

THE MULESHOE JOURNAL

VOLUME 7.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, MARCH 8TH, 1929.

NUMBER 1

IMPROVEMENT PLAN CARRIED BY 5 TO 1 IN THURSDAY'S SELECTION

Engineers Expect to Start Work of Surveying the Town Within the Next Few Days.

Muleshoe upheld her record of progressiveness last Thursday, when the Improvement Plan carried by a five to one vote and virtually means the paving of six blocks in the business part of town. Although the voting was not as heavy as was expected, many people who did not go to the polls asserted that they were heartily in favor of the plan.

The firm of Ward & Montgomery, Engineers, were employed by the City Commission this week to make a survey of the town and it is understood that this work will start Monday or Tuesday. They will determine the complete cost of the paving, and definite action will be taken within the next two or three weeks.

The effect that a program of this nature has on the outside may be judged by the fact that local contractors state that since the first of this week several inquiries have been received from people in various sections of the State in regard to locating here. Some have been prospecting in Muleshoe this week from Clovis, Sudan and Hereford, who stated that they realized the future in this section was very promising and expected to invest money in the town and immediate vicinity. To these people we extend a hearty welcome to come and prosper with us.

GIGANTIC SEA FIGHT IN "OLD IRONSIDES"

Even more gigantic than the charge of the clansmen in "The Birth of a Nation" or the onrush of the chariots in "The Ten Commandments" is declared to be the terrific battle between the glorious frigate "Constitution" and the pirates of old Tripoli in Paramount's "Old Ironsides," mighty patriotic and romantic sea spectacle which will be shown at the Lone Star Theatre next Tuesday and Wednesday, March 12th and 13th.

Directed by James Cruze, the man who brought to the screen "The Covered Wagon" and "The Pony Express," the scene was filmed with the aid of more than fifty ancient square-rigged sailing ships and an army of two thousand extra players. Because of the tremendous amount of territory covered by the vessels and because it would have been impossible to make the human voice heard above the terrific roar of the hundreds of old time cannon used in the encounter, the scenes were directed by radio from a base overlooking the entire field of battle.

Seventeen cameras, more than have ever before been used upon one single scene, were stationed at various positions and photographed the complete encounter from every angle. Among the featured players who take part in the battle are Esther Rabson, Wallace Berry, George Bancroft, Charles Farrell and Johnnie Walker.

Mrs. L. C. Jones left Tuesday night to spend a few days with her sister in Amarillo.

CHINA'S LINDBERGH



Chen Lai Huang, known as the Chinese "Lindbergh" is making a good-will tour of the United States, studying airports and aircraft factories. He is an accomplished flyer.

Goodland News Items

Messrs. Locke and Duncan made a business trip to Landon ranch last week.

Messrs. C. D. Shepperd and Henry Hanover made business trips to Muleshoe on Wednesday and Thursday of last week.

County Superintendent J. E. Adams visited the Goodland school last Friday.

A few cases of chicken pox have been reported in this community.

Mr. and Mrs. Holloway and family visited friends near Rogers, N. M., last Sunday.

There was an unusually large attendance at Sunday school Sunday. Mrs. Shepperd resigned her position as secretary of the Sunday school and as president of the B. Y. P. U. Katherine Hanover was elected to take her place as secretary and Charley Beaty was elected as president of the B. Y. P. U. March.

Rosemary Hanover, Elmer Locke and Charley Beaty have been appointed to make programs for the B. Y. P. U. during the month of March. Mr. Leonard Reed and his father made a business trip to Bulla last week. Mr. and Mrs. Shepperd went to Sudan on business last Monday.

J. C. Landon moved about 500 head of cattle to the Figure Four ranch the first of March.

Mr. Hanover entertained the young people of the Goodland and Wilson communities with a tacky party last Friday night. About thirty attended and all reported a very good time.

The Good-Will singing class which met at Goodland Sunday afternoon was well attended. Several new songs are being learned. Mrs. Beaty resigned her position as president. Mr. Vigil Early, a new member, was elected as president.

Mr. Shepperd has sold his store to Mr. Beatty. Mrs. Beatty is taking charge of the postoffice, so it must be a fact that we are going to lose Mr. and Mrs. Shepperd, for they are planning on going to Temple the first of next week. In their two years stay here the Shepperds have gained the love and admiration of all. They have taken an active part in all community work and helped to organize a Sunday school and B. Y. P. U. Mrs. Shepperd has been secretary of the Sunday school and president of the B. Y. P. U. for the last year.

Mr. Sanderson went to Tucuman on February 23 on business.

Mr. and Mrs. Lawhorn spent the day with Mr. and Mrs. Holloway Sunday.

Mr. Beaty made a business trip to Bledsoe last week.

Mr. and Mrs. Sumner visited Mr. and Mrs. Shepperd last week.

Mr. and Mrs. T. G. Gaddy visited Mr. and Mrs. Locke Sunday.

Misses Zola Head and Opal Haney are visiting in Lubbock this week.

Born, March 5th, to Mr. and Mrs. W. C. Hughes, a fine girl.

Local Markets

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

Kaffir \$1.05
Maine 1.10
Corn, ear 60c bu.
Corn, shelled 80c to 82c
Sudan 3.25
Milk heads \$17.00
Kaffir heads \$15.00
Cane Seed \$1.15
Retail Feeds	
Cotton seed cake 2.75
Brant seed meal 2.75
Beans 2.50
Shorts 2.90
Cow Chow \$3.00
Milk Maker \$2.75
Tankage \$3.25
Seed out \$1.00 bu.
Produce	
Heavy Hens 20c
Light Hens and Leghorns 17c
Colored Springs 15c
Light Springs 13c
Stags 10c
Cocks 05c
Onions 20c
Butterfat 45c
Hides 6c
Capons, 8-lb. and up 25c
Capons, under 8-lb. 18c

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

Lion or Lamb



WORK PROGRESSING RAPIDLY ON PHILLIPS '66' STATION

Work on the Phillips Petroleum Company's new station here is progressing rapidly and will soon be open to the public it was stated Thursday morning.

Mr. Ira Jones of Lamesa, is in charge of the work, and is one of the contractors recently arrived in Muleshoe to make estimates for other buildings which are in prospect here.

SEE LYCEUM AD ON LAST PAGE.

SHOWER FOR MRS. ROBERTS

The members of the Order of the Eastern Star honored Mrs. J. B. Roberts with a shower Tuesday afternoon. The shower was given at the home of Mrs. J. M. March, in Warren addition. Many lovely and useful gifts were received by the honoree.

Delightful refreshments consisting of cake and ice cream were served to the following: Mmes. A. V. McCarty, Jr., M. S. Siddam, J. E. Aldridge, H. G. Edmonds, D. E. Koeney, A. P. Stone, J. B. Roberts and J. M. March.

PERMANENT HOME FOR ANNUAL DAIRY SHOW IS UNDER CONSTRUCTION

Plainview, March 4.—The permanent home of the Texas-Panhandle Plains Dairy Show, which is under construction at Plainview, will be ready in ample time for the staging of the second annual show, April 2-5. Over forty men are employed in its construction by Harrison and Smyth, contractors on the job—and they are rushing the work to completion.

The building is being erected to fulfill Plainview's promise last year that if the show were located here permanently buildings for housing it would be provided. The city of Plainview is building the home which is several buildings all connected to facilitate staging the show. The construction is of wood covered with roofing material and stripped. The gable ends on the structure are of stucco artistically made.

Five buildings are being constructed all tied together. There will be 3 large barns to house the animals, a large show room with seats for seven hundred people around it, and a large building to house the dairy products department, and the commercial exhibits. There will be twenty-five thousand square feet of floor space in the entire structure. The buildings, or parts, are all connected to the show arena, it being in the center with the other buildings projecting in four different directions. The entire structure is located on a 10-acre tract of land adjoining the municipal part of Plainview, and is close in to the business section of the city.

Directors of the Panhandle-Plains Dairy Show Association inspected the construction work Thursday and were loud in their praise of its efficiency.

FLOYDADA DEFEATS COMMISSION PLAN

Voters in the city of Floydada Tuesday turned thumbs down good and hard on the plan to change from the aldermanic to the commission form of city government. Although the vote was light, less than thirty-five per cent of the qualified voters casting ballots, those who did vote gave a majority of more than two to one against the change and 114 voting against the change and 68 for it.

No campaign either for or against the change was instituted in an organized way, the proponents of the change contenting themselves with a general explanation of the possibilities of the change toward more efficient handling of the city's affairs. Practically all of the present and former members of the board of aldermen had expressed belief that the change would be desirable and beneficial.—Floyd County Hesperian.

W. M. S. PACKS BOX FOR ORPHANS

The Methodist Missionary Society will pack a box Monday to be sent to the Lora Wesley House at Strawn, Texas. They can use most anything sent to them. Children's clothing is most in demand. They also need books for boys and girls. Please leave your packages at Thompson's Dry Goods, or bring them to the Missionary Society Monday.

Supt. Supplies, W. M. S.

Local Contractors Are Keeping Busy

Building operations in Muleshoe and vicinity continue to increase each week and with the approach of spring, it is predicted that the city will see the largest building program in its history. With construction going forward on several residence and business houses, contractors are busy this week making estimates for additional structures, which are to be erected as soon as possible.

Work started Saturday of last week on a residence for D. C. Danner in the south part of town. This is a five-room structure with bath and all modern conveniences.

The office building for Panhandle Lumber Company was started Friday of last week and is to be 24 by 60 feet. Several garages and smaller houses are also being built this week and with the farm building which is in progress, carpenters and contractors are working full time.

VARIETY IN PROGRAM FOR TOMORROW NIGHT

The next number of the Lyceum Course will be held at the High School auditorium Saturday evening, March 9th. The Caveny Company will present a variety of numbers, all of which are said to be very educational as well as entertaining. Mr. Caveny is an artist of note and has attained much fame as a painter of pictures.

There will also be musical numbers by Marie M. Caveny and Pauline Woods, whose choice of selections are appreciated, not only by critics but by everyone who loves music.

As entertainers for the American soldiers in France during the World War, they were held in such high esteem that they were honored by being allowed to give the last entertainment in Paris in 1918.

We wish to call the attention of our readers to the Lyceum ad on last page of this issue.

CONTRACT FOR PAVING HIGHWAY NO. 9 WILL BE LET THIS MONTH

Contract for paving Highway No. 9 from the Swiss County line to Hale Center will be awarded by the State Highway Department March 18 or 19, according to the Plainview Herald. The stretch of road to be paved is 20.9 miles in length. The grading and drainage work for this stretch of road is expected to be completed in the next few weeks.

Immediately after the paving contract is let on Highway 9 work is expected to start on the water settling process that is to be employed. By this method it is thought that the road will be in condition to pave by the latter part of May.

Tech Professor's Letter in Paris Paper

LeFigaro, influential French newspaper of Paris, recently published a long article featuring a letter by Dr. John C. Granberry, head of the departments of history and sociology in Texas Technological College. Special reference was made to "Texas Technological College in the Imperial State of Texas."

SEE LYCEUM AD ON LAST PAGE.

WINS WORLD TITLE



This Thunberg, Finland's skating ace, won the world's championship skating title when a compilation of points in the winter events at Oslo, Norway, placed him in the lead. The race was witnessed by 20,000 spectators, including the king of Norway.

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

LINDY INVESTS HIS MONEY

Although Col. Charles A. Lindbergh was willing to trust his body to the air, he considers his money safer in the older and more established forms of transportation, and the young colonel has invested his small capital in Pullman common stock.

Interest and faith in the future to aviation might easily lead one as young as Colonel Lindbergh to put the small capital he is understood to have accumulated from his writing and flying activities into aircraft industry in some form or other. But despite the belief in himself that carried him across the Atlantic he has preferred to entrust his investment problem to heads older and more sophisticated in the world of investments. His problem he turned over to one of his Washington friends in the Government aviation department, associated in a family way with the house of Morgan. The vehicle chosen was the same as employed for a goodly portion of the Episcopal Foundation funds—Barron's Financial Weekly.

A 10 1/2 pound boy was born to Mr. and Mrs. Bullock, north of Muleshoe, recently.

Messrs. R. A. Thompson, T. E. Arnold and A. O. McCarty, Jr. left Sunday for Amarillo.

Longview News Items

Balyleboro, with one of the best basketball teams she has ever had, invaded Longview Friday in search of another victory. The Barro's came filled with confidence; they left, the victims of a crushing defeat inflicted by the fighting Longview Tigers. The final score was: Longview 20, Balyleboro 12.

The basketball game was only a part of an afternoon of general festivities. A program was presented, and it was enjoyed by a large number of the patrons of the school. An unusual feature of the proceedings was a ciphering match. The accuracy and the rapidity with which the various grades handled the fundamentals in arithmetic was remarkable.

Acting Superintendent M. C. Dyer states that the Longview school an open challenge to meet any school in the county not excluding Muleshoe, in a ciphering contest to be held when and where acceptable to the acceptor of this defy.

- Longview School Honor Roll**
Sixth Grade—Christine Young, Verma Mae Bell
Fifth Grade—Dink Essary, Vernice Upton
Fourth Grade—Tyrrus Tanner
Third Grade—C. L. Durham
Second Grade—Calvin Young
First Grade—Spooky Bell, James Warren
Primer Grades—Billie Ray Young, Neoma Durham
Seventh Grade—C. L. Durham
Eighth Grade—Donald Bell
Ninth Grade—Reese Young.

Reporter

Mr. H. C. Edmonds spent Wednesday and Thursday in Lubbock.

Mrs. Lilla B. Daniels and Miss Maude Milligan were visitors to Sunday Tuesday.

SEE LYCEUM AD ON LAST PAGE.

**YOUNG MEN AND WOMEN WHO
THINK CLEARLY THE GREATEST
DEMAND OF AMERICAN BUSINESS**

Bankers Association President Gives the Five Essentials of Sound Thinking in Business—Greater Opportunity Than Ever Before for Young People With Educational Training and Power to Analyze Problems.

By CRAIG B. HAZLEWOOD
President American Bankers' Association

ONLY half a century ago Michael Pupin, a shepherd boy, guarded his flocks by night among the fields of Serbia. Thieves often lurked in the bordering cornfields awaiting an opportunity to make off with a part of the herd. Serbian boys were taught a method of signaling one another for warning and help. Each carried a knife with a long wooden handle which he would thrust deep into the ground and in case cattle thieves approached he would strike the wooden handle. The sound would be transmitted through the ground to other boys some distance away who could hear and interpret the message.

"Why is it," Pupin asked his mother, "that we can signal this way? Why is it the sound can be heard through the ground, but not through the air? Why is it the signals heard in the pasture land so much better than in the plowed fields?" The boy's mother could not answer his questions, nor could the village teacher. However, having an eager mind and great determination, the boy decided to go to America, where he might win an education and find out the answers to these and other perplexing questions. Hundreds of other boys under the same

of conditions merely accepted these things without once questioning them, just because they had always done them that way.

The Land of Education and Success

So penniless immigrant boy from Serbia at the age of fifteen landed in New York in 1874 and, years later, having worked his way through Columbia University, concentrated the wonder and simplicity of his mind upon the problem of sound communication by his inventions—are known the world over. If during the past twenty-two years this company had been permitted to do without one invention of Michael Pupin, an official of the American Telephone and Telegraph Company once said, "and yet give the same service it is hard to say it would have had to spend at least \$100,000,000 more than it has expended."

These inventions, in which millions of dollars of capital have been invested, were the result of the thinking of a mere country lad who had the simplicity to wonder, the determination to know and the power to apply what he learned.

Stimulating the imagination and thinking is the greatest purpose of education. What American business needs more than anything else is young men and women to think—individuals who are not merely apologetic, but who are hard, purposeful thinkers, independent and original, with the ability to concentrate and still retain the heart of a problem.

Business Needs Folk Who Think

America has assumed the world by its readiness in casting aside traditional viewpoints, shrewdly recognizing traditional difficulties and pioneering new shortcuts formulas in the realm of business. Business is undergoing epochal changes. Business problems are crowding in upon us so rapidly that the executive knows not where to look for adequate relief. With the enormous increase in size and intricacy of business affairs the problems have become so complicated and the lines of information necessary to their solution so great that the "days are not long enough." The demand for managerial and executive ability is rinding almost everywhere. With the enormous increase in size and intricacy of business affairs the problems have become so complicated and the lines of information necessary to their solution so great that the "days are not long enough." The demand for managerial and executive ability is rinding almost everywhere. With the enormous increase in size and intricacy of business affairs the problems have become so complicated and the lines of information necessary to their solution so great that the "days are not long enough." The demand for managerial and executive ability is rinding almost everywhere.

Business Requires an Open Mind

Second, among the essentials for sound thinking I would write down an open mind. We have mentioned freeing our minds from the influence of tradition. Let us think also without prejudice of personal feelings, desires or consequence. Let us seek only the truth. Mere surface reasoning must be discarded. Old "catches" and "tricks" must be thrown into the discard. A man who has an open mind will do much wiser things because he doesn't know they can't be done.

The third essential to sound thinking is knowledge—a thorough, comprehensive understanding of all the factors involved in a problem. It has been said that most problems answer themselves when the facts have been heard. A real business student and teacher of business describes the method of attacking a problem as tearing it down, re-examining the problem and drawing the conclusion. There can be nothing but guess work or intuition unless the unknown details are discovered.

As a fourth essential sound thinking requires the capacity to generalize. How often we have seen men sweating and confused before a mass of details which they were utterly unable to classify and crystallize. We have the problem of sorting out the relevant, attaining a perspective and reaching a conclusion that can be defended against any attack. To certain minds this procedure comes naturally, to others it is a struggle. The solution of complicated problems points the way out.

The Time for Action

Fifth among the essentials of sound thinking is the power to apply. A few individuals have made that travel at random or in circles. Some have made that exact recipe to budget. But there are still others who naturally or through training have found that can be directed straight through to the practical application of their thoughts. They refuse to compromise or to be thwarted in purpose before definite application of their ideas has been achieved.

It is possible, I believe, for young people to train themselves to an individual, a perspective and the ability to classify and interpret material step by step from the beginning of a problem to its final solution and application. Here, then, is the program I would leave—the paramount need of business is sound thinking. Some may think I have oversteered the case, have set too high a standard. They may feel that they are merely sons in a machine. That, too, is a part of the problem. The only way to solve that is to find time and place in the day's work for thinking.

SCHOOL SAVINGS BANK—MOVEMENT REACHES IMPRESSIVE PROPORTION

Almost 15,000 of America's school now have school savings banks plans in operation, and about 750,000 pupils are learning systematic savings through this type of thrift with deposits in excess of \$26,000,000. Recent reports of the American Bankers Association's Savings Bank Division show that the schools included in the reports are attended by 4,665,822 pupils, of whom 3,950,337 are participants in the school savings banking plans as depositors. During the previous year received interest in the amount of \$947,610 on their deposits. The reports gathered by the association also show that there are 28 states in the United States in which 100 per cent of the grammar school enrollment is participating in school savings banking. The figures covering high schools show that 50 states 100 per cent of the attendance in this class are school savers.

Another Uncomfortable Place to Live is Just Beyond Your Income



THE REGULARITY OF THE CREAM CHECK

That's one beauty about the dairy business; you know just about what to depend on—you know there will be just about "so much" coming in every day and you know it will come.

This is one of the things that recommend the business of dairying.

Blackwater Valley State Bank
MULESHOE, TEXAS
"There is No Substitute for Safety."

DON'T BE ALARMED

By a slight cold or minor ailments of any kind — BUT —

Don't neglect these troubles that you think are of no consequence—think of the results, and remember your local drug store is headquarters for first aids and preventives.

We Serve Sunday Dinners
McCarty Drug Store

M-J-B Coffee

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

Here you can buy most of the things you need without shopping around at real money saving prices. If you are not our customer already, one visit to this store will make a believer of you.—MAKE IT TODAY.

Particular women, who buy their groceries by the well known brands, may well afford to do their trading at this store—and you may rest assured our prices are as low as you will find on the quality of merchandise we sell.

Phone Us Your Grocery Orders
Gupton Grocery Co.
Phone No. 4 Free Delivery

J.C. PENNEY CO.
A NATION-WIDE INSTITUTION
"where savings are greatest"
415-419 Main Clovis, N. M.

Values! Thrift! Service!
Three Words That Mean Savings at this Store

The Coats for Spring
in as varied an assemblage as we have ever offered!

\$14.75 to \$39.75
Are you interested in a smart sports coat—one of the new ombre-stripe wools, or a basketweave in pastel tones? Are you interested in a dress coat of gleaming black satin, or a twill with graceful scarf neckline? Whatever your coat-interest, don't fail to view our selections.
For Women :: Misses :: Juniors

Lighter Shoes For Spring Wear

A shoe that can be worn with say color of costume and is in keeping with the Springtime vogue for light shades.
\$3.98

Spring Hats For Girls

New ones are coming in every day—be sure to see them.
98c to \$2.98
Dresses
Women, Misses, Juniors
Smart frocks for daytime wearing. The chic colors.
\$3.90

Cotton Pongee
Plain—Printed
The popular "Fashion" and "Scientific" for only 34c
33c

Broadcloth
White Only
For summer frocks—alone or combined with colors. Yard
33c to 98c

RECORD SENT BY RADIO
PHOTO TAKEN BY ATLANTIC

So that it could be used in time for a ball, a late song, his was sent by wireless photo from New York to London, recently, and was received a few minutes after it was delivered to offices in this country. Words and notes were successfully transcribed for the London singers, who were to render the song at the Three Arts Ball.

The Journal Office for Commercial Printing

STATED MEETING of Muleshoe Masonic Lodge, 2nd Tuesday night in each month.

VISITORS WELCOME

W. T. BLACK, W. M.
 J. B. ROBERTS, Sec.

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 Dinahitt. P. O. Muleshoe or Flag.

O. N. ROBISON
 General Auctioneer

50 YEARS EXPERIENCE
 Will Give My Services Free to Schools or Societies Giving Box Suppers.

Muleshoe, Texas. Route No. 1.

BUILDING

YOU ARE THINKING OF BUILDING—SEE ME. SAVE THAT BENT MONEY—OWN YOUR OWN HOME.

W. C. GORDON
 At Pashandle Lumber Company

Jack Rowan
 SUDAN, TEXAS
 General Auctioneer

Real Estate Sales a Specialty
 at This Office

P. STONE, Prop.

SHOE, TEXAS

Agent for Warren Addition

E. L. Menefee, M. D.
 PHYSICIAN and SURGEON

MULESHOE, TEXAS

R. L. BROWN
 The Land Man

Lands, Oil Leases
 Royalties

Lubbock Sanitarium
 (A Modern Fireproof Building)
Lubbock Sanitarium Clinic

DR. J. T. KRUEGER
 Surgery and Consultations

DR. J. T. HUTCHINSON
 Eye, Ear, Nose and Throat

DR. M. C. OVERTON
 Diseases of Children

DR. J. P. LATTIMORE
 General Medicine

DR. F. B. MALONE
 General Medicine

DR. J. H. STILES
 General Medicine

DR. L. P. SMITH
 General Medicine

MISS MABEL McLENDON
 X-Ray and Laboratory

C. E. HUNT
 Business Manager

A chartered Training School for Nurses is conducted in connection with the Sanitarium. Young women who desire to enter training may address the Lubbock Sanitarium.

WHAT IS THE FARM OUTLOOK FOR 1929?

Bolled down to the fewest words possible, the February 15 Oklahoma Farmer-Stockman gives the outlook for each crop and kind of livestock in 1929 as follows:

Cotton: Acreage should not be expanded. Holdover fully normal. Prices last year due largely to low acre yield. High yields this year on same acreage will bring low prices.

Wheat: Holdover above normal. Winter wheat acreage above five year average. No evidence of prices must if any better than received for the 1928 crop. World acreage of wheat expanding. American farmers facing more competition from cheap lands every year.

Potatoes: Outlook not bright and very uncertain. Old crop holdover larger than last year.

Peas: Acreage as in 1929 should result in about the same price in 1929. Acreage should not be expanded. Large acreage and average yields will bring low prices.

Eggs: Lower prices first half of 1929 than in first half of 1928. Second half of 1929 uncertain.

Poultry for meat: Higher prices during first half of 1929. Second half uncertain.

Butterfat: Probably about the same spread between fat prices and feed prices as during 1928, if industrial activity maintains demand for butter.

Hogs: Smaller supplies expected to bring better prices than in 1928.

Sheep: Favorable prices for wool, of which we produce only one-half of our consumption. Larger supplies of lambs expected to bring lower prices unless consumption increases.

Beef cattle: Continued good prices throughout 1929, barring severe industrial depression.

BANKERS CONVINCED

Speaking of the 200 corporations in America which last year had the greatest net earnings, Roger W. Babson, the business expert, said:

"These 200 corporations, which showed such enormous earnings, are the leading national advertisers of America."

Great corporations, of course, are in close touch with their bankers, Mr. Babson added.

"During the last twenty-five years there has been a marked change in the attitude of bankers toward advertising."

"They now realize the value of the good will created by advertising."

"This has sound judgment behind it," Mr. Babson is one of the accredited leaders in the study of and finance.

"I am in close touch with bankers, he himself runs a statistical business.—The Flow-Share.

BIRDS PREDICT WEATHER

Roanoke, Va.—Roanoke citizens do not need thermometers to tell when it's cold. In cold weather thousands of blackbirds cluster about the chimney tops to keep warm. They sit around the chimney edges in close, companionable rows, picking the chimneys that emit the most heat and the least smoke.

OF INTEREST TO WOMEN

Short, quick cooking of vegetables in little or no water is recommended in order to conserve their vitamins and minerals.

Eggs are a spring tonic far ahead of many sold in the drug store, for egg yolk is one of the best known iron-rich foods, and also supplies phosphorus and calcium, mineral elements needed for building bones, teeth, and other tissues. Eggs are also a rich source of vitamins.

Children in a hurry to get to school and their elders dashing off to work, can seldom take the time to dig out the pulp of an orange with a spoon at breakfast time. So serve them the much needed orange juice in a glass and be assured they have a portion of the day's supply of vitamins and minerals.

Clam chowder is good any month of the year, but as the piece de resistance of a Lenten menu it is hard to surpass. Here's a recipe that may be used with either fresh or canned clams: 1 quart shucked clams, 3 small potatoes, 1 medium-sized onion, cut in small pieces, 2 slices bacon cut in small pieces or an equal quantity of salt pork, 1/2 teaspoon salt, a few drops of tabasco, 1 pint milk, 2 tablespoons flour. Remove the clams from the liquor and strain it through cheesecloth or a very fine wire strainer. Crisp the bacon and remove it from the fat and break into small pieces. If salt pork is used cut into dice before frying. Cook the onion in flour. Pour most of the clam liquor slowly into the pan and cook until thickened. Cook the clams below the boiling point in the remainder of the liquor for two or three minutes, then grind through the fine knife of the meat grinder, saving any ucle. Add the milk to the thickened clam liquor, the salt, the bacon or salt pork, the ground clams, and the remainder of the juice. Bring to the boiling point. Sprinkle finely chopped parsley over the top and serve over soda cracker.

FLOATING AIRPORT WILL BE BUILT IN THE ATLANTIC

A floating airport, to be anchored 200 miles at sea, halfway between New York and Bermuda, will be built, construction to start at once, according to an announcement made recently by naval architects.

The announcement states that the floating field will be 1,300 feet long, 200 feet wide at the ends and 400 feet wide in the center. Six thousand tons of steel and iron will be used in its construction.

Chains 21,150 feet long are to be attached to specially designed sea anchors and piling which will extend 30 feet below the surface; for holding the airport in place. The anchors will operate hydraulically within afloat to counteract the effects of waves and wind.

Loading and unloading devices are planned for the transfer of express packages and mail between ships and planes.

A crew of forty-three men will care for the seaplane, operate the machine shop, run a hotel and restaurant and guide planes by means of radio direction finders.

DENVER POST OFFERS CAL JOB AS EDITOR

Denver.—Calvin Coolidge is offered a salary of \$75,000 a year to become editor-in-chief of the Denver Post after retiring from the presidency. F. G. Bonfils, publisher of the Post, telegraphed the offer to the president, he announced.

The message to the president read: "The Denver Post is the largest paper in the United States between the Missouri river and the Pacific Coast, wants you as its editor-in-chief and as the press states you are considering newspaper work the Post will pay you a salary of \$75,000 a year to start. Your policies and those of the Denver Post are so entirely in harmony with each other that you would feel at home on this paper."

SUBSCRIBE FOR THE JOURNAL

\$16.50 Extra Money on Purina Cow Chow
ASK THIS MAN

Mr. O. K. Angeley, Muleshoe, put his cow on test:

First 30 days, feeding a good commercial feed; the production per day was 3 gallons.

Changed to **Purina Cow Chow**; production increased to 4 1/2 gallons per day, also cow picked up in flesh.

In extra milk this amounts to, for 1 month \$18.00
 Purina Feed cost \$1.50 more per mo. than other feed 1.50

An extra profit per month, of \$16.50

Purina Feeds Make You More Money---Feed It
 With Home Grown Grains

Bailey County Elevator Company
 MULESHOE, TEXAS

Why Shop Around?



We can give you famous Goodyear quality at a bargain price—a bigger bargain than you will ever get by shopping around. Before you buy any tire, investigate our prices on the new Goodyear All-Weather Tread Balloon Tire—"The World's Greatest Tire."

More People Ride on Goodyear Tires Than on Any Other Kind

VALLEY MOTOR CO.
 MULESHOE, TEXAS

FINNEY OF THE FORCE

By F. O. Alexander



And Finney Promised Not to Tell



Your Insurance Business Appreciated

All Kinds Written, Old Line Connections

J. E. ALDRIDGE

Office at the Blackwater Valley State Bank

EGG PRODUCTION INCREASED BY USE OF ELECTRIC LIGHT

A two-year experiment with 800 hens clearly demonstrates the value of electric light to increase egg production and profits, according to a report issued by the Oregon State Agricultural College. Some of the conclusions reached are as follows: "Returns from lighted flocks were very considerably increased over those from unlighted flocks in all cases during the lighted period. "The cost of electricity was always small in comparison with the increased returns for winter eggs. Less than 2-5 of an cent per hen per month paid the electricity cost. "Based upon results obtained, a flock of 400 average pullets would yield an excess profit (in eleven months) of \$11.07 over the cost of lighting. This sum would pay 8 per cent interest on a \$1,000 investment in electric lines or a lighting plant. "Best results from the use of lights call for the grading and housing of fowls according to age, development, and condition. "Regularity in lighting is essential to success. "Twelve to thirteen hours of light per day is recommended for pullets and breeding stock, and thirteen to fourteen hours for old hens or poor stock which is to be forced and then disposed of."

BYRD CLAIMS NEW POLAR LAND FOR UNITED STATES

New York.—The New York Times, and their associated newspapers announced that Commander Richard E. Byrd, in an extensive flight made with two planes on last Monday, discovered and mapped a vast new territory in the Antarctic which he has claimed for the United States and has named for his wife, Marie Byrd Land. Commander Byrd has also discovered a second new mountain range, east and south of the first discovered by him recently and named the Rockefeller Range. That range is within territory claimed by the British and known as the Ross Dependency. The new range discovered Monday is larger than the first and contains peaks between 8,000 and 10,000 feet high. It is outside the limit of the British claims and is in the new Marie Byrd Land, between Ross Sea and Graham Land.

RADIO TRAVELS BEYOND MOON. RECENT TESTS SHOW

Radio waves travel far beyond the moon, recent tests have shown, so that communication with the satellite would not be impossible were someone there to receive the signals. Dr. Carl Stormer, a Norwegian scholar, experimenting with a thirty-one meter wave length, observed echoes from signal back as much as fifteen seconds after the original impulse had been transmitted. Since radio waves travel at the rate of about 186,000 miles a second, the echo test indicated that they had gone more than a million miles out and back again, much further than the distance of the moon from the earth. Dr. Stormer believes that the echoes are caused by a layer of electrons which come from outside the earth.

ITEMS THAT WERE OFFERED FOR SALE AT AUCTION IN '39

Now that numerous public sales are being held, Press readers will doubtless be interested in the following advertisement of a sale held March 1, 1940, furnished this week by E. Montgomery of near Amherst. "Having sold my farm and intending to leave by ox team for Oregon Territory I will offer on March 1, 1940, all my personal property, to wit: "All ox teams except two teams, Buck, Ben, Tom and Jerry, 2 milk cows, 1 gray mare colt, 1 pair oxen and yoke, 1 hay yoke, 2 ox carts, 1,000 feet poplar weather board, plow and wood model board, 800 to 1,000 clay boards, 1,000 ten-foot fence rails, 1 sixty-gallon soap kettle, 35 sugar troughs, made of white ash lumber, 10 gallons of maple syrup, 2 spinning wheels, 30 pounds mutton tallow, 1 large loom made by Jerry Wilson, 300 poles, 100 split hoops, 100 empty barrels, thirty-two gallon barrel of John Miller whiskey, 7 years old; 200 gallons apple brandy; 1 forty-gallon copper still, 100 pounds tanned leather harness, 1 dozen reap hooks, 1 dozen pitchfork handle books, 2 scythes and cradles, half interest in tan yard, 32-caliber rifle, made by Bee Mills, 50 gallons of sorghum molasses, six head of fox hounds, all soft-mouthed but one. "At the same time I will sell my six negro slaves, 2 men, 35 and 50 years old; 2 boys, 12 and 18 years old; 2 mulatto wenchies, 40 and 30 years old. Will sell all together to same party, as will not separate them. "My home is two miles south of Versailles, Kentucky, on the McCoum Perry pike. Sale will begin at 8 a. m. Plenty to eat and drink.—Amherst Argus.

FRISCO RAILWAY EXTENSION

Vernon, Texas.—The final survey of the Frisco extension from Vernon to Seymour will be made soon. The preliminary survey was made several days ago. The line will run southwest out of Vernon and will cross the Wichita River just above Lake Kemp.

HOTEL TO BE ENLARGED

Littfield, Texas.—J. C. White, owner and operator of the Littfield Hotel, has plans on foot for extensive improvements and additions to building. He expects to add 25 ft. several baths and pipe the building the use of gas. This is the oldest hotel building in the city.

ANNOUNCEMENT

Of Partnership Formed Between **Bobo & Campbell** ATTORNEYS-AT-LAW 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)

Beautify Homes

15 Varieties \$11.00 to \$13.00 and Standardized Quality C Texas, \$1.00 thousand up. 50 Seeds. Poultry supplies of any anything you want for Garden. Stock.—We have it of Quality at right.

C. E. WHITE SEED CO.

WANTED!

Maize, Kaffir and Hegari Heads. Best Prices. **Be Sure and See Us Before Selling** We also want Cane Seed. Scales near Centennial Oil Co. office. **S. E. Cone Grain Co.** See R. F. Moore.

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

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.

Good Corn-Fed Meats

Are recognized as being the best. When you buy meat from the market or eat at the cafe, of course you want the best. We try to meet this requirement, both in quality and service, in all departments.

Corn Fed Beef and Pork Our Specialties.

Moeller Market & Cafe MULESHOE, TEXAS

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"

TIME "FIXES" THINGS

The news that Lindbergh the son of a Minnesota money reformer of years ago, is to marry Anne Morrow, daughter of one of the prominent members of J. P. Morgan's firm, gives an illustration of the way that time "fixes" things. "The youngsters who are to marry don't care if their dads didn't agree years ago, when Lindbergh senior was a Congressman and fighting Daddy Morrow, one of the factors in the money octopus, so-called, of the day. Some times we fume and fret because we can't fix things like they should be, and we see time come along and fix them for us. It's a powerful argument against leading a hurried life.—Floyd County Hesperian.

SNAKE WITH LEGS IS FOUND

Kosse, Texas.—A snake about 15 inches long, with two feet resembling grass burrs, on legs extending about a third of an inch from its body, six inches from the end of its tail, was found here and presented to the high school museum. It is being preserved for study and analysis. Supr. R. L. Hiles thinks it may be of value to some institution interested in scientific research.

THE AMERICAN TRAGEDY

"Mother," said the twelve year-old boy, "have I got a daddy?" "Yes, son," replied the mother. "Then where is he?" "I don't remember ever seeing him." "You haven't seen him since you were a little baby," replied the mother, with a sob in her voice, "but I hope and pray you will see him. I expect him home in the next year or two." "But where is he?" persisted the boy. "He's waiting his turn to get on the public golf links," explained the mother.

A PRACTICAL ANSWER

"If I cut a beefsteak in two," asked the teacher, "then cut the halves in two, what do I get?" "Quarters," returned the boy. "Correct. Again?" "Sixteens." "Good, and then again?" "Sixteenths." "Exactly. And what then?" "Thirty-seconds." "And once more?" "Hamburges," cried the boy impatiently.

EAGLE CAUGHT NEAR MEMPHIS

Memphis, Texas.—W. C. Nik of the Giles community, near here, took a large brown American eagle from a trap which he had baited for wolves a few days ago. The eagle measured seven and one-half feet from tip to tip. It was caught by one toe and did not put up a fight when released. Although he was held a prisoner, he devoured the whole jackrabbit which was used for bait.

SUCH IS LIFE

Favorite remarks at various ages: At fifteen: "Let's go!" At twenty: "Give me a chance and I'll show 'em." At twenty-five: "It's all wrong. There must be a reform." At thirty: "I'll live to see the dawn of a new day. In a few years the people will wake up and demand their rights." At thirty-five: "I'd be rich if I'd stayed single." At forty: "I'm sick of reformers." At forty-five: "What of it?" At fifty: "Thank God I've got a good bed." At fifty-five: "The human race isn't worth saving." At sixty: "I believed that once." At sixty-five: "It won't work." At seventy: "The world has changed."

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

After a dance at the home of Thomas Costello in Corsi, 14 guests were held up and robbed by the fiddler who furnished the music.

Bertrand Dulleter of Maricopa celebrated his 70th birthday with a party attended by five generations of his family.

What's Doing In West Texas

Clearing of the lots on which Abemathy's cheese factory is to be built has started, and plans for the building proper are being completed. The factory is creating quite a bit of interest among farmers because of increased dairy products prices which are expected.

W. B. McQueen, who lives six miles southeast of Memphis, gathered 80 bales of cotton from a 40-acre field. He attributed his success to good seed and a good season. On other 240 acres in cotton, he gathered 250 bales of 500 pounds each.

A terracing school using the most modern machinery was conducted March 1st and 2nd between Stamford and Haskell by the Agricultural Department of the West Texas Chamber of Commerce. C. H. Colvin, secretary of the Eastland Chamber of Commerce, assisted with direction of running the terracing lines.

Sweetwater is interested in the matter of city planning to the extent of obtaining a visit from Gardner S. Rogers, city planning expert of the United States Chamber of Commerce. The work of zoning traffic, building parks, beautifying school grounds, athletic fields, additions to city, and encouragement of individual pride in the home will be considered.

More than a hundred Floydada farmers recently attended a meeting of the Hale County Dairy Association organized more than six years ago. After the meeting it was voted that such an organization be perfected in Floyd County. More than twenty-five contracts were signed and leaders of the movement say that little trouble will be experienced in getting a large membership for the new institution.

When work is completed on the Lee Highway, according to a Crowell paper, Ford will be one of the first counties in Texas to have all bridges across the county 24 feet wide, and of re-inforced concrete. Ford will have 35 bridges and culverts, with all culverts 30 feet in width.

Perkins and Reynolds, well drilling contractors of Kermit, were recently awarded a contract for drilling a second well on Locust Street property of the utility company. The bore of new well will be 8 1/2 and is expected to increase the available water supply 3,000 barrels daily.

During one stretch of nineteen days J. T. Draper of Lone Star made a profit of \$21.00 from his 400 hens. The eggs sold amounted to \$90.00 and the feed cost \$29.05. The price ranged from 30 to 36 cents. Draper intends to build his flock up to 1,000 hens and devote his entire time to them.

Good results in increased interest since terracing schools have been held near Lometa have been noted. Since a demonstration of running terrace fields and contouring on the W. A. Hinkle farm January 28, all of County Agent W. S. Foster's time was spoken for to demonstrate until the last week in February.

The Lockney Clinic and Hospital, which was sponsored and recently opened by Drs. Mary M. S. M. and C. D. Henry, has just completed the installation of X-ray to the facilities of the hospital. Lockney considers herself fortunate to have competent doctors and modern equipment in a good local hospital.

A contract has been let and work started on a \$225,000 cracking plant at Burkburnett. The plant is to be built for the Nobel Oil Company, and calls for a one-unit plant with a capacity for handling 1600 barrels of fuel oil per day to produce 700 gallons of kerosene, gasoline with the remainder in oil.

Work has started on the completion of the Evangelical Church at Floydada. When completed about May 1st the building will be one of the most modern church structures of West Texas, consisting of auditorium, Sunday school room, kitchen, rest room, minister's study and other departmental rooms.

W. M. S. MEETING

The Ladies' Missionary Society of the Methodist Church met at the home of Mrs. Nina Elrod.

The meeting opened by singing "Near the Cross." The president read the First Psalm. The regular business was taken care of and the Society planned an apron and bonnet sale for Saturday, March 16th. Mrs. Hilde joined the Society. We also had two visitors, Mrs. McWilliams and son and Mrs. Holland. Mrs. McWilliams is from Paducah. The next time will be at the home of Mrs. Ruth McCarty. Mrs. Mardis is the leader of our study book, "The Women of Kingdom."

Reporter

Baileyboro News

Sunday morning, March 3, God called the small daughter of Mr. and Mrs. C. B. Walls back to heaven. Little Rena Dendil had lived on this earth only two months, but in that time she had found a warm place in the hearts of all who knew her. For a short while before death she suffered from a severe case of pneumonia, and now her body is resting in the little cemetery on the hill west of Baileyboro.

Tuesday morning, March 5, was a big time for the pupils of Baileyboro school. With smiles and light hearts they moved their school possessions from the old frame house into the new brick building. Friday will be another big day. The patrons are coming in for a clean-up day and trees will be planted on the school ground. Baileyboro people are intensely interested in their school affairs.

Reporter

Mr. August Ritter and son, Walter, of Lariat, were attending to business in Muleshoe Saturday. Walter called at The Journal office while in town.

J. V. Young and Mr. Durham of the Longview community were business visitors in Muleshoe Thursday. Mr. Young and Mr. Durham are improving their farms south of town.

Owen Head of Amberst visited his parents, Mr. and Mrs. Elmo Head, in Muleshoe this week.

Judge Levi Pressley, formerly of this city, but now living in Fort Worth, was greeting friends here this week.

SEE LYCEUM AD ON LAST PAGE

Tires for the new Ford are specially made to give long wear



WHEN the new Ford was designed, it was immediately apparent that a new tire would have to be made to match the car's performance. It was distinctly a new problem, for here was a car with quicker acceleration, greater speed and more braking efficiency than any car of similar size or weight.

So that every Ford owner might be assured of maximum tire mileage at the lowest cost, the Ford Motor Company devoted many months to research and experiment in conjunction with the leading tire manufacturers.

As a result, certain definite specifications were developed for tires for the new Ford. These specify cords of certain strength and texture, a large volume of tread and side-wall rubber, sturdy non-skid design, and reinforced plies for protection against bruise breaks—all the strong features of construction formerly considered for only the largest tires.

Great care also was taken to secure the best riding qualities in connection with the transverse springs and the Houdaille shock absorbers.

Though the Ford tires are designated as 30 x 4-50, they have the resiliency and air space of much larger tires because of the drop center rim of the steel-spoke wheels.

For best results, the tires on the new Ford should be kept inflated to an air pressure of 35 pounds and checked regularly to insure this pressure all the time. This is important. Low inflation breaks down the sidewalls of a tire. By causing overheating, it also destroys the rubber that acts as an insulation, with consequent separation of the cord.

At the end of each 5000 miles, when you have the front wheels packed with grease, it is a good plan to have the wheel alignment checked. This will prevent premature wear.

When punctures come, as they will with any tire, you will find the Ford dealer particularly well-equipped to make repairs quickly and at small cost. See him, too, for replacements. Then you will be sure of getting tires built specially for the Ford car according to definite Ford specifications.



FORD MOTOR COMPANY

Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

OFFICERS & DIRECTORS: L. W. Hazden, President; J. J. Lawler, Vice-President; L. S. Barron, Secretary-Treasurer.
 LOAN COMMITTEE: J. A. White, M. F. Collins, H. J. Kihno

A Long Time Loan and Low Rate of Interest

To The Farmers Of Muleshoe Territory

Beginning Monday, March 4th, we will pay 46 cents per pound for butterfat.

We are now able to offer as much or more for your cream than you can get by shipping. Come in and talk it over with us. We have a supply of Revenge Lice destroyer. "Kills 'em in a minute." Also, Kerem, for sore head, roup, white diarrhoea. Absolutely guaranteed.

MULESHOE PRODUCE CO.
Elmo Head, Mgr.

ARE YOU PLANNING ON A HOME?

If so, let us supply the materials both for its construction and its furnishing. We have all that is required to build, paint, finish and furnish the kind of home you are planning for your family. Our Building Materials and our House Furnishings are of the highest quality, and our prices are reasonable.

E. R. Hart Lumber Co.

Coal, Hardware, Furniture.....McCormick-Deering Implements

Opening Day SATURDAY, MARCH 9th

On the above date we will have the FORMAL OPENING of our

NEW AND MODERN MEAT MARKET

At which time we desire to have everyone call and inspect our up-to-date equipment.

We will also have a COFFEE DEMONSTRATION on this date and will serve Coffee and Cake to our patrons and visitors. Be sure and sample these fine products.

Our aim is to give the very best service in this new department, as well as in our Grocery department. We will handle a nice line of VEGETABLES at all times and will be glad to serve you.

SNOWDRIFT

Rich Creamy Shortening for Modern Cooking. Ask for Cook Book.

WESSON OIL

Cook the Modern Way, with a fine Salad Oil. Salads also.

SOUTHERN COTTON OIL TRADING COMPANY

P. O. BOX 580

NEW ORLEANS, LA.

Henington's GROCERY & MARKET

DEMPSTER
NO. 12. BACK GEARED
ARCH-DRIVE WINDMILL



GUARANTEED

The Dempster No. 12 is guaranteed against defective workmanship and materials. You are assured a mill that will serve for years without constant trouble or expense. Has Thriftless Bearings, Positive Brake, Machine Cut Gears, Oil-Case-Year Feature. Come to us to inspect windmill and pump mill. We will show you a sample.

E. R. HART LUMBER COMPANY
Muleshoe, Texas.
Also carrying a complete line of

YL News Items

Mrs. Lloyd Jones, Gladys Buhman, Helene Head, Vera June Beller, Dale Buhman, Gail Willard and Crockett Bruton attended an Epworth League rally at Plainview last Sunday. Much was learned of League work and all reported a good time.

Mr. E. C. Priboth and family, Mr. and Mrs. Gus Priboth and Mr. F. A. Priboth visited Art Ryan and family Sunday.

Mr. and Mrs. M. L. Evans and family left Thursday for Celeste, Texas, for a short visit.

The Loyal Friends Class was entertained at Mr. Willman's Thursday evening. Everyone reported a good time.

The teachers of YL school entertained the patrons of the community last Friday night. They rendered an interesting program and served refreshments of sandwiches, cookies and hot chocolate. Everyone enjoyed themselves.

Reporter

West Camp News

Mrs. T. P. Bradberry left Saturday to spend a few days with her brothers at Sudan.

The young folks of West Camp and Oklahoma Lane were entertained with a party given at the home of Mr. Gals Hindrickson Saturday night. Everyone reported a nice time, especially the girls.

Mr. Homer Taylor and Miss Susie Bell Vaughn attended singing at Oklahoma Lane Sunday night.

Margaret Dotson spent Sunday with Ethel Copeland.

Ruby Adair spent the day in the J. M. Gibbs home Saturday.

D. H. Williams, who has been on the sick list for some time, is improving.

F. S. House is on the sick list at this writing.

Clifford Bradberry, formerly of Crosbyton, entered the West Camp school Thursday, February 28th.

Mr. E. C. Chaney and family of Farwell spent Sunday in the J. R. Thornton home.

Mr. E. E. Booth had three fingers cut off and his hands bruised in a threshing machine.

Reporter

Man Slaps Wife

on the back and says: "We are going to buy one of those wonderful Model A Fords right away for spring use, and our summer vacation."

We Can Make Deliveries Promptly. See Samples at Our Show Room.



Muleshoe Motor Co.

Mrs. J. J. Franks of Sudan is visiting relatives here this week.

Misses Opal Morris and Annie Woods spent the week-end in Portales, N. M. as guests of Mr. and Mrs. J. W. Maupin and Kenneth Bell.

Suonorita Amelia Doriello, declared the most beautiful girl in Italy, uses only olive oil for her complexion.

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 Needs 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 Gupion Hotel

Come to the Lyceum Saturday Night March 9th

The Holder of the Lucky Ticket Will Receive **\$5.00 in Cash**

Dress Well--Make Good Friends

Business men are more impressed by men who keep themselves well dressed. For any time they'd rather be seen with the man who keeps himself clean. The man who doesn't keep himself neat. Will make someone to find he's been best.

Muleshoe Tailor Shop

COOP, J. F. HUYER

costs more and worth it

The New Mobiloil costs 35c a quart. It is made especially for today's high-speed driving conditions

This New Mobiloil now awaits you at any Mobiloil dealer's for 35c a quart. Surprising savings in oil and gasoline consumption together with better engine performance make this new lubricant the most economical oil you can buy today.

MAKE THIS TEST

Drive to the nearest Mobiloil dealer . . . have him drain all the old oil from your crankcase and . . . fill it up with the correct grade of the New Mobiloil. You know from experience how your engine ran the last time fresh oil was put in the crankcase . . . Now--notice the difference!

Look for these results--

- Increased Oil Mileage: Often 100 extra miles per quart from the New Mobiloil.
- Increased Gasoline Mileage: Many tests show gasoline consumption reduced as much as 16%.
- Faster Pick-Up--More Power: Quicker get-away, more "pep" on the road, less labor on the hills.
- Smoother Operation: A quieter motor, a velvety smoothness of acceleration, less vibration when speeding.



35c a quart

The dealer who sells a quart of the New Mobiloil for less than 35c (except Mobiloil at the distributor's office for Model T Fords, at 20c) is not making his bid reasonable over all. Lower prices often accompany substitutions.

VACUUM OIL COMPANY

Specialists in the manufacture of high-grade lubricating oils for all types of machinery.

Dallas Branch, Main & Lamar Sts.

NOTICE

THE STATE OF TEXAS, TO THE SHERIFF OR ANY CONSTABLE OF BAILEY COUNTY--GREETING:

You are hereby commanded to summon Malcolm Richard Madera by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Bailey County, to be holden at the Court House thereof, in Muleshoe, on the first Monday in May, A. D. 1929, the same being the 8th day of May, A. D. 1929, then and there to answer a petition filed in said Court on the 4th day of March, A. D. 1929, in a suit numbered on the docket of said Court No. 485, wherein Tielma Madera is Plaintiff, and Malcolm Richard Madera is Defendant, and a brief statement of plaintiff's cause of action, being as follows:

Plaintiff abandoned Defendant on December 14th, 1926, leaving her in destitute circumstances and in a delicate condition, that since said date defendant has not contributed any money or thing of value to plaintiff's support; that at the time defendant abandoned plaintiff she was in a delicate condition and that defendant did not provide a place of shelter, medical care or attention all of which plaintiff was badly in need of; the conduct of defendant was of such nature as to render their living together wholly unupportable.

WHEREFORE plaintiff prays the Court that defendant be cited to appear and answer this petition and that upon final hearing hereof, she have judgment and dissolving the bonds of matrimony.

Herein Fail Not but have before said Court, at its next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Muleshoe, Texas, on this 4th day of March, A. D. 1929.

J. L. ALSUP, Clerk, District Court, Bailey County, Texas. By Lola Lipscomb, Deputy.

Mrs. Goodman of Lubbock was a visitor in Mrs. R. L. Faulkner's home Sunday.

Miss Rebecca Saunders, who has been assisting Mrs. Lilla B. Daniels in the Vogue Beauty Shoppe, returned to her home in Clovis Saturday. Miss Maude Milligan will take Miss Saunders' place.

Want Ads

WELL DRILLING, windmill wrecking. Have been here about a year and intend to stay. Prices right. Will appreciate your trade.--J. B. Cunningham, Muleshoe. 3-4tp

March and April hatched pullets pay best. See us now for Purebred White Leghorn Eggs.--McAdams Poultry Farm.

FOR TRADE--Desirable home in Dallas for Bailey County farm, and Will Pay Balance in cash. Address: T. M. Lawson, 3214 Garland Ave., Dallas, Texas.

FOR SALE or Trade--One good "Old Trusty" incubator, size 150 egg. Just used two seasons. Will take half price or will trade for pigs or chickens. See Mrs. B. Waller, 15 miles West of Muleshoe. 2-ft

March and April hatched pullets pay best. See us now for Purebred White Leghorn Eggs.--McAdams Poultry Farm.

NOTICE TO TRESPASSERS

Hunting season is over. We want people to quit hunting; have posted signs up. Will enforce the law in regard to trespassing and shooting ducks out of season.

HAISELL CATTLE CO. Ernest Huffman, Foreman, 4-4tc

Our Spring Showing Of Coats, Dresses and Hats Have Arrived

And are now on display in our store. Come in and look them over. The latest styles are here and are sure to please you.

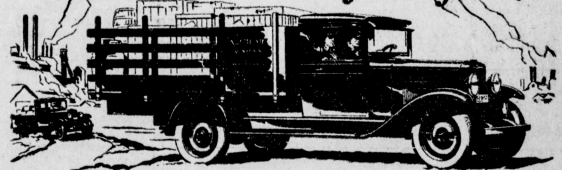


Gardner Dry Goods Company

"The Price is the Thing."



now- Six Cylinder Trucks with the economy of the four!



Crowded traffic conditions today demand six-cylinder performance--with its greater flexibility, greater reserve power, higher speed and swifter acceleration. And now--for the first time in commercial car history--this desirable six-cylinder performance has been made available with the economy of the four. For the new six-cylinder Chevrolet trucks are not only offered in the price range of the four--but they are as economical to operate as their famous four-cylinder predecessors! Both the Light Delivery and the 1 1/2 Ton Utility Chassis are available with an unusually wide selection of body types--and among them is one exactly suited to your requirements. Come in today. We'll gladly arrange a trial load demonstration--load the truck as you would load it, and drive it over the roads your truck must travel in a regular day's work.

Sedan Delivery, \$595; Light Delivery Chassis, \$400; 1 1/2 Ton Chassis, \$545; 1 1/2 Ton Chassis with Cab, \$630. All prices f. o. b. factory, Flint, Mich.

Valley Motor Company
MULESHOE, TEXAS

A * SIX IN THE PRICE RANGE OF THE FOUR

THE MULESHOE JOURNAL

VC 106 7.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, MARCH 25TH, 1925.

NUMBER 1

IMPROVEMENT PLAN CARRIED BY 5 TO 1 IN THURSDAY'S ELECTION

Engineers Expect to Start Work of Surveying the Town Within the Next Few Days.

Muleshoe upheld her record of progressiveness last Thursday, when the Improvement Plan carried by a five to one vote and virtually means the paving of six blocks in the business part of town. Although the voting was not as heavy as was expected, many people who did not go to the polls asserted that they were heartily in favor of the plan.

The firm of Ward & Montgomery, Engineers, were employed by the City Commission this week to make a survey of the town and it is understood that this work will start Monday or Tuesday. They will determine the complete cost of the paving, and definite action will be taken within the next two or three weeks.

The effect that the program of this nature has on the outside may be seen by the fact that local contractors state that since the first of this week several inquiries have been received from people in various sections of the State in regard to locating here. Some have been prospecting in Muleshoe this week from Clovis, Sudan and Hereford, who stated that they realized the future in this section was very promising and expected to invest money in the town and immediate vicinity. To these people we extend a hearty welcome to come and prosper with us.

GIGANTIC SEA FIGHT IN "OLD IRONSIDES"

Even more gigantic than the charge of the clansmen in "The Birth of a Nation" or the oration of the chorists in "The Ten Commandments" is declared to be the terrific battle between the glorious frigate "Constitution" and the pirates of old Tripoli in Paramount's "Old Ironsides," mighty patriotic and romantic sea spectacle, which will be shown at the Lone Star Theatre next Tuesday and Wednesday, March 24th and 25th.

Directed by James Cruze, the man who brought to the screen "The Covered Wagon" and "The Pony Express," the scene was filmed with the aid of more than fifty ancient square-rigged sailing ships and an army of two thousand extra players. Because of the tremendous amount of territory covered by the vessels and because it would have been impossible to make the human voice heard above the terrific roar of the hundreds of old time cannon used in the encounter, the scenes were directed by radio from a base overlooking the entire field of battle.

Seventeen cameras, more than have ever before been used upon one single scene, were stationed at various positions and photographed the complete encounter from every angle. Among the featured players who take part in the battle are Esther Ralston, Wallace Berry, George Bancroft, Charles Farrell and Johnnie Walker.

Mrs. L. C. Jones left Tuesday night to spend a few days with her sister in Amarillo.

CHINA'S LINDBERGH



The Lal Huang, known as the Chinese "Lindbergh," is making a good-will tour of the United States, studying airports and aircraft factories. He is an accomplished flyer.

Goodland News Items

Messrs. Locke and Duncan made a business trip to Landon ranch last week.

Messrs. C. D. Shepperd and Henry Hanover made business trips to Muleshoe on Wednesday and Thursday of last week.

County Superintendent J. E. Adams visited the Goodland school last Friday.

A few cases of chicken pox have been reported in this community. Mr. and Mrs. Holloway and family visited friends near Rogers, N. M., last Sunday.

There was an unusually large attendance at Sunday school Sunday. Mrs. Shepperd resigned her position as secretary of the Sunday school and as president of the B. Y. P. U. Katherine Hanover was elected to take her place as secretary and Charley Beaty was elected as president of the B. Y. P. U. March.

Rosemary Hanover, Elmer Locke and Charley Beaty have been appointed to make programs for the B. Y. P. U. during the month of March. Mr. Leonard Reed and his father made a business trip to Bala last week.

Mr. and Mrs. Shepperd went to Sudan on business last Monday. J. C. Landon moved about 500 head of cattle to the Figure Four ranch the first of March.

Mrs. Henry Hanover entertained the young people of the Goodland and Wilson communities with a lucky party last Friday night. About thirty attended and all reported a very good time.

The Good-Will singing class which met at Goodland Sunday afternoon was well attended. Several new songs are being learned. Mrs. Beaty resigned her position as president. Mrs. Beaty had a new member, was elected as president.

Mr. Shepperd has sold his store to Mrs. Beaty. Mrs. Beaty is taking charge of the postoffice, so it must be a fact that we are going to lose Mr. and Mrs. Shepperd, for they are planning on going to Temple the first of next week. In the two years they have the Sheppers have gained the love and admiration of all. They have taken an active part in all community work and helped to organize a Sunday school and B. Y. P. U. Mrs. Shepperd has been secretary of the Sunday school and president of the B. Y. P. U. for the last year.

Mr. Sanderson went to Tucumcari February 23 on business.

Mr. and Mrs. Lawhorn spent the day with Mr. and Mrs. Holloway Sunday.

Mr. Beaty made a business trip to Blodsoe last week.

Mr. and Mrs. Sumner visited Mr. and Mrs. Shepperd last week.

Mr. and Mrs. T. C. Caddy visited Mr. and Mrs. Locke Sunday.

Reporter

Misses Zola Head and Opal Haney are visiting in Lubbock this week.

Born, March 25th, to Mr. and Mrs. W. C. Hughes, a fine girl.

Local Markets

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

Kaffir	\$1.05
Maize	1.10
Corn, ear	60c lb.
Corn, shelled	80c to 82c
Milk	2.25
Maize heads	\$17.00
Kaffir heads	\$15.00
Cane Seed	\$11.15
Retail Feeds		
Cotton seed cake	2.75
Cotton seed meal	2.00
Bran	2.00
Shorts	2.50
Cow Chow	\$3.00
Milk Maker	\$2.75
Tankage	\$5.25
Seed oat	\$10.00
Produce		
Heavy Hens	20c
Light Hens and Leghorns	17c
Colored Springs	15c
Light Springs	13c
Stags	10c
Cocks	6c
Eggs	20c
Butterfat	48c
Hides	6c
Capons, 8-lb. and up	25c
Capons, under 8-lb.	18c

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

Lion or Lamb



WORK PROGRESSING RAPIDLY ON PHILLIPS "68" STATION

Work on the Phillips Petroleum Company's new station here is progressing rapidly and will soon be open to the public it was stated Thursday morning.

Mr. Ira Jones of Lamesa, is in charge of the work, and is one of the contractors recently arrived in Muleshoe to make estimates for other buildings which are in prospect here.

SEE LYCEUM AD ON LAST PAGE

SHOWER FOR MRS. ROBERTS

The members of the Order of the Eastern Star honored Mrs. J. B. Roberts with a stork shower Tuesday afternoon. The shower was given at the home of Mrs. J. M. March, in Warren addition. Many lovely and useful gifts were received by the honoree.

Dainty refreshments consisting of cake and ice cream were served to the following: Misses A. V. McCarty, Jr., M. S. Stidham, J. E. Aldridge, H. C. Edmonds, D. E. Keeney, A. P. Stone, J. B. Roberts and J. M. March.

PERMANENT HOME FOR ANNUAL DAIRY SHOW IS UNDER CONSTRUCTION

Plainview, March 4.—The permanent home of the Texas-Panhandle Plains Dairy Show, which is under construction at Plainview, will be ready in ample time for the staging of the second annual show, April 2-5.

Over forty men are employed in its construction by Harrison and Smyth, contractors on the job, and they are rushing the work to completion.

The building is being erected to fulfill Plainview's promise last year that if the show were located here permanently buildings for housing it would be provided. The city of Plainview is building the home which is several buildings all connected to facilitate staging the show. The construction is of wood covered with roofing material and stripped. The gable ends on the structure are of stucco artistically made.

Five buildings are being constructed all tied together. There will be 3 large barns to house the animals, a large show room with seats for seven hundred people around it, and a large building to house the dairy products department, and the commercial exhibits. There will be twenty-five thousand square feet of floor space in the entire structure. The buildings, or parts, are all connected to the show arena, it being in the center with the other buildings projecting in four different directions. The entire structure is located on a 10-acre tract of land adjoining the municipal part of Plainview, and is close in to the business section of the city.

Directors of the Panhandle-Plains Dairy Show Association inspected the construction work Thursday and were loud in their praise of its efficiency.

FLOYDADA DEFEATS COMMISSION PLAN

Voters in the city of Floydada Tuesday turned thumbs down good and hard on the plan to change from the aldermanic to the commission form of city government. Although the vote was light, less than thirty-five per cent of the qualified voters casting ballots, those who did vote gave a majority of more than two to one against the change, 144 voting against and 68 for it.

No campaign either for or against the change was instituted in an organized way, the proponents of the change contenting themselves with a general explanation of the possibilities of the change toward more efficient handling of the city's affairs. Practically all of the present and former members of the board of aldermen had expressed belief that the change would be desirable and beneficial.—Floyd County Hesperian.

W. M. S. PACKS BOX FOR ORPHANS

The Methodist Missionary Society will pack a box Monday to be sent to the Lyla Wesley House at Strawn, Texas. They can use most anything sent to them. Children's clothing is most in demand. They also need books for boys and girls. Please leave your packages at Thompson's Dry Goods, or bring them to the Missionary Society Monday.

Supt. Supplies, W. M. S.

Local Contractors Are Keeping Busy

Building operations in Muleshoe and vicinity continue to increase each week and with the approach of spring, it is predicted that the city will see the largest building program in its history. With construction going forward on several residence and business houses, contractors are busy this week making estimates for additional structures, which are to be erected as soon as possible.

Work started Saturday of last week on a residence for D. C. Danner in the south part of town. This is a five-room structure with bath and all modern conveniences.

The office building for Panhandle Lumber Company was started Friday of last week and is to be 24 by 60 feet. Several garages and smaller houses are also being built this week and with the farm building which is in progress, carpenters and contractors are working full time.

VARIETY IN PROGRAM FOR TOMORROW NIGHT

The next number of the Lyceum Course will be held at the High School auditorium Saturday evening, March 26th. The Cavany Company will present a variety of numbers, all of which are said to be very educational as well as entertaining. Mr. Cavany is an artist of note and has attained much fame as a painter of pictures.

There will also be musical numbers by Marie M. Cavany and Pauline Woods, whose choice of selections are appreciated not only by critics but by everyone who loves music.

As entertainers for the American soldiers in France during the World War, they were held in such high esteem that they were honored by being allowed to give the last entertainment in Paris in 1918.

We wish to call the attention of our readers to the Lyceum ad on last page of this issue.

CONTRACT FOR PAVING HIGHWAY NO. 9 WILL BE LET THIS MONTH

Contract for paving Highway No. 9 from the Swisher County line to Hale Center will be awarded by the State Highway Department March 18 or 19, according to the Plainview Herald. The stretch of road to be paved is 20.9 miles in length. The grading and drainage work for this stretch of road is expected to be completed in the next few weeks.

Immediately after the paving contract is let on Highway 9 work is expected to start on the water settling process that is to be employed. By this method it is thought that the road will be in condition to pave by the latter part of May.

Tech Professor's Letter in Paris Paper

LeFigaro, influential French newspaper of Paris, recently published a long article featuring a letter by Dr. John C. Granbery, head of the departments of history and sociology in Texas Technological College. Special reference was made to "Texas Technological College in the Imperial State of Texas."

SEE LYCEUM AD ON LAST PAGE

WINS WORLD TITLE



Clas Thunberg, Finland's skating champion, won the world's championship skating title when a compilation of points in the winter events at Oslo, Norway, placed him in the lead. The race was witnessed by 20,000 spectators, including the king of Norway.

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

LINDY INVESTS HIS MONEY

Although Col. Charles A. Lindbergh was willing to trust his body to the air, he considers his money safer in the older and more established forms of transportation, and the young colonel has invested his small capital in Pullman common stock.

Interest and faith in the future to aviation might easily lead one as young as Colonel Lindbergh to put the small capital he is understood to have accumulated from his writing and flying activities into aircraft industry in some form or other. But despite the belief in himself that carried him across the Atlantic he has preferred to entrust his investment problem to heads older and more sophisticated in the world of investments. His problem he turned over to one of his Washington friends in the Government aviation department, associated in a family way with the house of Morgan. The vehicle chosen was the same as employed for a goodly portion of the Episcopal Foundation funds—Baron's Financial Weekly.

A 10½ pound boy was born to Mr. and Mrs. Bullock, north of Muleshoe, recently.

Messrs. R. A. Thompson, T. E. Arnold and A. O. McCarty, Jr., left Sunday for Amarillo.

Longview News Items

Balleysboro, with one of the best basketball teams she has ever had, invaded Longview Friday in search of another victory. The Burro's came filled with confidence; they left the victims of a crushing defeat, inflicted by the fighting Longview Tigers. The final score was: Longview 20, Balleysboro 12.

The basketball game was only a part of an afternoon of general festivities. A program was presented, and it was enjoyed by a large number of the patrons of the school. An unusual feature of the proceedings was a ciphering match. The accuracy and the rapidity with which the various grades handled the fundamentals in arithmetic was remarkable.

Acting Superintendent M. C. Dyer states that the Longview school has an open challenge to meet any school in the county, not excluding Muleshoe, in a ciphering contest to be held when and where acceptable to the acceptor of this defy.

Longview School Honor Roll
Sixth Grade—Christine Young, Verma Mae Bell.
Fifth Grade—Dink Essary, Vernice Upton.

Fourth Grade—Tyra Tanner.
Third Grade—Katy Young.
Second Grade—Calvin Young.
First Grade—Spooky Bell, James Warren.

Primer Grades—Billie Ray Young, Neoma Durham.
Seventh Grade—C. L. Durham.
Eighth Grade—Donald Bell.
Ninth Grade—Reese Young. Reporter

Mrs. M. C. Edmonds spent Wednesday and Thursday in Lubbock.

Mrs. Lilla B. Daniels and Miss Maude Milligan were visitors to Sudan Tuesday.

SEE LYCEUM AD ON LAST PAGE.

**YOUNG MEN AND WOMEN WHO
THINK CLEARLY THE GREATEST
DEMAND OF AMERICAN BUSINESS**

Bankers Association President Gives the Five Essentials of Sound Thinking in Business—Greater Opportunity Than Ever Before for Young People With Educational Training and Power to Analyze Problems.

By CRAIG B. HAZLEWOOD
President American Bankers Association

ONLY half a century ago Michael Pupin, a shepherd boy, guarded his flocks by night among the fields of Serbia. Thieves often lurked in the bordering cornfields awaiting an opportunity to make off with a part of the herd. Serbian boys were taught a method of signalling one another for warning and help. Each carried a knife with a long wooden handle which he would thrust deep into the ground and in case cattle thieves approached he would strike the wooden handle. The sound would be transmitted through the ground to other boys some distance away who could hear and interpret the message.



CRAIG B. HAZLEWOOD

"Why is it," Pupin asked his mother, "that we can signal this way? Why is it the sound can be heard through the ground, but not through the air? Why is it the signals can be heard in the pasture land so much better than in the plowed fields?" The boy's mother could not answer his questions, nor could the village teacher. However, having an eager mind and great desire for knowledge, the boy decided to go to America, where he might win an education and find out the answers to these and other perplexing questions. Hundreds of other boys under the same circumstances and with the same set of conditions have accepted these things without once questioning them just because they had always done them that way.

termination, the boy decided to go to America, where he might win an education and find out the answers to these and other perplexing questions. Hundreds of other boys under the same circumstances and with the same set of conditions have accepted these things without once questioning them just because they had always done them that way.

The Land of Education and Success

So a penniless immigrant boy from Serbia at the age of fifteen landed in New York in 1874 and, years later, having worked his way through Columbia University, concentrated the wonder and simplicity of his mind upon the problem of sound. Which had puzzled him as a shepherd boy. The results of his thinking—what he has accomplished for the long distance telephone and for radio communication by his inventions—are known the world over. "If during the past twenty-two years this company had been compelled to do without one invention of Michael Pupin," an official of the American Telephone and Telegraph Company once said, "and yet give the same service it is giving today it would have had to spend at least \$100,000,000 more than it has expended."

These inventions, in which millions of dollars of capital have been invested, were the result of the thinking of a naive country lad who had the instinct to wonder, the determination to know and the power to apply what he learned.

Stimulating the imagination and thinking is the greatest purpose of education. What American business needs more than anything else is young men and women to think clearly, who are not mentally anchored to tradition, who do not merely appropriate other people's ideas, but who are hard, purposeful thinkers, independent and unshakable, with the ability to concentrate and strike straight for the heart of a problem.

Business Needs Folk Who Think
America has abandoned the world by the roadways in creating aside traditional viewpoints, overlooking traditional difficulties and pioneering new shortcuts, formulas in the realm of business. Business is undergoing epochal changes.

Business problems are expounding in upon us so rapidly that the executive knows not where to look for adequate help or relief. With the enormous increase in size and intricacy of business affairs the problems have become so complicated and the mass of information necessary to their solution so great that the "data are not long enough." The demand for managerial and executive ability is creating ahead—the opportunity for young men and women who have the professional training and who develop initiative thinking power is greater than ever.

All business feels the same crying need for the men who see clearly and think conclusively. Wherever we look—merchandise, wholesaling, retailing, banking, financing—new trends are at work. Vast movements are under way and executives are so sought after upon perplexing problems daily.

Let us consider briefly the five essentials of a sound thinker. If I were looking for a young man of exceptional promise I should hope, first, to find in him the simplicity to wonder. Every great achievement in business has been made by men who dared to wonder, who had the courage to inquire into present procedure and who had the audacity to ask whether some thing that had been done a certain way for a long time might not be wrong. Although the history of America's progress from its very discovery to the present time has shown the value of an inquiring mind, there is still an inveterate tendency in most men to accept in a docile manner the opinions, methods, supposed facts, procedures and processes of the past. With due reverence to the effort, the spirit, the accomplishments of the past, let us make it our rule that every thing be looked at with the clear questioning mind of the scientist.

Business Requires an Open Mind

Second, among the essentials for sound thinking I would write down an open mind. We have mentioned freeing our minds from the influence of tradition. Let us think also without prejudice of personal feelings, desires or consequence. Let us seek only the truth. Mere surface reasoning must be discarded. Old "can't's" and "don't's" must be thrown into the discard. A man who has an open mind will do a greater number of things because he doesn't know they can't be done.

The third essential to sound thinking is knowledge—a thorough, comprehensive understanding of all the factors involved in a problem. It has been said that most problems answer themselves when the facts have been gathered. A well known student and teacher of business describes the method of attacking a problem as tearing it down, reassembling the problem and drawing the conclusion. There can be nothing but guess work or intuition unless the unknown quantities are discovered.

As a fourth essential sound thinking requires the capacity to generalize. How often we have seen men sweating and confused before a mass of details which they were utterly unable to classify and crystallize. We have the problem of sorting out the relevant, attaining a perspective and reaching a conclusion that can be defended against any attack. To certain minds this procedure comes naturally. To others, training in the solution of complicated problems points the way out.

The Time for Action

Fifth among the essentials of sound thinking is the power to apply. A few judiciously have minds that travel at random or in circles. Some have minds that even refuse to budge. But there are still others who naturally or through training have minds that can be directed at straight through to the practical application of their thoughts. They refuse to compromise or to be thwarted in purpose before definite application of their ideas has been prohibited.

It is possible, I believe, for young people to train themselves to do in a positive attitude, an open mind and the ability to classify and interpret instead step by step from the beginning of a problem to its final solution and application. Here, then, is the thought I would leave—the paramount need of business is sound thinking. Some may think I have overstated the case, have set too high a standard. They may feel that they are merely cogs in a machine. That, too, is a part of the problem. The only way to get the cog to fit is to find time and place in the day's work for thinking.

SCHOOL SAVINGS BANKING MOVEMENT REACHES IMPRESSIVE PROPORTION

Over 14,000 of America's school boys have school savings banks plans in operation, and about one million pupils are learning systematic savings habits by means of their plans with deposits in excess of \$26,000,000 recent reports of the American Bankers Association's Savings Bank Division show. The schools included in the reports are attended by 4,605,522 pupils of whom 2,580,237 are participants in the school savings banking plans as depositors. That the reports are attended by 4,605,522 pupils in the school savings banking plans as depositors. That the reports are attended by 4,605,522 pupils in the school savings banking plans as depositors. That the reports are attended by 4,605,522 pupils in the school savings banking plans as depositors.

Another Uncomfortable Place to Live is Just Beyond Your Income



THE REGULARITY OF THE CREAM CHECK
That's one beauty about the dairy business; you know just about what to depend on—you know there will be just about "so much" coming in every day and you know it will come.
This is one of the things that recommend the business of dairying.

Blackwater Valley State Bank
MULESHOE, TEXAS
"There is No Substitute for Safety."

DON'T BE ALARMED

By a slight cold or minor ailments of any kind
BUT
Don't neglect these troubles that you think are of no consequence—think of the results, and remember your local drug store is headquarters for first aids and preventives.

We Serve Sunday Dinners
McCarty Drug Store

M-J-B Coffee

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

Here you can buy most of the things you need without shopping around at real money saving prices. If you are not our customer already, one visit to this store will make a believer of you.—MAKE IT TODAY.

Particular women, who buy their groceries by the well known brands, may well afford to do their trading at this store—and you may rest assured our prices are as low as you will find on the quality of merchandise we sell.

Phone Us Your Grocery Orders
Gupton Grocery Co.
Phone No. 4 Free Delivery

J.C. PENNEY Co.
A NATION-WIDE INSTITUTION
"where savings are greatest"

415-419 Main Clovis, N. M.

Values! Thrift! Service!
Three Words That Mean Savings at this Store

The Coats for Spring
in as varied an assemblage as we have ever offered!

\$14.75 to \$39.75

Are you interested in a smart sports coat—one of the new ombre-stripe wools, or a basketweave in pastel tone? Are you interested in a dress coat of gleaming black satin, or a twill with graceful scarf neckline? Whatever your coat-interest, don't fail to view our selections.

For Women :: Misses :: Juniors

Lighter Shoes
For Spring Wear

A shoe that can be worn with any color of costume and it is keeping with the Springtime vogue for light shades.

\$3.98

Cotton Pongee
Plain—Printed
The popular "Eastern" and "Societte" styles only, yard
33c

Spring Hats
For Girls

Now wearing in every day—be sure to see these.

98c to \$2.98

Dresses
Women, Misses, Juniors
Smart frocks for daytime wearing. The chic colors.
\$9.90

Broadcloth
White Only
For summer frocks—also of combined with colors. Yard
33c to 98c

FINNEY OF THE FORCE

By F. O. Alexander
Editor Muleshoe Times



And Finney Promised Not to Tell

Your Insurance Business Appreciated

All Kinds Written, Old Line Connections

J. E. ALDRIDGE

Office at the Blackwater Valley State Bank

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.

Good Corn-Fed Meats

Are recognized as being the best. When you buy meat from the market or eat at the cafe, of course you want the best. We try to meet this requirement, both in quality and service, in all departments.

Corn Fed Beef and Pork Our Specialties.

Moeller Market & Cafe

MULESHOE, TEXAS

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"

EGG PRODUCTION INCREASED BY USE OF ELECTRIC LIGHT

A two-year experiment with 260 hens clearly demonstrates the value of electric light to increase egg production and profits, according to a report issued by the Oregon State Agricultural College. Some of the conclusions reached are as follows: "Returns from lighted flocks were very considerably increased over those from unlighted flocks in all cases during the lighted period. "The cost of electricity was always small in comparison with the increased returns for winter eggs. Less than 2-3 of an egg per hen per month paid the electricity cost. "Based upon results obtained, a flock of 400 average pullets would gain an excess profit (in eleven months) of \$81.07 over the cost of the lighting. This sum would pay 8 per cent interest on a \$1,000 investment in electric lines or a lighting plant. "Best results from the use of lights call for the grading and housing of fowls according to age, development, and condition. "Regularity in lighting is essential to success. "Twelve to thirteen hours of light per day is recommended for pullets and breeding stock, and thirteen to fourteen hours for old hens or poor stock which is to be forced and then disposed of."

ITEMS THAT WERE OFFERED FOR SALE AT AUCTION IN '99

Now that numerous public sales are being held, Press readers will doubtless be interested in the following advertisement of a sale held March 1, 1899, furnished this paper by E. Montgomery of near Amherst. "Having sold my farm and intending to leave by ox team for Oregon Territory I will offer on March 1, 1899, all my personal property, to-wit: "All ox teams except two teams, Buck, Ben, Tom and Jerry, 2 milk cows, 1 gray mare colt, 1 pair oxen and yoke, 1 baby yoke, 2 ox carts, 1,000 feet Poplar weather board, plow and wood model board, 800 to 1,000 clap boards, 1,000 ten-foot fence rails, 1 sixty-gallon soap kettle, 85 sugar troughs, made of white ash lumber, 10 gallons of maple syrup, 2 spinning wheels, 30 pounds mutton tallow, 1 large loom made by Jerry Wilson, 300 poles, 100 split hoops, 100 empty barrels, thirty-two gallon barrel of John Miller whiskey, 7 years old; 200 gallons apple brandy; 1 forty-gallon copper still, 100 pounds tanned leather harness, 1 dozen trap hooks, 1 dozen pitchfork handle hooks, 3 scythes and cradles, half interest in tan yard, 32-caliber rifle, made by Ben Mills, 50 gallons of sorghum molasses, six head of fat hounds, all soft-mouthed but one. "At the same time I will sell my six negro slaves, 2 men, 35 and 50 years old; 2 boys, 12 and 18 years old; 2 mulatto wenchies, 40 and 30 years old. Will sell all together to same party, as will not separate them. "My home is two miles south of Versailles, Kentucky, on the McCurtain Ferry pike. Sale will begin at 8 a. m. Plenty to eat and drink."—Amherst Argus.

TIME "FIXES" THINGS

The news that Lindbergh, the son of a Minnesota money reformer of years ago, is to marry Anne Morrow, daughter of one of the prominent members of J. P. Morgan's firm, gives an illustration of the way that time "fixes" things. The youngsters who are to marry don't care if their dads didn't agree years ago, when Lindbergh senior was a Congressman and fighting Daddy Morrow, one of the factors in the money octopus, so-called, of the day. Some times we fume and fret because we can't fix things like they should be, and we see time come along and fix them for us. It's a powerful argument against leading a hurried life.—Floyd County Hesperian.

SNAKE WITH LEGS IS FOUND

Kosse, Texas.—A snake about 15 inches long, with two feet resembling grass burrs, on legs extending about a third of an inch from its body, six inches from the end of its tail, was found here and presented to the high school museum. It is being preserved for study and analysis. Supt. E. L. Hiles thinks it may be of value to some institution interested in scientific research.

BYRD CLAIMS NEW POLAR LAND FOR UNITED STATES

New York.—The New York Times, and their associate newspapers announced that Commander Richard E. Byrd, in an extensive flight made with two planes on last Monday, discovered and mapped in part a vast new territory in the Antarctic which he has claimed for the United States and has named for his wife, Marie Byrd Land. Commander Byrd has also discovered a second new mountain range, east and south of the first discovered by him recently and named the Rockefeller Range. That range is within territory claimed by the British and known as the Ross Dependency. The new range discovered Monday is larger than the first and contains peaks between 3,000 and 10,000 feet high. It is outside the line of the British claims and is in the new Marie Byrd Land, between Ross Sea and Graham Land.

RADIO TRAVELS BEYOND MOON, RECENT TESTS SHOW

Radio waves travel far beyond the moon, recent tests have shown, so that communication with the satellite would not be impossible were someone there to receive the signals. Dr. Carl Stormer, a Norwegian scholar, experimenting with a thirty-meter wave length, observed echoes from signals back as much as fifteen seconds after the original impulse had been transmitted. Since radio waves travel at the rate of about 186,000 miles a second, the echo test indicated that they had gone more than a million miles out and back again, much farther than the distance of the moon from the earth. Dr. Stormer believes that the echoes were caused by a layer of electrons which come from outside the earth.

EAGLE CAUGHT NEAR MEMPHIS

Memphis, Texas.—W. C. Nix of the Giles community, near here, took a large brown American eagle from a trap which he had baited for wolves a few days ago. The eagle measured seven and one-half feet from tip to tip. It was caught by one toe and did not put up a fight when released. Although he was held a prisoner, he devoured the whole jackrabbit which was used for bait.

SUCH IS LIFE

Favorite remarks at various ages: At fifteen: "Let's go!" At twenty: "Give me a chance and I'll show 'em." At twenty-five: "It's all wrong. There must be a reform." At thirty: "I'll live to see the dawn of a new day. In a few years the people will wake up and demand their rights." At thirty-five: "I'd be rich if I'd stayed single." At forty: "I'm sick of reformers." At forty-five: "What of it?" At fifty: "Thank God I've got a good bed." At fifty-five: "The human race isn't worth saving." At sixty: "I believed that once." At sixty-five: "It won't work." At seventy: "The world has changed."

THE AMERICAN TRAGEDY

"Mother," said the twelve-year-old boy, "have I got a daddy?" "Yes, son," replied the mother. "Then where is he? I don't remember ever seeing him." "You haven't seen him since you were a little baby," replied the mother, with a sob in her voice, "but I hope and pray you will see him soon. I expect him home in the next year or two." "But where is he?" persisted the boy. "He's waiting his turn to get on the public golf links," explained the mother.

A PRACTICAL ANSWER

"If I cut a beefsteak in two," asked the teacher, "then cut the halves in two, what do I get?" "Quarters," returned the boy. "Correct. Again?" "Eighths." "Good, and then again?" "Sixteenths." "Exactly. And what then?" "Thirty-seconds." "And once more?" "Ham-burger," cried the boy impatiently.

FRISCO RAILWAY EXTENSION

Vernon, Texas.—The final survey of the Frisco extension from Vernon to Seymour will be made soon. The preliminary survey was made several days ago. The line will run southwest out of Vernon and will cross the Wichita River just above Lake Kemp.

HOTEL TO BE ENLARGED

Littletfield, Texas.—J. C. Whicker, owner and operator of the Littletfield Hotel, has plans on foot for extensive improvements and additions to his building. He expects to add 35 rooms, several baths and pipe the building for the use of gas. This is the oldest hotel building in the city.

ANNOUNCEMENT

Of Partnership Formed Between

Bobo & Campbell

ATTORNEYS-AT-LAW

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)

Beauty 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

WANTED!

Maize, Kaffir and Hegari Heads. Best Prices.

Be Sure and See Us Before Selling We also want Cane Seed. Scales near Continental Oil Co. office.

S. E. Cone Grain Co.

See R. F. Moore.

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

**SONG HIT SENT BY RADIO
PHOTO ACROSS ATLANTIC**

So that it could be used in time for a ball, a late song hit was sent by wireless photo from New York to London, recently, and was received a few minutes after it was delivered to offices in this country. Words and notes were successfully transcribed for the London singers, who were to render the song at the Three Arts Ball.

**The Journal Office for
Commercial Printing**

STATED MEETING of Muleshoe Masonic Lodge, 2nd Tuesday night in each month.

VISITORS WELCOME

W. T. BLACK, W. M.
J. B. ROBERTS, Sec.

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 Flagg.

O. N. ROBISON
General Auctioneer

30 YEARS EXPERIENCE
Will Give My Services Free to Schools or Societies Giving Box Suppers.
Muleshoe, Texas. Route No. 4

BUILDING

IF YOU ARE THINKING OF BUILDING—SEE ME. SAVE THAT RENT MONEY—OWN YOUR OWN HOME.

W. C. GORDON

At Panhandle Lumber Company

Jack Rowan
SUDAN, TEXAS

General Auctioneer
Farm and Stock Sales a Specialty
Dates Made at This Office

Send Your

Abstract Work

—To The—

**Muleshoe Abstract
Company**

A. P. STONE, Prop.
MULESHOE, TEXAS

Agent for Warren Addition

E. L. Menefee, M. D.

PHYSICIAN and SURGEON

MULESHOE, TEXAS

R. L. BROWN

The Land Man

Lands, Oil Leases
Royalties

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. E. MALONE

General Medicine

DR. H. H. STILES

General Medicine

DR. L. P. SMITH

General Medicine

MISS MABEL McCLENDON
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.

**WHAT IS THE FARM
OUTLOOK FOR 1929?**

Bolled down to the fewest words possible, the February 15 Oklahoma Farmer-Stockman gives the outlook for each crop and kind of livestock in 1929 as follows:

Corn: Acreage should not be expanded. Holdover fully normal. Prices last year due largely to low same acreage will bring low prices.

Wheat: Holdover above normal. Winter wheat acreage above five year average. No evidence of prices much, if any better than received for the 1928 crop. World acreage of wheat expanding; American farmers facing more competition from cheap lands every year.

Potatoes: Outlook not bright and very uncertain. Old crop holdover larger than last year.

Peanuts: Same acreage as in 1928 should result in about the same price in 1929. Acreage should not be expanded. Large acreage and average yields will bring low prices.

Eggs: Lower prices first half of 1929 than in first half of 1928. Second half of 1929 uncertain.

Poultry for meat: Higher prices during first half of 1929. Second half uncertain.

Butterfat: Probably about the same spread between fat prices and feed prices as during 1928. If industrial activity maintains demand for butter.

Hogs: Smaller supplies expected to bring better prices than in 1928. (Sheep: Favorable prices for wool, of which we produce only one-half of our consumption. Larger supplies of lambs expected to bring lower prices unless consumption increases.

Beef cattle: Continued good prices throughout 1928, barring severe industrial depression.

BANKERS CONVINCED

Speaking of the 200 corporations in America which last year had the greatest net earnings, Robert W. Babson, the business expert, said:

"These 200 corporations, which showed such enormous earnings, are the leading national advertisers of America."

Great corporations, of course, are in close touch with their bankers, and Mr. Babson added:

"During the last twenty-five years there has been a marked change in the attitude of bankers toward advertising."

"They now realize the value of the good will created by advertising."

All this has sound judgment behind it, for Mr. Babson is one of the acknowledged leaders in the study of trade and finance.

He is in close touch with bankers, for he himself runs a statistical business.—The Plow-Share.

BIRDS PREDICT WEATHER

Roanoke, Va.—Roanoke citizens do not need thermometers to tell when it's cold. In cold weather thousands of blackbirds cluster about the chimney tops to keep warm. They sit around the chimney edges in close, companionable rows, picking the chimneys that emit the most heat and the least smoke.

OF INTEREST TO WOMEN

Short, quick cooking of vegetables in little or no water is recommended in order to conserve their vitamins and minerals.

Eggs are a spring tonic far ahead of many sold in the drug store, for egg yolk is one of the best known iron-rich foods, and also supplies phosphorus and calcium, mineral elements needed for building bones, teeth, and other tissues. Eggs are also a rich source of vitamins.

Children in a hurry to get to school and their elders dashing off to work, can seldom take the time to dig out the pulp of an orange with a spoon at breakfast time. So serve them the much needed orange juice in a glass and be assured they have a portion of the day's supply of vitamins and minerals.

Chowder is good any month of the year, but as the price of resistance of a Lenten menu it is hard to surpass. Here's a recipe that may be used, with either fresh or canned clams: 1 quart shucked clams, 2 small potatoes, 1 medium-sized onion, cut in small pieces, 2 slices bacon cut in small pieces or an equal quantity of salt pork, 1/4 teaspoon salt, a few drops of tabasco, 1 pint milk, 2 tablespoons flour. Remove the clams from the liquor and strain it through cheesecloth or a very fine wire strainer. Crisp the bacon and remove it from the fat and break into small pieces. If salt pork is used cut into slices before trying. Cook the onion in flour. Pour most of the clam liquor slowly into the pan and cook until thickened. Cook the clams below the boiling point in the remainder of the liquor for two or three minutes, then grind through the fine knife of the meat grinder, saving any juice. Add the milk to the thickened clam liquor, the salt, the bacon or salt pork, the round clams, and the remainder of the juice. Bring to the boiling point, sprinkle finely chopped parsley over the top and serve over soda crackers.

**FLOATING AIRPORT WILL BE
BUILT IN THE ATLANTIC**

A floating airport, to be anchored 300 miles at sea halfway between New York and Bermuda, will be built, according to an announcement made recently by naval architects.

The announcement states that the floating field will be 1,200 feet long, 200 feet wide at the ends and 400 feet wide in the center. Six thousand tons of steel and iron will be used in its construction.

Chains 21,150 feet long are to be attached to specially designed sea anchors and piling which will extend 80 feet below the surface, for holding the airport in place. The anchors will operate hydraulically within sheaths to counteract the effects of waves and wind.

Loading and unloading devices are planned for the transfer of express packages and mail between ships and planes.

A crew of forty-three men will care for the seaplanes, operate the machine shop, run a hotel and restaurant and guide planes by means of radio direction finders.

**DENVER POST OFFERS
CAL JOB AS EDITOR**

Denver.—Calvin Coolidge is offered a salary of \$75,000 a year to become editor-in-chief of the Denver Post after retiring from the presidency. G. Bonfils, publisher of the Post, telegraphed the offer to the president, he announced.

The message to the president read: "The Denver Post is the largest paper in the United States between the Missouri river and the Pacific Coast, and wants you as its editor-in-chief and as the press states you are considering newspaper work the Post will pay you a salary of \$75,000 a year to start. Your policies and those of the Denver Post are so entirely in harmony with each other that you would feel at home on this paper."

SUBSCRIBE FOR THE JOURNAL

\$16.50 Extra Money on Purina Cow Chow

ASK THIS MAN

Mr. O. K. Angeley, Muleshoe, put his cow on test:
First 30 days, feeding a good commercial feed; the production per day was 3 gallons.

Changed to **Purina Cow Chow**; production increased to 4½ gallons per day, also cow picked up in flesh.

In extra milk this amounts to, for 1 month \$18.00
Purina Feed cost \$1.50 more per mo. than other feed 1.50

An extra profit per month, of \$16.50

Purina Feeds Make You More Money---Feed It
With Home Grown Grains

Bailey County Elevator Company
MULESHOE, TEXAS

Why Shop Around?



We can give you famous Goodyear quality at a bargain price—a bigger bargain than you will ever get by shopping around. Before you buy any tire, investigate our prices on the new Goodyear All-Weather Tread Balloon Tire—"The World's Greatest Tire."

More People Ride on Goodyear Tires Than on Any Other Kind

VALLEY MOTOR CO.
MULESHOE, TEXAS

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

After a dance at the home of Thomas Costella in Corsi, 14 guests were held up and robbed by the thief who furnished the music.

Edmund Delleter of Marcellus celebrated his 100th birthday with a party attended by five generations of his family.

What's Doing In West Texas

Clearing of the lots on which Abernathy's cheese factory is to be built has started. Plans for the building proper are being completed. The factory is creating quite a bit of interest among farmers because of increased dairy products prices which are expected.

W. B. McQueen, who lives six miles southeast of Memphis, gathered 80 bales of cotton from a 40-acre field. He attributed his success to good seed and a good season. On other 240 acres in cotton, he gathered 250 bales of 500 pounds each.

A terracing school using the most modern machinery was conducted March 1st and 2nd between Stamford and Haskell by the Agricultural Department of the West Texas Chamber of Commerce. C. H. Colvin, secretary of the Eastland Chamber of Commerce, assisted with direction of running the terracing lines.

Sweetwater is interested in the matter of city planning to the extent of obtaining a visit from Gardner S. Rogers, city planning expert of the United States Chamber of Commerce. The work of zoning traffic, building parks, beautifying school grounds, athletic fields, additions to city, and encouragement of individual pride in the home will be considered.

More than a hundred Floydada farmers recently attended a meeting of the Hale County Dairy Association organized more than six years ago. After the meeting it was noted that such an organization be perfected in Floyd County. More than twenty-five contracts were signed and leaders of the movement say that little trouble will be experienced in getting a large membership for the new institution.

When work is completed on the Lee Highway, according to a Crowell report, Ford will be one of the first counties in Texas to have all bridges across the county 24 feet wide, and of re-inforced concrete. Ford will have 55 bridges and culverts, with all culverts 30 feet in width.

Percains and Reynolds, well drilling contractors of Karam, were recently awarded a contract for sinking a second well on Locust Street property of the utility concern. The bore of new well will be 8 1/2 inches and is expected to increase the available water supply 3,000 barrels daily.

During one stretch of nineteen days J. T. Draper of Lone Star made a profit of \$51.00 from his 400 hens. The eggs sold amounted to \$90.05 and the feed cost \$29.05. The price ranged from 30 to 35 cents. Draper intends to build his flock up to 1,000 hens and devote his entire time to them.

Good results in increased interest since terracing schools have been held near Lomine have been noted. Since a demonstration of running terracing lines and contouring on the W. A. Hallman farm January 28, all of County Agent W. S. Foster's time was spoken for to demonstrate until the last week in February.

The Lockrey Clinic and Hospital, which was sponsored and recently opened by Drs. Mary M. S. M. and C. D. Honey, has just completed the installation of X-ray to the facilities of the hospital. Lockrey considers herself fortunate to have competent doctors and modern equipment in a good local hospital.

A contract has been let and work started on a \$225,000 cracker plant at Burkburnett. The plant is to be built for the Nobel Oil Company, and will be for a one unit plant with a capacity for handling 1500 barrels of feed oil per day to produce 700 gallons of high pressure gasoline with the remainder in oil.

Work has started on the completion of the Presbyterian Church at Snyder. When completed about May 1st the building will be one of the most modern church structures of West Texas, consisting of auditorium, Sunday school room, kitchen, session room, minister's study and other departmental rooms.

W. M. S. MEETING

The Ladies' Missionary Society of the Methodist Church met at the home of Mrs. Nina Elrod.

The meeting opened by singing, "Near the Cross." The president then read the First Psalm. The regular business was taken care of and the Society planned an apron and bountiful lunch for Saturday, March 16th. Mrs. Hodges joined our society. We also had two visitors, Mrs. McWilliams and son and Mrs. Holland. Mrs. McWilliams is from Paducah. The next meeting will be at the home of Mrs. Ruth McCarty. Mrs. Mardis is the leader of our study book, "The Women of Kingdom."

Reporter

Baileyboro News

Sunday morning, March 3, God called the small daughter of Mr. and Mrs. C. E. Walls back to heaven. Little Rena Dendil had lived on this earth only two months, but in that time she had found a warm place in the hearts of all who knew her. For a short while before death she suffered from a severe case of pneumonia, and now her body is resting in the little cemetery on the hill west of Baileyboro.

Tuesday morning, March 5, was a big day for the pupils of Baileyboro school. With smiles and light hearts they moved their school possessions from the old frame house into the new brick building. Friday will be another big day. The patrons are coming in for a clean-up day and trees will be planted on the school ground. Baileyboro people are intensely interested in their school affairs.

Reporter

Mr. August Ritter and son, Walter, of Larist were attending to business in Muleshoe Saturday. Walter called at The Journal office while in town.

J. V. Young and Mr. Durham of the Longview community were business visitors in Muleshoe Thursday. Mr. Young and Mr. Durham are improving their farms south of town.

Owen Head of Amherst visited his parents, Mr. and Mrs. Elmo Head, in Muleshoe this week.

Judge Levi Pressley, formerly of this city, but now living in Fort Worth, was greeting friends here this week.

SEE LYCEUM AD ON LAST PAGE.

Tires for the new Ford are specially made to give long wear



WHEN the new Ford was designed, it was immediately apparent that a new tire would have to be made to match the car's performance. It was distinctly a new problem, for here was a car with quicker acceleration, greater speed and more braking efficiency than any car of similar size or weight.

So that every Ford owner might be assured of maximum tire mileage at the lowest cost, the Ford Motor Company devoted many months to research and experiment in conjunction with the leading tire manufacturers.

As a result, certain definite specifications were developed for tires for the new Ford. These specify cords of certain strength and texture, a large volume of tread and side-wall rubber, sturdy non-skid design, and reinforced plies for protection against bruise breaks—all the strong features of construction formerly considered for only the largest tires.

Great care also was taken to secure the best riding qualities in connection with the transverse springs and the Houdaille shock absorbers.



Though the Ford tires are designated as 30 x 4.50, they have the resiliency and air space of much larger tires because of the drop center rim of the steel-spoke wheels.

For best results, the tires on the new Ford should be kept inflated to an air pressure of 35 pounds and checked regularly to insure this pressure all the time. This is important. Low inflation breaks down the side-walls of a tire. By causing overheating, it also destroys the rubber that acts as an insulation, with consequent separation of the cord.

At the end of each 5000 miles, when you have the front wheels packed with grease, it is a good plan to have the wheel alignment checked. This will prevent premature wear.

When punctures come, as they will with any tire, you will find the Ford dealer particularly well-equipped to make repairs quickly and at small cost. See him, too, for replacements. Then you will be sure of getting tires built specially for Ford cars according to definite Ford specifications.

FORD MOTOR COMPANY

Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

OFFICERS & DIRECTORS:
J. W. Barden, President
L. S. Barton, Secretary-Treasurer
L. S. Barton, Vice-President

LOAN COMMITTEE:
J. A. White
M. R. J. Klump

A Long Time Loan and Low Rate of Interest

To The Farmers Of Muleshoe Territory

Beginning Monday, March 4th, we will pay 46 cents per pound for butterfat.

We are now able to offer as much or more for your cream than you can get by shipping. Come in and talk it over with us. We have a supply of Revenge Lice destroyer. "Kills 'em in a minute." Also, Kurem, for sore head, roup, white diarrhoea. Absolutely guaranteed.

MULESHOE PRODUCE CO.
Elmo Head, Mgr.

ARE YOU PLANNING ON A HOME?

If so, let us supply the materials both for its construction and its furnishing. We have all that is required to build, paint, finish and furnish the kind of home you are planning for your family. Our Building Materials and our House Furnishings are of the highest quality, and our prices are reasonable.

E. R. Hart Lumber Co.

Coal, Hardware, Furniture.....McCormick-Deering Implements

Opening Day SATURDAY, MARCH 9th

On the above date we will have the FORMAL OPENING of our

NEW AND MODERN MEAT MARKET

At which time we desire to have everyone call and inspect our up-to-date equipment.

We will also have a COFFEE DEMONSTRATION on this date and will serve Coffee and Cake to our patrons and visitors. Be sure and sample these fine products.

Our aim is to give the very best service in this new department, as well as in our Grocery department. We will handle a nice line of VEGETABLES at all times and will be glad to serve you.

SNOWDRIFT Rich Creamy Shortening for Modern Cooking. Ask for Cook Book.	WESSON OIL Cook the Modern Way, with a fine Salad Oil. Salads also.
SOUTHERN COTTON OIL TRADING COMPANY P. O. BOX 280 NEW ORLEANS, LA.	

Henington's GROCERY & MARKET

Reporter

DEMPSTER
NO. 12. BACK GEAR
AERIAL WINDMILL.



GUARANTEED

The Dempster No. 12 is guaranteed against defective workmanship and materials. You are assured a mill that will serve for years without constant trouble or expense. Has Threshing, Harvesting, Pasting, Baling, Mowing, Cutting, and a complete windmill and pump man will show you a complete line of

E. R. HART LUMBER COMPANY
Muleshoe, Texas.
Also carrying a complete line of

YL-News Items

Mrs. Lloyd Jones, Gladys Buchanan, Helene Head, Vera June Beller, Dale Struhman, Gail Willard and Crockett Bruton attended an Epworth League rally at Plainview last Sunday. Much was learned of League work and all reported a good time.

Mr. E. C. Priboth and family, Mr. and Mrs. Gus Priboth and Mr. F. A. Priboth visited Art Ryan and family Sunday.

Mr. and Mrs. M. L. Evans and family left Thursday for Celeste, Texas, for a short visit.

The Loyal Friends Class was entertained at Mr. Williams's Thursday evening. Everyone reported a good time.

The teachers of YL school entertained the patrons of the community last Friday night. They rendered an interesting program and served refreshments of sandwiches, cookies and hot chocolate. Everyone enjoyed themselves.

Reporter

West Camp News

Mrs. T. P. Bradberry left Saturday to spend a few days with her brothers at Sudan.

The young folks of West Camp and Oklahoma Lane were entertained with a party given at the home of Mr. Gale Hindrickson Saturday night. Everyone reported a nice time, especially the girls.

Mr. Homer Taylor and Miss Susie Bell Vaughn attended singing at Oklahoma Lane Sunday night.

Margaret Dotson spent Sunday with Ethel Copeland.

Ruby Adair spent the day in the J. M. Gibbs home Saturday.

D. H. Williams, who has been on the sick list for some time, is improving.

R. S. House is on the sick list at this writing.

Clifford Bradberry, formerly of Crookston, entered the West Camp school Thursday, February 28th.

Mr. B. G. Chaney and family of Farwell spent Sunday in the J. R. Thornton home.

Mr. E. E. Beath had three fingers cut off and his hands bruised in a threshing machine.

Reporter

Man Slaps Wife

going on the back and says: "We are going to buy one of those wonderful Model A Fords right away for spring use, and our summer vacation.

We Can Make Deliveries Promptly. See Samples at Our Show Room.



Muleshoe Motor Co.

Mrs. J. J. Franks of Sudan is visiting relatives here this week.

Misses Opal Morris and Annie Woods spent the week-end in Portales, N. M. as guests of Mr. and Mrs. J. W. Maupin and Kenneth Bell.

Signorita Amelia Dorciello, declared the most beautiful girl in Italy, uses only olive oil for her complexion.

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 Needs 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 Gupion Hotel

Come to the Lyceum Saturday Night March 9th

The Holder of the Lucky Ticket Will Receive **\$5.00 in Cash**

Dress Well--Make Good Friends

Business men are more impressed by men who keep themselves well dressed. For any time they'd rather be seen with the man who keeps himself clean. The man who doesn't keep himself neat. Will wake sometime to find he's been beat.

Muleshoe Tailor Shop

(CORN & 2nd STREETS)

costs more and worth it

The New Mobiloil costs 35c a quart. It is made especially for today's high-speed driving conditions

This New Mobiloil now awaits you at any Mobiloil dealer's for 35c a quart. Surprising savings in oil and gasoline consumption together with better engine performance make this new lubricant the most economical oil you can buy today.

MAKE THIS TEST

Drive to the nearest Mobiloil dealer . . . have him drain all the old oil from your crankcase and . . . fill it up with the correct grade of the New Mobiloil. You know from experience how your engine ran the last time fresh oil was put in the crankcase . . . Now--notice the difference!

Look for these results--

- Increased Oil Mileage: Often 100 extra miles per quart from the New Mobiloil.
- Increased Gasoline Mileage: Many tests show gasoline consumption reduced as much as 16%.
- Faster Pick-Up--More Power: Quicker get-away, more "pep" on the road, less labor on the hills.
- Smoother Operation: A quieter motor, a velvety smoothness of acceleration, less vibration when speeding.



35c a quart

The dealer who sells a quart of the New Mobiloil for less than 35c (except Mobiloil) has the water-proof oil for Model T Fords, at 25c is not making his fair reasonable profit. Lower prices often accompany inferior substitution.

VACUUM OIL COMPANY

Specialists in the manufacture of high-grade lubricating oils for all types of machinery.

Dallas Branch, Main & Lamar Sts.

NOTICE

THE STATE OF TEXAS, TO THE SHERIFF OR ANY CONSTABLE OF BAILEY COUNTY--

GREETING: You are hereby commanded to summon Malcolm Richard Madera by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Bailey County, to be holden at the Court House thereof, in Muleshoe, on the first Monday in May, A. D. 1929, the same being the 6th day of May, A. D. 1929, then and there to answer a petition filed in said Court on the 4th day of March, A. D. 1929, in a suit numbered on the docket of said Court, No. 485, wherein Thelma Madera is Plaintiff, and Malcolm Richard Madera is Defendant, and a brief statement of plaintiff's cause of action, being as follows:

Plaintiff abandoned Defendant on December 14th, 1926, leaving her in destitute circumstances and in a delicate condition, that since said date defendant has not contributed any money or thing of value to plaintiff's support; that at the time defendant abandoned plaintiff she was in a delicate condition and that defendant did not provide a place of shelter, medical care or attention all of which plaintiff was badly in need of; the conduct of defendant was of such nature as to render their living together wholly unsupportable.

WHEREFORE plaintiff prays the Court that defendant be cited to appear and answer this petition and that upon final hearing hereof, she have judgment and dissolving the bonds of matrimony.

Hercin Fall Not but have before said Court, at its next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Muleshoe, Texas, on this 4th day of March, A. D. 1929.

J. L. ALSUP, Clerk, District Court Bailey County, Texas. By Lola Lipscomb, Deputy.

Mrs. Goodman of Lubbock was a visitor in Mrs. R. L. Faulkner's home Sunday.

Miss Rebecca Saunders, who has been assisting Mrs. Lilla B. Daniels in the Vogue Beauty Shoppe, returned to her home in Clovis Saturday. Miss Maude Milligan will take Miss Saunders' place.

Want Ads

WELL DRILLING, windmill wrecking. Have been here about a year and intend to stay. Prices right. Will appreciate your trade.--J. B. Cunningham, Muleshoe. 2-4tp

March and April hatched pullets pay best. See us now for Purebred White Leghorn Eggs.--McAdams Poultry Farm.

FOR TRADE--Desirable home in Dallas for Bailey County farm land. Will Pay Balance in cash. Address, T. M. Lawson, 5214 Garland Ave., Dallas, Texas.

FOR SALE or Trade--One good "Old Trusty" incubator, size 150 egg. Just used two seasons. Will take half price or will trade for pigs or chickens. See Mrs. B. Waller, 15 miles West of Muleshoe. 2-tf

March and April hatched pullets pay best. See us now for Purebred White Leghorn Eggs.--McAdams Poultry Farm.

NOTICE TO TRESPASSERS

Hunting season is over. We want people to quit hunting; have posted signs up. Will enforce the law in regard to trespassing and shooting ducks out of season.

HALSELL CATTLE CO. Ernest Huffman, Foreman. 4-ttc

Our Spring Showing Of Coats, Dresses and Hats Have Arrived

And are now on display in our store. Come in and look them over. The latest styles are here and are sure to please you.



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



now- Six Cylinder Trucks with the economy of the four!



Crowded traffic conditions today demand six-cylinder performance--with its greater flexibility, greater reserve power, higher speed and swifter acceleration. And now--for the first time in commercial car history--this desirable six-cylinder performance has been made available with the economy of the four. For the new six-cylinder Chevrolet trucks are not only offered in the price range of the four--but they are as economical to operate as their famous four-cylinder predecessors! Both the Light Delivery and the 1 1/2 Ton Utility Chassis are available with an unusually wide selection of body types--and among them is one exactly suited to your requirements. Come in today. We'll gladly arrange a trial load demonstration--load the truck as you would load it, and drive it over the roads your truck must travel in a regular day's work.

Sedan Delivery, \$595; Light Delivery Chassis, \$400; 1 1/2 Ton Chassis, \$545; 1 1/2 Ton Chassis with Cab, \$650. All prices f. o. b. factory, Flint, Mich.

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