

THE MULESHOE JOURNAL

VOLUME 6

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, FEBRUARY 27, 1929

NO. 53

Heavy Demand For Rent Houses

There is much demand for rent houses in Muleshoe at this time. It seems that all houses are occupied and people are still coming in and trying to rent homes, but are being turned away. Many have moved to Muleshoe within the past few months and have placed their children in school here. Mr. Jenkins, Superintendent of the Muleshoe schools, informs us that there is a good enrollment in the school and that if there were more rent houses available the enrollment would still be increased.

Both the town and surrounding communities are growing at a very satisfactory rate, but there are a number of desirable citizens being turned away for the want of rent houses who would be gladly welcomed in our little city. It is our belief that it would not be a bad investment for some of our town promoters and property holders to put on a building program to take care of these people who desire to locate here. It is safe to predict that many of them would become permanent citizens of Muleshoe, and would invest in town property, and in this way the owners of these rent houses would realize a profit both from the rentals and the sales of lots that are now lying idle.

BIRTHDAY PARTY FOR TWO AT ARNOLD HOME

Mrs. T. E. Arnold entertained a number of youngsters Friday afternoon, February 1st, at her home in Warren addition in honor of the birthday of her youngest daughter, Billie Louise, and of Hattie Rae Griffiths. Both were six years old Friday.

"Drop the Handkerchiefs" and many other amusing games were enjoyed on the lawn. Refreshments, consisting of cake and lemonade, were served to Joanne Aldridge, Jack Aldridge, H. A. Douglass, Jr., Don March, Melvin Keeney, Tidwell Douglas, Connie Dale Gupion, Evelyn Bowman, Lela Mae Barron, Frances Coker, Mack Lee, L. E. Arnold, Benjamin Arnold, Leon McCarty, Hattie Rae Griffiths and Billie Arnold.

TIME IS EXTENDED ON ESSAY CONTEST

The essay contest which was to have closed February 1st, has been extended till March 1st. This is done for the benefit of the many who were ill with influenza during the past month. Many complaints were made that due to sickness, school children did not have the opportunity to write their essays, so in fairness to all, the time is extended. Get busy at once and turn in the essays as soon as possible before March 1st. There is a chance to win some good money.

EASTERN STAR PLAY ENJOYED BY LARGE CROWD AT LAZBUDDY

The play, "A Poor Married Man," which was presented by the Eastern Star at Lazbudday last Friday evening, was witnessed by a large crowd considering the fact that the weather was cold and disagreeable. The sum of \$35.95 was realized from the program. Lazbudday school getting 25 per cent.

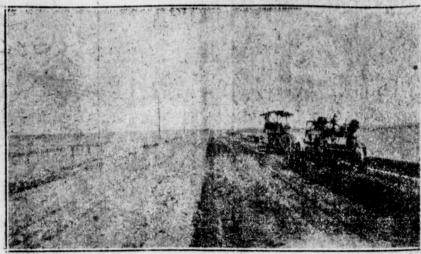
Muleshoe people were delighted with their visit to the Lazbudday community and all expressed themselves as having spent a most enjoyable evening.

HELEN TO WED



The engagement of Miss Helen Willis, star of women tennis players, to Fred S. Moore, Jr., of San Francisco, Cal., was announced at Berkeley, Calif., by Dr. and Mrs. Clarence A. White, her parents.

Bailey County Shows Progressive Spirit in Building of Roads



(At top) Views of the work on Lee Highway between Muleshoe and Lariat. This road, when completed, will be one of the best graded highways in the state. It will follow the railroad and is free of curves and dangerous grade crossings. It will shorten the distance between Muleshoe and Clovis, N. M., by four and one half miles. The work is under the supervision of D. L. Butts, of Muleshoe, highway superintendent for this division.

Lee Highway is the Southern Transcontinental route from the Atlantic to the Pacific coast, over which traffic is heavy the year round. At Clovis the road connects with other nationally known highways entering the State of New Mexico.



RUMELY FARM MACHINERY SCHOOL HELD THURSDAY; DRAWS A LARGE CROWD

The Rumely Farm Machinery School which was held here last Thursday, was well attended and 183 registered. The school, with illustrated lectures, was held at the Lone Star Theatre, tractors, combines and various farm machinery being shown in operation. I. W. Harden, local Rumely representative, reports that the interest shown was highly satisfactory, while N. L. Tharp, Rumely dealer of Clovis, frankly admitted that the interest and attendance was as good as would be expected in a school of this kind.

Mr. Harden reported the sale of a tractor to A. L. Haser and a combine to Branscum Brothers, since last Thursday.

PURITY SEED FARM SHIPS FINE SEEDS

W. M. Pool & Son, of the Purity Seed Farm, south of Muleshoe, on last Saturday shipped two cars of fine maize and feterita to a large seed house in Dallas. There is much demand for seeds grown on this farm, as they are high grade seed and State inspected. The farmers in all parts of the country are learning the importance of planting the best improved seeds in order to secure the best results.

LONE STAR THEATRE TO BE ENLARGED AND OTHERWISE IMPROVED

Mr. C. C. Brooks, manager of the Lone Star Theatre, has purchased 300 seats to take the place of the seats that have heretofore been used in his show. He informs The Journal that he will enlarge the building at once, extending the length of it 32 feet. This enlargement is due to the increased attendance, the building being filled to capacity much of the time and frequently not being large enough to accommodate the crowds during the past several weeks.

Another valuable addition is a Gold Fibre screen, which will be installed within a few days. This screen is one of the very best obtainable and will add much to the realistic appearance of the pictures shown.

Paramount pictures will continue to be shown, and the selection of the best and latest pictures is assured to the patrons. The following pictures are announced:

Friday and Saturday—Richard Dix in "City Gone Wild." Tuesday and Wednesday—"Sporting Goods." February 19 and 20—"Wings." This picture is especially interesting and has been pronounced a favorite at every place shown. Don't fail to see it.

WILL HARPER IMPROVING

The many friends of Will Harper will be glad to know that his condition is greatly improved and that he is expected home next week. Mr. Harper has been suffering from a cancer for the past several months and left some two or three weeks ago for a cancer sanitarium in Missouri, where it is believed he has been entirely cured.

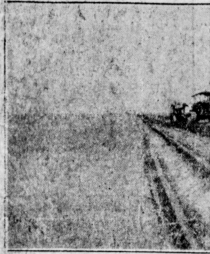
Local Markets

These prices are furnished by the local buyers, and are for your convenience.

Kaffir	\$1.05
Maize	\$1.15
Corn, ear	60c bu
Corn, shelled	80c
Sudan	\$3.50
Maize heads	\$16.00
Kaffir heads	\$14.00
Cane seed	\$1.10
Retail Feeds	
Cotton seed cake	2.75
Cotton seed meal	2.75
Bran	2.90
Shorts	2.50
Chow Chow	\$3.00
Milk Maker	\$2.75
Tankage	\$2.25
Seed out	\$1.00 bu
Produce	
Light Hens	20c
Heavy Hens and Leghorns	17c
Colored Springs	15c
Light Springs	15c
Stags	10c
Cocks	6c
Eggs	25c
Cream	41c
Hides	6c

(Prices furnished by the Muleshoe Produce Co., subject to change without notice.)

NEW OIL STATION OF PHILLIPS PETROLEUM CO. REPLACES OLD LANDMARK



One of Muleshoe's old landmarks was removed this week to make room for the new oil station of the Phillips Petroleum Company. The old building, which was across the street north of the McCarty Drug Store, was moved here some thirteen years ago from Farwell by Mr. John Boyle, and was among the first buildings in Muleshoe. It has been used to house various business concerns in the past.

Until recently it was used as a real estate office by E. J. Vance, who sold the lot on which it stood to Phillips '66', who will begin the erection of their retail station within a few days. The new station will be one of the English bungalow types, and modern in every respect.

GROUNDHOG DAY

Saturday was "groundhog day", and upon coming out to look the situation over, Mr. Groundhog saw his shadow and immediately scampered back to his winter home to stay for six more weeks. According to old timers, this is a sure sign of prolonged bad weather. However, we are not sufficient respect in astronomy to argue the point to any great extent, our weather prophesying being somewhat like the old Arkansas lady—maybe it will and maybe it won't.

SALES OF NEW FORDS REPORTED NUMEROUS BY THE LOCAL DEALER



Muleshoe Motor Company reports the following sales of new Fords and trucks during the past ten days: J. E. Perkins, Sudan—Truck. John Davis—Pickup—Roadster. V. H. Morrison, Sudan—Fordor. E. S. Keller, Otton—Truck. Edward N. Ray, Sudan—Phaeton. W. H. Hayes—Sport Roadster. Keith Stegall—Sport Coupe. J. W. Hodge—Ford. M. A. Gilmer, Flag—Fordor.

MORE ABOUT THE ELECTION TO BE HELD FEBRUARY 28

Many people seem to have the idea that the coming election is to vote a bond issue to pave the streets of Muleshoe. Not so. This is an election for the people to decide whether or not the said City of Muleshoe shall adopt or reject the Improvement Plan. In all cities and towns having less than one thousand population, before any street improvements can be had, an election must be called to see whether or not the people desire to adopt the Improvement Plan. All persons residing within the bounds of said incorporated town of Muleshoe, past the age of 21 years, who are property tax payers will be entitled to vote.

It seems that we have come to that period in Muleshoe's history when some badly needed improvement must be done on Main Street. We will remember that just a short time ago during one of our wet spells, that it was next to impossible to get across and through Main Street. How they stuck, twisted and pulled across and through the street. If we had much weather like that, all would see the necessity of improvement.

While there has not been any decision made as to the type of improvement, we have had figures on the highest class materials, which would cost the property owner \$8.00 per front foot on Main Street and \$3.15 on YL Road. Of course this expense would be paid by the property owner, in front of his property. This cost would be divided into six equal payments, payable as follows: One sixth within thirty days after completion of improvements; one fifth of the remainder spread out over a period of five years.

The proposed improvement would consist of a seven foot base on Main Street, with fifteen foot walks on each side on said Main Street. On YL Road the base will be fifty feet wide and fifteen foot walks, which will take in the curb and gutter.

JUNIOR B. Y. P. U. PROGRAM

Leader—L. S. Barron—1st Part. 2ND Part—Juanita Coker. 3RD Part—Hester Olaze. 4TH Part—Byla Coker. 5TH Part—Eva Harper. 6TH Part—Iola Shiner. 7TH Part—Lorain Danley. 8TH Part—Ex. 20-4-8. 9TH Part—Plano Solo, Hassler Strickland.

Development Is Much in Evidence

As evidence of the development that is going on in the Muleshoe territory, we publish a list of new homes that are being built and other improvements that are being made. These lists are furnished by the local lumber yards. E. R. Hart Lumber Co. reports: B. Landers—Four-room house. J. B. Kittrell—Four-room house. B. B. Woodall—Improving farm and building new bungalow. Roy L. Reed—Just completed modern farm home for J. H. McCord. A. Smith—Five-room house north of town. R. E. Barton—House and barn. Fairhull Lumber Co. reports: G. G. Prioth—New dwelling. L. W. Jones—New dwelling. A. S. Traveek—New dwelling. R. E. Lintrell—New dwelling. Judge W. G. Kennedy—House and barn, improving farm. W. L. Swanson—Improvements.

Will Address Y. M. C. A. Conference

Lubbock, Texas.—Dr. Paul W. Horn, president of Texas Technological College, has accepted an invitation to address a Y. M. C. A. conference of older boys at Childress March 3.

FARMERS INVITED TO VISIT SPUR EXPERIMENT STATION

Mr. W. M. Pool, Jr., attended the first annual Farmers' Short Course at Texas Technological College, in Lubbock, on January 29 and 30. Mr. Pool states that the course was very interesting and of much value to those in attendance. Following is an outline of the proceedings, as reported to us by Mr. Pool.

On Tuesday morning, the 29th, talks were made by D. F. Eaton, Lubbock County Agent, and Mr. Bowers, teacher of agronomy in Tech. Their subject was, "The Selection of Pure Seed." Lunch was furnished by the Lubbock Chamber of Commerce and served on the College campus.

After lunch talks were made as follows: "Soil and Moisture Conservation," by R. E. Dickson of Spur Experiment Station; "Marketing of Farm Products," by Dr. Elsworth, a teacher in the College, and a talk by Mr. Cogland, Farm Bureau official, on the marketing of various farm products, special attention being given to cotton.

Adjustment for supper. In the evening a talk was made by Mr. Cates, agricultural agent for the Denver Railroad, on "Marketing, Feeding and General Care of Dairy Cattle."

On Wednesday morning a talk was made by Dr. Stange, head of the Tech. Livestock Department, on the subject of "Breeding and Selection of Livestock," beef cattle, horses, sheep and hogs being given attention.

Farmers all over this section of the State are invited to meet at the court house in Lubbock at 8 o'clock Monday morning, February 11th, for the purpose of visiting the Experiment Station at Spur, Texas and studying soil and moisture conservation, terracing, and kindred subjects.

At the present time, the Spur Experiment Station is the only one in the entire South, and probably the United States, that is carrying on this class of work. This opportunity will no doubt be welcomed by the farmers of this section and will be worth much to those who take advantage of it.

TOM MOVES UPWARD



Representative Tom Connelly, Democrat, who was elected to represent the state of Texas in the United States senate when it convenes next March. Congressman Connelly defeated Senator Earle B. Mayfield, Democrat, present holder of the office.

Journal Completes Its Sixth Mile Post

With this issue, The Journal completes its sixth year as the disseminator of local news for Muleshoe and Bailey County.

It was originally called the "Bailey County Bugle," and was first printed in Farwell, with Mr. and Mrs. Stanley Sigler as publishers. It was purchased from them by Capt. E. E. Hull, of Clovis, N. M., who guided its destiny for several months during which time it was printed in Clovis. The last reporter was stationed in Muleshoe during the time the paper was published in Farwell and Clovis, who wrote up the local events that transpired.

The subscription list and good will of the "Bugle" was purchased from Capt. Hull by Mr. E. B. Boyle, who installed the first printing plant in Muleshoe. The name of the paper was then changed to The Muleshoe Journal. Mr. Boyle remained in charge until November 4th, 1927, at which time he sold the plant and business to the present owner. Within a few weeks a linotype machine and electric motors were added to the equipment.

The "Bugle" and its successor, The Journal, have traveled over rocky roads a part of the time. However, as in all lines of business we suppose, the pathway through life is not always lined with roses, but the town and community have stood by the home paper and we believe they will continue to do so. Each month the subscription list has increased, and this, without the aid of some "wild" campaign, proves to us that The Journal is appreciated. And in turn we greatly appreciate the cooperation

that has been given us and are thankful for the good business that has been given us since we came to Muleshoe.

We have strived to publish a paper that would meet the approval of the citizens of the town and county and it is our aim not to slacken in this endeavor in the future, but to do our best to keep The Journal up to its present standard and to improve it every time we have an opportunity to do so.

We have a copy of the second issue of the "Bailey County Bugle," a V. C. McCarty, Jr., Drugs; Farmer's Trading Association (A. W. Coker, Mgr.); M. P. Smith, General Merchandise; Josh Blocker, "The Old Reliable Land Man"; Bailey County Elevator Co.; Ray Griffiths, Mgr.; Gupion and Son, Groceries; Bailey County Abstract Co.; L. S. Barron, Mgr.; White Front Garage; H. C. Rhodes, Mgr.

On the front page of this edition is a "stranger" headline announcing "The Best Thing That Has Come to Muleshoe Since Heck was a Pup," which, upon reading down the column, we find to mean the starting of a newspaper for the town. In this issue of the Journal we reproduce some of the sayings of the "Bugle," including personal items and other things.

The Muleshoe Journal
C. S. HOLLAND, Editor

Entered as second-class matter at the Muleshoe Postoffice under the act of Congress, March 3, 1879.

Resolutions, Cards of Thanks, etc., are charged for at the rate of 10 cents per line.
Advertising Rates on application.

SUBSCRIPTION RATES
In Bailey County, 1 Year\$1.50
Outside of County.....\$2.00

MRS. STRICKLAND'S MOTHER DIES AT FORT ARTHUR, TEXAS

On January 24th, 1925, Mrs. H. B. Strickland left for Fort Arthur, Texas in response to a message informing her of the serious illness of her mother, Mrs. H. O. Hassler. Her mother died about five hours before Mrs. Strickland arrived. Burial was made at Gordon, Arkansas.

Mrs. Hassler is survived by six children. Besides Mrs. Strickland there are two daughters and one son living in Texas, one daughter in Los Angeles, California, and one daughter in Gordon, Arkansas.

We join the people of Muleshoe in extending sympathy to Mrs. Strickland and her brothers and sisters in their bereavement.

HONOR ROLL, 11th SCHOOL

Primary Room—Ruth Shetler, Lola Rupp, Helen Lovelady, Van Dwanne Hairgrove.
Intermediate Room—Jean Willman, Emmet Travers, Bobby Belcher.
High School—Helene Heide, Kathleen Willman, Vera June Beller, Oleta Wilterding.

WORKERS' COUNCIL HELD SUCCESSFUL MEETING

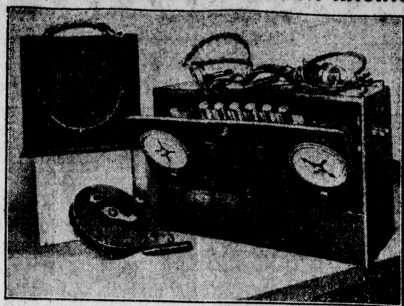
The Workers' Council held at Muleshoe Tuesday was a decided success. Though there is a lot of sickness over the country, there was a good crowd present. Most of the Associational preachers were present, among the old land marks being Brother Saffle and Brother Williamson. It seemed the old times to have them with us again. Brother Kemp, pastor of the Littlefield church, brought a stirring and inspirational message at the eleven o'clock hour. Mrs. Province, District president, and Mrs. Duval, secretary, both of Lubbock, were with us for the ladies' session, both ladies bringing messages of help.

On next Monday at 3 o'clock, our W. M. U. ladies meet at the home of Mrs. Ray Griffiths. It is urged that the meeting be an "Every Member Present" meeting. The Lord needs you in his Kingdom work. Let all join hands and hearts for a greater W. M. U. year than we have ever known. If every member will be determined for the success of every worthy cause of the W. M. U. the Lord will be pleased with his children's service to Him and will crown our efforts with success. So lets "lay aside every sin which doth so easily beset us and run with patience the race that is set before us." We are expecting a full attendance next Monday at 3 o'clock. A warm welcome awaits you.

WELL DRILLING, windmill wrecking. Have been here about a year and intend to stay. Prices right. Will appreciate your trade. J. B. Cunningham, Muleshoe.

SUBSCRIBE FOR THE JOURNAL

RADIO PLAYS STELLAR ROLE IN MODERN BALLOON RACING



Special Receiving Equipment Built for Use in a Balloon

At least four of the fifteen contestants in the last Gordon Bennett International Balloons Race were equipped with radio receivers. These pilots do not liberally sacrifice precious weight in the small basket suspended from the hose gas bag in return for the advantages to be gained through the use of radio.

The skill required in piloting a big gas bag is not generally appreciated by the laity, hence the need for radio may not be altogether clear. A balloon having no motive power of its own, must drift along with the winds, somewhat after the fashion of a sailing ship. However, the balloon has one decided advantage over the sailing ship, in that it moves in the vertical as well as the horizontal plane. By throwing out ballast, the pilot can rise; and by raising the gas, the pilot can descend. Skill in piloting the balloon is necessary to take full advantage of the favorable winds that exist at various levels, and to avoid adverse winds and serious storms. Hence a knowledge of meteorological conditions is an invaluable aid to successful ballooning.

There is still another human element that enters into consideration. A balloon in flight does not have the noise, the dash and the vibration of the swiftly moving airplane or airship. Instead, the big gas bag floats along with the wind, and, at night, the balloonist is completely enveloped in a black isolation unbroken by any human contact. This monotony is a serious factor in competition and must be met in the ultimate result.

With this foregoing picture in mind, it can be understood what radio

means to the balloon pilot. During the annual races, the National Broadcasting Company undertook to broadcast regular bulletins giving weather reports and news of the other contestants.

Aside from the invaluable weather and news bulletins thus flashed to them, the fortunate radio-equipped balloons were enabled to listen to the entertainment as broadcast far below in their lonely vigil throughout the night.

Ernest Demuyter, pilot of the Belgian entry, equipped the Belgica with a special adaptation of a radiolocator heterodyne, supplied by the Radio Corporation of America, which was mounted in a weather-proof cabinet including the batteries and a loop antenna. The Loudspeaker was of the cone type, and was mounted in a special weather-proof cabinet with a leather carrying strap. The receiver was suspended from the ring of the gas bag by means of leather straps, so that the entire cabinet, with its enclosed loop, could be orientated to take direction bearings by means of interrupted direct current signals. Prior to the flight, the receiver was tested on the roof of the tallest building in Detroit, and signals 250 miles distant were brought in clear and loud. Although this receiver is not primarily intended as a radio direction finder or radio compass equipment, accurate bearings were taken and compared with a map.

This in free ballooning, as well as in airplane and airship flight, and in the high seas, radio has taken its place as an indispensable aid to the navigator.

Lincoln's Birthday



"HONEST ABE"

He moved from a log cabin into the White House. He handled axe, musket and schoolbook with equal facility. He prayed. He was a Builder, Soldier, Student and Christian. So—naturally—he was Honest!

Blackwater Valley State Bank

MULESHOE, TEXAS
"There is No Substitute for Safety."



Have It in Your Cabinet

You can never tell when you may need any one of several first aid remedies, so the safe way is to have them in your medicine cabinet.

We Serve Sunday Dinners

McCarty Drug Store



has such full flavor, it takes less of it per cup to make good coffee.

M-J-B is recognized as "The Quality Coffee of America."

3-lb. can M. J. B. Coffee...\$1.65
1-lb. can M. J. B. Coffee.....60c

LOOK!

Beautiful Musical Instrument Free!

Anyone can play—each chart a self instructor Try to play and be convinced

For Every \$1.00 Cash Purchase at Our Store

you receive a coupon on the

American Art Guitar

The one holding the Lucky Ticket

—and—

The one holding the Most Tickets

each gets an instrument

IT PAYS TO SAVE COUPONS!

Phone Us Your Grocery Orders

Gupton Grocery Co.

Phone No. 4

Free Delivery

ANNOUNCEMENT!

I am opening a
NEW GROCERY STORE
and Cream Station
In Muleshoe, next door to the Bakery.
Will also pay Top Prices for Produce.
I will appreciate your business.

H. W. WILLIAMS

There are many reasons for the ease of steering the new Ford



The new Ford is exceptionally easy to steer because of the well-proportioned weight of the car, the steel-spoke wheels, the co-ordinated design of springs and shock absorbers, the size and design of the steering wheel, and the simple mechanical construction of the steering gear.

The Ford steering gear is of the worm and sector type used on high-priced cars and is three-quarter irreversible.

In simple, non-technical language, this means that the car responds easily and quickly to the steering wheel, yet there is no danger of the wheel being locked from the hands of the driver by ruts or bumps in the road. A light touch guides the car, yet you always have that necessary feel-of-the-road so essential to good driving.

Strength of materials and careful workmanship give unusual stability to the Ford steering gear and housing.

The steering worm, for instance, is splined to the steering worm shaft and is stronger, of course, than if a single key were used to hold

the shaft and worm together. The steering worm sector is forged and machined in the same piece with its shaft.

The housing of the steering gear mechanism is made of three steel forgings, electrically welded together. This housing is then electrically welded to the steering column. Such a one-piece steel unit is naturally much sturdier than if several parts were used and bolted or riveted together.

Throughout, the new Ford steering mechanism is so simple in design and so carefully made that it requires practically no attention.

The only thing for you to do is to have the front steering spindles, spindle connecting rods, and drag link lubricated every 500 miles and the steering gear lubricated every 2000 miles.

For this work, you will find it best to consult the Ford dealer. He has been specially trained and equipped to help you get the greatest possible use from your car over the longest period of time at a minimum of trouble and expense.

Bring Happiness and Comfort to Dependent Texas Families

Value of Life Insurance
By W. A. Fraser

Life insurance has saved many families from going to the poorhouse.

Life insurance has made it possible for children to continue with their education.

Life insurance has eliminated misery; has kept the wolf from the door of widows and orphans; has brought comfort in old age.

It is a dawn of hope that will reveal itself when days of sorrow have come.

W. A. Fraser

THE MARVELOUS story of the industry that has been eliminated the misery and the unhappiness and discomfort that has been brought to thousands of Texas families whose providers were members of the Woodmen of the World is strongly emphasized by figures compiled by W. A. Fraser, sovereign commander of the Woodmen of the World.

Recently Commander Fraser's files showed that the Woodmen of the World life insurance association has paid \$24,215,329 in death claims to families of this state since the Woodmen of the World started to do business here in 1851.

"Just think what these millions of dollars said in insurance benefits have meant to these families whose providers were snatched away from them and their regular incomes stopped," said Sovereign Commander Fraser. "One does not have to stretch his imagination to realize what this money has done for the widows and the orphans of the families of this state. If these bread-winners had not been insured, think of the great misery which would have come into the lives of the wives and children through no fault of their own. Just a little thoughtfulness on the part of the fathers and husbands of these families brought untold happiness, gave the children a chance for an education, kept many families out of orphan asylums and poorhouses and it has saved the taxpayers of the state thousands of dollars. The Woodmen of the World has been glad to pay these claims and

bring this happiness to these many thousands of families of this state.

"The marvelous record of the Woodmen of the World can be traced greatly to the loyalty and enthusiastic support given us by the people of this state. We enjoy doing business here and we hope we will always be able to play an important part in bringing happiness and future security to the families of this state who suffer the loss of their bread winners."

"The maintenance of the War Memorial hospital at San Antonio, Texas is one of the great services performed by the Woodmen of the World. Patients are cared for free of charge in an institution that contains every possible means of renewing the health of our members. Of the 2,000 patients that have been cared for a majority have been returned to their homes cured and in a position to become useful citizens of the nationwide communities in which they live."

Mr. Fraser announced that the Woodmen of the World is 100% solvent and now has \$89,000,000 in municipal bond holdings in its treasury. A large portion of these bonds have been invested in this state, thus aiding in the building of the state's roads, schools, and various public improvements.

"The Woodmen of the World is now the richest fraternal life insurance association in the world," said Mr. Fraser.

FINNEY OF THE FORCE

By F. O. Alexander



So Tight She Couldn't Talk

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

MULESHOE, TEXAS

MICK The Auctioneer
Will cry your Fules anywhere. References. Coms and hear me. Phone thru Dimmitt. P. O. Muleshoe of Flog.

O. N. ROBISON General Auctioneer
30 YEARS EXPERIENCE
Will Give My Services Free to Schools or Societies Giving Box Supplies.
Muleshoe, Texas. Route No. 1.

Send Your Abstract Work
—To The—
Muleshoe Abstract Company

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

Muleshoe Nat. Farm Loan Association
—No. 3943—
L. S. BARRON, Secy-Treas
I. W. HARDEN, President
J. J. LAWLER, Vice-President

Loan Committee
T. L. SNYDER
W. G. KENNEDY
S. E. MORRIS

Farm and Ranch Loans
6 per cent Interest—36 Years Time
A Mortgage that never comes due
SEE US FOR LOANS

PUBLIC DRAY
Let Me Do Your HAULING
Careful Attention and Your Business Appreciated
C. C. RAGSDALE
CALL CITY HALL

Lubbock Sanitarium
(A Modern Fireproof Building) and **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 General Medicine
DR. L. F. 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.

PROFITS INCREASE ON PRODUCTION OF EGGS FOR WINTER MARKET

Whether a farmer is to get 70 cents an hour for labor with his poultry flock or 24 cents an hour, depends largely on whether he gets his pullets into production in time to take advantage of high winter egg prices, it is shown by a recent experiment in Ohio.

A large percentage of the farmers throughout the country can nearly triple the labor income from their chickens, merely by managing the flocks so that at least 25 per cent of the year's egg production comes between October 1 and January 31, according to the results of this test.

A group of farmers were united for this experiment. Half of them managed their poultry flocks so that 25 per cent of the total yearly production was disposed of in October, November, December and January, when eggs are highest in price. Figures showed that this practice boosted their year-round average price to 38.7 cents a dozen for all eggs sold, and gave them a return of 70 cents for every hour of labor on poultry, after allowing for all other costs.

A second group of farmers, who did not get their pullets in condition for fall egg production, selling only four per cent of their eggs in the four high-price months, received only 30.8 cents a dozen for their year-round average price and made only 24.5 cents an hour in labor income.

The secret of obtaining fall egg production lies in securing chicks early, from good parent stock, so the pullets will be laying in early October, when the demand is heavy and the prices start to mount.

HERE IS WHAT HAPPENS WHEN ADVERTISING PAYS

A generation ago "St. Jacob's Oil" was one of the most widely advertised products in America. It was a patent medicine enjoying enormous sales. When Charles Vogeler, the head of this business, died, an "expert" visited over the balance sheets and saw the enormous advertising appropriation. This "expert" trimmed the advertising expenditures to little or nothing, reasoning that St. Jacob's Oil was so well known that it was unnecessary to spend money any longer to advertise it. Orders dwindled as advertising contracts ran out; business departed, never to return, and it is safe to speculate that hardly one in fifty who reads this article remembers or ever heard of St. Jacob's Oil, one of the best known products on the continent 35 years ago.

A similar thing happened to James Pyle's "Pearline"—a company which used a \$500,000 advertising fund as far back as 1904 and was one of the best known products in the entire world. The ad fund was "lopped off;" business went dead. It tried unsuccessfully to make a comeback in 1914, and its plant sold for junk to a large soap manufacturer. Killing off the ad appropriation wrecked both these prosperous businesses and it would do the same thing to almost any great advertising concern today. —St. Louis (Mo.) Times.

Rev. Matthew Gould, aged 93, of Winsford, Eng., has entered his 71st year as Wesleyan pastor, and takes a bicycle ride daily.

Jack Rowan
SUDAN, TEXAS
General Auctioneer
Farm and Stock Sales a Specialty
Dates Made at This Office
E. L. Menefee, M. D.
PHYSICIAN and SURGEON
MULESHOE, TEXAS

R. L. BROWN
The Land Man
Lands, Oil Leases
Royalties

What's Doing In West Texas

One of the major projects of the Rock Springs vocational agricultural class is the construction of kid shelter boxes for ranchmen. This is done with no expense to the ranchmen provided they supply the desired amount of material.

The building of the new modern two story brick Masonic hall at Ralls is under way, the corner stone having been laid recently. The building is to cost \$20,000, the upper story to be used exclusively for lodge activities and to include lodge rooms, banquet rooms, kitchenette and modern conveniences.

Guy Powell is the new Wise County Agent, according to the Decatur News. He has had practical and college experience in every department of farm and rural life, having graduated from A. & M. He was manager of the first cow testing association organized in Texas.

A swimming pool to cost approximately \$20,000 is one of the objectives of the Kerrville Chamber of Commerce. Visiting engineers assure the city of a supply of water that will be as pure as drinking water. This will be the initial step in the building of a large recreation center.

The work of remodeling and enlarging the showroom for the Morgan Chevrolet Company at Olney has just about been completed, and the new arrangement will more than double the floor space. A hundred foot frontage completely enclosed in plate glass is one of the features of the building.

A \$75,000 school building program is under way at Stamford, and will be completed by March 1. A Manual Training building, a Home Economics department, a new elementary school and a keeper's cottage are being erected on the campus. An addition is also being built on the high school.

Work is to start on road paving in Fabens, according to County Judge E. E. McClintock and County Engineer Fred Wilson. The paving will extend from below the Fabens campus through town, and to the Hanson road on the island.

Because there were no destructive fires last year, Moran was granted a 3 percent reduction in fire insurance key rate the first of the year. Moran also has a fire marshal and an active fire department.

The latest fire fighting equipment including pumper, special hose, pressure hose for fires inside residences and ladder equipment mounted on a large Red truck has been purchased by the city of White Deer. The truck will be paid for by the decrease in key rate fire insurance.

Soundings are being made preparatory to excavating for the new building of the American Telephone and Telegraph Company at Cisco. The building will have four stories and will probably house division headquarters.

Chillicothe has installed the green, red and amber traffic light system on two of their busiest streets, thereby laying claim to being one of the smallest cities in the State to find such traffic direction necessary.

A new butter factory has been installed at the Hope milk plant in Sweetwater, and will add an additional consuming unit for the cream produced in the section. The plant has increased the amount of sweet milk used from 100 gallons a year and a half ago to over 700 gallons now.

Contract for the addition of ten stories to the Crawford Hotel at Big Spring will be let within 40 days, according to the owner, A. J. Crawford. A renowned lobby, a large restaurant lounge, private dining rooms, banquet hall with a seating capacity of 300, and a reception room will be added, with 100 guest rooms added to the present 150.

Mrs. Irene Coulter of Philadelphia was ordered to pay all costs in her husband's divorce suit.

WTCC BOOSTING SMALL AND WOODWARD BILLS

Stamford, Texas. — (WTCC) During the past week, President A. M. Bourland of the West Texas Chamber of Commerce, accompanied by E. H. Whitehead, Publicity Manager, has made a tour of West Texas towns in behalf of the Small and Woodward Bills now pending in the State Legislature.

Mr. Bourland declares the Small Bill which has to do with land title validation is one of the most important pieces of legislation to confront the people of Texas for the last half century. Many Texans who for forty years have thought themselves secure in the titles to their land, have recently discovered that when the old time land maps and surveys are checked by modern instruments errors are found which make vacant strips in the middle of many of the best farms and ranches in the State. Because of recent oil development in West Texas this land has been very alluring to land grabbers.

Under the old laws a navigable stream is any creek that is 30 feet wide, even if it is dry all year through. The beds of these streams revert back to the State if the land becomes valuable, as in case of oil industry. The Small Bill seeks to validate titles held by the present owners, or to give the adjacent property owners prior right to purchase the "vacant" land.

The Woodward Bill would give the use of water in Texas streams for domestic and irrigation uses to municipalities prior to power companies for hydro-electric power, and other uses. The light against power companies using the water in Texas when it was needed for drinking and other domestic purposes has engaged the West Texas Chamber of Commerce for over a year. Of several bills in the Legislature now the Woodward Bill gives the most protection, according to Mr. Bourland.

Dean of Tech. Asked to Act as Toastmaster at Fellowship Banquet

Lubbock, Texas. — Dean J. M. Gordon of Texas Technological College has been asked to act as toastmaster at a fellowship banquet given by the Convention of Presbyterian Men in Waco February 26. The chief speaker at the banquet will be Dr. Wm. C. Covert of Philadelphia, secretary of the Presbyterian Board of Education of the United States. More than 600 are expected to attend the banquet.

Carload shipments of various items out of Ralls during 1935, excluding cotton, included 30 cars of wheat, 2 cars of corn, 321 cars of grain and calves, 2 of hay and straw, 3 other milk products, 26 of pumpkins and 4 of other commodities.

STATED MEETING of Muleshoe shoe Masonic Lodge, 2nd Tuesday night in each month. VISITORS WELCOME
W. T. BLACK, W. M.
J. B. ROBERTS, Sec.

Poor Economy

Bending over the washtub and then having to suffer and lose time from your other duties as a result, is not economy. Our service, at the prices we charge, will prove more satisfactory and at the same time more economical.

MULESHOE LAUNDRY
MULESHOE, TEXAS

Bailey County Abstract Company
L. S. BARRON, Manager. MULESHOE, TEXAS
(ESTABLISHED IN 1900)

Abstracts, Loans, all kinds of Insurance and Conveyancing. All matters pertaining to land titles given prompt attention.
(Member Texas Abstractors Association; Also Member Association of Title Men)

Beautiful Homes BABY CHICKS Thrifty Farms

15 Varieties \$11.00 to \$13.00 hundred, delivered. Plants accredited and Standardized Quality Chicks. All kinds of plants for West Texas, \$1.00 thousand up. 500 Varieties Garden, Field and Flower Seeds. Poultry supplies of anything you want for poultry. Order anything you want for Garden, Orchard, Lawn, Field, Poultry and Stock—We have it of Quality at right prices.

C. E. WHITE SEED CO. Plainview, Texas

Don't Pour Money down the Manger!

W-W HAMMER-TYPE FEED GRINDER

YOU pour good dollars down the manger when you feed unground grains and roughage. For one-third of the value of unground feed lies in the stalks and stems which livestock leaves untouched.

Stop that waste! A W-W Feed Grinder turns alfalfa, snapped or ear corn, oats, maize heads, fodder, bundle feed, etc., into valuable mixed feed that goes a third further. Grinds and mixes everything from the ground up with lightning speed—separately or together.

Thousands of farmers everywhere are cutting production costs with a W-W. Built for tremendous capacity and a lifetime of hard wear, the W-W has become recognized as the world's greatest feed grinder. Powerful steel hammers do the work! No buzz, gears or knives to break or give trouble.

A W-W to fit every farm. Six sizes—elevator, blower or self-feeder. All equipped with Timken Tapered Bearings—Alumite-Zerk lubrication—Rockwood pulleys.

Come in and examine this wonderful grinder. We will gladly give you a W-W demonstration right on your farm.

E. R. Hart Lumber Co.
THE W-W FEED GRINDER CO., Mfgs., Wichita, Kansas

Mr. and Mrs. Herbert Hoover Greeted in Washington



President-Elect and Mrs. Herbert Hoover were given a hearty greeting when they arrived in Washington after their South American trip. In the photograph, left to right: Dr. Hubert Work, Mrs. Hoover and President-Elect Hoover.

STRAW-TOUCHED FELTS CARRY MESSAGE OF SPRING ON THE WAY



Well, in the realm of smart hats, felt is still the central theme. Indeed, it is during these intermediate days 'twixt winter and spring that enthusiasts for colorful felts raise highest. Considering the ingenuity and skill with which milliners are working felt, it is no wonder that once again the felt hat is proving a magnet which is attracting all seekers of smart headwear unto it.

The ways and workings of the brains of felt hats are past analyzing. Suffice it to say that brims were never more intriguing or unusual or so universally flattering. The top hat in this picture with the embroidered flowers give a fair idea of how ingeniously brains are manipulated.

A touch of straw on a felt hat works wonders in creating a feeling of spring in the air. It is the straw-touched felt which is holding the center of the stage at this very moment. Note the model at the top to the right in this group. The picture fails to show it very clearly, but under the fringe of felt, if you will look closely, you will discover a circlet which is formed of hand-sewn wee straw braid. 'Nuff said! Spring is on the way!

The plaited brim—it's the latest, and this one is more than usually becoming, because of its off-the-face character.

The manner in which the gorgeous ribbon band is drawn through slits in the felt on the hat to the left adds to the attractiveness of this model. The downward trend of the brim at the back is characteristic of many of the new shapes.

There are many problems of addition being worked out by the milliner this season. That is, one material is added to another—felt plus straw, silk plus cellophane and other equally as interesting alliances. The center hat tries a fine crochet body hat with felt which forms its own natural fringe.

The last hat is a through-and-through felt model even to its plume, which is made of the felt fringed at each side.

JULIA BOTTOMLEY.
(© 1929, Western Newspaper Union.)

Fourth Session of Tech. Summer School Due to Open June 3, 1929

Lubbock, Texas.—The fourth session of the summer school of Texas Technological College is scheduled to open June 3. The first term will last until July 13 with the second beginning July 15 and lasting until August 23.

Dean J. M. Gordon, chairman of the summer school committee, announces that the faculty will be larger than ever before and will include regular College faculty together with a number of outstanding visiting educators.

PECAN TREES ORDERED THROUGH WEST TEXAS CHAMBER OF COMMERCE

Stamford, Texas.—(WTCC). Thirteen different orders from twelve different towns for pecan trees have been forwarded by the West Texas Chamber of Commerce to the nurserymen who made reduced prices possible in this way.

Hubert and Burket varieties seem to be most popular, with Nugget also in demand. One order was received for the Success variety. Although two year old trees, those between three and four years old, and those between four and five years old were offered, the preference is for older trees.

One thousand of these trees have been arranged for by the regional organization with prices ranging from one dollar to two dollars, according to age, the older trees being the most expensive.

The season for planting pecans is at its height now, and the sooner the trees are planted the sooner they will produce.

AGRICULTURAL MOTOCARDE POSTPONED ACCOUNT OF FLU

Stamford, Texas.—(WTCC) The West Texas Chamber of Commerce agricultural motocarde to California which was postponed from January 15 to February 2, is being postponed again, this time on account of the illness of several of the farmers, poultrymen and dairymen who had made reservations.

Out of thirty-five or more farmers who wanted to make the trip sponsored by the agricultural department of the regional organization twenty-five were signed up. At this time about half of them are ill with flu. The trip will be undertaken when the flu subsides.

Bids are being advertised for the first resident paving to be done in Colorado to be opened by the city council February 20. The paving will consist of eight blocks.

White Front Garage

If your car needs working on, see us for prices.

We can save you 25 to 50 per cent on all mechanical work and guarantee our work to give satisfaction. We also fix flats. Call us.

A. W. COKER

PHONE 7

Road Information Cozy Rest Rooms

You Need Our Service We Want Your Trade

LET'S CO-OPERATE

Here is where you get the famous Phillips "66" and Magnolia Products.

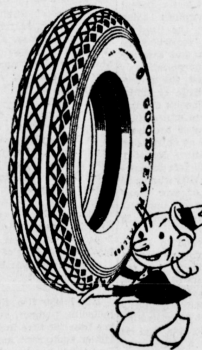
Good Tires and Tubes Worth the Money

WE FIX FLATS

Jones Service Station

"SERVICE WITH A SMILE"

We Give Away More Miles Than Any Dealer in Muleshoe



Big hearted? No Sir! But we're dead sure that Muleshoe car owners are smart enough to buy their tires where they get the most miles for their money.

Here's what we do: We sell Goodyear Tires. We maintain complete service facilities for giving our customers every convenience, and to enable them to get every last mile Goodyear builds into these wonderful tires.

We put tires on your rims correctly, inflate them to proper pressure—also inspect rims, valves, wheel alignment. Come in and get some of this free mileage.

VALLEY MOTOR COMPANY
MULESHOE, TEXAS



SAY! I AM THE MAN FROM VALLEY MILLS WHO DOCTORS SHOES FOR ALL THEIR ILLS. I MEND THE RIPS AND PATCH THE HOLES. I BUILD THE HEELS AND SAVE THE SOLES.

J. M. McADAMS
"The Shoe and Harness Man."

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

The Journal Office for Commercial Printing

The Muleshoe Produce
Wants Your Business

We conduct a clean, honest Produce House, and ask for your patronage on a basis of quick, courteous service, with honest and fair treatment. We pay top market prices at all times. Heavy hens are higher now, so bring them in. Also your cream and eggs.

MULESHOE PRODUCE CO.
Elmo Head, Mgr.

FURNITURE SALE!

This is a CLOSING OUT Cash Sale and will continue until the last piece of Furniture is sold. Everything a Bargain—get our prices before purchasing.

R. H. Crook Furniture Co.
Clovis, New Mexico

NOTICE TO THE PUBLIC!

We are equipped with Electric Machinery and experienced workmen. We use the best Oak Tanned Leather and we strive to please all we do business with on a money back guarantee. We have on hand a supply of No. 1 Neets Foot Harness Oil so bring in those old dry harness and let us give them an oil bath. We repair harness, make new car tops and curtains or repair your old ones. Your business appreciated. Where service counts, we win.

Service Shoe Shop

I. H. ROBINSON, Prop.
Next Door to Old Gupton Hotel

The Best Prices
For Your Grain and Feed

And our heartiest co-operation in every way possible are assured you when you market your crops with us.

SEE US FOR

MERIT BRAND FEEDS

We have just received a shipment of these feeds, including—

Milk Maker, Hog and Poultry Feed

They are the best on the market. If you have used them, you know.

Muleshoe Elevator Co.
MULESHOE, TEXAS

More Brilliant as the Years Go By



FROM THE "BUGLE" OF
JANUARY 26TH, 1923

Whoopie! here we come! The second issue of the Bugle and brimful of news. We have had news from four different parties this week and it has certainly made a dandy little paper. Come on, people, let's show the skeptic and cynic that we can have a real newsy paper.

And say, Mr. Non-Advertisers, just mail us those ads.
And now that the paper is in full bloom, how many will send us a dollar bill to insure its visit each week for a year.

Tom and Helen Elrod and Merle Kintler have entered Canyon Normal for the spring term.

Miss Sweatman of the West End school, spent the week-end with Miss Novella Elrod.

Mrs. Byieu left Saturday for Dallas to spend the winter.

It is reported that after the eventful trip across the sand J. L. Taylor is sleeping with his head under the cover.

M. P. Smith left Wednesday on a business trip to south Texas.

Who says the country is not growing? The teachers south of the sand report a 200 per cent increase since the first of the year.

C. L. Hase of Littlefield was awarded the contract for construction of Highway No. 7, across Bailey County.

R. B. Canfield and T. E. Millen, accompanied by L. S. Hartzler of Clay Center, Kansas, motored to Farwell on business.

W. F. THARP'S General Farm Sale Thursday, February 14. Sale starts 10 a. m. Fifty head livestock. Household goods and general sale. Lunch served by Baptist Ladies of West Camp. Three miles South Lariat.

**FORMER POOR BOY
NOW EXECUTIVE**

A few years ago a poor boy, believing that business held a real future for him, went to a banker friend with a request for a loan to put him through Tyler Commercial College, Tyler, Texas. The banker, believing both in the lad and in the efficiency of T. C. C. training, advanced him \$250.00.

Today that former poor boy, as a result of the loan and the course it enabled him to take, is one of the most respected citizens of Austin, Texas, chief executive of a thriving insurance company, which nets him an income of over \$5,000 a year. That young lad was no other than Mr. F. W. Woolsey. During his course at T. C. C., young Woolsey became interested in banking, and it wasn't long after he was graduated until he was occupying a book-keeping position in a Bay City, Texas, bank. After rising to the position of Assistant Cashier, he accepted a position with the State Banking Department. While in that position he became interested in the insurance business and bought an interest in the Austin Mutual Life Insurance Company. Later, giving up all other interests, he devoted his entire time to this business and has built it up from a small business to a prosperous one with a splendid future.

"T. C. C. training gave me a start and I believe me at every step of the way," he says.

Doesn't Mr. Woolsey's story show you that if you WANT to make your mark in the world, you CAN. If you are interested in attaining abundant success, clip the coupon printed below and mail it today for the large, free book, "Achieving Success in Business." No obligation, of course. Just clip and mail the coupon now.

(We have no branch schools. We lead; others follow.)

TYLER COMMERCIAL COLLEGE,
Tyler, Texas.

Name _____
Address _____

West Camp News

Mr. Edwin Huber of West Camp left Tuesday for Nebraska where he will visit relatives.

Mrs. John Huber, of Ballinger, Texas, visited relatives at West Camp Monday and Tuesday.

Mr. and Mrs. T. P. Bradberry of Crosbyton, Texas, have moved into our community.

Miss Raddie Williams, Mrs. Everett Smith, and Mr. Hugh Thompson left for Oklahoma Friday morning to be at the bedside of Mrs. Smith's mother, Miss Vera Adair and Sevola House spent last week-end with Miss Retha May Goodman near Melrose, N. M.

Mr. and Mrs. C. J. Catham left last week for Olney, Texas, to visit their son.

MINNESOTA PEOPLE HERE

John Vertin, of Little Falls, Minn., was in Muleshoe a short time Thursday and called at the Journal office to renew his subscription. Mr. Vertin, accompanied by his wife, were on their way to Los Angeles, Calif., to visit a brother. He stated that he was interested in this country and appreciated the weekly visit of The Journal, as it keeps him posted on the development of the communities surrounding Muleshoe.

Animals Set Good Examples

Animals change their suits with the season. Nature takes care of that, they do not reason. Man should surely see from nature's example. That he should provide suit changes that are ample; And from observation he can easily note. Every animal continually cleans and presses his coat.

Muleshoe Tailor Shop

OUR SUPPLY OF
Fruits and Vegetables
IS COMPLETE

and we utilize the proper methods for preserving their purity and freshness and for keeping their edible qualities always at the best.

HEADQUARTERS FOR EVERLITE FLOUR

Henington's Cash Grocery
MULESHOE, TEXAS

For Economical Transportation

CHEVROLET

Six-Cylinder Smoothness

The COACH \$595

The Roadster	\$525
The Tourer	\$525
The Coupe	\$595
The Sedan	\$675
The Six Speed	\$695
The Convertible	\$725
The Landau	\$725
The Sedan	\$595
The Delivery	\$400
The Light Delivery	\$400
The Six Ton	\$545
The Chassis	\$550
With Cab	\$650

Altogether a car for every purpose, in every price range.

with increased Speed and Acceleration!

Marvelous six-cylinder smoothness throughout the entire speed range! A freedom from vibration, drumming and rattle that makes driving and riding a constant delight! Increased speed and acceleration, with 32% more power for hills and heavy going!

Such are the qualities of performance now available in the price range of the four. Such are some of the outstanding reasons why the new Chevrolet Six is enjoying the most triumphant public reception ever accorded a Chevrolet car.

If you have never driven the new Chevrolet Six, you are cordially invited to come in for a demonstration.

— A Six in the price range of the four! —

Valley Motor Company

QUALITY AT LOW COST

Sophomores Are Now Permitted to Wear Smocks



In the annual smock fight between the sophomores and juniors of the University of Pennsylvania school of fine arts the sophomores were the victors and consequently now have the right to wear smocks in the drafting room. The picture shows Marvin Schadel of Harrisburg, Pa., president of the sophomore class, being carried from the battlefield by his triumphant classmates.

Mrs. H. C. Edmonds and sister, Miss Fannie Anderson, motored to Lubbock Monday to meet their mother, Mrs. G. A. Anderson, who has been receiving medical attention there.

Mr. and Mrs. F. C. Franks, of Sudan, visited relatives here Sunday.

Mrs. W. R. Harper was a visitor to Clovis the latter part of the week.

Town Talk

Mr. Soleck has recently moved back to Muleshoe.

Born—to Mr. and Mrs. D. W. Winn, January 29th, a boy.

Mrs. D. K. Smith has returned from a several weeks visit with her daughter, Mrs. Raymond Lowrie, at Evans-ton, Ill.

Miss Virginia Ebert was in Clovis the latter part of last week having dental work done.

Judge Wm. G. Kennedy and family moved to their farm the latter part of last week.

Mr. and Mrs. L. E. Ragsdale and children moved to the Wm. G. Kennedy home Monday.

Billie McClure, of the Friona school, was visiting friends here last Thursday evening.

Jimmie Singer, of Littlefield, was attending to business affairs here Tuesday.

Mr. and Mrs. Geo. Nelson and Mr. and Mrs. I. W. Harden were Clovis visitors Saturday.

Mrs. Lilla B. Daniel, Miss R. Saunders and Billie Daniel spent the week-end in Clovis, N. M.

Mmes. S. E. Morris, Jr. and Harold Wyer were Clovis-visitors last week-end.

Mr. and Mrs. D. A. Dodson and family left Monday for Lamesa to make their future home.

J. M. Bell, of Longview, was in town Saturday attending to business affairs.

A. L. Stringer, principal of the Long-view school, was in Muleshoe Saturday.

Mrs. T. E. Arnold and children, spent the week-end in Abernathy with relatives.

H. Sterling, of Longview, was in Muleshoe Saturday attending to business affairs, and called at the Journal to put his subscription up another year. Mr. Sterling stated that the flu had been rather bad in his section of the country.

W. F. THARP'S General Farm Sale, Thursday, February 14. Sale starts 10 a. m. Fifty head livestock. Household goods and General Sale. Lunch served by Baptist Ladies of West Camp. Three miles south Lariat.

NOTICE OF SALE

STATE OF TEXAS,
COUNTY OF BAILEY.
NOTICE IS HEREBY GIVEN That by virtue of a certain Order of Sale issued out of the Honorable District Court of Bailey County, of the 29th day of January, 1929, by J. L. Alsop, Clerk of said Court for the sum of Fifty six hundred thirty-five and 78/100 (\$535.78) Dollars and costs of suit, under a Judgment, in favor of W. B. Newsome, et al in a certain cause in said Court, No. 285 and styled W. B. Newsome, et al vs. Sam Hoffman et al, placed in my hands for service, I, H. A. Douglass as Sheriff of Bailey County, Texas, did, on the 29th day of January, 1929, levy on certain Real Estate, situated in Bailey County, Texas, described as follows, to wit: Situated in Bailey County, Texas; and being labor No. 5 in League No. 111 of the Crosby County School lands, containing 172.1 acres, and being the land described in the deed from W. B. Newsome and Tom W. Newsome to Sam Hoffman, dated October the 19th,

1923 and recorded in Book 14, Page 225 of the Bailey County Deed Records. The said Judgment and foreclosure being against the defendant, Sam Hoffman, the defendant, Security State Bank of Waskaco, a corporation, and the defendant, Pantangle Lumber Company, a corporation, and levied upon as the property of Sam Hoffman et al. and that on the first Tuesday in March, 1929, the same being the 5th day of said month, at the Court House door of Bailey County, in the town of Muleshoe, Texas, between the hours of 10 A. M. and 4 P. M., by virtue of said levy and order of sale I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said Sam Hoffman, et al.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Muleshoe Journal, a newspaper published in Bailey County.

Witness, my hand, this 6th day of February, 1929.

H. A. DOUGLASS, Sheriff of Bailey County, Texas.

It Will Pay You
To See Us Before You Sell Your
Kaffir, Maize, Sudan and Corn

We pay the best market prices at all times and can assure you of our co-operation in the marketing of your crops. Don't fail to get our prices if you have any of these products to sell.

LARIAT GRAIN CO.
L. SIKES, Mgr.

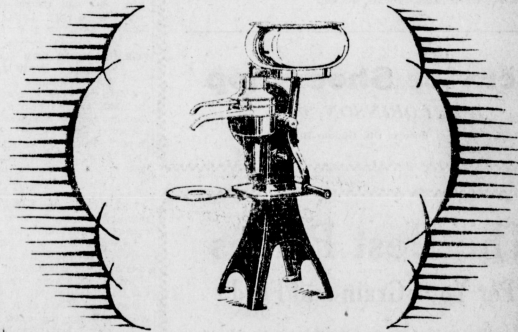
Every Day is Bargain Day
AT THIS STORE!

You do not have to wait for Special Sales to save money here. We can save you money every day on good merchandise.

If you need anything in the Dry Goods line, we claim that you can get your needs supplied as satisfactorily and economically here as you can elsewhere—and our claim is backed by our past record.

Gardner Dry Goods Company
"The Price is the Thing."

THE WORLD'S
Easiest-Running Cream Separator



MCCORMICK-DEERING



Here's the secret!

It's the combination of high-grade ball bearings (at the vital points 1, 2, 3, and 4) and positive, automatic lubrication, that makes the McCormick-Deering so easy to turn. A gleaming, japanned finish and a special disk-removing rod makes it easy to keep the McCormick-Deering clean and fresh. To appreciate these features, you must see them!

Every high speed point has high-grade ball bearings. ONLY the McCormick-Deering is so equipped. It takes much of the work out of the morning-and-evening separating. No wonder it makes a hit with every man and woman who sees and turns it. And that's only the start. The McCormick-Deering has many other points of improvement. It is setting new records in clean skimming. It is easy to wash, and it is self-oiling. Come in and see something really modern in separators. We are demonstrating every day. Six sizes—hand, belted, and electric—for one cow or a hundred.

E. R. Hart Lumber Co.

Coal, Hardware, Furniture—McCormick-Deering Implements

Book Your Eggs Ahead

HATCH EARLY CHICKS

Get high prices for eggs. We are prepared to furnish setting eggs from choice hens of a heavy laying strain of White Leghorns.

Chicks from our eggs will be strong and husky. We feed a balanced ration all the year round and have healthy, happy hens.

Pullets from our eggs will pay your grocery bill.

If you like chicken music, come by and hear 'em sing, whether you want eggs or not.

McADAMS POULTRY FARM

MRS. W. B. McADAMS, Prop.

Your Insurance Business
Appreciated

All Kinds Written, Old Line Connections

J. E. ALDRIDGE

Office at the Blackwater Valley State Bank

Start Those Hens Laying Today

Put them on a paying basis. The way to do this is to feed them the proper rations. We have an ideal poultry feed

CHOWDER

Get a supply of it and prove to yourself that your hens can be made to pay dividends. They are not a profitable investment if they fail to do this.

We will pay you the Best Prices for your grain and lend any assistance we can in marketing your crop.

Bailey County Elevator
Company

THE MULESHOE JOURNAL

VOLUME 6

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, FEBRUARY 27, 1929

NO. 23

Heavy Demand For Rent Houses

There is much demand for rent houses in Muleshoe at this time. It seems that all houses are occupied and people are still coming in and trying to rent homes, but are being turned away. Many have moved to Muleshoe within the past few months and have placed their children in school here. Mr. Jenkins, Superintendent of the Muleshoe schools, informs us that there is a good enrollment in the school and that if there were more rent houses available the enrollment would still be increased.

Both the town and surrounding communities are growing at a very satisfactory rate, but there are a number of desirable citizens being turned away for the want of rent houses who would be gladly welcomed in our little city. It is our belief that it would not be a bad investment for some of our town promoters and property holders to put on a building program to take care of these people who desire to locate here. It is safe to predict that many of them would become permanent citizens of Muleshoe, and would invest in town property; and in this way the owners of these rent houses would realize a profit both from the rentals and the sales of lots that are now lying idle.

BIRTHDAY PARTY FOR TWO AT ARNOLD HOME

Mrs. F. E. Arnold entertained a number of youngsters Friday afternoon, February 1st, at her home in Warren addition in honor of the birthday of her youngest daughter, Billie Louise, and of Hattie Rae Griffiths. Both were six years old Friday.

"Drop the Handkerchief" and many other amusing games were enjoyed on the lawn. Refreshments, consisting of cake and lemonade, were served to Joanne Aldridge, Jack Aldridge, H. A. Douglass, Jr., Doris Mack, Melvin Keeney, Titwell Douglas, Connie Dale Cuppen, Evelyn Bowman, Lela Mae Barron, Frances Coker, Mack Lee, L. E. Arnold, Bernice Arnold, Leon McCarty, Hattie Rae Griffiths and Billie Arnold.

TIME IS EXTENDED ON ESSAY CONTEST

The essay contest which was to have closed February 1st, has been extended till March 1st. This is done for the benefit of the many who were ill with influenza during the past month. Many compositions were made that due to sickness, school children did not have the opportunity to write their essays, so in fairness to all, the time is extended. Get busy at once and turn in the essays as soon as possible before March 1st. There is a chance to win some good money.

EASTERN STAR PLAY ENJOYED BY LARGE CROWD AT LAZUBUDY

The play, "A Poor Married Man," which was presented by the Eastern Star at Lazubudy last Friday evening, was witnessed by a large crowd considering the fact that the weather was cold and disagreeable. The sum of \$55.95 was realized from the program, Lazubudy school getting 25 per cent.

Muleshoe people were delighted with their visit to the Lazubudy community and all expressed themselves as having spent a most enjoyable evening.

HELEN TO WED



The engagement of Miss Helen Willis, star of women tennis players, to Fred S. Moody, Jr., young San Francisco broker, was announced at Muleshoe, Calif., by Dr. and Mrs. Clara A. Willis, her parents.

Bailey County Shows Progressive Spirit in Building of Roads



(At top) Views of the work on Lee Highway between Muleshoe and Larlat. This road, when completed, will be one of the best graded highways in the State. It will follow the railroad and is free of curves and dangerous grade crossings. It will shorten the distance between Muleshoe and Clovis, N. M., by four and one half miles. The work is under the supervision of D. L. Butts, of Muleshoe, highway superintendent for this section.

Lee Highway is the Southern Transcontinental route from the Atlantic to the Pacific coast, over which traffic is heavy the year round. At Clovis the road connects with other nationally known highways entering the State of New Mexico.



The completion of this stretch of road assures the tourist an open, well graded and maintained highway through this section of Texas. It is understood that Hale County will start paving in that section at an early date. Also there is talk of paved roads in Lamb county, which joins Bailey. With the improving of highways it is estimated that tourist travel will increase by 40 percent by next summer, which will also mean hundreds of new settlers in this part of the Plains.

(Lower picture) K. K. Smith, of Muleshoe, one of the directors of the Lee Highway Association, looking over the new road work.

LONE STAR THEATRE TO BE ENLARGED AND OTHERWISE IMPROVED

Mr. C. C. Brooks, manager of the Lone Star Theatre, has purchased 300 new chairs to take the place of the seats that have heretofore been used in his show. He informs The Journal that he will enlarge the building at once, extending the length of it 32 feet. This enlargement is due to the increased attendance, the building being filled to capacity much of the time and frequently not being large enough to accommodate the crowds during the past several weeks.

Another valuable addition is a Gold Fibre screen, which will be installed within a few days. This screen is one of the very best obtainable and will add much to the realistic appearance of the pictures shown.

Paramount pictures will continue to be shown, and the selection of the best and latest pictures is assured to the patrons. The following pictures are announced:

Friday and Saturday—Richard Dix in "City Gone Wild"—Tuesday and Wednesday—"Sporting Goods."

February 19 and 20—"Wings." This picture is especially interesting and has been pronounced a favorite at every place shown. Don't fail to see it.

WILL HARPER IMPROVING

The many friends of Will Harper will be glad to know that his condition is greatly improved and that he is expected home next week.

Mr. Harper has been suffering from cancer for the past several months and left some two or three weeks ago for a cancer sanitarium in Missouri, where it is believed he has been entirely cured.

Local Markets

These prices are furnished by the local buyers, and are for your convenience.

Kaffir	\$1.05
Maize	\$1.15
Corn, ear	60c
Corn, shelled	80c
Sudan	\$2.50
Maize heads	\$16.00
Kaffir heads	\$14.00
Cane seed	\$1.10
Retail Feeds	
Cotton seed cake	275
Cotton seed meal	275
Bran	2.00
Shorts	2.50
Cow Chow	\$3.00
Yulk Maker	\$2.75
Yulk	\$5.25
Seed out	\$1.00
Produce	
Heavy Hens	20c
Light Hens and Leghorns	17c
Clovers	15c
Colored Springs	15c
Light Springs	13c
Slugs	10c
Cheeks	6c
Eggs	25c
Cream	41c
Hides	6c

(Prices furnished by the Muleshoe Produce Co. subject to change without notice.)

RUMELY FARM MACHINERY SCHOOL HELD THURSDAY; DRAWS A LARGE CROWD

The Rumely Farm Machinery School which was held here last Thursday, was well attended and 163 registered. The school, with illustrated lectures, was held at the Lone Star Theatre, tractors, combines and various farm machinery being shown in operation. I. W. Harden, local Rumely representative, reports that the interest shown was highly satisfactory, while N. L. Tharp, Rumely dealer of Clovis, frankly admitted that the interest and attendance was as good as would be expected in a new town.

Mr. Harden viewed the sale of a tractor to A. L. Haaber and a combine to Branscum Brothers, since last Thursday.

PURITY SEED FARM SHIPS FINE SEEDS

W. M. Pool & Son, of the Purity Seed Farm, south of Muleshoe, on last Saturday shipped two cars of fine maize and feterita to a large seed house in Dallas. There is much demand for seeds grown on this farm, as they are high grade seed and State inspected. The farmers in all parts of the country are learning the importance of planting the best improved seeds in order to secure the best results.

Journal Completes Its Sixth Mile Post

With this issue, The Journal completes its sixth year as the disseminator of local news for Muleshoe and Bailey County.

It was originally called the "Bailey County Bugle," and was first printed in Farwell, with Mr. and Mrs. Stanley Sigler as publishers. It was purchased from them by Capt. E. E. Hull, of Clovis, N. M., who guided its destiny for several months during which time it was printed in Clovis. A local reporter was stationed in Muleshoe during the time the paper was published in Farwell and Clovis, who wrote up the local events that transpired.

The subscription list and good will of the "Bugle" was purchased from Capt. Hull by Mr. E. B. Boyle, who installed the first printing plant in Muleshoe. The name of the paper was then changed to The Muleshoe Journal. Mr. Boyle remained in charge until November 4th, 1927, at which time he sold the plant and business to the present owner. Within a few weeks a linotype machine and electric motors were added to the equipment.

The "Bugle" and its successor, The Journal, have traveled over rocky roads a part of the time. However, as in all lines of business we suppose, the pathway through life is not always lined with roses, but the town and community have stood by the home paper and we believe they will continue to do so. Each month the subscription list has increased, and this, without the aid of some "wild" campaign, proves to us that The Journal is appreciated. And in turn we greatly appreciate the cooperation

NEW OIL STATION OF PHILLIPS PETROLEUM CO. REPLACES OLD LANDMARK

One of Muleshoe's old landmarks was removed this week to make room for the new oil station of the Phillips Petroleum Company. The old building, which was across the street north of the McCarty Drug Store, was moved here some thirteen years ago from Farwell by Mr. John Boyle and was among the first buildings in Muleshoe. It has been used to house various business concerns in the past.

Until recently it was used as a real estate office by E. J. Vance, who sold the lot on which it stood to Phillips Petroleum Co., who will begin the erection of their retail station within a few days. The new station will be one of the English bungalow types, and modern in every respect.

GROUNDHOG DAY

Saturday was "groundhog day," and upon coming out to look the situation over, Mr. Groundhog saw his shadow and immediately scampered back to his winter home to stay for six more weeks. According to old timers, this is a sure sign of prolonged bad weather. However, we are not sufficiently versed in astronomy to argue the point to any great extent, our weather prophesying being somewhat like the old Arkansas lady—maybe it will and maybe it won't.

Journal Completes Its Sixth Mile Post

that has been given us and are thankful for the good business that has been given us since we came to Muleshoe.

We have striven to publish a paper that would meet the approval of the citizens of the town and county and it is our aim not to slacken in this endeavor in the future, but to do our best to keep the Journal up to its present standard and to improve it every time we have an opportunity to do so.

We have a copy of the second issue of the "Bailey County Bugle," issued January 26, 1923. It is only a four page, four-column edition, but contains a representative number of ads from the business concerns that were located here at that time, and also quite a bit of local news.

The following firms appear in the advertising columns of the edition: Blackwater Valley State Bank; A. V. McCarty, Jr., Drugs; Farmer's Trading Association (A. W. Coker, Mgr.); M. P. Smith, General Merchandise; Josh Blocker, "The Old Reliable Land"; Bailey County Elevator Co.; Ray Griffiths, Mgr.; Gupton and Son, Groceries; Bailey County Abstract Co.; L. S. Barron, Mgr.; White Front Garage, H. C. Rhodes, Mgr.

On the front page of this edition is a "trouser" headline announcing "The Best Thing That Has Come to Muleshoe Since Heck was a Pup," which, upon reading down the column, we find to mean the starting of a newspaper for the town. In this issue of the Journal we reproduce some of the sayings of the "Bugle," including personal items and other things.

Development Is Much in Evidence

As evidence of the development that is going on in the Muleshoe territory, we publish a list of new homes that are being built and other improvements that are being made. These lists are furnished by the local builders.

E. R. Hart Lumber Co. reports: C. B. Landers—Four-room house. J. B. Kittrell—Four-room house. B. B. Woodall—Improving farm and building new barns. Roy L. Reed—Just completed modern farm home for J. H. McCord. A. Smith—Five-room house north of town.

R. E. Barton—House and barn. Panhandle Lumber Co. reports: G. G. Priboth—New dwelling. L. W. Jones—New dwelling. A. Traxler—New dwelling. R. E. Luttrell—New dwelling. Judge W. G. Kennedy—House and barn, improving farm. W. L. Swanson—Improvements.

Will Address Y. M. C. A. Conference

Lubbock, Texas.—Dr. Paul W. Horn, president of Texas Technological College, has accepted an invitation to address a Y. M. C. A. conference of older boys at Childrens March 9.

FARMERS INVITED TO VISIT SPUR EXPERIMENT STATION

Mr. W. M. Pool, Jr., attended the first annual Farmers' Short Course at Texas Technological College, in Lubbock, on January 29 and 30. Mr. Pool states that the course was very interesting and of much value to those in attendance. Following is an outline of the proceedings, as reported to us by Mr. Pool:

On Tuesday morning, the 29th, talks were made by D. F. Eaton, Lubbock County Agent, and Mr. Bowers, teacher of agronomy in Tech. Their subject was, "The Selection of Pure Seed." Lunch was furnished by the Lubbock Chamber of Commerce and served on the College campus.

After lunch talks were made as follows: "Soil and Moisture Conservation," by R. E. Dickson of Spur Experiment Station; "Marketing of Farm Products," by E. Ellsworth, a teacher in the College, and a talk by Mr. Coglind, Farm Bureau official, on the marketing of various farm products, special attention being given to cotton.

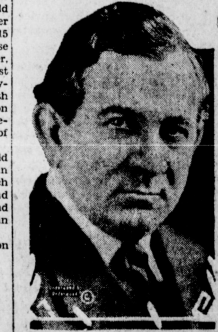
Adjustments for supper. In the evening a talk was made by Mr. Oates, agricultural agent for the Denver Railroad, on "Marketing, Feeding and General Care of Dairy Cattle."

On Wednesday morning a talk was made by Dr. Stangle, head of the Tech. Livestock Department, on the subject of "Breeding and Selection of Livestock," beef cattle, horses, sheep and hogs being given attention.

Farmers all over this section of the State are invited to meet at the court house in Lubbock at 8 o'clock Monday morning, February 11th, for the purpose of visiting the Experiment Station at Spur, Texas and studying soil and moisture conservation, terracing, and kindred subjects.

At the present time, the Spur Experiment Station is the only one in the entire South, and probably the United States, that is carrying on this class of work. This opportunity will no doubt be welcomed by the farmers of this section and will be worth much to those who take advantage of it.

TOM MOVES UPWARD



Representative Tom Coker, Democrat, who was elected to represent the state of Texas in the United States senate when it convenes next March, Congressman Connally defeated Senator Earle B. Mayfield, Democrat, present holder of the office.

MORE ABOUT THE ELECTION TO BE HELD FEBRUARY 28

Many people seem to have the idea that the coming election is to vote a bond issue to pave the streets of Muleshoe. Not so. This is an election for the people to decide whether or not the said City of Muleshoe shall adopt or reject the Improvement Plan. In all cities and towns having less than one thousand population, before any street improvements can be had, an election must be called to see whether or not the people desire to adopt the Improvement Plan.

All persons residing within the bounds of said incorporated town of Muleshoe, past the age of 21 years, who are property tax payers will be entitled to vote.

It seems that we have come to that period in Muleshoe's history when some badly needed improvement must be done on Main Street. We will remember that just a short time ago, during one of our wet spells, that it was next to impossible to get across and through Main Street. How they stuck, twisted and pulled across and through the street. If we had much weather like that, all would see the necessity of improvement.

While there has not been any decision made as to the type of improvement, we have had figures on the highest class materials, which would cost the property owner \$8.00 per front foot on Main Street and \$5.15 on YL Road. Of course this expense would be paid by the property owner in front of his property. This cost would be divided into six equal payments, payable as follows: One sixth within thirty days after completion of improvements; one fifth of the remainder spread out over a period of five years.

The proposed improvement would consist of a seventy foot base on Main Street, with fifteen foot walks on each side on said Main Street. On YL Road the base will be fifty feet wide and fifteen foot walks, which will take in the curb and gutter.

CITY COMMISSION

JUNIOR B. Y. P. U. PROGRAM

Leader—L. S. Barron—1st Part. 2ND Part—Eugene Coker. 3RD Part—Lorin Danner. 4TH Part—Sylvia Coker. 5TH Part—Eva Harper. 6TH Part—Joia Shirley. 7TH Part—Lorin Danner. 8TH Part—Ex. 20-4-6. 9TH Part—Piano Solo, Hassler Strickland.

The Muleshoe Journal
C. S. HOLLAND, Editor

Entered as second-class matter at the Muleshoe Postoffice under the act of Congress, March 3, 1879.

Resolutions, Cards of Thanks, etc. are charged for at the rate of 10 cents per line.
Advertising Rates on application.

SUBSCRIPTION RATES
In Bailey County, 1 Year\$1.50
Outside of County.....\$2.00

MRS. STRICKLAND'S MOTHER DIES AT PORT ARTHUR, TEXAS

On January 24th, 1929, Mrs. H. B. Strickland left for Port Arthur, Texas in response to a message informing her of the serious illness of her mother, Mrs. H. O. Hassler. Her mother died about five hours before Mrs. Strickland arrived. Burial was made at Gordon, Arkansas.

Mrs. Hassler is survived by six children. Besides Mrs. Strickland there are two daughters and one son living in Texas, one daughter in Los Angeles, California, and one daughter in Gordon, Arkansas.

We join the people of Muleshoe in extending sympathy to Mrs. Strickland and her brothers and sisters in their bereavement.

HONOR ROLL, YL SCHOOL

Primary Room—Ruth Shofner, Lola Hupp, Helen Lovelady, Van Dwane Haigrove.
Intermediate Room—Jean Willman, Emmet Trawek, Bobby Beller.
High School—Helene Head, Kathleen Willman, Vera June Beller Olea Wildering.

WORKER'S COUNCIL HOLD SUCCESSFUL MEETING

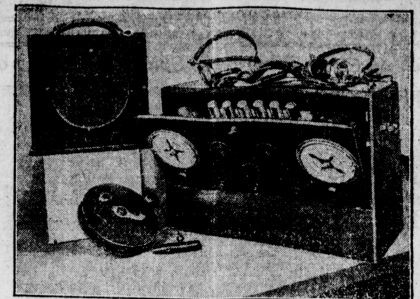
The Worker's Council held at Muleshoe Tuesday was a decided success. Though there is a lot of sickness over the country, there was a good crowd present. Most of the Associational preachers were present, among the old hand men being Brother Sattle and Brother Williamson. It seemed like old times to have them with us again. Brother Kemp, pastor of the Littlefield church, brought a stirring and inspirational message at the eleven o'clock hour. Mrs. Province, District president, and Mrs. Duval, secretary, both of Lubbock, were with us for the ladies' session, both ladies bringing messages of help.

On next Monday at 3 o'clock, our W. M. U. ladies meet at the home of Mrs. Ray Griffiths. It is urged that the meeting be an "Every Member Present" meeting. The Lord needs you in his Kingdom work. Let all join hands and hearts for a greater W. M. U. year than we have ever known. If every member will be determined for the success of every worthy cause of the W. M. U. the Lord will be pleased with his children's service to Him and will crown our efforts with success. So let's "lay aside every sin which doth so easily beset us" and run with patience the race that is set before us. We are expecting a full attendance next Monday at 3 o'clock. A warm welcome awaits you.

WELL DRILLING, windmill wrecking. Have been here about a year and intend to stay. Prices right. Will appreciate your trade. J. B. Cunningham, Muleshoe.

SUBSCRIBE FOR THE JOURNAL

RADIO PLAYS STELLAR ROLE IN MODERN BALLOON RACING



Special Receiving Equipment Built for Use in a Balloon

At least four of the fifteen contestants in the last Gordon Bennett International Balloon Race were equipped with radio receivers. These pilots deliberately sacrificed precious weight in the small basket suspended from the huge gas bags in return for the advantages to be gained through the use of radio.

The skill required in piloting a big gas bag is not generally appreciated by the laity, hence the need for radio may not be altogether clear. A balloon having no motive power of its own, must drift along with the winds, somewhat after the fashion of a sailing ship. However, the balloon has one decided advantage over the sailing ship, in that it moves in the vertical as well as the horizontal plane. By throwing out ballast, the pilot can rise; and by valving the gas, the pilot can descend. Still in piloting the balloon is necessary to take full advantage of the favorable winds that exist at various levels, and to avoid adverse winds and storms. Hence a knowledge of meteorological conditions is an invaluable aid to successful ballooning.

There is still another human element that enters into consideration. A balloon in flight does not have the noise, the dash and the vibration of the swiftly moving airplane or airship. Instead, the big gas bag floats along with the wind, and, at night, the balloonist is completely enveloped in a black isolation unbroken by any human contact. This isolation is a serious factor in competition and must weigh in the ultimate result.

With this foregoing picture in mind, it can be understood what radio

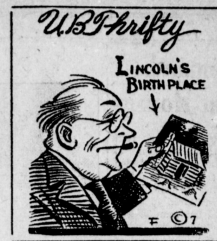
means to the balloon pilot. During the annual races, the National Broadcasting Company undertook to broadcast regular bulletins giving weather reports and news of the other contestants.

Aside from the invaluable weather and news bulletins thus flashed to them, the fortunate radio-equipped balloonist were enabled to listen to the entertainment as broadcast far below in their lonely vigil throughout the night.

Ernest Demayer, pilot of the Belgian entry, equipped the Belgica with a special adaptation of a radiola superheterodyne, supplied by the Radio Corporation of America, which was mounted in a weather-proof cabinet including the batteries and a loop antenna. The Loudspeaker was of the cone type, also mounted in a special weather-proof cabinet, with a leather carrying strap. The receiver was suspended from the ring of the gas bag by means of leather straps, so that the entire cabinet, with its enclosed loop could be rotated to take direction bearings by means of intercepted broadcast signals. Prior to the flight, the receiver was tested on the roof of the building in Detroit, and signals 250 miles distant were brought in clear and loud. Although this receiver is not primarily intended as a radio direction finder or radio compass equipment, accurate bearings were taken and compared with a map.

Thus, in free ballooning, as well as in airplane and airship flight, and on the high seas, radio has taken its place as an indispensable aid to the navigator.

Lincoln's Birthday



"HONEST ABE"

He moved from a log cabin into the White House. He handled ax, musket and schoolbook with equal facility. He prayed. He was a Builder, Soldier, Student and Christian. So—naturally—he was Honest!

Blackwater Valley State Bank

MULESHOE, TEXAS

"There is No Substitute for Safety."

ANNOUNCEMENT!

I am opening a
NEW GROCERY STORE
and Cream Station

In Muleshoe, next door to the Bakery.
Will also pay Top Prices for Produce.
I will appreciate your business.

H. W. WILLIAMS

There are many reasons for the ease of steering the new Ford



The new Ford is exceptionally easy to steer because of the well-proportioned weight of the car, the steel-spoke wheels, the co-ordinated design of springs and shock absorbers, the size and design of the steering wheel, and the simple mechanical construction of the steering gear.

The Ford steering gear is of the worm and sector type used on high-priced cars and is three-quarter irreversible.

In simple, non-technical language, this means that the car responds easily and quickly to the steering wheel, yet there is no danger of the wheel being jerked from the hands of the driver by ruts or bumps in the road. A light touch guides the car, yet you always have that necessary feel-of-the-road so essential to good driving.

Strength of materials and careful workmanship give unusual stability to the Ford steering gear and housing.

The steering worm, for instance, is splined to the steering worm shaft and is stronger, of course, than if a single key were used to hold

the shaft and worm together. The steering worm sector is forged and machined in the same piece with its shaft.

The housing of the steering gear mechanism is made of three steel forgings, electrically welded together. This housing is then electrically welded to the steering column. Such a one-piece steel unit is naturally much sturdier than if several parts were used and bolted or riveted together.

Throughout, the new Ford steering mechanism is so simple in design and so carefully made that it requires practically no attention.

The only thing for you to do is to have the front steering spindle, spindle cone-nut, tie rods, and drag link lubricated every 500 miles and the steering gear lubricated every 2000 miles.

For this work, you will find it best to consult the Ford dealer. He has been specially trained and equipped to help you get the greatest possible use from your car over the longest period of time at a minimum of trouble and expense.



FORD MOTOR COMPANY

Bring Happiness and Comfort to Dependent Texas Families

Value of Life Insurance
By W. A. Fraser

Life insurance has saved many families from going to the poorhouse.

Life insurance has made it possible for children to continue with their education.

Life insurance has eliminated misery; has kept the well from the door of widows and orphans; has brought comfort in old age.

It is a dawn of hope that will reveal their future days of sorrow have come.



MARY ELLEN'S story of the tragedy that has been eliminated and the happiness and comfort that has been brought to thousands of Texas families whose provisions were furnished by the Woodmen of the World is strongly emphasized by figures compiled by W. A. Fraser, sovereign commander of the Woodmen of the World.

Sovereign Commander Fraser's figures showed that the Woodmen of the World life insurance association had paid \$4,215,529 in death claims to families of this state since the Woodmen of the World started to do business here in 1911.

Just think what these millions of dollars paid in insurance benefits have meant to those families whose provisions were snatched away from them and their regular incomes stopped," said Sovereign Commander Fraser. "One does not have to stretch his imagination to realize what this money has done for the families of this state. If these bread-winners had not been insured, how many of the great miseries which would have come into the lives of the wives and children through no fault of their own. Just a little thoughtfulness on the part of the fathers and husbands of these families brought untold happiness, saved the children's chances for an education, kept many families out of orphan asylums and poorhouses and in this way saved the taxpayers of the state thousands of dollars." The Woodmen of the World has been glad to pay these claims and

bring this happiness to these many thousands of families of this state.

"The marvelous record of the Woodmen of the World can be traced greatly to the loyalty and enthusiastic support given us by the people of this state. We enjoy doing business here and we hope to always be able to play an important part in bringing happiness and future security to the families of this state who suffer the loss of their loved winners."

"The maintenance of the War Memorial hospital at San Antonio, Texas is one of the great services performed by the Woodmen of the World. Patients are cared for free of charge in an institution that contains every possible means of relieving the pain of our members. Of the 3,000 patients that have been cared for a majority have been returned to their homes and in a position to become useful citizens of the nationwide communities in which they live."

Mr. Fraser announced that the Woodmen of the World is 100% solvent and now has \$25,000,000 in national bond holdings in its treasury. A large portion of these bonds have been invested in this state, thus aiding in the building of the state's roads, schools, and various public improvements.

"The Woodmen of the World is now the richest fraternal life insurance association in the world," said Mr. Fraser.



Have It in Your Cabinet

You can never tell when you may need any one of several first aid remedies, so the safe way is to have them in your medicine cabinet.

We Serve Sunday Dinners

McCarty Drug Store



Has such full flavor, it takes less of it per cup to make good coffee.

M. J. B. is recognized as "The Quality Coffee of America."

3-lb. can M. J. B. Coffee...\$1.65

1-lb. can M. J. B. Coffee.....60c

LOOK!

Beautiful Musical Instrument Free!

Anyone can play—each chart a self instructor Try to play and be convinced

For Every \$1.00 Cash Purchase at Our Store

you receive a coupon on the

American Art Guitar

The one holding the Lucky Ticket

—and—

The one holding the Most Tickets

each gets an instrument

IT PAYS TO SAVE COUPONS!

Phone Us Your Grocery Orders

Gupton Grocery Co.

Phone No. 4

Free Delivery

FINNEY OF THE FORCE

By F. O. Alexander
Police Detective 1928



So Tight She Couldn't Talk

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

MULESHOE, TEXAS

MICK
The Auctioneer

Will cry your sales anywhere. References. Come and hear me. Phone thru Dimmitt. P. O., Muleshoe or Flags.

O. N. ROBISON
General Auctioneer

20 YEARS EXPERIENCE
Will Give My Services Free to Schools or Societies Giving Box Suppers.
Muleshoe, Texas. Route No. 1

Send Your
Abstract Work

—To The—

Muleshoe Abstract Company

A. P. STONE, Prop.

MULESHOE, TEXAS

Agent for Warren Addition

Muleshoe Nat. Farm Loan Association

—No. 3943—

I. S. BARRON, Secy-Treas.
I. W. HARDEN, President
J. J. LAWLER, Vice-President
Loan Committee
T. L. SNYDER
W. G. KENNEDY
S. E. MORRIS

Farm and Ranch Loans

6 per cent Interest—36 Years Time

A Mortgage that never comes due.

SEE US FOR LOANS

PUBLIC DRAV
Let Me Do Your HAULING

Careful Attention and Your Business Appreciated

C. C. RAGSDALE
CALL CITY HALL

Lubbock Sanitarium
(A Modern Fireproof Building)

Lubbock Sanitarium Clinic

DR. J. T. KRUEGER
Surgery and Consultations
DR. J. T. HUTCHINSON
Eyes, Ear, Nose and Throat
DR. M. C. OVERTON
Diseases of Children
DR. J. P. LATTIMORE
DR. F. B. MALONE
General Medicine
DR. J. H. STILES
Eyes, Ear, Nose and Throat
DR. L. P. SMITH
General Medicine
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.

PROFITS INCREASE ON PRODUCTION OF EGGS FOR WINTER MARKET

Whether a farmer is to get 70 cents an hour for labor with his poultry flock or 24 cents an hour, depends largely on whether he can get his pullets into production in time to take advantage of high winter egg prices, it is shown by a recent experiment in Ohio.

A large percentage of the farmers throughout the country can nearly triple the labor income from their chickens, merely by managing the flocks so that at least 25 per cent of the year's egg production comes between October 1 and January 31, according to the results of this test.

A group of farmers were united for this experiment. Half of them managed their poultry flocks so that 25 per cent of the total yearly production was disposed of in October, November, December and January, when eggs are highest in price. Figures showed that this practice boosted their year-round average price to 37.7 cents a dozen for all eggs sold, and gave them a return of 70 cents for every hour of labor on poultry, after allowing for all other costs.

A second group of farmers, who did not get their pullets in condition for fall egg production, selling only four per cent of their eggs in the four high-price months, received only 30.8 cents a dozen for their year-round average price, and made only 24.5 cents an hour in labor income.

The secret of obtaining fall egg production lies in securing chicks early, from good parent stock, so the pullets will be laying in early October, when the demand is heavy and the prices start to mount.

HERE IS WHAT HAPPENS WHEN ADVERTISING CEASES

A generation ago "St. Jacob's Oil" was one of the most widely advertised products in America. It was a patent medicine enjoying enormous sales. When Charles Vogeler, the head of this business, died, an "expert" went over the balance sheets and saw the enormous advertising appropriation.

This "expert" trimmed the advertising expenditures to little or nothing, reasoning that St. Jacob's Oil was so well known that it was unnecessary to spend money any longer to advertise it. Orders dwindled as advertising contracts ran out; business departed, never to return, and it is safe to speculate that hardly one in fifty who reads this article remembers or ever heard of St. Jacob's Oil, one of the best known products on the continent 35 years ago.

A similar thing happened to James Pyle's "Pearline"—a company which used a \$500,000 advertising fund as far back as 1894 and was one of the best known products in the entire world. The ad fund was "lopped off," business went dead. It tried unsuccessfully to make a comeback in 1914, and its plant sold for junk to a large soap manufacturer.

Killing off the ad appropriation wrecked both these prosperous businesses and it would do the same thing to almost any great advertising concern today. —St. Louis (Mo.) Times.

Rev. Mathew Gould, aged 83, of Winsford, Eng. has entered his 11th year as Wesleyan pastor, and takes a bicycle ride daily.

Jack Rowan

SUDAN, TEXAS

General Auctioneer

Farm and Stock Sales a Specialty
Dates Made at This Office

E. L. Menefee, M. D.

PHYSICIAN and SURGEON

MULESHOE, TEXAS

R. L. BROWN

The Land Man
Leases Oil Leases
Royalties

What's Doing In West Texas

One of the major projects of the Rock Springs vocational agricultural class is the construction of kid shelter boxes for ranchmen. This is done with no expense to the ranchmen provided they supply the desired amount of material.

The building of the new modern two story brick Masonic hall at Ralls is under way, the corner stone having been laid recently. The building is to cost \$20,000, the upper story to be used exclusively for lodge activities and to include lodgic rooms, banquet rooms, kitchenette and modern conveniences.

Guy Powell is the new Wise County Agent, according to the Decatur News. He has had practical and college experience in every department of farm and rural life, having graduated from A. & M. He was manager of the first cow testing association organized in Texas.

A swimming pool to cost approximately \$20,000 is one of the objectives of the Kerrville Chamber of Commerce. Visiting engineers assure the city a supply of water that will be as pure as drinking water. This will be the initial step in the building of a large recreation center.

The work of remodeling and enlarging the showroom for the Morgan Chevrolet Company at Olney has just about been completed, and the new arrangement will more than double the floor space. A hundred foot frontage completely enclosed in plate glass is one of the features of the building.

A \$75,000 school building program is under way at Stamford, and will be completed by March 1. A Manual Training building, a Home Economics department, a new elementary school and a keeper's cottage are being erected on the campus. An addition is also being built on the high school.

Work is to start on road paving in Fabens, according to County Judge E. B. McClinton and County Engineer Fred Wilson. The paving will extend from below the Fabens compass through town, and to the Hanson road on the island.

Because there were no destructive fires last year, Moran was granted a 3 per cent reduction in fire insurance rate the first of the year. Moran also has a fire marshal and an active fire department.

The latest fire fighting equipment including pumps, special hose, pressure hose for fires inside residences and ladder equipment mounted on a large Reo truck has been purchased by the city of White Deer. The truck will be paid for by the decrease in key rate fire insurance.

Soundings are being made preparatory to excavating for the new building of the American Telephone and Telegraph Company at Cisco. The building will have four stories and will probably house division headquarters.

Chillicothe has installed the green, red and amber traffic light system on two of their busiest streets, thereby laying claim to being one of the smallest cities in the State to find such traffic direction necessary.

A new butter factory has been installed at the Hope milk plant in Sweetwater, and will add an additional consuming unit for the cream produced in the section. The plant has increased the amount of sweet milk used from 100 gallons a year and a half ago to over 700 gallons now.

Contract for the addition of ten stories to the Crawford Hotel at Big Spring will be let within 40 days, according to the owner, A. J. Crawford. A remodeled lobby, a large mezzanine lounge, private dining rooms, banquet hall with a seating capacity of 300, and a reception room will be added, with 102 guest rooms added to the present 150.

Mrs. Irene Coulter of Philadelphia was ordered to pay all costs in her husband's divorce suit.

WTCC BOOSTING SMALL AND WOODWARD BILLS

Stamford, Texas. — (WTCC) During the past week, President A. M. Bourland of the West Texas Chamber of Commerce, accompanied by E. H. Whitehead, Publicity Manager, has made a tour of West Texas towns in behalf of the Small and Woodward bills now pending in the State Legislature.

Mr. Bourland declares the Small Bill which has to do with land title validation is one of the most important pieces of legislation to confront the people of Texas for the last half century. Many Texans who for forty years have thought themselves secure in the titles to their land, have recently discovered that when the old time land maps and surveys are checked by modern instruments errors are found which make vacant strips of the middle of many of the best farms and ranches in the State. Evidence of recent oil development in West Texas this land has been very alluring to land grabbers.

Under the old laws a navigable stream is any creek that is 30 feet wide, even if it is dry all year through. The beds of these streams revert back to the State if the land becomes valuable, as in case of oil industry.

The Small Bill seeks to validate titles held by the present owners, or to give the adjacent property owners the right to purchase the "vacant" land.

The Woodward Bill would give the use of water in Texas streams for domestic and irrigation uses to municipalities prior to power companies for hydro-electric power, and other uses. The fight against power companies using the water in Texas when it was the middle of many of the best farms and ranches in the State. Evidence of recent oil development in West Texas this land has been very alluring to land grabbers.

Dean of Tech. Asked to Act as Toastmaster at Fellowship Banquet

Lubbock, Texas — Dean J. M. Gordon of Texas Technological College has been asked to act as toastmaster at a fellowship banquet given by the Convention of Presbyterian Men in Waco February 28. The chief speaker at the banquet will be Dr. Wm. C. Covert of Philadelphia, secretary of the Presbyterian Board of Education of the United States. More than 600 are expected to attend the banquet.

Carload shipments of various items out of Ralls during 1928, excluding cotton, included 30 cars of wheat, 2 cars of corn, 321 cars of grain and calves, 2 of hay and straw, 2 other mill products, 26 of pumpkins and 4 of other commodities.

STATED MEETING of Muleshoe Masonic Lodge, 2nd Tuesday night in each month.
VISITORS WELCOME
W. T. BLACK, W. M.
J. B. ROBERTS, Sec.

Poor Economy
Bending over the washtub and then having to suffer and lose time from your other duties as a result, is not economy. Our service, at the prices we charge, will prove more satisfactory and at the same time more economical.
MULESHOE LAUNDRY
MULESHOE, TEXAS

Bailey County Abstract Company
L. S. BARRON, Manager. MULESHOE, TEXAS
(ESTABLISHED IN 1900)
Abstracts, Loans, all kinds of Insurance and Conveyancing. All matters pertaining to land titles given prompt attention.
(Member Texas Abstractors Association; Also Member Association of Title Men)

Beautiful Homes BABY CHICKS Thrifty Farms
15 Varieties \$11.00 to \$13.00 hundred, delivered. State accredited and Standardized Quality Chicks. All kinds of plants for West Texas. \$1.00 thousand up. 500 Varieties Garden, Field and Flower Seeds. Poultry supplies of anything you want for poultry. Order anything you want for Garden, Orchard, Lawn, Field, Poultry and Stock—We have it of Quality at right prices.
C. E. WHITE SEED CO. Plainview, Texas

Don't Pour Money down the Manger!
W-W HAMMER-TYPE FEED GRINDER
YOU pour good dollars down the manger when you feed unground grains and roughage. For one-third of the value of unground feed lies in the stalks and stems which livestock leaves untouched.
Stop that waste! A W-W Feed Grinder turns alfalfa, snapped or ear corn, oats, maize heads, fodder, bundle feed, etc., into valuable mixed feed that goes a third further. Grinds and mixes everything from the ground up with lightning speed—separately or together.
Thousands of farmers everywhere are cutting production costs with a W-W. Built for tremendous capacity and a lifetime of hard wear, the W-W has become recognized as the world's greatest feed grinder. Powerful steel hammers do the work! No burrs, gears or knives to break or give trouble.
A W-W to fit every farm. Six sizes—elevator, blower or self-feeder. All equipped with Timken tapered bearings—Alemite-Zerk lubrication—Rock wood pulleys.
Come in and examine this wonderful grinder. We will gladly give you a W-W demonstration right on your farm.
E. R. Hart Lumber Co.
THE W-W FEED GRINDER CO., Mgrs., Wichita, Kansas

Mr. and Mrs. Herbert Hoover Greeted in Washington



President-Elect and Mrs. Herbert Hoover were given a hearty greeting when they arrived in Washington after their South American trip. In the photograph, left to right: Dr. Hubert Work, Mrs. Hoover and President-Elect Hoover.

PECAN TREES ORDERED THROUGH WEST TEXAS CHAMBER OF COMMERCE

Stanford, Texas.—(WTCC). Thirteen different orders for pecan trees have been forwarded by the West Texas Chamber of Commerce to the nurserymen who made reduced prices possible in this way.

Hubert and Burkett varieties seem to be most popular, with Nugget also in demand. One order was received for the Success variety. Although two year old trees, those between three and four years old, and those between four and five years old were offered, the preference is for older trees.

One thousand of these trees have been arranged for by the regional organization with prices ranging from one dollar to two dollars, according to age, the older trees being the most expensive.

The season for planting pecans is at its height now, and the sooner the trees are planted the sooner they will produce.

AGRICULTURAL MOTORCADE POSTPONED ACCOUNT OF FLU

Stanford, Texas.—(WTCC) The West Texas Chamber of Commerce agricultural motorcade to California which was postponed from January 15 to February 2, is being postponed again, this time on account of the illness of several of the farmers, poultrymen and dairymen who had made reservations.

Out of thirty-five or more farmers who wanted to make the trip sponsored by the agricultural department of the regional organization twenty-five were signed up. At this time about half of them are ill with flu. The trip will be undertaken when the flu subsides.

Bids are being advertised for the first resident paving to be done in Colorado to be opened by the city council February 20. The paving will consist of eight blocks.

Fourth Session of Tech. Summer School Due to Open June 3, 1929

Lubbock, Texas.—The fourth session of the summer school of Texas Technological College is scheduled to open June 3. The first term will last until July 13 with the second beginning July 15 and lasting until August 23.

Dean J. M. Gordon, chairman of the summer school committee, announces that the faculty will be larger than ever before and will include regular College faculty together with a number of outstanding visiting educators.

STRAW-TOUCHED FELTS CARRY MESSAGE OF SPRING ON THE WAY



Well, in the realm of smart hats, felt is still the central theme. Indeed, it is during these intermediate days 'twixt winter and spring that enthusiasm for colorful felts runs highest. Considering the ingenuity and skill with which milliners are working felt, it is no wonder that once again the felt hat is proving a magnet which is attracting all seekers of smart headwear unto it.

The ways and workings of the brains of felt hats are past analyzing. Suffice it to say that brains were never more intriguing or unusual or so unreservedly flattering. The top hat in this picture with the embroidered flowers give a fair idea of how ingeniously brains are manipulated.

A touch of straw on a felt hat works wonders in creating a feeling of spring in the air. It is the straw-touched felt which is holding the center of the stage at this very moment. Note the model at the top to the right in this group. The picture fails to show it very clearly, but under the fringe of felt, if you will look closely, you will discover a crelet which is formed of hand-sewn wee straw braid. 'Nuff' said! Spring is on the way!

The plaited beam—it's the latest, and this one is more than usually becoming, because of its off-the-face character.

The manner in which the grosgrain ribbon band is drawn through stashes in the felt on the hat to the left adds to the attractiveness of this model. The downward trend of the brim at the back is characteristic of many of the new shapes.

There are many problems of addition being worked out by the milliner this season. That is, one material is added to another—felt plus straw, silk plus cellophane and other equally as interesting alliances. The center hat has a fine crochet body hat with felt which forms its own natural fringe.

The last hat is a through-and-through felt model even to its plump, which is made of the felt fringed at each side.

JULIA BOTTOMLEY.
(© 1929, Western Newspaper Union.)

White Front Garage

If your car needs working on, see us for prices.

We can save you 25 to 50 per cent on all mechanical work and guarantee our work to give satisfaction. We also fix flats. Call us.

A. W. COKER

PHONE 7

Road Information Cozy Rest Rooms

You Need Our Service We Want Your Trade

LET'S CO-OPERATE

Here is where you get the famous Phillips "66" and Magnolia Products.

Good Tires and Tubes Worth the Money

WE FIX FLATS

Jones Service Station

"SERVICE WITH A SMILE"

We Give Away More Miles Than Any Dealer in Muleshoe



Big hearted? No Sir! But we're dead sure that Mule-shoe car owners are smart enough to buy their tires where they get the most miles for their money.

Here's what we do: We sell Goodyear Tires. We maintain complete service facilities for giving our customers every convenience, and to enable them to get every last mile Goodyear builds into these wonderful tires.

We put tires on your rims correctly, inflate them to proper pressure—also inspect rims, valves, wheel alignment. Come in and get some of this free mileage.

VALLEY MOTOR COMPANY
MULESHOE, TEXAS



SAY! I AM THE MAN FROM VALLEY MILLS. WHO DOCTORS SHOES FOR ALL THEIR ILLS. I MEND THE RIPS AND PATCH THE HOLES. I BUILD THE HEELS AND SAVE THE SOLES.

J. M. McADAMS
"The Shoe and Harness Man."

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

The Journal Office for Commercial Printing

The Muleshoe Produce
Wants Your Business

We conduct a clean, honest Produce House, and ask for your patronage on a basis of quick, courteous service, with honest and fair treatment. We pay top market prices at all times. Heavy hens are higher now, so bring them in. Also your cream and eggs.

MULESHOE PRODUCE CO.
Elmo Head, Mgr.

FURNITURE SALE!

This is a CLOSING OUT Cash Sale and will continue until the last piece of Furniture is sold. Everything a Bargain—get our prices before purchasing.

R. H. Crook Furniture Co.
Clovis, New Mexico

NOTICE TO THE PUBLIC!

We are equipped with Electric Machinery and experienced workmen. We use the best Oak Tanned Leather and we strive to please all we do business with on a money back guarantee. We have on hand a supply of No. 1 Neets Foot Harness Oil so bring in those old dry harness and let us give them an oil bath. We repair harness, make new car tops and curtains or repair your old ones. Your business appreciated. Where service counts, we win.

Service Shoe Shop
I. H. ROBINSON, Prop.
Next Door to Old Gupton Hotel

The Best Prices
For Your Grain and Feed

And our heartiest co-operation in every way possible are assured you when you market your crops with us.

SEE US FOR
MERIT BRAND FEEDS

We have just received a shipment of these feeds, including—

Milk Maker, Hog and Poultry Feed
They are the best on the market. If you have used them, you know.

Muleshoe Elevator Co.
MULESHOE, TEXAS

More Brilliant as the Years Go By



FROM THE "BUGLE" OF
JANUARY 25TH, 1923

Whoopee! here we come!! The second issue of the Bugle and brimful of news. We have had news from four different parties this week and it has certainly made a dandy little paper. Come on, people, let's show the skeptic and cynic that we can have a real newsy paper.

And say, Mr. Non-Advertisers, just mail us those ads.

And now that the paper is in full bloom, how many will send us a dollar bill to insure its visit each week for a year.

Tom and Helen Elrod and Merle Kistler have entered Canyon Normal for the spring term.

Miss Sweetman of the West End school, spent the week-end with Miss Novella Elrod.

Mrs. Byles left Saturday for Dallas to spend the winter.

It is reported that after the eventful trip across the sand J. L. Taylor is sleeping with his head under the cover.

M. P. Smith left Wednesday on a business trip to south Texas.

Who says the country is not growing? The teachers south of the sand report a 200 per cent increase since the first of the year.

C. L. Hasie of Littlefield was awarded the contract for construction of Highway No. 7, across Bailey County.

R. B. Canfield and T. E. Millen, accompanied by L. S. Hartzler of Clay Center, Kansas, motored to Farwell on business.

W. F. THARP'S General Farm Sale Thursday, February 14. Sale starts 10 a. m. Fifty head livestock. Household goods and general sale. Lunch served by Baptist Ladies of West Camp, Three miles South Larist.

FORMER POOR BOY
NOW EXECUTIVE

A few years ago a poor boy, believing that business held a real future for him, went to a banker friend with a request for a loan to put him through Tyler Commercial College, Tyler, Texas. The banker, believing both in the lad and in the efficiency of T. C. C. training, advanced him \$200.

Today that former poor boy, as a result of the loan and the course it enabled him to take, is one of the most respected citizens of Austin, Texas, chief executive of a thriving insurance company, which nets him an income of over \$5,000 a year. That young lad was no other than Mr. F. W. Woolsey. During his course at T. C. C. young Woolsey became interested in banking, and it wasn't long after he was graduated until he was occupying a book-keeping position in a Bay City, Texas, bank. After rising to the position of Assistant Cashier, he accepted a position with the State Banking Department. While in that position he became interested in the insurance business and bought an interest in the Austin Mutual Life Insurance Company. Later, giving up all other interests, he devoted his entire time to this business and has built it up from a small business to a prosperous one with a splendid future.

"T. C. C. training gave me a start and has helped me at every step of the way," he says.

Doesn't Mr. Woolsey's story show you that if you WANT to make your mark in the world, you CAN. If you are interested in attaining abundant success, clip the coupon printed below and mail it today for the large, free book, "Achieving Success in Business." No obligation, of course. Just clip and mail the coupon now.

(We have no branch schools. We lead; others follow.)
TYLER COMMERCIAL COLLEGE
Tyler, Texas.

Name.....
Address.....

West Camp News

Mr. Edwin Huber of West Camp left Tuesday for Nebraska where he will visit relatives.

Mrs. John Huber, of Ballinger, Texas, visited relatives at West Camp Monday and Tuesday.

Mr. and Mrs. T. P. Bradberry of Crosbyton, Texas, have moved into our community.

Miss Radie Williams, Mrs. Everett Smith, and Mr. Hugh Thompson left for Oklahoma Friday morning to be at the bedside of Mrs. Smith's mother.

Misses Vera Adair and Sevel House spent last week-end with Miss Retha May Goodman near Melrose, N. M.

Mr. and Mrs. C. J. Catham left last week for Olney, Texas, to visit their son.

MINNESOTA PEOPLE HERE

John Vertin, of Little Falls, Minn., was in Muleshoe a short time Thursday and called at The Journal office to renew his subscription. Mr. Vertin, accompanied by his wife, were on their way to Los Angeles, Calif., to visit a brother. He stated that he was interested in this country and appreciated the weekly visit of The Journal, as it keeps him posted on the development of the communities surrounding Muleshoe.

Animals Set Good Examples

Animals change their suits with the season. Nature takes care of that, they do not reason. Man should surely see from nature's example. That he should provide suit changes that are ample. And from observation he can easily note. Every animal continually cleans and presses his coat.

Muleshoe Tailor Shop
COOP, J. T. HUNTER

OUR SUPPLY OF
Fruits and Vegetables
IS COMPLETE

and we utilize the proper methods for preserving their purity and freshness and for keeping their edible qualities always at the best.

HEADQUARTERS FOR EVERLITE FLOUR

Henington's Cash Grocery
MULESHOE, TEXAS

For Economical Transportation



Six-Cylinder
Smoothness



The COACH
\$595
with increased Speed and Acceleration!

- The Coach... \$525
- The Sedan... \$525
- The Coupe... \$505
- The Sedan... \$475
- The Sport... \$495
- The Sedan... \$475
- The Coupe... \$475
- The Sedan... \$495
- The Sedan... \$400
- The Sedan... \$455
- The Sedan... \$450
- The Sedan... \$450
- The Sedan... \$450

Marvelous six-cylinder smoothness throughout the entire speed range! A freedom from vibration, drumming and rattle that makes driving and riding a constant delight! Increased speed and acceleration, with 32% more power for hills and heavy going!

Such are the qualities of performance now available in the price range of the four. Such are some of the outstanding reasons why the new Chevrolet Six is enjoying the most triumphant public reception ever accorded a Chevrolet car.

If you have never driven the new Chevrolet Six, you are cordially invited to come in for a demonstration.

— a Six in the price range of the four! —

Valley Motor Company

QUALITY AT LOW COST

Sophomores Are Now Permitted to Wear Smocks



In the annual smock fight between the sophomores and juniors of the University of Pennsylvania school of fine arts the sophomores were the victors and consequently now have the right to wear smocks in the drafting room. The picture shows Marvin Schadel of Harrisburg, Pa., president of the sophomore class, being carried from the battlefield by his triumphant classmates.

Mrs. H. C. Edmonds and sister, Miss Fannie Anderson, motored to Lubbock Monday to meet their mother, Mrs. G. A. Anderson, who has been receiving medical attention there.

Mr. and Mrs. F. C. Franks, of Sudan, visited relatives here Sunday.

Mrs. W. R. Harper was a visitor to Clovis the latter part of the week.

Book Your Eggs Ahead

HATCH EARLY CHICKS

Get high prices for eggs. We are prepared to furnish setting eggs from choice hens of a heavy laying strain of White Leghorns.

Chicks from our eggs will be strong and husky. We feed a balanced ration all the year round and have healthy, happy hens.

Fullets from our eggs will pay your grocery bill.

If you like chicken music, come by and hear 'em sing, whether you want eggs or not.

McADAMS POULTRY FARM

MRS. W. B. McADAMS, Prop.

Your Insurance Business Appreciated

All Kinds Written, Old Line Connections

J. E. ALDRIDGE

Office at the Blackwater Valley State Bank

Start Those Hens Laying Today

Put them on a paying basis. The way to do this is to feed them the proper rations. We have an ideal poultry feed

CHOWDER

Get a supply of it and prove to yourself that your hens can be made to pay dividends. They are not a profitable investment if they fail to do this.

We will pay you the Best Prices for your grain and lend any assistance we can in marketing your crop.

Bailey County Elevator Company

Town Talk

Mr. Solock has recently moved back to Muleshoe.

Born—to Mr. and Mrs. D. W. Winn, January 29th, a boy.

Mrs. D. K. Smith has returned from a several weeks visit with her daughter, Mrs. Raymond Lowrie, at Evanston, Ill.

Miss Virginia Ebert was in Clovis the latter part of last week having dental work done.

Judge Wm. G. Kennedy and family moved to their farm the latter part of last week.

Mr. and Mrs. L. E. Ragsdale and children moved to the Wm. G. Kennedy home Monday.

Billie McClure, of the Priona school, was visiting friends here last Thursday evening.

Jimmie Singer, of Littlefield, was attending to business affairs here Tuesday.

Mr. and Mrs. Geo. Nelson and Mr. and Mrs. I. W. Harden were Clovis visitors Saturday.

Mrs. Lilla B. Daniel, Miss R. Saunders and Billie Daniel spent the week-end in Clovis, N. M.

Mmes. S. E. Morris, Jr. and Harold Wyr were Clovis visitors last week-end.

Mr. and Mrs. D. A. Dodson and family left Monday for Lamesa to make their future home.

J. M. Bell, of Longview, was in town Saturday attending to business affairs.

A. L. Stringer, principal of the Longview school, was in Muleshoe Saturday.

Mrs. T. E. Arnold and children, spent the week-end in Abernathy with relatives.

H. Sterling, of Longview, was in Muleshoe Saturday attending to business affairs, and called at the Journal to put his subscription up another year. Mr. Sterling stated that the flu had been rather bad in his section of the country.

W. F. THARP'S General Farm Sale, Thursday, February 14. Sale starts 10 a. m. Fifty head livestock, Household goods and General Sale. Lunch served by Baptist Ladies of West Camp. Three miles south Lariat.

NOTICE OF SALE

STATE OF TEXAS, COUNTY OF BAILEY.

NOTICE IS HEREBY GIVEN That by virtue of a certain Order of Sale issued out of the Honorable District Court of Bailey County, of the 29th day of January, 1929, by J. L. Alsop, Clerk of said Court for the sum of Fifty six hundred thirty-five and 70/100 (\$5635.70) Dollars and costs of suit, under a Judgment, in favor of W. B. Newsome, et al in a certain cause in said Court, No. 296 and styled W. B. Newsome, et al vs Sam Hoffman et al, placed in my hands for service, I, H. A. Douglass as Sheriff of Bailey County, Texas, did, on the 29th day of January, 1929, levy on certain Real Estate, situated in Bailey County, Texas, described as follows, to wit: Situated in Bailey County, Texas; and being labor No. 5 in League No. 111 of the Crosby County School lands, containing 1721 acres, and being the land described in the deed from W. B. Newsome and Tom W. Newsome to Sam Hoffman, dated October the 12th,

1926 and recorded in Book 14, Page 222 of the Bailey County Deed Records. The said judgment and foreclosure being against the defendant, Sam Hoffman, the defendant, Security State Bank of Westaco, a corporation, and the defendant, Panhandle Lumber Company, a corporation, and levied upon as the property of Sam Hoffman et al, and that on the first Tuesday in March, 1929, the same being the 5th day of said month, at the Court House door of Bailey County, in the town of Muleshoe, Texas, between the hours of 10 A. M. and 4 P. M.; by virtue of said levy and order of sale I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said Sam Hoffman, et al.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Muleshoe Journal, a newspaper published in Bailey County.

Witness my hand, this 6th day of February, 1929.

H. A. DOUGLASS, Sheriff of Bailey County, Texas.

It Will Pay You
To See Us Before You Sell Your
Kaffir, Maize, Sudan and Corn

We pay the best market prices at all times and can assure you of our co-operation in the marketing of your crops. Don't fail to get our prices if you have any of these products to sell.

LARIAT GRAIN CO.
L. SIKES, Mgr.

Every Day is Bargain Day
AT THIS STORE!

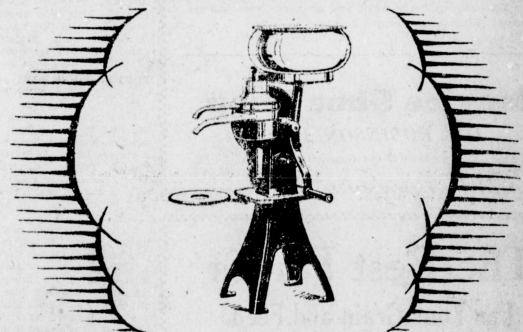
You do not have to wait for Special Sales to save money here. We can save you money every day on good merchandise.

If you need anything in the Dry Goods line, we claim that you can get your needs supplied as satisfactorily and economically here as you can elsewhere—and our claim is backed by our past record.

Gardner Dry Goods Company

"The Price is the Thing."

THE WORLD'S
Easiest-Running Cream Separator



McCORMICK-DEERING



Here's the secret!

If the combination of high-grade ball bearings (at the vital points 1, 2, 3, and 4) and positive, automatic lubrication, that makes the McCormick-Deering so easy to turn. A gleaming, japanned finish and a special disk-removing rod makes it easy to keep the McCormick-Deering clean and fresh. To appreciate these features, you must see them!

Every high speed point has high-grade ball bearings. ONLY the McCormick-Deering is so equipped. It takes much of the work out of the morning-and-evening separating. No wonder it makes a hit with every man and woman who sees and turns it. And that's only the start. The McCormick-Deering has many other points of improvement. It is setting new records in clean skimming. It is easy to wash, and it is self-oiling. Come in and see something really modern in separators. We are demonstrating every day. Six sizes—hand, belted, and electric—for one cow or a hundred.

E. R. Hart Lumber Co.

Coal, Hardware, Furniture—McCormick-Deering Implements