## THE MULESHOE JOURNAL




If you are one who has always believed that truly fine car performance can only be had in a high-priced automobile - come take the wheel of a Chevrolet Six and go for a ride!
Here, in the price range of the four and with economy of better than 20 miles to the gallon of gasoline, is offered a type of overall performance that will literally amaze you-
-marvelous six-cylinder smoothness that eliminates vibration and body rumblepower that takes you over the steepest hills-acceleration and speed that make every mile a delight-and handling ease and restful comfort that leave you refreshed at the end of the longest drive!

Emphasizing this outstanding six-cylinder performance are the beauty and safety of smart new bodies by Fisher. Styled by master designers whose art has lent distinction to some of the world's finest motor cars ... and built of selected hardwood and steel-the strongest, safest and quietest combination of materials known to the body builders' craft-
-they represent, in every detail, an order of coachcraft never before approached in a low-priced automobile.
We cordially invite you to come in for a ride in this sensational car. Learn for yourself what smooth six-cylinder performance can now be secured in the price range of the four!

## Valley Motor Company

the delivered price as well as the list price in considering automobile values. Chevrolet's dereasonable charges for delivery and financing.

THEMRMC
(NG.
THE




## ROAD HINTS Comfortable Rest Rooms <br> Lot Us Drain Your Crank Casse and Refill Wiitt

Phlllips Paraffin---Base Oil 1-2 Gallon FREE allowed

Up-to-Date Grease Service
FLATS FIXED

## "66" Service Station

PHONE 7

## "All Set!"

We are ready to buy your grain and pay you the highest market prices. Let us figure with you before you sell.


Merit Brand Feeds
are the most profitable feeds on the market, because they produce greater results and are no more expensive than other brands.

## Merit Baby Chick Grains

Starting Mash
Growing Mash
Egg Mash
Milk Make
Pig Feed
Calf Meal
Muleshoe Elevator Co.
MULESHOE, TEXAS



## Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

| OFFICERS \& DIRECTORS | loan committee |
| :---: | :---: |
| J. W. Harden. President | ${ }^{\text {J }}$. A. . . White |
| Barron, secretary-Trea | KKump |

A Long Time Loan and Low Rato of Interest

## Try Us For

## Fresh Groceries

Fruits and Vegetables

Here we give you real values in anything carried in our line and it is a pleasure to serve you.

The Best Meats and Eats
Are Always Found in Our Grocery and Market

# Gupton Grocery Co. 

Phone No. 4
Free Delivery

# To Our Patrons and Friends 

-Both Old and New-

We have a nice line of New Things in Dry Goods -the latest styles and fabrics, and can supply your spring and summer needs at prices that will appeal to you.

We appreciate your trade and will at all times be glad to have you call on us.

Don't forget your trade tickets when you make purchases at this store.

## March Dry Goods Co.

Muleshoe, Texas



## MOTHER VJAS RIGHT

when she said "Don't put all your eggs in one basket." In the final analysis Profitable Investment, like the airship must come to earth. REAL ESTATE! !

For profitable investments in Farms, Ranches and property of all kinds see
R. L. BROWN

The Land Man

Real Estate - Insurance - Farm Loans


## Carrying Your Own Risks

is the costliest insurance there is

The man who carries no insurance pays far more for the privi-
lege than the premiums would cost; in mental anguish if there lege than the premiums would cost: in mental anguish if there
is loss of life or a fire and in mental uneasiness if there is not. is loss of ife or a fire and in mental uneasisness if there is not.
Your uife has been bullt day by day and your property has accumutated slowly through a lifetime of effort-you could lose
either in ten minutes. either in ten minutes. TEN min
occurs.
In isn a a long tume NOW-use ten minutes now to make sure
of furture protection for you and your hoved anes
taks out some misurance:
J. E. Aldridge lasurance Agency

## Muleshoe

Office at the Bank
Texas

## With Egg Prices High

? would like to impress upon you the Importance of proper rations for your hens. If they are not producing the amount of eggs that you think they should, don't blame the hen---maybe a sack of feed which has just the right mixture will help. At least we would suggest that you try

## Merit Brand Feeds

Let us bid on your corn, kaffir, maize or sudan when you are ready to sell. We are always in the market and our prices are in line with any place on the Plains.

## COAL

We have a supply of the best coal on the market. Order now before you are out.

## Muleshoe Elevator Co.

 MULESHOE, TEXAS
## CHRISTMAS!

By James Edward Hungerford



CHRISTMAS! The lite and the rhythm
and THRILL of it!and THRLLL of it! - -hat was made to
Dear, loving word that impart
HAPPIESS
your FII Your FSLI. friende-mat you all have
Feelis the thro of it deep in your
HEART! CHRISTMAS!
 Filline again
CHEER!
CHE
CHRISTMAS! To some it means COURHelp for the helpless, and strength for
He trong:
the strong:
 CHRISTMAS! We all love the oound and
 Bringing
HOOD! mankind into one BROTHERBringing man
HOD!

## CARSTMAS! All N

Pauperte and pesanato; the rich and
renowned; Spirit of Liveve- may we bow to the WILL Thot it well heve CHRISTMAS the
whole your round!


## Christmas Brings Much

 for Both Old and Youns It it old $n s$ well an for the yonas
It it $z$ iven onis to youth to enjoy
 ortags, ase ands the compeasation
the wealth of the memorice that un the wealth of the memories that 1
siny awakea AT uo other vime doe




 ravel serose the bridge of sume and
apane and clasp hande with thes ottcer and clasp hande with thate of
hours of cagala we live happy stautiag that were ours. and under. Through the year we may have for
gotten bow rich we wers, have falled to recail the many tovely
goys that have come to yoys that have come to us through the
years. But at Christanas it is dif.
ferent. Atsent friends and tovs, Yerent. Atsent friends and joys, as
well as those that are near., bring us
joy and cheer. Even those who bave
ona joy and cheer. Even those who bave
passed into the land beyond seem to
be with us today; the power of love be with us today; the power or love
and memory seems to thave pierced
the veil that hid them from our velev. Dear and thalf-forgotten memories of
hours we spent with then bring them very close.
Yes. Christmas holds muct for the
old. And Its greatest gifts are for Old And its greatest gifts are for
thowe who have tald up a treasure of
lovely memories day by day.-Kathlove who momorie
lorine Edelman

Eot Snow-Shovel Santa; His Novel Christmas Gift "A UNT MARY, isn't there any.
 thing for a poor man to sive a rich old lady for Christmas, but she's been
so good about my colltege so good about my college expenses,
becuuse she was a trlend of yours and
and mother's-"
nas everything she wants." Then, "she a chuckle, "I did thear her say it was
tmposeible, snow properly, or owaddyys." to s
"There's an ldea !" said Morton.
" Christmas eve brought a hea snow, and the next morning, when
frs. Harcourt looked Srrs. Harcourt looked out of her win.
dow, she was puzzled by seeing a redconted, white-whilskered man clearing hes snow from the walk leading to her
front steps. When the porch finally cleared, there came the doorbell, and, full of curiosity. Mrs.
Harcount stood the aged shoveler, bowing There yg, as he handed ther a holly-decked trimmed Then, touching his ermine rather brisk walk for an old man. The card read: "Santa Claus will
shovet your walks every snowy mor
 - Myrtle Koon Cherryman.

PAT R. BOBO

## ATTORNEY-AT-LAW

Practice in All Courts.
MULESHOE, texas
A. R. Matthews, M. D. Physician and Surgeon muleshos,

## LOOK YOUR BE

No need to put the old suit aside : good-Let us clean and press it.

Muleshoe Tailor Shop

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It is sometimes a very difficult thing to choose an appropriate Christmas Gift. Especially is this the case when father begin: to think of gifts for the entire family. There is always th question of something that will be useful as well as appre ciated, and also serve for more than a day or a week.

## In our opinion, there is nothing that Santa could bring th

 family which would be appreciated more than a new automobil And, too, this is something that will be of real service. Perhaps you have been thinking of getting a new car sometime in the near future. Maybe the old car has served its purpose and, unconscious of the fact, it is costing you more than you realize in upkeep. Perhaps you need new tires or a new battery, maybe it is hard to start.Think these things over. Let us suggest that you call on us at once and buy that new car for Christmas. Chevrolet will bring you not only service, but satisfaction and happiness throughout the months.

Valley Motor Company
MULESHOE, TEXAS
Chevrolet Sales and Service

