

THE MULESHOE JOURNAL

VOLUME 7.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, MAY 24TH, 1929.

NUMBER 15

LUNCHEON CLUB ACTS ON MATTERS OF VITAL IMPORTANCE TO CITY

Will Assist Legion in Putting On Old Time Picnic July 4th—Problem of Temporary Street Improvement to be Worked Out.

The Luncheon Club held its regular meeting at the Hot-Shot Cafe Tuesday at noon and after an excellent meal, the usual business session was held. About twenty-five members were present and one visitor.

Drawings will be held again next Saturday, the principal prize to be a \$10 trade book and several smaller prizes ranging down to \$2.50. A large crowd was in town at Saturday to witness the free picture show, even though the roads were in bad condition due to the recent rains. All were in high spirits however, as there is moisture enough at this time to practically assure a good crop.

The Club agreed to assist the local Post of the American Legion in putting on an old time picnic on July 4th. This will be the "spread dinner on the ground" variety, with a number of home attractions, such as baseball games, races, etc., which will be announced later.

The question of making some much needed improvements on Main Street was taken up. The recent rains have made a part of this street almost impassable and as conditions are now, it has come to the point where "something will have to be done. The bond market has been in such shape that paving could not be started and definite information cannot be obtained at this time. Mr. D. L. Butt made a talk and suggested plans for temporary improvement which will likely be carried out at an early date.

The condition of Main Street and other streets in the city following a rain, it seems to us, should be sufficient to cause all citizens to favor steps being taken to rid our town of the mud. And surely all those who have to walk or drive up and down the streets after such rain as has fallen here recently could muster up a little enthusiasm in the matter of permanent improvement along this line. Besides the unpleasantness of the undertaking, more or less danger is imminent to all who attempt to traverse the streets when they are slick with mud and water. We do not wish to be misunderstood, hence will pause right here to state that we fully appreciate the nice rains we have had, regardless of the mud. But if permanent improvement of our streets cannot be made at this time, then all should unite in bringing about the most practical temporary relief available.

W. M. U. MEETING

The W. M. U. ladies of the Baptist Church met Monday at the church, in the study of the missionary lesson in Royal Society, with Mrs. Coker as leader. There were 9 members present. After the lesson a short business session was held, following which the ladies adjourned to meet next Monday with Mrs. Barron in a regular business and social session. It is urged that every member be present, as it will be a special occasion. Reporter.

IS LEATHER LUNGED



A closeup "shot" of Vincent Mills, the leather-lunged coxswain of the hard pulling University of California rowing team. The California contingent are expected to prove serious contenders in the rough-kieple race.

SOME OUTSTANDING FACTS ABOUT MULESHOE

Muleshoe has a greater trade territory than other towns of its size on the South Plains.

More building activity and farm development is now going on in the territory around Muleshoe than in most sections of the South Plains. Shipments of farm products have been greater here than from other towns in this section the past season.

Seventy percent of all shipments of Sudan seed in the United States are made from Muleshoe.

IMPROVING NEWLY PURCHASED FARM IN LAZBUDDY COMMUNITY

H. W. Disch of Maud, Okla., arrived here recently, accompanied by his son, Ralph. They purchased and are improving a farm in the Lazbuddy community. Ralph will make his home on the farm. He purchased a Farmall from E. R. Hart Lumber Company this week, and will operate the farm along modern lines in every respect. Mr. Disch and his son are well pleased with this country and are confident of its continued prosperity.

The section of country lying North, Northeast and Northwest of Muleshoe is attracting a large number of progressive farmers who are buying and improving these lands. Many modern farm homes have been erected in this territory during the past few months.

COMMISSIONS ARE RECEIVED BY LOCAL NOTARIES PUBLIC

The following persons have received their commissions as notaries public effective June 1st:

- Miss Opal Morris
- Mills Barfield
- G. C. Danner
- T. E. Arnold
- A. P. Stone
- H. E. Bobo
- J. A. Towery
- E. Pavlicek
- J. J. Lacey
- K. K. Smith
- J. C. Buchanan
- Byron Griffiths
- L. S. Barron
- J. E. Aldridge

NOTICE, YOUNG PEOPLE

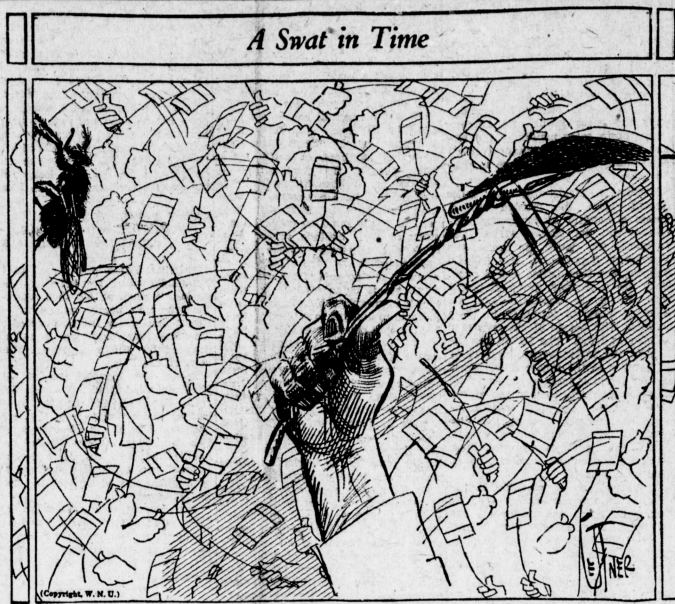
The Young People's Class of the Baptist Church will meet at the Baptist parsonage each Sunday morning at 10:15. Be at the church at 10 o'clock promptly, and at the parsonage at 10:15. Teacher.

Local Markets

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

Kaffir	90c
Maize	95c
Corn, ear	50c
Corn, shelled	73c to 75c
Sudan	\$2.75
Maize heads	\$12.00
Kaffir heads	\$12.00
Cane Seed	\$1.15
Hogs	\$9.50
Retail Feeds	
Cotton seed cake	2.75
Cotton seed meal	2.75
Brant	2.00
Shorts	2.50
Cow Chow	\$3.00
Milk Maker	\$2.75
Tankage	\$5.25
Seed out	\$1.00 bu.
Produce	
Heavy hens	23c
Light hens	20c
Colored fryers	27c
Leghorn fryers	22c
Stags	16c
Cocks	05c
No. 1 Turkeys	10c
Old Tom	10c
No. 2 Turkeys	08c
Hides	6c
Eggs	20c
Cream	40c
Capons, 4-lb and up	25c
Capons, under 4-lb.	18c

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



GRADUATING EXERCISES OF GRAMMAR SCHOOL HELD LAST TUESDAY

Graduating exercises were held at the High School Auditorium last Tuesday evening for members of the Grammar School. Twenty-one graduates received diplomas.

The program for the evening was: Salutation, Arnold Atkinson; Violin Solo, Iola Shirley; Reading, "Sympathy," Beulah Burton; Piano Solo, Retta Mae Arnold; Reading, "S" and "I," Jimmie Lee Hayes; Vocal Solo, "Rainbow Trail," Juston Danner.

Commencement Address, Rev. W. B. Hicks. Presentation of Diplomas, Mr. F. O. Boone. Class Song, "There's Only One School."

YL HONOR ROLL FOR NINTH MONTH OF SCHOOL TERM

- High School—
 - Vera June Beller
 - Kathleen Wiljman
 - Intermediate Grades—
 - Bobby Zeller
 - Alyne Evans
 - Emmett Traveak
 - Jerry Evans
 - Jean Willman
 - Primary Room—
 - Helena Lovelady
 - Van Dwane Hairgrover
 - Dolores Beller
 - Elmer Witterding
 - Geraldine Lovelady
 - Lola Hupp
- Those making a perfect record in attendance and punctuality throughout the entire year:
- Maynard Hupp—Ninth Grade.
 - Lola Hupp—Second Grade.

COMMENCEMENT SERMON FOR SENIOR CLASS BY REV. H. B. STRICKLAND

The commencement sermon for the Senior Class of the Muleshoe High School was delivered by Rev. H. B. Strickland last Sunday morning at the High School Auditorium. Rev. Strickland warned these young people to beware of the pitfalls of life, and to choose well their associates.

Graduating exercises will be held next Friday evening, at which time Dr. Leroy T. Patton, head of the Department of Geology, Texas Technological College, will deliver the main address. Those who will receive diplomas are:

- Maec Glascock, Hazel DeBord, Jerene Parsons and Delmon Ragsdale.

TWENTY CARS OF YEARLINGS SHIPPED TO CONLEN, TEXAS

John McMurtry shipped twenty cars of yearlings from here last Sunday. These yearlings went to Conlen, Texas, near Dalhart, for pasture. Ray Griffiths shipped one car of hogs to the Los Angeles market this week. Livestock in this section are in excellent condition, and as a rule bring top prices.

RECENT DELIVERIES OF NEW FORDS IN MULESHOE

Recent deliveries of Model A Ford cars by Muleshoe Motor Company are as follows:

- J. A. Ryan, Jeff White, O. G. Priboth, F. C. Whitwell, Sudan; J. D. White, Sudan; Dr. L. P. Gibbs, Sudan; W. D. Lassiter and Jack Combs.

G. B. CHAMBERS OF VICTORIA, TEXAS, BUYS BARBER SHOP HERE

A deal was consummated last week between M. B. Walker and G. B. Chambers in which the latter became the owner of the Sanitary Barber Shop, located on the east side of Main Street in Muleshoe. Mr. Chambers assumed charge of the business on Monday of this week. He is an experienced barber, having been engaged in the business at Victoria, Texas, for some time. W. H. (Bill) Oliver, who has been employed in the shop the past three months, will continue to work there under the new management. Mr. Walker will probably go to Clovis from here, though he has not definitely decided as to his future location.

R. B. CANFIELD ATTENDS MARRIAGE OF HIS DAUGHTER

R. B. Canfield returned last Monday from a trip to Kansas and Missouri. He attended the wedding of his daughter, Miss Ethel Lee Canfield, who was married to Mr. Harold Bratton of Hasting, Kansas. Mr. Canfield stated that what in that part of the country looked good and would average about 20 bushels per acre.

Estimate of Cost of Sewer System Received by City

An estimate of the cost of a sewer system for Muleshoe has been received by the City Commission from Brown-Crummer Company of Dallas. The system as proposed by this company, if put into operation, would be paid for on a revenue bearing basis. Those using the sewage connections would be asked to pay only about \$1 per month for the service, which is a very low rate, and would be worth many times the cost in convenience and in the improvement of certain conditions that now prevail. The present system of dumping all kinds of waste in cess pools is very unsanitary and is not at all satisfactory from any standpoint. These cess pools are at times very obnoxious. They are a veritable breeding place during the summer months for flies, mosquitoes and all manner of germs which are a menace to the health of the entire community.

With a first class sewer system, many conveniences would be brought to the citizens of Muleshoe that they do not now enjoy, and the town would be a great deal more attractive to prospective settlers who desire to locate in a progressive town where health and sanitary conditions are the best. It is to be hoped that the people of Muleshoe will grasp the opportunity to secure such conveniences.

ALLERITA LOOMIS PLAYERS IN MULESHOE NEXT WEEK

Allerita Loomis Players will be in Muleshoe three days beginning Monday, May 27th, with their big tent theatre. They offer the public a variety of the latest comedies, dramas, and musical entertainment. The company invites the ladies to attend the show on the first night free of charge. We wish to call the attention of our readers to their ad which appears in this issue of The Journal.

MULESHOE WINS ONE GAME AND LOSES ONE IN A DOUBLE HEADER

In the double header baseball game played here Sunday, the local team was both winner and loser. The first game, played between Muleshoe and the Clovis shops teams, resulted in a victory for the home boys by a score of 3 to 2. It was an interesting game and our boys showed some real stuff in this contest. The fielding was good, and until the eighth inning the score stood 3 to 0. It was then that the Clovis team ran in their two scores.

The second game was played between the Muleshoe and Baleyboro teams. In this game our boys held the visiting players down for the first two or three innings, but they seemed to slow down, after having played a fast game with the other team, and after that the game was all in Baleyboro's favor. The score was 6 to 0.

RECENT BUYERS OF NEW CHEVROLET SIX TRUCKS

Valley Motor Company reports recent delivery of new Chevrolet trucks to the following:

- Gulf Refining Company; Magnolia Petroleum Company; The Texas Company; Oscar Peters; H. F. Peters; R. E. Barton; Ben Winningham.

W. M. Curtis of near Quanah was attending to business affairs in Muleshoe last Monday.

Governor of Hawaii



A recent portrait of Lawrence M. Judd, Honolulu business man, who has been nominated by President Hoover to be governor of the Hawaiian Islands to succeed Wallace R. Harrington.

(Continued on second page.)

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

Member Texas Press Association
Member National Editorial Association

Of much significance to the state at large and to Schulenburg in particular was the celebration at the Fayette County town the other day of the cornerstone laying of the Carnation Milk plant, which is hoped to be the first of several similar plants in the state. Recognition by the Carnation Milk Products Company of the advantages of Texas will give further impetus to the dairying industry in the Southwest, already making rapid progress, and contributing materially to the industrial prosperity of Texas. The shipment of a registered Holstein bull from Oconomowoc, Wis., to Schulenburg by airplane was spectacular enough to direct additional attention to the celebration marking the advent of the Carnation Company to Texas, and the more attention that can be devoted to the dairying possibilities of the Southwest the sooner will come the transformation of Texas from a receiver to a shipper of dairy products.

To put Ben Franklin's homely wisdom concerning thrift into national practice is evidently the appropriate purpose of Dr. Julius Klein, Assistant Secretary of Commerce. Dr. Klein views the present waste of eight to ten million dollars in the conduct of American business as an urgent challenge to the efficiency that is so often spoken of in connection with the present administration.

The stupendous failures of retail grocers, which averaged in a single western city three a month, could have been largely prevented by keeping a watchful eye on wasteful practices. Dr. Klein states. Distribution losses, at the bottom of many of such failures, are now a major concern of the Department of Commerce.

Another custom which causes waste is that of returning goods that are purchased and not desired. Dr. Klein admits the supreme right of woman to change her mind especially where the family budget is concerned, but he also feels the need of relieving this costly practice.

Unwise credit methods, unfair grading practices of small trading minorities, disorderly marketing, extravagant delivery services, ill-judged advertising, and careless procedure in the retail trade were some of the other wasteful practices cited by Dr. Klein.

TEXAS NATURAL GAS SUPPLY ATTRACTIVE TO INDUSTRIES

New York manufactures 110 billion cubic feet of gas a year, consuming 30 billions in industrial heating purposes. Natural gas produced in Texas during February, according to the gas division of the Railroad Commission, was nearly 20 billion cubic feet or 240 billion cubic feet a year. The natural gas supply in Texas is a decided inducement for the attraction of industrial enterprises, for all of which cheap fuel and cheap power are major requisites.

INTERESTING ACCOUNT OF SOUTH AFRICAN COUNTRY
(Continued from First page.)

general way, more particularly where the people have had a taste of education. It is a healthy dissatisfaction. Goods are transported over the hills from the rails to the country stores for the Mapumulo region by heavy wagons, which are called trolleys, drawn by teams of from twelve to sixteen mules. Dodge commercial cars and a few larger trucks, transformed into buses, carrying ten passengers for more each and operated on irregular schedules by Asiatic Indians or Natives, also connect Mapumulo with the coast towns and Durban. These buses cater mainly to the Native trade, but the Europeans (whites) occasionally find them to be a convenience.

Mapumulo Magistrate, two miles distant from the mission station, boasts a handful of Europeans connected with the Native Affairs Department, the Court, the Police, the Veterinary Department, the District Surgery, the Post Office and a store. They are a pleasant group of people with whom to associate and we consider ourselves fortunate in these contacts with people of our own race so near at hand. The Native population of the region varies from 15 to 30 families to the square mile. Their patchy gardens mainly supply their simple necessities, though the stores, mostly owned by white traders, located at intervals through the district, are experiencing a rapid growth in the sale of staple groceries, dress materials and simple garments, plows, hoes and trinkets.

A Native's social standing largely depends on the number of cattle he possesses. From our standpoint the continual increase of the "scrub" stock of the Natives on their communal lands of tenure is not an unmixed blessing. One who seeks advancement aside from raising cattle is unjustly hampered. The Veterinary Department is finding its capacity taxed to supply accommodation for the dipping of these thousands of cattle every week or ten days for the prevention of disease. The Native population here can readily see that with this dense population, for a strictly agricultural district, there are only such areas still remaining in bush or jungle as cannot be used for grazing. Indeed the supply of wood for fuel is becoming a problem for many families which are not so fortunate as to live near the occasional rocky and presipitous wastes overgrown with bush.

But what we can say of the country today may not have been true yesterday and it may be radically changed tomorrow. As the population grows, under the governmental suppression of tribal wars, new means of livelihood have to be provided. To increase production the Government is placing some Native Agricultural Demonstrators in the field. Square houses are replacing the round huts. Many Natives seek temporary employment in the towns to provide themselves with cash from white employers to pay the poll tax and to satisfy their growing desires for the amenities of European civilization. In many places the children are crowding the schools faster than new buildings can be provided. Agitators are clamoring for social justice in a country rife with social restrictions and racial consciousness, under a Government loath to extend the franchise to the Natives and in an economic situation which keeps Native labor on a low level of pay. A few years ago the East Coast Fever (Tick

Fever) cleared the country of cattle. The grass grew tall. Snakes and small game multiplied. But now the hills are cropped close. Snakes are rare. In this region bucks are almost extinct. There is no large game this side of the game preserves in Zululand. The first dry year will find some cattle dying through lack of pasture as is already the case in a few sections. Regulation of the number of stock seems imperative, and with the European viewpoint a simple matter. But as was hinted, the Natives have their cattle not for profit but for prestige. It is difficult to get a Native to sell a beast. Even though he may get a good price for a cow he would rather have our cattle die than have them limited. It is difficult to get the Native mind on cattle. But a study of their attitude toward their stock is a necessary approach to an understanding of the Natives. It seems so unreasonable from our standpoint, yet it is so obvious to them that it is unexplainable. In some cases it seems to amount to a blind instinct. I think it is chiefly a matter for study by the psychologist in attention and center of interest. Some young men, mostly those who have become more advanced in education, seem to have broken from the conceptions of their fathers on this point, perhaps through a shift of their interest. The whole picture is one of flux and change. Our predecessors came to arouse the people. Our task is to clothe in their right minds those who are awaking.

So far as our short experience has acquainted us with the field and the work it appeals to us as fraught with vital interests. We have never heard any missionary, most of all those old in the work, complain of monotony. In fact the danger seems rather to lie in the direction of having one's efforts become too scattered through the appeal of too many worthy interests. But it is impossible in the scope of one letter to dwell upon the details of those interests, tempting as it is to continue. Here I have tried roughly to sketch the background against which must be viewed the activities of our mission in this rural section. The locality has been introduced and some of the physical aspects treated. Sometime we may be able to enlarge upon this outline and fill in with some description of the methods by which the mission seeks to fit into the situation and raise the standards of living in the community.

It is the New Year, with its promise of opportunity and its chance of encouragement. But it brings mostly hope. It is mid-summer. In some places people may be wishing for a blizzard to cease. But there are others who hunger for a taste of biting cold. Toward you all we cherish the best wishes of the New Year.

Sincerely,
NORMAN L. RICE.

MULESHOE SECTION LOOKS BEST OF ALL

J. B. Rhoads, special agent for Horneger, Beckmann & Co. of San Antonio, was in Muleshoe this week. He was a guest of the Luncheon Club at their regular meeting Tuesday and made a short talk on that occasion. Mr. Rhoads has been traveling over the Plains for several years and stated that he had watched the section around Muleshoe with a great deal of interest. Upon his first visit here there was no town to speak of and scarcely no development in this territory. He has seen the steady progress of the community since its development started and his first confidence of its wonderful possibilities has never been shaken. He says the country surrounding Muleshoe looks better than any other section of the Plains.

EARLY PANHANDLE DAYS WILL BE RECALLED AT TRI-STATE RODEO JULY 4

Amarillo, Texas.—Early days in the Panhandle will be recalled vividly here on July 4 when an old time rodeo, of the kind now nearly extinct, will be staged here under the auspices of the Tri-State Fair Association, it was announced by Wilbur C. Hawk, President of the Fair.

Under the management of Cliff King and Clyde Miller of Holly, Colorado, both among the Southwest's leading rodeo performers, the event promises to be the greatest single pre-Fair attraction brought to the Panhandle this year. Mr. Hawk declared. More than \$7,500 in premiums will be awarded the winners in the rodeo competitions.

Two performances, afternoon and night, will be given July 3, 4 and 5. Additional information on the rodeo and entry blanks may be obtained by writing to Clyde Miller, Holly, Colorado.

WAS SOLOMON WISE?

Liza and Fannie were discussing their Sunday night dates.

"Yes man, I done had me a neckin' party last night!"

"Neckin' party? Law, chile, don't you know them is out o' style? They had them four thousand years ago!"

"How you done know they had them four thousand years ago?"

"Cause my mammy done told me that the Bible says that King Solomon took the Queen of Sheba into the banquet hall and he fed her wine and nectar!"—Traveler's Beacon.

SUBSCRIBE FOR THE JOURNAL

Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

OFFICERS & DIRECTORS. I. W. Harden, President. J. J. Lawler, Vice-President. L. S. Barron, Secretary-Treasurer.

LOAN COMMITTEE. J. A. White, M. F. Collins, R. J. Klump

A Long Time Loan and Low Rate of Interest

Memorial Day

U.S. Thrifty

TO OUR HEROES DEAD

The vast breadth and prosperity of our nation is largely due to the strength, spirit and stamina of its men. They fought their battles to successful and virtuous conclusions. By their sacrifices our country stands supreme.

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

The Journal Office for Commercial Printing

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

Produce Sam Says



SERVICE

Serving people is the way we get joy out of life.

Another thing, we adhere to the strictest rules of Sanitation—an important matter to remember.

Top Prices For—
POULTRY
EGGS
CREAM
HIDES

*Produce Sam Says:
"You'd be surprised how many people you'd like if you could do something for them."

Muleshoe Produce Co.
ELMO HEAD, Manager

JOYCE-PRUIT CO.
"The House of Courtesy"

Sensational SALE
Spring Coats and Women's Coat Suits

1-2 PRICE

The Truth Hurts No One!
Owing to a bad business condition that has existed—the demand for the better grade of SPRING COATS has been far below our expectations. Therefore we are forced to sacrifice these exceptional COATS AT HALF PRICE!

Your choice of Kittensear Broadcloth, Kasha Flannels, Broadcloth and Sport Weaves with flowing scarfs, fancy backs, belted models and sports—Many with monkey fur trimmings.

"QUALITY WITHOUT APOLOGY"

ANNOUNCEMENT

I have purchased the Sanitary Barber Shop from Mr. M. R. Walker, and will appreciate a share of your Barber trade. We assure you of

FIRST CLASS WORK AND COURTEOUS SERVICE

Call and see us and let's get acquainted.

C. B. CHAMBERS

COMING!

ALLERITA LOOMIS PLAYERS
In the Big Tent
3 Days—Commencing Monday, May 27
All New Plays and Lots of Specialties Between Acts

PRICES:
Children.....10 cents
Adults.....35 cents
One lady free with each paid 35 cent ticket opening night.

A. B. Lunsford of near Littlefield was in Muleshoe Saturday.

J. B. King of Plainview was a Muleshoe visitor Monday.

Special on Cookies

15c per dozen

- Jelly Beans, dozen . . . 25c
- Doughnuts " . . . 25c
- Cinnamon " . . . 20c
- Cake 25c • 30c

The Muleshoe Bakery

"Sooner or Later."

Your Insurance Business Appreciated

All Kinds Written, Old Line Connections

J. E. ALDRIDGE

Office at the Blackwater Valley State Bank

ROAD HINTS Comfortable Rest Rooms

Let Us Drain Your Crank Case and Refill With

Phillips Paraffin--Base Oil
1-2 Gallon **FREE** Allowed

Up-to-Date Grease Service

FLATS FIXED

"66" Service Station

PHONE 7

GROCERIES

Of a Quality That Women Ask For...

Visit our store today—inspect our selection of famous makes of foods! Let us convince you that our prices are lowest, quality considered! Our service—our personal attention makes shopping a pleasure here.

Our market business is growing all the time because we cater to our customer's wants with the best varieties the market affords.

We Appreciate Your Business.

HEADQUARTERS FOR EVERLITE FLOUR

HENINGTON'S GROCERY
And Market

APRIL SHIPMENTS OF FRUITS AND VEGETABLES LARGEST ON RECORD IN THE STATE

Austin, Texas.—A total of 9,889 cars of fruits and vegetables was loaded in Texas during April, according to Bernard Nichols, editor of the Texas Business Review, issued monthly by the Bureau of Business Research at the University of Texas.

"This total makes April by far the largest month on record." Mr. Nichols said. "Shipments for the year to date are 17 percent above those for the same period of 1928. Prices were generally higher. Tomatoes advanced 50 cents to 75 cents per box, while potatoes, beets, carrots and lettuce recovered most of the March loss. On the other hand, onions declined \$1 per 100 pound sack and string beans decreased 50 cents per hamper."

SPECIAL SUMMER RATE IS ANNOUNCED TO WEST TEXAS TEACHERS COLLEGE

Canyon, May 17.—A special summer rate for the benefit of students of the West Texas State Teachers College at this place has just been announced. The rate is in effect with arrival dates from June 1 to 5 and a final return date of August 27. The fare is one and one-half for round trip and the rate is good from all Texas points.

Several hundred students will benefit from this arrangement as the indications point to a very large summer school, according to President J. A. Hill and other administrators of the College.

AIR TELEPHONE DEMONSTRATION A SUCCESS

Hadley Field, N. J.—The airmen of America were presented recently with means of speaking from cloudy peaks with their bosses, their sweethearts, or anyone else of the earthbound millions who have access to a regular telephone instrument. The Western Electric Company demonstrated in a series of tests for the press an invitation linking planes on the wing to the land lines of the commercial telephone system.

The first call was put through by an Associated Press reporter who went aloft in the flying telephone booth at 11 a. m. and stayed up until noon. Wearing a regular telephone headset and speaking into the microphone held in his hand he gave the telephone number of the Associated Press office in New York to the Bell Telephone experimental radio station at Whippany, N. J., by wireless telephone.

A moment later he heard the A. P. switchboard operator respond and was switched to the city desk which in turn handed the call over to a re-write man who took the report of the demonstration from the flying reporter.

Though the reporter in the plane was sitting only four feet from the roaring engine, from which he was separated only by a thin pane of glass, he could hear the people in the New York office as clearly as an ordinary phone conversation and his words were clearly audible in New York.

The takeoff was made in a driving rain, but the telephone plane rode above the storm and the demonstration was made while 2,000 feet over Plainfield, N. J., and while the plane was making about one hundred miles an hour.

NEED NOT COMPLAIN ABOUT THE WIND

The people need not complain about the wind in this section of the country, believing that it is the only place where the wind blows. We have been keeping a pretty close tab on the wind the past few months and we have noticed that it is blowing unusually hard and frequent in most all of the states of the union, and all over Texas. Those East Texas folks can't say a thing to us about wind in this country this year, for they have been having plenty of it, too. The wind usually gets worse in the east and off the caprock, and develops into a real cyclone or tornado before it gets very many miles from the plains, and that is something that seldom occurs in this section of the country. Just brave it out, folks, we will have plenty of pretty days to make up for the few unpleasant ones and we will live to enjoy them, and that's more than some poor folks can do, who have been blown to their death in other parts of the state and in other states.—Ralls Banner.

Will Try "Belling" a Coyote

Sometime soon Uncle Mun Montgomery will bell a live coyote and turn him loose at the H. P. Pace ranch two and one-half miles from Tucumcari. Parties sighting the coyote or hearing the bell are asked to not shoot him, but report to "Uncle Mun," who is anxious to know just what effect the bell will have. It was planned to release the belled coyote Saturday, but the animal is suffering from too much trap and will be held until he recuperates. Some suggest that the bell will drive other coyotes away, while others think it will suggest sheep and draw them. Anyhow, "Uncle Mun" will try it once. He wants to know just how much territory a coyote ranges over and thinks this will give a line on his range.—Tucumcari (N. M.) American.

KNOW TEXAS

Texas produces from 30 to 40 per cent of the cotton crop of the United States, and from 20 to 30 percent of the cotton crop of the world.

In turkey production Texas leads all the other states in the union, but in other kinds of poultry it is well down in the list.

Average rainfall over Texas as a whole is 31.08 inches. There is a difference of 35 inches between the annual rainfall in extreme East Texas and extreme West Texas—the Beaumont area showing 45 inches and El Paso 10 inches.

Smith County, in 1928, shipped over 100 carloads of rose cuttings, claiming the lead in the Southwest.

Statisticians predict the population of Texas in 1930 will be 7,015,000, and that of the 2,500,000 predicted increase only 140,000 will be in farm population.

Enjoy a Good Meal

At our Cafe when you come to town, and take home a supply of good tender Meat from our Market. Your satisfaction in quality, service and price, is our aim.

Corn Fed Beef and Pork Our Specialties.

Moeller Market & Cafe

MULESHOE, TEXAS



The Best Way to Get By On The Farm

Is to have sufficient equipment to meet the present day requirements for efficiency. Our line of Farming Implements and Tools is the best to be found anywhere.

E. R. Hart Lumber Co.

Coal, Hardware, Furniture—McCormick-Deering Implements

A SIGN OF QUALITY and VALUE to thousands of satisfied USED CAR BUYERS



LOOK at these Outstanding Used Car Values

BUY NOW —FOR— The Harvest Season

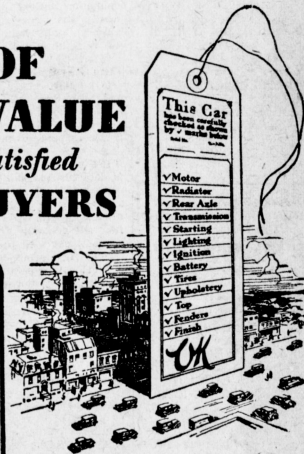
Some Excellent Values in USED TRUCKS

Priced to Sell and Terms to Suit

Valley Motor Company

MULESHOE, TEXAS

USED CARS with an OK that counts



This Red Tag "with an OK that Counts" is Your Assurance of Honest Used Car Values

You can have perfect confidence in your purchase of a used car that has attached to its radiator cap the Chevrolet red "O. K. that Counts" tag. This tag, used exclusively by Chevrolet dealers, is attached only to cars that have been thoroughly reconditioned and checked "O. K." by expert Chevrolet mechanics. To thousands of satisfied used car buyers it has proved a sign of outstanding quality and value. We now have on hand a wide selection of these fine "O. K." used cars—priced for quick sale. Come in today.

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

BUILDING

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

W. C. GORDON

At Panhandle Lumber Company

MICK

The Auctioneer

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

O. N. ROBISON
General Auctioneer

20 YEARS EXPERIENCE

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

Send Your

Abstract Work

—To The—

Muleshoe Abstract Company

A. P. STONE, Prop.

MULESHOE, TEXAS
Agent for Warren Addition

CANCER FREE BOOK

Sent on Request

Tells cause of cancer and what to do for pain, bleeding, odor, etc. Write for it today, mentioning this paper. Address Indianapolis Cancer Hospital, Indianapolis, Ind.



To See Well—See Worrell

EXCLUSIVE

Eyesight Specialist

1/2 Block Off Main, East of Barry Hardware Company

CLOVIS, NEW MEXICO

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

DR. F. B. MALONE

General Medicine

Eye, Ear, Nose and Throat

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.

DEMESTER
NO. 12. BACK GEARED
Anti-Oiled WINDMILL



GUARANTEED

The Demster 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 Tapered Bearings, Positive Brake, Machine Cut Gears, Oil-Clutch—Four Features. Comes in standard or custom windmill and pumpmill will show you a sample.

E. R. HART LUMBER COMPANY

Muleshoe, Texas.

Also carrying a complete line of Demster Well Machinery.

Helping Texas to Grow

Over 500,000 additional fruit trees have been planted in 52 East Texas counties within the past two years as the direct result of the home orchard campaign inaugurated by the East Texas Chamber of Commerce. In 1927-28 the total was 260,000 and in the second year's campaign just ended it was 275,000. New home orchards have been added to 6,100 homes in the 52 counties. Smith with 40,000 trees planted this year won first place among the counties included and Gregg was second.

Although Texas hasn't even scratched its possibilities as an industrial state, it still leads all the Southern States in value of its industrial output with a total of nearly one and a quarter billions in 1927, according to a Census Bureau report. This was \$109,000,000 above the total of North Carolina, where industrial development is probably the most intense in the South. Manufacturing plants in Texas jumped from 3,603 in 1925 to 4,965 in 1927, wage earners in industrial plants increased 10,000; and wage paid workers climbed from \$116,000,000 to \$130,000,000 in the two years. "It's Great to be a Texan."

A Wood County banker says his bank has loaned more money for the purchase of dairy cows this spring than in the previous five years. He holds that "dairy farming is our salvation."

DAIRYING IN UNITED STATES IS "BIG BUSINESS"

Out of every \$5.65 received by the farmers of the United States \$1.00 comes from the dairy cow. Of every \$5.00 spent by the American family for food \$1.00 is for milk or dairy products.

Dairying in the United States is "big business." We don't stop to consider the immensity of the dairy industry as we do the steel industry because dairying is not controlled by a few outstanding figures.

The farm value of the milk and dairy products is nearly three billion dollars a year—nearly twice the value of the corn crop and more than the combined value of cotton and hogs produced. There isn't nearly as much commotion kicked up over dairying as over the other crops named, because the dairy industry isn't "in the red" and the others get that way every so often.

The corn farmers, the cotton farmers, the hog raisers—those are forever protesting that something must be done about it. While these protests are being sounded to the high heavens, where is the dairy farmer? He's back home milking.

He's part of the big business; and he does his bookkeeping on the right side of the ledger. Of course there are failures in dairying; there are failures in the steel industry. But the fault generally is with the management, not with the industry.

The dairy farmer-billionaire is solid and making headway; and incidentally, he is moving South.—Southern Dairymen.

COWS WORTH KEEPING WILL PAY A PROFIT

Cows really worth keeping should be profitable during the next year as well as for several years. Four main indications of this favorable outlook for prices of dairy products in the future are pointed out in the May 15 issue of the Oklahoma Farmer-Stockman. Summarized briefly, these points are as follows:

No pronounced gain production is probable—There has been no increase in numbers of milk cows since a year ago and a favorable beef situation is pulling some in-and-out dairymen back to beef production. Time needed to produce a dairy cow, investment needed and natural conditions tend to keep down expansion. Beef outlook also good for several years.

Consumptive demand promises to remain strong—People have just begun to realize that milk is a "wonderful juice." Consumers can be depended upon to do their part to maintain good prices if dairymen maintain a policy of beefing low-producing cows and save only heifer calves that give promise of raising average production of their herds.

Foreign competition carries no new threat—Transportation costs to the point of entry and the tariff must be paid on products coming into this country and steps are being taken to increase consumption of dairy products abroad.

Feed costs seem likely to be reasonable—Pastures have started off better than last year, but increased production resulting from good pasture comes at low cost. Feed grains not likely to be higher than last year, depending on yields. There is promise of a larger supply of rough feeds.

It is said that a horse cannot kick when he is pulling and he cannot pull when he is kicking—Moral, don't kick so that you can always be in readiness to pull when the time comes to do something for the community in which you live.—Exchange.

GEORGE WASHINGTON'S HOME NOW LIGHTED BY ELECTRICITY

On the theory that George Washington, were he alive, would enjoy modern comforts, the custodians of Mount Vernon have replaced candles with electric lights on the Virginia estate of the "Father of His Country."

The new facilities do not mar the ancient beauty of the place, however. All buildings except the mansion are supplied with electricity through underground conduits. The Mount Vernon Ladies' Association has entered into a contract with a local company to supply electrical energy.

The old kitchen building is equipped with an electric range and a refrigerating plant. "Woodlawn," adjoining Mount Vernon, home of Nellie Curtis Lewis, formerly occupied by the late United States Senator Oscar W. Underwood of Alabama, is also equipped with electricity, as are old Christ Church in Alexandria, where Washington was a vestryman, and the Fairfax mansion, Mount Eagle, near Alexandria.

SUBSCRIBE FOR THE JOURNAL

FINAL PLANS OF MEMORIAL GATEWAY TO UNIVERSITY CAMPUS TO BE CONSIDERED

Austin, Texas.—Final plans for the \$250,000 memorial gateway to the campus of the University of Texas will be considered by the committee in charge, consisting of H. A. Wroe of Austin, President H. Y. Benedict and Dr. W. J. Battle, on June 3, when Pompeo Coppini, Italian sculptor who has designed the statuary for the monument, visits Austin. Coppini will be accompanied by a member of the firm of Walker & Morrison of Chicago, architects in whose hands the execution of the masonry designs has been placed.

The fund by which the monument is to be constructed was left to the University by the late Major George W. Littlefield of Austin, former University regent. General plans for the statuary were given Coppini some eight years ago. Heroic figures of ten Southern patriots have already been completed by him and now stand in the State Capitol, awaiting the completion of the other details of the monument.

Road Information Cozy Rest Rooms

WE DON'T KEEP THE BEST WE SELL IT

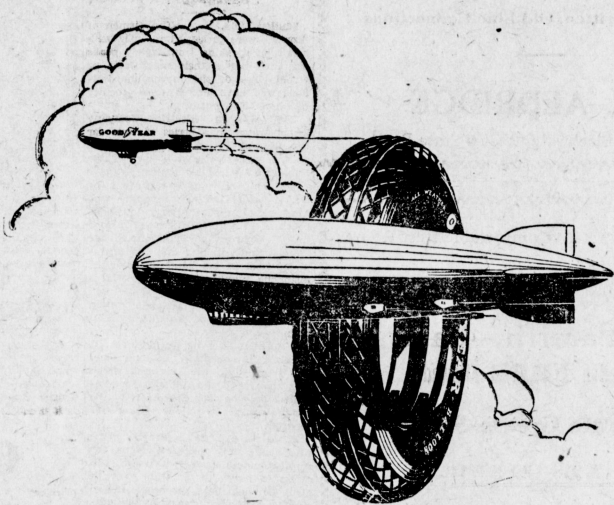
Here is where you get the famous Phillips "66" and Magnolia Products.

Good Tires and Tubes Worth the Money

WE FIX FLATS

Jones Service Station

"SERVICE WITH A SMILE"



**Quality is 'way Up—
Prices are 'way Down**

GOODYEAR

Supertwist Cord Tires—Lifetime Guaranteed

Goodyear—growing greater daily as more and more people find Goodyear Tires are best: Goodyear—building millions more tires than any other company—has again, for 1929, increased the quality all along the line, while the Spring prices are the lowest ever known. Values that defy all quality competition!

Millions More People Now Ride on Goodyear Tires!

Valley Motor Company

Phone No. 12

Muleshoe, Texas

Come to Muleshoe On Trades Day

(EVERY SATURDAY)

And Be Sure to Visit Us While in Town—We're Always Glad to See You

We Serve Sunday Dinners
(No Better Place in Town for Trades Day Luncheon)

McCarty Drug Store

NOTICE!

We have some good Used Pianos at good prices—easy terms.

Radios, Phonographs, Records Sheet Music

Baldwin Pianos—Sold on Easy Terms

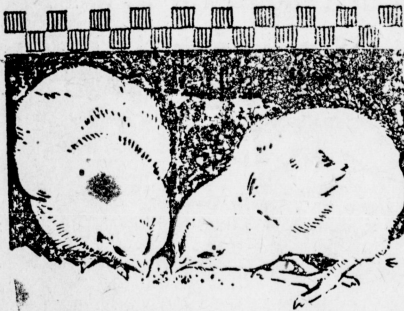
Write or call us at our expense for prices—terms.

South Plains Music Co.

East Side of Square

LUBBOCK

TEXAS



Four Months From Now

WHAT chicks get in their feed will have a lot to do with keeping them alive and growing. More than 2,500 hatcheries say, "Feed Purina Chick Startena." There's a reason.

Every ingredient that goes into Startena is carefully chosen and tested. Startena is rich in life giving and growth-producing vitamins, proteins and minerals. Every ingredient in Startena has its job to do. Every ingredient does its part in keeping chicks alive and growing.

Start your chicks on Purina... keep them on Purina... you'll get more grown-up chicks and have more money left after all chick raising cost are paid. Tell us how many bags of Startena you need right now.



Bailey County Elevator Company

TWEED OF A LIGHTWEIGHT SORT IDEAL FOR TOWN AND TRAVEL WEAR



In the yesteryears of fashion tweeds were just tweeds, classified among sturdy wooleens restricted to practical wear, but now what a magic word is tweed!

That estheticism of color that phantomlike distinctness of weight and weave which modernism demands in fabrics for the appareling of woman-kind, registers in the new tweeds to an enchanting degree. In fact, that which is said of tweeds applies to 1929 wooleens in general. Their delicacy of texture, their color beauty, their versatility has captured the fancy of the entire fashion world.

Speaking of tweeds, there's a tweed for every daytime occasion, ranging from handsome rough mannish tweeds to weaves as dainty and supple and colorful as fastidious taste may demand. To mention color in relation to tweed of this season's vintage is to sound the keynote of its new charm. A tweed in orchid, in pale green, soft rose, marine or steel blue, orange or a reddish tone—even the most sensitive taste yields to the wiles of such.

In any tone or tint the youthful tailor in the picture would invite ad-

miration, but in soft rose tweed flecked with white as it is in the original this model is of unusual attractiveness. The white blouse is interesting, too, being styled of the very new woolen plique. Observing the rule that the hat must be related to the costume in color, the felt chapeau which milady wears with this suit is in a harmonizing rose tint.

Another woolen weave which is inviting no end of favorable comment, is very loose-woven basket cloth. Like tweed, the new and ultra-smart basket cloth comes in a range of adorable colors. An ensemble consisting of a one-piece frock of basket cloth with a knee-length unlined circular cape is among the arresting costumes created for immediate wear.

Designers are finding it expedient as well as proving highly pleasing in a trimming way to hand-fringe the edges of the now-so-modish basket cloth. Sometimes collar, cuffs, pockets, scarf and all hemline edges are thus fringed, the result being as charming as it is novel.

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

Town Talk

Marion Walker was in Clovis Monday.

Mrs. J. T. Lindsay is in a hospital at Savannah, Missouri.

Mrs. R. L. Faulkner visited Mrs. L. B. Wright in Lubbock last week.

Mr. and Mrs. J. E. Aldridge were in Lubbock on Thursday of last week.

Chas. Pooch of Livermore, Iowa, was here this week attending court.

J. M. Gay of Sudan, agent for the Newsome lands, was in town Monday.

W. C. Gordon, H. A. Towery and Ed Hutz were visitors to Plainview Wednesday.

Miss Dorothy Wentland, Bill Daniel and Maste Buey left Sunday for California.

Mr. and Mrs. A. J. DeBord visited their daughter, Mrs. D. A. Davis, in Portales Monday.

Valera Menefee, who has been employed in the postoffice here for several months, has returned to her home in Hagerman, N. M.

Miss Minnie Hutz of the Watson community returned home Wednesday evening from Plainview, where she has been attending Wayland College.

L. A. Huntsman and family of Winters, Texas, are visiting in the home of Blanda Dennis this week. Mr. Huntsman is a brother of Mrs. Dennis.

D. A. Lindsey of Kansas has purchased 320 acres of land 10 miles east of Muleshoe. Improvements will be made on the property in the near future.

L. S. Barron, J. A. White, M. F. Collins, J. J. Lawler and I. W. Hardin are attending a district meeting of the Federal Land Bank officials of this district at Lubbock.

J. P. Sanders of the Progress community visited in Merkel last week. He was accompanied home by his daughter, Mrs. O. R. Rodden, and her little son, Robert, who will spend most of the summer with Mr. and Mrs. Sanders.

Miss Verbie Griffiths of Progress visited friends here Sunday.

W. B. Price of Lubbock, District agent for the Texas Company, was in Muleshoe this week looking after the construction of their wholesale house which is going in here.

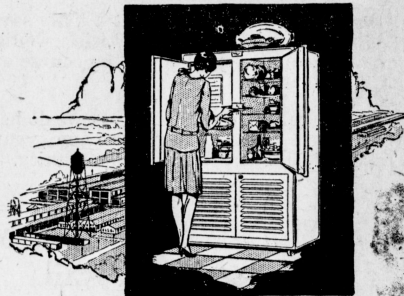
Look Thru Your Old Suits

Said Brown to Jones, "Your new suit fits you fine. I'd surely give a lot if it were mine."
Said Jones, "That new stuff is all the bunk. Wifey found this in the attic in a trunk in '87. It's a last year's suit that I'd thrown away. She just had it cleaned and pressed today."

Muleshoe Tailor Shop

(COPR. J. T. HUNTEN)

All Frigidaire cabinets are built in the FRIGIDAIRE factory



and designed exclusively for electric refrigeration

GENERAL Motors standards are carried out in every detail of Frigidaire construction. Even the cabinets are made in the Frigidaire factory. Each one is steel and finished either in white duco or seamless porcelain.

It is this scientific insulation, plus direct frost-coil cooling, that maintains a temperature in Frigidaire 12° colder than you can expect with ice.

A small deposit puts Frigidaire in your home. Then pay a little each month under liberal General Motors terms.

Visit our salesrooms today. Or write or phone for an interesting illustrated booklet—sent free.

FRIGIDAIRE

Product of GENERAL MOTORS



K. K. Smith, Local Dealer

You can bank on the quality of a cigarette that continues to be the biggest success in smoking history

CAMEL CIGARETTES

WHY CAMELS ARE THE BETTER CIGARETTE

Camels contain the choicest tobaccos grown... expertly blended for matchless taste and fragrance.

They have a welcome mellowness and mildness that you will find in no other cigarette. Smoke them as often as you like, Camels never tire your taste.

The quality of Camels is never permitted to vary.

Only a superior cigarette could have won and held world leadership for all these years as Camel has done.



STATED MEETING OF Mule-shoe 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

Goodland News Items

The Goodland School was out Friday, May 17.
 The Goodland Sunday School had an unusually large attendance last Sunday. There were 41 present. We are glad so many are taking interest in the Sunday School work.
 Mr. Henry Hanover made a business trip to Littlefield Saturday.
 Mr. and Mrs. Leonard Reed and children were guests in the Charlie Locke home Sunday.
 A number of Goodland people attended the singing Sunday evening. Mr. and Mrs. L. D. Sanderson made a business trip to Clovis Wednesday.
 Ferris Stokes and Joe Millsap made a business trip to Clovis last Monday.
 A weiner roast was given on Friday, May 10. Everyone present enjoyed themselves "immensely".
 Mr. C. B. Weaver made a trip to Sudan to have his car repaired.
 Mr. Beaty made a business trip to Portales last week.
 The people of Goodland appreciate the new piano. It has encouraged them all to come out to Sunday School, B. Y. P. U. and singing.
 The Goodland community was blessed by a good rain last week. Everyone is busy planting now.

Reporter

EXHIBIT WILL DEPICT GROWTH OF MINE SAFETY

The Bureau of Mines is preparing a permanent exhibit of the historical development of the welfare and safety work, to be placed in the National Museum in Washington, D. C. Tentative plans for the exhibit include a model of Coal-mine entry and room containing permissible coal mining equipment incorporating safety features in coal mining. Models illustrating a mine-rescue crew in action, fully equipped with life-saving apparatus, will also be installed, together with other features.

Lady bugs are used to destroy the "scale" that ruins fruit trees. When men know enough to confine their wars to insect fighting, civilization will start.—Portales Valley News.

OFFICIAL NOTICE

On the 27th day of May, 1929, the Commissioners' Court of Bailey County, Texas, will take sealed bids on the audit to be made on the County and School Books of Bailey County, Texas. The Court reserves the right to reject any and all bids.

J. E. ADAMS,
 County Judge.

SHERIFF'S SALE

THE STATE OF TEXAS,
 COUNTY OF BAILEY.

WHEREAS, By virtue of an Order of Sale issued out of the 72nd District Court of Lubbock County, Texas, on a judgment for \$1273.34 and costs of suit, rendered in said Court on the 27th day of February A. D. 1929, in favor of H. D. Chipley and J. H. Goodrich and against Frank L. Stegall, No. 384, on the Docket of said Court, and to me, as Sheriff, directed and delivered, I did, on the 18th day of May A. D. 1929, at 1 o'clock P. M., levy upon the following described land, situated in Bailey County, Texas, and belonging to Frank L. Stegall, to-wit:

The Northwest Quarter (NW¹/₄) of Section Twelve (12) in Block C, containing 180 acres; and on the 2nd day of July A. D. 1929, being the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M., on said day, at the Court House door of Bailey County, Texas, in the town of Muleshoe, I will offer for sale and sell at public auction for cash, all the right, title and interest of the said Frank L. Stegall in and to said property.

WITNESS my hand, this the 18th day of May A. D. 1929.

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

Read The Journal

Want Ads

HARNES OIL for sale by J. M. McAdams, at the Shoe and Harness Shop.

FOR SALE—Seven good milk cows. See M. S. Stidham, Muleshoe, Texas.

WANTED—Man to work on farm through summer. Inquire at Journal office. 14-2t

FOR SALE—Sure-crop tomato plants, grown here; 25¢ per 100.—Albert Taylor, ¾ mile Southwest of YL School. 14-2tp

WANTED—A live distributor or bread baker to sell Betty-Lou cakes. Salary and commission guaranteed. Address Betty-Lou Bakeries, 2919 Congress Avenue, Houston, Texas. 13-3

IF YOU WISH to sell Oil and Gas Leases on Royalty, address P. O. Box 968, Lubbock, Texas. 11-1f

FOR SALE—Kaifir, \$1.50 per hundred; Hegari, \$1.75 per hundred; Half and Half Cotton Seed, \$1.25 per bushel, for planting. W. D. Hamblin, 4 miles north and one half mi. east of Muleshoe. 11-8t, 6d

Baileyboro News

"The Old Maid" play given at Baileyboro Saturday was greatly enjoyed by all, but it was really a failure, since only two of the poor creatures were successful in finding mates.
 A touching Mother's Day program was rendered at the Baileyboro Auditorium by the B. Y. P. U. workers Sunday night. This program was postponed from last Sunday on account of the rain.

Reporter

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)

Here's the Place to Buy and Save Money on Your Groceries

Had it occurred to you that a little saving on each grocery article would amount to a great deal in the course of a full year?

We are not "Cheap Johns", but we do believe we can save you a little on your grocery bills if given the opportunity.

The Store Where Courtesy and Service Prevail

We believe there is nothing too good for our customers, and we try to supply you with these, at reasonable prices.

Phone Us Your Grocery Orders

Gupton Grocery Co.

Phone No. 4 Free Delivery

Merit Wins Again!

2 GRAND CHAMPIONS
 3 FIRST—2 SECOND AND 2 THIRD PRODUCTION
 PRIZES AWARDED MERIT MILK
 MAKER—FED COWS

Listed below are the seven production prizes, and two Grand Champion prizes awarded at the Panhandle Plains Dairy Show at Plainview to cows fed exclusively on Milk Maker Dairy Feed. This scientifically balanced dairy ration can do the same for your cows!



"ASK THE MAN THAT FEEDS IT!"

Grand Champion Jersey, "Gamboge's King's Sybil," owned by R. C. Nicholls, Tulia.

Grand Champion Holstein, "Holtex Echo Hartroy Elzevere," owned by H. B. Hales, Amarillo.

First prize in 5-year class, "Elizabeth Little Lady," owned by Joe Vaughn, Tulia.

First prize 4-year class, "Rose Marie's Sweetheart," owned by R. C. Nicholls, Tulia.

First prize, 3-year-old class, "Rochette's Charlotte 'Queen,'" owned by Eldon Nicholls, Tulia.

Second prize, 3-year class, "Blue," (grade cow), owned by Joe Vaughn, Tulia.

Second prize in 2-year class, "Lone Star's Fairy Belle," owned by Sid Payne, Tulia.

Third prize, 2-year class, "Gamboge's King's Juanita," owned by R. C. Nicholls, Tulia.

Third prize in 5-year class Holsteins, "Holtex Echo Hartroy Elzevere," owned by H. B. Hales, Amarillo.

- Merit Baby Chick Grains \$3.25
- " Starting Mash \$4.50
- " Growing Mash \$4.00
- " Egg Mash \$3.75
- " Milk Maker \$2.85
- " Pig Feed \$3.25
- " Calf Meal \$1.25

Muleshoe Elevator Co.
 MULESHOE, TEXAS

We Offer the Following SPECIALS For Saturday Only!

A Few Extras in High Quality Work Clothes At Prices You Cannot Afford to Overlook!

- Men's Overalls 98c
- Boys' Overalls 69c
- Unionalls Sizes 2 to 8 69c

Gardner Dry Goods Co.
 Muleshoe, Texas

Buy the New Ford

Because it gives you everything you want in a motor car . . .

**Comfort—Safety—Speed
 Beauty—Reliability
 Economy**



The new Ford is distinctly a new and modern car designed to meet new and modern conditions. It is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

The minute you sit in it—ride in it—you will realize that here, at a low price, is everything you want or need in an automobile.

The new Ford car has unusual beauty of line and color—it is quiet and smooth running at all speeds—it is remarkably quick on the getaway—it has an internal expanding six brake system, with all brakes silent and fully enclosed. It has four Houelle hydraulic two-way shock absorbers. It is quick and easy to handle in traffic and steady and sure on the road. IT HAS A TRIPLEX SHATTER PROOF GLASS WINDSHIELD. It is economical to run and its upkeep cost is low. And it has a stamina and reliability that mean thousands upon thousands of miles of steady, uninterrupted service.

Come in and arrange for a demonstration. Drive this new Ford car yourself through thickest traffic on your favorite straightway, up steepest hills.

On basis of complete, all round value, you will know that there is nothing quite like it anywhere in design, quality and price.

Roadster \$450 Phaeton \$460 Tudor Sedan \$525 Business Coupe \$535
 Coupe \$550 Sport Coupe, with rumble seat, \$550 Fordor Sedan \$625

(All prices f. o. b. Detroit, plus charge for freight and delivery. Bumpers, spare tire extra)



Muleshoe Motor Company
 Muleshoe, Texas

THE MULESHOE JOURNAL

VOLUME 7.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, MAY 24TH, 1929.

NUMBER 15

LUNCHEON CLUB ACTS ON MATTERS OF VITAL IMPORTANCE TO CITY

Will Assist Legion in Putting On Old Time Picnic July 4th—Problem of Temporary Street Improvement to be Worked Out.

The Luncheon Club held its regular meeting at the High School Cafe Tuesday afternoon and after an excellent meal, the usual business session was held. About twenty-five members were present and one visitor.

Drawings will be held again next Saturday, the principal prize to be a \$10 trade book and several smaller prizes ranging down to \$2.50. A large crowd was in town last Saturday to witness the free picture show, even though the roads were in bad condition due to the recent rains. All were in high spirits however, as there is moisture enough at this time to practically assure a good crop.

The Club agreed to assist the local Post of the American Legion in putting on an old time picnic on July 4th. This will be the "spread dinner on the ground" variety, with a number of home attractions, such as baseball games, races, etc., which will be announced later.

The question of making some much needed improvements on Main Street was taken up. The recent rains have made a part of this street almost impassable and as conditions are now, it has come to the point where something will have to be done. The bond market has been in such a state that paving could not be started and definite information cannot be obtained at this time. Mr. D. L. Butt made a talk and suggested plans for temporary improvement which will likely be carried out at an early date.

The condition of M.L.N. Street and other streets in the city following a rain, it seems to us, should be sufficient to cause all citizens to favor steps being taken to rid our town of the mud. And surely all those who have to walk or drive up and down the streets after as much rain as has fallen here recently could muster up a little enthusiasm in the matter of permanent improvement along this line. Besides the unpleasantness of the undertaking, more or less danger is imminent to all who attempt to traverse the streets when they are slick with mud and water. We do not wish to be misunderstood, hence will pause right here to state that we fully appreciate the nice rains we have had, regardless of the mud. But if permanent improvement of our streets cannot be made at this time, then all should unite in bringing about the most practical temporary relief available.

W. M. U. MEETING

The W. M. U. ladies of the Baptist Church met Monday at the church in the study of the missionary lesson in Royal Society, with Mrs. Coker as leader. There were 9 members present. After the lesson a short business session was held, following which the ladies adjourned to meet next Monday with Mrs. Eason. The California contingent are expected to prove energetic contenders in the Pough-keepsie race.

IS LEATHER LUNGED



A closeup "shot" of Vincent Mullins, the leather-lunged coxswain of the hard pulling University of California rowing team. The California contingent are expected to prove energetic contenders in the Pough-keepsie race.

SOME OUTSTANDING FACTS ABOUT MULESHOE

Muleshoe has a greater trade territory than other towns of its size on the South Plains.

More building activity and farm development is now going on in the territory around Muleshoe than in most sections of the South Plains. Shipments of farm products have been greater here than from other towns in this section the past season.

Seventy percent of all shipments of Sudan seed in the United States are made from Muleshoe.

IMPROVING NEWLY PURCHASED FARM IN LAZBUDDY COMMUNITY

H. W. Ditch of Maud, Okla., arrived here recently, accompanied by his son, Ralph. They purchased and are improving a farm in the Lazbuddy community. Ralph will make his home on the farm. He purchased a farm from E. R. Hart Lumber Company this week, and will operate the farm along modern lines in every respect. Mr. Ditch and his son are well pleased with this country and are confident of its continued prosperity.

The section of country lying North, Northeast and Northwest of Muleshoe is attracting a large number of progressive farmers who are buying and improving these lands. Many modern farm homes have been erected in this territory during the past few months.

COMMISSIONS ARE RECEIVED BY LOCAL NOTARIES PUBLIC

The following persons have received their commissions as notaries public effective June 1st:

- Miss Opal Morris
- Mills Barfield
- G. C. Danner
- T. E. Arnold
- P. E. Stone
- Pat E. Bobo
- H. A. Towery
- E. Pavlicek
- J. J. Lacy
- K. K. Smith
- J. C. Buchanan
- Byron Griffiths
- L. S. Baron
- J. E. Aldridge

NOTICE, YOUNG PEOPLE

The Young People's Class of the Baptist Church will meet at the Baptist parsonage each Sunday morning at 10:15. Be at the church at 10 o'clock promptly, and at the parsonage at 10:15.

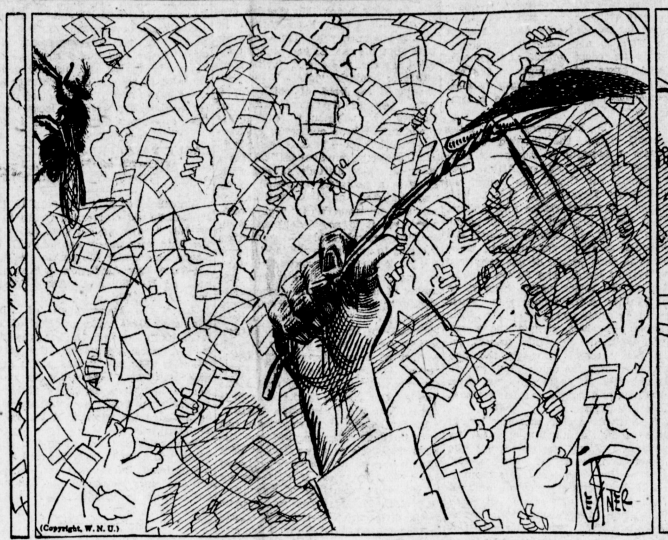
Local Markets

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

Kaffir	90c
Maize	85c
Corn, ear	50c
Corn, shelled	73c to 75c
Sudan	\$2.75
Maize heads	\$12.00
Cane Seed	\$11.15
Hogs	\$9.50
Retail Feeds	
Cotton seed cake	2.75
Cotton seed meal	2.75
Bran	2.00
Shorts	2.50
Cow Chow	\$3.00
Milk Maker	\$2.75
Tankage	\$5.25
Seed out	\$1.00 bu.
Produce	
Heavy hens	23c
Light hens	20c
Colored fryers	27c
Leghorn fryers	25c
Cocks	10c
No. 1 Turkeys	15c
Old Toms	10c
No. 2 Turkeys	10c
Hides	20c
Cloves	20c
Cream	40c
Capons, 8-lb. and up	25c
Capons, under 8-lb.	18c

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

A Swat in Time



GRADUATING EXERCISES OF GRAMMAR SCHOOL HELD LAST TUESDAY

Graduating exercises were held at the High School Auditorium last Tuesday evening for members of the Grammar School. Twenty-one graduates received diplomas.

The program for the evening was: Salutation, Arnold Actkinson. Violin Solo, Iola Shirley. Reading, "Sympathy," Beulah Burton. Piano Solo, Betta Mae Arnold. Reading, "Si and I," Jimmie Lee Hayes. Vocal Solo, "Rainbow Trail," Juston Danner. Commencement Address, Rev. W. B. Hicks. Presentation of Diplomas, Mr. F. O. Boone. Class Song, "There's Only One School."

YL HONOR ROLL FOR NINTH MONTH OF SCHOOL TERM

High School—
Vera Jane Beller
Kathleen Willman
Intermediate Grades—
Bobby Beller
Alyne Evans
Emmett Trauwek
Jerry Evans
Jean Willman
Primary Room—
Helen Lovelady
Van Dwanie Hairgrove
Dobores Beller
Elmer Witterding
Geraldine Lovelady
Lola Hupp
Those making a perfect record in attendance and punctuality throughout the entire year:
Maynard Hupp—Ninth Grade.
Lola Hupp—Second Grade.

COMMENCEMENT SERMON FOR SENIOR CLASS BY REV. H. B. STRICKLAND

The commencement sermon for the Senior Class of the Muleshoe High School was delivered by Rev. H. B. Strickland last Sunday morning at the High School Auditorium. Rev. Strickland warned these young people to beware of the pitfalls of life, and to choose well their associates.

Graduating exercises will be held next Friday evening, at which time Dr. Leroy T. Patton, head of the Department of Geology, Texas Technological College, will deliver the main address. Those who will receive diplomas are:
Ila Mae Glascock, Hazel DeBord, Jereene Parsons and Delmon Ragsdale.

TWENTY CARS OF YEARLINGS SHIPPED TO CONLEN, TEXAS

John McMurtry shipped twenty cars of yearlings from here last Sunday. These yearlings went to Conlen, Texas, near Dalhart, for pasture. Ray Griffiths shipped one car of hogs to the Los Angeles market this week. Livestock in this section are in excellent condition, and as a rule bring top prices.

RECENT DELIVERIES OF NEW FORDS IN MULESHOE

Recent deliveries of Model A Ford cars by Muleshoe Motor Company are as follows:
J. A. Ryan, Jeff White, G. G. Priboth, F. C. Whitwell, Sudan; J. D. White, Sudan; Dr. L. P. Gibbs, Sudan; W. D. Lassiter and Jack Combs.

G. B. CHAMBERS OF VICTORIA, TEXAS, BUYS BARBER SHOP HERE

A deal was consummated last week between M. B. Walker and C. B. Chambers in which the latter became the owner of the Sanitary Barber Shop, located on the east side of Main Street in Muleshoe. Mr. Chambers assumed charge of the business on Monday of this week. He is an experienced barber, having been engaged in the business at Victoria, Texas, for some time. W. H. (Bill) Oliver, who has been employed in the shop the past three months, will continue to work there under the new management. Mr. Walker will probably go to Clovis from here, though he has not definitely decided as to his future location.

R. B. CANFIELD ATTENDS MARRIAGE OF HIS DAUGHTER

R. B. Canfield returned last Monday from a trip to Kansas and Missouri. He attended the wedding of his daughter, Miss Ethel Lee Canfield, who was married to Mr. Harold Bratton of Holsington, Kansas. Mr. Canfield stated that what in that part of the country looked good and would average about 20 bushels per acre.

Estimate of Cost of Sewer System Received by City

An estimate of the cost of a sewer system for Muleshoe has been received by the City Commission from Brown-Crummer Company of Dallas. The system as proposed by this company, if put into operation, would be paid for on a revenue bearing basis. Those using the sewer connections would be asked to pay only about \$1 per month for the service, which is a very low rate, and would be worth many times the cost in convenience and in the improvement of certain conditions that now prevail. The present system of dumping all kinds of waste in cess pools is very unsanitary and is not at all satisfactory from any standpoint. These cess pools are at times very obnoxious. They are a veritable breeding place during the summer months for flies, mosquitoes and all manner of germs which are a menace to the health of the entire community.

With a first class sewer system, many conveniences would be brought to the citizens of Muleshoe that they do not now enjoy, and the town would be a great deal more attractive to prospective settlers who desire to locate in a progressive town where health and sanitary conditions are the best. It is to be hoped that the people of Muleshoe will grasp the opportunity to secure such conveniences.

ALERITA LOOMIS PLAYERS IN MULESHOE NEXT WEEK

Alerita Loomis Players will be in Muleshoe three days beginning Monday, May 27th, with their big tent theatre. They offer the public a variety of the latest comedies, dramas, and musical entertainment. The company invites the ladies to attend the show on the first night free of charge. We wish to call the attention of our readers to their ad which appears in this issue of The Journal.

MULESHOE WINS ONE GAME AND LOSES ONE IN A DOUBLE HEADER

In the double header baseball game played here Sunday, the local team was both winner and loser. The first game, played between Muleshoe and the Clovis teams, resulted in a victory for the home boys by a score of 3 to 2. It was an interesting game and our boys showed some real stuff in this contest. The field playing was good, and until the eighth inning the score stood 2 to 0. It was then that the Clovis team ran in their two scores.

The second game was played between the Muleshoe and Baileyboro teams. In this game our boys held the visiting players down for the first two or three innings, but they seemed to slow down, after having played a fast game with the other team, and after that the game was all in Baileyboro's favor. The score was 6 to 0.

RECENT BUYERS OF NEW CHEVROLET SIX TRUCKS

Valley Motor Company reports recent delivery of new Chevrolet trucks to the following:
Cult Refining Company; Magnolia Petroleum Company; The Texas Company; Oscar Peters; H. F. Peters; R. E. Barton; Ben Winningham.

W. M. CURTIS OF NEAR QUANAH IS ATTENDING TO BUSINESS AFFAIRS IN MULESHOE LAST MONDAY

GOVERNOR OF HAWAII



A recent portrait of Lawrence M. Judd, Honolulu business man who has been nominated by President Hoover to be Governor of the Hawaiian Islands to succeed Wallace R. Harrington.

Missionary Norman L. Rice Gives Interesting Account Of South African Country

(We are glad to publish the following message from Missionary Norman L. Rice, who was sent to South Africa by the Missionary Board of the Congregational Church in 1926. Mr. Rice served as pastor of the Congregational Church at Hurley, west of Muleshoe, for awhile in 1923. He was not an ordained minister, but was a teacher, and was placed in charge of the Hurley Church until a regular pastor could be secured. While there he met many people and made many friends throughout this section, all of whom, as well as others, will appreciate his interesting account of the conditions and customs in the South African field where he is stationed. He was educated for missionary service in the school of his church formerly located at Kingfisher, Okla. His letter was handed to us by Mrs. J. H. Motheral, who received it only a few days ago, though it was written and mailed at the South African post early in the year. It will be interesting to note that the New Year enters in mid-summer in that far away clime.—Editor's Note.)

Mapumulo, Natal, South Africa, January 1, 1929.

Dear Friends:

Rather than write a letter, it would be much more pleasant to sit down with you for a good visit. We would like to have you tell us about yourselves and about the home land since we left. Letters are only second rate personal contacts and the newspapers and magazines cannot fully keep us in touch. But we would not disparage the efficiency of the post for which we are thankful every day. So we are attempting with the best means at hand to acknowledge letters you have written and to acquaint you with some of the interests and appeals that claim the attention in this particular mission field and which may also chance to interest you. Your

letters have been a continual source of interest to us. They help us to live over again the many happy days we have spent with many of you and to bring into being new acquaintances and friendships with those whom it has not yet been our privilege to meet. We appreciate the thoughtfulness of you all.

Mapumulo is 72 miles by road from Durban, the port of Natal, which is a flourishing city with 160,000 population. Its direct line we are about 45 miles due north from Durban, 30 miles back from the coast, the Indian Ocean and the railway at the coast. The hills are hilly. Within a radius of five miles from our home there are elevations varying from 1000 to 3000 feet above sea level. The general level rises rapidly from the coast until at Mapumulo we have an altitude of about 2000 feet. The land, nowhere level, is traversed by many streams which have formed a countless succession of valleys and ridges. The hillsides are covered with grass and "bush," interspersed with the kraals and gardens of the Natives. The Native usually builds his kraal on the highest ground available. A frequent feature of the landscape is a hill crowned by a circular, thorny hedge surrounding the huts which compose the kraal of some Native. The number of huts indicate the number of wives the man is so busy to possess, or perhaps a son may also have built in the father's kraal.

Mapumulo is a native area, the land being held in trust for the Natives by the Government. The Natives are still to a considerable extent under the influence of their chiefs and occupy the land communally, unsurveyed and without titles. But they are now clamoring for more secure tenure. This is the case not only at Mapumulo, but throughout the Native areas in a

(Continued on second page.)

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

Member Texas Press Association
Member National Editorial Association

Of much significance to the state at large and to Schulenburg in particular was the celebration at the Fayette County town the other day of the cornerstone laying of the Carnation Milk plant, which is hoped to be the first of several similar plants in the state. Recognition by the Carnation Milk Products Company of the advantages of Texas will give further impetus to the dairying industry in the Southwest, already making rapid progress, and contributing materially to the industrial prosperity of Texas. The shipment of a registered Holstein bull from Oconomowoc, Wis., to Schulenburg by airplane was spectacular enough to direct additional attention to the celebration marking the advent of the Carnation Company to Texas, and the more attention that can be devoted to the dairying possibilities of the Southwest the sooner will come the transformation of Texas from a receiver to a shipper of dairy products.

To put Ben Franklin's homely wisdom concerning thrift into national practice is evidently the appropriate purpose of Dr. Julius Klein, Assistant Secretary of Commerce. Dr. Klein views the present waste of eight to ten million dollars in the conduct of American business as an urgent challenge to the efficiency that is so often spoken of in connection with the present administration.

The stupendous failures of retail grocers, which averaged in a single western city thirty a month, could have been largely prevented by keeping a watchful eye on wasteful practices. Dr. Klein states that Distribution losses, at the bottom of many of such failures, are now a major concern of the Department of Commerce.

Another custom which causes waste is that of returning goods that are purchased and not desired. Dr. Klein admits the supreme right of woman to change her mind especially where the family budget is concerned, but he also feels the need of relieving this costly practice.

Unwise credit methods, unfair grading practices of small trading minorities, disorderly marketing, extravagant delivery services, ill-judged advertising, and careless procedure in the retail trade were some of the other wasteful practices cited by Dr. Klein.

TEXAS NATURAL GAS SUPPLY ATTRACTIVE TO INDUSTRIES

New York manufactures 110 billion cubic feet of gas a year, consuming 30 billions in industrial heating purposes. Natural gas produced in Texas during February, according to the gas division of the Railroad Commission, was nearly 20 billion cubic feet or 240 billion cubic feet a year. The natural gas supply in Texas is a decided inducement for the attraction of industrial enterprises, for all of which cheap fuel and cheap power are major requisites.

INTERESTING ACCOUNT OF SOUTH AFRICAN COUNTRY
(Continued from First page.)

general way, more particularly where the people have had a taste of education. It is a healthy dissatisfaction. Goods are transported over the hills from the rails to the country stores of the Mapumulo region by heavy wagons, which are called "trolley-wagons" by teams of from twelve to sixteen mules. Dodge commercial cars and a few larger trucks, transformed into buses; carrying ten passengers or more each and operated on irregular schedules by Asiatic Indians or Natives, also connect Mapumulo with the coast towns and Durban. These buses carry mainly to the Native trade, but the Europeans (whites) occasionally find them to be a convenience.

Mapumulo Magistracy, two miles distant from the mission station, boasts a handful of Europeans connected with the Native Affairs Department, the Court, the Police, the Veterinary Department, the District Surgeon, the Post Office and a store, with whom to associate and we consider ourselves fortunate in these contacts with people of our own race so near at hand. The Native population of the region varies from 15 to 20 families to the square mile. Their patchy gardens mainly supply their special necessities, though the stores, mostly owned by white traders, located at intervals through the district, are experiencing a rapid growth in the sale of staple groceries, dress materials and simple garments, plows, hoes and trinkets.

A Native's social standing largely depends on the number of cattle he possesses. From our standpoint the continual increase of the "scrub" stock of the Natives on their communal basis of tenure is not an unmitigated blessing. One who seeks advancement aside from raising cattle is unjustly hampered. The Veterinary Department, in its capacity to supply accommodation for the dipping of these thousands of cattle every week or ten days for the prevention of diseases prevalent in this warm climate. You can readily see that with this dense population, for a strictly agricultural district, there are only such areas still remaining in bush or jungle as cannot be used for gardens or pasture. Indeed the supply of wood for fuel is becoming a problem for many families which are not so fortunate as to live near the occasional rocky and precipitous wastes overgrown with bush.

But what we can say of the country today may not have been true yesterday and may be radically changed tomorrow. As the population grows, under the governmental suppression of tribal wars, new means of livelihood have to be provided. To increase production the Government is placing some Native Agricultural Demonstrators in the field. Square houses are replacing the round huts. Many Natives seek temporary employment in the towns to provide themselves with cash from white employers to pay the poll tax and to satisfy their growing desires for the amenities of European civilization. In many places the children are crowding the schools faster than new buildings can be provided. Agitators are clamoring for social justice in a country rife with social restrictions and racial consciousness, under a Government loath to extend the franchise to the Natives and in an economic situation which keeps Native labor on a low level of a few years ago the East Coast Fever (Tick

Fever) cleared the country of cattle. The grass grew tall. Snakes and small game multiplied. But now the hills are cropped close. Snakes are rare. In this region bucks are almost extinct. There is no large game this side of the game preserves in Zululand. The first dry year will find some cattle dying through lack of pasture as is already the case in a few sections. Regulation of the number of stock seems imperative, and with the European viewpoint a simple matter. But as was hinted, the Natives have their cattle not for profit but for prestige. It is difficult to get a Native to sell a beast. He says his cattle are his bank. Even though he may get a good price for a cow he feels that his capital has been diminished by the sale. And furthermore marriage entails "lobola," the exchange of ten head of cattle for a wife. One of the more prosperous Natives, a polygamist, said, "We would rather have our cattle die than have them limited." It is difficult to get the Native mind on cattle. But a study of their attitude toward their stock is a necessary approach to an understanding of the Natives. It seems so unreasonable from our standpoint, yet it is so obvious to them that it is unexplainable. In some cases it seems to amount to a blind instinct. I think it is chiefly a matter for study by the psychologist in attention and center of interest. Some young men, mostly those who have become more advanced in education, seem to have broken from the conceptions of their fathers on this point, perhaps through a shift of their interest. The whole picture is one of flux and change. Our predecessors came to arouse the people. Our task is to clothe in their right minds those who are awaking.

So far as our short experience has acquainted us with the field and the work it appeals to us as fraught with vital interests. We have never heard any missionary, most of all those old in the work, complain of monotony. In fact the danger seems rather to lie in the direction of having one's efforts become too scattered through the appeal of too many worthy interests. But it is impossible in the scope of one letter to dwell upon the details of those interests, tempting as it is to continue. Here I have tried roughly to sketch the background against which must be viewed the activities of our mission in this rural section. The locality has been introduced and some of the physical aspects treated. Sometime we may be able to enlarge upon this outline and fill in with some description of the methods by which the mission seeks to fit into the situation and raise the standards of living in the community.

It is the New Year with its promise of opportunity and its chance of discouragement. But it brings mostly hope. It is mid-summer. In some places people may be wishing for a blizzard to cease. But there are others who hunger for a taste of biting cold. Toward you all we cherish the best wishes of the New Year.

Sincerely,
NORMAN L. RICE.

MULESHOE SECTION LOOKS BEST OF ALL

J. B. Rhoads, special agent for Hornberger, Beckmann & Co., of San Antonio, was in Muleshoe this week. He was a guest of the Luncheon Club at their regular meeting Tuesday and made a short talk on that occasion. Mr. Rhoads has been traveling over the Plains for several years and stated that he had watched the section around Muleshoe with a great deal of interest. Upon his first visit there was no town to speak of and there was no development in this territory. He has seen the steady progress of the community since its development started and his first confidence of its wonderful possibilities has never been shaken. He says the country surrounding Muleshoe looks better than any other section of the Plains.

EARLY PANHANDLE DAYS WILL BE RECALLED AT TRI-STATE RODEO JULY 4

Amarillo, Texas—Early days in the Panhandle will be recalled vividly here on July 4 when an old time rodeo, of the kind now nearly extinct, will be staged here under the auspices of the Tri-State Fair Association. It was announced by Wilbur C. Hawk, President of the Fair.

Under the management of Cliff King and Clyde Miller of Holly, Colorado, both among the Southwest's leading rodeo performers, the event promises to be the greatest single pre-fair attraction brought to the Panhandle this year. Mr. Hawk declared. More than \$7,500 in premiums will be awarded the winners in the rodeo competitions.

Two performances, afternoon and night, will be given July 3, 4 and 5. Additional information on the rodeo and entry blanks may be obtained by writing to Clyde Miller, Holly, Colorado.

WAS SOLOMON WISE?

Liza and Fannie were discussing their Sunday night dates.

"Yes mam, I done had me a neckin' party last night!"

"Neckin' party? Law, chile, don't you know them is out o' style? They had them four thousand years ago!"

"How you done know they had them four thousand years ago?"

"Cause my mammy done told me that the Bible says that King Solomon took the Queen of Sheba into the banquet hall and he fed her wine and nectar!"—Traveler's Beacon.

SUBSCRIBE FOR THE JOURNAL

Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

OFFICERS & DIRECTORS.
I. W. Harden, President
J. J. Lawler, Vice-President
L. S. Barron, Secretary-Treasurer.

LOAN COMMITTEE
J. A. White
M. F. Collins
R. J. Klump

A Long Time Loan and Low Rate of Interest

Memorial Day

U.S. Prifty



The vast breadth and prosperity of our nation is largely due to the strength, spirit and stamina of its men. They fought their battles to successful and virtuous conclusions. By their sacrifices our country stands supreme.

Blackwater Valley State Bank

MULESHOE, TEXAS

"There is No Substitute for Safety."

The Journal Office for Commercial Printing

ANNOUNCEMENT

I have purchased the Sanitary Barber Shop from Mr. M. B. Walker, and will appreciate a share of your Barber trade. We assure you of

FIRST CLASS WORK AND COURTEOUS SERVICE

Call and see us and let's get acquainted.

C. B. CHAMBERS

COMING!

Allerita Loomis Players
In the Big Tent
3 Days—Commencing
Monday, May 27

All New Plays and Lots of Specialties Between Acts

PRICES:
Children.....10 cents
Adults.....35 cents
One lady free with each paid 35 cent ticket opening night.

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

Produce Sam Says

Beauty Contest judges are enjoying their happy date

SERVICE

Serving people is the way we get joy out of life.

Another thing, we adhere to the strictest rules of Sanitation—an important matter to remember.

Top Prices For—
POULTRY
EGGS
CREAM
HIDES

Produce Sam Says:
"You'd be surprised how many people you'd like if you could do something for them."

Muleshoe Produce Co.
ELMO HEAD, Manager

JOYCE-PRUIT Co.
"The House of Courtesy"

Sensational SALE

Spring Coats and Women's Coat Suits

1-2 PRICE

The Truth Hurts No One!

Owing to a bad business condition that has existed—the demand for the better grade of SPRING COATS has been far below our expectations. Therefore we are forced to sacrifice these exceptional COATS AT HALF PRICE!

Your choice of Kittensear Broadcloth, Kasha Flannels, Broadcloth and Sport Weaves with flowing scarfs, fancy backs, belted models and sports—Many with monkey fur trimmings.

"QUALITY WITHOUT APOLOGY"

ford of near Littlefield shoe Saturday.

J. B. King of Plainview was a Muleshoe visitor Monday.

Special on Cookies

15c per dozen

- Jelly Beans, dozen . . . 25c
- Doughnuts " . . . 25c
- Cinnamon " . . . 20c
- Cake 25c • 30c

The Muleshoe Bakery

"Sooner or Later."

Your Insurance Business Appreciated

All Kinds Written, Old Line Connections

J. E. ALDRIDGE

Office at the Blackwater Valley State Bank

ROAD HINTS

Comfortable Rest Rooms

Let Us Drain Your Crank Case and Refill With

Phillips Paraffin--Base Oil

1-2 Gallon **FREE** Allowed

Up-to-Date Grease Service

FLATS FIXED

"66" Service Station

PHONE 7

GROCERIES

Of a Quality That Women Ask For...

Visit our store today—inspect our selection of famous makes of foods! Let us convince you that our prices are lowest, quality considered! Our service—our personal attention makes shopping a pleasure here.

Our market business is growing all the time because we cater to our customer's wants with the best varieties the market affords.

We Appreciate Your Business.

HEADQUARTERS FOR EVERLITE FLOUR

HENINGTON'S GROCERY
And Market

APRIL SHIPMENTS OF FRUITS AND VEGETABLES LARGEST ON RECORD IN THE STATE

Austin, Texas.—A total of 9,688 cars of fruits and vegetables was loaded in Texas during April, according to Bernard Nichols, editor of the Texas Business Review, issued monthly by the Bureau of Business Research at the University of Texas.

"This total makes April by far the largest month on record," Mr. Nichols said. "Shipments for the year to date are 17 percent above those for the same period of 1928. Prices were generally higher. Tomatoes advanced 50 cents to 75 cents per box, while potatoes, beets, carrots and lettuce recovered most of the March loss. On the other hand, onions declined 21 per 100 pound sack and string beans decreased 50 cents per hamper."

SPECIAL SUMMER RATE IS ANNOUNCED TO WEST TEXAS TEACHERS COLLEGE

Canyon, May 17.—A special summer rate for the benefit of students of the West Texas State Teachers College at this place has just been announced. The rate is in effect with arrival dates from June 1 to 5 and a final return date of August 27. The fare is one and one half for round trip and the rate is good from all Texas points.

Several hundred students will benefit from this arrangement as the indications point to a very large summer school, according to President J. A. Hill and other administrators of the College.

AIR TELEPHONE DEMONSTRATION A SUCCESS

Hadley Field, N. J.—The airmen of America were presented recently with means of speaking from cloudy peaks with their bosses, their sweethearts, or anyone else of the earthbound millions who have access to a regular telephone instrument.

The Western Electric Company demonstrated in a series of tests for the press an invitation linking planes on the wing to the land lines of the commercial telephone system.

The first call was put through by an Associated Press reporter who went aloft in the flying telephone booth at 11 a. m. and stayed up until noon. Wearing a regular telephone headset and speaking into the microphone held in his hand he gave the telephone number of the Associated Press office in New York to the Bell Telephone experimental radio station at Whippany, N. J. by wireless telephony.

A moment later he heard the A. P. switchboard operator respond and was switched to the city desk which in turn handed the call over to a rewrite man who took the report of the demonstration from the flying reporter.

Though the reporter in the plane was sitting only four feet from the roaring engine, from which he was separated only by a thin pane of glass, he could hear the people in the New York office as clearly as an ordinary phone conversation and his words were clearly audible in New York.

The takeoff was made in a driving rain, but the telephone plane rode above the storm and the demonstration was made while 2,000 feet over Plainfield, N. J., and while the plane was making about one hundred miles an hour.

NEED NOT COMPLAIN ABOUT THE WIND

The people need not complain about the wind in this section of the country, believing that it is the only place where the wind blows. We have been keeping a pretty close tab on the wind the past few months and we have noticed that it is blowing unusually hard and frequent in most all of the states of the union, and all over Texas. Those East Texas folks can't say a thing to us about wind in this country this year, for they have been having plenty of it, too. The wind usually gets worse in the east and off the caprock, and develops into a real cyclone or tornado before it gets very many miles from the plains, and that is something that seldom occurs in this section of the country. Just brave it out, folks, we will have plenty of pretty days to make up for the few unpleasant ones and we will live to enjoy them, and that's more than some poor folks can do, who have been blown to their death in other parts of the state and in other states.—Ralls Banner.

Will Try "Belling" a Coyote

Sometime soon Uncle Mun Montgomery will bell a live coyote and turn him loose at the H. P. Pace ranch two and one-half miles from Tucumcari. Parties sighting the coyote or hearing the bell are asked to not shoot him, but report to "Uncle Mun," who is anxious to know just what effect the bell will have. It was planned to release the belled coyote Saturday, but the animal is suffering from too much trap and will be held until he recuperates. Some suggest that the bell will drive other coyotes away, while others think it will suggest sheep and draw them. Anyhow, "Uncle Mun" will try it once and see what the result will be. Also he wants to know just how much territory a coyote ranges over and thinks this will give a line on his range.—Tucumcari (N. M.) American.

KNOW TEXAS

Texas produces from 30 to 40 per cent of the cotton crop of the United States, and from 20 to 30 percent of the cotton crop of the world.

In turkey production Texas leads all the other states in the union, but in other kinds of poultry it is well down in the list.

Average rainfall over Texas as a whole is 31.08 inches. There is a difference of 35 inches between the annual rainfall in extreme East Texas and extreme West Texas—the Beaumont area showing 45 inches and El Paso 10 inches.

Smith County, in 1928, shipped over 100 carloads of rose cuttings, claiming the lead in the Southwest.

Statisticians predict the population of Texas in 1950 will be 7,015,000, and that of the 2,500,000 predicted increase only 140,000 will be in farm population.

Enjoy a Good Meal

At our Cafe when you come to town, and take home a supply of good tender Meat from our Market. Your satisfaction in quality, service and price, is our aim.

Corn Fed Beef and Pork Our Specialties.

Moeller Market & Cafe
MULESHOE, TEXAS



The Best Way to Get By On The Farm

Is to have sufficient equipment to meet the present day requirements for efficiency. Our line of Farming Implements and Tools is the best to be found anywhere.

E. R. Hart Lumber Co.

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

A SIGN OF QUALITY and VALUE to thousands of satisfied USED CAR BUYERS



LOOK at these Outstanding Used Car Values

BUY NOW
—FOR—
The Harvest Season
Some Excellent Values in USED TRUCKS
Priced to Sell and Terms to Suit



This Red Tag "with an OK that Counts" is Your Assurance of Honest Used Car Values

You can have perfect confidence in your purchase of a used car that has attached to its radiator cap the Chevrolet red "O. K. that Counts" tag. This tag, used exclusively by Chevrolet dealers, is attached only to cars that have been thoroughly reconditioned and checked "O. K." by expert Chevrolet mechanics. To thousands of satisfied used car buyers it has proved a sign of outstanding quality and value. We now have on hand a wide selection of these fine "O. K." used cars—priced for quick sale. Come in today.

Valley Motor Company
MULESHOE, TEXAS

USED CARS with an OK that counts

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

BUILDING

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

W. C. GORDON

At Panhandle Lumber Company

MICK

The Auctioneer

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

O. N. ROBISON
General Auctioneer

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

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Muleshoe Abstract Company

A. P. STONE, Prop.

MULESHOE, TEXAS

Agent for Warren Addition

CANCER FREE BOOK

Sent on Request

Tells cause of cancer and what to do for pain, bleeding, odor, etc. Write for it today, mentioning this paper. Address Indianapolis Cancer Hospital, Indianapolis, Ind.



To See Well—See Worrell

EXCLUSIVE

Eyeight Specialist

1/2 Block Off Main, East of Barry Hardware Company

CLOVIS - NEW MEXICO

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
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General Medicine
Eye, Ear, Nose and Throat
DR. J. H. STILES
DR. L. P. SMITH
General Medicine
General Medicine
MISS MABEL McLENDON
X-Ray and Laboratory
C. E. HUNT
Business Manager

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

DEMSTER
NO. 12. BACK GEARS
Anti-Oiled WINDMILL



GUARANTEED

The Demster 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 Timken Tapered Bearings, Positive Brake, Machine Cut Gears, Oil-Once-a-Year feature. Come in and a competent windmill and pump man will show you a sample.

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

Helping Texas to Grow

Over 500,000 additional fruit trees have been planted in 52 East Texas counties within the past two years as the direct result of the home orchard campaign inaugurated by the East Texas Chamber of Commerce. In 1927-28 the total was 260,000 and in the second year's campaign just ended it was 275,000. New home orchards have been added 6,000 homes in the 52 counties. Smith with 40,000 trees planted this year won first place among the counties included and Gregg was second.

Although Texas hasn't even scratched its possibilities as an industrial state, it still leads all the Southern States in value of its industrial output with a total of nearly one and a quarter billions in 1927, according to a Census Bureau report. This was nearly \$100,000,000 above the total of North Carolina, where industrial development is probably the most intense in the South. Manufacturing plants in Texas jumped from 3,893 in 1925 to 4,085 in 1927; wage earners in industrial plants increased 10,000; and wage paid workers climbed from \$116,000,000 to \$136,000,000 in the two years. "It's Great to be a Texan."

A Wood County banker says his bank has loaned more money for the purchase of dairy cows this spring than in the previous five years. He holds that "dairy farming is our salvation."

DAIRYING IN UNITED STATES IS "BIG BUSINESS"

Out of every \$5.65 received by the farmers of the United States \$1.00 comes from the dairy cow. Of every \$5.00 spent by the American family for food \$1.00 is for milk or dairy products.

Dairying in the United States is "big business." We don't stop to consider the immensity of the dairy industry as we do the steel industry because dairying is not controlled by a few outstanding figures.

The farm value of the milk and dairy products is nearly three billion dollars a year—nearly twice the value of the corn crop and more than the combined value of cotton and hogs produced. There isn't nearly as much commotion kicked up over dairying as over the other crops named, because the dairy industry isn't "in the red" and the others get that way ever so often.

The corn farmers, the cotton farmers, the hog raisers—those are forever protesting that something must be done about it. While these protests are being sounded to the high heavens, where is the dairy farmer? He's back home milking.

He's part of the big business; and he does his bookkeeping on the right side of the ledger. Of course there are failures in dairying; there are failures in the steel industry. But the fault generally is with the management, not with the industry.

The dairy farmer-billionaire is solid and making headway; and incidentally, he is moving South.—Southern Dairyman.

COWS WORTH KEEPING WILL PAY A PROFIT

Cows really worth keeping should be profitable during the next year as well as for several years. Four main indications of this favorable outlook for prices of dairy products in the future are pointed out in the May 15 issue of the Oklahoma Farmer-Stockman. Summarized briefly, these points are as follows:

No pronounced gain production is probable—There has been no increase in numbers of milk cows since a year ago and a favorable beef situation is pulling some in-and-out dairymen back to beef production. Time needed to produce a dairy cow, investment needed and natural conditions tend to keep down expansion. Beef outlook also good for several years.

Consumptive demand promises to remain strong—People have just begun to realize that milk is a "wonderful juice." Consumers can be depended upon to do their part to maintain good prices if dairymen maintain a policy of beefing low-producing cows and save only better calves that give promise of raising average production of their herds.

Foreign competition carries no new threat—Transportation costs to the point of entry and the tariff must be paid on products coming into this country and steps are being taken to increase consumption of dairy products abroad.

Feed costs seem likely to be reasonable—Pastures have started off better than last year, but increased production resulting from good pasture comes at low cost. Feed grains not likely to be higher than last year, depending on yields. There is promise of a larger supply of rough feeds.

It is said that a horse cannot kick when he is pulling and he cannot pull when he is kicking—Moral, don't kick, so that you can always be in readiness to pull when the time comes to do something for the community in which you live.—Exchange.

GEORGE WASHINGTON'S HOME NOW LIGHTED BY ELECTRICITY

On the theory that George Washington, were he alive, would enjoy modern comforts, the custodians of Mount Vernon have replaced candles with electric lights on the Virginia estate of the "Father of His Country."

The new facilities do not mar the ancient beauty of the place, however. All buildings except the mansion are supplied with electricity through underground conduits. The Mount Vernon Ladies Association has entered into a contract with a local company to supply electrical energy.

The old kitchen building is equipped with an electric range and a refrigerating plant. Woodlawn, adjoining Mount Vernon, home of Nellie Custis Lewis, formerly occupied by the late United States Senator Oscar W. Underwood of Alabama, is also equipped with electricity, as are old Christ Church in Alexandria, where Washington was a vestryman, and the Fairfax mansion, Mount Eagle, near Alexandria.

SUBSCRIBE FOR THE JOURNAL

FINAL PLANS OF MEMORIAL GATEWAY TO UNIVERSITY CAMPUS TO BE CONSIDERED

Austin, Texas.—Final plans for the \$250,000 memorial gateway to the campus of the University of Texas will be considered by the committee in charge, consisting of H. A. Wroe of Austin, President H. Y. Benedict and Dr. W. J. Battle, on June 3, when Pompeo Coppini, Italian sculptor who has designed the statutory for the monument, visits Austin. Coppini will be accompanied by a member of the firm of Walker & Morrison of Chicago, architects in whose hands the execution of the masonry designs has been placed.

The fund by which the monument is to be constructed was left to the University by the late Major George W. Littlefield of Austin, former University regent. General plans for the statutory were given Coppini some eight years ago. Heroic figures of ten Southern patriots have already been completed by him and now stand in the State Capitol, awaiting the completion of the other details of the monument.

Road Information Cozy Rest Room

WE DON'T KEEP THE BEST WE SELL IT

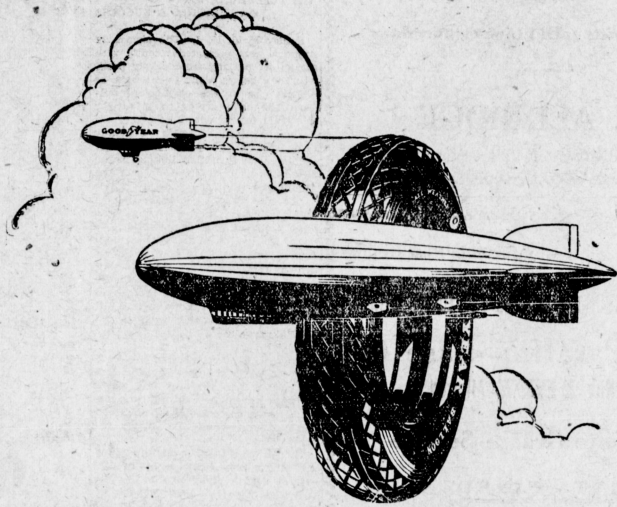
Here is where you get the famous Phillips "66" and Magnolia Products.

Good Tires and Tubes Worth the Money

WE FIX FLATS

Jones Service Station

"SERVICE WITH A SMILE"



**Quality is 'way Up—
Prices are 'way Down**

GOODYEAR

Supertwist Cord Tires—Lifetime Guaranteed

Goodyear—growing greater daily as more and more people find Goodyear Tires are best: Goodyear—building millions more tires than any other company—has again, for 1929, increased the quality all along the line, while the Spring prices are the lowest ever known. Values that defy all quality competition!

Millions More People Now Ride on Goodyear Tires!

Valley Motor Company

Phone No. 12

Muleshoe, Texas

Come to Muleshoe On Trades Day
(EVERY SATURDAY)

And Be Sure to Visit Us While in Town—We're Always Glad to See You

We Serve Sunday Dinners
(No Better Place in Town for Trades Day Luncheon)

McCarty Drug Store

NOTICE!

We have some good Used Pianos at good prices—easy terms.

Radios, Phonographs, Records Sheet Music

Baldwin Pianos—Sold on Easy Terms

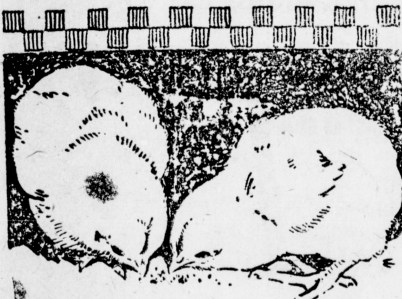
Write or call us at our expense for prices—terms.

South Plains Music Co.

East Side of Square

LUBBOCK

TEXAS



Four Months From Now

WHAT chicks get in their feed will have a lot to do with keeping them alive and growing. More than 2,500 hatcheries say, "Feed Purina Chick Startena." There's a reason.

Every ingredient that goes into Startena is carefully chosen and tested. Startena is rich in life giving and growth-producing vitamins, proteins and minerals. Every ingredient in Startena has its job to do. Every ingredient does its part in keeping chicks alive and growing.

Start your chicks on Purina... keep them on Purina... you'll get more grown-up chicks and have more money left after all chick raising cost are paid. Tell us how many bags of Startena you need right now.



Bailey County Elevator Company

TWEED OF A LIGHTWEIGHT SORT IDEAL FOR TOWN AND TRAVEL WEAR



In the yesteryears of fashion tweeds were just tweeds, classified among sturdy woollens restricted to practical wear, but now what a magic word is tweed!

That estheticism of color that phantomlike daintiness of weight and weave which modernism demands in fabrics for the appareling of womanhood, registers in the new tweeds to an enchanting degree. In fact, that which is said of tweeds applies to 1929 woollens in general. Their delicacy of texture, their color beauty, their versatility has captured the fancy of the entire fashion world.

Speaking of tweeds, there's a tweed for every daytime occasion, ranging from handsome rough mannish tweeds to weaves as dainty and supple and colorful as fastidious taste may demand. To mention color in relation to tweed of this season's vintage is to sound the keynote of its new charm. A tweed in orchid, in pale green, soft rose, marine or steel blue, orange or a reddish tone—even the most sensitive taste yields to the wiles of such.

In any tone or tint the ruffled tailleur in the picture would invite ad-

miration, but in soft rose tweed flecked with white as it is in the original this model is of unusual attractiveness. The white blouse is interesting, too, being styled of the very new woolen plique. Observing the rule that the hat must be related to the costume in color, the felt chapeau which milady wears with this suit is in a harmonizing rose tint.

Another woolen weave which is inviting no end of favorable comment, is very loose-woven basket cloth. Like tweed, the new and ultra-smart basket cloth comes in a range of adorable colors. An ensemble consisting of a one-piece frock of basket cloth with a knee-length unlined circular cape is among the arresting costumes created for immediate wear.

Designers are finding it expedient as well as proving highly pleasing in a trimming way to hand-fringe the edges of the now-so-modish basket cloth. Sometimes collar, cuffs, pockets, scarf and all headline edges are thus fringed, the result being as charming as it is novel.

JULIA BOTTOMLEY

(© 1929, Western Newspaper Union.)

Town Talk

Marion Walker was in Clovis Monday.

Mrs. J. T. Lindsey is in a hospital at Savannah, Missouri.

Mrs. R. L. Faulkner visited Mrs. L. B. Wright in Lubbock last week.

Mr. and Mrs. J. E. Aldridge were in Lubbock on Thursday of last week.

Chas. Pooch of Livermore, Iowa, was here this week attending court.

J. M. Gay of Sudan, agent for the Newsome lands, was in town Monday.

W. C. Gordon, H. A. Towery and Ed Hutz were visitors to Plainview Wednesday.

Miss Dorothy Wentland, Bill Daniel and Marie Bucy left Sunday for California.

Mr. and Mrs. A. J. DeBord visited their daughter, Mrs. D. A. Davis, in Portales Monday.

Valera Menefee, who has been employed in the postoffice here for several months, has returned to her home in Hagerman, N. M.

Miss Minnie Hutz of the Watson community returned home Wednesday evening from Plainview, where she has been attending Wayland College.

L. A. Huntsman and family of Winters, Texas, are visiting in the home of Blands Dennis this week. Mr. Huntsman is a brother of Mrs. Dennis.

D. A. Lindsey of Kansas has purchased 320 acres of land 10 miles east of Muleshoe. Improvements will be made on the property in the near future.

L. S. Barron, J. A. White, M. F. Collins, J. J. Lawler and E. W. Hardin are attending a district meeting of the Federal Land Bank officials of this district at Lubbock.

J. F. Sanders of the Progress community visited in Merkel last week. He was accompanied home by his daughter, Mrs. O. R. Rodden, and her little son, Robert, who will spend most of the summer with Mr. and Mrs. Sanders.

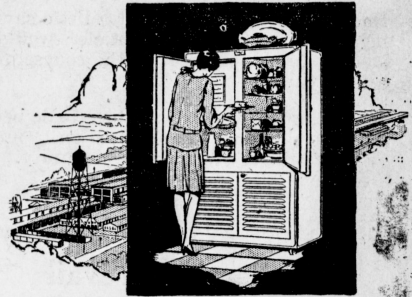
Look Thru Your Old Suits

Said Brown to Jones, "Your new suit fits you fine. I'd surely give a lot if it were mine."
Said Jones, "That new stuff is all the bunk. Wiley found this in the attic in a trunk of mine. It's a last year's suit that I'd thrown away. She just had it cleaned and pressed today."

Muleshoe Tailor Shop

(COPY, J. T. HUNTER)

All Frigidaire cabinets are built in the FRIGIDAIRE factory



and designed exclusively for electric refrigeration

GENERAL Motors standards are carried out in every detail of Frigidaire construction. Even the cabinets are made in the Frigidaire factory. Each one is steel and finished either in white duco or seamless porcelain.

It is this scientific insulation, plus direct frost-coil cooling, that maintains a temperature in Frigidaire 12° colder than you can expect with ice.

A small deposit puts Frigidaire in your home. Then pay a little each month under liberal General Motors terms.

Visit our salesrooms today. Or write or 'phone for an interesting illustrated booklet—sent free.

FRIGIDAIRE

Product of GENERAL MOTORS



K. K. Smith, Local Dealer

Miss Verbie Griffiths of Progress visited friends here Sunday.

W. B. Price of Lubbock, District agent for the Texas Company, was in Muleshoe this week looking after the construction of their wholesale house which is going in here.

You can bank on the quality of a cigarette that continues to be the biggest success in smoking history

CAMEL CIGARETTES

WHY CAMELS ARE THE BETTER CIGARETTE

Camels contain the choicest tobaccos grown... expertly blended for matchless taste and fragrance.

They have a welcome mellowness and mildness that you will find in no other cigarette. Smoke them as often as you like, Camels never tire your taste.

The quality of Camels is never permitted to vary.

Only a superior cigarette could have won and held world leadership for all these years as Camel has done.



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

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

Goodland News Items

The Goodland School was Friday, May 17.
The Goodland Sunday School had an unusually large attendance last Sunday. There were 41 present. We are glad so many are taking interest in the Sunday School work.

Mr. Henry Hanover made a business trip to Littlefield Saturday. Mr. and Mrs. Leonard Reed and children were guests in the Charlie Locke home Sunday.

A number of Goodland people attended the singing Sunday evening. Mr. and Mrs. L. D. Sanderson made a business trip to Clovis Wednesday.

Farris Stokes and Joe Millsap made a business trip to Clovis last Monday. A weiner roast was given on Friday, May 10. Everyone present enjoyed themselves "immensely".

Mr. C. B. Weaver made a trip to Sudan to have his car repaired. Mr. Beatty made a business trip to Portales last week.

The people of Goodland appreciate the new piano. It has encouraged them all to come out to Sunday School. B. Y. P. U. and singing.

The Goodland community was blessed by a good rain last week. Everyone is busy planting now.

Reporter

EXHIBIT WILL DEPICT GROWTH OF MINE SAFETY

The Bureau of Mines is preparing a permanent exhibit of the historical development of the welfare and safety work, to be placed in the National Museum in Washington, D. C.

Tentative plans for the exhibit include a model of Coal-mine entry and room containing permissible coal mining equipment incorporating safety features in coal mining. Models illustrating a mine-rescue crew in action, fully equipped with life-saving apparatus, will also be installed, together with other features.

Lady bugs are used to destroy the "scale" that ruins fruit trees. Women know enough to confine their wars to insect fighting, civilization will start.—Portales Valley News.

OFFICIAL NOTICE

On the 27th day of May, 1929, the Commissioners' Court of Bailey County, Texas, will take sealed bids on the audit to be made on the County and School Books of Bailey County, Texas. The Court reserves the right to reject any and all bids.

J. E. ADAMS,
County Judge.

SHERIFF'S SALE

THE STATE OF TEXAS,
COUNTY OF BAILEY.

WHEREAS, By virtue of an Order of Sale issued out of the 72nd District Court of Lubbock County, Texas, on a judgment for \$1275.34 and costs of suit, rendered in said Court on the 27th day of February A. D. 1929, in favor of H. D. Chiple and J. H. Goodrich and against Frank L. Stegall, No. 381 on the Docket of said Court, and to me, as Sheriff, directed and delivered, I did, on the 18th day of May A. D. 1929, at Clovis, P. M., levy upon the following described land, situated in Bailey County, Texas, and belonging to Frank L. Stegall, to-wit:

The Northwest Quarter (NW 1/4) of Section Twelve (12) in Block C, containing 160 acres; and on the 2nd day of July A. D. 1929, being the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the Court House door of Bailey County, Texas, in the town of Muleshoe, I will offer for sale and sell at public auction for cash, all the right, title and interest of the said Frank L. Stegall in and to said property.

WITNESS my hand, this 18th day of May A. D. 1929.

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

Read The Journal

Want Ads

HARNESS OIL for sale by J. M. McAdams, at the Shoe and Harness Shop.

FOR SALE—Seven good milk cows. See M. S. Stidham, Muleshoe, Texas.

WANTED—Man to work on farm through summer. Inquire at Journal office. 14-2T

FOR SALE—Sure-crop tomato plants, grown here; 25c per 100.—Albert Tra-week, 3/4 mile Southwest of YL School. 14-2T

WANTED—A live distributor or bread baker to sell Betty-Lou cakes. Salary and commission guaranteed. Address Betty-Lou Bakeries, 2019 Congress Avenue, Houston, Texas. 13-3T

FOR SALE—Kaffir, \$1.50 per hundred; Hegari, \$1.75 per hundred; Hall and Half Cotton Seed, \$1.25 per bushel, for planting. W. D. Hamblin, 4 miles north and one half mi. east of Muleshoe. 11-8T.4

Baileyboro News

"The Old Maid" play given at Baileyboro Saturday was greatly enjoyed by all, but it was really a failure, since only two of the poor creatures were successful in finding mates.

A touching Mother's Day program was rendered at the Baileyboro Auditorium by the B. Y. P. U. workers Sunday night. This program was postponed from last Sunday on account of the rain.

Reporter

Bailey County Abstract Company

L. S. BARRON, Manager. (ESTABLISHED IN 1900) MULESHOE, TEXAS

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)

Here's the Place to Buy and Save Money on Your Groceries

Had it occurred to you that a little saving on each grocery article would amount to a great deal in the course of a full year?

We are not "Cheap Johns", but we do believe we can save you a little on your grocery bills if given the opportunity.

The Store Where Courtesy and Service Prevail

We believe there is nothing too good for our customers, and we try to supply you with these, at reasonable prices.

Phone Us Your Grocery Orders

Gupton Grocery Co.

Phone No. 4 Free Delivery

Merit Wins Again!

2 GRAND CHAMPIONS
3 FIRST—2 SECOND AND 2 THIRD PRODUCTION PRIZES AWARDED MERIT MILK MAKER—FED COWS

Listed below are the seven production prizes, and two Grand Champion prizes awarded at the Panhandle-Plains Dairy Show at Plainview to cows fed exclusively on Milk Maker Dairy Feed. This scientifically balanced dairy ration can do the same for your cows!



"ASK THE MAN THAT FEEDS IT!"

Grand Champion Jersey, "Gamboge's King's Sybil," owned by R. C. Nicholls, Tulia.

Grand Champion Holstein, "Holtex Echo Harttoy Elzevere," owned by H. B. Hales, Amarillo.

First prize in 5-year class, "Elizabeth Little Lady," owned by Joe Vaughn, Tulia.

First prize, 4-year class, "Rose Marie's Sweetheart," owned by R. C. Nicholls, Tulia.

First prize, 3-year-old class, "Rochette's Charlotte Queen," owned by Eldon Nicholls, Tulia.

Second prize, 3-year class, "Blue," (grade cow), owned by Sid Payne, Tulia.

Second prize in 2-year class, "Lone Star's Fairy Belle," owned by R. C. Nicholls, Tulia.

Third prize, 2-year class, "Gamboge's King's Juanita," owned by R. C. Nicholls, Tulia.

Third prize in 5-year class Holsteins, "Holtex Echo Harttoy Elzevere," owned by H. B. Hales, Amarillo.

- Merit Baby Chick Grains \$3.25
- " Starting Mash \$4.50
- " Growing Mash \$4.00
- " Egg Mash \$3.75
- " Milk Maker \$2.85
- " Pig Feed \$3.25
- " Calf Meal \$1.25

Muleshoe Elevator Co.
MULESHOE, TEXAS

We Offer the Following SPECIALS For Saturday Only!

A Few Extras in High Quality Work Clothes At Prices You Cannot Afford to Overlook!

Men's Overalls 98c
Boys' Overalls 69c
Unionalls Sizes 2 to 8 69c

Gardner Dry Goods Co.
Muleshoe, Texas

Buy the New Ford

Because it gives you everthing you want in a motor car . . .

**Comfort—Safety—Speed
Beauty—Reliability
Economy**



The new Ford is distinctly a new and modern car designed to meet new and modern conditions. It is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

The minute you sit in it—ride in it—you will realize that here, at a low price, is everything you want or need in an automobile.

The new Ford car has unusual beauty of line and color—it is quiet and smooth running at all speeds—it is remarkably quick on the getaway—it has an internal expanding six brake system, with all brakes silent and fully enclosed. It has four Houselle hydraulic two-way shock absorbers. It is quick and easy to handle in traffic and steady and sure on the road. IT HAS A TRIPLEX SHATTER PROOF GLASS WINDSHIELD. It is economical to run and its upkeep cost is low. And it has a stamina and reliability that mean thousands upon thousands of miles of steady, uninterrupted service.

Come in and arrange for a demonstration. Drive this new Ford car yourself through thickest traffic, on your favorite straightway, up steepest hills.

On basis of complete, all round value, you will know that there is nothing quite like it anywhere in design, quality and price.

Roadster \$450 Phaeton \$460 Tudor Sedan \$325 Business Coupe \$325 Coupe \$350 Sport Coupe, with rumble seat, \$350 Fordor Sedan \$625

(All prices f. o. b. Detroit, plus charge for freight and delivery. Bumpers, spare tire extra)



Muleshoe Motor Company
Muleshoe, Texas