

THE MULESHOE JOURNAL

Vol. 4

Muleshoe, Bailey County, Texas, Friday, July 8, 1927.

Number 21

\$2,500 Daily Paid Farmers For Cream

Plainview—The benefits of diversified farming, dairy farming and poultry raising are being felt at Plainview, and have been reflected in the stable conditions of business during the first five and a half months of 1927, and the healthy conditions of the banks of the territory.

At a season of the year when banks ordinarily find themselves more in need of money than at any other, because of the demands for farmers prior to harvest, the banks of Plainview and surrounding cities of the South Plaing found themselves this year with more deposits than they had on Dec. 31 of last year, and less loans than that time, with corresponding large cash reserve on hand.

The deposits of the three banks at Plainview at the beginning of the harvest three weeks ago were in excess of three million dollars or exactly \$3,173,850.02.

Local bankers explain the healthful condition as attributable to the year around income of the dairy farmers of the Plainview territory. The banks have been keeping a count on the out-of-town cream checks received during the past few weeks, and they have found at Plainview that over \$2,500 a day is coming in from creameries outside of Plainview for cream shipped from Plainview.

The increase in the number of hogs and cows in this territory during the past three years has been phenomenal, and is responsible for the prosperity that is existing over this section now. The poultry industry is also helping to give the farmers an income that assures them their wheat and cotton as surplus crops, according to a local banker.

F. C. Span, a local banker, in an interview with C. C. Goodman, vice president of the Security State Bank at Plainview, tell his experience, which is typical of the change that has taken place over this section during the past seven or eight years, and more particularly the last three.

He has finished harvesting his wheat and he went to his banker, Goodman, after he had settled all of his expenses for wheat harvesting and wanted to pay the bank off. Goodman looked up his notes and remarked that he did not owe the bank but a very small amount. Span explained: "Well, you see, I have been milking from five to eight cows all of the year, and just haven't had to borrow any money. In fact, this \$100 I owe you is all I have borrowed. Now that I have my wheat money, it is surplus, and instead of you having to carry me, I am going to be in position to help you along some with a good bank account for a while. And, by the way, I could have gotten by without a wheat crop if it had failed this year. I am surely going to keep my cows. They make me money all of the time."

Span's experience is the experience of several farmers over this territory, and the number is still growing with an active campaign under progress by the extension authorities through the county agents for the importation of good Jersey milk stock, the organization of bull circles, and the organization of cow test associations.

Planned Your Vacation? Uncle Sam Invites You!

President Coolidge has set the example for his fellow Americans in making their vacation plans by establishing the "Summer White House" in a state park. Of course, not all of us can have such a place set aside especially for us, but there are several hundred other state and national parks and national monuments, where we can go for recreation.

Uncle Sam has issued his annual invitation to us to come out to these playgrounds of America. But they are not Uncle Sam's parks. They are YOUR parks. If you want to know where they are and what attractions they offer read the article, "Your National Parks," by Elmo Scott Watson in this issue of The Journal.

Hay Stack Fires in West Texas

Recently we received a communication from West Texas giving an account of some peculiar fires in stacks of bundled feed.

These stacks have all been weighted down by barbed wires stretched across the top to prevent the bundles of feed blowing off. These fires have started in tops of the stacks directly under the wire. One of these fires were seen to start immediately after a dry whirlwind passed over the stack.

It is thought that static electricity was generated by the wind blowing on the stack and its being discharged through the wire. By grounding these wires the electric charge will pass into the ground without damage. The grounding could be done by attaching the wire to a rod driven down into moist ground.—Fire Insurance Commissioner.

E. L. Dyson, printer at the Journal office left last Thursday night for his home in East Texas. W. D. Ward of San Antonio is taking his place.

Welton Winn of Lubbock was the week end guest of his sons.

Rev. D. A. Davis and wife, recently of Capitan, N. M., but now in the evangelist work in West Texas, was here Tuesday, visiting in the home of A. J. DeBord and wife, parents of the lady. He will begin a revival here on the 5th Sunday of this month.

Notice to the Public

We have purchased all accounts and notes due M. P. Smith Store. All parties knowing themselves indebted to the above firm call and see bookkeeper at W. H. Seale & Company, Muleshoe, Texas.

This campaign has been going on for over three years, having been inaugurated by County Agent E. W. Thomas, carried on later by Paul Huey and now by County Agent R. M. Milholm.

Before the introduction of dairy farming as a general practice over Hale county, when a bumper wheat crop was not harvested and cotton was not up to expectation, the country was said to be in hard shape but now with several chances at an income, the Hale county farmer is more prosperous, and more independent than ever before, and consequently the county is more prosperous.

Muleshoe Well Represented Carlsbad Cavern Week-end

The citizenship of Muleshoe was well represented at the Famous Carlsbad Cavern the week end. Those making the trip were: A. V. McCarty, Jr., and family, H. C. Edmonds and wife, Oliver Jones and wife, J. M. March and wife and little Dorris, R. L. Brown, C. H. Whitehead, R. K. Lathy and wife, Miss Jewel Anderson and Mr. and Mrs. Joel Lee.

This great wonder of the world has been explored for a distance of 21 miles. They are at this time showing the tourists over a route which covers about six miles.

We were told that over 800 people visited the Cavern Sunday and over 500 went down Monday, July 4th.

Carlsbad Caverns! To see them is to believe, to describe them is a task for that writer yet unattempted.

Governor Dan Moody of the Lone Star State, at the Wichita Falls convention of the West Texas Chamber of Commerce, clasped hands with the delightful, though sightless singer, Miss Elizabeth Garrett, of the sunshine commonwealth of his native New Mexico. Impressions were formed; history was made. Another link was welded in that indissoluble chain of good will, unity and co-operation between the peoples of the rich lands of the new southwest!

Thus, it is true of the Supreme Architect's creation of that matchless wonder, the Carlsbad Caverns Citizens, present and future, of North, East, South and West Texas, and of the country over, are wending their way to this superb, geologic wonder. They try to describe; they gasp for words; then silence and reflection offer the only consolation: A Divine Handiwork. They go away, promising to return, and are proud that their native land has stored away beneath the crust of "Old Mother Earth," the Marvel of the Ages.

Years ago, twenty-six to be exact, Jim White, the Texas youth then of the saddle, daily saw myriads of tiny bats, make their nocturnal exit from the present mammoth entrance to the great cavern. Inquisitive and fearless, and dangling at the end of a rope, he was lowered to the floor, ninety feet below. A few hundred steps disclosed the immensity of the visioned cavity. Weeks and months passed, then homeward to his native State, but ever and anon, the call of the cave, Returning, young Jim, accompanied by a local youthful native from the republic to the south, again entered his hooby-cave where for three days he marked the prints left behind, and conceived the vision that some day he would conduct thousands of nature's admirers through the passage-ways of the subterranean world.

Here, later, another youth entered the picture. Ray V. Daviss, of Carlsbad, after weeks of experimentation with magnesium and flares, locations for set-ups, and materials of the photographer's art, gave to posterity those masterpieces from the camera which convinced the world of the new glories of the innermost recesses of under-earth.

Jim's dreams then came true. The rope entrance became a thing of the past, the later descent by bucket, through an opening 178 feet in depth was abandoned and today a strong stair-

way offers easy ingress to the thousands of visitors to the wonder Fairyland. Jim has constructed, up hill and down without engineering aid, the comfortable trails which add to the thrills of the visitors' experience of descending to depths of 700 feet and more.

Passing the refreshing spring, the descent leads under the Natural Bridge and 'up the hill' to the summit of "Moose Head Pass"—for, clinging at the left and above the trail, is the perfect head of the much sought New England mouse. "King's Palace" next reveals in awe-inspiring silence, tiny ceiling stalactites and soldierly guardians of stalagmites. Yes! To see it is to believe! Thence into the "Queen's Chamber" where formations of crows' nests, the elephant's ear, and giant columns and curtains unfold their beauty by aid of indirect electrical effects. Returning to "The Palace," the journey proceeds to the entrance to the "Big Room." A period of refreshment provides for lunch and rest, with cool spring water drawn from beneath the stalagmites. On, beneath imaginary stary ceiling, for the height suggests the heavenly bodies, the trail consumes one and one-half hours' travel to view the scenes of Big Room. "Doh's Kiva"; the giant "Twin Domes," said to be millions of years old; the Tower in Pole scene, and then the flare! Two minutes of the burning magnesium portray scenes only to be equalled by the celestial bodies as the reward to those who follow life's "Straight and Narrow Trail." Here starts the circuitous return trip through other vistas of Big Room. The Lily Pads and the Toad Stools of crystalline formation remain from the recession of pools of centuries ago. Rock of Ages, truly named projects upward on the cleft from the stalagmitic base. Here, parties pause to unite in singing one or more of the old folkier hymns. The celery stalk, the garden of flowers, animal life and the ornately draped translucent curtains, all depicted in the deposition of limestone, lead on to the Dome Room of indescribable beauty, and to the lunch room where the trail from Big Room begins. Thoughts of Diety, and of the hours spent 'neath Mother Earth now occupy the mind. The outward trek soon presents the view of the sun's rays darting through the natural opening, and resembling the sparkles from a diamond necklace suspended before a mirror of reflected light. Perchance the Spring or Summer is the season of visitation—for the cavern is an all-year attraction—an added unique view would present millions of tiny bats fluttering outward to the nocturnal feeding ground of the swift winged mammals.

Carlsbad Caverns, the newest of National Monument, your cavern and mine, sends out the clarion call: "Come and See."

George E. Hosey, wife and two children of Ft. Worth passed through here Wednesday enroute to California and up the coast thru the northern states. He is Criminal District Judge of Tarrant county, and an old friend of Levi Pressly.

Misses Ruth and Iris Harden are sending a few weeks with their sister, Miss Elizabeth Harden in Electra.

What the Texas Automobile Head-light Law Requires

The Texas Automobile Head-light Law requires that motor vehicles traveling on the highway at night comply with the following—

1. Two headlamps must be burning.

2. The headlamps must be properly adjusted.

3. The tail light, either red or yellow, must be burning.

See that your car is equipped accordingly so you will not be stopped on the highways at night for not complying with the law.

Make night driving safe in Texas.

Friona Bank Robber in Muleshoe Jail

H. A. Douglas, sheriff of Bailey county, and Jim Martin, sheriff of Farmer county, arrived in this city Tuesday from Uvalde where they captured (Red) Roy Comings of that city, alleged robber of the Friona bank. He was at the home of his parents at the time of the capture. He will remain in the Bailey county jail awaiting the action of the grand jury of Farmer county, which meets on the 18th of July. He has made no statement we have been informed.

Jim Martin, Editor Graham of the State Line Tribune, Jack Hull of Clovis, N. M., Journal and J. D. Thomas were here Wednesday to see Roy Comings.

Fourth of July Picnic Held at Gregory Grove

The relatives, neighbors and friends of Mrs. J. W. Gregory celebrated the Fourth of July in a most delightful manner in the beautiful grove at her home, 7 miles west of town. At noon the long table underneath the trees was loaded with all kinds of good things to eat, and an abundance of ice cream, lemonade and cold drinks was enjoyed throughout the afternoon.

J. A. Tucker, the aged father of Mrs. Gregory, who will soon celebrate his 88th birthday, occupied the seat of honor at the head of the table. The following children, grandchildren and great-grandchildren were present: Mrs. J. W. Gregory, sons James and John and family, Mr. and Mrs. Chas. Moore and family, Mr. and Mrs. Ernest Tucker and family Mr. and Mrs. Arthur Tucker and daughter, Mr. and Mrs. Albert Tucker and family, Mr. and Mrs. Louis Pickard and son, Donald, Doris and Helen Davis. Aside from these families who are natives of Nebraska there was present the following who have come here from Nebraska to make their homes: Mr. and Mrs. Elam Fowler and family, Mr. and Mrs. George Lindsey and daughter, Mr. and Mrs. W. B. Howe, Mr. and Mrs. W. Marshall and family, Mr. and Mrs. Waldron Tucker and family and Mr. and Mrs. W. P. Martin and family. The following neighbors also enjoyed the day with these Nebraska friends: Mr. and Mrs. Tracy and niece, Enola Hollum, Miss Smares, Mr. and Mrs. B. F. Hillock and family and Mrs. Hillock's mother, Mrs. Gage of Ill.

Mrs. W. A. Milligan, Mr. and Mrs. Otto, Mr. and Mrs. McElroy and family and Ben Overstreet,

Saturday Will Be Big Trades Day in Muleshoe

Saturday, July 9th, is going to be a great day for some one in Muleshoe territory. A special prize of four national advertised casings and tubes will be given to the person holding the lucky number—Saturday afternoon about 5 o'clock. Trades day was put off last Saturday in order to give the farmers a chance to work in their fields. So it will pay you to take off Saturday afternoon in order to get a chance at the casings and tubes. Some one is going to get them, it may be your luck day. Ask for your tickets every time you make a purchase. Tell your friends about the big prize and come without fail. This may be your day.

F. A. Fowler Claims Record Brood Sow

F. A. Fowler, one of our progressive farmers in the Baileyboro community, was in the city last Saturday looking after business matters. He was telling us about his registered O. I. C. sow, that has made quite a record. He said two years ago he purchased her at the price of \$50. She has had 60 pigs in two years, and has raised 50 of them. One year ago last spring he was offered \$315 for the sow and 11 pigs. But would not take it. At Christmas time he sold two of the gilts for \$50 each, had two fattening hogs and six fine gilts left over, he was offered \$50 each for the six gilts. The six gilts are now suckling 50 pigs and the mother sow is still good for many years, with ten more pigs at her side.

400 Acres Will be Sown With Sunflower

Approximately 400 acres of the Weaver Ranch west of Lamesa is being planted in sunflower seed, according to word reaching here. The Mammoth Russian variety is being sown. During the last ten years the average price per ton for this seed has been \$90, according to Judge J. E. Garland. The average yield under normal conditions is about a ton to the acre.

J. R. Weaver, the owner of the ranch, has made a contract with a large poultry food manufacturing company to furnish them with all the seed he grows. The company has assured him that there is no oversupply of sunflower seed.

The experiment here is being watched with a great deal of interest, since the sunflower is a very hardy plant that grows to profusion even in the driest climate and weather. In case the crop here is a good one and Mr. Weaver obtains a fair price for the crop, it is likely that much of this section next year may be sown to this new wonder. At the rate of \$90 an acre the growing of sunflower seed should be much more profitable than growing cotton under normal conditions and price.

Such sunflower seed has not been grown here in any large measure, it is said. Mr. Weaver is going to sow all the seed he can get hold of, it is understood.—Dawson County Journal.

Posted

To Whom It May Concern: There must not be any hunting or trespassing on the Paul Ranch. 21-2-3-P Signed, Paul Brothers

FINNEY OF THE FORCE

By F. G. Alexander



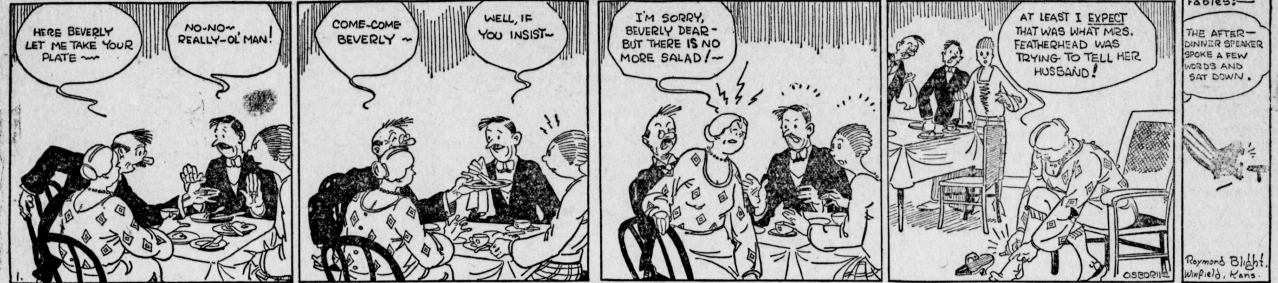
Famous Flop-scenes # 4+B=40.

THE PATIENT MIGHT HAVE BEEN AT A CONY CAUSE THEY SAID HIS SUFFERING WAS INTENSE!

REMEMBER! IF YOU FEEL LIKE TO SEND ME IN IT!

THE FEATHERHEADS

By Osborne

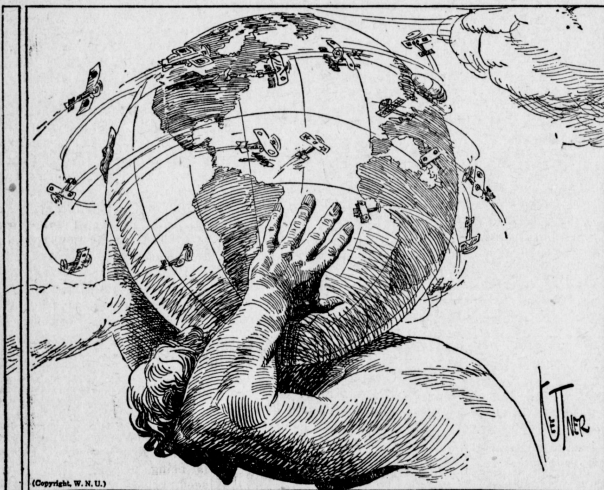


Featherhead Fables

THE AFTER-DINNER SPEAKER SPONSOR A FEW HUGS AND SAT DOWN.

Raymond E. Bright, Mopelia, Kans.

Buzzing Around



(Copyright, W. N. U.)

Our Pet Peeve



(Copyright, W. N. U.)

MICKIE, THE PRINTER'S DEVIL

By Charles Sughore



Feminine Philosophy

CHARLES SUGHORE

The Clancy Kids

Chippy Turns Salesman. By PERCY L. CROSBY



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This is a coming country. Watch Muleshoe and Bailey county!

YOU TELL'EM



It's easier for some men to make love than to make a living

We Solicit Your Patronage.

We make no efforts to make great promises that we can not keep, but we are on the job every day serving the public with best Grade FLOUR and FEEDS, and paying highest market prices for Grain.

We can supply a food for ...every need...

Bailey County Elevator Co.

Church News

B. Y. P. U. Program

Study for July 10, 1927.
The Story of Two Brothers.
Leader—Eva Hayser.
Introduction—Leader.
The two boys grow up—Bernice Arnold.
Offering to God—Hester Glaze.
How God received the offering—Charliss Alsop.
Cain kills his brother—Sela Shirley.
Cain lies to God—Juavita Corker.
Cain's punishment—Christine Dennis.
Poem, Small Beginnings—Nell Welch.
Everyone is invited to the Junior B. Y. P. U. at 6:30 every Sunday evening. Reporter.

Nazarene Revival Booked for July 5th Sunday

Evangelist D. A. Davis, recently of Capatah, N. M., was here Tuesday and perfected plans for a Nazarene revival to begin on the fifth Sunday of July at the Methodist church. All denominations are invited to attend this revival and take active part in the work. Watch for further announcements.

Pentacostal Revival Continues in Interest

The Pentacostal meeting going on in the large tent is gaining in interest with each meeting. Large crowds gather at each service, and listen to the Word of God, the good music and singing. You are cordially invited to attend these meetings, regardless of belief. Services both morning and evening.

Miss Irene Hall, steno. for Levi Pressly, spent the 4th in Amarillo.

Methodist Church Announcement

FOR SUNDAY, JULY 10.

I will preach at the Methodist church next Sunday, both morning and evening, and you are cordially invited to be present at each service. You will find a hearty welcome. We urge each member of S. S. to be present and on time. Suppose we try to bring a new member with us. There are many in reach of our church who are not attending any S. S. and let us do our part to interest them in the good work. Leaguers lets put new life into our League. Add new members and increase our interest all along the line. If your interest is with your church do your part to make all services helpful to all the people next Sunday.

I will preach at Longview at 3 o'clock Sunday afternoon.
Yours for a good day.
J. E. Payne.

Junior Epworth League

Leader—Dora Nell McCarty.
Bible verses: John 3:16 by Leader.
Story: By Superintendent.
Song, No. 6, Love Lifted Me.
Sentence prayer.
Benediction.
Everybody is welcome to our League program.

W. M. S.

The W. M. S. met in the home of Mrs. Carl Elrod Wednesday, July 6.

Those present were Reverend Payne, Mrs. Payne, Wallace, Stone, Harden, Beller, Nina Elrod, Virginia Wyer, Otis Wyer and two Miss Bellers.

The lesson was conducted in a very interesting way by Rev. Payne.

After the study a delightful social thirty minutes was enjoyed while we drank the lemonade and ate the nice sandwiches prepared by our lovely hostess.

The lesson for Wednesday, July 13, will be lesson XI, Review of Old Testament History. All members and those who are taking the Herbert Moringer, "Training for service," are asked to be present for a Review at Mrs. H. J. Wyer's promptly at 4:00 p. m.

D. E. Keeney, manager of the Burrow Lumber Company, and Ray Bunyard spent the 4th of July in Woodward, Okla. Mr. Keeney visited his wife and son at that point. Mrs. Keeney is doing nicely after an operation.

As we went to press Thursday afternoon a light shower was falling. It was sure light.

Mrs. Marlen Walker and son left the first of the week for Crowell and Electra where she will visit for some time.

Watch Muleshoe grow!

Mrs. Chas. Long and Mrs. D. O. Smith were in Clovis, N. M., Tuesday.

Quite a number of Muleshoe folks took in the Celebration at Olton Monday.



DR. C. E. WORRELL Eyegight Specialist

We devote ourselves exclusively to the care of your eyes and the scientific fitting of your glasses.

Lyceum Bldg. Clovis, N. M.

Good Used Cars

- One 1925 Model Ford Coupe
- One 1926 Model Ford Touring
- One 1926 Model Ford Roadster
- One 1924 Model Dodge Touring
- One Ford Truck

Valley Motor Co., Inc.
Chevrolet Sales & Service
Muleshoe, : : : : Texas

NOTICE TO PUBLIC

The New Fall samples have arrived! All wool, newest colors, and guarantee a fit.

Prices \$25 to \$29.50

Let us show you FREE

The Muleshoe Tailor Shop
H. C. Edmonds

BANKRUPT SALE

We want to thank the people of Muleshoe and adjoining territory for the wonderful business given us during the past week.

We are receiving a large shipment of merchandise this week to add to our stock, this will also be sold at reduced prices. We purchased this stock of goods at a very low price and are passing the bargains on to you.

We want you to come in every day and see the new goods and take advantage of the bargains.

This Sale is at the store building formerly occupied by Mr. M. P. Smith

W. H. Seale & Company

Muleshoe,



Texas

SAY! LET WEAVER DO YOUR TIRE AND TUBE WORK Muleshoe, Texas

Muleshoe Nat. Farm Loan Association
—NO. 3943—
L. S. Barron, Secy-Treas.
C. C. Mardis, President
W. G. Kennedy, Vice-Pres
Farm and Ranch Loans
5 per cent Interest 36 yrs Time
A mortgage that never comes due.
See us for Loans

Lubbock Sanitarium
(A Modern Fireproof Building)
Lubbock Sanitarium Clinic
DR. J. T. KRUEGER
Surgery and Consultations
DR. J. T. HUTCHINSON
Eye, Ear, Nose and Throat
DR. M. C. OVERTON
Diseases of Children
DR. J. P. LATTIMORE
General Medicine
DR. F. B. MALONE
Eye, Ear, Nose and Throat
DR. J. H. STILES
DR. L. P. SMITH
General Medicine
MISS MABEL MCLENDON
X-Ray and Laboratory
C. E. HUNT
Business Manager
A chartered Training School for Nurses is conducted in connection with the Sanitarium. Young women who desire to enter training may address the Lubbock Sanitarium.

Renew Your Health by Purification
Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs—once or twice a week for several weeks—and see how Nature rewards you with health. Calotabs are the greatest of all system purifiers. Get a family package, containing full directions. Only 25 cts. At any drug store. (Adv.)



Enjoy a FREE trip

IF Sumner Conoco Gasoline delivered only a mile or two extra per gallon than common gasolines, it would mean a good long trip at no cost for fuel!

And you can count on Conoco's extra miles. They are packed into every gallon—ready to snap out at your bidding.

That's why it pays in real dollars and cents to fill your tank only at the Conoco sign.

CONTINENTAL OIL COMPANY

Producers, Refiners and Marketers of high-grade Petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming

CONOCO Motor Oils

Packed with **extra miles**



The Journal for loose leaf ledger sheets. Made to order.
Muleshoe Lodge A. F. & A. M.
meets at hall over McCarty building on the 2nd, Tuesday of each month.
Visitors are welcome
A. V. McCARTY, Jr. W. M.

R. L. BROWN
The Land Man
LANDS OIL LEASES ROYALTIES

O. N. ROBISON
General Auctioneer
The Man Who Gets The Money

Send Your **Abstract Work**
—To The—
Muleshoe Abstract Company
A. P. STONE, Prop.
Muleshoe, Texas
Agent for Warren Addition

A. R. Matthews M. D.
Physician and Surgeon
Muleshoe, Texas

Progress News

By PROGRESSOR.

Waldron Tucker and family of Amarillo spent last week-end with parents, Mr. and Mrs. W. B. Howe. Lewis is staying a while with his grandparents.

Misses Serena Atkinson and Lavena Morgan took dinner with Miss Johnie Griffin Sunday.

Miss Dorothy Johnston spent Sunday with Miss Mildred McDorman.

Mr. Chitwood and family visited Mr. and Mrs. J. J. Gross Sunday.

The Young Peoples Christian Society is doing splendid work in this community. Sunday eve was first meeting under the direction of our new president, Miss Dollie Chitwood. This quarter we have Christian Endeavor. Everyone is invited to attend these services each Sunday eve. There is also much interest shown in the S. S. Come out each Sunday at 10 o'clock and help us to carry on the good work.

Bro. Lovett of Farwell preached at the evening hour last Sunday.

Mrs. R. P. Griffin and children and Lynn Yonaka spent the day Monday, in the home of E. R. Parker.

Mrs. Wm. Marshal and Miss Johnie Griffin were Muleshoe visitors Saturday eve.

Messrs. W. Panter and Joshua Blocher were business visitors in Plainview Tuesday.

Joshua Blocher and W. G. Carter made a business trip to Plainview Tuesday.

There's! he trouble yet at Weenan. One of the first gold rush photographs shows a poker game in which the player in the left foreground is looking over the cards of his neighbor to the right.

"American girls are careless of their individuality," says a visiting artist from England, a woman, "but I would like to paint them." Our girls, however, want it thoroughly understood that they can do their own painting.

"The saturation point for the automobile is a myth," declares an authority at a conference in Atlanta. He never was held up for 24 hours during a rain when his car skidded into a ditch and the nearest garage ten miles away.

ATTABOY EDDIE



Our Eddie is really reliable. And that fact is undeniable; He waits on the store. He sweeps up the floor. And makes himself generally pliable.

It is for your best interests — That we keep ourselves constantly in touch with the operations of the Cream Market; for it is thereby that we can maintain our reputation for square dealing and pay you every penny your produce is worth.

We are in the market for Cream and Eggs.

C. D. Gupton
Grocery Co.
Groceries and Meats

Picnic at Earth Friday, July 12th

The Helping Hand Club at Earth are putting on their picnic in Earth on Friday evening, beginning 8:30, July 15th. There will be stands of ice cream, candy, sandwiches, also side shows. All proceeds to go to the new church and piano. Everyone welcome. Don't forget, July 15th. Come, help us out. We will appreciate it.

Where They Play Sunday

The following is the schedule for the ball teams Sunday: Amherst at Earth. Levelland at Muleshoe. Sudan at Olton.

Notice to the Public

We request all parties wishing bread for Sunday to get same on Saturday afternoon, as we will not open the bakery on Sunday morning. Please keep this announcement in mind.
CITY BAKERY.

Card of Thanks

Mr. and Mrs. W. B. Howe wish to thank all the neighbors and friends who have so kindly assisted in caring for Mr. Howe since he has been injured, and especially the neighbors who planted his crop:
Mr. and Mrs. W. B. Howe.

Mrs. E. R. Hart was operated on at the Baptist Hospital Thursday morning in Clovis, N. M. Miss Helen Carles spent Wednesday with her. The Hart children are visiting their aunt at Duran, N. M.

Say, when you goin' to pay me?

Mrs. T. E. Crites and children of Lubbock, Miss Sara Winn of Denver, Colorado, and Mrs. G. E. Webb of Kansas City, Mo., are here this week visiting in the home of L. D. Winn and Dan Winn.

Watch Muleshoe grow!

FOR COMPLETE **INSURANCE** SERVICE SEE **J. E. ALDRIDGE** at office of Blackwater Valley State Bank
LIFE—FIRE—TORNADO—HAIL

Confucius liked cucumbers, it is said.

TO HOLDERS OF SECOND LIBERTY LOAN BONDS EXCHANGE OFFERING OF NEW TREASURY BONDS

Notes in terms of a new offering of UNITED STATES TREASURY BONDS, dated June 15, 1937, and bearing interest from that date at the rate of 3 1/2 per cent. The bonds will mature in twenty years, but may be called for redemption after sixteen years.
Second Liberty Loan bonds will be accepted in exchange at par. Accrued interest on the Second Liberty bonds offered for exchange will be paid as of June 15, 1937.
Second Liberty Loan bonds have been called for payment on November 15, 1937, and will cease to bear interest on that date. Holders of such bonds who desire to take advantage of the exchange offer should consult their bank or trust company at once. The exchange privilege will be available for a limited period only, and may expire about June 15th.
Further information may be obtained from banks or trust companies, or from any Federal Reserve Bank.
A. W. MELLON, Secretary of the Treasury, Washington, May 31, 1937.

Canned Goods!

Our canned foods are of the superior brands. We have most anything you need in the canned food lines. Our stock of staple groceries is complete—the best

Whatever your grocery needs may be we can supply you. Phone your orders in.

Henington Cash GROCERY

Phone 21, Sure We Deliver. Try Us and See.

"Everything to Wear"

Just Received

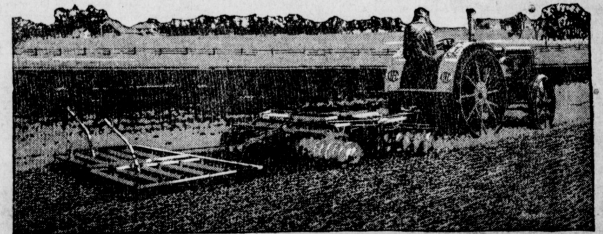
We have just unpacked a big shipment of new new goods. Come in and see them. The newest in Gingham, Percales, Work Shirts, and Dress Caps for men and boys.

See our window for our special Saturday

Gardner Dry Goods Co.

"The Price is The Thing"

Plow that wheat land now!



Tractors and plows of all sizes, ask for demonstration

E. R. Hart Lumber Company
Hardware Furniture International Implements

CORNS

Ends pain at once!

In one minute pain from corns is ended. Dr. Scholl's Zino-pads do this safely by removing the cause—pressing and rubbing of shoes. They are thin, medicated, antiseptic, healing. At all drug and shoe stores. Cost but a trifle.

Dr. Scholl's Zino-pads Put one on—the pain is gone!

WINTERSMITH'S CHILL TONIC

For over 50 years it has been the household remedy for all forms of Malaria Chills and Fever Dengue. It is a Reliable, General Invigorating Tonic.

Suspicious! The loyalty of a magician's assistants is frequently put to the test by people who would like to learn his secrets, but the helpers are usually equal to the situation.

George White has been with Thurston ever since the magician started around the world with his show. One day an inquisitive busybody slipped George a cigar and said to him: "How does Thurston make the woman faint in the air without any support?" "I don't know," George replied, "but I think there must be some trick about it."

Sweat as Usual A scientific expert says that fish kill mosquitoes. But who wants to keep a fish on his lap when he's reclining on the piazza?—Boston Transcript.

Fresh, sweet, white, dainty clothes for baby, if you use Red Cross Baby Blue. Never stretch or stretch them. All good grocers sell it.—Adv.

A successful man forms a plan and sticks to it, working like a gladiator to a point.

CHILD'S BEST LAXATIVE IS CALIFORNIA FIG SYRUP



MOTHER! Even if cross, feverish, bilious, constipated or full of cold, children love the pleasant taste of "California Fig Syrup." A teaspoonful never fails to clean the liver and bowels. Ask your druggist for genuine "California Fig Syrup" which you direct for babies and children of all ages printed on bottle. Mother! You must get "California" or you may get an imitation fig syrup.

Ugly Pimples

Make your own—helps nature clear your complexion and prevent redness in your skin. (Flow chills) are due to impurities that follow thorough skin cleansing. Make K's "Water's Emulsion" the best skin treatment through your eliminative organs. Then wash the transformation. Try K's instead of mere laxatives. Mild, safe, purely vegetable.—

NR TO-NIGHT

At Druggists—only 25c

PILES TREATED and a Cure Guaranteed

Any form of Piles (Choking, Blind, Bleeding or Protruding) are cured by the application of our Pile Ointment which keeps the piles from your druggist today and keep it on hand. Always keep it on hand. Don't get a substitute—ask for CARBOLIN, by name.

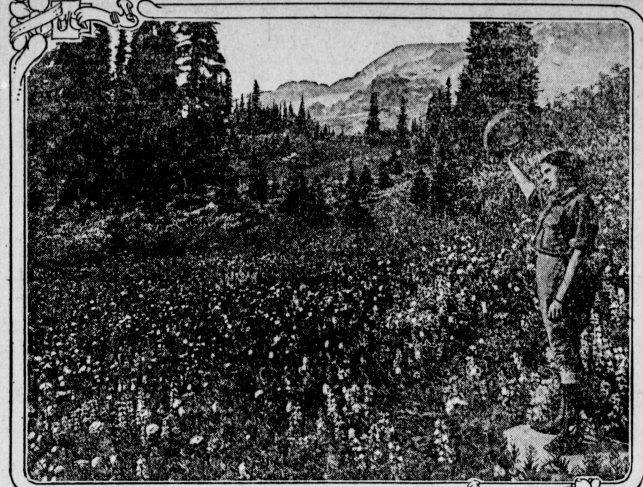
CARBONCILS GIMMS DEATH

Bills and carboncils cause agony, sometimes death. Take no chance with home-made poisons or carboncils. Use CARBOLIN (the scientific method) quickly dissolves and draws out core. Get a genuine box from your druggist today and keep it on hand. Always keep it on hand. Don't get a substitute—ask for CARBOLIN, by name.

For Postage Stamps

Postage stamps that Uncle Sam must produce every year call for an enormous amount of material. The weight of the paper used in a single stamp is so slight that only most sensitive scales will register it. But during a period of 12 months 2,000,000 pounds of paper are used for stamps by the bureau of engraving and printing. This paper is made into sheets about the size of a newspaper page,

YOUR National Parks



"COME OUT TO AMERICA'S PLAYGROUND!"

THE NATIONAL PARKS AT A GLANCE.

Table with 4 columns: National park in order of creation, Location, Area in square miles, Distinctive characteristics. Lists 19 national parks including Hot Springs, Yellowstone, Sequoia, Yosemite, Grand Canyon, Mount McKinley, etc.

Gettysburg, Pa.; Vicksburg, Miss.; Antietam Battlefield, Md.; Lincoln's Birthplace, Ky.; and Guilford Court House, N. C. The monuments are: Big Hole Battlefield, Mont.; Cabrillo, Calif.; Mount City group, Ohio; Fort Wood, N. Y. (site of the Statue of Liberty); Castle Pinckney, S. C.; Fort Pulaski, Ga.; Fort Marion, Fla.; Fort Matanzas, Fla., and Meriwether Lewis, Tenn. And if you still want some place to go for recreation there are something like 600 state parks in 43 states with an area of 7,000,000 acres, conserving scenery, wild life, historical and scientific sites. At least that is the report which came from the delegates to the seventh national conference on state parks at a recent meeting at Bear Mountain, Palisades Inter-State park in New York. So it would seem that with this grand total of more than 650 public playgrounds, America will not find it difficult to satisfy its longing for an occasional excursion into the life of the great outdoors. Judging from the records of last year, they are taking full advantage of the opportunity. More than 2,900,000 visitors, the greatest number yet on record, registered at the 19 national parks and the 32 national monuments in 1928. The fees paid by them enriched

and 1,500,000 of these sheets are used each year. Six hundred thousand pounds of dentine and 30,000 pounds of glucose are annually consumed in the process. Each year about 1,000,000 pounds of ink are used in the printing of the various issues. Fresh Water in Oceans There are several places in the different oceans of the world where fresh water may be found. One of the best known of these places is beyond the coast of Miami, Fla. The

When 'hot day' meals are hard to plan,

SHREDDED WHEAT

Caters to food-needs for the family, Delicious with cold milk and berries For any summer mealtime, 12 Oz. in Each Standard Package

"Wild Boy" Beyond Reach of Science

The recent discoveries of children supposed to have lived their lives among animals, and who consequently developed animal habits, add interest to the "Peter the Wild Boy" exhibit at Berkhampstead School museum, although there is no reason to suppose Peter was a wolf-child.

Peter was found in 1725 in the woods near Hamelin, in Hanover, where he had subsisted on the bark of trees, leaves, and berries for an unknown period. When found he was apparently about twelve years old.

A year later he was brought to England, but even under skillful tuition he was incapable of receiving any instruction and never developed the faculty of speech. He died in 1785, at Axters' End farm at North Cross, where he lived since his arrival in England, and on a brass plate in the church is a sketch of his head drawn from an engraving by Bartolozzi.—London TIT-Bits.

New Air Vehicle

An aerial bicycle consisting of a cigar-shaped balloon filled with hydrogen, below which is suspended an aluminum framework resembling a bicycle with handlebars and pedals that will work the propeller, has been invented in England.

Many a would-be jolly zood fellow might be really so if he would only stop stalling jokes.



Genuine ASPIRIN SAY "BAYER ASPIRIN" and INSIST! Unless you see the "Bayer Cross" on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians for 25 years.

DOES NOT AFFECT THE HEART

Safe Accept only "Bayer" package which contains proven directions. Hand "Bayer" boxes of 12 tablets Also bottles of 24 and 100—Druggists. Aspirin is the trade mark of Bayer Manufacturers of Monocetate of Salicylic Acid.

Fly 320,000 Miles Something Wrong When the aircraft squadrons of the scouting fleet recently completed their maneuvers with the fleet and flew into Hampton Roads, they wound up a combined flight of 320,000 miles, the Navy department announced, approximately 13 trips around the world, without a single serious accident.

Burglars Around "That fellow steals a lot of bases." "Yeah, maybe we'd better lock up the nation's entire population will set forth to see what they can see. Uncle Sam has got the national parks ready for this ten per cent increase in visitors.

One important fact about YOUR national parks is that they are not only playgrounds for recreation, but that they are rapidly becoming great universities, places for education, where in the words of Hubert Work, secretary of the Interior, the department, which has control over them, "Nature is the supreme teacher as well as the master textbook." Accredited National Park service has embarked upon an educational program by making use of these natural laboratories.

Pa Buzz will get something soon FLIT spray clears your home of mosquitoes and flies. It also kills bed bugs, roaches, ants, and their eggs. Fatal to insects but harmless to mankind. Will not stain. Get FLIT today. DESTROYS Flies Mosquitoes Moths Ants Bed Bugs Roaches

The Muleshoe Journal

R. B. BOYLE, Editor

\$1.50 per year

It is impossible for The Journal to publish every news item that should be in print for several reasons. One of them, perhaps, is that the publisher is not a mind reader and can not get every item that would make news, despite his efforts in trying to. Yet he is severely criticised because such item, perhaps, does not appear in print. Tell us about your visitors if you wish mention of them in your local paper.

It Looks Easy.

An ambitious Muleshoe boy dropped in a few days ago to announce that he wants to break into the newspaper game, and to ask if we would please tell him how to make a success of it. Believing a lot of people would be interested in the answer, we are going to print it, just to show that we are not stingy with advice.

You can run a newspaper easily and happily if you can listen with a smile to tiresome things you've heard before; if you can refuse to do what three or four people want you to do without making them mad; if you can write in a way to make people laugh when they feel like swearing; if you can keep silent when you feel like you'll bust if you don't talk; if you can refuse a woman's request for a lot of free space for her pet aid society without making the whole congregation sore; if you can explain a typographical error without using up more than 2 or 3 hour's time; if you can explain why Mrs. Smith's poem on "Spring Flowers" did not get into the paper; if you can take a four line item and spread it to a whole column when your best advertiser threatens to quit if you don't; if you have a nose for news and an itch for writing and have trained yourself not to get drowsy when called to work about 18 hours out of every 24; if you can make your subscribers understand that paper and ink dealers insist on being paid for their products; if you can go to church on Sunday and see a man drop a dollar bill in the contribution box when he is nine years back on his subscription—and not begrudge that dollar to the Lord—if you can do these things you ought to get by in the newspaper game.

It is a hard proposition for a newspaper publisher to advocate trade at home when his merchants do not use the columns of said paper in letting folks know what they have to sell, and then when they wish to buy something go out of town to make the purchase.

No town will become a good business town so long as its business men rely on a few merchants to make the effort to bring trade to town. Too often the men in a few lines of trade are about the only ones that reach out after customers. Other merchants wait until these men induce the people to come to town and content themselves with trade that naturally drifts to their place. A public spirited man should ask himself if he is doing his part to attract people to come to town to trade in helping the entire business community, and no town is a success unless all lines are working to extend trade as far as possible and trying to bring a larger territory in the circles in which the town is the business center.

The big mail order houses have recently flooded this territory with their annual "summer sale" catalogues, and as usual will take thousands of dollars out of New Mexico that ought to stay

here. But it is largely the fault of the home merchants that the mail order houses reap such benefits. People are looking for bargains, and they have to be told about them. They shop around to save a few cents. Merchants ought to cater more to the bargain hunting instinct of their customers, with special sales, week end specials, pay day specials, etc. It pays them in other places, and would prove profitable here.—Vaughn, New Mexico, News.

The News is right. The local merchant does not give as much attention to his business in the way of trying to get folks to trade with him as the big mail order concerns. In fact some merchants never make any effort at all to get folks into their stores. Most folks are bargain hunters and are going to buy their merchandise where they can get it the cheapest, quality of goods considered. That day is past when the local business man can hold trade on his name only. There are too many merchants who are after business through the proper channels of advertising. In order to be successful, sales, special week end prices, etc., must be a part of the business programs. Customers expect it and if the home town business institutions don't follow this program they will go where they can get the bargains. This is one reason our smaller towns are losing out. Trade goes where it is invited and solicited and this must be done by advertising. If advertising can

build up the mail order concerns and the big city department stores, surely it will do as much for the small towns. It is up to the merchants in such towns to go after this business.

We read a letter from George M. Clark, former printer on the Journal, the first of the week addressed to Brother Payne, Methodist pastor. George has decided to study for the Ministry. He will enter school this term. We are glad to hear that George will follow in the footsteps of his father, Rev. L. A. Clark of Bluffdale. We wish for him much success in his new calling.

R. L. Brown was greatly disappointed Sunday morning while in Carlsbad, N. M., due to the fact that he tried to buy a Muleshoe Journal, and called for a Muleshoe Cantaloupe for his breakfast. He could not buy either. They never heard of them. What do you know about that?

Mr. and Mrs. Winn and children are spending a few days with her parents at Bangs.

Miss Vera Eller has finished her administration with the Muleshoe Postal Department and has returned to her home in Clovis, N. M. We will miss her smiling face from the general delivery window.

D. Johnson of Sudan was here Sunday visiting friends and relatives.

Go to Church Sunday.

License to Wed

Claude Pope and Miss Beulah Carter of Sudan, Tommy Nichols and Miss Gladys Gann, also of Sudan. License were issued from the County Clerk's office Sunday and Monday.

Mrs. T. L. Snyder has taken over the City Bakery and is now in full charge. Mr. Moore will leave soon for the South Plains to work on the highway. We wish for Mrs. Snyder a splendid business.

LOST—A sum of money somewhere in Muleshoe, or near the Bailey County Elevator, about two weeks ago. Finder call at The Journal office and get information as to amount. Party needs this money, so please return it.

Rev. R. H. Lewelling and family, pastor of the Methodist church of Tipton, Okla., are here this week guests in the home of Levi Preesty. Mrs. Lewelling is a sister of Levi.

John A. Goodson and family and Vinis Goodson of Childress are here this week visiting in the home of M. A. Goodson.

Take the Journal for news.

The **YELLOW PENCIL** with the **RED BAND**
EAGLE PENCIL CO.
EAGLE MIKADO

Try Our Kitchenette!

Dinners, Lunches, Ice Cream Drinks.

A place that is cool, clean and comfortable—Modern in every detail—none better.

Cigars, Cigarettes, Candy, Drugs

McCarty Drug Store

Remember we fill any Doctors Prescription



Wholesale and Retail

Gas Retail 18c

Walker Brothers

Lariat, - - - Texas

MICK

The Auctioneer

Will cry your sales anywhere at 2 per cent
"The Man That Gets The Money"
FOR YOU!

Reference: Come and hear me.

Bailey County Abstract Company

Established in 1900

L. S. Barron, Mgr. Muleshoe, Texas
Abstract, Loan, all kinds of Insurance and Conveyancing. All matters pertaining to land titles given prompt attention
[Member Texas Abstracters Association; also Member Association of Title Men]

Sherman Vance was visiting in Plainview Monday and Tuesday.

A. V. McCarty, Jr., and family and J. M. March and family spent the first of the week touring the mountains of New Mexico.

Misses Lea and Babe Green of Lubbock were week end guests of Miss Opal Morris.

J. W. Tinkle and wife of Amarillo and Rev. J. N. Tinkle and family of Fess, Oklahoma, were here the first of the week guests in the D. L. Butt home.



When your specifications say "clear lumber" make sure that you get what's called for—stock free from sap and knots, straight-grained and clean. If that's what's ordered, and it comes from this yard, it IS clear lumber.

Same over our whole line—no matter what it is. Wallboard, for instance. We sell and recommend—

SHEETROCK

—the fireproof wallboard, simply because it's the best there is. Made of pure gypsum rock, by the pioneers in the business. Perfect for decorations (concealed joints). Never cracks, warps or buckles. Insulates. Vermin-free. Permanent. Ask to see sample.

Burrow Lumber Co.

D. E. KEENEY, Mgr.

CHEVROLET
for Everybody, Everywhere

The Coach
Widely popular because of its handsome appearance, comfortable seating arrangement and low price.
\$595 f.o.b. Flint, Mich.

The Sedan
A beautiful enclosed car, notable for its marked distinction in line, color and appointments. Accommodates five persons in comfort.
\$695 f.o.b. Flint, Mich.

The Touring Car
A car of unusual utility and economy because of its low fuel and oil consumption, and its ability to withstand hard usage.
\$525 f.o.b. Flint, Mich.

The Roadster
A favorite among those who demand economical operation and smart appearance in a two-passenger open car.
\$525 f.o.b. Flint, Mich.

The Coupe
Combines smart appearance, and all-around utility with low price. Popular for professional or personal car.
\$625 f.o.b. Flint, Mich.

The Imperial Landau
This noblest example of a car—designing efforts true economy built appearance and luxury.
\$780 f.o.b. Flint, Mich.

The Sport Cabriolet
The most distinctive two-seat passenger car ever offered in the low-priced field. Spacious rumble seat.
\$715 f.o.b. Flint, Mich.

The Landau
Fine appearance emphasized by heavy heavy Disc wheels, black leather seat covers and hand bows.
\$745 f.o.b. Flint, Mich.

AMONG the eight beautiful Chevrolet passenger car models there is one particularly suited for every driving preference—a Chevrolet for everybody, everywhere.

The family seeking an all-purpose automobile—those women and men who require personal cars of unquestioned smartness—the business man who demands combined economy, utility and fine appearance—owners of high-priced automobiles who wish to enjoy the advantages of additional transportation without sacrifice of quality or prestige—

—all find in Chevrolet exactly the car that meets their needs, at a price whose lowness reflects the economies of gigantic production!

Valley Motor Company

Muleshoe, Texas

QUALITY AT LOW COST