness to all discrimination to none, the citizenry of this section heartily commends the campaign for freight equality."

LITTLEFIELD PHYSICIANS HAVE NEW EQUIPMENT

Drs. Nelms & Nelms, Littlefield, announce installation of the Ellis diagnostic equipment, with Dr. Frank R. Gray of the Ellis research laboratories, Chicago to be present from Oct. 2 to 7, to assist in demonstrating the new equipment to the patients.

The doctors are also installing an x-ray machine, said to be both best and most accurate during this period of free examination and diagnosis will be given patients.

one more opportunities for one to take up evil associates and harmful habits, but the boy or girl who has been properly reared at home is going to do considerable thinking before falling a victim to such influences.

Most of the young folks going off to college today are going to be the nation's citizens of tomorrow, and upon their shoulders are going to fall the grave and weighty matters of business, government, church and society in general. Some may not realize these coming responsibilities, but many of them do, and in time they will unhesitatingly assume them and discharge them with due credit to themselves and to their parents.

It's a thrilling moment when a young man or woman has finished college and started out to make their fortune and take their place in the affairs of this world. The novelty and romance of the transportation is enticing, to say the least. It is always an anxious time for parents, for here is the culmination of all the past years of life and preparation.

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Hosiery workers of Russia have organized a folk song chorus, a youth chorus and a dramatic circle.

WHEAT INSURANCE DEAD LINE SEPTEMBER 30

In Bailey county, September 30th is the last day this office will be able to accept applications for crop insurance on the 1940 wheat crop. The County office is not looking forward to any extension of this sign-up period, according to J. C. Smith, AAA administrator.

"All available means have been used to notify wheat producers of their yields and premium rates. Therefore, those interested in filing a wheat insurance application should do so prior to the close of office hours, 5:00 o'clock Saturday, p. m., September 30 at the Bailey county agricultural office. There can be no exception to this rule. County offices will be expected to clear all applications to the State office promptly after the close of the sign-up period, Smith said.

MARKETING CARDS ARE NEEDED FOR GINNING

"We are rapidly approaching the 1939-40 harvesting period. As will probably be remembered last year there was a mad scramble in all the

Bailey Co. Wins

Lamb county won first place in exhibits at the Lubbock fair, Bailey county ranking fourth, with a score of 934 points, according to the Lubbock Journal report.

counties to obtain a marketing card whereby growers could gin and sell their cotton," said J. C. Smith, AAA manager.

"This year we are pleased to advise all farmers that their marketing cards are available at this time. If you are anticipating ginning in the next few days, it would be well to get that card now and avoid any last minute rush. Gainers have been notified that no cotton is to be ginned without this card," Smith said.

The Macneil of Barra, the American-born chief of the Clan Macneil, who bought Kisimul Castle on the Isle of Barra, in the Hebrides, has completed plans for restoring the ancestral castle of the Barra's, which dates back to 1055.

ILL RUN MY OLD TIRES AWHILE OH YEH! AND ONE DAY THE MULESHOE JOURNAL MAY CAARY A STORY ABOUT A TERRIBLE ACCIDENT AND THE UNDERTAKER WILL HAVE A CALL FOR FINAL SERVICE.

OLD, WORN TIRES DANGEROUS! SAFETY FIRST WITH MANSFIELD TIRES Pays Big Dividends!



The Cord-Lock Sidewall, Duro-Mix Tread and 700 per cent Safety Factor Base are extra features in the MANSFIELD you can't afford to overlook.

Thousands of Trucks and Cars are wearing Mansfield Tires and Tubes because their superior value has been well proven by past experiences.

ARNOLD MORRIS AUTO CO. Muleshoe, Texas

TELEPHONE 111

WILL IT BE— COMPROMISE?

The European war is now about at a "stand-off," and no one is quite sure of future developments.

Likewise, Food Speculators and "Corner Tight" Jobbers have discovered there is still plenty of food in America and prices are again showing a tendency to relax to normalcy again.

THE BUYING PUBLIC MAY DEPEND ON US TO KEEP IN CLOSE TOUCH WITH FOOD PRICES

No matter the claims of other food purveyors about war conditions to justify their too-high prices, this store still buys on the low-price basis, made possible by our large and wide-spread wholesale and jobber connections—passing the savings on to our customers.

It will Pay to Trade Here! HENINGTON'S GROCERY and MARKET MULESHOE, TEXAS

Make Every Farm a Factory Every Day of the Year THE BANKING TREND IN TOMORROW'S WORLD

The trend of banking has been toward more complete financial services for the individual. In part, this trend is due to the desire of banks to be of maximum helpfulness, and in part to the growing complexity of modern life, which accents the importance of individual financial management.

This trend will continue, we believe, into the world of tomorrow. This bank, for one, will continue to study the needs of the average individual and to provide new or improved banking services whenever necessary.

WE INVITE YOU TO USE ANY OR ALL OF OUR FACILITIES

Muleshoe State Bank MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION MULESHOE, TEXAS

WANTED! Black Eye Peas, Crowder Peas Cream and other kinds of Peas Also Pinto Beans A GENERAL ELEVATOR SERVICE RAY GRIFFITHS ELEVATOR Muleshoe, Texas

HARVEST TIME IS HERE! As farmers of this area begin harvesting grain and picking cotton, they are sure to find many needs. Cotton barges must be built or repaired. Hay Frames will be needed, Bins and Cribs of various kinds will come in demand for storing grain. Sheds, too, will be required for additional use. 'Grab Time's Forelock' And, it won't be long now before Hog Houses, Chicken Houses, Barns and Sheds used for housing stock of various kinds will need repairing and making comfortable for livestock this winter.

Higginbotham-Bartlett Co. Clarence Goins, Manager MULESHOE, TEXAS

ARNOLD MORRIS AUTO COMPANY THE HOME OF QUALITY PRODUCTS PLEASE? LET US CHECK YOUR BRAKES Records show that one out of every two automobiles in operation today needs brake work done to make it safe for emergency stops. It's a fifty-fifty chance your car is one of these. Your brakes should be inspected every 2,000 miles. Don't neglect them. A check-up today may save a life tomorrow. We pledge ourselves to render you real service on your car or truck. We make no charge for brake inspection. Come in today. Our Skilled Mechanics guarantee all work done to your complete Satisfaction. ARNOLD MORRIS AUTO CO. "CARE WILL SAVE YOUR CAR" PHONE 111 MULESHOE, TEXAS

**—THE—**  
**1940 CHEVROLET!**  
 WILL BE HERE  
**OCTOBER 14th**  
 New Improvements  
 New Refinements  
*A Real Beauty*  
**BETTER WAIT FOR IT!**  
**VALLEY MOTOR COMPANY**  
 CHEVROLET SALES AND SERVICE  
 Muleshoe, Texas

**Guaranty Abstract Company**  
 Complete or Supplemental Instruments  
 LOUISE WHITE, Manager  
 State Bank Building, Phone 97

**PAT R. BOBO**  
 ATTORNEY-AT-LAW  
 OFFICE IN NEW BANK BLDG.  
 Telephone 97, Muleshoe

**Steed Mortuary**  
 Arrangements carefully handled  
 Ambulance Service anywhere  
 very reasonable  
 Phone 47, Muleshoe, or 14, Clovis

**DR. J. R. DENHOF**  
 Optometrist  
 BETTER VISION WITH COMFORT  
 104 W. 4th St., Clovis, N. M.

**CECIL H. TATE**  
 ATTORNEY-AT-LAW  
 Office in Court House  
 Phone 43, TEXAS  
 MULESHOE, TEXAS

**DR. A. E. LEWIS**  
 DENTIST  
 Office over Western Drug Store

**MULESHOE**  
 INSURANCE AGENCY  
 PAT R. BOBO  
 All Classes, Standard & Unusual  
**INSURANCE**  
 State Bank Building, Phone 97

Send Your  
**Abstract Work**  
 —To The—  
**Muleshoe Abstract Company**

**A. P. STONE, Prop.**  
 MULESHOE, TEXAS  
 Agent for Warren Addition

**Lubbock Sanitarium & Clinic**  
 General Surgery  
 Dr. J. T. Krueger  
 Dr. J. H. Stiles  
 Dr. Henri E. Mast  
 Eye, Ear, Nose & Throat  
 Dr. J. T. Hutchinsonson  
 Dr. Ben B. Hutchinsonson  
 Dr. E. M. Blake  
 Infants & Children  
 Dr. M. C. Overton  
 Dr. Arthur Jenkins  
 General Medicine  
 Dr. J. P. Lattimore  
 Dr. H. C. Maxwell  
 Dr. G. S. Smith  
 Obstetrics  
 Dr. O. E. Hand  
 Internal Medicine  
 Dr. R. H. McCarty  
 X-Ray & Laboratory  
 Dr. James D. Wilson  
 Resident  
 Dr. Wayne Reecer  
 C. E. Hunt J. H. Felton  
 Superintendent Business Mgr.  
 X-RAY AND RADIUM  
 Pathological Laboratory  
**SCHOOL OF NURSING**

**Demonstration Of Ford Tractor Draws Favorable Interest**  
 A large number of farmers and other citizens interested in modern farm methods witnessed the plowing ability of the new Ford tractor in a demonstration held Thursday, Friday and Saturday on the Win-Millen farm about six miles northeast of Muleshoe, under direction of J. B. Richardson, manager for the Rocky Tractor Co. local dealers.  
 Plowing was done at from seven to nine inches depth, ranging in land conditions from very hard to boggy type through a shallow lake no visible difference being noted in action of the tractor in either type of soil conditions. The Ferguson system of hydraulic control is said to be the secret of the steady pulling ability of the new machine, a feature which Ford and Ferguson experimented with for about 18 years before achieving perfection of its mechanical action.  
 This particular tractor is claimed by its proponents to operate on much less fuel per acre, also a considerable saving of oil than many others of similar size and ability. It has two 14-inch plows and is said to steer easier on soft ground than an automobile. The hydraulic system operates at almost finger touch and the wheelbase implements used with it can be put on or taken off in just a few minutes time.  
 Many favorable comments were heard from visitors attending the demonstration, some declaring their intention of purchasing one of them as soon as distribution is begun.

**BROOKS GETS ON THE HONOR ROLL**  
 R. L. Brooks, local Conoco service stationman, last week received a certificate of merit and a \$500 award from the Gates Rubber Co., also special mention and his photograph in the Gates Co. trade magazine, for marked salesmanship ability.  
 Brooks has great faith in the product he sells, and being sold on them himself, he says it becomes easy to sell other folks.

**U. S. MILK DRINKING**  
 In the United States, milk consumption is at the rate of 29 gallons a person per year, which is nearly 70 per cent above the amounts used in Great Britain, France or Germany. In these three countries, one person consumes about 23 gallons a year.

**Lancaster-Green Clinic**  
 Phone 88  
 D. D. LANCASTER, M. D.  
 Physician & Surgeon, Phone 98  
 L. T. GREEN, M. D.  
 Physician & Surgeon, Phone 115  
 Muleshoe, Texas

**PALACE THEATRE**  
 MULESHOE, TEXAS  
 •••••  
 Thursday, September 11  
**"CHARLIE CHAN IN RENO"**  
 Friday & Saturday, Sept. 22-23  
 Donald O'Connor in  
**"TOM SAWYER, DETECTIVE"**  
 Saturday night performance, Sept. 28  
 Sunday and Monday, Oct. 1-2  
 Betty Davis in—  
**"DARK VICTORY"**  
 Tuesday, and Wednesday  
 October 3 and 4  
 Rita Jahn in—  
**"THEY ALL CAME OUT"**  
 Thursday and Friday, Oct. 5-6  
 Melvin Douglas in—  
**"TELL NO TALES"**

**War At A Glance**  
 (Continued from page one)  
 affirmed the neutrality of his nation, but declared they were prepared for any eventuality that may arise.  
 Beginning with this week the silence of Russia seemed louder than the report of conflicting cannons, for nations on both sides of the war appeared to be in some strange manner marking time until Russia makes some definite move. Reports coming in indicate Russia got the major portion of Poland in the division, and, without much fighting for it. She may become dictator of future German actions. Some war prophets this week have gone so far as to predict if Hitler eventually wins this war he may in turn lose it to Russia.  
 Between 600 and 700 Polish planes are reported to have been lost in the war to date, while another 300 are said to be intruded in neutral countries.  
 Tuesday the final big push against Warsaw was reported with several of the forts surrounding it having been taken.  
 Paris reports the French successfully attacking the Seigfried defense line of Germany with heavy losses on both sides.  
 It is rumored that Hitler will offer another "plan of peace," though what it may be, alas, has no idea, and they insist they will not accept it.  
 English War Minister Churchill reports Britain has taken far more merchandise from Germany than she has let that country in its ship-sinking campaign. All vessels now transporting merchandise and munitions are armed, he says, and will be protected by convoys of destroyers against u-boat activities.  
 Foreign U-boats are persistently reported hovering close to the Atlantic and Pacific shores of America, and the U. S., is planning a string of its war vessels to patrol such shores as precautionary methods.

**What's Happening In Washington; Other Important Cities**  
 Carl Laemmle, 72, well known dean in moving pictures, died of a heart attack at his home in Hollywood last Sunday.  
 Floyd Gibbons, 52, well known car reporter, died of a heart attack at his Cherry Valley home in Pennsylvania Sunday night.  
 Capt. Eddie Reckenbacker, famed World War ace flyer, says Russia will come out ahead in the present strife when it is finished.  
 It is officially estimated the past seven years of economic depression has cost citizens of the U. S. more than 200 billion dollars in loss of business.  
 Winter made its first onslaught Tuesday when three inches of snow fell in New York state, temperatures dropping overnight to freezing points. Rain and snow was also reported in the New England states.  
 It is reported Mexico may keep two German tank ships now taking refuge in her waters as part payment on the \$6,000,000 Germany owes for oil received in a recently cancelled barter deal.  
 It is announced from London that the Duke of Windsor, who gave up his throne for an American wife, has accepted a major general's commission and will join the fighting forces of England.  
 Henry Ford, Detroit, plans immediate construction of 15 apartment houses to accommodate 203 families and 53 single homes, also a 2-story community business center to be operated on a non-profit basis. Cost of the entire project will be around \$1,525,000.  
 Heart balm suits, long a remedy in California by women whose hearts could be mended by cash, is no more in that state. The new law forbids suits for alienation of affections, breach of promise, seduction and criminal conversation, except in the case of minors.  
 Dr. Sigmund Freud, 83, called the "father of psychoanalysis," died at his home last Saturday night at Hempstead, England. He had been in exile from Vienna for several years, nearly all his properties and money having been confiscated by Nazis.  
 The U. S. army has enlistment openings for more than 48,000 men. Tenants, including share-croppers, operated 42 per cent of all the farms in the nation in 1935, as compared with 25 per cent in 1880. Since that date tractor-farming is said to have displaced many tenants.  
 It took the automobile industry until 1912 to produce a million cars. Increased sales resulted in gradually lower prices so that, in a single year recently, one American company alone built twice that number.  
 1,000,000 pounds of steel were used in the manufacture of golf clubs in 1938.



Maye Evans

**Brunk's Comedians To Play Here All Of Next Week**  
 Fred G. Brunk and his popular cast of 27 stage and vaudeville artists, including Marcella Durham and her 9-piece swing band, will show in Muleshoe all next week, beginning Monday.  
 With a complete change of program every night, the company returns here with all new stage plays, vaudeville and music.  
 The opening play Monday night will be a really laughable hit: "Come On, Mary." Featuring Miss Maye Evans, the favorite leading lady of stage by audiences. Also, an old favorite, Bonnie "Granny" Brunk, Jack Phillips, Don Keller, Walter Letsgo Gilbert Lamb and Everet Evans as the leading performers in the opening night cast.  
 The pretty little Durham twins add plenty of spice and glamour to the acting cast, as well as music, singing and dancing specialties throughout the week.  
 Mr. Brunk urges folks to begin planning now for a week of real entertainment joy. The doors of the tent theatre will open every evening at 7:15 o'clock. Musical program begins at 8:00 and the stage play starts at 8:15 each night of next week.

**1939 STUDY CLUB NAME OFFICERS**  
 Tuesday evening, members of the 1939 Study club met with Mrs. Jess Mitchell, and Mrs. Clyde Taylor, co-hosts.  
 Entertaining rooms were decorated with lovely cut flowers from the gardens of J. J. Williams and Mrs. J. L. Alsip.  
 The evening was devoted to business. New officers were elected to fill the unexpired terms of those who had resigned. Mrs. Ray Griffiths was chosen president; Mrs. Clyde Taylor, vice-president; Miss Elizabeth Hadden, secretary; Mrs. Connie Guppion, treasurer; Mrs. Earl Hicks, parliamentary.  
 Several constitutional changes were suggested, and two committee chairmen named.  
 Refreshments of tuna fish salad, cheese crisps, olives, potato chips and hot spiced tea were served to the club members and two guests, Mrs. E. W. Carles and Mrs. Richard Rockey.  
 The next meeting will be at the home of Mrs. Jay Weyer with Mrs. Lud Taylor co-hostess.

**West Camp News**  
 Mr. and Mrs. Bert Williams of Hollis, Oklahoma visited with their sons Willie and Johnny Williams and daughter, Mrs. Melvin Snider, last week.  
 S. W. Williams, who has been living on the Weyer farm which was just purchased by Dee Scott, moved to Hale county last week.  
 Mr. and Mrs. H. C. Robertson, James and Virginia Ruth went to Amarillo on business and attended the fair last Saturday.  
 Mrs. Ricie Boone, who is teaching school in Dora, N. M., visited friends in West Camp Saturday.  
 Sunday, October 1 will be regular preaching day at West Camp. The pastor, Elder R. N. (Chas.) Davis will fill the pulp.—Reporter.  
 Social Program  
 The Entertainment committee of the West Camp community club has secured a special treat for the first Tuesday night in October, by arranging for the New Mexico Sunshiners to give a musical program.  
 This program will consist of the stamps sacred songs, cowboy songs, sheet music and instrumental selections.  
 Come and enjoy an hour and one-half of delightful music given by the Sunshine band. String instruments will be used throughout the program.  
 Foods Polished With Oil  
 Among the foods that are polished with oil to enhance their appearance are currants, raisins and Parmesan cheese.  
 Oldest Mention of Robin Hood  
 The oldest mention of Robin Hood appeared about 1377, in the second edition of Piers Plowman.  
 Died Month After Inauguration  
 William Henry Harrison died exactly one month after he was inaugurated (April 4, 1841).

**BAILEY CO. HOME DEMONSTRATION CLUB NEWS**  
 By LILLIE GENTRY  
 Home Demonstration Agent of Bailey County  
 Bedroom Is Beautified  
 There can be no greater satisfaction than in having done a piece of work which others may view and say, "You have done a good job," or "It is a lovely piece of work." Such are the comments which Wilma Louise Snider of West Camp receives on her bedroom she has improved as bedroom demonstrator for the West Camp 4-H club.  
 One of the first tasks to be achieved was papering the wall which was done in blue and white. Wilma Louise also finished the woodwork, purchased new frilly white curtains, a new bed and dresser, improved her closet, provided a bathing unit, which is made of ply board and stained to match the furniture in her room, and equipped her bed with ample covers, a mattress pad, mattress cover and pillow protectors.  
 To add to the already attractive and fully livable room, Wilma Louise has made dresser scarfs for her dresser and added a blue candlewick bed spread to blend in with the color scheme of her room. In the near future she plans to add a spring cover and one more picture for the wall.  
 Of the demonstration she says, "It has been lots of work but even more pleasure, for as a result I feel that I have a much nicer and more convenient bed room."  
 This bedroom improvement is but one instance of many interesting projects being completed by 4-H club girls in Bailey county, all of whom are enthusiastic over their work, and reports of other achievements will follow in the Journal as they are completed.

**MRS. ROBB HOSTESS TO NEEDLECRAFT**  
 Mrs. H. A. Robb was hostess to members of the Needle Craft club at her home Thursday afternoon of last week at their regular meeting.  
 A delightful afternoon was spent by guests sewing and visiting, after which refreshments were served to the following: Mesdames Will Harper, Walter Witte, Jessie Wright, W. M. McHorse, M. G. Bass, W. E. Renfrow, C. L. Sone and Mrs. Arthur Damron of Amarillo.  
 Members of the club will meet Thursday afternoon of this week at the home of Mrs. M. G. Bass.  
**COCHRAN CO. OIL WELL DOWN NEARLY 5,000 FT.**  
 Latest reports indicate the Humble Oil & Refining Co. No. 1 West-helmer & Daube oil and geologic test well being drilled on Labor 1, league 45 Stonewall county school land, and located about three miles across the south Bailey county line in Cochran county, is now down approximately 5,000 feet, and drilling in lime and shal.  
 The well is to be sunk to the 5,500 foot level.

Be loyal to home town interests.  
**WESTERN DRUG STORE**  
 \*\*\*\*\*  
**FOLKS SAY I'M TOPS FOR SOFTNESS, ECONOMY AND CONVENIENCE**  
  
**WESTERN DRUG STORE**  
 \*\*\*\*\*  
**Let—**  
*Us help you with your Fall Wardrobe!*  
 Our Stock is complete with EVERYTHING you will want. This week we have received some Daytime and "Date" Dresses... some more Blouses, Shirts and Skirts.  
 Choose some of our Accessories to help out on some "overhauled." They will change the Dress entirely.  
 DON'T FORGET—to shop with us for GIFTS, too.  
 And... our Beauty Salon is always at your service for anything you may desire.  
**Opal's Shoppe**  
 —AND—  
**Beauty Salon**  
 LADIES READY-TO-WEAR AND MEN'S WEAR  
 MULESHOE, TEXAS

**ONE BIG GLORIOUS WEEK**  
**STARTING MONDAY Oct. 2**  
 UNDER AUSPICES, AMERICAN LEGION  
  
**Fred G. Brunk's COMEDIANS**  
**TRULY A GOOD STAGE SHOW**  
 Opening Play Monday Night  
 In the Big Tent Theatre  
**"COME ON MARY"**  
 A wholesome and Entertaining 3-act Comedy-Drama for the entire family... Bring the Children!  
 —3— **BIG SHOWS IN ONE** —3—  
 4 to 5 ACTS OF VAUDEVILLE  
 MARCELLA DURHAM AND HER 9-PIECE SWING BAND  
 A COMPLETE CHANGE OF PROGRAM EVERY NIGHT  
**New Low Prices—**  
 ADULTS ..... 15c; CHILDREN ..... 10c  
 RESERVED SEATS ..... 10c  
**FREE! TICKET FREE!**  
 This ticket and 15 cents will admit two ladies, or one lady and one gentleman on Monday, Tuesday or Wednesday night.